MORNING CONSULT

National Tracking Poll #2111133
November 19-22, 2021

Crosstabulation Results

Methodology:
This poll was conducted between November 19-November 22, 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 do each of the following?*
Watch superhero movies

Demographic	Once a day	Multiple times a week	Once a week	Multiple times a month	Once a month	Less than once a month	Never	Total N
Adults	4% (79)	7% (158)	7% (145)	13% (297)	13% (284)	27% (597)	29% (641)	2200
Gender: Male	5% (53)	10% (101)	9% (100)	14% (146)	13% (143)	26% (277)	23% (243)	1062
Gender: Female	2% (26)	5% (56)	4% (45)	13% (151)	12% (141)	28% (320)	35% (398)	1138
Age: 18-34	7% (49)	11% (71)	12% (81)	20% (129)	14% (89)	20% (133)	16% (103)	655
Age: 35-44	5% (18)	12% (43)	9% (32)	19% (68)	14% (50)	26% (95)	15% (52)	358
Age: 45-64	1% (11)	5% (41)	3% (23)	10% (76)	13% (100)	32% (239)	35% (260)	751
Age: 65+	— (2)	— (2)	2% (9)	5% (24)	10% (43)	30% (130)	52% (226)	436
GenZers: 1997-2012	4% (6)	11% (19)	12% (21)	15% (25)	14% (24)	26% (44)	17% (29)	169
Millennials: 1981-1996	8% (56)	12% (84)	11% (81)	21% (151)	14% (103)	19% (139)	15% (104)	718
GenXers: 1965-1980	3% (15)	8% (39)	5% (26)	13% (65)	14% (72)	32% (161)	25% (129)	507
Baby Boomers: 1946-1964	— (3)	2% (15)	2% (14)	7% (52)	11% (80)	33% (240)	44% (317)	720
PID: Dem (no lean)	5% (39)	9% (78)	8% (69)	16% (143)	13% (109)	22% (192)	28% (242)	872
PID: Ind (no lean)	4% (29)	5% (38)	6% (38)	11% (79)	15% (105)	32% (218)	27% (185)	693
PID: Rep (no lean)	2% (11)	7% (42)	6% (38)	12% (75)	11% (69)	29% (186)	34% (214)	635
PID/Gender: Dem Men	8% (34)	13% (54)	11% (49)	18% (75)	12% (49)	21% (91)	18% (75)	428
PID/Gender: Dem Women	1% (6)	5% (23)	4% (20)	15% (68)	13% (60)	23% (101)	38% (167)	445
PID/Gender: Ind Men	5% (15)	5% (17)	9% (26)	10% (30)	17% (51)	31% (96)	23% (72)	306
PID/Gender: Ind Women	4% (15)	6% (21)	3% (12)	13% (49)	14% (54)	32% (122)	29% (113)	386
PID/Gender: Rep Men	2% (5)	9% (30)	8% (25)	12% (41)	13% (42)	27% (89)	29% (96)	328
PID/Gender: Rep Women	2% (6)	4% (12)	4% (13)	11% (34)	9% (27)	32% (97)	38% (118)	307
Ideo: Liberal (1-3)	4% (29)	9% (62)	8% (50)	18% (115)	13% (82)	25% (165)	23% (153)	657
Ideo: Moderate (4)	2% (13)	8% (52)	8% (48)	14% (89)	13% (85)	25% (161)	29% (184)	632
Ideo: Conservative (5-7)	2% (14)	5% (36)	5% (32)	10% (65)	13% (89)	31% (207)	35% (236)	679
Educ: < College	3% (51)	7% (108)	6% (86)	15% (220)	12% (182)	26% (396)	31% (468)	1512
Educ: Bachelors degree	3% (12)	6% (28)	7% (32)	13% (56)	16% (72)	30% (132)	25% (112)	444
Educ: Post-grad	6% (15)	9% (21)	11% (27)	8% (21)	12% (30)	28% (69)	25% (61)	244

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Demographic	Once a day	Multiple times a week	Once a week	Multiple times a month	Once a month	Less than once a month	Never	Total N
Adults	4% (79)	7% (158)	7% (145)	13% (297)	13% (284)	27% (597)	29% (641)	2200
Income: Under 50k	4% (44)	7% (87)	6% (68)	14% (163)	13% (156)	27% (320)	30% (357)	1194
Income: 50k-100k	2% (16)	5% (34)	8% (51)	15% (100)	11% (72)	28% (192)	31% (209)	675
Income: 100k+	6% (20)	11% (36)	8% (26)	10% (34)	17% (56)	26% (85)	22% (74)	331
Ethnicity: White	3% (55)	6% (107)	6% (103)	12% (213)	12% (214)	29% (494)	31% (536)	1722
Ethnicity: Hispanic	9% (30)	8% (27)	8% (30)	18% (63)	11% (40)	24% (83)	22% (76)	349
Ethnicity: Black	3% (10)	13% (36)	12% (33)	19% (53)	12% (34)	19% (53)	20% (56)	274
Ethnicity: Other	7% (14)	7% (14)	4% (8)	15% (31)	18% (36)	25% (51)	24% (49)	204
All Christian	3% (32)	7% (69)	7% (64)	12% (117)	12% (122)	27% (270)	32% (312)	987
All Non-Christian	13% (16)	5% (6)	7% (9)	20% (25)	10% (12)	20% (25)	25% (31)	124
Atheist	4% (4)	8% (9)	12% (12)	12% (13)	8% (8)	33% (35)	24% (26)	107
Agnostic/Nothing in particular	2% (14)	6% (39)	7% (43)	15% (97)	15% (94)	25% (164)	30% (192)	642
Something Else	4% (13)	10% (35)	5% (16)	13% (45)	14% (48)	30% (103)	24% (80)	340
Religious Non-Protestant/Catholic	11% (16)	6% (8)	6% (9)	22% (33)	11% (16)	21% (31)	23% (34)	147
Evangelical	4% (22)	11% (62)	8% (46)	12% (68)	11% (63)	24% (132)	30% (168)	562
Non-Evangelical	3% (21)	5% (37)	4% (29)	12% (83)	13% (96)	32% (230)	30% (217)	714
Community: Urban	6% (43)	10% (66)	12% (78)	14% (95)	13% (89)	22% (147)	23% (153)	671
Community: Suburban	3% (29)	6% (61)	4% (39)	13% (125)	13% (126)	28% (279)	33% (323)	983
Community: Rural	1% (7)	6% (31)	5% (28)	14% (76)	13% (69)	31% (170)	30% (165)	546
Employ: Private Sector	5% (36)	11% (77)	8% (55)	17% (115)	14% (95)	24% (166)	21% (148)	691
Employ: Government	7% (9)	7% (8)	13% (15)	16% (19)	15% (18)	26% (30)	16% (19)	117
Employ: Self-Employed	5% (8)	11% (20)	10% (18)	13% (24)	14% (25)	26% (47)	20% (37)	179
Employ: Homemaker	4% (7)	9% (17)	7% (12)	13% (23)	13% (25)	36% (65)	18% (34)	183
Employ: Student	2% (1)	6% (4)	6% (4)	9% (6)	21% (14)	34% (22)	24% (16)	66
Employ: Retired	— (3)	1% (7)	3% (16)	7% (38)	10% (56)	29% (159)	50% (275)	554
Employ: Unemployed	4% (11)	6% (16)	5% (14)	19% (49)	12% (32)	24% (63)	30% (78)	263
Employ: Other	3% (4)	6% (9)	8% (12)	15% (22)	14% (20)	30% (44)	23% (34)	146
Military HH: Yes	3% (11)	6% (23)	9% (34)	11% (43)	13% (49)	26% (96)	31% (117)	372
Military HH: No	4% (68)	7% (135)	6% (111)	14% (254)	13% (235)	27% (501)	29% (524)	1828

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Table MCEN1_1: *How often do you do each of the following?*
Watch superhero movies

Demographic	Once a day	Multiple times a week	Once a week	Multiple times a month	Once a month	Less than once a month	Never	Total N
Adults	4% (79)	7% (158)	7% (145)	13% (297)	13% (284)	27% (597)	29% (641)	2200
RD/WT: Right Direction	6% (51)	9% (84)	9% (77)	14% (124)	13% (118)	24% (215)	26% (232)	901
RD/WT: Wrong Track	2% (28)	6% (73)	5% (68)	13% (173)	13% (165)	29% (382)	32% (409)	1299
Biden Job Approve	5% (49)	9% (95)	9% (93)	13% (142)	13% (139)	24% (256)	26% (276)	1051
Biden Job Disapprove	2% (24)	6% (60)	4% (39)	14% (138)	12% (121)	30% (309)	32% (327)	1019
Biden Job Strongly Approve	7% (34)	13% (64)	10% (48)	13% (64)	12% (58)	21% (108)	25% (128)	506
Biden Job Somewhat Approve	3% (15)	6% (31)	8% (44)	14% (78)	15% (81)	27% (148)	27% (148)	545
Biden Job Somewhat Disapprove	4% (12)	9% (25)	3% (9)	20% (58)	13% (37)	24% (67)	27% (76)	285
Biden Job Strongly Disapprove	2% (12)	5% (35)	4% (30)	11% (80)	12% (85)	33% (242)	34% (251)	734
Favorable of Biden	5% (56)	8% (88)	8% (87)	13% (139)	13% (135)	25% (258)	27% (287)	1050
Unfavorable of Biden	2% (20)	6% (59)	5% (46)	14% (145)	13% (129)	30% (306)	31% (317)	1022
Very Favorable of Biden	8% (43)	12% (62)	10% (54)	12% (65)	12% (64)	19% (101)	26% (138)	526
Somewhat Favorable of Biden	3% (13)	5% (26)	6% (33)	14% (74)	14% (71)	30% (157)	28% (149)	524
Somewhat Unfavorable of Biden	2% (5)	9% (21)	6% (15)	23% (57)	17% (42)	23% (56)	21% (51)	247
Very Unfavorable of Biden	2% (14)	5% (38)	4% (31)	11% (88)	11% (87)	32% (250)	34% (266)	775
#1 Issue: Economy	4% (34)	9% (80)	7% (64)	15% (131)	15% (134)	26% (232)	23% (206)	880
#1 Issue: Security	2% (5)	5% (15)	5% (14)	11% (31)	11% (31)	29% (84)	37% (107)	286
#1 Issue: Health Care	7% (17)	6% (17)	11% (29)	13% (34)	9% (23)	27% (70)	28% (73)	262
#1 Issue: Medicare / Social Security	1% (3)	2% (7)	4% (12)	9% (26)	8% (24)	27% (78)	47% (135)	283
#1 Issue: Women's Issues	7% (10)	9% (12)	6% (8)	20% (27)	14% (19)	26% (35)	18% (25)	137
#1 Issue: Education	4% (4)	12% (12)	5% (5)	23% (24)	10% (11)	27% (28)	19% (20)	104
#1 Issue: Energy	4% (6)	9% (12)	5% (7)	8% (12)	19% (26)	27% (37)	28% (39)	139
#1 Issue: Other	— (0)	2% (3)	6% (7)	11% (11)	15% (17)	32% (34)	34% (36)	108
2020 Vote: Joe Biden	4% (43)	8% (84)	8% (80)	16% (160)	12% (123)	24% (247)	27% (273)	1011
2020 Vote: Donald Trump	1% (9)	6% (45)	5% (34)	11% (79)	13% (91)	28% (198)	34% (239)	695
2020 Vote: Other	— (0)	2% (1)	1% (1)	10% (6)	24% (15)	43% (26)	20% (12)	60
2020 Vote: Didn't Vote	6% (27)	6% (27)	7% (30)	12% (52)	13% (55)	29% (124)	27% (115)	431
2018 House Vote: Democrat	4% (34)	9% (69)	7% (55)	15% (120)	12% (94)	25% (193)	28% (217)	782
2018 House Vote: Republican	2% (11)	6% (33)	5% (27)	10% (57)	13% (76)	30% (168)	35% (197)	569
2018 House Vote: Someone else	— (0)	— (0)	1% (1)	8% (5)	17% (9)	42% (24)	31% (18)	56

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Table MCEN1_1: *How often do you do each of the following?*
Watch superhero movies

Demographic	Once a day	Multiple times a week	Once a week	Multiple times a month	Once a month	Less than once a month	Never	Total N
Adults	4% (79)	7% (158)	7% (145)	13% (297)	13% (284)	27% (597)	29% (641)	2200
2016 Vote: Hillary Clinton	4% (32)	9% (63)	6% (43)	15% (108)	12% (88)	26% (183)	27% (196)	712
2016 Vote: Donald Trump	3% (16)	7% (42)	5% (33)	10% (60)	13% (79)	29% (183)	34% (212)	626
2016 Vote: Other	1% (1)	2% (3)	2% (3)	12% (15)	17% (21)	35% (43)	30% (37)	123
2016 Vote: Didn't Vote	4% (31)	7% (49)	9% (66)	15% (113)	13% (95)	26% (188)	26% (195)	738
Voted in 2014: Yes	3% (41)	7% (90)	6% (71)	12% (141)	13% (158)	27% (332)	32% (388)	1222
Voted in 2014: No	4% (38)	7% (68)	8% (74)	16% (155)	13% (125)	27% (265)	26% (252)	978
4-Region: Northeast	5% (21)	5% (21)	7% (26)	13% (52)	10% (40)	28% (108)	32% (124)	394
4-Region: Midwest	2% (9)	8% (35)	4% (17)	13% (60)	13% (58)	28% (131)	33% (152)	462
4-Region: South	3% (27)	9% (73)	7% (57)	14% (119)	13% (110)	25% (205)	28% (231)	824
4-Region: West	4% (21)	6% (29)	9% (44)	13% (65)	14% (75)	29% (152)	26% (134)	520
Marvel Comics Fans	5% (69)	12% (149)	10% (131)	21% (266)	17% (226)	29% (369)	7% (85)	1296
Avid Marvel Comics Fans	14% (60)	21% (93)	15% (66)	27% (120)	13% (57)	8% (34)	2% (11)	440
Casual Marvel Comics Fans	1% (8)	7% (57)	8% (65)	17% (147)	20% (169)	39% (335)	9% (74)	855
Marvel TV/Movies Fans	5% (75)	11% (155)	10% (136)	19% (268)	17% (244)	29% (405)	10% (136)	1419
Avid Marvel TV/Movies Fans	13% (56)	22% (91)	15% (62)	22% (93)	15% (62)	7% (31)	6% (27)	422
Casual Marvel TV/Movies Fans	2% (19)	6% (64)	7% (75)	18% (175)	18% (182)	37% (373)	11% (109)	997
Fans of Anything Marvel	5% (78)	10% (156)	9% (141)	19% (293)	18% (274)	30% (461)	8% (122)	1526
Avid Fans of Anything Marvel	11% (71)	19% (122)	15% (96)	28% (179)	15% (95)	10% (62)	2% (16)	642
Casual Fans of Anything Marvel	1% (16)	6% (71)	8% (86)	17% (184)	19% (216)	38% (423)	10% (112)	1107

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 do each of the following?*
Watch superhero TV shows

Demographic	Once a day	Multiple times a week	Once a week	Multiple times a month	Once a month	Less than once a month	Never	Total N
Adults	4% (77)	9% (188)	6% (135)	12% (262)	11% (243)	20% (444)	39% (851)	2200
Gender: Male	5% (51)	11% (122)	8% (88)	12% (127)	12% (128)	20% (210)	32% (336)	1062
Gender: Female	2% (26)	6% (66)	4% (47)	12% (135)	10% (115)	21% (235)	45% (514)	1138
Age: 18-34	7% (44)	12% (79)	9% (59)	17% (110)	15% (97)	16% (107)	24% (158)	655
Age: 35-44	5% (19)	14% (50)	8% (30)	15% (55)	11% (38)	21% (75)	25% (91)	358
Age: 45-64	2% (12)	7% (53)	4% (32)	10% (74)	11% (82)	23% (174)	43% (324)	751
Age: 65+	— (2)	1% (6)	3% (14)	5% (22)	6% (26)	20% (89)	64% (278)	436
GenZers: 1997-2012	4% (7)	6% (11)	6% (11)	18% (31)	16% (27)	17% (29)	32% (54)	169
Millennials: 1981-1996	7% (53)	15% (108)	9% (68)	16% (118)	13% (94)	17% (122)	22% (156)	718
GenXers: 1965-1980	3% (13)	8% (43)	6% (33)	13% (64)	11% (57)	24% (124)	34% (173)	507
Baby Boomers: 1946-1964	1% (4)	4% (27)	3% (18)	7% (48)	9% (63)	23% (162)	55% (398)	720
PID: Dem (no lean)	5% (40)	11% (100)	9% (74)	14% (118)	10% (83)	16% (142)	36% (315)	872
PID: Ind (no lean)	4% (31)	6% (38)	5% (34)	10% (70)	12% (83)	25% (172)	38% (266)	693
PID: Rep (no lean)	1% (7)	8% (50)	4% (26)	12% (75)	12% (76)	21% (130)	43% (271)	635
PID/Gender: Dem Men	8% (35)	16% (69)	12% (51)	14% (62)	9% (40)	14% (61)	26% (110)	428
PID/Gender: Dem Women	1% (5)	7% (32)	5% (23)	13% (56)	10% (43)	18% (81)	46% (205)	445
PID/Gender: Ind Men	4% (14)	7% (20)	6% (19)	10% (30)	12% (38)	27% (82)	33% (102)	306
PID/Gender: Ind Women	4% (17)	5% (18)	4% (15)	10% (39)	11% (44)	23% (90)	42% (163)	386
PID/Gender: Rep Men	1% (2)	10% (33)	5% (18)	11% (35)	15% (49)	20% (66)	38% (124)	328
PID/Gender: Rep Women	1% (4)	5% (17)	3% (9)	13% (40)	9% (27)	21% (64)	48% (147)	307
Ideo: Liberal (1-3)	4% (28)	12% (80)	6% (37)	13% (83)	13% (83)	17% (113)	35% (232)	657
Ideo: Moderate (4)	2% (13)	9% (56)	9% (56)	14% (88)	12% (76)	20% (125)	34% (218)	632
Ideo: Conservative (5-7)	2% (13)	6% (41)	5% (37)	9% (65)	9% (64)	22% (148)	46% (312)	679
Educ: < College	4% (56)	8% (119)	5% (75)	12% (182)	11% (170)	19% (289)	41% (620)	1512
Educ: Bachelors degree	4% (16)	8% (34)	7% (32)	13% (56)	12% (52)	24% (107)	33% (147)	444
Educ: Post-grad	2% (5)	14% (35)	11% (27)	10% (24)	8% (20)	20% (48)	34% (84)	244
Income: Under 50k	4% (48)	8% (100)	5% (63)	12% (148)	11% (131)	19% (232)	40% (473)	1194
Income: 50k-100k	2% (14)	6% (41)	7% (47)	12% (80)	11% (77)	22% (150)	39% (265)	675
Income: 100k+	5% (15)	15% (48)	8% (25)	10% (35)	10% (34)	19% (62)	34% (112)	331
Ethnicity: White	3% (49)	8% (144)	6% (96)	12% (199)	10% (164)	21% (370)	41% (700)	1722

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Table MCEN1_2: *How often do you do each of the following?*
Watch superhero TV shows

Demographic	Once a day	Multiple times a week	Once a week	Multiple times a month	Once a month	Less than once a month	Never	Total N
Adults	4% (77)	9% (188)	6% (135)	12% (262)	11% (243)	20% (444)	39% (851)	2200
Ethnicity: Hispanic	8% (27)	7% (23)	6% (20)	16% (55)	17% (59)	16% (55)	32% (111)	349
Ethnicity: Black	5% (15)	14% (39)	11% (31)	15% (40)	14% (39)	12% (32)	29% (78)	274
Ethnicity: Other	7% (14)	3% (5)	4% (8)	11% (23)	19% (39)	21% (42)	36% (73)	204
All Christian	3% (30)	9% (86)	6% (62)	10% (101)	10% (97)	20% (200)	42% (411)	987
All Non-Christian	7% (8)	11% (13)	12% (15)	13% (16)	12% (15)	18% (23)	27% (34)	124
Atheist	4% (4)	5% (5)	11% (12)	10% (11)	11% (12)	22% (23)	37% (39)	107
Agnostic/Nothing in particular	3% (17)	9% (55)	4% (28)	13% (85)	11% (73)	20% (129)	40% (255)	642
Something Else	5% (17)	8% (29)	5% (17)	14% (49)	14% (47)	20% (69)	33% (112)	340
Religious Non-Protestant/Catholic	6% (8)	10% (15)	10% (15)	11% (17)	15% (22)	22% (33)	25% (37)	147
Evangelical	5% (26)	13% (72)	6% (35)	11% (62)	11% (60)	18% (103)	36% (204)	562
Non-Evangelical	3% (20)	5% (39)	5% (36)	12% (87)	10% (74)	21% (153)	43% (305)	714
Community: Urban	5% (37)	12% (82)	10% (69)	12% (79)	12% (78)	17% (114)	32% (213)	671
Community: Suburban	3% (30)	7% (69)	4% (40)	13% (125)	10% (98)	20% (201)	43% (419)	983
Community: Rural	2% (10)	7% (37)	5% (25)	11% (59)	12% (67)	24% (129)	40% (219)	546
Employ: Private Sector	5% (33)	14% (95)	8% (58)	13% (92)	11% (77)	18% (127)	30% (208)	691
Employ: Government	7% (9)	12% (14)	8% (9)	13% (15)	13% (15)	25% (30)	22% (26)	117
Employ: Self-Employed	3% (5)	10% (18)	11% (20)	13% (24)	12% (22)	24% (43)	26% (47)	179
Employ: Homemaker	4% (8)	6% (12)	5% (9)	14% (25)	14% (26)	22% (40)	35% (64)	183
Employ: Student	2% (1)	5% (3)	8% (5)	11% (8)	18% (12)	18% (12)	39% (26)	66
Employ: Retired	1% (4)	3% (19)	3% (18)	6% (35)	7% (36)	19% (106)	61% (337)	554
Employ: Unemployed	5% (12)	5% (14)	2% (5)	17% (45)	15% (40)	20% (53)	36% (94)	263
Employ: Other	4% (5)	10% (14)	7% (10)	13% (19)	10% (14)	23% (34)	34% (50)	146
Military HH: Yes	2% (9)	8% (31)	5% (18)	12% (44)	12% (46)	21% (78)	39% (145)	372
Military HH: No	4% (68)	9% (157)	6% (116)	12% (218)	11% (197)	20% (366)	39% (706)	1828
RD/WT: Right Direction	5% (47)	11% (98)	8% (75)	12% (107)	12% (111)	17% (158)	34% (306)	901
RD/WT: Wrong Track	2% (30)	7% (91)	5% (59)	12% (155)	10% (131)	22% (287)	42% (545)	1299
Biden Job Approve	4% (44)	11% (116)	8% (84)	13% (136)	11% (118)	17% (180)	35% (372)	1051
Biden Job Disapprove	2% (24)	6% (66)	4% (46)	11% (115)	10% (104)	23% (236)	42% (428)	1019

Continued on next page

Table MCEN1_2: *How often do you do each of the following?*
Watch superhero TV shows

Demographic	Once a day	Multiple times a week	Once a week	Multiple times a month	Once a month	Less than once a month	Never	Total N
Adults	4% (77)	9% (188)	6% (135)	12% (262)	11% (243)	20% (444)	39% (851)	2200
Biden Job Strongly Approve	6% (28)	14% (72)	9% (47)	12% (61)	9% (47)	16% (82)	33% (168)	506
Biden Job Somewhat Approve	3% (16)	8% (44)	7% (37)	14% (75)	13% (71)	18% (98)	37% (204)	545
Biden Job Somewhat Disapprove	4% (11)	10% (29)	8% (22)	13% (37)	9% (24)	22% (63)	35% (98)	285
Biden Job Strongly Disapprove	2% (13)	5% (36)	3% (24)	11% (78)	11% (80)	24% (173)	45% (329)	734
Favorable of Biden	5% (53)	11% (111)	8% (81)	12% (126)	11% (111)	17% (182)	37% (386)	1050
Unfavorable of Biden	2% (19)	7% (70)	5% (46)	12% (123)	11% (114)	22% (229)	41% (422)	1022
Very Favorable of Biden	7% (37)	15% (79)	10% (53)	10% (52)	9% (49)	15% (78)	34% (178)	526
Somewhat Favorable of Biden	3% (16)	6% (32)	5% (28)	14% (74)	12% (62)	20% (104)	40% (208)	524
Somewhat Unfavorable of Biden	2% (5)	11% (27)	7% (18)	16% (39)	14% (34)	20% (48)	31% (76)	247
Very Unfavorable of Biden	2% (14)	6% (44)	4% (28)	11% (83)	10% (80)	23% (180)	45% (346)	775
#1 Issue: Economy	4% (37)	10% (87)	6% (55)	14% (119)	11% (98)	22% (194)	33% (289)	880
#1 Issue: Security	1% (4)	6% (17)	5% (15)	11% (30)	9% (26)	23% (66)	44% (127)	286
#1 Issue: Health Care	4% (11)	12% (30)	8% (20)	13% (34)	11% (28)	18% (48)	34% (89)	262
#1 Issue: Medicare / Social Security	1% (2)	2% (7)	6% (18)	7% (21)	7% (18)	16% (47)	61% (172)	283
#1 Issue: Women's Issues	7% (10)	11% (15)	4% (5)	14% (19)	17% (23)	16% (22)	31% (42)	137
#1 Issue: Education	5% (6)	10% (11)	8% (8)	15% (16)	21% (21)	16% (16)	25% (26)	104
#1 Issue: Energy	5% (7)	9% (12)	4% (6)	10% (14)	12% (17)	19% (26)	41% (57)	139
#1 Issue: Other	1% (1)	9% (10)	6% (6)	8% (8)	9% (10)	22% (24)	45% (49)	108
2020 Vote: Joe Biden	4% (40)	11% (111)	8% (82)	12% (125)	10% (105)	18% (181)	36% (365)	1011
2020 Vote: Donald Trump	1% (9)	7% (49)	4% (28)	11% (75)	12% (84)	22% (151)	43% (300)	695
2020 Vote: Other	— (0)	2% (1)	7% (5)	7% (4)	8% (5)	39% (23)	37% (22)	60
2020 Vote: Didn't Vote	6% (28)	6% (27)	5% (20)	13% (58)	11% (48)	20% (88)	38% (162)	431
2018 House Vote: Democrat	5% (38)	12% (91)	8% (61)	11% (90)	9% (74)	18% (144)	36% (285)	782
2018 House Vote: Republican	1% (6)	7% (41)	4% (23)	10% (54)	12% (67)	22% (125)	44% (252)	569
2018 House Vote: Someone else	— (0)	— (0)	8% (4)	12% (7)	6% (3)	29% (16)	46% (26)	56
2016 Vote: Hillary Clinton	5% (38)	11% (80)	8% (55)	11% (81)	9% (63)	19% (135)	36% (259)	712
2016 Vote: Donald Trump	2% (11)	8% (50)	5% (29)	10% (62)	11% (68)	21% (130)	44% (276)	626
2016 Vote: Other	1% (1)	1% (1)	6% (8)	11% (13)	10% (12)	25% (31)	47% (58)	123
2016 Vote: Didn't Vote	4% (27)	8% (57)	6% (43)	14% (106)	13% (99)	20% (149)	35% (257)	738

Continued on next page

Table MCEN1_2: *How often do you do each of the following?*
Watch superhero TV shows

Demographic	Once a day	Multiple times a week	Once a week	Multiple times a month	Once a month	Less than once a month	Never	Total N
Adults	4% (77)	9% (188)	6% (135)	12% (262)	11% (243)	20% (444)	39% (851)	2200
Voted in 2014: Yes	3% (41)	9% (108)	6% (76)	10% (122)	10% (126)	20% (245)	41% (504)	1222
Voted in 2014: No	4% (36)	8% (80)	6% (59)	14% (140)	12% (117)	20% (199)	35% (346)	978
4-Region: Northeast	5% (20)	6% (25)	6% (23)	13% (53)	10% (38)	17% (68)	43% (168)	394
4-Region: Midwest	3% (14)	6% (29)	5% (22)	13% (61)	9% (41)	21% (97)	43% (199)	462
4-Region: South	4% (33)	10% (84)	7% (57)	13% (104)	11% (93)	19% (160)	36% (294)	824
4-Region: West	2% (11)	10% (51)	6% (33)	9% (45)	14% (71)	23% (119)	37% (191)	520
Marvel Comics Fans	5% (66)	14% (180)	9% (121)	19% (243)	15% (193)	24% (312)	14% (181)	1296
Avid Marvel Comics Fans	13% (56)	27% (119)	15% (65)	22% (95)	10% (45)	10% (42)	4% (17)	440
Casual Marvel Comics Fans	1% (10)	7% (61)	7% (56)	17% (147)	17% (148)	32% (270)	19% (164)	855
Marvel TV/Movies Fans	5% (72)	13% (182)	9% (127)	17% (247)	14% (202)	24% (342)	17% (247)	1419
Avid Marvel TV/Movies Fans	13% (56)	26% (111)	11% (48)	22% (92)	10% (42)	9% (36)	9% (37)	422
Casual Marvel TV/Movies Fans	2% (16)	7% (71)	8% (79)	16% (155)	16% (160)	31% (305)	21% (210)	997
Fans of Anything Marvel	5% (76)	12% (186)	9% (131)	17% (260)	15% (231)	24% (371)	18% (270)	1526
Avid Fans of Anything Marvel	10% (67)	24% (153)	13% (86)	24% (152)	13% (85)	10% (65)	5% (35)	642
Casual Fans of Anything Marvel	1% (14)	7% (81)	7% (80)	16% (174)	17% (186)	29% (324)	22% (249)	1107

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 do each of the following?*
Read comics

Demographic	Once a day	Multiple times a week	Once a week	Multiple times a month	Once a month	Less than once a month	Never	Total N
Adults	4% (78)	4% (95)	4% (79)	6% (130)	4% (92)	17% (377)	61% (1347)	2200
Gender: Male	5% (58)	6% (64)	6% (64)	8% (81)	5% (56)	19% (205)	50% (535)	1062
Gender: Female	2% (21)	3% (32)	1% (16)	4% (49)	3% (36)	15% (172)	71% (813)	1138
Age: 18-34	6% (39)	9% (60)	6% (38)	10% (63)	6% (40)	19% (128)	44% (287)	655
Age: 35-44	7% (25)	5% (17)	7% (24)	8% (29)	6% (20)	20% (71)	48% (170)	358
Age: 45-64	1% (9)	2% (16)	1% (7)	5% (34)	4% (27)	18% (133)	70% (525)	751
Age: 65+	1% (4)	1% (2)	2% (10)	1% (5)	1% (5)	10% (45)	84% (365)	436
GenZers: 1997-2012	5% (8)	4% (7)	2% (3)	8% (13)	11% (19)	25% (41)	46% (78)	169
Millennials: 1981-1996	7% (52)	9% (65)	8% (55)	10% (75)	5% (37)	18% (128)	43% (307)	718
GenXers: 1965-1980	3% (14)	3% (16)	2% (10)	6% (30)	4% (20)	22% (110)	60% (306)	507
Baby Boomers: 1946-1964	— (2)	1% (7)	1% (6)	2% (13)	2% (16)	13% (96)	81% (580)	720
PID: Dem (no lean)	5% (41)	6% (51)	6% (50)	8% (72)	5% (45)	14% (124)	56% (490)	872
PID: Ind (no lean)	3% (20)	3% (21)	2% (13)	4% (27)	4% (25)	22% (149)	63% (438)	693
PID: Rep (no lean)	3% (17)	4% (24)	3% (17)	5% (32)	3% (22)	16% (104)	66% (420)	635
PID/Gender: Dem Men	8% (34)	9% (39)	9% (38)	10% (41)	8% (33)	16% (66)	41% (176)	428
PID/Gender: Dem Women	2% (8)	3% (12)	3% (12)	7% (31)	3% (12)	13% (57)	71% (314)	445
PID/Gender: Ind Men	3% (9)	4% (14)	3% (10)	6% (18)	3% (9)	24% (75)	56% (173)	306
PID/Gender: Ind Women	3% (11)	2% (7)	1% (3)	2% (9)	4% (16)	19% (75)	69% (265)	386
PID/Gender: Rep Men	4% (15)	3% (11)	5% (15)	7% (23)	4% (14)	19% (64)	57% (186)	328
PID/Gender: Rep Women	1% (2)	4% (13)	— (1)	3% (9)	3% (8)	13% (40)	76% (233)	307
Ideo: Liberal (1-3)	5% (32)	6% (39)	4% (29)	7% (44)	5% (31)	16% (103)	58% (379)	657
Ideo: Moderate (4)	3% (19)	4% (25)	5% (33)	8% (49)	5% (29)	20% (129)	55% (348)	632
Ideo: Conservative (5-7)	2% (15)	3% (22)	3% (17)	5% (33)	3% (22)	16% (110)	68% (461)	679
Educ: < College	3% (46)	4% (55)	2% (33)	6% (89)	4% (68)	17% (261)	64% (961)	1512
Educ: Bachelors degree	4% (16)	4% (20)	6% (27)	5% (24)	3% (15)	17% (77)	60% (266)	444
Educ: Post-grad	7% (17)	9% (21)	8% (20)	7% (18)	4% (9)	16% (40)	49% (120)	244
Income: Under 50k	3% (38)	4% (46)	2% (26)	5% (61)	5% (57)	17% (208)	63% (758)	1194
Income: 50k-100k	2% (15)	3% (21)	5% (30)	7% (48)	3% (20)	16% (111)	63% (428)	675
Income: 100k+	7% (25)	8% (28)	7% (22)	7% (22)	5% (15)	18% (58)	49% (161)	331
Ethnicity: White	3% (58)	4% (69)	4% (63)	5% (89)	4% (69)	16% (273)	64% (1101)	1722

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Table MCEN1_3: *How often do you do each of the following?*
Read comics

Demographic	Once a day	Multiple times a week	Once a week	Multiple times a month	Once a month	Less than once a month	Never	Total N
Adults	4% (78)	4% (95)	4% (79)	6% (130)	4% (92)	17% (377)	61% (1347)	2200
Ethnicity: Hispanic	7% (25)	9% (30)	3% (10)	6% (22)	3% (11)	22% (75)	50% (175)	349
Ethnicity: Black	4% (12)	7% (18)	5% (14)	12% (33)	6% (15)	17% (46)	50% (136)	274
Ethnicity: Other	4% (8)	4% (8)	1% (2)	5% (9)	4% (8)	29% (59)	54% (110)	204
All Christian	3% (32)	4% (43)	4% (42)	6% (55)	4% (43)	15% (152)	63% (619)	987
All Non-Christian	10% (12)	7% (8)	9% (12)	10% (13)	6% (7)	19% (23)	40% (49)	124
Atheist	4% (5)	10% (11)	2% (2)	9% (9)	3% (3)	13% (14)	59% (63)	107
Agnostic/Nothing in particular	3% (17)	2% (15)	3% (20)	4% (27)	3% (22)	20% (127)	64% (414)	642
Something Else	4% (13)	5% (18)	1% (4)	8% (26)	5% (17)	18% (61)	59% (202)	340
Religious Non-Protestant/Catholic	8% (12)	6% (8)	8% (12)	13% (19)	5% (7)	18% (27)	43% (63)	147
Evangelical	6% (32)	7% (42)	4% (24)	7% (39)	4% (24)	14% (77)	58% (325)	562
Non-Evangelical	1% (10)	2% (17)	2% (18)	5% (35)	5% (36)	18% (130)	66% (469)	714
Community: Urban	7% (46)	6% (43)	7% (47)	7% (45)	5% (34)	17% (112)	51% (343)	671
Community: Suburban	2% (23)	4% (39)	2% (19)	6% (56)	4% (36)	17% (162)	66% (647)	983
Community: Rural	2% (9)	2% (13)	2% (13)	5% (29)	4% (22)	19% (103)	65% (357)	546
Employ: Private Sector	5% (36)	7% (47)	6% (43)	8% (53)	5% (37)	19% (132)	49% (342)	691
Employ: Government	7% (8)	6% (7)	7% (8)	13% (16)	4% (4)	20% (24)	43% (50)	117
Employ: Self-Employed	5% (9)	7% (13)	5% (10)	7% (12)	5% (8)	23% (41)	48% (86)	179
Employ: Homemaker	3% (6)	2% (4)	1% (3)	5% (9)	1% (3)	18% (32)	69% (127)	183
Employ: Student	1% (1)	11% (7)	3% (2)	8% (5)	12% (8)	23% (15)	41% (27)	66
Employ: Retired	1% (7)	1% (6)	2% (10)	1% (3)	2% (13)	11% (60)	82% (455)	554
Employ: Unemployed	4% (10)	2% (5)	1% (4)	8% (22)	5% (14)	16% (42)	63% (166)	263
Employ: Other	1% (1)	4% (5)	— (0)	6% (9)	4% (5)	21% (30)	65% (95)	146
Military HH: Yes	3% (11)	5% (17)	6% (21)	4% (15)	4% (15)	13% (49)	65% (243)	372
Military HH: No	4% (68)	4% (78)	3% (58)	6% (115)	4% (77)	18% (328)	60% (1104)	1828
RD/WT: Right Direction	5% (47)	7% (62)	6% (57)	8% (69)	5% (45)	15% (133)	54% (489)	901
RD/WT: Wrong Track	2% (31)	3% (34)	2% (22)	5% (61)	4% (47)	19% (244)	66% (859)	1299
Biden Job Approve	5% (49)	7% (75)	6% (59)	8% (83)	5% (49)	14% (147)	56% (589)	1051
Biden Job Disapprove	3% (26)	2% (19)	2% (20)	4% (43)	4% (37)	20% (206)	66% (668)	1019

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Table MCEN1_3: *How often do you do each of the following?*
Read comics

Demographic	Once a day	Multiple times a week	Once a week	Multiple times a month	Once a month	Less than once a month	Never	Total N
Adults	4% (78)	4% (95)	4% (79)	6% (130)	4% (92)	17% (377)	61% (1347)	2200
Biden Job Strongly Approve	6% (32)	10% (48)	8% (39)	8% (40)	4% (21)	11% (57)	53% (269)	506
Biden Job Somewhat Approve	3% (18)	5% (27)	4% (20)	8% (43)	5% (28)	16% (89)	59% (320)	545
Biden Job Somewhat Disapprove	2% (6)	2% (6)	3% (8)	4% (11)	4% (13)	27% (78)	57% (163)	285
Biden Job Strongly Disapprove	3% (20)	2% (14)	2% (12)	4% (32)	3% (25)	17% (127)	69% (505)	734
Favorable of Biden	4% (44)	7% (74)	5% (53)	7% (76)	5% (48)	14% (148)	58% (607)	1050
Unfavorable of Biden	3% (28)	2% (20)	2% (21)	5% (48)	4% (39)	21% (213)	64% (654)	1022
Very Favorable of Biden	7% (37)	8% (42)	8% (43)	7% (39)	4% (20)	11% (60)	54% (286)	526
Somewhat Favorable of Biden	1% (7)	6% (33)	2% (9)	7% (37)	5% (28)	17% (88)	61% (321)	524
Somewhat Unfavorable of Biden	3% (8)	2% (6)	3% (8)	5% (13)	5% (13)	29% (71)	52% (128)	247
Very Unfavorable of Biden	3% (20)	2% (14)	2% (13)	4% (34)	3% (26)	18% (141)	68% (526)	775
#1 Issue: Economy	3% (27)	4% (33)	3% (30)	8% (73)	4% (34)	20% (177)	58% (506)	880
#1 Issue: Security	4% (12)	2% (6)	6% (17)	6% (17)	3% (7)	14% (40)	65% (187)	286
#1 Issue: Health Care	4% (10)	11% (28)	5% (14)	5% (12)	3% (9)	16% (43)	56% (147)	262
#1 Issue: Medicare / Social Security	1% (2)	2% (7)	2% (5)	1% (3)	4% (11)	10% (28)	80% (227)	283
#1 Issue: Women's Issues	7% (10)	8% (11)	3% (4)	6% (9)	7% (10)	11% (15)	56% (77)	137
#1 Issue: Education	10% (11)	4% (4)	5% (5)	7% (8)	4% (5)	26% (27)	43% (45)	104
#1 Issue: Energy	4% (6)	4% (5)	2% (3)	4% (5)	8% (11)	24% (33)	54% (75)	139
#1 Issue: Other	1% (1)	1% (2)	1% (1)	3% (3)	5% (5)	12% (14)	77% (83)	108
2020 Vote: Joe Biden	4% (43)	7% (66)	5% (55)	7% (71)	4% (45)	15% (152)	57% (579)	1011
2020 Vote: Donald Trump	3% (18)	3% (23)	2% (12)	5% (34)	4% (25)	18% (122)	66% (460)	695
2020 Vote: Other	2% (1)	— (0)	— (0)	4% (2)	5% (3)	26% (16)	63% (38)	60
2020 Vote: Didn't Vote	4% (16)	2% (7)	3% (12)	5% (23)	4% (19)	20% (87)	62% (267)	431
2018 House Vote: Democrat	5% (36)	6% (48)	6% (44)	6% (49)	5% (36)	15% (119)	57% (449)	782
2018 House Vote: Republican	2% (13)	3% (19)	3% (15)	4% (21)	3% (17)	17% (96)	68% (387)	569
2018 House Vote: Someone else	— (0)	2% (1)	— (0)	2% (1)	5% (3)	20% (11)	70% (39)	56
2016 Vote: Hillary Clinton	4% (32)	6% (42)	6% (41)	6% (44)	5% (33)	14% (99)	59% (420)	712
2016 Vote: Donald Trump	3% (18)	4% (25)	2% (15)	5% (31)	3% (22)	17% (107)	65% (408)	626
2016 Vote: Other	3% (4)	— (0)	1% (1)	5% (6)	3% (4)	21% (26)	67% (83)	123
2016 Vote: Didn't Vote	3% (25)	4% (28)	3% (23)	7% (49)	4% (33)	20% (144)	59% (435)	738

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Table MCEN1_3: *How often do you do each of the following?*
Read comics

Demographic	Once a day	Multiple times a week	Once a week	Multiple times a month	Once a month	Less than once a month	Never	Total N
Adults	4% (78)	4% (95)	4% (79)	6% (130)	4% (92)	17% (377)	61% (1347)	2200
Voted in 2014: Yes	4% (45)	5% (61)	4% (44)	5% (65)	4% (46)	16% (195)	63% (766)	1222
Voted in 2014: No	3% (34)	3% (34)	4% (35)	7% (66)	5% (46)	19% (182)	59% (581)	978
4-Region: Northeast	5% (18)	5% (21)	4% (15)	7% (29)	6% (24)	16% (64)	56% (222)	394
4-Region: Midwest	2% (10)	1% (7)	1% (7)	5% (23)	6% (26)	17% (78)	68% (312)	462
4-Region: South	4% (29)	5% (41)	4% (33)	6% (52)	4% (33)	17% (144)	60% (492)	824
4-Region: West	4% (22)	5% (26)	5% (24)	5% (26)	2% (10)	17% (91)	62% (321)	520
Marvel Comics Fans	5% (66)	7% (91)	6% (71)	9% (118)	6% (78)	25% (319)	43% (552)	1296
Avid Marvel Comics Fans	10% (42)	15% (64)	9% (38)	16% (71)	6% (29)	19% (82)	26% (115)	440
Casual Marvel Comics Fans	3% (24)	3% (27)	4% (34)	6% (48)	6% (50)	28% (236)	51% (437)	855
Marvel TV/Movies Fans	5% (71)	6% (92)	5% (72)	8% (116)	6% (83)	22% (313)	47% (672)	1419
Avid Marvel TV/Movies Fans	11% (46)	13% (55)	9% (39)	14% (59)	5% (20)	18% (77)	30% (126)	422
Casual Marvel TV/Movies Fans	2% (25)	4% (37)	3% (33)	6% (57)	6% (64)	24% (236)	55% (546)	997
Fans of Anything Marvel	5% (75)	6% (91)	5% (74)	9% (130)	6% (86)	22% (341)	48% (729)	1526
Avid Fans of Anything Marvel	9% (59)	12% (76)	7% (48)	14% (92)	6% (36)	20% (131)	31% (200)	642
Casual Fans of Anything Marvel	3% (37)	3% (38)	4% (49)	6% (65)	6% (62)	24% (263)	54% (594)	1107

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 do each of the following?*
Cosplay

Demographic	Once a day	Multiple times a week	Once a week	Multiple times a month	Once a month	Less than once a month	Never	Total N
Adults	2% (39)	2% (51)	3% (59)	2% (51)	3% (64)	7% (144)	82% (1793)	2200
Gender: Male	3% (31)	4% (38)	4% (43)	3% (35)	4% (40)	6% (69)	76% (806)	1062
Gender: Female	1% (8)	1% (13)	1% (16)	1% (16)	2% (24)	7% (75)	87% (987)	1138
Age: 18-34	4% (26)	4% (27)	6% (39)	5% (34)	5% (30)	11% (70)	65% (429)	655
Age: 35-44	2% (8)	5% (18)	4% (15)	3% (12)	5% (18)	11% (41)	69% (245)	358
Age: 45-64	1% (5)	1% (4)	1% (6)	1% (4)	2% (12)	4% (29)	92% (691)	751
Age: 65+	— (0)	— (2)	— (0)	— (1)	1% (3)	1% (3)	98% (427)	436
GenZers: 1997-2012	2% (4)	2% (4)	3% (5)	3% (5)	8% (14)	10% (16)	72% (121)	169
Millennials: 1981-1996	4% (29)	6% (40)	6% (43)	5% (37)	4% (29)	11% (79)	64% (460)	718
GenXers: 1965-1980	1% (6)	1% (4)	2% (10)	2% (8)	3% (16)	7% (37)	84% (426)	507
Baby Boomers: 1946-1964	— (0)	— (3)	— (1)	— (1)	— (2)	2% (11)	98% (703)	720
PID: Dem (no lean)	3% (24)	4% (32)	4% (38)	4% (32)	3% (29)	6% (56)	76% (662)	872
PID: Ind (no lean)	2% (11)	1% (8)	2% (10)	1% (6)	2% (16)	8% (54)	85% (586)	693
PID: Rep (no lean)	1% (4)	2% (11)	2% (11)	2% (12)	3% (18)	5% (34)	86% (545)	635
PID/Gender: Dem Men	5% (21)	6% (25)	7% (29)	6% (26)	5% (19)	6% (27)	65% (279)	428
PID/Gender: Dem Women	1% (3)	1% (6)	2% (8)	1% (6)	2% (10)	6% (29)	86% (383)	445
PID/Gender: Ind Men	3% (8)	2% (6)	2% (5)	— (1)	2% (6)	8% (24)	84% (256)	306
PID/Gender: Ind Women	1% (3)	— (2)	1% (6)	1% (5)	3% (10)	8% (30)	86% (330)	386
PID/Gender: Rep Men	1% (2)	2% (6)	3% (9)	2% (7)	4% (15)	5% (17)	83% (271)	328
PID/Gender: Rep Women	1% (2)	1% (4)	1% (2)	2% (5)	1% (3)	5% (16)	89% (275)	307
Ideo: Liberal (1-3)	2% (15)	4% (24)	4% (29)	3% (20)	3% (22)	8% (55)	75% (493)	657
Ideo: Moderate (4)	1% (5)	2% (13)	3% (18)	3% (18)	4% (27)	6% (40)	81% (511)	632
Ideo: Conservative (5-7)	1% (7)	2% (14)	2% (12)	2% (12)	2% (12)	6% (39)	86% (584)	679
Educ: < College	2% (24)	1% (15)	2% (29)	2% (26)	3% (40)	7% (109)	84% (1269)	1512
Educ: Bachelors degree	1% (6)	5% (20)	4% (17)	3% (14)	3% (13)	5% (22)	79% (352)	444
Educ: Post-grad	4% (9)	7% (16)	5% (12)	5% (11)	4% (10)	5% (13)	70% (172)	244
Income: Under 50k	2% (20)	1% (15)	2% (22)	2% (24)	3% (36)	6% (75)	84% (1003)	1194
Income: 50k-100k	1% (8)	2% (16)	3% (19)	2% (16)	3% (21)	7% (49)	81% (545)	675
Income: 100k+	3% (11)	6% (20)	6% (18)	3% (11)	2% (7)	6% (19)	74% (245)	331
Ethnicity: White	2% (29)	2% (35)	3% (47)	3% (47)	3% (46)	6% (109)	82% (1409)	1722

Continued on next page

Table MCEN1_4: *How often do you do each of the following?*
Cosplay

Demographic	Once a day	Multiple times a week	Once a week	Multiple times a month	Once a month	Less than once a month	Never	Total N
Adults	2% (39)	2% (51)	3% (59)	2% (51)	3% (64)	7% (144)	82% (1793)	2200
Ethnicity: Hispanic	4% (13)	3% (10)	5% (16)	2% (6)	3% (9)	10% (36)	74% (259)	349
Ethnicity: Black	2% (6)	5% (14)	4% (10)	1% (3)	5% (13)	7% (20)	76% (209)	274
Ethnicity: Other	2% (4)	1% (2)	1% (2)	— (1)	2% (5)	7% (14)	86% (176)	204
All Christian	1% (13)	3% (32)	3% (31)	2% (23)	2% (22)	5% (53)	82% (811)	987
All Non-Christian	9% (11)	8% (10)	7% (8)	6% (8)	8% (10)	4% (5)	59% (73)	124
Atheist	5% (5)	1% (1)	4% (4)	2% (2)	2% (2)	8% (8)	79% (85)	107
Agnostic/Nothing in particular	1% (5)	1% (4)	1% (7)	2% (12)	2% (15)	9% (56)	84% (542)	642
Something Else	2% (5)	1% (3)	2% (8)	2% (5)	4% (15)	6% (21)	83% (283)	340
Religious Non-Protestant/Catholic	7% (11)	7% (10)	6% (8)	6% (9)	7% (10)	8% (11)	60% (89)	147
Evangelical	2% (13)	4% (25)	4% (24)	3% (18)	4% (23)	4% (25)	77% (435)	562
Non-Evangelical	1% (5)	1% (9)	1% (10)	1% (10)	2% (14)	6% (42)	87% (624)	714
Community: Urban	3% (23)	5% (31)	5% (36)	5% (33)	4% (27)	7% (50)	70% (471)	671
Community: Suburban	1% (12)	1% (11)	2% (15)	1% (10)	2% (23)	6% (58)	87% (854)	983
Community: Rural	1% (4)	2% (9)	2% (8)	1% (8)	2% (13)	7% (36)	86% (468)	546
Employ: Private Sector	3% (20)	4% (29)	4% (28)	4% (29)	4% (26)	8% (55)	73% (504)	691
Employ: Government	3% (3)	4% (5)	6% (7)	4% (4)	4% (4)	12% (14)	68% (80)	117
Employ: Self-Employed	4% (6)	5% (9)	6% (11)	4% (7)	5% (9)	6% (10)	70% (126)	179
Employ: Homemaker	2% (3)	— (0)	2% (4)	1% (2)	1% (2)	8% (15)	85% (156)	183
Employ: Student	— (0)	2% (1)	7% (5)	3% (2)	4% (3)	9% (6)	76% (50)	66
Employ: Retired	— (0)	1% (3)	1% (3)	— (1)	1% (4)	2% (11)	96% (533)	554
Employ: Unemployed	2% (6)	1% (1)	1% (2)	1% (3)	4% (11)	10% (26)	81% (214)	263
Employ: Other	— (0)	2% (3)	— (0)	2% (2)	3% (4)	5% (7)	89% (130)	146
Military HH: Yes	1% (5)	4% (17)	1% (5)	2% (9)	3% (10)	5% (19)	83% (307)	372
Military HH: No	2% (34)	2% (34)	3% (54)	2% (42)	3% (54)	7% (124)	81% (1487)	1828
RD/WT: Right Direction	3% (30)	4% (38)	5% (47)	4% (33)	3% (28)	7% (62)	74% (664)	901
RD/WT: Wrong Track	1% (9)	1% (12)	1% (13)	1% (18)	3% (36)	6% (82)	87% (1129)	1299
Biden Job Approve	3% (29)	4% (40)	5% (48)	4% (37)	3% (32)	7% (69)	76% (796)	1051
Biden Job Disapprove	1% (6)	1% (11)	1% (11)	1% (14)	2% (25)	7% (67)	87% (886)	1019

Continued on next page

Table MCEN1_4: *How often do you do each of the following?*
Cosplay

Demographic	Once a day	Multiple times a week	Once a week	Multiple times a month	Once a month	Less than once a month	Never	Total N
Adults	2% (39)	2% (51)	3% (59)	2% (51)	3% (64)	7% (144)	82% (1793)	2200
Biden Job Strongly Approve	5% (23)	5% (27)	8% (39)	5% (23)	2% (12)	4% (21)	71% (360)	506
Biden Job Somewhat Approve	1% (6)	2% (13)	2% (9)	2% (13)	4% (20)	9% (48)	80% (435)	545
Biden Job Somewhat Disapprove	— (0)	2% (6)	2% (6)	2% (5)	5% (13)	9% (26)	80% (229)	285
Biden Job Strongly Disapprove	1% (6)	1% (5)	1% (4)	1% (8)	2% (12)	6% (41)	89% (657)	734
Favorable of Biden	2% (24)	4% (39)	4% (43)	3% (34)	3% (35)	5% (55)	78% (820)	1050
Unfavorable of Biden	1% (8)	1% (10)	1% (13)	2% (16)	3% (26)	8% (79)	85% (869)	1022
Very Favorable of Biden	4% (19)	5% (28)	7% (38)	5% (25)	3% (14)	4% (23)	72% (380)	526
Somewhat Favorable of Biden	1% (6)	2% (11)	1% (6)	2% (8)	4% (21)	6% (31)	84% (440)	524
Somewhat Unfavorable of Biden	1% (3)	2% (4)	3% (7)	3% (8)	5% (13)	13% (31)	73% (181)	247
Very Unfavorable of Biden	1% (5)	1% (7)	1% (6)	1% (8)	2% (13)	6% (48)	89% (687)	775
#1 Issue: Economy	2% (17)	2% (19)	2% (22)	2% (19)	3% (27)	9% (78)	79% (698)	880
#1 Issue: Security	1% (2)	2% (7)	4% (11)	1% (3)	2% (6)	4% (10)	86% (247)	286
#1 Issue: Health Care	3% (9)	4% (10)	3% (8)	6% (15)	3% (8)	5% (13)	76% (198)	262
#1 Issue: Medicare / Social Security	— (0)	1% (2)	1% (2)	— (1)	1% (3)	1% (4)	96% (271)	283
#1 Issue: Women's Issues	3% (5)	3% (5)	3% (4)	2% (2)	7% (9)	9% (12)	73% (100)	137
#1 Issue: Education	4% (4)	3% (4)	7% (7)	5% (5)	4% (5)	7% (8)	69% (72)	104
#1 Issue: Energy	1% (2)	3% (4)	4% (5)	2% (2)	3% (5)	7% (10)	80% (111)	139
#1 Issue: Other	— (0)	— (0)	— (0)	3% (3)	1% (1)	7% (8)	89% (96)	108
2020 Vote: Joe Biden	2% (21)	4% (39)	4% (45)	3% (31)	3% (32)	6% (61)	77% (781)	1011
2020 Vote: Donald Trump	1% (6)	2% (11)	1% (8)	2% (13)	3% (19)	6% (42)	86% (596)	695
2020 Vote: Other	— (0)	— (0)	— (0)	— (0)	5% (3)	3% (2)	93% (56)	60
2020 Vote: Didn't Vote	3% (11)	— (1)	1% (6)	1% (6)	2% (9)	9% (40)	83% (358)	431
2018 House Vote: Democrat	2% (17)	4% (32)	4% (33)	3% (24)	3% (22)	6% (50)	77% (606)	782
2018 House Vote: Republican	1% (3)	2% (13)	1% (7)	1% (8)	3% (17)	5% (28)	87% (494)	569
2018 House Vote: Someone else	— (0)	1% (1)	— (0)	— (0)	3% (2)	3% (1)	93% (52)	56
2016 Vote: Hillary Clinton	2% (16)	3% (24)	4% (30)	3% (25)	3% (22)	5% (36)	79% (559)	712
2016 Vote: Donald Trump	1% (3)	3% (18)	1% (7)	2% (9)	2% (15)	6% (39)	85% (534)	626
2016 Vote: Other	— (0)	1% (1)	1% (1)	— (0)	2% (2)	4% (5)	93% (114)	123
2016 Vote: Didn't Vote	3% (19)	1% (8)	3% (21)	2% (16)	3% (25)	9% (64)	79% (585)	738

Continued on next page

Table MCEN1_4: *How often do you do each of the following?*
Cosplay

Demographic	Once a day	Multiple times a week	Once a week	Multiple times a month	Once a month	Less than once a month	Never	Total N
Adults	2% (39)	2% (51)	3% (59)	2% (51)	3% (64)	7% (144)	82% (1793)	2200
Voted in 2014: Yes	1% (18)	3% (38)	3% (33)	2% (30)	3% (31)	5% (65)	82% (1007)	1222
Voted in 2014: No	2% (21)	1% (13)	3% (26)	2% (21)	3% (32)	8% (78)	80% (786)	978
4-Region: Northeast	3% (10)	2% (9)	3% (14)	4% (14)	4% (15)	4% (17)	80% (314)	394
4-Region: Midwest	1% (6)	1% (4)	2% (9)	1% (7)	1% (6)	6% (29)	87% (402)	462
4-Region: South	1% (12)	3% (21)	3% (22)	2% (16)	3% (27)	7% (55)	81% (670)	824
4-Region: West	2% (10)	3% (17)	3% (14)	3% (14)	3% (16)	8% (43)	78% (406)	520
Marvel Comics Fans	2% (28)	4% (49)	4% (56)	4% (48)	4% (58)	9% (121)	72% (935)	1296
Avid Marvel Comics Fans	6% (25)	6% (27)	7% (31)	6% (28)	7% (29)	11% (48)	57% (252)	440
Casual Marvel Comics Fans	— (3)	3% (22)	3% (25)	2% (20)	3% (30)	9% (73)	80% (684)	855
Marvel TV/Movies Fans	3% (36)	4% (50)	4% (55)	3% (48)	4% (61)	8% (120)	74% (1049)	1419
Avid Marvel TV/Movies Fans	6% (27)	8% (35)	6% (24)	6% (27)	6% (23)	9% (36)	59% (250)	422
Casual Marvel TV/Movies Fans	1% (9)	1% (15)	3% (31)	2% (21)	4% (38)	8% (84)	80% (799)	997
Fans of Anything Marvel	2% (38)	3% (50)	4% (59)	3% (51)	4% (59)	9% (135)	74% (1134)	1526
Avid Fans of Anything Marvel	5% (30)	6% (37)	7% (45)	5% (34)	6% (38)	10% (62)	62% (395)	642
Casual Fans of Anything Marvel	1% (12)	3% (30)	3% (33)	3% (32)	3% (34)	8% (90)	79% (876)	1107

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

Table MCEN1_5: *How often do you do each of the following?*
Buy comic related memorabilia or other collector items

Demographic	Once a day	Multiple times a week	Once a week	Multiple times a month	Once a month	Less than once a month	Never	Total N
Adults	3% (56)	2% (52)	3% (66)	4% (79)	5% (113)	16% (345)	68% (1489)	2200
Gender: Male	4% (47)	4% (42)	5% (50)	5% (53)	6% (66)	17% (177)	59% (628)	1062
Gender: Female	1% (9)	1% (11)	1% (16)	2% (27)	4% (47)	15% (168)	76% (861)	1138
Age: 18-34	5% (36)	4% (27)	5% (35)	7% (43)	10% (63)	18% (119)	51% (332)	655
Age: 35-44	4% (15)	4% (15)	5% (19)	7% (24)	7% (26)	22% (78)	51% (181)	358
Age: 45-64	1% (5)	1% (10)	1% (9)	1% (11)	3% (23)	17% (125)	76% (568)	751
Age: 65+	— (0)	— (1)	1% (3)	— (2)	— (1)	5% (22)	94% (408)	436
GenZers: 1997-2012	1% (2)	2% (3)	5% (8)	3% (6)	10% (17)	20% (34)	58% (98)	169
Millennials: 1981-1996	6% (45)	5% (36)	5% (39)	8% (57)	9% (64)	19% (138)	47% (339)	718
GenXers: 1965-1980	1% (6)	2% (10)	3% (15)	3% (14)	5% (26)	19% (99)	66% (337)	507
Baby Boomers: 1946-1964	— (2)	1% (4)	— (1)	— (2)	1% (6)	10% (72)	88% (634)	720
PID: Dem (no lean)	4% (33)	3% (30)	5% (40)	5% (46)	7% (57)	14% (118)	63% (548)	872
PID: Ind (no lean)	2% (13)	1% (10)	1% (8)	2% (15)	6% (38)	18% (125)	70% (483)	693
PID: Rep (no lean)	1% (9)	2% (13)	3% (18)	3% (19)	3% (18)	16% (101)	72% (457)	635
PID/Gender: Dem Men	7% (30)	6% (26)	7% (29)	8% (34)	10% (43)	14% (59)	48% (207)	428
PID/Gender: Dem Women	1% (3)	1% (4)	2% (10)	3% (12)	3% (14)	13% (59)	77% (342)	445
PID/Gender: Ind Men	3% (10)	2% (7)	2% (6)	1% (4)	5% (16)	19% (59)	67% (205)	306
PID/Gender: Ind Women	1% (3)	1% (3)	1% (2)	3% (10)	6% (23)	17% (66)	72% (278)	386
PID/Gender: Rep Men	2% (7)	3% (9)	5% (15)	4% (14)	2% (8)	18% (59)	66% (216)	328
PID/Gender: Rep Women	1% (2)	1% (4)	1% (3)	2% (5)	3% (10)	14% (43)	78% (241)	307
Ideo: Liberal (1-3)	4% (29)	3% (20)	5% (31)	4% (28)	6% (40)	16% (104)	62% (406)	657
Ideo: Moderate (4)	1% (9)	2% (14)	3% (20)	4% (25)	7% (43)	19% (118)	64% (401)	632
Ideo: Conservative (5-7)	1% (5)	3% (18)	2% (15)	3% (19)	3% (22)	14% (94)	74% (505)	679
Educ: < College	3% (39)	2% (24)	2% (25)	3% (43)	5% (79)	17% (252)	69% (1050)	1512
Educ: Bachelors degree	1% (6)	3% (13)	6% (27)	5% (22)	4% (18)	15% (67)	66% (291)	444
Educ: Post-grad	4% (10)	6% (15)	5% (13)	6% (15)	7% (17)	10% (26)	61% (149)	244
Income: Under 50k	2% (29)	2% (18)	2% (21)	3% (32)	5% (63)	16% (194)	70% (838)	1194
Income: 50k-100k	2% (14)	2% (11)	3% (20)	5% (34)	5% (33)	16% (108)	68% (456)	675
Income: 100k+	4% (13)	7% (23)	8% (25)	4% (13)	5% (17)	13% (43)	59% (196)	331
Ethnicity: White	2% (34)	2% (39)	3% (53)	3% (58)	5% (91)	15% (262)	69% (1184)	1722

Continued on next page

Table MCEN1_5: *How often do you do each of the following?*
Buy comic related memorabilia or other collector items

Demographic	Once a day	Multiple times a week	Once a week	Multiple times a month	Once a month	Less than once a month	Never	Total N
Adults	3% (56)	2% (52)	3% (66)	4% (79)	5% (113)	16% (345)	68% (1489)	2200
Ethnicity: Hispanic	7% (24)	2% (8)	6% (22)	1% (5)	6% (23)	18% (62)	58% (204)	349
Ethnicity: Black	6% (17)	3% (9)	3% (8)	6% (16)	5% (14)	14% (38)	63% (172)	274
Ethnicity: Other	2% (4)	2% (4)	2% (5)	2% (5)	4% (8)	22% (45)	65% (133)	204
All Christian	2% (19)	3% (34)	4% (37)	3% (30)	5% (46)	14% (137)	69% (684)	987
All Non-Christian	12% (15)	5% (6)	6% (7)	9% (12)	4% (5)	12% (15)	53% (65)	124
Atheist	4% (4)	2% (2)	4% (4)	2% (2)	8% (8)	17% (18)	63% (67)	107
Agnostic/Nothing in particular	1% (7)	1% (7)	2% (11)	4% (25)	6% (36)	17% (112)	69% (445)	642
Something Else	3% (12)	1% (4)	2% (7)	3% (10)	5% (18)	18% (63)	67% (227)	340
Religious Non-Protestant/Catholic	14% (20)	4% (6)	5% (7)	8% (12)	3% (5)	12% (18)	54% (79)	147
Evangelical	3% (18)	5% (26)	5% (25)	5% (26)	5% (29)	15% (82)	63% (356)	562
Non-Evangelical	1% (7)	1% (10)	2% (11)	2% (14)	5% (35)	15% (109)	74% (528)	714
Community: Urban	6% (38)	4% (28)	5% (34)	6% (41)	6% (44)	14% (94)	59% (393)	671
Community: Suburban	1% (11)	2% (17)	2% (21)	2% (20)	5% (46)	16% (160)	72% (707)	983
Community: Rural	1% (6)	2% (8)	2% (10)	3% (19)	4% (24)	17% (91)	71% (389)	546
Employ: Private Sector	4% (25)	3% (23)	5% (37)	7% (45)	7% (50)	18% (122)	56% (388)	691
Employ: Government	7% (8)	4% (4)	4% (4)	9% (10)	6% (7)	20% (23)	51% (60)	117
Employ: Self-Employed	4% (8)	6% (11)	6% (11)	3% (6)	7% (12)	20% (36)	53% (95)	179
Employ: Homemaker	2% (3)	— (0)	1% (1)	2% (3)	6% (12)	20% (37)	69% (126)	183
Employ: Student	— (0)	— (0)	6% (4)	2% (2)	3% (2)	13% (8)	76% (50)	66
Employ: Retired	1% (5)	1% (3)	— (3)	1% (5)	— (2)	7% (40)	90% (497)	554
Employ: Unemployed	2% (6)	3% (7)	2% (4)	2% (6)	7% (17)	19% (51)	65% (172)	263
Employ: Other	— (0)	3% (4)	1% (1)	2% (2)	7% (11)	18% (26)	69% (101)	146
Military HH: Yes	3% (11)	2% (8)	3% (12)	3% (11)	6% (20)	12% (43)	71% (264)	372
Military HH: No	2% (44)	2% (44)	3% (53)	4% (68)	5% (93)	17% (302)	67% (1225)	1828
RD/WT: Right Direction	5% (42)	5% (41)	5% (45)	5% (48)	7% (62)	13% (118)	60% (545)	901
RD/WT: Wrong Track	1% (14)	1% (11)	2% (20)	2% (31)	4% (52)	17% (227)	73% (944)	1299
Biden Job Approve	4% (46)	4% (41)	4% (44)	5% (48)	7% (69)	13% (138)	63% (664)	1051
Biden Job Disapprove	1% (6)	1% (10)	2% (21)	3% (27)	4% (41)	18% (185)	72% (730)	1019

Continued on next page

Table MCEN1_5: *How often do you do each of the following?*
Buy comic related memorabilia or other collector items

Demographic	Once a day	Multiple times a week	Once a week	Multiple times a month	Once a month	Less than once a month	Never	Total N
Adults	3% (56)	2% (52)	3% (66)	4% (79)	5% (113)	16% (345)	68% (1489)	2200
Biden Job Strongly Approve	7% (37)	7% (33)	4% (20)	6% (31)	6% (30)	9% (44)	61% (310)	506
Biden Job Somewhat Approve	2% (10)	1% (8)	4% (24)	3% (17)	7% (38)	17% (94)	65% (354)	545
Biden Job Somewhat Disapprove	— (1)	1% (2)	3% (9)	4% (11)	7% (19)	21% (59)	64% (183)	285
Biden Job Strongly Disapprove	1% (4)	1% (8)	2% (12)	2% (16)	3% (21)	17% (126)	74% (546)	734
Favorable of Biden	4% (43)	4% (39)	3% (36)	5% (47)	7% (69)	12% (131)	65% (684)	1050
Unfavorable of Biden	1% (9)	1% (13)	2% (24)	3% (30)	4% (42)	18% (188)	70% (717)	1022
Very Favorable of Biden	7% (39)	5% (27)	4% (23)	6% (30)	7% (36)	10% (53)	61% (319)	526
Somewhat Favorable of Biden	1% (5)	2% (12)	3% (14)	3% (17)	6% (34)	15% (78)	70% (364)	524
Somewhat Unfavorable of Biden	1% (3)	1% (3)	4% (11)	5% (12)	7% (18)	22% (54)	59% (145)	247
Very Unfavorable of Biden	1% (5)	1% (10)	2% (13)	2% (18)	3% (23)	17% (134)	74% (571)	775
#1 Issue: Economy	3% (30)	2% (21)	2% (21)	4% (39)	6% (57)	18% (158)	63% (555)	880
#1 Issue: Security	— (1)	2% (6)	4% (11)	3% (10)	3% (8)	11% (33)	76% (216)	286
#1 Issue: Health Care	4% (10)	5% (12)	4% (11)	3% (7)	7% (17)	17% (45)	61% (160)	262
#1 Issue: Medicare / Social Security	— (0)	1% (3)	2% (7)	— (1)	1% (4)	9% (27)	86% (243)	283
#1 Issue: Women's Issues	3% (5)	2% (3)	2% (3)	5% (7)	8% (11)	14% (19)	65% (89)	137
#1 Issue: Education	5% (6)	3% (3)	8% (8)	8% (9)	3% (3)	23% (24)	51% (53)	104
#1 Issue: Energy	4% (5)	2% (3)	3% (4)	2% (3)	7% (10)	17% (23)	66% (91)	139
#1 Issue: Other	— (0)	2% (2)	1% (1)	4% (4)	2% (2)	15% (16)	76% (82)	108
2020 Vote: Joe Biden	3% (31)	3% (34)	5% (47)	5% (51)	6% (59)	14% (141)	64% (648)	1011
2020 Vote: Donald Trump	2% (12)	2% (14)	2% (15)	2% (14)	4% (27)	16% (110)	72% (504)	695
2020 Vote: Other	— (0)	— (0)	2% (1)	— (0)	4% (2)	18% (11)	76% (46)	60
2020 Vote: Didn't Vote	3% (13)	1% (4)	1% (3)	3% (14)	6% (25)	19% (83)	67% (288)	431
2018 House Vote: Democrat	4% (31)	3% (27)	4% (35)	5% (38)	5% (39)	14% (109)	64% (503)	782
2018 House Vote: Republican	1% (6)	2% (10)	2% (13)	2% (13)	2% (11)	17% (97)	74% (419)	569
2018 House Vote: Someone else	— (0)	— (0)	— (0)	— (0)	3% (2)	20% (11)	77% (43)	56
2016 Vote: Hillary Clinton	4% (26)	3% (22)	4% (28)	6% (39)	4% (31)	14% (101)	65% (465)	712
2016 Vote: Donald Trump	2% (11)	3% (17)	2% (15)	2% (12)	3% (22)	15% (91)	73% (458)	626
2016 Vote: Other	1% (1)	— (0)	— (0)	2% (3)	5% (7)	20% (24)	72% (89)	123
2016 Vote: Didn't Vote	2% (18)	2% (14)	3% (22)	3% (26)	7% (54)	17% (129)	64% (476)	738

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Table MCEN1_5: *How often do you do each of the following?*
Buy comic related memorabilia or other collector items

Demographic	Once a day	Multiple times a week	Once a week	Multiple times a month	Once a month	Less than once a month	Never	Total N
Adults	3% (56)	2% (52)	3% (66)	4% (79)	5% (113)	16% (345)	68%(1489)	2200
Voted in 2014: Yes	3% (36)	3% (33)	3% (36)	3% (36)	4% (50)	14% (174)	70% (857)	1222
Voted in 2014: No	2% (19)	2% (19)	3% (30)	4% (44)	6% (63)	17% (170)	65% (632)	978
4-Region: Northeast	3% (13)	4% (15)	4% (15)	4% (15)	5% (19)	12% (47)	69% (270)	394
4-Region: Midwest	1% (6)	2% (8)	2% (7)	2% (10)	5% (22)	18% (81)	71% (327)	462
4-Region: South	3% (26)	2% (18)	3% (28)	4% (32)	5% (44)	15% (125)	67% (551)	824
4-Region: West	2% (11)	2% (11)	3% (16)	4% (22)	5% (28)	18% (92)	66% (341)	520
Marvel Comics Fans	3% (41)	4% (52)	5% (62)	6% (75)	8% (109)	23% (301)	50% (654)	1296
Avid Marvel Comics Fans	9% (39)	8% (36)	8% (34)	10% (46)	13% (57)	21% (93)	31% (135)	440
Casual Marvel Comics Fans	— (2)	2% (17)	3% (27)	3% (30)	6% (52)	24% (209)	61% (519)	855
Marvel TV/Movies Fans	3% (46)	4% (52)	4% (62)	5% (77)	8% (108)	21% (299)	55% (774)	1419
Avid Marvel TV/Movies Fans	10% (40)	7% (28)	7% (28)	8% (34)	15% (61)	17% (72)	38% (159)	422
Casual Marvel TV/Movies Fans	1% (6)	3% (25)	3% (35)	4% (42)	5% (46)	23% (228)	62% (615)	997
Fans of Anything Marvel	4% (56)	3% (52)	4% (62)	5% (79)	7% (109)	21% (328)	55% (840)	1526
Avid Fans of Anything Marvel	7% (44)	7% (42)	8% (48)	9% (55)	12% (75)	22% (142)	37% (236)	642
Casual Fans of Anything Marvel	2% (17)	2% (27)	3% (37)	4% (41)	5% (59)	22% (242)	62% (685)	1107

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

Table MCEN1_6: *How often do you do each of the following?*
Attend comic conventions

Demographic	Once a day	Multiple times a week	Once a week	Multiple times a month	Once a month	Less than once a month	Never	Total N
Adults	2% (43)	2% (52)	2% (40)	3% (56)	3% (70)	9% (188)	80% (1752)	2200
Gender: Male	3% (36)	3% (35)	2% (26)	4% (45)	4% (45)	10% (104)	73% (771)	1062
Gender: Female	1% (6)	2% (18)	1% (13)	1% (11)	2% (25)	7% (84)	86% (980)	1138
Age: 18-34	4% (24)	5% (35)	4% (23)	5% (34)	7% (43)	12% (79)	64% (418)	655
Age: 35-44	3% (9)	3% (12)	5% (16)	5% (18)	5% (18)	13% (48)	66% (236)	358
Age: 45-64	1% (10)	1% (5)	— (0)	1% (4)	1% (10)	7% (49)	90% (674)	751
Age: 65+	— (0)	— (0)	— (0)	— (0)	— (0)	3% (12)	97% (424)	436
GenZers: 1997-2012	1% (2)	4% (7)	2% (3)	3% (4)	8% (14)	9% (16)	72% (122)	169
Millennials: 1981-1996	4% (31)	6% (40)	4% (31)	6% (43)	6% (43)	13% (94)	61% (436)	718
GenXers: 1965-1980	2% (8)	1% (5)	1% (5)	2% (8)	2% (9)	11% (54)	82% (417)	507
Baby Boomers: 1946-1964	— (1)	— (0)	— (0)	— (0)	1% (4)	3% (24)	96% (691)	720
PID: Dem (no lean)	3% (23)	4% (35)	3% (23)	4% (38)	4% (31)	8% (73)	74% (649)	872
PID: Ind (no lean)	1% (10)	1% (8)	1% (9)	1% (4)	3% (18)	11% (74)	82% (570)	693
PID: Rep (no lean)	1% (9)	1% (9)	1% (8)	2% (14)	3% (21)	6% (41)	84% (533)	635
PID/Gender: Dem Men	5% (23)	5% (23)	3% (15)	8% (35)	5% (23)	10% (41)	63% (268)	428
PID/Gender: Dem Women	— (0)	3% (12)	2% (8)	1% (3)	2% (8)	7% (32)	86% (382)	445
PID/Gender: Ind Men	2% (6)	2% (7)	2% (6)	1% (2)	2% (5)	11% (34)	81% (248)	306
PID/Gender: Ind Women	1% (4)	— (1)	1% (3)	1% (2)	3% (13)	10% (40)	83% (322)	386
PID/Gender: Rep Men	2% (7)	2% (5)	2% (6)	2% (8)	5% (17)	9% (29)	78% (256)	328
PID/Gender: Rep Women	1% (2)	1% (4)	1% (2)	2% (6)	1% (4)	4% (12)	90% (277)	307
Ideo: Liberal (1-3)	3% (19)	3% (21)	2% (16)	4% (30)	3% (20)	10% (67)	74% (484)	657
Ideo: Moderate (4)	1% (5)	3% (21)	3% (18)	2% (13)	5% (30)	9% (59)	77% (486)	632
Ideo: Conservative (5-7)	2% (13)	2% (11)	1% (6)	2% (13)	2% (15)	6% (39)	86% (583)	679
Educ: < College	2% (23)	1% (21)	1% (19)	2% (27)	3% (50)	8% (117)	83% (1255)	1512
Educ: Bachelors degree	1% (6)	4% (17)	3% (12)	4% (16)	3% (13)	10% (43)	76% (336)	444
Educ: Post-grad	5% (13)	6% (14)	4% (9)	5% (13)	3% (7)	12% (28)	66% (161)	244
Income: Under 50k	2% (21)	1% (14)	1% (16)	2% (25)	3% (36)	7% (85)	83% (996)	1194
Income: 50k-100k	1% (9)	3% (17)	2% (13)	2% (13)	3% (23)	11% (71)	78% (529)	675
Income: 100k+	4% (13)	6% (21)	3% (10)	5% (18)	3% (11)	9% (31)	69% (227)	331
Ethnicity: White	2% (33)	2% (40)	2% (35)	3% (43)	3% (47)	8% (138)	80% (1386)	1722

Continued on next page

Table MCEN1_6: *How often do you do each of the following?*
Attend comic conventions

Demographic	Once a day	Multiple times a week	Once a week	Multiple times a month	Once a month	Less than once a month	Never	Total N
Adults	2% (43)	2% (52)	2% (40)	3% (56)	3% (70)	9% (188)	80% (1752)	2200
Ethnicity: Hispanic	4% (13)	3% (11)	2% (6)	6% (21)	4% (15)	9% (33)	72% (251)	349
Ethnicity: Black	3% (9)	5% (13)	1% (4)	3% (8)	7% (19)	9% (24)	72% (198)	274
Ethnicity: Other	1% (1)	— (0)	— (1)	2% (4)	2% (4)	13% (26)	82% (168)	204
All Christian	2% (24)	2% (23)	1% (14)	3% (33)	4% (35)	7% (68)	80% (789)	987
All Non-Christian	7% (9)	10% (12)	6% (7)	3% (4)	8% (9)	7% (9)	59% (73)	124
Atheist	— (0)	2% (2)	5% (6)	— (0)	1% (1)	12% (12)	80% (86)	107
Agnostic/Nothing in particular	1% (5)	1% (7)	1% (9)	1% (7)	2% (15)	10% (66)	83% (533)	642
Something Else	1% (4)	2% (7)	1% (4)	4% (12)	3% (10)	9% (32)	80% (271)	340
Religious Non-Protestant/Catholic	6% (9)	9% (13)	5% (7)	3% (4)	10% (15)	8% (12)	60% (88)	147
Evangelical	4% (21)	4% (23)	2% (12)	7% (37)	3% (18)	6% (36)	74% (415)	562
Non-Evangelical	1% (7)	— (3)	— (3)	1% (7)	2% (17)	8% (59)	86% (617)	714
Community: Urban	4% (28)	5% (33)	3% (20)	5% (36)	5% (36)	9% (59)	68% (459)	671
Community: Suburban	1% (13)	1% (11)	1% (10)	1% (13)	2% (18)	9% (89)	84% (829)	983
Community: Rural	— (1)	2% (8)	2% (10)	1% (7)	3% (15)	7% (40)	85% (464)	546
Employ: Private Sector	2% (15)	4% (28)	3% (21)	5% (33)	4% (30)	12% (85)	69% (479)	691
Employ: Government	2% (3)	7% (9)	2% (3)	4% (5)	8% (9)	18% (21)	58% (68)	117
Employ: Self-Employed	8% (14)	4% (8)	2% (3)	4% (8)	5% (10)	8% (14)	69% (123)	179
Employ: Homemaker	2% (4)	— (0)	1% (3)	1% (1)	3% (5)	9% (16)	84% (154)	183
Employ: Student	— (0)	3% (2)	4% (3)	— (0)	3% (2)	7% (5)	83% (55)	66
Employ: Retired	— (1)	— (0)	— (0)	1% (3)	— (2)	3% (16)	96% (532)	554
Employ: Unemployed	2% (6)	1% (3)	3% (7)	2% (5)	3% (8)	6% (17)	83% (217)	263
Employ: Other	— (0)	2% (2)	1% (1)	1% (1)	3% (5)	9% (14)	84% (123)	146
Military HH: Yes	1% (4)	4% (15)	2% (6)	1% (5)	5% (19)	7% (25)	80% (299)	372
Military HH: No	2% (38)	2% (38)	2% (33)	3% (51)	3% (51)	9% (163)	79% (1453)	1828
RD/WT: Right Direction	4% (32)	5% (44)	3% (27)	4% (38)	5% (41)	9% (84)	70% (635)	901
RD/WT: Wrong Track	1% (10)	1% (8)	1% (13)	1% (17)	2% (29)	8% (103)	86% (1117)	1299
Biden Job Approve	3% (31)	4% (45)	3% (28)	4% (44)	4% (44)	9% (91)	73% (767)	1051
Biden Job Disapprove	1% (8)	1% (7)	1% (11)	1% (10)	2% (22)	8% (83)	86% (878)	1019

Continued on next page

Table MCEN1_6: *How often do you do each of the following?*
Attend comic conventions

Demographic	Once a day	Multiple times a week	Once a week	Multiple times a month	Once a month	Less than once a month	Never	Total N
Adults	2% (43)	2% (52)	2% (40)	3% (56)	3% (70)	9% (188)	80% (1752)	2200
Biden Job Strongly Approve	5% (25)	7% (34)	4% (19)	6% (32)	4% (20)	5% (28)	69% (348)	506
Biden Job Somewhat Approve	1% (6)	2% (11)	2% (9)	2% (13)	4% (24)	12% (64)	77% (419)	545
Biden Job Somewhat Disapprove	— (1)	2% (6)	1% (3)	1% (4)	2% (5)	11% (32)	82% (234)	285
Biden Job Strongly Disapprove	1% (7)	— (1)	1% (8)	1% (6)	2% (17)	7% (51)	88% (644)	734
Favorable of Biden	2% (24)	4% (41)	2% (25)	4% (42)	4% (45)	9% (90)	75% (784)	1050
Unfavorable of Biden	1% (13)	1% (9)	1% (10)	1% (11)	2% (25)	9% (88)	85% (866)	1022
Very Favorable of Biden	4% (19)	6% (32)	3% (17)	6% (34)	5% (24)	7% (39)	69% (361)	526
Somewhat Favorable of Biden	1% (5)	2% (9)	2% (9)	1% (8)	4% (20)	10% (51)	81% (422)	524
Somewhat Unfavorable of Biden	2% (4)	1% (4)	1% (3)	2% (5)	4% (9)	14% (34)	76% (188)	247
Very Unfavorable of Biden	1% (9)	1% (5)	1% (6)	1% (6)	2% (16)	7% (54)	88% (679)	775
#1 Issue: Economy	1% (11)	2% (18)	2% (16)	3% (26)	4% (35)	11% (93)	77% (680)	880
#1 Issue: Security	3% (9)	1% (3)	2% (7)	3% (7)	3% (9)	4% (12)	84% (239)	286
#1 Issue: Health Care	3% (8)	7% (17)	1% (4)	5% (14)	3% (9)	8% (21)	72% (189)	262
#1 Issue: Medicare / Social Security	1% (3)	— (0)	1% (2)	— (1)	1% (2)	3% (7)	95% (268)	283
#1 Issue: Women's Issues	3% (5)	— (0)	3% (4)	1% (2)	7% (9)	12% (16)	74% (101)	137
#1 Issue: Education	3% (3)	5% (6)	2% (2)	4% (4)	2% (2)	16% (16)	67% (70)	104
#1 Issue: Energy	2% (3)	6% (8)	3% (4)	— (0)	2% (3)	9% (13)	78% (109)	139
#1 Issue: Other	— (0)	— (0)	1% (2)	1% (1)	1% (1)	8% (9)	88% (95)	108
2020 Vote: Joe Biden	2% (22)	4% (40)	3% (27)	4% (37)	3% (31)	9% (95)	75% (759)	1011
2020 Vote: Donald Trump	2% (12)	1% (7)	1% (5)	2% (11)	4% (26)	6% (43)	85% (593)	695
2020 Vote: Other	— (0)	— (0)	— (0)	— (0)	5% (3)	7% (4)	88% (53)	60
2020 Vote: Didn't Vote	2% (9)	1% (6)	2% (8)	2% (8)	2% (10)	11% (46)	80% (344)	431
2018 House Vote: Democrat	2% (14)	3% (27)	2% (18)	4% (31)	3% (26)	9% (73)	76% (593)	782
2018 House Vote: Republican	1% (7)	2% (9)	1% (7)	1% (7)	3% (17)	7% (37)	85% (485)	569
2018 House Vote: Someone else	— (0)	— (0)	— (0)	— (0)	2% (1)	8% (5)	89% (50)	56
2016 Vote: Hillary Clinton	2% (11)	3% (22)	2% (18)	4% (30)	3% (20)	9% (67)	76% (544)	712
2016 Vote: Donald Trump	2% (11)	2% (10)	1% (6)	2% (11)	3% (18)	7% (46)	84% (525)	626
2016 Vote: Other	— (0)	1% (1)	— (0)	1% (1)	4% (5)	7% (9)	88% (108)	123
2016 Vote: Didn't Vote	3% (21)	3% (20)	2% (16)	2% (14)	4% (27)	9% (66)	78% (574)	738

Continued on next page

Table MCEN1_6: *How often do you do each of the following?*
Attend comic conventions

Demographic	Once a day	Multiple times a week	Once a week	Multiple times a month	Once a month	Less than once a month	Never	Total N
Adults	2% (43)	2% (52)	2% (40)	3% (56)	3% (70)	9% (188)	80% (1752)	2200
Voted in 2014: Yes	2% (20)	2% (30)	1% (17)	3% (36)	3% (36)	8% (98)	81% (986)	1222
Voted in 2014: No	2% (23)	2% (23)	2% (23)	2% (20)	4% (34)	9% (90)	78% (765)	978
4-Region: Northeast	4% (15)	2% (10)	2% (8)	4% (14)	3% (10)	9% (35)	77% (302)	394
4-Region: Midwest	1% (3)	2% (11)	1% (4)	1% (5)	1% (6)	6% (29)	87% (404)	462
4-Region: South	2% (17)	2% (15)	2% (18)	2% (16)	5% (40)	8% (64)	79% (654)	824
4-Region: West	1% (8)	3% (18)	2% (9)	4% (21)	3% (14)	11% (60)	75% (392)	520
Marvel Comics Fans	3% (34)	4% (50)	3% (37)	4% (54)	5% (59)	12% (161)	70% (901)	1296
Avid Marvel Comics Fans	5% (23)	6% (27)	5% (21)	6% (28)	7% (29)	18% (81)	53% (231)	440
Casual Marvel Comics Fans	1% (11)	3% (23)	2% (16)	3% (26)	3% (29)	9% (81)	78% (670)	855
Marvel TV/Movies Fans	3% (43)	4% (51)	3% (38)	4% (51)	4% (60)	11% (159)	72% (1018)	1419
Avid Marvel TV/Movies Fans	7% (28)	7% (29)	3% (14)	6% (26)	6% (24)	17% (72)	54% (229)	422
Casual Marvel TV/Movies Fans	1% (15)	2% (22)	2% (23)	3% (26)	4% (36)	9% (86)	79% (789)	997
Fans of Anything Marvel	3% (43)	3% (52)	3% (39)	4% (56)	4% (66)	12% (177)	72% (1093)	1526
Avid Fans of Anything Marvel	5% (35)	6% (36)	4% (28)	6% (37)	6% (38)	17% (107)	56% (361)	642
Casual Fans of Anything Marvel	2% (22)	3% (30)	2% (25)	3% (35)	4% (43)	8% (94)	78% (859)	1107

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

Table MCEN2: *Which of the following statements comes closest to your view, even if none is exactly right?*

Demographic	I enjoy superhero movies and will continue to see them in theaters		I enjoy superhero movies, but I'm getting a little tired of so many of them		I don't enjoy superhero movies, but I still go see some films occasionally		I don't enjoy superhero movies and I don't see them in theaters		Total N
Adults	41%	(902)	23%	(503)	10%	(225)	26%	(570)	2200
Gender: Male	47%	(503)	25%	(263)	8%	(83)	20%	(212)	1062
Gender: Female	35%	(399)	21%	(240)	12%	(142)	31%	(358)	1138
Age: 18-34	57%	(373)	22%	(144)	9%	(62)	12%	(77)	655
Age: 35-44	53%	(188)	24%	(86)	9%	(32)	14%	(51)	358
Age: 45-64	35%	(261)	22%	(165)	12%	(91)	31%	(234)	751
Age: 65+	18%	(80)	25%	(108)	9%	(40)	48%	(208)	436
GenZers: 1997-2012	47%	(79)	27%	(45)	15%	(25)	12%	(20)	169
Millennials: 1981-1996	59%	(425)	21%	(150)	8%	(58)	12%	(85)	718
GenXers: 1965-1980	42%	(214)	25%	(129)	10%	(52)	22%	(113)	507
Baby Boomers: 1946-1964	24%	(176)	23%	(166)	12%	(87)	41%	(292)	720
PID: Dem (no lean)	48%	(419)	19%	(169)	9%	(76)	24%	(210)	872
PID: Ind (no lean)	37%	(256)	28%	(192)	12%	(82)	23%	(162)	693
PID: Rep (no lean)	36%	(228)	22%	(142)	11%	(67)	31%	(199)	635
PID/Gender: Dem Men	60%	(257)	20%	(84)	6%	(27)	14%	(60)	428
PID/Gender: Dem Women	36%	(162)	19%	(85)	11%	(48)	34%	(150)	445
PID/Gender: Ind Men	37%	(114)	31%	(96)	10%	(30)	22%	(66)	306
PID/Gender: Ind Women	37%	(142)	25%	(96)	13%	(52)	25%	(96)	386
PID/Gender: Rep Men	40%	(132)	26%	(84)	8%	(25)	26%	(87)	328
PID/Gender: Rep Women	31%	(96)	19%	(58)	13%	(41)	36%	(112)	307
Ideo: Liberal (1-3)	48%	(315)	22%	(148)	8%	(51)	22%	(143)	657
Ideo: Moderate (4)	42%	(268)	20%	(128)	11%	(70)	26%	(166)	632
Ideo: Conservative (5-7)	32%	(219)	25%	(169)	11%	(73)	32%	(219)	679
Educ: < College	41%	(619)	22%	(328)	10%	(149)	27%	(416)	1512
Educ: Bachelors degree	40%	(176)	28%	(123)	11%	(48)	22%	(97)	444
Educ: Post-grad	44%	(107)	21%	(52)	11%	(28)	24%	(58)	244
Income: Under 50k	40%	(473)	23%	(278)	10%	(120)	27%	(323)	1194
Income: 50k-100k	40%	(268)	24%	(162)	10%	(69)	26%	(176)	675
Income: 100k+	49%	(161)	19%	(64)	11%	(35)	21%	(71)	331

Continued on next page

Table MCEN2: *Which of the following statements comes closest to your view, even if none is exactly right?*

Demographic	I enjoy superhero movies and will continue to see them in theaters		I enjoy superhero movies, but I'm getting a little tired of so many of them		I don't enjoy superhero movies, but I still go see some films occasionally		I don't enjoy superhero movies and I don't see them in theaters		Total N
Adults	41%	(902)	23%	(503)	10%	(225)	26%	(570)	2200
Ethnicity: White	38%	(661)	23%	(395)	10%	(169)	29%	(497)	1722
Ethnicity: Hispanic	49%	(170)	24%	(85)	8%	(29)	19%	(65)	349
Ethnicity: Black	54%	(149)	22%	(61)	9%	(25)	14%	(39)	274
Ethnicity: Other	45%	(92)	23%	(47)	15%	(31)	17%	(34)	204
All Christian	39%	(386)	22%	(212)	11%	(107)	29%	(282)	987
All Non-Christian	53%	(66)	19%	(23)	10%	(12)	18%	(23)	124
Atheist	48%	(52)	21%	(23)	7%	(7)	24%	(25)	107
Agnostic/Nothing in particular	39%	(251)	25%	(158)	11%	(69)	26%	(164)	642
Something Else	44%	(148)	25%	(86)	9%	(30)	22%	(76)	340
Religious Non-Protestant/Catholic	53%	(78)	19%	(28)	9%	(13)	19%	(27)	147
Evangelical	44%	(249)	21%	(120)	9%	(50)	25%	(142)	562
Non-Evangelical	36%	(257)	24%	(169)	12%	(83)	29%	(205)	714
Community: Urban	49%	(331)	22%	(149)	9%	(60)	19%	(130)	671
Community: Suburban	37%	(368)	21%	(205)	12%	(114)	30%	(296)	983
Community: Rural	37%	(203)	27%	(148)	9%	(51)	26%	(144)	546
Employ: Private Sector	51%	(351)	20%	(136)	11%	(75)	19%	(129)	691
Employ: Government	52%	(61)	26%	(30)	9%	(11)	14%	(16)	117
Employ: Self-Employed	49%	(88)	25%	(45)	8%	(15)	18%	(32)	179
Employ: Homemaker	44%	(81)	27%	(49)	9%	(16)	20%	(37)	183
Employ: Student	41%	(27)	27%	(18)	15%	(10)	17%	(12)	66
Employ: Retired	22%	(120)	23%	(125)	10%	(53)	46%	(256)	554
Employ: Unemployed	40%	(104)	27%	(70)	13%	(33)	21%	(56)	263
Employ: Other	48%	(70)	21%	(31)	8%	(11)	23%	(34)	146
Military HH: Yes	40%	(150)	23%	(86)	9%	(33)	28%	(103)	372
Military HH: No	41%	(752)	23%	(417)	11%	(192)	26%	(467)	1828
RD/WT: Right Direction	49%	(445)	20%	(179)	9%	(84)	21%	(193)	901
RD/WT: Wrong Track	35%	(457)	25%	(324)	11%	(141)	29%	(377)	1299

Continued on next page

Table MCEN2: *Which of the following statements comes closest to your view, even if none is exactly right?*

Demographic	I enjoy superhero movies and will continue to see them in theaters		I enjoy superhero movies, but I'm getting a little tired of so many of them		I don't enjoy superhero movies, but I still go see some films occasionally		I don't enjoy superhero movies and I don't see them in theaters		Total N
Adults	41%	(902)	23%	(503)	10%	(225)	26%	(570)	2200
Biden Job Approve	49%	(516)	19%	(200)	9%	(96)	23%	(239)	1051
Biden Job Disapprove	33%	(338)	27%	(270)	11%	(112)	29%	(298)	1019
Biden Job Strongly Approve	56%	(282)	16%	(81)	8%	(38)	21%	(105)	506
Biden Job Somewhat Approve	43%	(234)	22%	(119)	11%	(57)	25%	(135)	545
Biden Job Somewhat Disapprove	41%	(117)	26%	(73)	11%	(32)	22%	(62)	285
Biden Job Strongly Disapprove	30%	(222)	27%	(197)	11%	(80)	32%	(236)	734
Favorable of Biden	49%	(510)	19%	(198)	9%	(97)	23%	(245)	1050
Unfavorable of Biden	34%	(344)	27%	(272)	11%	(112)	29%	(294)	1022
Very Favorable of Biden	56%	(296)	15%	(77)	7%	(37)	22%	(117)	526
Somewhat Favorable of Biden	41%	(215)	23%	(121)	11%	(60)	24%	(128)	524
Somewhat Unfavorable of Biden	42%	(105)	26%	(65)	13%	(33)	18%	(44)	247
Very Unfavorable of Biden	31%	(239)	27%	(207)	10%	(80)	32%	(249)	775
#1 Issue: Economy	46%	(405)	23%	(198)	10%	(90)	21%	(188)	880
#1 Issue: Security	28%	(81)	29%	(82)	9%	(25)	34%	(98)	286
#1 Issue: Health Care	48%	(126)	20%	(53)	10%	(27)	21%	(56)	262
#1 Issue: Medicare / Social Security	25%	(70)	23%	(65)	9%	(25)	43%	(123)	283
#1 Issue: Women's Issues	42%	(58)	27%	(37)	14%	(18)	17%	(24)	137
#1 Issue: Education	54%	(57)	17%	(18)	15%	(16)	14%	(14)	104
#1 Issue: Energy	46%	(64)	19%	(26)	10%	(14)	24%	(34)	139
#1 Issue: Other	38%	(41)	22%	(24)	9%	(10)	31%	(34)	108
2020 Vote: Joe Biden	47%	(479)	20%	(205)	9%	(87)	24%	(240)	1011
2020 Vote: Donald Trump	34%	(237)	25%	(171)	11%	(75)	31%	(213)	695
2020 Vote: Other	24%	(14)	31%	(18)	21%	(13)	25%	(15)	60
2020 Vote: Didn't Vote	40%	(172)	25%	(109)	11%	(49)	24%	(101)	431
2018 House Vote: Democrat	47%	(366)	21%	(163)	8%	(66)	24%	(188)	782
2018 House Vote: Republican	34%	(191)	24%	(135)	11%	(64)	31%	(179)	569
2018 House Vote: Someone else	37%	(21)	16%	(9)	16%	(9)	31%	(17)	56

Continued on next page

Table MCEN2: *Which of the following statements comes closest to your view, even if none is exactly right?*

Demographic	I enjoy superhero movies and will continue to see them in theaters		I enjoy superhero movies, but I'm getting a little tired of so many of them		I don't enjoy superhero movies, but I still go see some films occasionally		I don't enjoy superhero movies and I don't see them in theaters		Total N
Adults	41%	(902)	23%	(503)	10%	(225)	26%	(570)	2200
2016 Vote: Hillary Clinton	46%	(327)	22%	(155)	9%	(62)	24%	(168)	712
2016 Vote: Donald Trump	33%	(207)	23%	(145)	12%	(75)	32%	(199)	626
2016 Vote: Other	41%	(50)	23%	(28)	11%	(14)	25%	(31)	123
2016 Vote: Didn't Vote	43%	(317)	24%	(175)	10%	(74)	23%	(173)	738
Voted in 2014: Yes	40%	(486)	22%	(271)	10%	(118)	28%	(347)	1222
Voted in 2014: No	43%	(416)	24%	(232)	11%	(106)	23%	(223)	978
4-Region: Northeast	39%	(154)	23%	(89)	10%	(39)	28%	(111)	394
4-Region: Midwest	35%	(163)	26%	(118)	11%	(49)	29%	(132)	462
4-Region: South	43%	(357)	21%	(177)	11%	(89)	25%	(202)	824
4-Region: West	44%	(228)	23%	(119)	9%	(48)	24%	(125)	520
Marvel Comics Fans	62%	(804)	28%	(366)	7%	(87)	3%	(39)	1296
Avid Marvel Comics Fans	91%	(399)	7%	(32)	1%	(6)	1%	(4)	440
Casual Marvel Comics Fans	47%	(405)	39%	(334)	10%	(81)	4%	(35)	855
Marvel TV/Movies Fans	58%	(825)	29%	(411)	7%	(97)	6%	(86)	1419
Avid Marvel TV/Movies Fans	86%	(362)	10%	(41)	2%	(9)	2%	(10)	422
Casual Marvel TV/Movies Fans	46%	(463)	37%	(370)	9%	(88)	8%	(76)	997
Fans of Anything Marvel	58%	(886)	29%	(442)	8%	(118)	5%	(80)	1526
Avid Fans of Anything Marvel	86%	(555)	10%	(65)	2%	(13)	1%	(9)	642
Casual Fans of Anything Marvel	47%	(520)	37%	(405)	10%	(110)	7%	(73)	1107

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

Table MCEN3_1: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
White people

Demographic	More		About right amount		Fewer		Total N
Adults	14%	(314)	70%	(1532)	16%	(354)	2200
Gender: Male	18%	(187)	70%	(741)	13%	(134)	1062
Gender: Female	11%	(127)	69%	(790)	19%	(221)	1138
Age: 18-34	19%	(122)	58%	(377)	24%	(156)	655
Age: 35-44	19%	(66)	67%	(238)	15%	(53)	358
Age: 45-64	12%	(88)	75%	(567)	13%	(96)	751
Age: 65+	9%	(38)	80%	(349)	11%	(49)	436
GenZers: 1997-2012	17%	(29)	50%	(84)	33%	(56)	169
Millennials: 1981-1996	19%	(139)	63%	(454)	18%	(126)	718
GenXers: 1965-1980	15%	(74)	71%	(360)	14%	(73)	507
Baby Boomers: 1946-1964	9%	(68)	78%	(562)	13%	(90)	720
PID: Dem (no lean)	17%	(149)	62%	(538)	21%	(185)	872
PID: Ind (no lean)	10%	(71)	74%	(511)	16%	(111)	693
PID: Rep (no lean)	15%	(94)	76%	(483)	9%	(58)	635
PID/Gender: Dem Men	22%	(93)	63%	(268)	16%	(67)	428
PID/Gender: Dem Women	13%	(56)	61%	(271)	27%	(118)	445
PID/Gender: Ind Men	11%	(35)	76%	(233)	13%	(39)	306
PID/Gender: Ind Women	9%	(36)	72%	(278)	19%	(72)	386
PID/Gender: Rep Men	18%	(59)	74%	(241)	8%	(27)	328
PID/Gender: Rep Women	11%	(35)	79%	(241)	10%	(31)	307
Ideo: Liberal (1-3)	17%	(110)	58%	(381)	25%	(166)	657
Ideo: Moderate (4)	13%	(81)	73%	(462)	14%	(88)	632
Ideo: Conservative (5-7)	14%	(95)	77%	(526)	9%	(58)	679
Educ: < College	14%	(209)	71%	(1069)	15%	(234)	1512
Educ: Bachelors degree	14%	(61)	68%	(303)	18%	(80)	444
Educ: Post-grad	18%	(44)	65%	(159)	17%	(41)	244
Income: Under 50k	14%	(161)	70%	(832)	17%	(201)	1194
Income: 50k-100k	13%	(85)	72%	(484)	16%	(106)	675
Income: 100k+	21%	(68)	65%	(215)	14%	(47)	331
Ethnicity: White	14%	(239)	72%	(1238)	14%	(245)	1722
Ethnicity: Hispanic	20%	(70)	61%	(212)	19%	(67)	349

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Table MCEN3_1: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
White people

Demographic	More		About right amount		Fewer		Total N
Adults	14%	(314)	70%	(1532)	16%	(354)	2200
Ethnicity: Black	16%	(43)	58%	(158)	27%	(73)	274
Ethnicity: Other	16%	(32)	66%	(135)	18%	(37)	204
All Christian	16%	(155)	75%	(738)	10%	(94)	987
All Non-Christian	26%	(33)	50%	(62)	24%	(30)	124
Atheist	14%	(15)	44%	(47)	42%	(45)	107
Agnostic/Nothing in particular	10%	(63)	70%	(453)	20%	(127)	642
Something Else	14%	(48)	68%	(233)	17%	(59)	340
Religious Non-Protestant/Catholic	27%	(40)	52%	(76)	21%	(31)	147
Evangelical	21%	(115)	71%	(399)	8%	(47)	562
Non-Evangelical	10%	(73)	75%	(538)	14%	(103)	714
Community: Urban	20%	(137)	62%	(415)	18%	(119)	671
Community: Suburban	10%	(101)	73%	(720)	16%	(162)	983
Community: Rural	14%	(76)	73%	(397)	13%	(73)	546
Employ: Private Sector	18%	(122)	68%	(472)	14%	(97)	691
Employ: Government	19%	(22)	57%	(66)	24%	(29)	117
Employ: Self-Employed	18%	(32)	67%	(120)	15%	(28)	179
Employ: Homemaker	12%	(21)	75%	(136)	14%	(25)	183
Employ: Student	7%	(4)	38%	(25)	55%	(36)	66
Employ: Retired	8%	(45)	81%	(450)	11%	(59)	554
Employ: Unemployed	16%	(42)	65%	(170)	19%	(51)	263
Employ: Other	17%	(25)	63%	(92)	20%	(30)	146
Military HH: Yes	17%	(64)	73%	(270)	10%	(38)	372
Military HH: No	14%	(250)	69%	(1262)	17%	(316)	1828
RD/WT: Right Direction	19%	(168)	62%	(556)	20%	(177)	901
RD/WT: Wrong Track	11%	(146)	75%	(975)	14%	(177)	1299
Biden Job Approve	16%	(164)	63%	(663)	21%	(224)	1051
Biden Job Disapprove	13%	(137)	76%	(773)	11%	(109)	1019

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Table MCEN3_1: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
White people

Demographic	More		About right amount		Fewer		Total N
Adults	14%	(314)	70%	(1532)	16%	(354)	2200
Biden Job Strongly Approve	23%	(115)	56%	(283)	21%	(108)	506
Biden Job Somewhat Approve	9%	(49)	70%	(380)	21%	(116)	545
Biden Job Somewhat Disapprove	15%	(42)	68%	(193)	17%	(50)	285
Biden Job Strongly Disapprove	13%	(96)	79%	(580)	8%	(59)	734
Favorable of Biden	15%	(160)	64%	(667)	21%	(222)	1050
Unfavorable of Biden	14%	(140)	76%	(775)	10%	(107)	1022
Very Favorable of Biden	22%	(115)	60%	(316)	18%	(95)	526
Somewhat Favorable of Biden	9%	(45)	67%	(351)	24%	(128)	524
Somewhat Unfavorable of Biden	16%	(41)	68%	(167)	16%	(39)	247
Very Unfavorable of Biden	13%	(99)	79%	(608)	9%	(67)	775
#1 Issue: Economy	14%	(120)	71%	(623)	16%	(138)	880
#1 Issue: Security	21%	(60)	72%	(207)	7%	(19)	286
#1 Issue: Health Care	15%	(39)	67%	(177)	18%	(47)	262
#1 Issue: Medicare / Social Security	15%	(43)	73%	(207)	12%	(33)	283
#1 Issue: Women's Issues	12%	(16)	53%	(72)	35%	(48)	137
#1 Issue: Education	7%	(7)	77%	(80)	16%	(17)	104
#1 Issue: Energy	13%	(18)	67%	(92)	20%	(28)	139
#1 Issue: Other	9%	(10)	68%	(74)	22%	(24)	108
2020 Vote: Joe Biden	16%	(159)	62%	(622)	23%	(230)	1011
2020 Vote: Donald Trump	15%	(102)	78%	(545)	7%	(49)	695
2020 Vote: Other	5%	(3)	73%	(44)	22%	(13)	60
2020 Vote: Didn't Vote	12%	(50)	74%	(320)	14%	(61)	431
2018 House Vote: Democrat	14%	(111)	62%	(487)	24%	(185)	782
2018 House Vote: Republican	15%	(84)	78%	(442)	8%	(43)	569
2018 House Vote: Someone else	10%	(6)	78%	(44)	12%	(7)	56
2016 Vote: Hillary Clinton	14%	(100)	63%	(445)	23%	(166)	712
2016 Vote: Donald Trump	15%	(93)	77%	(485)	8%	(48)	626
2016 Vote: Other	5%	(6)	75%	(92)	21%	(25)	123
2016 Vote: Didn't Vote	16%	(115)	69%	(509)	16%	(115)	738

Continued on next page

Table MCEN3_1: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
White people

Demographic	More		About right amount		Fewer		Total N
Adults	14%	(314)	70%	(1532)	16%	(354)	2200
Voted in 2014: Yes	14%	(174)	70%	(857)	16%	(191)	1222
Voted in 2014: No	14%	(140)	69%	(674)	17%	(163)	978
4-Region: Northeast	16%	(63)	69%	(270)	15%	(60)	394
4-Region: Midwest	14%	(63)	71%	(327)	15%	(72)	462
4-Region: South	13%	(104)	70%	(580)	17%	(140)	824
4-Region: West	16%	(83)	68%	(354)	16%	(83)	520
Marvel Comics Fans	16%	(213)	68%	(879)	16%	(203)	1296
Avid Marvel Comics Fans	22%	(99)	64%	(281)	14%	(61)	440
Casual Marvel Comics Fans	13%	(114)	70%	(599)	17%	(143)	855
Marvel TV/Movies Fans	16%	(233)	69%	(973)	15%	(212)	1419
Avid Marvel TV/Movies Fans	27%	(115)	58%	(245)	15%	(62)	422
Casual Marvel TV/Movies Fans	12%	(118)	73%	(729)	15%	(150)	997
Fans of Anything Marvel	16%	(244)	68%	(1040)	16%	(242)	1526
Avid Fans of Anything Marvel	20%	(131)	65%	(417)	15%	(94)	642
Casual Fans of Anything Marvel	15%	(162)	68%	(758)	17%	(187)	1107

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

Table MCEN3_2: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Asian people

Demographic	More		About right amount		Fewer		Total N
Adults	28%	(623)	60%	(1318)	12%	(259)	2200
Gender: Male	26%	(272)	63%	(671)	11%	(119)	1062
Gender: Female	31%	(351)	57%	(648)	12%	(140)	1138
Age: 18-34	35%	(228)	52%	(339)	13%	(88)	655
Age: 35-44	26%	(94)	61%	(217)	13%	(47)	358
Age: 45-64	24%	(181)	65%	(487)	11%	(83)	751
Age: 65+	27%	(120)	63%	(275)	9%	(41)	436
GenZers: 1997-2012	43%	(72)	44%	(73)	14%	(23)	169
Millennials: 1981-1996	30%	(217)	57%	(408)	13%	(92)	718
GenXers: 1965-1980	25%	(128)	62%	(313)	13%	(66)	507
Baby Boomers: 1946-1964	27%	(191)	64%	(463)	9%	(66)	720
PID: Dem (no lean)	38%	(331)	50%	(438)	12%	(104)	872
PID: Ind (no lean)	28%	(192)	61%	(425)	11%	(75)	693
PID: Rep (no lean)	16%	(100)	72%	(455)	13%	(80)	635
PID/Gender: Dem Men	33%	(141)	56%	(240)	11%	(46)	428
PID/Gender: Dem Women	43%	(190)	44%	(197)	13%	(58)	445
PID/Gender: Ind Men	24%	(73)	67%	(204)	10%	(29)	306
PID/Gender: Ind Women	31%	(119)	57%	(222)	12%	(46)	386
PID/Gender: Rep Men	17%	(57)	69%	(226)	13%	(44)	328
PID/Gender: Rep Women	14%	(42)	74%	(229)	12%	(36)	307
Ideo: Liberal (1-3)	45%	(297)	44%	(290)	11%	(70)	657
Ideo: Moderate (4)	23%	(148)	65%	(413)	11%	(70)	632
Ideo: Conservative (5-7)	16%	(108)	72%	(489)	12%	(83)	679
Educ: < College	26%	(392)	61%	(927)	13%	(193)	1512
Educ: Bachelors degree	31%	(140)	59%	(260)	10%	(44)	444
Educ: Post-grad	37%	(91)	54%	(131)	9%	(22)	244
Income: Under 50k	27%	(319)	60%	(718)	13%	(158)	1194
Income: 50k-100k	28%	(189)	62%	(417)	10%	(69)	675
Income: 100k+	34%	(114)	56%	(184)	10%	(32)	331
Ethnicity: White	26%	(456)	62%	(1074)	11%	(192)	1722
Ethnicity: Hispanic	32%	(111)	53%	(184)	15%	(54)	349

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Table MCEN3_2: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Asian people

Demographic	More		About right amount		Fewer		Total N
Adults	28%	(623)	60%	(1318)	12%	(259)	2200
Ethnicity: Black	39%	(107)	49%	(135)	12%	(32)	274
Ethnicity: Other	29%	(60)	54%	(109)	17%	(35)	204
All Christian	23%	(227)	67%	(660)	10%	(100)	987
All Non-Christian	45%	(56)	41%	(51)	14%	(18)	124
Atheist	48%	(51)	36%	(38)	16%	(17)	107
Agnostic/Nothing in particular	30%	(194)	59%	(377)	11%	(71)	642
Something Else	28%	(96)	57%	(193)	15%	(52)	340
Religious Non-Protestant/Catholic	40%	(59)	43%	(63)	17%	(25)	147
Evangelical	21%	(121)	66%	(372)	12%	(69)	562
Non-Evangelical	27%	(194)	63%	(449)	10%	(71)	714
Community: Urban	28%	(187)	59%	(393)	13%	(90)	671
Community: Suburban	32%	(315)	58%	(573)	10%	(95)	983
Community: Rural	22%	(121)	64%	(352)	13%	(73)	546
Employ: Private Sector	27%	(185)	62%	(427)	11%	(79)	691
Employ: Government	34%	(40)	55%	(65)	11%	(13)	117
Employ: Self-Employed	27%	(49)	62%	(111)	11%	(19)	179
Employ: Homemaker	26%	(48)	58%	(107)	15%	(28)	183
Employ: Student	61%	(40)	28%	(19)	11%	(7)	66
Employ: Retired	25%	(139)	66%	(367)	9%	(48)	554
Employ: Unemployed	33%	(87)	54%	(142)	13%	(34)	263
Employ: Other	23%	(34)	55%	(81)	21%	(31)	146
Military HH: Yes	29%	(108)	59%	(220)	11%	(43)	372
Military HH: No	28%	(514)	60%	(1098)	12%	(216)	1828
RD/WT: Right Direction	34%	(306)	53%	(482)	13%	(113)	901
RD/WT: Wrong Track	24%	(317)	64%	(836)	11%	(146)	1299
Biden Job Approve	37%	(388)	53%	(552)	11%	(111)	1051
Biden Job Disapprove	20%	(202)	68%	(690)	12%	(127)	1019

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Table MCEN3_2: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Asian people

Demographic	More		About right amount		Fewer		Total N
Adults	28%	(623)	60%	(1318)	12%	(259)	2200
Biden Job Strongly Approve	35%	(179)	52%	(263)	13%	(64)	506
Biden Job Somewhat Approve	38%	(209)	53%	(289)	9%	(47)	545
Biden Job Somewhat Disapprove	31%	(87)	55%	(157)	14%	(41)	285
Biden Job Strongly Disapprove	16%	(115)	73%	(533)	12%	(86)	734
Favorable of Biden	38%	(398)	51%	(538)	11%	(114)	1050
Unfavorable of Biden	20%	(200)	69%	(701)	12%	(121)	1022
Very Favorable of Biden	34%	(179)	54%	(287)	12%	(61)	526
Somewhat Favorable of Biden	42%	(219)	48%	(252)	10%	(54)	524
Somewhat Unfavorable of Biden	33%	(81)	54%	(134)	13%	(32)	247
Very Unfavorable of Biden	15%	(120)	73%	(567)	11%	(89)	775
#1 Issue: Economy	26%	(231)	62%	(545)	12%	(104)	880
#1 Issue: Security	17%	(48)	68%	(193)	16%	(45)	286
#1 Issue: Health Care	33%	(86)	58%	(151)	10%	(25)	262
#1 Issue: Medicare / Social Security	27%	(76)	60%	(169)	14%	(39)	283
#1 Issue: Women's Issues	53%	(73)	39%	(54)	7%	(10)	137
#1 Issue: Education	30%	(31)	61%	(64)	9%	(10)	104
#1 Issue: Energy	34%	(47)	58%	(81)	8%	(11)	139
#1 Issue: Other	29%	(32)	57%	(61)	14%	(15)	108
2020 Vote: Joe Biden	40%	(399)	50%	(505)	10%	(106)	1011
2020 Vote: Donald Trump	14%	(97)	73%	(510)	13%	(89)	695
2020 Vote: Other	24%	(15)	66%	(40)	10%	(6)	60
2020 Vote: Didn't Vote	26%	(110)	61%	(263)	13%	(58)	431
2018 House Vote: Democrat	39%	(306)	50%	(391)	11%	(85)	782
2018 House Vote: Republican	15%	(84)	74%	(419)	11%	(65)	569
2018 House Vote: Someone else	18%	(10)	73%	(41)	9%	(5)	56
2016 Vote: Hillary Clinton	40%	(284)	50%	(356)	10%	(73)	712
2016 Vote: Donald Trump	14%	(90)	74%	(460)	12%	(75)	626
2016 Vote: Other	29%	(36)	65%	(80)	6%	(7)	123
2016 Vote: Didn't Vote	29%	(213)	57%	(422)	14%	(104)	738

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Table MCEN3_2: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Asian people

Demographic	More		About right amount		Fewer		Total N
Adults	28%	(623)	60%	(1318)	12%	(259)	2200
Voted in 2014: Yes	27%	(336)	62%	(752)	11%	(134)	1222
Voted in 2014: No	29%	(287)	58%	(566)	13%	(125)	978
4-Region: Northeast	31%	(122)	60%	(235)	9%	(36)	394
4-Region: Midwest	28%	(131)	60%	(277)	12%	(54)	462
4-Region: South	25%	(207)	61%	(503)	14%	(115)	824
4-Region: West	31%	(163)	58%	(303)	10%	(54)	520
Marvel Comics Fans	30%	(391)	58%	(757)	11%	(148)	1296
Avid Marvel Comics Fans	38%	(167)	54%	(236)	9%	(38)	440
Casual Marvel Comics Fans	26%	(224)	61%	(521)	13%	(110)	855
Marvel TV/Movies Fans	30%	(427)	59%	(833)	11%	(159)	1419
Avid Marvel TV/Movies Fans	37%	(155)	52%	(221)	11%	(45)	422
Casual Marvel TV/Movies Fans	27%	(272)	61%	(612)	11%	(114)	997
Fans of Anything Marvel	30%	(456)	58%	(889)	12%	(181)	1526
Avid Fans of Anything Marvel	36%	(231)	55%	(351)	9%	(60)	642
Casual Fans of Anything Marvel	26%	(292)	60%	(667)	13%	(149)	1107

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

Table MCEN3_3: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
African people

Demographic	More		About right amount		Fewer		Total N
Adults	29%	(633)	59%	(1301)	12%	(266)	2200
Gender: Male	27%	(283)	60%	(633)	14%	(146)	1062
Gender: Female	31%	(350)	59%	(669)	11%	(120)	1138
Age: 18-34	37%	(242)	51%	(333)	12%	(80)	655
Age: 35-44	27%	(97)	60%	(216)	13%	(45)	358
Age: 45-64	25%	(186)	63%	(476)	12%	(88)	751
Age: 65+	25%	(108)	63%	(276)	12%	(52)	436
GenZers: 1997-2012	42%	(71)	45%	(75)	13%	(23)	169
Millennials: 1981-1996	33%	(238)	56%	(399)	11%	(81)	718
GenXers: 1965-1980	27%	(137)	60%	(305)	13%	(65)	507
Baby Boomers: 1946-1964	24%	(172)	65%	(465)	12%	(84)	720
PID: Dem (no lean)	40%	(347)	50%	(435)	10%	(91)	872
PID: Ind (no lean)	29%	(201)	61%	(420)	10%	(71)	693
PID: Rep (no lean)	13%	(85)	70%	(447)	16%	(104)	635
PID/Gender: Dem Men	38%	(161)	52%	(223)	10%	(44)	428
PID/Gender: Dem Women	42%	(186)	48%	(212)	11%	(47)	445
PID/Gender: Ind Men	27%	(82)	62%	(191)	11%	(33)	306
PID/Gender: Ind Women	31%	(119)	59%	(229)	10%	(38)	386
PID/Gender: Rep Men	12%	(40)	67%	(219)	21%	(69)	328
PID/Gender: Rep Women	15%	(45)	74%	(228)	11%	(35)	307
Ideo: Liberal (1-3)	47%	(306)	44%	(292)	9%	(59)	657
Ideo: Moderate (4)	26%	(163)	63%	(396)	12%	(73)	632
Ideo: Conservative (5-7)	15%	(100)	70%	(475)	15%	(105)	679
Educ: < College	27%	(404)	60%	(908)	13%	(200)	1512
Educ: Bachelors degree	31%	(140)	60%	(265)	9%	(40)	444
Educ: Post-grad	36%	(89)	53%	(128)	11%	(27)	244
Income: Under 50k	29%	(350)	58%	(693)	13%	(151)	1194
Income: 50k-100k	26%	(174)	62%	(416)	12%	(84)	675
Income: 100k+	33%	(108)	58%	(192)	9%	(31)	331
Ethnicity: White	26%	(441)	63%	(1078)	12%	(202)	1722
Ethnicity: Hispanic	34%	(120)	53%	(185)	13%	(44)	349

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Table MCEN3_3: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
African people

Demographic	More		About right amount		Fewer		Total N
Adults	29%	(633)	59%	(1301)	12%	(266)	2200
Ethnicity: Black	46%	(127)	41%	(111)	13%	(36)	274
Ethnicity: Other	32%	(65)	55%	(112)	13%	(28)	204
All Christian	22%	(222)	66%	(651)	12%	(114)	987
All Non-Christian	40%	(50)	42%	(52)	18%	(23)	124
Atheist	54%	(58)	35%	(37)	11%	(12)	107
Agnostic/Nothing in particular	32%	(206)	57%	(368)	11%	(68)	642
Something Else	29%	(97)	57%	(193)	15%	(50)	340
Religious Non-Protestant/Catholic	35%	(52)	45%	(66)	20%	(29)	147
Evangelical	24%	(135)	62%	(350)	14%	(77)	562
Non-Evangelical	25%	(178)	64%	(459)	11%	(77)	714
Community: Urban	34%	(226)	54%	(365)	12%	(80)	671
Community: Suburban	29%	(286)	60%	(587)	11%	(110)	983
Community: Rural	22%	(121)	64%	(350)	14%	(76)	546
Employ: Private Sector	29%	(203)	58%	(402)	12%	(86)	691
Employ: Government	25%	(30)	61%	(72)	13%	(15)	117
Employ: Self-Employed	29%	(53)	65%	(116)	6%	(10)	179
Employ: Homemaker	28%	(51)	62%	(114)	10%	(18)	183
Employ: Student	47%	(31)	40%	(26)	13%	(9)	66
Employ: Retired	24%	(133)	64%	(353)	12%	(69)	554
Employ: Unemployed	34%	(89)	55%	(143)	12%	(31)	263
Employ: Other	30%	(43)	52%	(75)	19%	(27)	146
Military HH: Yes	26%	(96)	60%	(222)	14%	(53)	372
Military HH: No	29%	(536)	59%	(1079)	12%	(213)	1828
RD/WT: Right Direction	37%	(338)	51%	(462)	11%	(101)	901
RD/WT: Wrong Track	23%	(295)	65%	(839)	13%	(165)	1299
Biden Job Approve	39%	(406)	51%	(537)	10%	(108)	1051
Biden Job Disapprove	20%	(199)	67%	(682)	14%	(138)	1019

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Table MCEN3_3: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
African people

Demographic	More		About right amount		Fewer		Total N
Adults	29%	(633)	59%	(1301)	12%	(266)	2200
Biden Job Strongly Approve	39%	(200)	46%	(235)	14%	(71)	506
Biden Job Somewhat Approve	38%	(206)	55%	(302)	7%	(38)	545
Biden Job Somewhat Disapprove	34%	(98)	54%	(153)	12%	(34)	285
Biden Job Strongly Disapprove	14%	(102)	72%	(529)	14%	(104)	734
Favorable of Biden	39%	(413)	51%	(532)	10%	(104)	1050
Unfavorable of Biden	19%	(191)	67%	(689)	14%	(142)	1022
Very Favorable of Biden	38%	(201)	52%	(272)	10%	(53)	526
Somewhat Favorable of Biden	41%	(212)	50%	(260)	10%	(51)	524
Somewhat Unfavorable of Biden	31%	(78)	56%	(138)	13%	(31)	247
Very Unfavorable of Biden	15%	(113)	71%	(551)	14%	(111)	775
#1 Issue: Economy	26%	(228)	62%	(548)	12%	(105)	880
#1 Issue: Security	15%	(43)	67%	(191)	18%	(53)	286
#1 Issue: Health Care	37%	(97)	55%	(145)	8%	(21)	262
#1 Issue: Medicare / Social Security	28%	(79)	58%	(163)	15%	(41)	283
#1 Issue: Women's Issues	56%	(77)	42%	(57)	2%	(3)	137
#1 Issue: Education	28%	(29)	60%	(62)	12%	(13)	104
#1 Issue: Energy	37%	(51)	53%	(74)	10%	(14)	139
#1 Issue: Other	27%	(29)	57%	(62)	16%	(17)	108
2020 Vote: Joe Biden	41%	(415)	51%	(510)	8%	(85)	1011
2020 Vote: Donald Trump	12%	(86)	72%	(498)	16%	(112)	695
2020 Vote: Other	32%	(19)	60%	(36)	7%	(5)	60
2020 Vote: Didn't Vote	26%	(110)	59%	(255)	15%	(65)	431
2018 House Vote: Democrat	42%	(328)	49%	(380)	10%	(75)	782
2018 House Vote: Republican	15%	(83)	70%	(398)	15%	(88)	569
2018 House Vote: Someone else	23%	(13)	68%	(38)	10%	(6)	56
2016 Vote: Hillary Clinton	42%	(300)	50%	(354)	8%	(58)	712
2016 Vote: Donald Trump	13%	(83)	70%	(440)	16%	(103)	626
2016 Vote: Other	33%	(41)	59%	(73)	8%	(9)	123
2016 Vote: Didn't Vote	28%	(209)	59%	(434)	13%	(96)	738

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Table MCEN3_3: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
African people

Demographic	More		About right amount		Fewer		Total N
Adults	29%	(633)	59%	(1301)	12%	(266)	2200
Voted in 2014: Yes	29%	(350)	59%	(727)	12%	(145)	1222
Voted in 2014: No	29%	(283)	59%	(574)	12%	(121)	978
4-Region: Northeast	31%	(120)	57%	(225)	12%	(48)	394
4-Region: Midwest	29%	(133)	58%	(269)	13%	(60)	462
4-Region: South	28%	(234)	59%	(485)	13%	(105)	824
4-Region: West	28%	(145)	62%	(322)	10%	(53)	520
Marvel Comics Fans	31%	(401)	57%	(744)	12%	(150)	1296
Avid Marvel Comics Fans	40%	(177)	49%	(217)	10%	(45)	440
Casual Marvel Comics Fans	26%	(224)	62%	(527)	12%	(105)	855
Marvel TV/Movies Fans	30%	(429)	58%	(823)	12%	(166)	1419
Avid Marvel TV/Movies Fans	36%	(153)	52%	(221)	11%	(48)	422
Casual Marvel TV/Movies Fans	28%	(277)	60%	(603)	12%	(118)	997
Fans of Anything Marvel	30%	(460)	57%	(877)	12%	(189)	1526
Avid Fans of Anything Marvel	36%	(231)	53%	(342)	11%	(69)	642
Casual Fans of Anything Marvel	27%	(303)	60%	(662)	13%	(142)	1107

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

Table MCEN3_4: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Hispanic people

Demographic	More		About right amount		Fewer		Total N
Adults	30%	(667)	58%	(1276)	12%	(256)	2200
Gender: Male	27%	(285)	61%	(649)	12%	(128)	1062
Gender: Female	34%	(382)	55%	(628)	11%	(129)	1138
Age: 18-34	40%	(264)	47%	(306)	13%	(85)	655
Age: 35-44	24%	(87)	63%	(224)	13%	(47)	358
Age: 45-64	27%	(205)	62%	(465)	11%	(82)	751
Age: 65+	26%	(112)	64%	(281)	10%	(43)	436
GenZers: 1997-2012	45%	(75)	41%	(70)	14%	(24)	169
Millennials: 1981-1996	33%	(240)	54%	(391)	12%	(87)	718
GenXers: 1965-1980	29%	(146)	58%	(292)	14%	(69)	507
Baby Boomers: 1946-1964	26%	(190)	64%	(462)	10%	(69)	720
PID: Dem (no lean)	41%	(358)	47%	(410)	12%	(104)	872
PID: Ind (no lean)	31%	(216)	59%	(412)	9%	(64)	693
PID: Rep (no lean)	15%	(92)	72%	(454)	14%	(88)	635
PID/Gender: Dem Men	38%	(163)	51%	(218)	11%	(47)	428
PID/Gender: Dem Women	44%	(196)	43%	(192)	13%	(57)	445
PID/Gender: Ind Men	27%	(82)	65%	(198)	8%	(26)	306
PID/Gender: Ind Women	35%	(134)	55%	(214)	10%	(38)	386
PID/Gender: Rep Men	12%	(40)	71%	(233)	17%	(55)	328
PID/Gender: Rep Women	17%	(52)	72%	(221)	11%	(34)	307
Ideo: Liberal (1-3)	50%	(329)	42%	(273)	8%	(55)	657
Ideo: Moderate (4)	26%	(162)	62%	(390)	13%	(79)	632
Ideo: Conservative (5-7)	16%	(107)	71%	(483)	13%	(89)	679
Educ: < College	28%	(429)	59%	(894)	12%	(189)	1512
Educ: Bachelors degree	34%	(151)	57%	(252)	9%	(41)	444
Educ: Post-grad	36%	(87)	53%	(130)	11%	(27)	244
Income: Under 50k	30%	(361)	56%	(668)	14%	(165)	1194
Income: 50k-100k	28%	(192)	63%	(423)	9%	(60)	675
Income: 100k+	34%	(114)	56%	(185)	10%	(32)	331
Ethnicity: White	28%	(482)	60%	(1041)	12%	(199)	1722
Ethnicity: Hispanic	46%	(161)	46%	(162)	8%	(27)	349

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Table MCEN3_4: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Hispanic people

Demographic	More		About right amount		Fewer		Total N
Adults	30%	(667)	58%	(1276)	12%	(256)	2200
Ethnicity: Black	45%	(122)	44%	(122)	11%	(30)	274
Ethnicity: Other	31%	(63)	56%	(114)	13%	(27)	204
All Christian	25%	(246)	65%	(642)	10%	(99)	987
All Non-Christian	39%	(49)	45%	(56)	16%	(20)	124
Atheist	51%	(55)	38%	(40)	11%	(12)	107
Agnostic/Nothing in particular	33%	(215)	54%	(344)	13%	(83)	642
Something Else	30%	(103)	57%	(193)	13%	(43)	340
Religious Non-Protestant/Catholic	36%	(53)	49%	(72)	15%	(22)	147
Evangelical	26%	(148)	61%	(344)	12%	(70)	562
Non-Evangelical	27%	(192)	64%	(457)	9%	(66)	714
Community: Urban	33%	(223)	54%	(360)	13%	(88)	671
Community: Suburban	32%	(316)	58%	(572)	10%	(94)	983
Community: Rural	24%	(128)	63%	(344)	14%	(74)	546
Employ: Private Sector	30%	(208)	58%	(402)	12%	(82)	691
Employ: Government	31%	(36)	60%	(71)	9%	(11)	117
Employ: Self-Employed	26%	(47)	63%	(112)	11%	(20)	179
Employ: Homemaker	29%	(54)	60%	(110)	10%	(19)	183
Employ: Student	63%	(42)	24%	(16)	13%	(9)	66
Employ: Retired	26%	(144)	64%	(353)	10%	(57)	554
Employ: Unemployed	34%	(89)	52%	(136)	14%	(38)	263
Employ: Other	33%	(48)	53%	(77)	14%	(21)	146
Military HH: Yes	28%	(103)	62%	(231)	10%	(38)	372
Military HH: No	31%	(564)	57%	(1046)	12%	(219)	1828
RD/WT: Right Direction	39%	(349)	50%	(448)	12%	(104)	901
RD/WT: Wrong Track	24%	(318)	64%	(828)	12%	(153)	1299
Biden Job Approve	41%	(435)	49%	(516)	10%	(100)	1051
Biden Job Disapprove	20%	(201)	67%	(682)	13%	(136)	1019

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Table MCEN3_4: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Hispanic people

Demographic	More		About right amount		Fewer		Total N
Adults	30%	(667)	58%	(1276)	12%	(256)	2200
Biden Job Strongly Approve	40%	(201)	48%	(245)	12%	(60)	506
Biden Job Somewhat Approve	43%	(234)	50%	(271)	7%	(40)	545
Biden Job Somewhat Disapprove	31%	(89)	53%	(151)	16%	(45)	285
Biden Job Strongly Disapprove	15%	(111)	72%	(532)	12%	(91)	734
Favorable of Biden	42%	(444)	48%	(503)	10%	(103)	1050
Unfavorable of Biden	20%	(200)	68%	(692)	13%	(130)	1022
Very Favorable of Biden	38%	(200)	52%	(275)	10%	(51)	526
Somewhat Favorable of Biden	47%	(244)	43%	(227)	10%	(52)	524
Somewhat Unfavorable of Biden	34%	(84)	52%	(130)	14%	(33)	247
Very Unfavorable of Biden	15%	(116)	73%	(563)	12%	(96)	775
#1 Issue: Economy	28%	(245)	60%	(532)	12%	(103)	880
#1 Issue: Security	15%	(42)	70%	(201)	15%	(43)	286
#1 Issue: Health Care	39%	(103)	51%	(134)	10%	(26)	262
#1 Issue: Medicare / Social Security	25%	(72)	59%	(168)	15%	(43)	283
#1 Issue: Women's Issues	61%	(83)	37%	(50)	3%	(4)	137
#1 Issue: Education	36%	(38)	53%	(55)	11%	(11)	104
#1 Issue: Energy	36%	(50)	57%	(79)	8%	(10)	139
#1 Issue: Other	31%	(34)	54%	(58)	15%	(16)	108
2020 Vote: Joe Biden	44%	(441)	47%	(472)	10%	(97)	1011
2020 Vote: Donald Trump	14%	(97)	73%	(507)	13%	(91)	695
2020 Vote: Other	30%	(18)	64%	(38)	6%	(4)	60
2020 Vote: Didn't Vote	25%	(109)	60%	(257)	15%	(65)	431
2018 House Vote: Democrat	43%	(333)	48%	(373)	10%	(76)	782
2018 House Vote: Republican	16%	(90)	71%	(404)	13%	(74)	569
2018 House Vote: Someone else	31%	(17)	62%	(35)	7%	(4)	56
2016 Vote: Hillary Clinton	44%	(315)	46%	(329)	9%	(67)	712
2016 Vote: Donald Trump	15%	(95)	70%	(440)	14%	(90)	626
2016 Vote: Other	33%	(41)	61%	(75)	6%	(7)	123
2016 Vote: Didn't Vote	29%	(215)	58%	(431)	12%	(92)	738

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Table MCEN3_4: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Hispanic people

Demographic	More		About right amount		Fewer		Total N
Adults	30%	(667)	58%	(1276)	12%	(256)	2200
Voted in 2014: Yes	31%	(375)	58%	(713)	11%	(134)	1222
Voted in 2014: No	30%	(292)	58%	(563)	13%	(122)	978
4-Region: Northeast	32%	(127)	57%	(225)	10%	(41)	394
4-Region: Midwest	29%	(135)	57%	(265)	13%	(62)	462
4-Region: South	28%	(230)	59%	(484)	13%	(109)	824
4-Region: West	34%	(174)	58%	(302)	8%	(44)	520
Marvel Comics Fans	33%	(427)	56%	(725)	11%	(144)	1296
Avid Marvel Comics Fans	41%	(179)	49%	(214)	11%	(47)	440
Casual Marvel Comics Fans	29%	(248)	60%	(511)	11%	(96)	855
Marvel TV/Movies Fans	33%	(462)	56%	(794)	11%	(163)	1419
Avid Marvel TV/Movies Fans	37%	(157)	50%	(209)	13%	(56)	422
Casual Marvel TV/Movies Fans	31%	(305)	59%	(585)	11%	(107)	997
Fans of Anything Marvel	32%	(495)	56%	(851)	12%	(180)	1526
Avid Fans of Anything Marvel	38%	(244)	51%	(326)	11%	(72)	642
Casual Fans of Anything Marvel	29%	(323)	59%	(651)	12%	(134)	1107

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

Table MCEN3_5: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Black people

Demographic	More		About right amount		Fewer		Total N
Adults	31%	(687)	58%	(1278)	11%	(234)	2200
Gender: Male	29%	(305)	60%	(636)	11%	(121)	1062
Gender: Female	34%	(383)	56%	(642)	10%	(114)	1138
Age: 18-34	42%	(277)	48%	(315)	10%	(63)	655
Age: 35-44	28%	(100)	59%	(212)	13%	(47)	358
Age: 45-64	27%	(205)	63%	(469)	10%	(77)	751
Age: 65+	24%	(106)	65%	(283)	11%	(48)	436
GenZers: 1997-2012	53%	(89)	38%	(65)	9%	(15)	169
Millennials: 1981-1996	35%	(252)	55%	(396)	10%	(70)	718
GenXers: 1965-1980	29%	(148)	59%	(298)	12%	(61)	507
Baby Boomers: 1946-1964	26%	(185)	64%	(460)	10%	(76)	720
PID: Dem (no lean)	44%	(380)	46%	(403)	10%	(89)	872
PID: Ind (no lean)	30%	(210)	62%	(427)	8%	(56)	693
PID: Rep (no lean)	15%	(97)	71%	(449)	14%	(89)	635
PID/Gender: Dem Men	41%	(176)	49%	(210)	10%	(42)	428
PID/Gender: Dem Women	46%	(204)	43%	(193)	11%	(48)	445
PID/Gender: Ind Men	27%	(84)	64%	(197)	8%	(25)	306
PID/Gender: Ind Women	33%	(127)	59%	(229)	8%	(30)	386
PID/Gender: Rep Men	14%	(45)	70%	(229)	16%	(54)	328
PID/Gender: Rep Women	17%	(52)	72%	(220)	12%	(36)	307
Ideo: Liberal (1-3)	50%	(329)	42%	(276)	8%	(52)	657
Ideo: Moderate (4)	27%	(168)	64%	(406)	9%	(57)	632
Ideo: Conservative (5-7)	17%	(113)	70%	(478)	13%	(89)	679
Educ: < College	30%	(448)	59%	(891)	11%	(173)	1512
Educ: Bachelors degree	33%	(146)	59%	(260)	9%	(38)	444
Educ: Post-grad	38%	(94)	52%	(127)	10%	(24)	244
Income: Under 50k	32%	(381)	57%	(686)	11%	(127)	1194
Income: 50k-100k	27%	(184)	60%	(407)	12%	(83)	675
Income: 100k+	37%	(122)	56%	(184)	7%	(25)	331
Ethnicity: White	27%	(466)	62%	(1075)	10%	(181)	1722
Ethnicity: Hispanic	42%	(145)	46%	(162)	12%	(42)	349

Continued on next page

Table MCEN3_5: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Black people

Demographic	More		About right amount		Fewer		Total N
Adults	31%	(687)	58%	(1278)	11%	(234)	2200
Ethnicity: Black	56%	(154)	36%	(98)	8%	(23)	274
Ethnicity: Other	33%	(67)	52%	(106)	15%	(31)	204
All Christian	24%	(238)	65%	(642)	11%	(107)	987
All Non-Christian	41%	(51)	45%	(56)	14%	(17)	124
Atheist	56%	(60)	33%	(35)	11%	(12)	107
Agnostic/Nothing in particular	35%	(225)	56%	(361)	9%	(56)	642
Something Else	33%	(113)	54%	(184)	12%	(42)	340
Religious Non-Protestant/Catholic	38%	(55)	50%	(74)	12%	(18)	147
Evangelical	25%	(142)	63%	(355)	12%	(65)	562
Non-Evangelical	28%	(200)	61%	(435)	11%	(80)	714
Community: Urban	36%	(239)	54%	(362)	10%	(70)	671
Community: Suburban	32%	(314)	57%	(561)	11%	(108)	983
Community: Rural	24%	(134)	65%	(356)	10%	(57)	546
Employ: Private Sector	32%	(224)	57%	(391)	11%	(76)	691
Employ: Government	28%	(33)	58%	(68)	14%	(16)	117
Employ: Self-Employed	31%	(55)	62%	(112)	7%	(13)	179
Employ: Homemaker	28%	(51)	66%	(121)	6%	(10)	183
Employ: Student	64%	(42)	29%	(19)	8%	(5)	66
Employ: Retired	24%	(134)	65%	(359)	11%	(61)	554
Employ: Unemployed	38%	(99)	50%	(132)	12%	(31)	263
Employ: Other	34%	(49)	52%	(76)	14%	(21)	146
Military HH: Yes	30%	(111)	59%	(218)	12%	(43)	372
Military HH: No	32%	(577)	58%	(1060)	10%	(191)	1828
RD/WT: Right Direction	41%	(366)	50%	(453)	9%	(83)	901
RD/WT: Wrong Track	25%	(322)	64%	(825)	12%	(152)	1299
Biden Job Approve	41%	(431)	51%	(534)	8%	(86)	1051
Biden Job Disapprove	22%	(224)	65%	(659)	13%	(136)	1019

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Table MCEN3_5: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Black people

Demographic	More		About right amount		Fewer		Total N
Adults	31%	(687)	58%	(1278)	11%	(234)	2200
Biden Job Strongly Approve	42%	(211)	49%	(247)	9%	(48)	506
Biden Job Somewhat Approve	40%	(220)	53%	(287)	7%	(39)	545
Biden Job Somewhat Disapprove	38%	(108)	50%	(144)	12%	(33)	285
Biden Job Strongly Disapprove	16%	(116)	70%	(516)	14%	(103)	734
Favorable of Biden	42%	(440)	50%	(527)	8%	(83)	1050
Unfavorable of Biden	22%	(222)	65%	(663)	13%	(137)	1022
Very Favorable of Biden	41%	(218)	51%	(268)	8%	(40)	526
Somewhat Favorable of Biden	42%	(222)	49%	(259)	8%	(43)	524
Somewhat Unfavorable of Biden	40%	(99)	47%	(117)	13%	(31)	247
Very Unfavorable of Biden	16%	(123)	71%	(546)	14%	(106)	775
#1 Issue: Economy	29%	(253)	62%	(547)	9%	(80)	880
#1 Issue: Security	16%	(47)	66%	(190)	17%	(49)	286
#1 Issue: Health Care	39%	(102)	52%	(137)	9%	(24)	262
#1 Issue: Medicare / Social Security	28%	(80)	57%	(162)	15%	(42)	283
#1 Issue: Women's Issues	59%	(81)	36%	(50)	4%	(6)	137
#1 Issue: Education	33%	(35)	55%	(58)	12%	(12)	104
#1 Issue: Energy	42%	(58)	52%	(72)	6%	(9)	139
#1 Issue: Other	30%	(32)	58%	(63)	12%	(13)	108
2020 Vote: Joe Biden	45%	(452)	47%	(475)	8%	(83)	1011
2020 Vote: Donald Trump	14%	(98)	72%	(502)	14%	(95)	695
2020 Vote: Other	33%	(20)	61%	(36)	6%	(4)	60
2020 Vote: Didn't Vote	27%	(115)	61%	(263)	12%	(52)	431
2018 House Vote: Democrat	45%	(349)	47%	(371)	8%	(62)	782
2018 House Vote: Republican	16%	(91)	70%	(399)	14%	(79)	569
2018 House Vote: Someone else	31%	(17)	63%	(35)	6%	(4)	56
2016 Vote: Hillary Clinton	45%	(319)	47%	(338)	8%	(55)	712
2016 Vote: Donald Trump	15%	(94)	72%	(451)	13%	(81)	626
2016 Vote: Other	35%	(44)	57%	(71)	7%	(9)	123
2016 Vote: Didn't Vote	31%	(231)	57%	(418)	12%	(89)	738

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Table MCEN3_5: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Black people

Demographic	More		About right amount		Fewer		Total N
Adults	31%	(687)	58%	(1278)	11%	(234)	2200
Voted in 2014: Yes	31%	(378)	59%	(718)	10%	(126)	1222
Voted in 2014: No	32%	(310)	57%	(560)	11%	(108)	978
4-Region: Northeast	34%	(132)	57%	(223)	10%	(38)	394
4-Region: Midwest	33%	(151)	56%	(260)	11%	(52)	462
4-Region: South	30%	(249)	59%	(483)	11%	(92)	824
4-Region: West	30%	(156)	60%	(312)	10%	(52)	520
Marvel Comics Fans	34%	(445)	55%	(716)	10%	(135)	1296
Avid Marvel Comics Fans	44%	(193)	46%	(202)	10%	(45)	440
Casual Marvel Comics Fans	29%	(252)	60%	(514)	11%	(90)	855
Marvel TV/Movies Fans	34%	(480)	55%	(786)	11%	(153)	1419
Avid Marvel TV/Movies Fans	43%	(182)	47%	(197)	10%	(43)	422
Casual Marvel TV/Movies Fans	30%	(298)	59%	(589)	11%	(110)	997
Fans of Anything Marvel	33%	(511)	56%	(861)	10%	(155)	1526
Avid Fans of Anything Marvel	40%	(254)	50%	(324)	10%	(64)	642
Casual Fans of Anything Marvel	30%	(333)	60%	(662)	10%	(112)	1107

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

Table MCEN3_6: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Minorities

Demographic	More		About right amount		Fewer		Total N
Adults	30%	(671)	58%	(1278)	11%	(251)	2200
Gender: Male	29%	(311)	59%	(629)	11%	(122)	1062
Gender: Female	32%	(360)	57%	(649)	11%	(129)	1138
Age: 18-34	38%	(249)	53%	(350)	9%	(57)	655
Age: 35-44	28%	(100)	56%	(199)	16%	(59)	358
Age: 45-64	27%	(204)	61%	(460)	12%	(88)	751
Age: 65+	27%	(118)	62%	(270)	11%	(48)	436
GenZers: 1997-2012	38%	(65)	52%	(88)	10%	(16)	169
Millennials: 1981-1996	34%	(246)	56%	(401)	10%	(70)	718
GenXers: 1965-1980	30%	(154)	55%	(279)	15%	(75)	507
Baby Boomers: 1946-1964	26%	(191)	63%	(453)	11%	(77)	720
PID: Dem (no lean)	42%	(364)	48%	(416)	11%	(93)	872
PID: Ind (no lean)	31%	(212)	60%	(415)	9%	(65)	693
PID: Rep (no lean)	15%	(95)	70%	(447)	15%	(93)	635
PID/Gender: Dem Men	39%	(166)	50%	(213)	11%	(48)	428
PID/Gender: Dem Women	44%	(198)	46%	(203)	10%	(44)	445
PID/Gender: Ind Men	30%	(92)	62%	(191)	8%	(23)	306
PID/Gender: Ind Women	31%	(120)	58%	(224)	11%	(42)	386
PID/Gender: Rep Men	16%	(53)	69%	(225)	15%	(50)	328
PID/Gender: Rep Women	14%	(43)	72%	(222)	14%	(43)	307
Ideo: Liberal (1-3)	51%	(337)	41%	(269)	8%	(51)	657
Ideo: Moderate (4)	25%	(161)	63%	(401)	11%	(70)	632
Ideo: Conservative (5-7)	17%	(114)	71%	(479)	13%	(86)	679
Educ: < College	28%	(426)	59%	(898)	12%	(188)	1512
Educ: Bachelors degree	33%	(145)	57%	(254)	10%	(44)	444
Educ: Post-grad	41%	(100)	51%	(126)	8%	(19)	244
Income: Under 50k	29%	(349)	59%	(699)	12%	(146)	1194
Income: 50k-100k	29%	(196)	59%	(399)	12%	(80)	675
Income: 100k+	38%	(125)	55%	(180)	8%	(25)	331
Ethnicity: White	27%	(473)	62%	(1062)	11%	(187)	1722
Ethnicity: Hispanic	38%	(132)	50%	(176)	12%	(41)	349

Continued on next page

Table MCEN3_6: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Minorities

Demographic	More		About right amount		Fewer		Total N
Adults	30%	(671)	58%	(1278)	11%	(251)	2200
Ethnicity: Black	48%	(132)	42%	(114)	10%	(28)	274
Ethnicity: Other	32%	(66)	50%	(102)	17%	(36)	204
All Christian	25%	(251)	63%	(623)	11%	(113)	987
All Non-Christian	43%	(53)	47%	(58)	10%	(13)	124
Atheist	50%	(53)	40%	(42)	10%	(11)	107
Agnostic/Nothing in particular	34%	(216)	55%	(353)	11%	(73)	642
Something Else	29%	(98)	59%	(202)	12%	(41)	340
Religious Non-Protestant/Catholic	42%	(61)	49%	(72)	10%	(14)	147
Evangelical	24%	(137)	63%	(352)	13%	(72)	562
Non-Evangelical	28%	(198)	62%	(440)	11%	(77)	714
Community: Urban	35%	(232)	53%	(357)	12%	(82)	671
Community: Suburban	32%	(312)	58%	(574)	10%	(96)	983
Community: Rural	23%	(127)	63%	(347)	13%	(73)	546
Employ: Private Sector	31%	(214)	58%	(401)	11%	(76)	691
Employ: Government	33%	(38)	53%	(63)	14%	(16)	117
Employ: Self-Employed	30%	(55)	62%	(110)	8%	(14)	179
Employ: Homemaker	26%	(47)	64%	(117)	10%	(19)	183
Employ: Student	50%	(33)	36%	(24)	14%	(9)	66
Employ: Retired	26%	(142)	63%	(347)	12%	(65)	554
Employ: Unemployed	37%	(98)	52%	(138)	11%	(28)	263
Employ: Other	30%	(44)	54%	(78)	16%	(24)	146
Military HH: Yes	32%	(117)	58%	(217)	10%	(37)	372
Military HH: No	30%	(554)	58%	(1061)	12%	(214)	1828
RD/WT: Right Direction	40%	(361)	49%	(444)	11%	(96)	901
RD/WT: Wrong Track	24%	(310)	64%	(834)	12%	(155)	1299
Biden Job Approve	41%	(435)	50%	(520)	9%	(96)	1051
Biden Job Disapprove	20%	(207)	66%	(674)	14%	(138)	1019

Continued on next page

Table MCEN3_6: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Minorities

Demographic	More		About right amount		Fewer		Total N
Adults	30%	(671)	58%	(1278)	11%	(251)	2200
Biden Job Strongly Approve	42%	(212)	48%	(244)	10%	(50)	506
Biden Job Somewhat Approve	41%	(223)	51%	(276)	8%	(46)	545
Biden Job Somewhat Disapprove	35%	(100)	51%	(145)	14%	(41)	285
Biden Job Strongly Disapprove	15%	(107)	72%	(529)	13%	(97)	734
Favorable of Biden	43%	(453)	48%	(509)	8%	(88)	1050
Unfavorable of Biden	19%	(196)	67%	(685)	14%	(141)	1022
Very Favorable of Biden	42%	(222)	50%	(262)	8%	(42)	526
Somewhat Favorable of Biden	44%	(230)	47%	(247)	9%	(47)	524
Somewhat Unfavorable of Biden	33%	(81)	51%	(127)	16%	(39)	247
Very Unfavorable of Biden	15%	(115)	72%	(558)	13%	(101)	775
#1 Issue: Economy	28%	(244)	61%	(533)	12%	(103)	880
#1 Issue: Security	18%	(52)	66%	(188)	16%	(46)	286
#1 Issue: Health Care	39%	(102)	54%	(141)	7%	(19)	262
#1 Issue: Medicare / Social Security	27%	(77)	60%	(171)	12%	(35)	283
#1 Issue: Women's Issues	51%	(69)	46%	(63)	3%	(4)	137
#1 Issue: Education	31%	(32)	56%	(58)	13%	(14)	104
#1 Issue: Energy	41%	(57)	50%	(69)	9%	(13)	139
#1 Issue: Other	34%	(37)	51%	(55)	15%	(16)	108
2020 Vote: Joe Biden	45%	(454)	46%	(468)	9%	(88)	1011
2020 Vote: Donald Trump	14%	(98)	71%	(496)	15%	(102)	695
2020 Vote: Other	35%	(21)	52%	(31)	13%	(8)	60
2020 Vote: Didn't Vote	22%	(96)	65%	(282)	12%	(53)	431
2018 House Vote: Democrat	45%	(355)	46%	(360)	9%	(67)	782
2018 House Vote: Republican	14%	(81)	73%	(414)	13%	(74)	569
2018 House Vote: Someone else	21%	(12)	66%	(37)	13%	(7)	56
2016 Vote: Hillary Clinton	46%	(324)	46%	(325)	9%	(63)	712
2016 Vote: Donald Trump	16%	(99)	71%	(443)	13%	(84)	626
2016 Vote: Other	38%	(47)	54%	(67)	8%	(9)	123
2016 Vote: Didn't Vote	27%	(201)	60%	(444)	13%	(94)	738

Continued on next page

Table MCEN3_6: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Minorities

Demographic	More		About right amount		Fewer		Total N
Adults	30%	(671)	58%	(1278)	11%	(251)	2200
Voted in 2014: Yes	32%	(386)	58%	(703)	11%	(133)	1222
Voted in 2014: No	29%	(285)	59%	(575)	12%	(117)	978
4-Region: Northeast	29%	(115)	59%	(232)	12%	(47)	394
4-Region: Midwest	31%	(145)	57%	(266)	11%	(52)	462
4-Region: South	30%	(246)	59%	(483)	12%	(95)	824
4-Region: West	32%	(164)	57%	(298)	11%	(58)	520
Marvel Comics Fans	33%	(429)	57%	(734)	10%	(132)	1296
Avid Marvel Comics Fans	41%	(181)	51%	(223)	8%	(37)	440
Casual Marvel Comics Fans	29%	(249)	60%	(511)	11%	(96)	855
Marvel TV/Movies Fans	33%	(462)	57%	(809)	10%	(148)	1419
Avid Marvel TV/Movies Fans	41%	(171)	50%	(211)	9%	(39)	422
Casual Marvel TV/Movies Fans	29%	(291)	60%	(597)	11%	(109)	997
Fans of Anything Marvel	32%	(490)	57%	(869)	11%	(167)	1526
Avid Fans of Anything Marvel	38%	(242)	53%	(343)	9%	(57)	642
Casual Fans of Anything Marvel	29%	(326)	59%	(654)	12%	(127)	1107

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

Table MCEN3_7: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Men

Demographic	More		About right amount		Fewer		Total N
Adults	14%	(297)	73%	(1609)	13%	(294)	2200
Gender: Male	16%	(174)	74%	(790)	9%	(98)	1062
Gender: Female	11%	(123)	72%	(819)	17%	(196)	1138
Age: 18-34	20%	(132)	63%	(416)	16%	(107)	655
Age: 35-44	16%	(59)	72%	(257)	12%	(42)	358
Age: 45-64	10%	(74)	78%	(584)	12%	(92)	751
Age: 65+	7%	(32)	81%	(352)	12%	(53)	436
GenZers: 1997-2012	19%	(33)	60%	(101)	21%	(35)	169
Millennials: 1981-1996	20%	(142)	67%	(479)	13%	(97)	718
GenXers: 1965-1980	12%	(58)	76%	(386)	12%	(63)	507
Baby Boomers: 1946-1964	8%	(60)	79%	(572)	12%	(89)	720
PID: Dem (no lean)	17%	(145)	66%	(578)	17%	(149)	872
PID: Ind (no lean)	12%	(81)	75%	(519)	13%	(92)	693
PID: Rep (no lean)	11%	(70)	80%	(511)	8%	(53)	635
PID/Gender: Dem Men	21%	(90)	69%	(293)	10%	(45)	428
PID/Gender: Dem Women	12%	(55)	64%	(285)	23%	(104)	445
PID/Gender: Ind Men	13%	(41)	78%	(238)	9%	(28)	306
PID/Gender: Ind Women	10%	(40)	73%	(282)	17%	(64)	386
PID/Gender: Rep Men	13%	(43)	79%	(259)	8%	(26)	328
PID/Gender: Rep Women	9%	(27)	82%	(252)	9%	(28)	307
Ideo: Liberal (1-3)	15%	(100)	64%	(421)	21%	(136)	657
Ideo: Moderate (4)	13%	(84)	74%	(469)	12%	(78)	632
Ideo: Conservative (5-7)	12%	(82)	80%	(542)	8%	(55)	679
Educ: < College	14%	(205)	74%	(1125)	12%	(182)	1512
Educ: Bachelors degree	14%	(61)	70%	(311)	16%	(72)	444
Educ: Post-grad	13%	(31)	71%	(173)	17%	(40)	244
Income: Under 50k	13%	(159)	74%	(881)	13%	(155)	1194
Income: 50k-100k	11%	(76)	75%	(506)	14%	(92)	675
Income: 100k+	19%	(62)	67%	(222)	14%	(47)	331
Ethnicity: White	12%	(212)	74%	(1271)	14%	(239)	1722
Ethnicity: Hispanic	21%	(73)	69%	(241)	10%	(35)	349

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Table MCEN3_7: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Men

Demographic	More		About right amount		Fewer		Total N
Adults	14%	(297)	73%	(1609)	13%	(294)	2200
Ethnicity: Black	16%	(45)	71%	(195)	13%	(34)	274
Ethnicity: Other	19%	(40)	70%	(144)	10%	(21)	204
All Christian	12%	(122)	78%	(771)	9%	(93)	987
All Non-Christian	24%	(30)	59%	(73)	17%	(21)	124
Atheist	21%	(23)	49%	(52)	30%	(32)	107
Agnostic/Nothing in particular	11%	(70)	73%	(469)	16%	(103)	642
Something Else	15%	(52)	72%	(243)	13%	(45)	340
Religious Non-Protestant/Catholic	20%	(30)	62%	(91)	18%	(26)	147
Evangelical	17%	(95)	75%	(421)	8%	(46)	562
Non-Evangelical	10%	(73)	78%	(559)	11%	(82)	714
Community: Urban	20%	(132)	68%	(457)	12%	(82)	671
Community: Suburban	11%	(104)	74%	(728)	15%	(150)	983
Community: Rural	11%	(61)	78%	(423)	11%	(62)	546
Employ: Private Sector	16%	(111)	71%	(488)	13%	(92)	691
Employ: Government	10%	(11)	79%	(92)	11%	(13)	117
Employ: Self-Employed	17%	(30)	71%	(128)	12%	(21)	179
Employ: Homemaker	10%	(18)	80%	(146)	11%	(20)	183
Employ: Student	16%	(10)	47%	(31)	37%	(25)	66
Employ: Retired	7%	(41)	81%	(447)	12%	(67)	554
Employ: Unemployed	20%	(53)	65%	(171)	15%	(39)	263
Employ: Other	15%	(23)	73%	(106)	12%	(17)	146
Military HH: Yes	14%	(51)	76%	(283)	10%	(38)	372
Military HH: No	13%	(246)	73%	(1326)	14%	(256)	1828
RD/WT: Right Direction	17%	(153)	69%	(620)	14%	(128)	901
RD/WT: Wrong Track	11%	(144)	76%	(989)	13%	(166)	1299
Biden Job Approve	15%	(158)	68%	(717)	17%	(176)	1051
Biden Job Disapprove	12%	(123)	78%	(791)	10%	(104)	1019

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Table MCEN3_7: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Men

Demographic	More		About right amount		Fewer		Total N
Adults	14%	(297)	73%	(1609)	13%	(294)	2200
Biden Job Strongly Approve	20%	(103)	65%	(331)	14%	(72)	506
Biden Job Somewhat Approve	10%	(55)	71%	(386)	19%	(104)	545
Biden Job Somewhat Disapprove	16%	(45)	68%	(194)	16%	(46)	285
Biden Job Strongly Disapprove	11%	(78)	81%	(598)	8%	(58)	734
Favorable of Biden	15%	(156)	69%	(723)	16%	(171)	1050
Unfavorable of Biden	12%	(122)	78%	(800)	10%	(99)	1022
Very Favorable of Biden	18%	(96)	69%	(363)	13%	(68)	526
Somewhat Favorable of Biden	11%	(60)	69%	(360)	20%	(104)	524
Somewhat Unfavorable of Biden	15%	(38)	70%	(172)	15%	(37)	247
Very Unfavorable of Biden	11%	(84)	81%	(628)	8%	(62)	775
#1 Issue: Economy	14%	(121)	75%	(657)	12%	(102)	880
#1 Issue: Security	21%	(60)	72%	(207)	7%	(20)	286
#1 Issue: Health Care	13%	(34)	72%	(189)	15%	(39)	262
#1 Issue: Medicare / Social Security	10%	(28)	77%	(217)	13%	(38)	283
#1 Issue: Women's Issues	12%	(17)	65%	(89)	22%	(31)	137
#1 Issue: Education	9%	(10)	76%	(80)	14%	(15)	104
#1 Issue: Energy	9%	(13)	70%	(98)	21%	(28)	139
#1 Issue: Other	14%	(15)	67%	(72)	20%	(21)	108
2020 Vote: Joe Biden	16%	(157)	67%	(680)	17%	(174)	1011
2020 Vote: Donald Trump	11%	(77)	81%	(563)	8%	(55)	695
2020 Vote: Other	4%	(3)	73%	(44)	23%	(14)	60
2020 Vote: Didn't Vote	14%	(60)	74%	(320)	12%	(50)	431
2018 House Vote: Democrat	15%	(115)	68%	(534)	17%	(134)	782
2018 House Vote: Republican	11%	(63)	80%	(456)	9%	(51)	569
2018 House Vote: Someone else	7%	(4)	85%	(48)	9%	(5)	56
2016 Vote: Hillary Clinton	15%	(106)	67%	(479)	18%	(127)	712
2016 Vote: Donald Trump	11%	(69)	81%	(508)	8%	(49)	626
2016 Vote: Other	4%	(5)	78%	(97)	18%	(22)	123
2016 Vote: Didn't Vote	16%	(118)	71%	(525)	13%	(96)	738

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Table MCEN3_7: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Men

Demographic	More		About right amount		Fewer		Total N
Adults	14%	(297)	73%	(1609)	13%	(294)	2200
Voted in 2014: Yes	12%	(149)	75%	(912)	13%	(161)	1222
Voted in 2014: No	15%	(148)	71%	(697)	14%	(133)	978
4-Region: Northeast	15%	(59)	71%	(280)	14%	(55)	394
4-Region: Midwest	11%	(53)	75%	(346)	14%	(63)	462
4-Region: South	12%	(100)	75%	(615)	13%	(109)	824
4-Region: West	16%	(86)	71%	(368)	13%	(67)	520
Marvel Comics Fans	17%	(216)	73%	(945)	10%	(135)	1296
Avid Marvel Comics Fans	25%	(109)	68%	(300)	7%	(31)	440
Casual Marvel Comics Fans	12%	(107)	75%	(645)	12%	(104)	855
Marvel TV/Movies Fans	17%	(239)	73%	(1037)	10%	(144)	1419
Avid Marvel TV/Movies Fans	29%	(121)	63%	(266)	8%	(35)	422
Casual Marvel TV/Movies Fans	12%	(118)	77%	(771)	11%	(109)	997
Fans of Anything Marvel	16%	(247)	72%	(1106)	11%	(174)	1526
Avid Fans of Anything Marvel	23%	(144)	69%	(443)	8%	(54)	642
Casual Fans of Anything Marvel	13%	(145)	74%	(818)	13%	(144)	1107

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

Table MCEN3_8: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Women

Demographic	More		About right amount		Fewer		Total N
Adults	34%	(753)	60%	(1313)	6%	(135)	2200
Gender: Male	32%	(341)	61%	(649)	7%	(72)	1062
Gender: Female	36%	(412)	58%	(664)	5%	(62)	1138
Age: 18-34	43%	(279)	51%	(335)	6%	(41)	655
Age: 35-44	33%	(116)	60%	(216)	7%	(26)	358
Age: 45-64	31%	(233)	63%	(472)	6%	(46)	751
Age: 65+	28%	(124)	66%	(290)	5%	(22)	436
GenZers: 1997-2012	50%	(84)	44%	(75)	6%	(10)	169
Millennials: 1981-1996	37%	(268)	56%	(403)	6%	(46)	718
GenXers: 1965-1980	32%	(165)	60%	(306)	7%	(36)	507
Baby Boomers: 1946-1964	31%	(223)	64%	(462)	5%	(36)	720
PID: Dem (no lean)	45%	(389)	50%	(438)	5%	(46)	872
PID: Ind (no lean)	31%	(218)	63%	(433)	6%	(42)	693
PID: Rep (no lean)	23%	(146)	70%	(441)	7%	(47)	635
PID/Gender: Dem Men	42%	(181)	52%	(224)	5%	(23)	428
PID/Gender: Dem Women	47%	(208)	48%	(214)	5%	(23)	445
PID/Gender: Ind Men	27%	(83)	67%	(207)	6%	(17)	306
PID/Gender: Ind Women	35%	(135)	59%	(227)	6%	(25)	386
PID/Gender: Rep Men	24%	(77)	67%	(218)	10%	(32)	328
PID/Gender: Rep Women	23%	(69)	73%	(223)	5%	(15)	307
Ideo: Liberal (1-3)	51%	(337)	44%	(288)	5%	(32)	657
Ideo: Moderate (4)	31%	(195)	64%	(402)	5%	(35)	632
Ideo: Conservative (5-7)	22%	(146)	71%	(481)	8%	(52)	679
Educ: < College	32%	(489)	62%	(931)	6%	(93)	1512
Educ: Bachelors degree	37%	(165)	57%	(254)	6%	(25)	444
Educ: Post-grad	41%	(99)	53%	(128)	7%	(17)	244
Income: Under 50k	34%	(410)	59%	(706)	7%	(78)	1194
Income: 50k-100k	33%	(222)	61%	(411)	6%	(42)	675
Income: 100k+	36%	(120)	59%	(196)	4%	(14)	331
Ethnicity: White	32%	(553)	62%	(1061)	6%	(108)	1722
Ethnicity: Hispanic	42%	(146)	54%	(188)	5%	(16)	349

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Table MCEN3_8: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Women

Demographic	More		About right amount		Fewer		Total N
Adults	34%	(753)	60%	(1313)	6%	(135)	2200
Ethnicity: Black	45%	(124)	50%	(137)	5%	(14)	274
Ethnicity: Other	37%	(76)	56%	(115)	7%	(13)	204
All Christian	31%	(301)	64%	(631)	6%	(55)	987
All Non-Christian	45%	(56)	50%	(62)	5%	(6)	124
Atheist	55%	(59)	36%	(39)	8%	(9)	107
Agnostic/Nothing in particular	35%	(224)	59%	(381)	6%	(36)	642
Something Else	33%	(112)	59%	(200)	8%	(28)	340
Religious Non-Protestant/Catholic	42%	(62)	54%	(79)	4%	(6)	147
Evangelical	33%	(187)	60%	(335)	7%	(39)	562
Non-Evangelical	30%	(214)	64%	(457)	6%	(43)	714
Community: Urban	36%	(243)	57%	(383)	7%	(45)	671
Community: Suburban	36%	(351)	59%	(575)	6%	(56)	983
Community: Rural	29%	(159)	65%	(354)	6%	(33)	546
Employ: Private Sector	34%	(235)	60%	(411)	7%	(45)	691
Employ: Government	39%	(46)	56%	(66)	5%	(6)	117
Employ: Self-Employed	35%	(63)	58%	(104)	7%	(12)	179
Employ: Homemaker	28%	(52)	68%	(125)	3%	(6)	183
Employ: Student	58%	(38)	34%	(23)	8%	(5)	66
Employ: Retired	30%	(167)	65%	(362)	5%	(25)	554
Employ: Unemployed	43%	(113)	49%	(129)	8%	(21)	263
Employ: Other	27%	(39)	64%	(93)	9%	(14)	146
Military HH: Yes	31%	(116)	64%	(237)	5%	(19)	372
Military HH: No	35%	(637)	59%	(1076)	6%	(116)	1828
RD/WT: Right Direction	43%	(389)	52%	(465)	5%	(47)	901
RD/WT: Wrong Track	28%	(363)	65%	(848)	7%	(88)	1299
Biden Job Approve	44%	(465)	51%	(532)	5%	(55)	1051
Biden Job Disapprove	26%	(264)	67%	(684)	7%	(71)	1019

Continued on next page

Table MCEN3_8: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Women

Demographic	More		About right amount		Fewer		Total N
Adults	34%	(753)	60%	(1313)	6%	(135)	2200
Biden Job Strongly Approve	47%	(239)	47%	(236)	6%	(31)	506
Biden Job Somewhat Approve	41%	(226)	54%	(295)	4%	(24)	545
Biden Job Somewhat Disapprove	37%	(106)	55%	(158)	8%	(21)	285
Biden Job Strongly Disapprove	22%	(158)	72%	(526)	7%	(50)	734
Favorable of Biden	44%	(467)	51%	(535)	5%	(48)	1050
Unfavorable of Biden	25%	(257)	68%	(691)	7%	(73)	1022
Very Favorable of Biden	45%	(235)	51%	(270)	4%	(22)	526
Somewhat Favorable of Biden	44%	(232)	51%	(266)	5%	(26)	524
Somewhat Unfavorable of Biden	35%	(87)	55%	(135)	10%	(24)	247
Very Unfavorable of Biden	22%	(170)	72%	(556)	6%	(49)	775
#1 Issue: Economy	32%	(278)	62%	(548)	6%	(54)	880
#1 Issue: Security	26%	(74)	66%	(188)	8%	(24)	286
#1 Issue: Health Care	38%	(100)	56%	(147)	6%	(14)	262
#1 Issue: Medicare / Social Security	35%	(100)	59%	(166)	6%	(17)	283
#1 Issue: Women's Issues	57%	(79)	39%	(54)	3%	(4)	137
#1 Issue: Education	39%	(41)	59%	(61)	2%	(2)	104
#1 Issue: Energy	34%	(47)	62%	(86)	4%	(6)	139
#1 Issue: Other	31%	(34)	57%	(62)	12%	(13)	108
2020 Vote: Joe Biden	46%	(470)	49%	(494)	5%	(47)	1011
2020 Vote: Donald Trump	20%	(142)	72%	(498)	8%	(55)	695
2020 Vote: Other	28%	(17)	64%	(38)	8%	(5)	60
2020 Vote: Didn't Vote	28%	(122)	65%	(281)	6%	(28)	431
2018 House Vote: Democrat	45%	(354)	50%	(388)	5%	(41)	782
2018 House Vote: Republican	21%	(122)	72%	(408)	7%	(39)	569
2018 House Vote: Someone else	30%	(17)	64%	(36)	6%	(4)	56
2016 Vote: Hillary Clinton	48%	(341)	47%	(337)	5%	(34)	712
2016 Vote: Donald Trump	20%	(124)	73%	(454)	8%	(47)	626
2016 Vote: Other	30%	(36)	65%	(80)	5%	(6)	123
2016 Vote: Didn't Vote	34%	(251)	60%	(440)	6%	(47)	738

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Table MCEN3_8: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Women

Demographic	More		About right amount		Fewer		Total N
Adults	34%	(753)	60%	(1313)	6%	(135)	2200
Voted in 2014: Yes	34%	(416)	60%	(730)	6%	(77)	1222
Voted in 2014: No	34%	(336)	60%	(583)	6%	(58)	978
4-Region: Northeast	36%	(141)	58%	(228)	6%	(24)	394
4-Region: Midwest	33%	(154)	59%	(274)	7%	(34)	462
4-Region: South	34%	(277)	60%	(492)	7%	(56)	824
4-Region: West	35%	(181)	61%	(319)	4%	(20)	520
Marvel Comics Fans	38%	(487)	57%	(735)	6%	(74)	1296
Avid Marvel Comics Fans	46%	(202)	49%	(215)	5%	(23)	440
Casual Marvel Comics Fans	33%	(285)	61%	(519)	6%	(51)	855
Marvel TV/Movies Fans	37%	(524)	57%	(812)	6%	(83)	1419
Avid Marvel TV/Movies Fans	45%	(189)	50%	(211)	5%	(22)	422
Casual Marvel TV/Movies Fans	34%	(335)	60%	(601)	6%	(61)	997
Fans of Anything Marvel	37%	(559)	58%	(880)	6%	(86)	1526
Avid Fans of Anything Marvel	44%	(281)	51%	(325)	6%	(36)	642
Casual Fans of Anything Marvel	33%	(366)	61%	(675)	6%	(67)	1107

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

Table MCEN3_9: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
LGBTQ people

Demographic	More		About right amount		Fewer		Total N
Adults	25%	(540)	48%	(1052)	28%	(608)	2200
Gender: Male	20%	(214)	48%	(504)	32%	(344)	1062
Gender: Female	29%	(326)	48%	(548)	23%	(265)	1138
Age: 18-34	33%	(216)	45%	(293)	22%	(147)	655
Age: 35-44	23%	(80)	47%	(168)	31%	(109)	358
Age: 45-64	20%	(151)	51%	(384)	29%	(216)	751
Age: 65+	21%	(93)	48%	(208)	31%	(136)	436
GenZers: 1997-2012	38%	(64)	36%	(60)	26%	(44)	169
Millennials: 1981-1996	29%	(205)	48%	(348)	23%	(165)	718
GenXers: 1965-1980	22%	(114)	49%	(249)	29%	(145)	507
Baby Boomers: 1946-1964	20%	(147)	48%	(348)	31%	(226)	720
PID: Dem (no lean)	35%	(304)	46%	(398)	20%	(171)	872
PID: Ind (no lean)	24%	(168)	52%	(359)	24%	(166)	693
PID: Rep (no lean)	11%	(68)	47%	(295)	43%	(272)	635
PID/Gender: Dem Men	31%	(131)	49%	(210)	20%	(87)	428
PID/Gender: Dem Women	39%	(172)	42%	(188)	19%	(84)	445
PID/Gender: Ind Men	17%	(53)	52%	(160)	31%	(94)	306
PID/Gender: Ind Women	30%	(116)	52%	(199)	19%	(72)	386
PID/Gender: Rep Men	9%	(30)	41%	(135)	50%	(163)	328
PID/Gender: Rep Women	12%	(38)	52%	(161)	35%	(109)	307
Ideo: Liberal (1-3)	43%	(285)	41%	(270)	16%	(103)	657
Ideo: Moderate (4)	22%	(139)	55%	(347)	23%	(145)	632
Ideo: Conservative (5-7)	9%	(60)	48%	(325)	43%	(295)	679
Educ: < College	24%	(358)	47%	(711)	29%	(443)	1512
Educ: Bachelors degree	24%	(107)	49%	(217)	27%	(120)	444
Educ: Post-grad	31%	(74)	51%	(124)	19%	(46)	244
Income: Under 50k	25%	(297)	47%	(556)	29%	(341)	1194
Income: 50k-100k	23%	(153)	50%	(334)	28%	(188)	675
Income: 100k+	27%	(90)	49%	(162)	24%	(79)	331
Ethnicity: White	25%	(423)	49%	(844)	26%	(455)	1722
Ethnicity: Hispanic	29%	(100)	43%	(150)	28%	(99)	349

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Table MCEN3_9: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
LGBTQ people

Demographic	More		About right amount		Fewer		Total N
Adults	25%	(540)	48%	(1052)	28%	(608)	2200
Ethnicity: Black	26%	(72)	46%	(126)	28%	(77)	274
Ethnicity: Other	22%	(45)	41%	(83)	37%	(76)	204
All Christian	18%	(178)	50%	(492)	32%	(317)	987
All Non-Christian	40%	(50)	40%	(50)	20%	(24)	124
Atheist	47%	(50)	34%	(37)	19%	(20)	107
Agnostic/Nothing in particular	30%	(194)	51%	(326)	19%	(122)	642
Something Else	20%	(67)	44%	(148)	37%	(125)	340
Religious Non-Protestant/Catholic	37%	(54)	38%	(56)	25%	(37)	147
Evangelical	14%	(76)	44%	(247)	42%	(239)	562
Non-Evangelical	23%	(162)	51%	(367)	26%	(185)	714
Community: Urban	27%	(180)	49%	(328)	24%	(163)	671
Community: Suburban	26%	(253)	48%	(469)	26%	(260)	983
Community: Rural	19%	(106)	47%	(255)	34%	(185)	546
Employ: Private Sector	23%	(162)	50%	(348)	26%	(180)	691
Employ: Government	25%	(30)	39%	(46)	36%	(42)	117
Employ: Self-Employed	21%	(38)	56%	(101)	23%	(41)	179
Employ: Homemaker	26%	(48)	49%	(90)	25%	(45)	183
Employ: Student	52%	(34)	26%	(17)	22%	(15)	66
Employ: Retired	20%	(111)	50%	(276)	30%	(167)	554
Employ: Unemployed	29%	(78)	46%	(120)	25%	(65)	263
Employ: Other	27%	(39)	37%	(54)	36%	(53)	146
Military HH: Yes	21%	(78)	47%	(175)	32%	(119)	372
Military HH: No	25%	(462)	48%	(877)	27%	(490)	1828
RD/WT: Right Direction	31%	(283)	48%	(433)	21%	(185)	901
RD/WT: Wrong Track	20%	(257)	48%	(619)	33%	(423)	1299
Biden Job Approve	34%	(355)	47%	(499)	19%	(197)	1051
Biden Job Disapprove	15%	(156)	47%	(476)	38%	(388)	1019

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Table MCEN3_9: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
LGBTQ people

Demographic	More		About right amount		Fewer		Total N
Adults	25%	(540)	48%	(1052)	28%	(608)	2200
Biden Job Strongly Approve	34%	(170)	46%	(235)	20%	(101)	506
Biden Job Somewhat Approve	34%	(186)	48%	(264)	18%	(95)	545
Biden Job Somewhat Disapprove	28%	(79)	43%	(121)	30%	(85)	285
Biden Job Strongly Disapprove	11%	(77)	48%	(355)	41%	(302)	734
Favorable of Biden	35%	(368)	46%	(484)	19%	(198)	1050
Unfavorable of Biden	15%	(150)	48%	(492)	37%	(380)	1022
Very Favorable of Biden	32%	(170)	48%	(255)	19%	(101)	526
Somewhat Favorable of Biden	38%	(198)	44%	(229)	19%	(97)	524
Somewhat Unfavorable of Biden	29%	(73)	46%	(114)	24%	(60)	247
Very Unfavorable of Biden	10%	(78)	49%	(378)	41%	(319)	775
#1 Issue: Economy	21%	(185)	50%	(437)	29%	(259)	880
#1 Issue: Security	10%	(29)	47%	(133)	43%	(124)	286
#1 Issue: Health Care	31%	(81)	56%	(147)	13%	(35)	262
#1 Issue: Medicare / Social Security	25%	(71)	48%	(135)	27%	(77)	283
#1 Issue: Women's Issues	54%	(74)	35%	(48)	11%	(15)	137
#1 Issue: Education	21%	(22)	48%	(50)	31%	(32)	104
#1 Issue: Energy	32%	(45)	46%	(64)	22%	(30)	139
#1 Issue: Other	31%	(34)	35%	(38)	34%	(36)	108
2020 Vote: Joe Biden	37%	(376)	45%	(456)	18%	(178)	1011
2020 Vote: Donald Trump	9%	(62)	48%	(331)	43%	(302)	695
2020 Vote: Other	19%	(12)	61%	(37)	20%	(12)	60
2020 Vote: Didn't Vote	20%	(88)	53%	(227)	27%	(116)	431
2018 House Vote: Democrat	38%	(297)	44%	(345)	18%	(141)	782
2018 House Vote: Republican	9%	(54)	48%	(273)	43%	(242)	569
2018 House Vote: Someone else	19%	(11)	60%	(34)	20%	(11)	56
2016 Vote: Hillary Clinton	39%	(275)	45%	(321)	16%	(116)	712
2016 Vote: Donald Trump	10%	(60)	49%	(304)	42%	(261)	626
2016 Vote: Other	23%	(28)	52%	(64)	25%	(31)	123
2016 Vote: Didn't Vote	24%	(176)	49%	(363)	27%	(200)	738

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Table MCEN3_9: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
LGBTQ people

Demographic	More		About right amount		Fewer		Total N
Adults	25%	(540)	48%	(1052)	28%	(608)	2200
Voted in 2014: Yes	25%	(309)	47%	(573)	28%	(341)	1222
Voted in 2014: No	24%	(231)	49%	(479)	27%	(267)	978
4-Region: Northeast	31%	(121)	48%	(187)	22%	(85)	394
4-Region: Midwest	23%	(105)	49%	(228)	28%	(130)	462
4-Region: South	19%	(158)	49%	(407)	32%	(260)	824
4-Region: West	30%	(156)	44%	(230)	26%	(134)	520
Marvel Comics Fans	27%	(350)	45%	(580)	28%	(366)	1296
Avid Marvel Comics Fans	36%	(157)	43%	(188)	22%	(95)	440
Casual Marvel Comics Fans	23%	(193)	46%	(392)	32%	(271)	855
Marvel TV/Movies Fans	26%	(369)	47%	(660)	27%	(389)	1419
Avid Marvel TV/Movies Fans	35%	(148)	39%	(165)	26%	(109)	422
Casual Marvel TV/Movies Fans	22%	(221)	50%	(495)	28%	(280)	997
Fans of Anything Marvel	26%	(393)	46%	(705)	28%	(428)	1526
Avid Fans of Anything Marvel	34%	(218)	42%	(272)	24%	(151)	642
Casual Fans of Anything Marvel	22%	(248)	48%	(530)	30%	(329)	1107

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

Table MCEN3_10: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Christians

Demographic	More		About right amount		Fewer		Total N
Adults	19%	(413)	64%	(1406)	17%	(382)	2200
Gender: Male	21%	(218)	63%	(673)	16%	(170)	1062
Gender: Female	17%	(194)	64%	(733)	19%	(211)	1138
Age: 18-34	21%	(134)	57%	(371)	23%	(150)	655
Age: 35-44	19%	(68)	65%	(232)	16%	(57)	358
Age: 45-64	18%	(137)	67%	(506)	14%	(108)	751
Age: 65+	17%	(73)	68%	(297)	15%	(66)	436
GenZers: 1997-2012	25%	(42)	50%	(84)	25%	(42)	169
Millennials: 1981-1996	20%	(141)	61%	(441)	19%	(137)	718
GenXers: 1965-1980	17%	(85)	67%	(339)	16%	(83)	507
Baby Boomers: 1946-1964	18%	(132)	67%	(484)	14%	(104)	720
PID: Dem (no lean)	19%	(170)	59%	(518)	21%	(185)	872
PID: Ind (no lean)	16%	(110)	66%	(459)	18%	(123)	693
PID: Rep (no lean)	21%	(133)	68%	(429)	12%	(74)	635
PID/Gender: Dem Men	22%	(94)	58%	(250)	20%	(84)	428
PID/Gender: Dem Women	17%	(76)	60%	(267)	23%	(101)	445
PID/Gender: Ind Men	17%	(53)	67%	(206)	15%	(47)	306
PID/Gender: Ind Women	15%	(57)	66%	(254)	20%	(76)	386
PID/Gender: Rep Men	22%	(71)	66%	(217)	12%	(39)	328
PID/Gender: Rep Women	20%	(61)	69%	(212)	11%	(34)	307
Ideo: Liberal (1-3)	19%	(123)	56%	(368)	25%	(167)	657
Ideo: Moderate (4)	16%	(102)	69%	(433)	15%	(96)	632
Ideo: Conservative (5-7)	23%	(154)	67%	(452)	11%	(74)	679
Educ: < College	18%	(269)	65%	(978)	18%	(265)	1512
Educ: Bachelors degree	19%	(85)	64%	(282)	17%	(77)	444
Educ: Post-grad	24%	(58)	60%	(146)	16%	(40)	244
Income: Under 50k	18%	(218)	63%	(749)	19%	(228)	1194
Income: 50k-100k	18%	(120)	66%	(447)	16%	(107)	675
Income: 100k+	22%	(74)	63%	(209)	14%	(47)	331
Ethnicity: White	18%	(313)	65%	(1111)	17%	(297)	1722
Ethnicity: Hispanic	21%	(73)	57%	(200)	22%	(77)	349

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Table MCEN3_10: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Christians

Demographic	More		About right amount		Fewer		Total N
Adults	19%	(413)	64%	(1406)	17%	(382)	2200
Ethnicity: Black	29%	(80)	57%	(158)	13%	(37)	274
Ethnicity: Other	10%	(20)	67%	(137)	23%	(47)	204
All Christian	23%	(226)	67%	(663)	10%	(98)	987
All Non-Christian	21%	(27)	54%	(67)	25%	(31)	124
Atheist	11%	(11)	50%	(53)	40%	(42)	107
Agnostic/Nothing in particular	9%	(59)	65%	(420)	25%	(163)	642
Something Else	26%	(89)	60%	(202)	14%	(48)	340
Religious Non-Protestant/Catholic	19%	(28)	57%	(83)	24%	(36)	147
Evangelical	37%	(208)	54%	(304)	9%	(51)	562
Non-Evangelical	14%	(101)	74%	(526)	12%	(88)	714
Community: Urban	22%	(148)	60%	(404)	18%	(120)	671
Community: Suburban	16%	(157)	67%	(658)	17%	(167)	983
Community: Rural	20%	(108)	63%	(344)	17%	(95)	546
Employ: Private Sector	19%	(131)	64%	(444)	17%	(116)	691
Employ: Government	17%	(20)	59%	(70)	24%	(28)	117
Employ: Self-Employed	21%	(38)	63%	(113)	16%	(28)	179
Employ: Homemaker	16%	(29)	66%	(122)	18%	(33)	183
Employ: Student	18%	(12)	49%	(32)	33%	(22)	66
Employ: Retired	18%	(97)	68%	(377)	14%	(79)	554
Employ: Unemployed	21%	(56)	62%	(164)	16%	(43)	263
Employ: Other	20%	(30)	58%	(84)	22%	(32)	146
Military HH: Yes	21%	(79)	61%	(226)	18%	(67)	372
Military HH: No	18%	(334)	65%	(1180)	17%	(315)	1828
RD/WT: Right Direction	20%	(180)	60%	(544)	20%	(177)	901
RD/WT: Wrong Track	18%	(233)	66%	(861)	16%	(205)	1299
Biden Job Approve	19%	(204)	61%	(638)	20%	(208)	1051
Biden Job Disapprove	20%	(200)	67%	(678)	14%	(141)	1019

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Table MCEN3_10: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Christians

Demographic	More		About right amount		Fewer		Total N
Adults	19%	(413)	64%	(1406)	17%	(382)	2200
Biden Job Strongly Approve	25%	(125)	55%	(278)	20%	(103)	506
Biden Job Somewhat Approve	15%	(80)	66%	(360)	19%	(105)	545
Biden Job Somewhat Disapprove	20%	(56)	58%	(166)	22%	(63)	285
Biden Job Strongly Disapprove	20%	(145)	70%	(512)	11%	(77)	734
Favorable of Biden	20%	(209)	60%	(635)	20%	(205)	1050
Unfavorable of Biden	19%	(190)	68%	(691)	14%	(141)	1022
Very Favorable of Biden	23%	(120)	59%	(312)	18%	(94)	526
Somewhat Favorable of Biden	17%	(89)	62%	(323)	21%	(112)	524
Somewhat Unfavorable of Biden	15%	(37)	61%	(150)	24%	(59)	247
Very Unfavorable of Biden	20%	(153)	70%	(540)	10%	(81)	775
#1 Issue: Economy	18%	(160)	68%	(596)	14%	(124)	880
#1 Issue: Security	23%	(65)	63%	(179)	15%	(42)	286
#1 Issue: Health Care	19%	(51)	59%	(155)	21%	(56)	262
#1 Issue: Medicare / Social Security	21%	(59)	63%	(179)	16%	(46)	283
#1 Issue: Women's Issues	18%	(25)	47%	(64)	35%	(48)	137
#1 Issue: Education	19%	(19)	65%	(68)	17%	(18)	104
#1 Issue: Energy	15%	(21)	64%	(89)	21%	(29)	139
#1 Issue: Other	12%	(13)	71%	(77)	17%	(19)	108
2020 Vote: Joe Biden	19%	(197)	60%	(604)	21%	(210)	1011
2020 Vote: Donald Trump	20%	(139)	69%	(481)	11%	(76)	695
2020 Vote: Other	13%	(8)	58%	(35)	28%	(17)	60
2020 Vote: Didn't Vote	16%	(69)	66%	(285)	18%	(77)	431
2018 House Vote: Democrat	18%	(140)	60%	(466)	23%	(176)	782
2018 House Vote: Republican	23%	(131)	66%	(378)	11%	(60)	569
2018 House Vote: Someone else	11%	(6)	70%	(40)	19%	(11)	56
2016 Vote: Hillary Clinton	19%	(134)	61%	(431)	21%	(147)	712
2016 Vote: Donald Trump	20%	(128)	69%	(432)	11%	(66)	626
2016 Vote: Other	12%	(15)	61%	(75)	27%	(33)	123
2016 Vote: Didn't Vote	18%	(136)	63%	(467)	18%	(135)	738

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Table MCEN3_10: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Christians

Demographic	More		About right amount		Fewer		Total N
Adults	19%	(413)	64%	(1406)	17%	(382)	2200
Voted in 2014: Yes	20%	(243)	63%	(775)	17%	(204)	1222
Voted in 2014: No	17%	(169)	65%	(631)	18%	(177)	978
4-Region: Northeast	20%	(78)	66%	(259)	14%	(57)	394
4-Region: Midwest	19%	(89)	64%	(295)	17%	(78)	462
4-Region: South	19%	(160)	64%	(528)	16%	(136)	824
4-Region: West	16%	(85)	62%	(324)	21%	(111)	520
Marvel Comics Fans	20%	(264)	63%	(816)	17%	(217)	1296
Avid Marvel Comics Fans	25%	(112)	58%	(257)	16%	(72)	440
Casual Marvel Comics Fans	18%	(152)	65%	(559)	17%	(145)	855
Marvel TV/Movies Fans	21%	(295)	63%	(893)	16%	(232)	1419
Avid Marvel TV/Movies Fans	28%	(120)	58%	(246)	13%	(56)	422
Casual Marvel TV/Movies Fans	18%	(175)	65%	(647)	18%	(176)	997
Fans of Anything Marvel	19%	(296)	63%	(961)	18%	(269)	1526
Avid Fans of Anything Marvel	24%	(152)	60%	(388)	16%	(102)	642
Casual Fans of Anything Marvel	18%	(196)	65%	(715)	18%	(196)	1107

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

Table MCEN3_11: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Muslims

Demographic	More		About right amount		Fewer		Total N
Adults	23%	(500)	55%	(1213)	22%	(486)	2200
Gender: Male	20%	(215)	55%	(586)	25%	(261)	1062
Gender: Female	25%	(285)	55%	(627)	20%	(226)	1138
Age: 18-34	31%	(203)	51%	(337)	18%	(116)	655
Age: 35-44	20%	(71)	56%	(202)	24%	(85)	358
Age: 45-64	18%	(137)	58%	(432)	24%	(182)	751
Age: 65+	21%	(90)	56%	(243)	24%	(103)	436
GenZers: 1997-2012	33%	(55)	51%	(86)	17%	(28)	169
Millennials: 1981-1996	27%	(196)	53%	(384)	19%	(137)	718
GenXers: 1965-1980	20%	(99)	57%	(291)	23%	(117)	507
Baby Boomers: 1946-1964	19%	(137)	56%	(402)	25%	(181)	720
PID: Dem (no lean)	33%	(286)	49%	(425)	18%	(161)	872
PID: Ind (no lean)	22%	(154)	58%	(403)	20%	(136)	693
PID: Rep (no lean)	9%	(60)	61%	(385)	30%	(190)	635
PID/Gender: Dem Men	31%	(133)	50%	(215)	19%	(79)	428
PID/Gender: Dem Women	34%	(153)	47%	(210)	18%	(81)	445
PID/Gender: Ind Men	17%	(52)	61%	(188)	21%	(66)	306
PID/Gender: Ind Women	26%	(102)	55%	(214)	18%	(70)	386
PID/Gender: Rep Men	9%	(29)	56%	(183)	35%	(116)	328
PID/Gender: Rep Women	10%	(31)	66%	(203)	24%	(74)	307
Ideo: Liberal (1-3)	40%	(263)	45%	(296)	15%	(98)	657
Ideo: Moderate (4)	18%	(117)	62%	(392)	19%	(123)	632
Ideo: Conservative (5-7)	11%	(73)	57%	(391)	32%	(216)	679
Educ: < College	20%	(309)	57%	(856)	23%	(348)	1512
Educ: Bachelors degree	26%	(114)	52%	(229)	23%	(100)	444
Educ: Post-grad	32%	(78)	53%	(128)	16%	(38)	244
Income: Under 50k	22%	(260)	55%	(657)	23%	(277)	1194
Income: 50k-100k	21%	(143)	55%	(374)	23%	(158)	675
Income: 100k+	30%	(98)	55%	(182)	15%	(51)	331
Ethnicity: White	21%	(369)	57%	(978)	22%	(375)	1722
Ethnicity: Hispanic	27%	(94)	50%	(174)	23%	(81)	349

Continued on next page

Table MCEN3_11: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Muslims

Demographic	More		About right amount		Fewer		Total N
Adults	23%	(500)	55%	(1213)	22%	(486)	2200
Ethnicity: Black	34%	(94)	47%	(129)	19%	(52)	274
Ethnicity: Other	18%	(37)	52%	(107)	29%	(60)	204
All Christian	17%	(172)	60%	(593)	23%	(222)	987
All Non-Christian	44%	(55)	33%	(40)	23%	(29)	124
Atheist	42%	(45)	35%	(38)	23%	(24)	107
Agnostic/Nothing in particular	25%	(160)	56%	(362)	19%	(120)	642
Something Else	20%	(69)	53%	(180)	27%	(91)	340
Religious Non-Protestant/Catholic	40%	(58)	38%	(55)	23%	(33)	147
Evangelical	18%	(100)	55%	(306)	28%	(155)	562
Non-Evangelical	19%	(134)	60%	(432)	21%	(149)	714
Community: Urban	24%	(162)	54%	(362)	22%	(147)	671
Community: Suburban	25%	(244)	55%	(539)	20%	(199)	983
Community: Rural	17%	(93)	57%	(312)	26%	(140)	546
Employ: Private Sector	23%	(156)	56%	(389)	21%	(146)	691
Employ: Government	22%	(26)	60%	(70)	18%	(21)	117
Employ: Self-Employed	25%	(46)	54%	(97)	20%	(36)	179
Employ: Homemaker	21%	(39)	60%	(109)	19%	(35)	183
Employ: Student	49%	(32)	35%	(23)	16%	(11)	66
Employ: Retired	20%	(112)	56%	(311)	24%	(131)	554
Employ: Unemployed	23%	(61)	54%	(143)	22%	(59)	263
Employ: Other	20%	(29)	48%	(69)	33%	(48)	146
Military HH: Yes	22%	(83)	55%	(204)	23%	(84)	372
Military HH: No	23%	(417)	55%	(1009)	22%	(402)	1828
RD/WT: Right Direction	31%	(276)	52%	(469)	17%	(156)	901
RD/WT: Wrong Track	17%	(224)	57%	(744)	25%	(330)	1299
Biden Job Approve	32%	(334)	52%	(550)	16%	(167)	1051
Biden Job Disapprove	14%	(140)	57%	(581)	29%	(298)	1019

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Table MCEN3_11: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Muslims

Demographic	More		About right amount		Fewer		Total N
Adults	23%	(500)	55%	(1213)	22%	(486)	2200
Biden Job Strongly Approve	34%	(172)	48%	(244)	18%	(90)	506
Biden Job Somewhat Approve	30%	(161)	56%	(306)	14%	(77)	545
Biden Job Somewhat Disapprove	23%	(65)	50%	(142)	27%	(77)	285
Biden Job Strongly Disapprove	10%	(75)	60%	(439)	30%	(221)	734
Favorable of Biden	33%	(343)	51%	(539)	16%	(168)	1050
Unfavorable of Biden	14%	(138)	58%	(591)	29%	(292)	1022
Very Favorable of Biden	32%	(168)	52%	(271)	17%	(87)	526
Somewhat Favorable of Biden	33%	(175)	51%	(268)	15%	(81)	524
Somewhat Unfavorable of Biden	24%	(59)	49%	(122)	27%	(66)	247
Very Unfavorable of Biden	10%	(79)	61%	(469)	29%	(226)	775
#1 Issue: Economy	19%	(168)	59%	(516)	22%	(196)	880
#1 Issue: Security	14%	(40)	53%	(152)	33%	(94)	286
#1 Issue: Health Care	31%	(82)	54%	(141)	15%	(40)	262
#1 Issue: Medicare / Social Security	18%	(50)	53%	(151)	29%	(82)	283
#1 Issue: Women's Issues	44%	(60)	42%	(58)	13%	(18)	137
#1 Issue: Education	32%	(33)	51%	(53)	17%	(18)	104
#1 Issue: Energy	31%	(43)	60%	(83)	10%	(13)	139
#1 Issue: Other	23%	(25)	56%	(60)	21%	(23)	108
2020 Vote: Joe Biden	34%	(346)	49%	(498)	16%	(166)	1011
2020 Vote: Donald Trump	8%	(59)	62%	(432)	29%	(204)	695
2020 Vote: Other	23%	(14)	61%	(37)	16%	(10)	60
2020 Vote: Didn't Vote	18%	(79)	57%	(246)	24%	(105)	431
2018 House Vote: Democrat	36%	(282)	46%	(362)	18%	(138)	782
2018 House Vote: Republican	10%	(56)	61%	(345)	30%	(168)	569
2018 House Vote: Someone else	20%	(12)	66%	(37)	14%	(8)	56
2016 Vote: Hillary Clinton	36%	(260)	48%	(339)	16%	(113)	712
2016 Vote: Donald Trump	10%	(65)	59%	(368)	31%	(193)	626
2016 Vote: Other	24%	(30)	59%	(73)	17%	(21)	123
2016 Vote: Didn't Vote	20%	(146)	59%	(433)	22%	(160)	738

Continued on next page

Table MCEN3_11: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Muslims

Demographic	More		About right amount		Fewer		Total N
Adults	23%	(500)	55%	(1213)	22%	(486)	2200
Voted in 2014: Yes	23%	(286)	54%	(661)	23%	(275)	1222
Voted in 2014: No	22%	(215)	56%	(552)	22%	(211)	978
4-Region: Northeast	25%	(98)	54%	(211)	21%	(85)	394
4-Region: Midwest	22%	(103)	55%	(252)	23%	(107)	462
4-Region: South	20%	(167)	56%	(461)	24%	(197)	824
4-Region: West	25%	(132)	56%	(290)	19%	(98)	520
Marvel Comics Fans	24%	(316)	54%	(694)	22%	(286)	1296
Avid Marvel Comics Fans	34%	(151)	49%	(215)	17%	(74)	440
Casual Marvel Comics Fans	19%	(164)	56%	(479)	25%	(212)	855
Marvel TV/Movies Fans	24%	(339)	54%	(764)	22%	(316)	1419
Avid Marvel TV/Movies Fans	31%	(131)	48%	(202)	21%	(89)	422
Casual Marvel TV/Movies Fans	21%	(208)	56%	(562)	23%	(227)	997
Fans of Anything Marvel	24%	(364)	54%	(825)	22%	(338)	1526
Avid Fans of Anything Marvel	31%	(196)	52%	(332)	18%	(114)	642
Casual Fans of Anything Marvel	20%	(226)	56%	(618)	24%	(263)	1107

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

Table MCEN3_12: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Jews

Demographic	More		About right amount		Fewer		Total N
Adults	25%	(543)	62%	(1363)	13%	(293)	2200
Gender: Male	23%	(241)	64%	(678)	13%	(143)	1062
Gender: Female	27%	(302)	60%	(686)	13%	(150)	1138
Age: 18-34	31%	(201)	54%	(352)	16%	(102)	655
Age: 35-44	24%	(86)	59%	(210)	17%	(62)	358
Age: 45-64	23%	(170)	67%	(501)	11%	(80)	751
Age: 65+	20%	(86)	69%	(301)	11%	(49)	436
GenZers: 1997-2012	31%	(51)	55%	(92)	15%	(25)	169
Millennials: 1981-1996	29%	(209)	56%	(400)	15%	(109)	718
GenXers: 1965-1980	24%	(122)	62%	(316)	14%	(70)	507
Baby Boomers: 1946-1964	21%	(150)	68%	(492)	11%	(78)	720
PID: Dem (no lean)	34%	(293)	53%	(460)	14%	(120)	872
PID: Ind (no lean)	24%	(164)	64%	(447)	12%	(82)	693
PID: Rep (no lean)	14%	(87)	72%	(457)	14%	(91)	635
PID/Gender: Dem Men	34%	(143)	54%	(231)	12%	(53)	428
PID/Gender: Dem Women	34%	(149)	51%	(228)	15%	(67)	445
PID/Gender: Ind Men	21%	(64)	67%	(206)	12%	(36)	306
PID/Gender: Ind Women	26%	(99)	62%	(241)	12%	(46)	386
PID/Gender: Rep Men	10%	(34)	73%	(240)	16%	(54)	328
PID/Gender: Rep Women	17%	(53)	71%	(217)	12%	(37)	307
Ideo: Liberal (1-3)	38%	(252)	50%	(331)	11%	(74)	657
Ideo: Moderate (4)	22%	(139)	66%	(420)	12%	(73)	632
Ideo: Conservative (5-7)	15%	(99)	71%	(484)	14%	(97)	679
Educ: < College	22%	(338)	64%	(961)	14%	(213)	1512
Educ: Bachelors degree	29%	(128)	59%	(263)	12%	(54)	444
Educ: Post-grad	32%	(78)	57%	(140)	11%	(27)	244
Income: Under 50k	24%	(288)	61%	(723)	15%	(183)	1194
Income: 50k-100k	23%	(155)	65%	(437)	12%	(83)	675
Income: 100k+	30%	(100)	61%	(203)	8%	(27)	331
Ethnicity: White	24%	(407)	64%	(1101)	12%	(213)	1722
Ethnicity: Hispanic	28%	(96)	54%	(189)	18%	(64)	349

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Table MCEN3_12: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Jews

Demographic	More		About right amount		Fewer		Total N
Adults	25%	(543)	62%	(1363)	13%	(293)	2200
Ethnicity: Black	33%	(92)	54%	(149)	12%	(34)	274
Ethnicity: Other	22%	(44)	56%	(114)	23%	(46)	204
All Christian	21%	(205)	68%	(671)	11%	(111)	987
All Non-Christian	45%	(56)	41%	(51)	14%	(17)	124
Atheist	35%	(37)	49%	(52)	16%	(18)	107
Agnostic/Nothing in particular	25%	(159)	61%	(389)	15%	(94)	642
Something Else	25%	(86)	59%	(200)	16%	(54)	340
Religious Non-Protestant/Catholic	40%	(59)	46%	(68)	13%	(19)	147
Evangelical	24%	(134)	63%	(357)	13%	(71)	562
Non-Evangelical	21%	(148)	67%	(479)	12%	(88)	714
Community: Urban	27%	(183)	57%	(384)	16%	(105)	671
Community: Suburban	27%	(261)	62%	(608)	12%	(113)	983
Community: Rural	18%	(99)	68%	(371)	14%	(76)	546
Employ: Private Sector	26%	(183)	62%	(428)	12%	(80)	691
Employ: Government	22%	(26)	64%	(75)	14%	(16)	117
Employ: Self-Employed	27%	(49)	61%	(110)	11%	(20)	179
Employ: Homemaker	21%	(38)	62%	(113)	18%	(32)	183
Employ: Student	50%	(33)	40%	(26)	10%	(7)	66
Employ: Retired	20%	(112)	70%	(387)	10%	(55)	554
Employ: Unemployed	27%	(72)	52%	(138)	20%	(53)	263
Employ: Other	21%	(30)	59%	(86)	20%	(30)	146
Military HH: Yes	27%	(99)	63%	(232)	11%	(40)	372
Military HH: No	24%	(445)	62%	(1131)	14%	(253)	1828
RD/WT: Right Direction	30%	(274)	55%	(497)	14%	(130)	901
RD/WT: Wrong Track	21%	(269)	67%	(866)	13%	(164)	1299
Biden Job Approve	33%	(344)	55%	(580)	12%	(126)	1051
Biden Job Disapprove	17%	(174)	69%	(699)	14%	(146)	1019

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Table MCEN3_12: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Jews

Demographic	More		About right amount		Fewer		Total N
Adults	25%	(543)	62%	(1363)	13%	(293)	2200
Biden Job Strongly Approve	35%	(177)	51%	(258)	14%	(71)	506
Biden Job Somewhat Approve	31%	(168)	59%	(322)	10%	(56)	545
Biden Job Somewhat Disapprove	25%	(72)	58%	(164)	17%	(48)	285
Biden Job Strongly Disapprove	14%	(102)	73%	(535)	13%	(98)	734
Favorable of Biden	34%	(355)	55%	(576)	11%	(119)	1050
Unfavorable of Biden	16%	(163)	69%	(708)	15%	(151)	1022
Very Favorable of Biden	32%	(170)	56%	(296)	11%	(60)	526
Somewhat Favorable of Biden	35%	(185)	53%	(280)	11%	(59)	524
Somewhat Unfavorable of Biden	23%	(57)	59%	(146)	18%	(44)	247
Very Unfavorable of Biden	14%	(106)	72%	(561)	14%	(107)	775
#1 Issue: Economy	20%	(175)	65%	(576)	15%	(129)	880
#1 Issue: Security	18%	(51)	68%	(195)	14%	(40)	286
#1 Issue: Health Care	36%	(93)	54%	(143)	10%	(26)	262
#1 Issue: Medicare / Social Security	22%	(62)	61%	(174)	17%	(47)	283
#1 Issue: Women's Issues	46%	(62)	47%	(65)	7%	(10)	137
#1 Issue: Education	28%	(29)	60%	(62)	13%	(13)	104
#1 Issue: Energy	32%	(44)	59%	(82)	9%	(13)	139
#1 Issue: Other	24%	(26)	62%	(67)	14%	(15)	108
2020 Vote: Joe Biden	35%	(356)	53%	(537)	12%	(117)	1011
2020 Vote: Donald Trump	14%	(95)	73%	(509)	13%	(92)	695
2020 Vote: Other	24%	(14)	60%	(36)	16%	(10)	60
2020 Vote: Didn't Vote	18%	(76)	65%	(279)	17%	(75)	431
2018 House Vote: Democrat	35%	(272)	54%	(421)	11%	(89)	782
2018 House Vote: Republican	16%	(90)	71%	(405)	13%	(73)	569
2018 House Vote: Someone else	24%	(14)	69%	(39)	7%	(4)	56
2016 Vote: Hillary Clinton	36%	(255)	52%	(373)	12%	(84)	712
2016 Vote: Donald Trump	14%	(90)	73%	(458)	12%	(78)	626
2016 Vote: Other	30%	(37)	60%	(75)	10%	(12)	123
2016 Vote: Didn't Vote	22%	(162)	62%	(457)	16%	(120)	738

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Table MCEN3_12: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Jews

Demographic	More		About right amount		Fewer		Total N
Adults	25%	(543)	62%	(1363)	13%	(293)	2200
Voted in 2014: Yes	26%	(318)	62%	(761)	12%	(144)	1222
Voted in 2014: No	23%	(225)	62%	(603)	15%	(150)	978
4-Region: Northeast	25%	(99)	63%	(247)	12%	(48)	394
4-Region: Midwest	25%	(115)	63%	(289)	13%	(58)	462
4-Region: South	23%	(187)	63%	(518)	14%	(119)	824
4-Region: West	27%	(142)	59%	(309)	13%	(69)	520
Marvel Comics Fans	27%	(349)	59%	(767)	14%	(180)	1296
Avid Marvel Comics Fans	33%	(146)	54%	(239)	12%	(55)	440
Casual Marvel Comics Fans	24%	(203)	62%	(528)	15%	(125)	855
Marvel TV/Movies Fans	27%	(377)	60%	(845)	14%	(196)	1419
Avid Marvel TV/Movies Fans	34%	(143)	52%	(221)	14%	(58)	422
Casual Marvel TV/Movies Fans	24%	(234)	63%	(625)	14%	(138)	997
Fans of Anything Marvel	26%	(400)	60%	(913)	14%	(212)	1526
Avid Fans of Anything Marvel	32%	(203)	56%	(357)	13%	(82)	642
Casual Fans of Anything Marvel	24%	(269)	61%	(679)	14%	(159)	1107

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

Table MCEN3_13: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
People with disabilities

Demographic	More		About right amount		Fewer		Total N
Adults	35%	(768)	53%	(1167)	12%	(266)	2200
Gender: Male	30%	(315)	58%	(613)	13%	(134)	1062
Gender: Female	40%	(453)	49%	(553)	12%	(132)	1138
Age: 18-34	41%	(271)	46%	(300)	13%	(85)	655
Age: 35-44	30%	(108)	55%	(198)	14%	(52)	358
Age: 45-64	32%	(240)	58%	(434)	10%	(77)	751
Age: 65+	34%	(150)	54%	(235)	12%	(52)	436
GenZers: 1997-2012	41%	(69)	42%	(70)	18%	(30)	169
Millennials: 1981-1996	38%	(272)	50%	(360)	12%	(86)	718
GenXers: 1965-1980	31%	(159)	58%	(293)	11%	(55)	507
Baby Boomers: 1946-1964	34%	(246)	54%	(390)	12%	(84)	720
PID: Dem (no lean)	44%	(387)	45%	(390)	11%	(95)	872
PID: Ind (no lean)	34%	(238)	54%	(373)	12%	(82)	693
PID: Rep (no lean)	22%	(143)	64%	(404)	14%	(88)	635
PID/Gender: Dem Men	39%	(166)	51%	(217)	10%	(45)	428
PID/Gender: Dem Women	50%	(221)	39%	(173)	11%	(50)	445
PID/Gender: Ind Men	27%	(83)	61%	(188)	11%	(35)	306
PID/Gender: Ind Women	40%	(154)	48%	(184)	12%	(48)	386
PID/Gender: Rep Men	20%	(65)	64%	(208)	17%	(54)	328
PID/Gender: Rep Women	25%	(77)	64%	(196)	11%	(34)	307
Ideo: Liberal (1-3)	50%	(330)	37%	(244)	13%	(84)	657
Ideo: Moderate (4)	33%	(207)	56%	(354)	11%	(71)	632
Ideo: Conservative (5-7)	24%	(160)	65%	(441)	12%	(78)	679
Educ: < College	33%	(503)	54%	(814)	13%	(196)	1512
Educ: Bachelors degree	38%	(168)	51%	(225)	11%	(51)	444
Educ: Post-grad	40%	(97)	52%	(128)	8%	(19)	244
Income: Under 50k	36%	(429)	52%	(623)	12%	(142)	1194
Income: 50k-100k	33%	(219)	54%	(368)	13%	(88)	675
Income: 100k+	36%	(119)	53%	(176)	11%	(36)	331
Ethnicity: White	35%	(602)	54%	(931)	11%	(189)	1722
Ethnicity: Hispanic	36%	(125)	46%	(160)	19%	(65)	349

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Table MCEN3_13: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
People with disabilities

Demographic	More		About right amount		Fewer		Total N
Adults	35%	(768)	53%	(1167)	12%	(266)	2200
Ethnicity: Black	41%	(111)	47%	(130)	12%	(33)	274
Ethnicity: Other	27%	(55)	52%	(106)	21%	(43)	204
All Christian	31%	(305)	56%	(556)	13%	(126)	987
All Non-Christian	44%	(55)	46%	(58)	9%	(11)	124
Atheist	44%	(47)	39%	(41)	18%	(19)	107
Agnostic/Nothing in particular	38%	(246)	52%	(334)	10%	(62)	642
Something Else	34%	(114)	53%	(179)	14%	(47)	340
Religious Non-Protestant/Catholic	41%	(61)	47%	(69)	12%	(17)	147
Evangelical	34%	(191)	54%	(301)	12%	(70)	562
Non-Evangelical	30%	(216)	56%	(403)	13%	(96)	714
Community: Urban	34%	(231)	53%	(359)	12%	(81)	671
Community: Suburban	37%	(367)	51%	(499)	12%	(116)	983
Community: Rural	31%	(170)	56%	(309)	12%	(68)	546
Employ: Private Sector	34%	(238)	54%	(377)	11%	(76)	691
Employ: Government	28%	(33)	57%	(67)	15%	(18)	117
Employ: Self-Employed	34%	(60)	57%	(103)	9%	(16)	179
Employ: Homemaker	33%	(60)	53%	(96)	14%	(26)	183
Employ: Student	57%	(38)	27%	(18)	16%	(11)	66
Employ: Retired	33%	(184)	57%	(316)	10%	(54)	554
Employ: Unemployed	41%	(108)	47%	(123)	12%	(32)	263
Employ: Other	32%	(47)	46%	(68)	22%	(32)	146
Military HH: Yes	32%	(121)	55%	(204)	13%	(47)	372
Military HH: No	35%	(647)	53%	(962)	12%	(219)	1828
RD/WT: Right Direction	42%	(378)	46%	(416)	12%	(107)	901
RD/WT: Wrong Track	30%	(390)	58%	(751)	12%	(158)	1299
Biden Job Approve	43%	(454)	47%	(490)	10%	(107)	1051
Biden Job Disapprove	28%	(282)	58%	(595)	14%	(142)	1019

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Table MCEN3_13: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
People with disabilities

Demographic	More		About right amount		Fewer		Total N
Adults	35%	(768)	53%	(1167)	12%	(266)	2200
Biden Job Strongly Approve	43%	(219)	45%	(228)	12%	(59)	506
Biden Job Somewhat Approve	43%	(235)	48%	(262)	9%	(48)	545
Biden Job Somewhat Disapprove	38%	(107)	45%	(128)	18%	(50)	285
Biden Job Strongly Disapprove	24%	(175)	64%	(467)	12%	(92)	734
Favorable of Biden	44%	(461)	46%	(483)	10%	(106)	1050
Unfavorable of Biden	28%	(282)	59%	(602)	13%	(138)	1022
Very Favorable of Biden	41%	(218)	48%	(252)	11%	(57)	526
Somewhat Favorable of Biden	46%	(243)	44%	(232)	9%	(49)	524
Somewhat Unfavorable of Biden	39%	(96)	44%	(108)	17%	(43)	247
Very Unfavorable of Biden	24%	(186)	64%	(495)	12%	(95)	775
#1 Issue: Economy	30%	(267)	59%	(515)	11%	(98)	880
#1 Issue: Security	26%	(75)	55%	(159)	18%	(52)	286
#1 Issue: Health Care	41%	(108)	51%	(134)	8%	(21)	262
#1 Issue: Medicare / Social Security	37%	(104)	52%	(147)	11%	(32)	283
#1 Issue: Women's Issues	57%	(78)	36%	(49)	7%	(9)	137
#1 Issue: Education	35%	(37)	45%	(47)	20%	(21)	104
#1 Issue: Energy	39%	(54)	48%	(66)	13%	(18)	139
#1 Issue: Other	40%	(43)	47%	(51)	14%	(15)	108
2020 Vote: Joe Biden	47%	(474)	43%	(432)	10%	(105)	1011
2020 Vote: Donald Trump	21%	(143)	66%	(460)	13%	(93)	695
2020 Vote: Other	36%	(22)	46%	(28)	17%	(11)	60
2020 Vote: Didn't Vote	30%	(128)	57%	(245)	13%	(58)	431
2018 House Vote: Democrat	47%	(371)	42%	(330)	10%	(82)	782
2018 House Vote: Republican	22%	(125)	65%	(371)	13%	(73)	569
2018 House Vote: Someone else	30%	(17)	53%	(30)	17%	(10)	56
2016 Vote: Hillary Clinton	47%	(332)	44%	(315)	9%	(65)	712
2016 Vote: Donald Trump	23%	(144)	64%	(400)	13%	(82)	626
2016 Vote: Other	45%	(55)	44%	(54)	12%	(14)	123
2016 Vote: Didn't Vote	32%	(237)	54%	(397)	14%	(105)	738

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Table MCEN3_13: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
People with disabilities

Demographic	More		About right amount		Fewer		Total N
Adults	35%	(768)	53%	(1167)	12%	(266)	2200
Voted in 2014: Yes	35%	(434)	53%	(646)	12%	(143)	1222
Voted in 2014: No	34%	(334)	53%	(521)	13%	(123)	978
4-Region: Northeast	37%	(146)	52%	(205)	11%	(43)	394
4-Region: Midwest	37%	(170)	52%	(242)	11%	(50)	462
4-Region: South	33%	(273)	54%	(446)	13%	(105)	824
4-Region: West	34%	(178)	53%	(274)	13%	(68)	520
Marvel Comics Fans	37%	(478)	51%	(663)	12%	(155)	1296
Avid Marvel Comics Fans	43%	(189)	46%	(202)	11%	(50)	440
Casual Marvel Comics Fans	34%	(290)	54%	(461)	12%	(105)	855
Marvel TV/Movies Fans	36%	(518)	52%	(736)	12%	(165)	1419
Avid Marvel TV/Movies Fans	39%	(166)	49%	(206)	12%	(49)	422
Casual Marvel TV/Movies Fans	35%	(351)	53%	(530)	12%	(116)	997
Fans of Anything Marvel	36%	(550)	51%	(783)	13%	(193)	1526
Avid Fans of Anything Marvel	42%	(268)	46%	(298)	12%	(77)	642
Casual Fans of Anything Marvel	34%	(377)	53%	(587)	13%	(144)	1107

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

Table MCEN3_14: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Immigrants

Demographic	More		About right amount		Fewer		Total N
Adults	25%	(542)	57%	(1251)	19%	(407)	2200
Gender: Male	23%	(242)	59%	(631)	18%	(189)	1062
Gender: Female	26%	(300)	54%	(620)	19%	(219)	1138
Age: 18-34	32%	(208)	52%	(343)	16%	(104)	655
Age: 35-44	25%	(89)	54%	(193)	21%	(76)	358
Age: 45-64	20%	(153)	60%	(452)	19%	(146)	751
Age: 65+	21%	(92)	60%	(263)	19%	(81)	436
GenZers: 1997-2012	37%	(63)	43%	(72)	20%	(34)	169
Millennials: 1981-1996	28%	(199)	56%	(402)	16%	(117)	718
GenXers: 1965-1980	24%	(122)	58%	(292)	18%	(93)	507
Baby Boomers: 1946-1964	20%	(147)	60%	(430)	20%	(143)	720
PID: Dem (no lean)	36%	(315)	50%	(440)	13%	(117)	872
PID: Ind (no lean)	22%	(155)	62%	(430)	16%	(108)	693
PID: Rep (no lean)	11%	(72)	60%	(381)	29%	(182)	635
PID/Gender: Dem Men	35%	(150)	53%	(228)	12%	(50)	428
PID/Gender: Dem Women	37%	(165)	48%	(212)	15%	(68)	445
PID/Gender: Ind Men	18%	(57)	69%	(210)	13%	(40)	306
PID/Gender: Ind Women	25%	(98)	57%	(220)	18%	(68)	386
PID/Gender: Rep Men	11%	(35)	59%	(193)	30%	(99)	328
PID/Gender: Rep Women	12%	(37)	61%	(188)	27%	(83)	307
Ideo: Liberal (1-3)	44%	(286)	46%	(301)	11%	(69)	657
Ideo: Moderate (4)	19%	(120)	65%	(408)	16%	(103)	632
Ideo: Conservative (5-7)	12%	(79)	62%	(422)	26%	(178)	679
Educ: < College	22%	(337)	57%	(858)	21%	(317)	1512
Educ: Bachelors degree	29%	(128)	57%	(252)	14%	(63)	444
Educ: Post-grad	31%	(76)	58%	(141)	11%	(27)	244
Income: Under 50k	23%	(278)	56%	(668)	21%	(248)	1194
Income: 50k-100k	23%	(158)	59%	(400)	17%	(117)	675
Income: 100k+	32%	(105)	56%	(184)	13%	(42)	331
Ethnicity: White	23%	(398)	59%	(1013)	18%	(311)	1722
Ethnicity: Hispanic	34%	(120)	46%	(161)	20%	(69)	349

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Table MCEN3_14: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Immigrants

Demographic	More		About right amount		Fewer		Total N
Adults	25%	(542)	57%	(1251)	19%	(407)	2200
Ethnicity: Black	33%	(90)	55%	(150)	12%	(34)	274
Ethnicity: Other	26%	(54)	43%	(88)	30%	(62)	204
All Christian	22%	(212)	59%	(584)	19%	(190)	987
All Non-Christian	35%	(44)	49%	(61)	15%	(19)	124
Atheist	44%	(47)	37%	(39)	19%	(20)	107
Agnostic/Nothing in particular	24%	(157)	59%	(377)	17%	(108)	642
Something Else	24%	(81)	56%	(189)	21%	(70)	340
Religious Non-Protestant/Catholic	32%	(47)	53%	(78)	15%	(22)	147
Evangelical	22%	(126)	55%	(311)	22%	(125)	562
Non-Evangelical	22%	(158)	60%	(427)	18%	(130)	714
Community: Urban	29%	(194)	54%	(362)	17%	(115)	671
Community: Suburban	26%	(255)	57%	(561)	17%	(166)	983
Community: Rural	17%	(92)	60%	(328)	23%	(126)	546
Employ: Private Sector	26%	(182)	56%	(390)	17%	(119)	691
Employ: Government	22%	(25)	60%	(71)	18%	(21)	117
Employ: Self-Employed	26%	(46)	59%	(106)	15%	(26)	179
Employ: Homemaker	18%	(33)	64%	(118)	18%	(33)	183
Employ: Student	52%	(35)	32%	(21)	16%	(11)	66
Employ: Retired	21%	(115)	60%	(332)	19%	(107)	554
Employ: Unemployed	26%	(67)	55%	(144)	20%	(52)	263
Employ: Other	26%	(39)	47%	(69)	26%	(38)	146
Military HH: Yes	22%	(83)	61%	(227)	17%	(62)	372
Military HH: No	25%	(459)	56%	(1024)	19%	(345)	1828
RD/WT: Right Direction	33%	(295)	54%	(490)	13%	(116)	901
RD/WT: Wrong Track	19%	(247)	59%	(761)	22%	(291)	1299
Biden Job Approve	35%	(365)	54%	(570)	11%	(116)	1051
Biden Job Disapprove	15%	(154)	58%	(593)	27%	(272)	1019

Continued on next page

Table MCEN3_14: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Immigrants

Demographic	More		About right amount		Fewer		Total N
Adults	25%	(542)	57%	(1251)	19%	(407)	2200
Biden Job Strongly Approve	35%	(177)	53%	(269)	12%	(60)	506
Biden Job Somewhat Approve	35%	(188)	55%	(302)	10%	(55)	545
Biden Job Somewhat Disapprove	27%	(76)	50%	(143)	23%	(65)	285
Biden Job Strongly Disapprove	11%	(78)	61%	(450)	28%	(206)	734
Favorable of Biden	35%	(371)	53%	(557)	12%	(122)	1050
Unfavorable of Biden	14%	(148)	60%	(613)	26%	(261)	1022
Very Favorable of Biden	33%	(172)	56%	(297)	11%	(58)	526
Somewhat Favorable of Biden	38%	(200)	50%	(260)	12%	(64)	524
Somewhat Unfavorable of Biden	26%	(63)	54%	(134)	20%	(50)	247
Very Unfavorable of Biden	11%	(84)	62%	(479)	27%	(211)	775
#1 Issue: Economy	21%	(186)	61%	(541)	17%	(153)	880
#1 Issue: Security	16%	(44)	56%	(160)	29%	(82)	286
#1 Issue: Health Care	31%	(82)	57%	(149)	12%	(31)	262
#1 Issue: Medicare / Social Security	21%	(60)	54%	(154)	24%	(69)	283
#1 Issue: Women's Issues	49%	(66)	41%	(56)	11%	(15)	137
#1 Issue: Education	31%	(32)	50%	(52)	19%	(20)	104
#1 Issue: Energy	35%	(48)	55%	(76)	11%	(15)	139
#1 Issue: Other	21%	(22)	60%	(65)	19%	(21)	108
2020 Vote: Joe Biden	38%	(382)	50%	(508)	12%	(121)	1011
2020 Vote: Donald Trump	10%	(69)	63%	(435)	27%	(191)	695
2020 Vote: Other	20%	(12)	65%	(39)	15%	(9)	60
2020 Vote: Didn't Vote	18%	(77)	62%	(268)	20%	(86)	431
2018 House Vote: Democrat	39%	(302)	50%	(393)	11%	(88)	782
2018 House Vote: Republican	12%	(68)	62%	(353)	26%	(148)	569
2018 House Vote: Someone else	22%	(12)	67%	(38)	11%	(6)	56
2016 Vote: Hillary Clinton	39%	(275)	51%	(362)	10%	(75)	712
2016 Vote: Donald Trump	11%	(71)	64%	(398)	25%	(157)	626
2016 Vote: Other	27%	(34)	60%	(75)	12%	(15)	123
2016 Vote: Didn't Vote	22%	(163)	56%	(416)	22%	(160)	738

Continued on next page

Table MCEN3_14: *Generally speaking, should superhero movies have more or fewer leading title characters that represent each of the following groups, or do they have the right amount?*
Immigrants

Demographic	More		About right amount		Fewer		Total N
Adults	25%	(542)	57%	(1251)	19%	(407)	2200
Voted in 2014: Yes	26%	(321)	57%	(694)	17%	(208)	1222
Voted in 2014: No	23%	(221)	57%	(557)	20%	(199)	978
4-Region: Northeast	27%	(107)	56%	(222)	16%	(65)	394
4-Region: Midwest	25%	(116)	56%	(259)	19%	(88)	462
4-Region: South	22%	(181)	58%	(479)	20%	(164)	824
4-Region: West	27%	(139)	56%	(291)	17%	(90)	520
Marvel Comics Fans	26%	(340)	57%	(735)	17%	(221)	1296
Avid Marvel Comics Fans	35%	(155)	51%	(225)	14%	(61)	440
Casual Marvel Comics Fans	22%	(185)	60%	(510)	19%	(160)	855
Marvel TV/Movies Fans	25%	(361)	57%	(813)	17%	(245)	1419
Avid Marvel TV/Movies Fans	31%	(129)	55%	(231)	15%	(62)	422
Casual Marvel TV/Movies Fans	23%	(232)	58%	(582)	18%	(183)	997
Fans of Anything Marvel	26%	(393)	57%	(864)	18%	(269)	1526
Avid Fans of Anything Marvel	33%	(209)	52%	(334)	15%	(99)	642
Casual Fans of Anything Marvel	23%	(251)	58%	(647)	19%	(209)	1107

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

Table MCEN4_1: *Do you have a favorable or unfavorable impression of the following characters?*
Ant-Man

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (360)	26% (355)	5% (74)	5% (67)	23% (323)	15% (205)	1385
Gender: Male	32% (209)	27% (180)	7% (46)	5% (32)	19% (122)	10% (68)	658
Gender: Female	21% (151)	24% (175)	4% (29)	5% (35)	28% (201)	19% (137)	727
Age: 18-34	34% (140)	26% (109)	7% (29)	7% (30)	18% (73)	8% (32)	412
Age: 35-44	32% (70)	28% (60)	5% (11)	5% (10)	23% (49)	7% (16)	215
Age: 45-64	24% (115)	25% (122)	6% (28)	3% (14)	24% (114)	18% (89)	483
Age: 65+	13% (35)	23% (64)	2% (6)	5% (13)	32% (88)	25% (68)	274
GenZers: 1997-2012	24% (27)	37% (41)	5% (6)	2% (3)	24% (27)	8% (9)	113
Millennials: 1981-1996	37% (162)	24% (106)	7% (31)	7% (30)	18% (81)	7% (32)	443
GenXers: 1965-1980	30% (95)	27% (87)	6% (21)	5% (15)	17% (55)	14% (46)	319
Baby Boomers: 1946-1964	16% (72)	25% (113)	4% (16)	4% (17)	30% (136)	22% (101)	455
PID: Dem (no lean)	32% (174)	24% (133)	6% (30)	4% (23)	23% (125)	11% (60)	545
PID: Ind (no lean)	22% (96)	28% (122)	6% (26)	3% (13)	29% (127)	13% (59)	442
PID: Rep (no lean)	23% (90)	25% (100)	5% (19)	8% (31)	18% (71)	22% (86)	397
PID/Gender: Dem Men	43% (116)	25% (66)	7% (19)	3% (7)	17% (46)	6% (16)	271
PID/Gender: Dem Women	21% (58)	24% (67)	4% (11)	6% (16)	29% (78)	16% (44)	274
PID/Gender: Ind Men	23% (42)	30% (55)	9% (16)	2% (4)	25% (46)	11% (19)	181
PID/Gender: Ind Women	21% (54)	26% (67)	4% (10)	4% (10)	31% (81)	15% (40)	261
PID/Gender: Rep Men	25% (51)	29% (59)	5% (11)	10% (21)	15% (30)	16% (33)	206
PID/Gender: Rep Women	20% (38)	22% (41)	4% (8)	5% (10)	21% (41)	28% (53)	192
Ideo: Liberal (1-3)	32% (134)	26% (107)	6% (23)	6% (26)	20% (83)	10% (40)	413
Ideo: Moderate (4)	23% (93)	29% (115)	5% (19)	2% (9)	27% (108)	15% (60)	404
Ideo: Conservative (5-7)	23% (97)	26% (109)	6% (25)	6% (27)	18% (78)	21% (87)	422
Educ: < College	25% (241)	24% (229)	5% (45)	6% (55)	25% (234)	15% (142)	947
Educ: Bachelors degree	26% (77)	29% (84)	7% (20)	3% (7)	22% (64)	14% (42)	294
Educ: Post-grad	29% (42)	29% (43)	6% (9)	3% (4)	17% (25)	15% (21)	144
Income: Under 50k	27% (206)	25% (188)	4% (32)	5% (40)	24% (179)	15% (111)	756
Income: 50k-100k	22% (90)	25% (104)	7% (28)	5% (21)	26% (107)	16% (67)	417
Income: 100k+	30% (64)	30% (64)	7% (14)	3% (6)	17% (36)	13% (27)	211
Ethnicity: White	25% (269)	26% (279)	6% (60)	5% (51)	24% (258)	16% (171)	1088
Ethnicity: Hispanic	25% (52)	27% (58)	5% (11)	13% (27)	17% (35)	14% (30)	212

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Table MCEN4_1: *Do you have a favorable or unfavorable impression of the following characters?*
Ant-Man

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	26%	(360)	26%	(355)	5%	(74)	5%	(67)	23%	(323)	15%	(205)	1385
Ethnicity: Black	32%	(58)	25%	(45)	5%	(8)	6%	(10)	22%	(40)	10%	(18)	179
Ethnicity: Other	28%	(33)	27%	(32)	5%	(6)	5%	(6)	21%	(25)	13%	(16)	117
All Christian	25%	(155)	26%	(161)	5%	(27)	4%	(27)	24%	(147)	15%	(91)	609
All Non-Christian	39%	(33)	12%	(10)	8%	(7)	4%	(3)	21%	(17)	16%	(14)	83
Atheist	19%	(13)	40%	(29)	5%	(4)	6%	(4)	19%	(14)	12%	(8)	72
Agnostic/Nothing in particular	28%	(112)	25%	(101)	5%	(21)	5%	(21)	24%	(95)	13%	(53)	402
Something Else	22%	(47)	25%	(55)	7%	(16)	5%	(12)	23%	(50)	18%	(39)	218
Religious Non-Protestant/Catholic	38%	(38)	9%	(10)	7%	(8)	8%	(8)	22%	(23)	15%	(15)	102
Evangelical	28%	(97)	26%	(91)	7%	(23)	4%	(13)	21%	(74)	15%	(52)	349
Non-Evangelical	21%	(95)	28%	(122)	4%	(19)	4%	(18)	26%	(113)	17%	(75)	442
Community: Urban	31%	(129)	26%	(110)	6%	(26)	4%	(16)	22%	(94)	11%	(46)	421
Community: Suburban	26%	(155)	24%	(148)	4%	(24)	5%	(31)	25%	(149)	16%	(98)	604
Community: Rural	21%	(76)	27%	(97)	7%	(24)	6%	(20)	22%	(80)	17%	(62)	359
Employ: Private Sector	33%	(142)	25%	(109)	6%	(27)	5%	(24)	18%	(78)	13%	(56)	435
Employ: Government	27%	(20)	24%	(18)	14%	(10)	11%	(8)	19%	(14)	6%	(4)	74
Employ: Self-Employed	28%	(33)	26%	(31)	7%	(8)	2%	(3)	27%	(32)	11%	(13)	120
Employ: Homemaker	26%	(29)	29%	(32)	5%	(6)	4%	(5)	30%	(33)	6%	(6)	110
Employ: Retired	16%	(54)	25%	(87)	2%	(8)	4%	(15)	28%	(98)	25%	(86)	349
Employ: Unemployed	30%	(50)	26%	(43)	3%	(6)	4%	(7)	23%	(37)	14%	(23)	165
Employ: Other	32%	(27)	15%	(13)	10%	(8)	4%	(4)	22%	(19)	16%	(14)	84
Military HH: Yes	22%	(55)	22%	(56)	7%	(17)	8%	(21)	22%	(54)	18%	(46)	249
Military HH: No	27%	(305)	26%	(299)	5%	(58)	4%	(46)	24%	(269)	14%	(159)	1136
RD/WT: Right Direction	31%	(175)	25%	(140)	6%	(31)	6%	(31)	22%	(122)	11%	(63)	562
RD/WT: Wrong Track	22%	(185)	26%	(215)	5%	(43)	4%	(36)	24%	(201)	17%	(143)	823
Biden Job Approve	29%	(193)	27%	(181)	6%	(38)	5%	(33)	22%	(146)	10%	(69)	660
Biden Job Disapprove	23%	(147)	25%	(162)	5%	(34)	4%	(25)	23%	(147)	20%	(127)	642
Biden Job Strongly Approve	35%	(114)	25%	(81)	5%	(16)	7%	(23)	19%	(63)	10%	(34)	330
Biden Job Somewhat Approve	24%	(80)	30%	(100)	7%	(23)	3%	(10)	25%	(83)	11%	(35)	330
Biden Job Somewhat Disapprove	26%	(48)	31%	(57)	2%	(3)	3%	(5)	24%	(43)	14%	(25)	180
Biden Job Strongly Disapprove	21%	(99)	23%	(105)	7%	(31)	5%	(21)	22%	(104)	22%	(102)	462

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Table MCEN4_1: *Do you have a favorable or unfavorable impression of the following characters?*
Ant-Man

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (360)	26% (355)	5% (74)	5% (67)	23% (323)	15% (205)	1385
Favorable of Biden	30% (195)	28% (184)	4% (27)	4% (26)	23% (152)	11% (70)	654
Unfavorable of Biden	22% (145)	25% (160)	7% (46)	5% (30)	22% (141)	20% (128)	650
Very Favorable of Biden	36% (114)	26% (83)	4% (13)	4% (14)	19% (59)	11% (34)	318
Somewhat Favorable of Biden	24% (81)	30% (101)	4% (14)	3% (12)	28% (93)	11% (36)	335
Somewhat Unfavorable of Biden	25% (38)	33% (51)	9% (14)	1% (1)	23% (35)	9% (15)	154
Very Unfavorable of Biden	21% (106)	22% (109)	7% (33)	6% (29)	21% (106)	23% (113)	497
#1 Issue: Economy	27% (144)	25% (134)	5% (24)	6% (33)	23% (122)	14% (72)	529
#1 Issue: Security	21% (40)	24% (45)	5% (10)	3% (5)	27% (52)	20% (39)	190
#1 Issue: Health Care	39% (64)	20% (34)	6% (10)	3% (6)	22% (37)	9% (15)	165
#1 Issue: Medicare / Social Security	15% (29)	22% (42)	5% (10)	4% (7)	28% (53)	25% (47)	188
#1 Issue: Women's Issues	31% (32)	36% (36)	5% (6)	3% (3)	13% (13)	12% (12)	102
#1 Issue: Education	25% (15)	32% (19)	10% (6)	2% (1)	25% (15)	6% (4)	59
#1 Issue: Energy	28% (22)	34% (27)	3% (2)	5% (4)	20% (15)	10% (8)	79
#1 Issue: Other	20% (15)	26% (19)	10% (7)	11% (8)	22% (16)	11% (8)	72
2020 Vote: Joe Biden	31% (198)	28% (184)	5% (35)	2% (13)	23% (149)	11% (68)	646
2020 Vote: Donald Trump	22% (95)	23% (99)	5% (22)	7% (30)	22% (94)	22% (94)	433
2020 Vote: Didn't Vote	23% (61)	22% (59)	6% (17)	8% (22)	26% (69)	14% (37)	265
2018 House Vote: Democrat	30% (147)	26% (127)	6% (31)	4% (20)	22% (107)	12% (59)	492
2018 House Vote: Republican	22% (81)	24% (89)	5% (17)	5% (19)	24% (87)	20% (75)	368
2016 Vote: Hillary Clinton	31% (143)	26% (118)	5% (25)	3% (12)	24% (107)	11% (50)	454
2016 Vote: Donald Trump	22% (90)	26% (104)	5% (20)	7% (28)	22% (90)	18% (73)	405
2016 Vote: Other	26% (20)	24% (18)	9% (6)	2% (1)	22% (17)	18% (14)	76
2016 Vote: Didn't Vote	24% (107)	26% (116)	5% (23)	6% (26)	24% (109)	15% (69)	449
Voted in 2014: Yes	27% (211)	25% (195)	6% (43)	4% (32)	22% (173)	16% (123)	778
Voted in 2014: No	24% (149)	26% (160)	5% (31)	6% (35)	25% (150)	14% (82)	607
4-Region: Northeast	22% (54)	30% (72)	4% (10)	5% (12)	25% (61)	13% (32)	242
4-Region: Midwest	26% (73)	24% (67)	8% (23)	4% (13)	24% (67)	14% (41)	283
4-Region: South	28% (155)	25% (136)	4% (22)	6% (30)	22% (119)	15% (83)	545
4-Region: West	25% (78)	25% (80)	6% (19)	4% (12)	24% (76)	16% (50)	315
Marvel Comics Fans	38% (310)	33% (266)	6% (52)	3% (26)	15% (119)	5% (44)	817

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Table MCEN4_1: *Do you have a favorable or unfavorable impression of the following characters?*
Ant-Man

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (360)	26% (355)	5% (74)	5% (67)	23% (323)	15% (205)	1385
Avid Marvel Comics Fans	64% (180)	24% (67)	4% (11)	2% (7)	5% (13)	2% (6)	283
Casual Marvel Comics Fans	24% (130)	37% (199)	8% (41)	4% (19)	20% (106)	7% (39)	534
Marvel TV/Movies Fans	36% (323)	31% (281)	6% (56)	4% (36)	16% (147)	6% (53)	895
Avid Marvel TV/Movies Fans	53% (140)	30% (81)	3% (9)	5% (13)	6% (17)	3% (7)	266
Casual Marvel TV/Movies Fans	29% (183)	32% (200)	7% (47)	4% (24)	21% (130)	7% (46)	629
Fans of Anything Marvel	36% (341)	31% (297)	6% (61)	5% (48)	16% (158)	6% (53)	958
Avid Fans of Anything Marvel	55% (221)	27% (108)	6% (23)	4% (15)	5% (21)	3% (12)	400
Casual Fans of Anything Marvel	24% (167)	34% (237)	8% (57)	5% (37)	21% (147)	7% (48)	692

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

Table MCEN4_2: *Do you have a favorable or unfavorable impression of the following characters?*
Black Panther

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	38% (564)	24% (354)	5% (71)	4% (59)	20% (295)	9% (133)	1475
Gender: Male	39% (281)	27% (197)	6% (46)	4% (30)	16% (112)	7% (53)	720
Gender: Female	37% (282)	21% (157)	3% (25)	4% (29)	24% (183)	11% (80)	756
Age: 18-34	56% (255)	17% (79)	6% (28)	4% (17)	12% (56)	4% (19)	455
Age: 35-44	37% (91)	27% (66)	6% (15)	4% (10)	20% (50)	6% (14)	246
Age: 45-64	31% (150)	29% (143)	3% (17)	3% (14)	21% (101)	13% (63)	488
Age: 65+	23% (67)	23% (66)	4% (11)	6% (17)	31% (88)	13% (38)	286
GenZers: 1997-2012	59% (61)	16% (16)	4% (4)	2% (2)	19% (19)	1% (1)	103
Millennials: 1981-1996	51% (257)	19% (99)	7% (34)	4% (21)	15% (74)	5% (23)	509
GenXers: 1965-1980	35% (119)	31% (106)	4% (15)	4% (12)	17% (58)	8% (27)	336
Baby Boomers: 1946-1964	26% (121)	26% (124)	3% (16)	4% (20)	25% (120)	15% (71)	471
PID: Dem (no lean)	51% (299)	21% (125)	3% (20)	2% (14)	15% (89)	7% (39)	586
PID: Ind (no lean)	35% (165)	26% (125)	3% (15)	4% (20)	21% (101)	10% (48)	474
PID: Rep (no lean)	24% (99)	25% (104)	9% (36)	6% (24)	25% (106)	11% (46)	416
PID/Gender: Dem Men	55% (157)	24% (68)	5% (14)	2% (5)	10% (27)	4% (12)	284
PID/Gender: Dem Women	47% (142)	19% (56)	2% (5)	3% (9)	20% (62)	9% (27)	302
PID/Gender: Ind Men	34% (73)	32% (69)	2% (4)	5% (10)	18% (38)	11% (23)	216
PID/Gender: Ind Women	36% (92)	22% (56)	4% (11)	4% (11)	24% (63)	10% (25)	258
PID/Gender: Rep Men	24% (52)	27% (60)	12% (27)	7% (15)	21% (46)	8% (19)	220
PID/Gender: Rep Women	24% (48)	23% (44)	4% (9)	4% (9)	30% (59)	14% (27)	195
Ideo: Liberal (1-3)	52% (231)	23% (103)	3% (15)	3% (14)	13% (57)	6% (27)	447
Ideo: Moderate (4)	36% (149)	26% (110)	5% (20)	3% (11)	21% (87)	10% (43)	419
Ideo: Conservative (5-7)	24% (105)	25% (110)	6% (27)	7% (30)	25% (110)	12% (51)	433
Educ: < College	39% (396)	21% (215)	5% (48)	4% (42)	21% (217)	9% (92)	1010
Educ: Bachelors degree	37% (110)	28% (84)	5% (15)	3% (10)	16% (49)	11% (32)	300
Educ: Post-grad	35% (57)	33% (55)	4% (7)	4% (7)	18% (29)	6% (9)	165
Income: Under 50k	42% (334)	20% (159)	4% (30)	4% (35)	20% (155)	10% (78)	790
Income: 50k-100k	32% (144)	26% (118)	7% (32)	4% (19)	23% (105)	8% (38)	456
Income: 100k+	37% (86)	33% (76)	4% (9)	2% (5)	15% (35)	8% (17)	230
Ethnicity: White	34% (390)	25% (286)	5% (54)	4% (48)	23% (259)	10% (114)	1151
Ethnicity: Hispanic	48% (121)	20% (50)	8% (19)	4% (9)	11% (28)	10% (26)	253

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Table MCEN4_2: *Do you have a favorable or unfavorable impression of the following characters?*
Black Panther

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	38% (564)	24% (354)	5% (71)	4% (59)	20% (295)	9% (133)	1475
Ethnicity: Black	65% (120)	13% (23)	7% (13)	4% (8)	11% (20)	— (0)	184
Ethnicity: Other	39% (54)	32% (44)	3% (5)	2% (2)	11% (16)	13% (19)	140
All Christian	32% (207)	26% (169)	6% (39)	4% (24)	22% (141)	10% (67)	647
All Non-Christian	49% (43)	22% (19)	4% (4)	1% (1)	18% (15)	7% (6)	87
Atheist	40% (28)	25% (17)	5% (4)	3% (2)	19% (14)	8% (6)	70
Agnostic/Nothing in particular	39% (172)	23% (101)	4% (18)	5% (23)	19% (84)	9% (39)	437
Something Else	48% (113)	20% (48)	3% (7)	4% (9)	18% (41)	7% (16)	234
Religious Non-Protestant/Catholic	44% (46)	22% (23)	10% (11)	1% (1)	18% (19)	6% (6)	105
Evangelical	38% (142)	22% (80)	7% (25)	4% (15)	21% (77)	9% (33)	372
Non-Evangelical	36% (168)	27% (128)	3% (13)	4% (17)	21% (99)	10% (45)	471
Community: Urban	45% (204)	24% (108)	4% (18)	4% (17)	15% (70)	9% (39)	457
Community: Suburban	37% (242)	23% (155)	5% (32)	4% (24)	22% (148)	9% (60)	662
Community: Rural	33% (117)	26% (91)	6% (21)	5% (17)	22% (77)	9% (34)	357
Employ: Private Sector	42% (198)	26% (121)	6% (26)	3% (15)	15% (70)	8% (37)	467
Employ: Government	30% (22)	39% (28)	9% (7)	4% (3)	14% (10)	3% (3)	72
Employ: Self-Employed	39% (47)	25% (30)	5% (6)	3% (4)	21% (25)	7% (8)	119
Employ: Homemaker	31% (37)	30% (36)	3% (3)	3% (4)	28% (33)	5% (6)	119
Employ: Retired	25% (92)	22% (80)	5% (18)	6% (23)	29% (104)	13% (46)	364
Employ: Unemployed	47% (86)	19% (35)	5% (9)	4% (7)	16% (30)	9% (16)	183
Employ: Other	50% (55)	19% (20)	1% (1)	2% (2)	12% (13)	16% (17)	108
Military HH: Yes	32% (81)	24% (61)	7% (17)	5% (14)	20% (50)	11% (29)	251
Military HH: No	39% (483)	24% (293)	4% (54)	4% (45)	20% (245)	9% (105)	1224
RD/WT: Right Direction	46% (281)	25% (153)	3% (21)	2% (11)	17% (103)	8% (48)	616
RD/WT: Wrong Track	33% (283)	23% (201)	6% (50)	6% (48)	22% (193)	10% (85)	859
Biden Job Approve	48% (341)	23% (164)	4% (27)	2% (14)	15% (109)	7% (52)	708
Biden Job Disapprove	28% (189)	25% (169)	6% (38)	6% (38)	23% (156)	12% (77)	668
Biden Job Strongly Approve	52% (184)	19% (68)	5% (18)	2% (8)	12% (41)	10% (33)	351
Biden Job Somewhat Approve	44% (157)	27% (97)	3% (10)	2% (6)	19% (69)	5% (18)	356
Biden Job Somewhat Disapprove	37% (67)	27% (49)	3% (6)	5% (9)	19% (34)	8% (15)	180
Biden Job Strongly Disapprove	25% (122)	25% (120)	7% (32)	6% (29)	25% (121)	13% (63)	488

Continued on next page

Table MCEN4_2: *Do you have a favorable or unfavorable impression of the following characters?*
Black Panther

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	38% (564)	24% (354)	5% (71)	4% (59)	20% (295)	9% (133)	1475
Favorable of Biden	50% (355)	23% (165)	3% (21)	2% (11)	15% (108)	7% (50)	709
Unfavorable of Biden	27% (184)	25% (169)	7% (50)	5% (37)	23% (157)	11% (76)	673
Very Favorable of Biden	56% (201)	20% (73)	3% (11)	1% (4)	11% (38)	9% (33)	360
Somewhat Favorable of Biden	44% (154)	26% (92)	3% (10)	2% (7)	20% (70)	5% (17)	350
Somewhat Unfavorable of Biden	35% (55)	30% (47)	7% (11)	4% (7)	16% (25)	7% (11)	157
Very Unfavorable of Biden	25% (128)	24% (122)	7% (38)	6% (30)	26% (132)	13% (65)	516
#1 Issue: Economy	39% (238)	24% (148)	6% (38)	4% (22)	18% (113)	9% (54)	613
#1 Issue: Security	26% (48)	28% (53)	5% (9)	8% (15)	22% (42)	11% (21)	186
#1 Issue: Health Care	42% (77)	29% (54)	2% (5)	1% (3)	19% (34)	6% (11)	183
#1 Issue: Medicare / Social Security	29% (51)	18% (32)	3% (5)	4% (7)	30% (53)	15% (27)	176
#1 Issue: Women's Issues	55% (52)	23% (22)	4% (4)	2% (2)	9% (8)	7% (6)	94
#1 Issue: Education	56% (37)	16% (11)	1% (1)	4% (2)	18% (12)	6% (4)	67
#1 Issue: Energy	47% (42)	21% (19)	6% (5)	3% (3)	17% (15)	6% (5)	89
#1 Issue: Other	27% (19)	25% (17)	6% (4)	7% (5)	25% (17)	9% (6)	68
2020 Vote: Joe Biden	50% (333)	24% (159)	3% (18)	2% (11)	16% (106)	6% (41)	667
2020 Vote: Donald Trump	20% (94)	27% (126)	9% (40)	6% (30)	26% (121)	13% (60)	470
2020 Vote: Didn't Vote	42% (125)	18% (55)	4% (12)	6% (18)	20% (60)	10% (29)	299
2018 House Vote: Democrat	49% (265)	24% (127)	4% (20)	2% (11)	16% (85)	6% (31)	540
2018 House Vote: Republican	24% (86)	24% (88)	7% (25)	6% (22)	26% (94)	13% (48)	364
2016 Vote: Hillary Clinton	50% (241)	24% (115)	2% (11)	2% (8)	17% (84)	5% (25)	484
2016 Vote: Donald Trump	24% (99)	25% (103)	7% (31)	7% (27)	25% (105)	12% (51)	415
2016 Vote: Other	26% (22)	27% (24)	5% (4)	2% (2)	31% (27)	9% (8)	86
2016 Vote: Didn't Vote	41% (200)	23% (113)	5% (25)	4% (22)	16% (80)	10% (50)	489
Voted in 2014: Yes	37% (301)	24% (197)	5% (41)	4% (32)	20% (166)	9% (77)	815
Voted in 2014: No	40% (262)	24% (157)	4% (29)	4% (26)	20% (129)	9% (56)	660
4-Region: Northeast	38% (100)	23% (61)	6% (16)	5% (13)	18% (48)	9% (23)	261
4-Region: Midwest	31% (95)	28% (87)	3% (10)	5% (14)	24% (74)	10% (30)	311
4-Region: South	45% (233)	19% (98)	6% (29)	4% (21)	19% (100)	8% (42)	523
4-Region: West	35% (135)	28% (108)	4% (16)	3% (11)	19% (74)	10% (38)	381
Marvel Comics Fans	51% (454)	27% (234)	5% (40)	3% (27)	11% (93)	4% (33)	882

Continued on next page

Table MCEN4_2: *Do you have a favorable or unfavorable impression of the following characters?*
Black Panther

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	38% (564)	24% (354)	5% (71)	4% (59)	20% (295)	9% (133)	1475
Avid Marvel Comics Fans	74% (225)	16% (49)	2% (6)	2% (6)	4% (13)	2% (5)	304
Casual Marvel Comics Fans	40% (229)	32% (186)	6% (34)	4% (21)	14% (80)	5% (27)	577
Marvel TV/Movies Fans	49% (478)	26% (253)	5% (51)	3% (32)	12% (119)	4% (39)	971
Avid Marvel TV/Movies Fans	70% (208)	16% (47)	3% (10)	3% (8)	6% (16)	3% (8)	296
Casual Marvel TV/Movies Fans	40% (271)	30% (205)	6% (41)	4% (24)	15% (102)	5% (31)	675
Fans of Anything Marvel	50% (514)	26% (270)	5% (56)	3% (34)	12% (124)	4% (39)	1037
Avid Fans of Anything Marvel	70% (307)	18% (78)	4% (16)	2% (8)	5% (20)	2% (10)	439
Casual Fans of Anything Marvel	40% (299)	30% (228)	7% (49)	4% (29)	15% (114)	4% (32)	751

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

Table MCEN4_3: *Do you have a favorable or unfavorable impression of the following characters?*
Black Widow

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	30% (416)	24% (341)	4% (52)	5% (71)	22% (311)	15% (207)	1399
Gender: Male	34% (234)	26% (174)	4% (30)	6% (39)	18% (120)	12% (84)	681
Gender: Female	25% (182)	23% (168)	3% (22)	4% (32)	27% (191)	17% (124)	718
Age: 18-34	39% (157)	28% (112)	5% (19)	10% (41)	13% (54)	6% (24)	406
Age: 35-44	36% (83)	27% (61)	4% (10)	4% (9)	19% (43)	10% (22)	228
Age: 45-64	28% (134)	24% (115)	3% (14)	2% (10)	27% (128)	16% (75)	476
Age: 65+	15% (43)	18% (54)	3% (9)	4% (12)	30% (86)	30% (86)	290
GenZers: 1997-2012	32% (29)	24% (22)	1% (1)	13% (12)	22% (20)	8% (7)	92
Millennials: 1981-1996	40% (185)	28% (131)	5% (24)	7% (34)	13% (63)	7% (31)	468
GenXers: 1965-1980	33% (103)	25% (79)	3% (10)	3% (10)	23% (71)	13% (42)	315
Baby Boomers: 1946-1964	21% (97)	22% (102)	3% (14)	3% (14)	29% (136)	22% (104)	466
PID: Dem (no lean)	34% (199)	27% (154)	4% (24)	5% (29)	19% (112)	11% (62)	580
PID: Ind (no lean)	23% (98)	25% (106)	3% (12)	4% (15)	28% (115)	17% (72)	418
PID: Rep (no lean)	30% (119)	20% (82)	4% (16)	7% (27)	21% (84)	18% (73)	401
PID/Gender: Dem Men	42% (120)	27% (78)	5% (14)	4% (11)	13% (36)	9% (25)	285
PID/Gender: Dem Women	27% (79)	26% (76)	3% (9)	6% (18)	26% (76)	13% (37)	296
PID/Gender: Ind Men	27% (49)	23% (42)	4% (8)	4% (7)	26% (46)	16% (28)	181
PID/Gender: Ind Women	21% (49)	27% (64)	2% (4)	3% (8)	29% (69)	18% (43)	237
PID/Gender: Rep Men	30% (65)	25% (54)	4% (8)	10% (21)	17% (38)	14% (30)	215
PID/Gender: Rep Women	29% (54)	15% (28)	5% (9)	3% (6)	25% (46)	23% (43)	186
Ideo: Liberal (1-3)	34% (147)	28% (122)	3% (12)	8% (36)	16% (70)	11% (49)	437
Ideo: Moderate (4)	29% (119)	22% (90)	5% (20)	2% (10)	24% (99)	16% (66)	404
Ideo: Conservative (5-7)	28% (119)	22% (91)	4% (17)	5% (19)	23% (97)	18% (76)	419
Educ: < College	30% (292)	23% (221)	3% (30)	5% (48)	23% (225)	15% (148)	964
Educ: Bachelors degree	27% (78)	31% (89)	7% (19)	5% (14)	20% (56)	11% (32)	288
Educ: Post-grad	32% (47)	21% (32)	2% (3)	6% (9)	20% (30)	18% (27)	147
Income: Under 50k	29% (221)	23% (176)	4% (32)	5% (37)	23% (170)	15% (115)	751
Income: 50k-100k	28% (126)	25% (110)	3% (13)	6% (28)	24% (106)	14% (65)	448
Income: 100k+	35% (69)	27% (55)	4% (8)	3% (6)	18% (35)	14% (27)	200
Ethnicity: White	29% (318)	23% (253)	4% (47)	4% (48)	23% (256)	17% (183)	1105
Ethnicity: Hispanic	27% (56)	27% (55)	2% (3)	14% (29)	17% (36)	13% (27)	207

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Table MCEN4_3: *Do you have a favorable or unfavorable impression of the following characters?*
Black Widow

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	30%	(416)	24%	(341)	4%	(52)	5%	(71)	22%	(311)	15%	(207)	1399
Ethnicity: Black	39%	(69)	24%	(42)	2%	(3)	10%	(17)	19%	(34)	7%	(12)	176
Ethnicity: Other	25%	(30)	39%	(46)	2%	(2)	5%	(6)	18%	(21)	11%	(13)	117
All Christian	29%	(181)	24%	(148)	4%	(22)	4%	(28)	23%	(144)	17%	(104)	627
All Non-Christian	36%	(29)	17%	(14)	8%	(7)	3%	(3)	24%	(19)	11%	(9)	81
Atheist	29%	(16)	30%	(17)	5%	(3)	6%	(3)	18%	(10)	12%	(7)	56
Agnostic/Nothing in particular	31%	(130)	25%	(104)	3%	(13)	6%	(24)	21%	(89)	15%	(63)	423
Something Else	28%	(60)	28%	(58)	4%	(8)	6%	(13)	23%	(48)	12%	(24)	211
Religious Non-Protestant/Catholic	32%	(32)	19%	(19)	7%	(7)	8%	(8)	24%	(24)	10%	(10)	99
Evangelical	30%	(106)	25%	(86)	4%	(12)	5%	(16)	22%	(76)	15%	(52)	349
Non-Evangelical	27%	(121)	25%	(115)	4%	(16)	4%	(17)	24%	(110)	16%	(74)	453
Community: Urban	36%	(149)	26%	(106)	5%	(20)	4%	(18)	19%	(77)	10%	(43)	413
Community: Suburban	27%	(166)	23%	(146)	3%	(21)	5%	(33)	24%	(149)	18%	(111)	626
Community: Rural	28%	(101)	25%	(89)	3%	(11)	6%	(20)	24%	(85)	15%	(54)	360
Employ: Private Sector	34%	(142)	27%	(115)	5%	(22)	6%	(23)	17%	(70)	12%	(50)	422
Employ: Government	37%	(27)	20%	(15)	1%	(1)	11%	(8)	24%	(18)	7%	(5)	73
Employ: Self-Employed	40%	(45)	22%	(25)	3%	(4)	1%	(1)	19%	(22)	15%	(17)	114
Employ: Homemaker	25%	(29)	31%	(36)	2%	(2)	7%	(8)	23%	(27)	11%	(13)	115
Employ: Retired	18%	(67)	20%	(76)	4%	(14)	4%	(14)	31%	(115)	24%	(88)	374
Employ: Unemployed	37%	(64)	25%	(44)	2%	(4)	6%	(10)	17%	(29)	13%	(22)	172
Employ: Other	34%	(30)	23%	(21)	4%	(3)	4%	(3)	23%	(20)	13%	(11)	89
Military HH: Yes	35%	(80)	17%	(40)	3%	(7)	7%	(16)	24%	(55)	13%	(29)	228
Military HH: No	29%	(337)	26%	(301)	4%	(45)	5%	(55)	22%	(256)	15%	(178)	1172
RD/WT: Right Direction	36%	(210)	25%	(145)	3%	(17)	6%	(34)	19%	(112)	12%	(72)	590
RD/WT: Wrong Track	25%	(206)	24%	(196)	4%	(36)	5%	(37)	25%	(199)	17%	(135)	809
Biden Job Approve	34%	(226)	26%	(173)	4%	(27)	5%	(33)	19%	(131)	12%	(84)	674
Biden Job Disapprove	27%	(171)	24%	(153)	4%	(23)	5%	(30)	25%	(158)	17%	(109)	645
Biden Job Strongly Approve	43%	(138)	20%	(63)	5%	(15)	7%	(21)	15%	(49)	12%	(37)	323
Biden Job Somewhat Approve	25%	(88)	31%	(110)	4%	(12)	3%	(12)	23%	(82)	13%	(46)	350
Biden Job Somewhat Disapprove	23%	(41)	29%	(52)	3%	(6)	5%	(9)	26%	(47)	13%	(24)	178
Biden Job Strongly Disapprove	28%	(130)	22%	(102)	4%	(17)	4%	(21)	24%	(111)	18%	(86)	467

Continued on next page

Table MCEN4_3: *Do you have a favorable or unfavorable impression of the following characters?*
Black Widow

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	30% (416)	24% (341)	4% (52)	5% (71)	22% (311)	15% (207)	1399
Favorable of Biden	33% (226)	26% (178)	3% (23)	4% (28)	20% (137)	12% (84)	677
Unfavorable of Biden	28% (180)	23% (150)	4% (28)	5% (33)	23% (147)	17% (108)	646
Very Favorable of Biden	41% (137)	22% (73)	4% (14)	5% (18)	16% (54)	12% (40)	336
Somewhat Favorable of Biden	26% (89)	31% (106)	3% (9)	3% (11)	24% (83)	13% (43)	341
Somewhat Unfavorable of Biden	27% (42)	30% (46)	5% (7)	6% (9)	20% (31)	12% (19)	154
Very Unfavorable of Biden	28% (138)	21% (104)	4% (21)	5% (24)	23% (115)	18% (90)	492
#1 Issue: Economy	30% (164)	27% (145)	3% (17)	6% (30)	22% (123)	13% (69)	547
#1 Issue: Security	29% (55)	19% (36)	5% (10)	2% (4)	28% (54)	17% (33)	192
#1 Issue: Health Care	33% (57)	27% (46)	6% (10)	2% (4)	21% (36)	11% (19)	171
#1 Issue: Medicare / Social Security	24% (44)	17% (31)	2% (5)	7% (13)	23% (42)	26% (47)	182
#1 Issue: Women's Issues	37% (27)	31% (23)	3% (2)	6% (4)	8% (6)	16% (12)	73
#1 Issue: Education	31% (22)	38% (28)	— (0)	12% (9)	17% (12)	2% (1)	72
#1 Issue: Energy	34% (31)	19% (17)	5% (4)	4% (3)	28% (25)	11% (10)	91
#1 Issue: Other	23% (16)	22% (15)	8% (6)	6% (4)	19% (13)	22% (16)	69
2020 Vote: Joe Biden	34% (223)	27% (179)	4% (23)	3% (17)	20% (130)	13% (82)	654
2020 Vote: Donald Trump	26% (116)	22% (97)	4% (20)	6% (29)	24% (110)	17% (79)	451
2020 Vote: Didn't Vote	25% (66)	22% (56)	3% (7)	9% (24)	25% (66)	16% (42)	260
2018 House Vote: Democrat	32% (165)	28% (143)	3% (17)	4% (20)	20% (101)	14% (71)	518
2018 House Vote: Republican	28% (106)	21% (80)	4% (17)	5% (18)	23% (88)	18% (69)	378
2016 Vote: Hillary Clinton	33% (154)	28% (129)	4% (17)	2% (11)	20% (93)	13% (62)	467
2016 Vote: Donald Trump	28% (114)	20% (83)	4% (18)	6% (25)	24% (97)	18% (75)	412
2016 Vote: Other	29% (20)	21% (15)	4% (3)	5% (3)	21% (15)	20% (14)	69
2016 Vote: Didn't Vote	29% (129)	25% (115)	3% (15)	7% (32)	23% (106)	13% (57)	452
Voted in 2014: Yes	30% (242)	25% (199)	4% (34)	5% (37)	21% (168)	16% (133)	812
Voted in 2014: No	30% (174)	24% (142)	3% (18)	6% (34)	24% (143)	13% (75)	587
4-Region: Northeast	31% (73)	22% (52)	4% (9)	6% (14)	21% (49)	16% (39)	236
4-Region: Midwest	30% (90)	23% (69)	3% (9)	4% (13)	23% (70)	17% (51)	303
4-Region: South	31% (157)	21% (107)	4% (18)	5% (27)	25% (125)	15% (75)	509
4-Region: West	27% (97)	32% (114)	4% (15)	5% (16)	19% (67)	12% (43)	352
Marvel Comics Fans	45% (368)	30% (243)	4% (33)	3% (27)	12% (95)	6% (45)	812

Continued on next page

Table MCEN4_3: *Do you have a favorable or unfavorable impression of the following characters?*
Black Widow

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	30% (416)	24% (341)	4% (52)	5% (71)	22% (311)	15% (207)	1399
Avid Marvel Comics Fans	69% (203)	21% (62)	2% (5)	2% (6)	5% (14)	2% (5)	296
Casual Marvel Comics Fans	32% (165)	35% (181)	6% (29)	4% (22)	16% (80)	8% (39)	516
Marvel TV/Movies Fans	41% (372)	29% (261)	4% (39)	4% (37)	15% (132)	7% (60)	902
Avid Marvel TV/Movies Fans	63% (169)	21% (57)	4% (12)	4% (10)	5% (13)	3% (8)	270
Casual Marvel TV/Movies Fans	32% (202)	32% (205)	4% (27)	4% (26)	19% (119)	8% (52)	632
Fans of Anything Marvel	41% (397)	30% (291)	4% (40)	5% (47)	14% (132)	6% (62)	969
Avid Fans of Anything Marvel	62% (260)	25% (104)	3% (13)	3% (11)	5% (22)	3% (11)	422
Casual Fans of Anything Marvel	29% (203)	35% (243)	5% (37)	5% (38)	17% (119)	8% (55)	695

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

Table MCEN4_4: *Do you have a favorable or unfavorable impression of the following characters?*
Captain America

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	37% (531)	32% (468)	4% (64)	4% (55)	20% (284)	3% (50)	1453
Gender: Male	40% (291)	34% (246)	5% (34)	5% (36)	15% (109)	3% (19)	735
Gender: Female	33% (240)	31% (222)	4% (30)	3% (19)	24% (175)	4% (32)	718
Age: 18-34	42% (186)	31% (139)	9% (38)	4% (19)	10% (46)	3% (14)	442
Age: 35-44	36% (88)	34% (82)	3% (8)	2% (6)	21% (51)	3% (7)	242
Age: 45-64	37% (185)	33% (164)	2% (11)	4% (18)	21% (102)	3% (17)	497
Age: 65+	26% (71)	31% (84)	3% (8)	4% (12)	31% (85)	5% (12)	272
GenZers: 1997-2012	29% (34)	33% (40)	9% (10)	8% (9)	18% (21)	4% (5)	119
Millennials: 1981-1996	44% (211)	32% (152)	6% (29)	3% (13)	12% (56)	3% (16)	477
GenXers: 1965-1980	39% (133)	35% (116)	3% (11)	3% (11)	18% (60)	2% (6)	337
Baby Boomers: 1946-1964	31% (143)	32% (148)	3% (13)	4% (21)	26% (118)	4% (18)	461
PID: Dem (no lean)	41% (230)	30% (169)	5% (27)	3% (14)	19% (109)	3% (15)	564
PID: Ind (no lean)	33% (158)	34% (166)	4% (19)	3% (16)	21% (100)	5% (22)	480
PID: Rep (no lean)	35% (143)	33% (134)	4% (18)	6% (25)	18% (75)	3% (13)	408
PID/Gender: Dem Men	49% (142)	27% (79)	4% (13)	3% (9)	14% (42)	2% (7)	290
PID/Gender: Dem Women	32% (88)	33% (90)	5% (14)	2% (6)	25% (67)	3% (9)	274
PID/Gender: Ind Men	34% (79)	38% (87)	4% (8)	3% (6)	16% (37)	5% (11)	228
PID/Gender: Ind Women	31% (79)	31% (78)	4% (11)	4% (10)	25% (64)	4% (11)	252
PID/Gender: Rep Men	33% (71)	37% (79)	6% (13)	10% (21)	14% (31)	— (1)	216
PID/Gender: Rep Women	38% (72)	28% (55)	3% (5)	2% (4)	23% (44)	6% (12)	192
Ideo: Liberal (1-3)	37% (159)	35% (148)	7% (30)	2% (8)	16% (68)	3% (15)	427
Ideo: Moderate (4)	39% (165)	30% (128)	4% (15)	4% (16)	22% (93)	2% (8)	425
Ideo: Conservative (5-7)	37% (165)	32% (144)	4% (17)	4% (18)	18% (80)	5% (23)	447
Educ: < College	36% (353)	32% (311)	4% (40)	4% (44)	20% (198)	4% (35)	981
Educ: Bachelors degree	36% (108)	35% (105)	6% (17)	2% (7)	18% (56)	3% (10)	304
Educ: Post-grad	42% (70)	31% (52)	4% (7)	3% (4)	18% (29)	3% (4)	168
Income: Under 50k	38% (292)	32% (246)	3% (25)	5% (36)	19% (150)	4% (29)	778
Income: 50k-100k	33% (151)	32% (148)	5% (24)	3% (16)	23% (106)	3% (13)	457
Income: 100k+	40% (87)	35% (75)	7% (15)	2% (3)	13% (28)	4% (9)	217
Ethnicity: White	37% (417)	31% (344)	4% (44)	4% (42)	21% (235)	3% (35)	1118
Ethnicity: Hispanic	37% (96)	33% (87)	7% (19)	4% (10)	16% (40)	3% (9)	261

Continued on next page

Table MCEN4_4: *Do you have a favorable or unfavorable impression of the following characters?*
Captain America

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	37%	(531)	32%	(468)	4%	(64)	4%	(55)	20%	(284)	3%	(50)	1453
Ethnicity: Black	34%	(65)	38%	(73)	7%	(14)	6%	(11)	14%	(26)	3%	(5)	194
Ethnicity: Other	35%	(49)	37%	(51)	5%	(6)	1%	(2)	16%	(22)	7%	(10)	140
All Christian	39%	(253)	31%	(201)	3%	(20)	5%	(29)	20%	(127)	3%	(19)	650
All Non-Christian	47%	(42)	23%	(21)	7%	(7)	1%	(1)	16%	(14)	5%	(5)	89
Atheist	28%	(21)	37%	(28)	11%	(8)	3%	(2)	16%	(13)	6%	(4)	76
Agnostic/Nothing in particular	32%	(129)	33%	(133)	6%	(24)	4%	(15)	23%	(94)	3%	(11)	405
Something Else	37%	(86)	37%	(86)	2%	(5)	3%	(8)	16%	(36)	5%	(12)	232
Religious Non-Protestant/Catholic	43%	(46)	23%	(24)	12%	(12)	1%	(1)	17%	(18)	5%	(5)	107
Evangelical	41%	(151)	31%	(115)	2%	(7)	6%	(23)	16%	(57)	4%	(16)	369
Non-Evangelical	38%	(180)	34%	(162)	3%	(13)	3%	(14)	21%	(98)	2%	(11)	477
Community: Urban	39%	(179)	31%	(145)	3%	(15)	3%	(13)	19%	(90)	5%	(23)	464
Community: Suburban	37%	(241)	32%	(205)	5%	(31)	4%	(27)	19%	(123)	3%	(21)	649
Community: Rural	33%	(111)	35%	(119)	5%	(18)	5%	(15)	21%	(71)	2%	(7)	340
Employ: Private Sector	42%	(188)	33%	(148)	5%	(21)	3%	(13)	14%	(62)	3%	(15)	448
Employ: Government	36%	(31)	27%	(24)	15%	(13)	2%	(2)	18%	(16)	2%	(2)	88
Employ: Self-Employed	44%	(52)	33%	(39)	4%	(5)	1%	(1)	16%	(19)	2%	(3)	119
Employ: Homemaker	33%	(39)	38%	(44)	3%	(4)	2%	(2)	22%	(25)	3%	(3)	118
Employ: Student	16%	(9)	39%	(21)	4%	(2)	2%	(1)	32%	(17)	6%	(3)	54
Employ: Retired	29%	(100)	32%	(111)	2%	(7)	5%	(17)	28%	(98)	5%	(16)	350
Employ: Unemployed	41%	(72)	28%	(49)	3%	(6)	8%	(13)	17%	(30)	3%	(5)	175
Employ: Other	39%	(40)	32%	(33)	5%	(5)	5%	(5)	16%	(17)	3%	(3)	102
Military HH: Yes	39%	(107)	29%	(79)	4%	(12)	3%	(8)	22%	(59)	3%	(8)	272
Military HH: No	36%	(424)	33%	(390)	4%	(52)	4%	(47)	19%	(225)	4%	(43)	1181
RD/WT: Right Direction	40%	(252)	31%	(197)	4%	(28)	4%	(22)	18%	(111)	3%	(18)	628
RD/WT: Wrong Track	34%	(278)	33%	(271)	4%	(36)	4%	(33)	21%	(173)	4%	(33)	824
Biden Job Approve	39%	(276)	33%	(234)	5%	(32)	4%	(25)	18%	(130)	2%	(16)	715
Biden Job Disapprove	36%	(236)	32%	(211)	4%	(27)	4%	(25)	19%	(123)	4%	(27)	650

Continued on next page

Table MCEN4_4: *Do you have a favorable or unfavorable impression of the following characters?*
Captain America

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	37% (531)	32% (468)	4% (64)	4% (55)	20% (284)	3% (50)	1453
Biden Job Strongly Approve	45% (154)	29% (100)	4% (14)	4% (12)	16% (56)	2% (6)	342
Biden Job Somewhat Approve	33% (122)	36% (134)	5% (19)	4% (13)	20% (74)	3% (11)	372
Biden Job Somewhat Disapprove	35% (68)	36% (71)	4% (7)	4% (8)	14% (27)	7% (14)	196
Biden Job Strongly Disapprove	37% (168)	31% (140)	4% (20)	4% (17)	21% (96)	3% (12)	454
Favorable of Biden	40% (285)	33% (237)	4% (28)	3% (22)	19% (134)	2% (14)	718
Unfavorable of Biden	35% (228)	33% (214)	5% (31)	4% (27)	18% (118)	4% (26)	644
Very Favorable of Biden	47% (165)	28% (96)	4% (13)	3% (12)	17% (58)	1% (5)	350
Somewhat Favorable of Biden	32% (119)	38% (140)	4% (15)	3% (9)	20% (75)	2% (9)	368
Somewhat Unfavorable of Biden	29% (46)	44% (70)	6% (9)	4% (6)	11% (17)	6% (10)	159
Very Unfavorable of Biden	38% (182)	30% (144)	4% (22)	4% (21)	21% (100)	3% (16)	485
#1 Issue: Economy	38% (226)	34% (205)	5% (29)	3% (16)	18% (109)	2% (10)	594
#1 Issue: Security	30% (57)	34% (65)	3% (5)	2% (4)	26% (50)	5% (10)	192
#1 Issue: Health Care	44% (69)	26% (42)	5% (7)	3% (4)	19% (31)	4% (6)	158
#1 Issue: Medicare / Social Security	35% (63)	30% (54)	2% (4)	5% (10)	23% (43)	5% (9)	183
#1 Issue: Women's Issues	33% (28)	35% (30)	8% (7)	6% (5)	11% (10)	7% (6)	85
#1 Issue: Education	40% (25)	28% (18)	6% (4)	— (0)	22% (14)	5% (3)	64
#1 Issue: Energy	37% (38)	29% (30)	6% (6)	5% (5)	19% (20)	4% (4)	104
#1 Issue: Other	32% (23)	35% (26)	4% (3)	14% (10)	12% (9)	3% (2)	73
2020 Vote: Joe Biden	38% (258)	33% (220)	4% (26)	4% (24)	20% (131)	2% (14)	673
2020 Vote: Donald Trump	35% (154)	32% (138)	5% (21)	4% (17)	21% (93)	4% (16)	438
2020 Vote: Didn't Vote	35% (104)	32% (93)	5% (13)	4% (13)	18% (52)	7% (20)	296
2018 House Vote: Democrat	39% (199)	29% (149)	6% (30)	2% (12)	20% (104)	3% (13)	507
2018 House Vote: Republican	39% (139)	32% (116)	3% (11)	3% (12)	19% (69)	3% (12)	358
2016 Vote: Hillary Clinton	41% (190)	28% (129)	4% (19)	2% (8)	23% (106)	3% (14)	466
2016 Vote: Donald Trump	38% (153)	33% (134)	4% (16)	3% (13)	17% (69)	4% (15)	402
2016 Vote: Other	25% (20)	45% (35)	9% (7)	4% (3)	16% (13)	1% (1)	79
2016 Vote: Didn't Vote	33% (167)	34% (170)	4% (21)	6% (31)	19% (96)	4% (21)	505
Voted in 2014: Yes	39% (303)	31% (242)	5% (39)	3% (21)	20% (157)	3% (21)	783
Voted in 2014: No	34% (227)	34% (226)	4% (25)	5% (34)	19% (127)	4% (29)	670

Continued on next page

Table MCEN4_4: *Do you have a favorable or unfavorable impression of the following characters?*
Captain America

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	37% (531)	32% (468)	4% (64)	4% (55)	20% (284)	3% (50)	1453
4-Region: Northeast	41% (108)	30% (80)	5% (14)	3% (8)	19% (49)	2% (5)	264
4-Region: Midwest	34% (100)	29% (83)	4% (12)	5% (13)	24% (69)	5% (13)	292
4-Region: South	41% (226)	31% (171)	4% (24)	4% (24)	16% (89)	3% (17)	551
4-Region: West	28% (97)	39% (134)	4% (14)	3% (10)	22% (77)	4% (15)	346
Marvel Comics Fans	51% (444)	35% (303)	4% (34)	2% (19)	8% (71)	1% (5)	876
Avid Marvel Comics Fans	70% (215)	24% (72)	3% (8)	2% (5)	2% (7)	— (0)	307
Casual Marvel Comics Fans	40% (229)	41% (231)	5% (26)	3% (14)	11% (64)	1% (5)	569
Marvel TV/Movies Fans	49% (466)	34% (325)	4% (42)	3% (25)	9% (89)	1% (8)	955
Avid Marvel TV/Movies Fans	68% (195)	24% (70)	3% (8)	4% (12)	1% (3)	— (1)	289
Casual Marvel TV/Movies Fans	41% (270)	38% (255)	5% (35)	2% (13)	13% (85)	1% (7)	666
Fans of Anything Marvel	48% (492)	34% (353)	5% (47)	3% (29)	9% (94)	1% (7)	1023
Avid Fans of Anything Marvel	68% (295)	24% (104)	3% (13)	3% (15)	2% (8)	— (1)	435
Casual Fans of Anything Marvel	39% (286)	40% (291)	6% (43)	3% (20)	12% (88)	1% (7)	735

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

Table MCEN4_5: *Do you have a favorable or unfavorable impression of the following characters?*
Dr. Strange

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	25% (358)	25% (353)	5% (68)	4% (64)	21% (304)	20% (288)	1434
Gender: Male	30% (213)	26% (180)	5% (36)	6% (40)	18% (125)	15% (108)	703
Gender: Female	20% (144)	24% (173)	4% (32)	3% (24)	24% (178)	25% (180)	731
Age: 18-34	41% (164)	24% (95)	5% (20)	7% (30)	14% (56)	9% (37)	402
Age: 35-44	26% (63)	27% (65)	6% (14)	3% (7)	26% (62)	12% (30)	242
Age: 45-64	20% (99)	25% (128)	5% (23)	3% (16)	21% (107)	26% (130)	504
Age: 65+	11% (31)	23% (65)	4% (11)	4% (10)	27% (78)	32% (91)	287
GenZers: 1997-2012	26% (28)	29% (30)	5% (6)	4% (4)	21% (22)	14% (15)	105
Millennials: 1981-1996	41% (183)	23% (102)	5% (23)	7% (30)	17% (74)	7% (33)	446
GenXers: 1965-1980	23% (80)	29% (101)	4% (13)	3% (11)	19% (66)	21% (73)	345
Baby Boomers: 1946-1964	14% (67)	22% (105)	5% (25)	3% (15)	26% (124)	30% (144)	479
PID: Dem (no lean)	33% (186)	22% (128)	6% (32)	3% (19)	18% (101)	18% (103)	568
PID: Ind (no lean)	21% (93)	28% (128)	3% (15)	4% (17)	25% (113)	19% (84)	449
PID: Rep (no lean)	19% (79)	24% (98)	5% (21)	7% (27)	22% (90)	24% (100)	417
PID/Gender: Dem Men	43% (118)	21% (59)	7% (19)	3% (7)	14% (38)	12% (34)	275
PID/Gender: Dem Women	23% (68)	23% (69)	4% (13)	4% (12)	21% (63)	24% (69)	293
PID/Gender: Ind Men	23% (47)	31% (64)	2% (5)	5% (9)	23% (48)	16% (33)	207
PID/Gender: Ind Women	19% (45)	26% (63)	4% (10)	3% (8)	27% (64)	21% (51)	242
PID/Gender: Rep Men	22% (49)	26% (57)	5% (12)	10% (23)	18% (39)	18% (41)	221
PID/Gender: Rep Women	16% (31)	21% (41)	5% (10)	2% (4)	26% (51)	30% (60)	196
Ideo: Liberal (1-3)	32% (138)	24% (105)	5% (21)	4% (19)	18% (79)	16% (70)	430
Ideo: Moderate (4)	23% (91)	25% (97)	6% (22)	3% (10)	25% (96)	19% (74)	390
Ideo: Conservative (5-7)	20% (93)	25% (114)	5% (24)	6% (28)	21% (95)	23% (103)	458
Educ: < College	25% (249)	24% (236)	4% (39)	5% (51)	22% (212)	20% (197)	983
Educ: Bachelors degree	22% (63)	27% (78)	8% (22)	2% (5)	21% (61)	20% (58)	287
Educ: Post-grad	28% (46)	24% (39)	5% (8)	4% (7)	19% (31)	20% (33)	164
Income: Under 50k	25% (197)	24% (184)	4% (33)	5% (42)	22% (169)	20% (154)	779
Income: 50k-100k	22% (100)	26% (116)	5% (24)	4% (16)	21% (94)	22% (100)	450
Income: 100k+	30% (61)	26% (53)	5% (11)	3% (6)	20% (40)	17% (34)	205
Ethnicity: White	24% (268)	24% (266)	5% (56)	4% (46)	23% (254)	21% (238)	1127
Ethnicity: Hispanic	25% (60)	31% (74)	5% (12)	11% (26)	12% (28)	17% (40)	240

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Table MCEN4_5: *Do you have a favorable or unfavorable impression of the following characters?*
Dr. Strange

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	25%	(358)	25%	(353)	5%	(68)	4%	(64)	21%	(304)	20%	(288)	1434
Ethnicity: Black	36%	(60)	23%	(39)	3%	(5)	7%	(11)	14%	(24)	17%	(29)	168
Ethnicity: Other	21%	(30)	35%	(49)	5%	(7)	5%	(7)	18%	(26)	15%	(21)	139
All Christian	22%	(143)	24%	(153)	6%	(36)	5%	(29)	22%	(140)	22%	(139)	641
All Non-Christian	38%	(32)	14%	(11)	8%	(6)	3%	(3)	17%	(14)	20%	(17)	83
Atheist	27%	(20)	33%	(23)	4%	(3)	3%	(2)	20%	(14)	13%	(9)	71
Agnostic/Nothing in particular	25%	(106)	26%	(109)	3%	(13)	5%	(22)	22%	(94)	18%	(77)	423
Something Else	26%	(57)	26%	(56)	5%	(10)	3%	(7)	19%	(41)	21%	(45)	217
Religious Non-Protestant/Catholic	35%	(34)	13%	(12)	7%	(6)	8%	(8)	17%	(17)	21%	(21)	98
Evangelical	28%	(100)	20%	(73)	6%	(20)	5%	(18)	23%	(82)	18%	(64)	356
Non-Evangelical	20%	(93)	28%	(128)	5%	(23)	2%	(11)	20%	(94)	25%	(114)	463
Community: Urban	30%	(131)	25%	(108)	5%	(22)	5%	(21)	19%	(84)	16%	(71)	437
Community: Suburban	23%	(144)	27%	(168)	5%	(29)	4%	(26)	20%	(127)	22%	(137)	631
Community: Rural	22%	(82)	21%	(77)	5%	(18)	5%	(17)	25%	(93)	22%	(80)	367
Employ: Private Sector	33%	(153)	27%	(124)	5%	(22)	3%	(16)	17%	(80)	15%	(68)	463
Employ: Government	29%	(22)	24%	(19)	3%	(3)	7%	(5)	20%	(16)	17%	(13)	78
Employ: Self-Employed	37%	(43)	12%	(14)	8%	(9)	4%	(4)	22%	(25)	17%	(20)	116
Employ: Homemaker	16%	(18)	29%	(33)	3%	(3)	3%	(3)	31%	(35)	18%	(20)	112
Employ: Retired	11%	(40)	26%	(93)	5%	(18)	4%	(16)	26%	(95)	28%	(102)	365
Employ: Unemployed	32%	(52)	15%	(24)	6%	(10)	6%	(10)	21%	(35)	20%	(34)	165
Employ: Other	25%	(24)	32%	(31)	1%	(1)	6%	(6)	9%	(9)	26%	(25)	97
Military HH: Yes	27%	(70)	24%	(61)	2%	(6)	6%	(15)	20%	(51)	21%	(55)	259
Military HH: No	24%	(287)	25%	(292)	5%	(62)	4%	(49)	21%	(252)	20%	(233)	1175
RD/WT: Right Direction	30%	(179)	24%	(140)	4%	(25)	5%	(29)	19%	(111)	19%	(110)	594
RD/WT: Wrong Track	21%	(179)	25%	(213)	5%	(43)	4%	(35)	23%	(193)	21%	(178)	840
Biden Job Approve	29%	(195)	26%	(176)	5%	(36)	5%	(33)	18%	(124)	18%	(120)	684
Biden Job Disapprove	22%	(143)	24%	(157)	5%	(32)	3%	(21)	24%	(157)	22%	(147)	658
Biden Job Strongly Approve	36%	(120)	20%	(67)	5%	(16)	5%	(16)	16%	(54)	19%	(63)	336
Biden Job Somewhat Approve	22%	(76)	31%	(108)	6%	(19)	5%	(17)	20%	(70)	16%	(57)	348
Biden Job Somewhat Disapprove	30%	(53)	29%	(51)	5%	(9)	2%	(4)	20%	(35)	15%	(27)	179
Biden Job Strongly Disapprove	19%	(90)	22%	(106)	5%	(23)	4%	(17)	25%	(122)	25%	(121)	479

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Table MCEN4_5: *Do you have a favorable or unfavorable impression of the following characters?*
Dr. Strange

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	25% (358)	25% (353)	5% (68)	4% (64)	21% (304)	20% (288)	1434
Favorable of Biden	29% (200)	25% (172)	5% (35)	4% (28)	19% (128)	18% (121)	683
Unfavorable of Biden	21% (142)	26% (174)	5% (32)	4% (29)	22% (148)	22% (145)	670
Very Favorable of Biden	37% (130)	19% (67)	5% (18)	5% (18)	16% (55)	18% (63)	351
Somewhat Favorable of Biden	21% (70)	32% (105)	5% (16)	3% (10)	22% (73)	17% (57)	332
Somewhat Unfavorable of Biden	26% (42)	37% (59)	6% (10)	4% (7)	15% (24)	11% (18)	160
Very Unfavorable of Biden	20% (100)	22% (114)	4% (23)	4% (23)	24% (124)	25% (127)	510
#1 Issue: Economy	30% (171)	24% (136)	4% (25)	4% (24)	22% (125)	17% (98)	578
#1 Issue: Security	18% (36)	23% (45)	6% (11)	5% (9)	26% (51)	22% (42)	195
#1 Issue: Health Care	29% (47)	28% (47)	4% (7)	1% (2)	20% (34)	18% (29)	166
#1 Issue: Medicare / Social Security	14% (26)	21% (38)	4% (7)	4% (8)	29% (53)	29% (53)	184
#1 Issue: Women's Issues	20% (17)	43% (37)	4% (4)	2% (2)	12% (10)	19% (16)	86
#1 Issue: Education	35% (21)	21% (13)	10% (6)	5% (3)	16% (10)	13% (8)	61
#1 Issue: Energy	26% (24)	25% (23)	4% (3)	11% (10)	12% (11)	23% (21)	92
#1 Issue: Other	22% (16)	19% (14)	6% (5)	9% (6)	14% (10)	29% (21)	71
2020 Vote: Joe Biden	29% (189)	25% (167)	6% (39)	3% (21)	19% (123)	18% (117)	656
2020 Vote: Donald Trump	17% (77)	24% (111)	5% (21)	5% (24)	25% (113)	24% (109)	455
2020 Vote: Didn't Vote	28% (78)	23% (64)	3% (8)	5% (15)	21% (58)	20% (56)	280
2018 House Vote: Democrat	28% (142)	25% (126)	6% (30)	4% (20)	19% (98)	19% (96)	512
2018 House Vote: Republican	20% (74)	25% (94)	5% (17)	4% (15)	24% (89)	23% (86)	375
2016 Vote: Hillary Clinton	30% (138)	25% (115)	6% (26)	2% (9)	21% (95)	17% (80)	463
2016 Vote: Donald Trump	19% (77)	24% (98)	5% (21)	6% (23)	22% (87)	24% (98)	404
2016 Vote: Other	23% (21)	30% (27)	4% (3)	4% (3)	19% (17)	20% (18)	91
2016 Vote: Didn't Vote	25% (121)	24% (113)	4% (18)	6% (28)	22% (104)	19% (92)	477
Voted in 2014: Yes	23% (187)	26% (209)	5% (40)	4% (31)	21% (168)	21% (173)	809
Voted in 2014: No	27% (170)	23% (144)	5% (28)	5% (32)	22% (135)	18% (115)	625
4-Region: Northeast	22% (55)	27% (67)	7% (17)	3% (8)	22% (56)	19% (49)	253
4-Region: Midwest	23% (70)	23% (69)	5% (14)	4% (11)	23% (70)	23% (71)	306
4-Region: South	29% (162)	23% (129)	5% (28)	5% (27)	19% (105)	19% (106)	557
4-Region: West	22% (70)	28% (88)	3% (9)	6% (19)	22% (72)	19% (61)	319
Marvel Comics Fans	38% (314)	33% (275)	4% (37)	2% (21)	14% (119)	8% (70)	836

Continued on next page

Table MCEN4_5: *Do you have a favorable or unfavorable impression of the following characters?*
Dr. Strange

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	25% (358)	25% (353)	5% (68)	4% (64)	21% (304)	20% (288)	1434
Avid Marvel Comics Fans	66% (186)	20% (55)	5% (13)	3% (7)	6% (17)	1% (3)	282
Casual Marvel Comics Fans	23% (128)	40% (220)	4% (24)	2% (14)	18% (102)	12% (67)	554
Marvel TV/Movies Fans	35% (323)	32% (297)	5% (42)	3% (25)	15% (142)	10% (92)	920
Avid Marvel TV/Movies Fans	58% (152)	28% (74)	2% (4)	2% (5)	7% (18)	3% (9)	262
Casual Marvel TV/Movies Fans	26% (171)	34% (223)	6% (38)	3% (19)	19% (124)	13% (83)	658
Fans of Anything Marvel	35% (344)	32% (316)	5% (48)	3% (35)	16% (157)	9% (93)	992
Avid Fans of Anything Marvel	58% (236)	27% (108)	5% (20)	3% (10)	6% (24)	2% (8)	405
Casual Fans of Anything Marvel	24% (172)	36% (263)	5% (36)	4% (26)	19% (139)	12% (86)	722

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

Table MCEN4_6: *Do you have a favorable or unfavorable impression of the following characters?*
Hawkeye

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (293)	22% (319)	5% (70)	4% (57)	20% (294)	29% (417)	1451
Gender: Male	24% (169)	25% (175)	6% (44)	4% (31)	18% (130)	22% (159)	709
Gender: Female	17% (124)	19% (144)	3% (26)	4% (26)	22% (164)	35% (257)	741
Age: 18-34	29% (125)	24% (103)	8% (35)	6% (24)	16% (70)	16% (67)	425
Age: 35-44	19% (45)	26% (61)	8% (19)	3% (7)	23% (54)	21% (50)	237
Age: 45-64	18% (89)	20% (99)	2% (11)	4% (18)	22% (109)	35% (175)	501
Age: 65+	12% (34)	20% (57)	2% (5)	3% (8)	21% (61)	43% (124)	288
GenZers: 1997-2012	17% (18)	21% (22)	11% (12)	9% (10)	22% (24)	21% (22)	108
Millennials: 1981-1996	29% (138)	26% (122)	8% (39)	4% (19)	17% (80)	15% (71)	469
GenXers: 1965-1980	21% (68)	25% (81)	2% (8)	4% (13)	18% (60)	30% (100)	330
Baby Boomers: 1946-1964	13% (65)	18% (87)	2% (9)	3% (14)	24% (117)	40% (196)	488
PID: Dem (no lean)	22% (123)	24% (135)	6% (34)	3% (18)	17% (94)	27% (149)	552
PID: Ind (no lean)	20% (95)	20% (96)	4% (17)	4% (20)	23% (107)	29% (139)	474
PID: Rep (no lean)	18% (75)	21% (89)	5% (20)	4% (19)	22% (93)	30% (129)	425
PID/Gender: Dem Men	29% (76)	29% (76)	6% (17)	1% (3)	15% (40)	20% (52)	264
PID/Gender: Dem Women	16% (47)	20% (58)	6% (16)	5% (15)	19% (54)	34% (97)	288
PID/Gender: Ind Men	23% (52)	20% (44)	4% (10)	6% (13)	20% (45)	26% (58)	222
PID/Gender: Ind Women	17% (43)	21% (52)	3% (7)	3% (8)	24% (61)	32% (81)	251
PID/Gender: Rep Men	18% (41)	25% (55)	8% (17)	7% (15)	20% (45)	22% (49)	223
PID/Gender: Rep Women	17% (34)	17% (34)	1% (2)	2% (3)	24% (48)	40% (80)	202
Ideo: Liberal (1-3)	23% (101)	25% (109)	8% (35)	3% (13)	16% (69)	24% (105)	432
Ideo: Moderate (4)	21% (86)	24% (97)	3% (14)	4% (15)	21% (84)	27% (111)	408
Ideo: Conservative (5-7)	17% (76)	20% (92)	4% (18)	5% (21)	21% (95)	33% (148)	451
Educ: < College	20% (204)	19% (195)	5% (51)	4% (42)	22% (224)	29% (295)	1011
Educ: Bachelors degree	20% (57)	27% (77)	5% (13)	3% (10)	16% (45)	29% (84)	286
Educ: Post-grad	21% (32)	31% (47)	4% (6)	4% (6)	16% (25)	24% (37)	153
Income: Under 50k	20% (159)	22% (174)	5% (41)	5% (37)	19% (151)	29% (234)	795
Income: 50k-100k	18% (79)	20% (91)	5% (22)	3% (15)	23% (103)	31% (137)	447
Income: 100k+	27% (55)	26% (55)	4% (8)	3% (5)	19% (40)	22% (46)	209
Ethnicity: White	20% (226)	22% (248)	4% (40)	4% (42)	21% (238)	29% (329)	1123
Ethnicity: Hispanic	18% (38)	15% (33)	9% (20)	7% (15)	20% (43)	30% (65)	214

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Table MCEN4_6: *Do you have a favorable or unfavorable impression of the following characters?*
Hawkeye

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	20%	(293)	22%	(319)	5%	(70)	4%	(57)	20%	(294)	29%	(417)	1451
Ethnicity: Black	20%	(39)	23%	(44)	9%	(18)	7%	(13)	13%	(26)	27%	(52)	190
Ethnicity: Other	21%	(28)	20%	(28)	9%	(13)	2%	(2)	22%	(30)	26%	(36)	138
All Christian	19%	(125)	24%	(162)	5%	(31)	3%	(17)	21%	(139)	29%	(189)	663
All Non-Christian	22%	(18)	21%	(17)	10%	(8)	2%	(2)	17%	(13)	29%	(23)	81
Atheist	26%	(20)	23%	(17)	4%	(3)	3%	(2)	14%	(11)	30%	(23)	77
Agnostic/Nothing in particular	21%	(89)	19%	(78)	5%	(22)	6%	(24)	22%	(92)	27%	(114)	421
Something Else	20%	(41)	21%	(45)	3%	(6)	6%	(12)	18%	(38)	32%	(67)	208
Religious Non-Protestant/Catholic	19%	(19)	21%	(20)	14%	(14)	3%	(2)	17%	(17)	26%	(26)	98
Evangelical	20%	(72)	27%	(97)	4%	(14)	5%	(17)	18%	(65)	26%	(94)	360
Non-Evangelical	19%	(91)	21%	(102)	3%	(15)	2%	(11)	22%	(107)	32%	(154)	480
Community: Urban	24%	(101)	21%	(91)	6%	(25)	4%	(19)	18%	(79)	26%	(113)	429
Community: Suburban	20%	(128)	21%	(135)	4%	(28)	4%	(26)	21%	(139)	30%	(192)	647
Community: Rural	17%	(65)	25%	(93)	5%	(17)	3%	(13)	20%	(76)	30%	(111)	375
Employ: Private Sector	23%	(100)	28%	(122)	6%	(25)	3%	(14)	15%	(66)	26%	(112)	439
Employ: Government	12%	(9)	19%	(16)	7%	(6)	9%	(8)	31%	(25)	22%	(18)	81
Employ: Self-Employed	28%	(30)	23%	(25)	5%	(5)	3%	(4)	24%	(26)	17%	(19)	110
Employ: Homemaker	20%	(24)	23%	(27)	4%	(5)	1%	(1)	27%	(33)	26%	(31)	121
Employ: Retired	13%	(48)	18%	(68)	3%	(13)	4%	(15)	23%	(87)	39%	(149)	380
Employ: Unemployed	27%	(48)	20%	(36)	4%	(7)	6%	(11)	18%	(32)	26%	(46)	179
Employ: Other	29%	(29)	18%	(18)	4%	(4)	1%	(1)	14%	(15)	34%	(35)	101
Military HH: Yes	20%	(47)	19%	(44)	5%	(11)	3%	(8)	18%	(44)	35%	(84)	237
Military HH: No	20%	(247)	23%	(275)	5%	(59)	4%	(50)	21%	(250)	27%	(333)	1214
RD/WT: Right Direction	23%	(135)	23%	(135)	6%	(33)	3%	(20)	19%	(112)	25%	(142)	577
RD/WT: Wrong Track	18%	(158)	21%	(184)	4%	(37)	4%	(37)	21%	(183)	31%	(275)	874
Biden Job Approve	23%	(157)	25%	(169)	6%	(44)	3%	(23)	17%	(116)	25%	(172)	681
Biden Job Disapprove	18%	(125)	21%	(142)	3%	(20)	4%	(28)	22%	(149)	32%	(220)	682
Biden Job Strongly Approve	29%	(93)	19%	(60)	8%	(25)	2%	(6)	17%	(54)	26%	(83)	320
Biden Job Somewhat Approve	18%	(65)	30%	(109)	5%	(19)	5%	(17)	17%	(62)	25%	(89)	361
Biden Job Somewhat Disapprove	19%	(36)	18%	(35)	5%	(10)	4%	(7)	24%	(46)	30%	(57)	192
Biden Job Strongly Disapprove	18%	(89)	22%	(106)	2%	(9)	4%	(21)	21%	(103)	33%	(163)	491

Continued on next page

Table MCEN4_6: *Do you have a favorable or unfavorable impression of the following characters?*
Hawkeye

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (293)	22% (319)	5% (70)	4% (57)	20% (294)	29% (417)	1451
Favorable of Biden	23% (158)	24% (166)	6% (44)	3% (19)	18% (127)	25% (175)	689
Unfavorable of Biden	19% (127)	22% (147)	3% (21)	4% (30)	21% (143)	31% (209)	677
Very Favorable of Biden	30% (100)	21% (71)	6% (20)	3% (10)	18% (60)	23% (78)	338
Somewhat Favorable of Biden	17% (58)	27% (95)	7% (24)	3% (9)	19% (67)	28% (97)	351
Somewhat Unfavorable of Biden	21% (33)	20% (31)	6% (9)	5% (7)	18% (28)	29% (45)	153
Very Unfavorable of Biden	18% (94)	22% (116)	2% (12)	4% (22)	22% (114)	31% (165)	524
#1 Issue: Economy	21% (125)	22% (131)	5% (31)	4% (22)	20% (116)	28% (167)	591
#1 Issue: Security	14% (24)	22% (38)	3% (5)	5% (8)	26% (46)	31% (55)	176
#1 Issue: Health Care	28% (48)	24% (41)	1% (2)	1% (2)	23% (40)	22% (37)	170
#1 Issue: Medicare / Social Security	15% (29)	16% (32)	4% (8)	3% (6)	23% (46)	40% (79)	200
#1 Issue: Women's Issues	24% (20)	27% (23)	9% (7)	4% (3)	13% (11)	24% (21)	85
#1 Issue: Education	20% (14)	30% (20)	13% (9)	7% (5)	14% (9)	16% (11)	67
#1 Issue: Energy	20% (17)	28% (24)	3% (3)	8% (7)	12% (11)	28% (24)	85
#1 Issue: Other	23% (17)	13% (10)	7% (6)	5% (4)	20% (15)	31% (24)	76
2020 Vote: Joe Biden	23% (150)	25% (167)	5% (35)	3% (20)	17% (114)	26% (172)	659
2020 Vote: Donald Trump	17% (77)	21% (95)	5% (22)	3% (13)	22% (101)	33% (151)	459
2020 Vote: Didn't Vote	20% (59)	16% (45)	4% (11)	7% (21)	23% (67)	30% (87)	290
2018 House Vote: Democrat	24% (128)	24% (127)	6% (33)	2% (12)	18% (92)	25% (132)	525
2018 House Vote: Republican	17% (61)	23% (86)	3% (10)	2% (9)	21% (77)	34% (123)	367
2016 Vote: Hillary Clinton	24% (110)	25% (115)	6% (26)	1% (4)	20% (90)	25% (115)	460
2016 Vote: Donald Trump	18% (77)	22% (90)	5% (19)	3% (14)	21% (87)	31% (130)	416
2016 Vote: Other	21% (16)	22% (17)	2% (2)	4% (3)	17% (13)	34% (26)	76
2016 Vote: Didn't Vote	18% (91)	20% (98)	5% (23)	7% (36)	21% (104)	29% (146)	499
Voted in 2014: Yes	21% (166)	23% (187)	4% (35)	2% (18)	20% (160)	30% (238)	803
Voted in 2014: No	20% (127)	20% (133)	5% (35)	6% (39)	21% (134)	28% (179)	647
4-Region: Northeast	23% (58)	19% (50)	4% (10)	4% (10)	19% (47)	31% (80)	255
4-Region: Midwest	20% (64)	23% (73)	5% (17)	4% (11)	19% (61)	29% (95)	322
4-Region: South	22% (116)	21% (111)	6% (30)	3% (16)	20% (110)	29% (158)	540
4-Region: West	17% (55)	26% (85)	4% (13)	6% (20)	23% (76)	25% (84)	333
Marvel Comics Fans	31% (254)	31% (254)	6% (49)	3% (26)	17% (141)	12% (102)	826

Continued on next page

Table MCEN4_6: *Do you have a favorable or unfavorable impression of the following characters?*
Hawkeye

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (293)	22% (319)	5% (70)	4% (57)	20% (294)	29% (417)	1451
Avid Marvel Comics Fans	55% (144)	24% (64)	6% (17)	2% (6)	7% (17)	6% (16)	265
Casual Marvel Comics Fans	20% (110)	34% (190)	6% (32)	4% (20)	22% (124)	15% (86)	561
Marvel TV/Movies Fans	29% (266)	30% (267)	6% (50)	3% (29)	17% (153)	15% (140)	905
Avid Marvel TV/Movies Fans	49% (125)	26% (66)	5% (12)	4% (11)	10% (25)	6% (14)	252
Casual Marvel TV/Movies Fans	22% (142)	31% (201)	6% (38)	3% (18)	20% (128)	19% (125)	652
Fans of Anything Marvel	29% (284)	29% (284)	6% (61)	3% (31)	19% (184)	14% (141)	985
Avid Fans of Anything Marvel	47% (185)	30% (118)	7% (29)	3% (13)	7% (29)	5% (22)	396
Casual Fans of Anything Marvel	20% (144)	31% (227)	6% (44)	3% (23)	22% (164)	17% (126)	728

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

Table MCEN4_7: *Do you have a favorable or unfavorable impression of the following characters?*
The Incredible Hulk

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	37%	(533)	33%	(480)	6%	(81)	4%	(55)	19%	(269)	2%	(24)	1442
Gender: Male	42%	(293)	33%	(228)	6%	(44)	3%	(24)	14%	(97)	1%	(5)	691
Gender: Female	32%	(240)	34%	(252)	5%	(37)	4%	(32)	23%	(171)	3%	(19)	751
Age: 18-34	43%	(174)	31%	(124)	8%	(31)	5%	(19)	12%	(48)	2%	(7)	403
Age: 35-44	43%	(99)	27%	(62)	6%	(13)	5%	(11)	19%	(43)	1%	(2)	229
Age: 45-64	37%	(192)	39%	(199)	4%	(19)	3%	(16)	16%	(82)	2%	(9)	517
Age: 65+	23%	(68)	32%	(95)	6%	(19)	3%	(9)	32%	(95)	2%	(6)	293
GenZers: 1997-2012	38%	(38)	35%	(35)	10%	(10)	3%	(3)	12%	(12)	3%	(3)	102
Millennials: 1981-1996	45%	(201)	28%	(127)	6%	(25)	6%	(25)	15%	(66)	1%	(5)	449
GenXers: 1965-1980	42%	(145)	37%	(129)	5%	(18)	3%	(11)	13%	(45)	—	(1)	350
Baby Boomers: 1946-1964	30%	(142)	35%	(169)	5%	(24)	3%	(15)	24%	(117)	2%	(12)	478
PID: Dem (no lean)	41%	(242)	29%	(170)	8%	(47)	3%	(17)	19%	(111)	1%	(9)	595
PID: Ind (no lean)	31%	(136)	41%	(178)	4%	(15)	4%	(19)	19%	(83)	1%	(5)	436
PID: Rep (no lean)	38%	(155)	32%	(132)	5%	(19)	5%	(20)	18%	(74)	3%	(11)	411
PID/Gender: Dem Men	52%	(149)	25%	(71)	9%	(27)	1%	(3)	13%	(37)	—	(0)	288
PID/Gender: Dem Women	30%	(93)	32%	(99)	6%	(20)	4%	(13)	24%	(74)	3%	(9)	307
PID/Gender: Ind Men	31%	(62)	43%	(85)	3%	(5)	4%	(8)	18%	(36)	1%	(1)	198
PID/Gender: Ind Women	31%	(74)	39%	(92)	4%	(10)	5%	(11)	20%	(47)	1%	(3)	238
PID/Gender: Rep Men	40%	(82)	35%	(71)	6%	(12)	6%	(13)	11%	(23)	2%	(4)	205
PID/Gender: Rep Women	35%	(73)	30%	(61)	3%	(7)	3%	(7)	25%	(51)	4%	(7)	206
Ideo: Liberal (1-3)	36%	(163)	33%	(147)	8%	(38)	4%	(18)	17%	(76)	2%	(8)	450
Ideo: Moderate (4)	38%	(159)	33%	(140)	4%	(17)	4%	(16)	20%	(84)	1%	(4)	419
Ideo: Conservative (5-7)	35%	(153)	35%	(154)	5%	(23)	3%	(14)	18%	(80)	2%	(10)	434
Educ: < College	39%	(380)	32%	(313)	5%	(46)	4%	(41)	19%	(182)	2%	(19)	981
Educ: Bachelors degree	32%	(96)	37%	(110)	9%	(28)	2%	(7)	18%	(54)	1%	(4)	299
Educ: Post-grad	35%	(57)	35%	(57)	4%	(7)	5%	(7)	20%	(33)	1%	(1)	162
Income: Under 50k	39%	(302)	31%	(244)	5%	(38)	4%	(32)	19%	(149)	2%	(17)	780
Income: 50k-100k	32%	(142)	35%	(156)	6%	(27)	4%	(19)	21%	(92)	1%	(6)	442
Income: 100k+	41%	(89)	37%	(80)	7%	(16)	2%	(4)	13%	(28)	1%	(1)	219
Ethnicity: White	34%	(391)	34%	(386)	6%	(65)	3%	(40)	20%	(231)	2%	(22)	1136
Ethnicity: Hispanic	39%	(78)	32%	(65)	7%	(14)	11%	(22)	10%	(20)	—	(0)	199

Continued on next page

Table MCEN4_7: *Do you have a favorable or unfavorable impression of the following characters?*
The Incredible Hulk

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	37%	(533)	33%	(480)	6%	(81)	4%	(55)	19%	(269)	2%	(24)	1442
Ethnicity: Black	53%	(94)	25%	(44)	3%	(5)	6%	(11)	12%	(21)	1%	(2)	177
Ethnicity: Other	37%	(47)	39%	(50)	8%	(10)	4%	(5)	12%	(16)	—	(0)	128
All Christian	35%	(220)	34%	(216)	5%	(34)	4%	(26)	19%	(121)	2%	(11)	629
All Non-Christian	48%	(38)	21%	(17)	8%	(7)	1%	(1)	19%	(15)	3%	(2)	80
Atheist	24%	(18)	47%	(36)	7%	(5)	—	(0)	18%	(14)	4%	(3)	77
Agnostic/Nothing in particular	38%	(162)	29%	(125)	7%	(28)	5%	(19)	21%	(88)	1%	(4)	425
Something Else	41%	(95)	37%	(87)	3%	(7)	4%	(9)	13%	(31)	1%	(3)	231
Religious Non-Protestant/Catholic	43%	(43)	21%	(21)	7%	(7)	6%	(6)	19%	(19)	2%	(2)	99
Evangelical	42%	(156)	34%	(124)	4%	(15)	4%	(16)	15%	(53)	1%	(3)	367
Non-Evangelical	33%	(151)	37%	(168)	5%	(22)	3%	(12)	20%	(93)	3%	(12)	458
Community: Urban	44%	(190)	28%	(120)	7%	(29)	3%	(14)	16%	(69)	2%	(9)	430
Community: Suburban	32%	(212)	36%	(236)	4%	(29)	4%	(29)	21%	(141)	2%	(11)	658
Community: Rural	37%	(131)	35%	(124)	7%	(24)	3%	(12)	16%	(58)	1%	(4)	353
Employ: Private Sector	40%	(178)	35%	(155)	6%	(28)	4%	(20)	14%	(62)	1%	(4)	446
Employ: Government	31%	(22)	36%	(25)	10%	(7)	8%	(6)	13%	(9)	1%	(1)	70
Employ: Self-Employed	46%	(48)	32%	(33)	9%	(10)	2%	(2)	11%	(11)	1%	(1)	106
Employ: Homemaker	35%	(44)	39%	(49)	2%	(2)	2%	(3)	19%	(24)	2%	(3)	126
Employ: Retired	29%	(107)	32%	(120)	6%	(21)	2%	(9)	29%	(109)	3%	(9)	376
Employ: Unemployed	38%	(68)	36%	(65)	3%	(6)	5%	(8)	16%	(29)	2%	(4)	180
Employ: Other	58%	(56)	21%	(21)	4%	(4)	6%	(6)	10%	(10)	—	(0)	97
Military HH: Yes	40%	(95)	29%	(70)	6%	(14)	5%	(12)	18%	(43)	2%	(4)	237
Military HH: No	36%	(438)	34%	(410)	6%	(67)	4%	(44)	19%	(226)	2%	(20)	1205
RD/WT: Right Direction	40%	(237)	31%	(182)	7%	(44)	3%	(17)	17%	(101)	2%	(10)	591
RD/WT: Wrong Track	35%	(295)	35%	(298)	4%	(37)	5%	(39)	20%	(168)	2%	(14)	851
Biden Job Approve	38%	(265)	32%	(227)	7%	(48)	3%	(21)	18%	(126)	2%	(12)	700
Biden Job Disapprove	36%	(239)	36%	(236)	4%	(29)	3%	(23)	19%	(126)	2%	(10)	663
Biden Job Strongly Approve	45%	(148)	27%	(88)	6%	(20)	5%	(15)	16%	(52)	2%	(8)	331
Biden Job Somewhat Approve	32%	(117)	38%	(139)	8%	(28)	2%	(6)	20%	(74)	1%	(4)	369
Biden Job Somewhat Disapprove	41%	(79)	37%	(71)	3%	(5)	4%	(7)	16%	(30)	—	(1)	193
Biden Job Strongly Disapprove	34%	(161)	35%	(165)	5%	(23)	3%	(15)	20%	(96)	2%	(10)	470

Continued on next page

Table MCEN4_7: *Do you have a favorable or unfavorable impression of the following characters?*
The Incredible Hulk

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	37% (533)	33% (480)	6% (81)	4% (55)	19% (269)	2% (24)	1442
Favorable of Biden	40% (282)	32% (227)	6% (42)	3% (23)	18% (126)	1% (11)	710
Unfavorable of Biden	35% (233)	36% (240)	5% (36)	4% (24)	18% (119)	2% (10)	662
Very Favorable of Biden	47% (166)	26% (93)	6% (21)	4% (15)	15% (54)	2% (6)	354
Somewhat Favorable of Biden	33% (116)	38% (134)	6% (21)	2% (7)	20% (72)	1% (5)	356
Somewhat Unfavorable of Biden	38% (66)	38% (66)	7% (12)	3% (5)	13% (22)	— (1)	173
Very Unfavorable of Biden	34% (167)	36% (174)	5% (24)	4% (18)	20% (96)	2% (10)	489
#1 Issue: Economy	38% (215)	38% (211)	5% (26)	5% (27)	13% (74)	1% (8)	561
#1 Issue: Security	31% (58)	35% (66)	5% (10)	2% (5)	23% (44)	3% (6)	189
#1 Issue: Health Care	42% (75)	31% (55)	5% (9)	3% (5)	18% (32)	1% (1)	178
#1 Issue: Medicare / Social Security	30% (56)	27% (51)	6% (11)	5% (9)	30% (56)	3% (5)	187
#1 Issue: Women's Issues	41% (34)	34% (28)	6% (5)	1% (1)	15% (12)	4% (3)	82
#1 Issue: Education	46% (34)	21% (15)	13% (9)	4% (3)	16% (12)	— (0)	74
#1 Issue: Energy	46% (45)	26% (26)	3% (3)	2% (2)	22% (21)	1% (1)	97
#1 Issue: Other	23% (17)	38% (28)	10% (7)	5% (4)	23% (17)	1% (1)	73
2020 Vote: Joe Biden	39% (267)	32% (221)	7% (48)	2% (15)	18% (127)	1% (8)	687
2020 Vote: Donald Trump	34% (152)	35% (154)	5% (21)	5% (20)	20% (90)	2% (9)	446
2020 Vote: Didn't Vote	35% (95)	35% (94)	4% (10)	7% (18)	17% (45)	3% (8)	269
2018 House Vote: Democrat	37% (196)	32% (170)	7% (40)	3% (18)	19% (104)	1% (8)	536
2018 House Vote: Republican	37% (133)	33% (121)	5% (17)	2% (7)	21% (77)	2% (8)	363
2016 Vote: Hillary Clinton	39% (188)	32% (157)	6% (31)	2% (8)	20% (97)	1% (7)	488
2016 Vote: Donald Trump	36% (149)	34% (139)	5% (20)	4% (17)	19% (77)	3% (11)	412
2016 Vote: Other	24% (20)	43% (34)	10% (8)	3% (2)	20% (16)	— (0)	80
2016 Vote: Didn't Vote	38% (175)	33% (151)	5% (23)	6% (28)	17% (78)	2% (7)	461
Voted in 2014: Yes	36% (292)	33% (273)	6% (53)	3% (23)	20% (164)	2% (15)	820
Voted in 2014: No	39% (241)	33% (206)	5% (28)	5% (32)	17% (104)	1% (9)	621
4-Region: Northeast	39% (102)	36% (93)	5% (13)	3% (7)	16% (41)	2% (4)	261
4-Region: Midwest	34% (102)	31% (92)	7% (22)	5% (15)	20% (61)	3% (8)	300
4-Region: South	38% (205)	33% (175)	5% (27)	5% (24)	18% (96)	2% (10)	537
4-Region: West	36% (124)	35% (119)	6% (19)	3% (9)	21% (71)	1% (2)	344
Marvel Comics Fans	53% (441)	33% (277)	6% (46)	2% (17)	6% (51)	— (3)	835

Continued on next page

Table MCEN4_7: *Do you have a favorable or unfavorable impression of the following characters?*
The Incredible Hulk

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	37% (533)	33% (480)	6% (81)	4% (55)	19% (269)	2% (24)	1442
Avid Marvel Comics Fans	77% (221)	18% (50)	3% (8)	1% (4)	1% (3)	1% (1)	288
Casual Marvel Comics Fans	40% (220)	41% (227)	7% (38)	2% (13)	9% (48)	— (2)	547
Marvel TV/Movies Fans	51% (465)	33% (304)	6% (51)	3% (24)	8% (70)	— (4)	918
Avid Marvel TV/Movies Fans	68% (196)	23% (66)	5% (13)	2% (6)	1% (3)	1% (3)	287
Casual Marvel TV/Movies Fans	43% (269)	38% (238)	6% (38)	3% (17)	10% (66)	— (1)	631
Fans of Anything Marvel	49% (486)	34% (336)	5% (53)	3% (29)	8% (75)	— (5)	984
Avid Fans of Anything Marvel	69% (281)	23% (93)	4% (16)	2% (9)	1% (4)	1% (3)	406
Casual Fans of Anything Marvel	39% (272)	40% (281)	7% (49)	4% (26)	10% (71)	— (3)	702

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

Table MCEN4_8: *Do you have a favorable or unfavorable impression of the following characters?*
Iron Man

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	39% (567)	31% (449)	4% (55)	4% (64)	17% (254)	5% (75)	1463
Gender: Male	44% (315)	31% (222)	5% (38)	4% (27)	12% (83)	5% (33)	719
Gender: Female	34% (251)	30% (226)	2% (17)	5% (37)	23% (171)	6% (41)	744
Age: 18-34	44% (184)	31% (128)	5% (22)	5% (23)	10% (43)	4% (17)	417
Age: 35-44	49% (119)	27% (67)	4% (10)	3% (7)	15% (36)	2% (5)	245
Age: 45-64	38% (189)	31% (153)	3% (13)	5% (24)	19% (94)	4% (21)	495
Age: 65+	24% (74)	33% (100)	3% (9)	4% (11)	27% (81)	10% (32)	307
GenZers: 1997-2012	41% (45)	28% (31)	3% (4)	9% (10)	15% (17)	4% (4)	111
Millennials: 1981-1996	48% (220)	29% (131)	5% (25)	3% (16)	11% (50)	4% (17)	459
GenXers: 1965-1980	43% (147)	34% (116)	4% (13)	4% (15)	14% (47)	2% (7)	344
Baby Boomers: 1946-1964	30% (148)	31% (154)	2% (12)	4% (21)	25% (123)	7% (34)	492
PID: Dem (no lean)	43% (250)	30% (174)	5% (27)	4% (22)	15% (86)	5% (29)	587
PID: Ind (no lean)	36% (166)	32% (146)	2% (9)	5% (24)	20% (92)	5% (24)	461
PID: Rep (no lean)	36% (151)	31% (129)	4% (19)	4% (19)	18% (76)	5% (22)	415
PID/Gender: Dem Men	51% (149)	28% (80)	6% (18)	2% (5)	9% (26)	4% (12)	290
PID/Gender: Dem Women	34% (101)	31% (93)	3% (9)	6% (17)	20% (60)	6% (17)	297
PID/Gender: Ind Men	39% (83)	34% (73)	2% (4)	4% (7)	17% (36)	4% (9)	212
PID/Gender: Ind Women	33% (83)	29% (73)	2% (5)	7% (17)	23% (56)	6% (15)	249
PID/Gender: Rep Men	38% (83)	32% (69)	7% (16)	7% (15)	10% (22)	6% (13)	217
PID/Gender: Rep Women	34% (67)	30% (60)	1% (3)	2% (4)	28% (55)	5% (9)	198
Ideo: Liberal (1-3)	41% (178)	32% (136)	4% (19)	3% (15)	15% (63)	5% (20)	431
Ideo: Moderate (4)	35% (149)	35% (149)	4% (15)	3% (12)	18% (78)	5% (19)	422
Ideo: Conservative (5-7)	39% (178)	27% (124)	4% (19)	4% (19)	19% (88)	6% (28)	456
Educ: < College	39% (391)	29% (291)	3% (32)	5% (51)	18% (181)	5% (48)	994
Educ: Bachelors degree	38% (114)	35% (105)	4% (13)	2% (5)	15% (45)	6% (17)	299
Educ: Post-grad	36% (62)	31% (52)	6% (10)	5% (8)	17% (29)	6% (10)	171
Income: Under 50k	39% (308)	30% (242)	3% (25)	5% (41)	17% (137)	5% (43)	796
Income: 50k-100k	37% (170)	29% (131)	5% (23)	3% (13)	20% (91)	6% (25)	453
Income: 100k+	41% (88)	35% (75)	3% (6)	5% (10)	13% (27)	3% (7)	214
Ethnicity: White	37% (419)	30% (341)	4% (45)	5% (53)	19% (220)	6% (68)	1146
Ethnicity: Hispanic	46% (111)	27% (64)	2% (5)	11% (28)	10% (25)	4% (9)	241

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Table MCEN4_8: *Do you have a favorable or unfavorable impression of the following characters?*
Iron Man

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	39%	(567)	31%	(449)	4%	(55)	4%	(64)	17%	(254)	5%	(75)	1463
Ethnicity: Black	51%	(89)	29%	(51)	3%	(5)	4%	(7)	10%	(18)	2%	(3)	173
Ethnicity: Other	40%	(58)	39%	(56)	3%	(4)	3%	(5)	12%	(17)	3%	(4)	144
All Christian	37%	(244)	31%	(203)	3%	(23)	3%	(23)	19%	(124)	6%	(37)	654
All Non-Christian	40%	(35)	20%	(18)	7%	(6)	7%	(6)	17%	(15)	9%	(8)	89
Atheist	35%	(23)	39%	(26)	2%	(1)	2%	(2)	16%	(11)	6%	(4)	67
Agnostic/Nothing in particular	38%	(159)	29%	(121)	4%	(18)	6%	(26)	18%	(76)	4%	(16)	416
Something Else	44%	(104)	34%	(81)	3%	(6)	3%	(8)	12%	(28)	4%	(10)	237
Religious Non-Protestant/Catholic	39%	(39)	19%	(19)	7%	(7)	6%	(6)	19%	(19)	10%	(10)	100
Evangelical	39%	(147)	32%	(122)	3%	(13)	5%	(17)	16%	(60)	4%	(17)	376
Non-Evangelical	39%	(190)	32%	(155)	3%	(14)	3%	(12)	18%	(86)	5%	(26)	483
Community: Urban	44%	(192)	29%	(127)	4%	(17)	4%	(19)	14%	(60)	6%	(25)	441
Community: Suburban	35%	(233)	31%	(207)	4%	(26)	5%	(31)	20%	(131)	5%	(35)	663
Community: Rural	39%	(142)	32%	(115)	3%	(12)	4%	(14)	18%	(64)	4%	(14)	360
Employ: Private Sector	41%	(184)	31%	(141)	5%	(22)	5%	(24)	13%	(61)	5%	(23)	454
Employ: Government	34%	(25)	45%	(34)	7%	(5)	2%	(1)	9%	(6)	4%	(3)	74
Employ: Self-Employed	53%	(67)	21%	(26)	6%	(7)	4%	(5)	15%	(19)	1%	(1)	126
Employ: Homemaker	39%	(51)	35%	(45)	1%	(2)	5%	(6)	19%	(24)	1%	(1)	129
Employ: Retired	27%	(101)	32%	(122)	3%	(10)	4%	(16)	25%	(95)	10%	(38)	381
Employ: Unemployed	47%	(73)	27%	(41)	1%	(2)	4%	(6)	19%	(29)	2%	(4)	154
Employ: Other	49%	(47)	28%	(28)	5%	(5)	3%	(2)	10%	(10)	5%	(5)	98
Military HH: Yes	37%	(92)	27%	(68)	5%	(11)	4%	(10)	21%	(51)	7%	(18)	250
Military HH: No	39%	(474)	31%	(381)	4%	(43)	4%	(54)	17%	(203)	5%	(57)	1213
RD/WT: Right Direction	41%	(247)	31%	(187)	4%	(22)	4%	(25)	15%	(92)	5%	(30)	603
RD/WT: Wrong Track	37%	(320)	30%	(261)	4%	(33)	5%	(39)	19%	(163)	5%	(44)	860
Biden Job Approve	41%	(291)	30%	(211)	4%	(31)	4%	(29)	15%	(106)	5%	(33)	701
Biden Job Disapprove	38%	(252)	33%	(219)	3%	(22)	3%	(20)	19%	(125)	5%	(33)	671
Biden Job Strongly Approve	49%	(170)	24%	(83)	4%	(15)	3%	(9)	14%	(47)	6%	(22)	346
Biden Job Somewhat Approve	34%	(121)	36%	(128)	5%	(17)	6%	(20)	17%	(59)	3%	(11)	355
Biden Job Somewhat Disapprove	41%	(83)	34%	(68)	4%	(8)	1%	(2)	14%	(29)	6%	(13)	202
Biden Job Strongly Disapprove	36%	(169)	32%	(151)	3%	(14)	4%	(18)	20%	(96)	4%	(21)	469

Continued on next page

Table MCEN4_8: *Do you have a favorable or unfavorable impression of the following characters?*
Iron Man

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	39% (567)	31% (449)	4% (55)	4% (64)	17% (254)	5% (75)	1463
Favorable of Biden	43% (300)	30% (212)	4% (27)	3% (20)	15% (106)	5% (33)	698
Unfavorable of Biden	37% (250)	32% (218)	4% (27)	4% (26)	17% (118)	5% (33)	672
Very Favorable of Biden	49% (175)	25% (89)	3% (12)	4% (13)	13% (46)	6% (20)	354
Somewhat Favorable of Biden	36% (125)	36% (122)	5% (16)	2% (8)	17% (60)	4% (14)	344
Somewhat Unfavorable of Biden	39% (67)	37% (65)	5% (8)	5% (9)	11% (20)	3% (6)	175
Very Unfavorable of Biden	37% (182)	31% (154)	4% (19)	3% (17)	20% (98)	6% (28)	497
#1 Issue: Economy	41% (232)	33% (186)	4% (21)	3% (19)	15% (82)	4% (20)	560
#1 Issue: Security	35% (71)	29% (59)	3% (6)	3% (5)	25% (50)	6% (12)	204
#1 Issue: Health Care	45% (79)	29% (51)	5% (9)	2% (4)	15% (27)	4% (7)	178
#1 Issue: Medicare / Social Security	28% (58)	28% (60)	3% (7)	5% (11)	25% (53)	10% (21)	210
#1 Issue: Women's Issues	35% (32)	32% (30)	4% (3)	14% (13)	8% (7)	7% (7)	92
#1 Issue: Education	49% (34)	30% (21)	1% (0)	2% (1)	14% (10)	5% (4)	71
#1 Issue: Energy	43% (33)	27% (21)	6% (5)	7% (5)	15% (11)	2% (1)	76
#1 Issue: Other	36% (26)	30% (22)	3% (2)	9% (6)	20% (14)	3% (2)	73
2020 Vote: Joe Biden	41% (277)	31% (213)	3% (22)	4% (27)	16% (105)	5% (34)	678
2020 Vote: Donald Trump	35% (159)	31% (139)	4% (20)	3% (14)	21% (95)	5% (22)	451
2020 Vote: Didn't Vote	39% (115)	29% (83)	4% (12)	6% (18)	16% (47)	6% (17)	292
2018 House Vote: Democrat	41% (211)	31% (161)	4% (21)	3% (16)	15% (77)	6% (32)	518
2018 House Vote: Republican	38% (146)	29% (112)	3% (13)	3% (12)	22% (84)	5% (18)	384
2016 Vote: Hillary Clinton	41% (197)	31% (147)	4% (19)	2% (11)	16% (77)	6% (27)	477
2016 Vote: Donald Trump	37% (152)	29% (119)	5% (19)	4% (15)	21% (86)	4% (17)	408
2016 Vote: Other	34% (28)	35% (29)	3% (3)	7% (6)	16% (13)	5% (4)	82
2016 Vote: Didn't Vote	38% (190)	31% (154)	3% (15)	7% (33)	16% (78)	5% (26)	496
Voted in 2014: Yes	40% (322)	29% (240)	4% (30)	3% (27)	18% (149)	6% (46)	814
Voted in 2014: No	38% (244)	32% (209)	4% (25)	6% (37)	16% (106)	4% (29)	649
4-Region: Northeast	36% (97)	31% (84)	4% (9)	4% (11)	18% (49)	6% (17)	267
4-Region: Midwest	32% (98)	31% (96)	5% (17)	4% (13)	22% (70)	5% (17)	312
4-Region: South	42% (222)	31% (163)	3% (17)	4% (24)	16% (84)	4% (23)	533
4-Region: West	43% (150)	30% (105)	3% (11)	5% (16)	15% (52)	5% (18)	352
Marvel Comics Fans	54% (463)	33% (282)	4% (33)	3% (24)	6% (48)	1% (11)	861

Continued on next page

Table MCEN4_8: *Do you have a favorable or unfavorable impression of the following characters?*
Iron Man

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	39% (567)	31% (449)	4% (55)	4% (64)	17% (254)	5% (75)	1463
Avid Marvel Comics Fans	74% (206)	17% (48)	3% (8)	3% (8)	2% (6)	1% (2)	278
Casual Marvel Comics Fans	44% (256)	40% (234)	4% (24)	3% (17)	7% (43)	1% (9)	583
Marvel TV/Movies Fans	52% (488)	32% (307)	4% (37)	3% (33)	7% (70)	1% (11)	945
Avid Marvel TV/Movies Fans	65% (182)	22% (61)	4% (11)	4% (11)	3% (9)	2% (7)	281
Casual Marvel TV/Movies Fans	46% (306)	37% (246)	4% (26)	3% (22)	9% (61)	1% (4)	664
Fans of Anything Marvel	52% (520)	33% (333)	4% (37)	3% (35)	7% (70)	1% (14)	1009
Avid Fans of Anything Marvel	72% (303)	18% (77)	3% (13)	3% (14)	3% (11)	1% (2)	420
Casual Fans of Anything Marvel	42% (315)	40% (297)	4% (33)	3% (26)	9% (66)	2% (12)	749

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

Table MCEN4_9: *Do you have a favorable or unfavorable impression of the following characters?*
Loki

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	23% (347)	21% (313)	6% (87)	5% (81)	18% (269)	26% (386)	1485
Gender: Male	27% (193)	22% (151)	7% (47)	7% (48)	15% (106)	23% (159)	704
Gender: Female	20% (155)	21% (162)	5% (40)	4% (33)	21% (164)	29% (227)	781
Age: 18-34	36% (163)	24% (110)	7% (29)	8% (36)	15% (66)	10% (44)	448
Age: 35-44	27% (67)	29% (72)	7% (18)	3% (7)	18% (44)	17% (41)	248
Age: 45-64	18% (91)	19% (96)	5% (27)	5% (24)	19% (98)	33% (167)	503
Age: 65+	9% (26)	13% (36)	5% (13)	5% (14)	22% (62)	47% (134)	286
GenZers: 1997-2012	32% (38)	20% (24)	5% (6)	10% (12)	24% (28)	9% (10)	118
Millennials: 1981-1996	34% (169)	27% (133)	7% (34)	6% (28)	14% (71)	11% (56)	491
GenXers: 1965-1980	24% (81)	23% (80)	6% (20)	5% (18)	16% (54)	26% (89)	342
Baby Boomers: 1946-1964	12% (58)	15% (72)	5% (26)	5% (23)	22% (104)	40% (193)	476
PID: Dem (no lean)	27% (157)	20% (114)	6% (32)	6% (33)	17% (95)	25% (143)	575
PID: Ind (no lean)	22% (104)	24% (116)	7% (32)	3% (15)	19% (93)	24% (117)	477
PID: Rep (no lean)	20% (86)	19% (83)	5% (23)	8% (33)	19% (81)	29% (127)	433
PID/Gender: Dem Men	33% (92)	22% (62)	7% (20)	5% (15)	11% (31)	21% (59)	278
PID/Gender: Dem Women	22% (65)	18% (52)	4% (13)	6% (18)	22% (65)	28% (84)	296
PID/Gender: Ind Men	24% (50)	22% (46)	6% (12)	4% (9)	19% (39)	25% (52)	209
PID/Gender: Ind Women	20% (54)	26% (70)	7% (19)	2% (7)	20% (54)	24% (65)	268
PID/Gender: Rep Men	23% (51)	20% (43)	7% (15)	11% (24)	16% (36)	22% (49)	216
PID/Gender: Rep Women	16% (35)	18% (40)	4% (8)	4% (9)	21% (46)	36% (78)	216
Ideo: Liberal (1-3)	29% (129)	20% (88)	7% (30)	5% (21)	18% (79)	22% (96)	443
Ideo: Moderate (4)	22% (93)	25% (105)	6% (24)	5% (21)	17% (73)	26% (108)	423
Ideo: Conservative (5-7)	19% (86)	19% (84)	6% (25)	6% (27)	19% (85)	32% (142)	449
Educ: < College	24% (244)	19% (189)	5% (50)	6% (63)	19% (187)	27% (274)	1007
Educ: Bachelors degree	22% (67)	24% (74)	9% (27)	4% (11)	18% (54)	24% (72)	306
Educ: Post-grad	21% (36)	29% (50)	6% (10)	4% (7)	16% (28)	24% (40)	172
Income: Under 50k	23% (180)	21% (166)	5% (42)	7% (54)	17% (136)	27% (212)	791
Income: 50k-100k	22% (103)	21% (97)	7% (31)	2% (12)	20% (95)	27% (127)	465
Income: 100k+	28% (64)	22% (50)	6% (14)	7% (16)	17% (39)	21% (47)	229
Ethnicity: White	23% (263)	20% (231)	6% (72)	5% (57)	19% (217)	27% (315)	1154
Ethnicity: Hispanic	31% (81)	22% (59)	6% (16)	10% (26)	16% (42)	15% (40)	264

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Table MCEN4_9: *Do you have a favorable or unfavorable impression of the following characters?*
Loki

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	23%	(347)	21%	(313)	6%	(87)	5%	(81)	18%	(269)	26%	(386)	1485
Ethnicity: Black	22%	(39)	20%	(35)	5%	(8)	7%	(13)	19%	(34)	26%	(46)	175
Ethnicity: Other	29%	(45)	30%	(47)	5%	(7)	7%	(12)	12%	(19)	17%	(26)	155
All Christian	23%	(151)	19%	(127)	6%	(40)	6%	(39)	19%	(127)	28%	(187)	671
All Non-Christian	27%	(23)	31%	(26)	4%	(3)	2%	(1)	19%	(16)	18%	(15)	83
Atheist	36%	(25)	26%	(18)	8%	(6)	—	(0)	14%	(10)	16%	(11)	69
Agnostic/Nothing in particular	21%	(93)	20%	(89)	6%	(26)	7%	(29)	18%	(81)	28%	(121)	438
Something Else	25%	(55)	24%	(54)	6%	(12)	5%	(12)	16%	(36)	24%	(53)	223
Religious Non-Protestant/Catholic	25%	(25)	29%	(29)	4%	(4)	2%	(2)	25%	(25)	16%	(16)	101
Evangelical	23%	(89)	21%	(79)	6%	(23)	9%	(34)	16%	(61)	26%	(98)	383
Non-Evangelical	23%	(108)	20%	(92)	5%	(26)	3%	(15)	19%	(91)	29%	(137)	469
Community: Urban	27%	(128)	26%	(123)	5%	(22)	6%	(26)	15%	(69)	21%	(99)	467
Community: Suburban	23%	(151)	17%	(112)	6%	(40)	5%	(32)	19%	(125)	29%	(188)	647
Community: Rural	18%	(68)	21%	(79)	7%	(25)	6%	(23)	20%	(76)	27%	(99)	370
Employ: Private Sector	29%	(139)	27%	(129)	7%	(33)	6%	(27)	12%	(59)	20%	(97)	485
Employ: Government	24%	(18)	28%	(21)	7%	(5)	5%	(3)	23%	(17)	14%	(10)	74
Employ: Self-Employed	26%	(32)	20%	(25)	8%	(11)	3%	(3)	25%	(31)	18%	(23)	125
Employ: Homemaker	25%	(31)	26%	(32)	5%	(7)	3%	(3)	19%	(23)	23%	(29)	126
Employ: Retired	11%	(38)	13%	(49)	5%	(17)	6%	(22)	21%	(77)	44%	(159)	361
Employ: Unemployed	28%	(50)	16%	(29)	5%	(10)	9%	(16)	18%	(33)	24%	(43)	181
Employ: Other	30%	(27)	21%	(19)	5%	(5)	4%	(4)	13%	(12)	27%	(24)	90
Military HH: Yes	25%	(63)	20%	(50)	5%	(13)	3%	(8)	18%	(44)	29%	(71)	250
Military HH: No	23%	(284)	21%	(263)	6%	(74)	6%	(73)	18%	(225)	26%	(315)	1234
RD/WT: Right Direction	26%	(162)	22%	(132)	5%	(32)	6%	(37)	18%	(109)	23%	(139)	611
RD/WT: Wrong Track	21%	(185)	21%	(181)	6%	(55)	5%	(45)	18%	(160)	28%	(247)	874
Biden Job Approve	27%	(193)	22%	(155)	6%	(42)	6%	(40)	16%	(118)	24%	(172)	719
Biden Job Disapprove	21%	(140)	20%	(136)	6%	(42)	5%	(32)	19%	(127)	29%	(191)	667
Biden Job Strongly Approve	32%	(105)	20%	(65)	3%	(8)	4%	(14)	15%	(48)	26%	(83)	323
Biden Job Somewhat Approve	22%	(89)	23%	(90)	8%	(34)	6%	(25)	18%	(70)	23%	(90)	396
Biden Job Somewhat Disapprove	27%	(48)	22%	(40)	5%	(9)	7%	(12)	16%	(28)	24%	(44)	182
Biden Job Strongly Disapprove	19%	(91)	20%	(95)	7%	(33)	4%	(20)	20%	(98)	30%	(147)	486

Continued on next page

Table MCEN4_9: *Do you have a favorable or unfavorable impression of the following characters?*
Loki

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	23% (347)	21% (313)	6% (87)	5% (81)	18% (269)	26% (386)	1485
Favorable of Biden	26% (189)	21% (154)	5% (38)	5% (36)	17% (124)	24% (175)	715
Unfavorable of Biden	22% (147)	21% (139)	6% (43)	5% (34)	18% (119)	28% (186)	666
Very Favorable of Biden	31% (103)	21% (69)	3% (10)	5% (18)	16% (54)	25% (83)	337
Somewhat Favorable of Biden	23% (85)	22% (85)	7% (28)	5% (18)	19% (70)	24% (92)	378
Somewhat Unfavorable of Biden	28% (41)	24% (36)	6% (8)	6% (9)	14% (21)	23% (35)	150
Very Unfavorable of Biden	20% (105)	20% (103)	7% (35)	5% (25)	19% (98)	29% (151)	517
#1 Issue: Economy	25% (150)	22% (132)	5% (31)	6% (33)	19% (113)	23% (140)	599
#1 Issue: Security	20% (37)	24% (44)	6% (11)	5% (9)	14% (26)	30% (53)	179
#1 Issue: Health Care	28% (47)	15% (25)	10% (16)	3% (6)	19% (32)	25% (41)	167
#1 Issue: Medicare / Social Security	11% (20)	14% (25)	3% (6)	6% (11)	20% (35)	46% (82)	179
#1 Issue: Women's Issues	33% (35)	26% (27)	5% (5)	6% (6)	12% (12)	19% (20)	105
#1 Issue: Education	40% (31)	19% (15)	7% (6)	2% (1)	20% (16)	11% (9)	77
#1 Issue: Energy	17% (17)	26% (26)	5% (5)	10% (10)	18% (19)	23% (23)	100
#1 Issue: Other	14% (11)	25% (19)	9% (7)	8% (6)	21% (16)	24% (18)	77
2020 Vote: Joe Biden	27% (182)	22% (146)	6% (42)	5% (32)	17% (113)	24% (162)	678
2020 Vote: Donald Trump	20% (94)	20% (94)	6% (27)	4% (19)	19% (91)	31% (144)	470
2020 Vote: Didn't Vote	21% (61)	20% (59)	5% (15)	10% (28)	19% (55)	24% (69)	287
2018 House Vote: Democrat	27% (139)	20% (101)	7% (38)	3% (17)	18% (90)	25% (127)	511
2018 House Vote: Republican	19% (71)	19% (73)	6% (23)	6% (21)	18% (67)	32% (122)	377
2016 Vote: Hillary Clinton	25% (119)	22% (101)	6% (29)	3% (12)	19% (87)	26% (121)	469
2016 Vote: Donald Trump	19% (80)	20% (83)	6% (25)	4% (16)	19% (77)	32% (132)	412
2016 Vote: Other	25% (22)	15% (14)	7% (6)	10% (9)	21% (19)	22% (20)	91
2016 Vote: Didn't Vote	25% (126)	23% (116)	5% (27)	9% (44)	17% (86)	22% (114)	512
Voted in 2014: Yes	23% (184)	19% (154)	7% (54)	4% (32)	19% (156)	29% (235)	815
Voted in 2014: No	24% (163)	24% (159)	5% (33)	7% (50)	17% (113)	23% (151)	670
4-Region: Northeast	24% (62)	19% (49)	7% (18)	4% (11)	16% (41)	30% (76)	257
4-Region: Midwest	18% (57)	18% (55)	8% (25)	7% (23)	21% (67)	28% (88)	315
4-Region: South	26% (142)	20% (107)	5% (25)	4% (22)	18% (99)	27% (150)	545
4-Region: West	23% (86)	28% (102)	5% (19)	7% (25)	17% (63)	20% (73)	368
Marvel Comics Fans	36% (313)	29% (253)	7% (60)	4% (35)	12% (105)	13% (110)	875

Continued on next page

Table MCEN4_9: *Do you have a favorable or unfavorable impression of the following characters?*
Loki

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	23% (347)	21% (313)	6% (87)	5% (81)	18% (269)	26% (386)	1485
Avid Marvel Comics Fans	55% (155)	26% (74)	7% (20)	3% (8)	3% (8)	6% (16)	280
Casual Marvel Comics Fans	27% (158)	30% (180)	7% (40)	5% (27)	16% (97)	16% (94)	595
Marvel TV/Movies Fans	33% (320)	28% (271)	6% (62)	5% (47)	13% (128)	15% (145)	974
Avid Marvel TV/Movies Fans	51% (144)	24% (66)	5% (14)	5% (15)	6% (16)	9% (26)	281
Casual Marvel TV/Movies Fans	25% (177)	30% (205)	7% (48)	5% (32)	16% (113)	17% (119)	693
Fans of Anything Marvel	33% (340)	28% (289)	7% (72)	5% (47)	14% (143)	14% (144)	1035
Avid Fans of Anything Marvel	55% (230)	24% (102)	7% (28)	4% (18)	4% (16)	6% (26)	421
Casual Fans of Anything Marvel	24% (186)	29% (225)	7% (56)	5% (35)	17% (133)	17% (128)	765

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

Table MCEN4_10: *Do you have a favorable or unfavorable impression of the following characters?*
Spider-Man

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	43% (593)	30% (417)	3% (46)	4% (57)	18% (247)	2% (23)	1383
Gender: Male	49% (327)	29% (198)	4% (25)	4% (29)	12% (83)	2% (12)	673
Gender: Female	38% (266)	31% (219)	3% (21)	4% (28)	23% (164)	2% (11)	710
Age: 18-34	61% (257)	20% (87)	4% (17)	4% (16)	9% (36)	2% (10)	424
Age: 35-44	44% (101)	34% (79)	4% (9)	3% (7)	13% (31)	1% (3)	229
Age: 45-64	36% (163)	34% (156)	3% (12)	4% (17)	22% (100)	1% (6)	454
Age: 65+	26% (72)	34% (95)	3% (8)	6% (17)	29% (80)	1% (4)	276
GenZers: 1997-2012	55% (59)	19% (21)	5% (6)	4% (4)	13% (14)	3% (3)	108
Millennials: 1981-1996	57% (268)	25% (118)	4% (19)	4% (17)	9% (44)	2% (10)	475
GenXers: 1965-1980	41% (120)	35% (104)	4% (11)	3% (9)	16% (47)	1% (3)	294
Baby Boomers: 1946-1964	31% (141)	35% (160)	2% (10)	5% (25)	26% (117)	1% (6)	459
PID: Dem (no lean)	51% (292)	27% (157)	3% (19)	3% (18)	14% (84)	2% (9)	578
PID: Ind (no lean)	38% (164)	30% (132)	3% (14)	4% (17)	23% (98)	2% (10)	435
PID: Rep (no lean)	37% (136)	34% (127)	4% (13)	6% (23)	18% (66)	1% (4)	370
PID/Gender: Dem Men	60% (169)	23% (64)	4% (12)	2% (6)	9% (27)	1% (4)	281
PID/Gender: Dem Women	42% (123)	31% (93)	2% (7)	4% (12)	19% (57)	2% (5)	297
PID/Gender: Ind Men	40% (81)	33% (66)	3% (6)	3% (6)	17% (35)	3% (7)	200
PID/Gender: Ind Women	36% (84)	28% (66)	3% (8)	5% (11)	27% (63)	1% (3)	236
PID/Gender: Rep Men	40% (77)	35% (68)	4% (8)	9% (17)	11% (22)	— (1)	192
PID/Gender: Rep Women	33% (59)	34% (60)	3% (6)	3% (5)	25% (44)	2% (4)	177
Ideo: Liberal (1-3)	48% (207)	30% (128)	4% (17)	3% (15)	13% (57)	1% (5)	429
Ideo: Moderate (4)	41% (162)	31% (124)	2% (9)	4% (16)	20% (79)	2% (6)	396
Ideo: Conservative (5-7)	38% (156)	32% (130)	4% (16)	5% (20)	20% (82)	2% (9)	413
Educ: < College	42% (397)	28% (265)	3% (30)	5% (46)	19% (179)	2% (18)	935
Educ: Bachelors degree	44% (126)	35% (101)	3% (9)	2% (5)	15% (42)	2% (5)	289
Educ: Post-grad	44% (70)	32% (50)	4% (7)	4% (6)	16% (26)	— (0)	159
Income: Under 50k	43% (318)	28% (207)	3% (24)	5% (41)	18% (132)	2% (18)	740
Income: 50k-100k	42% (177)	32% (138)	3% (14)	2% (10)	20% (85)	— (1)	424
Income: 100k+	45% (98)	33% (72)	3% (8)	3% (6)	14% (30)	2% (5)	219
Ethnicity: White	41% (433)	32% (338)	3% (34)	4% (47)	19% (203)	1% (14)	1070
Ethnicity: Hispanic	50% (105)	23% (49)	3% (6)	7% (15)	16% (33)	2% (3)	210

Continued on next page

Table MCEN4_10: *Do you have a favorable or unfavorable impression of the following characters?*
Spider-Man

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	43%	(593)	30%	(417)	3%	(46)	4%	(57)	18%	(247)	2%	(23)	1383
Ethnicity: Black	57%	(101)	20%	(36)	7%	(12)	4%	(6)	11%	(19)	2%	(3)	177
Ethnicity: Other	43%	(59)	31%	(42)	—	(0)	3%	(4)	18%	(25)	4%	(6)	136
All Christian	38%	(228)	34%	(202)	3%	(20)	5%	(27)	19%	(113)	1%	(5)	598
All Non-Christian	46%	(40)	24%	(21)	2%	(2)	2%	(2)	21%	(18)	5%	(4)	88
Atheist	55%	(36)	24%	(15)	2%	(1)	2%	(2)	14%	(9)	3%	(2)	65
Agnostic/Nothing in particular	45%	(184)	27%	(110)	3%	(13)	5%	(19)	19%	(77)	1%	(5)	409
Something Else	47%	(104)	30%	(67)	4%	(9)	3%	(7)	13%	(30)	3%	(6)	223
Religious Non-Protestant/Catholic	42%	(40)	24%	(23)	2%	(2)	2%	(2)	25%	(24)	5%	(5)	96
Evangelical	43%	(152)	31%	(111)	3%	(12)	6%	(20)	15%	(54)	2%	(7)	356
Non-Evangelical	39%	(170)	35%	(154)	4%	(18)	3%	(12)	18%	(81)	1%	(4)	439
Community: Urban	49%	(198)	26%	(105)	3%	(13)	4%	(16)	16%	(67)	2%	(8)	406
Community: Suburban	41%	(258)	30%	(189)	3%	(20)	4%	(26)	19%	(120)	2%	(12)	624
Community: Rural	39%	(138)	35%	(123)	4%	(13)	4%	(15)	17%	(61)	1%	(3)	353
Employ: Private Sector	50%	(222)	31%	(137)	3%	(15)	3%	(12)	12%	(52)	1%	(5)	443
Employ: Government	49%	(35)	27%	(19)	7%	(5)	6%	(5)	8%	(5)	3%	(2)	71
Employ: Self-Employed	46%	(52)	27%	(30)	4%	(5)	4%	(5)	19%	(22)	—	(0)	113
Employ: Homemaker	35%	(35)	39%	(40)	1%	(1)	4%	(4)	20%	(21)	1%	(1)	102
Employ: Retired	28%	(100)	33%	(115)	2%	(8)	6%	(21)	29%	(103)	2%	(7)	353
Employ: Unemployed	47%	(77)	28%	(45)	3%	(6)	4%	(7)	15%	(24)	2%	(3)	162
Employ: Other	53%	(47)	25%	(22)	1%	(1)	3%	(3)	14%	(13)	4%	(3)	90
Military HH: Yes	42%	(95)	25%	(58)	3%	(7)	3%	(8)	24%	(54)	3%	(6)	227
Military HH: No	43%	(498)	31%	(359)	3%	(39)	4%	(49)	17%	(194)	1%	(17)	1156
RD/WT: Right Direction	47%	(272)	29%	(166)	3%	(15)	4%	(20)	16%	(90)	2%	(11)	575
RD/WT: Wrong Track	40%	(321)	31%	(251)	4%	(31)	5%	(37)	19%	(157)	1%	(12)	808
Biden Job Approve	47%	(325)	29%	(202)	3%	(20)	4%	(25)	15%	(102)	2%	(12)	685
Biden Job Disapprove	38%	(240)	33%	(206)	4%	(22)	4%	(25)	20%	(122)	2%	(10)	625
Biden Job Strongly Approve	49%	(159)	25%	(79)	3%	(10)	4%	(13)	17%	(53)	2%	(8)	323
Biden Job Somewhat Approve	46%	(166)	34%	(122)	3%	(10)	3%	(11)	13%	(49)	1%	(4)	362
Biden Job Somewhat Disapprove	47%	(80)	31%	(53)	4%	(6)	2%	(4)	15%	(25)	2%	(3)	171
Biden Job Strongly Disapprove	35%	(160)	34%	(153)	4%	(16)	5%	(21)	21%	(97)	2%	(7)	454

Continued on next page

Table MCEN4_10: *Do you have a favorable or unfavorable impression of the following characters?*
Spider-Man

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	43% (593)	30% (417)	3% (46)	4% (57)	18% (247)	2% (23)	1383
Favorable of Biden	48% (329)	30% (203)	2% (16)	3% (21)	15% (102)	1% (10)	681
Unfavorable of Biden	39% (250)	33% (207)	4% (25)	4% (28)	18% (114)	2% (10)	633
Very Favorable of Biden	52% (180)	25% (86)	2% (7)	4% (13)	15% (52)	2% (6)	344
Somewhat Favorable of Biden	44% (149)	35% (118)	3% (9)	2% (8)	15% (50)	1% (4)	337
Somewhat Unfavorable of Biden	48% (74)	31% (48)	5% (8)	2% (3)	12% (18)	2% (3)	154
Very Unfavorable of Biden	37% (176)	33% (158)	4% (17)	5% (25)	20% (96)	1% (7)	479
#1 Issue: Economy	47% (262)	29% (163)	5% (26)	4% (21)	15% (82)	1% (6)	560
#1 Issue: Security	33% (52)	34% (54)	3% (4)	3% (5)	23% (36)	3% (4)	156
#1 Issue: Health Care	42% (73)	32% (56)	1% (2)	1% (2)	21% (36)	3% (5)	175
#1 Issue: Medicare / Social Security	36% (63)	29% (51)	2% (3)	4% (7)	28% (49)	2% (3)	177
#1 Issue: Women's Issues	58% (50)	25% (22)	4% (3)	4% (4)	5% (4)	4% (3)	87
#1 Issue: Education	47% (34)	30% (22)	4% (3)	3% (2)	15% (11)	— (0)	72
#1 Issue: Energy	46% (42)	30% (28)	1% (1)	6% (5)	16% (15)	1% (1)	92
#1 Issue: Other	23% (15)	35% (22)	4% (3)	15% (10)	22% (14)	1% (1)	64
2020 Vote: Joe Biden	47% (310)	30% (201)	3% (19)	3% (19)	15% (102)	1% (10)	661
2020 Vote: Donald Trump	36% (146)	33% (132)	3% (13)	5% (20)	22% (87)	2% (6)	403
2020 Vote: Didn't Vote	45% (127)	24% (67)	4% (11)	6% (17)	19% (52)	3% (7)	280
2018 House Vote: Democrat	46% (236)	31% (156)	3% (14)	3% (13)	16% (79)	2% (10)	508
2018 House Vote: Republican	36% (120)	34% (115)	2% (8)	4% (14)	21% (71)	2% (6)	334
2016 Vote: Hillary Clinton	46% (216)	31% (147)	3% (12)	1% (7)	17% (78)	2% (10)	471
2016 Vote: Donald Trump	39% (143)	32% (121)	3% (11)	4% (15)	20% (76)	1% (6)	372
2016 Vote: Other	32% (23)	40% (30)	5% (3)	4% (3)	20% (15)	— (0)	74
2016 Vote: Didn't Vote	45% (210)	26% (119)	4% (19)	7% (32)	17% (79)	2% (8)	466
Voted in 2014: Yes	41% (316)	32% (242)	3% (24)	3% (23)	19% (143)	2% (15)	763
Voted in 2014: No	45% (277)	28% (175)	4% (22)	6% (34)	17% (105)	1% (8)	620
4-Region: Northeast	41% (107)	34% (89)	3% (7)	3% (8)	18% (48)	1% (2)	261
4-Region: Midwest	40% (114)	31% (91)	4% (13)	6% (17)	16% (47)	2% (6)	288
4-Region: South	48% (237)	29% (146)	3% (14)	3% (14)	16% (79)	2% (8)	498
4-Region: West	40% (135)	27% (91)	3% (12)	5% (18)	22% (73)	2% (7)	337
Marvel Comics Fans	60% (482)	28% (230)	4% (29)	2% (19)	6% (45)	— (3)	807

Continued on next page

Table MCEN4_10: *Do you have a favorable or unfavorable impression of the following characters?*
Spider-Man

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	43% (593)	30% (417)	3% (46)	4% (57)	18% (247)	2% (23)	1383
Avid Marvel Comics Fans	82% (236)	13% (38)	2% (6)	1% (4)	1% (4)	— (0)	287
Casual Marvel Comics Fans	47% (246)	37% (191)	4% (23)	3% (16)	8% (41)	— (3)	519
Marvel TV/Movies Fans	57% (511)	28% (251)	4% (34)	3% (26)	8% (69)	— (3)	893
Avid Marvel TV/Movies Fans	78% (217)	13% (35)	4% (10)	3% (9)	1% (3)	1% (3)	277
Casual Marvel TV/Movies Fans	48% (293)	35% (216)	4% (23)	3% (17)	11% (66)	— (0)	616
Fans of Anything Marvel	56% (532)	29% (279)	4% (35)	3% (30)	8% (71)	— (3)	949
Avid Fans of Anything Marvel	76% (327)	17% (72)	2% (10)	3% (12)	1% (6)	— (0)	428
Casual Fans of Anything Marvel	45% (307)	36% (246)	4% (30)	3% (22)	10% (68)	— (3)	676

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

Table MCEN4_11: *Do you have a favorable or unfavorable impression of the following characters?*
Star-Lord

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (275)	16% (218)	4% (53)	4% (55)	14% (188)	43% (597)	1386
Gender: Male	26% (170)	19% (121)	5% (31)	4% (23)	11% (69)	36% (235)	649
Gender: Female	14% (106)	13% (97)	3% (22)	4% (32)	16% (119)	49% (362)	738
Age: 18-34	29% (122)	19% (83)	6% (26)	8% (36)	15% (64)	23% (99)	429
Age: 35-44	29% (63)	22% (47)	6% (13)	2% (5)	15% (32)	27% (59)	220
Age: 45-64	14% (67)	14% (66)	3% (14)	2% (8)	13% (61)	54% (253)	468
Age: 65+	9% (23)	8% (23)	— (1)	2% (6)	11% (30)	69% (187)	270
GenZers: 1997-2012	25% (29)	24% (28)	2% (3)	8% (9)	12% (13)	28% (31)	113
Millennials: 1981-1996	30% (137)	18% (82)	7% (34)	6% (29)	17% (76)	22% (101)	457
GenXers: 1965-1980	19% (61)	19% (60)	4% (12)	3% (8)	14% (43)	42% (132)	316
Baby Boomers: 1946-1964	11% (49)	9% (41)	1% (5)	1% (6)	12% (53)	65% (287)	442
PID: Dem (no lean)	25% (134)	16% (89)	4% (23)	3% (15)	12% (65)	40% (219)	545
PID: Ind (no lean)	17% (73)	17% (74)	4% (18)	5% (20)	15% (67)	43% (187)	438
PID: Rep (no lean)	17% (69)	14% (55)	3% (13)	5% (20)	14% (56)	47% (192)	404
PID/Gender: Dem Men	36% (94)	19% (51)	4% (12)	2% (4)	8% (21)	31% (83)	264
PID/Gender: Dem Women	14% (40)	14% (39)	4% (11)	4% (11)	16% (44)	49% (136)	281
PID/Gender: Ind Men	17% (31)	21% (38)	7% (13)	2% (5)	14% (26)	39% (72)	184
PID/Gender: Ind Women	16% (41)	14% (36)	2% (5)	6% (15)	16% (41)	45% (115)	253
PID/Gender: Rep Men	22% (44)	16% (33)	3% (7)	7% (15)	11% (22)	40% (80)	200
PID/Gender: Rep Women	12% (24)	11% (22)	3% (6)	3% (5)	17% (34)	55% (111)	204
Ideo: Liberal (1-3)	26% (113)	16% (69)	4% (17)	6% (26)	9% (39)	40% (174)	439
Ideo: Moderate (4)	17% (70)	16% (66)	5% (19)	3% (12)	16% (64)	42% (168)	398
Ideo: Conservative (5-7)	16% (69)	15% (63)	3% (13)	4% (16)	13% (54)	49% (208)	421
Educ: < College	20% (192)	14% (135)	3% (31)	4% (43)	14% (134)	45% (433)	969
Educ: Bachelors degree	20% (54)	20% (52)	6% (17)	2% (5)	14% (36)	38% (100)	265
Educ: Post-grad	19% (29)	20% (31)	3% (5)	4% (7)	11% (17)	42% (64)	153
Income: Under 50k	18% (132)	16% (119)	3% (25)	4% (29)	15% (111)	45% (334)	751
Income: 50k-100k	21% (90)	13% (57)	4% (19)	4% (18)	13% (57)	44% (193)	434
Income: 100k+	26% (53)	21% (43)	5% (9)	4% (7)	10% (20)	35% (70)	202
Ethnicity: White	18% (197)	15% (165)	4% (43)	3% (34)	14% (148)	46% (499)	1086
Ethnicity: Hispanic	30% (62)	14% (28)	3% (7)	12% (24)	11% (22)	30% (62)	204

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Table MCEN4_11: *Do you have a favorable or unfavorable impression of the following characters?*
Star-Lord

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (275)	16% (218)	4% (53)	4% (55)	14% (188)	43% (597)	1386
Ethnicity: Black	26% (43)	14% (23)	3% (5)	7% (12)	16% (27)	33% (56)	167
Ethnicity: Other	26% (35)	23% (30)	4% (5)	6% (8)	9% (12)	32% (42)	132
All Christian	17% (103)	16% (98)	4% (23)	3% (18)	12% (72)	48% (293)	608
All Non-Christian	20% (14)	19% (13)	6% (4)	5% (4)	18% (13)	33% (24)	72
Atheist	22% (16)	14% (10)	6% (4)	11% (8)	8% (5)	39% (27)	71
Agnostic/Nothing in particular	23% (92)	16% (65)	3% (13)	5% (21)	13% (54)	40% (162)	406
Something Else	22% (50)	14% (32)	4% (9)	2% (5)	19% (44)	39% (91)	230
Religious Non-Protestant/Catholic	19% (16)	16% (14)	6% (5)	10% (9)	17% (15)	32% (28)	88
Evangelical	21% (73)	16% (55)	5% (17)	2% (8)	13% (47)	43% (149)	348
Non-Evangelical	17% (75)	16% (71)	3% (14)	1% (6)	15% (66)	49% (220)	453
Community: Urban	24% (99)	20% (85)	4% (16)	4% (18)	11% (47)	36% (151)	416
Community: Suburban	19% (117)	13% (82)	4% (26)	4% (22)	14% (90)	46% (285)	622
Community: Rural	17% (59)	15% (51)	3% (11)	4% (14)	15% (51)	46% (161)	347
Employ: Private Sector	28% (120)	16% (67)	6% (24)	4% (18)	13% (55)	33% (143)	427
Employ: Government	21% (17)	25% (21)	6% (5)	10% (9)	14% (12)	24% (20)	83
Employ: Self-Employed	18% (20)	19% (22)	3% (4)	5% (6)	17% (20)	38% (44)	117
Employ: Homemaker	21% (26)	19% (24)	1% (1)	7% (8)	18% (23)	34% (42)	124
Employ: Retired	11% (35)	10% (31)	1% (3)	2% (7)	10% (32)	67% (220)	328
Employ: Unemployed	21% (34)	20% (33)	6% (10)	1% (2)	13% (21)	38% (62)	162
Employ: Other	14% (14)	17% (16)	4% (4)	2% (2)	17% (17)	45% (45)	99
Military HH: Yes	19% (48)	16% (41)	3% (8)	5% (12)	11% (26)	46% (113)	249
Military HH: No	20% (227)	16% (178)	4% (45)	4% (42)	14% (162)	43% (484)	1138
RD/WT: Right Direction	25% (139)	17% (94)	4% (22)	5% (27)	12% (66)	37% (205)	553
RD/WT: Wrong Track	16% (137)	15% (124)	4% (31)	3% (28)	15% (121)	47% (392)	833
Biden Job Approve	24% (157)	15% (100)	4% (29)	5% (29)	11% (73)	40% (262)	649
Biden Job Disapprove	16% (102)	17% (109)	3% (22)	3% (17)	15% (97)	47% (308)	655
Biden Job Strongly Approve	30% (94)	14% (43)	2% (6)	6% (20)	11% (34)	37% (117)	314
Biden Job Somewhat Approve	19% (62)	17% (57)	7% (23)	3% (10)	12% (39)	43% (145)	335
Biden Job Somewhat Disapprove	18% (33)	20% (38)	2% (4)	1% (2)	18% (34)	41% (77)	187
Biden Job Strongly Disapprove	15% (69)	15% (71)	4% (18)	3% (16)	14% (63)	49% (231)	468

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Table MCEN4_11: *Do you have a favorable or unfavorable impression of the following characters?*
Star-Lord

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (275)	16% (218)	4% (53)	4% (55)	14% (188)	43% (597)	1386
Favorable of Biden	24% (153)	17% (109)	4% (28)	4% (25)	11% (72)	40% (258)	644
Unfavorable of Biden	17% (113)	16% (104)	3% (23)	3% (23)	14% (92)	47% (312)	666
Very Favorable of Biden	29% (94)	14% (47)	3% (9)	5% (17)	11% (35)	38% (124)	325
Somewhat Favorable of Biden	18% (59)	19% (62)	6% (20)	2% (8)	12% (38)	42% (134)	320
Somewhat Unfavorable of Biden	22% (37)	20% (34)	3% (4)	2% (3)	14% (24)	39% (66)	168
Very Unfavorable of Biden	15% (76)	14% (70)	4% (19)	4% (19)	14% (68)	49% (246)	498
#1 Issue: Economy	22% (116)	17% (88)	4% (20)	4% (19)	14% (74)	40% (210)	525
#1 Issue: Security	12% (23)	14% (27)	4% (8)	4% (7)	13% (25)	53% (101)	191
#1 Issue: Health Care	27% (48)	16% (28)	5% (9)	2% (3)	16% (29)	34% (60)	177
#1 Issue: Medicare / Social Security	10% (20)	12% (23)	1% (3)	2% (4)	11% (21)	63% (122)	192
#1 Issue: Women's Issues	21% (18)	17% (14)	9% (8)	13% (11)	12% (10)	27% (22)	83
#1 Issue: Education	32% (22)	20% (13)	3% (2)	5% (4)	14% (10)	25% (17)	67
#1 Issue: Energy	24% (20)	17% (14)	2% (2)	4% (4)	13% (11)	40% (34)	84
#1 Issue: Other	14% (10)	17% (11)	3% (2)	5% (4)	14% (9)	47% (31)	67
2020 Vote: Joe Biden	23% (140)	17% (107)	4% (25)	3% (19)	12% (75)	41% (256)	621
2020 Vote: Donald Trump	16% (72)	15% (69)	3% (12)	4% (18)	13% (60)	49% (222)	453
2020 Vote: Didn't Vote	21% (56)	12% (33)	6% (15)	5% (14)	16% (44)	40% (106)	269
2018 House Vote: Democrat	23% (113)	17% (83)	5% (23)	3% (17)	11% (56)	41% (199)	491
2018 House Vote: Republican	18% (66)	12% (43)	3% (12)	3% (10)	12% (43)	52% (188)	362
2016 Vote: Hillary Clinton	23% (103)	15% (65)	5% (20)	2% (7)	13% (55)	43% (188)	439
2016 Vote: Donald Trump	16% (62)	14% (54)	3% (12)	5% (18)	13% (52)	50% (197)	395
2016 Vote: Other	20% (16)	9% (8)	4% (3)	6% (5)	19% (16)	42% (34)	81
2016 Vote: Didn't Vote	20% (94)	19% (91)	4% (18)	5% (25)	14% (65)	38% (178)	470
Voted in 2014: Yes	20% (156)	13% (101)	4% (30)	4% (28)	13% (97)	47% (363)	775
Voted in 2014: No	20% (119)	19% (117)	4% (23)	4% (27)	15% (91)	38% (234)	611
4-Region: Northeast	19% (53)	16% (45)	4% (12)	1% (4)	8% (23)	50% (138)	274
4-Region: Midwest	20% (55)	13% (35)	4% (12)	5% (13)	14% (39)	44% (123)	277
4-Region: South	21% (109)	17% (85)	2% (13)	3% (15)	16% (80)	41% (210)	512
4-Region: West	18% (59)	17% (53)	5% (16)	7% (23)	14% (45)	39% (126)	322
Marvel Comics Fans	29% (245)	22% (188)	5% (44)	3% (23)	13% (111)	27% (227)	839

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Table MCEN4_11: *Do you have a favorable or unfavorable impression of the following characters?*
Star-Lord

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (275)	16% (218)	4% (53)	4% (55)	14% (188)	43% (597)	1386
Avid Marvel Comics Fans	54% (157)	18% (53)	5% (15)	3% (9)	6% (19)	13% (37)	290
Casual Marvel Comics Fans	16% (88)	25% (135)	5% (28)	3% (15)	17% (92)	35% (191)	549
Marvel TV/Movies Fans	28% (252)	21% (190)	5% (45)	3% (27)	13% (118)	30% (269)	902
Avid Marvel TV/Movies Fans	44% (120)	21% (58)	5% (13)	6% (16)	7% (19)	17% (45)	272
Casual Marvel TV/Movies Fans	21% (132)	21% (132)	5% (32)	2% (11)	16% (99)	36% (224)	630
Fans of Anything Marvel	27% (266)	21% (206)	5% (47)	3% (33)	14% (138)	29% (284)	974
Avid Fans of Anything Marvel	47% (196)	23% (96)	6% (26)	3% (11)	7% (30)	14% (60)	419
Casual Fans of Anything Marvel	17% (119)	22% (150)	5% (37)	4% (24)	18% (122)	35% (244)	696

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

Table MCEN4_12: *Do you have a favorable or unfavorable impression of the following characters?*
Thanos

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (232)	16% (220)	9% (125)	8% (108)	16% (227)	35% (500)	1412
Gender: Male	23% (150)	18% (117)	9% (63)	7% (50)	14% (95)	29% (190)	665
Gender: Female	11% (82)	14% (102)	8% (62)	8% (59)	18% (132)	42% (310)	747
Age: 18-34	30% (125)	21% (89)	13% (53)	12% (50)	14% (57)	11% (46)	420
Age: 35-44	22% (53)	22% (53)	12% (30)	6% (15)	20% (48)	18% (43)	241
Age: 45-64	10% (46)	14% (67)	7% (31)	7% (31)	15% (72)	48% (228)	475
Age: 65+	3% (9)	4% (10)	4% (11)	4% (12)	18% (50)	67% (184)	275
GenZers: 1997-2012	18% (19)	28% (29)	14% (14)	17% (17)	14% (14)	8% (8)	101
Millennials: 1981-1996	30% (140)	20% (94)	12% (58)	9% (44)	16% (75)	12% (57)	468
GenXers: 1965-1980	15% (53)	19% (64)	9% (30)	7% (24)	16% (55)	35% (119)	344
Baby Boomers: 1946-1964	5% (21)	7% (32)	5% (21)	5% (22)	17% (75)	62% (278)	449
PID: Dem (no lean)	22% (124)	16% (90)	10% (56)	5% (31)	13% (75)	34% (189)	565
PID: Ind (no lean)	14% (60)	16% (69)	7% (30)	12% (51)	18% (80)	34% (148)	438
PID: Rep (no lean)	12% (49)	15% (61)	10% (39)	6% (26)	17% (71)	40% (163)	409
PID/Gender: Dem Men	30% (83)	19% (52)	10% (28)	7% (19)	10% (29)	24% (68)	279
PID/Gender: Dem Women	14% (41)	13% (38)	10% (28)	4% (12)	16% (46)	43% (122)	286
PID/Gender: Ind Men	20% (37)	16% (30)	7% (12)	7% (13)	18% (33)	33% (61)	187
PID/Gender: Ind Women	9% (23)	15% (39)	7% (18)	15% (38)	19% (47)	35% (87)	251
PID/Gender: Rep Men	15% (30)	18% (35)	11% (23)	9% (18)	17% (33)	31% (61)	200
PID/Gender: Rep Women	9% (19)	12% (25)	8% (17)	4% (9)	18% (38)	49% (102)	209
Ideo: Liberal (1-3)	19% (83)	18% (76)	12% (53)	8% (34)	14% (62)	29% (123)	430
Ideo: Moderate (4)	18% (72)	17% (71)	7% (27)	7% (27)	17% (67)	35% (142)	405
Ideo: Conservative (5-7)	13% (55)	14% (60)	5% (23)	8% (34)	17% (72)	44% (188)	432
Educ: < College	17% (163)	14% (139)	8% (75)	8% (74)	17% (166)	37% (357)	973
Educ: Bachelors degree	14% (41)	18% (51)	13% (37)	8% (24)	14% (39)	33% (95)	287
Educ: Post-grad	19% (29)	20% (30)	9% (13)	7% (10)	14% (22)	32% (48)	152
Income: Under 50k	17% (127)	15% (111)	9% (67)	8% (61)	15% (115)	37% (281)	762
Income: 50k-100k	14% (62)	14% (59)	10% (42)	7% (29)	19% (83)	37% (161)	437
Income: 100k+	20% (43)	23% (50)	7% (16)	8% (18)	13% (29)	27% (58)	213
Ethnicity: White	15% (162)	15% (161)	9% (95)	8% (84)	17% (182)	38% (415)	1100
Ethnicity: Hispanic	27% (63)	17% (38)	13% (30)	9% (21)	11% (25)	23% (51)	229

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Table MCEN4_12: *Do you have a favorable or unfavorable impression of the following characters?*
Thanos

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (232)	16% (220)	9% (125)	8% (108)	16% (227)	35% (500)	1412
Ethnicity: Black	21% (40)	18% (34)	9% (17)	10% (19)	16% (31)	26% (50)	190
Ethnicity: Other	25% (30)	20% (25)	11% (13)	5% (6)	11% (14)	29% (35)	122
All Christian	16% (102)	13% (84)	8% (50)	5% (30)	14% (90)	43% (273)	630
All Non-Christian	17% (13)	27% (22)	12% (10)	10% (8)	13% (10)	21% (17)	80
Atheist	19% (14)	22% (16)	11% (9)	9% (7)	14% (11)	25% (19)	75
Agnostic/Nothing in particular	16% (63)	17% (68)	9% (36)	11% (43)	19% (77)	29% (119)	405
Something Else	18% (39)	14% (30)	9% (20)	9% (20)	17% (39)	33% (73)	221
Religious Non-Protestant/Catholic	14% (13)	24% (23)	11% (11)	10% (9)	20% (19)	21% (21)	97
Evangelical	22% (79)	16% (58)	7% (25)	5% (19)	13% (48)	37% (137)	365
Non-Evangelical	13% (59)	11% (49)	9% (42)	6% (27)	16% (71)	45% (200)	449
Community: Urban	22% (99)	18% (79)	9% (41)	8% (35)	13% (57)	31% (140)	450
Community: Suburban	16% (95)	13% (78)	9% (54)	7% (45)	17% (106)	38% (229)	606
Community: Rural	11% (38)	18% (62)	8% (30)	8% (29)	18% (65)	37% (132)	356
Employ: Private Sector	25% (113)	21% (97)	9% (43)	8% (36)	12% (53)	25% (117)	459
Employ: Government	11% (9)	27% (22)	15% (12)	9% (7)	18% (15)	20% (16)	81
Employ: Self-Employed	24% (26)	11% (13)	10% (11)	7% (8)	19% (21)	29% (32)	110
Employ: Homemaker	9% (11)	20% (24)	10% (13)	7% (9)	23% (28)	31% (38)	123
Employ: Retired	3% (12)	8% (26)	4% (15)	5% (18)	18% (64)	61% (213)	348
Employ: Unemployed	21% (34)	11% (18)	12% (19)	13% (21)	15% (25)	28% (46)	163
Employ: Other	24% (20)	13% (11)	4% (4)	5% (4)	12% (10)	42% (36)	86
Military HH: Yes	14% (34)	17% (40)	9% (22)	7% (18)	13% (32)	39% (93)	237
Military HH: No	17% (199)	15% (180)	9% (102)	8% (90)	17% (195)	35% (408)	1174
RD/WT: Right Direction	20% (114)	18% (103)	8% (44)	7% (40)	15% (87)	32% (180)	567
RD/WT: Wrong Track	14% (118)	14% (116)	10% (81)	8% (69)	17% (140)	38% (320)	844
Biden Job Approve	21% (142)	16% (112)	9% (62)	7% (50)	15% (100)	32% (220)	685
Biden Job Disapprove	13% (83)	15% (95)	9% (57)	8% (50)	16% (106)	40% (257)	648
Biden Job Strongly Approve	25% (82)	16% (54)	9% (29)	7% (22)	13% (41)	31% (101)	330
Biden Job Somewhat Approve	17% (60)	16% (57)	9% (33)	8% (28)	16% (58)	34% (119)	355
Biden Job Somewhat Disapprove	16% (26)	18% (31)	12% (20)	8% (13)	14% (23)	33% (55)	168
Biden Job Strongly Disapprove	12% (57)	13% (64)	8% (37)	8% (37)	17% (83)	42% (203)	480

Continued on next page

Table MCEN4_12: *Do you have a favorable or unfavorable impression of the following characters?*
Thanos

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (232)	16% (220)	9% (125)	8% (108)	16% (227)	35% (500)	1412
Favorable of Biden	20% (137)	15% (103)	10% (68)	6% (44)	15% (99)	34% (231)	683
Unfavorable of Biden	13% (85)	17% (107)	8% (55)	8% (52)	16% (102)	38% (247)	648
Very Favorable of Biden	24% (82)	16% (55)	8% (28)	7% (23)	12% (42)	33% (112)	342
Somewhat Favorable of Biden	16% (55)	14% (48)	12% (41)	6% (21)	17% (57)	35% (119)	341
Somewhat Unfavorable of Biden	14% (22)	26% (40)	12% (19)	6% (9)	10% (15)	31% (47)	152
Very Unfavorable of Biden	13% (63)	14% (67)	7% (36)	9% (43)	17% (87)	40% (200)	497
#1 Issue: Economy	18% (102)	18% (104)	9% (51)	5% (31)	17% (99)	33% (189)	576
#1 Issue: Security	14% (27)	11% (21)	9% (18)	6% (11)	15% (29)	44% (84)	190
#1 Issue: Health Care	20% (34)	19% (33)	10% (17)	7% (11)	13% (22)	30% (51)	168
#1 Issue: Medicare / Social Security	7% (12)	6% (9)	4% (6)	6% (9)	16% (24)	61% (96)	157
#1 Issue: Women's Issues	11% (10)	19% (17)	16% (14)	20% (18)	20% (18)	15% (14)	91
#1 Issue: Education	28% (20)	22% (16)	9% (6)	10% (7)	14% (10)	17% (12)	72
#1 Issue: Energy	22% (20)	13% (11)	7% (6)	10% (9)	13% (11)	35% (31)	90
#1 Issue: Other	11% (8)	11% (8)	10% (7)	15% (11)	19% (13)	33% (23)	69
2020 Vote: Joe Biden	19% (125)	16% (107)	11% (74)	7% (44)	13% (88)	33% (216)	653
2020 Vote: Donald Trump	11% (49)	14% (62)	7% (31)	7% (31)	17% (75)	43% (191)	440
2020 Vote: Didn't Vote	18% (49)	16% (44)	6% (16)	9% (25)	20% (56)	31% (85)	276
2018 House Vote: Democrat	19% (97)	16% (80)	9% (49)	9% (44)	15% (76)	33% (169)	514
2018 House Vote: Republican	13% (44)	14% (50)	7% (24)	7% (23)	16% (56)	43% (151)	349
2016 Vote: Hillary Clinton	20% (90)	14% (64)	10% (45)	8% (35)	16% (71)	33% (149)	454
2016 Vote: Donald Trump	11% (44)	15% (58)	6% (25)	6% (26)	17% (68)	45% (179)	400
2016 Vote: Other	13% (10)	20% (16)	7% (5)	14% (11)	15% (12)	32% (25)	78
2016 Vote: Didn't Vote	18% (88)	17% (82)	10% (49)	8% (37)	16% (76)	31% (147)	479
Voted in 2014: Yes	15% (117)	15% (117)	8% (64)	7% (55)	15% (121)	39% (307)	781
Voted in 2014: No	18% (115)	16% (103)	10% (60)	8% (54)	17% (106)	31% (193)	631
4-Region: Northeast	20% (47)	14% (33)	9% (22)	10% (25)	12% (30)	35% (84)	241
4-Region: Midwest	14% (41)	14% (41)	7% (21)	10% (29)	18% (53)	38% (111)	295
4-Region: South	18% (94)	15% (80)	7% (40)	7% (36)	16% (87)	37% (195)	532
4-Region: West	15% (50)	19% (65)	12% (42)	5% (18)	17% (58)	32% (110)	343
Marvel Comics Fans	25% (211)	22% (186)	12% (104)	9% (79)	13% (108)	18% (156)	844

Continued on next page

Table MCEN4_12: *Do you have a favorable or unfavorable impression of the following characters?*
Thanos

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (232)	16% (220)	9% (125)	8% (108)	16% (227)	35% (500)	1412
Avid Marvel Comics Fans	42% (124)	21% (64)	14% (42)	9% (27)	6% (18)	8% (22)	297
Casual Marvel Comics Fans	16% (86)	22% (123)	11% (62)	9% (52)	17% (91)	24% (134)	547
Marvel TV/Movies Fans	24% (216)	21% (197)	11% (103)	9% (83)	14% (127)	21% (193)	919
Avid Marvel TV/Movies Fans	34% (94)	29% (79)	10% (26)	9% (24)	8% (23)	11% (30)	277
Casual Marvel TV/Movies Fans	19% (123)	18% (117)	12% (77)	9% (59)	16% (104)	25% (163)	642
Fans of Anything Marvel	23% (227)	21% (209)	11% (111)	10% (96)	14% (142)	20% (199)	984
Avid Fans of Anything Marvel	40% (166)	22% (91)	14% (59)	9% (39)	6% (25)	8% (34)	415
Casual Fans of Anything Marvel	18% (126)	20% (145)	10% (74)	9% (65)	18% (125)	24% (173)	707

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

Table MCEN4_13: *Do you have a favorable or unfavorable impression of the following characters?*
Thor

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	37% (530)	30% (430)	3% (39)	3% (41)	22% (308)	6% (81)	1430
Gender: Male	40% (269)	33% (222)	3% (21)	3% (19)	18% (120)	4% (29)	679
Gender: Female	35% (261)	28% (208)	2% (18)	3% (22)	25% (188)	7% (52)	750
Age: 18-34	49% (202)	29% (120)	4% (16)	4% (15)	12% (49)	3% (10)	413
Age: 35-44	46% (108)	28% (67)	5% (11)	4% (10)	14% (33)	3% (8)	237
Age: 45-64	34% (166)	32% (156)	2% (9)	1% (7)	24% (117)	7% (32)	487
Age: 65+	18% (53)	30% (86)	1% (3)	3% (10)	37% (109)	11% (31)	292
GenZers: 1997-2012	42% (40)	27% (26)	6% (6)	8% (8)	14% (14)	3% (3)	97
Millennials: 1981-1996	51% (242)	28% (136)	4% (20)	2% (12)	12% (56)	3% (12)	477
GenXers: 1965-1980	40% (130)	34% (110)	1% (4)	3% (9)	17% (56)	5% (17)	325
Baby Boomers: 1946-1964	24% (117)	31% (147)	2% (10)	2% (12)	32% (154)	8% (38)	478
PID: Dem (no lean)	42% (250)	29% (174)	3% (20)	2% (9)	19% (113)	4% (26)	591
PID: Ind (no lean)	31% (133)	33% (142)	2% (7)	4% (19)	23% (102)	7% (31)	434
PID: Rep (no lean)	36% (147)	28% (115)	3% (12)	3% (13)	23% (94)	6% (23)	404
PID/Gender: Dem Men	49% (137)	30% (84)	3% (9)	1% (1)	15% (43)	2% (6)	280
PID/Gender: Dem Women	36% (113)	29% (90)	3% (11)	3% (8)	22% (70)	7% (20)	312
PID/Gender: Ind Men	28% (53)	40% (76)	2% (4)	5% (9)	19% (37)	7% (13)	192
PID/Gender: Ind Women	33% (80)	27% (65)	2% (4)	4% (10)	26% (64)	8% (19)	242
PID/Gender: Rep Men	38% (79)	30% (62)	4% (8)	4% (9)	19% (39)	5% (11)	207
PID/Gender: Rep Women	35% (68)	27% (53)	2% (4)	2% (3)	28% (55)	7% (13)	196
Ideo: Liberal (1-3)	40% (167)	33% (137)	3% (13)	2% (8)	18% (76)	5% (20)	422
Ideo: Moderate (4)	34% (151)	33% (146)	1% (6)	3% (12)	24% (105)	4% (19)	440
Ideo: Conservative (5-7)	37% (158)	27% (118)	3% (14)	3% (13)	23% (100)	7% (29)	434
Educ: < College	40% (383)	27% (266)	3% (27)	3% (26)	22% (214)	5% (53)	968
Educ: Bachelors degree	33% (99)	35% (104)	2% (7)	3% (9)	20% (61)	6% (19)	301
Educ: Post-grad	30% (48)	37% (60)	3% (5)	4% (6)	21% (33)	5% (9)	161
Income: Under 50k	38% (290)	28% (215)	2% (19)	3% (23)	22% (166)	6% (46)	760
Income: 50k-100k	34% (146)	30% (130)	3% (15)	3% (12)	24% (104)	6% (24)	431
Income: 100k+	39% (94)	35% (84)	2% (6)	3% (6)	16% (38)	5% (11)	239
Ethnicity: White	35% (401)	30% (337)	2% (28)	3% (31)	24% (272)	5% (61)	1130
Ethnicity: Hispanic	39% (83)	37% (79)	5% (11)	3% (7)	11% (24)	4% (7)	210

Continued on next page

Table MCEN4_13: *Do you have a favorable or unfavorable impression of the following characters?*
Thor

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	37%	(530)	30%	(430)	3%	(39)	3%	(41)	22%	(308)	6%	(81)	1430
Ethnicity: Black	49%	(87)	27%	(49)	3%	(5)	3%	(5)	12%	(21)	6%	(11)	178
Ethnicity: Other	35%	(43)	37%	(45)	5%	(6)	4%	(4)	12%	(15)	7%	(9)	122
All Christian	34%	(228)	31%	(205)	2%	(13)	2%	(16)	24%	(160)	6%	(41)	664
All Non-Christian	43%	(32)	23%	(17)	6%	(5)	—	(0)	19%	(14)	9%	(6)	73
Atheist	30%	(19)	37%	(23)	2%	(1)	2%	(2)	27%	(17)	2%	(1)	62
Agnostic/Nothing in particular	40%	(166)	28%	(114)	3%	(12)	4%	(15)	22%	(89)	4%	(18)	413
Something Else	39%	(86)	33%	(71)	4%	(8)	4%	(9)	13%	(28)	7%	(15)	217
Religious Non-Protestant/Catholic	42%	(37)	20%	(18)	5%	(5)	—	(0)	25%	(22)	7%	(6)	88
Evangelical	38%	(133)	27%	(96)	4%	(14)	3%	(12)	21%	(72)	6%	(23)	351
Non-Evangelical	33%	(165)	35%	(173)	1%	(7)	2%	(10)	21%	(105)	7%	(33)	492
Community: Urban	39%	(168)	34%	(149)	3%	(13)	2%	(7)	17%	(76)	5%	(23)	437
Community: Suburban	36%	(237)	27%	(179)	3%	(17)	3%	(18)	24%	(155)	7%	(49)	654
Community: Rural	37%	(124)	30%	(103)	3%	(9)	5%	(16)	23%	(77)	3%	(9)	339
Employ: Private Sector	41%	(191)	33%	(152)	3%	(15)	2%	(9)	17%	(76)	4%	(20)	463
Employ: Government	36%	(27)	37%	(28)	2%	(2)	5%	(4)	16%	(12)	4%	(3)	76
Employ: Self-Employed	45%	(51)	30%	(34)	4%	(5)	1%	(1)	17%	(20)	3%	(3)	115
Employ: Homemaker	42%	(46)	30%	(33)	2%	(2)	3%	(4)	20%	(22)	3%	(3)	110
Employ: Retired	19%	(70)	30%	(109)	2%	(7)	3%	(11)	35%	(127)	10%	(37)	360
Employ: Unemployed	47%	(77)	25%	(41)	2%	(3)	4%	(7)	18%	(29)	4%	(6)	165
Employ: Other	58%	(58)	17%	(17)	5%	(5)	—	(0)	15%	(15)	6%	(6)	100
Military HH: Yes	31%	(69)	39%	(86)	1%	(2)	3%	(6)	21%	(46)	5%	(12)	221
Military HH: No	38%	(461)	28%	(344)	3%	(37)	3%	(35)	22%	(262)	6%	(69)	1208
RD/WT: Right Direction	38%	(225)	31%	(185)	3%	(16)	2%	(10)	20%	(115)	6%	(36)	588
RD/WT: Wrong Track	36%	(304)	29%	(246)	3%	(23)	4%	(31)	23%	(193)	5%	(45)	842
Biden Job Approve	38%	(258)	31%	(214)	3%	(19)	2%	(15)	20%	(140)	6%	(38)	684
Biden Job Disapprove	36%	(237)	31%	(205)	2%	(16)	3%	(22)	22%	(143)	6%	(39)	663
Biden Job Strongly Approve	44%	(145)	25%	(83)	3%	(11)	3%	(8)	18%	(59)	7%	(22)	327
Biden Job Somewhat Approve	32%	(114)	37%	(131)	2%	(8)	2%	(7)	23%	(81)	5%	(17)	357
Biden Job Somewhat Disapprove	37%	(76)	34%	(69)	3%	(7)	2%	(5)	16%	(32)	7%	(14)	205
Biden Job Strongly Disapprove	35%	(161)	30%	(136)	2%	(9)	4%	(17)	24%	(111)	5%	(25)	458

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Table MCEN4_13: *Do you have a favorable or unfavorable impression of the following characters?*
Thor

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	37% (530)	30% (430)	3% (39)	3% (41)	22% (308)	6% (81)	1430
Favorable of Biden	40% (274)	30% (210)	2% (16)	2% (10)	21% (143)	6% (38)	691
Unfavorable of Biden	35% (233)	31% (210)	3% (22)	4% (24)	21% (141)	6% (38)	668
Very Favorable of Biden	45% (160)	26% (92)	3% (11)	1% (4)	19% (67)	6% (20)	355
Somewhat Favorable of Biden	34% (113)	35% (118)	2% (5)	2% (6)	23% (76)	5% (18)	337
Somewhat Unfavorable of Biden	36% (67)	36% (69)	5% (10)	2% (4)	14% (27)	6% (12)	188
Very Unfavorable of Biden	35% (166)	29% (141)	2% (12)	4% (21)	24% (114)	5% (26)	479
#1 Issue: Economy	41% (237)	33% (193)	2% (12)	2% (11)	16% (92)	6% (32)	578
#1 Issue: Security	31% (56)	27% (49)	3% (5)	3% (5)	32% (58)	5% (9)	182
#1 Issue: Health Care	44% (80)	28% (51)	3% (5)	2% (3)	18% (32)	6% (11)	183
#1 Issue: Medicare / Social Security	22% (40)	27% (51)	2% (5)	2% (4)	37% (70)	9% (17)	187
#1 Issue: Women's Issues	43% (32)	28% (20)	8% (6)	4% (3)	10% (7)	8% (6)	73
#1 Issue: Education	44% (29)	27% (18)	4% (3)	7% (4)	17% (11)	1% (1)	66
#1 Issue: Energy	38% (34)	30% (27)	2% (2)	1% (1)	26% (23)	3% (3)	89
#1 Issue: Other	30% (22)	31% (22)	2% (2)	12% (9)	21% (15)	3% (2)	71
2020 Vote: Joe Biden	37% (246)	33% (216)	2% (16)	2% (14)	20% (132)	6% (38)	661
2020 Vote: Donald Trump	36% (160)	29% (130)	3% (13)	3% (13)	24% (109)	5% (24)	450
2020 Vote: Didn't Vote	39% (110)	26% (72)	4% (10)	3% (10)	21% (58)	7% (19)	279
2018 House Vote: Democrat	36% (191)	33% (175)	2% (13)	2% (11)	20% (106)	6% (33)	528
2018 House Vote: Republican	37% (139)	27% (100)	3% (12)	2% (9)	26% (97)	5% (19)	375
2016 Vote: Hillary Clinton	39% (183)	31% (146)	2% (11)	1% (5)	20% (95)	5% (25)	465
2016 Vote: Donald Trump	33% (139)	31% (128)	3% (11)	3% (13)	25% (103)	6% (23)	418
2016 Vote: Other	28% (24)	33% (29)	2% (2)	5% (4)	27% (24)	5% (5)	88
2016 Vote: Didn't Vote	40% (184)	28% (127)	3% (16)	4% (19)	19% (86)	6% (28)	459
Voted in 2014: Yes	35% (286)	31% (251)	2% (17)	2% (19)	24% (191)	6% (45)	808
Voted in 2014: No	39% (244)	29% (180)	4% (22)	4% (23)	19% (117)	6% (36)	622
4-Region: Northeast	37% (91)	28% (70)	3% (7)	5% (12)	22% (56)	5% (12)	249
4-Region: Midwest	32% (96)	31% (92)	2% (5)	2% (7)	24% (71)	9% (27)	298
4-Region: South	40% (219)	30% (164)	4% (22)	2% (10)	20% (110)	5% (29)	555
4-Region: West	38% (124)	32% (104)	2% (5)	3% (11)	22% (71)	4% (12)	328
Marvel Comics Fans	53% (449)	32% (269)	3% (23)	2% (15)	9% (75)	1% (9)	840

Continued on next page

Table MCEN4_13: *Do you have a favorable or unfavorable impression of the following characters?*
Thor

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	37% (530)	30% (430)	3% (39)	3% (41)	22% (308)	6% (81)	1430
Avid Marvel Comics Fans	76% (239)	17% (55)	3% (10)	1% (5)	1% (5)	1% (3)	316
Casual Marvel Comics Fans	40% (210)	41% (214)	3% (13)	2% (11)	13% (70)	1% (7)	525
Marvel TV/Movies Fans	51% (466)	31% (287)	3% (24)	2% (21)	11% (97)	2% (18)	912
Avid Marvel TV/Movies Fans	73% (203)	20% (55)	1% (1)	3% (8)	2% (5)	2% (4)	277
Casual Marvel TV/Movies Fans	42% (264)	36% (231)	3% (22)	2% (13)	14% (92)	2% (14)	636
Fans of Anything Marvel	51% (499)	32% (319)	3% (27)	2% (22)	11% (105)	1% (12)	986
Avid Fans of Anything Marvel	72% (315)	19% (85)	3% (14)	2% (8)	2% (9)	1% (4)	436
Casual Fans of Anything Marvel	39% (269)	41% (282)	3% (18)	2% (15)	15% (101)	1% (9)	694

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

Table MCEN4_14: *Do you have a favorable or unfavorable impression of the following characters?*
Bucky Barnes / Winter Soldier

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (261)	20% (284)	3% (42)	3% (36)	15% (207)	41% (587)	1416
Gender: Male	22% (150)	24% (163)	4% (30)	4% (25)	12% (86)	34% (236)	689
Gender: Female	15% (111)	17% (120)	2% (12)	2% (11)	17% (121)	48% (351)	727
Age: 18-34	29% (128)	25% (108)	6% (26)	3% (11)	15% (67)	22% (94)	434
Age: 35-44	24% (52)	28% (59)	3% (6)	2% (4)	19% (41)	24% (51)	214
Age: 45-64	13% (67)	19% (95)	1% (7)	3% (14)	12% (59)	52% (260)	502
Age: 65+	5% (15)	8% (21)	1% (3)	2% (6)	15% (40)	68% (182)	267
GenZers: 1997-2012	19% (22)	21% (24)	4% (5)	5% (6)	25% (29)	26% (31)	118
Millennials: 1981-1996	32% (147)	26% (118)	5% (24)	2% (8)	15% (67)	20% (92)	457
GenXers: 1965-1980	16% (52)	24% (82)	2% (8)	2% (7)	13% (43)	42% (141)	333
Baby Boomers: 1946-1964	8% (38)	13% (57)	1% (5)	3% (14)	13% (61)	61% (278)	454
PID: Dem (no lean)	24% (132)	19% (105)	3% (15)	2% (13)	11% (62)	41% (227)	554
PID: Ind (no lean)	16% (70)	21% (96)	4% (17)	2% (7)	20% (87)	38% (169)	446
PID: Rep (no lean)	14% (58)	20% (83)	2% (10)	4% (16)	14% (57)	46% (192)	416
PID/Gender: Dem Men	33% (92)	22% (60)	4% (12)	3% (9)	8% (22)	31% (86)	281
PID/Gender: Dem Women	15% (40)	16% (44)	1% (4)	1% (4)	15% (41)	51% (140)	273
PID/Gender: Ind Men	15% (28)	25% (49)	5% (10)	1% (3)	20% (39)	34% (66)	194
PID/Gender: Ind Women	17% (42)	19% (47)	3% (7)	2% (4)	19% (48)	41% (103)	252
PID/Gender: Rep Men	13% (29)	25% (54)	4% (8)	6% (13)	12% (25)	39% (84)	214
PID/Gender: Rep Women	15% (30)	14% (29)	1% (2)	1% (3)	16% (32)	53% (107)	202
Ideo: Liberal (1-3)	21% (87)	22% (92)	6% (23)	1% (4)	12% (48)	38% (157)	411
Ideo: Moderate (4)	19% (77)	22% (91)	2% (6)	2% (7)	15% (62)	40% (163)	406
Ideo: Conservative (5-7)	15% (65)	17% (74)	2% (8)	5% (21)	15% (65)	47% (204)	438
Educ: < College	18% (174)	19% (181)	3% (25)	3% (28)	15% (142)	43% (409)	959
Educ: Bachelors degree	17% (50)	22% (66)	4% (13)	1% (4)	15% (44)	40% (118)	295
Educ: Post-grad	23% (36)	23% (37)	3% (5)	2% (4)	12% (20)	37% (60)	162
Income: Under 50k	18% (144)	19% (151)	2% (20)	3% (27)	14% (114)	42% (332)	788
Income: 50k-100k	14% (58)	23% (95)	4% (15)	1% (6)	16% (66)	42% (176)	416
Income: 100k+	28% (59)	18% (38)	3% (7)	2% (3)	12% (26)	37% (79)	212
Ethnicity: White	19% (204)	18% (201)	2% (25)	2% (26)	15% (166)	44% (479)	1101
Ethnicity: Hispanic	24% (57)	23% (55)	2% (5)	3% (7)	16% (37)	32% (76)	237

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Table MCEN4_14: *Do you have a favorable or unfavorable impression of the following characters?*
Bucky Barnes / Winter Soldier

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	18%	(261)	20%	(284)	3%	(42)	3%	(36)	15%	(207)	41%	(587)	1416
Ethnicity: Black	20%	(36)	20%	(37)	5%	(10)	4%	(7)	12%	(22)	39%	(73)	186
Ethnicity: Other	16%	(20)	35%	(45)	5%	(7)	2%	(3)	14%	(19)	27%	(35)	129
All Christian	18%	(117)	19%	(127)	2%	(12)	2%	(14)	14%	(93)	45%	(295)	656
All Non-Christian	32%	(23)	22%	(16)	7%	(5)	1%	(1)	10%	(7)	27%	(20)	72
Atheist	15%	(9)	16%	(9)	6%	(4)	4%	(2)	20%	(12)	40%	(24)	59
Agnostic/Nothing in particular	18%	(78)	19%	(81)	4%	(18)	3%	(13)	16%	(66)	40%	(167)	423
Something Else	17%	(35)	24%	(50)	2%	(4)	3%	(5)	14%	(29)	40%	(82)	205
Religious Non-Protestant/Catholic	29%	(24)	23%	(20)	6%	(5)	1%	(1)	12%	(10)	28%	(24)	84
Evangelical	19%	(69)	22%	(80)	2%	(8)	4%	(15)	12%	(43)	42%	(153)	369
Non-Evangelical	17%	(77)	19%	(90)	1%	(7)	1%	(5)	16%	(76)	46%	(214)	468
Community: Urban	26%	(114)	23%	(99)	4%	(16)	3%	(15)	11%	(50)	32%	(140)	434
Community: Suburban	17%	(101)	17%	(105)	3%	(16)	2%	(11)	16%	(99)	46%	(277)	610
Community: Rural	12%	(46)	21%	(79)	3%	(10)	3%	(10)	15%	(58)	46%	(170)	373
Employ: Private Sector	22%	(97)	27%	(120)	5%	(20)	1%	(6)	11%	(48)	34%	(149)	441
Employ: Government	20%	(14)	25%	(17)	6%	(4)	1%	(1)	25%	(17)	24%	(17)	69
Employ: Self-Employed	30%	(34)	20%	(23)	2%	(3)	3%	(3)	19%	(22)	25%	(29)	114
Employ: Homemaker	20%	(24)	20%	(23)	2%	(3)	—	(0)	21%	(24)	37%	(43)	117
Employ: Retired	9%	(34)	11%	(38)	1%	(4)	4%	(14)	15%	(53)	60%	(215)	357
Employ: Unemployed	21%	(36)	22%	(38)	2%	(4)	4%	(7)	11%	(19)	40%	(70)	174
Employ: Other	13%	(13)	20%	(21)	4%	(5)	—	(0)	10%	(10)	52%	(53)	101
Military HH: Yes	19%	(47)	19%	(45)	2%	(6)	2%	(5)	12%	(30)	45%	(110)	243
Military HH: No	18%	(215)	20%	(238)	3%	(37)	3%	(31)	15%	(176)	41%	(477)	1174
RD/WT: Right Direction	23%	(135)	19%	(114)	3%	(19)	3%	(19)	13%	(80)	38%	(223)	590
RD/WT: Wrong Track	15%	(126)	21%	(170)	3%	(23)	2%	(17)	15%	(127)	44%	(364)	826
Biden Job Approve	23%	(156)	20%	(138)	3%	(20)	3%	(20)	12%	(84)	39%	(266)	685
Biden Job Disapprove	14%	(93)	21%	(137)	2%	(15)	2%	(15)	15%	(98)	45%	(290)	648
Biden Job Strongly Approve	30%	(100)	16%	(53)	3%	(10)	3%	(10)	9%	(29)	40%	(133)	335
Biden Job Somewhat Approve	16%	(56)	24%	(85)	3%	(10)	3%	(11)	16%	(55)	38%	(133)	350
Biden Job Somewhat Disapprove	18%	(33)	24%	(44)	5%	(8)	3%	(6)	16%	(30)	34%	(63)	183
Biden Job Strongly Disapprove	13%	(60)	20%	(94)	2%	(7)	2%	(9)	15%	(69)	49%	(226)	465

Continued on next page

Table MCEN4_14: *Do you have a favorable or unfavorable impression of the following characters?*
Bucky Barnes / Winter Soldier

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	18%	(261)	20%	(284)	3%	(42)	3%	(36)	15%	(207)	41%	(587)	1416
Favorable of Biden	23%	(156)	20%	(133)	3%	(18)	3%	(20)	12%	(83)	39%	(265)	675
Unfavorable of Biden	14%	(92)	21%	(137)	3%	(22)	2%	(15)	15%	(97)	44%	(290)	653
Very Favorable of Biden	31%	(104)	16%	(56)	3%	(10)	3%	(11)	9%	(30)	38%	(130)	341
Somewhat Favorable of Biden	15%	(52)	23%	(77)	2%	(8)	3%	(9)	16%	(53)	41%	(135)	333
Somewhat Unfavorable of Biden	16%	(25)	24%	(38)	8%	(12)	1%	(2)	15%	(24)	36%	(56)	158
Very Unfavorable of Biden	13%	(67)	20%	(99)	2%	(10)	3%	(13)	15%	(73)	47%	(234)	496
#1 Issue: Economy	19%	(106)	20%	(116)	2%	(11)	1%	(8)	17%	(96)	41%	(233)	570
#1 Issue: Security	17%	(31)	19%	(33)	1%	(3)	2%	(4)	12%	(21)	48%	(85)	178
#1 Issue: Health Care	23%	(38)	24%	(40)	4%	(7)	2%	(3)	8%	(13)	39%	(66)	167
#1 Issue: Medicare / Social Security	11%	(19)	13%	(23)	3%	(6)	2%	(4)	11%	(20)	59%	(100)	171
#1 Issue: Women's Issues	33%	(28)	22%	(18)	4%	(3)	2%	(2)	17%	(15)	23%	(19)	85
#1 Issue: Education	21%	(16)	32%	(25)	1%	(1)	1%	(1)	24%	(18)	22%	(17)	78
#1 Issue: Energy	17%	(15)	19%	(18)	9%	(8)	7%	(7)	15%	(14)	33%	(31)	93
#1 Issue: Other	12%	(9)	13%	(10)	4%	(3)	10%	(8)	14%	(10)	47%	(35)	74
2020 Vote: Joe Biden	23%	(150)	20%	(131)	4%	(23)	2%	(16)	11%	(75)	40%	(263)	659
2020 Vote: Donald Trump	11%	(48)	22%	(97)	2%	(8)	3%	(13)	14%	(61)	49%	(215)	443
2020 Vote: Didn't Vote	22%	(59)	16%	(44)	3%	(7)	2%	(6)	22%	(60)	36%	(97)	273
2018 House Vote: Democrat	21%	(106)	21%	(108)	3%	(15)	2%	(11)	12%	(62)	40%	(198)	500
2018 House Vote: Republican	14%	(49)	20%	(70)	3%	(10)	3%	(10)	14%	(50)	47%	(169)	358
2016 Vote: Hillary Clinton	22%	(101)	21%	(97)	3%	(13)	1%	(7)	12%	(55)	40%	(183)	455
2016 Vote: Donald Trump	13%	(50)	20%	(77)	3%	(10)	4%	(14)	15%	(58)	47%	(182)	390
2016 Vote: Other	13%	(10)	19%	(15)	5%	(4)	1%	(1)	17%	(13)	45%	(36)	79
2016 Vote: Didn't Vote	20%	(99)	19%	(95)	3%	(15)	3%	(14)	17%	(81)	38%	(186)	491
Voted in 2014: Yes	17%	(132)	19%	(149)	3%	(25)	3%	(20)	13%	(102)	45%	(347)	775
Voted in 2014: No	20%	(130)	21%	(134)	3%	(17)	3%	(16)	16%	(104)	37%	(240)	641
4-Region: Northeast	19%	(50)	18%	(48)	1%	(3)	3%	(7)	12%	(32)	47%	(126)	266
4-Region: Midwest	16%	(45)	20%	(58)	3%	(8)	3%	(8)	17%	(50)	41%	(115)	284
4-Region: South	21%	(113)	18%	(99)	3%	(17)	2%	(10)	13%	(72)	43%	(231)	542
4-Region: West	16%	(53)	24%	(78)	4%	(15)	3%	(11)	16%	(52)	35%	(115)	324
Marvel Comics Fans	27%	(229)	29%	(243)	4%	(33)	2%	(15)	14%	(115)	24%	(199)	835

Continued on next page

Table MCEN4_14: *Do you have a favorable or unfavorable impression of the following characters?*
Bucky Barnes / Winter Soldier

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (261)	20% (284)	3% (42)	3% (36)	15% (207)	41% (587)	1416
Avid Marvel Comics Fans	47% (136)	26% (76)	4% (13)	4% (10)	5% (14)	14% (41)	290
Casual Marvel Comics Fans	17% (93)	31% (167)	4% (20)	1% (5)	19% (102)	29% (158)	545
Marvel TV/Movies Fans	25% (237)	27% (256)	4% (36)	2% (19)	14% (129)	27% (255)	932
Avid Marvel TV/Movies Fans	45% (122)	20% (53)	2% (6)	3% (9)	11% (29)	18% (50)	270
Casual Marvel TV/Movies Fans	17% (115)	31% (202)	5% (30)	2% (10)	15% (100)	31% (206)	662
Fans of Anything Marvel	25% (251)	27% (271)	4% (38)	2% (21)	15% (147)	27% (265)	993
Avid Fans of Anything Marvel	44% (188)	28% (118)	4% (19)	3% (13)	7% (32)	13% (55)	425
Casual Fans of Anything Marvel	17% (122)	29% (209)	4% (27)	1% (10)	19% (135)	31% (222)	725

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

Table MCEN4_15: *Do you have a favorable or unfavorable impression of the following characters?*
Falcon

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	21% (295)	24% (345)	4% (61)	3% (48)	20% (281)	28% (394)	1425
Gender: Male	25% (175)	26% (187)	6% (43)	4% (27)	16% (114)	23% (167)	712
Gender: Female	17% (121)	22% (158)	3% (18)	3% (21)	23% (167)	32% (228)	713
Age: 18-34	29% (116)	28% (114)	7% (28)	6% (22)	17% (68)	14% (58)	406
Age: 35-44	28% (68)	27% (65)	8% (19)	3% (7)	19% (46)	15% (37)	242
Age: 45-64	17% (84)	25% (119)	2% (9)	3% (13)	21% (100)	33% (158)	484
Age: 65+	9% (27)	16% (47)	1% (4)	2% (5)	23% (68)	48% (141)	293
GenZers: 1997-2012	17% (18)	23% (25)	8% (9)	12% (13)	21% (23)	20% (22)	109
Millennials: 1981-1996	32% (149)	29% (133)	6% (29)	3% (13)	17% (80)	13% (58)	462
GenXers: 1965-1980	24% (78)	27% (87)	4% (15)	3% (9)	18% (59)	25% (80)	327
Baby Boomers: 1946-1964	11% (50)	20% (95)	2% (8)	3% (12)	23% (108)	42% (195)	470
PID: Dem (no lean)	27% (148)	24% (132)	5% (28)	2% (11)	17% (96)	25% (135)	549
PID: Ind (no lean)	17% (76)	27% (120)	3% (14)	4% (17)	24% (105)	25% (114)	446
PID: Rep (no lean)	17% (71)	22% (93)	5% (20)	5% (20)	19% (80)	34% (146)	430
PID/Gender: Dem Men	33% (93)	26% (75)	7% (20)	2% (7)	12% (34)	19% (55)	283
PID/Gender: Dem Women	21% (55)	22% (58)	3% (8)	1% (4)	23% (62)	30% (81)	267
PID/Gender: Ind Men	20% (39)	28% (56)	3% (5)	2% (4)	24% (46)	24% (46)	197
PID/Gender: Ind Women	15% (37)	26% (64)	3% (9)	5% (13)	24% (59)	27% (67)	249
PID/Gender: Rep Men	18% (43)	24% (57)	8% (18)	7% (16)	15% (34)	28% (66)	232
PID/Gender: Rep Women	14% (29)	19% (37)	1% (2)	2% (4)	24% (47)	40% (80)	198
Ideo: Liberal (1-3)	26% (109)	26% (109)	5% (20)	2% (10)	16% (66)	26% (109)	423
Ideo: Moderate (4)	21% (83)	28% (111)	2% (10)	3% (12)	21% (85)	24% (97)	397
Ideo: Conservative (5-7)	18% (80)	20% (94)	4% (18)	4% (19)	20% (93)	34% (154)	459
Educ: < College	20% (199)	23% (227)	4% (44)	4% (39)	21% (205)	27% (264)	979
Educ: Bachelors degree	18% (51)	27% (76)	4% (11)	2% (6)	19% (55)	30% (86)	285
Educ: Post-grad	28% (44)	26% (42)	4% (6)	1% (2)	13% (21)	28% (44)	161
Income: Under 50k	19% (144)	26% (196)	4% (33)	5% (38)	20% (153)	27% (204)	768
Income: 50k-100k	21% (91)	20% (89)	4% (20)	2% (8)	22% (94)	31% (136)	438
Income: 100k+	28% (60)	27% (59)	4% (8)	1% (2)	16% (34)	25% (55)	218
Ethnicity: White	19% (219)	23% (265)	4% (42)	3% (33)	21% (242)	29% (330)	1131
Ethnicity: Hispanic	22% (48)	23% (52)	11% (25)	6% (14)	16% (36)	21% (46)	222

Continued on next page

Table MCEN4_15: *Do you have a favorable or unfavorable impression of the following characters?*
Falcon

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	21% (295)	24% (345)	4% (61)	3% (48)	20% (281)	28% (394)	1425
Ethnicity: Black	35% (56)	27% (44)	5% (7)	3% (5)	11% (18)	18% (29)	159
Ethnicity: Other	15% (20)	27% (37)	8% (11)	8% (10)	16% (21)	26% (35)	135
All Christian	21% (132)	23% (143)	3% (19)	2% (14)	20% (129)	31% (194)	631
All Non-Christian	32% (24)	22% (16)	9% (7)	— (0)	11% (8)	25% (19)	75
Atheist	10% (6)	35% (21)	7% (4)	9% (6)	13% (8)	26% (16)	60
Agnostic/Nothing in particular	18% (82)	25% (110)	4% (18)	5% (22)	22% (96)	26% (116)	444
Something Else	24% (52)	25% (54)	6% (13)	3% (6)	19% (41)	23% (50)	215
Religious Non-Protestant/Catholic	29% (26)	24% (22)	8% (8)	— (0)	15% (14)	24% (22)	91
Evangelical	26% (97)	23% (84)	5% (19)	4% (13)	18% (67)	23% (86)	367
Non-Evangelical	18% (81)	24% (106)	3% (12)	1% (5)	21% (96)	33% (147)	447
Community: Urban	28% (118)	24% (100)	5% (21)	4% (16)	16% (67)	23% (98)	421
Community: Suburban	19% (124)	24% (152)	4% (25)	3% (19)	20% (131)	30% (190)	641
Community: Rural	15% (54)	26% (93)	4% (15)	3% (12)	23% (83)	29% (107)	363
Employ: Private Sector	25% (114)	27% (119)	6% (28)	2% (10)	14% (61)	26% (115)	447
Employ: Government	25% (18)	25% (18)	11% (8)	3% (2)	14% (10)	22% (16)	72
Employ: Self-Employed	26% (34)	29% (38)	6% (8)	3% (4)	18% (23)	17% (22)	128
Employ: Homemaker	16% (18)	30% (33)	1% (1)	6% (6)	26% (28)	21% (23)	109
Employ: Retired	11% (40)	18% (67)	2% (6)	3% (12)	24% (91)	42% (160)	377
Employ: Unemployed	27% (46)	21% (36)	3% (4)	6% (10)	21% (36)	22% (37)	169
Employ: Other	24% (20)	31% (26)	5% (5)	3% (2)	22% (19)	15% (13)	85
Military HH: Yes	25% (61)	19% (46)	6% (15)	2% (4)	18% (45)	31% (76)	247
Military HH: No	20% (234)	25% (299)	4% (46)	4% (44)	20% (236)	27% (319)	1177
RD/WT: Right Direction	27% (154)	23% (134)	4% (24)	4% (24)	18% (103)	24% (136)	575
RD/WT: Wrong Track	17% (142)	25% (211)	4% (37)	3% (24)	21% (178)	30% (259)	850
Biden Job Approve	26% (173)	24% (163)	4% (29)	4% (24)	18% (121)	24% (164)	674
Biden Job Disapprove	16% (108)	25% (166)	3% (23)	3% (23)	20% (134)	32% (213)	667
Biden Job Strongly Approve	32% (108)	21% (72)	4% (13)	4% (14)	14% (47)	24% (81)	334
Biden Job Somewhat Approve	19% (65)	27% (91)	5% (16)	3% (9)	22% (75)	25% (83)	339
Biden Job Somewhat Disapprove	20% (37)	30% (54)	3% (5)	3% (6)	15% (28)	29% (52)	182
Biden Job Strongly Disapprove	15% (71)	23% (112)	4% (18)	3% (17)	22% (107)	33% (161)	485

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Table MCEN4_15: *Do you have a favorable or unfavorable impression of the following characters?*
Falcon

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	21% (295)	24% (345)	4% (61)	3% (48)	20% (281)	28% (394)	1425
Favorable of Biden	25% (169)	24% (161)	3% (20)	4% (24)	19% (126)	25% (170)	671
Unfavorable of Biden	17% (114)	25% (166)	5% (37)	3% (22)	20% (132)	30% (201)	672
Very Favorable of Biden	34% (116)	22% (74)	2% (6)	5% (16)	15% (49)	23% (78)	340
Somewhat Favorable of Biden	16% (54)	26% (87)	4% (14)	2% (8)	23% (77)	28% (92)	331
Somewhat Unfavorable of Biden	25% (39)	31% (49)	8% (12)	2% (3)	14% (22)	21% (33)	159
Very Unfavorable of Biden	15% (75)	23% (117)	5% (24)	4% (19)	22% (110)	33% (168)	513
#1 Issue: Economy	23% (129)	27% (155)	3% (17)	2% (13)	19% (105)	26% (145)	564
#1 Issue: Security	21% (42)	22% (44)	5% (10)	1% (3)	22% (45)	28% (57)	200
#1 Issue: Health Care	24% (40)	26% (43)	4% (6)	1% (2)	18% (30)	27% (45)	166
#1 Issue: Medicare / Social Security	12% (23)	17% (32)	3% (6)	3% (5)	25% (47)	40% (75)	188
#1 Issue: Women's Issues	21% (18)	30% (25)	9% (7)	12% (10)	13% (11)	15% (12)	83
#1 Issue: Education	24% (14)	32% (18)	1% (1)	3% (2)	22% (13)	19% (11)	58
#1 Issue: Energy	22% (22)	15% (15)	9% (8)	6% (6)	19% (19)	28% (27)	96
#1 Issue: Other	13% (9)	19% (13)	7% (5)	9% (6)	18% (13)	33% (23)	69
2020 Vote: Joe Biden	24% (158)	27% (171)	4% (24)	3% (19)	17% (108)	26% (165)	645
2020 Vote: Donald Trump	17% (79)	23% (109)	5% (22)	3% (14)	19% (87)	34% (157)	468
2020 Vote: Didn't Vote	18% (50)	22% (59)	3% (9)	5% (13)	30% (81)	22% (60)	272
2018 House Vote: Democrat	24% (113)	27% (128)	4% (20)	2% (8)	17% (81)	27% (129)	479
2018 House Vote: Republican	19% (73)	22% (84)	3% (12)	3% (11)	19% (75)	34% (133)	389
2016 Vote: Hillary Clinton	26% (114)	25% (112)	4% (17)	1% (5)	17% (77)	27% (123)	447
2016 Vote: Donald Trump	18% (76)	23% (99)	3% (13)	3% (12)	20% (85)	33% (142)	426
2016 Vote: Other	11% (8)	24% (17)	9% (6)	3% (2)	20% (14)	33% (24)	71
2016 Vote: Didn't Vote	20% (98)	24% (117)	5% (25)	6% (29)	22% (105)	22% (107)	481
Voted in 2014: Yes	21% (160)	24% (183)	4% (31)	2% (13)	18% (143)	32% (247)	778
Voted in 2014: No	21% (136)	25% (162)	5% (30)	5% (35)	21% (139)	23% (147)	647
4-Region: Northeast	24% (57)	23% (54)	3% (7)	2% (6)	17% (41)	31% (74)	238
4-Region: Midwest	14% (44)	27% (88)	4% (14)	3% (10)	21% (69)	30% (96)	321
4-Region: South	25% (130)	22% (115)	4% (19)	3% (17)	20% (108)	27% (142)	532
4-Region: West	19% (63)	27% (89)	6% (20)	4% (14)	19% (64)	25% (83)	334
Marvel Comics Fans	31% (258)	33% (272)	6% (45)	2% (18)	16% (130)	12% (103)	826

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Table MCEN4_15: *Do you have a favorable or unfavorable impression of the following characters?*
Falcon

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	21% (295)	24% (345)	4% (61)	3% (48)	20% (281)	28% (394)	1425
Avid Marvel Comics Fans	57% (157)	25% (69)	5% (15)	2% (5)	6% (17)	4% (12)	275
Casual Marvel Comics Fans	18% (101)	37% (202)	6% (31)	2% (12)	21% (113)	16% (91)	550
Marvel TV/Movies Fans	29% (264)	31% (279)	6% (53)	3% (23)	16% (149)	15% (136)	905
Avid Marvel TV/Movies Fans	53% (142)	25% (66)	4% (11)	4% (11)	8% (22)	6% (16)	268
Casual Marvel TV/Movies Fans	19% (122)	33% (213)	7% (42)	2% (13)	20% (127)	19% (119)	637
Fans of Anything Marvel	29% (286)	32% (313)	6% (54)	2% (24)	18% (175)	13% (132)	984
Avid Fans of Anything Marvel	50% (202)	31% (126)	6% (23)	2% (8)	7% (29)	4% (18)	405
Casual Fans of Anything Marvel	19% (138)	34% (248)	6% (45)	2% (15)	22% (161)	16% (119)	725

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

Table MCEN4_16: *Do you have a favorable or unfavorable impression of the following characters?*
Scarlet Witch

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (274)	14% (206)	3% (46)	4% (58)	16% (240)	44% (640)	1464
Gender: Male	23% (160)	17% (117)	5% (31)	5% (31)	11% (78)	39% (272)	689
Gender: Female	15% (114)	12% (90)	2% (15)	3% (27)	21% (161)	48% (368)	775
Age: 18-34	32% (142)	17% (76)	5% (22)	6% (27)	20% (86)	19% (85)	437
Age: 35-44	25% (57)	21% (47)	4% (9)	2% (5)	15% (33)	32% (72)	224
Age: 45-64	12% (61)	13% (65)	2% (11)	3% (16)	16% (81)	54% (274)	508
Age: 65+	5% (13)	7% (19)	1% (4)	3% (10)	13% (39)	71% (209)	294
GenZers: 1997-2012	25% (29)	16% (19)	6% (7)	6% (7)	28% (33)	19% (22)	117
Millennials: 1981-1996	33% (154)	19% (89)	5% (22)	5% (24)	15% (72)	22% (104)	464
GenXers: 1965-1980	18% (58)	16% (53)	3% (9)	2% (8)	16% (53)	45% (148)	328
Baby Boomers: 1946-1964	6% (33)	8% (39)	2% (9)	4% (19)	14% (72)	66% (331)	502
PID: Dem (no lean)	24% (146)	17% (100)	3% (19)	4% (23)	13% (77)	39% (235)	599
PID: Ind (no lean)	15% (67)	14% (66)	2% (11)	3% (13)	21% (94)	45% (207)	458
PID: Rep (no lean)	15% (61)	10% (41)	4% (16)	5% (22)	17% (69)	49% (199)	407
PID/Gender: Dem Men	32% (97)	21% (62)	4% (13)	2% (7)	8% (23)	32% (95)	297
PID/Gender: Dem Women	16% (49)	13% (38)	2% (5)	5% (16)	18% (54)	46% (140)	302
PID/Gender: Ind Men	16% (30)	16% (31)	4% (8)	5% (9)	14% (27)	45% (85)	191
PID/Gender: Ind Women	14% (37)	13% (34)	1% (3)	1% (4)	25% (67)	45% (121)	267
PID/Gender: Rep Men	16% (33)	11% (23)	5% (10)	8% (15)	14% (29)	46% (92)	201
PID/Gender: Rep Women	14% (28)	9% (18)	3% (6)	3% (7)	20% (40)	52% (107)	206
Ideo: Liberal (1-3)	24% (106)	18% (78)	3% (14)	4% (17)	13% (56)	39% (171)	442
Ideo: Moderate (4)	17% (69)	15% (60)	3% (12)	4% (15)	17% (68)	45% (183)	408
Ideo: Conservative (5-7)	15% (71)	11% (52)	3% (14)	5% (22)	17% (79)	49% (225)	464
Educ: < College	18% (183)	12% (124)	3% (34)	4% (44)	17% (173)	44% (440)	999
Educ: Bachelors degree	19% (59)	18% (54)	2% (6)	3% (9)	15% (47)	43% (133)	307
Educ: Post-grad	20% (32)	18% (28)	4% (6)	3% (5)	12% (20)	43% (67)	158
Income: Under 50k	18% (149)	13% (109)	3% (25)	5% (38)	17% (141)	43% (345)	805
Income: 50k-100k	15% (66)	14% (59)	4% (17)	2% (10)	16% (68)	49% (214)	435
Income: 100k+	26% (59)	17% (39)	2% (3)	4% (10)	14% (31)	37% (81)	223
Ethnicity: White	19% (214)	12% (141)	2% (28)	3% (37)	16% (181)	48% (546)	1148
Ethnicity: Hispanic	28% (68)	12% (28)	5% (11)	10% (24)	17% (40)	29% (69)	240

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Table MCEN4_16: *Do you have a favorable or unfavorable impression of the following characters?*
Scarlet Witch

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (274)	14% (206)	3% (46)	4% (58)	16% (240)	44% (640)	1464
Ethnicity: Black	22% (39)	17% (30)	5% (8)	6% (10)	20% (36)	30% (52)	176
Ethnicity: Other	15% (20)	25% (35)	7% (9)	8% (11)	16% (23)	30% (41)	140
All Christian	16% (107)	12% (79)	2% (16)	4% (23)	15% (96)	51% (336)	658
All Non-Christian	24% (22)	20% (18)	10% (10)	2% (1)	11% (11)	33% (31)	92
Atheist	22% (16)	18% (14)	3% (2)	3% (2)	17% (13)	37% (28)	75
Agnostic/Nothing in particular	20% (81)	15% (60)	3% (10)	5% (19)	18% (75)	40% (165)	411
Something Else	21% (47)	16% (36)	3% (7)	5% (12)	20% (45)	35% (80)	227
Religious Non-Protestant/Catholic	24% (23)	18% (18)	10% (10)	2% (1)	13% (13)	33% (32)	98
Evangelical	22% (82)	11% (41)	4% (16)	6% (22)	16% (61)	41% (157)	379
Non-Evangelical	14% (67)	15% (74)	1% (7)	3% (13)	15% (75)	52% (251)	486
Community: Urban	23% (109)	16% (77)	3% (13)	5% (23)	19% (88)	34% (156)	465
Community: Suburban	17% (109)	14% (91)	3% (18)	4% (24)	16% (103)	48% (313)	658
Community: Rural	16% (56)	12% (39)	4% (15)	3% (11)	15% (50)	50% (171)	341
Employ: Private Sector	25% (113)	19% (87)	3% (16)	5% (21)	13% (61)	35% (158)	456
Employ: Government	24% (18)	18% (13)	6% (5)	1% (1)	23% (17)	28% (21)	74
Employ: Self-Employed	22% (26)	19% (22)	7% (8)	5% (6)	11% (12)	36% (42)	115
Employ: Homemaker	19% (25)	9% (11)	1% (1)	2% (2)	28% (36)	41% (52)	127
Employ: Student	27% (15)	16% (8)	— (0)	3% (2)	17% (9)	37% (20)	54
Employ: Retired	8% (28)	8% (28)	1% (5)	4% (14)	15% (55)	65% (237)	367
Employ: Unemployed	24% (40)	13% (21)	5% (8)	5% (8)	19% (33)	35% (59)	170
Employ: Other	10% (10)	16% (16)	3% (3)	4% (4)	17% (17)	51% (51)	101
Military HH: Yes	18% (43)	14% (32)	4% (8)	3% (7)	15% (35)	47% (111)	236
Military HH: No	19% (231)	14% (175)	3% (37)	4% (51)	17% (205)	43% (529)	1228
RD/WT: Right Direction	23% (139)	18% (106)	3% (17)	4% (23)	15% (92)	37% (224)	602
RD/WT: Wrong Track	16% (134)	12% (100)	3% (29)	4% (35)	17% (148)	48% (416)	861
Biden Job Approve	24% (174)	17% (124)	2% (17)	4% (28)	15% (105)	38% (269)	716
Biden Job Disapprove	14% (92)	12% (76)	4% (26)	4% (25)	17% (111)	50% (331)	660

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Table MCEN4_16: *Do you have a favorable or unfavorable impression of the following characters?*
Scarlet Witch

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (274)	14% (206)	3% (46)	4% (58)	16% (240)	44% (640)	1464
Biden Job Strongly Approve	32% (108)	16% (56)	3% (9)	2% (7)	13% (43)	35% (119)	342
Biden Job Somewhat Approve	18% (66)	18% (68)	2% (8)	6% (21)	16% (61)	40% (150)	374
Biden Job Somewhat Disapprove	14% (27)	18% (33)	4% (7)	5% (8)	15% (28)	44% (81)	185
Biden Job Strongly Disapprove	14% (65)	9% (43)	4% (19)	3% (17)	17% (82)	52% (249)	475
Favorable of Biden	24% (170)	16% (116)	3% (20)	3% (25)	15% (106)	39% (278)	714
Unfavorable of Biden	14% (93)	13% (86)	4% (26)	4% (26)	17% (109)	48% (319)	659
Very Favorable of Biden	30% (106)	15% (53)	3% (10)	4% (14)	13% (47)	36% (129)	359
Somewhat Favorable of Biden	18% (64)	18% (63)	3% (10)	3% (10)	17% (59)	42% (149)	356
Somewhat Unfavorable of Biden	16% (26)	24% (38)	1% (2)	5% (9)	13% (21)	41% (65)	160
Very Unfavorable of Biden	13% (67)	10% (48)	5% (24)	3% (17)	18% (89)	51% (253)	499
#1 Issue: Economy	19% (111)	15% (88)	3% (20)	5% (32)	16% (97)	42% (248)	597
#1 Issue: Security	14% (27)	7% (14)	3% (6)	3% (6)	17% (33)	55% (105)	191
#1 Issue: Health Care	23% (40)	18% (32)	4% (6)	1% (1)	14% (25)	41% (72)	178
#1 Issue: Medicare / Social Security	9% (18)	10% (18)	4% (8)	2% (3)	14% (27)	61% (115)	189
#1 Issue: Women's Issues	30% (30)	20% (19)	2% (2)	4% (4)	20% (20)	24% (24)	98
#1 Issue: Education	29% (19)	17% (11)	4% (3)	2% (1)	23% (15)	25% (17)	66
#1 Issue: Energy	33% (26)	15% (12)	— (0)	9% (7)	12% (10)	31% (25)	80
#1 Issue: Other	5% (3)	18% (12)	1% (0)	3% (2)	19% (12)	54% (35)	65
2020 Vote: Joe Biden	24% (166)	17% (121)	3% (19)	3% (23)	14% (98)	39% (269)	696
2020 Vote: Donald Trump	12% (53)	11% (49)	4% (17)	3% (16)	17% (77)	53% (240)	452
2020 Vote: Didn't Vote	18% (51)	10% (29)	3% (9)	6% (16)	21% (58)	42% (117)	279
2018 House Vote: Democrat	24% (128)	18% (95)	2% (12)	3% (16)	13% (68)	40% (215)	535
2018 House Vote: Republican	12% (45)	10% (37)	4% (16)	2% (9)	17% (65)	55% (209)	381
2016 Vote: Hillary Clinton	24% (114)	17% (80)	2% (8)	2% (8)	14% (66)	41% (194)	471
2016 Vote: Donald Trump	13% (55)	11% (44)	4% (16)	3% (11)	17% (71)	53% (222)	419
2016 Vote: Other	15% (12)	16% (13)	3% (2)	8% (7)	12% (10)	46% (39)	84
2016 Vote: Didn't Vote	19% (93)	14% (69)	4% (19)	7% (32)	19% (93)	38% (185)	491
Voted in 2014: Yes	18% (153)	14% (118)	3% (23)	2% (17)	15% (123)	48% (399)	832
Voted in 2014: No	19% (121)	14% (89)	4% (23)	6% (41)	19% (117)	38% (241)	631

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Table MCEN4_16: *Do you have a favorable or unfavorable impression of the following characters?*
Scarlet Witch

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (274)	14% (206)	3% (46)	4% (58)	16% (240)	44% (640)	1464
4-Region: Northeast	21% (57)	12% (32)	2% (7)	4% (12)	11% (29)	50% (135)	271
4-Region: Midwest	14% (43)	15% (46)	3% (10)	4% (12)	20% (63)	45% (140)	314
4-Region: South	21% (114)	14% (74)	3% (17)	3% (14)	17% (92)	43% (234)	545
4-Region: West	18% (60)	16% (54)	4% (12)	6% (20)	17% (56)	39% (131)	333
Marvel Comics Fans	29% (248)	20% (166)	4% (36)	2% (21)	18% (150)	27% (228)	850
Avid Marvel Comics Fans	58% (168)	17% (51)	5% (16)	2% (7)	9% (25)	9% (26)	292
Casual Marvel Comics Fans	14% (80)	21% (115)	4% (21)	3% (14)	22% (125)	36% (203)	558
Marvel TV/Movies Fans	28% (255)	19% (177)	4% (37)	3% (30)	17% (155)	29% (271)	926
Avid Marvel TV/Movies Fans	46% (128)	21% (58)	3% (10)	3% (8)	14% (39)	13% (38)	280
Casual Marvel TV/Movies Fans	20% (126)	19% (120)	4% (28)	3% (22)	18% (116)	36% (234)	646
Fans of Anything Marvel	27% (271)	19% (189)	4% (38)	3% (28)	17% (172)	30% (304)	1002
Avid Fans of Anything Marvel	51% (217)	19% (79)	5% (22)	3% (11)	11% (48)	11% (45)	423
Casual Fans of Anything Marvel	16% (112)	19% (139)	4% (26)	3% (20)	20% (147)	38% (276)	720

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

Table MCEN4_17: *Do you have a favorable or unfavorable impression of the following characters?*
Vision

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (240)	17% (247)	3% (46)	4% (55)	14% (202)	45% (650)	1440
Gender: Male	20% (142)	19% (133)	4% (26)	5% (32)	11% (73)	41% (287)	692
Gender: Female	13% (98)	15% (115)	3% (20)	3% (23)	17% (130)	49% (364)	749
Age: 18-34	27% (120)	22% (100)	5% (23)	9% (39)	14% (63)	23% (106)	451
Age: 35-44	20% (45)	21% (47)	4% (9)	2% (4)	19% (41)	34% (76)	222
Age: 45-64	13% (63)	16% (77)	2% (10)	1% (6)	16% (77)	52% (257)	491
Age: 65+	4% (11)	8% (23)	1% (4)	2% (5)	8% (21)	77% (212)	276
GenZers: 1997-2012	19% (23)	18% (22)	8% (9)	15% (18)	17% (20)	24% (29)	123
Millennials: 1981-1996	29% (133)	22% (104)	4% (20)	5% (22)	15% (69)	25% (117)	465
GenXers: 1965-1980	16% (56)	20% (69)	3% (9)	2% (6)	16% (54)	42% (144)	339
Baby Boomers: 1946-1964	6% (28)	10% (48)	1% (7)	1% (7)	11% (52)	69% (318)	459
PID: Dem (no lean)	22% (126)	18% (100)	4% (22)	3% (19)	10% (59)	42% (239)	564
PID: Ind (no lean)	15% (66)	16% (71)	2% (11)	5% (21)	18% (78)	44% (195)	443
PID: Rep (no lean)	11% (48)	17% (75)	3% (13)	3% (15)	15% (65)	50% (217)	434
PID/Gender: Dem Men	30% (85)	19% (54)	4% (12)	3% (9)	7% (20)	36% (103)	284
PID/Gender: Dem Women	14% (40)	17% (46)	3% (9)	4% (10)	14% (38)	48% (135)	280
PID/Gender: Ind Men	15% (26)	19% (34)	3% (5)	5% (9)	12% (21)	46% (81)	175
PID/Gender: Ind Women	15% (41)	14% (38)	2% (6)	5% (12)	21% (57)	43% (114)	268
PID/Gender: Rep Men	13% (31)	19% (45)	4% (9)	6% (14)	13% (31)	44% (103)	233
PID/Gender: Rep Women	8% (17)	15% (31)	2% (4)	— (0)	17% (34)	57% (114)	201
Ideo: Liberal (1-3)	21% (90)	22% (94)	3% (14)	5% (21)	8% (34)	41% (177)	431
Ideo: Moderate (4)	17% (71)	17% (73)	4% (18)	3% (12)	15% (62)	44% (189)	426
Ideo: Conservative (5-7)	14% (62)	12% (55)	2% (10)	3% (14)	16% (72)	52% (227)	440
Educ: < College	16% (155)	15% (152)	3% (31)	4% (42)	16% (153)	46% (454)	988
Educ: Bachelors degree	17% (49)	22% (62)	4% (11)	1% (4)	12% (34)	45% (129)	288
Educ: Post-grad	22% (35)	20% (34)	2% (3)	5% (9)	10% (16)	41% (68)	165
Income: Under 50k	16% (124)	15% (115)	3% (23)	4% (34)	14% (108)	47% (363)	768
Income: 50k-100k	14% (65)	19% (87)	3% (14)	4% (16)	15% (65)	45% (204)	451
Income: 100k+	23% (51)	20% (45)	4% (8)	2% (4)	13% (29)	38% (84)	221
Ethnicity: White	15% (171)	16% (179)	3% (35)	3% (31)	15% (166)	48% (548)	1131
Ethnicity: Hispanic	23% (54)	24% (58)	5% (12)	10% (23)	11% (27)	27% (64)	237

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Table MCEN4_17: *Do you have a favorable or unfavorable impression of the following characters?*
Vision

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (240)	17% (247)	3% (46)	4% (55)	14% (202)	45% (650)	1440
Ethnicity: Black	27% (49)	13% (24)	3% (5)	9% (16)	9% (15)	39% (71)	180
Ethnicity: Other	15% (20)	34% (45)	4% (5)	6% (8)	16% (21)	24% (31)	130
All Christian	14% (97)	18% (118)	3% (19)	2% (14)	14% (97)	49% (326)	671
All Non-Christian	21% (17)	18% (15)	3% (3)	6% (5)	16% (13)	36% (30)	82
Atheist	25% (18)	12% (9)	4% (3)	14% (11)	6% (5)	39% (29)	75
Agnostic/Nothing in particular	18% (74)	17% (69)	4% (15)	4% (18)	13% (56)	44% (181)	412
Something Else	17% (33)	19% (37)	3% (7)	3% (7)	16% (32)	42% (84)	200
Religious Non-Protestant/Catholic	18% (18)	18% (18)	3% (3)	11% (10)	18% (18)	32% (32)	99
Evangelical	19% (71)	16% (58)	4% (13)	3% (10)	15% (54)	43% (157)	362
Non-Evangelical	11% (53)	20% (93)	3% (12)	1% (6)	13% (62)	52% (246)	471
Community: Urban	19% (82)	21% (91)	3% (12)	5% (21)	14% (61)	39% (169)	435
Community: Suburban	15% (100)	18% (116)	4% (23)	3% (18)	14% (91)	47% (305)	654
Community: Rural	16% (57)	11% (40)	3% (10)	5% (16)	14% (51)	50% (177)	351
Employ: Private Sector	21% (97)	23% (105)	4% (21)	3% (16)	14% (64)	35% (160)	462
Employ: Government	18% (14)	28% (23)	4% (3)	10% (8)	21% (17)	19% (15)	81
Employ: Self-Employed	35% (42)	16% (19)	3% (3)	1% (1)	16% (20)	30% (36)	121
Employ: Homemaker	16% (19)	12% (14)	5% (5)	5% (6)	19% (22)	43% (51)	118
Employ: Retired	5% (19)	10% (34)	2% (6)	3% (9)	11% (38)	70% (248)	355
Employ: Unemployed	17% (29)	18% (30)	3% (5)	4% (8)	11% (19)	47% (80)	170
Employ: Other	13% (12)	16% (15)	2% (2)	4% (4)	15% (14)	50% (46)	92
Military HH: Yes	13% (31)	17% (42)	4% (9)	6% (15)	8% (20)	51% (124)	241
Military HH: No	17% (208)	17% (206)	3% (37)	3% (40)	15% (182)	44% (527)	1200
RD/WT: Right Direction	21% (118)	19% (110)	3% (20)	5% (27)	12% (67)	40% (232)	574
RD/WT: Wrong Track	14% (122)	16% (137)	3% (26)	3% (27)	16% (135)	48% (419)	867
Biden Job Approve	21% (138)	20% (133)	4% (24)	4% (28)	10% (70)	41% (275)	666
Biden Job Disapprove	13% (88)	15% (107)	2% (17)	3% (21)	16% (112)	50% (345)	690
Biden Job Strongly Approve	24% (77)	15% (49)	4% (14)	6% (20)	11% (34)	40% (130)	325
Biden Job Somewhat Approve	18% (60)	25% (84)	3% (9)	2% (7)	10% (36)	42% (144)	341
Biden Job Somewhat Disapprove	18% (36)	18% (36)	2% (4)	4% (8)	14% (29)	44% (89)	203
Biden Job Strongly Disapprove	11% (52)	15% (71)	3% (13)	3% (13)	17% (83)	52% (256)	487

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Table MCEN4_17: *Do you have a favorable or unfavorable impression of the following characters?*
Vision

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (240)	17% (247)	3% (46)	4% (55)	14% (202)	45% (650)	1440
Favorable of Biden	20% (136)	19% (126)	3% (23)	4% (27)	12% (78)	42% (284)	673
Unfavorable of Biden	14% (92)	17% (117)	3% (19)	3% (19)	15% (101)	49% (332)	681
Very Favorable of Biden	25% (85)	14% (49)	4% (12)	5% (17)	12% (40)	40% (137)	340
Somewhat Favorable of Biden	15% (51)	23% (77)	3% (11)	3% (10)	11% (37)	44% (148)	334
Somewhat Unfavorable of Biden	20% (33)	25% (41)	2% (3)	1% (2)	9% (14)	42% (68)	163
Very Unfavorable of Biden	11% (59)	15% (76)	3% (15)	3% (17)	17% (87)	51% (265)	518
#1 Issue: Economy	18% (106)	17% (101)	3% (20)	3% (20)	17% (99)	41% (245)	592
#1 Issue: Security	17% (32)	15% (29)	3% (5)	2% (4)	11% (21)	52% (98)	189
#1 Issue: Health Care	24% (38)	16% (24)	4% (7)	3% (5)	13% (21)	39% (61)	156
#1 Issue: Medicare / Social Security	6% (11)	12% (22)	— (0)	4% (7)	8% (15)	69% (120)	175
#1 Issue: Women's Issues	25% (25)	20% (20)	7% (6)	11% (10)	11% (10)	27% (26)	97
#1 Issue: Education	14% (10)	28% (19)	7% (5)	4% (2)	22% (15)	26% (18)	69
#1 Issue: Energy	14% (13)	23% (21)	— (0)	3% (3)	14% (12)	46% (42)	91
#1 Issue: Other	8% (5)	16% (11)	4% (3)	4% (3)	13% (9)	57% (40)	71
2020 Vote: Joe Biden	21% (137)	19% (124)	3% (20)	3% (21)	11% (70)	43% (277)	651
2020 Vote: Donald Trump	10% (46)	18% (83)	3% (13)	3% (16)	15% (73)	51% (242)	473
2020 Vote: Didn't Vote	19% (51)	10% (27)	3% (8)	6% (16)	20% (53)	43% (117)	273
2018 House Vote: Democrat	20% (99)	20% (100)	4% (19)	3% (18)	9% (46)	44% (224)	505
2018 House Vote: Republican	13% (50)	15% (56)	2% (8)	2% (10)	15% (59)	53% (203)	385
2016 Vote: Hillary Clinton	22% (100)	18% (84)	3% (15)	2% (7)	10% (47)	45% (211)	464
2016 Vote: Donald Trump	12% (53)	14% (59)	2% (9)	3% (15)	15% (65)	53% (226)	426
2016 Vote: Other	13% (9)	22% (15)	7% (5)	3% (2)	11% (8)	45% (32)	71
2016 Vote: Didn't Vote	16% (77)	19% (89)	4% (17)	6% (31)	17% (82)	38% (182)	478
Voted in 2014: Yes	16% (132)	16% (132)	3% (25)	3% (23)	11% (90)	50% (402)	803
Voted in 2014: No	17% (107)	18% (116)	3% (21)	5% (32)	18% (112)	39% (249)	637
4-Region: Northeast	20% (54)	14% (36)	2% (7)	4% (11)	10% (26)	49% (130)	263
4-Region: Midwest	12% (38)	13% (39)	3% (9)	3% (8)	18% (54)	52% (162)	310
4-Region: South	20% (108)	15% (83)	4% (23)	3% (15)	14% (77)	44% (237)	542
4-Region: West	12% (40)	27% (89)	2% (7)	6% (21)	14% (45)	38% (122)	325
Marvel Comics Fans	25% (220)	23% (206)	4% (33)	3% (29)	15% (128)	30% (263)	880

Continued on next page

Table MCEN4_17: *Do you have a favorable or unfavorable impression of the following characters?*
Vision

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (240)	17% (247)	3% (46)	4% (55)	14% (202)	45% (650)	1440
Avid Marvel Comics Fans	49% (139)	23% (66)	4% (12)	2% (5)	7% (20)	15% (42)	284
Casual Marvel Comics Fans	14% (81)	24% (140)	4% (21)	4% (24)	18% (108)	37% (222)	596
Marvel TV/Movies Fans	23% (222)	22% (213)	4% (38)	3% (32)	14% (135)	32% (307)	947
Avid Marvel TV/Movies Fans	38% (110)	23% (67)	5% (14)	6% (17)	10% (29)	17% (50)	286
Casual Marvel TV/Movies Fans	17% (112)	22% (146)	4% (24)	2% (15)	16% (106)	39% (257)	661
Fans of Anything Marvel	23% (233)	23% (231)	4% (40)	4% (38)	15% (151)	31% (317)	1010
Avid Fans of Anything Marvel	41% (169)	28% (115)	5% (20)	2% (8)	10% (42)	14% (60)	415
Casual Fans of Anything Marvel	14% (101)	23% (169)	4% (31)	4% (33)	18% (130)	37% (275)	738

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

Table MCEN4_18: *Do you have a favorable or unfavorable impression of the following characters?*
Shang-Chi

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (253)	14% (204)	3% (46)	3% (41)	22% (318)	40% (579)	1441
Gender: Male	21% (146)	18% (122)	3% (24)	3% (24)	21% (140)	33% (226)	681
Gender: Female	14% (106)	11% (82)	3% (22)	2% (17)	23% (177)	47% (353)	760
Age: 18-34	26% (113)	18% (79)	5% (21)	3% (13)	21% (92)	26% (113)	431
Age: 35-44	23% (55)	15% (37)	4% (10)	4% (9)	28% (67)	25% (60)	238
Age: 45-64	13% (65)	14% (69)	3% (13)	3% (15)	23% (113)	44% (215)	490
Age: 65+	7% (19)	7% (19)	1% (2)	1% (3)	16% (46)	68% (192)	282
GenZers: 1997-2012	26% (31)	13% (16)	7% (8)	5% (5)	22% (26)	28% (33)	120
Millennials: 1981-1996	26% (123)	19% (89)	4% (19)	3% (14)	23% (109)	24% (113)	468
GenXers: 1965-1980	16% (53)	14% (47)	5% (16)	3% (11)	29% (98)	34% (114)	339
Baby Boomers: 1946-1964	10% (45)	10% (46)	1% (3)	2% (8)	16% (73)	62% (281)	456
PID: Dem (no lean)	23% (129)	16% (89)	4% (23)	3% (15)	17% (97)	37% (211)	564
PID: Ind (no lean)	17% (78)	13% (58)	3% (13)	2% (9)	26% (119)	40% (183)	460
PID: Rep (no lean)	11% (45)	14% (57)	2% (10)	4% (17)	24% (101)	45% (186)	417
PID/Gender: Dem Men	31% (85)	21% (57)	4% (10)	2% (5)	14% (37)	29% (77)	271
PID/Gender: Dem Women	15% (44)	11% (33)	5% (13)	3% (10)	20% (60)	45% (133)	293
PID/Gender: Ind Men	19% (40)	16% (33)	4% (9)	2% (4)	27% (57)	32% (67)	210
PID/Gender: Ind Women	15% (38)	10% (24)	2% (5)	2% (5)	25% (63)	46% (115)	250
PID/Gender: Rep Men	10% (21)	16% (32)	3% (6)	7% (14)	23% (46)	41% (81)	200
PID/Gender: Rep Women	11% (25)	12% (25)	2% (5)	1% (3)	25% (55)	48% (105)	217
Ideo: Liberal (1-3)	25% (104)	15% (64)	4% (15)	2% (7)	15% (63)	40% (171)	424
Ideo: Moderate (4)	16% (70)	17% (72)	4% (16)	3% (14)	21% (89)	39% (165)	425
Ideo: Conservative (5-7)	12% (52)	13% (56)	3% (11)	4% (18)	24% (103)	45% (192)	432
Educ: < College	17% (166)	13% (135)	3% (32)	3% (29)	24% (243)	40% (401)	1005
Educ: Bachelors degree	19% (52)	13% (37)	4% (10)	3% (7)	19% (53)	43% (121)	280
Educ: Post-grad	22% (34)	21% (33)	3% (4)	3% (5)	14% (23)	36% (57)	156
Income: Under 50k	17% (137)	14% (117)	3% (27)	3% (28)	22% (178)	40% (323)	810
Income: 50k-100k	14% (61)	13% (54)	3% (12)	2% (7)	25% (104)	44% (184)	423
Income: 100k+	26% (54)	16% (34)	3% (7)	3% (7)	17% (35)	35% (72)	209
Ethnicity: White	15% (174)	14% (159)	3% (31)	3% (30)	22% (251)	43% (492)	1137
Ethnicity: Hispanic	25% (57)	13% (30)	5% (10)	4% (10)	25% (56)	27% (62)	225

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Table MCEN4_18: *Do you have a favorable or unfavorable impression of the following characters?*
Shang-Chi

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (253)	14% (204)	3% (46)	3% (41)	22% (318)	40% (579)	1441
Ethnicity: Black	27% (47)	17% (30)	6% (11)	6% (10)	16% (29)	28% (49)	177
Ethnicity: Other	25% (31)	12% (15)	3% (4)	— (1)	30% (38)	30% (38)	127
All Christian	14% (90)	16% (102)	3% (17)	2% (16)	20% (131)	45% (288)	645
All Non-Christian	31% (27)	20% (17)	4% (4)	1% (1)	15% (13)	29% (26)	87
Atheist	27% (18)	9% (6)	1% (1)	3% (2)	17% (11)	43% (29)	68
Agnostic/Nothing in particular	17% (73)	12% (48)	4% (16)	4% (16)	26% (108)	37% (156)	417
Something Else	20% (44)	14% (30)	4% (10)	3% (6)	24% (53)	36% (80)	224
Religious Non-Protestant/Catholic	28% (28)	20% (20)	4% (4)	1% (1)	17% (17)	30% (30)	99
Evangelical	19% (73)	17% (64)	3% (11)	4% (14)	19% (75)	38% (147)	383
Non-Evangelical	13% (58)	14% (64)	3% (15)	1% (6)	23% (103)	46% (208)	454
Community: Urban	25% (108)	17% (75)	2% (10)	3% (14)	23% (101)	30% (132)	439
Community: Suburban	15% (98)	12% (80)	4% (23)	2% (14)	21% (135)	45% (289)	638
Community: Rural	13% (46)	14% (50)	4% (13)	4% (14)	23% (82)	44% (158)	364
Employ: Private Sector	23% (102)	21% (91)	4% (16)	2% (9)	19% (82)	32% (141)	442
Employ: Government	20% (14)	15% (11)	2% (1)	5% (4)	33% (25)	25% (18)	74
Employ: Self-Employed	23% (24)	13% (13)	6% (7)	3% (3)	29% (30)	25% (26)	102
Employ: Homemaker	22% (29)	5% (6)	3% (4)	— (0)	26% (35)	44% (58)	133
Employ: Retired	7% (26)	10% (37)	1% (5)	3% (10)	17% (61)	63% (233)	373
Employ: Unemployed	17% (34)	16% (31)	2% (4)	6% (11)	27% (53)	32% (61)	193
Employ: Other	17% (15)	17% (14)	7% (6)	4% (3)	24% (20)	31% (27)	85
Military HH: Yes	18% (45)	17% (42)	1% (2)	3% (7)	20% (49)	41% (99)	244
Military HH: No	17% (208)	14% (163)	4% (44)	3% (34)	22% (268)	40% (481)	1197
RD/WT: Right Direction	25% (147)	17% (99)	3% (19)	3% (20)	18% (106)	34% (200)	590
RD/WT: Wrong Track	12% (105)	12% (106)	3% (27)	3% (22)	25% (211)	45% (380)	851
Biden Job Approve	25% (174)	16% (113)	3% (20)	4% (24)	17% (116)	35% (237)	684
Biden Job Disapprove	10% (64)	13% (88)	4% (24)	2% (16)	26% (174)	45% (305)	672
Biden Job Strongly Approve	35% (118)	16% (55)	1% (3)	2% (7)	13% (44)	33% (110)	338
Biden Job Somewhat Approve	16% (56)	17% (58)	5% (17)	5% (17)	21% (72)	37% (127)	346
Biden Job Somewhat Disapprove	11% (19)	18% (33)	4% (7)	1% (1)	29% (52)	37% (68)	180
Biden Job Strongly Disapprove	9% (45)	11% (55)	3% (17)	3% (15)	25% (121)	48% (237)	491

Continued on next page

Table MCEN4_18: *Do you have a favorable or unfavorable impression of the following characters?*
Shang-Chi

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (253)	14% (204)	3% (46)	3% (41)	22% (318)	40% (579)	1441
Favorable of Biden	26% (173)	16% (107)	2% (16)	3% (20)	18% (123)	35% (240)	678
Unfavorable of Biden	10% (69)	13% (90)	4% (27)	3% (21)	25% (168)	44% (300)	676
Very Favorable of Biden	34% (117)	14% (47)	2% (7)	3% (11)	13% (46)	34% (119)	347
Somewhat Favorable of Biden	17% (56)	18% (60)	3% (9)	2% (8)	23% (77)	37% (121)	331
Somewhat Unfavorable of Biden	12% (18)	18% (29)	5% (8)	3% (4)	24% (37)	38% (59)	155
Very Unfavorable of Biden	10% (51)	12% (62)	4% (19)	3% (17)	25% (131)	46% (241)	520
#1 Issue: Economy	18% (100)	16% (91)	3% (15)	2% (10)	24% (131)	38% (211)	558
#1 Issue: Security	14% (26)	12% (21)	4% (7)	3% (6)	25% (45)	43% (78)	183
#1 Issue: Health Care	23% (41)	16% (29)	3% (5)	2% (3)	19% (33)	37% (67)	180
#1 Issue: Medicare / Social Security	8% (15)	12% (23)	3% (6)	2% (5)	20% (38)	54% (103)	190
#1 Issue: Women's Issues	32% (30)	13% (12)	6% (6)	— (0)	16% (15)	33% (31)	94
#1 Issue: Education	21% (15)	14% (11)	9% (7)	6% (4)	21% (15)	30% (22)	74
#1 Issue: Energy	21% (20)	10% (10)	— (0)	9% (9)	22% (20)	37% (34)	93
#1 Issue: Other	8% (6)	10% (7)	— (0)	6% (5)	28% (19)	48% (34)	70
2020 Vote: Joe Biden	24% (156)	15% (95)	3% (18)	3% (20)	19% (123)	36% (234)	646
2020 Vote: Donald Trump	10% (46)	16% (72)	3% (12)	3% (13)	22% (100)	47% (212)	454
2020 Vote: Didn't Vote	15% (45)	11% (34)	4% (13)	2% (7)	28% (86)	39% (120)	304
2018 House Vote: Democrat	21% (107)	18% (88)	3% (14)	3% (14)	17% (86)	38% (193)	503
2018 House Vote: Republican	13% (47)	13% (50)	2% (9)	2% (8)	21% (80)	49% (183)	376
2016 Vote: Hillary Clinton	23% (104)	16% (72)	3% (14)	2% (10)	18% (84)	38% (172)	457
2016 Vote: Donald Trump	13% (51)	14% (56)	3% (13)	3% (12)	21% (86)	46% (187)	405
2016 Vote: Other	10% (8)	14% (11)	2% (1)	1% (1)	27% (21)	46% (36)	78
2016 Vote: Didn't Vote	18% (89)	13% (65)	4% (18)	3% (17)	25% (127)	37% (184)	500
Voted in 2014: Yes	17% (139)	14% (112)	3% (22)	3% (20)	20% (163)	43% (347)	802
Voted in 2014: No	18% (114)	14% (92)	4% (25)	3% (21)	24% (155)	36% (233)	639
4-Region: Northeast	17% (45)	12% (31)	5% (12)	4% (11)	19% (50)	43% (113)	261
4-Region: Midwest	13% (37)	13% (38)	4% (11)	2% (5)	22% (64)	46% (131)	286
4-Region: South	20% (113)	14% (81)	4% (21)	2% (14)	22% (121)	38% (211)	560
4-Region: West	17% (58)	16% (54)	1% (2)	4% (12)	25% (83)	38% (125)	334
Marvel Comics Fans	26% (221)	20% (169)	5% (40)	3% (23)	23% (193)	24% (203)	848

Continued on next page

Table MCEN4_18: *Do you have a favorable or unfavorable impression of the following characters?*
Shang-Chi

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (253)	14% (204)	3% (46)	3% (41)	22% (318)	40% (579)	1441
Avid Marvel Comics Fans	48% (135)	20% (57)	3% (9)	3% (9)	14% (39)	11% (30)	279
Casual Marvel Comics Fans	15% (86)	20% (112)	5% (30)	2% (14)	27% (154)	30% (172)	568
Marvel TV/Movies Fans	26% (237)	19% (173)	4% (40)	3% (25)	22% (203)	26% (240)	918
Avid Marvel TV/Movies Fans	44% (118)	22% (59)	3% (7)	2% (6)	16% (42)	12% (33)	265
Casual Marvel TV/Movies Fans	18% (120)	17% (114)	5% (33)	3% (19)	25% (160)	32% (208)	653
Fans of Anything Marvel	25% (243)	18% (181)	4% (43)	3% (26)	24% (233)	27% (263)	989
Avid Fans of Anything Marvel	42% (171)	20% (80)	3% (14)	4% (14)	18% (72)	13% (54)	405
Casual Fans of Anything Marvel	16% (117)	19% (139)	5% (35)	2% (17)	26% (191)	31% (228)	727

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

Table MCEN4_19: *Do you have a favorable or unfavorable impression of the following characters?*
Captain Marvel

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	31% (442)	30% (421)	3% (45)	6% (81)	24% (339)	5% (76)	1404
Gender: Male	36% (234)	29% (192)	4% (27)	7% (47)	19% (121)	5% (31)	653
Gender: Female	28% (207)	30% (229)	2% (18)	5% (34)	29% (218)	6% (45)	751
Age: 18-34	36% (145)	32% (129)	5% (19)	8% (34)	13% (54)	6% (25)	407
Age: 35-44	36% (83)	29% (66)	4% (9)	5% (11)	23% (53)	3% (6)	229
Age: 45-64	32% (155)	30% (143)	2% (10)	6% (27)	24% (118)	7% (32)	485
Age: 65+	21% (59)	29% (82)	2% (6)	3% (9)	40% (114)	5% (13)	283
GenZers: 1997-2012	22% (22)	43% (42)	3% (3)	5% (5)	17% (16)	10% (10)	98
Millennials: 1981-1996	39% (179)	28% (129)	5% (24)	8% (36)	16% (71)	4% (18)	456
GenXers: 1965-1980	38% (120)	29% (93)	2% (6)	6% (18)	19% (61)	6% (20)	318
Baby Boomers: 1946-1964	24% (115)	30% (141)	3% (12)	4% (20)	34% (159)	5% (26)	472
PID: Dem (no lean)	36% (197)	30% (165)	2% (12)	6% (32)	23% (127)	4% (22)	555
PID: Ind (no lean)	27% (118)	32% (141)	4% (17)	5% (24)	25% (112)	7% (30)	442
PID: Rep (no lean)	31% (126)	28% (115)	4% (16)	6% (25)	24% (99)	6% (25)	406
PID/Gender: Dem Men	43% (114)	30% (80)	3% (9)	4% (12)	16% (43)	4% (10)	267
PID/Gender: Dem Women	29% (84)	29% (85)	1% (4)	7% (21)	29% (84)	4% (11)	288
PID/Gender: Ind Men	28% (52)	31% (56)	5% (9)	9% (16)	22% (41)	5% (10)	185
PID/Gender: Ind Women	26% (66)	33% (85)	3% (8)	3% (8)	28% (71)	8% (20)	257
PID/Gender: Rep Men	34% (68)	28% (56)	5% (10)	10% (20)	18% (37)	5% (11)	201
PID/Gender: Rep Women	28% (58)	29% (59)	3% (7)	2% (5)	31% (63)	7% (15)	206
Ideo: Liberal (1-3)	36% (141)	32% (126)	2% (9)	4% (17)	22% (85)	4% (17)	395
Ideo: Moderate (4)	28% (114)	33% (132)	3% (13)	5% (21)	24% (98)	6% (23)	400
Ideo: Conservative (5-7)	33% (151)	27% (121)	4% (17)	5% (25)	26% (116)	5% (25)	456
Educ: < College	30% (293)	30% (290)	2% (23)	6% (62)	26% (256)	5% (52)	975
Educ: Bachelors degree	34% (92)	29% (77)	6% (15)	5% (14)	21% (56)	6% (15)	268
Educ: Post-grad	35% (57)	34% (55)	4% (7)	3% (5)	17% (27)	6% (10)	161
Income: Under 50k	30% (228)	30% (223)	2% (19)	7% (52)	25% (189)	6% (45)	756
Income: 50k-100k	31% (134)	29% (128)	4% (19)	6% (25)	25% (110)	5% (20)	435
Income: 100k+	37% (80)	33% (70)	4% (8)	2% (4)	19% (40)	5% (12)	213
Ethnicity: White	31% (342)	30% (337)	4% (40)	6% (62)	25% (284)	5% (53)	1118
Ethnicity: Hispanic	27% (52)	34% (67)	3% (6)	14% (27)	12% (23)	11% (21)	196

Continued on next page

Table MCEN4_19: *Do you have a favorable or unfavorable impression of the following characters?*
Captain Marvel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	31%	(442)	30%	(421)	3%	(45)	6%	(81)	24%	(339)	5%	(76)	1404
Ethnicity: Black	42%	(73)	25%	(44)	1%	(2)	8%	(14)	19%	(33)	6%	(10)	176
Ethnicity: Other	24%	(27)	36%	(40)	3%	(3)	5%	(5)	20%	(22)	12%	(13)	110
All Christian	31%	(193)	30%	(191)	4%	(27)	4%	(27)	26%	(166)	4%	(27)	631
All Non-Christian	36%	(30)	20%	(17)	5%	(4)	5%	(4)	27%	(22)	7%	(6)	84
Atheist	31%	(22)	35%	(24)	—	(0)	5%	(3)	20%	(14)	9%	(6)	69
Agnostic/Nothing in particular	30%	(121)	29%	(115)	3%	(12)	8%	(32)	22%	(88)	7%	(30)	399
Something Else	34%	(75)	34%	(75)	1%	(1)	7%	(15)	22%	(48)	3%	(8)	222
Religious Non-Protestant/Catholic	34%	(33)	20%	(19)	7%	(7)	4%	(4)	27%	(25)	7%	(7)	94
Evangelical	37%	(133)	27%	(98)	3%	(10)	5%	(18)	24%	(84)	4%	(13)	357
Non-Evangelical	28%	(130)	34%	(159)	3%	(16)	5%	(22)	27%	(125)	4%	(19)	471
Community: Urban	32%	(140)	32%	(140)	3%	(12)	5%	(21)	22%	(94)	7%	(30)	438
Community: Suburban	30%	(187)	28%	(171)	4%	(23)	8%	(48)	26%	(163)	4%	(27)	618
Community: Rural	33%	(115)	32%	(110)	3%	(10)	4%	(12)	23%	(82)	6%	(19)	348
Employ: Private Sector	38%	(166)	24%	(105)	5%	(21)	8%	(34)	20%	(88)	5%	(20)	434
Employ: Government	39%	(30)	36%	(27)	2%	(2)	2%	(2)	16%	(12)	5%	(4)	76
Employ: Self-Employed	34%	(39)	32%	(37)	4%	(5)	4%	(4)	22%	(26)	4%	(5)	115
Employ: Homemaker	23%	(28)	39%	(46)	3%	(3)	5%	(6)	28%	(34)	1%	(2)	119
Employ: Retired	24%	(86)	29%	(101)	2%	(7)	3%	(12)	34%	(120)	8%	(28)	354
Employ: Unemployed	35%	(64)	29%	(53)	2%	(4)	7%	(13)	20%	(37)	7%	(13)	185
Employ: Other	29%	(25)	40%	(35)	3%	(3)	8%	(7)	18%	(15)	3%	(2)	87
Military HH: Yes	31%	(68)	33%	(74)	4%	(9)	3%	(6)	20%	(45)	8%	(18)	221
Military HH: No	32%	(373)	29%	(347)	3%	(36)	6%	(75)	25%	(293)	5%	(58)	1183
RD/WT: Right Direction	34%	(197)	31%	(175)	2%	(13)	5%	(27)	22%	(126)	6%	(34)	572
RD/WT: Wrong Track	29%	(245)	30%	(246)	4%	(31)	7%	(54)	26%	(213)	5%	(42)	832
Biden Job Approve	34%	(223)	31%	(203)	3%	(18)	5%	(33)	22%	(141)	5%	(30)	649
Biden Job Disapprove	30%	(205)	29%	(196)	4%	(25)	6%	(38)	25%	(171)	6%	(38)	674
Biden Job Strongly Approve	41%	(128)	28%	(87)	4%	(11)	4%	(12)	20%	(61)	3%	(10)	310
Biden Job Somewhat Approve	28%	(95)	34%	(116)	2%	(7)	6%	(22)	24%	(80)	6%	(20)	340
Biden Job Somewhat Disapprove	29%	(57)	33%	(64)	7%	(13)	5%	(11)	20%	(39)	6%	(12)	195
Biden Job Strongly Disapprove	31%	(148)	28%	(133)	2%	(11)	6%	(28)	28%	(132)	6%	(27)	479

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Table MCEN4_19: *Do you have a favorable or unfavorable impression of the following characters?*
Captain Marvel

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	31% (442)	30% (421)	3% (45)	6% (81)	24% (339)	5% (76)	1404
Favorable of Biden	35% (230)	32% (210)	2% (12)	5% (30)	22% (146)	4% (26)	653
Unfavorable of Biden	31% (205)	28% (189)	5% (30)	6% (40)	24% (162)	6% (40)	666
Very Favorable of Biden	42% (143)	29% (97)	2% (7)	4% (14)	19% (65)	4% (14)	339
Somewhat Favorable of Biden	28% (87)	36% (112)	2% (6)	5% (16)	26% (81)	4% (12)	314
Somewhat Unfavorable of Biden	28% (46)	37% (61)	7% (12)	6% (10)	15% (25)	6% (9)	163
Very Unfavorable of Biden	32% (159)	26% (129)	4% (18)	6% (29)	27% (138)	6% (30)	503
#1 Issue: Economy	32% (182)	33% (185)	3% (19)	6% (36)	20% (111)	5% (31)	564
#1 Issue: Security	31% (56)	34% (62)	3% (5)	3% (6)	25% (46)	4% (8)	183
#1 Issue: Health Care	40% (66)	25% (41)	— (1)	3% (5)	28% (47)	4% (6)	166
#1 Issue: Medicare / Social Security	28% (51)	24% (43)	2% (3)	7% (13)	33% (60)	6% (10)	179
#1 Issue: Women's Issues	31% (30)	38% (36)	4% (4)	5% (5)	12% (12)	9% (9)	96
#1 Issue: Education	31% (17)	29% (16)	3% (2)	2% (1)	31% (17)	5% (3)	55
#1 Issue: Energy	27% (25)	21% (19)	6% (6)	9% (8)	28% (25)	9% (8)	90
#1 Issue: Other	21% (15)	28% (19)	8% (6)	10% (7)	30% (21)	3% (2)	70
2020 Vote: Joe Biden	34% (212)	32% (205)	3% (19)	5% (29)	23% (143)	4% (24)	631
2020 Vote: Donald Trump	30% (138)	30% (138)	3% (15)	4% (17)	26% (119)	6% (28)	455
2020 Vote: Didn't Vote	28% (78)	25% (70)	3% (9)	11% (32)	24% (68)	8% (22)	279
2018 House Vote: Democrat	35% (173)	30% (148)	2% (12)	4% (20)	24% (120)	4% (19)	492
2018 House Vote: Republican	32% (121)	28% (104)	4% (14)	4% (14)	26% (99)	6% (24)	376
2016 Vote: Hillary Clinton	37% (167)	29% (133)	2% (9)	4% (16)	25% (115)	4% (17)	457
2016 Vote: Donald Trump	32% (131)	28% (116)	3% (12)	4% (16)	26% (106)	6% (25)	405
2016 Vote: Other	22% (16)	32% (24)	8% (6)	12% (9)	23% (17)	3% (2)	74
2016 Vote: Didn't Vote	27% (126)	32% (149)	4% (18)	9% (40)	22% (100)	7% (33)	466
Voted in 2014: Yes	34% (260)	29% (222)	3% (20)	4% (32)	26% (200)	5% (38)	772
Voted in 2014: No	29% (182)	32% (199)	4% (25)	8% (49)	22% (138)	6% (39)	632
4-Region: Northeast	34% (88)	28% (74)	4% (10)	6% (15)	24% (62)	5% (14)	264
4-Region: Midwest	29% (90)	31% (94)	3% (10)	6% (19)	24% (73)	7% (21)	306
4-Region: South	35% (180)	29% (148)	3% (13)	5% (27)	24% (123)	4% (22)	514
4-Region: West	26% (83)	33% (104)	4% (12)	6% (20)	25% (81)	6% (21)	320
Marvel Comics Fans	47% (384)	34% (276)	3% (27)	4% (31)	10% (86)	2% (20)	824

Continued on next page

Table MCEN4_19: *Do you have a favorable or unfavorable impression of the following characters?*
Captain Marvel

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	31% (442)	30% (421)	3% (45)	6% (81)	24% (339)	5% (76)	1404
Avid Marvel Comics Fans	68% (188)	24% (66)	3% (8)	2% (7)	3% (7)	1% (2)	278
Casual Marvel Comics Fans	36% (196)	38% (210)	4% (19)	4% (24)	14% (79)	3% (18)	546
Marvel TV/Movies Fans	44% (399)	32% (287)	3% (31)	5% (43)	13% (114)	3% (24)	898
Avid Marvel TV/Movies Fans	65% (173)	24% (64)	4% (11)	4% (11)	3% (7)	1% (1)	268
Casual Marvel TV/Movies Fans	36% (225)	36% (224)	3% (20)	5% (32)	17% (107)	4% (22)	630
Fans of Anything Marvel	43% (418)	34% (329)	4% (35)	5% (46)	13% (123)	2% (22)	973
Avid Fans of Anything Marvel	62% (250)	25% (103)	4% (18)	4% (18)	3% (11)	1% (5)	405
Casual Fans of Anything Marvel	35% (244)	38% (266)	4% (26)	5% (34)	16% (116)	3% (20)	706

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

Table MCEN4_20: *Do you have a favorable or unfavorable impression of the following characters?*
Blade

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (331)	21% (316)	4% (52)	4% (65)	23% (341)	25% (377)	1482
Gender: Male	30% (216)	22% (159)	4% (31)	5% (37)	19% (139)	19% (137)	719
Gender: Female	15% (115)	21% (156)	3% (22)	4% (27)	26% (202)	32% (241)	763
Age: 18-34	29% (135)	22% (100)	4% (16)	6% (30)	19% (89)	20% (91)	461
Age: 35-44	31% (71)	28% (64)	5% (11)	3% (7)	24% (54)	9% (20)	227
Age: 45-64	21% (105)	23% (117)	3% (15)	3% (17)	23% (116)	27% (135)	505
Age: 65+	7% (21)	12% (35)	3% (9)	4% (11)	28% (82)	45% (131)	289
GenZers: 1997-2012	18% (20)	13% (15)	2% (2)	9% (11)	23% (26)	36% (41)	114
Millennials: 1981-1996	34% (167)	25% (124)	4% (21)	5% (24)	20% (97)	12% (61)	494
GenXers: 1965-1980	26% (90)	25% (85)	4% (15)	3% (12)	21% (72)	20% (69)	343
Baby Boomers: 1946-1964	11% (53)	17% (81)	3% (12)	4% (17)	28% (133)	37% (177)	474
PID: Dem (no lean)	27% (150)	21% (115)	4% (23)	4% (22)	21% (117)	23% (127)	556
PID: Ind (no lean)	20% (96)	20% (94)	2% (11)	5% (22)	25% (121)	28% (134)	479
PID: Rep (no lean)	19% (85)	24% (106)	4% (18)	5% (20)	23% (103)	26% (116)	448
PID/Gender: Dem Men	42% (114)	21% (56)	6% (17)	5% (14)	12% (33)	13% (36)	271
PID/Gender: Dem Women	13% (37)	21% (59)	2% (6)	3% (8)	30% (84)	32% (91)	285
PID/Gender: Ind Men	24% (50)	22% (45)	2% (4)	3% (7)	27% (56)	22% (45)	208
PID/Gender: Ind Women	17% (46)	18% (49)	3% (7)	6% (15)	24% (65)	33% (88)	271
PID/Gender: Rep Men	22% (53)	24% (58)	4% (9)	7% (16)	21% (50)	23% (55)	240
PID/Gender: Rep Women	16% (32)	23% (48)	4% (9)	2% (4)	26% (53)	29% (61)	207
Ideo: Liberal (1-3)	28% (120)	19% (83)	3% (11)	6% (25)	20% (86)	25% (108)	432
Ideo: Moderate (4)	25% (106)	20% (86)	5% (23)	3% (14)	25% (105)	21% (88)	421
Ideo: Conservative (5-7)	14% (64)	26% (119)	4% (17)	4% (20)	22% (100)	30% (135)	455
Educ: < College	23% (238)	21% (222)	4% (39)	5% (50)	23% (238)	25% (256)	1044
Educ: Bachelors degree	20% (58)	23% (65)	3% (8)	3% (8)	25% (70)	26% (72)	281
Educ: Post-grad	23% (36)	18% (28)	3% (5)	4% (7)	21% (33)	31% (49)	158
Income: Under 50k	23% (188)	21% (169)	4% (34)	5% (43)	21% (171)	26% (211)	816
Income: 50k-100k	20% (92)	20% (90)	3% (12)	3% (15)	29% (130)	25% (111)	451
Income: 100k+	24% (52)	26% (57)	3% (6)	3% (6)	18% (39)	26% (55)	216
Ethnicity: White	19% (221)	21% (245)	4% (43)	4% (50)	24% (277)	27% (316)	1152
Ethnicity: Hispanic	29% (73)	16% (41)	1% (2)	11% (26)	21% (53)	22% (54)	249

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Table MCEN4_20: *Do you have a favorable or unfavorable impression of the following characters?*
Blade

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	22%	(331)	21%	(316)	4%	(52)	4%	(65)	23%	(341)	25%	(377)	1482
Ethnicity: Black	37%	(69)	19%	(37)	4%	(8)	4%	(8)	18%	(34)	18%	(34)	189
Ethnicity: Other	29%	(41)	24%	(34)	1%	(2)	5%	(8)	21%	(29)	19%	(27)	141
All Christian	19%	(128)	21%	(140)	4%	(26)	4%	(28)	25%	(162)	27%	(176)	661
All Non-Christian	29%	(21)	13%	(9)	2%	(2)	4%	(3)	28%	(20)	24%	(18)	74
Atheist	12%	(9)	30%	(23)	2%	(1)	7%	(6)	19%	(15)	31%	(24)	78
Agnostic/Nothing in particular	26%	(113)	20%	(86)	3%	(15)	5%	(22)	22%	(94)	24%	(105)	435
Something Else	26%	(60)	24%	(57)	3%	(8)	3%	(6)	21%	(49)	23%	(54)	234
Religious Non-Protestant/Catholic	24%	(21)	12%	(11)	2%	(2)	3%	(3)	35%	(31)	24%	(21)	89
Evangelical	24%	(94)	23%	(90)	5%	(18)	6%	(22)	22%	(85)	21%	(80)	390
Non-Evangelical	19%	(91)	21%	(99)	3%	(16)	2%	(10)	24%	(113)	31%	(144)	471
Community: Urban	30%	(135)	22%	(99)	3%	(13)	9%	(39)	18%	(81)	17%	(77)	445
Community: Suburban	19%	(130)	19%	(126)	4%	(25)	3%	(18)	25%	(172)	30%	(204)	676
Community: Rural	18%	(66)	25%	(91)	4%	(14)	2%	(7)	24%	(87)	27%	(96)	361
Employ: Private Sector	27%	(127)	25%	(119)	4%	(18)	6%	(30)	20%	(94)	18%	(84)	473
Employ: Government	25%	(22)	24%	(21)	3%	(3)	1%	(1)	29%	(25)	18%	(16)	88
Employ: Self-Employed	36%	(42)	16%	(19)	6%	(6)	1%	(1)	31%	(35)	10%	(12)	115
Employ: Homemaker	19%	(26)	17%	(23)	3%	(5)	5%	(6)	26%	(35)	30%	(40)	134
Employ: Retired	10%	(36)	15%	(51)	3%	(12)	4%	(15)	26%	(90)	42%	(147)	352
Employ: Unemployed	28%	(49)	24%	(43)	3%	(5)	5%	(10)	19%	(34)	21%	(37)	176
Employ: Other	27%	(28)	33%	(34)	2%	(3)	1%	(1)	15%	(15)	22%	(22)	103
Military HH: Yes	21%	(54)	26%	(69)	2%	(4)	4%	(10)	22%	(56)	26%	(68)	261
Military HH: No	23%	(278)	20%	(247)	4%	(48)	4%	(55)	23%	(284)	25%	(310)	1221
RD/WT: Right Direction	27%	(153)	20%	(117)	3%	(19)	5%	(28)	21%	(119)	24%	(137)	573
RD/WT: Wrong Track	20%	(179)	22%	(198)	4%	(33)	4%	(37)	24%	(222)	26%	(241)	909
Biden Job Approve	25%	(170)	22%	(146)	4%	(26)	4%	(30)	22%	(149)	22%	(151)	672
Biden Job Disapprove	20%	(146)	22%	(157)	4%	(26)	3%	(22)	24%	(174)	27%	(191)	717
Biden Job Strongly Approve	30%	(93)	19%	(59)	5%	(15)	6%	(20)	18%	(56)	22%	(68)	310
Biden Job Somewhat Approve	21%	(78)	24%	(87)	3%	(11)	3%	(10)	26%	(93)	23%	(83)	362
Biden Job Somewhat Disapprove	24%	(45)	22%	(42)	2%	(4)	3%	(6)	24%	(46)	26%	(49)	192
Biden Job Strongly Disapprove	19%	(101)	22%	(116)	4%	(22)	3%	(16)	24%	(128)	27%	(142)	525

Continued on next page

Table MCEN4_20: *Do you have a favorable or unfavorable impression of the following characters?*
Blade

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (331)	21% (316)	4% (52)	4% (65)	23% (341)	25% (377)	1482
Favorable of Biden	25% (168)	22% (148)	4% (24)	4% (29)	22% (147)	23% (157)	673
Unfavorable of Biden	21% (153)	22% (160)	4% (25)	4% (26)	23% (162)	27% (191)	718
Very Favorable of Biden	34% (113)	16% (55)	4% (13)	7% (22)	16% (54)	22% (75)	332
Somewhat Favorable of Biden	16% (55)	27% (93)	3% (10)	2% (7)	27% (92)	24% (82)	340
Somewhat Unfavorable of Biden	29% (50)	18% (30)	— (0)	4% (7)	20% (35)	30% (51)	173
Very Unfavorable of Biden	19% (104)	24% (130)	5% (25)	3% (19)	23% (127)	26% (140)	545
#1 Issue: Economy	22% (129)	25% (149)	4% (26)	4% (23)	22% (132)	23% (138)	597
#1 Issue: Security	18% (36)	21% (41)	4% (7)	5% (11)	23% (45)	29% (58)	199
#1 Issue: Health Care	31% (54)	19% (33)	3% (6)	4% (6)	20% (35)	23% (40)	175
#1 Issue: Medicare / Social Security	17% (32)	14% (27)	1% (2)	2% (4)	29% (54)	36% (68)	187
#1 Issue: Women's Issues	26% (23)	19% (17)	2% (2)	8% (7)	21% (19)	23% (20)	88
#1 Issue: Education	34% (25)	23% (17)	2% (2)	4% (3)	22% (16)	15% (11)	74
#1 Issue: Energy	20% (19)	21% (20)	5% (4)	6% (5)	23% (21)	25% (24)	95
#1 Issue: Other	19% (13)	17% (11)	5% (3)	8% (5)	26% (17)	26% (17)	67
2020 Vote: Joe Biden	27% (174)	20% (132)	4% (25)	4% (27)	20% (132)	25% (162)	652
2020 Vote: Donald Trump	17% (81)	24% (116)	4% (18)	4% (19)	26% (126)	26% (128)	488
2020 Vote: Didn't Vote	23% (69)	19% (57)	3% (8)	6% (17)	24% (73)	25% (75)	300
2018 House Vote: Democrat	26% (130)	21% (106)	5% (26)	3% (17)	20% (102)	24% (122)	503
2018 House Vote: Republican	19% (73)	23% (90)	3% (12)	2% (10)	25% (96)	27% (104)	386
2016 Vote: Hillary Clinton	26% (120)	21% (99)	4% (17)	3% (12)	21% (99)	26% (120)	467
2016 Vote: Donald Trump	17% (71)	22% (93)	4% (15)	4% (15)	26% (108)	28% (116)	418
2016 Vote: Other	25% (22)	21% (19)	7% (6)	3% (2)	22% (20)	22% (20)	89
2016 Vote: Didn't Vote	23% (118)	21% (105)	3% (14)	7% (35)	22% (114)	24% (122)	507
Voted in 2014: Yes	22% (174)	21% (171)	5% (37)	3% (24)	24% (190)	26% (212)	808
Voted in 2014: No	23% (157)	21% (144)	2% (15)	6% (41)	22% (151)	25% (166)	674
4-Region: Northeast	22% (54)	18% (44)	5% (13)	2% (5)	22% (54)	31% (76)	245
4-Region: Midwest	21% (64)	18% (55)	6% (17)	4% (13)	22% (67)	28% (86)	303
4-Region: South	26% (148)	22% (126)	2% (13)	3% (19)	22% (128)	24% (140)	574
4-Region: West	18% (65)	25% (90)	2% (9)	8% (27)	26% (93)	21% (75)	359
Marvel Comics Fans	34% (292)	28% (247)	4% (33)	3% (28)	17% (152)	14% (119)	870

Continued on next page

Table MCEN4_20: *Do you have a favorable or unfavorable impression of the following characters?*
Blade

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (331)	21% (316)	4% (52)	4% (65)	23% (341)	25% (377)	1482
Avid Marvel Comics Fans	52% (152)	32% (94)	5% (13)	2% (5)	7% (19)	4% (11)	295
Casual Marvel Comics Fans	24% (140)	27% (153)	3% (19)	4% (23)	23% (132)	19% (109)	575
Marvel TV/Movies Fans	32% (306)	27% (260)	4% (39)	4% (35)	18% (174)	15% (139)	953
Avid Marvel TV/Movies Fans	46% (128)	25% (70)	5% (14)	7% (18)	10% (27)	8% (21)	277
Casual Marvel TV/Movies Fans	26% (178)	28% (190)	4% (25)	2% (17)	22% (148)	18% (118)	676
Fans of Anything Marvel	31% (318)	27% (281)	4% (41)	4% (38)	19% (199)	16% (162)	1038
Avid Fans of Anything Marvel	48% (204)	29% (122)	5% (20)	3% (11)	10% (43)	6% (26)	427
Casual Fans of Anything Marvel	23% (170)	26% (198)	4% (28)	5% (34)	23% (174)	20% (147)	752

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

Table MCEN4_21: *Do you have a favorable or unfavorable impression of the following characters?*
Nick Fury

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (293)	19% (280)	4% (63)	3% (39)	17% (242)	37% (538)	1456
Gender: Male	25% (175)	22% (156)	5% (35)	3% (21)	14% (98)	30% (208)	693
Gender: Female	15% (118)	16% (124)	4% (28)	2% (18)	19% (144)	43% (330)	763
Age: 18-34	28% (125)	20% (91)	6% (28)	3% (15)	19% (84)	23% (104)	447
Age: 35-44	24% (59)	29% (70)	5% (13)	1% (2)	15% (37)	25% (61)	241
Age: 45-64	17% (82)	18% (89)	3% (16)	4% (17)	15% (73)	43% (212)	490
Age: 65+	10% (28)	11% (29)	3% (7)	2% (4)	17% (48)	58% (161)	278
GenZers: 1997-2012	19% (24)	16% (19)	7% (8)	3% (4)	29% (36)	26% (32)	124
Millennials: 1981-1996	30% (145)	23% (112)	6% (27)	3% (13)	15% (72)	23% (108)	477
GenXers: 1965-1980	20% (65)	23% (75)	5% (15)	3% (9)	14% (46)	35% (114)	326
Baby Boomers: 1946-1964	12% (56)	14% (67)	3% (13)	3% (12)	17% (80)	52% (249)	478
PID: Dem (no lean)	24% (133)	20% (114)	5% (28)	2% (14)	14% (78)	35% (194)	561
PID: Ind (no lean)	18% (85)	19% (87)	4% (17)	3% (13)	20% (93)	37% (170)	465
PID: Rep (no lean)	17% (75)	18% (79)	4% (18)	3% (13)	17% (72)	40% (174)	431
PID/Gender: Dem Men	34% (90)	23% (60)	6% (17)	2% (5)	10% (27)	25% (65)	263
PID/Gender: Dem Women	15% (44)	18% (54)	4% (11)	3% (8)	17% (51)	43% (129)	297
PID/Gender: Ind Men	20% (42)	24% (50)	4% (8)	2% (4)	20% (42)	30% (64)	209
PID/Gender: Ind Women	17% (44)	15% (38)	3% (9)	3% (9)	20% (50)	42% (106)	255
PID/Gender: Rep Men	20% (44)	21% (46)	5% (10)	5% (12)	13% (29)	36% (79)	220
PID/Gender: Rep Women	15% (31)	16% (33)	4% (8)	1% (1)	20% (43)	45% (95)	211
Ideo: Liberal (1-3)	24% (100)	21% (88)	6% (24)	2% (8)	14% (59)	33% (135)	415
Ideo: Moderate (4)	18% (75)	20% (82)	3% (14)	3% (11)	16% (65)	39% (158)	405
Ideo: Conservative (5-7)	18% (86)	17% (82)	5% (22)	3% (13)	18% (87)	40% (190)	480
Educ: < College	20% (208)	17% (172)	4% (42)	3% (26)	17% (176)	38% (390)	1014
Educ: Bachelors degree	17% (48)	25% (72)	6% (16)	3% (10)	15% (43)	35% (100)	289
Educ: Post-grad	25% (38)	23% (36)	3% (5)	2% (3)	15% (23)	32% (49)	154
Income: Under 50k	20% (157)	19% (152)	4% (32)	3% (22)	18% (140)	37% (298)	800
Income: 50k-100k	16% (70)	20% (90)	5% (23)	2% (10)	16% (71)	41% (182)	445
Income: 100k+	31% (66)	18% (39)	4% (9)	4% (8)	15% (31)	28% (59)	211
Ethnicity: White	19% (217)	19% (213)	4% (47)	3% (31)	17% (186)	38% (430)	1125
Ethnicity: Hispanic	26% (62)	18% (42)	6% (14)	7% (16)	15% (36)	28% (65)	236

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Table MCEN4_21: *Do you have a favorable or unfavorable impression of the following characters?*
Nick Fury

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (293)	19% (280)	4% (63)	3% (39)	17% (242)	37% (538)	1456
Ethnicity: Black	25% (46)	16% (30)	5% (9)	3% (5)	14% (26)	37% (68)	186
Ethnicity: Other	20% (30)	25% (36)	5% (8)	2% (3)	20% (29)	27% (40)	146
All Christian	20% (130)	19% (127)	5% (30)	3% (18)	15% (97)	39% (254)	655
All Non-Christian	29% (22)	18% (14)	3% (2)	1% (1)	21% (15)	28% (21)	73
Atheist	14% (10)	26% (19)	3% (3)	7% (5)	20% (15)	29% (21)	74
Agnostic/Nothing in particular	20% (85)	19% (81)	5% (23)	3% (12)	16% (70)	36% (156)	428
Something Else	21% (46)	17% (38)	3% (6)	1% (3)	20% (45)	38% (86)	226
Religious Non-Protestant/Catholic	29% (24)	19% (16)	4% (4)	1% (1)	21% (17)	27% (22)	84
Evangelical	20% (78)	17% (68)	4% (17)	3% (13)	18% (70)	37% (147)	393
Non-Evangelical	20% (92)	20% (93)	4% (17)	1% (5)	15% (68)	41% (187)	461
Community: Urban	25% (108)	24% (103)	6% (27)	3% (13)	16% (70)	26% (114)	436
Community: Suburban	20% (133)	15% (102)	4% (24)	2% (16)	18% (122)	40% (270)	666
Community: Rural	15% (53)	21% (74)	3% (12)	3% (10)	14% (50)	44% (154)	353
Employ: Private Sector	26% (117)	23% (104)	5% (24)	3% (15)	11% (51)	31% (141)	453
Employ: Government	20% (16)	23% (18)	8% (6)	— (0)	23% (18)	27% (21)	79
Employ: Self-Employed	25% (31)	26% (32)	2% (3)	5% (7)	11% (14)	31% (39)	125
Employ: Homemaker	17% (21)	18% (22)	4% (5)	1% (2)	27% (33)	32% (38)	120
Employ: Retired	11% (40)	13% (46)	3% (10)	2% (9)	18% (62)	52% (182)	349
Employ: Unemployed	28% (48)	12% (21)	3% (5)	3% (5)	23% (40)	32% (56)	173
Employ: Other	15% (17)	25% (28)	3% (4)	— (0)	13% (14)	43% (47)	110
Military HH: Yes	21% (49)	20% (45)	2% (5)	2% (5)	11% (26)	43% (100)	230
Military HH: No	20% (244)	19% (235)	5% (58)	3% (34)	18% (217)	36% (439)	1226
RD/WT: Right Direction	25% (146)	21% (119)	4% (24)	3% (18)	15% (88)	32% (184)	579
RD/WT: Wrong Track	17% (147)	18% (160)	4% (39)	2% (21)	18% (155)	40% (354)	877
Biden Job Approve	23% (159)	21% (140)	5% (36)	3% (23)	13% (91)	34% (232)	680
Biden Job Disapprove	17% (121)	18% (129)	4% (26)	2% (10)	19% (129)	40% (282)	697
Biden Job Strongly Approve	28% (86)	20% (62)	4% (14)	2% (7)	14% (45)	31% (98)	311
Biden Job Somewhat Approve	20% (73)	21% (78)	6% (22)	4% (16)	12% (46)	36% (134)	369
Biden Job Somewhat Disapprove	20% (37)	22% (40)	3% (5)	1% (2)	20% (35)	34% (61)	180
Biden Job Strongly Disapprove	16% (84)	17% (89)	4% (20)	2% (9)	18% (94)	43% (221)	518

Continued on next page

Table MCEN4_21: *Do you have a favorable or unfavorable impression of the following characters?*
Nick Fury

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (293)	19% (280)	4% (63)	3% (39)	17% (242)	37% (538)	1456
Favorable of Biden	24% (160)	21% (144)	4% (26)	3% (21)	14% (96)	34% (232)	679
Unfavorable of Biden	18% (122)	18% (125)	5% (34)	1% (10)	18% (126)	40% (276)	693
Very Favorable of Biden	30% (97)	20% (64)	4% (12)	3% (10)	13% (43)	31% (100)	325
Somewhat Favorable of Biden	18% (63)	23% (80)	4% (14)	3% (11)	15% (53)	37% (132)	354
Somewhat Unfavorable of Biden	22% (36)	21% (33)	6% (9)	1% (2)	18% (29)	32% (51)	160
Very Unfavorable of Biden	16% (86)	17% (92)	5% (25)	2% (8)	18% (97)	42% (225)	534
#1 Issue: Economy	22% (126)	21% (121)	5% (26)	2% (11)	14% (83)	37% (214)	581
#1 Issue: Security	17% (33)	17% (32)	6% (11)	1% (3)	21% (40)	39% (74)	192
#1 Issue: Health Care	27% (45)	20% (33)	4% (7)	1% (2)	12% (21)	35% (59)	168
#1 Issue: Medicare / Social Security	11% (19)	17% (31)	3% (6)	2% (4)	19% (34)	49% (91)	185
#1 Issue: Women's Issues	25% (25)	22% (22)	2% (2)	3% (3)	24% (24)	25% (25)	101
#1 Issue: Education	22% (15)	18% (12)	4% (3)	4% (3)	19% (12)	33% (22)	66
#1 Issue: Energy	21% (19)	21% (20)	3% (3)	10% (9)	15% (14)	30% (28)	94
#1 Issue: Other	15% (10)	12% (8)	9% (6)	7% (5)	19% (13)	38% (26)	68
2020 Vote: Joe Biden	23% (150)	22% (141)	5% (30)	3% (21)	14% (88)	34% (219)	648
2020 Vote: Donald Trump	15% (74)	18% (88)	5% (25)	2% (8)	16% (78)	43% (206)	477
2020 Vote: Didn't Vote	21% (59)	15% (43)	2% (6)	3% (9)	23% (67)	36% (102)	285
2018 House Vote: Democrat	24% (120)	21% (104)	5% (23)	3% (15)	13% (64)	35% (172)	497
2018 House Vote: Republican	16% (64)	18% (71)	5% (19)	1% (6)	16% (65)	43% (173)	397
2016 Vote: Hillary Clinton	24% (107)	20% (89)	5% (23)	2% (11)	13% (61)	35% (160)	451
2016 Vote: Donald Trump	16% (69)	19% (79)	4% (15)	2% (8)	16% (70)	43% (183)	424
2016 Vote: Other	24% (19)	19% (15)	7% (6)	3% (2)	19% (15)	28% (23)	81
2016 Vote: Didn't Vote	19% (97)	19% (96)	4% (20)	4% (18)	19% (97)	34% (172)	500
Voted in 2014: Yes	20% (161)	18% (145)	5% (38)	2% (18)	16% (124)	39% (312)	799
Voted in 2014: No	20% (132)	20% (134)	4% (25)	3% (21)	18% (118)	34% (226)	657
4-Region: Northeast	19% (51)	16% (45)	6% (17)	4% (11)	15% (42)	39% (106)	271
4-Region: Midwest	18% (56)	19% (58)	3% (10)	3% (9)	19% (57)	37% (112)	302
4-Region: South	24% (127)	18% (95)	3% (19)	1% (6)	17% (91)	37% (198)	535
4-Region: West	17% (60)	24% (82)	5% (18)	4% (12)	15% (53)	35% (122)	347
Marvel Comics Fans	29% (252)	28% (244)	5% (44)	2% (14)	15% (131)	21% (180)	864

Continued on next page

Table MCEN4_21: *Do you have a favorable or unfavorable impression of the following characters?*
Nick Fury

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (293)	19% (280)	4% (63)	3% (39)	17% (242)	37% (538)	1456
Avid Marvel Comics Fans	53% (148)	27% (74)	5% (15)	1% (4)	7% (19)	7% (19)	279
Casual Marvel Comics Fans	18% (104)	29% (170)	5% (29)	2% (10)	19% (112)	27% (160)	585
Marvel TV/Movies Fans	28% (265)	26% (249)	6% (53)	2% (18)	16% (149)	23% (218)	951
Avid Marvel TV/Movies Fans	51% (135)	20% (53)	5% (14)	3% (7)	10% (26)	12% (32)	267
Casual Marvel TV/Movies Fans	19% (130)	29% (196)	6% (39)	2% (11)	18% (123)	27% (186)	684
Fans of Anything Marvel	28% (283)	26% (264)	6% (56)	2% (19)	17% (168)	22% (223)	1012
Avid Fans of Anything Marvel	49% (213)	27% (116)	6% (26)	2% (8)	7% (30)	9% (38)	433
Casual Fans of Anything Marvel	17% (125)	28% (206)	6% (45)	2% (14)	20% (149)	27% (202)	741

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

Table MCEN4_22: *Do you have a favorable or unfavorable impression of the following characters?*
Ultron

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (190)	17% (241)	7% (97)	5% (72)	19% (267)	40% (570)	1437
Gender: Male	18% (127)	19% (137)	8% (56)	6% (40)	16% (112)	33% (233)	705
Gender: Female	9% (64)	14% (104)	6% (41)	4% (32)	21% (154)	46% (337)	732
Age: 18-34	20% (87)	20% (87)	11% (47)	8% (33)	18% (79)	24% (103)	436
Age: 35-44	17% (41)	19% (46)	9% (21)	4% (9)	22% (52)	30% (72)	243
Age: 45-64	11% (50)	17% (80)	5% (22)	5% (23)	18% (84)	45% (214)	472
Age: 65+	4% (12)	10% (28)	2% (7)	3% (7)	18% (52)	63% (180)	287
GenZers: 1997-2012	11% (13)	19% (22)	12% (13)	4% (4)	16% (18)	38% (43)	114
Millennials: 1981-1996	21% (100)	21% (100)	10% (46)	7% (34)	19% (91)	21% (100)	472
GenXers: 1965-1980	15% (51)	16% (53)	8% (26)	4% (15)	19% (62)	37% (124)	332
Baby Boomers: 1946-1964	6% (26)	13% (61)	2% (11)	4% (17)	19% (86)	56% (261)	462
PID: Dem (no lean)	18% (98)	18% (100)	8% (46)	5% (30)	15% (85)	35% (196)	554
PID: Ind (no lean)	10% (48)	18% (81)	6% (30)	4% (20)	22% (103)	39% (178)	460
PID: Rep (no lean)	11% (45)	14% (60)	5% (22)	5% (22)	19% (79)	46% (196)	423
PID/Gender: Dem Men	28% (75)	19% (53)	11% (31)	6% (15)	11% (29)	25% (69)	272
PID/Gender: Dem Women	8% (23)	17% (47)	5% (15)	5% (15)	20% (55)	45% (127)	282
PID/Gender: Ind Men	11% (24)	21% (44)	6% (13)	4% (8)	20% (41)	37% (78)	208
PID/Gender: Ind Women	10% (24)	15% (37)	7% (17)	5% (12)	25% (62)	40% (100)	252
PID/Gender: Rep Men	12% (28)	18% (40)	5% (12)	7% (17)	19% (42)	38% (87)	225
PID/Gender: Rep Women	8% (17)	10% (20)	5% (9)	3% (5)	19% (37)	55% (110)	198
Ideo: Liberal (1-3)	17% (71)	16% (68)	8% (33)	5% (22)	17% (68)	36% (150)	413
Ideo: Moderate (4)	14% (59)	18% (77)	9% (37)	4% (19)	18% (75)	36% (152)	419
Ideo: Conservative (5-7)	10% (45)	15% (68)	5% (21)	6% (27)	18% (82)	47% (213)	455
Educ: < College	13% (132)	15% (154)	7% (66)	6% (55)	19% (192)	40% (402)	1002
Educ: Bachelors degree	12% (34)	19% (53)	9% (24)	4% (12)	19% (52)	37% (101)	275
Educ: Post-grad	15% (24)	21% (34)	4% (7)	3% (5)	14% (23)	42% (67)	160
Income: Under 50k	12% (92)	16% (127)	7% (57)	6% (50)	18% (143)	41% (325)	794
Income: 50k-100k	13% (54)	16% (68)	5% (21)	3% (15)	21% (89)	42% (178)	424
Income: 100k+	20% (44)	21% (46)	9% (19)	3% (8)	16% (35)	31% (67)	219
Ethnicity: White	12% (135)	17% (185)	6% (69)	4% (50)	18% (204)	42% (467)	1111
Ethnicity: Hispanic	16% (38)	21% (49)	7% (16)	9% (22)	18% (42)	29% (67)	233

Continued on next page

Table MCEN4_22: *Do you have a favorable or unfavorable impression of the following characters?*
Ultron

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(190)	17%	(241)	7%	(97)	5%	(72)	19%	(267)	40%	(570)	1437
Ethnicity: Black	16%	(29)	12%	(23)	9%	(16)	7%	(12)	19%	(35)	38%	(72)	188
Ethnicity: Other	19%	(26)	24%	(33)	8%	(12)	7%	(10)	20%	(27)	23%	(31)	138
All Christian	15%	(97)	16%	(98)	5%	(31)	3%	(17)	19%	(119)	43%	(268)	629
All Non-Christian	25%	(19)	23%	(18)	9%	(7)	3%	(2)	17%	(13)	24%	(19)	78
Atheist	4%	(3)	41%	(25)	7%	(4)	1%	(1)	15%	(10)	32%	(20)	62
Agnostic/Nothing in particular	12%	(50)	16%	(68)	9%	(37)	8%	(36)	18%	(80)	37%	(160)	431
Something Else	9%	(21)	13%	(32)	8%	(18)	7%	(17)	19%	(45)	44%	(103)	237
Religious Non-Protestant/Catholic	21%	(19)	19%	(18)	9%	(8)	3%	(3)	23%	(22)	25%	(24)	93
Evangelical	15%	(56)	15%	(56)	7%	(26)	5%	(20)	18%	(69)	40%	(149)	375
Non-Evangelical	13%	(59)	15%	(69)	5%	(22)	3%	(13)	19%	(87)	46%	(212)	461
Community: Urban	19%	(83)	20%	(89)	7%	(33)	7%	(32)	18%	(81)	29%	(127)	446
Community: Suburban	13%	(80)	15%	(97)	6%	(38)	4%	(25)	18%	(115)	44%	(284)	639
Community: Rural	8%	(27)	16%	(55)	7%	(26)	4%	(15)	20%	(70)	45%	(158)	351
Employ: Private Sector	19%	(87)	20%	(93)	11%	(49)	5%	(24)	15%	(68)	30%	(137)	458
Employ: Government	13%	(10)	16%	(13)	3%	(2)	4%	(3)	41%	(33)	24%	(20)	82
Employ: Self-Employed	20%	(24)	21%	(24)	7%	(8)	7%	(8)	14%	(16)	31%	(37)	118
Employ: Homemaker	9%	(11)	19%	(22)	7%	(8)	2%	(2)	24%	(29)	39%	(47)	120
Employ: Student	10%	(5)	7%	(3)	1%	(1)	8%	(4)	26%	(13)	49%	(25)	51
Employ: Retired	5%	(17)	13%	(45)	2%	(7)	4%	(14)	18%	(66)	58%	(209)	358
Employ: Unemployed	15%	(24)	16%	(25)	10%	(17)	8%	(13)	15%	(24)	36%	(57)	161
Employ: Other	14%	(12)	17%	(15)	6%	(5)	2%	(2)	19%	(17)	43%	(39)	89
Military HH: Yes	12%	(31)	15%	(40)	5%	(12)	4%	(10)	20%	(52)	45%	(118)	263
Military HH: No	14%	(159)	17%	(201)	7%	(85)	5%	(62)	18%	(215)	39%	(452)	1174
RD/WT: Right Direction	16%	(91)	19%	(112)	8%	(48)	5%	(30)	18%	(104)	34%	(201)	586
RD/WT: Wrong Track	12%	(99)	15%	(129)	6%	(49)	5%	(42)	19%	(163)	43%	(369)	851
Biden Job Approve	15%	(102)	19%	(129)	7%	(50)	6%	(39)	18%	(125)	35%	(238)	683
Biden Job Disapprove	13%	(83)	15%	(98)	6%	(40)	4%	(26)	18%	(120)	45%	(298)	665

Continued on next page

Table MCEN4_22: *Do you have a favorable or unfavorable impression of the following characters?*
Ultron

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (190)	17% (241)	7% (97)	5% (72)	19% (267)	40% (570)	1437
Biden Job Strongly Approve	19% (63)	15% (48)	8% (27)	4% (14)	18% (58)	36% (117)	326
Biden Job Somewhat Approve	11% (39)	23% (81)	6% (23)	7% (25)	19% (68)	34% (121)	357
Biden Job Somewhat Disapprove	13% (22)	18% (31)	9% (15)	4% (6)	14% (24)	42% (70)	168
Biden Job Strongly Disapprove	12% (61)	14% (68)	5% (25)	4% (20)	19% (96)	46% (228)	497
Favorable of Biden	14% (95)	18% (123)	8% (52)	5% (36)	18% (121)	36% (245)	672
Unfavorable of Biden	12% (83)	16% (107)	7% (45)	4% (29)	17% (117)	43% (292)	674
Very Favorable of Biden	20% (67)	15% (49)	8% (25)	8% (25)	16% (53)	34% (112)	331
Somewhat Favorable of Biden	8% (28)	22% (74)	8% (26)	3% (11)	20% (69)	39% (133)	341
Somewhat Unfavorable of Biden	15% (23)	22% (34)	12% (19)	5% (7)	12% (19)	33% (51)	154
Very Unfavorable of Biden	11% (60)	14% (73)	5% (26)	4% (22)	19% (98)	46% (241)	520
#1 Issue: Economy	13% (81)	20% (118)	8% (50)	6% (34)	17% (103)	36% (217)	603
#1 Issue: Security	15% (25)	8% (14)	2% (4)	3% (5)	22% (36)	50% (83)	167
#1 Issue: Health Care	14% (24)	17% (29)	8% (14)	4% (7)	19% (32)	36% (60)	166
#1 Issue: Medicare / Social Security	5% (10)	16% (30)	4% (7)	3% (5)	16% (31)	56% (108)	191
#1 Issue: Women's Issues	11% (9)	20% (16)	9% (7)	2% (2)	22% (18)	35% (28)	80
#1 Issue: Education	26% (18)	15% (10)	3% (2)	4% (3)	23% (16)	29% (20)	69
#1 Issue: Energy	17% (15)	16% (14)	9% (8)	11% (9)	10% (8)	38% (33)	88
#1 Issue: Other	12% (8)	13% (10)	8% (6)	8% (6)	30% (22)	29% (21)	73
2020 Vote: Joe Biden	16% (105)	18% (115)	7% (48)	6% (39)	17% (107)	36% (231)	644
2020 Vote: Donald Trump	11% (49)	15% (70)	5% (21)	3% (15)	20% (89)	46% (212)	456
2020 Vote: Didn't Vote	11% (33)	17% (48)	8% (24)	5% (14)	20% (59)	38% (111)	289
2018 House Vote: Democrat	15% (76)	17% (84)	8% (38)	6% (29)	18% (88)	37% (185)	500
2018 House Vote: Republican	11% (39)	15% (57)	5% (20)	3% (12)	18% (67)	47% (173)	369
2016 Vote: Hillary Clinton	15% (74)	17% (82)	7% (32)	5% (26)	17% (80)	38% (182)	477
2016 Vote: Donald Trump	10% (41)	14% (52)	4% (16)	3% (12)	21% (83)	47% (184)	388
2016 Vote: Other	13% (11)	16% (13)	14% (12)	2% (2)	21% (18)	33% (28)	84
2016 Vote: Didn't Vote	13% (65)	19% (93)	7% (36)	7% (32)	18% (86)	36% (175)	487
Voted in 2014: Yes	13% (100)	16% (126)	7% (52)	4% (34)	19% (144)	41% (322)	777
Voted in 2014: No	14% (90)	17% (115)	7% (45)	6% (38)	19% (123)	38% (248)	660

Continued on next page

Table MCEN4_22: *Do you have a favorable or unfavorable impression of the following characters?*
Ultron

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(190)	17%	(241)	7%	(97)	5%	(72)	19%	(267)	40%	(570)	1437
4-Region: Northeast	12%	(29)	18%	(43)	6%	(16)	5%	(12)	14%	(33)	46%	(111)	242
4-Region: Midwest	9%	(29)	16%	(49)	9%	(27)	4%	(11)	22%	(68)	40%	(123)	307
4-Region: South	16%	(86)	15%	(85)	6%	(36)	5%	(28)	19%	(102)	39%	(215)	552
4-Region: West	14%	(47)	19%	(65)	6%	(19)	6%	(21)	19%	(63)	36%	(121)	336
Marvel Comics Fans	21%	(177)	23%	(193)	10%	(80)	5%	(39)	18%	(151)	23%	(192)	832
Avid Marvel Comics Fans	40%	(112)	25%	(69)	12%	(33)	8%	(23)	9%	(24)	7%	(20)	282
Casual Marvel Comics Fans	12%	(65)	22%	(124)	8%	(47)	3%	(17)	23%	(127)	31%	(171)	550
Marvel TV/Movies Fans	20%	(181)	23%	(207)	9%	(84)	5%	(44)	19%	(173)	25%	(228)	918
Avid Marvel TV/Movies Fans	37%	(103)	22%	(60)	10%	(27)	7%	(18)	11%	(32)	13%	(37)	277
Casual Marvel TV/Movies Fans	12%	(78)	23%	(147)	9%	(58)	4%	(26)	22%	(142)	30%	(191)	641
Fans of Anything Marvel	19%	(187)	23%	(228)	9%	(90)	5%	(47)	20%	(198)	25%	(246)	996
Avid Fans of Anything Marvel	33%	(141)	27%	(114)	12%	(51)	8%	(34)	10%	(43)	11%	(46)	429
Casual Fans of Anything Marvel	12%	(85)	22%	(158)	10%	(69)	3%	(22)	24%	(170)	30%	(219)	723

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

Table MCEN4_23: *Do you have a favorable or unfavorable impression of the following characters?*
Agatha Harkness

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	11% (154)	13% (186)	3% (50)	3% (50)	16% (232)	53% (767)	1438
Gender: Male	13% (92)	16% (114)	5% (33)	4% (32)	14% (101)	48% (336)	708
Gender: Female	8% (62)	10% (72)	2% (17)	3% (19)	18% (131)	59% (430)	730
Age: 18-34	17% (70)	18% (75)	4% (18)	5% (22)	17% (74)	39% (164)	423
Age: 35-44	17% (39)	17% (38)	7% (16)	4% (8)	19% (44)	36% (81)	226
Age: 45-64	8% (39)	11% (56)	2% (11)	3% (13)	15% (72)	61% (300)	492
Age: 65+	2% (5)	5% (16)	1% (4)	3% (7)	15% (43)	74% (221)	297
GenZers: 1997-2012	13% (13)	9% (10)	1% (1)	10% (11)	17% (17)	49% (51)	103
Millennials: 1981-1996	19% (89)	20% (92)	6% (29)	4% (18)	18% (82)	34% (157)	466
GenXers: 1965-1980	10% (32)	14% (45)	4% (12)	2% (7)	18% (57)	53% (173)	326
Baby Boomers: 1946-1964	4% (18)	7% (32)	2% (7)	2% (12)	14% (70)	71% (345)	485
PID: Dem (no lean)	15% (89)	18% (107)	4% (26)	2% (12)	13% (80)	48% (285)	598
PID: Ind (no lean)	9% (40)	11% (46)	2% (9)	4% (19)	20% (86)	54% (235)	434
PID: Rep (no lean)	6% (25)	8% (33)	4% (15)	5% (20)	17% (67)	61% (247)	406
PID/Gender: Dem Men	22% (64)	22% (65)	5% (15)	2% (7)	12% (35)	37% (110)	297
PID/Gender: Dem Women	8% (25)	14% (42)	4% (11)	2% (5)	15% (45)	58% (174)	301
PID/Gender: Ind Men	9% (19)	16% (32)	3% (6)	3% (7)	18% (36)	51% (101)	201
PID/Gender: Ind Women	9% (21)	6% (14)	2% (4)	5% (12)	21% (49)	57% (133)	233
PID/Gender: Rep Men	4% (9)	8% (17)	6% (12)	8% (18)	14% (30)	59% (125)	210
PID/Gender: Rep Women	8% (16)	8% (15)	1% (3)	1% (2)	19% (37)	63% (123)	196
Ideo: Liberal (1-3)	15% (64)	17% (75)	3% (15)	3% (11)	11% (51)	51% (225)	441
Ideo: Moderate (4)	10% (43)	15% (63)	4% (17)	3% (13)	19% (79)	48% (200)	415
Ideo: Conservative (5-7)	7% (30)	9% (41)	3% (12)	5% (22)	16% (71)	61% (269)	444
Educ: < College	9% (92)	12% (121)	4% (37)	4% (40)	17% (168)	54% (539)	995
Educ: Bachelors degree	12% (34)	15% (42)	3% (9)	2% (5)	16% (45)	53% (151)	286
Educ: Post-grad	18% (29)	14% (23)	2% (4)	4% (6)	12% (19)	49% (77)	157
Income: Under 50k	10% (77)	12% (98)	4% (29)	5% (36)	16% (125)	53% (417)	783
Income: 50k-100k	8% (36)	13% (57)	3% (15)	2% (8)	19% (82)	55% (246)	443
Income: 100k+	19% (41)	14% (31)	3% (5)	3% (6)	12% (25)	49% (104)	212
Ethnicity: White	10% (115)	12% (140)	4% (41)	3% (35)	15% (172)	56% (635)	1137
Ethnicity: Hispanic	16% (36)	13% (28)	5% (11)	9% (20)	20% (44)	37% (81)	221

Continued on next page

Table MCEN4_23: *Do you have a favorable or unfavorable impression of the following characters?*
Agatha Harkness

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(154)	13%	(186)	3%	(50)	3%	(50)	16%	(232)	53%	(767)	1438
Ethnicity: Black	14%	(23)	16%	(28)	1%	(2)	3%	(4)	22%	(37)	44%	(74)	168
Ethnicity: Other	12%	(16)	14%	(18)	5%	(7)	8%	(11)	17%	(23)	43%	(57)	133
All Christian	11%	(72)	14%	(97)	2%	(16)	2%	(17)	14%	(98)	56%	(375)	674
All Non-Christian	28%	(21)	21%	(16)	1%	(1)	3%	(3)	8%	(6)	38%	(29)	75
Atheist	7%	(6)	14%	(10)	8%	(6)	11%	(8)	13%	(10)	46%	(35)	75
Agnostic/Nothing in particular	8%	(34)	10%	(42)	5%	(18)	4%	(17)	17%	(71)	55%	(225)	407
Something Else	11%	(22)	10%	(20)	4%	(9)	2%	(5)	23%	(48)	50%	(104)	207
Religious Non-Protestant/Catholic	22%	(21)	17%	(16)	1%	(1)	3%	(3)	18%	(17)	39%	(37)	95
Evangelical	12%	(43)	14%	(49)	4%	(15)	4%	(16)	16%	(57)	49%	(174)	353
Non-Evangelical	10%	(49)	14%	(68)	2%	(8)	1%	(6)	15%	(76)	58%	(289)	496
Community: Urban	15%	(65)	17%	(75)	4%	(17)	5%	(22)	16%	(71)	43%	(192)	443
Community: Suburban	10%	(61)	12%	(78)	3%	(20)	3%	(19)	15%	(98)	57%	(368)	644
Community: Rural	8%	(28)	9%	(33)	3%	(12)	3%	(9)	18%	(63)	59%	(206)	351
Employ: Private Sector	15%	(65)	18%	(82)	5%	(24)	2%	(9)	15%	(66)	45%	(203)	448
Employ: Government	21%	(15)	9%	(6)	2%	(1)	1%	(1)	25%	(17)	41%	(29)	69
Employ: Self-Employed	16%	(19)	16%	(20)	4%	(5)	1%	(1)	20%	(25)	44%	(56)	125
Employ: Homemaker	7%	(7)	11%	(12)	3%	(3)	9%	(10)	10%	(11)	61%	(68)	111
Employ: Retired	5%	(19)	8%	(30)	1%	(5)	4%	(15)	15%	(55)	67%	(254)	379
Employ: Unemployed	9%	(15)	12%	(21)	6%	(10)	5%	(8)	21%	(36)	47%	(78)	166
Employ: Other	6%	(6)	10%	(10)	1%	(1)	4%	(4)	16%	(15)	63%	(62)	98
Military HH: Yes	10%	(23)	11%	(25)	3%	(6)	3%	(7)	14%	(30)	59%	(130)	222
Military HH: No	11%	(131)	13%	(161)	4%	(43)	4%	(43)	17%	(202)	52%	(636)	1217
RD/WT: Right Direction	15%	(93)	16%	(97)	4%	(22)	4%	(26)	15%	(90)	47%	(292)	620
RD/WT: Wrong Track	7%	(60)	11%	(89)	3%	(28)	3%	(24)	17%	(142)	58%	(474)	818
Biden Job Approve	15%	(107)	15%	(108)	4%	(31)	4%	(25)	13%	(91)	49%	(344)	708
Biden Job Disapprove	7%	(43)	12%	(76)	2%	(16)	4%	(24)	19%	(124)	57%	(376)	659
Biden Job Strongly Approve	21%	(75)	17%	(59)	3%	(11)	3%	(11)	11%	(41)	45%	(159)	356
Biden Job Somewhat Approve	9%	(32)	14%	(49)	6%	(20)	4%	(14)	14%	(51)	53%	(186)	351
Biden Job Somewhat Disapprove	8%	(15)	19%	(36)	1%	(3)	4%	(8)	20%	(38)	48%	(92)	192
Biden Job Strongly Disapprove	6%	(28)	9%	(40)	3%	(13)	3%	(16)	18%	(86)	61%	(284)	467

Continued on next page

Table MCEN4_23: *Do you have a favorable or unfavorable impression of the following characters?*
Agatha Harkness

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	11% (154)	13% (186)	3% (50)	3% (50)	16% (232)	53% (767)	1438
Favorable of Biden	15% (109)	15% (109)	3% (24)	4% (26)	12% (86)	50% (356)	710
Unfavorable of Biden	7% (44)	11% (72)	4% (25)	4% (23)	19% (124)	56% (370)	658
Very Favorable of Biden	20% (74)	15% (57)	3% (13)	4% (15)	13% (47)	45% (169)	376
Somewhat Favorable of Biden	10% (35)	16% (52)	3% (12)	3% (10)	12% (38)	56% (187)	334
Somewhat Unfavorable of Biden	7% (11)	18% (29)	4% (7)	2% (4)	22% (36)	47% (77)	164
Very Unfavorable of Biden	7% (33)	9% (43)	4% (18)	4% (19)	18% (88)	59% (293)	494
#1 Issue: Economy	9% (53)	15% (86)	4% (25)	3% (15)	17% (97)	51% (287)	563
#1 Issue: Security	8% (16)	12% (24)	2% (4)	3% (7)	17% (32)	56% (108)	192
#1 Issue: Health Care	17% (29)	14% (24)	3% (5)	1% (1)	18% (30)	47% (80)	171
#1 Issue: Medicare / Social Security	6% (11)	9% (18)	2% (3)	4% (7)	10% (19)	70% (135)	192
#1 Issue: Women's Issues	19% (17)	11% (10)	3% (2)	10% (9)	18% (15)	39% (34)	87
#1 Issue: Education	23% (16)	14% (10)	4% (3)	— (0)	18% (12)	40% (27)	67
#1 Issue: Energy	10% (9)	11% (11)	1% (1)	9% (8)	13% (13)	56% (53)	94
#1 Issue: Other	4% (3)	5% (3)	7% (5)	5% (4)	20% (14)	60% (43)	72
2020 Vote: Joe Biden	16% (108)	17% (115)	4% (26)	3% (20)	13% (93)	47% (326)	690
2020 Vote: Donald Trump	6% (25)	11% (48)	3% (14)	3% (13)	17% (75)	60% (268)	444
2020 Vote: Didn't Vote	7% (18)	7% (19)	3% (7)	5% (14)	19% (51)	58% (152)	262
2018 House Vote: Democrat	14% (76)	16% (84)	4% (20)	2% (9)	15% (81)	48% (253)	523
2018 House Vote: Republican	7% (25)	8% (31)	3% (12)	3% (9)	15% (54)	64% (232)	364
2016 Vote: Hillary Clinton	14% (69)	15% (71)	3% (15)	1% (4)	16% (74)	51% (243)	476
2016 Vote: Donald Trump	8% (34)	11% (45)	3% (14)	3% (11)	16% (65)	59% (243)	412
2016 Vote: Other	11% (9)	4% (3)	4% (4)	4% (3)	22% (20)	55% (48)	87
2016 Vote: Didn't Vote	9% (41)	14% (67)	4% (17)	7% (32)	16% (74)	50% (233)	463
Voted in 2014: Yes	12% (95)	12% (97)	4% (31)	2% (16)	16% (129)	55% (444)	813
Voted in 2014: No	9% (59)	14% (88)	3% (19)	5% (34)	17% (103)	52% (323)	626
4-Region: Northeast	10% (27)	14% (37)	3% (7)	2% (5)	15% (38)	56% (146)	260
4-Region: Midwest	7% (22)	11% (32)	5% (14)	4% (11)	21% (64)	53% (159)	302
4-Region: South	13% (68)	11% (60)	3% (16)	3% (17)	16% (87)	53% (282)	529
4-Region: West	11% (37)	16% (56)	3% (12)	5% (18)	13% (44)	52% (179)	347
Marvel Comics Fans	15% (130)	19% (159)	5% (40)	2% (21)	17% (145)	42% (362)	857

Continued on next page

Table MCEN4_23: *Do you have a favorable or unfavorable impression of the following characters?*
Agatha Harkness

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(154)	13%	(186)	3%	(50)	3%	(50)	16%	(232)	53%	(767)	1438
Avid Marvel Comics Fans	31%	(86)	22%	(61)	6%	(16)	2%	(5)	14%	(38)	26%	(71)	276
Casual Marvel Comics Fans	8%	(45)	17%	(98)	4%	(24)	3%	(16)	18%	(107)	50%	(291)	581
Marvel TV/Movies Fans	15%	(135)	18%	(169)	4%	(39)	2%	(22)	17%	(153)	44%	(406)	924
Avid Marvel TV/Movies Fans	29%	(80)	22%	(61)	7%	(20)	5%	(14)	15%	(42)	23%	(65)	282
Casual Marvel TV/Movies Fans	9%	(55)	17%	(108)	3%	(19)	1%	(8)	17%	(111)	53%	(341)	643
Fans of Anything Marvel	14%	(146)	17%	(175)	4%	(43)	3%	(27)	17%	(173)	44%	(447)	1010
Avid Fans of Anything Marvel	28%	(116)	20%	(84)	6%	(25)	2%	(8)	14%	(57)	30%	(126)	416
Casual Fans of Anything Marvel	9%	(63)	17%	(127)	3%	(26)	3%	(19)	18%	(135)	50%	(373)	743

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

Table MCEN5_1: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Iron Man

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	39%	(502)	28%	(364)	3%	(43)	3%	(35)	21%	(274)	5%	(67)	1286
Gender: Male	43%	(268)	31%	(189)	4%	(22)	2%	(14)	16%	(97)	4%	(27)	617
Gender: Female	35%	(234)	26%	(176)	3%	(21)	3%	(21)	26%	(177)	6%	(40)	669
Age: 18-34	49%	(194)	25%	(98)	6%	(25)	5%	(19)	14%	(57)	2%	(6)	399
Age: 35-44	45%	(92)	36%	(73)	2%	(5)	2%	(4)	13%	(26)	3%	(6)	206
Age: 45-64	36%	(161)	28%	(125)	2%	(9)	2%	(7)	24%	(107)	8%	(33)	442
Age: 65+	23%	(55)	28%	(68)	2%	(4)	2%	(6)	35%	(84)	9%	(22)	238
GenZers: 1997-2012	41%	(44)	24%	(26)	11%	(12)	5%	(6)	16%	(17)	1%	(1)	105
Millennials: 1981-1996	49%	(214)	28%	(120)	4%	(18)	4%	(16)	13%	(57)	2%	(10)	434
GenXers: 1965-1980	42%	(118)	34%	(95)	2%	(5)	2%	(6)	17%	(47)	3%	(10)	280
Baby Boomers: 1946-1964	29%	(123)	27%	(114)	2%	(9)	2%	(7)	31%	(129)	9%	(39)	422
PID: Dem (no lean)	43%	(217)	26%	(130)	5%	(23)	2%	(12)	20%	(99)	4%	(20)	500
PID: Ind (no lean)	36%	(147)	33%	(136)	2%	(9)	3%	(12)	22%	(90)	5%	(19)	413
PID: Rep (no lean)	37%	(139)	26%	(98)	3%	(11)	3%	(11)	23%	(85)	8%	(28)	373
PID/Gender: Dem Men	52%	(125)	26%	(64)	4%	(10)	—	(1)	15%	(37)	2%	(5)	242
PID/Gender: Dem Women	35%	(91)	25%	(66)	5%	(14)	4%	(11)	24%	(62)	6%	(15)	259
PID/Gender: Ind Men	39%	(71)	37%	(68)	2%	(3)	3%	(6)	14%	(26)	5%	(10)	185
PID/Gender: Ind Women	33%	(75)	30%	(68)	2%	(5)	3%	(7)	28%	(64)	4%	(9)	228
PID/Gender: Rep Men	37%	(71)	30%	(56)	5%	(9)	4%	(7)	18%	(34)	6%	(12)	191
PID/Gender: Rep Women	37%	(68)	23%	(42)	1%	(2)	2%	(4)	28%	(51)	9%	(16)	182
Ideo: Liberal (1-3)	43%	(162)	27%	(103)	5%	(20)	3%	(13)	18%	(69)	3%	(13)	380
Ideo: Moderate (4)	37%	(145)	32%	(124)	3%	(11)	2%	(7)	22%	(85)	4%	(16)	388
Ideo: Conservative (5-7)	38%	(143)	26%	(98)	2%	(9)	2%	(8)	23%	(87)	9%	(35)	380
Educ: < College	40%	(358)	27%	(239)	2%	(22)	3%	(30)	23%	(210)	5%	(41)	901
Educ: Bachelors degree	38%	(94)	31%	(78)	6%	(16)	1%	(2)	17%	(42)	7%	(17)	248
Educ: Post-grad	37%	(51)	35%	(47)	3%	(4)	2%	(3)	16%	(22)	6%	(8)	136
Income: Under 50k	38%	(265)	28%	(194)	2%	(15)	4%	(25)	24%	(164)	5%	(34)	697
Income: 50k-100k	39%	(152)	27%	(108)	4%	(17)	2%	(8)	22%	(85)	6%	(23)	392
Income: 100k+	44%	(85)	32%	(62)	6%	(11)	1%	(2)	13%	(25)	5%	(10)	196
Ethnicity: White	38%	(385)	28%	(282)	3%	(29)	2%	(25)	23%	(231)	5%	(51)	1003
Ethnicity: Hispanic	50%	(107)	27%	(58)	4%	(9)	6%	(13)	9%	(19)	5%	(10)	215

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Table MCEN5_1: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Iron Man

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	39%	(502)	28%	(364)	3%	(43)	3%	(35)	21%	(274)	5%	(67)	1286
Ethnicity: Black	44%	(70)	24%	(38)	8%	(13)	6%	(10)	15%	(23)	2%	(4)	158
Ethnicity: Other	38%	(48)	35%	(43)	1%	(1)	1%	(1)	16%	(20)	10%	(12)	125
All Christian	41%	(234)	28%	(157)	3%	(17)	2%	(11)	21%	(117)	6%	(31)	567
All Non-Christian	46%	(35)	20%	(15)	3%	(2)	2%	(1)	23%	(18)	6%	(4)	76
Atheist	47%	(33)	24%	(17)	6%	(4)	—	(0)	21%	(15)	3%	(2)	71
Agnostic/Nothing in particular	32%	(116)	31%	(113)	4%	(16)	4%	(16)	24%	(88)	5%	(18)	367
Something Else	41%	(85)	30%	(61)	2%	(4)	3%	(7)	18%	(37)	6%	(12)	205
Religious Non-Protestant/Catholic	45%	(41)	18%	(16)	3%	(3)	7%	(7)	20%	(18)	6%	(5)	90
Evangelical	44%	(143)	26%	(85)	2%	(6)	2%	(8)	19%	(61)	6%	(19)	321
Non-Evangelical	38%	(160)	31%	(131)	3%	(14)	1%	(4)	21%	(89)	5%	(22)	420
Community: Urban	46%	(179)	27%	(104)	4%	(17)	3%	(11)	18%	(68)	3%	(10)	390
Community: Suburban	36%	(204)	29%	(166)	3%	(19)	2%	(10)	24%	(137)	6%	(37)	573
Community: Rural	37%	(119)	29%	(94)	2%	(6)	5%	(15)	21%	(68)	6%	(20)	322
Employ: Private Sector	44%	(184)	29%	(124)	5%	(22)	3%	(12)	14%	(61)	4%	(18)	420
Employ: Government	43%	(29)	31%	(21)	6%	(4)	8%	(5)	10%	(7)	2%	(2)	68
Employ: Self-Employed	46%	(49)	29%	(31)	4%	(5)	3%	(4)	16%	(17)	1%	(1)	106
Employ: Homemaker	37%	(41)	31%	(34)	1%	(1)	—	(0)	28%	(31)	2%	(2)	109
Employ: Retired	26%	(84)	25%	(81)	1%	(3)	2%	(6)	34%	(110)	11%	(36)	319
Employ: Unemployed	41%	(58)	31%	(43)	3%	(4)	4%	(6)	19%	(27)	1%	(2)	140
Employ: Other	49%	(38)	26%	(20)	2%	(1)	1%	(1)	16%	(12)	7%	(5)	77
Military HH: Yes	41%	(89)	27%	(57)	3%	(7)	3%	(7)	17%	(36)	9%	(20)	216
Military HH: No	39%	(414)	29%	(307)	3%	(36)	3%	(28)	22%	(238)	4%	(47)	1070
RD/WT: Right Direction	42%	(214)	28%	(141)	5%	(24)	3%	(13)	19%	(98)	3%	(16)	507
RD/WT: Wrong Track	37%	(288)	29%	(223)	2%	(19)	3%	(22)	23%	(176)	7%	(51)	779
Biden Job Approve	44%	(267)	28%	(169)	5%	(28)	3%	(16)	18%	(109)	3%	(20)	609
Biden Job Disapprove	36%	(218)	29%	(176)	2%	(12)	2%	(11)	23%	(140)	7%	(43)	601
Biden Job Strongly Approve	50%	(147)	21%	(61)	3%	(10)	4%	(11)	18%	(54)	4%	(11)	294
Biden Job Somewhat Approve	38%	(120)	34%	(108)	6%	(19)	1%	(5)	17%	(55)	3%	(9)	314
Biden Job Somewhat Disapprove	37%	(58)	31%	(49)	3%	(5)	2%	(3)	21%	(33)	6%	(10)	158
Biden Job Strongly Disapprove	36%	(160)	29%	(127)	2%	(7)	2%	(8)	24%	(108)	8%	(33)	442

Continued on next page

Table MCEN5_1: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Iron Man

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	39% (502)	28% (364)	3% (43)	3% (35)	21% (274)	5% (67)	1286
Favorable of Biden	44% (267)	27% (167)	4% (25)	2% (13)	19% (117)	3% (20)	608
Unfavorable of Biden	37% (221)	30% (177)	3% (17)	2% (11)	21% (127)	7% (41)	594
Very Favorable of Biden	50% (152)	21% (64)	4% (11)	3% (10)	18% (55)	4% (11)	303
Somewhat Favorable of Biden	38% (115)	34% (102)	5% (14)	1% (3)	20% (62)	3% (9)	305
Somewhat Unfavorable of Biden	39% (53)	34% (47)	7% (10)	1% (2)	14% (20)	5% (6)	138
Very Unfavorable of Biden	37% (167)	28% (129)	2% (7)	2% (9)	24% (108)	8% (35)	456
#1 Issue: Economy	42% (214)	29% (149)	3% (14)	4% (18)	16% (84)	6% (33)	512
#1 Issue: Security	37% (62)	31% (52)	2% (4)	1% (2)	24% (41)	5% (9)	171
#1 Issue: Health Care	45% (63)	28% (39)	1% (1)	1% (2)	21% (29)	4% (6)	141
#1 Issue: Medicare / Social Security	29% (48)	20% (34)	2% (4)	2% (4)	39% (67)	7% (12)	169
#1 Issue: Women's Issues	49% (42)	31% (27)	6% (5)	5% (4)	9% (8)	— (0)	86
#1 Issue: Education	35% (23)	33% (21)	7% (4)	— (0)	26% (17)	— (0)	65
#1 Issue: Energy	40% (33)	26% (22)	8% (7)	1% (1)	21% (17)	4% (3)	83
#1 Issue: Other	29% (17)	34% (20)	5% (3)	8% (4)	19% (11)	5% (3)	58
2020 Vote: Joe Biden	43% (242)	27% (155)	4% (23)	1% (8)	20% (114)	4% (21)	563
2020 Vote: Donald Trump	35% (146)	28% (120)	3% (13)	3% (12)	23% (99)	7% (31)	421
2020 Vote: Didn't Vote	38% (101)	30% (80)	2% (6)	4% (10)	21% (56)	5% (13)	266
2018 House Vote: Democrat	40% (175)	27% (116)	4% (18)	3% (15)	21% (92)	4% (19)	434
2018 House Vote: Republican	36% (124)	27% (93)	2% (8)	1% (5)	25% (85)	8% (26)	340
2016 Vote: Hillary Clinton	42% (168)	27% (107)	3% (13)	1% (4)	23% (90)	4% (17)	400
2016 Vote: Donald Trump	36% (136)	26% (99)	3% (10)	3% (11)	23% (87)	8% (31)	373
2016 Vote: Other	39% (25)	27% (18)	3% (2)	9% (6)	20% (13)	2% (2)	66
2016 Vote: Didn't Vote	39% (173)	32% (141)	4% (17)	3% (14)	19% (83)	4% (18)	446
Voted in 2014: Yes	39% (275)	26% (185)	3% (24)	3% (18)	23% (159)	7% (47)	708
Voted in 2014: No	39% (228)	31% (179)	3% (18)	3% (18)	20% (115)	4% (21)	578
4-Region: Northeast	42% (97)	24% (57)	4% (10)	2% (6)	22% (50)	5% (12)	232
4-Region: Midwest	33% (87)	29% (77)	3% (8)	2% (6)	28% (74)	4% (10)	261
4-Region: South	42% (200)	26% (126)	3% (17)	3% (16)	19% (92)	6% (28)	479
4-Region: West	38% (118)	33% (105)	2% (8)	2% (7)	19% (58)	6% (17)	314
Marvel Comics Fans	56% (429)	31% (239)	4% (30)	2% (13)	7% (56)	1% (5)	771

Continued on next page

Table MCEN5_1: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Iron Man

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	39% (502)	28% (364)	3% (43)	3% (35)	21% (274)	5% (67)	1286
Avid Marvel Comics Fans	75% (194)	18% (46)	3% (7)	3% (7)	1% (3)	— (1)	257
Casual Marvel Comics Fans	46% (235)	38% (193)	4% (23)	1% (6)	10% (53)	1% (5)	514
Marvel TV/Movies Fans	54% (450)	31% (257)	4% (33)	2% (14)	9% (73)	1% (9)	835
Avid Marvel TV/Movies Fans	70% (175)	21% (52)	4% (10)	2% (5)	3% (8)	1% (1)	252
Casual Marvel TV/Movies Fans	47% (275)	35% (205)	4% (23)	1% (8)	11% (66)	1% (7)	584
Fans of Anything Marvel	53% (478)	31% (284)	4% (35)	2% (20)	9% (80)	1% (9)	906
Avid Fans of Anything Marvel	73% (278)	19% (71)	5% (18)	2% (7)	1% (4)	— (1)	379
Casual Fans of Anything Marvel	44% (294)	37% (248)	5% (31)	2% (14)	11% (76)	1% (8)	672

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

Table MCEN5_2: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
The Incredible Hulk

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	33%	(418)	31%	(393)	5%	(58)	4%	(55)	23%	(288)	5%	(58)	1270
Gender: Male	36%	(219)	32%	(196)	5%	(30)	4%	(24)	20%	(119)	3%	(19)	606
Gender: Female	30%	(199)	30%	(197)	4%	(28)	5%	(32)	25%	(169)	6%	(38)	664
Age: 18-34	35%	(130)	32%	(120)	5%	(19)	5%	(20)	17%	(65)	6%	(21)	374
Age: 35-44	40%	(82)	32%	(66)	6%	(12)	3%	(7)	17%	(36)	2%	(5)	206
Age: 45-64	35%	(154)	29%	(127)	4%	(18)	4%	(19)	23%	(103)	5%	(20)	441
Age: 65+	21%	(53)	33%	(81)	4%	(9)	4%	(10)	34%	(84)	5%	(11)	248
GenZers: 1997-2012	21%	(21)	32%	(31)	3%	(3)	7%	(7)	23%	(22)	13%	(13)	97
Millennials: 1981-1996	38%	(153)	32%	(128)	6%	(25)	4%	(17)	16%	(65)	3%	(11)	401
GenXers: 1965-1980	41%	(135)	32%	(104)	4%	(15)	3%	(9)	18%	(58)	2%	(8)	329
Baby Boomers: 1946-1964	26%	(104)	29%	(118)	4%	(14)	5%	(19)	31%	(125)	6%	(23)	402
PID: Dem (no lean)	38%	(188)	27%	(136)	7%	(34)	5%	(24)	19%	(97)	4%	(19)	498
PID: Ind (no lean)	26%	(104)	38%	(150)	3%	(12)	4%	(18)	25%	(98)	4%	(17)	398
PID: Rep (no lean)	34%	(126)	29%	(108)	3%	(13)	4%	(13)	25%	(93)	6%	(21)	374
PID/Gender: Dem Men	45%	(112)	28%	(69)	7%	(17)	2%	(5)	16%	(39)	2%	(6)	248
PID/Gender: Dem Women	30%	(76)	27%	(67)	7%	(16)	8%	(19)	23%	(57)	5%	(14)	250
PID/Gender: Ind Men	23%	(38)	43%	(71)	2%	(4)	6%	(11)	21%	(34)	5%	(8)	165
PID/Gender: Ind Women	28%	(66)	34%	(79)	3%	(8)	3%	(7)	27%	(64)	4%	(9)	233
PID/Gender: Rep Men	36%	(69)	29%	(56)	4%	(9)	4%	(8)	23%	(45)	3%	(6)	193
PID/Gender: Rep Women	32%	(57)	28%	(51)	2%	(4)	3%	(5)	26%	(48)	8%	(15)	180
Ideo: Liberal (1-3)	33%	(123)	31%	(116)	7%	(28)	5%	(19)	22%	(82)	3%	(9)	378
Ideo: Moderate (4)	33%	(119)	31%	(112)	3%	(10)	4%	(14)	25%	(92)	5%	(17)	364
Ideo: Conservative (5-7)	33%	(127)	31%	(120)	4%	(15)	5%	(18)	23%	(90)	5%	(20)	390
Educ: < College	34%	(297)	30%	(261)	4%	(36)	5%	(41)	23%	(203)	5%	(41)	878
Educ: Bachelors degree	27%	(68)	35%	(91)	7%	(17)	5%	(12)	22%	(55)	5%	(13)	256
Educ: Post-grad	39%	(52)	31%	(42)	4%	(5)	2%	(2)	22%	(30)	3%	(4)	136
Income: Under 50k	32%	(213)	31%	(206)	4%	(27)	5%	(36)	22%	(145)	5%	(36)	663
Income: 50k-100k	31%	(127)	30%	(124)	4%	(16)	4%	(16)	27%	(109)	4%	(15)	406
Income: 100k+	39%	(78)	32%	(64)	7%	(15)	2%	(4)	17%	(34)	3%	(6)	201
Ethnicity: White	30%	(302)	33%	(326)	5%	(47)	4%	(42)	24%	(236)	4%	(41)	994
Ethnicity: Hispanic	33%	(71)	31%	(66)	4%	(9)	9%	(20)	16%	(34)	7%	(16)	216

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Table MCEN5_2: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
The Incredible Hulk

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	33%	(418)	31%	(393)	5%	(58)	4%	(55)	23%	(288)	5%	(58)	1270
Ethnicity: Black	48%	(77)	20%	(32)	2%	(4)	8%	(12)	18%	(29)	3%	(5)	159
Ethnicity: Other	34%	(40)	30%	(35)	6%	(7)	1%	(2)	20%	(23)	10%	(12)	117
All Christian	33%	(194)	30%	(178)	3%	(19)	3%	(19)	27%	(155)	3%	(18)	583
All Non-Christian	43%	(27)	25%	(16)	4%	(2)	4%	(2)	16%	(10)	8%	(5)	63
Atheist	18%	(12)	42%	(29)	8%	(6)	3%	(2)	22%	(15)	8%	(5)	70
Agnostic/Nothing in particular	31%	(115)	31%	(114)	6%	(21)	7%	(25)	21%	(80)	4%	(17)	372
Something Else	38%	(69)	31%	(57)	6%	(10)	4%	(7)	15%	(28)	7%	(12)	182
Religious Non-Protestant/Catholic	38%	(31)	24%	(19)	4%	(3)	3%	(2)	24%	(20)	8%	(6)	81
Evangelical	38%	(109)	26%	(74)	3%	(10)	6%	(17)	23%	(66)	4%	(12)	287
Non-Evangelical	32%	(141)	34%	(152)	4%	(19)	2%	(8)	24%	(103)	4%	(17)	440
Community: Urban	40%	(153)	28%	(106)	4%	(16)	5%	(19)	20%	(75)	3%	(12)	381
Community: Suburban	30%	(172)	33%	(193)	5%	(26)	4%	(25)	24%	(139)	4%	(26)	582
Community: Rural	30%	(93)	31%	(94)	5%	(15)	4%	(12)	24%	(73)	6%	(20)	307
Employ: Private Sector	35%	(142)	32%	(132)	7%	(28)	3%	(12)	20%	(83)	3%	(11)	407
Employ: Government	39%	(29)	31%	(23)	2%	(2)	5%	(4)	20%	(15)	3%	(2)	74
Employ: Self-Employed	42%	(40)	34%	(32)	3%	(2)	3%	(3)	14%	(14)	4%	(4)	96
Employ: Homemaker	28%	(32)	37%	(42)	8%	(10)	1%	(2)	23%	(27)	2%	(2)	114
Employ: Retired	23%	(70)	29%	(89)	3%	(9)	6%	(19)	33%	(102)	6%	(18)	306
Employ: Unemployed	39%	(58)	27%	(40)	2%	(3)	5%	(7)	21%	(32)	6%	(9)	148
Employ: Other	55%	(44)	25%	(21)	5%	(4)	6%	(5)	6%	(5)	2%	(2)	81
Military HH: Yes	30%	(61)	30%	(61)	3%	(5)	4%	(8)	27%	(56)	6%	(13)	204
Military HH: No	33%	(356)	31%	(332)	5%	(53)	4%	(48)	22%	(232)	4%	(45)	1066
RD/WT: Right Direction	35%	(189)	31%	(165)	5%	(28)	4%	(22)	20%	(108)	4%	(21)	534
RD/WT: Wrong Track	31%	(229)	31%	(229)	4%	(30)	5%	(33)	24%	(179)	5%	(36)	736
Biden Job Approve	33%	(197)	30%	(180)	6%	(36)	5%	(29)	21%	(125)	4%	(26)	593
Biden Job Disapprove	34%	(203)	31%	(186)	3%	(20)	3%	(20)	23%	(139)	5%	(27)	596
Biden Job Strongly Approve	42%	(112)	23%	(61)	5%	(13)	3%	(7)	23%	(62)	5%	(13)	268
Biden Job Somewhat Approve	26%	(86)	37%	(119)	7%	(23)	7%	(22)	19%	(62)	4%	(13)	325
Biden Job Somewhat Disapprove	37%	(62)	33%	(56)	6%	(11)	4%	(6)	17%	(28)	3%	(6)	168
Biden Job Strongly Disapprove	33%	(141)	31%	(130)	2%	(10)	3%	(14)	26%	(111)	5%	(22)	427

Continued on next page

Table MCEN5_2: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
The Incredible Hulk

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	33%	(418)	31%	(393)	5%	(58)	4%	(55)	23%	(288)	5%	(58)	1270
Favorable of Biden	36%	(213)	30%	(182)	5%	(29)	4%	(24)	21%	(128)	4%	(23)	600
Unfavorable of Biden	33%	(193)	32%	(188)	5%	(28)	4%	(25)	22%	(132)	5%	(28)	594
Very Favorable of Biden	43%	(124)	23%	(65)	4%	(12)	5%	(16)	22%	(62)	4%	(11)	290
Somewhat Favorable of Biden	29%	(89)	37%	(116)	6%	(18)	3%	(9)	21%	(66)	4%	(12)	310
Somewhat Unfavorable of Biden	32%	(45)	35%	(49)	9%	(13)	6%	(9)	15%	(21)	4%	(6)	142
Very Unfavorable of Biden	33%	(148)	31%	(139)	3%	(15)	4%	(16)	25%	(111)	5%	(23)	452
#1 Issue: Economy	36%	(196)	33%	(180)	4%	(22)	3%	(17)	19%	(104)	4%	(20)	539
#1 Issue: Security	32%	(48)	38%	(57)	2%	(3)	4%	(6)	23%	(34)	2%	(3)	151
#1 Issue: Health Care	42%	(61)	19%	(29)	7%	(11)	3%	(4)	27%	(39)	2%	(3)	147
#1 Issue: Medicare / Social Security	22%	(35)	32%	(50)	4%	(7)	3%	(5)	30%	(47)	8%	(12)	155
#1 Issue: Women's Issues	30%	(24)	29%	(24)	10%	(8)	8%	(6)	10%	(8)	14%	(11)	81
#1 Issue: Education	23%	(14)	28%	(16)	5%	(3)	12%	(7)	32%	(19)	—	(0)	59
#1 Issue: Energy	29%	(23)	32%	(25)	—	(0)	9%	(7)	23%	(18)	8%	(6)	79
#1 Issue: Other	28%	(16)	23%	(13)	8%	(5)	6%	(3)	32%	(18)	3%	(2)	57
2020 Vote: Joe Biden	35%	(204)	30%	(175)	6%	(35)	5%	(28)	21%	(121)	4%	(21)	584
2020 Vote: Donald Trump	31%	(126)	29%	(117)	3%	(11)	3%	(14)	28%	(114)	5%	(20)	402
2020 Vote: Didn't Vote	32%	(79)	35%	(86)	5%	(12)	5%	(12)	18%	(44)	6%	(14)	248
2018 House Vote: Democrat	37%	(168)	25%	(114)	7%	(33)	5%	(22)	22%	(101)	3%	(14)	451
2018 House Vote: Republican	32%	(106)	30%	(100)	3%	(10)	3%	(10)	26%	(86)	5%	(17)	328
2016 Vote: Hillary Clinton	38%	(157)	28%	(114)	6%	(23)	3%	(12)	22%	(92)	3%	(13)	411
2016 Vote: Donald Trump	29%	(108)	31%	(114)	3%	(12)	3%	(12)	28%	(104)	5%	(19)	370
2016 Vote: Other	18%	(12)	36%	(24)	10%	(7)	8%	(5)	25%	(16)	3%	(2)	66
2016 Vote: Didn't Vote	33%	(140)	33%	(141)	4%	(16)	6%	(26)	18%	(75)	6%	(24)	422
Voted in 2014: Yes	34%	(246)	29%	(209)	5%	(34)	3%	(25)	25%	(179)	4%	(28)	720
Voted in 2014: No	31%	(172)	34%	(184)	4%	(25)	5%	(30)	20%	(109)	5%	(30)	550
4-Region: Northeast	32%	(78)	35%	(86)	3%	(8)	4%	(10)	23%	(58)	3%	(6)	246
4-Region: Midwest	32%	(84)	28%	(73)	6%	(17)	3%	(9)	23%	(59)	7%	(19)	261
4-Region: South	37%	(174)	28%	(130)	5%	(23)	4%	(17)	23%	(105)	3%	(15)	465
4-Region: West	28%	(82)	35%	(104)	4%	(11)	6%	(19)	22%	(66)	6%	(17)	298
Marvel Comics Fans	45%	(326)	34%	(247)	5%	(38)	3%	(23)	11%	(79)	3%	(19)	731

Continued on next page

Table MCEN5_2: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
The Incredible Hulk

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	33%	(418)	31%	(393)	5%	(58)	4%	(55)	23%	(288)	5%	(58)	1270
Avid Marvel Comics Fans	65%	(162)	26%	(64)	5%	(13)	2%	(5)	2%	(6)	—	(0)	251
Casual Marvel Comics Fans	34%	(163)	38%	(182)	5%	(25)	4%	(18)	15%	(73)	4%	(19)	481
Marvel TV/Movies Fans	45%	(365)	32%	(257)	5%	(43)	3%	(26)	12%	(97)	2%	(18)	806
Avid Marvel TV/Movies Fans	62%	(147)	26%	(62)	3%	(7)	3%	(8)	3%	(8)	2%	(6)	236
Casual Marvel TV/Movies Fans	38%	(218)	34%	(195)	6%	(36)	3%	(19)	16%	(90)	2%	(12)	570
Fans of Anything Marvel	44%	(378)	34%	(293)	5%	(43)	3%	(26)	12%	(106)	2%	(20)	866
Avid Fans of Anything Marvel	63%	(224)	25%	(89)	5%	(18)	3%	(11)	3%	(10)	2%	(6)	357
Casual Fans of Anything Marvel	35%	(215)	37%	(229)	5%	(33)	4%	(23)	16%	(102)	3%	(20)	621

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

Table MCEN5_3: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Iron Man 2

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	34% (420)	30% (370)	4% (48)	3% (38)	21% (259)	9% (116)	1250
Gender: Male	38% (236)	32% (196)	4% (23)	4% (25)	15% (95)	7% (41)	616
Gender: Female	29% (184)	27% (174)	4% (25)	2% (13)	26% (164)	12% (75)	633
Age: 18-34	43% (159)	29% (107)	6% (22)	4% (16)	12% (45)	6% (24)	373
Age: 35-44	43% (89)	30% (62)	8% (17)	1% (2)	16% (33)	2% (5)	206
Age: 45-64	29% (120)	31% (132)	2% (7)	4% (15)	24% (99)	11% (47)	420
Age: 65+	21% (52)	28% (69)	1% (2)	2% (5)	33% (82)	16% (40)	250
GenZers: 1997-2012	29% (26)	31% (27)	7% (6)	5% (5)	16% (14)	12% (10)	89
Millennials: 1981-1996	47% (197)	28% (117)	6% (27)	3% (13)	13% (54)	4% (15)	423
GenXers: 1965-1980	36% (100)	32% (91)	3% (10)	2% (6)	19% (54)	7% (19)	281
Baby Boomers: 1946-1964	22% (92)	30% (125)	1% (5)	3% (14)	28% (117)	15% (62)	415
PID: Dem (no lean)	38% (196)	28% (143)	5% (23)	2% (8)	19% (96)	9% (46)	513
PID: Ind (no lean)	28% (105)	30% (112)	4% (14)	2% (7)	26% (95)	10% (37)	370
PID: Rep (no lean)	32% (118)	32% (116)	3% (10)	6% (23)	18% (67)	9% (33)	367
PID/Gender: Dem Men	48% (122)	30% (75)	4% (11)	1% (3)	11% (28)	6% (15)	253
PID/Gender: Dem Women	29% (75)	26% (68)	5% (13)	2% (5)	26% (68)	12% (31)	260
PID/Gender: Ind Men	33% (56)	33% (54)	4% (7)	2% (4)	20% (34)	7% (12)	166
PID/Gender: Ind Women	24% (49)	28% (57)	4% (7)	2% (3)	30% (62)	12% (25)	204
PID/Gender: Rep Men	30% (59)	34% (67)	3% (5)	9% (18)	17% (34)	7% (14)	197
PID/Gender: Rep Women	35% (60)	29% (49)	3% (5)	3% (5)	20% (34)	11% (19)	170
Ideo: Liberal (1-3)	36% (137)	32% (122)	4% (16)	3% (10)	18% (70)	8% (29)	384
Ideo: Moderate (4)	31% (110)	30% (108)	3% (12)	2% (8)	25% (89)	9% (32)	358
Ideo: Conservative (5-7)	37% (139)	27% (104)	2% (9)	4% (17)	19% (71)	10% (39)	379
Educ: < College	34% (288)	28% (233)	3% (29)	4% (31)	22% (183)	10% (83)	846
Educ: Bachelors degree	31% (80)	36% (92)	4% (11)	2% (5)	19% (48)	8% (21)	257
Educ: Post-grad	35% (51)	31% (45)	6% (8)	1% (2)	19% (28)	8% (11)	146
Income: Under 50k	33% (225)	30% (200)	3% (17)	3% (23)	22% (149)	9% (64)	677
Income: 50k-100k	32% (125)	28% (109)	6% (22)	3% (10)	21% (83)	10% (41)	391
Income: 100k+	39% (70)	34% (61)	5% (8)	3% (5)	15% (27)	6% (11)	182
Ethnicity: White	34% (321)	28% (265)	4% (34)	3% (29)	23% (217)	10% (92)	958
Ethnicity: Hispanic	40% (83)	27% (57)	8% (16)	6% (12)	10% (21)	10% (20)	210

Continued on next page

Table MCEN5_3: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Iron Man 2

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	34%	(420)	30%	(370)	4%	(48)	3%	(38)	21%	(259)	9%	(116)	1250
Ethnicity: Black	37%	(64)	33%	(57)	4%	(6)	5%	(9)	17%	(30)	3%	(6)	172
Ethnicity: Other	29%	(35)	40%	(48)	7%	(8)	—	(0)	10%	(12)	15%	(18)	120
All Christian	34%	(197)	31%	(182)	3%	(20)	3%	(15)	20%	(118)	9%	(55)	588
All Non-Christian	46%	(31)	21%	(14)	4%	(3)	1%	(1)	17%	(11)	11%	(7)	66
Atheist	35%	(19)	27%	(15)	7%	(4)	3%	(2)	21%	(12)	7%	(4)	55
Agnostic/Nothing in particular	29%	(102)	27%	(95)	5%	(17)	4%	(13)	25%	(86)	10%	(35)	348
Something Else	37%	(71)	33%	(64)	2%	(4)	4%	(7)	16%	(32)	8%	(15)	193
Religious Non-Protestant/Catholic	40%	(33)	21%	(17)	5%	(4)	8%	(6)	17%	(14)	9%	(7)	82
Evangelical	34%	(113)	36%	(120)	2%	(5)	4%	(14)	18%	(61)	7%	(24)	339
Non-Evangelical	35%	(146)	29%	(119)	4%	(16)	1%	(3)	20%	(83)	11%	(45)	412
Community: Urban	37%	(140)	31%	(119)	5%	(19)	3%	(13)	18%	(67)	5%	(21)	378
Community: Suburban	30%	(168)	29%	(164)	4%	(22)	2%	(14)	23%	(130)	11%	(62)	559
Community: Rural	36%	(111)	28%	(88)	2%	(7)	4%	(12)	20%	(62)	11%	(33)	313
Employ: Private Sector	40%	(152)	34%	(130)	4%	(14)	2%	(6)	15%	(56)	6%	(24)	382
Employ: Government	29%	(22)	23%	(17)	14%	(11)	9%	(7)	15%	(11)	11%	(8)	76
Employ: Self-Employed	42%	(46)	26%	(29)	8%	(8)	1%	(1)	16%	(18)	6%	(7)	109
Employ: Homemaker	33%	(34)	26%	(27)	3%	(4)	1%	(1)	29%	(30)	6%	(7)	103
Employ: Retired	24%	(76)	27%	(86)	1%	(2)	4%	(13)	29%	(93)	15%	(48)	319
Employ: Unemployed	37%	(55)	26%	(38)	3%	(4)	5%	(7)	18%	(27)	11%	(16)	148
Employ: Other	37%	(28)	35%	(27)	3%	(3)	3%	(2)	18%	(13)	5%	(4)	77
Military HH: Yes	33%	(75)	27%	(62)	6%	(13)	4%	(8)	17%	(38)	13%	(31)	227
Military HH: No	34%	(344)	30%	(308)	3%	(35)	3%	(30)	22%	(220)	8%	(85)	1022
RD/WT: Right Direction	35%	(188)	29%	(156)	4%	(22)	3%	(17)	21%	(116)	7%	(39)	538
RD/WT: Wrong Track	32%	(231)	30%	(214)	4%	(26)	3%	(20)	20%	(143)	11%	(77)	712
Biden Job Approve	35%	(214)	28%	(172)	5%	(32)	4%	(22)	21%	(126)	8%	(48)	614
Biden Job Disapprove	33%	(189)	31%	(179)	3%	(15)	3%	(16)	20%	(113)	10%	(56)	568
Biden Job Strongly Approve	43%	(129)	20%	(61)	3%	(11)	3%	(8)	21%	(64)	9%	(28)	301
Biden Job Somewhat Approve	27%	(85)	35%	(111)	7%	(21)	4%	(14)	20%	(62)	6%	(20)	313
Biden Job Somewhat Disapprove	31%	(49)	42%	(67)	1%	(2)	2%	(3)	17%	(28)	7%	(11)	160
Biden Job Strongly Disapprove	34%	(140)	27%	(111)	3%	(13)	3%	(13)	21%	(86)	11%	(45)	409

Continued on next page

Table MCEN5_3: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Iron Man 2

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	34% (420)	30% (370)	4% (48)	3% (38)	21% (259)	9% (116)	1250
Favorable of Biden	34% (211)	29% (179)	4% (24)	3% (18)	22% (132)	8% (48)	612
Unfavorable of Biden	34% (198)	31% (175)	3% (20)	3% (18)	18% (104)	10% (59)	573
Very Favorable of Biden	44% (137)	20% (64)	3% (10)	4% (13)	20% (62)	9% (28)	314
Somewhat Favorable of Biden	25% (74)	39% (115)	5% (14)	2% (5)	24% (70)	7% (20)	298
Somewhat Unfavorable of Biden	34% (48)	37% (52)	5% (7)	4% (5)	12% (16)	8% (12)	140
Very Unfavorable of Biden	35% (150)	28% (123)	3% (13)	3% (13)	20% (87)	11% (47)	433
#1 Issue: Economy	38% (188)	29% (142)	2% (12)	3% (16)	18% (89)	9% (43)	491
#1 Issue: Security	32% (54)	33% (55)	6% (10)	1% (2)	18% (30)	10% (16)	167
#1 Issue: Health Care	33% (50)	29% (43)	5% (8)	1% (1)	23% (35)	8% (13)	150
#1 Issue: Medicare / Social Security	27% (42)	23% (36)	2% (3)	3% (5)	34% (53)	12% (19)	158
#1 Issue: Women's Issues	26% (19)	35% (25)	6% (5)	5% (4)	15% (11)	12% (9)	73
#1 Issue: Education	33% (23)	35% (24)	7% (5)	— (0)	18% (12)	7% (5)	69
#1 Issue: Energy	34% (26)	34% (26)	5% (4)	7% (5)	14% (11)	6% (5)	77
#1 Issue: Other	26% (17)	30% (19)	2% (1)	7% (5)	26% (17)	10% (6)	65
2020 Vote: Joe Biden	36% (207)	30% (172)	4% (21)	2% (13)	20% (116)	8% (48)	577
2020 Vote: Donald Trump	31% (119)	30% (115)	3% (11)	4% (17)	22% (83)	10% (38)	383
2020 Vote: Didn't Vote	34% (84)	27% (68)	6% (15)	3% (7)	20% (49)	11% (26)	248
2018 House Vote: Democrat	35% (156)	29% (129)	4% (16)	3% (13)	22% (96)	8% (36)	446
2018 House Vote: Republican	32% (101)	34% (110)	1% (2)	2% (6)	21% (66)	10% (33)	319
2016 Vote: Hillary Clinton	35% (141)	29% (120)	3% (13)	1% (6)	24% (97)	8% (32)	409
2016 Vote: Donald Trump	34% (119)	30% (106)	2% (6)	4% (13)	21% (75)	10% (36)	353
2016 Vote: Other	29% (18)	34% (21)	7% (5)	4% (2)	22% (13)	4% (2)	61
2016 Vote: Didn't Vote	33% (141)	29% (124)	6% (24)	4% (17)	17% (74)	11% (45)	426
Voted in 2014: Yes	32% (223)	31% (214)	2% (13)	3% (18)	22% (153)	10% (68)	690
Voted in 2014: No	35% (196)	28% (156)	6% (35)	3% (19)	19% (105)	9% (48)	560
4-Region: Northeast	38% (87)	23% (54)	4% (10)	2% (5)	20% (46)	12% (29)	231
4-Region: Midwest	28% (69)	32% (79)	2% (6)	4% (9)	25% (64)	10% (24)	250
4-Region: South	38% (175)	25% (116)	4% (19)	4% (17)	20% (94)	9% (40)	461
4-Region: West	29% (88)	39% (121)	4% (13)	3% (8)	18% (55)	7% (23)	308
Marvel Comics Fans	49% (354)	34% (248)	5% (37)	1% (10)	8% (55)	3% (22)	726

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Table MCEN5_3: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Iron Man 2

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	34%	(420)	30%	(370)	4%	(48)	3%	(38)	21%	(259)	9%	(116)	1250
Avid Marvel Comics Fans	73%	(184)	20%	(51)	3%	(8)	1%	(4)	1%	(3)	1%	(2)	252
Casual Marvel Comics Fans	36%	(170)	42%	(197)	6%	(29)	1%	(6)	11%	(52)	4%	(20)	474
Marvel TV/Movies Fans	48%	(377)	33%	(260)	5%	(37)	2%	(12)	9%	(71)	4%	(33)	790
Avid Marvel TV/Movies Fans	69%	(159)	23%	(54)	3%	(7)	2%	(5)	1%	(2)	2%	(4)	232
Casual Marvel TV/Movies Fans	39%	(218)	37%	(206)	5%	(30)	1%	(7)	12%	(69)	5%	(29)	558
Fans of Anything Marvel	47%	(398)	34%	(287)	5%	(40)	2%	(20)	9%	(74)	4%	(34)	855
Avid Fans of Anything Marvel	66%	(242)	26%	(94)	5%	(17)	2%	(6)	1%	(5)	1%	(5)	369
Casual Fans of Anything Marvel	36%	(223)	39%	(245)	6%	(36)	2%	(15)	11%	(71)	5%	(31)	620

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

Table MCEN5_4: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Thor

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (448)	27% (342)	3% (39)	4% (44)	21% (267)	9% (115)	1255
Gender: Male	40% (248)	29% (182)	3% (19)	4% (22)	17% (105)	7% (45)	621
Gender: Female	31% (200)	25% (160)	3% (20)	4% (22)	26% (163)	11% (70)	634
Age: 18-34	43% (158)	29% (107)	6% (22)	4% (13)	16% (59)	3% (12)	371
Age: 35-44	45% (106)	30% (70)	3% (8)	4% (10)	13% (30)	5% (12)	236
Age: 45-64	33% (130)	27% (109)	2% (7)	4% (17)	23% (94)	11% (42)	399
Age: 65+	22% (55)	22% (55)	1% (2)	2% (4)	34% (85)	20% (49)	250
GenZers: 1997-2012	31% (29)	29% (27)	9% (8)	4% (4)	21% (20)	6% (5)	94
Millennials: 1981-1996	45% (195)	29% (123)	4% (19)	4% (18)	14% (59)	4% (16)	430
GenXers: 1965-1980	40% (108)	32% (86)	2% (6)	3% (8)	15% (41)	8% (21)	270
Baby Boomers: 1946-1964	28% (115)	24% (96)	1% (5)	3% (14)	29% (118)	15% (59)	407
PID: Dem (no lean)	42% (208)	23% (114)	4% (21)	3% (13)	21% (102)	8% (38)	495
PID: Ind (no lean)	31% (123)	31% (124)	2% (7)	4% (16)	20% (81)	12% (48)	399
PID: Rep (no lean)	33% (118)	28% (103)	3% (11)	4% (16)	24% (85)	8% (29)	362
PID/Gender: Dem Men	48% (123)	25% (64)	5% (12)	2% (5)	15% (40)	6% (14)	259
PID/Gender: Dem Women	36% (84)	21% (50)	4% (8)	3% (8)	26% (62)	10% (24)	236
PID/Gender: Ind Men	34% (61)	33% (59)	2% (3)	3% (6)	17% (31)	11% (20)	180
PID/Gender: Ind Women	28% (62)	30% (65)	2% (4)	5% (10)	23% (50)	12% (27)	218
PID/Gender: Rep Men	35% (64)	32% (58)	2% (4)	6% (11)	19% (34)	6% (10)	182
PID/Gender: Rep Women	30% (54)	25% (45)	4% (7)	3% (5)	28% (51)	10% (19)	180
Ideo: Liberal (1-3)	41% (148)	27% (95)	4% (15)	2% (9)	19% (68)	6% (22)	357
Ideo: Moderate (4)	34% (120)	30% (107)	2% (5)	3% (10)	23% (81)	10% (34)	356
Ideo: Conservative (5-7)	33% (137)	24% (99)	4% (15)	4% (18)	24% (98)	10% (42)	409
Educ: < College	37% (311)	26% (217)	3% (23)	4% (37)	21% (181)	9% (77)	845
Educ: Bachelors degree	31% (82)	31% (83)	5% (13)	2% (5)	22% (58)	9% (25)	266
Educ: Post-grad	38% (55)	29% (42)	2% (3)	2% (3)	20% (28)	9% (13)	144
Income: Under 50k	37% (251)	24% (165)	3% (17)	4% (30)	21% (145)	10% (69)	676
Income: 50k-100k	33% (130)	29% (112)	4% (16)	2% (9)	23% (91)	8% (32)	391
Income: 100k+	36% (68)	35% (65)	3% (6)	3% (5)	17% (32)	7% (13)	189
Ethnicity: White	34% (342)	26% (260)	3% (25)	4% (38)	24% (234)	9% (93)	991
Ethnicity: Hispanic	39% (70)	30% (52)	5% (8)	5% (9)	16% (28)	5% (9)	176

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Table MCEN5_4: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Thor

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (448)	27% (342)	3% (39)	4% (44)	21% (267)	9% (115)	1255
Ethnicity: Black	46% (73)	26% (41)	5% (9)	3% (4)	12% (20)	8% (13)	158
Ethnicity: Other	32% (33)	40% (42)	5% (5)	2% (2)	14% (14)	8% (9)	106
All Christian	34% (195)	28% (163)	2% (13)	3% (15)	24% (139)	9% (51)	576
All Non-Christian	40% (30)	15% (12)	7% (5)	1% (1)	23% (17)	15% (11)	76
Atheist	39% (19)	25% (13)	2% (1)	— (0)	24% (12)	10% (5)	50
Agnostic/Nothing in particular	34% (121)	26% (92)	3% (10)	6% (23)	21% (74)	9% (31)	352
Something Else	41% (82)	31% (62)	5% (10)	3% (6)	13% (25)	8% (16)	201
Religious Non-Protestant/Catholic	42% (36)	15% (13)	6% (5)	1% (1)	22% (19)	14% (12)	86
Evangelical	40% (143)	27% (97)	2% (9)	4% (14)	19% (69)	8% (29)	360
Non-Evangelical	31% (122)	32% (124)	3% (11)	2% (6)	23% (88)	9% (36)	388
Community: Urban	43% (178)	24% (101)	3% (10)	4% (16)	18% (74)	8% (33)	413
Community: Suburban	27% (150)	30% (164)	3% (17)	3% (17)	25% (139)	11% (60)	548
Community: Rural	41% (120)	26% (76)	4% (12)	4% (10)	19% (55)	7% (21)	294
Employ: Private Sector	39% (156)	33% (132)	3% (12)	2% (9)	17% (67)	6% (22)	398
Employ: Government	32% (23)	39% (28)	8% (6)	1% (1)	15% (11)	4% (3)	72
Employ: Self-Employed	37% (35)	24% (23)	8% (8)	6% (6)	20% (19)	5% (4)	94
Employ: Homemaker	39% (40)	26% (26)	2% (2)	4% (4)	24% (25)	4% (4)	101
Employ: Retired	25% (83)	22% (73)	1% (2)	4% (12)	32% (105)	16% (52)	326
Employ: Unemployed	44% (62)	19% (27)	1% (2)	5% (7)	19% (27)	11% (16)	141
Employ: Other	47% (41)	23% (20)	5% (4)	2% (2)	10% (9)	12% (10)	86
Military HH: Yes	36% (75)	30% (62)	2% (4)	1% (1)	21% (45)	11% (23)	211
Military HH: No	36% (373)	27% (279)	3% (35)	4% (43)	21% (223)	9% (91)	1044
RD/WT: Right Direction	40% (215)	24% (129)	4% (20)	3% (18)	20% (106)	8% (45)	533
RD/WT: Wrong Track	32% (233)	29% (213)	3% (19)	4% (26)	22% (161)	10% (70)	722
Biden Job Approve	40% (239)	25% (150)	3% (20)	4% (22)	19% (114)	8% (50)	596
Biden Job Disapprove	32% (188)	29% (172)	3% (16)	3% (20)	23% (133)	9% (55)	584
Biden Job Strongly Approve	49% (145)	17% (50)	2% (7)	3% (8)	20% (60)	9% (28)	298
Biden Job Somewhat Approve	32% (94)	34% (100)	4% (13)	5% (14)	18% (54)	7% (22)	298
Biden Job Somewhat Disapprove	35% (58)	29% (47)	5% (8)	4% (6)	17% (29)	10% (16)	164
Biden Job Strongly Disapprove	31% (130)	30% (125)	2% (8)	3% (14)	25% (104)	9% (39)	421

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Table MCEN5_4: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Thor

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (448)	27% (342)	3% (39)	4% (44)	21% (267)	9% (115)	1255
Favorable of Biden	41% (243)	25% (149)	3% (16)	3% (20)	20% (119)	8% (49)	596
Unfavorable of Biden	31% (183)	30% (176)	4% (23)	4% (22)	21% (124)	9% (54)	582
Very Favorable of Biden	48% (156)	17% (55)	3% (8)	4% (14)	19% (63)	8% (27)	323
Somewhat Favorable of Biden	32% (87)	34% (94)	3% (8)	2% (6)	20% (56)	8% (22)	273
Somewhat Unfavorable of Biden	29% (42)	34% (49)	8% (11)	5% (7)	15% (22)	8% (12)	144
Very Unfavorable of Biden	32% (141)	29% (127)	3% (12)	3% (14)	23% (102)	10% (43)	439
#1 Issue: Economy	42% (206)	28% (140)	3% (12)	3% (13)	18% (89)	7% (32)	493
#1 Issue: Security	27% (44)	29% (47)	4% (7)	3% (5)	25% (41)	13% (20)	163
#1 Issue: Health Care	42% (63)	22% (34)	2% (2)	2% (3)	22% (33)	10% (16)	150
#1 Issue: Medicare / Social Security	25% (42)	23% (39)	2% (4)	4% (6)	29% (49)	18% (30)	169
#1 Issue: Women's Issues	38% (26)	30% (20)	2% (1)	6% (4)	16% (11)	7% (5)	67
#1 Issue: Education	38% (27)	32% (23)	8% (6)	1% (1)	18% (13)	2% (1)	70
#1 Issue: Energy	32% (26)	26% (21)	2% (2)	12% (9)	24% (20)	3% (3)	80
#1 Issue: Other	25% (16)	29% (18)	8% (5)	6% (4)	19% (12)	13% (8)	63
2020 Vote: Joe Biden	39% (229)	26% (150)	3% (20)	3% (15)	21% (119)	8% (49)	582
2020 Vote: Donald Trump	33% (129)	29% (112)	3% (13)	3% (10)	24% (94)	9% (33)	392
2020 Vote: Didn't Vote	34% (84)	27% (66)	2% (5)	7% (16)	19% (46)	11% (28)	245
2018 House Vote: Democrat	39% (176)	26% (118)	3% (15)	3% (12)	21% (97)	8% (39)	457
2018 House Vote: Republican	33% (108)	28% (92)	3% (9)	3% (9)	24% (78)	9% (28)	326
2016 Vote: Hillary Clinton	40% (170)	26% (109)	2% (8)	2% (8)	23% (97)	7% (30)	422
2016 Vote: Donald Trump	34% (118)	28% (100)	4% (13)	3% (10)	22% (79)	9% (32)	352
2016 Vote: Other	15% (9)	32% (20)	7% (4)	7% (5)	22% (14)	17% (11)	63
2016 Vote: Didn't Vote	36% (151)	27% (112)	3% (14)	5% (21)	19% (78)	10% (41)	418
Voted in 2014: Yes	36% (252)	27% (194)	3% (19)	2% (17)	23% (161)	9% (62)	705
Voted in 2014: No	36% (196)	27% (148)	4% (20)	5% (27)	19% (106)	10% (52)	550
4-Region: Northeast	40% (91)	24% (54)	3% (6)	3% (6)	23% (52)	7% (16)	226
4-Region: Midwest	33% (91)	26% (70)	3% (7)	5% (13)	24% (65)	10% (27)	273
4-Region: South	38% (176)	26% (120)	4% (18)	3% (14)	19% (89)	11% (52)	468
4-Region: West	31% (90)	34% (98)	3% (8)	4% (11)	21% (62)	7% (20)	289
Marvel Comics Fans	51% (380)	31% (234)	4% (28)	3% (23)	8% (62)	3% (20)	748

Continued on next page

Table MCEN5_4: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Thor

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (448)	27% (342)	3% (39)	4% (44)	21% (267)	9% (115)	1255
Avid Marvel Comics Fans	74% (183)	16% (39)	4% (10)	4% (10)	1% (2)	1% (2)	246
Casual Marvel Comics Fans	39% (197)	39% (195)	3% (17)	3% (13)	12% (60)	4% (19)	501
Marvel TV/Movies Fans	50% (396)	31% (249)	3% (28)	3% (21)	10% (82)	3% (22)	798
Avid Marvel TV/Movies Fans	67% (154)	22% (51)	4% (8)	3% (7)	3% (6)	2% (5)	232
Casual Marvel TV/Movies Fans	43% (242)	35% (199)	3% (20)	2% (14)	13% (76)	3% (17)	566
Fans of Anything Marvel	49% (426)	31% (274)	4% (31)	3% (26)	10% (91)	3% (23)	872
Avid Fans of Anything Marvel	69% (256)	20% (73)	4% (16)	4% (13)	2% (9)	1% (2)	369
Casual Fans of Anything Marvel	39% (250)	37% (239)	4% (26)	3% (16)	14% (90)	3% (22)	643

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

Table MCEN5_5: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Captain America: The First Avenger

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	33% (426)	26% (336)	3% (35)	4% (57)	22% (280)	11% (139)	1272
Gender: Male	37% (220)	28% (168)	3% (18)	6% (33)	17% (104)	9% (54)	597
Gender: Female	31% (206)	25% (167)	2% (16)	4% (24)	26% (176)	13% (85)	675
Age: 18-34	40% (159)	28% (111)	5% (20)	7% (26)	14% (57)	7% (28)	401
Age: 35-44	45% (89)	27% (54)	3% (5)	3% (6)	15% (30)	8% (16)	199
Age: 45-64	29% (125)	27% (114)	2% (8)	4% (19)	25% (109)	12% (53)	427
Age: 65+	22% (53)	23% (57)	1% (2)	3% (6)	34% (84)	17% (42)	244
GenZers: 1997-2012	39% (40)	26% (27)	1% (1)	8% (9)	18% (18)	8% (8)	102
Millennials: 1981-1996	42% (177)	28% (117)	6% (24)	5% (20)	13% (57)	7% (30)	425
GenXers: 1965-1980	40% (113)	28% (79)	1% (3)	4% (12)	21% (59)	7% (20)	286
Baby Boomers: 1946-1964	22% (90)	26% (103)	2% (7)	4% (16)	30% (119)	17% (69)	404
PID: Dem (no lean)	35% (175)	27% (135)	4% (19)	5% (25)	19% (93)	10% (52)	499
PID: Ind (no lean)	34% (135)	26% (103)	2% (6)	3% (11)	26% (103)	11% (43)	401
PID: Rep (no lean)	31% (116)	26% (97)	2% (9)	6% (22)	22% (83)	12% (44)	371
PID/Gender: Dem Men	44% (102)	27% (63)	4% (9)	4% (8)	14% (33)	7% (15)	231
PID/Gender: Dem Women	27% (73)	27% (72)	4% (11)	6% (17)	22% (60)	13% (36)	269
PID/Gender: Ind Men	33% (58)	28% (51)	2% (3)	3% (6)	21% (38)	12% (22)	178
PID/Gender: Ind Women	34% (77)	24% (52)	1% (3)	2% (5)	29% (65)	9% (21)	223
PID/Gender: Rep Men	32% (59)	29% (55)	3% (6)	10% (19)	17% (33)	8% (16)	188
PID/Gender: Rep Women	31% (57)	23% (43)	1% (2)	1% (3)	27% (50)	15% (28)	183
Ideo: Liberal (1-3)	35% (126)	29% (107)	4% (14)	5% (18)	17% (61)	11% (38)	364
Ideo: Moderate (4)	33% (124)	28% (107)	2% (8)	3% (12)	24% (89)	10% (37)	377
Ideo: Conservative (5-7)	31% (122)	24% (94)	3% (11)	5% (19)	25% (97)	13% (51)	394
Educ: < College	34% (288)	25% (214)	2% (21)	5% (47)	22% (191)	11% (97)	858
Educ: Bachelors degree	31% (82)	31% (83)	4% (10)	2% (6)	21% (56)	10% (25)	264
Educ: Post-grad	37% (56)	26% (39)	2% (4)	3% (4)	22% (33)	11% (16)	151
Income: Under 50k	33% (228)	26% (174)	2% (14)	6% (39)	22% (149)	11% (77)	681
Income: 50k-100k	30% (119)	28% (109)	3% (11)	4% (15)	24% (95)	12% (47)	395
Income: 100k+	40% (79)	27% (52)	5% (10)	2% (3)	19% (37)	8% (15)	196
Ethnicity: White	32% (318)	26% (262)	3% (29)	4% (37)	23% (232)	11% (114)	991
Ethnicity: Hispanic	47% (90)	18% (36)	4% (7)	9% (17)	14% (27)	8% (16)	194

Continued on next page

Table MCEN5_5: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Captain America: The First Avenger

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	33%	(426)	26%	(336)	3%	(35)	4%	(57)	22%	(280)	11%	(139)	1272
Ethnicity: Black	37%	(62)	27%	(45)	3%	(5)	8%	(13)	18%	(29)	7%	(11)	165
Ethnicity: Other	40%	(47)	25%	(29)	1%	(1)	6%	(7)	16%	(19)	12%	(14)	116
All Christian	34%	(187)	26%	(145)	3%	(17)	3%	(14)	23%	(129)	10%	(57)	549
All Non-Christian	40%	(31)	26%	(20)	3%	(3)	2%	(2)	16%	(12)	12%	(10)	77
Atheist	30%	(18)	26%	(15)	4%	(2)	4%	(2)	27%	(16)	9%	(5)	59
Agnostic/Nothing in particular	30%	(112)	26%	(100)	2%	(9)	8%	(29)	23%	(86)	11%	(42)	378
Something Else	37%	(78)	27%	(56)	2%	(3)	5%	(10)	18%	(37)	12%	(25)	209
Religious Non-Protestant/Catholic	45%	(38)	23%	(20)	4%	(3)	2%	(2)	15%	(12)	11%	(10)	85
Evangelical	35%	(111)	28%	(88)	3%	(8)	5%	(16)	21%	(69)	9%	(28)	320
Non-Evangelical	34%	(138)	27%	(109)	2%	(10)	2%	(9)	22%	(91)	12%	(51)	407
Community: Urban	36%	(137)	24%	(92)	4%	(14)	7%	(25)	21%	(82)	8%	(30)	380
Community: Suburban	33%	(188)	29%	(165)	2%	(12)	4%	(20)	22%	(125)	11%	(64)	575
Community: Rural	32%	(101)	25%	(79)	3%	(8)	4%	(12)	23%	(73)	14%	(44)	317
Employ: Private Sector	37%	(159)	29%	(126)	4%	(16)	4%	(16)	17%	(73)	9%	(37)	428
Employ: Government	42%	(24)	35%	(20)	2%	(1)	3%	(2)	11%	(6)	7%	(4)	58
Employ: Self-Employed	37%	(34)	25%	(24)	2%	(1)	4%	(3)	25%	(24)	7%	(7)	94
Employ: Homemaker	32%	(35)	31%	(33)	3%	(3)	2%	(2)	26%	(28)	6%	(6)	108
Employ: Retired	23%	(73)	24%	(76)	1%	(3)	5%	(15)	31%	(102)	17%	(54)	323
Employ: Unemployed	43%	(60)	18%	(26)	4%	(5)	8%	(12)	18%	(26)	9%	(13)	141
Employ: Other	29%	(24)	27%	(23)	4%	(3)	3%	(2)	20%	(17)	17%	(14)	84
Military HH: Yes	34%	(67)	25%	(48)	2%	(4)	2%	(4)	21%	(41)	16%	(30)	194
Military HH: No	33%	(359)	27%	(288)	3%	(30)	5%	(53)	22%	(239)	10%	(108)	1078
RD/WT: Right Direction	37%	(188)	26%	(133)	3%	(13)	5%	(26)	19%	(96)	10%	(51)	507
RD/WT: Wrong Track	31%	(238)	27%	(203)	3%	(21)	4%	(31)	24%	(184)	11%	(87)	765
Biden Job Approve	37%	(218)	28%	(168)	3%	(19)	5%	(28)	18%	(105)	10%	(58)	596
Biden Job Disapprove	31%	(185)	26%	(155)	3%	(15)	4%	(23)	24%	(145)	12%	(74)	597
Biden Job Strongly Approve	44%	(126)	20%	(58)	2%	(5)	3%	(8)	19%	(55)	12%	(33)	285
Biden Job Somewhat Approve	30%	(92)	36%	(110)	4%	(13)	6%	(19)	16%	(50)	8%	(25)	311
Biden Job Somewhat Disapprove	29%	(50)	27%	(47)	3%	(5)	5%	(9)	20%	(35)	15%	(26)	171
Biden Job Strongly Disapprove	32%	(135)	25%	(108)	2%	(11)	3%	(14)	26%	(110)	11%	(48)	426

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Table MCEN5_5: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Captain America: The First Avenger

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	33%	(426)	26%	(336)	3%	(35)	4%	(57)	22%	(280)	11%	(139)	1272
Favorable of Biden	36%	(217)	28%	(167)	2%	(14)	5%	(28)	20%	(118)	10%	(60)	605
Unfavorable of Biden	33%	(195)	27%	(158)	3%	(19)	4%	(23)	22%	(131)	12%	(71)	597
Very Favorable of Biden	42%	(124)	21%	(61)	2%	(7)	5%	(15)	19%	(55)	11%	(31)	292
Somewhat Favorable of Biden	30%	(93)	34%	(106)	2%	(7)	4%	(14)	20%	(63)	9%	(29)	313
Somewhat Unfavorable of Biden	33%	(48)	30%	(43)	6%	(9)	3%	(5)	16%	(23)	12%	(18)	147
Very Unfavorable of Biden	33%	(146)	26%	(115)	2%	(10)	4%	(18)	24%	(107)	12%	(53)	450
#1 Issue: Economy	37%	(183)	28%	(139)	2%	(9)	4%	(20)	19%	(95)	10%	(52)	499
#1 Issue: Security	31%	(50)	25%	(40)	4%	(6)	3%	(5)	27%	(43)	9%	(15)	160
#1 Issue: Health Care	34%	(52)	28%	(42)	3%	(4)	4%	(6)	23%	(35)	9%	(14)	153
#1 Issue: Medicare / Social Security	21%	(36)	22%	(38)	2%	(3)	5%	(9)	32%	(54)	18%	(31)	171
#1 Issue: Women's Issues	46%	(38)	22%	(18)	7%	(6)	3%	(2)	13%	(11)	9%	(8)	83
#1 Issue: Education	30%	(18)	33%	(20)	—	(0)	7%	(4)	28%	(17)	1%	(1)	60
#1 Issue: Energy	34%	(30)	27%	(24)	6%	(5)	8%	(7)	12%	(11)	11%	(10)	87
#1 Issue: Other	30%	(18)	24%	(14)	2%	(1)	7%	(4)	23%	(14)	14%	(8)	59
2020 Vote: Joe Biden	35%	(206)	28%	(164)	3%	(18)	4%	(23)	20%	(117)	10%	(58)	586
2020 Vote: Donald Trump	31%	(122)	28%	(108)	2%	(8)	3%	(12)	24%	(94)	13%	(49)	394
2020 Vote: Didn't Vote	35%	(87)	21%	(53)	2%	(6)	8%	(19)	23%	(59)	11%	(28)	253
2018 House Vote: Democrat	35%	(155)	26%	(114)	3%	(14)	4%	(17)	22%	(98)	11%	(49)	447
2018 House Vote: Republican	32%	(103)	26%	(86)	2%	(6)	4%	(12)	24%	(78)	13%	(42)	327
2016 Vote: Hillary Clinton	34%	(140)	27%	(109)	3%	(14)	3%	(13)	22%	(92)	11%	(45)	413
2016 Vote: Donald Trump	32%	(116)	26%	(95)	1%	(5)	4%	(14)	24%	(85)	13%	(46)	361
2016 Vote: Other	28%	(21)	27%	(21)	9%	(6)	6%	(5)	20%	(15)	10%	(8)	75
2016 Vote: Didn't Vote	35%	(149)	26%	(110)	2%	(9)	6%	(25)	21%	(88)	10%	(40)	422
Voted in 2014: Yes	33%	(232)	25%	(174)	3%	(21)	3%	(24)	24%	(166)	12%	(82)	698
Voted in 2014: No	34%	(194)	28%	(162)	2%	(14)	6%	(34)	20%	(114)	10%	(57)	574
4-Region: Northeast	37%	(89)	26%	(61)	2%	(5)	3%	(7)	21%	(51)	11%	(26)	238
4-Region: Midwest	29%	(79)	29%	(80)	2%	(6)	5%	(14)	21%	(59)	13%	(35)	273
4-Region: South	37%	(173)	23%	(105)	3%	(14)	4%	(17)	23%	(108)	10%	(46)	464
4-Region: West	29%	(85)	30%	(90)	3%	(9)	6%	(18)	21%	(63)	11%	(32)	297
Marvel Comics Fans	50%	(359)	32%	(228)	3%	(24)	3%	(19)	9%	(67)	3%	(19)	716

Continued on next page

Table MCEN5_5: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Captain America: The First Avenger

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	33% (426)	26% (336)	3% (35)	4% (57)	22% (280)	11% (139)	1272
Avid Marvel Comics Fans	69% (185)	21% (55)	5% (12)	2% (7)	2% (5)	1% (2)	266
Casual Marvel Comics Fans	39% (174)	38% (173)	3% (12)	3% (12)	14% (62)	4% (17)	450
Marvel TV/Movies Fans	49% (397)	30% (248)	3% (26)	3% (23)	11% (92)	4% (30)	815
Avid Marvel TV/Movies Fans	74% (173)	17% (39)	3% (6)	3% (8)	2% (5)	1% (3)	234
Casual Marvel TV/Movies Fans	39% (224)	36% (209)	3% (20)	3% (15)	15% (87)	5% (27)	581
Fans of Anything Marvel	48% (412)	31% (261)	3% (28)	3% (25)	11% (96)	4% (31)	853
Avid Fans of Anything Marvel	66% (249)	25% (92)	4% (14)	3% (10)	2% (7)	1% (3)	375
Casual Fans of Anything Marvel	38% (226)	36% (214)	3% (20)	3% (16)	15% (91)	5% (29)	597

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

Table MCEN5_6: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Marvel's The Avengers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	39% (477)	24% (288)	3% (31)	3% (41)	23% (285)	8% (103)	1226
Gender: Male	42% (252)	25% (148)	4% (22)	3% (18)	19% (112)	7% (43)	597
Gender: Female	36% (224)	22% (140)	1% (9)	4% (23)	27% (172)	10% (60)	629
Age: 18-34	49% (170)	21% (74)	4% (15)	6% (21)	14% (47)	5% (19)	346
Age: 35-44	45% (98)	32% (71)	2% (5)	1% (2)	14% (31)	6% (13)	219
Age: 45-64	36% (155)	23% (98)	2% (8)	2% (8)	28% (121)	8% (35)	426
Age: 65+	23% (54)	19% (45)	2% (4)	4% (10)	37% (86)	16% (37)	235
GenZers: 1997-2012	46% (41)	26% (23)	— (0)	4% (4)	15% (13)	8% (7)	89
Millennials: 1981-1996	49% (198)	23% (95)	5% (18)	4% (18)	13% (54)	5% (21)	405
GenXers: 1965-1980	43% (130)	25% (77)	2% (5)	1% (4)	21% (64)	7% (21)	301
Baby Boomers: 1946-1964	27% (104)	23% (90)	2% (7)	3% (13)	34% (131)	11% (43)	388
PID: Dem (no lean)	42% (201)	22% (107)	3% (13)	3% (16)	21% (101)	8% (40)	478
PID: Ind (no lean)	36% (147)	26% (104)	1% (5)	3% (10)	25% (102)	9% (37)	405
PID: Rep (no lean)	37% (128)	23% (77)	4% (14)	4% (15)	24% (82)	8% (26)	343
PID/Gender: Dem Men	47% (110)	26% (61)	3% (8)	2% (4)	17% (39)	5% (12)	233
PID/Gender: Dem Women	37% (92)	19% (46)	2% (5)	5% (12)	25% (62)	12% (29)	245
PID/Gender: Ind Men	38% (70)	26% (48)	1% (2)	2% (3)	22% (41)	11% (21)	186
PID/Gender: Ind Women	35% (77)	25% (56)	1% (3)	3% (7)	28% (60)	7% (16)	219
PID/Gender: Rep Men	41% (72)	22% (39)	7% (13)	6% (11)	18% (32)	6% (11)	178
PID/Gender: Rep Women	34% (56)	23% (38)	1% (1)	3% (4)	31% (50)	9% (16)	165
Ideo: Liberal (1-3)	41% (143)	25% (86)	4% (16)	3% (10)	21% (72)	6% (22)	348
Ideo: Moderate (4)	39% (145)	21% (79)	2% (7)	3% (10)	26% (98)	9% (33)	372
Ideo: Conservative (5-7)	35% (129)	23% (85)	2% (7)	4% (13)	25% (91)	11% (40)	364
Educ: < College	39% (335)	22% (183)	2% (21)	4% (30)	24% (204)	9% (75)	849
Educ: Bachelors degree	38% (90)	27% (64)	1% (3)	3% (7)	22% (53)	9% (21)	240
Educ: Post-grad	37% (52)	30% (41)	6% (8)	2% (3)	20% (27)	5% (7)	138
Income: Under 50k	40% (266)	20% (131)	1% (10)	4% (27)	23% (152)	11% (73)	659
Income: 50k-100k	36% (138)	27% (105)	5% (20)	3% (12)	24% (94)	5% (19)	388
Income: 100k+	41% (72)	30% (53)	1% (2)	1% (2)	22% (38)	6% (11)	178
Ethnicity: White	36% (355)	24% (232)	2% (24)	3% (30)	26% (251)	8% (82)	974
Ethnicity: Hispanic	44% (82)	24% (44)	7% (12)	5% (10)	13% (25)	7% (13)	185

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Table MCEN5_6: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Marvel's The Avengers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	39% (477)	24% (288)	3% (31)	3% (41)	23% (285)	8% (103)	1226
Ethnicity: Black	52% (80)	17% (25)	5% (7)	6% (9)	16% (25)	5% (8)	154
Ethnicity: Other	42% (41)	32% (31)	— (0)	3% (3)	10% (10)	14% (13)	99
All Christian	39% (217)	22% (124)	3% (15)	2% (13)	25% (142)	9% (48)	558
All Non-Christian	32% (22)	29% (20)	6% (4)	1% (1)	24% (17)	8% (6)	69
Agnostic/Nothing in particular	39% (136)	23% (80)	2% (6)	5% (19)	23% (82)	8% (29)	352
Something Else	42% (83)	25% (49)	2% (4)	4% (9)	18% (35)	9% (18)	198
Religious Non-Protestant/Catholic	30% (25)	27% (22)	11% (9)	1% (1)	25% (21)	7% (6)	84
Evangelical	43% (133)	23% (72)	2% (6)	4% (12)	17% (54)	10% (32)	308
Non-Evangelical	37% (153)	23% (95)	2% (8)	3% (11)	28% (115)	8% (33)	415
Community: Urban	44% (170)	20% (77)	2% (6)	4% (16)	23% (88)	8% (31)	389
Community: Suburban	37% (198)	25% (133)	3% (14)	4% (19)	23% (125)	8% (44)	533
Community: Rural	36% (109)	26% (78)	3% (10)	2% (7)	23% (71)	9% (28)	304
Employ: Private Sector	44% (175)	24% (96)	3% (11)	4% (16)	18% (73)	7% (27)	398
Employ: Government	35% (25)	36% (26)	10% (7)	2% (2)	14% (10)	3% (2)	71
Employ: Self-Employed	35% (39)	32% (36)	4% (4)	4% (4)	21% (23)	5% (6)	112
Employ: Homemaker	40% (37)	24% (22)	— (0)	— (0)	34% (32)	2% (2)	93
Employ: Retired	26% (78)	20% (61)	2% (5)	3% (9)	35% (105)	14% (41)	298
Employ: Unemployed	46% (62)	20% (27)	2% (3)	5% (7)	17% (24)	9% (12)	135
Employ: Other	55% (46)	18% (15)	1% (1)	4% (4)	12% (10)	10% (8)	84
Military HH: Yes	38% (73)	25% (48)	7% (13)	2% (4)	21% (41)	8% (16)	196
Military HH: No	39% (403)	23% (240)	2% (18)	4% (37)	24% (244)	8% (87)	1030
RD/WT: Right Direction	42% (208)	22% (111)	3% (17)	1% (7)	23% (113)	8% (42)	499
RD/WT: Wrong Track	37% (269)	24% (177)	2% (14)	5% (35)	24% (172)	8% (61)	727
Biden Job Approve	42% (252)	23% (140)	3% (20)	3% (15)	21% (128)	7% (40)	595
Biden Job Disapprove	36% (195)	24% (132)	2% (11)	3% (16)	25% (137)	10% (54)	544
Biden Job Strongly Approve	49% (144)	17% (49)	4% (13)	2% (6)	22% (65)	6% (19)	297
Biden Job Somewhat Approve	36% (107)	30% (91)	3% (8)	3% (9)	21% (62)	7% (21)	298
Biden Job Somewhat Disapprove	35% (54)	25% (38)	1% (2)	4% (6)	21% (33)	14% (21)	153
Biden Job Strongly Disapprove	36% (141)	24% (94)	2% (9)	3% (10)	27% (104)	8% (33)	391

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Table MCEN5_6: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Marvel's The Avengers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	39% (477)	24% (288)	3% (31)	3% (41)	23% (285)	8% (103)	1226
Favorable of Biden	44% (262)	22% (130)	3% (16)	3% (18)	21% (127)	7% (44)	596
Unfavorable of Biden	36% (198)	26% (142)	3% (15)	2% (13)	24% (128)	9% (48)	546
Very Favorable of Biden	48% (145)	15% (45)	3% (10)	2% (7)	24% (71)	7% (22)	300
Somewhat Favorable of Biden	39% (117)	29% (85)	2% (6)	4% (11)	19% (56)	7% (22)	296
Somewhat Unfavorable of Biden	40% (51)	30% (38)	3% (3)	3% (4)	14% (18)	10% (12)	127
Very Unfavorable of Biden	35% (147)	25% (104)	3% (12)	2% (9)	26% (110)	9% (36)	419
#1 Issue: Economy	44% (212)	24% (115)	2% (12)	3% (17)	19% (94)	8% (37)	486
#1 Issue: Security	31% (49)	26% (41)	5% (8)	3% (5)	25% (39)	10% (17)	159
#1 Issue: Health Care	35% (56)	27% (44)	3% (5)	2% (3)	25% (39)	9% (14)	160
#1 Issue: Medicare / Social Security	28% (43)	18% (28)	1% (2)	5% (8)	36% (56)	11% (17)	155
#1 Issue: Women's Issues	50% (40)	29% (23)	— (0)	4% (3)	13% (10)	4% (3)	79
#1 Issue: Energy	47% (38)	15% (12)	5% (4)	1% (1)	19% (15)	13% (11)	82
#1 Issue: Other	38% (24)	21% (13)	— (0)	5% (3)	28% (17)	7% (4)	62
2020 Vote: Joe Biden	43% (246)	22% (127)	2% (13)	3% (15)	21% (121)	8% (46)	569
2020 Vote: Donald Trump	34% (128)	23% (87)	4% (16)	3% (12)	27% (100)	8% (31)	375
2020 Vote: Didn't Vote	37% (95)	25% (62)	1% (3)	4% (10)	23% (59)	10% (25)	253
2018 House Vote: Democrat	42% (186)	22% (96)	4% (18)	2% (10)	22% (98)	8% (33)	439
2018 House Vote: Republican	34% (103)	21% (62)	3% (8)	5% (15)	29% (86)	9% (27)	302
2016 Vote: Hillary Clinton	45% (178)	19% (76)	2% (9)	2% (8)	25% (100)	7% (27)	399
2016 Vote: Donald Trump	34% (116)	22% (75)	4% (15)	4% (12)	27% (90)	8% (27)	335
2016 Vote: Other	26% (20)	35% (27)	2% (2)	10% (7)	19% (14)	8% (6)	76
2016 Vote: Didn't Vote	39% (163)	27% (111)	1% (6)	3% (13)	19% (80)	10% (43)	416
Voted in 2014: Yes	38% (251)	22% (147)	4% (24)	3% (21)	26% (173)	8% (52)	669
Voted in 2014: No	41% (226)	25% (142)	1% (7)	4% (20)	20% (112)	9% (51)	557
4-Region: Northeast	38% (84)	21% (46)	3% (7)	2% (5)	29% (63)	7% (15)	220
4-Region: Midwest	35% (84)	25% (62)	2% (4)	3% (8)	27% (65)	8% (21)	243
4-Region: South	43% (200)	20% (95)	3% (14)	3% (16)	20% (96)	10% (47)	467
4-Region: West	36% (108)	29% (86)	2% (7)	4% (13)	21% (61)	7% (20)	296
Marvel Comics Fans	58% (417)	27% (192)	3% (20)	2% (14)	9% (61)	2% (18)	722

Continued on next page

Table MCEN5_6: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Marvel's The Avengers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	39% (477)	24% (288)	3% (31)	3% (41)	23% (285)	8% (103)	1226
Avid Marvel Comics Fans	78% (192)	16% (39)	1% (3)	2% (5)	2% (5)	1% (2)	246
Casual Marvel Comics Fans	47% (224)	32% (153)	4% (17)	2% (9)	12% (57)	3% (15)	475
Marvel TV/Movies Fans	56% (444)	26% (206)	2% (17)	3% (20)	11% (88)	2% (17)	794
Avid Marvel TV/Movies Fans	76% (178)	16% (38)	1% (3)	2% (6)	2% (6)	1% (3)	234
Casual Marvel TV/Movies Fans	48% (266)	30% (168)	2% (14)	3% (15)	15% (82)	3% (14)	560
Fans of Anything Marvel	55% (463)	27% (232)	3% (27)	2% (18)	10% (88)	2% (20)	849
Avid Fans of Anything Marvel	78% (277)	15% (53)	2% (6)	2% (7)	2% (7)	1% (3)	354
Casual Fans of Anything Marvel	44% (273)	33% (200)	4% (25)	2% (12)	14% (85)	3% (19)	614

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

Table MCEN5_7: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Iron Man 3

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	34% (430)	25% (322)	4% (52)	3% (41)	21% (273)	12% (159)	1277
Gender: Male	37% (226)	28% (171)	6% (35)	4% (27)	15% (95)	10% (63)	618
Gender: Female	31% (203)	23% (151)	3% (17)	2% (14)	27% (178)	15% (96)	659
Age: 18-34	45% (179)	22% (87)	6% (23)	5% (21)	15% (60)	7% (27)	397
Age: 35-44	39% (86)	32% (69)	5% (11)	— (1)	19% (41)	5% (10)	218
Age: 45-64	29% (121)	27% (111)	4% (15)	3% (12)	21% (87)	17% (69)	415
Age: 65+	18% (43)	22% (55)	1% (4)	3% (6)	35% (85)	21% (53)	246
GenZers: 1997-2012	37% (42)	28% (32)	5% (6)	3% (4)	16% (18)	9% (10)	113
Millennials: 1981-1996	45% (197)	24% (106)	5% (22)	4% (18)	16% (69)	5% (23)	433
GenXers: 1965-1980	39% (106)	26% (71)	7% (18)	1% (3)	18% (48)	10% (27)	274
Baby Boomers: 1946-1964	20% (80)	26% (107)	2% (7)	4% (15)	28% (113)	21% (84)	406
PID: Dem (no lean)	41% (211)	23% (119)	4% (18)	1% (4)	19% (98)	12% (59)	508
PID: Ind (no lean)	28% (109)	28% (111)	4% (17)	2% (7)	25% (97)	13% (51)	392
PID: Rep (no lean)	29% (110)	25% (93)	4% (17)	8% (29)	21% (78)	13% (49)	376
PID/Gender: Dem Men	50% (124)	24% (59)	3% (8)	— (0)	13% (33)	9% (22)	246
PID/Gender: Dem Women	33% (87)	23% (60)	4% (10)	2% (4)	25% (64)	14% (36)	262
PID/Gender: Ind Men	28% (46)	35% (58)	7% (12)	2% (3)	18% (31)	11% (18)	167
PID/Gender: Ind Women	28% (63)	24% (53)	2% (6)	2% (4)	30% (67)	15% (33)	225
PID/Gender: Rep Men	28% (56)	27% (54)	7% (15)	12% (24)	16% (32)	11% (23)	204
PID/Gender: Rep Women	31% (54)	22% (38)	1% (2)	3% (5)	27% (46)	15% (26)	172
Ideo: Liberal (1-3)	39% (156)	24% (99)	4% (18)	3% (10)	19% (75)	11% (46)	405
Ideo: Moderate (4)	34% (119)	25% (88)	3% (11)	1% (4)	24% (82)	13% (45)	349
Ideo: Conservative (5-7)	27% (104)	28% (106)	3% (12)	5% (21)	22% (86)	14% (55)	383
Educ: < College	35% (313)	24% (209)	4% (33)	4% (32)	22% (194)	12% (104)	886
Educ: Bachelors degree	27% (69)	32% (80)	6% (14)	2% (6)	20% (51)	13% (34)	254
Educ: Post-grad	35% (48)	24% (33)	4% (5)	2% (3)	20% (27)	16% (21)	137
Income: Under 50k	33% (234)	23% (162)	3% (23)	4% (28)	24% (170)	13% (90)	707
Income: 50k-100k	32% (127)	28% (110)	5% (21)	3% (11)	19% (77)	13% (52)	398
Income: 100k+	40% (69)	29% (50)	4% (8)	1% (2)	15% (26)	10% (18)	172
Ethnicity: White	30% (297)	26% (257)	4% (35)	3% (32)	23% (231)	14% (133)	985
Ethnicity: Hispanic	42% (89)	25% (53)	8% (18)	6% (13)	10% (22)	9% (18)	212

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Table MCEN5_7: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Iron Man 3

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	34%	(430)	25%	(322)	4%	(52)	3%	(41)	21%	(273)	12%	(159)	1277
Ethnicity: Black	49%	(80)	19%	(31)	5%	(8)	5%	(8)	15%	(25)	7%	(11)	164
Ethnicity: Other	41%	(52)	26%	(34)	8%	(10)	1%	(1)	13%	(17)	11%	(14)	128
All Christian	33%	(191)	27%	(157)	2%	(14)	3%	(19)	20%	(115)	14%	(79)	576
All Non-Christian	43%	(31)	22%	(16)	1%	(1)	5%	(4)	21%	(15)	9%	(7)	74
Atheist	38%	(24)	18%	(11)	9%	(6)	—	(0)	26%	(16)	9%	(6)	62
Agnostic/Nothing in particular	28%	(108)	26%	(100)	6%	(23)	3%	(10)	24%	(90)	12%	(47)	378
Something Else	41%	(77)	20%	(38)	4%	(8)	4%	(8)	19%	(36)	11%	(20)	187
Religious Non-Protestant/Catholic	38%	(34)	19%	(17)	2%	(2)	10%	(9)	21%	(19)	9%	(8)	88
Evangelical	36%	(113)	28%	(88)	2%	(5)	5%	(16)	16%	(52)	13%	(41)	316
Non-Evangelical	35%	(147)	24%	(102)	4%	(16)	1%	(5)	23%	(95)	13%	(53)	420
Community: Urban	43%	(161)	21%	(78)	4%	(14)	3%	(12)	20%	(73)	10%	(36)	375
Community: Suburban	29%	(165)	25%	(146)	5%	(30)	3%	(15)	25%	(141)	13%	(77)	575
Community: Rural	32%	(103)	30%	(97)	2%	(7)	4%	(14)	18%	(59)	14%	(46)	327
Employ: Private Sector	39%	(152)	28%	(109)	4%	(17)	1%	(4)	18%	(72)	10%	(40)	393
Employ: Government	38%	(30)	22%	(18)	10%	(8)	9%	(7)	10%	(8)	11%	(8)	80
Employ: Self-Employed	35%	(39)	31%	(34)	1%	(1)	1%	(1)	23%	(25)	8%	(9)	110
Employ: Homemaker	42%	(43)	21%	(22)	3%	(3)	1%	(1)	26%	(27)	7%	(8)	103
Employ: Retired	19%	(62)	24%	(75)	3%	(9)	3%	(10)	31%	(100)	20%	(64)	320
Employ: Unemployed	40%	(65)	21%	(35)	5%	(9)	6%	(10)	17%	(28)	11%	(18)	165
Employ: Other	48%	(32)	24%	(16)	5%	(3)	5%	(3)	8%	(6)	10%	(7)	67
Military HH: Yes	35%	(75)	25%	(55)	6%	(14)	5%	(11)	14%	(31)	14%	(31)	217
Military HH: No	33%	(355)	25%	(267)	4%	(38)	3%	(30)	23%	(242)	12%	(128)	1059
RD/WT: Right Direction	40%	(208)	23%	(119)	3%	(14)	3%	(17)	21%	(110)	11%	(55)	524
RD/WT: Wrong Track	29%	(222)	27%	(203)	5%	(38)	3%	(23)	22%	(163)	14%	(104)	753
Biden Job Approve	39%	(238)	23%	(141)	3%	(19)	3%	(20)	20%	(121)	11%	(68)	606
Biden Job Disapprove	29%	(175)	27%	(161)	5%	(30)	3%	(20)	22%	(134)	13%	(77)	597
Biden Job Strongly Approve	47%	(141)	18%	(55)	3%	(8)	5%	(14)	16%	(48)	11%	(34)	299
Biden Job Somewhat Approve	32%	(97)	28%	(86)	4%	(12)	2%	(6)	24%	(73)	11%	(34)	307
Biden Job Somewhat Disapprove	33%	(55)	26%	(43)	6%	(9)	2%	(3)	24%	(39)	10%	(17)	166
Biden Job Strongly Disapprove	28%	(120)	27%	(118)	5%	(20)	4%	(18)	22%	(94)	14%	(60)	431

Continued on next page

Table MCEN5_7: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Iron Man 3

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	34% (430)	25% (322)	4% (52)	3% (41)	21% (273)	12% (159)	1277
Favorable of Biden	39% (238)	23% (137)	3% (19)	3% (19)	20% (124)	11% (69)	607
Unfavorable of Biden	29% (176)	29% (172)	5% (30)	3% (20)	21% (125)	13% (76)	600
Very Favorable of Biden	48% (153)	18% (59)	2% (6)	4% (13)	15% (48)	13% (40)	318
Somewhat Favorable of Biden	30% (86)	27% (79)	5% (13)	2% (6)	26% (76)	10% (29)	289
Somewhat Unfavorable of Biden	37% (53)	34% (47)	5% (7)	1% (1)	18% (25)	6% (8)	140
Very Unfavorable of Biden	27% (124)	27% (124)	5% (24)	4% (19)	22% (100)	15% (68)	460
#1 Issue: Economy	34% (175)	29% (148)	4% (21)	2% (13)	20% (100)	11% (55)	512
#1 Issue: Security	30% (50)	21% (36)	8% (14)	2% (4)	23% (38)	16% (26)	168
#1 Issue: Health Care	40% (58)	21% (30)	2% (2)	3% (4)	23% (33)	12% (17)	144
#1 Issue: Medicare / Social Security	23% (38)	25% (41)	1% (1)	2% (4)	33% (54)	16% (26)	164
#1 Issue: Women's Issues	42% (35)	30% (25)	4% (3)	— (0)	13% (11)	12% (10)	84
#1 Issue: Education	35% (22)	35% (22)	6% (4)	1% (1)	15% (9)	7% (5)	63
#1 Issue: Energy	41% (33)	11% (9)	8% (6)	14% (11)	12% (9)	14% (11)	79
#1 Issue: Other	31% (19)	16% (10)	— (0)	8% (5)	28% (18)	17% (10)	62
2020 Vote: Joe Biden	38% (225)	25% (144)	3% (20)	2% (12)	20% (118)	12% (69)	588
2020 Vote: Donald Trump	27% (111)	26% (106)	5% (21)	6% (23)	23% (94)	13% (51)	406
2020 Vote: Didn't Vote	37% (91)	22% (54)	4% (9)	2% (4)	22% (53)	13% (32)	244
2018 House Vote: Democrat	40% (182)	21% (96)	3% (14)	2% (11)	21% (96)	12% (53)	452
2018 House Vote: Republican	28% (91)	28% (92)	3% (11)	4% (13)	23% (74)	14% (46)	327
2016 Vote: Hillary Clinton	42% (169)	22% (90)	3% (13)	1% (6)	22% (91)	10% (39)	407
2016 Vote: Donald Trump	28% (101)	27% (98)	3% (11)	6% (21)	23% (83)	14% (49)	363
2016 Vote: Other	20% (13)	31% (21)	4% (3)	2% (1)	25% (17)	18% (12)	66
2016 Vote: Didn't Vote	33% (146)	26% (114)	6% (25)	3% (13)	19% (83)	13% (59)	439
Voted in 2014: Yes	34% (240)	24% (167)	3% (23)	4% (27)	22% (153)	13% (90)	700
Voted in 2014: No	33% (190)	27% (155)	5% (29)	2% (14)	21% (120)	12% (68)	576
4-Region: Northeast	34% (77)	25% (57)	5% (11)	— (1)	21% (47)	16% (36)	229
4-Region: Midwest	31% (82)	26% (68)	3% (8)	3% (8)	23% (60)	13% (33)	259
4-Region: South	36% (174)	23% (109)	3% (16)	4% (18)	22% (108)	12% (58)	482
4-Region: West	32% (97)	29% (88)	6% (18)	4% (13)	19% (58)	11% (32)	307
Marvel Comics Fans	50% (372)	31% (231)	5% (37)	2% (13)	10% (76)	2% (18)	747

Continued on next page

Table MCEN5_7: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Iron Man 3

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	34% (430)	25% (322)	4% (52)	3% (41)	21% (273)	12% (159)	1277
Avid Marvel Comics Fans	76% (203)	17% (46)	2% (6)	2% (5)	1% (2)	2% (5)	268
Casual Marvel Comics Fans	35% (169)	39% (185)	6% (30)	2% (8)	15% (74)	3% (13)	479
Marvel TV/Movies Fans	48% (390)	30% (242)	5% (39)	2% (16)	12% (101)	4% (33)	821
Avid Marvel TV/Movies Fans	74% (197)	15% (41)	4% (10)	3% (7)	3% (8)	2% (4)	267
Casual Marvel TV/Movies Fans	35% (193)	36% (201)	5% (30)	1% (8)	17% (94)	5% (28)	554
Fans of Anything Marvel	46% (414)	30% (265)	5% (45)	3% (25)	12% (107)	4% (36)	892
Avid Fans of Anything Marvel	70% (275)	20% (79)	5% (20)	2% (7)	1% (4)	2% (7)	393
Casual Fans of Anything Marvel	33% (208)	36% (226)	6% (36)	3% (19)	17% (104)	5% (30)	623

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

Table MCEN5_8: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Thor: The Dark World

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	27% (354)	25% (324)	4% (54)	4% (50)	21% (278)	19% (242)	1303
Gender: Male	28% (181)	28% (181)	5% (30)	4% (25)	19% (120)	16% (103)	639
Gender: Female	26% (173)	22% (144)	4% (25)	4% (25)	24% (158)	21% (139)	663
Age: 18-34	35% (150)	28% (118)	7% (31)	7% (28)	15% (66)	8% (35)	429
Age: 35-44	37% (69)	25% (46)	5% (9)	2% (4)	21% (39)	10% (18)	185
Age: 45-64	23% (100)	26% (112)	2% (11)	3% (14)	26% (112)	19% (83)	432
Age: 65+	13% (34)	18% (47)	2% (4)	2% (4)	24% (62)	41% (106)	257
GenZers: 1997-2012	29% (30)	25% (26)	7% (8)	9% (9)	15% (16)	15% (15)	104
Millennials: 1981-1996	39% (176)	26% (114)	7% (31)	5% (21)	17% (74)	7% (32)	448
GenXers: 1965-1980	29% (84)	30% (84)	2% (5)	3% (10)	20% (57)	15% (44)	284
Baby Boomers: 1946-1964	15% (64)	22% (92)	2% (10)	2% (10)	29% (121)	29% (119)	417
PID: Dem (no lean)	30% (155)	26% (133)	4% (23)	5% (26)	18% (91)	17% (87)	515
PID: Ind (no lean)	25% (110)	22% (95)	5% (22)	3% (13)	26% (112)	18% (80)	431
PID: Rep (no lean)	25% (88)	27% (96)	3% (10)	3% (11)	21% (76)	21% (75)	356
PID/Gender: Dem Men	34% (91)	30% (79)	5% (13)	4% (11)	14% (37)	13% (34)	265
PID/Gender: Dem Women	26% (64)	22% (54)	4% (10)	6% (15)	22% (54)	21% (53)	251
PID/Gender: Ind Men	23% (40)	22% (38)	5% (9)	3% (5)	27% (48)	20% (35)	177
PID/Gender: Ind Women	27% (70)	22% (57)	5% (12)	3% (8)	25% (63)	18% (45)	254
PID/Gender: Rep Men	25% (50)	32% (63)	4% (7)	5% (9)	18% (35)	17% (33)	198
PID/Gender: Rep Women	24% (39)	20% (32)	2% (3)	1% (2)	26% (41)	26% (42)	159
Ideo: Liberal (1-3)	26% (103)	29% (116)	5% (20)	4% (17)	17% (67)	18% (71)	394
Ideo: Moderate (4)	29% (104)	23% (84)	3% (12)	3% (12)	24% (86)	18% (64)	362
Ideo: Conservative (5-7)	25% (102)	24% (100)	4% (16)	4% (16)	22% (89)	21% (88)	411
Educ: < College	29% (257)	23% (205)	4% (31)	4% (37)	22% (195)	18% (163)	889
Educ: Bachelors degree	23% (63)	29% (78)	6% (17)	2% (5)	20% (53)	20% (53)	270
Educ: Post-grad	23% (33)	29% (41)	4% (6)	5% (8)	21% (30)	18% (26)	144
Income: Under 50k	27% (189)	22% (155)	5% (32)	5% (34)	21% (148)	19% (133)	691
Income: 50k-100k	27% (108)	27% (111)	3% (10)	2% (10)	23% (92)	19% (77)	409
Income: 100k+	28% (56)	29% (58)	6% (12)	3% (6)	19% (38)	16% (32)	203
Ethnicity: White	26% (269)	23% (230)	4% (39)	3% (35)	23% (231)	21% (211)	1015
Ethnicity: Hispanic	33% (71)	31% (66)	6% (12)	6% (13)	11% (23)	13% (29)	215

Continued on next page

Table MCEN5_8: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Thor: The Dark World

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	27% (354)	25% (324)	4% (54)	4% (50)	21% (278)	19% (242)	1303
Ethnicity: Black	33% (54)	32% (52)	2% (3)	7% (11)	17% (27)	9% (15)	162
Ethnicity: Other	25% (31)	34% (42)	10% (13)	3% (4)	16% (20)	13% (16)	125
All Christian	26% (154)	26% (152)	4% (22)	2% (9)	21% (122)	22% (127)	586
All Non-Christian	27% (23)	31% (26)	7% (6)	6% (5)	19% (16)	11% (9)	86
Atheist	31% (20)	19% (12)	12% (8)	7% (5)	18% (12)	13% (8)	64
Agnostic/Nothing in particular	26% (101)	21% (82)	3% (11)	6% (24)	24% (93)	19% (73)	384
Something Else	31% (56)	28% (51)	4% (7)	4% (8)	19% (35)	14% (25)	182
Religious Non-Protestant/Catholic	26% (27)	33% (34)	6% (7)	5% (5)	20% (20)	11% (11)	103
Evangelical	28% (95)	27% (93)	3% (10)	4% (12)	19% (66)	19% (66)	342
Non-Evangelical	27% (109)	25% (100)	5% (18)	1% (5)	22% (87)	20% (80)	399
Community: Urban	33% (130)	24% (95)	6% (26)	5% (19)	18% (70)	14% (56)	394
Community: Suburban	25% (141)	24% (136)	4% (23)	4% (20)	25% (145)	19% (111)	576
Community: Rural	25% (82)	28% (94)	2% (6)	3% (11)	19% (64)	23% (75)	332
Employ: Private Sector	35% (152)	28% (120)	5% (21)	4% (15)	16% (69)	12% (54)	431
Employ: Government	33% (23)	33% (23)	6% (4)	4% (3)	16% (11)	7% (5)	70
Employ: Self-Employed	21% (22)	25% (26)	3% (3)	7% (7)	31% (32)	13% (13)	103
Employ: Homemaker	26% (29)	25% (27)	7% (8)	2% (2)	26% (28)	15% (16)	110
Employ: Retired	16% (47)	20% (60)	2% (7)	2% (5)	26% (80)	34% (104)	302
Employ: Unemployed	33% (52)	21% (34)	5% (8)	5% (9)	18% (28)	18% (29)	160
Employ: Other	23% (22)	30% (28)	3% (2)	6% (6)	23% (22)	15% (14)	93
Military HH: Yes	24% (53)	28% (61)	3% (7)	3% (6)	23% (50)	20% (43)	221
Military HH: No	28% (301)	24% (263)	4% (47)	4% (44)	21% (228)	18% (199)	1081
RD/WT: Right Direction	30% (164)	29% (159)	4% (22)	4% (20)	17% (93)	16% (87)	545
RD/WT: Wrong Track	25% (190)	22% (165)	4% (32)	4% (30)	24% (185)	21% (155)	758
Biden Job Approve	31% (193)	28% (176)	5% (29)	5% (29)	16% (104)	16% (98)	629
Biden Job Disapprove	25% (145)	22% (127)	4% (23)	3% (17)	25% (146)	21% (125)	581
Biden Job Strongly Approve	38% (114)	22% (66)	5% (16)	5% (15)	15% (44)	14% (43)	298
Biden Job Somewhat Approve	24% (79)	33% (110)	4% (13)	4% (14)	18% (60)	17% (55)	331
Biden Job Somewhat Disapprove	27% (46)	24% (41)	4% (7)	2% (4)	26% (44)	16% (26)	169
Biden Job Strongly Disapprove	24% (98)	21% (86)	4% (16)	3% (13)	25% (101)	24% (98)	412

Continued on next page

Table MCEN5_8: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Thor: The Dark World

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	27%	(354)	25%	(324)	4%	(54)	4%	(50)	21%	(278)	19%	(242)	1303
Favorable of Biden	31%	(192)	27%	(168)	4%	(28)	3%	(18)	18%	(109)	17%	(106)	622
Unfavorable of Biden	25%	(147)	22%	(131)	4%	(25)	4%	(23)	24%	(143)	21%	(123)	592
Very Favorable of Biden	39%	(121)	23%	(71)	5%	(17)	3%	(8)	15%	(48)	15%	(48)	314
Somewhat Favorable of Biden	23%	(70)	32%	(97)	4%	(11)	3%	(10)	20%	(61)	19%	(58)	308
Somewhat Unfavorable of Biden	27%	(40)	26%	(39)	5%	(8)	5%	(8)	23%	(34)	13%	(20)	148
Very Unfavorable of Biden	24%	(107)	21%	(92)	4%	(18)	3%	(15)	24%	(108)	23%	(103)	444
#1 Issue: Economy	33%	(165)	25%	(129)	4%	(19)	5%	(23)	18%	(92)	15%	(78)	505
#1 Issue: Security	26%	(42)	29%	(46)	2%	(3)	2%	(3)	24%	(38)	18%	(28)	161
#1 Issue: Health Care	22%	(35)	33%	(51)	4%	(6)	3%	(4)	26%	(40)	13%	(20)	157
#1 Issue: Medicare / Social Security	19%	(34)	14%	(25)	3%	(5)	3%	(6)	27%	(48)	34%	(60)	178
#1 Issue: Women's Issues	29%	(26)	24%	(22)	12%	(11)	4%	(3)	21%	(19)	11%	(10)	92
#1 Issue: Education	27%	(19)	39%	(27)	2%	(1)	3%	(2)	10%	(7)	19%	(13)	69
#1 Issue: Energy	25%	(19)	18%	(14)	8%	(6)	5%	(4)	26%	(20)	19%	(14)	77
#1 Issue: Other	21%	(14)	16%	(10)	5%	(3)	8%	(5)	22%	(14)	28%	(18)	65
2020 Vote: Joe Biden	29%	(170)	27%	(162)	5%	(30)	3%	(20)	19%	(113)	17%	(102)	597
2020 Vote: Donald Trump	24%	(93)	25%	(97)	4%	(15)	4%	(14)	22%	(88)	22%	(87)	394
2020 Vote: Didn't Vote	31%	(83)	20%	(54)	4%	(9)	5%	(13)	23%	(63)	17%	(45)	268
2018 House Vote: Democrat	29%	(137)	25%	(116)	5%	(23)	4%	(19)	19%	(91)	18%	(86)	473
2018 House Vote: Republican	25%	(82)	23%	(75)	3%	(9)	3%	(11)	24%	(78)	21%	(69)	324
2016 Vote: Hillary Clinton	30%	(129)	23%	(96)	5%	(20)	3%	(13)	21%	(90)	18%	(78)	426
2016 Vote: Donald Trump	24%	(84)	23%	(80)	3%	(12)	4%	(13)	24%	(84)	23%	(81)	354
2016 Vote: Other	12%	(9)	33%	(24)	3%	(2)	9%	(6)	23%	(16)	20%	(14)	71
2016 Vote: Didn't Vote	29%	(131)	27%	(124)	5%	(21)	4%	(19)	20%	(88)	15%	(68)	451
Voted in 2014: Yes	26%	(187)	23%	(165)	4%	(25)	4%	(26)	22%	(156)	21%	(147)	705
Voted in 2014: No	28%	(167)	27%	(159)	5%	(29)	4%	(25)	20%	(122)	16%	(95)	598
4-Region: Northeast	24%	(57)	23%	(55)	4%	(10)	5%	(11)	21%	(50)	22%	(52)	236
4-Region: Midwest	24%	(68)	22%	(60)	4%	(11)	4%	(12)	26%	(73)	20%	(55)	279
4-Region: South	33%	(165)	24%	(120)	3%	(16)	3%	(14)	20%	(98)	17%	(87)	499
4-Region: West	22%	(64)	31%	(89)	6%	(17)	5%	(13)	20%	(57)	17%	(48)	288
Marvel Comics Fans	41%	(317)	31%	(241)	5%	(36)	3%	(26)	15%	(120)	5%	(40)	780

Continued on next page

Table MCEN5_8: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Thor: The Dark World

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	27% (354)	25% (324)	4% (54)	4% (50)	21% (278)	19% (242)	1303
Avid Marvel Comics Fans	62% (170)	27% (75)	4% (11)	3% (8)	3% (8)	1% (3)	275
Casual Marvel Comics Fans	29% (147)	33% (166)	5% (25)	3% (17)	22% (112)	7% (37)	504
Marvel TV/Movies Fans	38% (320)	30% (259)	5% (43)	4% (32)	16% (135)	7% (62)	851
Avid Marvel TV/Movies Fans	58% (147)	22% (55)	6% (16)	8% (20)	4% (10)	2% (5)	253
Casual Marvel TV/Movies Fans	29% (173)	34% (205)	4% (26)	2% (12)	21% (125)	10% (57)	597
Fans of Anything Marvel	37% (338)	32% (287)	5% (44)	3% (30)	16% (149)	7% (59)	908
Avid Fans of Anything Marvel	58% (227)	27% (107)	6% (22)	4% (15)	4% (15)	1% (3)	388
Casual Fans of Anything Marvel	27% (179)	34% (219)	5% (33)	3% (21)	22% (141)	9% (57)	650

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

Table MCEN5_9: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Captain America: The Winter Soldier

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	30%	(381)	25%	(320)	3%	(42)	3%	(33)	22%	(280)	16%	(204)	1259
Gender: Male	36%	(214)	26%	(156)	3%	(20)	4%	(23)	18%	(110)	13%	(75)	599
Gender: Female	25%	(166)	25%	(164)	3%	(23)	1%	(10)	26%	(170)	19%	(129)	661
Age: 18-34	38%	(145)	26%	(98)	5%	(20)	4%	(13)	20%	(77)	7%	(25)	380
Age: 35-44	36%	(67)	29%	(56)	3%	(6)	3%	(7)	18%	(35)	10%	(18)	189
Age: 45-64	29%	(127)	26%	(113)	3%	(13)	2%	(8)	22%	(94)	18%	(79)	433
Age: 65+	16%	(41)	20%	(53)	1%	(3)	2%	(5)	29%	(74)	32%	(82)	258
GenZers: 1997-2012	29%	(28)	36%	(35)	5%	(5)	2%	(2)	21%	(20)	7%	(7)	98
Millennials: 1981-1996	39%	(157)	25%	(101)	5%	(20)	4%	(15)	20%	(81)	8%	(31)	404
GenXers: 1965-1980	35%	(101)	29%	(84)	3%	(10)	2%	(7)	16%	(47)	13%	(39)	287
Baby Boomers: 1946-1964	21%	(91)	22%	(94)	2%	(8)	2%	(8)	28%	(119)	26%	(111)	431
PID: Dem (no lean)	35%	(175)	23%	(119)	4%	(20)	2%	(8)	21%	(104)	16%	(80)	506
PID: Ind (no lean)	26%	(107)	26%	(104)	3%	(14)	2%	(7)	26%	(106)	17%	(70)	408
PID: Rep (no lean)	28%	(99)	28%	(97)	3%	(9)	5%	(19)	20%	(70)	16%	(54)	346
PID/Gender: Dem Men	44%	(107)	25%	(60)	3%	(7)	2%	(4)	16%	(39)	10%	(25)	241
PID/Gender: Dem Women	26%	(68)	22%	(59)	5%	(13)	1%	(4)	25%	(65)	21%	(55)	264
PID/Gender: Ind Men	29%	(51)	24%	(41)	5%	(9)	2%	(3)	25%	(44)	16%	(27)	175
PID/Gender: Ind Women	24%	(56)	27%	(63)	2%	(5)	1%	(3)	27%	(62)	18%	(43)	233
PID/Gender: Rep Men	31%	(57)	30%	(55)	3%	(5)	9%	(16)	15%	(28)	13%	(23)	182
PID/Gender: Rep Women	26%	(42)	26%	(42)	3%	(4)	2%	(3)	25%	(42)	19%	(31)	164
Ideo: Liberal (1-3)	33%	(130)	25%	(98)	5%	(20)	3%	(11)	18%	(72)	17%	(67)	397
Ideo: Moderate (4)	26%	(97)	26%	(94)	3%	(12)	2%	(9)	28%	(103)	15%	(53)	367
Ideo: Conservative (5-7)	30%	(108)	27%	(99)	2%	(8)	3%	(11)	21%	(76)	17%	(62)	364
Educ: < College	30%	(258)	25%	(218)	3%	(24)	3%	(30)	24%	(205)	16%	(136)	871
Educ: Bachelors degree	29%	(74)	28%	(72)	5%	(14)	—	(1)	20%	(51)	18%	(46)	258
Educ: Post-grad	37%	(49)	23%	(30)	3%	(4)	2%	(2)	18%	(24)	16%	(22)	130
Income: Under 50k	28%	(197)	27%	(184)	3%	(21)	3%	(18)	22%	(156)	17%	(119)	695
Income: 50k-100k	30%	(114)	23%	(88)	3%	(13)	3%	(11)	25%	(95)	16%	(62)	384
Income: 100k+	39%	(70)	26%	(47)	4%	(8)	3%	(5)	16%	(29)	12%	(22)	181
Ethnicity: White	30%	(296)	23%	(232)	3%	(29)	2%	(23)	24%	(237)	17%	(172)	988
Ethnicity: Hispanic	36%	(75)	33%	(69)	4%	(8)	3%	(7)	12%	(24)	11%	(24)	208

Continued on next page

Table MCEN5_9: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Captain America: The Winter Soldier

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	30%	(381)	25%	(320)	3%	(42)	3%	(33)	22%	(280)	16%	(204)	1259
Ethnicity: Black	36%	(52)	26%	(39)	6%	(9)	5%	(7)	19%	(29)	7%	(11)	146
Ethnicity: Other	26%	(32)	39%	(49)	3%	(4)	3%	(3)	12%	(15)	17%	(21)	125
All Christian	30%	(167)	26%	(144)	3%	(15)	2%	(13)	23%	(127)	16%	(89)	555
All Non-Christian	41%	(30)	19%	(14)	3%	(3)	—	(0)	20%	(14)	17%	(12)	73
Atheist	20%	(12)	27%	(17)	3%	(2)	2%	(2)	28%	(17)	19%	(11)	61
Agnostic/Nothing in particular	27%	(101)	26%	(98)	3%	(11)	4%	(13)	24%	(90)	17%	(64)	378
Something Else	37%	(71)	24%	(46)	6%	(12)	2%	(5)	17%	(32)	14%	(27)	192
Religious Non-Protestant/Catholic	38%	(33)	16%	(14)	3%	(3)	7%	(6)	21%	(18)	16%	(14)	89
Evangelical	31%	(94)	31%	(94)	4%	(11)	2%	(8)	17%	(54)	16%	(48)	309
Non-Evangelical	33%	(132)	23%	(93)	4%	(14)	1%	(5)	24%	(95)	16%	(64)	404
Community: Urban	34%	(134)	28%	(111)	3%	(12)	2%	(6)	21%	(83)	13%	(52)	398
Community: Suburban	30%	(162)	22%	(118)	3%	(14)	3%	(15)	25%	(135)	17%	(92)	535
Community: Rural	26%	(84)	28%	(91)	5%	(16)	4%	(12)	19%	(63)	19%	(60)	326
Employ: Private Sector	36%	(146)	28%	(113)	5%	(18)	1%	(3)	17%	(69)	13%	(53)	403
Employ: Government	40%	(29)	30%	(22)	1%	(1)	8%	(6)	7%	(5)	13%	(9)	73
Employ: Self-Employed	38%	(34)	14%	(13)	3%	(3)	6%	(5)	23%	(21)	16%	(14)	90
Employ: Homemaker	23%	(24)	30%	(31)	5%	(6)	1%	(1)	33%	(35)	8%	(8)	104
Employ: Retired	20%	(65)	22%	(71)	1%	(4)	2%	(8)	29%	(94)	26%	(85)	326
Employ: Unemployed	36%	(56)	26%	(41)	2%	(4)	4%	(7)	20%	(32)	11%	(17)	157
Employ: Other	28%	(20)	28%	(20)	4%	(3)	—	(0)	23%	(16)	17%	(12)	70
Military HH: Yes	31%	(70)	25%	(57)	2%	(4)	4%	(10)	24%	(54)	14%	(33)	227
Military HH: No	30%	(311)	25%	(263)	4%	(39)	2%	(23)	22%	(227)	17%	(171)	1033
RD/WT: Right Direction	34%	(176)	24%	(125)	5%	(24)	2%	(12)	19%	(96)	15%	(79)	513
RD/WT: Wrong Track	27%	(204)	26%	(194)	2%	(18)	3%	(21)	25%	(184)	17%	(124)	747
Biden Job Approve	34%	(205)	26%	(154)	4%	(27)	2%	(14)	19%	(113)	15%	(92)	605
Biden Job Disapprove	28%	(163)	25%	(143)	2%	(13)	3%	(18)	23%	(133)	18%	(104)	575
Biden Job Strongly Approve	43%	(126)	17%	(50)	4%	(10)	3%	(8)	20%	(57)	13%	(39)	291
Biden Job Somewhat Approve	25%	(79)	33%	(104)	5%	(16)	2%	(6)	18%	(55)	17%	(53)	314
Biden Job Somewhat Disapprove	31%	(51)	26%	(43)	3%	(4)	1%	(2)	21%	(35)	18%	(30)	165
Biden Job Strongly Disapprove	27%	(112)	25%	(101)	2%	(9)	4%	(16)	24%	(98)	18%	(74)	410

Continued on next page

Table MCEN5_9: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Captain America: The Winter Soldier

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	30%	(381)	25%	(320)	3%	(42)	3%	(33)	22%	(280)	16%	(204)	1259
Favorable of Biden	33%	(202)	25%	(155)	4%	(27)	2%	(14)	20%	(122)	15%	(93)	613
Unfavorable of Biden	29%	(169)	26%	(152)	2%	(13)	3%	(17)	22%	(127)	17%	(98)	576
Very Favorable of Biden	41%	(122)	19%	(57)	5%	(14)	3%	(8)	19%	(56)	14%	(43)	299
Somewhat Favorable of Biden	26%	(81)	31%	(98)	4%	(13)	2%	(6)	21%	(66)	16%	(51)	314
Somewhat Unfavorable of Biden	35%	(51)	32%	(46)	2%	(3)	1%	(1)	18%	(26)	13%	(18)	146
Very Unfavorable of Biden	28%	(118)	25%	(105)	2%	(10)	4%	(16)	23%	(101)	19%	(80)	430
#1 Issue: Economy	35%	(172)	25%	(123)	3%	(14)	3%	(14)	20%	(98)	13%	(63)	484
#1 Issue: Security	24%	(39)	29%	(48)	3%	(5)	3%	(5)	25%	(40)	16%	(26)	163
#1 Issue: Health Care	33%	(52)	27%	(42)	3%	(5)	—	(0)	18%	(27)	19%	(29)	155
#1 Issue: Medicare / Social Security	22%	(38)	19%	(33)	2%	(3)	3%	(5)	28%	(48)	27%	(46)	172
#1 Issue: Women's Issues	37%	(30)	28%	(23)	3%	(3)	3%	(2)	20%	(17)	9%	(8)	82
#1 Issue: Energy	26%	(21)	31%	(26)	3%	(2)	3%	(3)	19%	(16)	18%	(15)	82
#1 Issue: Other	22%	(16)	18%	(13)	6%	(4)	5%	(4)	31%	(22)	19%	(13)	72
2020 Vote: Joe Biden	33%	(199)	25%	(152)	4%	(26)	1%	(6)	20%	(122)	15%	(92)	598
2020 Vote: Donald Trump	25%	(96)	27%	(103)	2%	(9)	4%	(16)	23%	(89)	17%	(64)	378
2020 Vote: Didn't Vote	31%	(81)	22%	(57)	2%	(6)	4%	(9)	24%	(61)	17%	(43)	259
2018 House Vote: Democrat	33%	(152)	22%	(100)	5%	(21)	3%	(12)	22%	(101)	16%	(73)	459
2018 House Vote: Republican	27%	(81)	28%	(85)	3%	(8)	3%	(8)	23%	(69)	17%	(51)	302
2016 Vote: Hillary Clinton	34%	(137)	23%	(94)	5%	(20)	1%	(2)	22%	(89)	16%	(66)	407
2016 Vote: Donald Trump	27%	(92)	25%	(85)	2%	(7)	5%	(16)	23%	(78)	18%	(60)	338
2016 Vote: Other	22%	(17)	37%	(28)	2%	(1)	4%	(3)	19%	(14)	16%	(12)	76
2016 Vote: Didn't Vote	31%	(135)	26%	(113)	3%	(13)	3%	(11)	23%	(99)	15%	(66)	438
Voted in 2014: Yes	30%	(206)	25%	(173)	4%	(26)	3%	(19)	22%	(155)	17%	(117)	696
Voted in 2014: No	31%	(175)	26%	(147)	3%	(16)	3%	(14)	22%	(125)	15%	(86)	563
4-Region: Northeast	29%	(62)	23%	(50)	3%	(6)	4%	(9)	18%	(38)	23%	(49)	215
4-Region: Midwest	27%	(73)	26%	(72)	3%	(8)	3%	(7)	24%	(66)	17%	(46)	273
4-Region: South	34%	(161)	26%	(123)	4%	(19)	2%	(11)	23%	(109)	12%	(58)	479
4-Region: West	29%	(84)	25%	(74)	3%	(9)	2%	(6)	23%	(67)	18%	(51)	292
Marvel Comics Fans	43%	(331)	32%	(247)	4%	(32)	2%	(14)	14%	(104)	5%	(35)	763

Continued on next page

Table MCEN5_9: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Captain America: The Winter Soldier

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	30%	(381)	25%	(320)	3%	(42)	3%	(33)	22%	(280)	16%	(204)	1259
Avid Marvel Comics Fans	70%	(174)	16%	(40)	4%	(11)	2%	(4)	7%	(18)	2%	(4)	251
Casual Marvel Comics Fans	31%	(157)	40%	(207)	4%	(21)	2%	(10)	17%	(86)	6%	(31)	512
Marvel TV/Movies Fans	42%	(347)	31%	(254)	4%	(35)	2%	(13)	15%	(124)	6%	(47)	820
Avid Marvel TV/Movies Fans	64%	(159)	24%	(60)	2%	(5)	1%	(3)	7%	(16)	2%	(5)	248
Casual Marvel TV/Movies Fans	33%	(188)	34%	(194)	5%	(30)	2%	(10)	19%	(108)	7%	(42)	572
Fans of Anything Marvel	41%	(369)	31%	(279)	4%	(38)	3%	(25)	15%	(131)	6%	(52)	893
Avid Fans of Anything Marvel	65%	(237)	22%	(80)	4%	(13)	3%	(9)	5%	(18)	2%	(7)	365
Casual Fans of Anything Marvel	30%	(195)	38%	(246)	5%	(31)	3%	(20)	18%	(117)	7%	(45)	653

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

Table MCEN5_10: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Guardians of the Galaxy

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (456)	25% (315)	3% (42)	3% (42)	21% (263)	12% (146)	1264
Gender: Male	37% (226)	29% (175)	4% (24)	4% (23)	18% (108)	9% (55)	611
Gender: Female	35% (230)	22% (141)	3% (17)	3% (19)	24% (154)	14% (92)	653
Age: 18-34	48% (189)	24% (94)	5% (20)	6% (22)	13% (52)	4% (15)	391
Age: 35-44	39% (76)	32% (63)	3% (5)	3% (5)	15% (29)	9% (18)	197
Age: 45-64	33% (144)	24% (103)	3% (12)	2% (8)	23% (101)	14% (62)	431
Age: 65+	19% (47)	23% (55)	2% (5)	3% (7)	33% (81)	21% (50)	245
GenZers: 1997-2012	46% (44)	20% (20)	5% (5)	7% (7)	15% (15)	6% (6)	97
Millennials: 1981-1996	46% (193)	27% (114)	4% (19)	5% (20)	13% (56)	4% (18)	419
GenXers: 1965-1980	41% (119)	26% (76)	3% (8)	2% (5)	16% (47)	12% (35)	291
Baby Boomers: 1946-1964	24% (97)	23% (94)	2% (10)	2% (9)	30% (121)	18% (73)	404
PID: Dem (no lean)	41% (212)	24% (127)	4% (22)	3% (16)	19% (99)	9% (45)	521
PID: Ind (no lean)	33% (122)	28% (105)	3% (12)	3% (11)	22% (84)	11% (42)	376
PID: Rep (no lean)	33% (122)	23% (83)	2% (8)	4% (15)	22% (79)	16% (60)	367
PID/Gender: Dem Men	44% (112)	28% (71)	5% (14)	2% (5)	15% (38)	6% (15)	255
PID/Gender: Dem Women	37% (99)	21% (56)	3% (8)	4% (11)	23% (61)	11% (29)	266
PID/Gender: Ind Men	29% (50)	33% (58)	4% (7)	3% (6)	20% (36)	10% (18)	175
PID/Gender: Ind Women	36% (72)	23% (47)	2% (5)	2% (5)	24% (49)	12% (24)	201
PID/Gender: Rep Men	35% (63)	25% (45)	2% (4)	7% (12)	19% (35)	12% (21)	181
PID/Gender: Rep Women	31% (59)	20% (38)	2% (4)	2% (3)	24% (44)	21% (39)	187
Ideo: Liberal (1-3)	43% (170)	24% (94)	4% (15)	4% (15)	19% (77)	6% (24)	395
Ideo: Moderate (4)	32% (114)	29% (105)	3% (12)	3% (12)	23% (81)	10% (36)	359
Ideo: Conservative (5-7)	31% (120)	24% (93)	2% (9)	3% (13)	21% (81)	17% (67)	383
Educ: < College	37% (320)	23% (201)	2% (18)	4% (31)	22% (188)	12% (107)	865
Educ: Bachelors degree	35% (92)	29% (77)	5% (13)	1% (3)	19% (51)	10% (27)	262
Educ: Post-grad	32% (44)	28% (38)	8% (11)	6% (8)	17% (23)	9% (12)	137
Income: Under 50k	36% (246)	23% (156)	2% (17)	4% (29)	21% (144)	14% (93)	685
Income: 50k-100k	34% (128)	26% (99)	4% (14)	2% (9)	24% (90)	10% (37)	376
Income: 100k+	40% (82)	30% (60)	5% (11)	2% (4)	14% (29)	8% (17)	203
Ethnicity: White	36% (356)	24% (236)	3% (29)	3% (34)	23% (233)	11% (113)	1000
Ethnicity: Hispanic	50% (92)	28% (50)	2% (4)	5% (10)	5% (9)	9% (17)	181

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Table MCEN5_10: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe? Guardians of the Galaxy*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (456)	25% (315)	3% (42)	3% (42)	21% (263)	12% (146)	1264
Ethnicity: Black	41% (63)	25% (39)	7% (10)	5% (7)	13% (20)	10% (16)	155
Ethnicity: Other	34% (37)	37% (40)	3% (3)	1% (1)	9% (9)	17% (18)	109
All Christian	34% (183)	26% (143)	3% (16)	2% (10)	23% (123)	13% (69)	544
All Non-Christian	35% (28)	28% (22)	3% (2)	7% (5)	17% (14)	11% (9)	80
Atheist	40% (26)	27% (18)	3% (2)	— (0)	22% (14)	7% (4)	64
Agnostic/Nothing in particular	39% (142)	23% (85)	3% (11)	5% (18)	19% (69)	10% (38)	364
Something Else	36% (77)	23% (48)	5% (10)	4% (9)	20% (43)	12% (26)	212
Religious Non-Protestant/Catholic	35% (31)	25% (22)	3% (3)	6% (5)	19% (16)	12% (10)	89
Evangelical	35% (115)	26% (87)	3% (11)	3% (9)	20% (67)	12% (41)	331
Non-Evangelical	34% (136)	25% (100)	3% (14)	2% (9)	23% (92)	13% (51)	403
Community: Urban	39% (144)	26% (93)	4% (15)	5% (18)	18% (67)	8% (29)	365
Community: Suburban	36% (207)	24% (138)	3% (17)	3% (19)	23% (134)	11% (61)	576
Community: Rural	33% (105)	26% (84)	3% (10)	2% (5)	19% (62)	18% (57)	322
Employ: Private Sector	39% (154)	28% (112)	4% (18)	3% (14)	17% (69)	8% (32)	399
Employ: Government	41% (27)	34% (23)	3% (2)	1% (1)	13% (9)	8% (6)	67
Employ: Self-Employed	43% (45)	25% (26)	4% (5)	4% (4)	14% (15)	10% (11)	105
Employ: Homemaker	44% (45)	18% (18)	2% (2)	3% (3)	27% (27)	6% (6)	102
Employ: Retired	19% (60)	24% (74)	2% (6)	3% (8)	31% (95)	21% (65)	306
Employ: Unemployed	43% (65)	21% (32)	4% (6)	5% (8)	18% (28)	9% (14)	153
Employ: Other	45% (41)	24% (21)	3% (3)	2% (2)	15% (14)	11% (10)	91
Military HH: Yes	33% (68)	30% (61)	2% (3)	3% (5)	23% (47)	10% (21)	206
Military HH: No	37% (388)	24% (254)	4% (38)	3% (37)	20% (216)	12% (125)	1058
RD/WT: Right Direction	38% (198)	26% (135)	4% (20)	3% (15)	21% (108)	9% (44)	521
RD/WT: Wrong Track	35% (258)	24% (180)	3% (21)	4% (27)	21% (154)	14% (102)	743
Biden Job Approve	40% (246)	25% (156)	3% (18)	3% (22)	21% (129)	7% (46)	617
Biden Job Disapprove	33% (195)	26% (152)	3% (19)	2% (15)	20% (117)	15% (91)	588
Biden Job Strongly Approve	43% (134)	22% (67)	2% (6)	3% (10)	21% (65)	9% (28)	309
Biden Job Somewhat Approve	36% (112)	29% (89)	4% (12)	4% (12)	21% (65)	6% (18)	308
Biden Job Somewhat Disapprove	32% (52)	33% (54)	6% (11)	2% (3)	15% (25)	12% (20)	163
Biden Job Strongly Disapprove	34% (144)	23% (98)	2% (8)	3% (12)	22% (92)	17% (71)	425

Continued on next page

Table MCEN5_10: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe? Guardians of the Galaxy*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (456)	25% (315)	3% (42)	3% (42)	21% (263)	12% (146)	1264
Favorable of Biden	39% (234)	25% (150)	4% (25)	3% (18)	21% (129)	8% (46)	603
Unfavorable of Biden	34% (206)	26% (154)	3% (17)	3% (17)	19% (116)	15% (91)	600
Very Favorable of Biden	44% (136)	22% (68)	2% (8)	2% (5)	19% (58)	11% (33)	308
Somewhat Favorable of Biden	33% (98)	28% (82)	6% (17)	4% (12)	24% (71)	5% (13)	294
Somewhat Unfavorable of Biden	37% (54)	33% (48)	6% (8)	2% (3)	11% (16)	11% (15)	144
Very Unfavorable of Biden	33% (152)	23% (106)	2% (9)	3% (13)	22% (100)	17% (76)	456
#1 Issue: Economy	38% (193)	27% (135)	4% (19)	3% (16)	17% (84)	12% (59)	505
#1 Issue: Security	25% (40)	30% (49)	4% (7)	2% (3)	23% (38)	15% (25)	161
#1 Issue: Health Care	40% (65)	28% (45)	3% (4)	2% (3)	21% (33)	7% (12)	163
#1 Issue: Medicare / Social Security	23% (36)	14% (22)	3% (5)	5% (7)	34% (54)	21% (32)	156
#1 Issue: Women's Issues	56% (38)	21% (14)	1% (1)	2% (2)	13% (9)	8% (5)	68
#1 Issue: Education	42% (26)	25% (15)	4% (2)	3% (2)	23% (14)	4% (2)	61
#1 Issue: Energy	45% (40)	22% (20)	3% (3)	5% (5)	19% (16)	6% (5)	89
#1 Issue: Other	31% (19)	26% (15)	2% (1)	9% (5)	24% (14)	9% (5)	60
2020 Vote: Joe Biden	41% (247)	26% (156)	3% (19)	2% (11)	20% (123)	8% (49)	604
2020 Vote: Donald Trump	30% (120)	25% (103)	3% (10)	4% (15)	23% (92)	16% (65)	405
2020 Vote: Didn't Vote	35% (78)	20% (44)	5% (11)	7% (16)	20% (44)	13% (29)	222
2018 House Vote: Democrat	40% (186)	26% (121)	3% (13)	1% (7)	21% (99)	9% (42)	468
2018 House Vote: Republican	31% (104)	25% (84)	3% (10)	4% (13)	22% (74)	16% (55)	341
2016 Vote: Hillary Clinton	43% (174)	25% (102)	3% (11)	1% (3)	21% (87)	8% (33)	409
2016 Vote: Donald Trump	28% (100)	27% (97)	3% (12)	4% (13)	22% (78)	17% (60)	361
2016 Vote: Other	32% (23)	32% (23)	1% (1)	5% (3)	20% (15)	11% (8)	73
2016 Vote: Didn't Vote	38% (159)	22% (93)	4% (18)	5% (23)	20% (83)	11% (46)	421
Voted in 2014: Yes	36% (258)	25% (183)	3% (19)	3% (20)	21% (152)	12% (89)	721
Voted in 2014: No	36% (198)	24% (132)	4% (22)	4% (23)	20% (111)	10% (57)	543
4-Region: Northeast	38% (81)	22% (46)	4% (9)	2% (4)	21% (46)	14% (29)	215
4-Region: Midwest	33% (88)	25% (67)	2% (6)	4% (11)	25% (68)	12% (31)	271
4-Region: South	38% (182)	25% (118)	3% (16)	3% (12)	19% (92)	12% (57)	478
4-Region: West	35% (105)	28% (84)	4% (11)	5% (15)	19% (57)	10% (29)	300
Marvel Comics Fans	51% (374)	31% (228)	4% (27)	2% (15)	9% (65)	3% (23)	732

Continued on next page

Table MCEN5_10: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe? Guardians of the Galaxy*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (456)	25% (315)	3% (42)	3% (42)	21% (263)	12% (146)	1264
Avid Marvel Comics Fans	68% (181)	21% (56)	5% (12)	1% (4)	2% (4)	3% (7)	264
Casual Marvel Comics Fans	41% (194)	37% (172)	3% (15)	2% (11)	13% (61)	4% (17)	468
Marvel TV/Movies Fans	50% (407)	29% (233)	4% (30)	2% (18)	12% (99)	3% (27)	815
Avid Marvel TV/Movies Fans	66% (162)	22% (53)	1% (2)	4% (10)	4% (10)	3% (8)	246
Casual Marvel TV/Movies Fans	43% (246)	32% (180)	5% (28)	1% (8)	16% (89)	3% (19)	570
Fans of Anything Marvel	49% (427)	30% (255)	4% (31)	3% (23)	12% (99)	3% (27)	863
Avid Fans of Anything Marvel	68% (258)	22% (83)	4% (14)	3% (11)	2% (7)	2% (9)	381
Casual Fans of Anything Marvel	40% (246)	34% (210)	4% (25)	3% (17)	15% (93)	3% (21)	614

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

Table MCEN5_11: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Avengers: Age of Ultron

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (330)	26% (319)	4% (52)	4% (44)	23% (282)	18% (218)	1245
Gender: Male	32% (182)	27% (157)	5% (31)	4% (21)	19% (109)	14% (79)	579
Gender: Female	22% (147)	24% (162)	3% (20)	4% (24)	26% (174)	21% (140)	666
Age: 18-34	34% (126)	25% (95)	6% (24)	7% (28)	18% (69)	9% (32)	374
Age: 35-44	35% (74)	33% (72)	3% (6)	1% (2)	19% (40)	9% (20)	214
Age: 45-64	23% (96)	26% (107)	4% (17)	2% (9)	24% (99)	21% (87)	415
Age: 65+	14% (33)	19% (46)	2% (4)	2% (5)	31% (74)	33% (80)	242
GenZers: 1997-2012	23% (21)	33% (31)	7% (6)	7% (7)	18% (17)	12% (11)	93
Millennials: 1981-1996	36% (152)	26% (111)	5% (23)	5% (23)	19% (78)	8% (34)	420
GenXers: 1965-1980	30% (87)	30% (86)	5% (13)	2% (7)	18% (53)	14% (41)	288
Baby Boomers: 1946-1964	17% (65)	21% (82)	2% (9)	2% (6)	30% (119)	29% (113)	395
PID: Dem (no lean)	32% (157)	23% (110)	5% (26)	3% (16)	20% (96)	17% (83)	489
PID: Ind (no lean)	22% (94)	28% (119)	4% (15)	3% (13)	26% (109)	17% (70)	419
PID: Rep (no lean)	24% (79)	27% (89)	3% (10)	5% (15)	23% (78)	19% (65)	337
PID/Gender: Dem Men	41% (100)	24% (58)	7% (16)	1% (4)	15% (37)	11% (27)	242
PID/Gender: Dem Women	23% (57)	21% (52)	4% (10)	5% (12)	24% (59)	23% (56)	246
PID/Gender: Ind Men	23% (41)	31% (56)	5% (10)	3% (5)	23% (42)	15% (27)	182
PID/Gender: Ind Women	22% (52)	26% (63)	2% (5)	3% (8)	28% (67)	18% (42)	237
PID/Gender: Rep Men	27% (41)	27% (42)	3% (5)	8% (12)	20% (30)	16% (24)	155
PID/Gender: Rep Women	21% (38)	26% (47)	3% (5)	2% (3)	26% (48)	22% (41)	182
Ideo: Liberal (1-3)	28% (103)	23% (86)	6% (21)	5% (17)	22% (80)	16% (59)	367
Ideo: Moderate (4)	28% (105)	24% (88)	3% (12)	3% (11)	23% (84)	19% (69)	370
Ideo: Conservative (5-7)	23% (83)	27% (94)	4% (13)	3% (10)	24% (84)	20% (70)	354
Educ: < College	26% (223)	25% (215)	3% (24)	4% (38)	23% (199)	18% (152)	851
Educ: Bachelors degree	23% (59)	28% (73)	8% (21)	1% (3)	23% (59)	16% (41)	256
Educ: Post-grad	35% (48)	23% (31)	5% (6)	2% (3)	17% (24)	18% (25)	138
Income: Under 50k	25% (176)	26% (182)	2% (17)	4% (30)	22% (150)	20% (140)	695
Income: 50k-100k	26% (95)	24% (88)	5% (19)	3% (10)	28% (102)	14% (50)	363
Income: 100k+	32% (59)	27% (50)	8% (15)	2% (4)	16% (30)	15% (28)	186
Ethnicity: White	24% (238)	25% (240)	4% (37)	3% (30)	25% (244)	19% (184)	972
Ethnicity: Hispanic	31% (58)	33% (62)	8% (14)	8% (15)	12% (23)	8% (15)	188

Continued on next page

Table MCEN5_11: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Avengers: Age of Ultron

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	26%	(330)	26%	(319)	4%	(52)	4%	(44)	23%	(282)	18%	(218)	1245
Ethnicity: Black	39%	(66)	23%	(40)	7%	(12)	6%	(10)	13%	(22)	12%	(20)	170
Ethnicity: Other	26%	(27)	38%	(39)	3%	(3)	4%	(4)	15%	(16)	14%	(14)	102
All Christian	26%	(143)	25%	(135)	4%	(19)	3%	(15)	22%	(119)	20%	(109)	539
All Non-Christian	34%	(24)	25%	(18)	8%	(6)	3%	(2)	20%	(14)	11%	(8)	72
Atheist	21%	(12)	23%	(13)	7%	(4)	10%	(6)	24%	(14)	15%	(9)	57
Agnostic/Nothing in particular	25%	(94)	27%	(103)	3%	(11)	4%	(15)	26%	(97)	16%	(59)	379
Something Else	29%	(57)	25%	(50)	6%	(11)	3%	(6)	20%	(39)	17%	(34)	198
Religious Non-Protestant/Catholic	32%	(28)	22%	(19)	6%	(6)	9%	(7)	20%	(18)	11%	(9)	86
Evangelical	30%	(92)	24%	(72)	3%	(10)	3%	(10)	19%	(56)	20%	(62)	302
Non-Evangelical	24%	(99)	27%	(110)	5%	(19)	1%	(5)	24%	(96)	19%	(77)	407
Community: Urban	33%	(118)	26%	(93)	6%	(22)	3%	(12)	19%	(70)	13%	(46)	361
Community: Suburban	24%	(138)	24%	(137)	3%	(20)	3%	(17)	24%	(139)	21%	(117)	567
Community: Rural	23%	(73)	28%	(89)	3%	(10)	5%	(14)	23%	(74)	18%	(56)	316
Employ: Private Sector	36%	(137)	25%	(94)	5%	(21)	3%	(11)	17%	(65)	14%	(52)	379
Employ: Government	23%	(17)	34%	(24)	5%	(3)	10%	(7)	16%	(11)	13%	(9)	72
Employ: Self-Employed	23%	(22)	30%	(29)	8%	(7)	2%	(2)	27%	(26)	9%	(9)	95
Employ: Homemaker	22%	(24)	33%	(36)	3%	(3)	2%	(2)	32%	(36)	8%	(9)	110
Employ: Retired	19%	(61)	19%	(62)	3%	(10)	2%	(6)	28%	(90)	29%	(93)	322
Employ: Unemployed	24%	(34)	26%	(36)	3%	(5)	8%	(11)	22%	(30)	16%	(23)	139
Employ: Other	33%	(28)	32%	(27)	—	(0)	4%	(3)	13%	(11)	18%	(16)	85
Military HH: Yes	27%	(53)	27%	(53)	5%	(9)	5%	(11)	21%	(41)	15%	(30)	197
Military HH: No	26%	(277)	25%	(266)	4%	(42)	3%	(33)	23%	(241)	18%	(188)	1048
RD/WT: Right Direction	35%	(177)	23%	(112)	4%	(22)	4%	(19)	19%	(97)	15%	(73)	498
RD/WT: Wrong Track	21%	(153)	28%	(206)	4%	(30)	3%	(25)	25%	(186)	20%	(146)	746
Biden Job Approve	31%	(186)	24%	(141)	5%	(27)	4%	(21)	21%	(125)	15%	(90)	589
Biden Job Disapprove	21%	(119)	28%	(158)	4%	(23)	3%	(17)	23%	(129)	20%	(113)	559
Biden Job Strongly Approve	37%	(102)	19%	(52)	4%	(11)	4%	(11)	19%	(54)	17%	(47)	277
Biden Job Somewhat Approve	27%	(83)	28%	(89)	5%	(16)	3%	(10)	23%	(71)	14%	(43)	312
Biden Job Somewhat Disapprove	19%	(30)	33%	(53)	7%	(11)	1%	(2)	20%	(31)	20%	(33)	161
Biden Job Strongly Disapprove	22%	(89)	26%	(104)	3%	(12)	4%	(16)	24%	(97)	20%	(80)	398

Continued on next page

Table MCEN5_11: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Avengers: Age of Ultron

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (330)	26% (319)	4% (52)	4% (44)	23% (282)	18% (218)	1245
Favorable of Biden	32% (187)	24% (140)	4% (26)	3% (17)	21% (127)	16% (96)	594
Unfavorable of Biden	23% (131)	28% (160)	4% (25)	3% (18)	22% (126)	18% (103)	563
Very Favorable of Biden	38% (106)	19% (52)	4% (12)	3% (9)	19% (53)	17% (47)	280
Somewhat Favorable of Biden	26% (81)	28% (88)	5% (14)	2% (8)	24% (74)	16% (49)	313
Somewhat Unfavorable of Biden	26% (35)	34% (47)	7% (9)	2% (3)	16% (21)	16% (22)	136
Very Unfavorable of Biden	23% (96)	26% (113)	4% (16)	4% (16)	25% (105)	19% (81)	427
#1 Issue: Economy	29% (144)	28% (142)	2% (12)	4% (22)	22% (110)	14% (69)	500
#1 Issue: Security	25% (40)	24% (39)	5% (8)	2% (3)	25% (41)	20% (32)	163
#1 Issue: Health Care	26% (38)	26% (38)	9% (13)	2% (2)	18% (26)	19% (28)	145
#1 Issue: Medicare / Social Security	20% (33)	22% (36)	2% (3)	3% (4)	26% (43)	27% (43)	163
#1 Issue: Women's Issues	28% (20)	30% (21)	3% (2)	8% (6)	24% (17)	7% (5)	71
#1 Issue: Education	33% (20)	26% (16)	9% (5)	1% (1)	19% (12)	12% (7)	60
#1 Issue: Energy	33% (25)	19% (15)	7% (5)	— (0)	23% (17)	18% (14)	75
#1 Issue: Other	14% (10)	18% (12)	6% (4)	9% (6)	24% (16)	30% (20)	68
2020 Vote: Joe Biden	29% (165)	26% (148)	4% (25)	2% (10)	21% (115)	17% (96)	559
2020 Vote: Donald Trump	23% (87)	26% (99)	4% (16)	5% (18)	24% (93)	19% (72)	384
2020 Vote: Didn't Vote	27% (71)	24% (62)	4% (10)	5% (14)	23% (60)	17% (45)	262
2018 House Vote: Democrat	31% (133)	21% (93)	5% (21)	4% (17)	23% (98)	16% (71)	434
2018 House Vote: Republican	23% (69)	25% (76)	5% (16)	2% (7)	24% (73)	20% (60)	301
2016 Vote: Hillary Clinton	33% (130)	22% (89)	5% (20)	2% (6)	23% (90)	16% (63)	397
2016 Vote: Donald Trump	23% (78)	23% (80)	4% (14)	5% (17)	25% (84)	20% (70)	344
2016 Vote: Other	15% (11)	33% (24)	2% (2)	3% (2)	29% (21)	18% (13)	73
2016 Vote: Didn't Vote	26% (111)	29% (127)	4% (15)	4% (18)	20% (87)	17% (73)	430
Voted in 2014: Yes	27% (186)	23% (155)	5% (32)	4% (25)	24% (161)	18% (121)	681
Voted in 2014: No	26% (144)	29% (164)	3% (19)	3% (19)	22% (122)	17% (97)	564
4-Region: Northeast	30% (71)	24% (56)	4% (9)	3% (7)	20% (47)	20% (47)	236
4-Region: Midwest	23% (59)	25% (63)	4% (9)	5% (12)	24% (62)	19% (48)	254
4-Region: South	28% (132)	24% (114)	4% (19)	3% (16)	21% (102)	19% (92)	475
4-Region: West	24% (68)	31% (86)	5% (14)	3% (9)	26% (72)	11% (30)	279
Marvel Comics Fans	40% (295)	32% (238)	5% (37)	2% (14)	14% (106)	7% (48)	739

Continued on next page

Table MCEN5_11: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Avengers: Age of Ultron

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (330)	26% (319)	4% (52)	4% (44)	23% (282)	18% (218)	1245
Avid Marvel Comics Fans	67% (164)	22% (54)	6% (13)	1% (2)	2% (4)	2% (5)	243
Casual Marvel Comics Fans	27% (132)	37% (184)	5% (24)	2% (12)	21% (102)	9% (43)	496
Marvel TV/Movies Fans	39% (312)	31% (254)	5% (42)	2% (18)	16% (132)	6% (52)	809
Avid Marvel TV/Movies Fans	63% (152)	24% (58)	4% (9)	3% (7)	4% (8)	2% (6)	240
Casual Marvel TV/Movies Fans	28% (160)	34% (196)	6% (34)	2% (10)	22% (123)	8% (46)	570
Fans of Anything Marvel	37% (322)	33% (286)	5% (42)	3% (25)	16% (137)	8% (67)	879
Avid Fans of Anything Marvel	61% (219)	28% (100)	5% (17)	2% (6)	3% (12)	2% (7)	361
Casual Fans of Anything Marvel	26% (165)	36% (229)	5% (34)	3% (21)	21% (133)	9% (60)	643

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

Table MCEN5_12: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Ant-Man

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	29% (368)	25% (308)	5% (57)	3% (38)	24% (300)	15% (182)	1253
Gender: Male	34% (207)	28% (173)	5% (32)	3% (21)	19% (113)	10% (62)	607
Gender: Female	25% (161)	21% (135)	4% (25)	3% (17)	29% (188)	19% (120)	646
Age: 18-34	42% (143)	25% (86)	6% (20)	4% (12)	18% (61)	6% (20)	343
Age: 35-44	36% (81)	25% (55)	4% (9)	4% (8)	21% (48)	10% (21)	223
Age: 45-64	25% (106)	27% (113)	4% (17)	2% (9)	25% (105)	17% (72)	423
Age: 65+	14% (38)	20% (54)	4% (10)	3% (8)	32% (86)	26% (68)	265
GenZers: 1997-2012	39% (28)	20% (14)	7% (5)	3% (2)	22% (16)	9% (7)	71
Millennials: 1981-1996	41% (169)	26% (107)	5% (21)	3% (13)	18% (76)	7% (27)	414
GenXers: 1965-1980	34% (98)	28% (81)	4% (13)	3% (9)	18% (52)	13% (38)	291
Baby Boomers: 1946-1964	16% (70)	24% (101)	4% (18)	3% (13)	32% (135)	21% (88)	423
PID: Dem (no lean)	38% (196)	27% (139)	5% (23)	2% (11)	18% (90)	10% (51)	511
PID: Ind (no lean)	23% (88)	25% (95)	4% (14)	1% (5)	31% (116)	16% (60)	379
PID: Rep (no lean)	23% (84)	20% (74)	5% (19)	6% (22)	26% (94)	19% (70)	363
PID/Gender: Dem Men	45% (119)	27% (71)	5% (14)	2% (4)	17% (44)	4% (10)	262
PID/Gender: Dem Women	31% (77)	27% (68)	4% (10)	3% (7)	19% (47)	16% (41)	249
PID/Gender: Ind Men	25% (42)	33% (57)	5% (8)	1% (1)	21% (37)	16% (27)	172
PID/Gender: Ind Women	22% (46)	18% (38)	3% (6)	2% (4)	38% (79)	16% (33)	206
PID/Gender: Rep Men	26% (46)	26% (45)	6% (10)	9% (16)	19% (32)	14% (24)	173
PID/Gender: Rep Women	20% (38)	16% (30)	5% (9)	3% (6)	32% (62)	24% (46)	191
Ideo: Liberal (1-3)	38% (150)	24% (97)	5% (21)	3% (11)	19% (75)	11% (45)	399
Ideo: Moderate (4)	26% (90)	28% (100)	4% (15)	2% (6)	28% (98)	12% (44)	352
Ideo: Conservative (5-7)	22% (88)	24% (93)	5% (20)	4% (16)	25% (99)	19% (77)	393
Educ: < College	29% (250)	23% (199)	4% (37)	4% (33)	26% (225)	14% (120)	863
Educ: Bachelors degree	30% (79)	29% (75)	6% (17)	1% (1)	18% (48)	16% (43)	264
Educ: Post-grad	31% (39)	27% (34)	2% (3)	3% (4)	22% (28)	15% (19)	126
Income: Under 50k	30% (202)	25% (170)	4% (25)	3% (23)	25% (168)	14% (92)	682
Income: 50k-100k	27% (101)	23% (85)	5% (19)	3% (12)	25% (94)	17% (65)	377
Income: 100k+	33% (64)	27% (53)	6% (13)	1% (2)	20% (38)	13% (25)	194
Ethnicity: White	27% (271)	25% (245)	5% (49)	2% (23)	26% (259)	15% (150)	997
Ethnicity: Hispanic	44% (82)	30% (56)	2% (4)	4% (7)	8% (15)	12% (22)	187

Continued on next page

Table MCEN5_12: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Ant-Man

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	29%	(368)	25%	(308)	5%	(57)	3%	(38)	24%	(300)	15%	(182)	1253
Ethnicity: Black	37%	(51)	27%	(38)	1%	(2)	8%	(12)	18%	(26)	9%	(12)	140
Ethnicity: Other	39%	(46)	22%	(26)	5%	(6)	3%	(3)	14%	(16)	17%	(20)	115
All Christian	28%	(151)	25%	(137)	4%	(24)	3%	(17)	25%	(138)	15%	(82)	549
All Non-Christian	38%	(28)	21%	(15)	2%	(1)	1%	(1)	25%	(18)	14%	(10)	72
Atheist	29%	(21)	35%	(26)	3%	(2)	—	(0)	23%	(17)	11%	(8)	74
Agnostic/Nothing in particular	30%	(111)	24%	(90)	6%	(21)	4%	(16)	22%	(83)	15%	(55)	375
Something Else	31%	(56)	22%	(40)	5%	(9)	3%	(5)	24%	(45)	15%	(27)	182
Religious Non-Protestant/Catholic	36%	(32)	18%	(16)	1%	(1)	7%	(6)	26%	(23)	12%	(11)	89
Evangelical	29%	(88)	24%	(72)	5%	(15)	4%	(11)	22%	(68)	17%	(51)	304
Non-Evangelical	28%	(111)	26%	(103)	4%	(17)	1%	(6)	26%	(106)	14%	(57)	399
Community: Urban	38%	(136)	23%	(82)	5%	(16)	3%	(12)	23%	(81)	8%	(30)	356
Community: Suburban	29%	(165)	25%	(145)	4%	(23)	2%	(12)	23%	(135)	17%	(98)	578
Community: Rural	21%	(67)	26%	(81)	6%	(18)	5%	(15)	26%	(84)	17%	(54)	318
Employ: Private Sector	36%	(143)	30%	(117)	6%	(23)	2%	(8)	19%	(74)	8%	(33)	398
Employ: Government	29%	(19)	23%	(15)	3%	(2)	9%	(6)	21%	(13)	15%	(9)	64
Employ: Self-Employed	35%	(33)	19%	(18)	5%	(5)	1%	(1)	24%	(23)	15%	(14)	93
Employ: Homemaker	35%	(38)	17%	(19)	5%	(5)	3%	(4)	31%	(34)	9%	(9)	109
Employ: Retired	16%	(52)	22%	(73)	4%	(13)	3%	(10)	31%	(104)	25%	(82)	334
Employ: Unemployed	34%	(46)	28%	(38)	4%	(5)	3%	(4)	21%	(28)	10%	(14)	136
Employ: Other	36%	(32)	21%	(19)	4%	(3)	4%	(3)	17%	(15)	18%	(16)	89
Military HH: Yes	28%	(58)	21%	(43)	5%	(10)	6%	(13)	24%	(51)	16%	(34)	209
Military HH: No	30%	(310)	25%	(265)	4%	(46)	2%	(25)	24%	(249)	14%	(148)	1043
RD/WT: Right Direction	35%	(180)	26%	(137)	4%	(21)	3%	(16)	21%	(110)	11%	(57)	520
RD/WT: Wrong Track	26%	(188)	23%	(172)	5%	(36)	3%	(22)	26%	(190)	17%	(125)	732
Biden Job Approve	35%	(215)	27%	(164)	4%	(27)	3%	(19)	21%	(130)	10%	(60)	614
Biden Job Disapprove	23%	(135)	24%	(140)	5%	(27)	3%	(18)	26%	(152)	19%	(112)	584
Biden Job Strongly Approve	39%	(123)	22%	(68)	3%	(8)	5%	(15)	20%	(62)	11%	(34)	311
Biden Job Somewhat Approve	30%	(92)	32%	(96)	6%	(18)	1%	(4)	22%	(68)	8%	(25)	303
Biden Job Somewhat Disapprove	28%	(46)	31%	(49)	3%	(4)	2%	(3)	19%	(31)	17%	(28)	161
Biden Job Strongly Disapprove	21%	(89)	22%	(91)	5%	(23)	4%	(15)	29%	(121)	20%	(84)	423

Continued on next page

Table MCEN5_12: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Ant-Man

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	29% (368)	25% (308)	5% (57)	3% (38)	24% (300)	15% (182)	1253
Favorable of Biden	36% (217)	27% (162)	4% (24)	3% (17)	20% (123)	10% (59)	602
Unfavorable of Biden	24% (143)	23% (138)	6% (33)	3% (16)	25% (147)	20% (116)	592
Very Favorable of Biden	42% (129)	23% (72)	3% (9)	4% (11)	18% (56)	10% (31)	308
Somewhat Favorable of Biden	30% (88)	31% (91)	5% (14)	2% (6)	23% (67)	10% (29)	294
Somewhat Unfavorable of Biden	31% (42)	29% (39)	6% (9)	1% (1)	20% (27)	14% (19)	137
Very Unfavorable of Biden	22% (101)	22% (99)	5% (24)	3% (15)	26% (120)	21% (97)	455
#1 Issue: Economy	34% (162)	25% (119)	4% (18)	3% (15)	20% (96)	15% (74)	483
#1 Issue: Security	24% (39)	26% (44)	6% (11)	3% (5)	25% (41)	16% (27)	168
#1 Issue: Health Care	33% (56)	24% (40)	5% (9)	3% (4)	24% (40)	10% (17)	166
#1 Issue: Medicare / Social Security	16% (27)	22% (36)	1% (2)	5% (8)	35% (58)	21% (35)	167
#1 Issue: Women's Issues	34% (29)	29% (25)	8% (7)	3% (3)	14% (12)	11% (9)	85
#1 Issue: Education	32% (19)	31% (18)	8% (5)	— (0)	29% (17)	1% (1)	60
#1 Issue: Energy	30% (18)	25% (15)	4% (2)	1% (0)	24% (14)	16% (10)	59
#1 Issue: Other	27% (18)	17% (11)	4% (3)	4% (3)	33% (21)	14% (9)	65
2020 Vote: Joe Biden	36% (212)	28% (164)	4% (23)	2% (10)	20% (117)	10% (61)	587
2020 Vote: Donald Trump	21% (86)	21% (84)	5% (20)	4% (18)	28% (114)	21% (84)	406
2020 Vote: Didn't Vote	29% (66)	22% (50)	5% (11)	4% (10)	25% (57)	15% (33)	227
2018 House Vote: Democrat	35% (166)	26% (123)	5% (22)	4% (17)	20% (93)	11% (53)	474
2018 House Vote: Republican	23% (74)	21% (69)	4% (14)	3% (9)	30% (99)	19% (60)	326
2016 Vote: Hillary Clinton	37% (159)	27% (115)	4% (17)	2% (10)	21% (91)	9% (40)	433
2016 Vote: Donald Trump	24% (91)	21% (77)	5% (18)	5% (17)	28% (105)	18% (68)	375
2016 Vote: Other	14% (9)	32% (21)	5% (3)	4% (2)	28% (18)	17% (11)	66
2016 Vote: Didn't Vote	29% (108)	25% (94)	5% (19)	2% (8)	23% (87)	17% (63)	379
Voted in 2014: Yes	29% (207)	24% (173)	5% (34)	3% (22)	25% (183)	14% (102)	721
Voted in 2014: No	30% (161)	25% (135)	4% (22)	3% (16)	22% (118)	15% (79)	532
4-Region: Northeast	29% (67)	24% (55)	3% (7)	3% (7)	29% (66)	13% (29)	230
4-Region: Midwest	23% (59)	25% (65)	7% (18)	3% (9)	24% (63)	17% (45)	259
4-Region: South	31% (146)	24% (113)	4% (19)	5% (22)	22% (102)	14% (68)	469
4-Region: West	33% (97)	25% (75)	5% (13)	— (1)	23% (68)	14% (40)	295
Marvel Comics Fans	43% (317)	31% (232)	5% (36)	2% (15)	14% (107)	5% (35)	742

Continued on next page

Table MCEN5_12: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Ant-Man

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	29% (368)	25% (308)	5% (57)	3% (38)	24% (300)	15% (182)	1253
Avid Marvel Comics Fans	69% (171)	20% (50)	4% (10)	2% (6)	3% (8)	1% (4)	249
Casual Marvel Comics Fans	29% (145)	37% (183)	5% (26)	2% (9)	20% (99)	6% (31)	492
Marvel TV/Movies Fans	40% (327)	30% (243)	4% (36)	3% (22)	17% (140)	5% (43)	812
Avid Marvel TV/Movies Fans	66% (160)	19% (47)	4% (9)	3% (7)	7% (16)	2% (4)	243
Casual Marvel TV/Movies Fans	29% (166)	35% (197)	5% (28)	3% (16)	22% (124)	7% (38)	569
Fans of Anything Marvel	40% (357)	30% (265)	5% (44)	3% (27)	16% (144)	5% (44)	882
Avid Fans of Anything Marvel	65% (234)	22% (80)	4% (14)	3% (9)	4% (15)	2% (8)	359
Casual Fans of Anything Marvel	28% (183)	35% (228)	6% (40)	3% (19)	21% (135)	6% (42)	647

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

Table MCEN5_13: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Captain America: Civil War

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	32% (400)	25% (319)	4% (50)	3% (32)	21% (265)	15% (195)	1260
Gender: Male	39% (232)	26% (154)	4% (21)	3% (19)	17% (97)	11% (65)	588
Gender: Female	25% (168)	25% (165)	4% (28)	2% (14)	25% (167)	19% (129)	672
Age: 18-34	43% (160)	24% (90)	7% (25)	4% (15)	18% (66)	5% (18)	374
Age: 35-44	37% (76)	33% (67)	3% (6)	1% (3)	16% (33)	9% (17)	202
Age: 45-64	28% (118)	26% (109)	3% (13)	2% (7)	22% (92)	18% (73)	413
Age: 65+	17% (46)	20% (53)	2% (5)	3% (7)	27% (73)	32% (86)	271
GenZers: 1997-2012	33% (31)	31% (29)	2% (2)	4% (4)	21% (19)	9% (9)	94
Millennials: 1981-1996	44% (183)	25% (102)	6% (27)	3% (13)	17% (70)	4% (18)	413
GenXers: 1965-1980	34% (93)	30% (82)	4% (12)	2% (7)	16% (43)	13% (34)	271
Baby Boomers: 1946-1964	21% (87)	23% (98)	2% (9)	2% (7)	27% (115)	25% (105)	422
PID: Dem (no lean)	39% (198)	22% (115)	4% (20)	2% (8)	19% (95)	14% (74)	511
PID: Ind (no lean)	27% (107)	29% (116)	3% (10)	3% (10)	23% (92)	15% (59)	395
PID: Rep (no lean)	27% (95)	25% (88)	5% (19)	4% (14)	22% (77)	17% (62)	354
PID/Gender: Dem Men	51% (123)	23% (56)	3% (6)	1% (3)	14% (33)	9% (21)	242
PID/Gender: Dem Women	28% (75)	22% (58)	5% (14)	2% (5)	23% (63)	20% (53)	269
PID/Gender: Ind Men	32% (56)	31% (54)	3% (5)	3% (4)	18% (33)	14% (25)	177
PID/Gender: Ind Women	24% (51)	28% (62)	3% (6)	3% (5)	27% (60)	15% (34)	218
PID/Gender: Rep Men	32% (53)	26% (43)	6% (10)	7% (11)	19% (32)	12% (20)	170
PID/Gender: Rep Women	22% (41)	24% (45)	5% (9)	2% (3)	24% (45)	23% (42)	185
Ideo: Liberal (1-3)	36% (133)	25% (94)	5% (19)	2% (7)	18% (68)	13% (50)	370
Ideo: Moderate (4)	30% (107)	26% (91)	3% (12)	3% (12)	25% (90)	13% (45)	357
Ideo: Conservative (5-7)	28% (108)	25% (97)	4% (16)	3% (12)	20% (79)	20% (80)	392
Educ: < College	33% (291)	25% (219)	3% (28)	2% (21)	21% (188)	15% (134)	881
Educ: Bachelors degree	29% (67)	25% (57)	6% (14)	1% (3)	22% (51)	16% (35)	227
Educ: Post-grad	28% (42)	28% (43)	4% (7)	5% (8)	17% (26)	17% (25)	152
Income: Under 50k	31% (221)	26% (187)	4% (26)	3% (19)	21% (149)	16% (114)	715
Income: 50k-100k	32% (115)	22% (80)	4% (15)	3% (10)	23% (84)	16% (58)	362
Income: 100k+	35% (64)	28% (52)	5% (9)	2% (4)	17% (32)	12% (22)	183
Ethnicity: White	30% (289)	24% (234)	4% (38)	3% (27)	22% (218)	17% (165)	970
Ethnicity: Hispanic	39% (84)	29% (63)	6% (14)	2% (5)	11% (23)	12% (26)	215

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Table MCEN5_13: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Captain America: Civil War

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	32%	(400)	25%	(319)	4%	(50)	3%	(32)	21%	(265)	15%	(195)	1260
Ethnicity: Black	46%	(73)	24%	(38)	3%	(5)	2%	(4)	17%	(27)	7%	(12)	159
Ethnicity: Other	29%	(38)	36%	(47)	5%	(7)	1%	(2)	15%	(20)	14%	(18)	131
All Christian	32%	(174)	22%	(121)	3%	(18)	2%	(10)	24%	(133)	17%	(94)	549
All Non-Christian	38%	(28)	25%	(18)	6%	(4)	5%	(4)	17%	(12)	10%	(7)	73
Atheist	22%	(16)	40%	(29)	2%	(1)	1%	(1)	23%	(16)	11%	(8)	71
Agnostic/Nothing in particular	29%	(107)	28%	(102)	5%	(17)	3%	(11)	19%	(71)	17%	(61)	368
Something Else	38%	(76)	25%	(49)	4%	(9)	4%	(8)	16%	(33)	12%	(25)	199
Religious Non-Protestant/Catholic	37%	(31)	23%	(19)	6%	(5)	4%	(4)	19%	(16)	11%	(9)	83
Evangelical	34%	(108)	26%	(80)	4%	(13)	3%	(10)	19%	(58)	14%	(44)	312
Non-Evangelical	33%	(134)	21%	(85)	3%	(13)	2%	(7)	24%	(101)	17%	(71)	411
Community: Urban	36%	(136)	28%	(105)	4%	(17)	3%	(11)	17%	(65)	12%	(46)	380
Community: Suburban	30%	(173)	22%	(128)	4%	(23)	2%	(14)	24%	(138)	16%	(93)	570
Community: Rural	29%	(90)	28%	(86)	3%	(9)	3%	(8)	20%	(61)	18%	(55)	310
Employ: Private Sector	38%	(152)	24%	(95)	6%	(23)	2%	(8)	18%	(73)	11%	(45)	396
Employ: Self-Employed	39%	(41)	28%	(30)	6%	(6)	2%	(2)	17%	(18)	8%	(9)	106
Employ: Homemaker	23%	(25)	37%	(41)	5%	(5)	3%	(3)	23%	(25)	10%	(11)	110
Employ: Retired	20%	(64)	21%	(67)	2%	(7)	2%	(8)	28%	(90)	27%	(88)	323
Employ: Unemployed	38%	(62)	24%	(40)	3%	(5)	5%	(9)	15%	(25)	15%	(24)	164
Employ: Other	30%	(23)	32%	(25)	2%	(1)	1%	(1)	21%	(16)	14%	(11)	77
Military HH: Yes	30%	(66)	31%	(66)	2%	(5)	2%	(5)	17%	(36)	17%	(37)	215
Military HH: No	32%	(334)	24%	(253)	4%	(45)	3%	(27)	22%	(228)	15%	(158)	1044
RD/WT: Right Direction	36%	(185)	26%	(134)	4%	(18)	2%	(10)	18%	(95)	15%	(75)	517
RD/WT: Wrong Track	29%	(215)	25%	(186)	4%	(31)	3%	(22)	23%	(169)	16%	(119)	743
Biden Job Approve	37%	(224)	25%	(150)	3%	(20)	2%	(13)	18%	(111)	14%	(87)	605
Biden Job Disapprove	27%	(155)	25%	(147)	5%	(27)	3%	(18)	23%	(133)	17%	(100)	579
Biden Job Strongly Approve	43%	(128)	20%	(60)	2%	(6)	2%	(7)	17%	(51)	14%	(42)	296
Biden Job Somewhat Approve	31%	(95)	29%	(90)	5%	(14)	2%	(6)	19%	(60)	15%	(45)	309
Biden Job Somewhat Disapprove	24%	(41)	34%	(58)	8%	(13)	1%	(3)	22%	(37)	12%	(20)	172
Biden Job Strongly Disapprove	28%	(114)	22%	(89)	3%	(14)	4%	(16)	23%	(96)	20%	(80)	408

Continued on next page

Table MCEN5_13: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Captain America: Civil War

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	32% (400)	25% (319)	4% (50)	3% (32)	21% (265)	15% (195)	1260
Favorable of Biden	37% (225)	24% (149)	3% (19)	2% (12)	19% (119)	14% (88)	611
Unfavorable of Biden	28% (162)	25% (144)	5% (29)	3% (18)	21% (124)	17% (100)	576
Very Favorable of Biden	44% (133)	18% (56)	3% (9)	2% (6)	18% (53)	15% (47)	305
Somewhat Favorable of Biden	30% (91)	30% (93)	3% (9)	2% (6)	21% (65)	14% (41)	306
Somewhat Unfavorable of Biden	28% (39)	34% (48)	9% (13)	1% (1)	17% (24)	11% (16)	142
Very Unfavorable of Biden	28% (123)	22% (96)	4% (16)	4% (16)	23% (100)	19% (84)	435
#1 Issue: Economy	36% (181)	25% (129)	4% (19)	1% (7)	19% (98)	15% (74)	509
#1 Issue: Security	31% (52)	24% (41)	2% (3)	2% (4)	25% (41)	16% (28)	169
#1 Issue: Health Care	34% (48)	25% (35)	6% (8)	1% (2)	25% (35)	9% (13)	141
#1 Issue: Medicare / Social Security	18% (31)	23% (40)	4% (6)	4% (7)	26% (45)	26% (45)	174
#1 Issue: Women's Issues	37% (33)	32% (29)	8% (7)	1% (1)	12% (11)	10% (9)	90
#1 Issue: Energy	36% (25)	23% (16)	4% (3)	6% (4)	14% (10)	18% (13)	72
#1 Issue: Other	24% (14)	27% (15)	2% (1)	8% (5)	21% (12)	18% (10)	58
2020 Vote: Joe Biden	36% (214)	24% (145)	4% (22)	2% (11)	19% (113)	14% (85)	591
2020 Vote: Donald Trump	27% (104)	24% (92)	4% (15)	3% (12)	24% (91)	19% (72)	385
2020 Vote: Didn't Vote	28% (71)	30% (74)	5% (11)	3% (8)	22% (55)	12% (30)	249
2018 House Vote: Democrat	36% (156)	21% (90)	4% (17)	2% (7)	21% (92)	17% (72)	435
2018 House Vote: Republican	26% (87)	24% (78)	6% (18)	3% (11)	23% (77)	18% (57)	327
2016 Vote: Hillary Clinton	37% (147)	19% (78)	4% (16)	1% (5)	24% (97)	15% (59)	402
2016 Vote: Donald Trump	27% (92)	23% (80)	5% (17)	3% (12)	22% (77)	19% (65)	342
2016 Vote: Other	26% (20)	34% (26)	4% (3)	4% (3)	16% (13)	16% (13)	77
2016 Vote: Didn't Vote	32% (141)	31% (135)	3% (13)	3% (12)	18% (79)	13% (58)	438
Voted in 2014: Yes	31% (217)	21% (148)	4% (26)	3% (20)	23% (158)	18% (122)	690
Voted in 2014: No	32% (183)	30% (171)	4% (24)	2% (13)	19% (107)	13% (73)	570
4-Region: Northeast	31% (65)	23% (49)	4% (8)	3% (7)	24% (51)	16% (33)	212
4-Region: Midwest	25% (69)	26% (71)	3% (8)	5% (13)	22% (60)	19% (52)	272
4-Region: South	37% (178)	24% (115)	3% (17)	1% (6)	20% (97)	13% (64)	475
4-Region: West	29% (88)	28% (84)	6% (17)	2% (7)	19% (58)	15% (46)	300
Marvel Comics Fans	48% (358)	31% (230)	4% (32)	2% (14)	11% (86)	4% (32)	751

Continued on next page

Table MCEN5_13: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Captain America: Civil War

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	32% (400)	25% (319)	4% (50)	3% (32)	21% (265)	15% (195)	1260
Avid Marvel Comics Fans	71% (172)	21% (52)	3% (8)	1% (3)	2% (6)	1% (2)	244
Casual Marvel Comics Fans	37% (186)	35% (177)	5% (24)	2% (10)	16% (80)	6% (29)	508
Marvel TV/Movies Fans	44% (368)	31% (256)	4% (37)	2% (16)	13% (105)	6% (49)	831
Avid Marvel TV/Movies Fans	70% (171)	19% (47)	3% (7)	3% (7)	4% (10)	1% (2)	244
Casual Marvel TV/Movies Fans	34% (197)	36% (210)	5% (30)	2% (9)	16% (95)	8% (47)	587
Fans of Anything Marvel	44% (386)	32% (276)	4% (38)	2% (17)	13% (112)	5% (45)	874
Avid Fans of Anything Marvel	67% (242)	24% (85)	4% (14)	2% (7)	2% (8)	1% (4)	359
Casual Fans of Anything Marvel	34% (215)	36% (226)	5% (30)	2% (12)	17% (109)	7% (42)	634

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

Table MCEN5_14: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Doctor Strange

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	28% (347)	23% (291)	3% (39)	3% (35)	25% (308)	18% (227)	1246
Gender: Male	33% (196)	25% (148)	3% (20)	3% (20)	21% (126)	15% (89)	599
Gender: Female	23% (152)	22% (143)	3% (19)	2% (14)	28% (182)	21% (138)	647
Age: 18-34	38% (146)	29% (108)	2% (8)	2% (9)	18% (68)	11% (40)	380
Age: 35-44	32% (61)	27% (52)	4% (8)	1% (1)	21% (41)	14% (28)	191
Age: 45-64	24% (102)	20% (87)	4% (17)	4% (17)	27% (117)	21% (92)	433
Age: 65+	16% (38)	18% (44)	2% (5)	3% (7)	34% (83)	28% (67)	243
GenZers: 1997-2012	33% (33)	23% (23)	1% (1)	2% (2)	22% (22)	19% (19)	100
Millennials: 1981-1996	39% (154)	30% (119)	3% (13)	2% (8)	18% (73)	8% (33)	399
GenXers: 1965-1980	30% (89)	22% (65)	4% (12)	3% (8)	21% (62)	19% (57)	293
Baby Boomers: 1946-1964	17% (68)	19% (78)	3% (10)	3% (14)	33% (133)	26% (104)	408
PID: Dem (no lean)	33% (154)	24% (114)	5% (22)	2% (10)	24% (113)	13% (60)	472
PID: Ind (no lean)	25% (99)	24% (95)	3% (10)	2% (8)	25% (99)	21% (84)	395
PID: Rep (no lean)	25% (95)	22% (82)	2% (7)	4% (17)	25% (97)	22% (82)	379
PID/Gender: Dem Men	43% (100)	25% (59)	4% (10)	1% (3)	17% (39)	10% (23)	233
PID/Gender: Dem Women	23% (54)	23% (55)	5% (11)	3% (7)	31% (74)	16% (38)	239
PID/Gender: Ind Men	22% (36)	28% (47)	4% (6)	1% (2)	25% (41)	20% (33)	166
PID/Gender: Ind Women	27% (63)	21% (48)	2% (4)	2% (5)	25% (58)	22% (51)	229
PID/Gender: Rep Men	30% (60)	21% (42)	2% (3)	7% (15)	23% (46)	17% (34)	200
PID/Gender: Rep Women	19% (35)	22% (40)	2% (3)	1% (2)	28% (51)	27% (49)	179
Ideo: Liberal (1-3)	35% (123)	28% (101)	3% (12)	1% (3)	23% (80)	10% (35)	355
Ideo: Moderate (4)	26% (93)	24% (87)	2% (9)	3% (10)	25% (93)	20% (73)	364
Ideo: Conservative (5-7)	23% (92)	19% (75)	4% (16)	5% (18)	28% (108)	21% (82)	390
Educ: < College	29% (253)	22% (189)	3% (22)	3% (25)	25% (222)	18% (159)	869
Educ: Bachelors degree	22% (53)	29% (70)	6% (13)	2% (4)	24% (58)	18% (42)	240
Educ: Post-grad	30% (41)	24% (33)	3% (4)	4% (5)	21% (29)	19% (26)	137
Income: Under 50k	27% (179)	22% (151)	3% (22)	3% (23)	25% (169)	19% (127)	671
Income: 50k-100k	27% (107)	25% (96)	3% (12)	2% (7)	25% (99)	18% (72)	393
Income: 100k+	34% (62)	24% (44)	2% (4)	3% (5)	22% (40)	15% (27)	182
Ethnicity: White	26% (247)	23% (220)	3% (32)	3% (29)	27% (259)	18% (177)	965
Ethnicity: Hispanic	36% (73)	28% (56)	1% (3)	5% (9)	12% (25)	18% (36)	202

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Table MCEN5_14: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Doctor Strange

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	28%	(347)	23%	(291)	3%	(39)	3%	(35)	25%	(308)	18%	(227)	1246
Ethnicity: Black	32%	(54)	25%	(42)	3%	(5)	3%	(5)	19%	(33)	17%	(29)	168
Ethnicity: Other	40%	(46)	26%	(30)	1%	(1)	1%	(1)	14%	(16)	17%	(20)	114
All Christian	26%	(144)	22%	(126)	4%	(23)	3%	(15)	26%	(150)	19%	(107)	565
All Non-Christian	47%	(26)	13%	(7)	1%	(0)	5%	(3)	22%	(12)	12%	(7)	55
Atheist	36%	(22)	25%	(15)	—	(0)	—	(0)	23%	(14)	16%	(10)	62
Agnostic/Nothing in particular	25%	(91)	24%	(88)	3%	(12)	3%	(12)	27%	(99)	19%	(70)	372
Something Else	33%	(63)	28%	(55)	1%	(3)	3%	(6)	17%	(33)	17%	(33)	193
Religious Non-Protestant/Catholic	38%	(27)	14%	(10)	1%	(0)	5%	(3)	31%	(21)	12%	(9)	70
Evangelical	33%	(105)	24%	(76)	2%	(7)	5%	(16)	21%	(67)	15%	(48)	319
Non-Evangelical	24%	(100)	23%	(96)	5%	(19)	1%	(4)	25%	(104)	22%	(89)	412
Community: Urban	35%	(133)	24%	(91)	5%	(18)	4%	(14)	18%	(70)	14%	(54)	379
Community: Suburban	26%	(147)	24%	(137)	2%	(10)	2%	(14)	27%	(152)	18%	(104)	563
Community: Rural	22%	(68)	21%	(64)	3%	(10)	2%	(7)	28%	(87)	22%	(69)	305
Employ: Private Sector	35%	(140)	29%	(117)	2%	(10)	2%	(7)	20%	(79)	12%	(48)	401
Employ: Government	33%	(20)	17%	(10)	2%	(1)	1%	(1)	33%	(20)	13%	(7)	59
Employ: Self-Employed	31%	(28)	22%	(20)	5%	(5)	1%	(1)	20%	(18)	21%	(19)	91
Employ: Homemaker	24%	(28)	27%	(32)	3%	(3)	2%	(2)	30%	(35)	15%	(18)	117
Employ: Retired	18%	(55)	18%	(55)	3%	(9)	4%	(12)	32%	(97)	25%	(77)	305
Employ: Unemployed	28%	(44)	20%	(31)	3%	(4)	4%	(6)	21%	(33)	24%	(37)	156
Employ: Other	31%	(25)	17%	(14)	8%	(7)	5%	(4)	21%	(17)	18%	(14)	79
Military HH: Yes	25%	(52)	21%	(43)	2%	(5)	3%	(6)	25%	(51)	24%	(49)	207
Military HH: No	28%	(295)	24%	(249)	3%	(34)	3%	(28)	25%	(257)	17%	(177)	1039
RD/WT: Right Direction	31%	(157)	25%	(126)	3%	(14)	3%	(16)	24%	(121)	15%	(77)	512
RD/WT: Wrong Track	26%	(190)	22%	(165)	3%	(25)	3%	(19)	25%	(187)	20%	(149)	734
Biden Job Approve	30%	(171)	26%	(148)	4%	(20)	4%	(21)	22%	(127)	16%	(91)	578
Biden Job Disapprove	26%	(157)	21%	(125)	3%	(18)	2%	(14)	27%	(161)	20%	(118)	593
Biden Job Strongly Approve	37%	(103)	21%	(59)	2%	(7)	3%	(9)	23%	(64)	13%	(35)	277
Biden Job Somewhat Approve	23%	(68)	30%	(89)	4%	(14)	4%	(12)	21%	(63)	19%	(56)	301
Biden Job Somewhat Disapprove	35%	(58)	24%	(40)	6%	(10)	—	(1)	22%	(37)	13%	(22)	168
Biden Job Strongly Disapprove	23%	(99)	20%	(85)	2%	(8)	3%	(13)	29%	(124)	23%	(97)	425

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Table MCEN5_14: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Doctor Strange

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	28% (347)	23% (291)	3% (39)	3% (35)	25% (308)	18% (227)	1246
Favorable of Biden	31% (181)	25% (142)	3% (16)	3% (15)	23% (132)	16% (92)	579
Unfavorable of Biden	25% (150)	22% (132)	3% (20)	3% (18)	26% (156)	20% (120)	597
Very Favorable of Biden	38% (111)	19% (57)	3% (8)	4% (12)	23% (67)	13% (39)	294
Somewhat Favorable of Biden	24% (70)	30% (86)	3% (8)	1% (4)	23% (65)	19% (53)	285
Somewhat Unfavorable of Biden	30% (44)	30% (44)	8% (12)	1% (2)	21% (32)	10% (15)	148
Very Unfavorable of Biden	24% (106)	20% (88)	2% (9)	4% (16)	28% (124)	23% (105)	449
#1 Issue: Economy	29% (144)	27% (134)	2% (10)	2% (10)	22% (111)	19% (95)	505
#1 Issue: Security	20% (31)	20% (32)	6% (10)	2% (2)	30% (48)	22% (35)	159
#1 Issue: Health Care	37% (54)	22% (32)	2% (3)	2% (4)	22% (33)	14% (21)	145
#1 Issue: Medicare / Social Security	21% (32)	17% (24)	5% (7)	4% (6)	32% (47)	21% (31)	147
#1 Issue: Women's Issues	34% (29)	28% (24)	4% (3)	— (0)	19% (16)	15% (12)	84
#1 Issue: Education	43% (22)	21% (11)	6% (3)	— (0)	15% (8)	15% (8)	51
#1 Issue: Energy	20% (18)	23% (20)	1% (1)	12% (10)	32% (28)	13% (11)	89
#1 Issue: Other	27% (18)	22% (14)	2% (1)	4% (2)	27% (18)	19% (13)	66
2020 Vote: Joe Biden	30% (166)	27% (149)	4% (22)	3% (15)	23% (126)	14% (79)	558
2020 Vote: Donald Trump	24% (101)	19% (79)	2% (9)	3% (11)	29% (122)	23% (94)	415
2020 Vote: Didn't Vote	30% (68)	24% (53)	3% (6)	2% (5)	21% (47)	20% (44)	224
2018 House Vote: Democrat	30% (130)	26% (113)	3% (15)	3% (11)	25% (108)	13% (57)	434
2018 House Vote: Republican	25% (85)	21% (71)	3% (9)	2% (8)	26% (91)	24% (82)	346
2016 Vote: Hillary Clinton	32% (130)	25% (102)	4% (15)	2% (8)	24% (96)	13% (52)	404
2016 Vote: Donald Trump	22% (79)	22% (79)	2% (8)	3% (11)	28% (102)	24% (87)	366
2016 Vote: Other	18% (13)	32% (24)	4% (3)	6% (4)	28% (21)	12% (9)	74
2016 Vote: Didn't Vote	31% (124)	22% (87)	3% (12)	3% (12)	22% (90)	19% (78)	402
Voted in 2014: Yes	26% (182)	24% (167)	3% (21)	2% (17)	26% (182)	18% (127)	696
Voted in 2014: No	30% (165)	23% (125)	3% (17)	3% (18)	23% (126)	18% (99)	550
4-Region: Northeast	30% (65)	23% (49)	4% (8)	2% (3)	26% (56)	16% (35)	217
4-Region: Midwest	23% (61)	23% (59)	3% (8)	2% (5)	28% (75)	21% (55)	264
4-Region: South	32% (147)	18% (85)	3% (15)	3% (12)	23% (107)	21% (98)	464
4-Region: West	24% (74)	33% (98)	2% (7)	5% (14)	23% (70)	13% (38)	301
Marvel Comics Fans	40% (294)	31% (222)	4% (27)	1% (10)	15% (111)	9% (62)	727

Continued on next page

Table MCEN5_14: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Doctor Strange

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	28% (347)	23% (291)	3% (39)	3% (35)	25% (308)	18% (227)	1246
Avid Marvel Comics Fans	66% (161)	22% (54)	3% (7)	2% (4)	6% (14)	2% (4)	243
Casual Marvel Comics Fans	28% (133)	35% (168)	4% (21)	1% (6)	20% (97)	12% (58)	484
Marvel TV/Movies Fans	39% (316)	30% (239)	4% (31)	2% (13)	16% (132)	9% (71)	803
Avid Marvel TV/Movies Fans	61% (154)	24% (59)	2% (5)	3% (7)	8% (19)	2% (6)	251
Casual Marvel TV/Movies Fans	29% (162)	33% (180)	5% (26)	1% (6)	20% (113)	12% (65)	552
Fans of Anything Marvel	38% (331)	30% (256)	4% (32)	2% (16)	17% (146)	9% (82)	863
Avid Fans of Anything Marvel	63% (228)	25% (90)	2% (8)	2% (6)	6% (21)	2% (8)	362
Casual Fans of Anything Marvel	26% (160)	34% (210)	4% (26)	2% (11)	22% (134)	12% (77)	619

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

Table MCEN5_15: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Guardians of the Galaxy Vol. 2

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	34% (427)	24% (300)	4% (53)	4% (51)	21% (268)	13% (165)	1264
Gender: Male	35% (222)	26% (165)	6% (38)	5% (31)	19% (119)	9% (54)	628
Gender: Female	32% (205)	21% (134)	2% (16)	3% (21)	23% (149)	18% (112)	636
Age: 18-34	43% (155)	26% (94)	6% (21)	5% (18)	14% (50)	6% (22)	359
Age: 35-44	41% (86)	29% (61)	5% (10)	4% (9)	14% (29)	8% (17)	211
Age: 45-64	30% (132)	23% (101)	3% (15)	3% (14)	27% (119)	15% (65)	446
Age: 65+	22% (54)	18% (43)	3% (9)	4% (11)	28% (70)	25% (61)	248
GenZers: 1997-2012	30% (21)	24% (17)	10% (7)	8% (6)	13% (9)	15% (11)	71
Millennials: 1981-1996	44% (186)	29% (120)	5% (21)	4% (17)	13% (56)	5% (20)	419
GenXers: 1965-1980	36% (108)	25% (75)	3% (8)	3% (8)	21% (61)	12% (37)	298
Baby Boomers: 1946-1964	25% (108)	19% (81)	4% (17)	4% (18)	30% (125)	18% (75)	424
PID: Dem (no lean)	38% (197)	24% (128)	4% (23)	4% (19)	17% (90)	13% (67)	524
PID: Ind (no lean)	30% (119)	25% (99)	4% (14)	3% (11)	25% (97)	14% (56)	396
PID: Rep (no lean)	32% (111)	21% (72)	5% (16)	6% (22)	23% (81)	13% (43)	344
PID/Gender: Dem Men	47% (123)	27% (72)	5% (14)	2% (6)	11% (29)	7% (19)	263
PID/Gender: Dem Women	28% (74)	22% (56)	4% (9)	5% (13)	23% (61)	18% (48)	261
PID/Gender: Ind Men	26% (48)	29% (54)	6% (11)	4% (8)	25% (47)	10% (20)	187
PID/Gender: Ind Women	34% (70)	22% (46)	2% (4)	1% (3)	24% (51)	17% (36)	209
PID/Gender: Rep Men	28% (50)	22% (40)	7% (13)	9% (16)	25% (44)	8% (15)	178
PID/Gender: Rep Women	37% (61)	19% (32)	2% (3)	3% (5)	22% (37)	17% (28)	166
Ideo: Liberal (1-3)	38% (146)	26% (99)	6% (22)	2% (7)	18% (68)	10% (38)	380
Ideo: Moderate (4)	29% (107)	26% (98)	3% (11)	4% (14)	24% (89)	14% (53)	371
Ideo: Conservative (5-7)	35% (132)	20% (77)	5% (17)	5% (18)	22% (82)	14% (54)	380
Educ: < College	34% (299)	23% (203)	3% (29)	4% (39)	21% (183)	14% (121)	873
Educ: Bachelors degree	32% (83)	27% (69)	5% (13)	2% (5)	24% (61)	10% (25)	256
Educ: Post-grad	34% (45)	21% (28)	8% (11)	5% (7)	17% (23)	15% (20)	135
Income: Under 50k	33% (219)	24% (161)	4% (23)	6% (37)	19% (127)	14% (95)	662
Income: 50k-100k	32% (130)	22% (90)	5% (20)	2% (10)	26% (108)	13% (55)	414
Income: 100k+	41% (78)	26% (49)	6% (11)	2% (5)	17% (32)	8% (15)	189
Ethnicity: White	34% (329)	23% (225)	4% (40)	4% (35)	22% (219)	14% (134)	980
Ethnicity: Hispanic	42% (80)	26% (50)	6% (11)	7% (12)	13% (25)	7% (13)	191

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Table MCEN5_15: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe? Guardians of the Galaxy Vol. 2*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	34%	(427)	24%	(300)	4%	(53)	4%	(51)	21%	(268)	13%	(165)	1264
Ethnicity: Black	35%	(57)	26%	(43)	5%	(9)	6%	(10)	17%	(28)	11%	(18)	166
Ethnicity: Other	34%	(41)	27%	(32)	4%	(5)	5%	(6)	18%	(21)	12%	(14)	119
All Christian	31%	(173)	25%	(142)	4%	(24)	3%	(19)	22%	(121)	15%	(83)	562
All Non-Christian	45%	(30)	9%	(6)	7%	(5)	5%	(3)	24%	(16)	10%	(6)	66
Atheist	42%	(23)	14%	(8)	5%	(3)	6%	(3)	24%	(13)	9%	(5)	55
Agnostic/Nothing in particular	36%	(136)	22%	(84)	4%	(14)	4%	(15)	22%	(81)	12%	(47)	378
Something Else	32%	(65)	29%	(60)	4%	(8)	6%	(11)	17%	(36)	12%	(24)	204
Religious Non-Protestant/Catholic	45%	(33)	10%	(7)	6%	(5)	4%	(3)	26%	(19)	9%	(7)	75
Evangelical	30%	(95)	28%	(90)	5%	(15)	6%	(20)	17%	(54)	15%	(49)	323
Non-Evangelical	32%	(133)	26%	(107)	4%	(17)	2%	(10)	23%	(94)	13%	(55)	416
Community: Urban	40%	(167)	21%	(89)	4%	(16)	4%	(18)	20%	(81)	11%	(44)	415
Community: Suburban	29%	(151)	24%	(127)	5%	(26)	4%	(21)	24%	(126)	15%	(77)	527
Community: Rural	34%	(110)	26%	(84)	4%	(12)	4%	(13)	19%	(60)	14%	(44)	323
Employ: Private Sector	38%	(150)	27%	(107)	5%	(18)	2%	(8)	19%	(72)	9%	(36)	391
Employ: Government	33%	(20)	23%	(14)	4%	(2)	5%	(3)	27%	(16)	8%	(5)	61
Employ: Self-Employed	40%	(44)	24%	(26)	8%	(9)	5%	(5)	12%	(14)	11%	(12)	110
Employ: Homemaker	35%	(33)	24%	(22)	2%	(2)	4%	(4)	28%	(26)	6%	(6)	93
Employ: Retired	25%	(82)	18%	(61)	4%	(13)	4%	(14)	29%	(94)	20%	(65)	329
Employ: Unemployed	38%	(62)	23%	(38)	4%	(6)	5%	(8)	18%	(30)	12%	(20)	164
Employ: Other	27%	(24)	30%	(26)	1%	(1)	10%	(8)	13%	(11)	19%	(17)	86
Military HH: Yes	33%	(76)	25%	(57)	4%	(8)	2%	(4)	24%	(55)	12%	(28)	229
Military HH: No	34%	(350)	23%	(243)	4%	(45)	5%	(47)	21%	(213)	13%	(137)	1035
RD/WT: Right Direction	36%	(186)	26%	(133)	4%	(21)	5%	(26)	18%	(91)	12%	(62)	519
RD/WT: Wrong Track	32%	(241)	22%	(167)	4%	(33)	3%	(25)	24%	(176)	14%	(103)	746
Biden Job Approve	36%	(222)	25%	(155)	5%	(29)	4%	(26)	18%	(112)	11%	(70)	614
Biden Job Disapprove	31%	(181)	22%	(128)	4%	(24)	4%	(25)	24%	(140)	14%	(84)	582
Biden Job Strongly Approve	42%	(122)	22%	(65)	4%	(12)	2%	(7)	16%	(45)	13%	(38)	289
Biden Job Somewhat Approve	31%	(100)	28%	(90)	5%	(17)	6%	(20)	21%	(67)	10%	(32)	325
Biden Job Somewhat Disapprove	33%	(55)	25%	(41)	4%	(7)	4%	(7)	17%	(28)	16%	(26)	163
Biden Job Strongly Disapprove	30%	(126)	21%	(87)	4%	(17)	4%	(18)	27%	(112)	14%	(58)	418

Continued on next page

Table MCEN5_15: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe? Guardians of the Galaxy Vol. 2*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	34% (427)	24% (300)	4% (53)	4% (51)	21% (268)	13% (165)	1264
Favorable of Biden	36% (224)	25% (153)	4% (25)	4% (26)	19% (119)	11% (71)	617
Unfavorable of Biden	33% (193)	23% (131)	4% (25)	4% (25)	22% (127)	14% (82)	583
Very Favorable of Biden	44% (136)	22% (68)	4% (12)	4% (12)	15% (45)	12% (38)	309
Somewhat Favorable of Biden	29% (88)	28% (85)	4% (13)	5% (15)	24% (74)	11% (33)	308
Somewhat Unfavorable of Biden	41% (62)	27% (41)	5% (8)	5% (8)	9% (14)	12% (19)	151
Very Unfavorable of Biden	30% (131)	21% (91)	4% (17)	4% (17)	26% (113)	15% (63)	432
#1 Issue: Economy	35% (185)	28% (145)	4% (23)	3% (14)	19% (99)	11% (58)	523
#1 Issue: Security	26% (42)	21% (34)	5% (9)	3% (5)	27% (43)	18% (29)	162
#1 Issue: Health Care	40% (62)	27% (41)	4% (6)	2% (4)	14% (21)	14% (21)	155
#1 Issue: Medicare / Social Security	28% (48)	13% (23)	3% (4)	6% (10)	32% (54)	18% (30)	170
#1 Issue: Women's Issues	50% (33)	17% (11)	3% (2)	7% (5)	11% (7)	12% (8)	66
#1 Issue: Education	32% (18)	29% (16)	7% (4)	3% (2)	24% (13)	4% (2)	55
#1 Issue: Energy	30% (23)	23% (17)	3% (2)	14% (11)	22% (17)	8% (6)	76
#1 Issue: Other	27% (15)	21% (12)	7% (4)	3% (2)	22% (13)	19% (11)	57
2020 Vote: Joe Biden	36% (215)	24% (145)	4% (22)	3% (18)	20% (117)	13% (80)	596
2020 Vote: Donald Trump	30% (118)	23% (89)	5% (18)	5% (20)	24% (93)	13% (52)	391
2020 Vote: Didn't Vote	35% (88)	23% (56)	5% (12)	5% (12)	19% (48)	13% (32)	248
2018 House Vote: Democrat	36% (168)	26% (120)	3% (15)	2% (11)	19% (89)	14% (64)	466
2018 House Vote: Republican	31% (98)	23% (71)	5% (15)	4% (12)	23% (73)	14% (43)	312
2016 Vote: Hillary Clinton	38% (164)	23% (98)	3% (13)	2% (7)	20% (87)	14% (58)	427
2016 Vote: Donald Trump	31% (110)	24% (84)	3% (12)	4% (14)	24% (84)	13% (47)	351
2016 Vote: Other	27% (19)	31% (22)	5% (3)	3% (2)	24% (17)	11% (8)	71
2016 Vote: Didn't Vote	32% (134)	23% (96)	6% (25)	7% (28)	19% (80)	13% (53)	415
Voted in 2014: Yes	33% (229)	25% (171)	4% (27)	3% (20)	23% (159)	13% (92)	698
Voted in 2014: No	35% (197)	23% (128)	5% (27)	5% (31)	19% (109)	13% (74)	567
4-Region: Northeast	37% (86)	21% (48)	6% (14)	2% (4)	19% (44)	15% (35)	231
4-Region: Midwest	30% (84)	21% (60)	4% (11)	4% (11)	23% (65)	17% (47)	277
4-Region: South	35% (165)	25% (117)	3% (16)	5% (24)	19% (86)	12% (57)	465
4-Region: West	32% (92)	26% (76)	5% (13)	4% (12)	25% (72)	9% (26)	292
Marvel Comics Fans	48% (364)	29% (217)	5% (40)	3% (21)	11% (79)	4% (32)	753

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Table MCEN5_15: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe? Guardians of the Galaxy Vol. 2*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	34%	(427)	24%	(300)	4%	(53)	4%	(51)	21%	(268)	13%	(165)	1264
Avid Marvel Comics Fans	65%	(165)	24%	(62)	4%	(10)	2%	(5)	3%	(7)	2%	(4)	253
Casual Marvel Comics Fans	40%	(199)	31%	(156)	6%	(30)	3%	(16)	15%	(73)	5%	(27)	500
Marvel TV/Movies Fans	47%	(388)	28%	(232)	5%	(41)	3%	(25)	12%	(101)	5%	(39)	828
Avid Marvel TV/Movies Fans	62%	(151)	25%	(61)	1%	(4)	3%	(8)	5%	(12)	3%	(8)	243
Casual Marvel TV/Movies Fans	41%	(237)	29%	(171)	6%	(38)	3%	(18)	15%	(89)	5%	(32)	584
Fans of Anything Marvel	46%	(405)	29%	(259)	5%	(44)	3%	(28)	12%	(109)	5%	(42)	887
Avid Fans of Anything Marvel	64%	(235)	24%	(88)	4%	(14)	3%	(9)	3%	(11)	2%	(7)	364
Casual Fans of Anything Marvel	37%	(241)	32%	(210)	6%	(38)	3%	(22)	16%	(101)	6%	(37)	649

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

Table MCEN5_16: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Spider-Man: Homecoming

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	33% (425)	25% (320)	4% (52)	3% (42)	22% (290)	13% (169)	1297
Gender: Male	34% (217)	26% (164)	5% (31)	3% (22)	21% (131)	11% (67)	633
Gender: Female	31% (207)	23% (155)	3% (21)	3% (20)	24% (158)	15% (102)	665
Age: 18-34	48% (184)	22% (85)	5% (18)	5% (21)	14% (53)	6% (21)	382
Age: 35-44	39% (79)	31% (64)	6% (11)	2% (3)	15% (31)	8% (16)	204
Age: 45-64	28% (127)	25% (113)	4% (19)	3% (12)	26% (118)	14% (65)	455
Age: 65+	13% (34)	23% (58)	1% (4)	3% (7)	34% (87)	26% (67)	257
GenZers: 1997-2012	53% (62)	16% (19)	2% (2)	8% (10)	13% (15)	8% (10)	117
Millennials: 1981-1996	45% (176)	26% (102)	5% (20)	4% (14)	15% (58)	6% (23)	393
GenXers: 1965-1980	33% (103)	29% (91)	8% (25)	1% (4)	19% (60)	10% (32)	315
Baby Boomers: 1946-1964	19% (80)	24% (99)	1% (3)	3% (13)	32% (135)	21% (87)	418
PID: Dem (no lean)	40% (207)	24% (122)	3% (15)	4% (20)	18% (91)	12% (60)	515
PID: Ind (no lean)	27% (107)	25% (99)	5% (20)	1% (6)	27% (108)	14% (56)	395
PID: Rep (no lean)	29% (111)	25% (99)	4% (17)	4% (17)	24% (91)	14% (53)	387
PID/Gender: Dem Men	48% (122)	26% (66)	3% (8)	2% (5)	14% (35)	8% (21)	256
PID/Gender: Dem Women	33% (85)	22% (57)	3% (7)	6% (15)	21% (55)	15% (39)	259
PID/Gender: Ind Men	20% (33)	29% (48)	7% (12)	2% (4)	28% (46)	14% (23)	165
PID/Gender: Ind Women	32% (75)	22% (51)	4% (8)	1% (2)	27% (62)	14% (33)	231
PID/Gender: Rep Men	30% (63)	24% (51)	5% (11)	6% (13)	24% (50)	11% (23)	212
PID/Gender: Rep Women	27% (47)	27% (48)	3% (5)	2% (3)	23% (41)	17% (30)	175
Ideo: Liberal (1-3)	42% (159)	23% (87)	3% (13)	4% (16)	18% (68)	10% (40)	382
Ideo: Moderate (4)	29% (110)	23% (86)	4% (17)	2% (6)	27% (101)	15% (55)	375
Ideo: Conservative (5-7)	27% (110)	27% (110)	4% (17)	5% (19)	24% (98)	14% (57)	412
Educ: < College	33% (294)	23% (203)	4% (37)	3% (28)	23% (206)	14% (121)	890
Educ: Bachelors degree	30% (80)	30% (79)	4% (12)	3% (7)	21% (55)	11% (30)	262
Educ: Post-grad	35% (51)	26% (38)	2% (3)	5% (7)	19% (28)	13% (19)	146
Income: Under 50k	31% (218)	24% (165)	4% (27)	4% (28)	24% (164)	13% (93)	695
Income: 50k-100k	30% (120)	26% (103)	6% (23)	2% (9)	23% (93)	14% (54)	403
Income: 100k+	44% (87)	25% (51)	1% (2)	2% (5)	16% (33)	11% (22)	200
Ethnicity: White	30% (307)	25% (249)	3% (32)	3% (30)	24% (243)	15% (152)	1014
Ethnicity: Hispanic	42% (97)	24% (56)	6% (14)	9% (21)	14% (32)	6% (13)	232

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Table MCEN5_16: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Spider-Man: Homecoming

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	33%	(425)	25%	(320)	4%	(52)	3%	(42)	22%	(290)	13%	(169)	1297
Ethnicity: Black	44%	(68)	21%	(33)	8%	(12)	4%	(6)	17%	(27)	6%	(9)	155
Ethnicity: Other	39%	(49)	29%	(37)	6%	(7)	5%	(6)	16%	(20)	7%	(8)	128
All Christian	30%	(178)	27%	(162)	4%	(25)	2%	(14)	22%	(130)	14%	(86)	594
All Non-Christian	38%	(29)	23%	(18)	4%	(3)	6%	(4)	22%	(17)	7%	(5)	77
Atheist	36%	(21)	23%	(13)	4%	(2)	3%	(2)	22%	(13)	13%	(8)	58
Agnostic/Nothing in particular	34%	(133)	21%	(85)	4%	(15)	5%	(20)	25%	(98)	11%	(44)	394
Something Else	36%	(63)	24%	(42)	4%	(6)	2%	(3)	19%	(32)	15%	(26)	174
Religious Non-Protestant/Catholic	36%	(33)	20%	(18)	9%	(8)	5%	(4)	21%	(19)	9%	(8)	90
Evangelical	34%	(112)	26%	(86)	4%	(14)	4%	(12)	19%	(65)	14%	(45)	335
Non-Evangelical	30%	(120)	28%	(113)	3%	(12)	1%	(5)	23%	(94)	15%	(63)	406
Community: Urban	40%	(161)	28%	(113)	3%	(12)	4%	(15)	18%	(70)	7%	(29)	400
Community: Suburban	31%	(183)	22%	(131)	4%	(21)	3%	(18)	26%	(154)	15%	(88)	594
Community: Rural	27%	(81)	25%	(76)	6%	(19)	3%	(10)	22%	(66)	17%	(52)	304
Employ: Private Sector	40%	(164)	23%	(95)	4%	(17)	4%	(14)	20%	(82)	9%	(35)	407
Employ: Government	41%	(32)	27%	(20)	11%	(9)	4%	(3)	9%	(7)	7%	(6)	77
Employ: Self-Employed	33%	(36)	31%	(34)	2%	(2)	4%	(4)	18%	(20)	12%	(13)	110
Employ: Homemaker	29%	(29)	26%	(26)	6%	(6)	—	(0)	24%	(23)	15%	(14)	98
Employ: Retired	17%	(56)	22%	(72)	2%	(8)	4%	(14)	33%	(107)	21%	(69)	327
Employ: Unemployed	41%	(62)	25%	(38)	3%	(4)	2%	(3)	20%	(30)	9%	(14)	152
Employ: Other	33%	(29)	31%	(28)	7%	(6)	1%	(1)	15%	(13)	14%	(13)	88
Military HH: Yes	24%	(53)	31%	(68)	4%	(9)	4%	(8)	24%	(54)	13%	(30)	222
Military HH: No	35%	(372)	23%	(252)	4%	(43)	3%	(34)	22%	(235)	13%	(140)	1075
RD/WT: Right Direction	40%	(212)	21%	(109)	5%	(24)	4%	(21)	21%	(111)	10%	(54)	532
RD/WT: Wrong Track	28%	(213)	27%	(210)	4%	(27)	3%	(21)	23%	(178)	15%	(116)	765
Biden Job Approve	37%	(226)	24%	(144)	5%	(27)	4%	(25)	20%	(121)	11%	(66)	609
Biden Job Disapprove	28%	(173)	26%	(158)	4%	(22)	2%	(13)	25%	(149)	15%	(93)	607
Biden Job Strongly Approve	44%	(128)	18%	(52)	6%	(17)	3%	(8)	18%	(53)	11%	(32)	291
Biden Job Somewhat Approve	31%	(97)	29%	(92)	3%	(10)	5%	(16)	22%	(69)	10%	(33)	318
Biden Job Somewhat Disapprove	39%	(65)	26%	(43)	2%	(3)	1%	(2)	19%	(32)	12%	(19)	165
Biden Job Strongly Disapprove	24%	(108)	26%	(115)	4%	(18)	2%	(10)	27%	(117)	17%	(74)	443

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Table MCEN5_16: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Spider-Man: Homecoming

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	33%	(425)	25%	(320)	4%	(52)	3%	(42)	22%	(290)	13%	(169)	1297
Favorable of Biden	38%	(235)	24%	(150)	5%	(28)	2%	(15)	21%	(128)	11%	(67)	622
Unfavorable of Biden	29%	(171)	26%	(155)	4%	(21)	4%	(22)	23%	(136)	15%	(91)	596
Very Favorable of Biden	44%	(137)	19%	(59)	5%	(16)	3%	(9)	17%	(52)	12%	(37)	309
Somewhat Favorable of Biden	31%	(98)	29%	(91)	4%	(12)	2%	(6)	24%	(76)	10%	(30)	313
Somewhat Unfavorable of Biden	41%	(57)	24%	(34)	1%	(1)	7%	(9)	14%	(20)	13%	(18)	139
Very Unfavorable of Biden	25%	(114)	26%	(121)	4%	(20)	3%	(13)	25%	(116)	16%	(73)	457
#1 Issue: Economy	35%	(186)	27%	(140)	4%	(21)	4%	(19)	20%	(108)	10%	(55)	529
#1 Issue: Security	24%	(41)	28%	(48)	5%	(8)	1%	(2)	25%	(43)	17%	(29)	170
#1 Issue: Health Care	40%	(63)	22%	(34)	5%	(8)	—	(0)	23%	(36)	10%	(15)	156
#1 Issue: Medicare / Social Security	22%	(36)	21%	(36)	3%	(4)	4%	(7)	33%	(56)	17%	(29)	167
#1 Issue: Women's Issues	42%	(28)	28%	(19)	4%	(2)	2%	(2)	11%	(7)	13%	(9)	67
#1 Issue: Education	42%	(26)	24%	(15)	7%	(5)	4%	(2)	15%	(9)	8%	(5)	62
#1 Issue: Energy	36%	(32)	18%	(16)	4%	(3)	9%	(8)	16%	(14)	17%	(15)	87
#1 Issue: Other	23%	(14)	20%	(12)	2%	(1)	4%	(3)	28%	(17)	22%	(13)	59
2020 Vote: Joe Biden	37%	(222)	25%	(147)	3%	(18)	3%	(18)	20%	(116)	12%	(73)	594
2020 Vote: Donald Trump	26%	(112)	25%	(109)	6%	(26)	3%	(14)	26%	(111)	14%	(62)	433
2020 Vote: Didn't Vote	37%	(87)	24%	(56)	3%	(8)	4%	(9)	22%	(51)	11%	(26)	237
2018 House Vote: Democrat	37%	(165)	22%	(99)	4%	(18)	2%	(10)	21%	(93)	14%	(61)	446
2018 House Vote: Republican	26%	(91)	27%	(98)	3%	(12)	3%	(11)	26%	(92)	15%	(53)	356
2016 Vote: Hillary Clinton	38%	(152)	24%	(97)	2%	(9)	1%	(4)	23%	(91)	12%	(47)	399
2016 Vote: Donald Trump	25%	(99)	25%	(98)	6%	(22)	3%	(11)	26%	(103)	15%	(58)	390
2016 Vote: Other	15%	(12)	31%	(24)	5%	(4)	5%	(3)	26%	(20)	19%	(14)	77
2016 Vote: Didn't Vote	38%	(161)	23%	(100)	4%	(17)	6%	(25)	18%	(77)	12%	(50)	430
Voted in 2014: Yes	31%	(228)	24%	(174)	4%	(28)	2%	(15)	25%	(183)	14%	(105)	732
Voted in 2014: No	35%	(197)	26%	(145)	4%	(24)	5%	(28)	19%	(107)	11%	(65)	565
4-Region: Northeast	31%	(71)	20%	(44)	6%	(14)	3%	(7)	24%	(54)	16%	(37)	228
4-Region: Midwest	26%	(67)	26%	(67)	5%	(13)	1%	(3)	24%	(60)	18%	(45)	256
4-Region: South	37%	(185)	25%	(125)	4%	(20)	3%	(15)	20%	(99)	12%	(62)	506
4-Region: West	33%	(102)	27%	(82)	2%	(5)	6%	(17)	25%	(76)	8%	(25)	308
Marvel Comics Fans	47%	(364)	29%	(225)	5%	(39)	1%	(11)	13%	(103)	4%	(30)	773

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Table MCEN5_16: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Spider-Man: Homecoming

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	33% (425)	25% (320)	4% (52)	3% (42)	22% (290)	13% (169)	1297
Avid Marvel Comics Fans	72% (186)	21% (55)	1% (2)	1% (3)	2% (6)	2% (5)	256
Casual Marvel Comics Fans	35% (179)	33% (171)	7% (37)	2% (8)	19% (97)	5% (25)	517
Marvel TV/Movies Fans	45% (381)	30% (255)	4% (37)	2% (17)	13% (114)	5% (40)	844
Avid Marvel TV/Movies Fans	70% (176)	21% (52)	1% (3)	3% (9)	3% (7)	3% (7)	253
Casual Marvel TV/Movies Fans	35% (205)	34% (203)	6% (35)	1% (8)	18% (107)	6% (34)	592
Fans of Anything Marvel	45% (401)	29% (258)	5% (45)	2% (17)	15% (131)	5% (41)	893
Avid Fans of Anything Marvel	70% (270)	22% (85)	2% (6)	2% (6)	3% (12)	2% (7)	386
Casual Fans of Anything Marvel	33% (219)	34% (223)	7% (44)	2% (14)	19% (124)	5% (36)	659

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

Table MCEN5_17: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Thor: Ragnarok

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	29% (377)	22% (278)	3% (41)	4% (47)	22% (286)	20% (254)	1283
Gender: Male	34% (209)	23% (140)	4% (22)	4% (23)	21% (131)	15% (93)	617
Gender: Female	25% (168)	21% (138)	3% (19)	4% (24)	23% (155)	24% (161)	666
Age: 18-34	40% (157)	22% (87)	6% (22)	8% (30)	17% (67)	7% (26)	389
Age: 35-44	34% (69)	30% (60)	4% (7)	1% (2)	21% (42)	10% (20)	200
Age: 45-64	27% (117)	22% (95)	2% (8)	2% (9)	25% (110)	22% (97)	437
Age: 65+	13% (34)	14% (36)	1% (4)	2% (6)	26% (67)	43% (111)	257
GenZers: 1997-2012	32% (35)	30% (33)	10% (10)	9% (10)	13% (14)	5% (6)	108
Millennials: 1981-1996	43% (173)	22% (89)	4% (16)	5% (21)	19% (77)	7% (30)	406
GenXers: 1965-1980	30% (86)	26% (76)	2% (7)	1% (3)	22% (62)	19% (53)	287
Baby Boomers: 1946-1964	19% (81)	18% (78)	2% (9)	2% (11)	28% (120)	31% (134)	432
PID: Dem (no lean)	34% (164)	21% (102)	2% (11)	3% (15)	22% (106)	16% (77)	476
PID: Ind (no lean)	24% (99)	24% (100)	4% (17)	3% (14)	24% (99)	22% (92)	421
PID: Rep (no lean)	30% (114)	20% (77)	3% (13)	4% (17)	21% (81)	22% (85)	387
PID/Gender: Dem Men	44% (97)	22% (49)	2% (5)	2% (5)	20% (45)	8% (19)	221
PID/Gender: Dem Women	26% (66)	21% (52)	2% (6)	4% (10)	24% (61)	23% (59)	255
PID/Gender: Ind Men	22% (39)	27% (49)	4% (7)	2% (3)	25% (46)	21% (38)	183
PID/Gender: Ind Women	25% (60)	21% (50)	4% (9)	5% (11)	23% (54)	23% (54)	238
PID/Gender: Rep Men	34% (72)	19% (41)	4% (9)	7% (15)	19% (40)	17% (36)	213
PID/Gender: Rep Women	24% (42)	21% (36)	2% (4)	1% (3)	23% (40)	28% (49)	173
Ideo: Liberal (1-3)	37% (139)	18% (68)	2% (9)	3% (12)	25% (94)	15% (57)	379
Ideo: Moderate (4)	26% (94)	24% (87)	4% (14)	4% (14)	24% (87)	19% (71)	367
Ideo: Conservative (5-7)	26% (101)	21% (83)	4% (17)	4% (15)	20% (78)	25% (97)	392
Educ: < College	30% (275)	21% (188)	3% (24)	4% (38)	22% (201)	20% (179)	906
Educ: Bachelors degree	24% (57)	26% (62)	4% (11)	2% (5)	25% (60)	19% (46)	241
Educ: Post-grad	33% (45)	21% (28)	4% (6)	3% (3)	18% (25)	21% (29)	136
Income: Under 50k	28% (198)	21% (149)	3% (21)	5% (34)	21% (146)	22% (156)	704
Income: 50k-100k	28% (108)	21% (81)	4% (14)	2% (9)	27% (105)	19% (74)	390
Income: 100k+	38% (72)	26% (49)	3% (7)	2% (4)	18% (35)	13% (24)	190
Ethnicity: White	28% (274)	20% (201)	3% (27)	4% (36)	23% (228)	22% (221)	987
Ethnicity: Hispanic	34% (73)	23% (50)	5% (10)	8% (17)	19% (40)	12% (25)	214

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Table MCEN5_17: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Thor: Ragnarok

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	29%	(377)	22%	(278)	3%	(41)	4%	(47)	22%	(286)	20%	(254)	1283
Ethnicity: Black	37%	(64)	20%	(35)	3%	(6)	2%	(4)	23%	(38)	14%	(24)	170
Ethnicity: Other	32%	(40)	34%	(42)	7%	(9)	5%	(6)	15%	(19)	7%	(9)	126
All Christian	28%	(163)	21%	(125)	3%	(15)	3%	(16)	23%	(134)	23%	(133)	586
All Non-Christian	35%	(24)	16%	(11)	5%	(4)	3%	(2)	33%	(22)	8%	(5)	68
Atheist	39%	(23)	17%	(10)	10%	(6)	5%	(3)	17%	(10)	12%	(7)	59
Agnostic/Nothing in particular	27%	(102)	24%	(89)	2%	(8)	6%	(21)	22%	(83)	19%	(72)	375
Something Else	34%	(66)	22%	(44)	5%	(9)	3%	(5)	18%	(36)	18%	(36)	196
Religious Non-Protestant/Catholic	33%	(28)	16%	(13)	4%	(4)	3%	(2)	36%	(31)	8%	(7)	85
Evangelical	30%	(96)	21%	(65)	3%	(10)	5%	(15)	21%	(65)	20%	(64)	316
Non-Evangelical	29%	(122)	23%	(97)	3%	(11)	1%	(5)	21%	(91)	24%	(102)	428
Community: Urban	33%	(132)	22%	(86)	3%	(14)	5%	(22)	21%	(85)	15%	(60)	399
Community: Suburban	28%	(162)	22%	(126)	2%	(13)	2%	(14)	23%	(134)	22%	(129)	577
Community: Rural	27%	(84)	22%	(66)	5%	(15)	4%	(11)	22%	(67)	21%	(65)	307
Employ: Private Sector	37%	(142)	23%	(88)	4%	(15)	3%	(13)	19%	(74)	14%	(56)	388
Employ: Government	30%	(24)	31%	(25)	4%	(3)	2%	(2)	20%	(16)	13%	(10)	79
Employ: Self-Employed	28%	(28)	26%	(27)	4%	(4)	5%	(5)	24%	(24)	13%	(13)	101
Employ: Homemaker	20%	(20)	28%	(29)	7%	(7)	3%	(3)	28%	(29)	13%	(13)	100
Employ: Retired	17%	(55)	15%	(50)	1%	(4)	3%	(11)	27%	(86)	36%	(118)	325
Employ: Unemployed	44%	(68)	15%	(23)	2%	(4)	6%	(9)	21%	(32)	13%	(20)	155
Employ: Other	31%	(30)	29%	(28)	2%	(2)	1%	(1)	17%	(17)	19%	(18)	96
Military HH: Yes	20%	(44)	25%	(53)	3%	(6)	1%	(3)	28%	(61)	23%	(49)	215
Military HH: No	31%	(334)	21%	(225)	3%	(35)	4%	(44)	21%	(225)	19%	(205)	1068
RD/WT: Right Direction	29%	(150)	22%	(116)	4%	(19)	4%	(21)	25%	(128)	16%	(80)	514
RD/WT: Wrong Track	29%	(227)	21%	(163)	3%	(22)	3%	(25)	21%	(158)	23%	(174)	769
Biden Job Approve	29%	(168)	23%	(133)	4%	(24)	3%	(20)	24%	(138)	18%	(102)	584
Biden Job Disapprove	30%	(189)	21%	(129)	3%	(17)	3%	(19)	20%	(126)	23%	(140)	620
Biden Job Strongly Approve	36%	(103)	18%	(52)	5%	(13)	2%	(6)	25%	(71)	14%	(39)	283
Biden Job Somewhat Approve	22%	(65)	27%	(81)	4%	(11)	4%	(13)	22%	(67)	21%	(63)	301
Biden Job Somewhat Disapprove	34%	(60)	23%	(40)	4%	(7)	5%	(9)	16%	(28)	17%	(29)	173
Biden Job Strongly Disapprove	29%	(129)	20%	(89)	2%	(10)	2%	(10)	22%	(98)	25%	(111)	447

Continued on next page

Table MCEN5_17: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Thor: Ragnarok

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	29% (377)	22% (278)	3% (41)	4% (47)	22% (286)	20% (254)	1283
Favorable of Biden	30% (174)	22% (126)	3% (19)	3% (17)	24% (141)	18% (104)	581
Unfavorable of Biden	31% (191)	22% (135)	3% (21)	3% (18)	20% (124)	22% (136)	625
Very Favorable of Biden	39% (115)	16% (46)	3% (9)	2% (7)	25% (72)	14% (42)	291
Somewhat Favorable of Biden	20% (59)	27% (79)	4% (10)	4% (10)	24% (69)	21% (62)	291
Somewhat Unfavorable of Biden	37% (58)	29% (46)	3% (5)	5% (8)	14% (22)	12% (19)	158
Very Unfavorable of Biden	28% (133)	19% (90)	3% (16)	2% (9)	22% (102)	25% (117)	467
#1 Issue: Economy	33% (176)	24% (127)	3% (18)	3% (18)	21% (112)	16% (83)	534
#1 Issue: Security	24% (40)	21% (36)	3% (5)	1% (2)	22% (37)	29% (50)	170
#1 Issue: Health Care	31% (45)	21% (30)	1% (1)	3% (5)	26% (37)	18% (26)	144
#1 Issue: Medicare / Social Security	17% (25)	19% (28)	1% (2)	5% (8)	25% (38)	33% (49)	150
#1 Issue: Women's Issues	40% (32)	21% (17)	8% (6)	5% (4)	15% (12)	11% (9)	79
#1 Issue: Education	45% (29)	19% (13)	— (0)	2% (1)	26% (17)	8% (5)	65
#1 Issue: Energy	19% (15)	23% (18)	5% (4)	7% (5)	30% (23)	16% (13)	79
#1 Issue: Other	24% (15)	14% (9)	7% (5)	6% (4)	18% (11)	31% (19)	63
2020 Vote: Joe Biden	30% (175)	23% (133)	3% (18)	3% (17)	23% (134)	17% (99)	577
2020 Vote: Donald Trump	28% (117)	20% (82)	4% (16)	3% (11)	21% (90)	24% (101)	417
2020 Vote: Didn't Vote	31% (75)	21% (50)	3% (6)	7% (17)	20% (50)	19% (46)	245
2018 House Vote: Democrat	32% (144)	19% (85)	3% (12)	2% (10)	26% (114)	18% (81)	445
2018 House Vote: Republican	27% (93)	20% (70)	3% (12)	3% (11)	23% (80)	24% (85)	350
2016 Vote: Hillary Clinton	33% (133)	20% (80)	2% (7)	1% (5)	25% (101)	19% (75)	402
2016 Vote: Donald Trump	24% (91)	20% (77)	4% (13)	3% (11)	24% (90)	25% (96)	377
2016 Vote: Other	20% (15)	30% (22)	6% (5)	5% (3)	22% (16)	18% (13)	74
2016 Vote: Didn't Vote	32% (138)	23% (99)	4% (16)	6% (27)	18% (78)	16% (70)	429
Voted in 2014: Yes	28% (202)	20% (140)	3% (22)	2% (15)	25% (175)	22% (155)	710
Voted in 2014: No	31% (175)	24% (138)	3% (19)	6% (32)	19% (110)	17% (99)	573
4-Region: Northeast	29% (69)	19% (46)	4% (8)	3% (7)	22% (53)	22% (53)	237
4-Region: Midwest	25% (66)	20% (53)	2% (6)	3% (7)	26% (68)	24% (62)	262
4-Region: South	33% (157)	20% (94)	3% (13)	4% (17)	20% (94)	21% (97)	472
4-Region: West	27% (85)	27% (85)	4% (14)	5% (16)	23% (71)	14% (43)	313
Marvel Comics Fans	44% (330)	29% (214)	4% (31)	2% (17)	15% (108)	6% (42)	742

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Table MCEN5_17: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Thor: Ragnarok

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	29% (377)	22% (278)	3% (41)	4% (47)	22% (286)	20% (254)	1283
Avid Marvel Comics Fans	72% (164)	17% (38)	2% (5)	2% (4)	5% (11)	2% (5)	227
Casual Marvel Comics Fans	32% (166)	34% (176)	5% (27)	2% (13)	19% (97)	7% (37)	515
Marvel TV/Movies Fans	42% (347)	28% (230)	4% (33)	3% (21)	15% (127)	8% (64)	822
Avid Marvel TV/Movies Fans	62% (149)	21% (50)	5% (11)	2% (6)	6% (14)	4% (10)	240
Casual Marvel TV/Movies Fans	34% (197)	31% (179)	4% (22)	3% (16)	20% (114)	9% (54)	582
Fans of Anything Marvel	42% (369)	29% (258)	4% (36)	2% (18)	16% (145)	7% (60)	886
Avid Fans of Anything Marvel	66% (230)	23% (80)	2% (8)	2% (7)	4% (15)	2% (7)	347
Casual Fans of Anything Marvel	31% (206)	33% (221)	5% (34)	2% (14)	20% (135)	8% (55)	666

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

Table MCEN5_18: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Black Panther

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	38% (492)	22% (283)	4% (48)	4% (52)	23% (298)	8% (107)	1280
Gender: Male	39% (239)	24% (149)	4% (27)	5% (31)	20% (124)	7% (42)	612
Gender: Female	38% (253)	20% (133)	3% (22)	3% (20)	26% (175)	10% (65)	668
Age: 18-34	51% (192)	23% (87)	5% (19)	3% (11)	15% (54)	3% (11)	375
Age: 35-44	42% (91)	25% (53)	4% (9)	4% (10)	17% (37)	7% (16)	215
Age: 45-64	35% (155)	21% (93)	3% (12)	4% (20)	26% (112)	11% (47)	437
Age: 65+	22% (55)	20% (50)	4% (9)	4% (11)	38% (95)	13% (33)	253
GenZers: 1997-2012	54% (55)	21% (21)	4% (4)	3% (3)	11% (11)	7% (7)	100
Millennials: 1981-1996	49% (202)	23% (97)	5% (22)	3% (14)	16% (67)	3% (14)	415
GenXers: 1965-1980	40% (125)	22% (69)	3% (10)	5% (15)	21% (66)	8% (27)	312
Baby Boomers: 1946-1964	26% (106)	22% (88)	3% (12)	4% (16)	33% (131)	12% (48)	401
PID: Dem (no lean)	47% (234)	23% (115)	4% (18)	3% (13)	19% (94)	5% (24)	497
PID: Ind (no lean)	36% (150)	22% (90)	3% (12)	4% (16)	25% (105)	10% (39)	412
PID: Rep (no lean)	29% (108)	21% (77)	5% (19)	6% (23)	27% (100)	12% (44)	371
PID/Gender: Dem Men	50% (121)	25% (61)	5% (12)	1% (4)	15% (38)	3% (8)	244
PID/Gender: Dem Women	44% (112)	21% (54)	2% (6)	4% (10)	22% (56)	6% (15)	253
PID/Gender: Ind Men	32% (55)	26% (44)	1% (3)	5% (8)	24% (41)	12% (21)	172
PID/Gender: Ind Women	40% (95)	19% (46)	4% (9)	3% (7)	26% (64)	8% (19)	240
PID/Gender: Rep Men	32% (62)	23% (44)	6% (12)	10% (20)	23% (45)	6% (13)	195
PID/Gender: Rep Women	26% (46)	19% (33)	4% (6)	2% (3)	32% (55)	18% (31)	175
Ideo: Liberal (1-3)	51% (189)	23% (84)	3% (11)	2% (8)	19% (71)	2% (7)	371
Ideo: Moderate (4)	35% (127)	22% (82)	3% (13)	4% (15)	25% (90)	10% (37)	364
Ideo: Conservative (5-7)	30% (125)	21% (89)	5% (22)	5% (21)	27% (113)	12% (48)	417
Educ: < College	38% (337)	20% (178)	4% (32)	4% (38)	24% (215)	9% (83)	883
Educ: Bachelors degree	37% (93)	28% (72)	5% (12)	3% (8)	22% (56)	5% (12)	253
Educ: Post-grad	43% (62)	22% (32)	3% (5)	4% (6)	19% (28)	8% (12)	144
Income: Under 50k	40% (278)	20% (136)	4% (25)	4% (31)	23% (159)	10% (68)	696
Income: 50k-100k	34% (131)	23% (90)	4% (17)	4% (15)	27% (107)	8% (31)	391
Income: 100k+	43% (83)	30% (57)	3% (6)	3% (5)	17% (32)	4% (9)	193
Ethnicity: White	33% (331)	23% (232)	4% (39)	4% (44)	28% (278)	8% (84)	1006
Ethnicity: Hispanic	54% (108)	17% (35)	6% (11)	1% (2)	14% (28)	8% (16)	200

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Table MCEN5_18: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Black Panther

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	38%	(492)	22%	(283)	4%	(48)	4%	(52)	23%	(298)	8%	(107)	1280
Ethnicity: Black	69%	(104)	15%	(23)	—	(0)	4%	(6)	7%	(10)	5%	(8)	150
Ethnicity: Other	47%	(58)	23%	(28)	7%	(9)	2%	(2)	9%	(11)	13%	(16)	124
All Christian	34%	(191)	23%	(127)	5%	(28)	4%	(20)	26%	(149)	8%	(48)	563
All Non-Christian	50%	(38)	19%	(14)	4%	(3)	3%	(2)	16%	(12)	9%	(7)	76
Atheist	47%	(29)	34%	(21)	1%	(1)	2%	(1)	13%	(8)	3%	(2)	62
Agnostic/Nothing in particular	41%	(151)	21%	(76)	3%	(13)	5%	(19)	22%	(82)	8%	(30)	370
Something Else	40%	(83)	21%	(45)	2%	(4)	4%	(9)	23%	(47)	10%	(21)	209
Religious Non-Protestant/Catholic	46%	(40)	20%	(18)	3%	(3)	2%	(2)	19%	(16)	9%	(8)	88
Evangelical	41%	(136)	17%	(57)	6%	(20)	5%	(17)	21%	(71)	10%	(33)	334
Non-Evangelical	32%	(132)	26%	(107)	3%	(12)	3%	(13)	27%	(110)	8%	(34)	408
Community: Urban	46%	(185)	22%	(90)	4%	(14)	4%	(16)	18%	(74)	6%	(24)	403
Community: Suburban	36%	(198)	23%	(126)	4%	(23)	4%	(22)	26%	(141)	7%	(41)	551
Community: Rural	34%	(109)	20%	(67)	3%	(11)	4%	(13)	26%	(83)	13%	(42)	326
Employ: Private Sector	43%	(173)	24%	(96)	5%	(18)	4%	(15)	20%	(79)	5%	(20)	402
Employ: Government	46%	(24)	27%	(14)	2%	(1)	1%	(1)	15%	(8)	8%	(4)	52
Employ: Self-Employed	41%	(43)	19%	(21)	3%	(3)	5%	(5)	24%	(25)	8%	(9)	106
Employ: Homemaker	33%	(41)	24%	(29)	6%	(8)	1%	(1)	31%	(39)	6%	(7)	125
Employ: Retired	25%	(79)	22%	(71)	3%	(11)	5%	(15)	32%	(101)	13%	(42)	319
Employ: Unemployed	49%	(74)	20%	(30)	3%	(5)	6%	(10)	17%	(26)	4%	(7)	151
Employ: Other	44%	(38)	15%	(13)	3%	(3)	4%	(4)	18%	(16)	15%	(13)	87
Military HH: Yes	37%	(78)	19%	(40)	5%	(11)	4%	(9)	22%	(47)	12%	(25)	211
Military HH: No	39%	(413)	23%	(242)	4%	(38)	4%	(42)	23%	(251)	8%	(82)	1069
RD/WT: Right Direction	45%	(238)	23%	(121)	3%	(16)	2%	(11)	21%	(108)	6%	(31)	524
RD/WT: Wrong Track	34%	(254)	21%	(162)	4%	(33)	5%	(41)	25%	(190)	10%	(76)	756
Biden Job Approve	47%	(274)	24%	(138)	3%	(18)	3%	(16)	19%	(111)	5%	(30)	587
Biden Job Disapprove	31%	(191)	22%	(135)	5%	(28)	5%	(33)	26%	(162)	11%	(70)	619
Biden Job Strongly Approve	50%	(144)	22%	(63)	2%	(7)	2%	(7)	17%	(49)	6%	(17)	285
Biden Job Somewhat Approve	43%	(131)	25%	(75)	3%	(11)	3%	(10)	21%	(63)	4%	(13)	302
Biden Job Somewhat Disapprove	40%	(68)	26%	(44)	3%	(5)	4%	(6)	19%	(33)	8%	(14)	170
Biden Job Strongly Disapprove	27%	(123)	20%	(91)	5%	(23)	6%	(27)	29%	(129)	12%	(55)	449

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Table MCEN5_18: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Black Panther

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	38% (492)	22% (283)	4% (48)	4% (52)	23% (298)	8% (107)	1280
Favorable of Biden	49% (292)	23% (134)	3% (16)	2% (14)	18% (105)	5% (30)	591
Unfavorable of Biden	30% (184)	22% (135)	5% (32)	5% (34)	27% (165)	11% (70)	620
Very Favorable of Biden	53% (164)	22% (68)	2% (7)	2% (7)	15% (45)	6% (18)	310
Somewhat Favorable of Biden	46% (128)	23% (66)	3% (10)	2% (6)	21% (60)	4% (12)	281
Somewhat Unfavorable of Biden	37% (55)	30% (44)	6% (9)	4% (6)	15% (22)	9% (13)	148
Very Unfavorable of Biden	27% (130)	19% (91)	5% (23)	6% (28)	30% (143)	12% (57)	472
#1 Issue: Economy	40% (202)	24% (125)	3% (17)	4% (18)	21% (105)	8% (43)	511
#1 Issue: Security	29% (48)	18% (31)	5% (8)	5% (8)	32% (53)	12% (20)	168
#1 Issue: Health Care	46% (70)	21% (32)	6% (9)	3% (4)	21% (31)	4% (5)	151
#1 Issue: Medicare / Social Security	25% (40)	19% (30)	2% (3)	7% (11)	35% (56)	13% (21)	161
#1 Issue: Women's Issues	46% (39)	27% (23)	8% (7)	4% (4)	9% (7)	6% (5)	84
#1 Issue: Education	50% (33)	27% (18)	4% (2)	— (0)	17% (11)	3% (2)	66
#1 Issue: Energy	45% (38)	15% (12)	4% (3)	4% (4)	25% (21)	8% (7)	85
#1 Issue: Other	38% (21)	22% (12)	1% (1)	6% (3)	24% (13)	8% (4)	54
2020 Vote: Joe Biden	49% (279)	22% (126)	3% (15)	3% (17)	18% (105)	5% (26)	567
2020 Vote: Donald Trump	26% (107)	21% (87)	5% (21)	5% (19)	29% (117)	14% (58)	410
2020 Vote: Didn't Vote	36% (99)	22% (61)	3% (9)	4% (12)	25% (68)	9% (23)	273
2018 House Vote: Democrat	48% (213)	22% (97)	3% (14)	3% (15)	19% (85)	5% (20)	443
2018 House Vote: Republican	28% (95)	19% (64)	5% (18)	5% (17)	30% (100)	12% (40)	335
2016 Vote: Hillary Clinton	46% (185)	24% (95)	3% (13)	3% (11)	21% (83)	3% (13)	400
2016 Vote: Donald Trump	28% (100)	21% (77)	4% (16)	6% (21)	29% (104)	12% (45)	363
2016 Vote: Other	34% (20)	19% (11)	1% (1)	6% (4)	30% (18)	10% (6)	60
2016 Vote: Didn't Vote	41% (186)	22% (100)	4% (19)	4% (16)	20% (93)	9% (43)	457
Voted in 2014: Yes	38% (265)	21% (145)	4% (29)	4% (30)	24% (170)	8% (57)	695
Voted in 2014: No	39% (227)	24% (138)	3% (20)	4% (22)	22% (129)	9% (50)	585
4-Region: Northeast	38% (87)	24% (56)	4% (9)	5% (11)	23% (52)	7% (16)	230
4-Region: Midwest	28% (78)	26% (72)	3% (9)	5% (14)	27% (74)	11% (29)	276
4-Region: South	44% (212)	18% (85)	4% (17)	4% (20)	22% (105)	8% (40)	480
4-Region: West	39% (115)	24% (70)	5% (14)	2% (6)	23% (67)	7% (22)	295
Marvel Comics Fans	53% (396)	25% (188)	4% (29)	4% (29)	11% (83)	3% (26)	750

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Table MCEN5_18: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Black Panther

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	38% (492)	22% (283)	4% (48)	4% (52)	23% (298)	8% (107)	1280
Avid Marvel Comics Fans	74% (202)	15% (42)	4% (11)	3% (8)	4% (10)	1% (2)	274
Casual Marvel Comics Fans	41% (194)	31% (146)	4% (18)	4% (21)	15% (73)	5% (24)	475
Marvel TV/Movies Fans	52% (425)	24% (201)	4% (32)	3% (29)	13% (111)	3% (27)	825
Avid Marvel TV/Movies Fans	73% (184)	16% (41)	2% (4)	3% (8)	4% (10)	1% (4)	251
Casual Marvel TV/Movies Fans	42% (241)	28% (160)	5% (27)	4% (20)	18% (101)	4% (24)	573
Fans of Anything Marvel	51% (452)	25% (220)	4% (36)	4% (35)	13% (117)	3% (30)	890
Avid Fans of Anything Marvel	70% (270)	17% (66)	4% (15)	4% (15)	4% (16)	1% (4)	386
Casual Fans of Anything Marvel	40% (247)	29% (183)	5% (32)	4% (25)	17% (107)	5% (28)	621

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

Table MCEN5_19: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Avengers: Infinity War

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	35% (439)	22% (272)	2% (28)	5% (59)	19% (240)	17% (215)	1252
Gender: Male	40% (248)	23% (140)	2% (12)	6% (37)	16% (97)	13% (80)	614
Gender: Female	30% (191)	21% (132)	2% (16)	4% (23)	22% (142)	21% (134)	638
Age: 18-34	47% (173)	22% (80)	3% (11)	8% (30)	14% (50)	6% (22)	364
Age: 35-44	43% (85)	25% (49)	3% (6)	3% (6)	19% (36)	7% (13)	196
Age: 45-64	31% (135)	24% (104)	2% (7)	4% (17)	18% (80)	21% (93)	435
Age: 65+	18% (46)	15% (40)	2% (5)	3% (7)	29% (73)	34% (86)	257
GenZers: 1997-2012	42% (40)	24% (23)	4% (4)	4% (4)	15% (15)	11% (10)	96
Millennials: 1981-1996	49% (191)	22% (88)	3% (11)	8% (31)	14% (55)	5% (19)	394
GenXers: 1965-1980	38% (109)	26% (73)	1% (2)	3% (7)	18% (50)	15% (42)	285
Baby Boomers: 1946-1964	22% (94)	20% (87)	3% (11)	3% (14)	25% (107)	28% (120)	433
PID: Dem (no lean)	41% (210)	24% (121)	2% (8)	5% (23)	17% (86)	13% (64)	512
PID: Ind (no lean)	30% (111)	19% (69)	4% (14)	3% (11)	25% (92)	18% (67)	365
PID: Rep (no lean)	31% (118)	22% (82)	1% (5)	7% (26)	16% (62)	22% (83)	375
PID/Gender: Dem Men	49% (124)	26% (65)	1% (2)	3% (7)	14% (35)	8% (21)	254
PID/Gender: Dem Women	33% (86)	21% (55)	3% (7)	6% (17)	20% (51)	17% (43)	259
PID/Gender: Ind Men	33% (56)	21% (35)	3% (6)	4% (6)	21% (36)	18% (30)	170
PID/Gender: Ind Women	28% (55)	17% (34)	4% (9)	2% (5)	29% (56)	19% (37)	195
PID/Gender: Rep Men	36% (68)	21% (39)	2% (4)	13% (24)	14% (26)	15% (29)	191
PID/Gender: Rep Women	27% (50)	23% (43)	— (1)	1% (2)	19% (36)	29% (54)	185
Ideo: Liberal (1-3)	36% (139)	27% (104)	2% (6)	5% (20)	18% (67)	12% (46)	382
Ideo: Moderate (4)	35% (123)	18% (63)	3% (10)	4% (14)	22% (78)	17% (61)	349
Ideo: Conservative (5-7)	33% (133)	20% (82)	2% (10)	5% (21)	17% (68)	23% (92)	406
Educ: < College	36% (307)	20% (168)	2% (16)	5% (44)	19% (165)	18% (151)	851
Educ: Bachelors degree	31% (79)	29% (76)	3% (8)	3% (7)	19% (49)	15% (39)	258
Educ: Post-grad	37% (53)	20% (28)	2% (3)	6% (8)	18% (25)	17% (25)	143
Income: Under 50k	34% (231)	20% (133)	2% (13)	5% (35)	20% (137)	19% (125)	674
Income: 50k-100k	36% (133)	22% (84)	3% (10)	5% (19)	18% (69)	16% (61)	375
Income: 100k+	37% (75)	27% (56)	3% (5)	3% (5)	17% (34)	14% (28)	203
Ethnicity: White	33% (325)	20% (194)	3% (25)	4% (39)	21% (206)	19% (191)	980
Ethnicity: Hispanic	45% (93)	21% (43)	2% (4)	11% (23)	12% (25)	9% (19)	208

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Table MCEN5_19: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Avengers: Infinity War

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	35%	(439)	22%	(272)	2%	(28)	5%	(59)	19%	(240)	17%	(215)	1252
Ethnicity: Black	46%	(70)	30%	(46)	1%	(2)	8%	(12)	11%	(17)	4%	(6)	153
Ethnicity: Other	37%	(44)	27%	(32)	1%	(1)	7%	(8)	14%	(16)	15%	(18)	119
All Christian	35%	(205)	21%	(122)	2%	(9)	4%	(22)	19%	(112)	19%	(109)	579
All Non-Christian	33%	(24)	24%	(17)	3%	(2)	4%	(3)	26%	(19)	11%	(8)	73
Atheist	45%	(35)	19%	(15)	7%	(5)	4%	(3)	13%	(10)	13%	(10)	77
Agnostic/Nothing in particular	32%	(107)	20%	(68)	2%	(7)	7%	(24)	19%	(63)	20%	(68)	338
Something Else	37%	(68)	27%	(50)	3%	(5)	4%	(8)	19%	(35)	11%	(20)	186
Religious Non-Protestant/Catholic	31%	(27)	21%	(18)	3%	(2)	10%	(9)	26%	(23)	10%	(8)	88
Evangelical	36%	(106)	24%	(69)	2%	(5)	5%	(15)	17%	(49)	17%	(51)	295
Non-Evangelical	36%	(157)	22%	(97)	2%	(9)	2%	(9)	21%	(92)	17%	(77)	441
Community: Urban	44%	(164)	20%	(73)	2%	(6)	7%	(24)	18%	(66)	10%	(38)	371
Community: Suburban	31%	(178)	23%	(131)	3%	(16)	4%	(22)	21%	(119)	19%	(111)	577
Community: Rural	32%	(97)	22%	(68)	2%	(6)	4%	(13)	18%	(55)	22%	(66)	304
Employ: Private Sector	42%	(164)	26%	(101)	2%	(6)	4%	(14)	14%	(56)	12%	(45)	387
Employ: Government	43%	(27)	21%	(13)	5%	(3)	9%	(6)	13%	(8)	9%	(6)	63
Employ: Self-Employed	41%	(43)	22%	(23)	3%	(3)	6%	(6)	18%	(19)	10%	(11)	105
Employ: Homemaker	26%	(25)	29%	(28)	2%	(2)	1%	(1)	28%	(27)	13%	(13)	95
Employ: Retired	21%	(68)	17%	(56)	2%	(6)	4%	(14)	26%	(83)	30%	(99)	326
Employ: Unemployed	40%	(63)	17%	(26)	4%	(6)	7%	(11)	17%	(26)	16%	(24)	156
Employ: Other	42%	(32)	22%	(16)	—	(0)	8%	(6)	13%	(10)	15%	(11)	76
Military HH: Yes	32%	(69)	21%	(46)	2%	(4)	6%	(12)	16%	(34)	24%	(51)	217
Military HH: No	36%	(370)	22%	(226)	2%	(24)	5%	(47)	20%	(205)	16%	(163)	1035
RD/WT: Right Direction	39%	(204)	22%	(117)	2%	(10)	5%	(29)	19%	(103)	12%	(66)	528
RD/WT: Wrong Track	32%	(235)	21%	(155)	2%	(17)	4%	(31)	19%	(137)	21%	(149)	724
Biden Job Approve	39%	(244)	23%	(148)	2%	(16)	6%	(38)	18%	(112)	12%	(74)	632
Biden Job Disapprove	33%	(187)	20%	(116)	2%	(10)	3%	(17)	20%	(112)	22%	(128)	569
Biden Job Strongly Approve	46%	(140)	18%	(54)	1%	(3)	6%	(18)	17%	(52)	13%	(40)	306
Biden Job Somewhat Approve	32%	(105)	29%	(93)	4%	(13)	6%	(19)	19%	(60)	11%	(34)	326
Biden Job Somewhat Disapprove	37%	(59)	22%	(35)	2%	(3)	4%	(7)	18%	(29)	17%	(27)	161
Biden Job Strongly Disapprove	31%	(127)	20%	(81)	2%	(7)	2%	(10)	20%	(83)	25%	(101)	409

Continued on next page

Table MCEN5_19: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Avengers: Infinity War

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	35% (439)	22% (272)	2% (28)	5% (59)	19% (240)	17% (215)	1252
Favorable of Biden	38% (240)	23% (141)	3% (16)	5% (34)	19% (118)	12% (74)	623
Unfavorable of Biden	33% (189)	22% (125)	1% (8)	3% (18)	18% (101)	22% (128)	569
Very Favorable of Biden	46% (140)	17% (51)	2% (5)	7% (21)	17% (53)	12% (37)	307
Somewhat Favorable of Biden	32% (100)	29% (90)	3% (11)	4% (13)	21% (65)	12% (38)	316
Somewhat Unfavorable of Biden	38% (54)	27% (38)	1% (2)	4% (6)	13% (17)	16% (23)	139
Very Unfavorable of Biden	32% (135)	20% (86)	1% (6)	3% (12)	20% (84)	25% (105)	429
#1 Issue: Economy	39% (194)	23% (115)	2% (10)	6% (28)	15% (75)	15% (77)	500
#1 Issue: Security	31% (51)	19% (30)	3% (5)	4% (7)	18% (29)	25% (41)	163
#1 Issue: Health Care	38% (59)	25% (38)	1% (1)	1% (1)	22% (34)	13% (20)	154
#1 Issue: Medicare / Social Security	26% (41)	12% (19)	1% (2)	5% (8)	28% (45)	28% (44)	159
#1 Issue: Women's Issues	39% (31)	26% (20)	6% (5)	4% (3)	18% (14)	9% (7)	79
#1 Issue: Education	39% (25)	28% (18)	2% (1)	3% (2)	22% (14)	5% (3)	64
#1 Issue: Energy	28% (22)	26% (21)	1% (1)	14% (11)	21% (17)	11% (8)	80
#1 Issue: Other	29% (16)	20% (11)	5% (3)	— (0)	20% (11)	26% (14)	54
2020 Vote: Joe Biden	39% (229)	22% (131)	3% (16)	4% (23)	20% (114)	13% (73)	587
2020 Vote: Donald Trump	31% (127)	21% (85)	1% (5)	4% (18)	18% (74)	24% (96)	405
2020 Vote: Didn't Vote	33% (76)	21% (49)	2% (5)	7% (17)	19% (43)	17% (38)	229
2018 House Vote: Democrat	37% (164)	22% (100)	2% (11)	6% (26)	20% (91)	13% (57)	448
2018 House Vote: Republican	30% (97)	22% (71)	2% (6)	3% (10)	18% (59)	26% (85)	328
2016 Vote: Hillary Clinton	39% (153)	23% (92)	2% (10)	4% (14)	21% (81)	12% (47)	396
2016 Vote: Donald Trump	29% (106)	22% (80)	2% (6)	4% (15)	19% (67)	24% (87)	362
2016 Vote: Other	27% (19)	22% (15)	4% (3)	6% (4)	25% (17)	16% (11)	68
2016 Vote: Didn't Vote	38% (161)	20% (86)	2% (10)	6% (26)	17% (74)	16% (69)	425
Voted in 2014: Yes	34% (236)	21% (150)	2% (17)	4% (27)	20% (138)	19% (131)	699
Voted in 2014: No	37% (203)	22% (122)	2% (11)	6% (33)	18% (101)	15% (84)	554
4-Region: Northeast	30% (67)	22% (50)	3% (6)	4% (9)	20% (46)	21% (47)	225
4-Region: Midwest	29% (75)	25% (64)	3% (7)	4% (10)	22% (56)	18% (48)	262
4-Region: South	42% (198)	18% (86)	2% (7)	4% (20)	19% (91)	15% (70)	473
4-Region: West	33% (98)	24% (71)	2% (7)	7% (21)	16% (47)	17% (49)	293
Marvel Comics Fans	51% (381)	27% (200)	3% (21)	3% (25)	11% (82)	4% (31)	741

Continued on next page

Table MCEN5_19: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Avengers: Infinity War

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	35% (439)	22% (272)	2% (28)	5% (59)	19% (240)	17% (215)	1252
Avid Marvel Comics Fans	75% (198)	16% (43)	2% (6)	3% (8)	2% (6)	1% (3)	263
Casual Marvel Comics Fans	38% (184)	33% (157)	3% (15)	3% (17)	16% (76)	6% (28)	477
Marvel TV/Movies Fans	50% (400)	26% (212)	3% (21)	3% (27)	12% (98)	6% (48)	806
Avid Marvel TV/Movies Fans	72% (179)	15% (36)	1% (3)	4% (9)	7% (16)	2% (5)	247
Casual Marvel TV/Movies Fans	40% (221)	31% (176)	3% (19)	3% (18)	15% (82)	8% (43)	559
Fans of Anything Marvel	48% (419)	27% (237)	3% (22)	4% (32)	13% (110)	6% (50)	869
Avid Fans of Anything Marvel	71% (262)	19% (70)	2% (9)	3% (13)	3% (9)	2% (6)	370
Casual Fans of Anything Marvel	37% (229)	33% (205)	3% (18)	4% (23)	17% (104)	7% (46)	626

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

Table MCEN5_20: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Ant-Man and the Wasp

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (320)	21% (267)	5% (56)	4% (55)	23% (287)	21% (260)	1246
Gender: Male	30% (177)	24% (142)	5% (30)	6% (33)	21% (126)	15% (89)	597
Gender: Female	22% (143)	19% (125)	4% (26)	3% (23)	25% (160)	26% (171)	649
Age: 18-34	36% (129)	24% (88)	6% (20)	6% (23)	17% (61)	11% (40)	361
Age: 35-44	33% (66)	25% (51)	5% (9)	2% (4)	21% (44)	15% (30)	203
Age: 45-64	22% (95)	22% (93)	3% (12)	5% (22)	26% (111)	23% (97)	429
Age: 65+	12% (30)	14% (35)	6% (15)	2% (6)	29% (72)	37% (93)	252
GenZers: 1997-2012	25% (27)	27% (28)	4% (4)	4% (4)	22% (24)	18% (19)	105
Millennials: 1981-1996	39% (149)	24% (94)	5% (21)	5% (20)	15% (59)	11% (42)	384
GenXers: 1965-1980	28% (80)	25% (72)	3% (8)	5% (16)	24% (68)	16% (45)	289
Baby Boomers: 1946-1964	15% (63)	16% (69)	5% (22)	3% (13)	29% (122)	31% (128)	417
PID: Dem (no lean)	35% (168)	21% (99)	4% (21)	4% (18)	19% (92)	17% (82)	479
PID: Ind (no lean)	19% (80)	24% (98)	4% (18)	4% (14)	26% (108)	22% (92)	411
PID: Rep (no lean)	20% (73)	20% (70)	5% (17)	7% (23)	24% (87)	24% (86)	355
PID/Gender: Dem Men	43% (99)	28% (64)	2% (5)	1% (2)	16% (37)	10% (24)	230
PID/Gender: Dem Women	28% (69)	14% (35)	6% (16)	6% (16)	22% (54)	24% (59)	249
PID/Gender: Ind Men	19% (36)	25% (47)	8% (14)	5% (10)	24% (45)	19% (35)	187
PID/Gender: Ind Women	20% (44)	23% (51)	2% (4)	2% (4)	28% (64)	25% (57)	224
PID/Gender: Rep Men	24% (43)	18% (32)	6% (10)	11% (20)	25% (44)	17% (30)	179
PID/Gender: Rep Women	17% (30)	22% (38)	4% (7)	2% (3)	24% (42)	32% (56)	176
Ideo: Liberal (1-3)	36% (134)	22% (84)	4% (16)	4% (14)	18% (67)	16% (58)	373
Ideo: Moderate (4)	22% (75)	24% (81)	4% (15)	3% (11)	28% (97)	19% (65)	345
Ideo: Conservative (5-7)	21% (87)	20% (81)	5% (21)	7% (27)	23% (95)	25% (105)	417
Educ: < College	27% (224)	20% (170)	4% (37)	4% (37)	24% (201)	20% (171)	839
Educ: Bachelors degree	22% (58)	25% (65)	5% (13)	4% (10)	23% (59)	22% (56)	261
Educ: Post-grad	27% (39)	22% (32)	4% (6)	6% (8)	18% (27)	23% (33)	145
Income: Under 50k	27% (186)	22% (150)	4% (26)	5% (33)	22% (149)	21% (141)	685
Income: 50k-100k	22% (82)	18% (66)	6% (23)	4% (16)	27% (101)	23% (84)	371
Income: 100k+	28% (53)	27% (51)	4% (7)	3% (6)	19% (36)	19% (36)	189
Ethnicity: White	25% (251)	20% (200)	4% (43)	4% (41)	24% (240)	22% (220)	996
Ethnicity: Hispanic	33% (60)	21% (39)	6% (11)	13% (23)	14% (26)	14% (25)	185

Continued on next page

Table MCEN5_20: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Ant-Man and the Wasp

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	26%	(320)	21%	(267)	5%	(56)	4%	(55)	23%	(287)	21%	(260)	1246
Ethnicity: Black	29%	(40)	29%	(41)	6%	(8)	5%	(7)	15%	(21)	16%	(22)	140
Ethnicity: Other	27%	(29)	23%	(26)	5%	(5)	6%	(7)	22%	(25)	16%	(18)	110
All Christian	25%	(135)	21%	(113)	4%	(24)	3%	(14)	24%	(130)	23%	(124)	541
All Non-Christian	42%	(30)	16%	(12)	2%	(2)	6%	(4)	20%	(14)	13%	(9)	71
Atheist	32%	(23)	14%	(10)	9%	(6)	3%	(2)	22%	(16)	20%	(14)	72
Agnostic/Nothing in particular	23%	(84)	24%	(87)	4%	(15)	7%	(24)	23%	(86)	20%	(72)	369
Something Else	25%	(48)	23%	(44)	5%	(9)	6%	(11)	21%	(40)	21%	(41)	194
Religious Non-Protestant/Catholic	38%	(31)	17%	(14)	2%	(2)	5%	(4)	24%	(20)	13%	(11)	81
Evangelical	29%	(91)	21%	(65)	5%	(16)	5%	(15)	19%	(60)	21%	(67)	314
Non-Evangelical	22%	(88)	22%	(87)	4%	(17)	2%	(9)	26%	(102)	24%	(94)	397
Community: Urban	34%	(130)	24%	(93)	2%	(9)	5%	(19)	21%	(79)	14%	(55)	384
Community: Suburban	21%	(119)	20%	(115)	6%	(34)	5%	(28)	25%	(140)	22%	(126)	562
Community: Rural	24%	(72)	20%	(59)	4%	(13)	3%	(8)	23%	(68)	26%	(79)	299
Employ: Private Sector	32%	(123)	25%	(95)	6%	(24)	5%	(19)	18%	(68)	14%	(53)	381
Employ: Government	28%	(22)	19%	(15)	1%	(1)	2%	(2)	29%	(22)	21%	(16)	76
Employ: Self-Employed	28%	(29)	21%	(22)	3%	(3)	3%	(3)	24%	(24)	20%	(21)	103
Employ: Homemaker	25%	(25)	24%	(25)	2%	(2)	5%	(5)	25%	(26)	19%	(20)	102
Employ: Retired	14%	(46)	15%	(48)	5%	(15)	5%	(15)	27%	(86)	34%	(109)	320
Employ: Unemployed	34%	(51)	18%	(27)	5%	(8)	5%	(7)	25%	(37)	13%	(19)	150
Employ: Other	31%	(21)	24%	(16)	3%	(2)	4%	(3)	20%	(13)	18%	(12)	68
Military HH: Yes	30%	(70)	17%	(40)	7%	(16)	4%	(8)	23%	(53)	20%	(47)	234
Military HH: No	25%	(251)	22%	(227)	4%	(41)	5%	(47)	23%	(234)	21%	(213)	1011
RD/WT: Right Direction	33%	(163)	23%	(114)	4%	(20)	5%	(23)	21%	(103)	16%	(78)	500
RD/WT: Wrong Track	21%	(158)	20%	(153)	5%	(37)	4%	(33)	25%	(184)	24%	(182)	745
Biden Job Approve	32%	(186)	23%	(137)	4%	(26)	4%	(26)	19%	(111)	17%	(98)	583
Biden Job Disapprove	20%	(117)	20%	(115)	5%	(30)	4%	(25)	26%	(151)	26%	(150)	589
Biden Job Strongly Approve	41%	(112)	18%	(49)	3%	(8)	4%	(10)	16%	(43)	19%	(52)	273
Biden Job Somewhat Approve	24%	(74)	28%	(88)	6%	(18)	5%	(16)	22%	(67)	15%	(46)	310
Biden Job Somewhat Disapprove	23%	(36)	24%	(38)	6%	(9)	3%	(4)	19%	(29)	25%	(40)	155
Biden Job Strongly Disapprove	19%	(82)	18%	(77)	5%	(22)	5%	(20)	28%	(122)	26%	(111)	434

Continued on next page

Table MCEN5_20: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Ant-Man and the Wasp

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (320)	21% (267)	5% (56)	4% (55)	23% (287)	21% (260)	1246
Favorable of Biden	32% (182)	23% (131)	4% (23)	4% (22)	20% (114)	17% (96)	568
Unfavorable of Biden	21% (125)	20% (122)	5% (31)	5% (29)	25% (150)	24% (144)	600
Very Favorable of Biden	40% (115)	18% (52)	3% (10)	5% (13)	16% (45)	18% (51)	286
Somewhat Favorable of Biden	24% (67)	28% (79)	5% (14)	3% (8)	24% (69)	16% (45)	282
Somewhat Unfavorable of Biden	24% (36)	30% (45)	5% (7)	4% (6)	17% (25)	20% (29)	148
Very Unfavorable of Biden	20% (89)	17% (77)	5% (24)	5% (23)	28% (125)	25% (115)	452
#1 Issue: Economy	26% (130)	23% (115)	7% (34)	4% (23)	23% (117)	18% (89)	508
#1 Issue: Security	21% (34)	18% (29)	2% (3)	2% (3)	29% (47)	28% (44)	161
#1 Issue: Health Care	36% (54)	23% (35)	1% (2)	4% (6)	20% (30)	16% (25)	151
#1 Issue: Medicare / Social Security	21% (32)	17% (27)	4% (6)	3% (4)	28% (43)	28% (43)	156
#1 Issue: Women's Issues	37% (28)	29% (22)	3% (2)	2% (2)	14% (11)	16% (12)	77
#1 Issue: Education	20% (10)	32% (16)	8% (4)	5% (2)	22% (11)	14% (7)	50
#1 Issue: Energy	25% (19)	14% (11)	4% (3)	11% (8)	14% (10)	33% (25)	76
#1 Issue: Other	20% (13)	18% (12)	5% (3)	10% (7)	27% (18)	21% (14)	67
2020 Vote: Joe Biden	32% (183)	23% (130)	4% (25)	4% (21)	20% (112)	18% (100)	570
2020 Vote: Donald Trump	19% (76)	19% (77)	6% (23)	5% (22)	26% (102)	25% (99)	400
2020 Vote: Didn't Vote	24% (54)	21% (49)	2% (5)	5% (11)	25% (58)	23% (52)	228
2018 House Vote: Democrat	29% (128)	22% (97)	4% (18)	4% (17)	20% (88)	20% (87)	434
2018 House Vote: Republican	20% (66)	18% (59)	7% (22)	5% (17)	25% (80)	25% (82)	326
2016 Vote: Hillary Clinton	30% (115)	24% (91)	4% (15)	3% (12)	21% (81)	18% (71)	385
2016 Vote: Donald Trump	21% (79)	19% (70)	6% (22)	5% (19)	25% (93)	24% (91)	374
2016 Vote: Other	16% (12)	17% (12)	6% (4)	7% (5)	29% (20)	25% (18)	71
2016 Vote: Didn't Vote	28% (115)	23% (94)	4% (15)	5% (19)	22% (92)	19% (80)	415
Voted in 2014: Yes	26% (178)	21% (143)	5% (35)	4% (28)	22% (151)	23% (157)	692
Voted in 2014: No	26% (143)	22% (124)	4% (21)	5% (27)	24% (135)	19% (103)	553
4-Region: Northeast	25% (55)	19% (43)	6% (13)	5% (12)	25% (56)	19% (42)	221
4-Region: Midwest	24% (64)	19% (49)	4% (11)	2% (6)	25% (65)	25% (65)	260
4-Region: South	26% (118)	21% (96)	4% (19)	5% (21)	22% (101)	21% (96)	452
4-Region: West	27% (83)	25% (79)	4% (13)	5% (16)	21% (64)	18% (57)	313
Marvel Comics Fans	40% (287)	28% (204)	5% (35)	3% (20)	17% (122)	7% (53)	720

Continued on next page

Table MCEN5_20: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Ant-Man and the Wasp

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (320)	21% (267)	5% (56)	4% (55)	23% (287)	21% (260)	1246
Avid Marvel Comics Fans	66% (159)	20% (49)	3% (8)	3% (6)	6% (14)	2% (4)	240
Casual Marvel Comics Fans	27% (128)	32% (155)	6% (27)	3% (14)	23% (108)	10% (48)	480
Marvel TV/Movies Fans	38% (296)	27% (209)	5% (42)	3% (24)	18% (140)	8% (65)	776
Avid Marvel TV/Movies Fans	62% (146)	22% (51)	4% (10)	3% (7)	7% (17)	2% (6)	236
Casual Marvel TV/Movies Fans	28% (150)	29% (157)	6% (32)	3% (17)	23% (123)	11% (60)	539
Fans of Anything Marvel	38% (312)	28% (232)	5% (45)	3% (26)	18% (148)	8% (68)	830
Avid Fans of Anything Marvel	59% (199)	23% (79)	5% (17)	2% (7)	8% (26)	3% (9)	338
Casual Fans of Anything Marvel	26% (158)	31% (186)	6% (36)	3% (21)	23% (138)	11% (63)	601

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

Table MCEN5_21: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Captain Marvel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	30%	(388)	29%	(367)	5%	(59)	4%	(58)	26%	(329)	7%	(86)	1287
Gender: Male	33%	(205)	32%	(196)	5%	(29)	6%	(35)	20%	(122)	5%	(33)	620
Gender: Female	27%	(183)	26%	(171)	5%	(30)	3%	(23)	31%	(207)	8%	(52)	667
Age: 18-34	38%	(144)	27%	(104)	8%	(31)	8%	(29)	13%	(51)	5%	(19)	378
Age: 35-44	34%	(66)	34%	(65)	5%	(9)	1%	(2)	21%	(39)	6%	(11)	192
Age: 45-64	29%	(134)	29%	(134)	3%	(13)	4%	(20)	28%	(131)	7%	(31)	463
Age: 65+	18%	(45)	25%	(64)	2%	(6)	3%	(7)	42%	(108)	10%	(25)	254
GenZers: 1997-2012	33%	(33)	24%	(24)	14%	(14)	4%	(4)	15%	(15)	9%	(9)	99
Millennials: 1981-1996	39%	(159)	30%	(122)	6%	(23)	6%	(26)	15%	(59)	4%	(17)	406
GenXers: 1965-1980	33%	(98)	28%	(84)	4%	(12)	5%	(14)	23%	(68)	7%	(21)	298
Baby Boomers: 1946-1964	22%	(94)	29%	(126)	2%	(10)	3%	(12)	36%	(156)	7%	(31)	429
PID: Dem (no lean)	36%	(190)	27%	(144)	5%	(24)	3%	(16)	23%	(119)	6%	(32)	526
PID: Ind (no lean)	26%	(101)	32%	(124)	6%	(22)	4%	(16)	24%	(95)	8%	(32)	389
PID: Rep (no lean)	26%	(97)	27%	(99)	3%	(13)	7%	(26)	31%	(115)	6%	(22)	372
PID/Gender: Dem Men	44%	(115)	30%	(80)	3%	(9)	1%	(3)	17%	(44)	5%	(13)	263
PID/Gender: Dem Women	28%	(74)	25%	(65)	6%	(15)	5%	(13)	29%	(76)	8%	(20)	262
PID/Gender: Ind Men	23%	(37)	39%	(62)	7%	(11)	5%	(8)	19%	(31)	8%	(13)	162
PID/Gender: Ind Women	28%	(64)	27%	(61)	5%	(11)	4%	(9)	28%	(64)	8%	(18)	228
PID/Gender: Rep Men	27%	(53)	28%	(54)	4%	(9)	12%	(24)	24%	(47)	4%	(8)	195
PID/Gender: Rep Women	25%	(45)	25%	(45)	2%	(4)	1%	(2)	38%	(68)	8%	(14)	177
Ideo: Liberal (1-3)	36%	(139)	30%	(117)	5%	(19)	4%	(14)	20%	(79)	6%	(22)	390
Ideo: Moderate (4)	27%	(99)	32%	(119)	4%	(14)	5%	(17)	27%	(100)	6%	(21)	371
Ideo: Conservative (5-7)	27%	(110)	25%	(103)	6%	(23)	5%	(22)	31%	(125)	6%	(24)	407
Educ: < College	31%	(271)	27%	(235)	4%	(37)	5%	(41)	26%	(228)	7%	(64)	875
Educ: Bachelors degree	27%	(72)	33%	(88)	6%	(15)	4%	(10)	25%	(66)	5%	(14)	264
Educ: Post-grad	31%	(45)	30%	(45)	5%	(7)	5%	(7)	24%	(35)	6%	(9)	147
Income: Under 50k	30%	(210)	26%	(184)	5%	(34)	5%	(38)	25%	(175)	8%	(58)	699
Income: 50k-100k	29%	(112)	28%	(108)	4%	(17)	4%	(14)	29%	(110)	6%	(21)	382
Income: 100k+	32%	(66)	36%	(75)	4%	(8)	3%	(6)	22%	(44)	3%	(6)	206
Ethnicity: White	29%	(293)	28%	(283)	4%	(43)	5%	(48)	28%	(282)	7%	(68)	1016
Ethnicity: Hispanic	31%	(63)	30%	(59)	6%	(13)	11%	(21)	12%	(25)	10%	(19)	200

Continued on next page

Table MCEN5_21: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Captain Marvel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	30%	(388)	29%	(367)	5%	(59)	4%	(58)	26%	(329)	7%	(86)	1287
Ethnicity: Black	43%	(69)	24%	(38)	5%	(9)	2%	(4)	19%	(31)	6%	(10)	160
Ethnicity: Other	24%	(26)	42%	(46)	7%	(7)	5%	(6)	15%	(16)	7%	(8)	110
All Christian	28%	(163)	30%	(174)	4%	(23)	3%	(15)	29%	(172)	7%	(40)	588
All Non-Christian	42%	(29)	26%	(18)	1%	(0)	5%	(4)	21%	(14)	4%	(3)	67
Atheist	34%	(24)	24%	(17)	9%	(7)	6%	(4)	22%	(15)	5%	(4)	70
Agnostic/Nothing in particular	30%	(105)	29%	(102)	5%	(18)	7%	(23)	24%	(85)	6%	(20)	354
Something Else	33%	(68)	27%	(57)	5%	(11)	5%	(11)	20%	(42)	9%	(19)	207
Religious Non-Protestant/Catholic	39%	(31)	24%	(19)	2%	(2)	5%	(4)	23%	(18)	6%	(5)	79
Evangelical	29%	(99)	31%	(107)	4%	(14)	4%	(14)	24%	(81)	8%	(28)	342
Non-Evangelical	29%	(124)	28%	(119)	4%	(18)	3%	(13)	29%	(124)	6%	(27)	425
Community: Urban	36%	(145)	28%	(114)	3%	(14)	4%	(18)	23%	(92)	5%	(19)	401
Community: Suburban	27%	(156)	28%	(164)	6%	(32)	5%	(29)	27%	(155)	8%	(45)	582
Community: Rural	29%	(88)	29%	(89)	4%	(13)	4%	(11)	27%	(82)	7%	(21)	303
Employ: Private Sector	34%	(133)	31%	(123)	5%	(20)	5%	(20)	20%	(80)	5%	(18)	393
Employ: Government	43%	(26)	30%	(18)	5%	(3)	1%	(1)	17%	(11)	4%	(2)	61
Employ: Self-Employed	31%	(33)	30%	(31)	7%	(8)	3%	(3)	25%	(26)	5%	(5)	106
Employ: Homemaker	26%	(29)	39%	(43)	6%	(6)	5%	(5)	22%	(24)	2%	(3)	110
Employ: Retired	21%	(70)	26%	(84)	2%	(7)	4%	(13)	38%	(125)	9%	(29)	327
Employ: Unemployed	38%	(59)	20%	(31)	6%	(9)	7%	(10)	21%	(33)	8%	(13)	155
Employ: Other	33%	(29)	30%	(26)	2%	(2)	2%	(2)	25%	(22)	8%	(7)	87
Military HH: Yes	29%	(63)	29%	(64)	5%	(12)	4%	(10)	26%	(56)	6%	(12)	218
Military HH: No	30%	(325)	28%	(303)	4%	(47)	4%	(48)	26%	(273)	7%	(74)	1069
RD/WT: Right Direction	32%	(175)	30%	(165)	6%	(33)	4%	(22)	22%	(119)	6%	(32)	547
RD/WT: Wrong Track	29%	(213)	27%	(202)	3%	(26)	5%	(36)	28%	(210)	7%	(53)	739
Biden Job Approve	33%	(206)	29%	(179)	5%	(29)	4%	(25)	23%	(143)	7%	(42)	624
Biden Job Disapprove	27%	(158)	28%	(166)	5%	(27)	5%	(27)	29%	(170)	7%	(39)	587
Biden Job Strongly Approve	39%	(116)	25%	(74)	3%	(10)	3%	(8)	23%	(69)	6%	(18)	295
Biden Job Somewhat Approve	28%	(90)	32%	(104)	6%	(19)	5%	(16)	23%	(74)	7%	(23)	328
Biden Job Somewhat Disapprove	29%	(46)	33%	(51)	5%	(8)	3%	(5)	20%	(31)	10%	(16)	157
Biden Job Strongly Disapprove	26%	(112)	27%	(115)	4%	(18)	5%	(22)	32%	(139)	5%	(24)	430

Continued on next page

Table MCEN5_21: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Captain Marvel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	30%	(388)	29%	(367)	5%	(59)	4%	(58)	26%	(329)	7%	(86)	1287
Favorable of Biden	34%	(213)	28%	(174)	4%	(24)	4%	(24)	24%	(147)	7%	(41)	623
Unfavorable of Biden	26%	(156)	30%	(175)	5%	(32)	5%	(28)	27%	(159)	7%	(39)	590
Very Favorable of Biden	41%	(129)	24%	(77)	3%	(8)	4%	(12)	23%	(75)	5%	(17)	318
Somewhat Favorable of Biden	27%	(84)	32%	(97)	5%	(15)	4%	(12)	24%	(73)	8%	(25)	306
Somewhat Unfavorable of Biden	26%	(37)	37%	(52)	10%	(14)	3%	(5)	17%	(24)	7%	(9)	140
Very Unfavorable of Biden	27%	(119)	27%	(123)	4%	(18)	5%	(23)	30%	(135)	7%	(30)	450
#1 Issue: Economy	30%	(153)	31%	(159)	4%	(20)	5%	(28)	24%	(120)	6%	(31)	511
#1 Issue: Security	32%	(54)	26%	(45)	5%	(8)	1%	(1)	30%	(51)	6%	(10)	169
#1 Issue: Health Care	38%	(64)	27%	(45)	2%	(4)	3%	(6)	25%	(43)	4%	(7)	168
#1 Issue: Medicare / Social Security	22%	(33)	28%	(42)	4%	(5)	3%	(5)	35%	(54)	8%	(13)	153
#1 Issue: Women's Issues	36%	(29)	20%	(17)	14%	(12)	2%	(2)	12%	(10)	15%	(12)	81
#1 Issue: Education	25%	(16)	42%	(26)	6%	(4)	3%	(2)	23%	(15)	1%	(1)	63
#1 Issue: Energy	33%	(29)	23%	(19)	4%	(4)	11%	(9)	20%	(17)	9%	(8)	86
#1 Issue: Other	18%	(10)	25%	(14)	4%	(2)	10%	(6)	34%	(19)	9%	(5)	56
2020 Vote: Joe Biden	34%	(205)	29%	(171)	4%	(23)	3%	(19)	23%	(140)	7%	(41)	600
2020 Vote: Donald Trump	26%	(103)	27%	(108)	4%	(15)	5%	(20)	33%	(130)	6%	(22)	399
2020 Vote: Didn't Vote	28%	(67)	31%	(74)	5%	(12)	7%	(16)	21%	(51)	8%	(20)	241
2018 House Vote: Democrat	35%	(156)	28%	(126)	4%	(17)	3%	(13)	25%	(114)	6%	(26)	452
2018 House Vote: Republican	27%	(91)	27%	(91)	3%	(11)	4%	(14)	33%	(113)	6%	(19)	340
2016 Vote: Hillary Clinton	36%	(147)	27%	(112)	4%	(16)	2%	(9)	26%	(106)	6%	(24)	413
2016 Vote: Donald Trump	26%	(94)	28%	(103)	3%	(12)	4%	(16)	32%	(119)	6%	(22)	366
2016 Vote: Other	26%	(20)	29%	(23)	5%	(4)	6%	(5)	29%	(23)	5%	(4)	79
2016 Vote: Didn't Vote	30%	(127)	30%	(129)	6%	(27)	7%	(28)	19%	(82)	8%	(36)	428
Voted in 2014: Yes	30%	(220)	27%	(197)	4%	(27)	3%	(24)	29%	(212)	6%	(46)	726
Voted in 2014: No	30%	(168)	30%	(170)	6%	(31)	6%	(34)	21%	(117)	7%	(40)	561
4-Region: Northeast	28%	(64)	31%	(69)	3%	(7)	3%	(7)	28%	(62)	8%	(17)	225
4-Region: Midwest	26%	(72)	30%	(81)	4%	(10)	5%	(14)	27%	(74)	7%	(20)	271
4-Region: South	34%	(160)	27%	(130)	5%	(23)	4%	(20)	24%	(114)	6%	(28)	475
4-Region: West	29%	(93)	28%	(88)	6%	(19)	5%	(16)	25%	(79)	6%	(20)	315
Marvel Comics Fans	46%	(334)	34%	(250)	5%	(36)	3%	(22)	10%	(71)	2%	(16)	729

Continued on next page

Table MCEN5_21: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Captain Marvel

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	30% (388)	29% (367)	5% (59)	4% (58)	26% (329)	7% (86)	1287
Avid Marvel Comics Fans	65% (153)	24% (56)	4% (9)	3% (8)	4% (9)	— (1)	235
Casual Marvel Comics Fans	37% (181)	39% (194)	6% (28)	3% (14)	13% (62)	3% (16)	494
Marvel TV/Movies Fans	44% (353)	34% (269)	4% (33)	3% (22)	12% (97)	3% (22)	797
Avid Marvel TV/Movies Fans	65% (153)	23% (54)	3% (6)	3% (7)	3% (8)	4% (8)	236
Casual Marvel TV/Movies Fans	36% (201)	38% (216)	5% (27)	3% (15)	16% (89)	3% (14)	562
Fans of Anything Marvel	43% (373)	35% (300)	5% (41)	3% (28)	12% (103)	2% (18)	864
Avid Fans of Anything Marvel	59% (211)	26% (95)	4% (16)	4% (14)	5% (16)	2% (7)	360
Casual Fans of Anything Marvel	34% (219)	40% (254)	5% (34)	3% (20)	15% (94)	3% (17)	637

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

Table MCEN5_22: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Avengers: Endgame

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	34%	(416)	22%	(275)	3%	(38)	3%	(37)	23%	(289)	14%	(178)	1233
Gender: Male	37%	(221)	25%	(148)	3%	(20)	3%	(15)	20%	(120)	11%	(66)	589
Gender: Female	30%	(196)	20%	(127)	3%	(17)	3%	(22)	26%	(169)	17%	(112)	643
Age: 18-34	43%	(149)	23%	(82)	4%	(15)	6%	(21)	17%	(61)	6%	(21)	349
Age: 35-44	41%	(85)	26%	(54)	3%	(7)	1%	(3)	17%	(36)	10%	(21)	206
Age: 45-64	32%	(138)	22%	(94)	2%	(9)	2%	(11)	26%	(113)	16%	(67)	433
Age: 65+	18%	(44)	19%	(46)	2%	(6)	1%	(3)	32%	(79)	28%	(68)	245
GenZers: 1997-2012	31%	(32)	24%	(25)	5%	(5)	11%	(12)	16%	(16)	12%	(13)	102
Millennials: 1981-1996	46%	(171)	23%	(87)	4%	(16)	3%	(11)	17%	(64)	6%	(23)	372
GenXers: 1965-1980	40%	(119)	24%	(73)	2%	(7)	3%	(9)	21%	(63)	10%	(29)	299
Baby Boomers: 1946-1964	23%	(93)	20%	(83)	3%	(10)	1%	(5)	31%	(129)	22%	(92)	413
PID: Dem (no lean)	35%	(171)	24%	(116)	3%	(17)	3%	(15)	21%	(100)	14%	(68)	486
PID: Ind (no lean)	32%	(121)	22%	(84)	4%	(15)	3%	(13)	26%	(98)	14%	(52)	382
PID: Rep (no lean)	34%	(124)	21%	(76)	2%	(6)	3%	(10)	25%	(90)	16%	(58)	364
PID/Gender: Dem Men	41%	(91)	27%	(58)	4%	(8)	1%	(2)	19%	(41)	8%	(18)	219
PID/Gender: Dem Women	30%	(81)	21%	(57)	3%	(8)	5%	(12)	22%	(59)	19%	(50)	268
PID/Gender: Ind Men	34%	(61)	25%	(45)	4%	(7)	4%	(7)	18%	(32)	14%	(26)	178
PID/Gender: Ind Women	29%	(60)	19%	(39)	4%	(7)	3%	(6)	32%	(66)	13%	(26)	205
PID/Gender: Rep Men	36%	(69)	23%	(45)	2%	(5)	3%	(6)	24%	(47)	11%	(22)	193
PID/Gender: Rep Women	32%	(55)	18%	(31)	1%	(2)	2%	(4)	25%	(44)	21%	(36)	171
Ideo: Liberal (1-3)	34%	(117)	23%	(80)	3%	(9)	4%	(13)	24%	(83)	13%	(47)	350
Ideo: Moderate (4)	33%	(117)	23%	(82)	4%	(13)	2%	(6)	26%	(90)	13%	(45)	353
Ideo: Conservative (5-7)	33%	(132)	20%	(79)	3%	(12)	3%	(11)	23%	(90)	18%	(72)	396
Educ: < College	36%	(300)	21%	(178)	2%	(19)	3%	(28)	24%	(200)	14%	(119)	844
Educ: Bachelors degree	29%	(71)	26%	(64)	3%	(7)	3%	(7)	24%	(60)	15%	(36)	246
Educ: Post-grad	32%	(45)	23%	(32)	8%	(11)	2%	(3)	20%	(29)	15%	(22)	142
Income: Under 50k	36%	(245)	20%	(139)	3%	(20)	3%	(20)	22%	(153)	16%	(108)	684
Income: 50k-100k	32%	(116)	22%	(81)	3%	(10)	4%	(13)	27%	(99)	12%	(46)	365
Income: 100k+	30%	(56)	30%	(55)	5%	(8)	2%	(4)	20%	(36)	13%	(24)	184
Ethnicity: White	32%	(311)	21%	(206)	3%	(32)	3%	(26)	26%	(253)	15%	(146)	973
Ethnicity: Hispanic	41%	(73)	26%	(47)	2%	(4)	8%	(15)	13%	(24)	9%	(16)	179

Continued on next page

Table MCEN5_22: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Avengers: Endgame

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	34%	(416)	22%	(275)	3%	(38)	3%	(37)	23%	(289)	14%	(178)	1233
Ethnicity: Black	40%	(59)	24%	(36)	3%	(5)	7%	(10)	15%	(22)	11%	(17)	150
Ethnicity: Other	42%	(46)	30%	(33)	1%	(1)	1%	(2)	12%	(13)	13%	(15)	110
All Christian	33%	(184)	20%	(113)	2%	(13)	1%	(5)	27%	(150)	16%	(90)	555
All Non-Christian	39%	(23)	18%	(10)	7%	(4)	—	(0)	29%	(17)	8%	(4)	58
Atheist	35%	(19)	28%	(15)	3%	(1)	5%	(3)	14%	(8)	15%	(8)	54
Agnostic/Nothing in particular	33%	(116)	22%	(80)	4%	(15)	6%	(22)	21%	(76)	13%	(47)	357
Something Else	36%	(75)	27%	(56)	2%	(4)	4%	(8)	18%	(38)	13%	(27)	209
Religious Non-Protestant/Catholic	37%	(26)	15%	(10)	6%	(4)	1%	(1)	34%	(24)	7%	(5)	70
Evangelical	34%	(109)	23%	(74)	3%	(9)	2%	(7)	22%	(73)	16%	(52)	325
Non-Evangelical	34%	(140)	23%	(93)	2%	(8)	1%	(5)	25%	(103)	15%	(61)	410
Community: Urban	37%	(125)	22%	(74)	3%	(12)	3%	(11)	23%	(79)	12%	(40)	340
Community: Suburban	31%	(175)	22%	(126)	3%	(19)	3%	(17)	24%	(132)	16%	(92)	560
Community: Rural	35%	(116)	23%	(75)	2%	(7)	3%	(9)	23%	(78)	14%	(46)	332
Employ: Private Sector	35%	(134)	25%	(96)	3%	(12)	4%	(14)	23%	(90)	10%	(38)	385
Employ: Government	43%	(28)	25%	(16)	2%	(1)	4%	(3)	13%	(9)	13%	(8)	66
Employ: Self-Employed	40%	(43)	20%	(21)	3%	(3)	4%	(4)	25%	(26)	9%	(10)	107
Employ: Homemaker	35%	(33)	23%	(22)	5%	(5)	—	(0)	27%	(26)	9%	(9)	95
Employ: Retired	23%	(70)	19%	(59)	3%	(9)	1%	(4)	29%	(91)	25%	(76)	309
Employ: Unemployed	33%	(48)	27%	(38)	3%	(4)	6%	(9)	19%	(27)	13%	(18)	144
Employ: Other	51%	(48)	15%	(14)	4%	(4)	1%	(1)	15%	(14)	14%	(13)	94
Military HH: Yes	36%	(78)	27%	(59)	3%	(6)	1%	(3)	19%	(40)	14%	(29)	216
Military HH: No	33%	(338)	21%	(216)	3%	(32)	3%	(35)	24%	(249)	15%	(148)	1017
RD/WT: Right Direction	39%	(187)	22%	(108)	3%	(12)	2%	(10)	21%	(103)	13%	(60)	480
RD/WT: Wrong Track	31%	(230)	22%	(167)	3%	(25)	4%	(27)	25%	(186)	16%	(117)	753
Biden Job Approve	38%	(214)	24%	(136)	3%	(16)	2%	(11)	21%	(119)	13%	(72)	568
Biden Job Disapprove	31%	(184)	22%	(132)	3%	(19)	3%	(18)	25%	(152)	15%	(92)	598
Biden Job Strongly Approve	41%	(108)	19%	(50)	3%	(7)	1%	(2)	23%	(62)	14%	(36)	266
Biden Job Somewhat Approve	35%	(105)	28%	(86)	3%	(9)	3%	(9)	19%	(57)	12%	(36)	302
Biden Job Somewhat Disapprove	35%	(61)	23%	(41)	5%	(8)	3%	(5)	23%	(41)	11%	(19)	176
Biden Job Strongly Disapprove	29%	(123)	21%	(91)	3%	(12)	3%	(14)	26%	(111)	17%	(73)	422

Continued on next page

Table MCEN5_22: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Avengers: Endgame

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	34%	(416)	22%	(275)	3%	(38)	3%	(37)	23%	(289)	14%	(178)	1233
Favorable of Biden	36%	(204)	24%	(134)	3%	(17)	2%	(11)	22%	(122)	13%	(71)	559
Unfavorable of Biden	34%	(201)	21%	(129)	3%	(18)	3%	(17)	24%	(142)	15%	(93)	600
Very Favorable of Biden	40%	(111)	20%	(55)	3%	(8)	1%	(4)	22%	(62)	14%	(38)	277
Somewhat Favorable of Biden	33%	(93)	28%	(79)	3%	(8)	3%	(7)	21%	(60)	12%	(33)	282
Somewhat Unfavorable of Biden	39%	(59)	23%	(35)	5%	(7)	2%	(3)	19%	(29)	12%	(18)	152
Very Unfavorable of Biden	32%	(142)	21%	(94)	2%	(11)	3%	(14)	25%	(113)	17%	(75)	447
#1 Issue: Economy	40%	(202)	23%	(117)	3%	(16)	2%	(11)	19%	(96)	12%	(61)	502
#1 Issue: Security	26%	(40)	20%	(31)	2%	(3)	1%	(2)	27%	(42)	24%	(38)	157
#1 Issue: Health Care	36%	(48)	22%	(29)	2%	(3)	2%	(3)	26%	(34)	11%	(15)	132
#1 Issue: Medicare / Social Security	21%	(36)	19%	(33)	2%	(3)	4%	(7)	35%	(61)	21%	(36)	176
#1 Issue: Women's Issues	33%	(23)	30%	(21)	10%	(7)	5%	(4)	14%	(10)	8%	(6)	68
#1 Issue: Education	42%	(24)	21%	(12)	1%	(1)	12%	(7)	18%	(10)	6%	(4)	58
#1 Issue: Energy	35%	(26)	23%	(17)	4%	(3)	3%	(2)	25%	(18)	11%	(8)	74
#1 Issue: Other	26%	(17)	24%	(16)	4%	(2)	4%	(3)	26%	(17)	16%	(10)	65
2020 Vote: Joe Biden	36%	(190)	25%	(131)	4%	(20)	1%	(7)	21%	(114)	13%	(71)	533
2020 Vote: Donald Trump	32%	(126)	21%	(82)	2%	(9)	3%	(12)	25%	(100)	17%	(69)	398
2020 Vote: Didn't Vote	33%	(85)	21%	(55)	3%	(8)	5%	(14)	26%	(67)	12%	(32)	261
2018 House Vote: Democrat	35%	(151)	24%	(101)	4%	(17)	2%	(7)	22%	(93)	14%	(60)	430
2018 House Vote: Republican	32%	(102)	20%	(63)	2%	(7)	3%	(10)	25%	(79)	18%	(57)	319
2016 Vote: Hillary Clinton	35%	(137)	24%	(93)	4%	(15)	1%	(3)	24%	(95)	13%	(52)	394
2016 Vote: Donald Trump	31%	(113)	21%	(75)	1%	(5)	3%	(9)	26%	(93)	18%	(64)	359
2016 Vote: Other	21%	(14)	25%	(16)	4%	(3)	11%	(7)	23%	(15)	17%	(11)	66
2016 Vote: Didn't Vote	37%	(153)	22%	(91)	4%	(14)	4%	(18)	21%	(86)	12%	(51)	413
Voted in 2014: Yes	33%	(223)	21%	(144)	3%	(21)	2%	(15)	25%	(170)	16%	(106)	679
Voted in 2014: No	35%	(193)	24%	(131)	3%	(17)	4%	(22)	22%	(119)	13%	(72)	554
4-Region: Northeast	34%	(76)	19%	(42)	7%	(15)	3%	(6)	22%	(51)	16%	(36)	226
4-Region: Midwest	30%	(77)	24%	(63)	2%	(5)	3%	(7)	25%	(66)	16%	(41)	258
4-Region: South	38%	(178)	19%	(91)	2%	(11)	3%	(13)	20%	(96)	17%	(82)	473
4-Region: West	31%	(84)	29%	(79)	2%	(7)	4%	(11)	28%	(76)	7%	(19)	275
Marvel Comics Fans	51%	(361)	28%	(203)	3%	(24)	2%	(16)	11%	(81)	4%	(28)	713

Continued on next page

Table MCEN5_22: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Avengers: Endgame

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	34% (416)	22% (275)	3% (38)	3% (37)	23% (289)	14% (178)	1233
Avid Marvel Comics Fans	74% (169)	21% (47)	2% (6)	1% (3)	1% (2)	1% (2)	229
Casual Marvel Comics Fans	40% (192)	32% (155)	4% (18)	3% (13)	16% (79)	5% (26)	484
Marvel TV/Movies Fans	49% (384)	27% (213)	3% (27)	2% (16)	14% (113)	5% (37)	791
Avid Marvel TV/Movies Fans	73% (162)	17% (37)	2% (5)	2% (4)	5% (11)	1% (3)	222
Casual Marvel TV/Movies Fans	39% (222)	31% (176)	4% (22)	2% (12)	18% (102)	6% (34)	569
Fans of Anything Marvel	48% (406)	28% (234)	3% (28)	2% (16)	14% (114)	5% (43)	842
Avid Fans of Anything Marvel	72% (240)	19% (63)	3% (10)	2% (7)	2% (7)	2% (6)	332
Casual Fans of Anything Marvel	38% (237)	32% (204)	4% (26)	2% (13)	18% (111)	6% (40)	630

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

Table MCEN5_23: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Spider-Man: Far From Home

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	31% (397)	26% (329)	2% (31)	3% (42)	23% (295)	15% (191)	1285
Gender: Male	34% (210)	26% (159)	3% (16)	4% (24)	21% (132)	12% (73)	613
Gender: Female	28% (187)	25% (170)	2% (15)	3% (19)	24% (164)	17% (117)	672
Age: 18-34	46% (171)	26% (98)	1% (6)	4% (13)	18% (69)	5% (20)	376
Age: 35-44	41% (84)	27% (56)	4% (8)	4% (8)	14% (29)	11% (22)	207
Age: 45-64	25% (109)	28% (125)	3% (13)	3% (13)	24% (104)	17% (76)	440
Age: 65+	12% (32)	19% (51)	2% (5)	3% (8)	36% (94)	28% (72)	261
GenZers: 1997-2012	51% (48)	15% (14)	2% (2)	4% (4)	19% (18)	8% (7)	93
Millennials: 1981-1996	44% (185)	27% (114)	2% (9)	4% (16)	17% (72)	7% (28)	424
GenXers: 1965-1980	30% (88)	36% (105)	4% (12)	2% (7)	15% (44)	13% (37)	292
Baby Boomers: 1946-1964	18% (75)	21% (89)	2% (8)	3% (14)	32% (133)	24% (103)	422
PID: Dem (no lean)	39% (205)	24% (126)	3% (14)	3% (13)	18% (95)	13% (67)	520
PID: Ind (no lean)	26% (101)	28% (107)	2% (8)	3% (12)	26% (101)	15% (57)	386
PID: Rep (no lean)	24% (91)	25% (96)	2% (9)	4% (17)	26% (100)	17% (66)	378
PID/Gender: Dem Men	47% (121)	26% (67)	3% (8)	1% (2)	14% (35)	9% (22)	255
PID/Gender: Dem Women	32% (85)	22% (58)	2% (6)	4% (11)	23% (60)	17% (45)	265
PID/Gender: Ind Men	26% (43)	29% (47)	1% (2)	4% (7)	26% (42)	14% (24)	164
PID/Gender: Ind Women	26% (58)	27% (60)	3% (6)	2% (5)	26% (59)	15% (34)	222
PID/Gender: Rep Men	24% (46)	23% (44)	3% (7)	8% (15)	28% (54)	14% (28)	194
PID/Gender: Rep Women	24% (44)	28% (51)	2% (3)	1% (2)	25% (45)	21% (38)	184
Ideo: Liberal (1-3)	37% (144)	23% (88)	2% (10)	2% (7)	23% (88)	13% (51)	386
Ideo: Moderate (4)	30% (109)	29% (105)	2% (6)	2% (9)	23% (85)	14% (52)	365
Ideo: Conservative (5-7)	24% (96)	24% (97)	4% (15)	5% (19)	24% (96)	19% (74)	397
Educ: < College	31% (272)	25% (220)	2% (18)	4% (33)	24% (210)	15% (130)	883
Educ: Bachelors degree	27% (72)	29% (75)	4% (11)	3% (7)	22% (57)	15% (39)	262
Educ: Post-grad	38% (53)	24% (33)	1% (2)	2% (2)	20% (28)	15% (22)	140
Income: Under 50k	30% (215)	25% (179)	2% (16)	4% (25)	23% (167)	16% (111)	712
Income: 50k-100k	31% (117)	24% (90)	3% (12)	3% (12)	24% (91)	15% (58)	379
Income: 100k+	34% (65)	31% (60)	2% (4)	3% (5)	20% (38)	11% (22)	193
Ethnicity: White	28% (277)	25% (252)	3% (26)	3% (30)	25% (249)	17% (169)	1003
Ethnicity: Hispanic	38% (74)	30% (60)	— (0)	6% (11)	19% (38)	7% (14)	197

Continued on next page

Table MCEN5_23: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Spider-Man: Far From Home

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	31%	(397)	26%	(329)	2%	(31)	3%	(42)	23%	(295)	15%	(191)	1285
Ethnicity: Black	47%	(77)	23%	(37)	2%	(3)	5%	(8)	17%	(28)	6%	(10)	162
Ethnicity: Other	36%	(43)	33%	(39)	2%	(2)	4%	(4)	16%	(19)	9%	(11)	120
All Christian	29%	(176)	24%	(147)	3%	(16)	3%	(17)	24%	(145)	17%	(101)	602
All Non-Christian	37%	(25)	28%	(19)	—	(0)	2%	(1)	23%	(15)	11%	(7)	68
Agnostic/Nothing in particular	32%	(119)	27%	(104)	3%	(10)	4%	(16)	20%	(77)	14%	(52)	378
Something Else	34%	(66)	27%	(52)	2%	(3)	3%	(5)	23%	(46)	12%	(22)	194
Religious Non-Protestant/Catholic	36%	(29)	25%	(20)	—	(0)	1%	(1)	26%	(21)	11%	(9)	81
Evangelical	35%	(121)	24%	(82)	3%	(10)	4%	(13)	19%	(66)	15%	(51)	342
Non-Evangelical	26%	(111)	26%	(111)	2%	(8)	2%	(9)	27%	(115)	16%	(69)	424
Community: Urban	39%	(152)	25%	(95)	3%	(10)	4%	(15)	20%	(76)	10%	(40)	388
Community: Suburban	29%	(173)	25%	(145)	2%	(11)	4%	(21)	25%	(144)	16%	(91)	586
Community: Rural	23%	(72)	28%	(88)	3%	(10)	2%	(7)	24%	(75)	19%	(59)	311
Employ: Private Sector	39%	(149)	28%	(109)	2%	(9)	2%	(10)	16%	(64)	12%	(46)	386
Employ: Government	39%	(26)	24%	(16)	2%	(1)	—	(0)	30%	(20)	4%	(3)	67
Employ: Self-Employed	31%	(33)	25%	(27)	2%	(2)	6%	(7)	26%	(28)	10%	(11)	106
Employ: Homemaker	27%	(32)	26%	(30)	3%	(4)	2%	(3)	26%	(31)	16%	(19)	118
Employ: Retired	17%	(55)	20%	(66)	2%	(7)	4%	(14)	33%	(107)	24%	(76)	324
Employ: Unemployed	36%	(56)	29%	(46)	1%	(2)	5%	(7)	13%	(21)	15%	(23)	155
Employ: Other	39%	(38)	27%	(26)	3%	(3)	1%	(1)	18%	(18)	11%	(11)	97
Military HH: Yes	29%	(65)	24%	(52)	3%	(7)	2%	(5)	25%	(54)	17%	(37)	219
Military HH: No	31%	(332)	26%	(276)	2%	(24)	4%	(37)	23%	(241)	14%	(154)	1066
RD/WT: Right Direction	35%	(182)	24%	(126)	2%	(10)	3%	(17)	24%	(125)	11%	(59)	519
RD/WT: Wrong Track	28%	(215)	26%	(202)	3%	(21)	3%	(25)	22%	(170)	17%	(132)	766
Biden Job Approve	34%	(215)	26%	(161)	3%	(17)	4%	(23)	21%	(130)	12%	(76)	622
Biden Job Disapprove	27%	(159)	26%	(150)	2%	(12)	3%	(17)	24%	(142)	18%	(105)	585
Biden Job Strongly Approve	44%	(130)	17%	(49)	3%	(7)	1%	(3)	23%	(69)	12%	(37)	295
Biden Job Somewhat Approve	26%	(85)	34%	(112)	3%	(9)	6%	(20)	19%	(62)	12%	(40)	328
Biden Job Somewhat Disapprove	39%	(64)	22%	(35)	—	(0)	3%	(6)	22%	(36)	13%	(22)	163
Biden Job Strongly Disapprove	22%	(95)	27%	(115)	3%	(12)	3%	(12)	25%	(106)	20%	(84)	423

Continued on next page

Table MCEN5_23: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Spider-Man: Far From Home

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	31% (397)	26% (329)	2% (31)	3% (42)	23% (295)	15% (191)	1285
Favorable of Biden	36% (228)	25% (160)	3% (16)	3% (22)	22% (138)	12% (75)	639
Unfavorable of Biden	27% (156)	27% (155)	3% (15)	3% (19)	22% (129)	18% (104)	578
Very Favorable of Biden	43% (135)	17% (52)	2% (6)	4% (11)	23% (72)	12% (36)	311
Somewhat Favorable of Biden	29% (94)	33% (108)	3% (10)	3% (11)	20% (66)	12% (39)	327
Somewhat Unfavorable of Biden	36% (48)	25% (34)	1% (1)	5% (6)	17% (23)	16% (22)	134
Very Unfavorable of Biden	24% (108)	27% (121)	3% (14)	3% (12)	24% (106)	19% (82)	443
#1 Issue: Economy	33% (172)	29% (148)	2% (13)	3% (14)	21% (107)	12% (64)	519
#1 Issue: Security	24% (42)	26% (47)	3% (5)	4% (6)	23% (41)	20% (36)	178
#1 Issue: Health Care	35% (54)	28% (44)	1% (2)	1% (1)	25% (38)	10% (16)	155
#1 Issue: Medicare / Social Security	25% (40)	17% (28)	4% (7)	3% (4)	31% (51)	20% (32)	161
#1 Issue: Women's Issues	40% (28)	26% (18)	2% (2)	8% (5)	14% (10)	9% (6)	69
#1 Issue: Education	41% (23)	24% (13)	5% (3)	2% (1)	21% (12)	7% (4)	56
#1 Issue: Energy	38% (32)	21% (17)	— (0)	7% (5)	22% (19)	12% (10)	84
#1 Issue: Other	10% (6)	22% (14)	— (0)	6% (4)	29% (18)	34% (21)	63
2020 Vote: Joe Biden	36% (210)	25% (143)	2% (14)	3% (20)	21% (121)	12% (72)	580
2020 Vote: Donald Trump	21% (87)	29% (118)	3% (12)	3% (11)	25% (99)	19% (77)	404
2020 Vote: Didn't Vote	34% (94)	22% (61)	2% (5)	4% (10)	24% (66)	14% (38)	273
2018 House Vote: Democrat	36% (161)	24% (109)	2% (10)	2% (10)	23% (104)	13% (58)	451
2018 House Vote: Republican	23% (75)	24% (76)	4% (12)	2% (8)	27% (87)	20% (64)	322
2016 Vote: Hillary Clinton	37% (158)	25% (105)	2% (8)	1% (6)	23% (97)	13% (54)	427
2016 Vote: Donald Trump	24% (88)	24% (86)	3% (10)	3% (10)	27% (96)	19% (69)	360
2016 Vote: Other	18% (12)	26% (17)	8% (5)	2% (1)	34% (22)	13% (8)	66
2016 Vote: Didn't Vote	32% (140)	28% (121)	2% (7)	6% (25)	19% (80)	14% (59)	432
Voted in 2014: Yes	29% (205)	23% (162)	3% (21)	2% (14)	26% (180)	17% (118)	700
Voted in 2014: No	33% (192)	28% (167)	2% (10)	5% (28)	20% (115)	12% (72)	585
4-Region: Northeast	31% (67)	25% (55)	4% (8)	2% (5)	20% (43)	17% (37)	215
4-Region: Midwest	27% (75)	29% (81)	3% (8)	3% (9)	24% (67)	15% (42)	282
4-Region: South	34% (170)	22% (111)	2% (11)	4% (20)	23% (115)	15% (75)	501
4-Region: West	30% (85)	28% (81)	1% (4)	3% (8)	25% (70)	13% (38)	287
Marvel Comics Fans	44% (329)	31% (231)	3% (25)	3% (19)	14% (105)	5% (38)	746

Continued on next page

Table MCEN5_23: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Spider-Man: Far From Home

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	31% (397)	26% (329)	2% (31)	3% (42)	23% (295)	15% (191)	1285
Avid Marvel Comics Fans	73% (199)	19% (51)	2% (5)	2% (4)	3% (8)	2% (5)	272
Casual Marvel Comics Fans	27% (130)	38% (180)	4% (20)	3% (14)	20% (96)	7% (33)	474
Marvel TV/Movies Fans	42% (343)	31% (253)	3% (25)	3% (21)	15% (125)	6% (53)	820
Avid Marvel TV/Movies Fans	68% (160)	20% (47)	2% (4)	2% (4)	7% (16)	2% (5)	237
Casual Marvel TV/Movies Fans	31% (183)	35% (206)	4% (21)	3% (17)	19% (108)	8% (48)	583
Fans of Anything Marvel	41% (366)	30% (271)	3% (27)	2% (22)	17% (154)	6% (56)	896
Avid Fans of Anything Marvel	66% (254)	22% (84)	2% (9)	3% (10)	5% (21)	2% (8)	386
Casual Fans of Anything Marvel	28% (178)	36% (228)	4% (23)	2% (14)	22% (143)	8% (51)	637

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

Table MCEN5_24: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Black Widow

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	28% (359)	23% (297)	3% (43)	3% (37)	27% (350)	16% (202)	1288
Gender: Male	31% (200)	25% (156)	3% (20)	4% (26)	23% (147)	14% (87)	637
Gender: Female	24% (159)	22% (140)	4% (23)	2% (11)	31% (203)	18% (115)	651
Age: 18-34	35% (131)	27% (101)	5% (20)	5% (18)	20% (73)	7% (28)	371
Age: 35-44	32% (70)	29% (63)	3% (7)	3% (6)	22% (48)	11% (25)	219
Age: 45-64	27% (124)	22% (100)	2% (10)	2% (11)	30% (135)	16% (74)	453
Age: 65+	14% (34)	14% (33)	2% (6)	1% (3)	38% (94)	31% (75)	245
GenZers: 1997-2012	31% (32)	27% (27)	6% (6)	5% (5)	19% (19)	12% (12)	102
Millennials: 1981-1996	34% (140)	29% (122)	5% (20)	4% (18)	22% (92)	6% (24)	416
GenXers: 1965-1980	35% (105)	24% (73)	2% (6)	1% (3)	22% (67)	15% (45)	298
Baby Boomers: 1946-1964	19% (78)	17% (70)	2% (9)	3% (11)	37% (155)	23% (98)	422
PID: Dem (no lean)	34% (172)	23% (114)	4% (20)	3% (14)	22% (112)	13% (67)	501
PID: Ind (no lean)	20% (85)	24% (99)	3% (13)	1% (6)	36% (148)	15% (64)	415
PID: Rep (no lean)	27% (102)	23% (84)	3% (9)	4% (17)	24% (90)	19% (71)	373
PID/Gender: Dem Men	45% (110)	22% (54)	4% (10)	3% (6)	16% (39)	11% (26)	247
PID/Gender: Dem Women	24% (62)	24% (60)	4% (10)	3% (8)	29% (73)	16% (41)	254
PID/Gender: Ind Men	18% (35)	26% (52)	3% (6)	2% (5)	33% (66)	17% (34)	198
PID/Gender: Ind Women	23% (50)	21% (46)	3% (7)	1% (1)	38% (82)	14% (30)	217
PID/Gender: Rep Men	28% (55)	26% (50)	2% (4)	8% (15)	22% (42)	14% (27)	192
PID/Gender: Rep Women	26% (47)	19% (34)	3% (6)	1% (1)	27% (48)	24% (44)	180
Ideo: Liberal (1-3)	32% (124)	25% (99)	4% (16)	2% (9)	25% (96)	12% (48)	393
Ideo: Moderate (4)	29% (103)	24% (84)	3% (12)	2% (6)	27% (94)	16% (56)	355
Ideo: Conservative (5-7)	25% (102)	23% (93)	4% (14)	4% (17)	26% (104)	19% (76)	406
Educ: < College	29% (257)	21% (186)	3% (27)	3% (28)	27% (240)	17% (147)	886
Educ: Bachelors degree	24% (64)	30% (81)	5% (13)	3% (7)	26% (69)	12% (32)	266
Educ: Post-grad	28% (38)	22% (29)	2% (3)	2% (2)	30% (40)	17% (23)	136
Income: Under 50k	27% (181)	23% (157)	4% (26)	3% (18)	28% (186)	16% (108)	677
Income: 50k-100k	29% (117)	20% (80)	3% (14)	3% (13)	28% (114)	17% (71)	408
Income: 100k+	30% (61)	29% (60)	2% (4)	3% (6)	25% (50)	11% (22)	203
Ethnicity: White	27% (273)	21% (218)	3% (33)	3% (30)	28% (287)	17% (174)	1015
Ethnicity: Hispanic	32% (71)	23% (51)	3% (7)	4% (9)	25% (54)	12% (27)	220

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Table MCEN5_24: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Black Widow

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	28% (359)	23% (297)	3% (43)	3% (37)	27% (350)	16% (202)	1288
Ethnicity: Black	35% (54)	23% (36)	5% (8)	1% (1)	25% (39)	10% (16)	154
Ethnicity: Other	27% (32)	36% (44)	2% (2)	5% (6)	20% (24)	10% (12)	119
All Christian	29% (170)	23% (138)	3% (19)	3% (16)	26% (152)	17% (100)	594
All Non-Christian	29% (23)	26% (21)	1% (1)	1% (1)	27% (21)	16% (13)	80
Atheist	27% (17)	30% (18)	6% (4)	2% (2)	25% (15)	9% (5)	60
Agnostic/Nothing in particular	28% (103)	19% (72)	3% (10)	3% (10)	33% (123)	14% (53)	370
Something Else	25% (46)	26% (48)	5% (10)	5% (10)	21% (39)	17% (32)	184
Religious Non-Protestant/Catholic	28% (25)	26% (23)	3% (2)	1% (1)	26% (23)	16% (15)	89
Evangelical	28% (95)	25% (87)	3% (12)	5% (16)	25% (86)	13% (46)	342
Non-Evangelical	27% (108)	23% (95)	4% (16)	2% (8)	24% (99)	19% (79)	405
Community: Urban	36% (145)	22% (89)	3% (11)	4% (15)	23% (93)	12% (50)	402
Community: Suburban	24% (133)	22% (126)	4% (25)	3% (16)	30% (166)	17% (96)	564
Community: Rural	25% (80)	25% (81)	2% (7)	2% (6)	28% (91)	18% (56)	322
Employ: Private Sector	31% (127)	28% (113)	3% (12)	3% (13)	21% (87)	13% (54)	407
Employ: Government	45% (30)	25% (17)	2% (1)	3% (2)	15% (10)	11% (8)	67
Employ: Self-Employed	32% (36)	21% (24)	6% (7)	1% (1)	25% (28)	14% (16)	112
Employ: Homemaker	28% (27)	31% (30)	2% (2)	— (0)	26% (25)	13% (13)	97
Employ: Retired	17% (55)	16% (51)	2% (8)	3% (8)	39% (125)	23% (74)	322
Employ: Unemployed	34% (54)	20% (32)	3% (4)	5% (9)	28% (44)	10% (16)	158
Employ: Other	29% (25)	17% (14)	7% (6)	3% (3)	26% (22)	18% (16)	85
Military HH: Yes	27% (56)	18% (37)	3% (6)	2% (4)	29% (61)	21% (43)	206
Military HH: No	28% (303)	24% (260)	3% (37)	3% (33)	27% (289)	15% (159)	1082
RD/WT: Right Direction	34% (183)	23% (126)	2% (12)	3% (18)	25% (134)	12% (67)	539
RD/WT: Wrong Track	24% (176)	23% (170)	4% (31)	3% (19)	29% (216)	18% (135)	749
Biden Job Approve	31% (197)	24% (152)	3% (21)	3% (19)	26% (163)	13% (84)	636
Biden Job Disapprove	25% (146)	23% (133)	3% (19)	3% (18)	27% (159)	19% (110)	586
Biden Job Strongly Approve	41% (123)	20% (61)	1% (3)	2% (6)	23% (71)	12% (37)	301
Biden Job Somewhat Approve	22% (75)	27% (90)	5% (18)	4% (13)	28% (92)	14% (47)	335
Biden Job Somewhat Disapprove	27% (40)	21% (31)	4% (6)	4% (5)	28% (41)	17% (25)	149
Biden Job Strongly Disapprove	24% (107)	23% (102)	3% (13)	3% (13)	27% (118)	19% (85)	437

Continued on next page

Table MCEN5_24: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Black Widow

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	28% (359)	23% (297)	3% (43)	3% (37)	27% (350)	16% (202)	1288
Favorable of Biden	31% (193)	23% (147)	4% (24)	2% (15)	26% (165)	14% (85)	629
Unfavorable of Biden	26% (150)	24% (139)	3% (17)	3% (20)	26% (152)	18% (106)	585
Very Favorable of Biden	42% (130)	17% (53)	4% (11)	4% (11)	23% (69)	10% (32)	307
Somewhat Favorable of Biden	19% (62)	29% (93)	4% (13)	1% (4)	30% (95)	16% (53)	321
Somewhat Unfavorable of Biden	31% (38)	25% (30)	3% (4)	5% (7)	22% (27)	13% (16)	122
Very Unfavorable of Biden	24% (111)	24% (109)	3% (13)	3% (14)	27% (125)	20% (91)	463
#1 Issue: Economy	30% (160)	23% (123)	4% (19)	2% (13)	24% (126)	16% (86)	527
#1 Issue: Security	25% (40)	25% (40)	3% (4)	— (1)	27% (43)	20% (33)	160
#1 Issue: Health Care	38% (55)	21% (31)	3% (5)	3% (5)	27% (39)	8% (11)	145
#1 Issue: Medicare / Social Security	18% (29)	14% (22)	3% (5)	3% (5)	41% (66)	21% (34)	160
#1 Issue: Women's Issues	29% (24)	30% (25)	2% (2)	6% (5)	18% (15)	15% (12)	83
#1 Issue: Education	31% (21)	43% (29)	5% (4)	— (0)	18% (12)	3% (2)	67
#1 Issue: Energy	24% (19)	13% (11)	6% (4)	8% (7)	37% (30)	11% (9)	80
#1 Issue: Other	16% (10)	26% (17)	— (0)	4% (3)	30% (20)	23% (15)	66
2020 Vote: Joe Biden	31% (188)	24% (143)	4% (23)	3% (17)	25% (151)	13% (81)	603
2020 Vote: Donald Trump	24% (98)	25% (103)	2% (9)	2% (10)	27% (108)	19% (79)	408
2020 Vote: Didn't Vote	27% (66)	17% (42)	5% (11)	4% (9)	34% (82)	14% (33)	243
2018 House Vote: Democrat	31% (144)	22% (104)	4% (19)	3% (13)	26% (121)	14% (64)	465
2018 House Vote: Republican	25% (87)	23% (79)	2% (7)	2% (7)	27% (93)	20% (70)	342
2016 Vote: Hillary Clinton	31% (132)	22% (95)	4% (16)	2% (10)	28% (120)	13% (56)	429
2016 Vote: Donald Trump	25% (91)	24% (86)	3% (9)	2% (8)	25% (90)	21% (76)	360
2016 Vote: Other	21% (15)	22% (17)	6% (5)	3% (2)	29% (21)	19% (14)	74
2016 Vote: Didn't Vote	28% (120)	23% (100)	3% (13)	4% (17)	28% (119)	13% (57)	425
Voted in 2014: Yes	29% (211)	21% (153)	3% (24)	2% (16)	27% (194)	18% (128)	726
Voted in 2014: No	26% (148)	26% (144)	3% (19)	4% (21)	28% (156)	13% (74)	562
4-Region: Northeast	27% (57)	22% (46)	4% (9)	2% (5)	30% (65)	15% (32)	215
4-Region: Midwest	28% (75)	22% (59)	4% (10)	3% (9)	27% (72)	17% (47)	272
4-Region: South	31% (148)	21% (101)	4% (18)	3% (12)	27% (128)	14% (68)	476
4-Region: West	24% (78)	28% (90)	2% (6)	3% (10)	26% (85)	17% (55)	324
Marvel Comics Fans	40% (314)	28% (222)	4% (32)	2% (18)	19% (152)	6% (51)	788

Continued on next page

Table MCEN5_24: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Black Widow

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	28% (359)	23% (297)	3% (43)	3% (37)	27% (350)	16% (202)	1288
Avid Marvel Comics Fans	62% (170)	20% (55)	4% (10)	3% (8)	9% (25)	2% (4)	272
Casual Marvel Comics Fans	28% (144)	32% (167)	4% (22)	2% (10)	25% (127)	9% (47)	516
Marvel TV/Movies Fans	38% (321)	28% (233)	3% (29)	2% (17)	21% (181)	7% (63)	844
Avid Marvel TV/Movies Fans	55% (136)	21% (52)	2% (6)	3% (8)	14% (35)	4% (10)	247
Casual Marvel TV/Movies Fans	31% (185)	30% (181)	4% (23)	2% (9)	24% (145)	9% (53)	597
Fans of Anything Marvel	37% (343)	28% (257)	4% (34)	2% (21)	21% (191)	8% (71)	917
Avid Fans of Anything Marvel	56% (226)	25% (99)	4% (15)	3% (10)	10% (40)	3% (13)	402
Casual Fans of Anything Marvel	27% (182)	31% (209)	4% (28)	2% (14)	25% (166)	10% (67)	666

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

Table MCEN5_25: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Shang-Chi and the Legend of the Ten Rings

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (256)	14% (190)	4% (55)	3% (44)	26% (340)	34% (448)	1334
Gender: Male	24% (158)	16% (107)	4% (29)	3% (22)	25% (163)	27% (179)	659
Gender: Female	14% (98)	12% (83)	4% (26)	3% (23)	26% (178)	40% (269)	676
Age: 18-34	28% (116)	17% (68)	7% (28)	4% (18)	22% (91)	22% (89)	408
Age: 35-44	24% (53)	23% (51)	4% (8)	4% (9)	21% (45)	23% (50)	217
Age: 45-64	16% (72)	12% (54)	3% (12)	2% (11)	29% (130)	37% (164)	444
Age: 65+	6% (16)	7% (17)	3% (7)	3% (7)	28% (74)	55% (145)	266
GenZers: 1997-2012	31% (28)	13% (12)	4% (3)	1% (1)	25% (23)	26% (24)	91
Millennials: 1981-1996	29% (131)	19% (89)	7% (31)	5% (23)	21% (94)	20% (90)	458
GenXers: 1965-1980	19% (59)	16% (48)	3% (9)	3% (9)	29% (89)	30% (93)	307
Baby Boomers: 1946-1964	9% (37)	10% (41)	3% (12)	2% (9)	29% (124)	48% (208)	431
PID: Dem (no lean)	28% (147)	15% (80)	6% (30)	3% (14)	21% (112)	28% (150)	533
PID: Ind (no lean)	13% (55)	16% (65)	3% (11)	2% (10)	28% (117)	38% (158)	417
PID: Rep (no lean)	14% (53)	12% (45)	4% (14)	5% (20)	29% (111)	36% (140)	384
PID/Gender: Dem Men	36% (96)	18% (47)	6% (16)	2% (5)	20% (53)	19% (49)	266
PID/Gender: Dem Women	19% (51)	12% (33)	5% (14)	3% (9)	22% (59)	38% (101)	267
PID/Gender: Ind Men	15% (29)	19% (37)	3% (7)	1% (2)	26% (49)	36% (69)	193
PID/Gender: Ind Women	12% (26)	13% (28)	2% (4)	4% (8)	30% (68)	40% (90)	224
PID/Gender: Rep Men	16% (32)	11% (23)	3% (7)	8% (15)	30% (61)	31% (61)	199
PID/Gender: Rep Women	11% (21)	12% (22)	4% (8)	3% (5)	27% (51)	43% (79)	185
Ideo: Liberal (1-3)	29% (120)	17% (71)	3% (14)	2% (7)	24% (98)	25% (103)	413
Ideo: Moderate (4)	16% (60)	15% (59)	4% (15)	4% (15)	27% (104)	33% (127)	381
Ideo: Conservative (5-7)	15% (57)	12% (48)	5% (20)	5% (18)	25% (98)	38% (147)	387
Educ: < College	18% (162)	12% (113)	4% (33)	4% (36)	27% (243)	36% (325)	912
Educ: Bachelors degree	21% (57)	21% (56)	4% (10)	2% (6)	24% (64)	28% (77)	270
Educ: Post-grad	24% (36)	14% (21)	8% (12)	2% (3)	22% (34)	30% (46)	152
Income: Under 50k	19% (144)	12% (93)	4% (28)	4% (30)	24% (182)	36% (268)	745
Income: 50k-100k	15% (59)	15% (61)	5% (19)	3% (11)	29% (114)	33% (130)	394
Income: 100k+	27% (54)	19% (37)	4% (8)	2% (3)	22% (44)	26% (50)	195
Ethnicity: White	18% (192)	14% (143)	4% (42)	3% (28)	26% (270)	35% (371)	1045
Ethnicity: Hispanic	23% (49)	18% (38)	6% (12)	4% (8)	25% (53)	24% (52)	211

Continued on next page

Table MCEN5_25: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe? Shang-Chi and the Legend of the Ten Rings*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	19%	(256)	14%	(190)	4%	(55)	3%	(44)	26%	(340)	34%	(448)	1334
Ethnicity: Black	26%	(45)	13%	(22)	6%	(10)	8%	(13)	20%	(34)	27%	(46)	171
Ethnicity: Other	16%	(19)	21%	(25)	3%	(3)	3%	(3)	31%	(36)	27%	(32)	118
All Christian	17%	(98)	16%	(95)	4%	(21)	3%	(17)	26%	(148)	35%	(201)	580
All Non-Christian	42%	(34)	10%	(8)	9%	(7)	1%	(1)	20%	(16)	19%	(15)	81
Atheist	25%	(16)	21%	(13)	—	(0)	4%	(3)	26%	(16)	23%	(14)	63
Agnostic/Nothing in particular	16%	(62)	12%	(47)	4%	(17)	4%	(15)	28%	(111)	37%	(147)	399
Something Else	21%	(45)	13%	(26)	5%	(10)	4%	(9)	23%	(49)	33%	(70)	211
Religious Non-Protestant/Catholic	34%	(34)	11%	(11)	8%	(8)	6%	(6)	20%	(19)	20%	(20)	99
Evangelical	23%	(83)	15%	(54)	4%	(15)	4%	(13)	23%	(81)	31%	(111)	357
Non-Evangelical	14%	(55)	15%	(62)	4%	(15)	2%	(8)	27%	(108)	38%	(154)	401
Community: Urban	27%	(111)	17%	(72)	4%	(17)	4%	(16)	23%	(97)	25%	(102)	415
Community: Suburban	17%	(97)	13%	(79)	4%	(26)	3%	(16)	27%	(159)	36%	(210)	587
Community: Rural	14%	(48)	12%	(39)	4%	(12)	4%	(13)	25%	(84)	41%	(136)	332
Employ: Private Sector	26%	(107)	19%	(78)	6%	(24)	2%	(7)	21%	(89)	27%	(114)	419
Employ: Government	25%	(17)	13%	(9)	4%	(3)	8%	(5)	30%	(21)	22%	(15)	70
Employ: Self-Employed	29%	(30)	18%	(19)	5%	(5)	3%	(4)	29%	(30)	16%	(16)	104
Employ: Homemaker	12%	(13)	8%	(9)	3%	(4)	3%	(3)	31%	(34)	42%	(46)	108
Employ: Retired	9%	(28)	8%	(26)	4%	(12)	3%	(9)	27%	(90)	50%	(164)	329
Employ: Unemployed	21%	(35)	23%	(38)	3%	(4)	5%	(9)	24%	(40)	24%	(39)	164
Employ: Other	17%	(18)	10%	(10)	1%	(1)	7%	(7)	26%	(26)	40%	(40)	102
Military HH: Yes	20%	(43)	11%	(24)	5%	(11)	4%	(8)	24%	(52)	37%	(81)	219
Military HH: No	19%	(213)	15%	(167)	4%	(44)	3%	(36)	26%	(288)	33%	(368)	1115
RD/WT: Right Direction	28%	(150)	16%	(89)	5%	(25)	2%	(12)	24%	(127)	25%	(135)	538
RD/WT: Wrong Track	13%	(106)	13%	(102)	4%	(30)	4%	(32)	27%	(213)	39%	(313)	796
Biden Job Approve	26%	(170)	17%	(110)	4%	(28)	3%	(22)	21%	(137)	28%	(177)	644
Biden Job Disapprove	12%	(74)	12%	(76)	4%	(26)	4%	(21)	29%	(176)	39%	(235)	608
Biden Job Strongly Approve	36%	(110)	13%	(40)	4%	(12)	5%	(14)	18%	(53)	24%	(73)	302
Biden Job Somewhat Approve	18%	(61)	21%	(70)	5%	(16)	2%	(8)	24%	(84)	30%	(104)	342
Biden Job Somewhat Disapprove	18%	(30)	21%	(35)	2%	(3)	2%	(3)	27%	(46)	31%	(51)	169
Biden Job Strongly Disapprove	10%	(45)	9%	(41)	5%	(22)	4%	(18)	30%	(130)	42%	(183)	439

Continued on next page

Table MCEN5_25: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Shang-Chi and the Legend of the Ten Rings

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (256)	14% (190)	4% (55)	3% (44)	26% (340)	34% (448)	1334
Favorable of Biden	27% (175)	16% (106)	4% (24)	3% (21)	21% (136)	28% (182)	644
Unfavorable of Biden	12% (71)	12% (75)	5% (30)	4% (22)	29% (178)	38% (230)	605
Very Favorable of Biden	36% (110)	14% (43)	3% (9)	5% (14)	17% (52)	26% (79)	307
Somewhat Favorable of Biden	19% (65)	19% (62)	4% (15)	2% (7)	25% (84)	31% (103)	336
Somewhat Unfavorable of Biden	15% (21)	20% (29)	4% (6)	3% (4)	27% (40)	31% (44)	144
Very Unfavorable of Biden	11% (50)	10% (46)	5% (24)	4% (18)	30% (138)	40% (185)	461
#1 Issue: Economy	21% (109)	17% (88)	3% (17)	4% (19)	24% (122)	31% (162)	517
#1 Issue: Security	16% (29)	11% (20)	5% (8)	3% (5)	27% (49)	37% (67)	179
#1 Issue: Health Care	23% (35)	16% (25)	4% (7)	1% (2)	29% (44)	27% (41)	154
#1 Issue: Medicare / Social Security	13% (24)	8% (14)	3% (6)	6% (10)	27% (48)	43% (77)	179
#1 Issue: Women's Issues	24% (20)	13% (11)	8% (6)	3% (2)	21% (17)	32% (27)	83
#1 Issue: Education	19% (14)	15% (11)	7% (5)	— (0)	31% (22)	27% (19)	71
#1 Issue: Energy	22% (18)	15% (12)	7% (5)	3% (3)	21% (17)	32% (26)	82
#1 Issue: Other	10% (7)	13% (9)	1% (1)	5% (4)	29% (20)	42% (30)	71
2020 Vote: Joe Biden	26% (160)	17% (106)	4% (24)	2% (15)	23% (140)	28% (172)	618
2020 Vote: Donald Trump	12% (49)	13% (53)	5% (20)	5% (21)	28% (117)	38% (161)	422
2020 Vote: Didn't Vote	16% (42)	10% (26)	4% (10)	2% (6)	30% (78)	37% (97)	259
2018 House Vote: Democrat	26% (129)	15% (74)	4% (19)	4% (20)	23% (116)	29% (145)	504
2018 House Vote: Republican	15% (52)	12% (41)	5% (17)	3% (11)	26% (90)	38% (130)	340
2016 Vote: Hillary Clinton	26% (115)	15% (68)	4% (18)	3% (12)	24% (109)	28% (126)	449
2016 Vote: Donald Trump	13% (51)	14% (51)	5% (18)	6% (21)	26% (96)	37% (140)	376
2016 Vote: Other	11% (9)	12% (10)	2% (2)	3% (3)	36% (30)	36% (30)	83
2016 Vote: Didn't Vote	19% (81)	14% (61)	4% (18)	2% (9)	24% (104)	36% (152)	426
Voted in 2014: Yes	21% (158)	13% (101)	4% (32)	4% (32)	25% (187)	33% (251)	761
Voted in 2014: No	17% (98)	16% (89)	4% (23)	2% (13)	27% (153)	34% (197)	573
4-Region: Northeast	21% (49)	13% (31)	6% (13)	5% (11)	26% (60)	30% (70)	234
4-Region: Midwest	14% (38)	11% (29)	3% (9)	5% (13)	28% (78)	40% (109)	275
4-Region: South	21% (106)	13% (63)	4% (20)	4% (18)	23% (116)	35% (172)	496
4-Region: West	19% (63)	20% (67)	4% (13)	1% (3)	26% (86)	30% (97)	329
Marvel Comics Fans	27% (224)	20% (162)	5% (41)	3% (23)	24% (200)	20% (167)	817

Continued on next page

Table MCEN5_25: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe? Shang-Chi and the Legend of the Ten Rings*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (256)	14% (190)	4% (55)	3% (44)	26% (340)	34% (448)	1334
Avid Marvel Comics Fans	49% (132)	21% (57)	5% (12)	4% (11)	13% (36)	9% (23)	271
Casual Marvel Comics Fans	17% (93)	19% (106)	5% (29)	2% (11)	30% (164)	26% (143)	546
Marvel TV/Movies Fans	27% (237)	19% (169)	5% (44)	3% (25)	25% (218)	22% (191)	883
Avid Marvel TV/Movies Fans	47% (113)	20% (48)	5% (11)	5% (12)	14% (33)	10% (24)	241
Casual Marvel TV/Movies Fans	19% (125)	19% (121)	5% (33)	2% (12)	29% (185)	26% (166)	642
Fans of Anything Marvel	26% (246)	19% (177)	5% (50)	3% (30)	26% (244)	22% (206)	954
Avid Fans of Anything Marvel	43% (169)	22% (88)	4% (15)	3% (14)	17% (67)	10% (41)	394
Casual Fans of Anything Marvel	17% (122)	18% (125)	6% (41)	3% (21)	30% (211)	26% (185)	705

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

Table MCEN5_26: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Eternals

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (223)	16% (202)	4% (46)	4% (50)	29% (375)	30% (390)	1286
Gender: Male	22% (132)	17% (103)	4% (24)	5% (31)	29% (181)	23% (144)	614
Gender: Female	13% (91)	15% (98)	3% (23)	3% (20)	29% (195)	37% (246)	672
Age: 18-34	27% (103)	20% (76)	5% (20)	6% (23)	25% (97)	17% (66)	385
Age: 35-44	24% (47)	16% (32)	5% (10)	3% (5)	34% (69)	18% (37)	200
Age: 45-64	12% (53)	17% (75)	2% (9)	3% (15)	30% (132)	36% (159)	443
Age: 65+	8% (20)	7% (19)	2% (6)	3% (8)	30% (77)	50% (129)	259
GenZers: 1997-2012	27% (28)	12% (12)	6% (6)	10% (10)	20% (21)	24% (25)	101
Millennials: 1981-1996	26% (109)	21% (86)	5% (22)	4% (16)	29% (123)	15% (61)	416
GenXers: 1965-1980	17% (51)	16% (49)	3% (8)	3% (8)	31% (94)	30% (91)	301
Baby Boomers: 1946-1964	8% (34)	12% (52)	2% (10)	3% (14)	31% (129)	43% (181)	420
PID: Dem (no lean)	24% (121)	18% (88)	3% (17)	3% (17)	26% (130)	26% (128)	500
PID: Ind (no lean)	12% (52)	14% (58)	4% (18)	3% (13)	34% (145)	32% (133)	420
PID: Rep (no lean)	14% (50)	15% (55)	3% (11)	6% (20)	27% (100)	35% (129)	366
PID/Gender: Dem Men	33% (82)	20% (49)	3% (8)	3% (7)	23% (56)	18% (43)	245
PID/Gender: Dem Women	15% (39)	16% (40)	3% (9)	4% (9)	29% (74)	33% (84)	255
PID/Gender: Ind Men	13% (24)	13% (24)	5% (9)	5% (9)	37% (69)	28% (52)	187
PID/Gender: Ind Women	12% (28)	15% (35)	4% (9)	2% (5)	32% (75)	35% (81)	233
PID/Gender: Rep Men	14% (26)	17% (31)	3% (6)	8% (15)	30% (55)	27% (49)	182
PID/Gender: Rep Women	13% (24)	13% (24)	3% (5)	3% (6)	25% (45)	44% (80)	184
Ideo: Liberal (1-3)	22% (80)	16% (60)	4% (14)	3% (11)	33% (119)	22% (80)	364
Ideo: Moderate (4)	17% (67)	15% (56)	4% (15)	3% (10)	28% (106)	34% (131)	384
Ideo: Conservative (5-7)	14% (53)	16% (62)	3% (12)	6% (23)	26% (99)	36% (138)	387
Educ: < College	17% (147)	15% (131)	3% (30)	4% (36)	31% (276)	30% (268)	887
Educ: Bachelors degree	15% (39)	16% (40)	5% (13)	4% (9)	28% (71)	33% (84)	257
Educ: Post-grad	26% (37)	21% (30)	2% (3)	4% (5)	20% (28)	27% (38)	142
Income: Under 50k	16% (113)	16% (108)	4% (25)	4% (31)	29% (202)	30% (210)	690
Income: 50k-100k	16% (68)	14% (61)	4% (17)	2% (10)	32% (135)	32% (135)	425
Income: 100k+	24% (42)	19% (33)	2% (4)	6% (9)	22% (38)	27% (45)	171
Ethnicity: White	16% (164)	15% (154)	3% (29)	4% (37)	29% (293)	33% (331)	1008
Ethnicity: Hispanic	22% (45)	22% (45)	4% (8)	7% (14)	25% (50)	19% (39)	202

Continued on next page

Table MCEN5_26: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Eternals

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (223)	16% (202)	4% (46)	4% (50)	29% (375)	30% (390)	1286
Ethnicity: Black	28% (43)	14% (22)	4% (7)	8% (12)	27% (41)	19% (30)	154
Ethnicity: Other	13% (16)	21% (26)	8% (10)	1% (2)	33% (41)	24% (30)	124
All Christian	18% (103)	17% (100)	3% (18)	3% (17)	26% (151)	32% (186)	576
All Non-Christian	26% (17)	22% (14)	6% (4)	3% (2)	20% (13)	23% (15)	64
Atheist	12% (8)	11% (7)	7% (4)	2% (2)	40% (25)	27% (17)	63
Agnostic/Nothing in particular	13% (52)	15% (58)	4% (15)	7% (25)	32% (123)	29% (111)	385
Something Else	22% (43)	12% (23)	2% (4)	2% (4)	31% (62)	31% (61)	199
Religious Non-Protestant/Catholic	23% (17)	20% (14)	7% (5)	3% (2)	24% (18)	23% (16)	72
Evangelical	21% (71)	17% (57)	4% (12)	3% (11)	24% (78)	31% (103)	333
Non-Evangelical	16% (69)	16% (65)	2% (9)	2% (9)	30% (127)	33% (139)	418
Community: Urban	27% (113)	17% (70)	4% (17)	5% (20)	27% (110)	20% (82)	411
Community: Suburban	14% (79)	14% (81)	4% (20)	4% (20)	30% (168)	34% (189)	558
Community: Rural	10% (31)	16% (51)	3% (9)	3% (10)	31% (97)	38% (119)	316
Employ: Private Sector	22% (86)	18% (70)	5% (20)	4% (15)	28% (109)	23% (88)	388
Employ: Government	26% (18)	13% (9)	4% (2)	2% (1)	39% (27)	17% (12)	70
Employ: Self-Employed	24% (27)	14% (15)	3% (4)	4% (4)	26% (30)	29% (33)	114
Employ: Homemaker	14% (15)	19% (20)	3% (4)	— (0)	34% (36)	30% (32)	107
Employ: Retired	8% (26)	11% (37)	2% (6)	5% (16)	29% (93)	45% (146)	325
Employ: Unemployed	19% (29)	21% (32)	4% (6)	5% (8)	29% (45)	24% (37)	158
Employ: Other	10% (9)	17% (15)	4% (3)	1% (1)	32% (27)	37% (32)	87
Military HH: Yes	20% (43)	15% (33)	3% (7)	1% (3)	31% (68)	30% (66)	220
Military HH: No	17% (179)	16% (169)	4% (40)	4% (48)	29% (307)	30% (324)	1066
RD/WT: Right Direction	21% (108)	18% (93)	3% (17)	4% (20)	29% (148)	24% (122)	508
RD/WT: Wrong Track	15% (115)	14% (109)	4% (29)	4% (30)	29% (227)	34% (268)	779
Biden Job Approve	23% (141)	18% (108)	3% (20)	3% (18)	28% (171)	25% (153)	612
Biden Job Disapprove	12% (73)	14% (80)	4% (24)	4% (26)	30% (174)	36% (211)	590
Biden Job Strongly Approve	33% (97)	16% (47)	2% (6)	2% (7)	25% (74)	22% (65)	296
Biden Job Somewhat Approve	14% (44)	19% (61)	4% (13)	4% (11)	31% (98)	28% (88)	316
Biden Job Somewhat Disapprove	14% (25)	18% (32)	6% (10)	3% (4)	29% (50)	29% (51)	172
Biden Job Strongly Disapprove	12% (48)	12% (49)	3% (14)	5% (22)	30% (124)	39% (161)	417

Continued on next page

Table MCEN5_26: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Eternals

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (223)	16% (202)	4% (46)	4% (50)	29% (375)	30% (390)	1286
Favorable of Biden	22% (137)	16% (99)	3% (20)	4% (22)	29% (179)	25% (153)	609
Unfavorable of Biden	12% (74)	15% (92)	4% (21)	4% (22)	29% (171)	36% (213)	593
Very Favorable of Biden	31% (97)	15% (49)	2% (6)	4% (13)	25% (78)	23% (72)	314
Somewhat Favorable of Biden	14% (40)	17% (51)	5% (14)	3% (9)	34% (101)	27% (81)	295
Somewhat Unfavorable of Biden	14% (20)	22% (32)	7% (11)	1% (1)	25% (37)	31% (46)	148
Very Unfavorable of Biden	12% (53)	13% (59)	2% (11)	5% (20)	30% (134)	38% (168)	445
#1 Issue: Economy	18% (91)	18% (90)	4% (21)	4% (18)	28% (137)	28% (142)	498
#1 Issue: Security	15% (26)	13% (22)	2% (3)	2% (3)	27% (47)	42% (73)	175
#1 Issue: Health Care	24% (36)	17% (26)	2% (3)	2% (3)	27% (40)	28% (43)	152
#1 Issue: Medicare / Social Security	8% (13)	11% (18)	3% (4)	3% (5)	34% (55)	40% (65)	160
#1 Issue: Women's Issues	26% (22)	13% (12)	9% (8)	3% (2)	33% (28)	17% (15)	87
#1 Issue: Education	17% (10)	21% (13)	6% (4)	5% (3)	33% (20)	18% (11)	60
#1 Issue: Energy	21% (18)	15% (13)	4% (4)	10% (9)	28% (24)	22% (19)	85
#1 Issue: Other	8% (6)	12% (8)	— (0)	11% (7)	33% (22)	35% (24)	67
2020 Vote: Joe Biden	22% (130)	16% (95)	3% (20)	3% (19)	29% (170)	26% (155)	589
2020 Vote: Donald Trump	12% (49)	16% (65)	4% (17)	4% (15)	28% (112)	36% (145)	402
2020 Vote: Didn't Vote	16% (41)	14% (34)	2% (6)	6% (16)	30% (77)	31% (79)	254
2018 House Vote: Democrat	20% (90)	16% (73)	3% (15)	2% (10)	30% (135)	28% (128)	451
2018 House Vote: Republican	12% (39)	15% (50)	4% (14)	4% (13)	29% (96)	36% (118)	330
2016 Vote: Hillary Clinton	21% (88)	15% (63)	4% (15)	2% (10)	31% (132)	27% (113)	420
2016 Vote: Donald Trump	13% (45)	16% (59)	4% (13)	4% (14)	26% (95)	37% (132)	357
2016 Vote: Other	10% (7)	12% (10)	3% (2)	4% (3)	38% (29)	34% (26)	78
2016 Vote: Didn't Vote	19% (82)	16% (71)	4% (16)	5% (23)	28% (119)	28% (120)	430
Voted in 2014: Yes	17% (123)	16% (112)	3% (24)	3% (24)	29% (205)	32% (229)	717
Voted in 2014: No	18% (100)	16% (90)	4% (22)	5% (26)	30% (170)	28% (161)	569
4-Region: Northeast	17% (40)	14% (33)	4% (10)	3% (8)	25% (60)	36% (86)	235
4-Region: Midwest	14% (40)	13% (39)	4% (11)	4% (11)	33% (97)	32% (92)	289
4-Region: South	20% (93)	15% (69)	4% (17)	3% (13)	29% (135)	30% (143)	470
4-Region: West	17% (50)	21% (61)	3% (9)	6% (19)	29% (83)	24% (70)	292
Marvel Comics Fans	27% (205)	21% (158)	5% (38)	3% (23)	29% (225)	16% (119)	768

Continued on next page

Table MCEN5_26: *Do you have a favorable or unfavorable impression of the following movies in the Marvel Comic universe?*
Eternals

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (223)	16% (202)	4% (46)	4% (50)	29% (375)	30% (390)	1286
Avid Marvel Comics Fans	48% (123)	20% (52)	4% (10)	3% (8)	17% (44)	7% (19)	256
Casual Marvel Comics Fans	16% (82)	21% (106)	6% (28)	3% (15)	35% (181)	20% (101)	512
Marvel TV/Movies Fans	25% (211)	21% (179)	4% (35)	3% (22)	30% (254)	17% (144)	845
Avid Marvel TV/Movies Fans	46% (121)	22% (58)	2% (6)	2% (5)	22% (57)	5% (14)	261
Casual Marvel TV/Movies Fans	15% (90)	21% (122)	5% (29)	3% (17)	34% (197)	22% (130)	584
Fans of Anything Marvel	24% (222)	21% (192)	4% (38)	3% (25)	30% (271)	18% (160)	909
Avid Fans of Anything Marvel	42% (162)	21% (81)	4% (17)	3% (12)	23% (89)	7% (27)	388
Casual Fans of Anything Marvel	16% (105)	22% (147)	4% (28)	3% (19)	34% (223)	21% (142)	665

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

Table MCEN6_1: *How much have you seen, read, or heard about the following characters?*
Shang-Chi

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(241)	20%	(433)	16%	(346)	54%	(1180)	2200
Gender: Male	15%	(157)	23%	(241)	15%	(163)	47%	(501)	1062
Gender: Female	7%	(83)	17%	(193)	16%	(183)	60%	(679)	1138
Age: 18-34	18%	(120)	27%	(178)	17%	(111)	37%	(246)	655
Age: 35-44	14%	(50)	28%	(101)	18%	(64)	40%	(143)	358
Age: 45-64	8%	(61)	15%	(114)	16%	(120)	61%	(456)	751
Age: 65+	2%	(9)	9%	(40)	12%	(51)	77%	(336)	436
GenZers: 1997-2012	18%	(30)	22%	(36)	21%	(35)	40%	(67)	169
Millennials: 1981-1996	18%	(130)	29%	(210)	17%	(123)	36%	(256)	718
GenXers: 1965-1980	10%	(50)	21%	(106)	18%	(90)	51%	(261)	507
Baby Boomers: 1946-1964	4%	(31)	11%	(77)	13%	(91)	72%	(522)	720
PID: Dem (no lean)	16%	(140)	24%	(210)	14%	(119)	46%	(403)	872
PID: Ind (no lean)	8%	(56)	19%	(135)	18%	(128)	54%	(374)	693
PID: Rep (no lean)	7%	(45)	14%	(88)	15%	(98)	63%	(403)	635
PID/Gender: Dem Men	24%	(102)	28%	(119)	13%	(57)	35%	(150)	428
PID/Gender: Dem Women	9%	(38)	21%	(91)	14%	(62)	57%	(253)	445
PID/Gender: Ind Men	9%	(29)	22%	(68)	19%	(59)	49%	(151)	306
PID/Gender: Ind Women	7%	(27)	17%	(67)	18%	(70)	58%	(223)	386
PID/Gender: Rep Men	8%	(27)	17%	(54)	14%	(47)	61%	(199)	328
PID/Gender: Rep Women	6%	(18)	11%	(34)	17%	(51)	66%	(204)	307
Ideo: Liberal (1-3)	16%	(106)	22%	(147)	13%	(88)	48%	(315)	657
Ideo: Moderate (4)	9%	(58)	23%	(145)	18%	(113)	50%	(316)	632
Ideo: Conservative (5-7)	8%	(56)	15%	(100)	14%	(95)	63%	(429)	679
Educ: < College	10%	(151)	19%	(280)	15%	(233)	56%	(848)	1512
Educ: Bachelors degree	12%	(53)	21%	(94)	18%	(78)	49%	(218)	444
Educ: Post-grad	15%	(37)	24%	(59)	14%	(35)	46%	(113)	244
Income: Under 50k	10%	(122)	20%	(235)	16%	(195)	54%	(642)	1194
Income: 50k-100k	9%	(58)	20%	(133)	15%	(100)	57%	(384)	675
Income: 100k+	18%	(60)	20%	(65)	15%	(51)	47%	(155)	331
Ethnicity: White	10%	(174)	18%	(304)	16%	(269)	57%	(974)	1722
Ethnicity: Hispanic	16%	(54)	24%	(82)	16%	(56)	45%	(157)	349
Ethnicity: Black	14%	(37)	30%	(81)	17%	(46)	40%	(110)	274

Continued on next page

Table MCEN6_1: *How much have you seen, read, or heard about the following characters?*
Shang-Chi

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(241)	20%	(433)	16%	(346)	54%	(1180)	2200
Ethnicity: Other	14%	(29)	23%	(48)	15%	(31)	47%	(96)	204
All Christian	10%	(100)	19%	(188)	13%	(126)	58%	(572)	987
All Non-Christian	21%	(26)	25%	(31)	18%	(22)	36%	(45)	124
Atheist	18%	(19)	21%	(23)	11%	(12)	50%	(53)	107
Agnostic/Nothing in particular	10%	(64)	19%	(119)	18%	(118)	53%	(341)	642
Something Else	9%	(32)	21%	(72)	20%	(67)	50%	(169)	340
Religious Non-Protestant/Catholic	21%	(30)	21%	(31)	19%	(28)	39%	(57)	147
Evangelical	15%	(82)	20%	(115)	13%	(73)	52%	(292)	562
Non-Evangelical	6%	(41)	19%	(139)	15%	(107)	60%	(427)	714
Community: Urban	18%	(121)	25%	(165)	15%	(103)	42%	(282)	671
Community: Suburban	8%	(80)	18%	(180)	15%	(146)	59%	(576)	983
Community: Rural	7%	(39)	16%	(89)	18%	(97)	59%	(322)	546
Employ: Private Sector	15%	(105)	24%	(163)	16%	(108)	45%	(314)	691
Employ: Government	16%	(19)	19%	(22)	17%	(20)	49%	(57)	117
Employ: Self-Employed	15%	(26)	28%	(50)	18%	(32)	40%	(71)	179
Employ: Homemaker	10%	(19)	20%	(37)	16%	(28)	54%	(99)	183
Employ: Student	17%	(11)	9%	(6)	31%	(21)	43%	(28)	66
Employ: Retired	3%	(19)	10%	(57)	11%	(64)	75%	(415)	554
Employ: Unemployed	10%	(27)	27%	(70)	15%	(41)	48%	(126)	263
Employ: Other	9%	(14)	20%	(29)	22%	(32)	48%	(71)	146
Military HH: Yes	12%	(44)	18%	(66)	14%	(51)	57%	(211)	372
Military HH: No	11%	(197)	20%	(368)	16%	(295)	53%	(969)	1828
RD/WT: Right Direction	17%	(149)	24%	(218)	13%	(121)	46%	(413)	901
RD/WT: Wrong Track	7%	(91)	17%	(215)	17%	(225)	59%	(767)	1299
Biden Job Approve	16%	(171)	24%	(248)	14%	(147)	46%	(485)	1051
Biden Job Disapprove	6%	(63)	16%	(159)	17%	(172)	61%	(626)	1019
Biden Job Strongly Approve	22%	(110)	23%	(114)	12%	(60)	44%	(222)	506
Biden Job Somewhat Approve	11%	(61)	24%	(134)	16%	(87)	48%	(263)	545
Biden Job Somewhat Disapprove	9%	(25)	22%	(64)	20%	(58)	48%	(138)	285
Biden Job Strongly Disapprove	5%	(38)	13%	(95)	15%	(113)	66%	(488)	734

Continued on next page

Table MCEN6_1: *How much have you seen, read, or heard about the following characters?*
Shang-Chi

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(241)	20%	(433)	16%	(346)	54%	(1180)	2200
Favorable of Biden	15%	(161)	23%	(242)	14%	(152)	47%	(495)	1050
Unfavorable of Biden	7%	(71)	16%	(165)	17%	(175)	60%	(611)	1022
Very Favorable of Biden	21%	(112)	23%	(120)	9%	(50)	47%	(245)	526
Somewhat Favorable of Biden	10%	(50)	23%	(122)	19%	(102)	48%	(250)	524
Somewhat Unfavorable of Biden	11%	(27)	22%	(55)	22%	(54)	45%	(111)	247
Very Unfavorable of Biden	6%	(44)	14%	(110)	16%	(121)	64%	(500)	775
#1 Issue: Economy	11%	(94)	23%	(200)	15%	(131)	52%	(455)	880
#1 Issue: Security	7%	(21)	14%	(41)	16%	(47)	62%	(178)	286
#1 Issue: Health Care	18%	(46)	20%	(53)	16%	(41)	46%	(122)	262
#1 Issue: Medicare / Social Security	5%	(13)	13%	(38)	12%	(33)	70%	(200)	283
#1 Issue: Women's Issues	19%	(26)	26%	(35)	16%	(22)	39%	(54)	137
#1 Issue: Education	17%	(17)	24%	(26)	21%	(22)	38%	(39)	104
#1 Issue: Energy	12%	(17)	16%	(23)	22%	(31)	49%	(68)	139
#1 Issue: Other	6%	(6)	17%	(19)	17%	(19)	60%	(65)	108
2020 Vote: Joe Biden	15%	(150)	24%	(238)	15%	(154)	46%	(468)	1011
2020 Vote: Donald Trump	7%	(47)	14%	(97)	15%	(104)	64%	(448)	695
2020 Vote: Other	3%	(2)	23%	(14)	23%	(14)	51%	(30)	60
2020 Vote: Didn't Vote	9%	(40)	20%	(85)	17%	(73)	54%	(233)	431
2018 House Vote: Democrat	15%	(118)	22%	(170)	14%	(113)	49%	(381)	782
2018 House Vote: Republican	7%	(39)	15%	(88)	16%	(93)	61%	(349)	569
2018 House Vote: Someone else	5%	(3)	15%	(8)	17%	(9)	64%	(36)	56
2016 Vote: Hillary Clinton	16%	(111)	22%	(157)	14%	(98)	49%	(346)	712
2016 Vote: Donald Trump	7%	(47)	15%	(96)	14%	(88)	63%	(395)	626
2016 Vote: Other	4%	(4)	19%	(24)	28%	(35)	49%	(60)	123
2016 Vote: Didn't Vote	11%	(78)	21%	(156)	17%	(125)	51%	(379)	738
Voted in 2014: Yes	11%	(138)	19%	(228)	15%	(180)	55%	(677)	1222
Voted in 2014: No	11%	(103)	21%	(205)	17%	(166)	51%	(503)	978
4-Region: Northeast	11%	(44)	18%	(70)	16%	(64)	55%	(216)	394
4-Region: Midwest	8%	(38)	19%	(90)	14%	(63)	59%	(272)	462
4-Region: South	12%	(103)	20%	(164)	17%	(140)	51%	(418)	824
4-Region: West	11%	(57)	21%	(110)	15%	(79)	53%	(274)	520

Continued on next page

Table MCEN6_1: *How much have you seen, read, or heard about the following characters?*
Shang-Chi

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(241)	20%	(433)	16%	(346)	54%	(1180)	2200
Marvel Comics Fans	16%	(212)	28%	(365)	19%	(252)	36%	(466)	1296
Avid Marvel Comics Fans	30%	(133)	34%	(150)	15%	(66)	21%	(91)	440
Casual Marvel Comics Fans	9%	(79)	25%	(215)	22%	(186)	44%	(375)	855
Marvel TV/Movies Fans	15%	(220)	27%	(377)	19%	(271)	39%	(552)	1419
Avid Marvel TV/Movies Fans	29%	(122)	32%	(134)	15%	(64)	24%	(102)	422
Casual Marvel TV/Movies Fans	10%	(97)	24%	(243)	21%	(207)	45%	(450)	997
Fans of Anything Marvel	15%	(231)	26%	(401)	19%	(294)	39%	(600)	1526
Avid Fans of Anything Marvel	26%	(169)	32%	(207)	18%	(116)	23%	(150)	642
Casual Fans of Anything Marvel	10%	(114)	23%	(258)	21%	(229)	46%	(507)	1107

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

Table MCEN6_2: *How much have you seen, read, or heard about the following characters?*
Sersi

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(128)	12%	(263)	14%	(308)	68%	(1501)	2200
Gender: Male	9%	(92)	15%	(155)	14%	(154)	62%	(661)	1062
Gender: Female	3%	(37)	9%	(108)	14%	(154)	74%	(840)	1138
Age: 18-34	10%	(66)	20%	(131)	18%	(120)	52%	(338)	655
Age: 35-44	11%	(40)	17%	(59)	18%	(63)	55%	(195)	358
Age: 45-64	3%	(19)	7%	(54)	13%	(100)	77%	(578)	751
Age: 65+	1%	(4)	4%	(18)	5%	(24)	89%	(390)	436
GenZers: 1997-2012	4%	(6)	22%	(38)	14%	(24)	60%	(101)	169
Millennials: 1981-1996	13%	(92)	19%	(138)	20%	(140)	48%	(348)	718
GenXers: 1965-1980	4%	(19)	10%	(50)	17%	(88)	69%	(350)	507
Baby Boomers: 1946-1964	2%	(11)	5%	(33)	7%	(51)	87%	(625)	720
PID: Dem (no lean)	9%	(82)	17%	(148)	14%	(119)	60%	(524)	872
PID: Ind (no lean)	2%	(15)	9%	(62)	16%	(113)	73%	(503)	693
PID: Rep (no lean)	5%	(32)	9%	(54)	12%	(76)	75%	(473)	635
PID/Gender: Dem Men	13%	(57)	23%	(99)	13%	(56)	50%	(216)	428
PID/Gender: Dem Women	5%	(24)	11%	(49)	14%	(63)	69%	(308)	445
PID/Gender: Ind Men	2%	(7)	9%	(27)	18%	(55)	71%	(217)	306
PID/Gender: Ind Women	2%	(8)	9%	(34)	15%	(57)	74%	(287)	386
PID/Gender: Rep Men	8%	(27)	9%	(29)	13%	(42)	70%	(229)	328
PID/Gender: Rep Women	1%	(4)	8%	(25)	11%	(33)	80%	(245)	307
Ideo: Liberal (1-3)	9%	(59)	16%	(105)	14%	(89)	62%	(405)	657
Ideo: Moderate (4)	4%	(27)	14%	(89)	17%	(109)	65%	(407)	632
Ideo: Conservative (5-7)	5%	(33)	8%	(56)	11%	(77)	76%	(514)	679
Educ: < College	5%	(73)	9%	(141)	15%	(221)	71%	(1077)	1512
Educ: Bachelors degree	6%	(29)	17%	(77)	13%	(60)	63%	(278)	444
Educ: Post-grad	11%	(26)	18%	(45)	11%	(27)	60%	(146)	244
Income: Under 50k	4%	(52)	9%	(112)	16%	(186)	71%	(844)	1194
Income: 50k-100k	5%	(34)	13%	(90)	12%	(81)	70%	(469)	675
Income: 100k+	13%	(42)	19%	(61)	12%	(41)	57%	(187)	331
Ethnicity: White	6%	(107)	11%	(183)	13%	(219)	70%	(1212)	1722
Ethnicity: Hispanic	11%	(37)	18%	(62)	15%	(52)	57%	(198)	349
Ethnicity: Black	4%	(11)	19%	(51)	18%	(51)	59%	(161)	274

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Table MCEN6_2: *How much have you seen, read, or heard about the following characters?*
Sersi

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(128)	12%	(263)	14%	(308)	68%	(1501)	2200
Ethnicity: Other	5%	(10)	14%	(29)	19%	(38)	62%	(127)	204
All Christian	6%	(56)	13%	(125)	12%	(117)	70%	(689)	987
All Non-Christian	19%	(24)	17%	(22)	15%	(18)	49%	(60)	124
Atheist	—	(0)	13%	(14)	19%	(20)	68%	(72)	107
Agnostic/Nothing in particular	5%	(31)	9%	(59)	16%	(104)	70%	(447)	642
Something Else	5%	(17)	13%	(44)	14%	(47)	68%	(232)	340
Religious Non-Protestant/Catholic	16%	(24)	16%	(23)	18%	(26)	50%	(74)	147
Evangelical	9%	(53)	15%	(82)	13%	(73)	63%	(355)	562
Non-Evangelical	3%	(19)	11%	(78)	12%	(83)	75%	(535)	714
Community: Urban	12%	(82)	15%	(98)	15%	(103)	58%	(388)	671
Community: Suburban	3%	(33)	11%	(108)	13%	(123)	73%	(719)	983
Community: Rural	3%	(14)	10%	(57)	15%	(81)	72%	(394)	546
Employ: Private Sector	8%	(57)	19%	(131)	16%	(109)	57%	(393)	691
Employ: Government	9%	(11)	18%	(22)	18%	(21)	54%	(63)	117
Employ: Self-Employed	10%	(17)	15%	(27)	17%	(31)	58%	(104)	179
Employ: Homemaker	5%	(9)	5%	(9)	15%	(27)	75%	(138)	183
Employ: Student	2%	(1)	20%	(13)	13%	(9)	65%	(43)	66
Employ: Retired	1%	(8)	4%	(22)	8%	(42)	87%	(482)	554
Employ: Unemployed	6%	(17)	9%	(23)	20%	(52)	65%	(170)	263
Employ: Other	6%	(9)	11%	(15)	10%	(15)	73%	(107)	146
Military HH: Yes	7%	(27)	13%	(47)	11%	(39)	69%	(258)	372
Military HH: No	6%	(101)	12%	(216)	15%	(268)	68%	(1242)	1828
RD/WT: Right Direction	9%	(82)	16%	(147)	15%	(134)	60%	(538)	901
RD/WT: Wrong Track	4%	(47)	9%	(116)	13%	(174)	74%	(963)	1299
Biden Job Approve	8%	(87)	15%	(159)	15%	(162)	61%	(643)	1051
Biden Job Disapprove	4%	(39)	9%	(91)	12%	(124)	75%	(765)	1019
Biden Job Strongly Approve	13%	(66)	19%	(94)	11%	(56)	57%	(290)	506
Biden Job Somewhat Approve	4%	(21)	12%	(65)	19%	(106)	65%	(353)	545
Biden Job Somewhat Disapprove	5%	(15)	12%	(34)	14%	(41)	69%	(196)	285
Biden Job Strongly Disapprove	3%	(24)	8%	(57)	11%	(83)	78%	(570)	734

Continued on next page

Table MCEN6_2: *How much have you seen, read, or heard about the following characters?*
Sersi

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(128)	12%	(263)	14%	(308)	68%	(1501)	2200
Favorable of Biden	8%	(83)	15%	(161)	15%	(161)	61%	(645)	1050
Unfavorable of Biden	4%	(42)	9%	(94)	13%	(129)	74%	(756)	1022
Very Favorable of Biden	13%	(69)	18%	(95)	12%	(63)	57%	(300)	526
Somewhat Favorable of Biden	3%	(14)	13%	(67)	19%	(98)	66%	(345)	524
Somewhat Unfavorable of Biden	6%	(14)	12%	(30)	14%	(35)	68%	(168)	247
Very Unfavorable of Biden	4%	(28)	8%	(64)	12%	(94)	76%	(588)	775
#1 Issue: Economy	6%	(50)	11%	(101)	16%	(137)	67%	(592)	880
#1 Issue: Security	8%	(23)	7%	(21)	13%	(38)	71%	(204)	286
#1 Issue: Health Care	10%	(27)	12%	(33)	12%	(31)	66%	(173)	262
#1 Issue: Medicare / Social Security	2%	(6)	6%	(18)	9%	(24)	83%	(235)	283
#1 Issue: Women's Issues	6%	(8)	21%	(29)	11%	(14)	62%	(85)	137
#1 Issue: Education	8%	(8)	31%	(33)	15%	(15)	46%	(48)	104
#1 Issue: Energy	5%	(7)	13%	(17)	20%	(28)	62%	(86)	139
#1 Issue: Other	—	(0)	11%	(12)	18%	(19)	71%	(77)	108
2020 Vote: Joe Biden	9%	(87)	15%	(154)	13%	(136)	63%	(634)	1011
2020 Vote: Donald Trump	4%	(27)	10%	(68)	12%	(86)	74%	(515)	695
2020 Vote: Other	2%	(1)	9%	(5)	22%	(13)	68%	(41)	60
2020 Vote: Didn't Vote	3%	(13)	8%	(36)	17%	(72)	72%	(309)	431
2018 House Vote: Democrat	8%	(64)	14%	(112)	14%	(108)	64%	(499)	782
2018 House Vote: Republican	5%	(26)	10%	(59)	13%	(71)	73%	(413)	569
2018 House Vote: Someone else	—	(0)	8%	(4)	17%	(10)	76%	(43)	56
2016 Vote: Hillary Clinton	9%	(64)	14%	(96)	12%	(88)	65%	(463)	712
2016 Vote: Donald Trump	5%	(30)	9%	(58)	13%	(81)	73%	(456)	626
2016 Vote: Other	3%	(3)	9%	(11)	18%	(22)	71%	(87)	123
2016 Vote: Didn't Vote	4%	(30)	13%	(98)	16%	(117)	67%	(494)	738
Voted in 2014: Yes	6%	(78)	12%	(141)	12%	(150)	70%	(853)	1222
Voted in 2014: No	5%	(51)	13%	(122)	16%	(157)	66%	(647)	978
4-Region: Northeast	6%	(24)	14%	(54)	14%	(54)	67%	(262)	394
4-Region: Midwest	3%	(14)	9%	(41)	13%	(60)	75%	(347)	462
4-Region: South	7%	(55)	12%	(101)	15%	(122)	66%	(545)	824
4-Region: West	7%	(35)	13%	(67)	14%	(71)	67%	(346)	520

Continued on next page

Table MCEN6_2: *How much have you seen, read, or heard about the following characters?*
Sersi

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(128)	12%	(263)	14%	(308)	68%	(1501)	2200
Marvel Comics Fans	9%	(122)	17%	(223)	19%	(251)	54%	(700)	1296
Avid Marvel Comics Fans	19%	(83)	21%	(94)	21%	(93)	39%	(170)	440
Casual Marvel Comics Fans	5%	(39)	15%	(128)	18%	(158)	62%	(530)	855
Marvel TV/Movies Fans	8%	(120)	16%	(232)	18%	(258)	57%	(810)	1419
Avid Marvel TV/Movies Fans	17%	(72)	22%	(93)	20%	(85)	41%	(172)	422
Casual Marvel TV/Movies Fans	5%	(48)	14%	(139)	17%	(173)	64%	(637)	997
Fans of Anything Marvel	8%	(124)	16%	(244)	18%	(280)	57%	(878)	1526
Avid Fans of Anything Marvel	16%	(101)	22%	(139)	21%	(132)	42%	(270)	642
Casual Fans of Anything Marvel	4%	(48)	16%	(172)	17%	(191)	63%	(696)	1107

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

Table MCEN6_3: *How much have you seen, read, or heard about the following characters?*
Ilkaris

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(113)	11%	(237)	14%	(299)	70%	(1551)	2200
Gender: Male	8%	(81)	14%	(145)	14%	(151)	64%	(684)	1062
Gender: Female	3%	(32)	8%	(91)	13%	(148)	76%	(867)	1138
Age: 18-34	11%	(69)	19%	(124)	17%	(113)	53%	(349)	655
Age: 35-44	9%	(32)	15%	(55)	19%	(68)	56%	(202)	358
Age: 45-64	1%	(10)	6%	(47)	13%	(98)	80%	(597)	751
Age: 65+	—	(2)	2%	(10)	5%	(21)	92%	(403)	436
GenZers: 1997-2012	3%	(4)	24%	(40)	17%	(29)	56%	(95)	169
Millennials: 1981-1996	13%	(92)	17%	(123)	18%	(128)	52%	(375)	718
GenXers: 1965-1980	2%	(11)	10%	(50)	17%	(85)	71%	(361)	507
Baby Boomers: 1946-1964	1%	(6)	3%	(21)	8%	(54)	89%	(640)	720
PID: Dem (no lean)	10%	(84)	13%	(114)	14%	(124)	63%	(550)	872
PID: Ind (no lean)	2%	(17)	10%	(70)	15%	(103)	73%	(502)	693
PID: Rep (no lean)	2%	(12)	8%	(52)	11%	(72)	78%	(498)	635
PID/Gender: Dem Men	15%	(64)	18%	(78)	16%	(67)	51%	(219)	428
PID/Gender: Dem Women	4%	(20)	8%	(37)	13%	(57)	75%	(331)	445
PID/Gender: Ind Men	3%	(10)	10%	(32)	16%	(49)	70%	(216)	306
PID/Gender: Ind Women	2%	(7)	10%	(38)	14%	(55)	74%	(287)	386
PID/Gender: Rep Men	2%	(6)	11%	(36)	11%	(36)	76%	(249)	328
PID/Gender: Rep Women	2%	(6)	5%	(16)	12%	(36)	81%	(249)	307
Ideo: Liberal (1-3)	9%	(57)	13%	(83)	13%	(88)	65%	(429)	657
Ideo: Moderate (4)	4%	(27)	13%	(83)	16%	(104)	66%	(417)	632
Ideo: Conservative (5-7)	2%	(16)	8%	(51)	11%	(71)	80%	(540)	679
Educ: < College	4%	(63)	10%	(146)	14%	(210)	72%	(1093)	1512
Educ: Bachelors degree	5%	(23)	13%	(56)	13%	(59)	69%	(306)	444
Educ: Post-grad	11%	(27)	14%	(35)	12%	(30)	62%	(152)	244
Income: Under 50k	4%	(51)	9%	(112)	15%	(179)	71%	(853)	1194
Income: 50k-100k	4%	(25)	12%	(79)	11%	(75)	73%	(496)	675
Income: 100k+	11%	(37)	14%	(46)	14%	(46)	61%	(202)	331
Ethnicity: White	5%	(87)	10%	(167)	12%	(205)	73%	(1263)	1722
Ethnicity: Hispanic	9%	(32)	15%	(54)	13%	(46)	62%	(217)	349
Ethnicity: Black	6%	(16)	19%	(51)	18%	(50)	57%	(157)	274

Continued on next page

Table MCEN6_3: *How much have you seen, read, or heard about the following characters?*
Ilkaris

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(113)	11%	(237)	14%	(299)	70%	(1551)	2200
Ethnicity: Other	5%	(10)	9%	(19)	22%	(44)	64%	(130)	204
All Christian	5%	(47)	11%	(112)	10%	(102)	74%	(725)	987
All Non-Christian	19%	(23)	18%	(23)	15%	(19)	48%	(59)	124
Atheist	—	(0)	16%	(17)	21%	(22)	63%	(68)	107
Agnostic/Nothing in particular	5%	(31)	8%	(52)	15%	(96)	72%	(463)	642
Something Else	3%	(12)	10%	(33)	17%	(59)	69%	(236)	340
Religious Non-Protestant/Catholic	16%	(23)	20%	(29)	15%	(22)	49%	(72)	147
Evangelical	9%	(50)	12%	(67)	12%	(68)	67%	(376)	562
Non-Evangelical	1%	(8)	9%	(63)	12%	(87)	78%	(556)	714
Community: Urban	12%	(79)	15%	(102)	15%	(104)	58%	(387)	671
Community: Suburban	3%	(27)	8%	(82)	12%	(117)	77%	(756)	983
Community: Rural	1%	(8)	10%	(53)	14%	(78)	75%	(407)	546
Employ: Private Sector	8%	(54)	14%	(99)	16%	(113)	61%	(425)	691
Employ: Government	7%	(8)	20%	(24)	16%	(19)	57%	(67)	117
Employ: Self-Employed	9%	(16)	17%	(30)	16%	(28)	59%	(105)	179
Employ: Homemaker	4%	(7)	10%	(18)	16%	(29)	71%	(130)	183
Employ: Student	2%	(1)	11%	(7)	22%	(15)	65%	(43)	66
Employ: Retired	1%	(5)	3%	(18)	7%	(37)	89%	(493)	554
Employ: Unemployed	5%	(13)	12%	(31)	16%	(43)	67%	(176)	263
Employ: Other	7%	(10)	6%	(9)	11%	(16)	76%	(111)	146
Military HH: Yes	5%	(20)	12%	(44)	9%	(34)	74%	(274)	372
Military HH: No	5%	(94)	11%	(193)	15%	(265)	70%	(1276)	1828
RD/WT: Right Direction	9%	(84)	16%	(146)	14%	(122)	61%	(549)	901
RD/WT: Wrong Track	2%	(29)	7%	(91)	14%	(177)	77%	(1002)	1299
Biden Job Approve	9%	(92)	14%	(149)	15%	(153)	63%	(658)	1051
Biden Job Disapprove	2%	(20)	7%	(70)	12%	(125)	79%	(804)	1019
Biden Job Strongly Approve	14%	(70)	17%	(85)	11%	(57)	58%	(294)	506
Biden Job Somewhat Approve	4%	(22)	12%	(64)	18%	(96)	67%	(364)	545
Biden Job Somewhat Disapprove	2%	(6)	10%	(29)	16%	(47)	71%	(203)	285
Biden Job Strongly Disapprove	2%	(15)	6%	(41)	11%	(78)	82%	(601)	734

Continued on next page

Table MCEN6_3: *How much have you seen, read, or heard about the following characters?*
Ilkaris

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(113)	11%	(237)	14%	(299)	70%	(1551)	2200
Favorable of Biden	9%	(93)	13%	(137)	15%	(155)	63%	(665)	1050
Unfavorable of Biden	2%	(20)	8%	(84)	12%	(124)	78%	(794)	1022
Very Favorable of Biden	14%	(71)	15%	(76)	13%	(69)	59%	(309)	526
Somewhat Favorable of Biden	4%	(22)	12%	(60)	16%	(86)	68%	(356)	524
Somewhat Unfavorable of Biden	2%	(4)	10%	(26)	18%	(45)	70%	(172)	247
Very Unfavorable of Biden	2%	(16)	7%	(58)	10%	(80)	80%	(621)	775
#1 Issue: Economy	5%	(42)	12%	(102)	14%	(125)	69%	(612)	880
#1 Issue: Security	4%	(11)	9%	(25)	11%	(31)	77%	(219)	286
#1 Issue: Health Care	10%	(27)	9%	(25)	17%	(44)	63%	(166)	262
#1 Issue: Medicare / Social Security	1%	(4)	5%	(14)	9%	(26)	85%	(240)	283
#1 Issue: Women's Issues	7%	(10)	17%	(23)	19%	(26)	57%	(78)	137
#1 Issue: Education	9%	(10)	18%	(19)	17%	(18)	56%	(58)	104
#1 Issue: Energy	7%	(10)	15%	(20)	11%	(15)	68%	(94)	139
#1 Issue: Other	—	(0)	9%	(10)	14%	(15)	77%	(83)	108
2020 Vote: Joe Biden	9%	(86)	12%	(120)	15%	(149)	65%	(655)	1011
2020 Vote: Donald Trump	2%	(13)	9%	(61)	11%	(77)	78%	(544)	695
2020 Vote: Other	—	(0)	4%	(3)	15%	(9)	81%	(49)	60
2020 Vote: Didn't Vote	3%	(14)	12%	(52)	15%	(64)	70%	(301)	431
2018 House Vote: Democrat	8%	(62)	12%	(92)	14%	(110)	66%	(518)	782
2018 House Vote: Republican	3%	(15)	8%	(43)	12%	(70)	78%	(441)	569
2018 House Vote: Someone else	3%	(1)	9%	(5)	10%	(6)	78%	(44)	56
2016 Vote: Hillary Clinton	8%	(59)	11%	(79)	13%	(96)	67%	(478)	712
2016 Vote: Donald Trump	3%	(19)	8%	(50)	12%	(78)	76%	(478)	626
2016 Vote: Other	2%	(3)	4%	(5)	14%	(17)	79%	(98)	123
2016 Vote: Didn't Vote	4%	(32)	14%	(102)	15%	(108)	67%	(496)	738
Voted in 2014: Yes	6%	(68)	9%	(113)	13%	(156)	72%	(885)	1222
Voted in 2014: No	5%	(45)	13%	(124)	15%	(143)	68%	(666)	978
4-Region: Northeast	6%	(26)	9%	(36)	15%	(58)	70%	(275)	394
4-Region: Midwest	3%	(13)	7%	(33)	13%	(62)	77%	(354)	462
4-Region: South	5%	(43)	14%	(112)	14%	(116)	67%	(554)	824
4-Region: West	6%	(32)	11%	(56)	12%	(64)	71%	(368)	520

Continued on next page

Table MCEN6_3: *How much have you seen, read, or heard about the following characters?*
Ilkaris

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(113)	11%	(237)	14%	(299)	70%	(1551)	2200
Marvel Comics Fans	8%	(105)	16%	(205)	19%	(247)	57%	(738)	1296
Avid Marvel Comics Fans	18%	(81)	22%	(99)	18%	(81)	41%	(180)	440
Casual Marvel Comics Fans	3%	(25)	12%	(106)	19%	(167)	65%	(558)	855
Marvel TV/Movies Fans	7%	(105)	15%	(213)	18%	(251)	60%	(850)	1419
Avid Marvel TV/Movies Fans	18%	(74)	21%	(90)	20%	(83)	41%	(175)	422
Casual Marvel TV/Movies Fans	3%	(31)	12%	(123)	17%	(168)	68%	(675)	997
Fans of Anything Marvel	7%	(109)	15%	(225)	18%	(270)	60%	(923)	1526
Avid Fans of Anything Marvel	15%	(94)	21%	(134)	19%	(123)	45%	(291)	642
Casual Fans of Anything Marvel	4%	(39)	12%	(137)	18%	(195)	67%	(736)	1107

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

Table MCEN6_4: *How much have you seen, read, or heard about the following characters?*
Kingo

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(117)	9%	(196)	13%	(286)	73%	(1601)	2200
Gender: Male	9%	(91)	11%	(117)	13%	(143)	67%	(712)	1062
Gender: Female	2%	(27)	7%	(79)	13%	(143)	78%	(889)	1138
Age: 18-34	10%	(68)	16%	(104)	16%	(103)	58%	(380)	655
Age: 35-44	11%	(40)	14%	(49)	17%	(60)	58%	(209)	358
Age: 45-64	1%	(7)	4%	(33)	14%	(104)	81%	(607)	751
Age: 65+	—	(2)	2%	(10)	4%	(19)	93%	(405)	436
GenZers: 1997-2012	4%	(8)	13%	(21)	17%	(28)	66%	(112)	169
Millennials: 1981-1996	13%	(93)	16%	(117)	17%	(121)	54%	(387)	718
GenXers: 1965-1980	3%	(15)	7%	(36)	16%	(81)	74%	(376)	507
Baby Boomers: 1946-1964	—	(2)	3%	(20)	7%	(49)	90%	(650)	720
PID: Dem (no lean)	10%	(87)	12%	(100)	12%	(105)	67%	(580)	872
PID: Ind (no lean)	2%	(13)	8%	(55)	15%	(101)	76%	(524)	693
PID: Rep (no lean)	3%	(17)	6%	(41)	13%	(80)	78%	(497)	635
PID/Gender: Dem Men	17%	(72)	16%	(68)	11%	(47)	56%	(240)	428
PID/Gender: Dem Women	3%	(14)	7%	(33)	13%	(58)	76%	(340)	445
PID/Gender: Ind Men	2%	(6)	8%	(26)	17%	(53)	72%	(221)	306
PID/Gender: Ind Women	2%	(7)	7%	(29)	12%	(48)	78%	(303)	386
PID/Gender: Rep Men	4%	(12)	7%	(23)	13%	(42)	76%	(250)	328
PID/Gender: Rep Women	2%	(5)	6%	(17)	12%	(38)	80%	(247)	307
Ideo: Liberal (1-3)	9%	(57)	10%	(66)	13%	(89)	68%	(446)	657
Ideo: Moderate (4)	4%	(26)	11%	(72)	15%	(92)	70%	(441)	632
Ideo: Conservative (5-7)	4%	(26)	6%	(44)	11%	(75)	79%	(535)	679
Educ: < College	4%	(61)	7%	(110)	13%	(193)	76%	(1148)	1512
Educ: Bachelors degree	7%	(32)	11%	(50)	14%	(61)	68%	(301)	444
Educ: Post-grad	10%	(24)	15%	(37)	13%	(32)	62%	(151)	244
Income: Under 50k	3%	(41)	8%	(92)	14%	(166)	75%	(896)	1194
Income: 50k-100k	4%	(30)	9%	(62)	12%	(84)	74%	(499)	675
Income: 100k+	14%	(47)	13%	(42)	11%	(36)	62%	(206)	331
Ethnicity: White	6%	(96)	8%	(144)	11%	(191)	75%	(1291)	1722
Ethnicity: Hispanic	10%	(34)	15%	(53)	12%	(42)	63%	(221)	349
Ethnicity: Black	4%	(10)	14%	(37)	22%	(60)	61%	(167)	274

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Table MCEN6_4: *How much have you seen, read, or heard about the following characters?*
Kingo

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(117)	9%	(196)	13%	(286)	73%	(1601)	2200
Ethnicity: Other	6%	(11)	7%	(15)	17%	(35)	70%	(143)	204
All Christian	6%	(60)	10%	(97)	10%	(97)	74%	(734)	987
All Non-Christian	17%	(21)	17%	(21)	17%	(21)	49%	(60)	124
Atheist	1%	(1)	9%	(10)	18%	(20)	72%	(77)	107
Agnostic/Nothing in particular	4%	(24)	6%	(41)	15%	(97)	75%	(481)	642
Something Else	3%	(11)	8%	(27)	15%	(52)	73%	(249)	340
Religious Non-Protestant/Catholic	15%	(21)	14%	(21)	20%	(29)	51%	(76)	147
Evangelical	9%	(51)	12%	(69)	11%	(60)	68%	(381)	562
Non-Evangelical	2%	(17)	7%	(49)	11%	(77)	80%	(571)	714
Community: Urban	11%	(77)	15%	(97)	13%	(90)	61%	(408)	671
Community: Suburban	3%	(31)	7%	(66)	11%	(112)	79%	(774)	983
Community: Rural	2%	(10)	6%	(32)	16%	(85)	77%	(419)	546
Employ: Private Sector	8%	(57)	15%	(102)	15%	(101)	62%	(431)	691
Employ: Government	11%	(13)	6%	(8)	26%	(30)	56%	(66)	117
Employ: Self-Employed	10%	(19)	11%	(20)	14%	(25)	64%	(115)	179
Employ: Homemaker	4%	(7)	6%	(11)	12%	(22)	78%	(143)	183
Employ: Student	2%	(1)	6%	(4)	19%	(13)	73%	(48)	66
Employ: Retired	1%	(4)	3%	(15)	7%	(39)	90%	(496)	554
Employ: Unemployed	4%	(11)	11%	(28)	15%	(40)	70%	(184)	263
Employ: Other	3%	(5)	6%	(9)	11%	(16)	80%	(117)	146
Military HH: Yes	5%	(18)	11%	(40)	9%	(35)	75%	(279)	372
Military HH: No	5%	(99)	9%	(156)	14%	(251)	72%	(1322)	1828
RD/WT: Right Direction	10%	(86)	14%	(125)	12%	(106)	65%	(585)	901
RD/WT: Wrong Track	2%	(31)	5%	(71)	14%	(180)	78%	(1016)	1299
Biden Job Approve	9%	(93)	13%	(133)	12%	(127)	66%	(698)	1051
Biden Job Disapprove	2%	(23)	5%	(50)	13%	(137)	79%	(809)	1019
Biden Job Strongly Approve	15%	(74)	15%	(77)	10%	(52)	60%	(303)	506
Biden Job Somewhat Approve	4%	(19)	10%	(56)	14%	(75)	73%	(395)	545
Biden Job Somewhat Disapprove	2%	(7)	6%	(18)	19%	(54)	72%	(206)	285
Biden Job Strongly Disapprove	2%	(16)	4%	(32)	11%	(83)	82%	(603)	734

Continued on next page

Table MCEN6_4: *How much have you seen, read, or heard about the following characters?*
Kingo

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(117)	9%	(196)	13%	(286)	73%	(1601)	2200
Favorable of Biden	8%	(86)	12%	(128)	12%	(131)	67%	(705)	1050
Unfavorable of Biden	3%	(31)	5%	(53)	13%	(137)	78%	(800)	1022
Very Favorable of Biden	13%	(70)	13%	(71)	11%	(58)	62%	(328)	526
Somewhat Favorable of Biden	3%	(16)	11%	(57)	14%	(73)	72%	(377)	524
Somewhat Unfavorable of Biden	4%	(9)	7%	(18)	15%	(38)	74%	(182)	247
Very Unfavorable of Biden	3%	(22)	4%	(35)	13%	(99)	80%	(618)	775
#1 Issue: Economy	5%	(41)	10%	(89)	14%	(122)	71%	(628)	880
#1 Issue: Security	6%	(17)	6%	(17)	13%	(38)	75%	(214)	286
#1 Issue: Health Care	11%	(28)	11%	(30)	10%	(25)	68%	(179)	262
#1 Issue: Medicare / Social Security	2%	(4)	3%	(8)	10%	(29)	85%	(242)	283
#1 Issue: Women's Issues	7%	(9)	12%	(17)	13%	(17)	68%	(93)	137
#1 Issue: Education	9%	(9)	13%	(14)	21%	(22)	57%	(59)	104
#1 Issue: Energy	4%	(6)	11%	(16)	17%	(23)	67%	(94)	139
#1 Issue: Other	1%	(1)	5%	(6)	9%	(10)	85%	(92)	108
2020 Vote: Joe Biden	9%	(88)	10%	(103)	12%	(119)	69%	(701)	1011
2020 Vote: Donald Trump	3%	(21)	6%	(44)	12%	(86)	78%	(545)	695
2020 Vote: Other	—	(0)	4%	(2)	15%	(9)	82%	(49)	60
2020 Vote: Didn't Vote	2%	(9)	11%	(47)	17%	(71)	70%	(303)	431
2018 House Vote: Democrat	8%	(63)	11%	(85)	12%	(94)	69%	(540)	782
2018 House Vote: Republican	3%	(18)	6%	(35)	14%	(78)	77%	(438)	569
2018 House Vote: Someone else	—	(0)	6%	(3)	8%	(5)	86%	(49)	56
2016 Vote: Hillary Clinton	9%	(63)	10%	(73)	10%	(75)	70%	(501)	712
2016 Vote: Donald Trump	3%	(20)	7%	(45)	14%	(88)	76%	(473)	626
2016 Vote: Other	1%	(1)	4%	(5)	12%	(15)	83%	(103)	123
2016 Vote: Didn't Vote	4%	(33)	10%	(73)	15%	(108)	71%	(524)	738
Voted in 2014: Yes	6%	(71)	8%	(101)	12%	(142)	74%	(909)	1222
Voted in 2014: No	5%	(46)	10%	(95)	15%	(144)	71%	(692)	978
4-Region: Northeast	6%	(23)	9%	(35)	16%	(62)	70%	(274)	394
4-Region: Midwest	2%	(10)	7%	(34)	12%	(54)	79%	(363)	462
4-Region: South	6%	(46)	10%	(83)	14%	(112)	71%	(583)	824
4-Region: West	7%	(38)	8%	(44)	11%	(58)	73%	(381)	520

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Table MCEN6_4: *How much have you seen, read, or heard about the following characters?*
Kingo

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(117)	9%	(196)	13%	(286)	73%	(1601)	2200
Marvel Comics Fans	9%	(112)	14%	(178)	17%	(226)	60%	(780)	1296
Avid Marvel Comics Fans	18%	(78)	23%	(100)	15%	(65)	45%	(197)	440
Casual Marvel Comics Fans	4%	(34)	9%	(78)	19%	(161)	68%	(583)	855
Marvel TV/Movies Fans	8%	(111)	13%	(181)	16%	(229)	63%	(898)	1419
Avid Marvel TV/Movies Fans	15%	(65)	19%	(81)	17%	(71)	49%	(206)	422
Casual Marvel TV/Movies Fans	5%	(46)	10%	(100)	16%	(159)	69%	(692)	997
Fans of Anything Marvel	7%	(114)	12%	(191)	16%	(251)	64%	(970)	1526
Avid Fans of Anything Marvel	15%	(98)	18%	(118)	16%	(105)	50%	(321)	642
Casual Fans of Anything Marvel	4%	(49)	10%	(109)	17%	(191)	69%	(759)	1107

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

Table MCEN6_5: *How much have you seen, read, or heard about the following characters?*
Sprite

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(186)	14%	(311)	14%	(305)	64%	(1398)	2200
Gender: Male	12%	(123)	15%	(164)	14%	(147)	59%	(627)	1062
Gender: Female	5%	(62)	13%	(147)	14%	(158)	68%	(771)	1138
Age: 18-34	15%	(101)	21%	(140)	16%	(103)	48%	(312)	655
Age: 35-44	14%	(51)	20%	(70)	17%	(61)	49%	(176)	358
Age: 45-64	4%	(29)	11%	(81)	15%	(109)	71%	(532)	751
Age: 65+	1%	(5)	5%	(21)	7%	(32)	87%	(378)	436
GenZers: 1997-2012	8%	(13)	24%	(41)	21%	(36)	47%	(79)	169
Millennials: 1981-1996	18%	(126)	21%	(147)	15%	(107)	47%	(337)	718
GenXers: 1965-1980	7%	(34)	15%	(78)	16%	(83)	62%	(313)	507
Baby Boomers: 1946-1964	2%	(13)	6%	(40)	10%	(71)	83%	(597)	720
PID: Dem (no lean)	12%	(108)	17%	(151)	13%	(117)	57%	(497)	872
PID: Ind (no lean)	5%	(32)	13%	(88)	16%	(114)	66%	(458)	693
PID: Rep (no lean)	7%	(45)	11%	(72)	12%	(74)	70%	(443)	635
PID/Gender: Dem Men	19%	(83)	21%	(89)	12%	(52)	48%	(204)	428
PID/Gender: Dem Women	6%	(25)	14%	(62)	15%	(65)	66%	(292)	445
PID/Gender: Ind Men	5%	(16)	12%	(36)	19%	(58)	64%	(196)	306
PID/Gender: Ind Women	4%	(16)	14%	(52)	14%	(56)	68%	(262)	386
PID/Gender: Rep Men	7%	(24)	12%	(40)	11%	(37)	69%	(227)	328
PID/Gender: Rep Women	7%	(21)	11%	(32)	12%	(37)	71%	(217)	307
Ideo: Liberal (1-3)	10%	(63)	18%	(116)	12%	(78)	61%	(400)	657
Ideo: Moderate (4)	9%	(55)	16%	(102)	17%	(109)	58%	(366)	632
Ideo: Conservative (5-7)	8%	(56)	9%	(60)	12%	(78)	71%	(485)	679
Educ: < College	8%	(116)	13%	(198)	14%	(214)	65%	(984)	1512
Educ: Bachelors degree	8%	(36)	16%	(69)	13%	(58)	63%	(281)	444
Educ: Post-grad	14%	(33)	18%	(45)	14%	(33)	54%	(133)	244
Income: Under 50k	7%	(84)	14%	(164)	15%	(177)	64%	(769)	1194
Income: 50k-100k	8%	(53)	14%	(94)	12%	(83)	66%	(446)	675
Income: 100k+	15%	(49)	16%	(54)	14%	(45)	55%	(183)	331
Ethnicity: White	8%	(132)	13%	(225)	13%	(227)	66%	(1138)	1722
Ethnicity: Hispanic	9%	(33)	25%	(88)	13%	(44)	53%	(184)	349
Ethnicity: Black	14%	(39)	20%	(54)	17%	(45)	50%	(137)	274

Continued on next page

Table MCEN6_5: *How much have you seen, read, or heard about the following characters?*
Sprite

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(186)	14%	(311)	14%	(305)	64%	(1398)	2200
Ethnicity: Other	7%	(15)	16%	(32)	16%	(33)	61%	(124)	204
All Christian	9%	(88)	15%	(146)	12%	(114)	65%	(639)	987
All Non-Christian	21%	(26)	22%	(27)	15%	(19)	42%	(52)	124
Atheist	1%	(1)	23%	(25)	12%	(12)	64%	(69)	107
Agnostic/Nothing in particular	6%	(39)	10%	(66)	17%	(107)	67%	(430)	642
Something Else	9%	(32)	14%	(47)	15%	(52)	61%	(209)	340
Religious Non-Protestant/Catholic	19%	(28)	23%	(34)	14%	(20)	44%	(65)	147
Evangelical	16%	(88)	15%	(86)	10%	(59)	58%	(329)	562
Non-Evangelical	4%	(27)	13%	(94)	15%	(104)	68%	(489)	714
Community: Urban	14%	(94)	21%	(142)	14%	(94)	51%	(341)	671
Community: Suburban	6%	(58)	11%	(106)	13%	(126)	70%	(692)	983
Community: Rural	6%	(33)	12%	(63)	16%	(86)	67%	(364)	546
Employ: Private Sector	13%	(87)	17%	(120)	14%	(100)	55%	(384)	691
Employ: Government	12%	(15)	22%	(25)	17%	(21)	48%	(57)	117
Employ: Self-Employed	16%	(29)	16%	(28)	17%	(31)	51%	(91)	179
Employ: Homemaker	5%	(9)	13%	(24)	16%	(30)	65%	(120)	183
Employ: Student	3%	(2)	26%	(17)	19%	(12)	52%	(35)	66
Employ: Retired	1%	(7)	7%	(37)	9%	(50)	83%	(460)	554
Employ: Unemployed	10%	(25)	14%	(37)	16%	(42)	60%	(159)	263
Employ: Other	8%	(11)	15%	(22)	13%	(20)	64%	(93)	146
Military HH: Yes	8%	(31)	14%	(54)	9%	(35)	68%	(252)	372
Military HH: No	8%	(154)	14%	(258)	15%	(271)	63%	(1146)	1828
RD/WT: Right Direction	12%	(110)	20%	(179)	13%	(121)	55%	(491)	901
RD/WT: Wrong Track	6%	(75)	10%	(133)	14%	(184)	70%	(906)	1299
Biden Job Approve	12%	(128)	19%	(198)	13%	(141)	56%	(585)	1051
Biden Job Disapprove	5%	(56)	9%	(95)	14%	(143)	71%	(724)	1019
Biden Job Strongly Approve	18%	(90)	20%	(103)	10%	(48)	52%	(264)	506
Biden Job Somewhat Approve	7%	(37)	17%	(94)	17%	(93)	59%	(321)	545
Biden Job Somewhat Disapprove	5%	(13)	17%	(48)	15%	(43)	63%	(180)	285
Biden Job Strongly Disapprove	6%	(42)	6%	(47)	14%	(100)	74%	(544)	734

Continued on next page

Table MCEN6_5: *How much have you seen, read, or heard about the following characters?*
Sprite

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(186)	14%	(311)	14%	(305)	64%	(1398)	2200
Favorable of Biden	11%	(113)	18%	(188)	14%	(146)	57%	(603)	1050
Unfavorable of Biden	6%	(62)	10%	(102)	14%	(147)	70%	(712)	1022
Very Favorable of Biden	17%	(88)	18%	(96)	11%	(59)	54%	(284)	526
Somewhat Favorable of Biden	5%	(26)	18%	(93)	16%	(86)	61%	(319)	524
Somewhat Unfavorable of Biden	7%	(16)	15%	(38)	17%	(42)	61%	(151)	247
Very Unfavorable of Biden	6%	(46)	8%	(63)	13%	(105)	72%	(561)	775
#1 Issue: Economy	10%	(88)	15%	(132)	13%	(115)	62%	(546)	880
#1 Issue: Security	9%	(25)	11%	(32)	15%	(44)	65%	(186)	286
#1 Issue: Health Care	11%	(30)	16%	(41)	13%	(33)	60%	(158)	262
#1 Issue: Medicare / Social Security	2%	(6)	6%	(16)	11%	(32)	81%	(230)	283
#1 Issue: Women's Issues	7%	(10)	30%	(41)	10%	(14)	53%	(72)	137
#1 Issue: Education	10%	(11)	21%	(21)	23%	(24)	46%	(48)	104
#1 Issue: Energy	11%	(15)	15%	(21)	20%	(27)	54%	(75)	139
#1 Issue: Other	1%	(1)	7%	(8)	16%	(17)	76%	(82)	108
2020 Vote: Joe Biden	11%	(115)	17%	(176)	13%	(133)	58%	(586)	1011
2020 Vote: Donald Trump	6%	(40)	10%	(71)	13%	(92)	71%	(493)	695
2020 Vote: Other	8%	(5)	10%	(6)	14%	(9)	67%	(41)	60
2020 Vote: Didn't Vote	6%	(26)	13%	(57)	16%	(71)	64%	(276)	431
2018 House Vote: Democrat	11%	(88)	17%	(129)	12%	(97)	60%	(468)	782
2018 House Vote: Republican	6%	(37)	9%	(54)	15%	(83)	69%	(395)	569
2018 House Vote: Someone else	8%	(5)	11%	(6)	11%	(6)	70%	(39)	56
2016 Vote: Hillary Clinton	12%	(85)	15%	(109)	11%	(79)	62%	(438)	712
2016 Vote: Donald Trump	7%	(41)	11%	(67)	15%	(91)	68%	(427)	626
2016 Vote: Other	5%	(7)	10%	(12)	17%	(21)	68%	(83)	123
2016 Vote: Didn't Vote	7%	(53)	17%	(123)	15%	(114)	61%	(449)	738
Voted in 2014: Yes	9%	(112)	13%	(154)	13%	(154)	66%	(803)	1222
Voted in 2014: No	8%	(74)	16%	(157)	15%	(152)	61%	(595)	978
4-Region: Northeast	8%	(33)	13%	(51)	16%	(63)	63%	(246)	394
4-Region: Midwest	6%	(29)	10%	(49)	13%	(61)	70%	(324)	462
4-Region: South	11%	(87)	16%	(128)	14%	(114)	60%	(495)	824
4-Region: West	7%	(37)	16%	(84)	13%	(67)	64%	(332)	520

Continued on next page

Table MCEN6_5: *How much have you seen, read, or heard about the following characters?*
Sprite

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(186)	14%	(311)	14%	(305)	64%	(1398)	2200
Marvel Comics Fans	13%	(163)	19%	(249)	18%	(235)	50%	(649)	1296
Avid Marvel Comics Fans	24%	(105)	24%	(106)	17%	(76)	35%	(154)	440
Casual Marvel Comics Fans	7%	(58)	17%	(144)	19%	(159)	58%	(495)	855
Marvel TV/Movies Fans	12%	(170)	18%	(253)	17%	(244)	53%	(751)	1419
Avid Marvel TV/Movies Fans	23%	(98)	25%	(107)	15%	(63)	37%	(154)	422
Casual Marvel TV/Movies Fans	7%	(72)	15%	(146)	18%	(182)	60%	(597)	997
Fans of Anything Marvel	11%	(172)	18%	(273)	18%	(269)	53%	(811)	1526
Avid Fans of Anything Marvel	19%	(125)	23%	(146)	19%	(119)	39%	(251)	642
Casual Fans of Anything Marvel	7%	(82)	17%	(188)	17%	(191)	58%	(646)	1107

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

Table MCEN6_6: *How much have you seen, read, or heard about the following characters?*
Phastos

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(116)	9%	(198)	14%	(301)	72%	(1585)	2200
Gender: Male	9%	(91)	10%	(111)	15%	(158)	66%	(702)	1062
Gender: Female	2%	(25)	8%	(87)	13%	(143)	78%	(883)	1138
Age: 18-34	10%	(68)	17%	(109)	17%	(111)	56%	(367)	655
Age: 35-44	10%	(36)	13%	(47)	18%	(64)	59%	(211)	358
Age: 45-64	2%	(11)	5%	(37)	14%	(105)	80%	(599)	751
Age: 65+	—	(1)	1%	(6)	5%	(21)	94%	(408)	436
GenZers: 1997-2012	3%	(6)	17%	(28)	19%	(32)	61%	(103)	169
Millennials: 1981-1996	13%	(91)	16%	(117)	17%	(125)	54%	(386)	718
GenXers: 1965-1980	3%	(18)	7%	(37)	16%	(83)	73%	(370)	507
Baby Boomers: 1946-1964	—	(2)	2%	(14)	8%	(58)	90%	(647)	720
PID: Dem (no lean)	9%	(78)	11%	(100)	15%	(128)	65%	(566)	872
PID: Ind (no lean)	3%	(18)	9%	(64)	15%	(102)	74%	(509)	693
PID: Rep (no lean)	3%	(20)	5%	(34)	11%	(71)	80%	(510)	635
PID/Gender: Dem Men	15%	(65)	16%	(69)	15%	(65)	54%	(229)	428
PID/Gender: Dem Women	3%	(13)	7%	(31)	14%	(63)	76%	(337)	445
PID/Gender: Ind Men	4%	(11)	8%	(26)	17%	(53)	71%	(217)	306
PID/Gender: Ind Women	2%	(7)	10%	(38)	13%	(49)	76%	(293)	386
PID/Gender: Rep Men	5%	(15)	5%	(17)	12%	(40)	78%	(256)	328
PID/Gender: Rep Women	2%	(5)	6%	(18)	10%	(31)	83%	(254)	307
Ideo: Liberal (1-3)	8%	(55)	11%	(70)	13%	(86)	68%	(446)	657
Ideo: Moderate (4)	4%	(27)	12%	(74)	16%	(102)	68%	(429)	632
Ideo: Conservative (5-7)	3%	(23)	5%	(37)	12%	(81)	79%	(538)	679
Educ: < College	4%	(61)	8%	(117)	13%	(203)	75%	(1131)	1512
Educ: Bachelors degree	6%	(26)	11%	(51)	15%	(65)	68%	(302)	444
Educ: Post-grad	12%	(30)	12%	(30)	13%	(32)	62%	(152)	244
Income: Under 50k	3%	(40)	8%	(96)	16%	(185)	73%	(872)	1194
Income: 50k-100k	6%	(38)	8%	(52)	11%	(76)	75%	(509)	675
Income: 100k+	11%	(38)	15%	(50)	12%	(39)	62%	(204)	331
Ethnicity: White	6%	(95)	8%	(137)	12%	(206)	75%	(1284)	1722
Ethnicity: Hispanic	11%	(37)	13%	(45)	13%	(44)	64%	(223)	349
Ethnicity: Black	5%	(15)	15%	(42)	20%	(56)	59%	(161)	274

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Table MCEN6_6: *How much have you seen, read, or heard about the following characters?*
Phastos

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(116)	9%	(198)	14%	(301)	72%	(1585)	2200
Ethnicity: Other	3%	(7)	9%	(19)	19%	(38)	69%	(140)	204
All Christian	5%	(45)	10%	(94)	11%	(106)	75%	(742)	987
All Non-Christian	19%	(23)	16%	(20)	17%	(21)	48%	(60)	124
Atheist	2%	(2)	10%	(10)	19%	(21)	69%	(74)	107
Agnostic/Nothing in particular	5%	(32)	7%	(44)	14%	(92)	74%	(475)	642
Something Else	4%	(14)	9%	(30)	18%	(61)	69%	(235)	340
Religious Non-Protestant/Catholic	16%	(23)	13%	(20)	15%	(22)	56%	(82)	147
Evangelical	9%	(50)	12%	(68)	13%	(72)	66%	(372)	562
Non-Evangelical	1%	(8)	7%	(50)	13%	(92)	79%	(565)	714
Community: Urban	11%	(74)	13%	(88)	15%	(100)	61%	(409)	671
Community: Suburban	3%	(33)	7%	(66)	12%	(120)	78%	(763)	983
Community: Rural	2%	(9)	8%	(44)	15%	(80)	76%	(413)	546
Employ: Private Sector	8%	(56)	14%	(99)	16%	(108)	62%	(428)	691
Employ: Government	8%	(9)	14%	(16)	17%	(20)	62%	(73)	117
Employ: Self-Employed	11%	(19)	10%	(18)	18%	(31)	62%	(111)	179
Employ: Homemaker	5%	(9)	8%	(14)	12%	(22)	75%	(138)	183
Employ: Student	2%	(1)	5%	(3)	27%	(18)	67%	(44)	66
Employ: Retired	1%	(3)	3%	(14)	7%	(39)	90%	(497)	554
Employ: Unemployed	6%	(15)	9%	(25)	17%	(46)	68%	(178)	263
Employ: Other	2%	(3)	6%	(9)	12%	(17)	80%	(117)	146
Military HH: Yes	6%	(22)	9%	(33)	10%	(36)	76%	(281)	372
Military HH: No	5%	(95)	9%	(166)	14%	(264)	71%	(1304)	1828
RD/WT: Right Direction	10%	(87)	13%	(117)	15%	(132)	63%	(565)	901
RD/WT: Wrong Track	2%	(30)	6%	(81)	13%	(169)	79%	(1020)	1299
Biden Job Approve	8%	(89)	12%	(127)	14%	(149)	65%	(686)	1051
Biden Job Disapprove	3%	(26)	5%	(55)	12%	(126)	80%	(812)	1019
Biden Job Strongly Approve	14%	(71)	14%	(71)	11%	(57)	61%	(306)	506
Biden Job Somewhat Approve	3%	(18)	10%	(56)	17%	(91)	70%	(380)	545
Biden Job Somewhat Disapprove	3%	(9)	8%	(23)	18%	(52)	71%	(201)	285
Biden Job Strongly Disapprove	2%	(18)	4%	(32)	10%	(74)	83%	(610)	734

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Table MCEN6_6: *How much have you seen, read, or heard about the following characters?*
Phastos

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(116)	9%	(198)	14%	(301)	72%	(1585)	2200
Favorable of Biden	8%	(83)	12%	(126)	14%	(144)	66%	(697)	1050
Unfavorable of Biden	3%	(30)	6%	(57)	13%	(138)	78%	(797)	1022
Very Favorable of Biden	13%	(70)	12%	(63)	13%	(68)	62%	(325)	526
Somewhat Favorable of Biden	3%	(13)	12%	(63)	14%	(76)	71%	(371)	524
Somewhat Unfavorable of Biden	4%	(11)	6%	(15)	19%	(48)	70%	(173)	247
Very Unfavorable of Biden	2%	(19)	5%	(42)	12%	(90)	81%	(624)	775
#1 Issue: Economy	5%	(41)	9%	(78)	15%	(136)	71%	(626)	880
#1 Issue: Security	6%	(16)	6%	(18)	12%	(35)	76%	(217)	286
#1 Issue: Health Care	11%	(29)	10%	(25)	11%	(30)	68%	(178)	262
#1 Issue: Medicare / Social Security	1%	(3)	4%	(13)	9%	(25)	86%	(243)	283
#1 Issue: Women's Issues	8%	(11)	17%	(23)	12%	(17)	63%	(87)	137
#1 Issue: Education	11%	(11)	13%	(13)	19%	(20)	58%	(60)	104
#1 Issue: Energy	4%	(5)	16%	(22)	17%	(24)	64%	(88)	139
#1 Issue: Other	—	(0)	6%	(7)	14%	(15)	80%	(86)	108
2020 Vote: Joe Biden	8%	(78)	11%	(109)	15%	(152)	66%	(671)	1011
2020 Vote: Donald Trump	2%	(17)	7%	(46)	11%	(77)	80%	(555)	695
2020 Vote: Other	2%	(1)	7%	(4)	11%	(7)	80%	(49)	60
2020 Vote: Didn't Vote	5%	(20)	9%	(39)	15%	(64)	71%	(308)	431
2018 House Vote: Democrat	8%	(59)	11%	(83)	14%	(109)	68%	(531)	782
2018 House Vote: Republican	3%	(19)	6%	(33)	13%	(72)	78%	(444)	569
2018 House Vote: Someone else	—	(0)	10%	(5)	11%	(6)	80%	(45)	56
2016 Vote: Hillary Clinton	8%	(59)	11%	(82)	13%	(89)	68%	(483)	712
2016 Vote: Donald Trump	4%	(22)	6%	(35)	13%	(81)	78%	(487)	626
2016 Vote: Other	2%	(2)	7%	(9)	13%	(16)	78%	(96)	123
2016 Vote: Didn't Vote	5%	(33)	10%	(73)	15%	(113)	70%	(519)	738
Voted in 2014: Yes	5%	(65)	9%	(107)	12%	(153)	73%	(898)	1222
Voted in 2014: No	5%	(52)	9%	(91)	15%	(148)	70%	(687)	978
4-Region: Northeast	5%	(19)	10%	(39)	16%	(62)	70%	(274)	394
4-Region: Midwest	3%	(13)	7%	(32)	12%	(56)	78%	(362)	462
4-Region: South	6%	(50)	10%	(81)	15%	(120)	70%	(573)	824
4-Region: West	7%	(35)	9%	(47)	12%	(62)	72%	(377)	520

Continued on next page

Table MCEN6_6: *How much have you seen, read, or heard about the following characters?*
Phastos

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(116)	9%	(198)	14%	(301)	72%	(1585)	2200
Marvel Comics Fans	8%	(110)	13%	(174)	19%	(251)	59%	(761)	1296
Avid Marvel Comics Fans	19%	(84)	18%	(80)	21%	(92)	42%	(185)	440
Casual Marvel Comics Fans	3%	(26)	11%	(94)	19%	(160)	67%	(576)	855
Marvel TV/Movies Fans	7%	(105)	13%	(180)	18%	(253)	62%	(881)	1419
Avid Marvel TV/Movies Fans	17%	(73)	18%	(77)	21%	(87)	44%	(185)	422
Casual Marvel TV/Movies Fans	3%	(33)	10%	(103)	17%	(165)	70%	(696)	997
Fans of Anything Marvel	7%	(112)	12%	(188)	18%	(271)	63%	(955)	1526
Avid Fans of Anything Marvel	15%	(95)	17%	(110)	21%	(132)	47%	(304)	642
Casual Fans of Anything Marvel	4%	(41)	11%	(124)	17%	(185)	68%	(758)	1107

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

Table MCEN6_7: *How much have you seen, read, or heard about the following characters?*
Makkari

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(123)	10%	(216)	14%	(304)	71%	(1558)	2200
Gender: Male	8%	(87)	12%	(131)	14%	(153)	65%	(691)	1062
Gender: Female	3%	(36)	7%	(85)	13%	(151)	76%	(867)	1138
Age: 18-34	12%	(76)	16%	(105)	19%	(122)	54%	(353)	655
Age: 35-44	10%	(34)	14%	(52)	17%	(59)	59%	(213)	358
Age: 45-64	1%	(11)	6%	(48)	14%	(103)	78%	(589)	751
Age: 65+	—	(1)	3%	(11)	5%	(20)	93%	(404)	436
GenZers: 1997-2012	4%	(7)	19%	(32)	17%	(29)	60%	(101)	169
Millennials: 1981-1996	13%	(95)	15%	(109)	20%	(141)	52%	(373)	718
GenXers: 1965-1980	3%	(15)	10%	(49)	16%	(82)	71%	(361)	507
Baby Boomers: 1946-1964	1%	(4)	3%	(22)	7%	(50)	89%	(643)	720
PID: Dem (no lean)	10%	(84)	13%	(112)	14%	(123)	63%	(553)	872
PID: Ind (no lean)	3%	(18)	9%	(64)	14%	(98)	74%	(512)	693
PID: Rep (no lean)	3%	(20)	6%	(39)	13%	(83)	78%	(493)	635
PID/Gender: Dem Men	15%	(65)	18%	(76)	14%	(61)	53%	(225)	428
PID/Gender: Dem Women	4%	(20)	8%	(36)	14%	(62)	74%	(327)	445
PID/Gender: Ind Men	3%	(10)	10%	(31)	16%	(49)	71%	(217)	306
PID/Gender: Ind Women	2%	(8)	9%	(34)	13%	(49)	76%	(295)	386
PID/Gender: Rep Men	4%	(12)	7%	(23)	13%	(44)	76%	(248)	328
PID/Gender: Rep Women	3%	(8)	5%	(16)	13%	(40)	79%	(244)	307
Ideo: Liberal (1-3)	9%	(58)	11%	(74)	14%	(89)	66%	(436)	657
Ideo: Moderate (4)	4%	(28)	12%	(75)	17%	(108)	67%	(421)	632
Ideo: Conservative (5-7)	3%	(20)	8%	(57)	11%	(77)	77%	(526)	679
Educ: < College	5%	(69)	8%	(125)	14%	(206)	74%	(1112)	1512
Educ: Bachelors degree	6%	(26)	12%	(54)	15%	(67)	67%	(298)	444
Educ: Post-grad	11%	(28)	15%	(37)	13%	(31)	61%	(148)	244
Income: Under 50k	4%	(53)	9%	(103)	14%	(172)	73%	(867)	1194
Income: 50k-100k	5%	(31)	10%	(69)	13%	(87)	72%	(488)	675
Income: 100k+	12%	(39)	13%	(44)	14%	(45)	61%	(202)	331
Ethnicity: White	6%	(97)	9%	(154)	12%	(203)	74%	(1268)	1722
Ethnicity: Hispanic	12%	(40)	13%	(47)	15%	(52)	60%	(211)	349
Ethnicity: Black	5%	(13)	16%	(44)	23%	(62)	57%	(155)	274

Continued on next page

Table MCEN6_7: *How much have you seen, read, or heard about the following characters?*
Makkari

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(123)	10%	(216)	14%	(304)	71%	(1558)	2200
Ethnicity: Other	6%	(12)	9%	(18)	19%	(39)	66%	(135)	204
All Christian	5%	(52)	10%	(100)	12%	(115)	73%	(721)	987
All Non-Christian	18%	(22)	19%	(24)	12%	(14)	51%	(64)	124
Atheist	4%	(5)	5%	(5)	27%	(29)	63%	(68)	107
Agnostic/Nothing in particular	5%	(33)	9%	(55)	13%	(86)	73%	(469)	642
Something Else	3%	(11)	9%	(32)	18%	(60)	70%	(237)	340
Religious Non-Protestant/Catholic	15%	(22)	16%	(24)	17%	(24)	52%	(77)	147
Evangelical	9%	(50)	12%	(66)	14%	(77)	66%	(369)	562
Non-Evangelical	2%	(11)	8%	(60)	12%	(84)	78%	(560)	714
Community: Urban	11%	(74)	14%	(94)	16%	(105)	59%	(398)	671
Community: Suburban	4%	(38)	8%	(78)	11%	(111)	77%	(755)	983
Community: Rural	2%	(10)	8%	(43)	16%	(88)	74%	(405)	546
Employ: Private Sector	9%	(63)	14%	(100)	16%	(108)	61%	(421)	691
Employ: Government	7%	(8)	17%	(20)	19%	(22)	58%	(68)	117
Employ: Self-Employed	11%	(19)	12%	(22)	14%	(25)	63%	(113)	179
Employ: Homemaker	4%	(7)	10%	(17)	13%	(24)	74%	(134)	183
Employ: Student	2%	(1)	9%	(6)	26%	(17)	64%	(42)	66
Employ: Retired	1%	(5)	3%	(18)	7%	(40)	89%	(491)	554
Employ: Unemployed	5%	(14)	8%	(20)	20%	(53)	67%	(176)	263
Employ: Other	4%	(6)	9%	(13)	10%	(15)	77%	(112)	146
Military HH: Yes	6%	(21)	11%	(39)	11%	(40)	73%	(271)	372
Military HH: No	6%	(102)	10%	(176)	14%	(264)	70%	(1286)	1828
RD/WT: Right Direction	10%	(93)	15%	(133)	14%	(122)	61%	(553)	901
RD/WT: Wrong Track	2%	(29)	6%	(83)	14%	(182)	77%	(1004)	1299
Biden Job Approve	9%	(100)	13%	(137)	14%	(145)	64%	(669)	1051
Biden Job Disapprove	2%	(23)	6%	(63)	14%	(140)	78%	(793)	1019
Biden Job Strongly Approve	15%	(74)	14%	(72)	13%	(67)	58%	(293)	506
Biden Job Somewhat Approve	5%	(26)	12%	(65)	14%	(79)	69%	(376)	545
Biden Job Somewhat Disapprove	3%	(8)	8%	(22)	19%	(54)	70%	(201)	285
Biden Job Strongly Disapprove	2%	(14)	6%	(41)	12%	(86)	81%	(592)	734

Continued on next page

Table MCEN6_7: *How much have you seen, read, or heard about the following characters?*
Makkari

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(123)	10%	(216)	14%	(304)	71%	(1558)	2200
Favorable of Biden	8%	(89)	13%	(134)	14%	(148)	65%	(679)	1050
Unfavorable of Biden	3%	(34)	6%	(66)	13%	(137)	77%	(785)	1022
Very Favorable of Biden	13%	(66)	14%	(75)	13%	(71)	60%	(315)	526
Somewhat Favorable of Biden	4%	(23)	11%	(59)	15%	(77)	70%	(365)	524
Somewhat Unfavorable of Biden	7%	(17)	6%	(16)	17%	(41)	70%	(173)	247
Very Unfavorable of Biden	2%	(17)	6%	(50)	12%	(95)	79%	(612)	775
#1 Issue: Economy	5%	(45)	10%	(88)	15%	(133)	70%	(615)	880
#1 Issue: Security	4%	(13)	8%	(22)	14%	(41)	74%	(210)	286
#1 Issue: Health Care	11%	(29)	9%	(23)	12%	(31)	68%	(179)	262
#1 Issue: Medicare / Social Security	1%	(4)	5%	(14)	8%	(22)	86%	(243)	283
#1 Issue: Women's Issues	8%	(10)	15%	(21)	16%	(21)	61%	(84)	137
#1 Issue: Education	9%	(9)	18%	(19)	25%	(26)	48%	(50)	104
#1 Issue: Energy	7%	(9)	16%	(22)	13%	(18)	64%	(89)	139
#1 Issue: Other	3%	(3)	5%	(6)	11%	(12)	81%	(88)	108
2020 Vote: Joe Biden	8%	(79)	12%	(123)	14%	(140)	66%	(668)	1011
2020 Vote: Donald Trump	3%	(23)	7%	(49)	13%	(88)	77%	(536)	695
2020 Vote: Other	—	(0)	9%	(5)	16%	(10)	75%	(45)	60
2020 Vote: Didn't Vote	5%	(20)	9%	(37)	15%	(66)	71%	(307)	431
2018 House Vote: Democrat	8%	(64)	11%	(88)	13%	(104)	67%	(526)	782
2018 House Vote: Republican	3%	(17)	8%	(48)	12%	(70)	76%	(434)	569
2018 House Vote: Someone else	—	(0)	10%	(6)	11%	(6)	79%	(45)	56
2016 Vote: Hillary Clinton	9%	(63)	11%	(77)	12%	(84)	69%	(488)	712
2016 Vote: Donald Trump	4%	(25)	7%	(46)	14%	(85)	75%	(469)	626
2016 Vote: Other	1%	(1)	7%	(8)	13%	(16)	79%	(98)	123
2016 Vote: Didn't Vote	4%	(33)	11%	(84)	16%	(119)	68%	(503)	738
Voted in 2014: Yes	6%	(78)	9%	(108)	12%	(148)	73%	(889)	1222
Voted in 2014: No	5%	(45)	11%	(108)	16%	(156)	68%	(669)	978
4-Region: Northeast	6%	(23)	10%	(39)	16%	(62)	69%	(270)	394
4-Region: Midwest	4%	(18)	6%	(27)	14%	(67)	76%	(350)	462
4-Region: South	6%	(48)	11%	(91)	15%	(121)	68%	(564)	824
4-Region: West	6%	(33)	11%	(59)	11%	(55)	72%	(373)	520

Continued on next page

Table MCEN6_7: *How much have you seen, read, or heard about the following characters?*
Makkari

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(123)	10%	(216)	14%	(304)	71%	(1558)	2200
Marvel Comics Fans	9%	(113)	15%	(194)	19%	(249)	57%	(740)	1296
Avid Marvel Comics Fans	19%	(86)	20%	(89)	19%	(85)	41%	(181)	440
Casual Marvel Comics Fans	3%	(27)	12%	(105)	19%	(165)	65%	(559)	855
Marvel TV/Movies Fans	8%	(116)	14%	(192)	18%	(258)	60%	(853)	1419
Avid Marvel TV/Movies Fans	18%	(78)	19%	(79)	18%	(75)	45%	(189)	422
Casual Marvel TV/Movies Fans	4%	(38)	11%	(112)	18%	(183)	67%	(664)	997
Fans of Anything Marvel	8%	(118)	13%	(204)	18%	(279)	61%	(925)	1526
Avid Fans of Anything Marvel	15%	(97)	18%	(119)	20%	(127)	47%	(300)	642
Casual Fans of Anything Marvel	4%	(49)	11%	(125)	18%	(202)	66%	(732)	1107

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

Table MCEN6_8: *How much have you seen, read, or heard about the following characters?*
Druig

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(106)	10%	(228)	15%	(336)	70%	(1531)	2200
Gender: Male	7%	(70)	13%	(140)	16%	(170)	64%	(682)	1062
Gender: Female	3%	(36)	8%	(88)	15%	(166)	75%	(848)	1138
Age: 18-34	9%	(62)	19%	(126)	20%	(128)	52%	(339)	655
Age: 35-44	8%	(29)	16%	(56)	21%	(74)	55%	(198)	358
Age: 45-64	2%	(13)	5%	(39)	15%	(112)	78%	(587)	751
Age: 65+	—	(2)	1%	(6)	5%	(22)	93%	(407)	436
GenZers: 1997-2012	4%	(6)	22%	(36)	18%	(31)	56%	(95)	169
Millennials: 1981-1996	11%	(77)	19%	(139)	20%	(147)	49%	(355)	718
GenXers: 1965-1980	3%	(17)	6%	(29)	20%	(101)	71%	(359)	507
Baby Boomers: 1946-1964	1%	(5)	3%	(20)	8%	(54)	89%	(641)	720
PID: Dem (no lean)	8%	(68)	15%	(130)	15%	(131)	62%	(543)	872
PID: Ind (no lean)	2%	(15)	8%	(55)	17%	(117)	73%	(505)	693
PID: Rep (no lean)	4%	(22)	7%	(43)	14%	(87)	76%	(483)	635
PID/Gender: Dem Men	12%	(52)	20%	(85)	16%	(68)	52%	(223)	428
PID/Gender: Dem Women	4%	(16)	10%	(45)	14%	(64)	72%	(320)	445
PID/Gender: Ind Men	2%	(6)	10%	(30)	17%	(51)	72%	(219)	306
PID/Gender: Ind Women	2%	(9)	7%	(26)	17%	(66)	74%	(286)	386
PID/Gender: Rep Men	3%	(11)	8%	(25)	16%	(51)	73%	(240)	328
PID/Gender: Rep Women	4%	(11)	6%	(18)	12%	(36)	79%	(243)	307
Ideo: Liberal (1-3)	7%	(48)	13%	(83)	14%	(93)	66%	(433)	657
Ideo: Moderate (4)	4%	(28)	13%	(80)	19%	(118)	64%	(406)	632
Ideo: Conservative (5-7)	3%	(20)	7%	(51)	12%	(81)	78%	(527)	679
Educ: < College	4%	(61)	8%	(124)	16%	(239)	72%	(1089)	1512
Educ: Bachelors degree	5%	(23)	15%	(66)	14%	(61)	66%	(294)	444
Educ: Post-grad	9%	(22)	16%	(38)	15%	(36)	60%	(147)	244
Income: Under 50k	3%	(42)	9%	(102)	17%	(199)	71%	(852)	1194
Income: 50k-100k	4%	(26)	11%	(74)	13%	(89)	72%	(486)	675
Income: 100k+	12%	(39)	16%	(52)	15%	(48)	58%	(192)	331
Ethnicity: White	5%	(86)	9%	(163)	13%	(217)	73%	(1254)	1722
Ethnicity: Hispanic	8%	(28)	16%	(56)	19%	(65)	57%	(200)	349
Ethnicity: Black	4%	(11)	16%	(43)	25%	(70)	55%	(150)	274

Continued on next page

Table MCEN6_8: *How much have you seen, read, or heard about the following characters?*
Druig

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(106)	10%	(228)	15%	(336)	70%	(1531)	2200
Ethnicity: Other	4%	(9)	10%	(21)	24%	(48)	62%	(126)	204
All Christian	4%	(44)	11%	(110)	12%	(121)	72%	(712)	987
All Non-Christian	17%	(22)	15%	(18)	17%	(21)	51%	(63)	124
Atheist	1%	(1)	11%	(12)	25%	(27)	63%	(67)	107
Agnostic/Nothing in particular	4%	(28)	8%	(51)	17%	(111)	70%	(452)	642
Something Else	3%	(11)	11%	(37)	16%	(55)	70%	(237)	340
Religious Non-Protestant/Catholic	15%	(22)	12%	(18)	22%	(33)	51%	(75)	147
Evangelical	7%	(41)	14%	(78)	13%	(71)	66%	(371)	562
Non-Evangelical	1%	(10)	9%	(63)	13%	(91)	77%	(549)	714
Community: Urban	10%	(68)	16%	(105)	17%	(115)	57%	(384)	671
Community: Suburban	3%	(28)	9%	(85)	13%	(127)	76%	(742)	983
Community: Rural	2%	(9)	7%	(38)	17%	(94)	74%	(405)	546
Employ: Private Sector	8%	(52)	16%	(109)	18%	(122)	59%	(408)	691
Employ: Government	9%	(10)	13%	(15)	24%	(28)	54%	(64)	117
Employ: Self-Employed	9%	(16)	15%	(27)	16%	(29)	60%	(107)	179
Employ: Homemaker	4%	(7)	5%	(8)	19%	(35)	72%	(132)	183
Employ: Student	2%	(1)	13%	(9)	19%	(12)	67%	(44)	66
Employ: Retired	—	(1)	2%	(13)	8%	(46)	89%	(494)	554
Employ: Unemployed	5%	(14)	11%	(30)	16%	(42)	67%	(177)	263
Employ: Other	2%	(4)	11%	(16)	15%	(22)	71%	(104)	146
Military HH: Yes	6%	(21)	10%	(36)	11%	(42)	73%	(272)	372
Military HH: No	5%	(85)	10%	(192)	16%	(294)	69%	(1259)	1828
RD/WT: Right Direction	8%	(70)	15%	(138)	17%	(153)	60%	(541)	901
RD/WT: Wrong Track	3%	(36)	7%	(90)	14%	(183)	76%	(990)	1299
Biden Job Approve	7%	(77)	14%	(148)	17%	(176)	62%	(649)	1051
Biden Job Disapprove	3%	(28)	6%	(63)	14%	(140)	77%	(789)	1019
Biden Job Strongly Approve	12%	(61)	15%	(76)	16%	(82)	57%	(286)	506
Biden Job Somewhat Approve	3%	(16)	13%	(72)	17%	(94)	67%	(364)	545
Biden Job Somewhat Disapprove	3%	(8)	9%	(26)	17%	(49)	71%	(203)	285
Biden Job Strongly Disapprove	3%	(20)	5%	(37)	12%	(91)	80%	(586)	734

Continued on next page

Table MCEN6_8: *How much have you seen, read, or heard about the following characters?*
Druig

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(106)	10%	(228)	15%	(336)	70%	(1531)	2200
Favorable of Biden	7%	(71)	14%	(151)	16%	(172)	63%	(657)	1050
Unfavorable of Biden	3%	(32)	6%	(64)	14%	(143)	77%	(782)	1022
Very Favorable of Biden	12%	(61)	15%	(77)	15%	(80)	59%	(309)	526
Somewhat Favorable of Biden	2%	(9)	14%	(74)	18%	(92)	66%	(348)	524
Somewhat Unfavorable of Biden	3%	(7)	9%	(22)	18%	(44)	71%	(175)	247
Very Unfavorable of Biden	3%	(25)	5%	(42)	13%	(100)	78%	(608)	775
#1 Issue: Economy	4%	(38)	11%	(93)	17%	(154)	68%	(595)	880
#1 Issue: Security	5%	(16)	7%	(20)	12%	(35)	75%	(216)	286
#1 Issue: Health Care	10%	(27)	11%	(29)	12%	(32)	67%	(175)	262
#1 Issue: Medicare / Social Security	1%	(3)	4%	(11)	9%	(25)	86%	(244)	283
#1 Issue: Women's Issues	6%	(8)	23%	(31)	16%	(22)	55%	(76)	137
#1 Issue: Education	5%	(5)	21%	(22)	22%	(23)	52%	(55)	104
#1 Issue: Energy	7%	(9)	10%	(14)	22%	(30)	61%	(85)	139
#1 Issue: Other	—	(0)	7%	(7)	14%	(15)	80%	(86)	108
2020 Vote: Joe Biden	7%	(67)	13%	(132)	16%	(158)	65%	(654)	1011
2020 Vote: Donald Trump	3%	(23)	7%	(46)	14%	(95)	76%	(531)	695
2020 Vote: Other	—	(0)	5%	(3)	15%	(9)	81%	(49)	60
2020 Vote: Didn't Vote	4%	(15)	11%	(47)	17%	(74)	68%	(295)	431
2018 House Vote: Democrat	6%	(48)	12%	(90)	16%	(124)	66%	(520)	782
2018 House Vote: Republican	4%	(22)	7%	(38)	13%	(75)	76%	(434)	569
2018 House Vote: Someone else	—	(0)	6%	(3)	12%	(7)	83%	(47)	56
2016 Vote: Hillary Clinton	7%	(51)	12%	(85)	14%	(98)	67%	(478)	712
2016 Vote: Donald Trump	3%	(19)	7%	(43)	15%	(94)	75%	(470)	626
2016 Vote: Other	1%	(2)	3%	(4)	14%	(17)	82%	(101)	123
2016 Vote: Didn't Vote	5%	(34)	13%	(96)	17%	(127)	65%	(482)	738
Voted in 2014: Yes	5%	(58)	9%	(114)	14%	(166)	72%	(884)	1222
Voted in 2014: No	5%	(48)	12%	(113)	17%	(170)	66%	(647)	978
4-Region: Northeast	6%	(24)	9%	(36)	16%	(62)	69%	(270)	394
4-Region: Midwest	2%	(10)	8%	(37)	15%	(67)	75%	(348)	462
4-Region: South	5%	(42)	12%	(95)	15%	(124)	68%	(563)	824
4-Region: West	6%	(30)	11%	(59)	16%	(83)	67%	(349)	520

Continued on next page

Table MCEN6_8: *How much have you seen, read, or heard about the following characters?*
Druig

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(106)	10%	(228)	15%	(336)	70%	(1531)	2200
Marvel Comics Fans	7%	(95)	15%	(198)	20%	(265)	57%	(737)	1296
Avid Marvel Comics Fans	17%	(74)	20%	(90)	23%	(102)	40%	(174)	440
Casual Marvel Comics Fans	2%	(21)	13%	(108)	19%	(163)	66%	(563)	855
Marvel TV/Movies Fans	7%	(98)	14%	(202)	19%	(271)	60%	(847)	1419
Avid Marvel TV/Movies Fans	16%	(67)	18%	(77)	23%	(98)	43%	(179)	422
Casual Marvel TV/Movies Fans	3%	(31)	13%	(125)	17%	(173)	67%	(668)	997
Fans of Anything Marvel	7%	(101)	14%	(212)	19%	(297)	60%	(916)	1526
Avid Fans of Anything Marvel	14%	(89)	19%	(121)	22%	(140)	46%	(292)	642
Casual Fans of Anything Marvel	3%	(38)	12%	(137)	18%	(203)	66%	(730)	1107

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

Table MCEN6_9: *How much have you seen, read, or heard about the following characters?*
Gilgamesh

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(145)	11%	(249)	16%	(347)	66%	(1460)	2200
Gender: Male	10%	(106)	14%	(149)	17%	(181)	59%	(626)	1062
Gender: Female	3%	(39)	9%	(100)	15%	(166)	73%	(833)	1138
Age: 18-34	13%	(83)	17%	(111)	19%	(122)	52%	(339)	655
Age: 35-44	10%	(37)	17%	(61)	20%	(73)	52%	(187)	358
Age: 45-64	3%	(20)	8%	(58)	14%	(108)	75%	(566)	751
Age: 65+	1%	(5)	4%	(18)	10%	(45)	84%	(369)	436
GenZers: 1997-2012	8%	(13)	17%	(28)	18%	(30)	58%	(97)	169
Millennials: 1981-1996	14%	(99)	18%	(132)	20%	(143)	48%	(343)	718
GenXers: 1965-1980	4%	(23)	9%	(46)	17%	(85)	70%	(353)	507
Baby Boomers: 1946-1964	1%	(9)	6%	(40)	11%	(80)	82%	(592)	720
PID: Dem (no lean)	11%	(99)	12%	(108)	16%	(137)	61%	(528)	872
PID: Ind (no lean)	2%	(15)	13%	(89)	16%	(114)	69%	(475)	693
PID: Rep (no lean)	5%	(31)	8%	(52)	15%	(96)	72%	(457)	635
PID/Gender: Dem Men	19%	(79)	16%	(70)	16%	(70)	49%	(209)	428
PID/Gender: Dem Women	5%	(20)	9%	(38)	15%	(67)	72%	(319)	445
PID/Gender: Ind Men	2%	(7)	15%	(46)	17%	(51)	66%	(202)	306
PID/Gender: Ind Women	2%	(7)	11%	(43)	16%	(63)	71%	(273)	386
PID/Gender: Rep Men	6%	(20)	10%	(33)	18%	(60)	66%	(215)	328
PID/Gender: Rep Women	4%	(11)	6%	(19)	12%	(36)	79%	(242)	307
Ideo: Liberal (1-3)	11%	(70)	12%	(79)	17%	(109)	61%	(399)	657
Ideo: Moderate (4)	5%	(33)	12%	(78)	19%	(120)	64%	(401)	632
Ideo: Conservative (5-7)	5%	(33)	11%	(75)	12%	(82)	72%	(490)	679
Educ: < College	5%	(80)	10%	(145)	16%	(237)	69%	(1050)	1512
Educ: Bachelors degree	6%	(26)	15%	(67)	16%	(71)	63%	(280)	444
Educ: Post-grad	16%	(39)	15%	(36)	16%	(39)	53%	(130)	244
Income: Under 50k	5%	(59)	9%	(111)	17%	(202)	69%	(822)	1194
Income: 50k-100k	5%	(37)	13%	(85)	14%	(93)	68%	(460)	675
Income: 100k+	15%	(49)	16%	(53)	16%	(51)	54%	(178)	331
Ethnicity: White	6%	(111)	11%	(189)	14%	(248)	68%	(1173)	1722
Ethnicity: Hispanic	13%	(45)	14%	(50)	16%	(56)	57%	(199)	349
Ethnicity: Black	8%	(21)	14%	(37)	20%	(56)	58%	(160)	274

Continued on next page

Table MCEN6_9: *How much have you seen, read, or heard about the following characters?*
Gilgamesh

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(145)	11%	(249)	16%	(347)	66%	(1460)	2200
Ethnicity: Other	6%	(12)	11%	(23)	21%	(43)	62%	(126)	204
All Christian	7%	(66)	12%	(117)	12%	(118)	69%	(686)	987
All Non-Christian	24%	(30)	16%	(20)	19%	(24)	41%	(50)	124
Atheist	1%	(2)	13%	(14)	18%	(19)	67%	(72)	107
Agnostic/Nothing in particular	5%	(29)	10%	(67)	19%	(123)	66%	(423)	642
Something Else	5%	(18)	9%	(31)	18%	(63)	67%	(228)	340
Religious Non-Protestant/Catholic	20%	(30)	13%	(20)	24%	(35)	42%	(62)	147
Evangelical	11%	(60)	13%	(70)	12%	(69)	65%	(363)	562
Non-Evangelical	3%	(21)	10%	(69)	13%	(96)	74%	(528)	714
Community: Urban	13%	(89)	15%	(99)	18%	(123)	54%	(360)	671
Community: Suburban	4%	(40)	9%	(90)	13%	(130)	74%	(723)	983
Community: Rural	3%	(16)	11%	(60)	17%	(93)	69%	(376)	546
Employ: Private Sector	10%	(72)	18%	(121)	14%	(97)	58%	(400)	691
Employ: Government	8%	(9)	12%	(14)	30%	(35)	51%	(59)	117
Employ: Self-Employed	15%	(27)	13%	(24)	15%	(27)	56%	(101)	179
Employ: Homemaker	4%	(7)	9%	(16)	18%	(33)	70%	(127)	183
Employ: Student	5%	(4)	15%	(10)	19%	(13)	61%	(40)	66
Employ: Retired	1%	(7)	4%	(25)	11%	(62)	83%	(461)	554
Employ: Unemployed	4%	(10)	11%	(29)	22%	(58)	63%	(165)	263
Employ: Other	5%	(8)	7%	(11)	15%	(22)	72%	(106)	146
Military HH: Yes	7%	(27)	13%	(50)	14%	(52)	65%	(243)	372
Military HH: No	6%	(118)	11%	(199)	16%	(295)	67%	(1217)	1828
RD/WT: Right Direction	11%	(102)	14%	(122)	16%	(145)	59%	(532)	901
RD/WT: Wrong Track	3%	(42)	10%	(126)	16%	(202)	71%	(928)	1299
Biden Job Approve	10%	(109)	13%	(138)	17%	(178)	59%	(625)	1051
Biden Job Disapprove	3%	(35)	9%	(91)	15%	(148)	73%	(745)	1019
Biden Job Strongly Approve	16%	(83)	14%	(70)	14%	(73)	55%	(280)	506
Biden Job Somewhat Approve	5%	(25)	13%	(69)	19%	(106)	63%	(345)	545
Biden Job Somewhat Disapprove	5%	(14)	11%	(32)	18%	(51)	66%	(187)	285
Biden Job Strongly Disapprove	3%	(20)	8%	(59)	13%	(98)	76%	(557)	734

Continued on next page

Table MCEN6_9: *How much have you seen, read, or heard about the following characters?*
Gilgamesh

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(145)	11%	(249)	16%	(347)	66%	(1460)	2200
Favorable of Biden	10%	(103)	13%	(132)	17%	(181)	60%	(634)	1050
Unfavorable of Biden	4%	(42)	10%	(102)	14%	(145)	72%	(733)	1022
Very Favorable of Biden	16%	(82)	12%	(66)	16%	(86)	56%	(293)	526
Somewhat Favorable of Biden	4%	(21)	13%	(66)	18%	(95)	65%	(341)	524
Somewhat Unfavorable of Biden	7%	(17)	13%	(31)	15%	(38)	65%	(161)	247
Very Unfavorable of Biden	3%	(25)	9%	(70)	14%	(107)	74%	(572)	775
#1 Issue: Economy	5%	(48)	12%	(106)	17%	(152)	65%	(574)	880
#1 Issue: Security	8%	(24)	11%	(31)	11%	(31)	70%	(200)	286
#1 Issue: Health Care	13%	(34)	8%	(22)	18%	(48)	60%	(158)	262
#1 Issue: Medicare / Social Security	2%	(6)	5%	(14)	12%	(33)	81%	(230)	283
#1 Issue: Women's Issues	9%	(13)	17%	(23)	13%	(18)	61%	(83)	137
#1 Issue: Education	9%	(9)	19%	(20)	18%	(19)	54%	(57)	104
#1 Issue: Energy	7%	(10)	16%	(22)	18%	(25)	59%	(82)	139
#1 Issue: Other	1%	(2)	10%	(10)	19%	(21)	70%	(75)	108
2020 Vote: Joe Biden	10%	(104)	12%	(126)	16%	(160)	61%	(620)	1011
2020 Vote: Donald Trump	5%	(32)	9%	(64)	14%	(98)	72%	(502)	695
2020 Vote: Other	1%	(1)	12%	(7)	17%	(10)	70%	(42)	60
2020 Vote: Didn't Vote	2%	(8)	12%	(51)	18%	(79)	68%	(293)	431
2018 House Vote: Democrat	9%	(73)	13%	(100)	16%	(128)	62%	(481)	782
2018 House Vote: Republican	5%	(30)	10%	(57)	15%	(83)	70%	(399)	569
2018 House Vote: Someone else	—	(0)	14%	(8)	10%	(5)	76%	(43)	56
2016 Vote: Hillary Clinton	10%	(69)	12%	(89)	15%	(106)	63%	(448)	712
2016 Vote: Donald Trump	5%	(31)	9%	(59)	15%	(92)	71%	(444)	626
2016 Vote: Other	3%	(4)	13%	(16)	17%	(21)	67%	(83)	123
2016 Vote: Didn't Vote	5%	(40)	12%	(85)	17%	(128)	66%	(485)	738
Voted in 2014: Yes	7%	(89)	11%	(133)	15%	(183)	67%	(817)	1222
Voted in 2014: No	6%	(55)	12%	(116)	17%	(164)	66%	(643)	978
4-Region: Northeast	7%	(26)	11%	(42)	19%	(73)	64%	(253)	394
4-Region: Midwest	3%	(14)	10%	(45)	14%	(67)	73%	(337)	462
4-Region: South	8%	(64)	12%	(97)	16%	(131)	65%	(533)	824
4-Region: West	8%	(42)	12%	(65)	15%	(76)	65%	(338)	520

Continued on next page

Table MCEN6_9: *How much have you seen, read, or heard about the following characters?*
Gilgamesh

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(145)	11%	(249)	16%	(347)	66%	(1460)	2200
Marvel Comics Fans	10%	(131)	17%	(216)	21%	(273)	52%	(677)	1296
Avid Marvel Comics Fans	21%	(92)	22%	(96)	21%	(94)	36%	(159)	440
Casual Marvel Comics Fans	5%	(39)	14%	(120)	21%	(179)	61%	(518)	855
Marvel TV/Movies Fans	9%	(134)	15%	(220)	19%	(276)	56%	(789)	1419
Avid Marvel TV/Movies Fans	20%	(86)	19%	(78)	19%	(80)	42%	(178)	422
Casual Marvel TV/Movies Fans	5%	(48)	14%	(141)	20%	(196)	61%	(612)	997
Fans of Anything Marvel	9%	(137)	15%	(233)	20%	(312)	55%	(844)	1526
Avid Fans of Anything Marvel	17%	(111)	20%	(129)	21%	(136)	41%	(266)	642
Casual Fans of Anything Marvel	5%	(60)	14%	(150)	20%	(221)	61%	(676)	1107

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

Table MCEN6_10: *How much have you seen, read, or heard about the following characters?*
Ajak

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(118)	11%	(232)	15%	(331)	69%	(1519)	2200
Gender: Male	8%	(86)	13%	(139)	16%	(172)	63%	(665)	1062
Gender: Female	3%	(33)	8%	(92)	14%	(159)	75%	(855)	1138
Age: 18-34	11%	(69)	19%	(123)	20%	(134)	50%	(329)	655
Age: 35-44	9%	(30)	16%	(58)	20%	(72)	55%	(197)	358
Age: 45-64	2%	(17)	6%	(45)	14%	(103)	78%	(586)	751
Age: 65+	—	(2)	1%	(6)	5%	(21)	93%	(407)	436
GenZers: 1997-2012	3%	(5)	20%	(33)	26%	(44)	52%	(87)	169
Millennials: 1981-1996	12%	(89)	18%	(132)	20%	(144)	49%	(353)	718
GenXers: 1965-1980	3%	(16)	10%	(50)	16%	(82)	71%	(360)	507
Baby Boomers: 1946-1964	1%	(9)	2%	(15)	8%	(57)	89%	(640)	720
PID: Dem (no lean)	9%	(79)	12%	(108)	17%	(150)	61%	(535)	872
PID: Ind (no lean)	2%	(17)	10%	(71)	16%	(110)	71%	(494)	693
PID: Rep (no lean)	4%	(22)	8%	(52)	11%	(71)	77%	(490)	635
PID/Gender: Dem Men	15%	(65)	17%	(73)	19%	(81)	49%	(209)	428
PID/Gender: Dem Women	3%	(14)	8%	(36)	16%	(69)	73%	(326)	445
PID/Gender: Ind Men	2%	(7)	11%	(33)	18%	(55)	69%	(212)	306
PID/Gender: Ind Women	3%	(10)	10%	(38)	14%	(55)	73%	(283)	386
PID/Gender: Rep Men	4%	(14)	10%	(33)	11%	(36)	75%	(244)	328
PID/Gender: Rep Women	3%	(8)	6%	(18)	11%	(35)	80%	(246)	307
Ideo: Liberal (1-3)	8%	(54)	12%	(81)	16%	(107)	63%	(415)	657
Ideo: Moderate (4)	5%	(30)	12%	(79)	17%	(105)	66%	(418)	632
Ideo: Conservative (5-7)	4%	(26)	8%	(55)	11%	(77)	77%	(521)	679
Educ: < College	4%	(60)	9%	(140)	15%	(230)	72%	(1083)	1512
Educ: Bachelors degree	7%	(31)	13%	(58)	15%	(67)	65%	(289)	444
Educ: Post-grad	11%	(28)	14%	(34)	14%	(34)	61%	(148)	244
Income: Under 50k	4%	(48)	9%	(109)	17%	(202)	70%	(835)	1194
Income: 50k-100k	4%	(29)	11%	(75)	13%	(87)	72%	(485)	675
Income: 100k+	13%	(42)	14%	(48)	12%	(41)	60%	(200)	331
Ethnicity: White	5%	(91)	10%	(173)	12%	(214)	72%	(1244)	1722
Ethnicity: Hispanic	8%	(27)	18%	(61)	17%	(58)	58%	(202)	349
Ethnicity: Black	6%	(16)	15%	(42)	25%	(68)	54%	(148)	274

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Table MCEN6_10: *How much have you seen, read, or heard about the following characters?*
Ajak

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(118)	11%	(232)	15%	(331)	69%	(1519)	2200
Ethnicity: Other	6%	(12)	8%	(17)	24%	(49)	62%	(127)	204
All Christian	6%	(55)	11%	(112)	11%	(111)	72%	(708)	987
All Non-Christian	19%	(24)	16%	(20)	15%	(19)	50%	(62)	124
Atheist	1%	(1)	8%	(9)	26%	(28)	64%	(69)	107
Agnostic/Nothing in particular	3%	(22)	9%	(57)	18%	(114)	70%	(450)	642
Something Else	5%	(16)	10%	(34)	17%	(59)	68%	(231)	340
Religious Non-Protestant/Catholic	16%	(24)	18%	(26)	14%	(21)	52%	(76)	147
Evangelical	11%	(61)	13%	(71)	12%	(65)	65%	(365)	562
Non-Evangelical	1%	(10)	8%	(60)	14%	(100)	76%	(544)	714
Community: Urban	13%	(85)	13%	(85)	17%	(116)	57%	(385)	671
Community: Suburban	2%	(24)	10%	(96)	12%	(122)	75%	(741)	983
Community: Rural	2%	(10)	9%	(50)	17%	(92)	72%	(393)	546
Employ: Private Sector	8%	(58)	15%	(104)	17%	(115)	60%	(415)	691
Employ: Government	7%	(9)	15%	(18)	26%	(30)	52%	(61)	117
Employ: Self-Employed	10%	(18)	15%	(27)	13%	(24)	61%	(110)	179
Employ: Homemaker	4%	(7)	10%	(19)	15%	(27)	71%	(130)	183
Employ: Student	3%	(2)	7%	(5)	34%	(23)	55%	(36)	66
Employ: Retired	2%	(9)	2%	(10)	7%	(41)	89%	(493)	554
Employ: Unemployed	4%	(12)	15%	(40)	19%	(49)	61%	(162)	263
Employ: Other	3%	(4)	6%	(8)	15%	(22)	77%	(112)	146
Military HH: Yes	5%	(19)	12%	(46)	12%	(43)	71%	(263)	372
Military HH: No	5%	(99)	10%	(186)	16%	(287)	69%	(1256)	1828
RD/WT: Right Direction	9%	(77)	16%	(142)	16%	(145)	59%	(536)	901
RD/WT: Wrong Track	3%	(41)	7%	(89)	14%	(185)	76%	(984)	1299
Biden Job Approve	8%	(88)	14%	(149)	15%	(159)	62%	(655)	1051
Biden Job Disapprove	3%	(26)	7%	(69)	14%	(139)	77%	(784)	1019
Biden Job Strongly Approve	14%	(70)	17%	(84)	13%	(67)	56%	(284)	506
Biden Job Somewhat Approve	3%	(18)	12%	(65)	17%	(92)	68%	(371)	545
Biden Job Somewhat Disapprove	3%	(8)	9%	(25)	21%	(59)	68%	(193)	285
Biden Job Strongly Disapprove	3%	(19)	6%	(44)	11%	(80)	81%	(591)	734

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Table MCEN6_10: *How much have you seen, read, or heard about the following characters?*
Ajak

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(118)	11%	(232)	15%	(331)	69%	(1519)	2200
Favorable of Biden	8%	(85)	14%	(147)	15%	(161)	63%	(657)	1050
Unfavorable of Biden	3%	(32)	7%	(71)	14%	(147)	76%	(772)	1022
Very Favorable of Biden	13%	(67)	15%	(80)	14%	(76)	57%	(302)	526
Somewhat Favorable of Biden	3%	(17)	13%	(67)	16%	(85)	68%	(354)	524
Somewhat Unfavorable of Biden	4%	(9)	6%	(15)	23%	(56)	67%	(167)	247
Very Unfavorable of Biden	3%	(24)	7%	(56)	12%	(90)	78%	(605)	775
#1 Issue: Economy	5%	(42)	12%	(106)	16%	(143)	67%	(590)	880
#1 Issue: Security	5%	(14)	10%	(28)	10%	(29)	75%	(215)	286
#1 Issue: Health Care	10%	(26)	13%	(35)	14%	(35)	63%	(166)	262
#1 Issue: Medicare / Social Security	2%	(7)	3%	(9)	10%	(28)	85%	(240)	283
#1 Issue: Women's Issues	6%	(9)	13%	(18)	22%	(30)	59%	(80)	137
#1 Issue: Education	10%	(11)	13%	(14)	26%	(27)	51%	(53)	104
#1 Issue: Energy	7%	(9)	14%	(19)	15%	(20)	65%	(90)	139
#1 Issue: Other	1%	(1)	3%	(4)	17%	(18)	79%	(85)	108
2020 Vote: Joe Biden	8%	(81)	12%	(122)	16%	(162)	64%	(645)	1011
2020 Vote: Donald Trump	3%	(22)	8%	(58)	11%	(79)	77%	(536)	695
2020 Vote: Other	2%	(1)	3%	(2)	12%	(7)	84%	(51)	60
2020 Vote: Didn't Vote	3%	(14)	11%	(49)	19%	(82)	66%	(285)	431
2018 House Vote: Democrat	8%	(64)	11%	(84)	16%	(128)	65%	(506)	782
2018 House Vote: Republican	4%	(23)	8%	(46)	12%	(69)	76%	(430)	569
2018 House Vote: Someone else	1%	(1)	12%	(7)	13%	(7)	74%	(42)	56
2016 Vote: Hillary Clinton	9%	(65)	9%	(64)	16%	(117)	66%	(466)	712
2016 Vote: Donald Trump	4%	(22)	10%	(61)	12%	(78)	74%	(465)	626
2016 Vote: Other	3%	(4)	7%	(8)	11%	(13)	79%	(98)	123
2016 Vote: Didn't Vote	4%	(27)	13%	(98)	17%	(123)	66%	(491)	738
Voted in 2014: Yes	6%	(75)	9%	(115)	14%	(165)	71%	(867)	1222
Voted in 2014: No	4%	(43)	12%	(117)	17%	(165)	67%	(652)	978
4-Region: Northeast	6%	(24)	11%	(43)	16%	(63)	67%	(263)	394
4-Region: Midwest	4%	(18)	8%	(35)	15%	(69)	74%	(340)	462
4-Region: South	4%	(36)	12%	(102)	15%	(125)	68%	(561)	824
4-Region: West	8%	(40)	10%	(51)	14%	(74)	68%	(355)	520

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Table MCEN6_10: *How much have you seen, read, or heard about the following characters?*
Ajak

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(118)	11%	(232)	15%	(331)	69%	(1519)	2200
Marvel Comics Fans	9%	(111)	15%	(200)	21%	(271)	55%	(713)	1296
Avid Marvel Comics Fans	18%	(77)	23%	(100)	22%	(97)	38%	(166)	440
Casual Marvel Comics Fans	4%	(33)	12%	(100)	20%	(174)	64%	(547)	855
Marvel TV/Movies Fans	8%	(109)	14%	(205)	20%	(278)	58%	(827)	1419
Avid Marvel TV/Movies Fans	17%	(72)	20%	(85)	25%	(104)	38%	(161)	422
Casual Marvel TV/Movies Fans	4%	(37)	12%	(120)	17%	(173)	67%	(666)	997
Fans of Anything Marvel	7%	(112)	14%	(219)	20%	(301)	59%	(894)	1526
Avid Fans of Anything Marvel	15%	(99)	20%	(130)	21%	(135)	43%	(278)	642
Casual Fans of Anything Marvel	4%	(47)	12%	(133)	19%	(211)	65%	(716)	1107

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

Table MCEN6_11: *How much have you seen, read, or heard about the following characters?*
Thena

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(126)	12%	(269)	15%	(335)	67%	(1470)	2200
Gender: Male	9%	(100)	13%	(137)	15%	(163)	62%	(662)	1062
Gender: Female	2%	(26)	12%	(132)	15%	(172)	71%	(808)	1138
Age: 18-34	11%	(72)	20%	(132)	21%	(139)	48%	(312)	655
Age: 35-44	11%	(38)	18%	(64)	17%	(63)	54%	(193)	358
Age: 45-64	2%	(15)	8%	(59)	15%	(111)	75%	(565)	751
Age: 65+	—	(1)	3%	(13)	5%	(22)	92%	(400)	436
GenZers: 1997-2012	6%	(10)	22%	(37)	19%	(32)	53%	(89)	169
Millennials: 1981-1996	13%	(93)	20%	(142)	21%	(152)	46%	(330)	718
GenXers: 1965-1980	4%	(19)	10%	(50)	17%	(84)	70%	(355)	507
Baby Boomers: 1946-1964	1%	(5)	5%	(36)	9%	(64)	85%	(616)	720
PID: Dem (no lean)	10%	(87)	15%	(130)	16%	(138)	59%	(518)	872
PID: Ind (no lean)	2%	(17)	12%	(81)	17%	(116)	69%	(478)	693
PID: Rep (no lean)	4%	(23)	9%	(58)	13%	(81)	75%	(473)	635
PID/Gender: Dem Men	17%	(72)	17%	(75)	16%	(67)	50%	(213)	428
PID/Gender: Dem Women	3%	(14)	12%	(55)	16%	(70)	69%	(305)	445
PID/Gender: Ind Men	2%	(7)	11%	(33)	17%	(53)	69%	(213)	306
PID/Gender: Ind Women	2%	(9)	13%	(48)	16%	(63)	69%	(265)	386
PID/Gender: Rep Men	6%	(20)	9%	(29)	13%	(42)	72%	(236)	328
PID/Gender: Rep Women	1%	(3)	9%	(29)	13%	(39)	77%	(237)	307
Ideo: Liberal (1-3)	9%	(60)	15%	(100)	16%	(104)	60%	(393)	657
Ideo: Moderate (4)	4%	(28)	15%	(92)	18%	(115)	63%	(397)	632
Ideo: Conservative (5-7)	4%	(29)	8%	(55)	12%	(80)	76%	(516)	679
Educ: < College	4%	(66)	11%	(169)	16%	(242)	69%	(1036)	1512
Educ: Bachelors degree	5%	(24)	15%	(66)	14%	(62)	66%	(292)	444
Educ: Post-grad	15%	(36)	14%	(35)	13%	(31)	58%	(141)	244
Income: Under 50k	4%	(48)	12%	(137)	17%	(200)	68%	(809)	1194
Income: 50k-100k	6%	(39)	11%	(76)	13%	(89)	70%	(470)	675
Income: 100k+	12%	(39)	17%	(55)	14%	(46)	58%	(190)	331
Ethnicity: White	6%	(98)	11%	(191)	14%	(234)	70%	(1199)	1722
Ethnicity: Hispanic	10%	(37)	19%	(67)	13%	(46)	57%	(200)	349
Ethnicity: Black	7%	(19)	18%	(50)	22%	(62)	52%	(143)	274

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Table MCEN6_11: *How much have you seen, read, or heard about the following characters?*
Thena

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(126)	12%	(269)	15%	(335)	67%	(1470)	2200
Ethnicity: Other	5%	(10)	14%	(28)	19%	(39)	62%	(127)	204
All Christian	5%	(54)	12%	(122)	12%	(119)	70%	(693)	987
All Non-Christian	22%	(27)	14%	(18)	17%	(21)	47%	(58)	124
Atheist	1%	(1)	20%	(21)	20%	(21)	59%	(64)	107
Agnostic/Nothing in particular	4%	(26)	11%	(73)	18%	(113)	67%	(430)	642
Something Else	6%	(19)	11%	(36)	18%	(61)	66%	(225)	340
Religious Non-Protestant/Catholic	18%	(27)	13%	(19)	20%	(30)	49%	(71)	147
Evangelical	10%	(58)	13%	(73)	13%	(75)	63%	(356)	562
Non-Evangelical	2%	(14)	11%	(77)	13%	(92)	74%	(531)	714
Community: Urban	11%	(72)	18%	(120)	16%	(107)	55%	(372)	671
Community: Suburban	4%	(36)	10%	(98)	13%	(132)	73%	(716)	983
Community: Rural	3%	(18)	9%	(51)	17%	(95)	70%	(382)	546
Employ: Private Sector	9%	(59)	17%	(120)	18%	(122)	56%	(390)	691
Employ: Government	7%	(9)	18%	(22)	23%	(27)	51%	(60)	117
Employ: Self-Employed	14%	(25)	14%	(25)	10%	(18)	62%	(111)	179
Employ: Homemaker	3%	(5)	16%	(30)	15%	(27)	66%	(120)	183
Employ: Student	6%	(4)	9%	(6)	22%	(15)	63%	(42)	66
Employ: Retired	1%	(5)	5%	(26)	7%	(38)	88%	(486)	554
Employ: Unemployed	7%	(18)	10%	(26)	24%	(64)	59%	(156)	263
Employ: Other	1%	(1)	11%	(16)	16%	(23)	72%	(105)	146
Military HH: Yes	7%	(25)	11%	(40)	12%	(45)	71%	(262)	372
Military HH: No	6%	(102)	13%	(229)	16%	(290)	66%	(1207)	1828
RD/WT: Right Direction	10%	(88)	17%	(151)	16%	(146)	57%	(516)	901
RD/WT: Wrong Track	3%	(38)	9%	(118)	15%	(189)	73%	(954)	1299
Biden Job Approve	9%	(97)	15%	(162)	16%	(172)	59%	(620)	1051
Biden Job Disapprove	3%	(29)	9%	(90)	14%	(143)	74%	(757)	1019
Biden Job Strongly Approve	14%	(73)	17%	(86)	14%	(73)	54%	(274)	506
Biden Job Somewhat Approve	4%	(24)	14%	(77)	18%	(99)	64%	(346)	545
Biden Job Somewhat Disapprove	3%	(9)	14%	(41)	18%	(51)	64%	(183)	285
Biden Job Strongly Disapprove	3%	(20)	7%	(49)	12%	(92)	78%	(574)	734

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Table MCEN6_11: *How much have you seen, read, or heard about the following characters?*
Thena

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(126)	12%	(269)	15%	(335)	67%	(1470)	2200
Favorable of Biden	8%	(87)	16%	(168)	16%	(164)	60%	(631)	1050
Unfavorable of Biden	4%	(37)	9%	(91)	14%	(146)	73%	(747)	1022
Very Favorable of Biden	14%	(71)	17%	(88)	14%	(75)	55%	(292)	526
Somewhat Favorable of Biden	3%	(16)	15%	(80)	17%	(89)	65%	(339)	524
Somewhat Unfavorable of Biden	4%	(11)	14%	(34)	16%	(39)	66%	(162)	247
Very Unfavorable of Biden	3%	(26)	7%	(57)	14%	(106)	76%	(585)	775
#1 Issue: Economy	5%	(45)	12%	(108)	18%	(157)	65%	(570)	880
#1 Issue: Security	8%	(23)	9%	(26)	10%	(30)	73%	(208)	286
#1 Issue: Health Care	9%	(24)	12%	(32)	14%	(38)	64%	(169)	262
#1 Issue: Medicare / Social Security	2%	(5)	6%	(16)	9%	(25)	84%	(238)	283
#1 Issue: Women's Issues	7%	(9)	23%	(32)	19%	(26)	52%	(70)	137
#1 Issue: Education	10%	(10)	18%	(19)	20%	(21)	52%	(54)	104
#1 Issue: Energy	7%	(10)	19%	(26)	17%	(24)	57%	(79)	139
#1 Issue: Other	—	(0)	10%	(11)	15%	(16)	75%	(81)	108
2020 Vote: Joe Biden	8%	(85)	15%	(150)	16%	(160)	61%	(615)	1011
2020 Vote: Donald Trump	3%	(23)	9%	(61)	13%	(91)	75%	(520)	695
2020 Vote: Other	2%	(1)	10%	(6)	10%	(6)	77%	(47)	60
2020 Vote: Didn't Vote	4%	(17)	12%	(51)	18%	(77)	66%	(286)	431
2018 House Vote: Democrat	8%	(63)	14%	(108)	16%	(124)	62%	(487)	782
2018 House Vote: Republican	4%	(23)	9%	(50)	13%	(74)	74%	(422)	569
2018 House Vote: Someone else	—	(0)	16%	(9)	17%	(10)	67%	(38)	56
2016 Vote: Hillary Clinton	9%	(62)	14%	(97)	15%	(106)	63%	(448)	712
2016 Vote: Donald Trump	5%	(30)	9%	(55)	14%	(88)	72%	(452)	626
2016 Vote: Other	2%	(2)	9%	(11)	14%	(17)	76%	(93)	123
2016 Vote: Didn't Vote	4%	(32)	14%	(106)	17%	(125)	65%	(477)	738
Voted in 2014: Yes	6%	(77)	11%	(136)	14%	(165)	69%	(845)	1222
Voted in 2014: No	5%	(50)	14%	(134)	17%	(169)	64%	(625)	978
4-Region: Northeast	5%	(21)	13%	(52)	16%	(62)	66%	(259)	394
4-Region: Midwest	4%	(18)	8%	(36)	15%	(68)	74%	(340)	462
4-Region: South	5%	(44)	14%	(116)	17%	(137)	64%	(527)	824
4-Region: West	8%	(43)	13%	(65)	13%	(68)	66%	(344)	520

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Table MCEN6_11: *How much have you seen, read, or heard about the following characters?*
Thena

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(126)	12%	(269)	15%	(335)	67%	(1470)	2200
Marvel Comics Fans	9%	(116)	18%	(234)	20%	(266)	53%	(680)	1296
Avid Marvel Comics Fans	18%	(81)	25%	(108)	23%	(99)	34%	(152)	440
Casual Marvel Comics Fans	4%	(35)	15%	(126)	19%	(166)	62%	(529)	855
Marvel TV/Movies Fans	9%	(121)	17%	(240)	19%	(271)	55%	(786)	1419
Avid Marvel TV/Movies Fans	19%	(79)	23%	(96)	22%	(94)	36%	(153)	422
Casual Marvel TV/Movies Fans	4%	(42)	14%	(144)	18%	(178)	63%	(633)	997
Fans of Anything Marvel	8%	(120)	17%	(253)	19%	(297)	56%	(855)	1526
Avid Fans of Anything Marvel	15%	(97)	24%	(152)	22%	(139)	39%	(253)	642
Casual Fans of Anything Marvel	5%	(51)	14%	(160)	18%	(200)	63%	(696)	1107

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

Table MCEN6_12: *How much have you seen, read, or heard about the following characters?*
Eros

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(125)	13%	(287)	16%	(348)	65%	(1439)	2200
Gender: Male	9%	(91)	15%	(155)	17%	(178)	60%	(638)	1062
Gender: Female	3%	(34)	12%	(132)	15%	(171)	70%	(801)	1138
Age: 18-34	11%	(71)	22%	(144)	18%	(119)	49%	(321)	655
Age: 35-44	9%	(33)	17%	(62)	26%	(92)	48%	(171)	358
Age: 45-64	2%	(19)	9%	(65)	14%	(105)	75%	(562)	751
Age: 65+	1%	(3)	4%	(17)	7%	(32)	88%	(385)	436
GenZers: 1997-2012	6%	(10)	22%	(37)	15%	(25)	57%	(96)	169
Millennials: 1981-1996	12%	(83)	22%	(156)	21%	(154)	45%	(325)	718
GenXers: 1965-1980	5%	(24)	11%	(57)	18%	(92)	66%	(334)	507
Baby Boomers: 1946-1964	1%	(8)	4%	(30)	10%	(72)	85%	(610)	720
PID: Dem (no lean)	10%	(85)	17%	(145)	15%	(129)	59%	(513)	872
PID: Ind (no lean)	3%	(21)	12%	(81)	18%	(123)	68%	(469)	693
PID: Rep (no lean)	3%	(20)	10%	(61)	15%	(97)	72%	(457)	635
PID/Gender: Dem Men	16%	(69)	20%	(85)	14%	(60)	50%	(213)	428
PID/Gender: Dem Women	4%	(16)	13%	(60)	15%	(69)	68%	(300)	445
PID/Gender: Ind Men	3%	(9)	11%	(35)	21%	(64)	65%	(198)	306
PID/Gender: Ind Women	3%	(12)	12%	(46)	15%	(58)	70%	(271)	386
PID/Gender: Rep Men	4%	(13)	11%	(35)	16%	(53)	69%	(227)	328
PID/Gender: Rep Women	2%	(7)	9%	(26)	14%	(44)	75%	(230)	307
Ideo: Liberal (1-3)	9%	(59)	15%	(96)	16%	(107)	60%	(395)	657
Ideo: Moderate (4)	5%	(32)	15%	(94)	17%	(110)	63%	(396)	632
Ideo: Conservative (5-7)	3%	(22)	11%	(73)	13%	(88)	73%	(496)	679
Educ: < College	4%	(66)	12%	(179)	16%	(247)	67%	(1020)	1512
Educ: Bachelors degree	7%	(33)	15%	(66)	15%	(67)	63%	(278)	444
Educ: Post-grad	11%	(27)	17%	(42)	14%	(34)	58%	(141)	244
Income: Under 50k	4%	(49)	12%	(141)	16%	(195)	68%	(809)	1194
Income: 50k-100k	5%	(33)	13%	(86)	16%	(109)	66%	(447)	675
Income: 100k+	13%	(44)	18%	(60)	13%	(44)	55%	(183)	331
Ethnicity: White	5%	(94)	13%	(216)	14%	(240)	68%	(1172)	1722
Ethnicity: Hispanic	8%	(27)	18%	(65)	18%	(63)	56%	(194)	349
Ethnicity: Black	8%	(22)	18%	(51)	19%	(51)	55%	(150)	274

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Table MCEN6_12: *How much have you seen, read, or heard about the following characters?*
Eros

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(125)	13%	(287)	16%	(348)	65%	(1439)	2200
Ethnicity: Other	5%	(9)	10%	(21)	28%	(57)	57%	(117)	204
All Christian	5%	(50)	14%	(139)	13%	(128)	68%	(671)	987
All Non-Christian	16%	(20)	21%	(26)	18%	(22)	45%	(56)	124
Atheist	3%	(3)	15%	(16)	21%	(23)	61%	(65)	107
Agnostic/Nothing in particular	5%	(29)	10%	(66)	18%	(115)	67%	(432)	642
Something Else	7%	(23)	12%	(41)	18%	(62)	63%	(215)	340
Religious Non-Protestant/Catholic	14%	(20)	18%	(27)	20%	(30)	48%	(70)	147
Evangelical	9%	(52)	16%	(87)	14%	(78)	61%	(344)	562
Non-Evangelical	3%	(18)	12%	(83)	14%	(101)	72%	(513)	714
Community: Urban	11%	(77)	17%	(115)	17%	(116)	54%	(363)	671
Community: Suburban	3%	(34)	12%	(121)	13%	(127)	71%	(700)	983
Community: Rural	3%	(15)	9%	(51)	19%	(105)	69%	(375)	546
Employ: Private Sector	9%	(61)	19%	(131)	16%	(114)	56%	(385)	691
Employ: Government	12%	(14)	14%	(17)	25%	(29)	49%	(58)	117
Employ: Self-Employed	8%	(15)	17%	(31)	15%	(27)	59%	(106)	179
Employ: Homemaker	3%	(6)	12%	(22)	21%	(38)	64%	(117)	183
Employ: Student	3%	(2)	16%	(10)	16%	(10)	65%	(43)	66
Employ: Retired	1%	(6)	4%	(25)	10%	(58)	84%	(466)	554
Employ: Unemployed	7%	(17)	15%	(40)	20%	(53)	58%	(152)	263
Employ: Other	3%	(4)	8%	(12)	13%	(19)	76%	(111)	146
Military HH: Yes	7%	(26)	12%	(44)	15%	(55)	66%	(246)	372
Military HH: No	5%	(99)	13%	(243)	16%	(293)	65%	(1193)	1828
RD/WT: Right Direction	9%	(78)	18%	(164)	15%	(135)	58%	(524)	901
RD/WT: Wrong Track	4%	(48)	9%	(123)	16%	(213)	70%	(915)	1299
Biden Job Approve	9%	(91)	17%	(181)	15%	(159)	59%	(619)	1051
Biden Job Disapprove	3%	(31)	8%	(84)	17%	(172)	72%	(732)	1019
Biden Job Strongly Approve	13%	(67)	19%	(98)	12%	(62)	55%	(279)	506
Biden Job Somewhat Approve	4%	(24)	15%	(83)	18%	(97)	62%	(341)	545
Biden Job Somewhat Disapprove	4%	(12)	13%	(36)	20%	(56)	64%	(181)	285
Biden Job Strongly Disapprove	3%	(19)	7%	(49)	16%	(115)	75%	(552)	734

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Table MCEN6_12: *How much have you seen, read, or heard about the following characters?*
Eros

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(125)	13%	(287)	16%	(348)	65%	(1439)	2200
Favorable of Biden	8%	(87)	17%	(178)	16%	(163)	59%	(621)	1050
Unfavorable of Biden	3%	(35)	9%	(91)	16%	(168)	71%	(727)	1022
Very Favorable of Biden	13%	(68)	17%	(92)	13%	(68)	57%	(299)	526
Somewhat Favorable of Biden	4%	(19)	17%	(87)	18%	(96)	61%	(322)	524
Somewhat Unfavorable of Biden	5%	(13)	11%	(27)	18%	(44)	66%	(163)	247
Very Unfavorable of Biden	3%	(22)	8%	(64)	16%	(125)	73%	(564)	775
#1 Issue: Economy	5%	(43)	14%	(125)	17%	(151)	64%	(561)	880
#1 Issue: Security	6%	(16)	13%	(38)	13%	(36)	68%	(196)	286
#1 Issue: Health Care	10%	(27)	14%	(37)	15%	(39)	61%	(160)	262
#1 Issue: Medicare / Social Security	2%	(4)	5%	(14)	11%	(30)	83%	(234)	283
#1 Issue: Women's Issues	8%	(11)	20%	(27)	22%	(30)	50%	(68)	137
#1 Issue: Education	11%	(12)	12%	(13)	24%	(26)	52%	(54)	104
#1 Issue: Energy	8%	(11)	18%	(26)	13%	(19)	60%	(84)	139
#1 Issue: Other	1%	(1)	7%	(7)	16%	(18)	76%	(82)	108
2020 Vote: Joe Biden	8%	(85)	16%	(165)	15%	(152)	60%	(608)	1011
2020 Vote: Donald Trump	3%	(21)	9%	(62)	16%	(109)	72%	(504)	695
2020 Vote: Other	—	(0)	5%	(3)	18%	(11)	77%	(47)	60
2020 Vote: Didn't Vote	5%	(19)	13%	(57)	18%	(76)	65%	(278)	431
2018 House Vote: Democrat	9%	(71)	14%	(110)	16%	(125)	61%	(477)	782
2018 House Vote: Republican	3%	(16)	11%	(60)	16%	(89)	71%	(404)	569
2018 House Vote: Someone else	—	(0)	7%	(4)	19%	(10)	75%	(42)	56
2016 Vote: Hillary Clinton	9%	(67)	14%	(99)	15%	(106)	62%	(440)	712
2016 Vote: Donald Trump	4%	(23)	10%	(64)	16%	(102)	70%	(437)	626
2016 Vote: Other	1%	(1)	8%	(10)	14%	(18)	76%	(94)	123
2016 Vote: Didn't Vote	5%	(35)	15%	(113)	17%	(123)	63%	(468)	738
Voted in 2014: Yes	6%	(78)	12%	(148)	15%	(178)	67%	(819)	1222
Voted in 2014: No	5%	(48)	14%	(139)	17%	(170)	63%	(620)	978
4-Region: Northeast	7%	(27)	12%	(47)	16%	(64)	65%	(255)	394
4-Region: Midwest	5%	(21)	10%	(45)	14%	(65)	72%	(331)	462
4-Region: South	5%	(43)	15%	(120)	15%	(124)	65%	(538)	824
4-Region: West	7%	(34)	15%	(76)	18%	(95)	60%	(314)	520

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Table MCEN6_12: *How much have you seen, read, or heard about the following characters?*
Eros

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(125)	13%	(287)	16%	(348)	65%	(1439)	2200
Marvel Comics Fans	9%	(120)	19%	(247)	21%	(274)	51%	(655)	1296
Avid Marvel Comics Fans	20%	(86)	28%	(125)	19%	(85)	33%	(144)	440
Casual Marvel Comics Fans	4%	(33)	14%	(122)	22%	(189)	60%	(511)	855
Marvel TV/Movies Fans	9%	(121)	18%	(256)	20%	(277)	54%	(766)	1419
Avid Marvel TV/Movies Fans	19%	(79)	23%	(99)	18%	(75)	40%	(169)	422
Casual Marvel TV/Movies Fans	4%	(41)	16%	(157)	20%	(201)	60%	(597)	997
Fans of Anything Marvel	8%	(122)	17%	(266)	20%	(306)	55%	(832)	1526
Avid Fans of Anything Marvel	16%	(101)	26%	(165)	19%	(121)	40%	(254)	642
Casual Fans of Anything Marvel	5%	(52)	14%	(150)	21%	(230)	61%	(676)	1107

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

Table MCEN6_13: *How much have you seen, read, or heard about the following characters?*
Ms. Marvel

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(220)	17%	(384)	16%	(351)	57%	(1245)	2200
Gender: Male	14%	(153)	18%	(193)	16%	(169)	51%	(546)	1062
Gender: Female	6%	(66)	17%	(191)	16%	(182)	61%	(699)	1138
Age: 18-34	17%	(109)	26%	(172)	21%	(136)	36%	(239)	655
Age: 35-44	16%	(56)	23%	(84)	18%	(63)	43%	(155)	358
Age: 45-64	7%	(51)	13%	(94)	15%	(113)	66%	(493)	751
Age: 65+	1%	(4)	8%	(34)	9%	(40)	82%	(359)	436
GenZers: 1997-2012	6%	(10)	29%	(48)	18%	(30)	47%	(80)	169
Millennials: 1981-1996	20%	(142)	26%	(184)	21%	(152)	33%	(240)	718
GenXers: 1965-1980	10%	(49)	16%	(82)	16%	(79)	59%	(298)	507
Baby Boomers: 1946-1964	3%	(19)	9%	(63)	12%	(85)	77%	(554)	720
PID: Dem (no lean)	15%	(130)	20%	(175)	15%	(129)	50%	(438)	872
PID: Ind (no lean)	6%	(40)	18%	(128)	17%	(121)	58%	(405)	693
PID: Rep (no lean)	8%	(50)	13%	(81)	16%	(102)	63%	(403)	635
PID/Gender: Dem Men	22%	(95)	24%	(103)	13%	(54)	41%	(176)	428
PID/Gender: Dem Women	8%	(35)	16%	(73)	17%	(75)	59%	(262)	445
PID/Gender: Ind Men	8%	(26)	17%	(52)	19%	(57)	56%	(172)	306
PID/Gender: Ind Women	4%	(14)	20%	(76)	17%	(64)	60%	(232)	386
PID/Gender: Rep Men	10%	(32)	12%	(39)	18%	(58)	61%	(199)	328
PID/Gender: Rep Women	6%	(17)	14%	(42)	14%	(44)	66%	(204)	307
Ideo: Liberal (1-3)	13%	(88)	20%	(133)	15%	(100)	51%	(336)	657
Ideo: Moderate (4)	9%	(56)	21%	(130)	19%	(121)	51%	(324)	632
Ideo: Conservative (5-7)	9%	(59)	13%	(87)	13%	(90)	65%	(444)	679
Educ: < College	9%	(138)	16%	(238)	16%	(240)	59%	(896)	1512
Educ: Bachelors degree	11%	(47)	23%	(101)	16%	(72)	51%	(224)	444
Educ: Post-grad	14%	(34)	18%	(45)	16%	(40)	51%	(125)	244
Income: Under 50k	9%	(102)	17%	(201)	16%	(193)	59%	(699)	1194
Income: 50k-100k	9%	(61)	17%	(113)	16%	(110)	58%	(390)	675
Income: 100k+	17%	(56)	21%	(70)	15%	(48)	47%	(156)	331
Ethnicity: White	9%	(151)	17%	(289)	15%	(256)	60%	(1025)	1722
Ethnicity: Hispanic	17%	(61)	19%	(67)	16%	(57)	47%	(164)	349
Ethnicity: Black	17%	(47)	19%	(53)	20%	(54)	44%	(120)	274

Continued on next page

Table MCEN6_13: *How much have you seen, read, or heard about the following characters?*
Ms. Marvel

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(220)	17%	(384)	16%	(351)	57%	(1245)	2200
Ethnicity: Other	10%	(21)	20%	(41)	20%	(41)	49%	(100)	204
All Christian	9%	(86)	18%	(175)	14%	(134)	60%	(592)	987
All Non-Christian	21%	(26)	23%	(28)	18%	(23)	38%	(47)	124
Atheist	8%	(8)	27%	(29)	13%	(14)	51%	(55)	107
Agnostic/Nothing in particular	9%	(60)	14%	(90)	21%	(133)	56%	(360)	642
Something Else	11%	(39)	18%	(62)	14%	(47)	56%	(192)	340
Religious Non-Protestant/Catholic	18%	(26)	21%	(31)	23%	(34)	39%	(57)	147
Evangelical	14%	(79)	21%	(116)	13%	(74)	52%	(293)	562
Non-Evangelical	6%	(44)	15%	(110)	13%	(94)	65%	(467)	714
Community: Urban	16%	(108)	21%	(143)	16%	(106)	47%	(315)	671
Community: Suburban	8%	(76)	16%	(155)	15%	(151)	61%	(601)	983
Community: Rural	7%	(36)	16%	(85)	17%	(95)	60%	(329)	546
Employ: Private Sector	15%	(105)	21%	(145)	18%	(124)	46%	(318)	691
Employ: Government	16%	(19)	22%	(26)	16%	(19)	45%	(53)	117
Employ: Self-Employed	14%	(25)	19%	(35)	22%	(39)	45%	(81)	179
Employ: Homemaker	7%	(12)	18%	(33)	16%	(30)	59%	(108)	183
Employ: Student	4%	(3)	17%	(11)	27%	(18)	52%	(35)	66
Employ: Retired	2%	(13)	10%	(53)	10%	(54)	78%	(434)	554
Employ: Unemployed	13%	(35)	20%	(53)	17%	(45)	50%	(131)	263
Employ: Other	5%	(8)	20%	(30)	15%	(23)	59%	(86)	146
Military HH: Yes	13%	(49)	12%	(45)	14%	(51)	61%	(226)	372
Military HH: No	9%	(171)	19%	(339)	16%	(300)	56%	(1019)	1828
RD/WT: Right Direction	15%	(135)	20%	(177)	16%	(148)	49%	(441)	901
RD/WT: Wrong Track	6%	(84)	16%	(207)	16%	(203)	62%	(804)	1299
Biden Job Approve	14%	(145)	20%	(213)	16%	(166)	50%	(527)	1051
Biden Job Disapprove	7%	(68)	15%	(148)	15%	(154)	64%	(649)	1019
Biden Job Strongly Approve	19%	(97)	19%	(96)	12%	(59)	50%	(252)	506
Biden Job Somewhat Approve	9%	(47)	21%	(116)	20%	(107)	50%	(275)	545
Biden Job Somewhat Disapprove	9%	(24)	20%	(57)	16%	(45)	56%	(158)	285
Biden Job Strongly Disapprove	6%	(43)	12%	(91)	15%	(109)	67%	(491)	734

Continued on next page

Table MCEN6_13: *How much have you seen, read, or heard about the following characters?*
Ms. Marvel

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(220)	17%	(384)	16%	(351)	57%	(1245)	2200
Favorable of Biden	13%	(139)	20%	(208)	16%	(164)	51%	(539)	1050
Unfavorable of Biden	7%	(72)	15%	(151)	16%	(168)	62%	(630)	1022
Very Favorable of Biden	18%	(97)	20%	(106)	12%	(62)	50%	(261)	526
Somewhat Favorable of Biden	8%	(42)	20%	(103)	19%	(102)	53%	(278)	524
Somewhat Unfavorable of Biden	9%	(23)	16%	(41)	19%	(46)	56%	(137)	247
Very Unfavorable of Biden	6%	(50)	14%	(110)	16%	(122)	64%	(493)	775
#1 Issue: Economy	10%	(86)	19%	(164)	17%	(148)	55%	(481)	880
#1 Issue: Security	9%	(25)	15%	(44)	14%	(41)	62%	(176)	286
#1 Issue: Health Care	16%	(42)	19%	(49)	14%	(37)	51%	(134)	262
#1 Issue: Medicare / Social Security	3%	(9)	11%	(30)	14%	(39)	72%	(205)	283
#1 Issue: Women's Issues	9%	(13)	25%	(34)	20%	(27)	46%	(63)	137
#1 Issue: Education	16%	(16)	24%	(25)	25%	(26)	35%	(37)	104
#1 Issue: Energy	13%	(18)	19%	(26)	13%	(18)	54%	(76)	139
#1 Issue: Other	9%	(9)	9%	(10)	15%	(16)	67%	(73)	108
2020 Vote: Joe Biden	13%	(133)	20%	(206)	15%	(150)	52%	(522)	1011
2020 Vote: Donald Trump	7%	(50)	13%	(93)	15%	(105)	64%	(447)	695
2020 Vote: Other	4%	(2)	13%	(8)	18%	(11)	66%	(40)	60
2020 Vote: Didn't Vote	8%	(34)	18%	(76)	20%	(86)	54%	(235)	431
2018 House Vote: Democrat	14%	(107)	18%	(138)	16%	(123)	53%	(414)	782
2018 House Vote: Republican	9%	(49)	14%	(78)	17%	(96)	61%	(346)	569
2018 House Vote: Someone else	4%	(2)	21%	(12)	21%	(12)	55%	(31)	56
2016 Vote: Hillary Clinton	14%	(103)	19%	(133)	14%	(97)	53%	(379)	712
2016 Vote: Donald Trump	9%	(55)	14%	(85)	16%	(99)	62%	(387)	626
2016 Vote: Other	4%	(6)	14%	(17)	18%	(22)	64%	(79)	123
2016 Vote: Didn't Vote	8%	(57)	20%	(148)	18%	(133)	54%	(401)	738
Voted in 2014: Yes	12%	(142)	16%	(191)	14%	(176)	58%	(713)	1222
Voted in 2014: No	8%	(78)	20%	(193)	18%	(175)	54%	(532)	978
4-Region: Northeast	10%	(39)	19%	(77)	17%	(65)	54%	(212)	394
4-Region: Midwest	7%	(31)	14%	(65)	14%	(67)	65%	(299)	462
4-Region: South	12%	(100)	17%	(142)	17%	(138)	54%	(444)	824
4-Region: West	9%	(49)	19%	(100)	16%	(81)	56%	(290)	520

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Table MCEN6_13: *How much have you seen, read, or heard about the following characters?*
Ms. Marvel

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(220)	17%	(384)	16%	(351)	57%	(1245)	2200
Marvel Comics Fans	16%	(208)	25%	(322)	19%	(252)	40%	(514)	1296
Avid Marvel Comics Fans	34%	(151)	28%	(123)	15%	(67)	23%	(99)	440
Casual Marvel Comics Fans	7%	(57)	23%	(199)	22%	(185)	48%	(414)	855
Marvel TV/Movies Fans	15%	(211)	24%	(334)	19%	(273)	42%	(602)	1419
Avid Marvel TV/Movies Fans	29%	(124)	28%	(118)	15%	(64)	28%	(116)	422
Casual Marvel TV/Movies Fans	9%	(87)	22%	(216)	21%	(209)	49%	(485)	997
Fans of Anything Marvel	14%	(215)	24%	(359)	19%	(291)	43%	(660)	1526
Avid Fans of Anything Marvel	27%	(171)	30%	(192)	17%	(112)	26%	(167)	642
Casual Fans of Anything Marvel	8%	(87)	22%	(240)	21%	(227)	50%	(554)	1107

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

Table MCEN6_14: *How much have you seen, read, or heard about the following characters?*
Moon Knight

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(115)	11%	(247)	14%	(309)	70%	(1529)	2200
Gender: Male	9%	(93)	15%	(156)	15%	(156)	62%	(657)	1062
Gender: Female	2%	(21)	8%	(91)	13%	(153)	77%	(872)	1138
Age: 18-34	10%	(67)	18%	(120)	19%	(125)	52%	(343)	655
Age: 35-44	8%	(30)	18%	(66)	17%	(59)	57%	(202)	358
Age: 45-64	2%	(15)	7%	(54)	13%	(100)	78%	(583)	751
Age: 65+	1%	(2)	2%	(7)	6%	(25)	92%	(401)	436
GenZers: 1997-2012	3%	(5)	13%	(22)	24%	(40)	60%	(101)	169
Millennials: 1981-1996	12%	(87)	21%	(148)	18%	(126)	50%	(357)	718
GenXers: 1965-1980	3%	(18)	10%	(52)	15%	(77)	71%	(360)	507
Baby Boomers: 1946-1964	1%	(5)	3%	(22)	9%	(62)	88%	(632)	720
PID: Dem (no lean)	9%	(77)	13%	(116)	15%	(129)	63%	(549)	872
PID: Ind (no lean)	2%	(17)	11%	(74)	15%	(106)	72%	(497)	693
PID: Rep (no lean)	3%	(21)	9%	(57)	12%	(74)	76%	(484)	635
PID/Gender: Dem Men	16%	(67)	20%	(86)	13%	(56)	51%	(219)	428
PID/Gender: Dem Women	2%	(10)	7%	(31)	16%	(73)	74%	(331)	445
PID/Gender: Ind Men	3%	(8)	14%	(43)	18%	(56)	65%	(199)	306
PID/Gender: Ind Women	2%	(8)	8%	(31)	13%	(49)	77%	(298)	386
PID/Gender: Rep Men	5%	(18)	8%	(27)	13%	(44)	73%	(239)	328
PID/Gender: Rep Women	1%	(3)	10%	(30)	10%	(31)	80%	(244)	307
Ideo: Liberal (1-3)	8%	(53)	12%	(81)	14%	(94)	65%	(429)	657
Ideo: Moderate (4)	5%	(30)	13%	(79)	18%	(115)	65%	(408)	632
Ideo: Conservative (5-7)	3%	(22)	9%	(64)	10%	(67)	77%	(526)	679
Educ: < College	4%	(56)	10%	(150)	14%	(211)	72%	(1095)	1512
Educ: Bachelors degree	6%	(29)	14%	(62)	16%	(70)	64%	(284)	444
Educ: Post-grad	12%	(29)	15%	(36)	12%	(29)	62%	(150)	244
Income: Under 50k	4%	(42)	11%	(132)	15%	(179)	70%	(842)	1194
Income: 50k-100k	4%	(29)	9%	(64)	14%	(93)	72%	(488)	675
Income: 100k+	13%	(43)	16%	(51)	11%	(37)	60%	(199)	331
Ethnicity: White	5%	(94)	11%	(183)	12%	(205)	72%	(1241)	1722
Ethnicity: Hispanic	8%	(30)	18%	(64)	13%	(46)	60%	(210)	349
Ethnicity: Black	5%	(14)	16%	(45)	25%	(69)	54%	(147)	274

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Table MCEN6_14: *How much have you seen, read, or heard about the following characters?*
Moon Knight

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(115)	11%	(247)	14%	(309)	70%	(1529)	2200
Ethnicity: Other	4%	(7)	10%	(20)	17%	(35)	70%	(142)	204
All Christian	6%	(55)	12%	(118)	10%	(100)	72%	(713)	987
All Non-Christian	18%	(23)	12%	(15)	19%	(24)	51%	(63)	124
Atheist	2%	(2)	11%	(12)	17%	(19)	70%	(75)	107
Agnostic/Nothing in particular	3%	(22)	9%	(57)	18%	(116)	70%	(448)	642
Something Else	4%	(13)	13%	(45)	15%	(51)	68%	(231)	340
Religious Non-Protestant/Catholic	16%	(23)	10%	(15)	21%	(31)	53%	(78)	147
Evangelical	8%	(44)	17%	(96)	9%	(51)	66%	(370)	562
Non-Evangelical	3%	(20)	9%	(62)	13%	(91)	76%	(542)	714
Community: Urban	12%	(78)	16%	(110)	13%	(90)	59%	(393)	671
Community: Suburban	3%	(30)	9%	(84)	13%	(131)	75%	(737)	983
Community: Rural	1%	(7)	10%	(52)	16%	(88)	73%	(399)	546
Employ: Private Sector	9%	(60)	17%	(118)	16%	(111)	58%	(402)	691
Employ: Government	8%	(10)	12%	(14)	27%	(32)	53%	(62)	117
Employ: Self-Employed	11%	(20)	11%	(19)	18%	(32)	60%	(108)	179
Employ: Homemaker	4%	(7)	8%	(14)	12%	(22)	76%	(140)	183
Employ: Student	—	(0)	9%	(6)	25%	(17)	66%	(43)	66
Employ: Retired	—	(3)	4%	(20)	8%	(44)	88%	(487)	554
Employ: Unemployed	5%	(13)	15%	(39)	14%	(38)	66%	(173)	263
Employ: Other	1%	(2)	10%	(15)	10%	(14)	79%	(115)	146
Military HH: Yes	7%	(27)	10%	(36)	11%	(41)	72%	(268)	372
Military HH: No	5%	(87)	12%	(211)	15%	(268)	69%	(1262)	1828
RD/WT: Right Direction	9%	(77)	15%	(137)	15%	(139)	61%	(548)	901
RD/WT: Wrong Track	3%	(37)	8%	(110)	13%	(170)	76%	(981)	1299
Biden Job Approve	8%	(81)	14%	(150)	15%	(158)	63%	(661)	1051
Biden Job Disapprove	3%	(28)	8%	(84)	13%	(133)	76%	(774)	1019
Biden Job Strongly Approve	12%	(61)	16%	(79)	14%	(69)	59%	(296)	506
Biden Job Somewhat Approve	4%	(20)	13%	(71)	16%	(89)	67%	(365)	545
Biden Job Somewhat Disapprove	4%	(11)	13%	(36)	18%	(52)	65%	(186)	285
Biden Job Strongly Disapprove	2%	(17)	7%	(48)	11%	(81)	80%	(588)	734

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Table MCEN6_14: *How much have you seen, read, or heard about the following characters?*
Moon Knight

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(115)	11%	(247)	14%	(309)	70%	(1529)	2200
Favorable of Biden	8%	(80)	14%	(145)	15%	(154)	64%	(671)	1050
Unfavorable of Biden	3%	(29)	8%	(84)	14%	(143)	75%	(765)	1022
Very Favorable of Biden	12%	(61)	15%	(77)	14%	(73)	60%	(315)	526
Somewhat Favorable of Biden	4%	(19)	13%	(68)	15%	(80)	68%	(356)	524
Somewhat Unfavorable of Biden	4%	(9)	11%	(26)	19%	(48)	66%	(164)	247
Very Unfavorable of Biden	3%	(20)	7%	(58)	12%	(95)	78%	(602)	775
#1 Issue: Economy	5%	(44)	13%	(111)	14%	(120)	69%	(605)	880
#1 Issue: Security	5%	(14)	10%	(28)	12%	(35)	73%	(209)	286
#1 Issue: Health Care	11%	(30)	11%	(28)	15%	(39)	63%	(164)	262
#1 Issue: Medicare / Social Security	1%	(3)	4%	(12)	10%	(28)	85%	(240)	283
#1 Issue: Women's Issues	6%	(9)	15%	(20)	17%	(23)	62%	(85)	137
#1 Issue: Education	6%	(6)	23%	(24)	23%	(24)	48%	(51)	104
#1 Issue: Energy	6%	(8)	11%	(16)	19%	(26)	65%	(90)	139
#1 Issue: Other	1%	(1)	7%	(8)	13%	(14)	78%	(85)	108
2020 Vote: Joe Biden	8%	(78)	13%	(131)	14%	(146)	65%	(656)	1011
2020 Vote: Donald Trump	3%	(19)	9%	(61)	12%	(84)	76%	(531)	695
2020 Vote: Other	3%	(2)	4%	(2)	25%	(15)	68%	(41)	60
2020 Vote: Didn't Vote	4%	(16)	12%	(52)	15%	(64)	69%	(299)	431
2018 House Vote: Democrat	7%	(58)	13%	(98)	14%	(110)	66%	(516)	782
2018 House Vote: Republican	3%	(17)	9%	(54)	12%	(71)	75%	(428)	569
2018 House Vote: Someone else	—	(0)	11%	(6)	15%	(8)	74%	(42)	56
2016 Vote: Hillary Clinton	8%	(55)	12%	(87)	13%	(93)	67%	(477)	712
2016 Vote: Donald Trump	4%	(25)	9%	(54)	14%	(86)	74%	(461)	626
2016 Vote: Other	3%	(3)	8%	(10)	14%	(17)	75%	(93)	123
2016 Vote: Didn't Vote	4%	(31)	13%	(95)	15%	(114)	68%	(499)	738
Voted in 2014: Yes	6%	(68)	11%	(130)	12%	(145)	72%	(879)	1222
Voted in 2014: No	5%	(46)	12%	(117)	17%	(164)	67%	(651)	978
4-Region: Northeast	6%	(22)	14%	(55)	15%	(59)	66%	(258)	394
4-Region: Midwest	4%	(17)	8%	(39)	14%	(63)	74%	(344)	462
4-Region: South	5%	(37)	13%	(109)	16%	(133)	66%	(546)	824
4-Region: West	7%	(38)	9%	(44)	11%	(55)	74%	(382)	520

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Table MCEN6_14: *How much have you seen, read, or heard about the following characters?*
Moon Knight

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(115)	11%	(247)	14%	(309)	70%	(1529)	2200
Marvel Comics Fans	9%	(112)	17%	(220)	19%	(248)	55%	(717)	1296
Avid Marvel Comics Fans	18%	(79)	28%	(123)	17%	(74)	37%	(164)	440
Casual Marvel Comics Fans	4%	(32)	11%	(96)	20%	(173)	65%	(553)	855
Marvel TV/Movies Fans	8%	(110)	16%	(226)	18%	(253)	59%	(831)	1419
Avid Marvel TV/Movies Fans	17%	(71)	24%	(100)	17%	(71)	43%	(181)	422
Casual Marvel TV/Movies Fans	4%	(39)	13%	(126)	18%	(182)	65%	(650)	997
Fans of Anything Marvel	7%	(112)	16%	(239)	18%	(278)	59%	(898)	1526
Avid Fans of Anything Marvel	14%	(90)	25%	(163)	18%	(113)	43%	(276)	642
Casual Fans of Anything Marvel	4%	(44)	12%	(133)	19%	(210)	65%	(721)	1107

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

Table MCEN6_15: *How much have you seen, read, or heard about the following characters?*
She-Hulk

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(180)	15%	(337)	15%	(339)	61%	(1343)	2200
Gender: Male	13%	(134)	18%	(195)	15%	(155)	54%	(578)	1062
Gender: Female	4%	(47)	13%	(143)	16%	(184)	67%	(765)	1138
Age: 18-34	15%	(96)	25%	(162)	20%	(130)	41%	(267)	655
Age: 35-44	14%	(49)	20%	(73)	17%	(60)	49%	(176)	358
Age: 45-64	4%	(33)	12%	(88)	15%	(114)	69%	(516)	751
Age: 65+	1%	(3)	3%	(15)	8%	(35)	88%	(384)	436
GenZers: 1997-2012	6%	(9)	29%	(48)	21%	(36)	44%	(75)	169
Millennials: 1981-1996	17%	(121)	23%	(167)	19%	(138)	41%	(292)	718
GenXers: 1965-1980	7%	(35)	16%	(81)	17%	(84)	61%	(308)	507
Baby Boomers: 1946-1964	2%	(15)	5%	(38)	10%	(75)	82%	(593)	720
PID: Dem (no lean)	13%	(113)	18%	(155)	14%	(121)	55%	(483)	872
PID: Ind (no lean)	5%	(33)	17%	(115)	16%	(114)	62%	(431)	693
PID: Rep (no lean)	5%	(35)	11%	(68)	16%	(104)	67%	(428)	635
PID/Gender: Dem Men	22%	(92)	23%	(99)	10%	(44)	45%	(193)	428
PID/Gender: Dem Women	5%	(21)	13%	(56)	17%	(77)	65%	(291)	445
PID/Gender: Ind Men	6%	(19)	17%	(53)	17%	(53)	59%	(181)	306
PID/Gender: Ind Women	3%	(13)	16%	(62)	16%	(61)	65%	(250)	386
PID/Gender: Rep Men	7%	(22)	13%	(43)	18%	(59)	62%	(204)	328
PID/Gender: Rep Women	4%	(13)	8%	(25)	15%	(45)	73%	(224)	307
Ideo: Liberal (1-3)	12%	(78)	18%	(117)	14%	(91)	57%	(371)	657
Ideo: Moderate (4)	7%	(46)	19%	(118)	17%	(109)	57%	(358)	632
Ideo: Conservative (5-7)	6%	(40)	12%	(80)	14%	(93)	69%	(466)	679
Educ: < College	8%	(117)	14%	(208)	15%	(231)	63%	(956)	1512
Educ: Bachelors degree	8%	(37)	18%	(80)	17%	(75)	57%	(251)	444
Educ: Post-grad	11%	(26)	20%	(49)	13%	(33)	56%	(136)	244
Income: Under 50k	7%	(86)	14%	(164)	16%	(193)	63%	(752)	1194
Income: 50k-100k	8%	(52)	16%	(106)	14%	(96)	62%	(421)	675
Income: 100k+	13%	(43)	20%	(67)	15%	(51)	51%	(170)	331
Ethnicity: White	8%	(130)	15%	(253)	15%	(255)	63%	(1083)	1722
Ethnicity: Hispanic	13%	(45)	17%	(61)	15%	(52)	55%	(192)	349
Ethnicity: Black	13%	(35)	20%	(55)	16%	(44)	51%	(141)	274

Continued on next page

Table MCEN6_15: *How much have you seen, read, or heard about the following characters?*
She-Hulk

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(180)	15%	(337)	15%	(339)	61%	(1343)	2200
Ethnicity: Other	7%	(15)	14%	(29)	20%	(40)	59%	(119)	204
All Christian	8%	(79)	14%	(140)	13%	(127)	65%	(642)	987
All Non-Christian	17%	(22)	21%	(26)	14%	(18)	47%	(58)	124
Atheist	6%	(6)	21%	(22)	14%	(15)	60%	(64)	107
Agnostic/Nothing in particular	7%	(42)	16%	(101)	19%	(121)	59%	(378)	642
Something Else	9%	(32)	14%	(48)	17%	(59)	59%	(201)	340
Religious Non-Protestant/Catholic	15%	(22)	19%	(28)	19%	(28)	48%	(70)	147
Evangelical	13%	(74)	16%	(90)	12%	(69)	59%	(329)	562
Non-Evangelical	4%	(32)	12%	(89)	15%	(104)	69%	(489)	714
Community: Urban	15%	(101)	19%	(129)	14%	(94)	52%	(347)	671
Community: Suburban	5%	(50)	15%	(151)	14%	(141)	65%	(640)	983
Community: Rural	5%	(29)	10%	(57)	19%	(104)	65%	(356)	546
Employ: Private Sector	12%	(82)	22%	(153)	17%	(115)	50%	(342)	691
Employ: Government	11%	(13)	25%	(29)	18%	(21)	46%	(53)	117
Employ: Self-Employed	12%	(22)	19%	(34)	16%	(29)	53%	(94)	179
Employ: Homemaker	6%	(11)	12%	(23)	16%	(30)	65%	(119)	183
Employ: Student	3%	(2)	15%	(10)	31%	(21)	52%	(34)	66
Employ: Retired	2%	(11)	4%	(25)	9%	(51)	84%	(467)	554
Employ: Unemployed	10%	(27)	15%	(41)	19%	(50)	55%	(145)	263
Employ: Other	8%	(12)	17%	(24)	15%	(22)	60%	(87)	146
Military HH: Yes	7%	(27)	16%	(58)	14%	(52)	63%	(234)	372
Military HH: No	8%	(153)	15%	(279)	16%	(288)	61%	(1109)	1828
RD/WT: Right Direction	12%	(109)	19%	(175)	14%	(126)	55%	(492)	901
RD/WT: Wrong Track	6%	(72)	13%	(163)	16%	(213)	66%	(851)	1299
Biden Job Approve	11%	(115)	19%	(200)	15%	(155)	55%	(581)	1051
Biden Job Disapprove	6%	(60)	11%	(113)	16%	(162)	67%	(684)	1019
Biden Job Strongly Approve	16%	(81)	17%	(85)	14%	(69)	54%	(271)	506
Biden Job Somewhat Approve	6%	(34)	21%	(115)	16%	(86)	57%	(310)	545
Biden Job Somewhat Disapprove	8%	(24)	15%	(43)	18%	(52)	58%	(166)	285
Biden Job Strongly Disapprove	5%	(36)	9%	(70)	15%	(110)	71%	(518)	734

Continued on next page

Table MCEN6_15: *How much have you seen, read, or heard about the following characters?*
She-Hulk

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(180)	15%	(337)	15%	(339)	61%	(1343)	2200
Favorable of Biden	11%	(111)	18%	(194)	16%	(165)	55%	(580)	1050
Unfavorable of Biden	6%	(65)	12%	(124)	15%	(158)	66%	(674)	1022
Very Favorable of Biden	16%	(83)	17%	(89)	13%	(69)	54%	(286)	526
Somewhat Favorable of Biden	6%	(29)	20%	(105)	18%	(96)	56%	(294)	524
Somewhat Unfavorable of Biden	7%	(18)	20%	(49)	15%	(36)	58%	(144)	247
Very Unfavorable of Biden	6%	(48)	10%	(75)	16%	(122)	68%	(530)	775
#1 Issue: Economy	8%	(70)	17%	(153)	16%	(139)	59%	(519)	880
#1 Issue: Security	9%	(26)	11%	(32)	12%	(35)	68%	(194)	286
#1 Issue: Health Care	14%	(37)	15%	(40)	14%	(36)	57%	(149)	262
#1 Issue: Medicare / Social Security	2%	(7)	6%	(16)	10%	(30)	81%	(231)	283
#1 Issue: Women's Issues	8%	(11)	29%	(40)	22%	(29)	41%	(56)	137
#1 Issue: Education	15%	(15)	17%	(18)	26%	(27)	42%	(44)	104
#1 Issue: Energy	8%	(11)	18%	(25)	20%	(28)	54%	(75)	139
#1 Issue: Other	3%	(4)	12%	(13)	14%	(16)	70%	(76)	108
2020 Vote: Joe Biden	11%	(112)	19%	(188)	14%	(139)	57%	(572)	1011
2020 Vote: Donald Trump	6%	(39)	11%	(74)	15%	(106)	68%	(476)	695
2020 Vote: Other	2%	(1)	23%	(14)	20%	(12)	55%	(33)	60
2020 Vote: Didn't Vote	7%	(28)	14%	(61)	19%	(81)	60%	(260)	431
2018 House Vote: Democrat	11%	(85)	18%	(143)	13%	(104)	58%	(450)	782
2018 House Vote: Republican	6%	(35)	12%	(66)	14%	(82)	68%	(387)	569
2018 House Vote: Someone else	—	(0)	23%	(13)	16%	(9)	61%	(34)	56
2016 Vote: Hillary Clinton	12%	(86)	18%	(127)	13%	(93)	57%	(406)	712
2016 Vote: Donald Trump	6%	(35)	13%	(79)	16%	(100)	66%	(411)	626
2016 Vote: Other	4%	(5)	15%	(19)	13%	(16)	68%	(84)	123
2016 Vote: Didn't Vote	7%	(54)	15%	(111)	18%	(131)	60%	(442)	738
Voted in 2014: Yes	8%	(100)	15%	(184)	13%	(164)	63%	(775)	1222
Voted in 2014: No	8%	(80)	16%	(154)	18%	(175)	58%	(568)	978
4-Region: Northeast	11%	(44)	17%	(68)	14%	(55)	58%	(227)	394
4-Region: Midwest	6%	(27)	12%	(57)	15%	(67)	67%	(311)	462
4-Region: South	8%	(65)	16%	(130)	17%	(139)	59%	(490)	824
4-Region: West	8%	(44)	16%	(83)	15%	(78)	61%	(315)	520

Continued on next page

Table MCEN6_15: *How much have you seen, read, or heard about the following characters?*
She-Hulk

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(180)	15%	(337)	15%	(339)	61%	(1343)	2200
Marvel Comics Fans	13%	(170)	23%	(297)	19%	(253)	44%	(575)	1296
Avid Marvel Comics Fans	26%	(114)	31%	(137)	17%	(74)	26%	(116)	440
Casual Marvel Comics Fans	7%	(56)	19%	(161)	21%	(179)	54%	(459)	855
Marvel TV/Movies Fans	12%	(172)	21%	(297)	19%	(267)	48%	(684)	1419
Avid Marvel TV/Movies Fans	23%	(98)	29%	(123)	16%	(66)	32%	(134)	422
Casual Marvel TV/Movies Fans	7%	(74)	17%	(174)	20%	(200)	55%	(549)	997
Fans of Anything Marvel	11%	(174)	21%	(320)	19%	(295)	48%	(737)	1526
Avid Fans of Anything Marvel	22%	(138)	29%	(183)	19%	(119)	31%	(201)	642
Casual Fans of Anything Marvel	7%	(82)	18%	(199)	20%	(217)	55%	(609)	1107

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

Table MCEN6_16: *How much have you seen, read, or heard about the following characters?*
Ironheart

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(128)	13%	(278)	16%	(352)	66%	(1442)	2200
Gender: Male	9%	(99)	16%	(171)	15%	(161)	59%	(631)	1062
Gender: Female	3%	(29)	9%	(107)	17%	(191)	71%	(811)	1138
Age: 18-34	10%	(67)	19%	(122)	21%	(139)	50%	(327)	655
Age: 35-44	12%	(42)	21%	(73)	16%	(58)	51%	(184)	358
Age: 45-64	2%	(17)	9%	(66)	16%	(118)	73%	(550)	751
Age: 65+	—	(1)	4%	(17)	8%	(37)	87%	(381)	436
GenZers: 1997-2012	3%	(5)	16%	(27)	25%	(43)	56%	(94)	169
Millennials: 1981-1996	13%	(96)	21%	(148)	19%	(139)	47%	(336)	718
GenXers: 1965-1980	4%	(21)	13%	(64)	17%	(84)	67%	(338)	507
Baby Boomers: 1946-1964	1%	(6)	5%	(36)	11%	(81)	83%	(598)	720
PID: Dem (no lean)	9%	(82)	15%	(132)	17%	(146)	59%	(513)	872
PID: Ind (no lean)	3%	(19)	12%	(84)	17%	(118)	68%	(472)	693
PID: Rep (no lean)	4%	(27)	10%	(63)	14%	(87)	72%	(457)	635
PID/Gender: Dem Men	16%	(69)	22%	(94)	13%	(57)	49%	(208)	428
PID/Gender: Dem Women	3%	(13)	8%	(37)	20%	(89)	69%	(305)	445
PID/Gender: Ind Men	3%	(10)	13%	(41)	21%	(64)	62%	(191)	306
PID/Gender: Ind Women	2%	(9)	11%	(43)	14%	(54)	73%	(280)	386
PID/Gender: Rep Men	6%	(20)	11%	(37)	12%	(39)	71%	(232)	328
PID/Gender: Rep Women	2%	(7)	9%	(27)	16%	(48)	73%	(226)	307
Ideo: Liberal (1-3)	8%	(52)	14%	(95)	14%	(92)	64%	(419)	657
Ideo: Moderate (4)	5%	(31)	16%	(98)	20%	(126)	60%	(377)	632
Ideo: Conservative (5-7)	5%	(32)	10%	(68)	12%	(84)	73%	(495)	679
Educ: < College	5%	(70)	11%	(169)	17%	(254)	67%	(1020)	1512
Educ: Bachelors degree	6%	(25)	16%	(72)	15%	(68)	63%	(279)	444
Educ: Post-grad	14%	(33)	15%	(38)	12%	(30)	59%	(143)	244
Income: Under 50k	4%	(49)	12%	(140)	18%	(214)	66%	(792)	1194
Income: 50k-100k	6%	(39)	11%	(75)	15%	(98)	69%	(463)	675
Income: 100k+	12%	(40)	19%	(64)	12%	(39)	57%	(187)	331
Ethnicity: White	6%	(100)	12%	(202)	14%	(249)	68%	(1171)	1722
Ethnicity: Hispanic	10%	(34)	15%	(52)	20%	(70)	55%	(193)	349
Ethnicity: Black	8%	(22)	19%	(51)	22%	(59)	52%	(142)	274

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Table MCEN6_16: *How much have you seen, read, or heard about the following characters?*
Ironheart

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(128)	13%	(278)	16%	(352)	66%	(1442)	2200
Ethnicity: Other	3%	(6)	12%	(25)	21%	(44)	63%	(129)	204
All Christian	5%	(54)	14%	(134)	13%	(128)	68%	(670)	987
All Non-Christian	17%	(22)	22%	(27)	13%	(17)	47%	(59)	124
Atheist	2%	(2)	8%	(9)	20%	(21)	70%	(74)	107
Agnostic/Nothing in particular	5%	(33)	10%	(67)	18%	(118)	66%	(424)	642
Something Else	5%	(16)	12%	(41)	20%	(68)	63%	(214)	340
Religious Non-Protestant/Catholic	15%	(22)	22%	(32)	15%	(23)	48%	(70)	147
Evangelical	10%	(54)	15%	(86)	15%	(84)	60%	(337)	562
Non-Evangelical	2%	(14)	11%	(78)	14%	(103)	73%	(519)	714
Community: Urban	12%	(78)	18%	(122)	15%	(99)	56%	(373)	671
Community: Suburban	3%	(32)	10%	(101)	15%	(147)	72%	(703)	983
Community: Rural	3%	(18)	10%	(56)	19%	(106)	67%	(366)	546
Employ: Private Sector	10%	(69)	16%	(113)	18%	(121)	56%	(388)	691
Employ: Government	5%	(6)	20%	(24)	22%	(25)	53%	(62)	117
Employ: Self-Employed	11%	(21)	17%	(30)	15%	(28)	56%	(101)	179
Employ: Homemaker	4%	(7)	12%	(22)	15%	(27)	69%	(126)	183
Employ: Student	—	(0)	17%	(11)	22%	(14)	61%	(41)	66
Employ: Retired	1%	(3)	5%	(26)	11%	(63)	83%	(461)	554
Employ: Unemployed	6%	(15)	14%	(38)	18%	(46)	62%	(163)	263
Employ: Other	4%	(6)	10%	(15)	18%	(26)	68%	(100)	146
Military HH: Yes	7%	(27)	13%	(48)	14%	(52)	66%	(245)	372
Military HH: No	6%	(101)	13%	(231)	16%	(300)	65%	(1197)	1828
RD/WT: Right Direction	9%	(82)	19%	(170)	15%	(132)	57%	(518)	901
RD/WT: Wrong Track	4%	(46)	8%	(109)	17%	(220)	71%	(924)	1299
Biden Job Approve	8%	(85)	18%	(186)	16%	(165)	59%	(615)	1051
Biden Job Disapprove	4%	(39)	7%	(76)	16%	(162)	73%	(742)	1019
Biden Job Strongly Approve	13%	(68)	21%	(105)	12%	(60)	54%	(273)	506
Biden Job Somewhat Approve	3%	(17)	15%	(81)	19%	(105)	63%	(342)	545
Biden Job Somewhat Disapprove	4%	(12)	11%	(30)	21%	(61)	64%	(182)	285
Biden Job Strongly Disapprove	4%	(27)	6%	(45)	14%	(101)	76%	(560)	734

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Table MCEN6_16: *How much have you seen, read, or heard about the following characters?*
Ironheart

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(128)	13%	(278)	16%	(352)	66%	(1442)	2200
Favorable of Biden	8%	(88)	17%	(175)	15%	(155)	60%	(631)	1050
Unfavorable of Biden	3%	(35)	9%	(88)	16%	(167)	72%	(732)	1022
Very Favorable of Biden	14%	(73)	18%	(95)	11%	(59)	57%	(300)	526
Somewhat Favorable of Biden	3%	(16)	15%	(80)	18%	(96)	63%	(332)	524
Somewhat Unfavorable of Biden	4%	(9)	13%	(33)	21%	(51)	62%	(154)	247
Very Unfavorable of Biden	3%	(26)	7%	(55)	15%	(116)	75%	(578)	775
#1 Issue: Economy	5%	(42)	14%	(126)	17%	(154)	63%	(558)	880
#1 Issue: Security	7%	(20)	10%	(28)	13%	(38)	70%	(200)	286
#1 Issue: Health Care	12%	(32)	12%	(32)	12%	(32)	64%	(167)	262
#1 Issue: Medicare / Social Security	1%	(4)	8%	(23)	10%	(28)	81%	(228)	283
#1 Issue: Women's Issues	5%	(8)	12%	(16)	26%	(36)	57%	(78)	137
#1 Issue: Education	8%	(8)	20%	(21)	26%	(27)	46%	(48)	104
#1 Issue: Energy	8%	(11)	15%	(21)	18%	(25)	59%	(82)	139
#1 Issue: Other	2%	(2)	11%	(12)	11%	(12)	75%	(81)	108
2020 Vote: Joe Biden	8%	(86)	15%	(149)	16%	(161)	61%	(615)	1011
2020 Vote: Donald Trump	4%	(24)	10%	(70)	14%	(96)	73%	(505)	695
2020 Vote: Other	3%	(2)	11%	(7)	16%	(9)	70%	(42)	60
2020 Vote: Didn't Vote	4%	(16)	12%	(52)	20%	(85)	65%	(278)	431
2018 House Vote: Democrat	8%	(62)	14%	(110)	16%	(122)	62%	(488)	782
2018 House Vote: Republican	4%	(24)	10%	(55)	15%	(84)	71%	(406)	569
2018 House Vote: Someone else	—	(0)	20%	(11)	15%	(9)	64%	(36)	56
2016 Vote: Hillary Clinton	9%	(65)	13%	(93)	17%	(118)	61%	(437)	712
2016 Vote: Donald Trump	4%	(24)	11%	(71)	14%	(86)	71%	(445)	626
2016 Vote: Other	1%	(1)	11%	(13)	14%	(18)	74%	(91)	123
2016 Vote: Didn't Vote	5%	(37)	14%	(101)	18%	(130)	64%	(470)	738
Voted in 2014: Yes	6%	(75)	12%	(152)	14%	(172)	67%	(824)	1222
Voted in 2014: No	5%	(53)	13%	(127)	18%	(180)	63%	(618)	978
4-Region: Northeast	6%	(24)	12%	(49)	18%	(71)	64%	(250)	394
4-Region: Midwest	4%	(18)	9%	(41)	14%	(63)	74%	(340)	462
4-Region: South	7%	(54)	14%	(115)	17%	(141)	62%	(515)	824
4-Region: West	6%	(31)	14%	(74)	15%	(77)	65%	(337)	520

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Table MCEN6_16: *How much have you seen, read, or heard about the following characters?*
Ironheart

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(128)	13%	(278)	16%	(352)	66%	(1442)	2200
Marvel Comics Fans	9%	(120)	18%	(235)	22%	(284)	51%	(657)	1296
Avid Marvel Comics Fans	19%	(84)	23%	(99)	23%	(102)	35%	(155)	440
Casual Marvel Comics Fans	4%	(36)	16%	(135)	21%	(182)	59%	(503)	855
Marvel TV/Movies Fans	9%	(122)	17%	(241)	21%	(297)	53%	(759)	1419
Avid Marvel TV/Movies Fans	18%	(76)	25%	(104)	20%	(84)	38%	(159)	422
Casual Marvel TV/Movies Fans	5%	(46)	14%	(137)	21%	(213)	60%	(600)	997
Fans of Anything Marvel	8%	(122)	17%	(260)	21%	(315)	54%	(829)	1526
Avid Fans of Anything Marvel	16%	(102)	21%	(134)	24%	(152)	39%	(253)	642
Casual Fans of Anything Marvel	5%	(56)	16%	(173)	20%	(218)	60%	(660)	1107

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

Table MCEN6_17: *How much have you seen, read, or heard about the following characters?*
Blade

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(322)	22%	(489)	19%	(408)	45%	(980)	2200
Gender: Male	20%	(218)	26%	(276)	16%	(174)	37%	(395)	1062
Gender: Female	9%	(105)	19%	(214)	21%	(234)	51%	(586)	1138
Age: 18-34	23%	(150)	25%	(166)	18%	(119)	34%	(220)	655
Age: 35-44	24%	(85)	31%	(113)	21%	(76)	23%	(84)	358
Age: 45-64	10%	(77)	20%	(154)	20%	(151)	49%	(370)	751
Age: 65+	2%	(10)	13%	(57)	14%	(63)	70%	(306)	436
GenZers: 1997-2012	13%	(21)	18%	(31)	24%	(41)	45%	(76)	169
Millennials: 1981-1996	27%	(193)	30%	(212)	17%	(122)	27%	(192)	718
GenXers: 1965-1980	16%	(81)	24%	(123)	23%	(115)	37%	(189)	507
Baby Boomers: 1946-1964	4%	(28)	16%	(112)	17%	(122)	64%	(459)	720
PID: Dem (no lean)	20%	(174)	23%	(200)	17%	(146)	40%	(353)	872
PID: Ind (no lean)	11%	(78)	22%	(150)	21%	(143)	46%	(321)	693
PID: Rep (no lean)	11%	(70)	22%	(140)	19%	(119)	48%	(306)	635
PID/Gender: Dem Men	28%	(120)	27%	(116)	14%	(61)	30%	(130)	428
PID/Gender: Dem Women	12%	(54)	19%	(84)	19%	(85)	50%	(223)	445
PID/Gender: Ind Men	15%	(47)	26%	(79)	17%	(52)	42%	(129)	306
PID/Gender: Ind Women	8%	(31)	19%	(71)	24%	(91)	50%	(192)	386
PID/Gender: Rep Men	15%	(50)	25%	(81)	19%	(61)	41%	(136)	328
PID/Gender: Rep Women	6%	(20)	19%	(59)	19%	(58)	55%	(171)	307
Ideo: Liberal (1-3)	19%	(124)	23%	(154)	16%	(107)	41%	(272)	657
Ideo: Moderate (4)	15%	(96)	26%	(166)	16%	(101)	42%	(268)	632
Ideo: Conservative (5-7)	10%	(66)	20%	(139)	21%	(144)	49%	(331)	679
Educ: < College	15%	(233)	20%	(309)	19%	(287)	45%	(682)	1512
Educ: Bachelors degree	10%	(45)	27%	(122)	19%	(83)	44%	(195)	444
Educ: Post-grad	18%	(44)	24%	(59)	16%	(38)	42%	(103)	244
Income: Under 50k	15%	(184)	22%	(260)	18%	(215)	45%	(537)	1194
Income: 50k-100k	12%	(81)	20%	(135)	20%	(136)	48%	(323)	675
Income: 100k+	17%	(57)	29%	(95)	17%	(58)	37%	(121)	331
Ethnicity: White	12%	(205)	22%	(373)	18%	(314)	48%	(829)	1722
Ethnicity: Hispanic	19%	(66)	25%	(89)	20%	(69)	36%	(125)	349
Ethnicity: Black	28%	(77)	25%	(69)	18%	(49)	29%	(79)	274

Continued on next page

Table MCEN6_17: *How much have you seen, read, or heard about the following characters?*
Blade

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(322)	22%	(489)	19%	(408)	45%	(980)	2200
Ethnicity: Other	20%	(40)	23%	(47)	22%	(45)	35%	(71)	204
All Christian	12%	(117)	23%	(226)	17%	(167)	48%	(477)	987
All Non-Christian	21%	(26)	21%	(26)	21%	(27)	37%	(45)	124
Atheist	10%	(11)	25%	(26)	16%	(17)	49%	(53)	107
Agnostic/Nothing in particular	15%	(99)	21%	(132)	20%	(130)	44%	(281)	642
Something Else	20%	(69)	23%	(79)	20%	(68)	36%	(124)	340
Religious Non-Protestant/Catholic	18%	(27)	19%	(29)	20%	(30)	42%	(61)	147
Evangelical	20%	(110)	26%	(146)	15%	(83)	40%	(223)	562
Non-Evangelical	10%	(71)	21%	(150)	20%	(144)	49%	(350)	714
Community: Urban	19%	(127)	26%	(172)	20%	(136)	35%	(236)	671
Community: Suburban	13%	(132)	19%	(183)	17%	(169)	51%	(499)	983
Community: Rural	12%	(63)	25%	(134)	19%	(103)	45%	(245)	546
Employ: Private Sector	21%	(144)	26%	(180)	17%	(121)	36%	(246)	691
Employ: Government	16%	(19)	28%	(33)	26%	(30)	30%	(36)	117
Employ: Self-Employed	22%	(40)	28%	(51)	25%	(45)	24%	(44)	179
Employ: Homemaker	11%	(20)	19%	(34)	20%	(37)	50%	(91)	183
Employ: Student	4%	(2)	17%	(11)	28%	(18)	52%	(34)	66
Employ: Retired	3%	(15)	15%	(81)	14%	(79)	68%	(378)	554
Employ: Unemployed	20%	(53)	27%	(70)	17%	(45)	36%	(95)	263
Employ: Other	18%	(27)	20%	(30)	22%	(33)	39%	(57)	146
Military HH: Yes	14%	(53)	23%	(85)	17%	(64)	46%	(169)	372
Military HH: No	15%	(269)	22%	(404)	19%	(344)	44%	(811)	1828
RD/WT: Right Direction	18%	(166)	23%	(206)	16%	(147)	42%	(382)	901
RD/WT: Wrong Track	12%	(156)	22%	(283)	20%	(261)	46%	(598)	1299
Biden Job Approve	17%	(181)	25%	(259)	16%	(166)	42%	(445)	1051
Biden Job Disapprove	13%	(130)	21%	(210)	20%	(208)	46%	(471)	1019
Biden Job Strongly Approve	21%	(105)	23%	(117)	12%	(60)	44%	(224)	506
Biden Job Somewhat Approve	14%	(77)	26%	(143)	19%	(105)	40%	(220)	545
Biden Job Somewhat Disapprove	17%	(47)	24%	(68)	21%	(60)	38%	(110)	285
Biden Job Strongly Disapprove	11%	(82)	19%	(143)	20%	(148)	49%	(362)	734

Continued on next page

Table MCEN6_17: *How much have you seen, read, or heard about the following characters?*
Blade

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(322)	22%	(489)	19%	(408)	45%	(980)	2200
Favorable of Biden	17%	(183)	23%	(240)	16%	(173)	43%	(454)	1050
Unfavorable of Biden	13%	(132)	22%	(224)	20%	(209)	45%	(456)	1022
Very Favorable of Biden	23%	(121)	20%	(107)	12%	(64)	44%	(234)	526
Somewhat Favorable of Biden	12%	(61)	25%	(134)	21%	(109)	42%	(220)	524
Somewhat Unfavorable of Biden	18%	(44)	24%	(59)	20%	(50)	38%	(94)	247
Very Unfavorable of Biden	11%	(89)	21%	(166)	20%	(159)	47%	(362)	775
#1 Issue: Economy	17%	(149)	24%	(208)	18%	(163)	41%	(360)	880
#1 Issue: Security	15%	(42)	21%	(61)	21%	(60)	43%	(123)	286
#1 Issue: Health Care	19%	(49)	23%	(61)	18%	(48)	40%	(104)	262
#1 Issue: Medicare / Social Security	4%	(12)	15%	(42)	14%	(40)	67%	(189)	283
#1 Issue: Women's Issues	11%	(16)	22%	(30)	23%	(32)	44%	(60)	137
#1 Issue: Education	23%	(24)	30%	(31)	20%	(21)	27%	(28)	104
#1 Issue: Energy	17%	(23)	25%	(34)	20%	(28)	38%	(53)	139
#1 Issue: Other	6%	(7)	21%	(23)	15%	(16)	57%	(62)	108
2020 Vote: Joe Biden	18%	(184)	23%	(229)	16%	(165)	43%	(433)	1011
2020 Vote: Donald Trump	10%	(69)	23%	(159)	19%	(132)	48%	(336)	695
2020 Vote: Other	11%	(6)	24%	(15)	23%	(14)	42%	(25)	60
2020 Vote: Didn't Vote	15%	(64)	20%	(85)	23%	(98)	43%	(184)	431
2018 House Vote: Democrat	18%	(139)	23%	(183)	15%	(120)	44%	(341)	782
2018 House Vote: Republican	11%	(64)	22%	(127)	19%	(108)	47%	(269)	569
2018 House Vote: Someone else	12%	(7)	20%	(11)	18%	(10)	50%	(28)	56
2016 Vote: Hillary Clinton	18%	(131)	23%	(163)	16%	(117)	42%	(301)	712
2016 Vote: Donald Trump	10%	(65)	24%	(148)	18%	(114)	48%	(299)	626
2016 Vote: Other	13%	(16)	17%	(21)	21%	(26)	49%	(61)	123
2016 Vote: Didn't Vote	15%	(111)	21%	(157)	21%	(152)	43%	(319)	738
Voted in 2014: Yes	14%	(170)	22%	(273)	17%	(204)	47%	(575)	1222
Voted in 2014: No	16%	(152)	22%	(216)	21%	(204)	41%	(405)	978
4-Region: Northeast	15%	(58)	21%	(82)	16%	(64)	48%	(189)	394
4-Region: Midwest	14%	(63)	17%	(78)	21%	(98)	48%	(223)	462
4-Region: South	15%	(127)	25%	(210)	17%	(142)	42%	(345)	824
4-Region: West	14%	(74)	23%	(119)	20%	(105)	43%	(223)	520

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Table MCEN6_17: *How much have you seen, read, or heard about the following characters?*
Blade

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(322)	22%	(489)	19%	(408)	45%	(980)	2200
Marvel Comics Fans	22%	(279)	30%	(390)	21%	(266)	28%	(361)	1296
Avid Marvel Comics Fans	38%	(168)	33%	(146)	12%	(53)	16%	(72)	440
Casual Marvel Comics Fans	13%	(111)	29%	(244)	25%	(212)	34%	(288)	855
Marvel TV/Movies Fans	21%	(299)	29%	(408)	20%	(283)	30%	(429)	1419
Avid Marvel TV/Movies Fans	36%	(151)	29%	(121)	12%	(51)	23%	(99)	422
Casual Marvel TV/Movies Fans	15%	(148)	29%	(287)	23%	(232)	33%	(330)	997
Fans of Anything Marvel	20%	(307)	29%	(436)	20%	(309)	31%	(475)	1526
Avid Fans of Anything Marvel	33%	(212)	32%	(207)	14%	(93)	20%	(130)	642
Casual Fans of Anything Marvel	14%	(158)	27%	(301)	23%	(259)	35%	(390)	1107

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

Table MCEN6_18: *How much have you seen, read, or heard about the following characters?*
Agatha Harkness

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(139)	13%	(285)	14%	(317)	66%	(1459)	2200
Gender: Male	9%	(92)	16%	(166)	15%	(162)	60%	(642)	1062
Gender: Female	4%	(47)	10%	(119)	14%	(155)	72%	(817)	1138
Age: 18-34	12%	(81)	21%	(135)	19%	(125)	48%	(314)	655
Age: 35-44	10%	(37)	17%	(62)	18%	(65)	54%	(193)	358
Age: 45-64	3%	(20)	9%	(67)	14%	(106)	74%	(558)	751
Age: 65+	—	(1)	5%	(21)	5%	(21)	90%	(394)	436
GenZers: 1997-2012	8%	(14)	17%	(28)	21%	(36)	54%	(91)	169
Millennials: 1981-1996	14%	(98)	21%	(153)	18%	(133)	47%	(334)	718
GenXers: 1965-1980	4%	(22)	13%	(68)	16%	(83)	66%	(334)	507
Baby Boomers: 1946-1964	1%	(5)	4%	(30)	8%	(61)	87%	(624)	720
PID: Dem (no lean)	11%	(92)	16%	(138)	15%	(132)	59%	(511)	872
PID: Ind (no lean)	4%	(31)	11%	(74)	16%	(108)	69%	(480)	693
PID: Rep (no lean)	3%	(17)	12%	(73)	12%	(77)	74%	(468)	635
PID/Gender: Dem Men	16%	(68)	22%	(93)	13%	(56)	49%	(212)	428
PID/Gender: Dem Women	5%	(24)	10%	(45)	17%	(76)	67%	(299)	445
PID/Gender: Ind Men	4%	(13)	11%	(33)	19%	(57)	66%	(203)	306
PID/Gender: Ind Women	5%	(18)	11%	(41)	13%	(51)	72%	(276)	386
PID/Gender: Rep Men	4%	(12)	12%	(40)	15%	(49)	69%	(227)	328
PID/Gender: Rep Women	2%	(5)	11%	(33)	9%	(28)	78%	(241)	307
Ideo: Liberal (1-3)	8%	(54)	16%	(104)	16%	(102)	60%	(396)	657
Ideo: Moderate (4)	7%	(46)	15%	(94)	17%	(104)	61%	(387)	632
Ideo: Conservative (5-7)	4%	(27)	10%	(67)	11%	(76)	75%	(509)	679
Educ: < College	5%	(72)	11%	(169)	15%	(226)	69%	(1045)	1512
Educ: Bachelors degree	8%	(34)	17%	(77)	15%	(67)	60%	(266)	444
Educ: Post-grad	14%	(34)	16%	(39)	10%	(24)	61%	(148)	244
Income: Under 50k	5%	(59)	12%	(144)	15%	(177)	68%	(814)	1194
Income: 50k-100k	5%	(32)	12%	(80)	15%	(101)	69%	(463)	675
Income: 100k+	15%	(48)	19%	(62)	12%	(39)	55%	(182)	331
Ethnicity: White	6%	(105)	13%	(216)	12%	(213)	69%	(1188)	1722
Ethnicity: Hispanic	9%	(33)	17%	(60)	19%	(66)	54%	(190)	349
Ethnicity: Black	9%	(25)	18%	(48)	20%	(54)	54%	(147)	274

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Table MCEN6_18: *How much have you seen, read, or heard about the following characters?*
Agatha Harkness

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(139)	13%	(285)	14%	(317)	66%	(1459)	2200
Ethnicity: Other	5%	(10)	10%	(21)	25%	(50)	60%	(123)	204
All Christian	6%	(56)	13%	(132)	13%	(126)	68%	(673)	987
All Non-Christian	18%	(22)	21%	(26)	13%	(17)	47%	(59)	124
Atheist	9%	(9)	8%	(8)	20%	(21)	64%	(68)	107
Agnostic/Nothing in particular	6%	(40)	12%	(75)	15%	(95)	67%	(432)	642
Something Else	3%	(11)	13%	(44)	17%	(58)	67%	(226)	340
Religious Non-Protestant/Catholic	15%	(22)	19%	(28)	18%	(26)	48%	(71)	147
Evangelical	8%	(46)	16%	(89)	12%	(70)	63%	(357)	562
Non-Evangelical	2%	(17)	11%	(81)	14%	(102)	72%	(514)	714
Community: Urban	12%	(79)	17%	(112)	16%	(108)	56%	(373)	671
Community: Suburban	5%	(44)	12%	(118)	13%	(130)	70%	(691)	983
Community: Rural	3%	(16)	10%	(56)	15%	(79)	72%	(395)	546
Employ: Private Sector	10%	(72)	20%	(135)	15%	(103)	55%	(381)	691
Employ: Government	10%	(12)	14%	(17)	21%	(24)	55%	(64)	117
Employ: Self-Employed	10%	(18)	16%	(28)	18%	(33)	56%	(100)	179
Employ: Homemaker	6%	(12)	10%	(19)	13%	(24)	71%	(129)	183
Employ: Student	5%	(3)	17%	(11)	25%	(17)	52%	(35)	66
Employ: Retired	1%	(4)	5%	(28)	9%	(48)	86%	(474)	554
Employ: Unemployed	6%	(16)	12%	(31)	17%	(46)	65%	(171)	263
Employ: Other	2%	(3)	11%	(16)	15%	(22)	72%	(105)	146
Military HH: Yes	6%	(23)	12%	(45)	11%	(41)	71%	(264)	372
Military HH: No	6%	(117)	13%	(241)	15%	(276)	65%	(1195)	1828
RD/WT: Right Direction	10%	(92)	17%	(155)	15%	(137)	57%	(517)	901
RD/WT: Wrong Track	4%	(47)	10%	(130)	14%	(180)	73%	(942)	1299
Biden Job Approve	10%	(106)	16%	(170)	16%	(166)	58%	(609)	1051
Biden Job Disapprove	3%	(31)	10%	(98)	13%	(133)	74%	(757)	1019
Biden Job Strongly Approve	14%	(71)	19%	(94)	14%	(71)	53%	(270)	506
Biden Job Somewhat Approve	6%	(35)	14%	(76)	17%	(95)	62%	(339)	545
Biden Job Somewhat Disapprove	5%	(15)	13%	(37)	17%	(48)	65%	(184)	285
Biden Job Strongly Disapprove	2%	(15)	8%	(61)	12%	(85)	78%	(573)	734

Continued on next page

Table MCEN6_18: *How much have you seen, read, or heard about the following characters?*
Agatha Harkness

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(139)	13%	(285)	14%	(317)	66%	(1459)	2200
Favorable of Biden	9%	(100)	16%	(169)	16%	(163)	59%	(618)	1050
Unfavorable of Biden	3%	(36)	10%	(106)	13%	(130)	73%	(750)	1022
Very Favorable of Biden	13%	(68)	17%	(88)	14%	(74)	56%	(296)	526
Somewhat Favorable of Biden	6%	(31)	15%	(81)	17%	(89)	62%	(323)	524
Somewhat Unfavorable of Biden	6%	(15)	13%	(31)	15%	(38)	66%	(163)	247
Very Unfavorable of Biden	3%	(21)	10%	(75)	12%	(92)	76%	(587)	775
#1 Issue: Economy	6%	(51)	12%	(107)	16%	(137)	67%	(586)	880
#1 Issue: Security	3%	(8)	14%	(41)	12%	(35)	71%	(202)	286
#1 Issue: Health Care	13%	(35)	13%	(33)	12%	(32)	62%	(163)	262
#1 Issue: Medicare / Social Security	2%	(4)	7%	(21)	9%	(25)	82%	(233)	283
#1 Issue: Women's Issues	8%	(10)	23%	(31)	17%	(24)	52%	(71)	137
#1 Issue: Education	13%	(14)	15%	(16)	32%	(33)	39%	(41)	104
#1 Issue: Energy	9%	(13)	17%	(23)	12%	(17)	61%	(85)	139
#1 Issue: Other	3%	(4)	12%	(13)	13%	(14)	72%	(78)	108
2020 Vote: Joe Biden	10%	(96)	16%	(164)	15%	(150)	59%	(601)	1011
2020 Vote: Donald Trump	3%	(21)	10%	(71)	12%	(82)	75%	(520)	695
2020 Vote: Other	2%	(1)	8%	(5)	16%	(9)	74%	(45)	60
2020 Vote: Didn't Vote	5%	(20)	10%	(44)	18%	(76)	67%	(291)	431
2018 House Vote: Democrat	8%	(65)	17%	(129)	15%	(117)	60%	(471)	782
2018 House Vote: Republican	4%	(22)	10%	(59)	13%	(74)	73%	(413)	569
2018 House Vote: Someone else	3%	(1)	10%	(6)	10%	(6)	77%	(44)	56
2016 Vote: Hillary Clinton	9%	(63)	17%	(121)	12%	(89)	62%	(439)	712
2016 Vote: Donald Trump	4%	(23)	10%	(65)	13%	(82)	73%	(456)	626
2016 Vote: Other	4%	(5)	9%	(11)	16%	(19)	72%	(88)	123
2016 Vote: Didn't Vote	6%	(48)	12%	(89)	17%	(127)	64%	(475)	738
Voted in 2014: Yes	6%	(72)	13%	(165)	13%	(157)	68%	(829)	1222
Voted in 2014: No	7%	(67)	12%	(120)	16%	(160)	64%	(630)	978
4-Region: Northeast	7%	(29)	10%	(39)	16%	(65)	66%	(261)	394
4-Region: Midwest	3%	(15)	12%	(54)	13%	(59)	72%	(335)	462
4-Region: South	7%	(59)	14%	(115)	15%	(121)	64%	(529)	824
4-Region: West	7%	(36)	15%	(77)	14%	(73)	64%	(334)	520

Continued on next page

Table MCEN6_18: *How much have you seen, read, or heard about the following characters?*
Agatha Harkness

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(139)	13%	(285)	14%	(317)	66%	(1459)	2200
Marvel Comics Fans	10%	(129)	19%	(246)	19%	(252)	52%	(668)	1296
Avid Marvel Comics Fans	19%	(85)	26%	(113)	20%	(89)	35%	(153)	440
Casual Marvel Comics Fans	5%	(44)	16%	(133)	19%	(163)	60%	(515)	855
Marvel TV/Movies Fans	9%	(133)	18%	(249)	19%	(265)	54%	(772)	1419
Avid Marvel TV/Movies Fans	18%	(78)	27%	(113)	17%	(70)	38%	(162)	422
Casual Marvel TV/Movies Fans	6%	(55)	14%	(136)	20%	(195)	61%	(611)	997
Fans of Anything Marvel	9%	(135)	17%	(267)	19%	(284)	55%	(840)	1526
Avid Fans of Anything Marvel	16%	(102)	25%	(163)	20%	(131)	38%	(245)	642
Casual Fans of Anything Marvel	6%	(62)	15%	(165)	18%	(200)	61%	(680)	1107

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

Table MCEN6_19: *How much have you seen, read, or heard about the following characters?*
James Rhodes/War Machine

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(199)	13%	(286)	14%	(309)	64%	(1406)	2200
Gender: Male	14%	(146)	17%	(177)	14%	(152)	55%	(586)	1062
Gender: Female	5%	(53)	10%	(108)	14%	(157)	72%	(820)	1138
Age: 18-34	17%	(110)	20%	(131)	17%	(110)	46%	(304)	655
Age: 35-44	14%	(49)	20%	(72)	17%	(60)	49%	(176)	358
Age: 45-64	5%	(35)	9%	(68)	15%	(113)	71%	(534)	751
Age: 65+	1%	(5)	3%	(14)	6%	(26)	90%	(392)	436
GenZers: 1997-2012	8%	(13)	19%	(32)	18%	(31)	55%	(92)	169
Millennials: 1981-1996	19%	(135)	21%	(151)	17%	(125)	43%	(307)	718
GenXers: 1965-1980	7%	(36)	13%	(64)	17%	(87)	63%	(320)	507
Baby Boomers: 1946-1964	2%	(16)	5%	(36)	8%	(61)	84%	(607)	720
PID: Dem (no lean)	13%	(115)	17%	(144)	15%	(129)	55%	(484)	872
PID: Ind (no lean)	6%	(42)	11%	(79)	16%	(107)	67%	(464)	693
PID: Rep (no lean)	7%	(42)	10%	(62)	11%	(73)	72%	(459)	635
PID/Gender: Dem Men	21%	(88)	22%	(95)	15%	(65)	42%	(180)	428
PID/Gender: Dem Women	6%	(27)	11%	(50)	14%	(64)	68%	(304)	445
PID/Gender: Ind Men	8%	(24)	13%	(41)	17%	(53)	62%	(190)	306
PID/Gender: Ind Women	5%	(19)	10%	(39)	14%	(55)	71%	(274)	386
PID/Gender: Rep Men	11%	(35)	13%	(42)	11%	(35)	66%	(216)	328
PID/Gender: Rep Women	2%	(7)	6%	(20)	12%	(38)	79%	(242)	307
Ideo: Liberal (1-3)	14%	(91)	15%	(99)	13%	(84)	58%	(383)	657
Ideo: Moderate (4)	7%	(45)	16%	(99)	18%	(112)	60%	(376)	632
Ideo: Conservative (5-7)	6%	(44)	10%	(66)	12%	(81)	72%	(488)	679
Educ: < College	8%	(126)	11%	(173)	13%	(202)	67%	(1011)	1512
Educ: Bachelors degree	9%	(40)	17%	(74)	16%	(72)	58%	(258)	444
Educ: Post-grad	13%	(33)	16%	(38)	15%	(35)	56%	(137)	244
Income: Under 50k	7%	(85)	12%	(141)	15%	(183)	66%	(787)	1194
Income: 50k-100k	9%	(61)	12%	(82)	14%	(92)	65%	(440)	675
Income: 100k+	16%	(54)	19%	(63)	10%	(35)	54%	(179)	331
Ethnicity: White	9%	(152)	12%	(209)	12%	(212)	67%	(1149)	1722
Ethnicity: Hispanic	14%	(47)	19%	(66)	13%	(47)	54%	(189)	349
Ethnicity: Black	12%	(32)	21%	(56)	21%	(57)	47%	(129)	274

Continued on next page

Table MCEN6_19: *How much have you seen, read, or heard about the following characters?*
James Rhodes/War Machine

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(199)	13%	(286)	14%	(309)	64%	(1406)	2200
Ethnicity: Other	7%	(15)	10%	(21)	20%	(41)	63%	(128)	204
All Christian	8%	(75)	13%	(130)	11%	(110)	68%	(671)	987
All Non-Christian	19%	(23)	19%	(23)	15%	(19)	47%	(59)	124
Atheist	11%	(11)	15%	(16)	12%	(13)	63%	(67)	107
Agnostic/Nothing in particular	9%	(55)	12%	(74)	17%	(111)	63%	(403)	642
Something Else	10%	(35)	12%	(42)	17%	(56)	61%	(207)	340
Religious Non-Protestant/Catholic	17%	(25)	21%	(31)	15%	(21)	47%	(69)	147
Evangelical	12%	(70)	14%	(79)	13%	(75)	60%	(338)	562
Non-Evangelical	5%	(36)	11%	(80)	12%	(85)	72%	(514)	714
Community: Urban	14%	(95)	15%	(100)	15%	(102)	56%	(374)	671
Community: Suburban	7%	(73)	12%	(122)	12%	(116)	68%	(672)	983
Community: Rural	6%	(31)	12%	(64)	17%	(92)	66%	(360)	546
Employ: Private Sector	14%	(98)	19%	(132)	14%	(99)	52%	(362)	691
Employ: Government	14%	(16)	17%	(20)	23%	(27)	47%	(55)	117
Employ: Self-Employed	16%	(29)	17%	(31)	20%	(35)	47%	(84)	179
Employ: Homemaker	5%	(9)	11%	(20)	14%	(25)	71%	(129)	183
Employ: Student	4%	(3)	10%	(7)	23%	(15)	63%	(42)	66
Employ: Retired	2%	(9)	5%	(27)	8%	(46)	85%	(472)	554
Employ: Unemployed	11%	(28)	12%	(32)	17%	(44)	61%	(159)	263
Employ: Other	5%	(8)	12%	(18)	12%	(18)	70%	(102)	146
Military HH: Yes	10%	(36)	12%	(46)	11%	(41)	67%	(248)	372
Military HH: No	9%	(163)	13%	(240)	15%	(268)	63%	(1158)	1828
RD/WT: Right Direction	13%	(117)	17%	(150)	15%	(139)	55%	(495)	901
RD/WT: Wrong Track	6%	(82)	10%	(135)	13%	(170)	70%	(912)	1299
Biden Job Approve	12%	(127)	16%	(171)	15%	(153)	57%	(600)	1051
Biden Job Disapprove	7%	(66)	9%	(97)	13%	(130)	71%	(726)	1019
Biden Job Strongly Approve	15%	(76)	18%	(91)	13%	(66)	54%	(273)	506
Biden Job Somewhat Approve	9%	(51)	15%	(80)	16%	(87)	60%	(327)	545
Biden Job Somewhat Disapprove	9%	(24)	14%	(39)	16%	(45)	62%	(177)	285
Biden Job Strongly Disapprove	6%	(42)	8%	(58)	12%	(85)	75%	(550)	734

Continued on next page

Table MCEN6_19: *How much have you seen, read, or heard about the following characters?*
James Rhodes/War Machine

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(199)	13%	(286)	14%	(309)	64%	(1406)	2200
Favorable of Biden	12%	(121)	16%	(169)	15%	(153)	58%	(607)	1050
Unfavorable of Biden	7%	(72)	10%	(104)	13%	(132)	70%	(715)	1022
Very Favorable of Biden	16%	(86)	16%	(86)	14%	(74)	53%	(281)	526
Somewhat Favorable of Biden	7%	(35)	16%	(84)	15%	(78)	62%	(327)	524
Somewhat Unfavorable of Biden	10%	(25)	14%	(36)	15%	(37)	61%	(150)	247
Very Unfavorable of Biden	6%	(47)	9%	(68)	12%	(95)	73%	(565)	775
#1 Issue: Economy	9%	(81)	15%	(135)	14%	(123)	62%	(542)	880
#1 Issue: Security	7%	(20)	8%	(24)	14%	(39)	71%	(204)	286
#1 Issue: Health Care	15%	(39)	15%	(39)	11%	(30)	59%	(155)	262
#1 Issue: Medicare / Social Security	2%	(4)	6%	(17)	10%	(27)	83%	(235)	283
#1 Issue: Women's Issues	16%	(22)	14%	(19)	18%	(25)	51%	(70)	137
#1 Issue: Education	9%	(10)	20%	(21)	25%	(26)	46%	(48)	104
#1 Issue: Energy	13%	(18)	13%	(19)	21%	(29)	53%	(73)	139
#1 Issue: Other	5%	(5)	12%	(13)	10%	(11)	73%	(79)	108
2020 Vote: Joe Biden	13%	(126)	15%	(156)	14%	(142)	58%	(586)	1011
2020 Vote: Donald Trump	6%	(41)	10%	(69)	12%	(83)	72%	(503)	695
2020 Vote: Other	13%	(8)	11%	(6)	18%	(11)	58%	(35)	60
2020 Vote: Didn't Vote	6%	(24)	12%	(53)	17%	(72)	65%	(281)	431
2018 House Vote: Democrat	12%	(96)	16%	(123)	14%	(112)	58%	(452)	782
2018 House Vote: Republican	8%	(43)	9%	(51)	12%	(70)	71%	(405)	569
2018 House Vote: Someone else	7%	(4)	9%	(5)	14%	(8)	70%	(39)	56
2016 Vote: Hillary Clinton	13%	(89)	16%	(110)	14%	(98)	58%	(414)	712
2016 Vote: Donald Trump	8%	(48)	10%	(65)	12%	(73)	70%	(439)	626
2016 Vote: Other	9%	(11)	11%	(13)	14%	(18)	66%	(82)	123
2016 Vote: Didn't Vote	7%	(51)	13%	(96)	16%	(121)	64%	(471)	738
Voted in 2014: Yes	10%	(120)	13%	(156)	12%	(145)	66%	(801)	1222
Voted in 2014: No	8%	(79)	13%	(129)	17%	(164)	62%	(605)	978
4-Region: Northeast	9%	(34)	13%	(50)	15%	(60)	63%	(250)	394
4-Region: Midwest	8%	(36)	11%	(52)	12%	(58)	69%	(317)	462
4-Region: South	10%	(80)	14%	(116)	15%	(120)	62%	(508)	824
4-Region: West	9%	(49)	13%	(68)	14%	(71)	64%	(332)	520

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Table MCEN6_19: *How much have you seen, read, or heard about the following characters?*
James Rhodes/War Machine

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(199)	13%	(286)	14%	(309)	64%	(1406)	2200
Marvel Comics Fans	15%	(191)	18%	(239)	20%	(256)	47%	(610)	1296
Avid Marvel Comics Fans	33%	(146)	23%	(100)	17%	(74)	27%	(120)	440
Casual Marvel Comics Fans	5%	(45)	16%	(139)	21%	(182)	57%	(490)	855
Marvel TV/Movies Fans	13%	(191)	18%	(254)	18%	(262)	50%	(712)	1419
Avid Marvel TV/Movies Fans	29%	(122)	22%	(95)	15%	(62)	34%	(143)	422
Casual Marvel TV/Movies Fans	7%	(68)	16%	(159)	20%	(200)	57%	(569)	997
Fans of Anything Marvel	13%	(197)	18%	(277)	18%	(278)	51%	(775)	1526
Avid Fans of Anything Marvel	27%	(171)	24%	(153)	16%	(106)	33%	(212)	642
Casual Fans of Anything Marvel	6%	(68)	16%	(180)	19%	(213)	58%	(645)	1107

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

Table MCEN6_20: *How much have you seen, read, or heard about the following characters?*
Groot

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	21%	(462)	22%	(475)	13%	(283)	45%	(980)	2200
Gender: Male	23%	(240)	24%	(250)	14%	(146)	40%	(426)	1062
Gender: Female	20%	(222)	20%	(225)	12%	(137)	49%	(554)	1138
Age: 18-34	35%	(230)	28%	(185)	12%	(82)	24%	(159)	655
Age: 35-44	26%	(94)	31%	(109)	15%	(54)	28%	(101)	358
Age: 45-64	15%	(112)	17%	(130)	14%	(109)	53%	(401)	751
Age: 65+	6%	(27)	12%	(51)	9%	(39)	73%	(320)	436
GenZers: 1997-2012	39%	(65)	22%	(37)	10%	(17)	29%	(49)	169
Millennials: 1981-1996	33%	(236)	31%	(220)	14%	(98)	23%	(165)	718
GenXers: 1965-1980	19%	(99)	23%	(117)	17%	(86)	40%	(205)	507
Baby Boomers: 1946-1964	8%	(60)	13%	(97)	10%	(75)	68%	(488)	720
PID: Dem (no lean)	22%	(193)	24%	(206)	12%	(108)	42%	(366)	872
PID: Ind (no lean)	23%	(156)	21%	(145)	13%	(93)	43%	(298)	693
PID: Rep (no lean)	18%	(113)	20%	(125)	13%	(82)	50%	(316)	635
PID/Gender: Dem Men	27%	(114)	27%	(117)	14%	(59)	32%	(138)	428
PID/Gender: Dem Women	18%	(78)	20%	(88)	11%	(49)	51%	(228)	445
PID/Gender: Ind Men	22%	(66)	21%	(65)	13%	(40)	44%	(135)	306
PID/Gender: Ind Women	23%	(90)	21%	(80)	14%	(53)	42%	(162)	386
PID/Gender: Rep Men	18%	(60)	21%	(69)	14%	(47)	47%	(153)	328
PID/Gender: Rep Women	17%	(53)	18%	(56)	11%	(35)	53%	(163)	307
Ideo: Liberal (1-3)	25%	(166)	24%	(157)	13%	(86)	38%	(248)	657
Ideo: Moderate (4)	19%	(117)	22%	(138)	13%	(85)	46%	(291)	632
Ideo: Conservative (5-7)	16%	(109)	19%	(131)	12%	(78)	53%	(361)	679
Educ: < College	22%	(329)	20%	(297)	12%	(179)	47%	(706)	1512
Educ: Bachelors degree	19%	(85)	27%	(118)	14%	(64)	40%	(178)	444
Educ: Post-grad	20%	(48)	25%	(60)	16%	(40)	39%	(96)	244
Income: Under 50k	21%	(246)	20%	(234)	13%	(154)	47%	(561)	1194
Income: 50k-100k	20%	(138)	22%	(150)	13%	(86)	45%	(302)	675
Income: 100k+	23%	(78)	28%	(92)	13%	(44)	36%	(117)	331
Ethnicity: White	21%	(354)	21%	(367)	12%	(214)	46%	(787)	1722
Ethnicity: Hispanic	27%	(96)	25%	(89)	12%	(44)	35%	(121)	349
Ethnicity: Black	21%	(58)	22%	(61)	12%	(34)	44%	(122)	274

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Table MCEN6_20: *How much have you seen, read, or heard about the following characters?*
Groot

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	21%	(462)	22%	(475)	13%	(283)	45%	(980)	2200
Ethnicity: Other	24%	(49)	23%	(47)	18%	(36)	35%	(71)	204
All Christian	16%	(162)	21%	(204)	13%	(125)	50%	(495)	987
All Non-Christian	24%	(30)	28%	(34)	11%	(14)	38%	(47)	124
Atheist	25%	(27)	20%	(22)	15%	(16)	40%	(43)	107
Agnostic/Nothing in particular	24%	(154)	23%	(146)	14%	(87)	40%	(255)	642
Something Else	26%	(89)	20%	(69)	12%	(42)	41%	(140)	340
Religious Non-Protestant/Catholic	24%	(35)	24%	(35)	17%	(25)	35%	(51)	147
Evangelical	21%	(120)	21%	(118)	12%	(68)	45%	(256)	562
Non-Evangelical	17%	(120)	20%	(146)	12%	(84)	51%	(364)	714
Community: Urban	23%	(151)	26%	(175)	12%	(80)	40%	(266)	671
Community: Suburban	20%	(194)	20%	(194)	13%	(123)	48%	(472)	983
Community: Rural	21%	(117)	19%	(106)	15%	(81)	44%	(243)	546
Employ: Private Sector	25%	(173)	26%	(180)	15%	(101)	34%	(237)	691
Employ: Government	17%	(20)	36%	(43)	16%	(18)	31%	(36)	117
Employ: Self-Employed	31%	(55)	21%	(37)	13%	(24)	35%	(62)	179
Employ: Homemaker	23%	(42)	21%	(39)	15%	(27)	41%	(75)	183
Employ: Student	44%	(29)	18%	(12)	23%	(15)	15%	(10)	66
Employ: Retired	7%	(37)	12%	(68)	10%	(57)	71%	(392)	554
Employ: Unemployed	25%	(65)	26%	(69)	10%	(28)	38%	(101)	263
Employ: Other	27%	(40)	19%	(28)	8%	(12)	45%	(66)	146
Military HH: Yes	20%	(74)	25%	(91)	9%	(34)	46%	(172)	372
Military HH: No	21%	(388)	21%	(384)	14%	(249)	44%	(808)	1828
RD/WT: Right Direction	21%	(186)	23%	(210)	13%	(119)	43%	(385)	901
RD/WT: Wrong Track	21%	(276)	20%	(265)	13%	(164)	46%	(595)	1299
Biden Job Approve	22%	(231)	23%	(240)	14%	(143)	42%	(437)	1051
Biden Job Disapprove	19%	(194)	20%	(207)	12%	(123)	49%	(495)	1019
Biden Job Strongly Approve	22%	(114)	22%	(112)	11%	(57)	44%	(223)	506
Biden Job Somewhat Approve	21%	(117)	23%	(128)	16%	(86)	39%	(215)	545
Biden Job Somewhat Disapprove	21%	(60)	24%	(68)	14%	(39)	41%	(118)	285
Biden Job Strongly Disapprove	18%	(134)	19%	(140)	11%	(84)	51%	(377)	734

Continued on next page

Table MCEN6_20: *How much have you seen, read, or heard about the following characters?*
Groot

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	21%	(462)	22%	(475)	13%	(283)	45%	(980)	2200
Favorable of Biden	22%	(235)	22%	(232)	13%	(139)	42%	(444)	1050
Unfavorable of Biden	19%	(195)	22%	(220)	12%	(124)	47%	(482)	1022
Very Favorable of Biden	23%	(121)	20%	(108)	12%	(63)	44%	(234)	526
Somewhat Favorable of Biden	22%	(114)	24%	(124)	14%	(76)	40%	(210)	524
Somewhat Unfavorable of Biden	23%	(56)	25%	(62)	13%	(32)	39%	(97)	247
Very Unfavorable of Biden	18%	(139)	20%	(158)	12%	(92)	50%	(385)	775
#1 Issue: Economy	22%	(191)	24%	(215)	12%	(108)	42%	(367)	880
#1 Issue: Security	17%	(48)	20%	(57)	13%	(36)	51%	(145)	286
#1 Issue: Health Care	22%	(58)	22%	(56)	14%	(38)	42%	(110)	262
#1 Issue: Medicare / Social Security	10%	(27)	10%	(29)	10%	(29)	70%	(199)	283
#1 Issue: Women's Issues	36%	(49)	26%	(35)	11%	(15)	27%	(37)	137
#1 Issue: Education	34%	(36)	28%	(30)	15%	(15)	23%	(24)	104
#1 Issue: Energy	25%	(34)	24%	(33)	18%	(25)	33%	(46)	139
#1 Issue: Other	17%	(19)	18%	(19)	17%	(18)	48%	(52)	108
2020 Vote: Joe Biden	22%	(224)	22%	(221)	14%	(140)	42%	(425)	1011
2020 Vote: Donald Trump	17%	(117)	20%	(137)	12%	(80)	52%	(361)	695
2020 Vote: Other	26%	(16)	24%	(15)	16%	(10)	33%	(20)	60
2020 Vote: Didn't Vote	24%	(104)	24%	(103)	12%	(51)	40%	(173)	431
2018 House Vote: Democrat	21%	(166)	22%	(175)	14%	(109)	42%	(332)	782
2018 House Vote: Republican	17%	(95)	20%	(115)	12%	(69)	51%	(290)	569
2018 House Vote: Someone else	17%	(10)	20%	(11)	13%	(7)	50%	(28)	56
2016 Vote: Hillary Clinton	22%	(156)	22%	(156)	12%	(88)	44%	(312)	712
2016 Vote: Donald Trump	17%	(104)	20%	(123)	12%	(77)	52%	(323)	626
2016 Vote: Other	20%	(24)	22%	(27)	20%	(25)	38%	(47)	123
2016 Vote: Didn't Vote	24%	(177)	23%	(170)	13%	(94)	40%	(298)	738
Voted in 2014: Yes	18%	(223)	21%	(256)	13%	(160)	48%	(583)	1222
Voted in 2014: No	24%	(239)	22%	(219)	13%	(123)	41%	(396)	978
4-Region: Northeast	20%	(79)	20%	(77)	13%	(51)	47%	(186)	394
4-Region: Midwest	21%	(95)	21%	(97)	13%	(60)	45%	(210)	462
4-Region: South	22%	(180)	21%	(170)	13%	(106)	45%	(368)	824
4-Region: West	21%	(107)	25%	(131)	13%	(67)	41%	(215)	520

Continued on next page

Table MCEN6_20: *How much have you seen, read, or heard about the following characters?*
Groot

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	21%	(462)	22%	(475)	13%	(283)	45%	(980)	2200
Marvel Comics Fans	31%	(402)	28%	(366)	14%	(177)	27%	(351)	1296
Avid Marvel Comics Fans	48%	(210)	26%	(113)	9%	(38)	18%	(80)	440
Casual Marvel Comics Fans	23%	(193)	30%	(253)	16%	(139)	32%	(271)	855
Marvel TV/Movies Fans	29%	(414)	27%	(388)	13%	(190)	30%	(427)	1419
Avid Marvel TV/Movies Fans	42%	(177)	27%	(114)	10%	(42)	21%	(89)	422
Casual Marvel TV/Movies Fans	24%	(237)	28%	(274)	15%	(148)	34%	(338)	997
Fans of Anything Marvel	29%	(441)	28%	(423)	14%	(216)	29%	(447)	1526
Avid Fans of Anything Marvel	43%	(276)	28%	(181)	10%	(66)	18%	(119)	642
Casual Fans of Anything Marvel	23%	(250)	28%	(312)	16%	(178)	33%	(368)	1107

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

Table MCEN7_1: *How excited are you to see movies and shows with the following characters?*
Shang-Chi

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	15%	(326)	21%	(462)	17%	(373)	47%	(1039)	2200
Gender: Male	18%	(194)	23%	(241)	17%	(179)	42%	(448)	1062
Gender: Female	12%	(132)	19%	(221)	17%	(194)	52%	(591)	1138
Age: 18-34	25%	(167)	30%	(194)	16%	(103)	29%	(192)	655
Age: 35-44	19%	(68)	26%	(92)	18%	(65)	37%	(133)	358
Age: 45-64	10%	(78)	17%	(125)	19%	(146)	54%	(402)	751
Age: 65+	3%	(14)	12%	(52)	13%	(59)	72%	(312)	436
GenZers: 1997-2012	20%	(33)	32%	(54)	18%	(30)	30%	(51)	169
Millennials: 1981-1996	26%	(183)	28%	(199)	17%	(122)	30%	(213)	718
GenXers: 1965-1980	13%	(67)	21%	(105)	19%	(97)	47%	(238)	507
Baby Boomers: 1946-1964	6%	(42)	14%	(97)	16%	(117)	64%	(464)	720
PID: Dem (no lean)	21%	(187)	23%	(198)	16%	(143)	40%	(345)	872
PID: Ind (no lean)	12%	(83)	20%	(141)	18%	(128)	49%	(341)	693
PID: Rep (no lean)	9%	(55)	19%	(123)	16%	(103)	56%	(354)	635
PID/Gender: Dem Men	30%	(128)	26%	(110)	15%	(65)	29%	(125)	428
PID/Gender: Dem Women	13%	(59)	20%	(88)	17%	(78)	49%	(220)	445
PID/Gender: Ind Men	11%	(33)	22%	(68)	20%	(61)	47%	(145)	306
PID/Gender: Ind Women	13%	(50)	19%	(73)	17%	(66)	51%	(196)	386
PID/Gender: Rep Men	10%	(33)	19%	(63)	16%	(53)	54%	(179)	328
PID/Gender: Rep Women	7%	(23)	19%	(60)	16%	(50)	57%	(175)	307
Ideo: Liberal (1-3)	21%	(137)	23%	(149)	19%	(127)	37%	(244)	657
Ideo: Moderate (4)	12%	(78)	25%	(156)	18%	(113)	45%	(285)	632
Ideo: Conservative (5-7)	11%	(74)	17%	(112)	15%	(103)	57%	(390)	679
Educ: < College	14%	(214)	20%	(299)	17%	(260)	49%	(740)	1512
Educ: Bachelors degree	15%	(69)	24%	(107)	17%	(75)	43%	(193)	444
Educ: Post-grad	18%	(43)	23%	(56)	15%	(38)	44%	(107)	244
Income: Under 50k	15%	(175)	21%	(255)	17%	(202)	47%	(562)	1194
Income: 50k-100k	13%	(86)	19%	(130)	17%	(117)	51%	(342)	675
Income: 100k+	20%	(65)	23%	(77)	16%	(54)	41%	(135)	331
Ethnicity: White	13%	(225)	21%	(358)	16%	(283)	50%	(855)	1722
Ethnicity: Hispanic	17%	(59)	24%	(83)	19%	(65)	41%	(142)	349
Ethnicity: Black	23%	(62)	23%	(64)	20%	(54)	34%	(94)	274

Continued on next page

Table MCEN7_1: *How excited are you to see movies and shows with the following characters?*
Shang-Chi

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	15%	(326)	21%	(462)	17%	(373)	47%	(1039)	2200
Ethnicity: Other	19%	(38)	19%	(39)	17%	(35)	45%	(91)	204
All Christian	13%	(132)	21%	(203)	16%	(160)	50%	(492)	987
All Non-Christian	30%	(38)	18%	(22)	20%	(24)	32%	(40)	124
Atheist	20%	(21)	25%	(26)	18%	(19)	38%	(41)	107
Agnostic/Nothing in particular	13%	(82)	20%	(131)	16%	(106)	50%	(323)	642
Something Else	15%	(52)	23%	(80)	19%	(64)	42%	(144)	340
Religious Non-Protestant/Catholic	29%	(42)	16%	(24)	22%	(33)	33%	(49)	147
Evangelical	17%	(93)	23%	(128)	15%	(84)	46%	(256)	562
Non-Evangelical	12%	(83)	20%	(143)	18%	(129)	50%	(360)	714
Community: Urban	22%	(147)	25%	(168)	16%	(107)	37%	(249)	671
Community: Suburban	13%	(130)	19%	(184)	17%	(164)	51%	(505)	983
Community: Rural	9%	(49)	20%	(110)	19%	(103)	52%	(285)	546
Employ: Private Sector	21%	(145)	26%	(177)	15%	(101)	39%	(268)	691
Employ: Government	16%	(18)	23%	(27)	28%	(32)	34%	(40)	117
Employ: Self-Employed	19%	(34)	23%	(41)	18%	(32)	40%	(72)	179
Employ: Homemaker	16%	(30)	22%	(40)	12%	(21)	50%	(91)	183
Employ: Student	15%	(10)	28%	(19)	15%	(10)	42%	(28)	66
Employ: Retired	5%	(29)	12%	(69)	15%	(82)	68%	(374)	554
Employ: Unemployed	16%	(42)	22%	(57)	24%	(62)	39%	(102)	263
Employ: Other	13%	(18)	23%	(33)	22%	(32)	43%	(62)	146
Military HH: Yes	14%	(51)	21%	(79)	15%	(55)	50%	(187)	372
Military HH: No	15%	(275)	21%	(383)	17%	(318)	47%	(852)	1828
RD/WT: Right Direction	20%	(184)	23%	(212)	17%	(156)	39%	(349)	901
RD/WT: Wrong Track	11%	(142)	19%	(250)	17%	(217)	53%	(690)	1299
Biden Job Approve	20%	(211)	24%	(256)	17%	(176)	39%	(408)	1051
Biden Job Disapprove	10%	(98)	17%	(177)	18%	(179)	55%	(565)	1019
Biden Job Strongly Approve	26%	(130)	23%	(119)	17%	(83)	34%	(174)	506
Biden Job Somewhat Approve	15%	(81)	25%	(137)	17%	(93)	43%	(235)	545
Biden Job Somewhat Disapprove	13%	(37)	22%	(64)	23%	(65)	42%	(119)	285
Biden Job Strongly Disapprove	8%	(61)	15%	(114)	16%	(115)	61%	(445)	734

Continued on next page

Table MCEN7_1: *How excited are you to see movies and shows with the following characters?*
Shang-Chi

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	15%	(326)	21%	(462)	17%	(373)	47%	(1039)	2200
Favorable of Biden	20%	(212)	24%	(254)	16%	(165)	40%	(419)	1050
Unfavorable of Biden	9%	(96)	18%	(185)	18%	(189)	54%	(552)	1022
Very Favorable of Biden	26%	(137)	22%	(115)	16%	(85)	36%	(190)	526
Somewhat Favorable of Biden	14%	(75)	27%	(139)	15%	(80)	44%	(229)	524
Somewhat Unfavorable of Biden	12%	(31)	24%	(60)	24%	(60)	39%	(96)	247
Very Unfavorable of Biden	8%	(65)	16%	(125)	17%	(129)	59%	(456)	775
#1 Issue: Economy	16%	(137)	23%	(202)	17%	(151)	44%	(390)	880
#1 Issue: Security	12%	(35)	14%	(41)	16%	(46)	57%	(164)	286
#1 Issue: Health Care	18%	(47)	25%	(64)	16%	(43)	41%	(108)	262
#1 Issue: Medicare / Social Security	8%	(23)	15%	(42)	15%	(42)	62%	(177)	283
#1 Issue: Women's Issues	24%	(33)	26%	(35)	21%	(28)	30%	(41)	137
#1 Issue: Education	19%	(19)	26%	(27)	22%	(23)	33%	(35)	104
#1 Issue: Energy	17%	(24)	19%	(27)	18%	(24)	46%	(64)	139
#1 Issue: Other	7%	(7)	22%	(24)	14%	(16)	57%	(61)	108
2020 Vote: Joe Biden	20%	(205)	24%	(242)	15%	(155)	40%	(408)	1011
2020 Vote: Donald Trump	8%	(58)	19%	(132)	16%	(113)	57%	(393)	695
2020 Vote: Other	9%	(5)	19%	(11)	21%	(13)	51%	(31)	60
2020 Vote: Didn't Vote	13%	(57)	18%	(75)	22%	(93)	48%	(205)	431
2018 House Vote: Democrat	20%	(154)	22%	(172)	16%	(124)	42%	(332)	782
2018 House Vote: Republican	9%	(49)	20%	(113)	17%	(96)	55%	(311)	569
2018 House Vote: Someone else	11%	(6)	14%	(8)	19%	(10)	56%	(31)	56
2016 Vote: Hillary Clinton	21%	(149)	23%	(162)	15%	(105)	42%	(296)	712
2016 Vote: Donald Trump	10%	(64)	17%	(105)	18%	(112)	55%	(345)	626
2016 Vote: Other	9%	(10)	16%	(20)	21%	(26)	54%	(66)	123
2016 Vote: Didn't Vote	14%	(102)	24%	(175)	18%	(129)	45%	(332)	738
Voted in 2014: Yes	15%	(181)	20%	(241)	17%	(207)	48%	(593)	1222
Voted in 2014: No	15%	(144)	23%	(221)	17%	(166)	46%	(446)	978
4-Region: Northeast	16%	(62)	20%	(80)	16%	(62)	48%	(190)	394
4-Region: Midwest	11%	(52)	19%	(87)	18%	(82)	52%	(241)	462
4-Region: South	17%	(138)	20%	(165)	18%	(152)	45%	(369)	824
4-Region: West	14%	(73)	25%	(130)	15%	(77)	46%	(240)	520

Continued on next page

Table MCEN7_1: *How excited are you to see movies and shows with the following characters?*
Shang-Chi

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	15%	(326)	21%	(462)	17%	(373)	47%	(1039)	2200
Marvel Comics Fans	22%	(289)	31%	(399)	21%	(274)	26%	(334)	1296
Avid Marvel Comics Fans	42%	(185)	33%	(147)	14%	(61)	11%	(48)	440
Casual Marvel Comics Fans	12%	(104)	29%	(252)	25%	(214)	33%	(286)	855
Marvel TV/Movies Fans	21%	(302)	29%	(407)	21%	(303)	29%	(408)	1419
Avid Marvel TV/Movies Fans	38%	(162)	31%	(129)	16%	(67)	15%	(63)	422
Casual Marvel TV/Movies Fans	14%	(139)	28%	(277)	24%	(236)	35%	(344)	997
Fans of Anything Marvel	21%	(315)	29%	(440)	22%	(332)	29%	(440)	1526
Avid Fans of Anything Marvel	37%	(237)	32%	(206)	17%	(106)	14%	(92)	642
Casual Fans of Anything Marvel	13%	(141)	28%	(310)	24%	(265)	35%	(392)	1107

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

Table MCEN7_2: *How excited are you to see movies and shows with the following characters?*
Sersi

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	8%	(179)	19%	(409)	20%	(437)	53%	(1175)	2200
Gender: Male	11%	(120)	19%	(198)	20%	(217)	50%	(527)	1062
Gender: Female	5%	(59)	19%	(211)	19%	(220)	57%	(648)	1138
Age: 18-34	14%	(95)	28%	(182)	20%	(132)	38%	(246)	655
Age: 35-44	13%	(45)	22%	(80)	23%	(84)	42%	(149)	358
Age: 45-64	4%	(33)	15%	(113)	21%	(154)	60%	(450)	751
Age: 65+	1%	(5)	8%	(34)	15%	(68)	76%	(330)	436
GenZers: 1997-2012	6%	(11)	30%	(51)	21%	(36)	42%	(71)	169
Millennials: 1981-1996	17%	(122)	26%	(189)	21%	(148)	36%	(260)	718
GenXers: 1965-1980	7%	(33)	18%	(92)	23%	(117)	52%	(265)	507
Baby Boomers: 1946-1964	2%	(13)	10%	(72)	18%	(128)	70%	(507)	720
PID: Dem (no lean)	14%	(118)	21%	(183)	18%	(159)	47%	(413)	872
PID: Ind (no lean)	4%	(26)	18%	(124)	22%	(155)	56%	(388)	693
PID: Rep (no lean)	6%	(35)	16%	(102)	19%	(124)	59%	(374)	635
PID/Gender: Dem Men	21%	(89)	21%	(91)	19%	(80)	39%	(167)	428
PID/Gender: Dem Women	7%	(29)	21%	(91)	18%	(78)	55%	(246)	445
PID/Gender: Ind Men	3%	(9)	19%	(58)	24%	(74)	54%	(166)	306
PID/Gender: Ind Women	4%	(17)	17%	(67)	21%	(81)	58%	(222)	386
PID/Gender: Rep Men	7%	(22)	15%	(49)	19%	(63)	59%	(195)	328
PID/Gender: Rep Women	4%	(13)	17%	(53)	20%	(61)	58%	(180)	307
Ideo: Liberal (1-3)	13%	(84)	21%	(136)	21%	(141)	45%	(296)	657
Ideo: Moderate (4)	7%	(45)	20%	(127)	23%	(142)	50%	(317)	632
Ideo: Conservative (5-7)	6%	(42)	14%	(96)	17%	(113)	63%	(428)	679
Educ: < College	7%	(99)	19%	(290)	19%	(293)	55%	(830)	1512
Educ: Bachelors degree	9%	(41)	18%	(78)	22%	(96)	51%	(228)	444
Educ: Post-grad	16%	(38)	17%	(41)	19%	(47)	48%	(117)	244
Income: Under 50k	6%	(75)	19%	(232)	20%	(241)	54%	(646)	1194
Income: 50k-100k	8%	(51)	16%	(106)	20%	(133)	57%	(385)	675
Income: 100k+	16%	(52)	21%	(71)	19%	(64)	44%	(144)	331
Ethnicity: White	8%	(136)	18%	(317)	19%	(327)	55%	(941)	1722
Ethnicity: Hispanic	13%	(45)	22%	(78)	17%	(60)	48%	(166)	349
Ethnicity: Black	11%	(29)	21%	(58)	25%	(69)	43%	(118)	274

Continued on next page

Table MCEN7_2: *How excited are you to see movies and shows with the following characters?*
Sersi

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	8%	(179)	19%	(409)	20%	(437)	53%	(1175)	2200
Ethnicity: Other	7%	(14)	17%	(34)	20%	(40)	57%	(116)	204
All Christian	9%	(85)	18%	(182)	19%	(183)	54%	(537)	987
All Non-Christian	21%	(26)	16%	(20)	22%	(27)	41%	(51)	124
Atheist	2%	(3)	19%	(20)	31%	(34)	47%	(51)	107
Agnostic/Nothing in particular	6%	(38)	18%	(118)	20%	(125)	56%	(362)	642
Something Else	8%	(27)	20%	(70)	20%	(68)	52%	(175)	340
Religious Non-Protestant/Catholic	18%	(26)	19%	(28)	21%	(30)	42%	(62)	147
Evangelical	12%	(69)	21%	(119)	16%	(91)	50%	(283)	562
Non-Evangelical	5%	(38)	17%	(120)	21%	(152)	57%	(405)	714
Community: Urban	15%	(100)	23%	(153)	19%	(126)	44%	(293)	671
Community: Suburban	6%	(61)	16%	(162)	20%	(193)	58%	(567)	983
Community: Rural	3%	(18)	17%	(95)	22%	(118)	58%	(315)	546
Employ: Private Sector	13%	(90)	21%	(148)	21%	(147)	44%	(307)	691
Employ: Government	14%	(16)	24%	(28)	24%	(28)	38%	(45)	117
Employ: Self-Employed	15%	(26)	17%	(31)	18%	(33)	50%	(89)	179
Employ: Homemaker	5%	(10)	16%	(30)	21%	(39)	57%	(105)	183
Employ: Student	4%	(3)	24%	(16)	20%	(14)	52%	(34)	66
Employ: Retired	2%	(10)	10%	(55)	18%	(99)	70%	(390)	554
Employ: Unemployed	7%	(18)	27%	(72)	19%	(49)	47%	(124)	263
Employ: Other	5%	(7)	21%	(30)	20%	(29)	55%	(80)	146
Military HH: Yes	10%	(36)	16%	(60)	17%	(65)	57%	(211)	372
Military HH: No	8%	(142)	19%	(349)	20%	(372)	53%	(965)	1828
RD/WT: Right Direction	14%	(123)	21%	(188)	20%	(176)	46%	(414)	901
RD/WT: Wrong Track	4%	(55)	17%	(221)	20%	(261)	59%	(761)	1299
Biden Job Approve	12%	(130)	21%	(226)	20%	(207)	46%	(488)	1051
Biden Job Disapprove	4%	(43)	16%	(162)	20%	(208)	60%	(607)	1019
Biden Job Strongly Approve	19%	(94)	22%	(109)	16%	(81)	44%	(221)	506
Biden Job Somewhat Approve	7%	(35)	21%	(117)	23%	(126)	49%	(267)	545
Biden Job Somewhat Disapprove	5%	(13)	22%	(61)	25%	(72)	48%	(138)	285
Biden Job Strongly Disapprove	4%	(30)	14%	(100)	18%	(135)	64%	(469)	734

Continued on next page

Table MCEN7_2: *How excited are you to see movies and shows with the following characters?*
Sersi

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	8%	(179)	19%	(409)	20%	(437)	53%	(1175)	2200
Favorable of Biden	12%	(130)	22%	(228)	18%	(191)	48%	(502)	1050
Unfavorable of Biden	5%	(47)	16%	(163)	21%	(219)	58%	(592)	1022
Very Favorable of Biden	18%	(93)	20%	(106)	17%	(87)	46%	(240)	526
Somewhat Favorable of Biden	7%	(36)	23%	(122)	20%	(103)	50%	(262)	524
Somewhat Unfavorable of Biden	5%	(13)	21%	(52)	27%	(68)	46%	(114)	247
Very Unfavorable of Biden	4%	(34)	14%	(111)	20%	(152)	62%	(478)	775
#1 Issue: Economy	7%	(65)	21%	(187)	20%	(173)	52%	(455)	880
#1 Issue: Security	9%	(27)	13%	(38)	16%	(45)	61%	(176)	286
#1 Issue: Health Care	14%	(37)	20%	(52)	19%	(49)	48%	(125)	262
#1 Issue: Medicare / Social Security	2%	(6)	11%	(32)	19%	(53)	68%	(192)	283
#1 Issue: Women's Issues	11%	(15)	28%	(38)	26%	(35)	36%	(49)	137
#1 Issue: Education	12%	(12)	19%	(20)	32%	(33)	38%	(39)	104
#1 Issue: Energy	11%	(15)	16%	(22)	20%	(28)	53%	(73)	139
#1 Issue: Other	2%	(2)	19%	(20)	18%	(19)	62%	(67)	108
2020 Vote: Joe Biden	12%	(122)	20%	(206)	19%	(195)	48%	(488)	1011
2020 Vote: Donald Trump	5%	(36)	17%	(117)	19%	(132)	59%	(411)	695
2020 Vote: Other	2%	(1)	11%	(6)	19%	(12)	68%	(41)	60
2020 Vote: Didn't Vote	5%	(19)	18%	(79)	23%	(98)	54%	(233)	431
2018 House Vote: Democrat	12%	(93)	20%	(156)	19%	(146)	50%	(389)	782
2018 House Vote: Republican	6%	(33)	15%	(84)	20%	(114)	59%	(338)	569
2018 House Vote: Someone else	3%	(2)	16%	(9)	18%	(10)	63%	(35)	56
2016 Vote: Hillary Clinton	12%	(86)	20%	(143)	18%	(127)	50%	(355)	712
2016 Vote: Donald Trump	7%	(41)	15%	(94)	21%	(129)	58%	(362)	626
2016 Vote: Other	4%	(5)	15%	(19)	21%	(26)	59%	(73)	123
2016 Vote: Didn't Vote	6%	(47)	21%	(152)	21%	(155)	52%	(385)	738
Voted in 2014: Yes	9%	(109)	16%	(201)	20%	(241)	55%	(672)	1222
Voted in 2014: No	7%	(70)	21%	(208)	20%	(196)	51%	(503)	978
4-Region: Northeast	10%	(39)	20%	(78)	18%	(72)	52%	(204)	394
4-Region: Midwest	5%	(22)	15%	(69)	22%	(102)	58%	(270)	462
4-Region: South	9%	(78)	20%	(164)	20%	(168)	50%	(415)	824
4-Region: West	8%	(40)	19%	(98)	18%	(96)	55%	(287)	520

Continued on next page

Table MCEN7_2: *How excited are you to see movies and shows with the following characters?*
Sersi

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	8%	(179)	19%	(409)	20%	(437)	53%	(1175)	2200
Marvel Comics Fans	13%	(172)	27%	(354)	26%	(333)	34%	(437)	1296
Avid Marvel Comics Fans	28%	(121)	33%	(143)	22%	(96)	18%	(79)	440
Casual Marvel Comics Fans	6%	(50)	25%	(211)	28%	(237)	42%	(358)	855
Marvel TV/Movies Fans	12%	(177)	25%	(353)	26%	(368)	37%	(521)	1419
Avid Marvel TV/Movies Fans	26%	(111)	31%	(132)	20%	(84)	22%	(94)	422
Casual Marvel TV/Movies Fans	7%	(65)	22%	(221)	28%	(284)	43%	(427)	997
Fans of Anything Marvel	12%	(177)	26%	(390)	25%	(384)	38%	(575)	1526
Avid Fans of Anything Marvel	23%	(150)	32%	(204)	23%	(148)	22%	(140)	642
Casual Fans of Anything Marvel	6%	(71)	24%	(264)	26%	(286)	44%	(487)	1107

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

Table MCEN7_3: *How excited are you to see movies and shows with the following characters?*
Ilkaris

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	8%	(167)	18%	(394)	22%	(476)	53%	(1162)	2200
Gender: Male	11%	(118)	18%	(196)	22%	(230)	49%	(518)	1062
Gender: Female	4%	(50)	17%	(198)	22%	(246)	57%	(644)	1138
Age: 18-34	14%	(90)	27%	(175)	24%	(159)	35%	(232)	655
Age: 35-44	13%	(47)	21%	(74)	25%	(88)	41%	(148)	358
Age: 45-64	4%	(27)	15%	(111)	22%	(167)	59%	(446)	751
Age: 65+	1%	(3)	8%	(34)	14%	(63)	77%	(336)	436
GenZers: 1997-2012	5%	(8)	31%	(52)	29%	(49)	36%	(60)	169
Millennials: 1981-1996	16%	(116)	25%	(178)	24%	(172)	35%	(252)	718
GenXers: 1965-1980	7%	(37)	17%	(88)	22%	(113)	53%	(269)	507
Baby Boomers: 1946-1964	1%	(6)	10%	(73)	19%	(135)	70%	(507)	720
PID: Dem (no lean)	12%	(103)	22%	(193)	21%	(187)	45%	(389)	872
PID: Ind (no lean)	5%	(33)	16%	(110)	23%	(160)	56%	(389)	693
PID: Rep (no lean)	5%	(31)	14%	(91)	20%	(130)	60%	(384)	635
PID/Gender: Dem Men	19%	(82)	24%	(104)	20%	(87)	36%	(154)	428
PID/Gender: Dem Women	5%	(21)	20%	(89)	22%	(100)	53%	(235)	445
PID/Gender: Ind Men	6%	(17)	16%	(50)	24%	(74)	54%	(165)	306
PID/Gender: Ind Women	4%	(16)	16%	(60)	22%	(86)	58%	(225)	386
PID/Gender: Rep Men	5%	(18)	13%	(42)	21%	(69)	61%	(199)	328
PID/Gender: Rep Women	4%	(13)	16%	(49)	20%	(61)	60%	(185)	307
Ideo: Liberal (1-3)	11%	(71)	21%	(141)	23%	(153)	44%	(292)	657
Ideo: Moderate (4)	6%	(40)	20%	(127)	24%	(154)	49%	(310)	632
Ideo: Conservative (5-7)	7%	(48)	11%	(76)	18%	(125)	63%	(430)	679
Educ: < College	6%	(91)	18%	(268)	22%	(339)	54%	(814)	1512
Educ: Bachelors degree	9%	(41)	18%	(82)	21%	(93)	52%	(229)	444
Educ: Post-grad	15%	(36)	18%	(44)	18%	(45)	49%	(119)	244
Income: Under 50k	6%	(66)	19%	(230)	22%	(267)	53%	(632)	1194
Income: 50k-100k	7%	(48)	15%	(99)	21%	(140)	57%	(387)	675
Income: 100k+	16%	(53)	20%	(66)	21%	(69)	43%	(143)	331
Ethnicity: White	7%	(129)	17%	(300)	20%	(350)	55%	(943)	1722
Ethnicity: Hispanic	12%	(42)	18%	(65)	24%	(85)	45%	(158)	349
Ethnicity: Black	10%	(28)	24%	(65)	25%	(68)	41%	(113)	274

Continued on next page

Table MCEN7_3: *How excited are you to see movies and shows with the following characters?*
Ilkaris

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	8%	(167)	18%	(394)	22%	(476)	53%	(1162)	2200
Ethnicity: Other	5%	(11)	14%	(29)	29%	(59)	52%	(105)	204
All Christian	8%	(80)	17%	(166)	20%	(201)	55%	(541)	987
All Non-Christian	19%	(24)	23%	(28)	21%	(26)	37%	(46)	124
Atheist	2%	(2)	23%	(25)	26%	(27)	49%	(52)	107
Agnostic/Nothing in particular	6%	(38)	18%	(117)	22%	(141)	54%	(347)	642
Something Else	7%	(24)	17%	(59)	24%	(81)	52%	(177)	340
Religious Non-Protestant/Catholic	16%	(24)	20%	(30)	23%	(34)	40%	(59)	147
Evangelical	11%	(61)	19%	(106)	20%	(112)	50%	(283)	562
Non-Evangelical	5%	(38)	16%	(113)	22%	(159)	57%	(404)	714
Community: Urban	14%	(97)	22%	(150)	21%	(142)	42%	(282)	671
Community: Suburban	5%	(52)	17%	(164)	21%	(204)	57%	(562)	983
Community: Rural	3%	(19)	15%	(80)	24%	(130)	58%	(317)	546
Employ: Private Sector	11%	(78)	24%	(165)	21%	(143)	44%	(306)	691
Employ: Government	12%	(14)	16%	(18)	35%	(41)	38%	(44)	117
Employ: Self-Employed	15%	(27)	12%	(22)	23%	(42)	49%	(89)	179
Employ: Homemaker	6%	(12)	17%	(31)	20%	(37)	57%	(104)	183
Employ: Student	2%	(2)	22%	(15)	38%	(25)	38%	(25)	66
Employ: Retired	2%	(10)	10%	(55)	17%	(92)	72%	(397)	554
Employ: Unemployed	7%	(19)	24%	(64)	23%	(60)	46%	(120)	263
Employ: Other	5%	(7)	17%	(24)	26%	(37)	53%	(77)	146
Military HH: Yes	8%	(31)	14%	(54)	19%	(71)	58%	(216)	372
Military HH: No	7%	(136)	19%	(340)	22%	(406)	52%	(946)	1828
RD/WT: Right Direction	12%	(111)	21%	(191)	23%	(209)	43%	(390)	901
RD/WT: Wrong Track	4%	(56)	16%	(203)	21%	(268)	59%	(772)	1299
Biden Job Approve	11%	(120)	21%	(218)	23%	(242)	45%	(470)	1051
Biden Job Disapprove	4%	(42)	15%	(154)	20%	(205)	61%	(618)	1019
Biden Job Strongly Approve	19%	(95)	21%	(106)	21%	(107)	39%	(197)	506
Biden Job Somewhat Approve	5%	(26)	20%	(111)	25%	(135)	50%	(273)	545
Biden Job Somewhat Disapprove	3%	(9)	23%	(66)	25%	(72)	48%	(137)	285
Biden Job Strongly Disapprove	4%	(33)	12%	(88)	18%	(132)	65%	(481)	734

Continued on next page

Table MCEN7_3: *How excited are you to see movies and shows with the following characters?*
Ilkaris

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	8%	(167)	18%	(394)	22%	(476)	53%	(1162)	2200
Favorable of Biden	11%	(117)	21%	(224)	22%	(234)	45%	(476)	1050
Unfavorable of Biden	5%	(47)	15%	(153)	21%	(211)	60%	(611)	1022
Very Favorable of Biden	17%	(91)	18%	(97)	22%	(115)	42%	(224)	526
Somewhat Favorable of Biden	5%	(26)	24%	(128)	23%	(118)	48%	(252)	524
Somewhat Unfavorable of Biden	3%	(9)	22%	(55)	26%	(64)	48%	(119)	247
Very Unfavorable of Biden	5%	(39)	13%	(97)	19%	(147)	63%	(492)	775
#1 Issue: Economy	7%	(62)	19%	(169)	21%	(188)	52%	(461)	880
#1 Issue: Security	10%	(28)	11%	(33)	15%	(44)	64%	(182)	286
#1 Issue: Health Care	13%	(34)	21%	(55)	21%	(54)	45%	(119)	262
#1 Issue: Medicare / Social Security	2%	(4)	13%	(36)	20%	(57)	66%	(186)	283
#1 Issue: Women's Issues	10%	(14)	23%	(31)	31%	(42)	36%	(49)	137
#1 Issue: Education	12%	(12)	20%	(21)	34%	(36)	34%	(36)	104
#1 Issue: Energy	7%	(10)	23%	(33)	22%	(31)	47%	(65)	139
#1 Issue: Other	2%	(3)	15%	(16)	23%	(25)	60%	(64)	108
2020 Vote: Joe Biden	11%	(107)	20%	(206)	23%	(229)	46%	(468)	1011
2020 Vote: Donald Trump	5%	(35)	15%	(105)	19%	(135)	61%	(422)	695
2020 Vote: Other	2%	(1)	10%	(6)	21%	(13)	67%	(41)	60
2020 Vote: Didn't Vote	6%	(25)	18%	(77)	23%	(100)	53%	(229)	431
2018 House Vote: Democrat	11%	(83)	20%	(155)	21%	(161)	49%	(384)	782
2018 House Vote: Republican	5%	(30)	14%	(81)	20%	(113)	61%	(345)	569
2018 House Vote: Someone else	3%	(1)	18%	(10)	17%	(10)	62%	(35)	56
2016 Vote: Hillary Clinton	11%	(77)	22%	(154)	20%	(141)	48%	(340)	712
2016 Vote: Donald Trump	7%	(41)	13%	(79)	21%	(134)	59%	(371)	626
2016 Vote: Other	3%	(3)	13%	(16)	19%	(23)	65%	(81)	123
2016 Vote: Didn't Vote	6%	(46)	20%	(144)	24%	(178)	50%	(370)	738
Voted in 2014: Yes	8%	(101)	16%	(194)	21%	(253)	55%	(674)	1222
Voted in 2014: No	7%	(66)	20%	(200)	23%	(224)	50%	(488)	978
4-Region: Northeast	10%	(40)	19%	(74)	19%	(76)	52%	(203)	394
4-Region: Midwest	4%	(18)	13%	(61)	24%	(113)	59%	(271)	462
4-Region: South	8%	(67)	19%	(159)	23%	(188)	50%	(410)	824
4-Region: West	8%	(42)	19%	(101)	19%	(99)	54%	(278)	520

Continued on next page

Table MCEN7_3: *How excited are you to see movies and shows with the following characters?*
Ilkaris

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	8%	(167)	18%	(394)	22%	(476)	53%	(1162)	2200
Marvel Comics Fans	12%	(158)	27%	(349)	27%	(354)	34%	(434)	1296
Avid Marvel Comics Fans	26%	(114)	34%	(149)	21%	(92)	19%	(85)	440
Casual Marvel Comics Fans	5%	(44)	23%	(201)	31%	(262)	41%	(349)	855
Marvel TV/Movies Fans	11%	(162)	25%	(353)	27%	(387)	37%	(518)	1419
Avid Marvel TV/Movies Fans	25%	(105)	32%	(135)	22%	(92)	21%	(90)	422
Casual Marvel TV/Movies Fans	6%	(56)	22%	(217)	30%	(295)	43%	(428)	997
Fans of Anything Marvel	11%	(163)	25%	(378)	28%	(422)	37%	(564)	1526
Avid Fans of Anything Marvel	21%	(132)	33%	(214)	23%	(150)	23%	(146)	642
Casual Fans of Anything Marvel	6%	(63)	23%	(250)	29%	(321)	43%	(473)	1107

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

Table MCEN7_4: *How excited are you to see movies and shows with the following characters?*
Kingo

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	7%	(162)	17%	(377)	21%	(471)	54%	(1189)	2200
Gender: Male	11%	(115)	18%	(194)	22%	(232)	49%	(521)	1062
Gender: Female	4%	(47)	16%	(183)	21%	(239)	59%	(668)	1138
Age: 18-34	14%	(91)	25%	(164)	24%	(160)	37%	(241)	655
Age: 35-44	14%	(49)	22%	(80)	21%	(76)	43%	(152)	358
Age: 45-64	2%	(18)	14%	(103)	23%	(170)	61%	(460)	751
Age: 65+	1%	(4)	7%	(30)	15%	(66)	77%	(337)	436
GenZers: 1997-2012	4%	(7)	27%	(45)	27%	(46)	42%	(71)	169
Millennials: 1981-1996	17%	(122)	24%	(175)	23%	(167)	35%	(254)	718
GenXers: 1965-1980	5%	(25)	17%	(88)	22%	(114)	55%	(281)	507
Baby Boomers: 1946-1964	1%	(8)	9%	(65)	19%	(136)	71%	(511)	720
PID: Dem (no lean)	13%	(110)	21%	(183)	20%	(175)	46%	(405)	872
PID: Ind (no lean)	4%	(27)	15%	(103)	24%	(166)	57%	(396)	693
PID: Rep (no lean)	4%	(25)	14%	(92)	21%	(130)	61%	(388)	635
PID/Gender: Dem Men	21%	(91)	23%	(99)	19%	(81)	36%	(156)	428
PID/Gender: Dem Women	4%	(19)	19%	(84)	21%	(93)	56%	(249)	445
PID/Gender: Ind Men	4%	(12)	16%	(50)	26%	(78)	54%	(166)	306
PID/Gender: Ind Women	4%	(16)	14%	(53)	23%	(88)	60%	(230)	386
PID/Gender: Rep Men	4%	(12)	14%	(45)	22%	(72)	61%	(199)	328
PID/Gender: Rep Women	4%	(13)	15%	(47)	19%	(58)	62%	(189)	307
Ideo: Liberal (1-3)	11%	(71)	19%	(125)	24%	(158)	46%	(304)	657
Ideo: Moderate (4)	7%	(42)	19%	(122)	25%	(158)	49%	(310)	632
Ideo: Conservative (5-7)	6%	(39)	13%	(91)	17%	(113)	64%	(437)	679
Educ: < College	6%	(84)	17%	(261)	22%	(333)	55%	(834)	1512
Educ: Bachelors degree	10%	(43)	17%	(75)	21%	(95)	52%	(230)	444
Educ: Post-grad	14%	(35)	17%	(41)	18%	(44)	51%	(125)	244
Income: Under 50k	6%	(67)	18%	(215)	23%	(270)	54%	(643)	1194
Income: 50k-100k	7%	(45)	15%	(102)	20%	(133)	58%	(394)	675
Income: 100k+	15%	(50)	18%	(61)	21%	(68)	46%	(152)	331
Ethnicity: White	7%	(128)	17%	(286)	20%	(349)	56%	(959)	1722
Ethnicity: Hispanic	10%	(33)	22%	(78)	19%	(68)	49%	(170)	349
Ethnicity: Black	10%	(27)	22%	(62)	26%	(73)	41%	(113)	274

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Table MCEN7_4: *How excited are you to see movies and shows with the following characters?*
Kingo

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	7%	(162)	17%	(377)	21%	(471)	54%	(1189)	2200
Ethnicity: Other	4%	(7)	15%	(30)	25%	(50)	57%	(117)	204
All Christian	8%	(77)	17%	(167)	19%	(192)	56%	(551)	987
All Non-Christian	21%	(26)	16%	(20)	23%	(29)	40%	(49)	124
Atheist	3%	(3)	15%	(16)	34%	(37)	48%	(52)	107
Agnostic/Nothing in particular	5%	(33)	19%	(120)	20%	(127)	56%	(362)	642
Something Else	7%	(23)	16%	(55)	25%	(86)	51%	(175)	340
Religious Non-Protestant/Catholic	18%	(26)	15%	(21)	25%	(37)	43%	(63)	147
Evangelical	12%	(67)	18%	(104)	19%	(107)	51%	(284)	562
Non-Evangelical	4%	(31)	16%	(111)	22%	(158)	58%	(415)	714
Community: Urban	16%	(105)	21%	(143)	20%	(131)	44%	(292)	671
Community: Suburban	4%	(42)	15%	(149)	22%	(217)	59%	(575)	983
Community: Rural	3%	(16)	16%	(86)	23%	(123)	59%	(322)	546
Employ: Private Sector	11%	(79)	23%	(160)	21%	(144)	45%	(308)	691
Employ: Government	13%	(16)	11%	(13)	34%	(40)	41%	(48)	117
Employ: Self-Employed	10%	(19)	15%	(26)	23%	(42)	52%	(93)	179
Employ: Homemaker	5%	(10)	17%	(32)	20%	(36)	57%	(105)	183
Employ: Student	2%	(2)	21%	(14)	26%	(17)	51%	(34)	66
Employ: Retired	2%	(12)	10%	(53)	17%	(94)	71%	(395)	554
Employ: Unemployed	8%	(21)	22%	(59)	23%	(60)	47%	(123)	263
Employ: Other	3%	(4)	15%	(21)	25%	(37)	57%	(84)	146
Military HH: Yes	9%	(34)	14%	(51)	18%	(67)	59%	(220)	372
Military HH: No	7%	(129)	18%	(327)	22%	(404)	53%	(969)	1828
RD/WT: Right Direction	12%	(111)	21%	(188)	21%	(192)	45%	(409)	901
RD/WT: Wrong Track	4%	(51)	15%	(189)	21%	(279)	60%	(780)	1299
Biden Job Approve	12%	(126)	20%	(209)	22%	(233)	46%	(482)	1051
Biden Job Disapprove	3%	(30)	14%	(147)	21%	(213)	62%	(630)	1019
Biden Job Strongly Approve	19%	(96)	21%	(108)	18%	(89)	42%	(213)	506
Biden Job Somewhat Approve	6%	(31)	18%	(101)	26%	(144)	49%	(269)	545
Biden Job Somewhat Disapprove	3%	(10)	17%	(48)	29%	(81)	51%	(146)	285
Biden Job Strongly Disapprove	3%	(20)	13%	(99)	18%	(131)	66%	(484)	734

Continued on next page

Table MCEN7_4: *How excited are you to see movies and shows with the following characters?*
Kingo

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	7%	(162)	17%	(377)	21%	(471)	54%	(1189)	2200
Favorable of Biden	12%	(122)	19%	(201)	22%	(228)	48%	(500)	1050
Unfavorable of Biden	4%	(36)	15%	(152)	21%	(217)	60%	(616)	1022
Very Favorable of Biden	19%	(98)	19%	(100)	18%	(96)	44%	(232)	526
Somewhat Favorable of Biden	4%	(23)	19%	(101)	25%	(132)	51%	(268)	524
Somewhat Unfavorable of Biden	5%	(12)	20%	(49)	26%	(64)	49%	(122)	247
Very Unfavorable of Biden	3%	(25)	13%	(103)	20%	(153)	64%	(494)	775
#1 Issue: Economy	7%	(61)	19%	(164)	22%	(191)	53%	(465)	880
#1 Issue: Security	6%	(18)	14%	(39)	17%	(50)	63%	(179)	286
#1 Issue: Health Care	15%	(39)	17%	(44)	21%	(54)	48%	(125)	262
#1 Issue: Medicare / Social Security	2%	(7)	12%	(34)	21%	(59)	65%	(183)	283
#1 Issue: Women's Issues	9%	(13)	19%	(26)	30%	(40)	42%	(58)	137
#1 Issue: Education	10%	(11)	27%	(28)	23%	(24)	40%	(42)	104
#1 Issue: Energy	9%	(13)	18%	(25)	23%	(31)	50%	(70)	139
#1 Issue: Other	2%	(2)	15%	(17)	20%	(21)	63%	(68)	108
2020 Vote: Joe Biden	11%	(111)	20%	(200)	21%	(213)	48%	(487)	1011
2020 Vote: Donald Trump	3%	(24)	15%	(105)	20%	(142)	61%	(425)	695
2020 Vote: Other	2%	(1)	6%	(3)	22%	(13)	71%	(43)	60
2020 Vote: Didn't Vote	6%	(26)	16%	(69)	24%	(103)	54%	(232)	431
2018 House Vote: Democrat	11%	(87)	19%	(146)	20%	(158)	50%	(391)	782
2018 House Vote: Republican	4%	(21)	15%	(87)	21%	(118)	60%	(343)	569
2018 House Vote: Someone else	3%	(1)	11%	(6)	25%	(14)	61%	(35)	56
2016 Vote: Hillary Clinton	12%	(84)	20%	(141)	20%	(142)	48%	(345)	712
2016 Vote: Donald Trump	4%	(26)	14%	(88)	22%	(135)	60%	(376)	626
2016 Vote: Other	4%	(5)	9%	(10)	21%	(26)	67%	(82)	123
2016 Vote: Didn't Vote	6%	(48)	19%	(137)	23%	(168)	52%	(385)	738
Voted in 2014: Yes	8%	(95)	15%	(187)	21%	(258)	56%	(682)	1222
Voted in 2014: No	7%	(67)	20%	(191)	22%	(213)	52%	(507)	978
4-Region: Northeast	9%	(37)	19%	(73)	18%	(73)	54%	(211)	394
4-Region: Midwest	5%	(21)	15%	(68)	22%	(104)	58%	(270)	462
4-Region: South	8%	(63)	18%	(150)	23%	(191)	51%	(421)	824
4-Region: West	8%	(41)	17%	(87)	20%	(104)	55%	(288)	520

Continued on next page

Table MCEN7_4: *How excited are you to see movies and shows with the following characters?*
Kingo

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	7%	(162)	17%	(377)	21%	(471)	54%	(1189)	2200
Marvel Comics Fans	12%	(156)	26%	(335)	28%	(365)	34%	(441)	1296
Avid Marvel Comics Fans	26%	(117)	31%	(136)	24%	(104)	19%	(84)	440
Casual Marvel Comics Fans	5%	(39)	23%	(199)	30%	(261)	42%	(357)	855
Marvel TV/Movies Fans	11%	(154)	24%	(341)	28%	(391)	38%	(532)	1419
Avid Marvel TV/Movies Fans	26%	(110)	29%	(124)	20%	(86)	24%	(102)	422
Casual Marvel TV/Movies Fans	4%	(44)	22%	(218)	31%	(306)	43%	(430)	997
Fans of Anything Marvel	10%	(159)	24%	(364)	28%	(422)	38%	(581)	1526
Avid Fans of Anything Marvel	21%	(137)	31%	(199)	25%	(161)	23%	(145)	642
Casual Fans of Anything Marvel	5%	(60)	22%	(243)	29%	(318)	44%	(487)	1107

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

Table MCEN7_5: *How excited are you to see movies and shows with the following characters?*
Sprite

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	9%	(188)	20%	(432)	20%	(430)	52%	(1149)	2200
Gender: Male	12%	(124)	21%	(220)	19%	(202)	49%	(516)	1062
Gender: Female	6%	(64)	19%	(213)	20%	(228)	56%	(633)	1138
Age: 18-34	15%	(100)	31%	(200)	18%	(119)	36%	(236)	655
Age: 35-44	13%	(48)	22%	(78)	22%	(80)	42%	(151)	358
Age: 45-64	5%	(36)	16%	(118)	21%	(160)	58%	(436)	751
Age: 65+	1%	(5)	8%	(35)	16%	(70)	75%	(326)	436
GenZers: 1997-2012	7%	(11)	32%	(54)	21%	(35)	41%	(69)	169
Millennials: 1981-1996	17%	(124)	28%	(204)	19%	(139)	35%	(251)	718
GenXers: 1965-1980	7%	(36)	17%	(86)	23%	(116)	53%	(269)	507
Baby Boomers: 1946-1964	2%	(17)	12%	(85)	18%	(132)	68%	(487)	720
PID: Dem (no lean)	14%	(121)	22%	(196)	17%	(151)	46%	(404)	872
PID: Ind (no lean)	5%	(34)	17%	(121)	23%	(157)	55%	(381)	693
PID: Rep (no lean)	5%	(34)	18%	(116)	19%	(122)	57%	(364)	635
PID/Gender: Dem Men	21%	(92)	24%	(103)	15%	(66)	39%	(167)	428
PID/Gender: Dem Women	7%	(29)	21%	(93)	19%	(85)	53%	(237)	445
PID/Gender: Ind Men	6%	(18)	17%	(53)	23%	(71)	53%	(164)	306
PID/Gender: Ind Women	4%	(16)	17%	(67)	22%	(86)	56%	(217)	386
PID/Gender: Rep Men	4%	(15)	19%	(64)	20%	(64)	57%	(185)	328
PID/Gender: Rep Women	6%	(19)	17%	(52)	19%	(58)	58%	(178)	307
Ideo: Liberal (1-3)	13%	(87)	21%	(137)	20%	(128)	46%	(305)	657
Ideo: Moderate (4)	8%	(50)	21%	(133)	25%	(157)	46%	(291)	632
Ideo: Conservative (5-7)	6%	(41)	17%	(116)	16%	(106)	61%	(415)	679
Educ: < College	7%	(107)	20%	(297)	20%	(303)	53%	(806)	1512
Educ: Bachelors degree	10%	(44)	19%	(86)	19%	(86)	51%	(229)	444
Educ: Post-grad	16%	(38)	20%	(50)	17%	(42)	47%	(115)	244
Income: Under 50k	7%	(81)	20%	(245)	20%	(240)	53%	(629)	1194
Income: 50k-100k	9%	(58)	17%	(116)	19%	(130)	55%	(371)	675
Income: 100k+	15%	(50)	22%	(72)	18%	(60)	45%	(149)	331
Ethnicity: White	8%	(144)	19%	(335)	19%	(323)	53%	(920)	1722
Ethnicity: Hispanic	9%	(32)	27%	(93)	16%	(55)	49%	(170)	349
Ethnicity: Black	13%	(35)	22%	(60)	24%	(66)	41%	(113)	274

Continued on next page

Table MCEN7_5: *How excited are you to see movies and shows with the following characters?*
Sprite

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	9%	(188)	20%	(432)	20%	(430)	52%	(1149)	2200
Ethnicity: Other	5%	(10)	18%	(37)	20%	(41)	57%	(116)	204
All Christian	9%	(85)	19%	(187)	19%	(188)	53%	(527)	987
All Non-Christian	20%	(25)	21%	(26)	21%	(27)	38%	(47)	124
Atheist	5%	(5)	26%	(27)	23%	(25)	47%	(50)	107
Agnostic/Nothing in particular	6%	(38)	21%	(134)	17%	(112)	56%	(359)	642
Something Else	11%	(36)	17%	(58)	23%	(79)	49%	(166)	340
Religious Non-Protestant/Catholic	17%	(26)	18%	(27)	24%	(35)	40%	(59)	147
Evangelical	14%	(78)	22%	(122)	15%	(85)	49%	(278)	562
Non-Evangelical	5%	(39)	17%	(118)	23%	(167)	55%	(390)	714
Community: Urban	16%	(106)	24%	(163)	18%	(119)	42%	(283)	671
Community: Suburban	6%	(57)	17%	(166)	20%	(198)	57%	(562)	983
Community: Rural	5%	(26)	19%	(103)	21%	(113)	56%	(304)	546
Employ: Private Sector	14%	(97)	24%	(164)	19%	(129)	44%	(301)	691
Employ: Government	9%	(11)	17%	(20)	35%	(41)	39%	(45)	117
Employ: Self-Employed	13%	(23)	20%	(36)	17%	(31)	50%	(90)	179
Employ: Homemaker	7%	(12)	17%	(31)	22%	(39)	55%	(100)	183
Employ: Student	2%	(1)	26%	(17)	19%	(13)	54%	(36)	66
Employ: Retired	2%	(12)	11%	(61)	17%	(93)	70%	(388)	554
Employ: Unemployed	9%	(24)	28%	(75)	18%	(47)	45%	(117)	263
Employ: Other	6%	(9)	20%	(29)	25%	(37)	48%	(71)	146
Military HH: Yes	7%	(27)	17%	(63)	17%	(63)	59%	(218)	372
Military HH: No	9%	(161)	20%	(369)	20%	(367)	51%	(931)	1828
RD/WT: Right Direction	14%	(125)	23%	(208)	18%	(163)	45%	(404)	901
RD/WT: Wrong Track	5%	(63)	17%	(224)	21%	(267)	57%	(745)	1299
Biden Job Approve	13%	(135)	24%	(252)	19%	(195)	45%	(469)	1051
Biden Job Disapprove	5%	(47)	16%	(161)	21%	(211)	59%	(600)	1019
Biden Job Strongly Approve	20%	(103)	23%	(117)	18%	(90)	39%	(197)	506
Biden Job Somewhat Approve	6%	(32)	25%	(136)	19%	(105)	50%	(272)	545
Biden Job Somewhat Disapprove	6%	(17)	19%	(55)	28%	(79)	47%	(134)	285
Biden Job Strongly Disapprove	4%	(30)	14%	(106)	18%	(132)	64%	(466)	734

Continued on next page

Table MCEN7_5: *How excited are you to see movies and shows with the following characters?*
Sprite

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	9%	(188)	20%	(432)	20%	(430)	52%	(1149)	2200
Favorable of Biden	12%	(128)	23%	(239)	19%	(196)	46%	(487)	1050
Unfavorable of Biden	6%	(58)	16%	(166)	21%	(212)	57%	(586)	1022
Very Favorable of Biden	20%	(105)	20%	(107)	18%	(94)	42%	(222)	526
Somewhat Favorable of Biden	4%	(23)	25%	(133)	20%	(103)	51%	(266)	524
Somewhat Unfavorable of Biden	8%	(20)	22%	(53)	26%	(63)	45%	(110)	247
Very Unfavorable of Biden	5%	(38)	15%	(112)	19%	(149)	61%	(475)	775
#1 Issue: Economy	8%	(70)	22%	(194)	19%	(171)	51%	(445)	880
#1 Issue: Security	8%	(24)	17%	(47)	17%	(48)	58%	(167)	286
#1 Issue: Health Care	17%	(44)	21%	(54)	16%	(43)	46%	(121)	262
#1 Issue: Medicare / Social Security	3%	(9)	13%	(37)	18%	(50)	66%	(188)	283
#1 Issue: Women's Issues	6%	(8)	26%	(36)	29%	(40)	38%	(52)	137
#1 Issue: Education	9%	(9)	22%	(23)	32%	(33)	37%	(39)	104
#1 Issue: Energy	14%	(20)	18%	(24)	15%	(20)	54%	(75)	139
#1 Issue: Other	3%	(3)	15%	(17)	23%	(25)	59%	(64)	108
2020 Vote: Joe Biden	12%	(125)	22%	(220)	19%	(188)	47%	(477)	1011
2020 Vote: Donald Trump	5%	(33)	17%	(120)	19%	(135)	59%	(407)	695
2020 Vote: Other	7%	(4)	7%	(4)	16%	(9)	71%	(43)	60
2020 Vote: Didn't Vote	6%	(26)	20%	(88)	22%	(96)	51%	(220)	431
2018 House Vote: Democrat	12%	(93)	21%	(162)	19%	(149)	48%	(378)	782
2018 House Vote: Republican	5%	(29)	18%	(101)	19%	(109)	58%	(330)	569
2018 House Vote: Someone else	7%	(4)	12%	(7)	15%	(9)	66%	(37)	56
2016 Vote: Hillary Clinton	13%	(90)	21%	(149)	19%	(137)	47%	(336)	712
2016 Vote: Donald Trump	7%	(41)	16%	(103)	20%	(124)	57%	(358)	626
2016 Vote: Other	6%	(8)	14%	(17)	16%	(20)	63%	(78)	123
2016 Vote: Didn't Vote	7%	(50)	22%	(163)	20%	(149)	51%	(376)	738
Voted in 2014: Yes	10%	(117)	17%	(212)	19%	(237)	54%	(656)	1222
Voted in 2014: No	7%	(71)	23%	(220)	20%	(193)	50%	(493)	978
4-Region: Northeast	9%	(36)	20%	(79)	19%	(75)	52%	(203)	394
4-Region: Midwest	6%	(29)	15%	(70)	22%	(101)	57%	(263)	462
4-Region: South	10%	(80)	22%	(180)	20%	(168)	48%	(397)	824
4-Region: West	8%	(44)	20%	(103)	17%	(87)	55%	(287)	520

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Table MCEN7_5: *How excited are you to see movies and shows with the following characters?*
Sprite

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	9%	(188)	20%	(432)	20%	(430)	52%	(1149)	2200
Marvel Comics Fans	13%	(173)	29%	(372)	25%	(327)	33%	(423)	1296
Avid Marvel Comics Fans	27%	(121)	35%	(154)	19%	(83)	19%	(83)	440
Casual Marvel Comics Fans	6%	(53)	26%	(219)	29%	(244)	40%	(340)	855
Marvel TV/Movies Fans	12%	(174)	27%	(390)	25%	(353)	35%	(502)	1419
Avid Marvel TV/Movies Fans	27%	(115)	30%	(129)	20%	(86)	22%	(93)	422
Casual Marvel TV/Movies Fans	6%	(59)	26%	(261)	27%	(267)	41%	(410)	997
Fans of Anything Marvel	12%	(180)	27%	(406)	25%	(378)	37%	(561)	1526
Avid Fans of Anything Marvel	23%	(145)	34%	(220)	22%	(142)	21%	(135)	642
Casual Fans of Anything Marvel	7%	(78)	24%	(271)	27%	(294)	42%	(465)	1107

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

Table MCEN7_6: *How excited are you to see movies and shows with the following characters?*
Phastos

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	7%	(156)	19%	(413)	20%	(434)	54%	(1198)	2200
Gender: Male	9%	(101)	21%	(222)	19%	(206)	50%	(534)	1062
Gender: Female	5%	(55)	17%	(191)	20%	(228)	58%	(665)	1138
Age: 18-34	13%	(83)	28%	(184)	22%	(147)	37%	(241)	655
Age: 35-44	13%	(45)	23%	(83)	21%	(76)	43%	(153)	358
Age: 45-64	3%	(23)	15%	(109)	20%	(152)	62%	(467)	751
Age: 65+	1%	(4)	8%	(36)	13%	(58)	77%	(338)	436
GenZers: 1997-2012	3%	(6)	30%	(50)	23%	(39)	43%	(73)	169
Millennials: 1981-1996	16%	(114)	27%	(193)	22%	(159)	35%	(252)	718
GenXers: 1965-1980	5%	(25)	18%	(91)	22%	(109)	55%	(281)	507
Baby Boomers: 1946-1964	2%	(11)	10%	(74)	16%	(118)	72%	(517)	720
PID: Dem (no lean)	11%	(100)	22%	(194)	18%	(158)	48%	(420)	872
PID: Ind (no lean)	4%	(29)	16%	(110)	23%	(160)	57%	(394)	693
PID: Rep (no lean)	4%	(27)	17%	(109)	18%	(115)	60%	(384)	635
PID/Gender: Dem Men	18%	(76)	24%	(104)	17%	(74)	41%	(173)	428
PID/Gender: Dem Women	5%	(24)	20%	(90)	19%	(84)	55%	(247)	445
PID/Gender: Ind Men	4%	(12)	17%	(52)	25%	(78)	54%	(165)	306
PID/Gender: Ind Women	4%	(17)	15%	(58)	21%	(82)	59%	(229)	386
PID/Gender: Rep Men	4%	(13)	20%	(65)	16%	(54)	60%	(195)	328
PID/Gender: Rep Women	4%	(14)	14%	(43)	20%	(61)	62%	(189)	307
Ideo: Liberal (1-3)	11%	(71)	21%	(138)	21%	(136)	47%	(311)	657
Ideo: Moderate (4)	6%	(39)	20%	(127)	23%	(146)	51%	(319)	632
Ideo: Conservative (5-7)	5%	(34)	16%	(108)	15%	(101)	64%	(436)	679
Educ: < College	6%	(87)	18%	(277)	20%	(307)	56%	(842)	1512
Educ: Bachelors degree	10%	(43)	19%	(84)	19%	(85)	52%	(231)	444
Educ: Post-grad	10%	(25)	21%	(52)	17%	(41)	51%	(126)	244
Income: Under 50k	6%	(69)	18%	(220)	21%	(251)	55%	(654)	1194
Income: 50k-100k	6%	(39)	18%	(121)	18%	(123)	58%	(392)	675
Income: 100k+	14%	(47)	22%	(72)	18%	(59)	46%	(152)	331
Ethnicity: White	8%	(131)	18%	(305)	19%	(327)	56%	(959)	1722
Ethnicity: Hispanic	8%	(28)	28%	(96)	16%	(54)	49%	(171)	349
Ethnicity: Black	7%	(19)	25%	(69)	22%	(60)	46%	(127)	274

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Table MCEN7_6: *How excited are you to see movies and shows with the following characters?*
Phastos

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	7%	(156)	19%	(413)	20%	(434)	54%	(1198)	2200
Ethnicity: Other	3%	(6)	19%	(39)	23%	(47)	55%	(112)	204
All Christian	7%	(68)	20%	(198)	17%	(166)	56%	(555)	987
All Non-Christian	21%	(26)	21%	(25)	21%	(26)	38%	(47)	124
Atheist	1%	(1)	20%	(22)	28%	(30)	50%	(54)	107
Agnostic/Nothing in particular	6%	(38)	17%	(109)	21%	(133)	56%	(362)	642
Something Else	7%	(24)	17%	(59)	23%	(78)	53%	(180)	340
Religious Non-Protestant/Catholic	17%	(26)	22%	(32)	20%	(30)	40%	(59)	147
Evangelical	10%	(57)	21%	(119)	16%	(91)	52%	(294)	562
Non-Evangelical	4%	(30)	17%	(124)	20%	(144)	58%	(417)	714
Community: Urban	13%	(88)	23%	(152)	17%	(116)	47%	(314)	671
Community: Suburban	5%	(46)	17%	(171)	20%	(195)	58%	(570)	983
Community: Rural	4%	(21)	16%	(89)	22%	(123)	57%	(314)	546
Employ: Private Sector	11%	(77)	25%	(170)	19%	(133)	45%	(311)	691
Employ: Government	12%	(14)	21%	(24)	28%	(33)	39%	(46)	117
Employ: Self-Employed	8%	(15)	21%	(37)	19%	(34)	52%	(93)	179
Employ: Homemaker	8%	(14)	13%	(24)	21%	(38)	58%	(107)	183
Employ: Student	4%	(3)	21%	(14)	30%	(20)	45%	(30)	66
Employ: Retired	2%	(10)	10%	(58)	15%	(83)	73%	(403)	554
Employ: Unemployed	8%	(21)	24%	(63)	21%	(56)	47%	(124)	263
Employ: Other	2%	(3)	15%	(22)	24%	(36)	58%	(85)	146
Military HH: Yes	8%	(28)	19%	(72)	15%	(57)	58%	(214)	372
Military HH: No	7%	(127)	19%	(341)	21%	(376)	54%	(984)	1828
RD/WT: Right Direction	11%	(101)	23%	(210)	19%	(170)	47%	(421)	901
RD/WT: Wrong Track	4%	(55)	16%	(203)	20%	(264)	60%	(777)	1299
Biden Job Approve	11%	(114)	23%	(240)	19%	(198)	47%	(499)	1051
Biden Job Disapprove	3%	(31)	15%	(152)	21%	(216)	61%	(620)	1019
Biden Job Strongly Approve	17%	(87)	25%	(126)	15%	(78)	42%	(214)	506
Biden Job Somewhat Approve	5%	(27)	21%	(114)	22%	(120)	52%	(285)	545
Biden Job Somewhat Disapprove	5%	(13)	18%	(51)	26%	(75)	51%	(146)	285
Biden Job Strongly Disapprove	2%	(18)	14%	(101)	19%	(142)	64%	(473)	734

Continued on next page

Table MCEN7_6: *How excited are you to see movies and shows with the following characters?*
Phastos

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	7%	(156)	19%	(413)	20%	(434)	54%	(1198)	2200
Favorable of Biden	11%	(114)	22%	(228)	19%	(197)	49%	(511)	1050
Unfavorable of Biden	3%	(35)	16%	(163)	22%	(220)	59%	(603)	1022
Very Favorable of Biden	17%	(88)	22%	(116)	16%	(87)	45%	(236)	526
Somewhat Favorable of Biden	5%	(26)	21%	(112)	21%	(110)	52%	(275)	524
Somewhat Unfavorable of Biden	4%	(11)	20%	(50)	29%	(70)	47%	(116)	247
Very Unfavorable of Biden	3%	(24)	15%	(113)	19%	(149)	63%	(488)	775
#1 Issue: Economy	5%	(46)	21%	(186)	21%	(181)	53%	(468)	880
#1 Issue: Security	7%	(21)	15%	(43)	13%	(37)	65%	(185)	286
#1 Issue: Health Care	14%	(38)	18%	(47)	19%	(50)	49%	(128)	262
#1 Issue: Medicare / Social Security	3%	(8)	12%	(33)	19%	(54)	66%	(188)	283
#1 Issue: Women's Issues	8%	(12)	24%	(32)	29%	(40)	38%	(52)	137
#1 Issue: Education	12%	(13)	18%	(19)	31%	(32)	39%	(41)	104
#1 Issue: Energy	11%	(15)	22%	(31)	18%	(25)	49%	(68)	139
#1 Issue: Other	3%	(3)	20%	(22)	13%	(14)	64%	(69)	108
2020 Vote: Joe Biden	10%	(104)	21%	(214)	19%	(193)	49%	(499)	1011
2020 Vote: Donald Trump	4%	(27)	17%	(119)	18%	(126)	61%	(423)	695
2020 Vote: Other	—	(0)	13%	(8)	19%	(11)	68%	(41)	60
2020 Vote: Didn't Vote	6%	(24)	16%	(70)	24%	(103)	54%	(233)	431
2018 House Vote: Democrat	11%	(83)	21%	(163)	18%	(140)	51%	(396)	782
2018 House Vote: Republican	4%	(20)	17%	(98)	19%	(108)	60%	(342)	569
2018 House Vote: Someone else	3%	(1)	18%	(10)	24%	(13)	56%	(31)	56
2016 Vote: Hillary Clinton	11%	(78)	21%	(147)	18%	(131)	50%	(357)	712
2016 Vote: Donald Trump	4%	(27)	17%	(105)	19%	(121)	60%	(373)	626
2016 Vote: Other	4%	(4)	14%	(17)	19%	(24)	63%	(78)	123
2016 Vote: Didn't Vote	6%	(47)	19%	(143)	21%	(158)	53%	(391)	738
Voted in 2014: Yes	8%	(97)	17%	(211)	19%	(230)	56%	(685)	1222
Voted in 2014: No	6%	(59)	21%	(202)	21%	(203)	52%	(513)	978
4-Region: Northeast	8%	(31)	21%	(82)	18%	(70)	53%	(210)	394
4-Region: Midwest	5%	(24)	14%	(63)	22%	(103)	59%	(272)	462
4-Region: South	8%	(64)	19%	(157)	21%	(177)	52%	(427)	824
4-Region: West	7%	(37)	21%	(111)	16%	(83)	56%	(289)	520

Continued on next page

Table MCEN7_6: *How excited are you to see movies and shows with the following characters?*
Phastos

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	7%	(156)	19%	(413)	20%	(434)	54%	(1198)	2200
Marvel Comics Fans	12%	(149)	28%	(364)	26%	(334)	35%	(449)	1296
Avid Marvel Comics Fans	25%	(112)	31%	(138)	22%	(99)	21%	(91)	440
Casual Marvel Comics Fans	4%	(37)	26%	(225)	27%	(235)	42%	(358)	855
Marvel TV/Movies Fans	10%	(145)	26%	(374)	25%	(358)	38%	(541)	1419
Avid Marvel TV/Movies Fans	24%	(101)	31%	(129)	20%	(85)	25%	(107)	422
Casual Marvel TV/Movies Fans	4%	(44)	25%	(245)	27%	(273)	44%	(435)	997
Fans of Anything Marvel	10%	(153)	26%	(396)	25%	(388)	39%	(589)	1526
Avid Fans of Anything Marvel	20%	(128)	32%	(207)	24%	(154)	24%	(152)	642
Casual Fans of Anything Marvel	5%	(55)	24%	(269)	26%	(293)	44%	(490)	1107

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

Table MCEN7_7: *How excited are you to see movies and shows with the following characters?*
Makkari

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	8%	(182)	17%	(374)	21%	(470)	53%	(1174)	2200
Gender: Male	11%	(119)	18%	(191)	21%	(222)	50%	(530)	1062
Gender: Female	6%	(63)	16%	(183)	22%	(248)	57%	(644)	1138
Age: 18-34	15%	(100)	26%	(167)	22%	(143)	37%	(245)	655
Age: 35-44	14%	(50)	20%	(72)	24%	(87)	41%	(148)	358
Age: 45-64	4%	(28)	13%	(101)	23%	(171)	60%	(451)	751
Age: 65+	1%	(4)	8%	(34)	16%	(69)	76%	(330)	436
GenZers: 1997-2012	8%	(13)	30%	(51)	21%	(35)	41%	(70)	169
Millennials: 1981-1996	17%	(124)	24%	(169)	24%	(169)	36%	(256)	718
GenXers: 1965-1980	7%	(33)	16%	(80)	24%	(122)	54%	(272)	507
Baby Boomers: 1946-1964	2%	(12)	10%	(70)	19%	(135)	70%	(503)	720
PID: Dem (no lean)	12%	(108)	21%	(181)	20%	(178)	46%	(405)	872
PID: Ind (no lean)	5%	(35)	15%	(107)	22%	(152)	58%	(399)	693
PID: Rep (no lean)	6%	(39)	14%	(86)	22%	(140)	58%	(369)	635
PID/Gender: Dem Men	18%	(78)	24%	(101)	18%	(78)	40%	(170)	428
PID/Gender: Dem Women	7%	(30)	18%	(80)	22%	(100)	53%	(236)	445
PID/Gender: Ind Men	6%	(19)	15%	(47)	22%	(67)	56%	(173)	306
PID/Gender: Ind Women	4%	(16)	16%	(60)	22%	(84)	59%	(226)	386
PID/Gender: Rep Men	7%	(22)	13%	(42)	23%	(76)	57%	(188)	328
PID/Gender: Rep Women	6%	(17)	14%	(44)	21%	(64)	59%	(182)	307
Ideo: Liberal (1-3)	12%	(77)	18%	(121)	23%	(149)	47%	(310)	657
Ideo: Moderate (4)	8%	(48)	19%	(120)	25%	(161)	48%	(304)	632
Ideo: Conservative (5-7)	6%	(44)	14%	(93)	18%	(120)	62%	(423)	679
Educ: < College	7%	(111)	17%	(250)	21%	(324)	55%	(828)	1512
Educ: Bachelors degree	10%	(44)	16%	(72)	22%	(99)	52%	(229)	444
Educ: Post-grad	11%	(27)	21%	(52)	20%	(48)	48%	(117)	244
Income: Under 50k	8%	(94)	17%	(199)	22%	(264)	53%	(637)	1194
Income: 50k-100k	6%	(41)	15%	(104)	21%	(142)	57%	(387)	675
Income: 100k+	14%	(46)	21%	(71)	19%	(64)	45%	(150)	331
Ethnicity: White	8%	(138)	16%	(283)	21%	(358)	55%	(942)	1722
Ethnicity: Hispanic	13%	(45)	19%	(68)	19%	(66)	49%	(170)	349
Ethnicity: Black	10%	(28)	22%	(61)	24%	(65)	44%	(120)	274

Continued on next page

Table MCEN7_7: *How excited are you to see movies and shows with the following characters?*
Makkari

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	8%	(182)	17%	(374)	21%	(470)	53%	(1174)	2200
Ethnicity: Other	8%	(16)	14%	(29)	23%	(47)	55%	(112)	204
All Christian	9%	(89)	17%	(169)	20%	(197)	54%	(531)	987
All Non-Christian	16%	(20)	18%	(23)	25%	(31)	41%	(50)	124
Atheist	5%	(5)	17%	(18)	26%	(28)	53%	(56)	107
Agnostic/Nothing in particular	6%	(39)	16%	(105)	21%	(136)	56%	(362)	642
Something Else	8%	(29)	17%	(59)	23%	(79)	51%	(174)	340
Religious Non-Protestant/Catholic	13%	(20)	17%	(25)	29%	(42)	41%	(60)	147
Evangelical	13%	(72)	20%	(110)	18%	(101)	50%	(278)	562
Non-Evangelical	6%	(41)	15%	(109)	22%	(160)	57%	(404)	714
Community: Urban	15%	(97)	21%	(142)	22%	(145)	43%	(287)	671
Community: Suburban	7%	(64)	15%	(150)	19%	(189)	59%	(580)	983
Community: Rural	4%	(20)	15%	(82)	25%	(136)	56%	(307)	546
Employ: Private Sector	13%	(87)	23%	(156)	21%	(145)	44%	(304)	691
Employ: Government	14%	(17)	12%	(14)	34%	(39)	40%	(47)	117
Employ: Self-Employed	11%	(20)	16%	(30)	22%	(40)	50%	(89)	179
Employ: Homemaker	6%	(12)	17%	(31)	20%	(36)	57%	(104)	183
Employ: Student	6%	(4)	26%	(17)	22%	(14)	46%	(31)	66
Employ: Retired	2%	(13)	10%	(54)	16%	(89)	72%	(398)	554
Employ: Unemployed	8%	(22)	21%	(56)	23%	(60)	48%	(125)	263
Employ: Other	6%	(8)	11%	(16)	31%	(45)	52%	(76)	146
Military HH: Yes	8%	(30)	15%	(56)	19%	(71)	58%	(214)	372
Military HH: No	8%	(152)	17%	(318)	22%	(399)	53%	(960)	1828
RD/WT: Right Direction	13%	(117)	21%	(188)	21%	(188)	45%	(408)	901
RD/WT: Wrong Track	5%	(64)	14%	(186)	22%	(282)	59%	(766)	1299
Biden Job Approve	12%	(126)	21%	(224)	21%	(220)	46%	(481)	1051
Biden Job Disapprove	5%	(48)	12%	(127)	23%	(229)	60%	(615)	1019
Biden Job Strongly Approve	18%	(91)	22%	(111)	19%	(97)	41%	(206)	506
Biden Job Somewhat Approve	6%	(35)	21%	(113)	22%	(123)	50%	(275)	545
Biden Job Somewhat Disapprove	6%	(16)	14%	(41)	30%	(85)	50%	(142)	285
Biden Job Strongly Disapprove	4%	(32)	12%	(86)	20%	(144)	64%	(472)	734

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Table MCEN7_7: *How excited are you to see movies and shows with the following characters?*
Makkari

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	8%	(182)	17%	(374)	21%	(470)	53%	(1174)	2200
Favorable of Biden	12%	(128)	20%	(213)	20%	(213)	47%	(496)	1050
Unfavorable of Biden	5%	(48)	13%	(136)	23%	(236)	59%	(602)	1022
Very Favorable of Biden	17%	(87)	20%	(106)	20%	(106)	43%	(227)	526
Somewhat Favorable of Biden	8%	(40)	21%	(108)	21%	(108)	51%	(268)	524
Somewhat Unfavorable of Biden	4%	(11)	18%	(43)	30%	(74)	48%	(119)	247
Very Unfavorable of Biden	5%	(37)	12%	(93)	21%	(162)	62%	(483)	775
#1 Issue: Economy	8%	(72)	18%	(156)	23%	(199)	51%	(453)	880
#1 Issue: Security	9%	(27)	11%	(32)	19%	(54)	60%	(173)	286
#1 Issue: Health Care	12%	(32)	18%	(47)	20%	(53)	50%	(130)	262
#1 Issue: Medicare / Social Security	3%	(7)	13%	(36)	18%	(52)	67%	(189)	283
#1 Issue: Women's Issues	10%	(14)	27%	(37)	20%	(27)	43%	(58)	137
#1 Issue: Education	13%	(13)	17%	(18)	35%	(36)	35%	(36)	104
#1 Issue: Energy	11%	(15)	20%	(28)	20%	(27)	49%	(69)	139
#1 Issue: Other	1%	(1)	18%	(19)	20%	(22)	61%	(66)	108
2020 Vote: Joe Biden	11%	(116)	19%	(196)	22%	(218)	48%	(480)	1011
2020 Vote: Donald Trump	5%	(38)	14%	(97)	22%	(151)	59%	(409)	695
2020 Vote: Other	2%	(1)	16%	(9)	11%	(7)	71%	(43)	60
2020 Vote: Didn't Vote	6%	(27)	16%	(71)	22%	(94)	56%	(239)	431
2018 House Vote: Democrat	11%	(89)	18%	(143)	21%	(163)	49%	(387)	782
2018 House Vote: Republican	6%	(34)	14%	(81)	21%	(121)	58%	(333)	569
2018 House Vote: Someone else	3%	(2)	19%	(11)	17%	(9)	61%	(34)	56
2016 Vote: Hillary Clinton	12%	(85)	19%	(132)	21%	(147)	49%	(348)	712
2016 Vote: Donald Trump	6%	(38)	14%	(87)	21%	(134)	59%	(367)	626
2016 Vote: Other	5%	(6)	15%	(18)	18%	(22)	63%	(77)	123
2016 Vote: Didn't Vote	7%	(53)	18%	(136)	23%	(168)	52%	(382)	738
Voted in 2014: Yes	9%	(109)	15%	(186)	21%	(258)	55%	(669)	1222
Voted in 2014: No	7%	(73)	19%	(188)	22%	(212)	52%	(505)	978
4-Region: Northeast	10%	(40)	17%	(68)	18%	(71)	55%	(215)	394
4-Region: Midwest	5%	(24)	14%	(65)	22%	(102)	59%	(271)	462
4-Region: South	9%	(76)	18%	(150)	23%	(189)	50%	(409)	824
4-Region: West	8%	(42)	17%	(91)	21%	(109)	54%	(279)	520

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Table MCEN7_7: *How excited are you to see movies and shows with the following characters?*
Makkari

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	8%	(182)	17%	(374)	21%	(470)	53%	(1174)	2200
Marvel Comics Fans	13%	(171)	25%	(326)	28%	(357)	34%	(441)	1296
Avid Marvel Comics Fans	28%	(122)	31%	(136)	22%	(98)	19%	(85)	440
Casual Marvel Comics Fans	6%	(49)	22%	(191)	30%	(259)	42%	(357)	855
Marvel TV/Movies Fans	12%	(173)	24%	(339)	27%	(386)	37%	(522)	1419
Avid Marvel TV/Movies Fans	27%	(112)	29%	(121)	22%	(91)	23%	(98)	422
Casual Marvel TV/Movies Fans	6%	(60)	22%	(218)	30%	(294)	43%	(424)	997
Fans of Anything Marvel	11%	(175)	23%	(358)	27%	(418)	38%	(574)	1526
Avid Fans of Anything Marvel	23%	(151)	30%	(191)	24%	(155)	23%	(146)	642
Casual Fans of Anything Marvel	6%	(70)	21%	(234)	29%	(325)	43%	(478)	1107

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

Table MCEN7_8: *How excited are you to see movies and shows with the following characters?*
Druig

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	8%	(171)	18%	(398)	21%	(456)	53%	(1174)	2200
Gender: Male	10%	(110)	19%	(200)	22%	(231)	49%	(521)	1062
Gender: Female	5%	(62)	17%	(198)	20%	(226)	57%	(652)	1138
Age: 18-34	14%	(92)	28%	(183)	21%	(137)	37%	(244)	655
Age: 35-44	13%	(47)	21%	(76)	24%	(85)	42%	(151)	358
Age: 45-64	4%	(28)	14%	(108)	22%	(164)	60%	(451)	751
Age: 65+	1%	(5)	7%	(32)	16%	(71)	75%	(328)	436
GenZers: 1997-2012	5%	(9)	36%	(60)	21%	(35)	38%	(65)	169
Millennials: 1981-1996	17%	(122)	24%	(173)	23%	(162)	36%	(260)	718
GenXers: 1965-1980	4%	(22)	18%	(93)	22%	(113)	55%	(279)	507
Baby Boomers: 1946-1964	3%	(18)	9%	(68)	19%	(136)	69%	(498)	720
PID: Dem (no lean)	12%	(107)	20%	(178)	21%	(187)	46%	(400)	872
PID: Ind (no lean)	4%	(25)	18%	(122)	21%	(147)	57%	(398)	693
PID: Rep (no lean)	6%	(39)	15%	(98)	19%	(122)	59%	(376)	635
PID/Gender: Dem Men	19%	(80)	22%	(94)	22%	(92)	38%	(162)	428
PID/Gender: Dem Women	6%	(27)	19%	(85)	21%	(95)	54%	(238)	445
PID/Gender: Ind Men	4%	(12)	18%	(55)	23%	(69)	56%	(170)	306
PID/Gender: Ind Women	4%	(14)	17%	(67)	20%	(78)	59%	(227)	386
PID/Gender: Rep Men	5%	(18)	16%	(51)	21%	(69)	58%	(189)	328
PID/Gender: Rep Women	7%	(21)	15%	(47)	17%	(53)	61%	(187)	307
Ideo: Liberal (1-3)	10%	(69)	20%	(129)	23%	(151)	47%	(308)	657
Ideo: Moderate (4)	8%	(50)	19%	(120)	25%	(158)	48%	(304)	632
Ideo: Conservative (5-7)	6%	(43)	14%	(97)	17%	(114)	63%	(426)	679
Educ: < College	7%	(103)	18%	(272)	21%	(314)	54%	(823)	1512
Educ: Bachelors degree	9%	(42)	17%	(77)	21%	(95)	52%	(230)	444
Educ: Post-grad	11%	(26)	20%	(49)	19%	(47)	50%	(121)	244
Income: Under 50k	7%	(83)	19%	(225)	21%	(247)	53%	(638)	1194
Income: 50k-100k	6%	(37)	17%	(112)	20%	(135)	58%	(391)	675
Income: 100k+	15%	(51)	19%	(61)	22%	(74)	44%	(145)	331
Ethnicity: White	8%	(135)	18%	(303)	19%	(334)	55%	(949)	1722
Ethnicity: Hispanic	10%	(36)	21%	(74)	19%	(68)	49%	(172)	349
Ethnicity: Black	9%	(24)	23%	(63)	27%	(74)	41%	(113)	274

Continued on next page

Table MCEN7_8: *How excited are you to see movies and shows with the following characters?*
Druig

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	8%	(171)	18%	(398)	21%	(456)	53%	(1174)	2200
Ethnicity: Other	6%	(12)	16%	(32)	24%	(48)	55%	(112)	204
All Christian	8%	(78)	17%	(169)	21%	(205)	54%	(535)	987
All Non-Christian	20%	(25)	18%	(22)	25%	(31)	38%	(47)	124
Atheist	2%	(2)	23%	(24)	25%	(27)	50%	(54)	107
Agnostic/Nothing in particular	6%	(39)	18%	(118)	19%	(122)	56%	(363)	642
Something Else	8%	(27)	19%	(65)	21%	(73)	52%	(175)	340
Religious Non-Protestant/Catholic	17%	(25)	16%	(23)	27%	(40)	40%	(59)	147
Evangelical	12%	(66)	20%	(112)	18%	(103)	50%	(281)	562
Non-Evangelical	5%	(34)	17%	(119)	22%	(159)	56%	(402)	714
Community: Urban	15%	(100)	22%	(146)	20%	(134)	43%	(291)	671
Community: Suburban	6%	(54)	17%	(169)	20%	(201)	57%	(558)	983
Community: Rural	3%	(17)	15%	(83)	22%	(121)	59%	(324)	546
Employ: Private Sector	13%	(86)	23%	(158)	20%	(137)	45%	(309)	691
Employ: Government	9%	(11)	18%	(22)	33%	(39)	40%	(46)	117
Employ: Self-Employed	7%	(13)	19%	(34)	23%	(42)	50%	(90)	179
Employ: Homemaker	6%	(12)	16%	(30)	21%	(38)	56%	(103)	183
Employ: Student	4%	(2)	26%	(17)	23%	(15)	47%	(31)	66
Employ: Retired	3%	(14)	9%	(51)	17%	(94)	71%	(395)	554
Employ: Unemployed	10%	(25)	24%	(64)	21%	(56)	45%	(118)	263
Employ: Other	5%	(8)	15%	(22)	24%	(36)	55%	(80)	146
Military HH: Yes	7%	(27)	14%	(53)	19%	(72)	59%	(219)	372
Military HH: No	8%	(144)	19%	(345)	21%	(385)	52%	(954)	1828
RD/WT: Right Direction	13%	(115)	21%	(190)	21%	(192)	45%	(404)	901
RD/WT: Wrong Track	4%	(56)	16%	(209)	20%	(264)	59%	(770)	1299
Biden Job Approve	11%	(119)	22%	(227)	21%	(224)	46%	(481)	1051
Biden Job Disapprove	5%	(46)	15%	(150)	21%	(209)	60%	(614)	1019
Biden Job Strongly Approve	19%	(95)	22%	(112)	18%	(91)	41%	(208)	506
Biden Job Somewhat Approve	4%	(24)	21%	(115)	24%	(133)	50%	(273)	545
Biden Job Somewhat Disapprove	6%	(16)	19%	(55)	27%	(78)	47%	(135)	285
Biden Job Strongly Disapprove	4%	(30)	13%	(95)	18%	(131)	65%	(479)	734

Continued on next page

Table MCEN7_8: *How excited are you to see movies and shows with the following characters?*
Druig

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	8%	(171)	18%	(398)	21%	(456)	53%	(1174)	2200
Favorable of Biden	11%	(116)	21%	(226)	21%	(218)	47%	(491)	1050
Unfavorable of Biden	5%	(50)	15%	(149)	21%	(214)	59%	(608)	1022
Very Favorable of Biden	18%	(93)	20%	(103)	19%	(99)	44%	(231)	526
Somewhat Favorable of Biden	4%	(22)	23%	(123)	23%	(119)	50%	(260)	524
Somewhat Unfavorable of Biden	5%	(12)	21%	(53)	27%	(66)	47%	(116)	247
Very Unfavorable of Biden	5%	(38)	12%	(96)	19%	(148)	63%	(492)	775
#1 Issue: Economy	7%	(60)	21%	(183)	20%	(175)	52%	(462)	880
#1 Issue: Security	9%	(25)	12%	(34)	20%	(58)	59%	(169)	286
#1 Issue: Health Care	13%	(34)	19%	(50)	22%	(58)	46%	(120)	262
#1 Issue: Medicare / Social Security	3%	(8)	10%	(30)	20%	(57)	67%	(189)	283
#1 Issue: Women's Issues	8%	(11)	27%	(36)	24%	(33)	41%	(57)	137
#1 Issue: Education	13%	(14)	15%	(16)	31%	(33)	40%	(42)	104
#1 Issue: Energy	12%	(17)	22%	(31)	19%	(26)	47%	(65)	139
#1 Issue: Other	3%	(3)	17%	(18)	15%	(16)	65%	(71)	108
2020 Vote: Joe Biden	11%	(107)	21%	(208)	21%	(216)	47%	(479)	1011
2020 Vote: Donald Trump	6%	(41)	15%	(103)	19%	(132)	60%	(420)	695
2020 Vote: Other	2%	(1)	10%	(6)	18%	(11)	71%	(43)	60
2020 Vote: Didn't Vote	5%	(22)	19%	(81)	23%	(97)	53%	(230)	431
2018 House Vote: Democrat	10%	(81)	19%	(148)	21%	(166)	50%	(388)	782
2018 House Vote: Republican	5%	(30)	16%	(91)	18%	(105)	60%	(343)	569
2018 House Vote: Someone else	3%	(1)	18%	(10)	21%	(12)	58%	(33)	56
2016 Vote: Hillary Clinton	11%	(80)	20%	(140)	20%	(144)	49%	(348)	712
2016 Vote: Donald Trump	5%	(30)	15%	(97)	20%	(125)	60%	(373)	626
2016 Vote: Other	4%	(5)	11%	(14)	25%	(31)	60%	(74)	123
2016 Vote: Didn't Vote	8%	(56)	20%	(148)	21%	(156)	51%	(379)	738
Voted in 2014: Yes	8%	(98)	16%	(200)	20%	(248)	55%	(677)	1222
Voted in 2014: No	8%	(74)	20%	(198)	21%	(209)	51%	(497)	978
4-Region: Northeast	10%	(39)	21%	(81)	17%	(67)	53%	(207)	394
4-Region: Midwest	5%	(22)	15%	(68)	23%	(107)	57%	(264)	462
4-Region: South	8%	(66)	19%	(155)	22%	(182)	51%	(421)	824
4-Region: West	9%	(45)	18%	(94)	19%	(100)	54%	(281)	520

Continued on next page

Table MCEN7_8: *How excited are you to see movies and shows with the following characters?*
Druig

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	8%	(171)	18%	(398)	21%	(456)	53%	(1174)	2200
Marvel Comics Fans	12%	(161)	26%	(342)	27%	(353)	34%	(440)	1296
Avid Marvel Comics Fans	26%	(115)	33%	(145)	24%	(104)	17%	(77)	440
Casual Marvel Comics Fans	5%	(46)	23%	(197)	29%	(249)	42%	(363)	855
Marvel TV/Movies Fans	12%	(164)	25%	(357)	27%	(376)	37%	(522)	1419
Avid Marvel TV/Movies Fans	26%	(108)	31%	(129)	22%	(91)	22%	(94)	422
Casual Marvel TV/Movies Fans	6%	(56)	23%	(228)	29%	(285)	43%	(428)	997
Fans of Anything Marvel	11%	(165)	25%	(378)	26%	(404)	38%	(579)	1526
Avid Fans of Anything Marvel	22%	(139)	33%	(210)	23%	(149)	22%	(143)	642
Casual Fans of Anything Marvel	6%	(66)	22%	(247)	27%	(303)	44%	(491)	1107

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

Table MCEN7_9: *How excited are you to see movies and shows with the following characters?*
Gilgamesh

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	9%	(187)	18%	(401)	20%	(450)	53%	(1162)	2200
Gender: Male	12%	(125)	20%	(210)	20%	(216)	48%	(510)	1062
Gender: Female	5%	(62)	17%	(191)	21%	(233)	57%	(652)	1138
Age: 18-34	16%	(102)	26%	(171)	21%	(136)	38%	(246)	655
Age: 35-44	15%	(55)	22%	(78)	22%	(79)	41%	(146)	358
Age: 45-64	3%	(26)	15%	(116)	22%	(166)	59%	(444)	751
Age: 65+	1%	(5)	8%	(36)	16%	(69)	75%	(327)	436
GenZers: 1997-2012	6%	(10)	28%	(47)	24%	(40)	42%	(72)	169
Millennials: 1981-1996	19%	(136)	26%	(183)	20%	(146)	35%	(253)	718
GenXers: 1965-1980	6%	(30)	18%	(92)	23%	(116)	53%	(270)	507
Baby Boomers: 1946-1964	1%	(11)	11%	(76)	19%	(138)	69%	(495)	720
PID: Dem (no lean)	15%	(129)	20%	(176)	19%	(168)	46%	(399)	872
PID: Ind (no lean)	4%	(29)	17%	(119)	22%	(155)	56%	(390)	693
PID: Rep (no lean)	5%	(30)	17%	(106)	20%	(126)	59%	(373)	635
PID/Gender: Dem Men	22%	(94)	24%	(101)	17%	(72)	38%	(161)	428
PID/Gender: Dem Women	8%	(35)	17%	(75)	22%	(96)	54%	(239)	445
PID/Gender: Ind Men	5%	(16)	19%	(57)	23%	(72)	53%	(162)	306
PID/Gender: Ind Women	3%	(13)	16%	(62)	22%	(83)	59%	(228)	386
PID/Gender: Rep Men	5%	(16)	16%	(52)	22%	(73)	57%	(187)	328
PID/Gender: Rep Women	4%	(13)	18%	(54)	18%	(54)	60%	(186)	307
Ideo: Liberal (1-3)	12%	(82)	22%	(147)	20%	(130)	45%	(299)	657
Ideo: Moderate (4)	8%	(54)	18%	(116)	24%	(152)	49%	(311)	632
Ideo: Conservative (5-7)	5%	(35)	15%	(99)	19%	(126)	62%	(419)	679
Educ: < College	7%	(106)	18%	(272)	21%	(321)	54%	(814)	1512
Educ: Bachelors degree	10%	(43)	20%	(89)	18%	(82)	52%	(229)	444
Educ: Post-grad	16%	(38)	16%	(40)	19%	(47)	49%	(119)	244
Income: Under 50k	7%	(81)	19%	(226)	21%	(254)	53%	(634)	1194
Income: 50k-100k	8%	(55)	16%	(110)	18%	(123)	57%	(386)	675
Income: 100k+	15%	(51)	20%	(65)	22%	(72)	43%	(142)	331
Ethnicity: White	9%	(147)	18%	(315)	19%	(333)	54%	(927)	1722
Ethnicity: Hispanic	14%	(47)	23%	(79)	17%	(58)	47%	(165)	349
Ethnicity: Black	9%	(24)	20%	(55)	27%	(75)	44%	(120)	274

Continued on next page

Table MCEN7_9: *How excited are you to see movies and shows with the following characters?*
Gilgamesh

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	9%	(187)	18%	(401)	20%	(450)	53%	(1162)	2200
Ethnicity: Other	8%	(16)	15%	(31)	21%	(42)	56%	(115)	204
All Christian	8%	(82)	19%	(189)	20%	(193)	53%	(522)	987
All Non-Christian	22%	(27)	21%	(27)	19%	(24)	38%	(47)	124
Atheist	6%	(6)	20%	(21)	23%	(25)	52%	(55)	107
Agnostic/Nothing in particular	6%	(41)	17%	(111)	20%	(129)	56%	(361)	642
Something Else	9%	(31)	16%	(53)	23%	(79)	52%	(178)	340
Religious Non-Protestant/Catholic	18%	(27)	23%	(34)	19%	(28)	40%	(59)	147
Evangelical	12%	(70)	19%	(105)	20%	(110)	49%	(277)	562
Non-Evangelical	6%	(40)	17%	(123)	21%	(152)	56%	(399)	714
Community: Urban	16%	(107)	22%	(148)	18%	(122)	44%	(294)	671
Community: Suburban	6%	(61)	16%	(159)	21%	(202)	57%	(560)	983
Community: Rural	4%	(19)	17%	(94)	23%	(125)	56%	(308)	546
Employ: Private Sector	15%	(102)	22%	(153)	20%	(135)	44%	(302)	691
Employ: Government	12%	(14)	20%	(23)	28%	(33)	40%	(47)	117
Employ: Self-Employed	12%	(21)	18%	(32)	22%	(40)	48%	(87)	179
Employ: Homemaker	7%	(12)	18%	(33)	19%	(35)	56%	(103)	183
Employ: Student	2%	(2)	27%	(18)	27%	(18)	43%	(29)	66
Employ: Retired	2%	(12)	10%	(56)	17%	(96)	70%	(390)	554
Employ: Unemployed	8%	(20)	24%	(62)	22%	(57)	47%	(124)	263
Employ: Other	4%	(5)	16%	(24)	24%	(36)	56%	(82)	146
Military HH: Yes	8%	(31)	18%	(66)	17%	(63)	57%	(212)	372
Military HH: No	9%	(156)	18%	(335)	21%	(387)	52%	(951)	1828
RD/WT: Right Direction	14%	(129)	21%	(193)	19%	(169)	45%	(409)	901
RD/WT: Wrong Track	4%	(58)	16%	(208)	22%	(280)	58%	(753)	1299
Biden Job Approve	13%	(141)	21%	(223)	20%	(208)	46%	(479)	1051
Biden Job Disapprove	4%	(39)	15%	(158)	21%	(214)	60%	(608)	1019
Biden Job Strongly Approve	19%	(96)	22%	(112)	16%	(81)	43%	(216)	506
Biden Job Somewhat Approve	8%	(44)	20%	(111)	23%	(127)	48%	(263)	545
Biden Job Somewhat Disapprove	4%	(12)	21%	(59)	27%	(77)	48%	(137)	285
Biden Job Strongly Disapprove	4%	(27)	13%	(99)	19%	(137)	64%	(472)	734

Continued on next page

Table MCEN7_9: *How excited are you to see movies and shows with the following characters?*
Gilgamesh

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	9%	(187)	18%	(401)	20%	(450)	53%	(1162)	2200
Favorable of Biden	13%	(137)	20%	(215)	20%	(206)	47%	(492)	1050
Unfavorable of Biden	5%	(48)	16%	(161)	22%	(220)	58%	(593)	1022
Very Favorable of Biden	19%	(100)	19%	(100)	18%	(95)	44%	(231)	526
Somewhat Favorable of Biden	7%	(36)	22%	(115)	21%	(111)	50%	(261)	524
Somewhat Unfavorable of Biden	6%	(15)	22%	(54)	26%	(65)	46%	(113)	247
Very Unfavorable of Biden	4%	(32)	14%	(107)	20%	(155)	62%	(480)	775
#1 Issue: Economy	8%	(71)	19%	(168)	20%	(179)	52%	(462)	880
#1 Issue: Security	7%	(20)	19%	(53)	17%	(49)	57%	(164)	286
#1 Issue: Health Care	17%	(44)	19%	(50)	19%	(50)	45%	(118)	262
#1 Issue: Medicare / Social Security	1%	(4)	13%	(38)	19%	(55)	66%	(187)	283
#1 Issue: Women's Issues	10%	(13)	22%	(30)	29%	(39)	40%	(54)	137
#1 Issue: Education	16%	(16)	22%	(23)	22%	(23)	40%	(42)	104
#1 Issue: Energy	12%	(16)	15%	(21)	26%	(36)	47%	(65)	139
#1 Issue: Other	2%	(2)	17%	(18)	17%	(19)	64%	(70)	108
2020 Vote: Joe Biden	12%	(124)	21%	(211)	20%	(199)	47%	(478)	1011
2020 Vote: Donald Trump	5%	(33)	16%	(110)	20%	(138)	60%	(415)	695
2020 Vote: Other	1%	(1)	15%	(9)	14%	(8)	70%	(42)	60
2020 Vote: Didn't Vote	7%	(30)	16%	(70)	24%	(105)	52%	(225)	431
2018 House Vote: Democrat	13%	(99)	20%	(153)	18%	(143)	49%	(387)	782
2018 House Vote: Republican	5%	(30)	16%	(89)	21%	(120)	58%	(330)	569
2018 House Vote: Someone else	4%	(2)	25%	(14)	14%	(8)	57%	(32)	56
2016 Vote: Hillary Clinton	14%	(97)	19%	(137)	18%	(129)	49%	(349)	712
2016 Vote: Donald Trump	5%	(34)	16%	(100)	20%	(128)	58%	(364)	626
2016 Vote: Other	3%	(4)	18%	(23)	20%	(25)	58%	(72)	123
2016 Vote: Didn't Vote	7%	(53)	19%	(141)	23%	(167)	51%	(378)	738
Voted in 2014: Yes	9%	(110)	17%	(207)	20%	(239)	54%	(666)	1222
Voted in 2014: No	8%	(77)	20%	(194)	22%	(210)	51%	(496)	978
4-Region: Northeast	9%	(34)	21%	(83)	18%	(72)	52%	(204)	394
4-Region: Midwest	5%	(22)	15%	(71)	21%	(96)	59%	(273)	462
4-Region: South	9%	(76)	20%	(163)	21%	(176)	50%	(409)	824
4-Region: West	11%	(55)	16%	(83)	20%	(105)	53%	(277)	520

Continued on next page

Table MCEN7_9: *How excited are you to see movies and shows with the following characters?*
Gilgamesh

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	9%	(187)	18%	(401)	20%	(450)	53%	(1162)	2200
Marvel Comics Fans	14%	(180)	27%	(347)	27%	(347)	33%	(422)	1296
Avid Marvel Comics Fans	29%	(126)	34%	(148)	20%	(86)	18%	(81)	440
Casual Marvel Comics Fans	6%	(54)	23%	(199)	30%	(261)	40%	(341)	855
Marvel TV/Movies Fans	13%	(179)	25%	(352)	27%	(381)	36%	(507)	1419
Avid Marvel TV/Movies Fans	28%	(117)	29%	(124)	18%	(77)	24%	(103)	422
Casual Marvel TV/Movies Fans	6%	(62)	23%	(228)	30%	(303)	41%	(404)	997
Fans of Anything Marvel	12%	(185)	25%	(383)	26%	(400)	37%	(559)	1526
Avid Fans of Anything Marvel	24%	(151)	33%	(209)	22%	(144)	21%	(137)	642
Casual Fans of Anything Marvel	7%	(79)	23%	(252)	28%	(307)	42%	(469)	1107

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

Table MCEN7_10: *How excited are you to see movies and shows with the following characters?*
Ajak

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	7%	(164)	18%	(403)	20%	(447)	54%	(1186)	2200
Gender: Male	11%	(112)	19%	(197)	22%	(228)	49%	(525)	1062
Gender: Female	5%	(52)	18%	(207)	19%	(218)	58%	(662)	1138
Age: 18-34	14%	(93)	28%	(183)	21%	(137)	37%	(242)	655
Age: 35-44	12%	(43)	22%	(79)	24%	(85)	42%	(150)	358
Age: 45-64	3%	(23)	14%	(107)	22%	(164)	61%	(457)	751
Age: 65+	1%	(5)	8%	(34)	14%	(61)	77%	(337)	436
GenZers: 1997-2012	5%	(9)	33%	(55)	23%	(39)	39%	(66)	169
Millennials: 1981-1996	16%	(118)	26%	(187)	22%	(156)	36%	(257)	718
GenXers: 1965-1980	6%	(28)	17%	(87)	23%	(114)	55%	(278)	507
Baby Boomers: 1946-1964	1%	(9)	10%	(71)	18%	(127)	71%	(514)	720
PID: Dem (no lean)	13%	(110)	19%	(168)	21%	(181)	47%	(413)	872
PID: Ind (no lean)	4%	(26)	19%	(130)	21%	(143)	57%	(394)	693
PID: Rep (no lean)	4%	(27)	17%	(105)	19%	(123)	60%	(380)	635
PID/Gender: Dem Men	21%	(91)	20%	(87)	20%	(84)	39%	(165)	428
PID/Gender: Dem Women	4%	(19)	18%	(81)	22%	(96)	56%	(248)	445
PID/Gender: Ind Men	3%	(9)	19%	(57)	25%	(77)	53%	(162)	306
PID/Gender: Ind Women	4%	(17)	19%	(72)	17%	(66)	60%	(231)	386
PID/Gender: Rep Men	4%	(12)	16%	(52)	20%	(67)	60%	(197)	328
PID/Gender: Rep Women	5%	(15)	17%	(53)	18%	(57)	59%	(183)	307
Ideo: Liberal (1-3)	11%	(75)	21%	(135)	21%	(141)	47%	(306)	657
Ideo: Moderate (4)	7%	(41)	18%	(111)	26%	(162)	50%	(317)	632
Ideo: Conservative (5-7)	6%	(38)	15%	(103)	16%	(109)	63%	(430)	679
Educ: < College	6%	(86)	18%	(278)	20%	(308)	56%	(841)	1512
Educ: Bachelors degree	10%	(43)	19%	(83)	22%	(96)	50%	(222)	444
Educ: Post-grad	14%	(35)	18%	(43)	18%	(43)	51%	(123)	244
Income: Under 50k	6%	(71)	19%	(232)	21%	(249)	54%	(643)	1194
Income: 50k-100k	7%	(46)	16%	(108)	18%	(124)	59%	(396)	675
Income: 100k+	14%	(47)	19%	(62)	22%	(74)	45%	(148)	331
Ethnicity: White	7%	(128)	18%	(313)	19%	(328)	55%	(952)	1722
Ethnicity: Hispanic	9%	(32)	26%	(89)	16%	(54)	50%	(174)	349
Ethnicity: Black	10%	(26)	18%	(51)	27%	(75)	45%	(122)	274

Continued on next page

Table MCEN7_10: *How excited are you to see movies and shows with the following characters?*
Ajak

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	7%	(164)	18%	(403)	20%	(447)	54%	(1186)	2200
Ethnicity: Other	5%	(9)	19%	(39)	21%	(44)	55%	(112)	204
All Christian	9%	(84)	18%	(173)	19%	(189)	55%	(540)	987
All Non-Christian	19%	(23)	22%	(28)	18%	(23)	41%	(50)	124
Atheist	2%	(2)	24%	(26)	21%	(23)	52%	(56)	107
Agnostic/Nothing in particular	5%	(31)	18%	(116)	21%	(133)	56%	(362)	642
Something Else	7%	(23)	18%	(60)	23%	(79)	52%	(178)	340
Religious Non-Protestant/Catholic	16%	(23)	24%	(35)	17%	(24)	44%	(64)	147
Evangelical	13%	(74)	19%	(106)	17%	(95)	51%	(287)	562
Non-Evangelical	5%	(33)	16%	(114)	23%	(163)	57%	(405)	714
Community: Urban	14%	(97)	22%	(149)	20%	(132)	44%	(293)	671
Community: Suburban	5%	(48)	17%	(163)	20%	(195)	59%	(576)	983
Community: Rural	3%	(19)	17%	(92)	22%	(119)	58%	(317)	546
Employ: Private Sector	11%	(78)	23%	(156)	20%	(141)	46%	(316)	691
Employ: Government	11%	(13)	25%	(29)	25%	(29)	40%	(47)	117
Employ: Self-Employed	12%	(21)	16%	(29)	24%	(43)	48%	(86)	179
Employ: Homemaker	6%	(10)	23%	(42)	16%	(29)	55%	(101)	183
Employ: Student	4%	(3)	19%	(12)	31%	(21)	45%	(30)	66
Employ: Retired	2%	(12)	10%	(54)	16%	(88)	72%	(400)	554
Employ: Unemployed	7%	(18)	22%	(57)	23%	(61)	48%	(127)	263
Employ: Other	6%	(9)	16%	(23)	24%	(35)	54%	(79)	146
Military HH: Yes	7%	(28)	17%	(62)	18%	(66)	58%	(215)	372
Military HH: No	7%	(136)	19%	(341)	21%	(380)	53%	(971)	1828
RD/WT: Right Direction	12%	(111)	21%	(192)	21%	(189)	45%	(409)	901
RD/WT: Wrong Track	4%	(53)	16%	(211)	20%	(258)	60%	(778)	1299
Biden Job Approve	11%	(120)	22%	(229)	21%	(219)	46%	(483)	1051
Biden Job Disapprove	3%	(33)	15%	(153)	20%	(205)	62%	(628)	1019
Biden Job Strongly Approve	18%	(90)	23%	(118)	18%	(91)	41%	(207)	506
Biden Job Somewhat Approve	5%	(29)	20%	(111)	24%	(128)	51%	(276)	545
Biden Job Somewhat Disapprove	4%	(13)	18%	(52)	25%	(71)	52%	(149)	285
Biden Job Strongly Disapprove	3%	(20)	14%	(100)	18%	(134)	65%	(479)	734

Continued on next page

Table MCEN7_10: *How excited are you to see movies and shows with the following characters?*
Ajak

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	7%	(164)	18%	(403)	20%	(447)	54%	(1186)	2200
Favorable of Biden	12%	(121)	21%	(220)	20%	(215)	47%	(494)	1050
Unfavorable of Biden	4%	(39)	15%	(156)	21%	(214)	60%	(613)	1022
Very Favorable of Biden	17%	(88)	21%	(110)	19%	(98)	44%	(230)	526
Somewhat Favorable of Biden	6%	(33)	21%	(110)	22%	(117)	50%	(264)	524
Somewhat Unfavorable of Biden	4%	(11)	18%	(46)	26%	(63)	51%	(127)	247
Very Unfavorable of Biden	4%	(28)	14%	(111)	19%	(150)	63%	(486)	775
#1 Issue: Economy	6%	(55)	21%	(182)	20%	(180)	53%	(463)	880
#1 Issue: Security	8%	(24)	14%	(41)	16%	(46)	62%	(176)	286
#1 Issue: Health Care	14%	(36)	18%	(46)	17%	(45)	51%	(134)	262
#1 Issue: Medicare / Social Security	2%	(6)	12%	(35)	20%	(57)	66%	(186)	283
#1 Issue: Women's Issues	9%	(12)	28%	(38)	23%	(32)	40%	(54)	137
#1 Issue: Education	11%	(11)	20%	(21)	33%	(35)	36%	(38)	104
#1 Issue: Energy	10%	(14)	16%	(22)	24%	(33)	50%	(70)	139
#1 Issue: Other	5%	(5)	17%	(18)	18%	(20)	60%	(65)	108
2020 Vote: Joe Biden	11%	(110)	20%	(201)	21%	(213)	48%	(487)	1011
2020 Vote: Donald Trump	4%	(29)	16%	(114)	19%	(134)	60%	(419)	695
2020 Vote: Other	2%	(1)	10%	(6)	24%	(14)	64%	(39)	60
2020 Vote: Didn't Vote	6%	(24)	19%	(81)	20%	(86)	56%	(239)	431
2018 House Vote: Democrat	11%	(86)	19%	(146)	20%	(157)	50%	(393)	782
2018 House Vote: Republican	5%	(26)	16%	(91)	20%	(117)	59%	(335)	569
2018 House Vote: Someone else	3%	(1)	17%	(10)	20%	(11)	60%	(34)	56
2016 Vote: Hillary Clinton	12%	(83)	18%	(131)	20%	(145)	50%	(353)	712
2016 Vote: Donald Trump	5%	(31)	16%	(100)	20%	(127)	59%	(368)	626
2016 Vote: Other	5%	(6)	13%	(15)	19%	(23)	64%	(79)	123
2016 Vote: Didn't Vote	6%	(45)	21%	(156)	20%	(151)	52%	(386)	738
Voted in 2014: Yes	8%	(99)	16%	(200)	20%	(246)	55%	(678)	1222
Voted in 2014: No	7%	(65)	21%	(203)	21%	(201)	52%	(509)	978
4-Region: Northeast	9%	(36)	19%	(76)	18%	(71)	53%	(210)	394
4-Region: Midwest	5%	(21)	14%	(66)	21%	(98)	60%	(277)	462
4-Region: South	7%	(60)	20%	(167)	21%	(170)	52%	(427)	824
4-Region: West	9%	(47)	18%	(94)	21%	(107)	52%	(272)	520

Continued on next page

Table MCEN7_10: *How excited are you to see movies and shows with the following characters?*
Ajak

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	7%	(164)	18%	(403)	20%	(447)	54%	(1186)	2200
Marvel Comics Fans	12%	(159)	27%	(345)	27%	(351)	34%	(441)	1296
Avid Marvel Comics Fans	26%	(116)	31%	(136)	23%	(100)	20%	(88)	440
Casual Marvel Comics Fans	5%	(43)	25%	(210)	29%	(251)	41%	(352)	855
Marvel TV/Movies Fans	11%	(156)	25%	(360)	26%	(372)	37%	(531)	1419
Avid Marvel TV/Movies Fans	25%	(105)	32%	(135)	21%	(89)	22%	(93)	422
Casual Marvel TV/Movies Fans	5%	(51)	23%	(225)	28%	(283)	44%	(438)	997
Fans of Anything Marvel	11%	(162)	25%	(387)	26%	(398)	38%	(579)	1526
Avid Fans of Anything Marvel	22%	(142)	31%	(201)	23%	(148)	23%	(151)	642
Casual Fans of Anything Marvel	6%	(67)	23%	(258)	27%	(299)	44%	(484)	1107

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

Table MCEN7_11: *How excited are you to see movies and shows with the following characters?*
Thena

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	9%	(199)	20%	(441)	19%	(424)	52%	(1136)	2200
Gender: Male	12%	(126)	20%	(215)	20%	(211)	48%	(509)	1062
Gender: Female	6%	(73)	20%	(225)	19%	(214)	55%	(627)	1138
Age: 18-34	16%	(106)	31%	(202)	19%	(124)	34%	(224)	655
Age: 35-44	15%	(52)	23%	(82)	22%	(79)	40%	(145)	358
Age: 45-64	5%	(38)	16%	(121)	21%	(155)	58%	(437)	751
Age: 65+	1%	(3)	8%	(36)	15%	(67)	76%	(330)	436
GenZers: 1997-2012	6%	(11)	37%	(63)	18%	(31)	38%	(64)	169
Millennials: 1981-1996	18%	(132)	28%	(204)	20%	(146)	33%	(237)	718
GenXers: 1965-1980	9%	(44)	18%	(92)	22%	(111)	51%	(261)	507
Baby Boomers: 1946-1964	2%	(13)	11%	(79)	18%	(128)	69%	(500)	720
PID: Dem (no lean)	14%	(126)	25%	(219)	17%	(147)	44%	(381)	872
PID: Ind (no lean)	4%	(29)	17%	(120)	23%	(156)	56%	(387)	693
PID: Rep (no lean)	7%	(44)	16%	(101)	19%	(121)	58%	(368)	635
PID/Gender: Dem Men	20%	(87)	28%	(119)	16%	(70)	35%	(152)	428
PID/Gender: Dem Women	9%	(39)	22%	(100)	17%	(76)	52%	(229)	445
PID/Gender: Ind Men	4%	(12)	16%	(50)	25%	(77)	54%	(167)	306
PID/Gender: Ind Women	4%	(17)	18%	(70)	20%	(79)	57%	(220)	386
PID/Gender: Rep Men	8%	(27)	14%	(47)	19%	(63)	58%	(191)	328
PID/Gender: Rep Women	5%	(17)	18%	(55)	19%	(58)	58%	(177)	307
Ideo: Liberal (1-3)	14%	(93)	22%	(144)	20%	(130)	44%	(290)	657
Ideo: Moderate (4)	7%	(43)	22%	(141)	22%	(138)	49%	(309)	632
Ideo: Conservative (5-7)	8%	(52)	15%	(103)	17%	(113)	61%	(411)	679
Educ: < College	8%	(115)	20%	(303)	20%	(295)	53%	(799)	1512
Educ: Bachelors degree	10%	(45)	20%	(90)	20%	(88)	50%	(221)	444
Educ: Post-grad	16%	(39)	20%	(48)	17%	(41)	47%	(115)	244
Income: Under 50k	7%	(88)	21%	(247)	20%	(236)	52%	(623)	1194
Income: 50k-100k	9%	(59)	18%	(121)	18%	(120)	56%	(375)	675
Income: 100k+	16%	(52)	22%	(72)	21%	(68)	42%	(138)	331
Ethnicity: White	9%	(156)	18%	(315)	19%	(329)	54%	(922)	1722
Ethnicity: Hispanic	13%	(46)	27%	(93)	15%	(53)	45%	(158)	349
Ethnicity: Black	11%	(30)	31%	(86)	19%	(51)	39%	(107)	274

Continued on next page

Table MCEN7_11: *How excited are you to see movies and shows with the following characters?*
Thena

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	9%	(199)	20%	(441)	19%	(424)	52%	(1136)	2200
Ethnicity: Other	6%	(13)	19%	(40)	22%	(44)	53%	(107)	204
All Christian	9%	(85)	20%	(198)	18%	(182)	53%	(521)	987
All Non-Christian	23%	(29)	18%	(22)	20%	(25)	38%	(48)	124
Atheist	4%	(5)	27%	(29)	22%	(24)	46%	(49)	107
Agnostic/Nothing in particular	7%	(48)	20%	(128)	19%	(121)	54%	(345)	642
Something Else	9%	(32)	18%	(62)	21%	(72)	51%	(173)	340
Religious Non-Protestant/Catholic	20%	(29)	17%	(25)	24%	(35)	39%	(57)	147
Evangelical	12%	(68)	24%	(133)	14%	(81)	50%	(280)	562
Non-Evangelical	6%	(43)	17%	(120)	22%	(161)	55%	(391)	714
Community: Urban	16%	(105)	24%	(161)	18%	(123)	42%	(282)	671
Community: Suburban	7%	(68)	19%	(182)	19%	(186)	56%	(547)	983
Community: Rural	5%	(26)	18%	(98)	21%	(115)	56%	(307)	546
Employ: Private Sector	13%	(93)	27%	(183)	19%	(129)	41%	(285)	691
Employ: Government	13%	(15)	14%	(17)	38%	(44)	35%	(41)	117
Employ: Self-Employed	15%	(27)	20%	(36)	16%	(28)	49%	(89)	179
Employ: Homemaker	6%	(12)	21%	(39)	15%	(27)	58%	(105)	183
Employ: Student	10%	(7)	26%	(17)	19%	(13)	45%	(30)	66
Employ: Retired	2%	(10)	11%	(61)	16%	(91)	71%	(392)	554
Employ: Unemployed	10%	(26)	26%	(68)	19%	(50)	45%	(119)	263
Employ: Other	7%	(10)	13%	(19)	29%	(42)	51%	(74)	146
Military HH: Yes	10%	(37)	15%	(54)	18%	(66)	58%	(214)	372
Military HH: No	9%	(162)	21%	(386)	20%	(358)	50%	(922)	1828
RD/WT: Right Direction	14%	(126)	24%	(218)	18%	(165)	43%	(392)	901
RD/WT: Wrong Track	6%	(73)	17%	(222)	20%	(259)	57%	(744)	1299
Biden Job Approve	13%	(141)	24%	(250)	18%	(191)	45%	(468)	1051
Biden Job Disapprove	5%	(54)	16%	(164)	20%	(207)	58%	(594)	1019
Biden Job Strongly Approve	21%	(107)	22%	(111)	16%	(83)	40%	(204)	506
Biden Job Somewhat Approve	6%	(34)	26%	(139)	20%	(108)	48%	(264)	545
Biden Job Somewhat Disapprove	7%	(21)	21%	(61)	26%	(73)	46%	(130)	285
Biden Job Strongly Disapprove	4%	(33)	14%	(103)	18%	(134)	63%	(464)	734

Continued on next page

Table MCEN7_11: *How excited are you to see movies and shows with the following characters?*
Thena

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	9%	(199)	20%	(441)	19%	(424)	52%	(1136)	2200
Favorable of Biden	13%	(137)	24%	(248)	18%	(189)	45%	(476)	1050
Unfavorable of Biden	6%	(56)	16%	(167)	21%	(210)	58%	(589)	1022
Very Favorable of Biden	19%	(99)	21%	(112)	18%	(93)	42%	(222)	526
Somewhat Favorable of Biden	7%	(38)	26%	(136)	18%	(96)	48%	(253)	524
Somewhat Unfavorable of Biden	6%	(16)	21%	(52)	28%	(69)	45%	(111)	247
Very Unfavorable of Biden	5%	(40)	15%	(115)	18%	(141)	62%	(478)	775
#1 Issue: Economy	9%	(75)	23%	(199)	19%	(163)	50%	(444)	880
#1 Issue: Security	11%	(32)	12%	(35)	17%	(49)	59%	(170)	286
#1 Issue: Health Care	15%	(40)	19%	(49)	19%	(49)	47%	(125)	262
#1 Issue: Medicare / Social Security	2%	(7)	14%	(39)	19%	(53)	65%	(184)	283
#1 Issue: Women's Issues	7%	(10)	30%	(41)	28%	(38)	35%	(48)	137
#1 Issue: Education	13%	(14)	26%	(28)	24%	(25)	36%	(38)	104
#1 Issue: Energy	12%	(17)	22%	(31)	20%	(28)	45%	(63)	139
#1 Issue: Other	5%	(5)	18%	(20)	17%	(18)	60%	(65)	108
2020 Vote: Joe Biden	13%	(130)	24%	(239)	18%	(182)	46%	(460)	1011
2020 Vote: Donald Trump	6%	(45)	16%	(111)	19%	(129)	59%	(410)	695
2020 Vote: Other	3%	(2)	9%	(5)	20%	(12)	68%	(41)	60
2020 Vote: Didn't Vote	5%	(22)	20%	(85)	23%	(101)	52%	(223)	431
2018 House Vote: Democrat	13%	(103)	22%	(170)	18%	(141)	47%	(368)	782
2018 House Vote: Republican	7%	(39)	16%	(90)	18%	(102)	60%	(339)	569
2018 House Vote: Someone else	4%	(2)	10%	(6)	29%	(17)	57%	(32)	56
2016 Vote: Hillary Clinton	13%	(92)	24%	(168)	17%	(121)	46%	(331)	712
2016 Vote: Donald Trump	8%	(49)	14%	(89)	20%	(123)	58%	(364)	626
2016 Vote: Other	4%	(5)	14%	(17)	22%	(27)	60%	(74)	123
2016 Vote: Didn't Vote	7%	(52)	23%	(166)	21%	(153)	50%	(367)	738
Voted in 2014: Yes	10%	(126)	17%	(209)	19%	(234)	53%	(653)	1222
Voted in 2014: No	7%	(73)	24%	(232)	19%	(190)	49%	(483)	978
4-Region: Northeast	12%	(46)	19%	(75)	18%	(70)	52%	(203)	394
4-Region: Midwest	6%	(27)	17%	(80)	21%	(98)	56%	(257)	462
4-Region: South	9%	(75)	22%	(182)	20%	(168)	48%	(399)	824
4-Region: West	10%	(51)	20%	(104)	17%	(89)	53%	(277)	520

Continued on next page

Table MCEN7_11: *How excited are you to see movies and shows with the following characters?*
Thena

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	9%	(199)	20%	(441)	19%	(424)	52%	(1136)	2200
Marvel Comics Fans	14%	(187)	29%	(380)	25%	(318)	32%	(410)	1296
Avid Marvel Comics Fans	29%	(128)	36%	(158)	17%	(73)	18%	(81)	440
Casual Marvel Comics Fans	7%	(59)	26%	(222)	29%	(245)	38%	(329)	855
Marvel TV/Movies Fans	13%	(188)	27%	(389)	25%	(350)	35%	(492)	1419
Avid Marvel TV/Movies Fans	30%	(127)	31%	(130)	19%	(79)	20%	(86)	422
Casual Marvel TV/Movies Fans	6%	(61)	26%	(259)	27%	(271)	41%	(406)	997
Fans of Anything Marvel	13%	(197)	27%	(419)	24%	(372)	35%	(539)	1526
Avid Fans of Anything Marvel	23%	(151)	35%	(227)	20%	(128)	21%	(136)	642
Casual Fans of Anything Marvel	7%	(83)	25%	(280)	26%	(293)	41%	(452)	1107

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

Table MCEN7_12: *How excited are you to see movies and shows with the following characters?*
Eros

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	8%	(181)	20%	(442)	19%	(418)	53%	(1159)	2200
Gender: Male	11%	(113)	22%	(230)	19%	(199)	49%	(521)	1062
Gender: Female	6%	(68)	19%	(213)	19%	(219)	56%	(638)	1138
Age: 18-34	14%	(90)	29%	(189)	20%	(131)	37%	(245)	655
Age: 35-44	15%	(55)	24%	(85)	21%	(74)	40%	(144)	358
Age: 45-64	4%	(30)	17%	(128)	20%	(149)	59%	(444)	751
Age: 65+	1%	(5)	9%	(40)	15%	(65)	75%	(326)	436
GenZers: 1997-2012	9%	(15)	27%	(45)	22%	(37)	42%	(71)	169
Millennials: 1981-1996	16%	(116)	29%	(205)	20%	(144)	35%	(252)	718
GenXers: 1965-1980	7%	(36)	21%	(105)	20%	(99)	53%	(267)	507
Baby Boomers: 1946-1964	2%	(14)	12%	(84)	18%	(127)	69%	(496)	720
PID: Dem (no lean)	13%	(110)	24%	(208)	19%	(163)	45%	(392)	872
PID: Ind (no lean)	5%	(35)	17%	(117)	22%	(150)	56%	(391)	693
PID: Rep (no lean)	6%	(36)	18%	(117)	17%	(106)	59%	(376)	635
PID/Gender: Dem Men	18%	(78)	27%	(113)	19%	(81)	36%	(155)	428
PID/Gender: Dem Women	7%	(32)	21%	(94)	18%	(82)	53%	(236)	445
PID/Gender: Ind Men	5%	(17)	18%	(55)	22%	(67)	55%	(168)	306
PID/Gender: Ind Women	5%	(18)	16%	(62)	21%	(83)	58%	(223)	386
PID/Gender: Rep Men	5%	(18)	19%	(61)	16%	(51)	60%	(198)	328
PID/Gender: Rep Women	6%	(18)	18%	(56)	18%	(54)	58%	(178)	307
Ideo: Liberal (1-3)	13%	(85)	21%	(136)	22%	(142)	45%	(293)	657
Ideo: Moderate (4)	7%	(42)	22%	(142)	21%	(135)	49%	(312)	632
Ideo: Conservative (5-7)	6%	(43)	17%	(115)	14%	(97)	62%	(424)	679
Educ: < College	7%	(107)	19%	(294)	19%	(291)	54%	(821)	1512
Educ: Bachelors degree	10%	(43)	21%	(92)	20%	(88)	50%	(220)	444
Educ: Post-grad	13%	(31)	23%	(56)	16%	(39)	48%	(118)	244
Income: Under 50k	7%	(83)	21%	(246)	20%	(236)	53%	(629)	1194
Income: 50k-100k	7%	(45)	18%	(122)	17%	(117)	58%	(390)	675
Income: 100k+	16%	(53)	23%	(75)	19%	(64)	42%	(139)	331
Ethnicity: White	8%	(140)	19%	(334)	19%	(320)	54%	(928)	1722
Ethnicity: Hispanic	11%	(38)	25%	(86)	15%	(51)	50%	(174)	349
Ethnicity: Black	11%	(29)	27%	(73)	18%	(49)	45%	(124)	274

Continued on next page

Table MCEN7_12: *How excited are you to see movies and shows with the following characters?*
Eros

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	8%	(181)	20%	(442)	19%	(418)	53%	(1159)	2200
Ethnicity: Other	6%	(12)	17%	(35)	24%	(50)	52%	(107)	204
All Christian	8%	(76)	20%	(201)	17%	(171)	55%	(538)	987
All Non-Christian	16%	(20)	27%	(34)	24%	(30)	32%	(40)	124
Atheist	7%	(7)	21%	(22)	22%	(24)	50%	(54)	107
Agnostic/Nothing in particular	7%	(47)	19%	(119)	19%	(121)	55%	(355)	642
Something Else	9%	(30)	19%	(66)	21%	(72)	51%	(172)	340
Religious Non-Protestant/Catholic	14%	(20)	24%	(35)	24%	(35)	39%	(57)	147
Evangelical	12%	(69)	23%	(126)	15%	(86)	50%	(281)	562
Non-Evangelical	5%	(35)	18%	(131)	21%	(148)	56%	(401)	714
Community: Urban	14%	(92)	25%	(165)	18%	(120)	44%	(294)	671
Community: Suburban	6%	(58)	19%	(184)	19%	(184)	57%	(556)	983
Community: Rural	6%	(31)	17%	(93)	21%	(114)	57%	(309)	546
Employ: Private Sector	12%	(81)	27%	(185)	18%	(127)	43%	(297)	691
Employ: Government	13%	(15)	18%	(21)	27%	(32)	42%	(49)	117
Employ: Self-Employed	14%	(25)	18%	(33)	19%	(35)	48%	(87)	179
Employ: Homemaker	6%	(11)	21%	(39)	17%	(30)	56%	(103)	183
Employ: Student	10%	(7)	19%	(13)	22%	(15)	48%	(32)	66
Employ: Retired	2%	(13)	11%	(62)	16%	(88)	71%	(391)	554
Employ: Unemployed	9%	(25)	24%	(63)	22%	(57)	45%	(118)	263
Employ: Other	3%	(4)	19%	(27)	23%	(34)	56%	(81)	146
Military HH: Yes	8%	(29)	19%	(71)	14%	(52)	59%	(220)	372
Military HH: No	8%	(152)	20%	(372)	20%	(366)	51%	(939)	1828
RD/WT: Right Direction	12%	(111)	23%	(209)	19%	(168)	46%	(414)	901
RD/WT: Wrong Track	5%	(70)	18%	(233)	19%	(250)	57%	(745)	1299
Biden Job Approve	12%	(128)	24%	(250)	18%	(189)	46%	(483)	1051
Biden Job Disapprove	4%	(44)	16%	(167)	21%	(210)	59%	(598)	1019
Biden Job Strongly Approve	18%	(93)	24%	(123)	16%	(79)	42%	(211)	506
Biden Job Somewhat Approve	6%	(35)	23%	(127)	20%	(110)	50%	(273)	545
Biden Job Somewhat Disapprove	5%	(14)	21%	(59)	28%	(79)	46%	(132)	285
Biden Job Strongly Disapprove	4%	(30)	15%	(107)	18%	(131)	63%	(466)	734

Continued on next page

Table MCEN7_12: *How excited are you to see movies and shows with the following characters?*
Eros

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	8%	(181)	20%	(442)	19%	(418)	53%	(1159)	2200
Favorable of Biden	12%	(127)	23%	(244)	18%	(192)	46%	(487)	1050
Unfavorable of Biden	5%	(47)	17%	(173)	21%	(213)	58%	(589)	1022
Very Favorable of Biden	18%	(96)	21%	(112)	17%	(92)	43%	(226)	526
Somewhat Favorable of Biden	6%	(30)	25%	(132)	19%	(101)	50%	(261)	524
Somewhat Unfavorable of Biden	5%	(13)	21%	(53)	27%	(68)	46%	(113)	247
Very Unfavorable of Biden	4%	(34)	16%	(120)	19%	(145)	61%	(476)	775
#1 Issue: Economy	7%	(65)	22%	(197)	19%	(168)	51%	(449)	880
#1 Issue: Security	8%	(23)	16%	(46)	14%	(40)	62%	(177)	286
#1 Issue: Health Care	15%	(38)	19%	(50)	21%	(55)	45%	(119)	262
#1 Issue: Medicare / Social Security	3%	(8)	12%	(35)	20%	(55)	65%	(185)	283
#1 Issue: Women's Issues	11%	(15)	27%	(37)	23%	(32)	39%	(53)	137
#1 Issue: Education	13%	(14)	22%	(23)	26%	(27)	38%	(40)	104
#1 Issue: Energy	11%	(16)	22%	(30)	18%	(24)	50%	(69)	139
#1 Issue: Other	2%	(2)	22%	(24)	14%	(16)	61%	(66)	108
2020 Vote: Joe Biden	12%	(118)	23%	(231)	19%	(195)	46%	(466)	1011
2020 Vote: Donald Trump	5%	(35)	19%	(130)	16%	(112)	60%	(419)	695
2020 Vote: Other	3%	(2)	9%	(5)	21%	(13)	67%	(40)	60
2020 Vote: Didn't Vote	6%	(26)	18%	(76)	23%	(97)	54%	(231)	431
2018 House Vote: Democrat	11%	(84)	22%	(170)	19%	(148)	49%	(380)	782
2018 House Vote: Republican	5%	(31)	20%	(111)	17%	(95)	58%	(332)	569
2018 House Vote: Someone else	4%	(2)	16%	(9)	24%	(14)	56%	(31)	56
2016 Vote: Hillary Clinton	10%	(75)	24%	(167)	19%	(133)	47%	(337)	712
2016 Vote: Donald Trump	6%	(39)	18%	(112)	17%	(108)	59%	(367)	626
2016 Vote: Other	3%	(4)	11%	(14)	22%	(27)	63%	(78)	123
2016 Vote: Didn't Vote	9%	(64)	20%	(148)	20%	(150)	51%	(377)	738
Voted in 2014: Yes	8%	(99)	19%	(235)	19%	(230)	54%	(659)	1222
Voted in 2014: No	8%	(82)	21%	(208)	19%	(188)	51%	(500)	978
4-Region: Northeast	9%	(35)	22%	(87)	17%	(67)	52%	(204)	394
4-Region: Midwest	5%	(23)	16%	(75)	22%	(103)	56%	(261)	462
4-Region: South	10%	(79)	21%	(170)	20%	(163)	50%	(413)	824
4-Region: West	8%	(44)	21%	(110)	16%	(85)	54%	(282)	520

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Table MCEN7_12: *How excited are you to see movies and shows with the following characters?*
Eros

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	8%	(181)	20%	(442)	19%	(418)	53%	(1159)	2200
Marvel Comics Fans	13%	(170)	30%	(389)	25%	(321)	32%	(416)	1296
Avid Marvel Comics Fans	27%	(117)	37%	(163)	21%	(92)	16%	(69)	440
Casual Marvel Comics Fans	6%	(52)	26%	(227)	27%	(229)	41%	(347)	855
Marvel TV/Movies Fans	12%	(171)	28%	(401)	24%	(336)	36%	(510)	1419
Avid Marvel TV/Movies Fans	26%	(110)	34%	(142)	18%	(75)	22%	(94)	422
Casual Marvel TV/Movies Fans	6%	(61)	26%	(259)	26%	(261)	42%	(416)	997
Fans of Anything Marvel	11%	(175)	28%	(428)	24%	(363)	37%	(559)	1526
Avid Fans of Anything Marvel	22%	(144)	37%	(239)	21%	(133)	20%	(126)	642
Casual Fans of Anything Marvel	6%	(71)	25%	(274)	25%	(277)	44%	(486)	1107

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

Table MCEN7_13: *How excited are you to see movies and shows with the following characters?*
Ms. Marvel

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	15%	(323)	24%	(528)	16%	(362)	45%	(987)	2200
Gender: Male	18%	(187)	25%	(261)	17%	(185)	40%	(428)	1062
Gender: Female	12%	(135)	23%	(267)	16%	(177)	49%	(559)	1138
Age: 18-34	22%	(142)	36%	(233)	15%	(96)	28%	(184)	655
Age: 35-44	22%	(77)	31%	(111)	17%	(59)	31%	(110)	358
Age: 45-64	12%	(90)	17%	(131)	19%	(143)	52%	(388)	751
Age: 65+	3%	(14)	12%	(53)	15%	(65)	70%	(305)	436
GenZers: 1997-2012	11%	(18)	41%	(69)	17%	(28)	31%	(53)	169
Millennials: 1981-1996	25%	(181)	34%	(242)	15%	(110)	26%	(185)	718
GenXers: 1965-1980	17%	(85)	22%	(113)	17%	(87)	44%	(222)	507
Baby Boomers: 1946-1964	5%	(39)	13%	(96)	18%	(127)	64%	(458)	720
PID: Dem (no lean)	21%	(180)	25%	(220)	16%	(141)	38%	(332)	872
PID: Ind (no lean)	13%	(88)	22%	(152)	18%	(124)	47%	(328)	693
PID: Rep (no lean)	9%	(56)	25%	(156)	15%	(97)	51%	(327)	635
PID/Gender: Dem Men	27%	(117)	27%	(114)	16%	(68)	30%	(128)	428
PID/Gender: Dem Women	14%	(62)	24%	(105)	16%	(73)	46%	(204)	445
PID/Gender: Ind Men	13%	(39)	23%	(72)	20%	(62)	44%	(133)	306
PID/Gender: Ind Women	13%	(48)	21%	(81)	16%	(62)	50%	(195)	386
PID/Gender: Rep Men	9%	(31)	23%	(75)	17%	(55)	51%	(166)	328
PID/Gender: Rep Women	8%	(25)	26%	(81)	14%	(42)	52%	(160)	307
Ideo: Liberal (1-3)	21%	(137)	25%	(167)	16%	(107)	37%	(246)	657
Ideo: Moderate (4)	13%	(84)	26%	(163)	20%	(127)	41%	(258)	632
Ideo: Conservative (5-7)	10%	(68)	22%	(148)	14%	(94)	54%	(369)	679
Educ: < College	14%	(217)	23%	(351)	17%	(252)	46%	(692)	1512
Educ: Bachelors degree	13%	(60)	27%	(121)	17%	(75)	42%	(188)	444
Educ: Post-grad	19%	(46)	23%	(55)	15%	(36)	44%	(107)	244
Income: Under 50k	14%	(162)	25%	(297)	16%	(195)	45%	(540)	1194
Income: 50k-100k	13%	(89)	23%	(154)	17%	(114)	47%	(317)	675
Income: 100k+	22%	(72)	23%	(77)	16%	(53)	39%	(129)	331
Ethnicity: White	14%	(238)	23%	(392)	16%	(270)	48%	(822)	1722
Ethnicity: Hispanic	22%	(76)	28%	(99)	14%	(49)	36%	(125)	349
Ethnicity: Black	19%	(52)	30%	(83)	22%	(60)	29%	(79)	274

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Table MCEN7_13: *How excited are you to see movies and shows with the following characters?*
Ms. Marvel

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	15%	(323)	24%	(528)	16%	(362)	45%	(987)	2200
Ethnicity: Other	16%	(33)	26%	(52)	16%	(32)	43%	(87)	204
All Christian	14%	(139)	24%	(233)	16%	(157)	46%	(459)	987
All Non-Christian	20%	(25)	29%	(36)	19%	(24)	32%	(40)	124
Atheist	17%	(18)	21%	(23)	24%	(26)	37%	(40)	107
Agnostic/Nothing in particular	14%	(92)	22%	(141)	16%	(102)	48%	(306)	642
Something Else	14%	(48)	28%	(95)	16%	(54)	42%	(143)	340
Religious Non-Protestant/Catholic	19%	(28)	25%	(37)	22%	(33)	34%	(50)	147
Evangelical	18%	(103)	26%	(147)	14%	(78)	42%	(234)	562
Non-Evangelical	11%	(76)	24%	(172)	17%	(120)	49%	(347)	714
Community: Urban	21%	(143)	27%	(184)	16%	(105)	36%	(239)	671
Community: Suburban	13%	(126)	22%	(214)	16%	(153)	50%	(489)	983
Community: Rural	10%	(53)	24%	(130)	19%	(104)	47%	(259)	546
Employ: Private Sector	20%	(137)	29%	(203)	15%	(102)	36%	(249)	691
Employ: Government	16%	(19)	21%	(25)	29%	(34)	33%	(39)	117
Employ: Self-Employed	15%	(27)	30%	(53)	18%	(33)	37%	(66)	179
Employ: Homemaker	18%	(33)	23%	(42)	12%	(21)	48%	(87)	183
Employ: Student	3%	(2)	37%	(25)	19%	(13)	40%	(27)	66
Employ: Retired	6%	(31)	14%	(79)	15%	(85)	65%	(359)	554
Employ: Unemployed	21%	(56)	25%	(67)	17%	(46)	36%	(94)	263
Employ: Other	11%	(17)	24%	(36)	19%	(28)	45%	(66)	146
Military HH: Yes	15%	(55)	19%	(72)	16%	(60)	49%	(183)	372
Military HH: No	15%	(268)	25%	(455)	17%	(302)	44%	(804)	1828
RD/WT: Right Direction	21%	(192)	26%	(230)	16%	(142)	37%	(337)	901
RD/WT: Wrong Track	10%	(131)	23%	(298)	17%	(220)	50%	(650)	1299
Biden Job Approve	21%	(221)	25%	(264)	16%	(171)	38%	(395)	1051
Biden Job Disapprove	9%	(90)	22%	(225)	17%	(172)	52%	(533)	1019
Biden Job Strongly Approve	24%	(123)	27%	(135)	13%	(66)	36%	(182)	506
Biden Job Somewhat Approve	18%	(99)	24%	(129)	19%	(104)	39%	(213)	545
Biden Job Somewhat Disapprove	10%	(30)	26%	(75)	22%	(64)	41%	(117)	285
Biden Job Strongly Disapprove	8%	(60)	20%	(150)	15%	(108)	57%	(416)	734

Continued on next page

Table MCEN7_13: *How excited are you to see movies and shows with the following characters?*
Ms. Marvel

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	15%	(323)	24%	(528)	16%	(362)	45%	(987)	2200
Favorable of Biden	20%	(211)	24%	(257)	16%	(170)	39%	(413)	1050
Unfavorable of Biden	10%	(102)	24%	(240)	17%	(169)	50%	(510)	1022
Very Favorable of Biden	24%	(129)	24%	(126)	14%	(74)	37%	(197)	526
Somewhat Favorable of Biden	16%	(82)	25%	(131)	18%	(96)	41%	(216)	524
Somewhat Unfavorable of Biden	13%	(33)	31%	(76)	20%	(50)	36%	(89)	247
Very Unfavorable of Biden	9%	(69)	21%	(165)	15%	(119)	54%	(421)	775
#1 Issue: Economy	16%	(138)	25%	(219)	17%	(151)	42%	(371)	880
#1 Issue: Security	11%	(31)	20%	(57)	16%	(45)	53%	(153)	286
#1 Issue: Health Care	23%	(59)	23%	(61)	15%	(39)	40%	(104)	262
#1 Issue: Medicare / Social Security	8%	(22)	15%	(42)	20%	(56)	58%	(163)	283
#1 Issue: Women's Issues	20%	(28)	34%	(46)	14%	(20)	32%	(43)	137
#1 Issue: Education	11%	(12)	42%	(44)	22%	(23)	25%	(26)	104
#1 Issue: Energy	18%	(25)	25%	(34)	12%	(16)	46%	(63)	139
#1 Issue: Other	7%	(7)	22%	(24)	12%	(13)	59%	(64)	108
2020 Vote: Joe Biden	19%	(196)	24%	(246)	17%	(170)	39%	(398)	1011
2020 Vote: Donald Trump	9%	(61)	23%	(160)	15%	(102)	53%	(372)	695
2020 Vote: Other	11%	(7)	12%	(7)	18%	(11)	59%	(36)	60
2020 Vote: Didn't Vote	14%	(59)	26%	(113)	19%	(80)	42%	(179)	431
2018 House Vote: Democrat	20%	(153)	22%	(171)	16%	(129)	42%	(329)	782
2018 House Vote: Republican	9%	(54)	24%	(138)	15%	(85)	51%	(292)	569
2018 House Vote: Someone else	14%	(8)	20%	(11)	20%	(11)	46%	(26)	56
2016 Vote: Hillary Clinton	20%	(144)	23%	(166)	15%	(107)	41%	(294)	712
2016 Vote: Donald Trump	9%	(56)	21%	(133)	18%	(112)	52%	(323)	626
2016 Vote: Other	11%	(14)	16%	(20)	20%	(24)	53%	(65)	123
2016 Vote: Didn't Vote	15%	(109)	28%	(207)	16%	(118)	41%	(304)	738
Voted in 2014: Yes	16%	(190)	21%	(257)	16%	(198)	47%	(577)	1222
Voted in 2014: No	14%	(133)	28%	(270)	17%	(164)	42%	(410)	978
4-Region: Northeast	16%	(65)	25%	(97)	16%	(62)	43%	(170)	394
4-Region: Midwest	10%	(48)	25%	(113)	17%	(77)	48%	(224)	462
4-Region: South	16%	(135)	22%	(180)	19%	(157)	43%	(353)	824
4-Region: West	14%	(75)	26%	(137)	13%	(67)	46%	(241)	520

Continued on next page

Table MCEN7_13: *How excited are you to see movies and shows with the following characters?*
Ms. Marvel

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	15%	(323)	24%	(528)	16%	(362)	45%	(987)	2200
Marvel Comics Fans	24%	(307)	34%	(440)	20%	(256)	23%	(293)	1296
Avid Marvel Comics Fans	44%	(193)	33%	(146)	13%	(58)	10%	(44)	440
Casual Marvel Comics Fans	13%	(114)	34%	(295)	23%	(198)	29%	(249)	855
Marvel TV/Movies Fans	22%	(308)	33%	(468)	20%	(280)	26%	(363)	1419
Avid Marvel TV/Movies Fans	42%	(178)	31%	(132)	14%	(61)	12%	(51)	422
Casual Marvel TV/Movies Fans	13%	(130)	34%	(336)	22%	(220)	31%	(312)	997
Fans of Anything Marvel	21%	(316)	32%	(495)	20%	(311)	26%	(404)	1526
Avid Fans of Anything Marvel	38%	(242)	35%	(226)	15%	(98)	12%	(76)	642
Casual Fans of Anything Marvel	13%	(140)	33%	(366)	23%	(252)	32%	(350)	1107

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

Table MCEN7_14: *How excited are you to see movies and shows with the following characters?*
Moon Knight

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	10%	(214)	19%	(420)	19%	(412)	52%	(1154)	2200
Gender: Male	14%	(148)	22%	(233)	17%	(176)	48%	(505)	1062
Gender: Female	6%	(66)	16%	(187)	21%	(235)	57%	(650)	1138
Age: 18-34	18%	(119)	29%	(187)	16%	(107)	37%	(243)	655
Age: 35-44	15%	(54)	22%	(79)	23%	(84)	39%	(141)	358
Age: 45-64	5%	(37)	16%	(120)	21%	(154)	59%	(440)	751
Age: 65+	1%	(5)	8%	(34)	15%	(67)	76%	(331)	436
GenZers: 1997-2012	5%	(9)	30%	(51)	20%	(33)	45%	(75)	169
Millennials: 1981-1996	21%	(152)	27%	(190)	18%	(132)	34%	(243)	718
GenXers: 1965-1980	7%	(37)	20%	(103)	21%	(107)	51%	(260)	507
Baby Boomers: 1946-1964	2%	(16)	10%	(72)	18%	(128)	70%	(505)	720
PID: Dem (no lean)	15%	(127)	21%	(179)	19%	(166)	46%	(400)	872
PID: Ind (no lean)	6%	(38)	20%	(137)	20%	(137)	55%	(380)	693
PID: Rep (no lean)	8%	(49)	16%	(104)	17%	(108)	59%	(374)	635
PID/Gender: Dem Men	22%	(95)	25%	(105)	16%	(69)	37%	(159)	428
PID/Gender: Dem Women	7%	(32)	17%	(74)	22%	(97)	54%	(241)	445
PID/Gender: Ind Men	7%	(23)	24%	(74)	17%	(52)	51%	(157)	306
PID/Gender: Ind Women	4%	(16)	16%	(63)	22%	(84)	58%	(223)	386
PID/Gender: Rep Men	9%	(31)	16%	(53)	17%	(55)	58%	(189)	328
PID/Gender: Rep Women	6%	(18)	16%	(50)	17%	(53)	60%	(185)	307
Ideo: Liberal (1-3)	14%	(92)	21%	(138)	20%	(132)	45%	(295)	657
Ideo: Moderate (4)	10%	(62)	20%	(126)	22%	(139)	48%	(304)	632
Ideo: Conservative (5-7)	7%	(47)	15%	(103)	15%	(105)	63%	(425)	679
Educ: < College	9%	(130)	19%	(287)	19%	(281)	54%	(815)	1512
Educ: Bachelors degree	11%	(48)	20%	(89)	21%	(91)	49%	(216)	444
Educ: Post-grad	15%	(37)	18%	(45)	16%	(40)	50%	(123)	244
Income: Under 50k	9%	(103)	20%	(239)	19%	(227)	52%	(625)	1194
Income: 50k-100k	8%	(54)	17%	(113)	18%	(124)	57%	(384)	675
Income: 100k+	17%	(57)	21%	(68)	18%	(61)	44%	(144)	331
Ethnicity: White	10%	(166)	18%	(313)	19%	(321)	54%	(922)	1722
Ethnicity: Hispanic	14%	(48)	23%	(81)	15%	(53)	48%	(167)	349
Ethnicity: Black	12%	(32)	26%	(70)	19%	(51)	44%	(121)	274

Continued on next page

Table MCEN7_14: *How excited are you to see movies and shows with the following characters?*
Moon Knight

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	10%	(214)	19%	(420)	19%	(412)	52%	(1154)	2200
Ethnicity: Other	8%	(16)	18%	(37)	19%	(40)	54%	(111)	204
All Christian	10%	(101)	18%	(174)	19%	(185)	53%	(527)	987
All Non-Christian	19%	(24)	25%	(31)	15%	(19)	41%	(50)	124
Atheist	4%	(4)	23%	(25)	25%	(27)	47%	(51)	107
Agnostic/Nothing in particular	8%	(49)	20%	(129)	16%	(103)	56%	(361)	642
Something Else	10%	(36)	18%	(62)	23%	(77)	49%	(166)	340
Religious Non-Protestant/Catholic	16%	(24)	26%	(38)	15%	(23)	43%	(63)	147
Evangelical	14%	(78)	19%	(109)	18%	(98)	49%	(277)	562
Non-Evangelical	8%	(56)	16%	(114)	22%	(155)	55%	(390)	714
Community: Urban	16%	(109)	23%	(152)	17%	(114)	44%	(296)	671
Community: Suburban	8%	(75)	17%	(164)	20%	(195)	56%	(549)	983
Community: Rural	6%	(30)	19%	(104)	19%	(103)	57%	(309)	546
Employ: Private Sector	15%	(102)	22%	(154)	19%	(134)	43%	(301)	691
Employ: Government	14%	(16)	24%	(28)	24%	(28)	39%	(45)	117
Employ: Self-Employed	15%	(26)	17%	(31)	20%	(36)	48%	(86)	179
Employ: Homemaker	7%	(12)	18%	(33)	19%	(35)	56%	(103)	183
Employ: Student	5%	(3)	27%	(18)	24%	(16)	45%	(30)	66
Employ: Retired	2%	(12)	12%	(65)	16%	(86)	71%	(391)	554
Employ: Unemployed	13%	(35)	26%	(68)	17%	(43)	44%	(117)	263
Employ: Other	6%	(8)	16%	(23)	22%	(33)	56%	(82)	146
Military HH: Yes	11%	(40)	16%	(61)	15%	(57)	58%	(214)	372
Military HH: No	10%	(174)	20%	(359)	19%	(355)	51%	(940)	1828
RD/WT: Right Direction	15%	(131)	22%	(199)	18%	(166)	45%	(406)	901
RD/WT: Wrong Track	6%	(83)	17%	(221)	19%	(246)	58%	(749)	1299
Biden Job Approve	14%	(151)	22%	(234)	18%	(194)	45%	(472)	1051
Biden Job Disapprove	5%	(55)	16%	(164)	19%	(196)	59%	(605)	1019
Biden Job Strongly Approve	19%	(96)	23%	(118)	15%	(77)	43%	(216)	506
Biden Job Somewhat Approve	10%	(55)	21%	(116)	22%	(117)	47%	(256)	545
Biden Job Somewhat Disapprove	7%	(19)	19%	(55)	24%	(69)	50%	(142)	285
Biden Job Strongly Disapprove	5%	(36)	15%	(109)	17%	(127)	63%	(463)	734

Continued on next page

Table MCEN7_14: *How excited are you to see movies and shows with the following characters?*
Moon Knight

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	10%	(214)	19%	(420)	19%	(412)	52%	(1154)	2200
Favorable of Biden	14%	(145)	22%	(229)	18%	(193)	46%	(483)	1050
Unfavorable of Biden	6%	(64)	17%	(170)	19%	(193)	58%	(595)	1022
Very Favorable of Biden	19%	(99)	21%	(111)	16%	(84)	44%	(232)	526
Somewhat Favorable of Biden	9%	(47)	22%	(118)	21%	(108)	48%	(251)	524
Somewhat Unfavorable of Biden	8%	(21)	21%	(53)	22%	(54)	48%	(120)	247
Very Unfavorable of Biden	6%	(43)	15%	(117)	18%	(139)	61%	(476)	775
#1 Issue: Economy	10%	(88)	21%	(189)	18%	(160)	50%	(443)	880
#1 Issue: Security	10%	(27)	14%	(40)	16%	(46)	61%	(173)	286
#1 Issue: Health Care	16%	(42)	22%	(58)	17%	(46)	44%	(117)	262
#1 Issue: Medicare / Social Security	3%	(9)	12%	(34)	17%	(49)	68%	(192)	283
#1 Issue: Women's Issues	12%	(16)	19%	(26)	31%	(43)	38%	(52)	137
#1 Issue: Education	8%	(9)	32%	(33)	24%	(25)	36%	(38)	104
#1 Issue: Energy	16%	(22)	13%	(18)	21%	(29)	50%	(70)	139
#1 Issue: Other	1%	(2)	20%	(22)	14%	(15)	64%	(69)	108
2020 Vote: Joe Biden	14%	(138)	20%	(205)	19%	(192)	47%	(476)	1011
2020 Vote: Donald Trump	6%	(43)	16%	(115)	18%	(122)	60%	(416)	695
2020 Vote: Other	7%	(4)	13%	(8)	18%	(11)	61%	(37)	60
2020 Vote: Didn't Vote	7%	(30)	21%	(92)	20%	(86)	52%	(222)	431
2018 House Vote: Democrat	12%	(96)	21%	(161)	18%	(143)	49%	(383)	782
2018 House Vote: Republican	6%	(37)	16%	(92)	19%	(106)	59%	(334)	569
2018 House Vote: Someone else	8%	(4)	22%	(13)	16%	(9)	54%	(30)	56
2016 Vote: Hillary Clinton	12%	(85)	21%	(151)	19%	(134)	48%	(343)	712
2016 Vote: Donald Trump	8%	(49)	16%	(100)	18%	(112)	58%	(364)	626
2016 Vote: Other	7%	(9)	16%	(20)	15%	(19)	62%	(76)	123
2016 Vote: Didn't Vote	10%	(72)	20%	(148)	20%	(147)	50%	(371)	738
Voted in 2014: Yes	10%	(125)	17%	(212)	18%	(223)	54%	(662)	1222
Voted in 2014: No	9%	(89)	21%	(208)	19%	(189)	50%	(492)	978
4-Region: Northeast	13%	(49)	23%	(90)	14%	(56)	50%	(198)	394
4-Region: Midwest	7%	(32)	18%	(83)	20%	(94)	55%	(254)	462
4-Region: South	10%	(82)	19%	(159)	20%	(169)	50%	(415)	824
4-Region: West	10%	(50)	17%	(90)	18%	(93)	55%	(288)	520

Continued on next page

Table MCEN7_14: *How excited are you to see movies and shows with the following characters?*
Moon Knight

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	10%	(214)	19%	(420)	19%	(412)	52%	(1154)	2200
Marvel Comics Fans	16%	(204)	28%	(368)	24%	(305)	32%	(418)	1296
Avid Marvel Comics Fans	32%	(140)	32%	(140)	18%	(79)	19%	(82)	440
Casual Marvel Comics Fans	8%	(65)	27%	(229)	26%	(227)	39%	(336)	855
Marvel TV/Movies Fans	15%	(207)	26%	(374)	24%	(336)	35%	(501)	1419
Avid Marvel TV/Movies Fans	31%	(130)	30%	(128)	18%	(74)	21%	(90)	422
Casual Marvel TV/Movies Fans	8%	(77)	25%	(246)	26%	(262)	41%	(411)	997
Fans of Anything Marvel	14%	(210)	27%	(406)	24%	(361)	36%	(549)	1526
Avid Fans of Anything Marvel	27%	(172)	32%	(206)	21%	(133)	20%	(130)	642
Casual Fans of Anything Marvel	7%	(79)	26%	(284)	25%	(280)	42%	(464)	1107

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

Table MCEN7_15: *How excited are you to see movies and shows with the following characters?*
She-Hulk

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	14%	(301)	22%	(492)	18%	(391)	46%	(1016)	2200
Gender: Male	19%	(198)	21%	(223)	18%	(196)	42%	(445)	1062
Gender: Female	9%	(102)	24%	(269)	17%	(195)	50%	(571)	1138
Age: 18-34	23%	(153)	31%	(204)	18%	(115)	28%	(183)	655
Age: 35-44	21%	(75)	26%	(92)	21%	(75)	32%	(115)	358
Age: 45-64	9%	(64)	19%	(145)	18%	(138)	54%	(404)	751
Age: 65+	2%	(8)	12%	(51)	14%	(63)	72%	(314)	436
GenZers: 1997-2012	12%	(21)	35%	(60)	20%	(33)	33%	(55)	169
Millennials: 1981-1996	25%	(183)	29%	(209)	20%	(142)	26%	(184)	718
GenXers: 1965-1980	14%	(70)	25%	(124)	16%	(79)	46%	(234)	507
Baby Boomers: 1946-1964	4%	(27)	13%	(94)	18%	(129)	65%	(470)	720
PID: Dem (no lean)	19%	(165)	26%	(225)	15%	(133)	40%	(350)	872
PID: Ind (no lean)	11%	(74)	21%	(145)	21%	(147)	47%	(326)	693
PID: Rep (no lean)	10%	(63)	19%	(122)	17%	(110)	54%	(340)	635
PID/Gender: Dem Men	28%	(122)	25%	(108)	13%	(54)	34%	(144)	428
PID/Gender: Dem Women	10%	(43)	26%	(117)	18%	(80)	46%	(205)	445
PID/Gender: Ind Men	12%	(36)	22%	(66)	25%	(76)	42%	(129)	306
PID/Gender: Ind Women	10%	(38)	21%	(79)	18%	(71)	51%	(198)	386
PID/Gender: Rep Men	12%	(41)	15%	(49)	20%	(66)	52%	(172)	328
PID/Gender: Rep Women	7%	(22)	24%	(73)	14%	(44)	55%	(168)	307
Ideo: Liberal (1-3)	17%	(114)	26%	(173)	18%	(118)	38%	(253)	657
Ideo: Moderate (4)	14%	(88)	25%	(159)	19%	(122)	41%	(262)	632
Ideo: Conservative (5-7)	11%	(74)	16%	(112)	16%	(109)	57%	(385)	679
Educ: < College	13%	(201)	22%	(336)	17%	(263)	47%	(712)	1512
Educ: Bachelors degree	13%	(57)	25%	(112)	19%	(85)	43%	(190)	444
Educ: Post-grad	18%	(43)	18%	(44)	18%	(44)	47%	(114)	244
Income: Under 50k	13%	(155)	24%	(289)	17%	(209)	45%	(542)	1194
Income: 50k-100k	11%	(76)	20%	(135)	18%	(122)	51%	(342)	675
Income: 100k+	21%	(70)	21%	(68)	18%	(61)	40%	(132)	331
Ethnicity: White	13%	(218)	22%	(372)	17%	(300)	48%	(832)	1722
Ethnicity: Hispanic	20%	(68)	23%	(81)	19%	(65)	39%	(135)	349
Ethnicity: Black	21%	(56)	24%	(67)	18%	(49)	37%	(102)	274

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Table MCEN7_15: *How excited are you to see movies and shows with the following characters?*
She-Hulk

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	14%	(301)	22%	(492)	18%	(391)	46%	(1016)	2200
Ethnicity: Other	13%	(26)	26%	(54)	21%	(42)	40%	(81)	204
All Christian	12%	(119)	22%	(217)	18%	(181)	48%	(470)	987
All Non-Christian	21%	(26)	27%	(33)	20%	(25)	33%	(41)	124
Atheist	16%	(17)	26%	(27)	17%	(18)	42%	(44)	107
Agnostic/Nothing in particular	15%	(95)	21%	(136)	16%	(106)	48%	(306)	642
Something Else	13%	(45)	23%	(79)	18%	(61)	46%	(155)	340
Religious Non-Protestant/Catholic	17%	(26)	27%	(39)	20%	(30)	35%	(52)	147
Evangelical	17%	(94)	22%	(125)	18%	(99)	43%	(244)	562
Non-Evangelical	9%	(64)	22%	(157)	19%	(136)	50%	(357)	714
Community: Urban	22%	(147)	24%	(161)	16%	(108)	38%	(255)	671
Community: Suburban	11%	(105)	23%	(225)	17%	(168)	49%	(485)	983
Community: Rural	9%	(49)	19%	(106)	21%	(116)	50%	(276)	546
Employ: Private Sector	19%	(129)	27%	(188)	17%	(117)	37%	(256)	691
Employ: Government	18%	(22)	20%	(23)	26%	(30)	36%	(42)	117
Employ: Self-Employed	12%	(22)	26%	(46)	23%	(41)	39%	(70)	179
Employ: Homemaker	15%	(28)	23%	(42)	16%	(30)	46%	(84)	183
Employ: Student	9%	(6)	27%	(18)	15%	(10)	48%	(32)	66
Employ: Retired	4%	(24)	13%	(71)	15%	(85)	68%	(374)	554
Employ: Unemployed	20%	(52)	26%	(68)	20%	(52)	35%	(91)	263
Employ: Other	13%	(19)	25%	(36)	18%	(26)	45%	(66)	146
Military HH: Yes	13%	(47)	18%	(66)	18%	(68)	51%	(191)	372
Military HH: No	14%	(254)	23%	(427)	18%	(323)	45%	(825)	1828
RD/WT: Right Direction	19%	(169)	26%	(230)	16%	(148)	39%	(354)	901
RD/WT: Wrong Track	10%	(132)	20%	(262)	19%	(243)	51%	(662)	1299
Biden Job Approve	19%	(199)	25%	(264)	17%	(180)	39%	(408)	1051
Biden Job Disapprove	9%	(93)	19%	(198)	18%	(182)	54%	(545)	1019
Biden Job Strongly Approve	22%	(112)	23%	(116)	16%	(82)	39%	(195)	506
Biden Job Somewhat Approve	16%	(87)	27%	(148)	18%	(97)	39%	(212)	545
Biden Job Somewhat Disapprove	11%	(31)	26%	(75)	20%	(58)	42%	(121)	285
Biden Job Strongly Disapprove	8%	(62)	17%	(123)	17%	(124)	58%	(424)	734

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Table MCEN7_15: *How excited are you to see movies and shows with the following characters?*
She-Hulk

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	14%	(301)	22%	(492)	18%	(391)	46%	(1016)	2200
Favorable of Biden	18%	(191)	26%	(271)	16%	(173)	39%	(415)	1050
Unfavorable of Biden	10%	(103)	19%	(197)	18%	(184)	53%	(537)	1022
Very Favorable of Biden	23%	(121)	22%	(115)	16%	(84)	39%	(206)	526
Somewhat Favorable of Biden	13%	(70)	30%	(156)	17%	(89)	40%	(209)	524
Somewhat Unfavorable of Biden	14%	(35)	25%	(61)	20%	(49)	41%	(101)	247
Very Unfavorable of Biden	9%	(68)	18%	(136)	17%	(135)	56%	(436)	775
#1 Issue: Economy	15%	(133)	23%	(200)	18%	(158)	44%	(389)	880
#1 Issue: Security	10%	(28)	19%	(54)	15%	(44)	56%	(160)	286
#1 Issue: Health Care	20%	(53)	23%	(61)	17%	(44)	40%	(104)	262
#1 Issue: Medicare / Social Security	5%	(15)	15%	(43)	17%	(47)	63%	(177)	283
#1 Issue: Women's Issues	14%	(19)	41%	(55)	19%	(25)	27%	(37)	137
#1 Issue: Education	17%	(18)	23%	(24)	29%	(31)	30%	(31)	104
#1 Issue: Energy	19%	(27)	21%	(29)	18%	(25)	42%	(58)	139
#1 Issue: Other	7%	(8)	23%	(25)	15%	(16)	54%	(59)	108
2020 Vote: Joe Biden	17%	(176)	26%	(265)	16%	(160)	41%	(410)	1011
2020 Vote: Donald Trump	9%	(63)	18%	(126)	18%	(126)	55%	(381)	695
2020 Vote: Other	7%	(4)	20%	(12)	21%	(13)	52%	(31)	60
2020 Vote: Didn't Vote	13%	(58)	21%	(90)	21%	(91)	45%	(192)	431
2018 House Vote: Democrat	18%	(139)	23%	(183)	15%	(120)	44%	(341)	782
2018 House Vote: Republican	10%	(54)	18%	(100)	19%	(108)	54%	(307)	569
2018 House Vote: Someone else	10%	(6)	30%	(17)	13%	(7)	47%	(27)	56
2016 Vote: Hillary Clinton	20%	(141)	23%	(164)	14%	(102)	43%	(304)	712
2016 Vote: Donald Trump	10%	(60)	18%	(113)	19%	(118)	54%	(335)	626
2016 Vote: Other	9%	(11)	25%	(30)	12%	(15)	55%	(67)	123
2016 Vote: Didn't Vote	12%	(88)	25%	(185)	21%	(155)	42%	(309)	738
Voted in 2014: Yes	14%	(175)	20%	(243)	16%	(200)	49%	(605)	1222
Voted in 2014: No	13%	(126)	26%	(250)	20%	(191)	42%	(411)	978
4-Region: Northeast	18%	(71)	22%	(87)	14%	(54)	46%	(181)	394
4-Region: Midwest	11%	(52)	21%	(98)	19%	(86)	49%	(226)	462
4-Region: South	14%	(117)	22%	(180)	19%	(160)	44%	(367)	824
4-Region: West	12%	(60)	24%	(127)	18%	(91)	47%	(242)	520

Continued on next page

Table MCEN7_15: *How excited are you to see movies and shows with the following characters?*
She-Hulk

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	14%	(301)	22%	(492)	18%	(391)	46%	(1016)	2200
Marvel Comics Fans	22%	(288)	32%	(410)	21%	(272)	25%	(326)	1296
Avid Marvel Comics Fans	43%	(190)	30%	(133)	13%	(59)	13%	(58)	440
Casual Marvel Comics Fans	12%	(99)	32%	(276)	25%	(213)	31%	(268)	855
Marvel TV/Movies Fans	20%	(287)	30%	(429)	22%	(308)	28%	(395)	1419
Avid Marvel TV/Movies Fans	40%	(169)	32%	(135)	13%	(55)	15%	(62)	422
Casual Marvel TV/Movies Fans	12%	(117)	29%	(293)	25%	(253)	33%	(333)	997
Fans of Anything Marvel	19%	(296)	30%	(458)	22%	(337)	29%	(436)	1526
Avid Fans of Anything Marvel	36%	(233)	31%	(199)	19%	(119)	14%	(90)	642
Casual Fans of Anything Marvel	12%	(129)	30%	(334)	24%	(268)	34%	(377)	1107

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

Table MCEN7_16: *How excited are you to see movies and shows with the following characters?*
Ironheart

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	11%	(232)	21%	(455)	19%	(428)	49%	(1085)	2200
Gender: Male	13%	(139)	21%	(226)	21%	(222)	45%	(475)	1062
Gender: Female	8%	(93)	20%	(229)	18%	(206)	54%	(611)	1138
Age: 18-34	18%	(117)	29%	(188)	21%	(136)	33%	(214)	655
Age: 35-44	18%	(63)	24%	(84)	20%	(73)	39%	(138)	358
Age: 45-64	6%	(43)	18%	(137)	20%	(151)	56%	(419)	751
Age: 65+	2%	(9)	10%	(45)	16%	(68)	72%	(314)	436
GenZers: 1997-2012	9%	(15)	32%	(54)	25%	(42)	34%	(58)	169
Millennials: 1981-1996	21%	(153)	26%	(189)	20%	(142)	33%	(234)	718
GenXers: 1965-1980	8%	(43)	20%	(103)	22%	(114)	49%	(248)	507
Baby Boomers: 1946-1964	3%	(22)	15%	(105)	17%	(121)	66%	(473)	720
PID: Dem (no lean)	17%	(152)	22%	(189)	19%	(162)	42%	(370)	872
PID: Ind (no lean)	4%	(30)	21%	(147)	22%	(153)	52%	(363)	693
PID: Rep (no lean)	8%	(50)	19%	(119)	18%	(113)	56%	(353)	635
PID/Gender: Dem Men	24%	(102)	24%	(102)	19%	(81)	33%	(142)	428
PID/Gender: Dem Women	11%	(50)	19%	(87)	18%	(81)	51%	(227)	445
PID/Gender: Ind Men	4%	(12)	20%	(62)	26%	(81)	50%	(152)	306
PID/Gender: Ind Women	5%	(19)	22%	(85)	19%	(72)	54%	(210)	386
PID/Gender: Rep Men	8%	(25)	19%	(63)	18%	(60)	55%	(180)	328
PID/Gender: Rep Women	8%	(25)	18%	(57)	17%	(53)	56%	(173)	307
Ideo: Liberal (1-3)	14%	(93)	21%	(138)	23%	(152)	42%	(274)	657
Ideo: Moderate (4)	10%	(63)	23%	(147)	20%	(129)	46%	(293)	632
Ideo: Conservative (5-7)	9%	(59)	18%	(121)	15%	(102)	58%	(397)	679
Educ: < College	9%	(142)	21%	(315)	19%	(292)	50%	(763)	1512
Educ: Bachelors degree	10%	(45)	21%	(95)	22%	(98)	46%	(206)	444
Educ: Post-grad	18%	(44)	18%	(45)	15%	(38)	48%	(117)	244
Income: Under 50k	10%	(120)	21%	(255)	19%	(230)	49%	(588)	1194
Income: 50k-100k	9%	(58)	19%	(131)	20%	(134)	52%	(353)	675
Income: 100k+	16%	(54)	21%	(69)	19%	(64)	44%	(144)	331
Ethnicity: White	10%	(180)	20%	(340)	18%	(308)	52%	(894)	1722
Ethnicity: Hispanic	16%	(57)	24%	(83)	19%	(66)	41%	(143)	349
Ethnicity: Black	14%	(39)	26%	(70)	25%	(69)	35%	(97)	274

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Table MCEN7_16: *How excited are you to see movies and shows with the following characters?*
Ironheart

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	11%	(232)	21%	(455)	19%	(428)	49%	(1085)	2200
Ethnicity: Other	7%	(13)	22%	(44)	25%	(51)	46%	(95)	204
All Christian	10%	(101)	22%	(214)	17%	(172)	51%	(500)	987
All Non-Christian	23%	(29)	22%	(27)	19%	(24)	36%	(44)	124
Atheist	3%	(3)	33%	(35)	24%	(26)	41%	(43)	107
Agnostic/Nothing in particular	10%	(66)	17%	(112)	19%	(124)	53%	(340)	642
Something Else	10%	(33)	20%	(67)	24%	(82)	46%	(158)	340
Religious Non-Protestant/Catholic	20%	(29)	21%	(30)	24%	(35)	36%	(53)	147
Evangelical	14%	(80)	23%	(132)	16%	(90)	46%	(260)	562
Non-Evangelical	7%	(51)	20%	(140)	20%	(145)	53%	(378)	714
Community: Urban	17%	(113)	25%	(168)	17%	(116)	41%	(273)	671
Community: Suburban	7%	(70)	19%	(185)	20%	(196)	54%	(532)	983
Community: Rural	9%	(48)	19%	(102)	21%	(116)	51%	(280)	546
Employ: Private Sector	15%	(101)	26%	(182)	19%	(131)	40%	(277)	691
Employ: Government	14%	(16)	18%	(21)	30%	(36)	38%	(45)	117
Employ: Self-Employed	15%	(27)	19%	(34)	21%	(38)	44%	(80)	179
Employ: Homemaker	7%	(12)	26%	(48)	15%	(27)	52%	(96)	183
Employ: Student	4%	(3)	26%	(17)	23%	(15)	47%	(31)	66
Employ: Retired	4%	(22)	12%	(68)	16%	(91)	67%	(373)	554
Employ: Unemployed	16%	(41)	23%	(60)	18%	(46)	44%	(116)	263
Employ: Other	6%	(9)	17%	(25)	30%	(44)	47%	(69)	146
Military HH: Yes	12%	(43)	18%	(67)	16%	(61)	54%	(200)	372
Military HH: No	10%	(188)	21%	(388)	20%	(367)	48%	(885)	1828
RD/WT: Right Direction	16%	(142)	23%	(208)	19%	(175)	42%	(376)	901
RD/WT: Wrong Track	7%	(90)	19%	(247)	19%	(253)	55%	(709)	1299
Biden Job Approve	15%	(160)	24%	(249)	19%	(195)	42%	(446)	1051
Biden Job Disapprove	6%	(63)	18%	(180)	20%	(208)	56%	(568)	1019
Biden Job Strongly Approve	22%	(111)	24%	(123)	16%	(78)	38%	(193)	506
Biden Job Somewhat Approve	9%	(49)	23%	(126)	21%	(117)	46%	(253)	545
Biden Job Somewhat Disapprove	7%	(19)	25%	(71)	27%	(77)	41%	(118)	285
Biden Job Strongly Disapprove	6%	(44)	15%	(109)	18%	(131)	61%	(451)	734

Continued on next page

Table MCEN7_16: *How excited are you to see movies and shows with the following characters?*
Ironheart

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	11%	(232)	21%	(455)	19%	(428)	49%	(1085)	2200
Favorable of Biden	15%	(162)	22%	(236)	18%	(194)	44%	(458)	1050
Unfavorable of Biden	6%	(64)	18%	(187)	21%	(211)	55%	(560)	1022
Very Favorable of Biden	23%	(119)	20%	(107)	16%	(84)	41%	(217)	526
Somewhat Favorable of Biden	8%	(43)	25%	(129)	21%	(110)	46%	(241)	524
Somewhat Unfavorable of Biden	6%	(15)	26%	(65)	28%	(68)	40%	(99)	247
Very Unfavorable of Biden	6%	(49)	16%	(122)	18%	(143)	60%	(461)	775
#1 Issue: Economy	11%	(96)	22%	(193)	19%	(169)	48%	(422)	880
#1 Issue: Security	8%	(23)	17%	(48)	17%	(49)	58%	(165)	286
#1 Issue: Health Care	18%	(46)	19%	(50)	18%	(46)	46%	(120)	262
#1 Issue: Medicare / Social Security	4%	(12)	17%	(48)	18%	(51)	61%	(173)	283
#1 Issue: Women's Issues	13%	(18)	35%	(47)	21%	(29)	31%	(42)	137
#1 Issue: Education	11%	(11)	19%	(20)	37%	(38)	34%	(35)	104
#1 Issue: Energy	14%	(20)	20%	(27)	21%	(29)	45%	(63)	139
#1 Issue: Other	6%	(6)	19%	(21)	15%	(16)	61%	(65)	108
2020 Vote: Joe Biden	15%	(152)	22%	(227)	19%	(192)	44%	(440)	1011
2020 Vote: Donald Trump	6%	(45)	19%	(130)	19%	(131)	56%	(390)	695
2020 Vote: Other	5%	(3)	14%	(9)	16%	(10)	65%	(39)	60
2020 Vote: Didn't Vote	8%	(33)	21%	(89)	22%	(96)	50%	(213)	431
2018 House Vote: Democrat	14%	(110)	21%	(165)	19%	(146)	46%	(361)	782
2018 House Vote: Republican	7%	(41)	19%	(109)	18%	(102)	56%	(317)	569
2018 House Vote: Someone else	4%	(2)	23%	(13)	17%	(10)	56%	(31)	56
2016 Vote: Hillary Clinton	15%	(108)	22%	(159)	17%	(118)	46%	(326)	712
2016 Vote: Donald Trump	6%	(40)	19%	(116)	20%	(125)	55%	(345)	626
2016 Vote: Other	3%	(4)	18%	(22)	21%	(26)	58%	(72)	123
2016 Vote: Didn't Vote	11%	(79)	21%	(156)	22%	(159)	46%	(343)	738
Voted in 2014: Yes	10%	(125)	20%	(241)	19%	(227)	51%	(629)	1222
Voted in 2014: No	11%	(107)	22%	(214)	21%	(201)	47%	(456)	978
4-Region: Northeast	11%	(45)	21%	(81)	16%	(63)	52%	(204)	394
4-Region: Midwest	7%	(33)	18%	(82)	22%	(102)	53%	(246)	462
4-Region: South	12%	(98)	22%	(184)	21%	(169)	45%	(373)	824
4-Region: West	11%	(56)	21%	(108)	18%	(94)	50%	(262)	520

Continued on next page

Table MCEN7_16: *How excited are you to see movies and shows with the following characters?*
Ironheart

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	11%	(232)	21%	(455)	19%	(428)	49%	(1085)	2200
Marvel Comics Fans	17%	(222)	31%	(395)	23%	(302)	29%	(376)	1296
Avid Marvel Comics Fans	35%	(156)	30%	(131)	17%	(75)	18%	(79)	440
Casual Marvel Comics Fans	8%	(66)	31%	(265)	27%	(227)	35%	(298)	855
Marvel TV/Movies Fans	16%	(221)	29%	(414)	24%	(334)	32%	(450)	1419
Avid Marvel TV/Movies Fans	34%	(145)	29%	(123)	16%	(68)	20%	(85)	422
Casual Marvel TV/Movies Fans	8%	(76)	29%	(291)	27%	(266)	37%	(365)	997
Fans of Anything Marvel	15%	(228)	29%	(435)	24%	(362)	33%	(500)	1526
Avid Fans of Anything Marvel	29%	(184)	32%	(203)	19%	(122)	21%	(132)	642
Casual Fans of Anything Marvel	8%	(91)	28%	(313)	26%	(290)	37%	(413)	1107

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

Table MCEN7_17: *How excited are you to see movies and shows with the following characters?*
Blade

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	18%	(390)	24%	(526)	16%	(349)	42%	(935)	2200
Gender: Male	23%	(245)	26%	(272)	16%	(173)	35%	(372)	1062
Gender: Female	13%	(146)	22%	(254)	15%	(176)	49%	(562)	1138
Age: 18-34	29%	(190)	29%	(190)	13%	(88)	29%	(187)	655
Age: 35-44	25%	(91)	30%	(106)	18%	(65)	27%	(96)	358
Age: 45-64	13%	(94)	23%	(170)	18%	(132)	47%	(354)	751
Age: 65+	4%	(16)	14%	(59)	15%	(64)	68%	(297)	436
GenZers: 1997-2012	11%	(18)	39%	(66)	14%	(24)	35%	(60)	169
Millennials: 1981-1996	34%	(242)	27%	(195)	14%	(100)	25%	(182)	718
GenXers: 1965-1980	18%	(91)	25%	(125)	20%	(100)	38%	(192)	507
Baby Boomers: 1946-1964	6%	(40)	19%	(134)	16%	(113)	60%	(434)	720
PID: Dem (no lean)	23%	(205)	24%	(212)	15%	(133)	37%	(323)	872
PID: Ind (no lean)	14%	(95)	23%	(156)	18%	(125)	46%	(316)	693
PID: Rep (no lean)	14%	(91)	25%	(157)	14%	(91)	47%	(296)	635
PID/Gender: Dem Men	31%	(131)	30%	(127)	14%	(60)	26%	(111)	428
PID/Gender: Dem Women	17%	(74)	19%	(86)	16%	(73)	48%	(212)	445
PID/Gender: Ind Men	18%	(56)	21%	(63)	20%	(61)	41%	(127)	306
PID/Gender: Ind Women	10%	(39)	24%	(93)	17%	(64)	49%	(190)	386
PID/Gender: Rep Men	18%	(59)	25%	(82)	16%	(52)	41%	(135)	328
PID/Gender: Rep Women	10%	(32)	24%	(75)	13%	(39)	52%	(161)	307
Ideo: Liberal (1-3)	23%	(152)	25%	(166)	17%	(108)	35%	(231)	657
Ideo: Moderate (4)	19%	(120)	26%	(164)	16%	(103)	39%	(245)	632
Ideo: Conservative (5-7)	12%	(82)	22%	(146)	14%	(96)	52%	(355)	679
Educ: < College	18%	(278)	24%	(359)	15%	(225)	43%	(650)	1512
Educ: Bachelors degree	15%	(68)	25%	(113)	18%	(82)	41%	(181)	444
Educ: Post-grad	18%	(44)	22%	(54)	17%	(43)	42%	(104)	244
Income: Under 50k	18%	(215)	25%	(302)	15%	(177)	42%	(501)	1194
Income: 50k-100k	16%	(107)	20%	(133)	18%	(123)	46%	(312)	675
Income: 100k+	21%	(69)	28%	(91)	15%	(49)	37%	(122)	331
Ethnicity: White	16%	(269)	23%	(398)	16%	(269)	46%	(787)	1722
Ethnicity: Hispanic	25%	(88)	26%	(92)	12%	(41)	37%	(128)	349
Ethnicity: Black	28%	(76)	27%	(73)	18%	(49)	28%	(76)	274

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Table MCEN7_17: *How excited are you to see movies and shows with the following characters?*
Blade

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	18%	(390)	24%	(526)	16%	(349)	42%	(935)	2200
Ethnicity: Other	22%	(46)	27%	(55)	15%	(31)	36%	(73)	204
All Christian	15%	(149)	25%	(247)	15%	(152)	44%	(439)	987
All Non-Christian	27%	(33)	24%	(29)	16%	(20)	34%	(42)	124
Atheist	16%	(17)	23%	(25)	17%	(19)	43%	(46)	107
Agnostic/Nothing in particular	18%	(116)	20%	(131)	17%	(108)	45%	(287)	642
Something Else	22%	(75)	28%	(94)	15%	(51)	35%	(120)	340
Religious Non-Protestant/Catholic	23%	(33)	25%	(37)	17%	(25)	35%	(52)	147
Evangelical	21%	(117)	28%	(158)	13%	(75)	38%	(211)	562
Non-Evangelical	15%	(105)	23%	(164)	16%	(117)	46%	(328)	714
Community: Urban	24%	(162)	27%	(184)	15%	(102)	33%	(224)	671
Community: Suburban	15%	(150)	21%	(208)	15%	(152)	48%	(472)	983
Community: Rural	14%	(78)	24%	(133)	17%	(95)	44%	(239)	546
Employ: Private Sector	25%	(170)	25%	(173)	16%	(112)	34%	(236)	691
Employ: Government	18%	(22)	30%	(35)	26%	(31)	25%	(29)	117
Employ: Self-Employed	22%	(40)	27%	(48)	12%	(22)	39%	(69)	179
Employ: Homemaker	17%	(30)	23%	(42)	17%	(31)	43%	(79)	183
Employ: Student	5%	(3)	32%	(21)	14%	(9)	49%	(33)	66
Employ: Retired	6%	(32)	16%	(91)	15%	(84)	63%	(348)	554
Employ: Unemployed	26%	(68)	29%	(76)	12%	(32)	33%	(88)	263
Employ: Other	18%	(26)	28%	(40)	19%	(28)	36%	(52)	146
Military HH: Yes	18%	(66)	22%	(80)	17%	(65)	43%	(161)	372
Military HH: No	18%	(325)	24%	(446)	16%	(285)	42%	(774)	1828
RD/WT: Right Direction	21%	(193)	27%	(244)	16%	(143)	36%	(321)	901
RD/WT: Wrong Track	15%	(198)	22%	(281)	16%	(206)	47%	(613)	1299
Biden Job Approve	21%	(223)	26%	(277)	16%	(167)	37%	(384)	1051
Biden Job Disapprove	14%	(147)	22%	(222)	16%	(166)	48%	(484)	1019
Biden Job Strongly Approve	23%	(117)	29%	(148)	14%	(72)	33%	(168)	506
Biden Job Somewhat Approve	19%	(106)	24%	(129)	17%	(94)	40%	(216)	545
Biden Job Somewhat Disapprove	18%	(52)	23%	(66)	22%	(63)	37%	(104)	285
Biden Job Strongly Disapprove	13%	(95)	21%	(156)	14%	(103)	52%	(380)	734

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Table MCEN7_17: *How excited are you to see movies and shows with the following characters?*
Blade

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	18%	(390)	24%	(526)	16%	(349)	42%	(935)	2200
Favorable of Biden	21%	(218)	26%	(268)	16%	(167)	38%	(397)	1050
Unfavorable of Biden	16%	(161)	23%	(235)	15%	(158)	46%	(468)	1022
Very Favorable of Biden	26%	(137)	25%	(133)	13%	(68)	36%	(189)	526
Somewhat Favorable of Biden	16%	(82)	26%	(135)	19%	(99)	40%	(208)	524
Somewhat Unfavorable of Biden	25%	(62)	25%	(61)	18%	(45)	32%	(80)	247
Very Unfavorable of Biden	13%	(99)	22%	(173)	15%	(114)	50%	(389)	775
#1 Issue: Economy	21%	(185)	24%	(210)	15%	(130)	40%	(355)	880
#1 Issue: Security	14%	(39)	21%	(60)	18%	(52)	47%	(135)	286
#1 Issue: Health Care	22%	(58)	27%	(70)	15%	(39)	36%	(96)	262
#1 Issue: Medicare / Social Security	8%	(22)	21%	(59)	15%	(42)	56%	(159)	283
#1 Issue: Women's Issues	14%	(19)	30%	(40)	23%	(32)	33%	(46)	137
#1 Issue: Education	23%	(24)	30%	(31)	18%	(19)	29%	(30)	104
#1 Issue: Energy	21%	(29)	21%	(30)	16%	(22)	41%	(58)	139
#1 Issue: Other	13%	(14)	22%	(24)	13%	(14)	52%	(57)	108
2020 Vote: Joe Biden	22%	(218)	24%	(246)	16%	(160)	38%	(386)	1011
2020 Vote: Donald Trump	14%	(95)	23%	(161)	16%	(110)	47%	(330)	695
2020 Vote: Other	13%	(8)	22%	(13)	18%	(11)	47%	(28)	60
2020 Vote: Didn't Vote	16%	(69)	24%	(104)	16%	(69)	44%	(188)	431
2018 House Vote: Democrat	21%	(166)	24%	(188)	16%	(122)	39%	(307)	782
2018 House Vote: Republican	16%	(89)	22%	(125)	14%	(82)	48%	(273)	569
2018 House Vote: Someone else	10%	(6)	34%	(19)	9%	(5)	47%	(27)	56
2016 Vote: Hillary Clinton	22%	(156)	24%	(174)	15%	(105)	39%	(276)	712
2016 Vote: Donald Trump	14%	(89)	22%	(135)	16%	(102)	48%	(300)	626
2016 Vote: Other	10%	(12)	26%	(32)	15%	(18)	50%	(61)	123
2016 Vote: Didn't Vote	18%	(133)	25%	(184)	17%	(124)	40%	(297)	738
Voted in 2014: Yes	18%	(220)	22%	(273)	15%	(186)	44%	(544)	1222
Voted in 2014: No	17%	(171)	26%	(253)	17%	(163)	40%	(391)	978
4-Region: Northeast	17%	(69)	24%	(93)	14%	(54)	45%	(177)	394
4-Region: Midwest	14%	(64)	25%	(115)	16%	(76)	45%	(208)	462
4-Region: South	20%	(165)	24%	(199)	17%	(138)	39%	(322)	824
4-Region: West	18%	(93)	23%	(118)	16%	(81)	44%	(227)	520

Continued on next page

Table MCEN7_17: *How excited are you to see movies and shows with the following characters?*
Blade

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	18%	(390)	24%	(526)	16%	(349)	42%	(935)	2200
Marvel Comics Fans	27%	(356)	33%	(425)	19%	(250)	20%	(265)	1296
Avid Marvel Comics Fans	49%	(215)	33%	(144)	11%	(48)	8%	(34)	440
Casual Marvel Comics Fans	16%	(141)	33%	(281)	24%	(202)	27%	(231)	855
Marvel TV/Movies Fans	26%	(364)	33%	(464)	19%	(268)	23%	(323)	1419
Avid Marvel TV/Movies Fans	46%	(195)	32%	(136)	10%	(43)	11%	(48)	422
Casual Marvel TV/Movies Fans	17%	(169)	33%	(327)	23%	(226)	28%	(275)	997
Fans of Anything Marvel	25%	(375)	32%	(489)	19%	(296)	24%	(366)	1526
Avid Fans of Anything Marvel	43%	(278)	33%	(212)	13%	(83)	11%	(69)	642
Casual Fans of Anything Marvel	16%	(173)	33%	(363)	23%	(251)	29%	(321)	1107

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

Table MCEN7_18: *How excited are you to see movies and shows with the following characters?*
James Rhodes/War Machine

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	11%	(252)	20%	(449)	18%	(388)	51%	(1112)	2200
Gender: Male	16%	(171)	23%	(243)	17%	(176)	44%	(472)	1062
Gender: Female	7%	(81)	18%	(206)	19%	(212)	56%	(640)	1138
Age: 18-34	19%	(124)	29%	(189)	18%	(120)	34%	(222)	655
Age: 35-44	17%	(62)	27%	(98)	17%	(59)	39%	(138)	358
Age: 45-64	8%	(60)	16%	(121)	20%	(147)	56%	(423)	751
Age: 65+	1%	(6)	9%	(40)	14%	(61)	75%	(329)	436
GenZers: 1997-2012	11%	(19)	31%	(52)	24%	(41)	34%	(57)	169
Millennials: 1981-1996	22%	(156)	28%	(202)	17%	(120)	33%	(240)	718
GenXers: 1965-1980	11%	(57)	20%	(102)	20%	(103)	48%	(245)	507
Baby Boomers: 1946-1964	3%	(20)	12%	(88)	16%	(115)	69%	(497)	720
PID: Dem (no lean)	16%	(137)	22%	(196)	17%	(144)	45%	(395)	872
PID: Ind (no lean)	8%	(56)	20%	(138)	20%	(140)	52%	(358)	693
PID: Rep (no lean)	9%	(59)	18%	(114)	16%	(104)	56%	(359)	635
PID/Gender: Dem Men	23%	(100)	27%	(113)	15%	(63)	35%	(151)	428
PID/Gender: Dem Women	8%	(37)	19%	(83)	18%	(81)	55%	(244)	445
PID/Gender: Ind Men	10%	(31)	21%	(65)	21%	(65)	48%	(146)	306
PID/Gender: Ind Women	7%	(26)	19%	(74)	19%	(75)	55%	(212)	386
PID/Gender: Rep Men	12%	(40)	20%	(64)	15%	(48)	53%	(175)	328
PID/Gender: Rep Women	6%	(18)	16%	(50)	18%	(56)	60%	(184)	307
Ideo: Liberal (1-3)	16%	(106)	21%	(139)	18%	(119)	44%	(292)	657
Ideo: Moderate (4)	11%	(68)	21%	(135)	23%	(144)	45%	(285)	632
Ideo: Conservative (5-7)	8%	(56)	18%	(122)	14%	(97)	59%	(404)	679
Educ: < College	11%	(164)	20%	(299)	17%	(263)	52%	(787)	1512
Educ: Bachelors degree	11%	(48)	24%	(104)	19%	(83)	47%	(208)	444
Educ: Post-grad	16%	(40)	19%	(46)	17%	(41)	48%	(117)	244
Income: Under 50k	10%	(116)	21%	(255)	18%	(219)	51%	(605)	1194
Income: 50k-100k	10%	(66)	18%	(123)	17%	(117)	55%	(369)	675
Income: 100k+	21%	(70)	21%	(71)	16%	(52)	42%	(138)	331
Ethnicity: White	11%	(189)	19%	(330)	17%	(300)	52%	(903)	1722
Ethnicity: Hispanic	19%	(66)	22%	(76)	15%	(51)	45%	(156)	349
Ethnicity: Black	14%	(39)	29%	(80)	17%	(46)	40%	(110)	274

Continued on next page

Table MCEN7_18: *How excited are you to see movies and shows with the following characters?*
James Rhodes/War Machine

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	11%	(252)	20%	(449)	18%	(388)	51%	(1112)	2200
Ethnicity: Other	12%	(24)	19%	(39)	21%	(42)	49%	(99)	204
All Christian	11%	(107)	20%	(195)	16%	(161)	53%	(524)	987
All Non-Christian	26%	(33)	21%	(27)	16%	(20)	36%	(45)	124
Atheist	9%	(10)	20%	(22)	32%	(35)	38%	(40)	107
Agnostic/Nothing in particular	10%	(65)	21%	(137)	16%	(102)	53%	(338)	642
Something Else	11%	(37)	20%	(68)	21%	(70)	48%	(165)	340
Religious Non-Protestant/Catholic	23%	(34)	25%	(36)	17%	(24)	36%	(52)	147
Evangelical	15%	(86)	20%	(112)	16%	(87)	49%	(277)	562
Non-Evangelical	8%	(55)	19%	(133)	19%	(134)	55%	(392)	714
Community: Urban	16%	(109)	24%	(161)	17%	(116)	42%	(285)	671
Community: Suburban	11%	(104)	19%	(184)	17%	(167)	54%	(527)	983
Community: Rural	7%	(38)	19%	(103)	19%	(105)	55%	(299)	546
Employ: Private Sector	18%	(127)	24%	(168)	17%	(120)	40%	(276)	691
Employ: Government	14%	(16)	26%	(30)	24%	(28)	37%	(44)	117
Employ: Self-Employed	14%	(25)	26%	(46)	18%	(32)	43%	(76)	179
Employ: Homemaker	8%	(15)	21%	(39)	19%	(35)	52%	(94)	183
Employ: Student	8%	(5)	16%	(10)	27%	(18)	50%	(33)	66
Employ: Retired	4%	(21)	12%	(65)	14%	(80)	70%	(388)	554
Employ: Unemployed	14%	(37)	25%	(65)	15%	(38)	47%	(123)	263
Employ: Other	5%	(7)	17%	(25)	25%	(36)	53%	(78)	146
Military HH: Yes	11%	(40)	20%	(75)	13%	(49)	56%	(208)	372
Military HH: No	12%	(212)	20%	(374)	19%	(339)	49%	(904)	1828
RD/WT: Right Direction	17%	(150)	22%	(196)	18%	(164)	43%	(391)	901
RD/WT: Wrong Track	8%	(102)	19%	(252)	17%	(224)	55%	(721)	1299
Biden Job Approve	15%	(157)	22%	(234)	19%	(198)	44%	(462)	1051
Biden Job Disapprove	8%	(81)	18%	(185)	17%	(174)	57%	(579)	1019
Biden Job Strongly Approve	19%	(97)	22%	(114)	16%	(81)	42%	(214)	506
Biden Job Somewhat Approve	11%	(60)	22%	(120)	21%	(116)	46%	(248)	545
Biden Job Somewhat Disapprove	9%	(27)	25%	(71)	20%	(56)	46%	(131)	285
Biden Job Strongly Disapprove	7%	(55)	16%	(114)	16%	(117)	61%	(448)	734

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Table MCEN7_18: *How excited are you to see movies and shows with the following characters?*
James Rhodes/War Machine

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	11%	(252)	20%	(449)	18%	(388)	51%	(1112)	2200
Favorable of Biden	14%	(149)	22%	(232)	18%	(191)	46%	(478)	1050
Unfavorable of Biden	9%	(93)	19%	(189)	18%	(180)	55%	(559)	1022
Very Favorable of Biden	19%	(100)	21%	(113)	17%	(87)	43%	(227)	526
Somewhat Favorable of Biden	9%	(49)	23%	(120)	20%	(104)	48%	(251)	524
Somewhat Unfavorable of Biden	14%	(34)	25%	(63)	19%	(47)	42%	(103)	247
Very Unfavorable of Biden	8%	(59)	16%	(127)	17%	(133)	59%	(456)	775
#1 Issue: Economy	11%	(97)	23%	(203)	17%	(151)	49%	(429)	880
#1 Issue: Security	9%	(26)	15%	(43)	18%	(52)	58%	(166)	286
#1 Issue: Health Care	15%	(41)	22%	(58)	16%	(41)	47%	(122)	262
#1 Issue: Medicare / Social Security	4%	(13)	14%	(40)	16%	(45)	65%	(186)	283
#1 Issue: Women's Issues	14%	(19)	32%	(43)	22%	(30)	32%	(43)	137
#1 Issue: Education	18%	(19)	19%	(20)	25%	(27)	37%	(38)	104
#1 Issue: Energy	20%	(28)	15%	(21)	19%	(26)	46%	(64)	139
#1 Issue: Other	8%	(9)	18%	(20)	14%	(15)	59%	(64)	108
2020 Vote: Joe Biden	14%	(145)	22%	(223)	18%	(183)	45%	(459)	1011
2020 Vote: Donald Trump	9%	(61)	18%	(123)	17%	(117)	57%	(395)	695
2020 Vote: Other	10%	(6)	19%	(11)	17%	(10)	54%	(33)	60
2020 Vote: Didn't Vote	9%	(40)	21%	(90)	18%	(77)	52%	(223)	431
2018 House Vote: Democrat	14%	(113)	21%	(166)	16%	(126)	48%	(377)	782
2018 House Vote: Republican	9%	(51)	18%	(101)	17%	(97)	56%	(321)	569
2018 House Vote: Someone else	7%	(4)	27%	(15)	10%	(6)	56%	(32)	56
2016 Vote: Hillary Clinton	14%	(103)	22%	(155)	16%	(113)	48%	(341)	712
2016 Vote: Donald Trump	10%	(60)	18%	(115)	16%	(102)	56%	(349)	626
2016 Vote: Other	10%	(12)	17%	(21)	19%	(23)	54%	(67)	123
2016 Vote: Didn't Vote	10%	(77)	21%	(157)	20%	(150)	48%	(355)	738
Voted in 2014: Yes	12%	(150)	19%	(229)	16%	(202)	53%	(642)	1222
Voted in 2014: No	10%	(102)	23%	(220)	19%	(186)	48%	(470)	978
4-Region: Northeast	13%	(51)	20%	(79)	17%	(68)	50%	(196)	394
4-Region: Midwest	8%	(38)	17%	(78)	20%	(94)	54%	(251)	462
4-Region: South	12%	(100)	22%	(184)	17%	(144)	48%	(397)	824
4-Region: West	12%	(63)	21%	(107)	16%	(82)	52%	(269)	520

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Table MCEN7_18: *How excited are you to see movies and shows with the following characters?*
James Rhodes/War Machine

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	11%	(252)	20%	(449)	18%	(388)	51%	(1112)	2200
Marvel Comics Fans	18%	(236)	29%	(379)	23%	(303)	29%	(378)	1296
Avid Marvel Comics Fans	37%	(165)	32%	(142)	14%	(60)	17%	(74)	440
Casual Marvel Comics Fans	8%	(71)	28%	(237)	28%	(243)	36%	(304)	855
Marvel TV/Movies Fans	17%	(239)	28%	(401)	23%	(320)	32%	(459)	1419
Avid Marvel TV/Movies Fans	35%	(146)	32%	(133)	15%	(63)	19%	(80)	422
Casual Marvel TV/Movies Fans	9%	(93)	27%	(268)	26%	(257)	38%	(379)	997
Fans of Anything Marvel	16%	(247)	28%	(431)	22%	(343)	33%	(505)	1526
Avid Fans of Anything Marvel	31%	(202)	34%	(218)	16%	(105)	18%	(117)	642
Casual Fans of Anything Marvel	9%	(98)	27%	(298)	26%	(287)	38%	(425)	1107

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

Table MCEN7_19: *How excited are you to see movies and shows with the following characters?*
Agatha Harkness

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	10%	(226)	18%	(404)	20%	(435)	52%	(1136)	2200
Gender: Male	13%	(137)	20%	(208)	20%	(214)	47%	(503)	1062
Gender: Female	8%	(89)	17%	(196)	19%	(221)	56%	(633)	1138
Age: 18-34	17%	(112)	29%	(190)	19%	(124)	35%	(230)	655
Age: 35-44	15%	(54)	22%	(78)	23%	(81)	40%	(144)	358
Age: 45-64	7%	(53)	14%	(102)	22%	(162)	58%	(434)	751
Age: 65+	2%	(7)	8%	(34)	16%	(68)	75%	(327)	436
GenZers: 1997-2012	7%	(11)	33%	(56)	18%	(30)	42%	(71)	169
Millennials: 1981-1996	20%	(144)	26%	(187)	21%	(150)	33%	(237)	718
GenXers: 1965-1980	10%	(50)	16%	(83)	23%	(116)	51%	(259)	507
Baby Boomers: 1946-1964	3%	(21)	10%	(72)	18%	(129)	69%	(499)	720
PID: Dem (no lean)	16%	(137)	20%	(178)	19%	(169)	45%	(388)	872
PID: Ind (no lean)	7%	(47)	17%	(119)	21%	(148)	55%	(378)	693
PID: Rep (no lean)	7%	(41)	17%	(107)	18%	(117)	58%	(369)	635
PID/Gender: Dem Men	22%	(93)	24%	(102)	17%	(75)	37%	(158)	428
PID/Gender: Dem Women	10%	(44)	17%	(76)	21%	(94)	52%	(230)	445
PID/Gender: Ind Men	7%	(21)	17%	(52)	24%	(75)	52%	(159)	306
PID/Gender: Ind Women	7%	(27)	17%	(67)	19%	(74)	57%	(219)	386
PID/Gender: Rep Men	7%	(24)	16%	(54)	20%	(64)	57%	(186)	328
PID/Gender: Rep Women	6%	(18)	17%	(53)	17%	(53)	60%	(184)	307
Ideo: Liberal (1-3)	15%	(95)	21%	(135)	21%	(137)	44%	(289)	657
Ideo: Moderate (4)	11%	(67)	20%	(126)	22%	(142)	47%	(297)	632
Ideo: Conservative (5-7)	8%	(52)	14%	(98)	16%	(108)	62%	(421)	679
Educ: < College	9%	(133)	18%	(267)	20%	(307)	53%	(805)	1512
Educ: Bachelors degree	13%	(57)	21%	(91)	19%	(83)	48%	(213)	444
Educ: Post-grad	15%	(36)	18%	(45)	18%	(45)	48%	(118)	244
Income: Under 50k	9%	(107)	19%	(228)	20%	(243)	52%	(616)	1194
Income: 50k-100k	9%	(59)	15%	(103)	20%	(134)	56%	(380)	675
Income: 100k+	18%	(60)	22%	(73)	18%	(58)	42%	(140)	331
Ethnicity: White	11%	(184)	17%	(289)	19%	(332)	53%	(917)	1722
Ethnicity: Hispanic	17%	(58)	22%	(77)	16%	(57)	45%	(157)	349
Ethnicity: Black	13%	(35)	23%	(63)	23%	(62)	42%	(114)	274

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Table MCEN7_19: *How excited are you to see movies and shows with the following characters?*
Agatha Harkness

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	10%	(226)	18%	(404)	20%	(435)	52%	(1136)	2200
Ethnicity: Other	4%	(7)	25%	(52)	20%	(41)	51%	(104)	204
All Christian	10%	(100)	18%	(178)	19%	(188)	53%	(522)	987
All Non-Christian	24%	(30)	16%	(20)	18%	(22)	42%	(52)	124
Atheist	10%	(10)	26%	(28)	22%	(24)	42%	(44)	107
Agnostic/Nothing in particular	9%	(57)	18%	(117)	18%	(117)	55%	(351)	642
Something Else	8%	(29)	18%	(61)	25%	(84)	49%	(167)	340
Religious Non-Protestant/Catholic	21%	(31)	14%	(21)	22%	(32)	43%	(63)	147
Evangelical	13%	(71)	20%	(113)	18%	(99)	50%	(278)	562
Non-Evangelical	7%	(51)	17%	(120)	22%	(158)	54%	(386)	714
Community: Urban	15%	(100)	24%	(162)	20%	(132)	41%	(278)	671
Community: Suburban	10%	(99)	15%	(148)	18%	(182)	56%	(555)	983
Community: Rural	5%	(27)	17%	(94)	22%	(122)	55%	(303)	546
Employ: Private Sector	15%	(105)	24%	(168)	18%	(126)	42%	(292)	691
Employ: Government	17%	(20)	14%	(16)	26%	(30)	43%	(51)	117
Employ: Self-Employed	16%	(28)	18%	(32)	19%	(35)	47%	(84)	179
Employ: Homemaker	10%	(19)	14%	(26)	23%	(43)	52%	(95)	183
Employ: Student	4%	(3)	25%	(17)	25%	(17)	45%	(30)	66
Employ: Retired	3%	(15)	11%	(61)	16%	(86)	71%	(392)	554
Employ: Unemployed	11%	(30)	23%	(60)	22%	(59)	44%	(115)	263
Employ: Other	4%	(6)	17%	(25)	27%	(39)	52%	(76)	146
Military HH: Yes	11%	(43)	14%	(53)	16%	(61)	58%	(215)	372
Military HH: No	10%	(183)	19%	(351)	20%	(374)	50%	(920)	1828
RD/WT: Right Direction	15%	(137)	22%	(199)	20%	(177)	43%	(388)	901
RD/WT: Wrong Track	7%	(89)	16%	(205)	20%	(257)	58%	(748)	1299
Biden Job Approve	15%	(157)	22%	(226)	20%	(208)	44%	(459)	1051
Biden Job Disapprove	6%	(63)	15%	(157)	20%	(200)	59%	(599)	1019
Biden Job Strongly Approve	19%	(98)	23%	(116)	19%	(97)	38%	(194)	506
Biden Job Somewhat Approve	11%	(59)	20%	(110)	20%	(111)	49%	(265)	545
Biden Job Somewhat Disapprove	8%	(22)	21%	(61)	23%	(66)	48%	(136)	285
Biden Job Strongly Disapprove	6%	(41)	13%	(96)	18%	(134)	63%	(463)	734

Continued on next page

Table MCEN7_19: *How excited are you to see movies and shows with the following characters?*
Agatha Harkness

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	10%	(226)	18%	(404)	20%	(435)	52%	(1136)	2200
Favorable of Biden	15%	(153)	21%	(221)	20%	(206)	45%	(471)	1050
Unfavorable of Biden	7%	(69)	16%	(159)	20%	(202)	58%	(591)	1022
Very Favorable of Biden	19%	(100)	21%	(113)	18%	(97)	41%	(216)	526
Somewhat Favorable of Biden	10%	(53)	21%	(108)	21%	(109)	49%	(255)	524
Somewhat Unfavorable of Biden	8%	(19)	23%	(58)	22%	(55)	47%	(115)	247
Very Unfavorable of Biden	6%	(50)	13%	(101)	19%	(148)	61%	(476)	775
#1 Issue: Economy	9%	(83)	21%	(183)	20%	(176)	50%	(438)	880
#1 Issue: Security	11%	(32)	10%	(29)	19%	(55)	60%	(171)	286
#1 Issue: Health Care	17%	(45)	19%	(50)	18%	(48)	45%	(119)	262
#1 Issue: Medicare / Social Security	3%	(8)	14%	(39)	18%	(50)	66%	(186)	283
#1 Issue: Women's Issues	14%	(20)	26%	(35)	23%	(32)	37%	(50)	137
#1 Issue: Education	12%	(12)	27%	(28)	26%	(27)	36%	(37)	104
#1 Issue: Energy	14%	(19)	18%	(25)	19%	(27)	49%	(68)	139
#1 Issue: Other	6%	(7)	14%	(15)	19%	(20)	61%	(66)	108
2020 Vote: Joe Biden	14%	(143)	21%	(215)	19%	(193)	46%	(460)	1011
2020 Vote: Donald Trump	7%	(47)	15%	(108)	19%	(132)	59%	(409)	695
2020 Vote: Other	1%	(1)	13%	(8)	22%	(13)	64%	(39)	60
2020 Vote: Didn't Vote	8%	(35)	17%	(74)	22%	(96)	52%	(226)	431
2018 House Vote: Democrat	14%	(113)	19%	(146)	19%	(150)	48%	(374)	782
2018 House Vote: Republican	8%	(47)	16%	(89)	18%	(105)	58%	(328)	569
2018 House Vote: Someone else	4%	(2)	15%	(9)	28%	(16)	53%	(30)	56
2016 Vote: Hillary Clinton	14%	(102)	19%	(138)	19%	(135)	47%	(337)	712
2016 Vote: Donald Trump	8%	(48)	15%	(95)	20%	(124)	57%	(359)	626
2016 Vote: Other	9%	(11)	17%	(21)	18%	(22)	57%	(70)	123
2016 Vote: Didn't Vote	9%	(65)	20%	(150)	21%	(153)	50%	(371)	738
Voted in 2014: Yes	11%	(140)	17%	(203)	19%	(231)	53%	(648)	1222
Voted in 2014: No	9%	(86)	21%	(201)	21%	(204)	50%	(488)	978
4-Region: Northeast	12%	(46)	19%	(77)	18%	(70)	51%	(201)	394
4-Region: Midwest	6%	(30)	16%	(74)	21%	(98)	56%	(260)	462
4-Region: South	12%	(101)	18%	(151)	20%	(168)	49%	(403)	824
4-Region: West	9%	(48)	20%	(102)	19%	(98)	52%	(272)	520

Continued on next page

Table MCEN7_19: *How excited are you to see movies and shows with the following characters?*
Agatha Harkness

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	10%	(226)	18%	(404)	20%	(435)	52%	(1136)	2200
Marvel Comics Fans	16%	(211)	27%	(349)	25%	(329)	31%	(407)	1296
Avid Marvel Comics Fans	32%	(139)	32%	(140)	18%	(80)	18%	(80)	440
Casual Marvel Comics Fans	8%	(71)	24%	(208)	29%	(249)	38%	(327)	855
Marvel TV/Movies Fans	15%	(217)	26%	(366)	25%	(352)	34%	(484)	1419
Avid Marvel TV/Movies Fans	31%	(130)	31%	(130)	17%	(73)	21%	(88)	422
Casual Marvel TV/Movies Fans	9%	(87)	24%	(236)	28%	(279)	40%	(395)	997
Fans of Anything Marvel	14%	(221)	25%	(385)	26%	(389)	35%	(531)	1526
Avid Fans of Anything Marvel	27%	(173)	31%	(201)	20%	(130)	21%	(136)	642
Casual Fans of Anything Marvel	9%	(96)	24%	(260)	27%	(301)	41%	(450)	1107

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

Table MCEN7_20: *How excited are you to see movies and shows with the following characters?*
Groot

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	22%	(487)	24%	(528)	14%	(304)	40%	(881)	2200
Gender: Male	24%	(251)	24%	(259)	16%	(169)	36%	(383)	1062
Gender: Female	21%	(236)	24%	(269)	12%	(135)	44%	(498)	1138
Age: 18-34	35%	(231)	32%	(209)	12%	(79)	21%	(136)	655
Age: 35-44	27%	(96)	31%	(110)	14%	(52)	28%	(100)	358
Age: 45-64	18%	(132)	19%	(145)	15%	(114)	48%	(359)	751
Age: 65+	6%	(27)	15%	(63)	14%	(59)	66%	(287)	436
GenZers: 1997-2012	33%	(56)	33%	(55)	15%	(25)	19%	(33)	169
Millennials: 1981-1996	35%	(250)	32%	(229)	12%	(87)	21%	(152)	718
GenXers: 1965-1980	21%	(106)	25%	(125)	16%	(83)	38%	(194)	507
Baby Boomers: 1946-1964	11%	(76)	15%	(111)	14%	(101)	60%	(433)	720
PID: Dem (no lean)	25%	(220)	25%	(221)	14%	(123)	35%	(308)	872
PID: Ind (no lean)	21%	(145)	23%	(162)	15%	(102)	41%	(284)	693
PID: Rep (no lean)	19%	(122)	23%	(145)	12%	(79)	46%	(289)	635
PID/Gender: Dem Men	31%	(134)	26%	(112)	16%	(68)	26%	(113)	428
PID/Gender: Dem Women	19%	(86)	24%	(108)	12%	(55)	44%	(196)	445
PID/Gender: Ind Men	16%	(50)	24%	(72)	18%	(54)	43%	(130)	306
PID/Gender: Ind Women	25%	(96)	23%	(90)	12%	(48)	40%	(153)	386
PID/Gender: Rep Men	21%	(67)	23%	(74)	14%	(46)	43%	(140)	328
PID/Gender: Rep Women	18%	(55)	23%	(71)	11%	(32)	48%	(149)	307
Ideo: Liberal (1-3)	26%	(174)	27%	(176)	14%	(94)	32%	(213)	657
Ideo: Moderate (4)	21%	(131)	23%	(146)	17%	(108)	39%	(247)	632
Ideo: Conservative (5-7)	17%	(119)	21%	(141)	12%	(82)	50%	(337)	679
Educ: < College	23%	(353)	23%	(346)	14%	(208)	40%	(605)	1512
Educ: Bachelors degree	19%	(83)	27%	(118)	14%	(62)	40%	(180)	444
Educ: Post-grad	21%	(50)	26%	(64)	14%	(34)	39%	(96)	244
Income: Under 50k	22%	(258)	24%	(283)	14%	(168)	41%	(485)	1194
Income: 50k-100k	21%	(140)	25%	(169)	13%	(86)	42%	(280)	675
Income: 100k+	27%	(89)	23%	(76)	15%	(50)	35%	(116)	331
Ethnicity: White	22%	(385)	22%	(387)	13%	(229)	42%	(722)	1722
Ethnicity: Hispanic	31%	(108)	28%	(99)	11%	(38)	30%	(104)	349
Ethnicity: Black	16%	(43)	33%	(91)	18%	(50)	33%	(91)	274

Continued on next page

Table MCEN7_20: *How excited are you to see movies and shows with the following characters?*
Groot

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	22%	(487)	24%	(528)	14%	(304)	40%	(881)	2200
Ethnicity: Other	29%	(59)	25%	(50)	13%	(26)	34%	(69)	204
All Christian	21%	(207)	22%	(215)	14%	(139)	43%	(426)	987
All Non-Christian	26%	(33)	24%	(29)	21%	(26)	29%	(36)	124
Atheist	29%	(31)	18%	(19)	18%	(20)	35%	(37)	107
Agnostic/Nothing in particular	23%	(147)	27%	(172)	11%	(69)	40%	(254)	642
Something Else	21%	(70)	27%	(93)	15%	(50)	37%	(127)	340
Religious Non-Protestant/Catholic	25%	(36)	23%	(34)	23%	(34)	29%	(43)	147
Evangelical	24%	(133)	22%	(126)	15%	(85)	39%	(217)	562
Non-Evangelical	19%	(135)	24%	(171)	13%	(92)	44%	(316)	714
Community: Urban	27%	(183)	23%	(156)	15%	(99)	35%	(233)	671
Community: Suburban	21%	(206)	23%	(224)	13%	(126)	43%	(426)	983
Community: Rural	18%	(98)	27%	(148)	14%	(79)	41%	(222)	546
Employ: Private Sector	26%	(180)	29%	(199)	14%	(93)	32%	(219)	691
Employ: Government	21%	(25)	32%	(38)	24%	(29)	22%	(26)	117
Employ: Self-Employed	24%	(43)	27%	(48)	15%	(26)	34%	(62)	179
Employ: Homemaker	29%	(53)	21%	(39)	14%	(25)	36%	(66)	183
Employ: Student	28%	(19)	32%	(21)	13%	(9)	27%	(18)	66
Employ: Retired	9%	(49)	15%	(83)	14%	(77)	62%	(345)	554
Employ: Unemployed	30%	(79)	26%	(69)	10%	(27)	33%	(88)	263
Employ: Other	27%	(39)	22%	(31)	12%	(18)	40%	(58)	146
Military HH: Yes	21%	(78)	24%	(91)	15%	(54)	40%	(149)	372
Military HH: No	22%	(409)	24%	(437)	14%	(250)	40%	(732)	1828
RD/WT: Right Direction	24%	(213)	25%	(227)	15%	(135)	36%	(326)	901
RD/WT: Wrong Track	21%	(274)	23%	(301)	13%	(168)	43%	(555)	1299
Biden Job Approve	24%	(252)	25%	(261)	15%	(160)	36%	(377)	1051
Biden Job Disapprove	20%	(200)	23%	(233)	12%	(125)	45%	(461)	1019
Biden Job Strongly Approve	27%	(135)	23%	(117)	16%	(79)	35%	(175)	506
Biden Job Somewhat Approve	21%	(117)	26%	(144)	15%	(82)	37%	(202)	545
Biden Job Somewhat Disapprove	22%	(63)	29%	(83)	14%	(40)	34%	(98)	285
Biden Job Strongly Disapprove	19%	(137)	20%	(150)	12%	(85)	49%	(363)	734

Continued on next page

Table MCEN7_20: *How excited are you to see movies and shows with the following characters?*
Groot

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	22%	(487)	24%	(528)	14%	(304)	40%	(881)	2200
Favorable of Biden	24%	(257)	24%	(253)	15%	(161)	36%	(379)	1050
Unfavorable of Biden	20%	(207)	24%	(244)	12%	(123)	44%	(448)	1022
Very Favorable of Biden	29%	(151)	20%	(104)	17%	(89)	35%	(182)	526
Somewhat Favorable of Biden	20%	(106)	28%	(149)	14%	(72)	38%	(197)	524
Somewhat Unfavorable of Biden	23%	(56)	34%	(85)	12%	(31)	31%	(76)	247
Very Unfavorable of Biden	20%	(151)	20%	(159)	12%	(92)	48%	(373)	775
#1 Issue: Economy	24%	(209)	27%	(236)	13%	(112)	37%	(323)	880
#1 Issue: Security	16%	(46)	21%	(59)	14%	(40)	49%	(141)	286
#1 Issue: Health Care	25%	(66)	20%	(52)	20%	(52)	35%	(92)	262
#1 Issue: Medicare / Social Security	11%	(31)	13%	(37)	16%	(46)	60%	(169)	283
#1 Issue: Women's Issues	31%	(43)	36%	(50)	13%	(18)	19%	(26)	137
#1 Issue: Education	34%	(36)	29%	(31)	8%	(9)	28%	(29)	104
#1 Issue: Energy	29%	(40)	26%	(36)	10%	(13)	36%	(50)	139
#1 Issue: Other	16%	(17)	25%	(27)	12%	(13)	47%	(51)	108
2020 Vote: Joe Biden	24%	(238)	26%	(262)	15%	(147)	36%	(363)	1011
2020 Vote: Donald Trump	19%	(132)	20%	(139)	13%	(93)	48%	(331)	695
2020 Vote: Other	24%	(14)	31%	(19)	9%	(5)	36%	(22)	60
2020 Vote: Didn't Vote	24%	(102)	25%	(109)	13%	(56)	38%	(164)	431
2018 House Vote: Democrat	22%	(172)	26%	(203)	14%	(109)	38%	(298)	782
2018 House Vote: Republican	20%	(111)	20%	(115)	13%	(72)	48%	(271)	569
2018 House Vote: Someone else	25%	(14)	19%	(11)	9%	(5)	47%	(27)	56
2016 Vote: Hillary Clinton	23%	(164)	25%	(181)	14%	(99)	38%	(269)	712
2016 Vote: Donald Trump	18%	(115)	19%	(122)	14%	(90)	48%	(299)	626
2016 Vote: Other	23%	(28)	27%	(33)	9%	(11)	41%	(51)	123
2016 Vote: Didn't Vote	24%	(180)	26%	(192)	14%	(104)	36%	(263)	738
Voted in 2014: Yes	21%	(254)	22%	(265)	14%	(172)	43%	(531)	1222
Voted in 2014: No	24%	(233)	27%	(263)	13%	(131)	36%	(350)	978
4-Region: Northeast	22%	(87)	21%	(82)	14%	(54)	43%	(171)	394
4-Region: Midwest	20%	(93)	27%	(123)	12%	(55)	41%	(191)	462
4-Region: South	23%	(186)	23%	(191)	15%	(125)	39%	(322)	824
4-Region: West	23%	(121)	25%	(132)	13%	(70)	38%	(197)	520

Continued on next page

Table MCEN7_20: *How excited are you to see movies and shows with the following characters?*
Groot

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	22%	(487)	24%	(528)	14%	(304)	40%	(881)	2200
Marvel Comics Fans	34%	(435)	32%	(420)	16%	(213)	18%	(228)	1296
Avid Marvel Comics Fans	55%	(240)	27%	(120)	10%	(43)	8%	(36)	440
Casual Marvel Comics Fans	23%	(195)	35%	(300)	20%	(169)	22%	(192)	855
Marvel TV/Movies Fans	31%	(446)	31%	(446)	16%	(232)	21%	(295)	1419
Avid Marvel TV/Movies Fans	48%	(201)	30%	(128)	11%	(47)	11%	(46)	422
Casual Marvel TV/Movies Fans	25%	(245)	32%	(319)	19%	(185)	25%	(249)	997
Fans of Anything Marvel	31%	(469)	32%	(486)	17%	(253)	21%	(318)	1526
Avid Fans of Anything Marvel	49%	(316)	30%	(191)	12%	(76)	9%	(58)	642
Casual Fans of Anything Marvel	22%	(247)	34%	(373)	19%	(211)	25%	(276)	1107

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

Table MCEN8_1: *How are you planning to first watch the following movies?*
Dr. Strange in the Multiverse of Madness

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	17%	(371)	38%	(845)	45%	(984)	2200
Gender: Male	24%	(253)	38%	(401)	38%	(408)	1062
Gender: Female	10%	(118)	39%	(445)	51%	(575)	1138
Age: 18-34	28%	(186)	46%	(299)	26%	(170)	655
Age: 35-44	20%	(71)	47%	(169)	33%	(118)	358
Age: 45-64	12%	(88)	36%	(274)	52%	(389)	751
Age: 65+	6%	(25)	24%	(104)	70%	(307)	436
GenZers: 1997-2012	17%	(28)	50%	(84)	34%	(57)	169
Millennials: 1981-1996	29%	(208)	47%	(336)	24%	(174)	718
GenXers: 1965-1980	16%	(79)	41%	(206)	44%	(222)	507
Baby Boomers: 1946-1964	8%	(56)	29%	(208)	63%	(457)	720
PID: Dem (no lean)	23%	(200)	37%	(325)	40%	(347)	872
PID: Ind (no lean)	12%	(81)	44%	(303)	45%	(309)	693
PID: Rep (no lean)	14%	(90)	34%	(217)	52%	(328)	635
PID/Gender: Dem Men	34%	(144)	36%	(156)	30%	(128)	428
PID/Gender: Dem Women	13%	(57)	38%	(170)	49%	(218)	445
PID/Gender: Ind Men	16%	(50)	43%	(130)	41%	(126)	306
PID/Gender: Ind Women	8%	(31)	45%	(172)	47%	(183)	386
PID/Gender: Rep Men	18%	(60)	35%	(114)	47%	(154)	328
PID/Gender: Rep Women	10%	(30)	33%	(103)	57%	(174)	307
Ideo: Liberal (1-3)	24%	(155)	40%	(261)	37%	(242)	657
Ideo: Moderate (4)	15%	(96)	39%	(246)	46%	(289)	632
Ideo: Conservative (5-7)	12%	(84)	35%	(235)	53%	(361)	679
Educ: < College	15%	(231)	39%	(583)	46%	(698)	1512
Educ: Bachelors degree	19%	(85)	38%	(171)	42%	(188)	444
Educ: Post-grad	23%	(55)	38%	(92)	40%	(97)	244
Income: Under 50k	14%	(164)	40%	(473)	47%	(558)	1194
Income: 50k-100k	19%	(131)	34%	(229)	47%	(315)	675
Income: 100k+	23%	(77)	43%	(144)	33%	(110)	331
Ethnicity: White	15%	(265)	37%	(642)	47%	(814)	1722

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Table MCEN8_1: *How are you planning to first watch the following movies?*
Dr. Strange in the Multiverse of Madness

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	17%	(371)	38%	(845)	45%	(984)	2200
Ethnicity: Hispanic	25%	(89)	42%	(147)	33%	(114)	349
Ethnicity: Black	21%	(59)	42%	(114)	37%	(101)	274
Ethnicity: Other	23%	(47)	44%	(89)	33%	(68)	204
All Christian	16%	(158)	35%	(346)	49%	(483)	987
All Non-Christian	29%	(36)	36%	(44)	36%	(44)	124
Atheist	17%	(18)	44%	(47)	39%	(42)	107
Agnostic/Nothing in particular	16%	(101)	40%	(258)	44%	(283)	642
Something Else	17%	(58)	44%	(150)	39%	(132)	340
Religious Non-Protestant/Catholic	26%	(38)	35%	(52)	39%	(57)	147
Evangelical	19%	(104)	38%	(214)	43%	(243)	562
Non-Evangelical	15%	(106)	37%	(261)	49%	(347)	714
Community: Urban	24%	(162)	39%	(265)	36%	(244)	671
Community: Suburban	16%	(153)	37%	(364)	47%	(465)	983
Community: Rural	10%	(56)	40%	(216)	50%	(274)	546
Employ: Private Sector	26%	(183)	40%	(276)	34%	(232)	691
Employ: Government	19%	(22)	44%	(51)	37%	(44)	117
Employ: Self-Employed	19%	(34)	43%	(77)	38%	(69)	179
Employ: Homemaker	12%	(21)	49%	(89)	40%	(73)	183
Employ: Student	15%	(10)	41%	(27)	45%	(30)	66
Employ: Retired	7%	(36)	27%	(150)	66%	(367)	554
Employ: Unemployed	17%	(44)	41%	(108)	42%	(111)	263
Employ: Other	14%	(20)	46%	(67)	40%	(59)	146
Military HH: Yes	17%	(62)	34%	(128)	49%	(182)	372
Military HH: No	17%	(309)	39%	(717)	44%	(802)	1828
RD/WT: Right Direction	23%	(206)	37%	(336)	40%	(358)	901
RD/WT: Wrong Track	13%	(165)	39%	(509)	48%	(626)	1299
Biden Job Approve	21%	(224)	39%	(409)	40%	(418)	1051
Biden Job Disapprove	13%	(133)	37%	(374)	50%	(512)	1019

Continued on next page

Table MCEN8_1: *How are you planning to first watch the following movies?*
Dr. Strange in the Multiverse of Madness

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	17%	(371)	38%	(845)	45%	(984)	2200
Biden Job Strongly Approve	25%	(124)	37%	(185)	39%	(196)	506
Biden Job Somewhat Approve	18%	(99)	41%	(224)	41%	(222)	545
Biden Job Somewhat Disapprove	16%	(44)	44%	(126)	40%	(114)	285
Biden Job Strongly Disapprove	12%	(89)	34%	(248)	54%	(398)	734
Favorable of Biden	22%	(228)	37%	(393)	41%	(430)	1050
Unfavorable of Biden	13%	(130)	38%	(391)	49%	(501)	1022
Very Favorable of Biden	24%	(128)	36%	(191)	39%	(207)	526
Somewhat Favorable of Biden	19%	(100)	38%	(201)	42%	(223)	524
Somewhat Unfavorable of Biden	16%	(39)	48%	(119)	36%	(89)	247
Very Unfavorable of Biden	12%	(91)	35%	(272)	53%	(412)	775
#1 Issue: Economy	19%	(167)	41%	(364)	40%	(349)	880
#1 Issue: Security	10%	(30)	31%	(89)	59%	(168)	286
#1 Issue: Health Care	21%	(56)	40%	(104)	39%	(102)	262
#1 Issue: Medicare / Social Security	9%	(25)	28%	(80)	63%	(178)	283
#1 Issue: Women's Issues	22%	(30)	52%	(70)	27%	(37)	137
#1 Issue: Education	27%	(28)	37%	(39)	36%	(37)	104
#1 Issue: Energy	17%	(24)	41%	(57)	42%	(58)	139
#1 Issue: Other	11%	(12)	38%	(41)	51%	(55)	108
2020 Vote: Joe Biden	22%	(223)	38%	(387)	40%	(400)	1011
2020 Vote: Donald Trump	12%	(84)	35%	(240)	53%	(371)	695
2020 Vote: Other	14%	(9)	40%	(24)	46%	(28)	60
2020 Vote: Didn't Vote	13%	(54)	45%	(194)	42%	(183)	431
2018 House Vote: Democrat	22%	(168)	36%	(278)	43%	(336)	782
2018 House Vote: Republican	14%	(79)	34%	(194)	52%	(296)	569
2018 House Vote: Someone else	17%	(10)	31%	(17)	52%	(29)	56
2016 Vote: Hillary Clinton	21%	(150)	37%	(264)	42%	(298)	712
2016 Vote: Donald Trump	14%	(87)	33%	(203)	54%	(335)	626
2016 Vote: Other	16%	(20)	39%	(48)	45%	(55)	123
2016 Vote: Didn't Vote	15%	(113)	45%	(330)	40%	(296)	738

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Table MCEN8_1: *How are you planning to first watch the following movies?*
Dr. Strange in the Multiverse of Madness

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	17%	(371)	38%	(845)	45%	(984)	2200
Voted in 2014: Yes	17%	(207)	35%	(429)	48%	(586)	1222
Voted in 2014: No	17%	(164)	43%	(416)	41%	(398)	978
4-Region: Northeast	20%	(77)	31%	(122)	49%	(195)	394
4-Region: Midwest	11%	(52)	40%	(185)	49%	(226)	462
4-Region: South	17%	(143)	41%	(335)	42%	(346)	824
4-Region: West	19%	(99)	39%	(204)	42%	(217)	520
Marvel Comics Fans	26%	(341)	52%	(668)	22%	(287)	1296
Avid Marvel Comics Fans	49%	(214)	43%	(188)	9%	(38)	440
Casual Marvel Comics Fans	15%	(126)	56%	(480)	29%	(249)	855
Marvel TV/Movies Fans	24%	(346)	50%	(716)	25%	(357)	1419
Avid Marvel TV/Movies Fans	43%	(181)	44%	(185)	13%	(56)	422
Casual Marvel TV/Movies Fans	17%	(165)	53%	(531)	30%	(301)	997
Fans of Anything Marvel	24%	(363)	51%	(781)	25%	(383)	1526
Avid Fans of Anything Marvel	43%	(276)	48%	(309)	9%	(56)	642
Casual Fans of Anything Marvel	15%	(164)	54%	(603)	31%	(341)	1107

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

Table MCEN8_2: *How are you planning to first watch the following movies?*
Thor: Love and Thunder

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	18%	(391)	42%	(917)	41%	(892)	2200
Gender: Male	23%	(247)	41%	(438)	35%	(377)	1062
Gender: Female	13%	(144)	42%	(479)	45%	(516)	1138
Age: 18-34	28%	(186)	47%	(307)	25%	(163)	655
Age: 35-44	25%	(89)	48%	(171)	27%	(97)	358
Age: 45-64	12%	(94)	41%	(306)	47%	(352)	751
Age: 65+	5%	(22)	31%	(133)	64%	(281)	436
GenZers: 1997-2012	15%	(26)	52%	(88)	32%	(54)	169
Millennials: 1981-1996	31%	(221)	46%	(334)	23%	(164)	718
GenXers: 1965-1980	17%	(85)	47%	(239)	36%	(183)	507
Baby Boomers: 1946-1964	8%	(58)	34%	(243)	58%	(420)	720
PID: Dem (no lean)	25%	(215)	39%	(339)	36%	(318)	872
PID: Ind (no lean)	11%	(76)	48%	(330)	41%	(287)	693
PID: Rep (no lean)	16%	(100)	39%	(248)	45%	(288)	635
PID/Gender: Dem Men	33%	(141)	40%	(169)	27%	(117)	428
PID/Gender: Dem Women	17%	(74)	38%	(170)	45%	(200)	445
PID/Gender: Ind Men	14%	(42)	46%	(140)	41%	(124)	306
PID/Gender: Ind Women	9%	(34)	49%	(189)	42%	(163)	386
PID/Gender: Rep Men	20%	(64)	39%	(129)	41%	(135)	328
PID/Gender: Rep Women	12%	(35)	39%	(119)	50%	(152)	307
Ideo: Liberal (1-3)	26%	(168)	42%	(274)	33%	(216)	657
Ideo: Moderate (4)	16%	(101)	43%	(271)	41%	(260)	632
Ideo: Conservative (5-7)	14%	(92)	38%	(255)	49%	(332)	679
Educ: < College	17%	(256)	42%	(638)	41%	(618)	1512
Educ: Bachelors degree	17%	(74)	43%	(192)	40%	(178)	444
Educ: Post-grad	25%	(61)	36%	(87)	40%	(96)	244
Income: Under 50k	15%	(177)	44%	(520)	42%	(497)	1194
Income: 50k-100k	20%	(132)	38%	(257)	42%	(286)	675
Income: 100k+	25%	(82)	42%	(140)	33%	(109)	331
Ethnicity: White	16%	(272)	41%	(701)	43%	(749)	1722

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Table MCEN8_2: *How are you planning to first watch the following movies?*
Thor: Love and Thunder

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	18%	(391)	42%	(917)	41%	(892)	2200
Ethnicity: Hispanic	25%	(88)	45%	(157)	30%	(105)	349
Ethnicity: Black	25%	(70)	46%	(126)	29%	(78)	274
Ethnicity: Other	24%	(48)	44%	(90)	32%	(66)	204
All Christian	18%	(181)	38%	(376)	44%	(430)	987
All Non-Christian	28%	(35)	40%	(50)	32%	(39)	124
Atheist	20%	(21)	43%	(46)	37%	(40)	107
Agnostic/Nothing in particular	15%	(99)	43%	(277)	42%	(267)	642
Something Else	16%	(55)	50%	(168)	34%	(117)	340
Religious Non-Protestant/Catholic	26%	(39)	43%	(63)	31%	(45)	147
Evangelical	20%	(114)	39%	(218)	41%	(230)	562
Non-Evangelical	16%	(112)	42%	(301)	42%	(302)	714
Community: Urban	26%	(171)	42%	(281)	33%	(219)	671
Community: Suburban	16%	(153)	39%	(380)	46%	(450)	983
Community: Rural	12%	(66)	47%	(256)	41%	(224)	546
Employ: Private Sector	28%	(195)	39%	(271)	32%	(224)	691
Employ: Government	27%	(32)	53%	(63)	20%	(23)	117
Employ: Self-Employed	21%	(38)	48%	(86)	31%	(55)	179
Employ: Homemaker	12%	(22)	49%	(90)	39%	(70)	183
Employ: Student	7%	(5)	56%	(37)	37%	(25)	66
Employ: Retired	7%	(40)	32%	(175)	61%	(339)	554
Employ: Unemployed	15%	(40)	45%	(119)	40%	(104)	263
Employ: Other	13%	(19)	52%	(76)	35%	(51)	146
Military HH: Yes	18%	(66)	41%	(151)	41%	(154)	372
Military HH: No	18%	(324)	42%	(766)	40%	(738)	1828
RD/WT: Right Direction	23%	(210)	41%	(368)	36%	(323)	901
RD/WT: Wrong Track	14%	(181)	42%	(549)	44%	(569)	1299
Biden Job Approve	22%	(229)	42%	(439)	36%	(382)	1051
Biden Job Disapprove	15%	(152)	40%	(406)	45%	(461)	1019

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Table MCEN8_2: *How are you planning to first watch the following movies?*
Thor: Love and Thunder

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	18%	(391)	42%	(917)	41%	(892)	2200
Biden Job Strongly Approve	27%	(134)	40%	(200)	34%	(171)	506
Biden Job Somewhat Approve	17%	(95)	44%	(239)	39%	(211)	545
Biden Job Somewhat Disapprove	17%	(48)	46%	(131)	37%	(105)	285
Biden Job Strongly Disapprove	14%	(104)	37%	(275)	48%	(356)	734
Favorable of Biden	22%	(228)	40%	(421)	38%	(402)	1050
Unfavorable of Biden	15%	(157)	42%	(424)	43%	(440)	1022
Very Favorable of Biden	26%	(136)	38%	(203)	36%	(188)	526
Somewhat Favorable of Biden	17%	(91)	42%	(218)	41%	(214)	524
Somewhat Unfavorable of Biden	19%	(47)	51%	(126)	30%	(74)	247
Very Unfavorable of Biden	14%	(110)	38%	(298)	47%	(366)	775
#1 Issue: Economy	20%	(172)	46%	(401)	35%	(307)	880
#1 Issue: Security	15%	(42)	35%	(101)	50%	(143)	286
#1 Issue: Health Care	21%	(55)	42%	(111)	36%	(95)	262
#1 Issue: Medicare / Social Security	8%	(22)	34%	(97)	58%	(164)	283
#1 Issue: Women's Issues	21%	(29)	50%	(69)	28%	(39)	137
#1 Issue: Education	25%	(27)	41%	(42)	34%	(35)	104
#1 Issue: Energy	21%	(30)	38%	(53)	41%	(56)	139
#1 Issue: Other	12%	(13)	39%	(43)	49%	(52)	108
2020 Vote: Joe Biden	22%	(221)	40%	(407)	38%	(382)	1011
2020 Vote: Donald Trump	16%	(113)	38%	(263)	46%	(319)	695
2020 Vote: Other	12%	(7)	39%	(24)	49%	(29)	60
2020 Vote: Didn't Vote	11%	(48)	52%	(223)	37%	(159)	431
2018 House Vote: Democrat	22%	(172)	40%	(311)	38%	(299)	782
2018 House Vote: Republican	16%	(91)	36%	(206)	48%	(272)	569
2018 House Vote: Someone else	11%	(6)	45%	(25)	44%	(25)	56
2016 Vote: Hillary Clinton	22%	(156)	40%	(288)	38%	(268)	712
2016 Vote: Donald Trump	16%	(99)	36%	(224)	48%	(302)	626
2016 Vote: Other	10%	(12)	42%	(52)	48%	(59)	123
2016 Vote: Didn't Vote	17%	(122)	48%	(353)	36%	(263)	738

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Table MCEN8_2: *How are you planning to first watch the following movies?*
Thor: Love and Thunder

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	18%	(391)	42%	(917)	41%	(892)	2200
Voted in 2014: Yes	17%	(213)	39%	(472)	44%	(538)	1222
Voted in 2014: No	18%	(178)	46%	(445)	36%	(355)	978
4-Region: Northeast	19%	(74)	36%	(140)	46%	(180)	394
4-Region: Midwest	13%	(59)	41%	(188)	47%	(216)	462
4-Region: South	19%	(156)	44%	(362)	37%	(307)	824
4-Region: West	20%	(102)	44%	(228)	37%	(190)	520
Marvel Comics Fans	27%	(355)	55%	(716)	17%	(225)	1296
Avid Marvel Comics Fans	51%	(225)	43%	(189)	6%	(26)	440
Casual Marvel Comics Fans	15%	(130)	62%	(527)	23%	(199)	855
Marvel TV/Movies Fans	25%	(360)	54%	(764)	21%	(295)	1419
Avid Marvel TV/Movies Fans	44%	(184)	45%	(191)	11%	(47)	422
Casual Marvel TV/Movies Fans	18%	(176)	57%	(573)	25%	(248)	997
Fans of Anything Marvel	25%	(383)	55%	(837)	20%	(307)	1526
Avid Fans of Anything Marvel	45%	(288)	48%	(306)	7%	(47)	642
Casual Fans of Anything Marvel	16%	(177)	59%	(655)	25%	(276)	1107

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

Table MCEN8_3: *How are you planning to first watch the following movies?*
Black Panther: Wakanda Forever

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(425)	42%	(927)	39%	(848)	2200
Gender: Male	24%	(251)	42%	(445)	34%	(366)	1062
Gender: Female	15%	(174)	42%	(482)	42%	(482)	1138
Age: 18-34	34%	(225)	45%	(295)	21%	(135)	655
Age: 35-44	22%	(78)	52%	(187)	26%	(93)	358
Age: 45-64	14%	(105)	41%	(306)	45%	(339)	751
Age: 65+	4%	(17)	32%	(139)	64%	(281)	436
GenZers: 1997-2012	31%	(53)	49%	(82)	20%	(34)	169
Millennials: 1981-1996	32%	(227)	47%	(339)	21%	(152)	718
GenXers: 1965-1980	18%	(94)	46%	(235)	35%	(178)	507
Baby Boomers: 1946-1964	7%	(50)	36%	(257)	57%	(413)	720
PID: Dem (no lean)	28%	(242)	42%	(364)	31%	(266)	872
PID: Ind (no lean)	16%	(108)	46%	(316)	39%	(269)	693
PID: Rep (no lean)	12%	(76)	39%	(247)	49%	(313)	635
PID/Gender: Dem Men	36%	(153)	42%	(178)	23%	(97)	428
PID/Gender: Dem Women	20%	(88)	42%	(187)	38%	(170)	445
PID/Gender: Ind Men	17%	(51)	45%	(138)	38%	(117)	306
PID/Gender: Ind Women	15%	(57)	46%	(178)	39%	(152)	386
PID/Gender: Rep Men	14%	(47)	40%	(130)	46%	(151)	328
PID/Gender: Rep Women	9%	(29)	38%	(117)	52%	(161)	307
Ideo: Liberal (1-3)	28%	(181)	46%	(299)	27%	(177)	657
Ideo: Moderate (4)	18%	(114)	42%	(268)	39%	(249)	632
Ideo: Conservative (5-7)	12%	(84)	36%	(248)	51%	(348)	679
Educ: < College	19%	(290)	42%	(636)	39%	(587)	1512
Educ: Bachelors degree	18%	(78)	43%	(190)	40%	(176)	444
Educ: Post-grad	23%	(57)	42%	(101)	35%	(86)	244
Income: Under 50k	18%	(214)	43%	(508)	40%	(472)	1194
Income: 50k-100k	19%	(131)	40%	(268)	41%	(276)	675
Income: 100k+	24%	(80)	46%	(151)	30%	(100)	331
Ethnicity: White	16%	(273)	40%	(686)	44%	(762)	1722

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Table MCEN8_3: *How are you planning to first watch the following movies?*
Black Panther: Wakanda Forever

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(425)	42%	(927)	39%	(848)	2200
Ethnicity: Hispanic	29%	(103)	44%	(153)	27%	(94)	349
Ethnicity: Black	37%	(102)	53%	(145)	10%	(27)	274
Ethnicity: Other	24%	(50)	47%	(96)	29%	(59)	204
All Christian	16%	(159)	41%	(408)	43%	(420)	987
All Non-Christian	30%	(37)	37%	(46)	33%	(40)	124
Atheist	19%	(20)	47%	(50)	34%	(37)	107
Agnostic/Nothing in particular	21%	(133)	41%	(264)	38%	(246)	642
Something Else	22%	(76)	47%	(159)	31%	(105)	340
Religious Non-Protestant/Catholic	27%	(40)	43%	(62)	31%	(45)	147
Evangelical	21%	(120)	40%	(226)	38%	(216)	562
Non-Evangelical	15%	(104)	44%	(317)	41%	(294)	714
Community: Urban	29%	(193)	42%	(284)	29%	(194)	671
Community: Suburban	17%	(170)	40%	(396)	42%	(417)	983
Community: Rural	11%	(62)	45%	(247)	43%	(237)	546
Employ: Private Sector	29%	(197)	39%	(269)	33%	(225)	691
Employ: Government	21%	(25)	60%	(70)	19%	(22)	117
Employ: Self-Employed	21%	(37)	50%	(90)	29%	(52)	179
Employ: Homemaker	15%	(27)	51%	(94)	34%	(63)	183
Employ: Student	28%	(19)	45%	(30)	27%	(18)	66
Employ: Retired	7%	(37)	34%	(187)	60%	(330)	554
Employ: Unemployed	23%	(60)	42%	(109)	36%	(94)	263
Employ: Other	16%	(24)	54%	(79)	30%	(43)	146
Military HH: Yes	18%	(65)	39%	(146)	43%	(160)	372
Military HH: No	20%	(360)	43%	(781)	38%	(688)	1828
RD/WT: Right Direction	27%	(244)	42%	(375)	31%	(282)	901
RD/WT: Wrong Track	14%	(181)	42%	(552)	44%	(566)	1299
Biden Job Approve	26%	(277)	44%	(459)	30%	(315)	1051
Biden Job Disapprove	13%	(131)	40%	(403)	48%	(485)	1019

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Table MCEN8_3: *How are you planning to first watch the following movies?*
Black Panther: Wakanda Forever

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(425)	42%	(927)	39%	(848)	2200
Biden Job Strongly Approve	30%	(150)	43%	(217)	27%	(139)	506
Biden Job Somewhat Approve	23%	(127)	44%	(242)	32%	(176)	545
Biden Job Somewhat Disapprove	16%	(46)	52%	(147)	32%	(92)	285
Biden Job Strongly Disapprove	12%	(85)	35%	(256)	54%	(393)	734
Favorable of Biden	26%	(274)	43%	(450)	31%	(326)	1050
Unfavorable of Biden	13%	(130)	41%	(419)	46%	(473)	1022
Very Favorable of Biden	29%	(154)	42%	(221)	29%	(151)	526
Somewhat Favorable of Biden	23%	(120)	44%	(229)	33%	(175)	524
Somewhat Unfavorable of Biden	17%	(41)	53%	(131)	30%	(74)	247
Very Unfavorable of Biden	11%	(89)	37%	(288)	51%	(398)	775
#1 Issue: Economy	21%	(181)	46%	(407)	33%	(292)	880
#1 Issue: Security	14%	(41)	33%	(95)	52%	(150)	286
#1 Issue: Health Care	18%	(48)	49%	(128)	33%	(87)	262
#1 Issue: Medicare / Social Security	7%	(20)	38%	(109)	54%	(154)	283
#1 Issue: Women's Issues	39%	(53)	35%	(48)	26%	(35)	137
#1 Issue: Education	38%	(40)	33%	(35)	28%	(30)	104
#1 Issue: Energy	19%	(26)	44%	(60)	38%	(52)	139
#1 Issue: Other	13%	(14)	41%	(45)	45%	(49)	108
2020 Vote: Joe Biden	26%	(264)	43%	(430)	31%	(317)	1011
2020 Vote: Donald Trump	11%	(78)	38%	(265)	51%	(352)	695
2020 Vote: Other	26%	(15)	35%	(21)	39%	(24)	60
2020 Vote: Didn't Vote	15%	(65)	49%	(212)	36%	(154)	431
2018 House Vote: Democrat	26%	(202)	41%	(323)	33%	(258)	782
2018 House Vote: Republican	12%	(70)	36%	(203)	52%	(295)	569
2018 House Vote: Someone else	13%	(8)	45%	(25)	42%	(24)	56
2016 Vote: Hillary Clinton	25%	(177)	44%	(312)	31%	(223)	712
2016 Vote: Donald Trump	13%	(83)	35%	(219)	52%	(324)	626
2016 Vote: Other	14%	(18)	43%	(53)	43%	(53)	123
2016 Vote: Didn't Vote	20%	(147)	47%	(343)	34%	(248)	738

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Table MCEN8_3: *How are you planning to first watch the following movies?*
Black Panther: Wakanda Forever

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(425)	42%	(927)	39%	(848)	2200
Voted in 2014: Yes	18%	(224)	39%	(481)	42%	(518)	1222
Voted in 2014: No	21%	(201)	46%	(446)	34%	(330)	978
4-Region: Northeast	17%	(68)	38%	(149)	45%	(176)	394
4-Region: Midwest	14%	(66)	43%	(199)	43%	(197)	462
4-Region: South	21%	(174)	43%	(356)	36%	(294)	824
4-Region: West	22%	(117)	43%	(223)	35%	(180)	520
Marvel Comics Fans	29%	(370)	53%	(692)	18%	(234)	1296
Avid Marvel Comics Fans	51%	(223)	42%	(186)	7%	(31)	440
Casual Marvel Comics Fans	17%	(146)	59%	(506)	24%	(203)	855
Marvel TV/Movies Fans	26%	(374)	53%	(752)	21%	(292)	1419
Avid Marvel TV/Movies Fans	46%	(193)	44%	(184)	11%	(45)	422
Casual Marvel TV/Movies Fans	18%	(182)	57%	(568)	25%	(247)	997
Fans of Anything Marvel	26%	(402)	53%	(815)	20%	(309)	1526
Avid Fans of Anything Marvel	45%	(286)	48%	(305)	8%	(50)	642
Casual Fans of Anything Marvel	18%	(200)	57%	(632)	25%	(275)	1107

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

Table MCEN8_4: *How are you planning to first watch the following movies?*
The Marvels

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	18%	(386)	44%	(963)	39%	(851)	2200
Gender: Male	22%	(234)	44%	(469)	34%	(358)	1062
Gender: Female	13%	(152)	43%	(494)	43%	(493)	1138
Age: 18-34	29%	(190)	48%	(312)	23%	(153)	655
Age: 35-44	21%	(73)	55%	(196)	25%	(88)	358
Age: 45-64	13%	(98)	43%	(319)	44%	(333)	751
Age: 65+	6%	(25)	31%	(135)	63%	(276)	436
GenZers: 1997-2012	24%	(40)	49%	(82)	28%	(47)	169
Millennials: 1981-1996	28%	(201)	51%	(364)	21%	(154)	718
GenXers: 1965-1980	16%	(79)	50%	(255)	34%	(173)	507
Baby Boomers: 1946-1964	9%	(66)	34%	(243)	57%	(412)	720
PID: Dem (no lean)	25%	(216)	41%	(355)	35%	(301)	872
PID: Ind (no lean)	11%	(79)	49%	(338)	40%	(276)	693
PID: Rep (no lean)	14%	(92)	43%	(270)	43%	(274)	635
PID/Gender: Dem Men	33%	(140)	42%	(179)	25%	(109)	428
PID/Gender: Dem Women	17%	(76)	40%	(176)	43%	(193)	445
PID/Gender: Ind Men	14%	(44)	45%	(138)	41%	(124)	306
PID/Gender: Ind Women	9%	(35)	52%	(200)	39%	(151)	386
PID/Gender: Rep Men	15%	(50)	46%	(152)	38%	(125)	328
PID/Gender: Rep Women	13%	(41)	38%	(118)	48%	(148)	307
Ideo: Liberal (1-3)	25%	(166)	41%	(268)	34%	(222)	657
Ideo: Moderate (4)	16%	(100)	47%	(297)	37%	(234)	632
Ideo: Conservative (5-7)	14%	(93)	40%	(272)	46%	(315)	679
Educ: < College	17%	(250)	45%	(676)	39%	(586)	1512
Educ: Bachelors degree	17%	(76)	43%	(193)	39%	(175)	444
Educ: Post-grad	25%	(60)	39%	(94)	37%	(90)	244
Income: Under 50k	15%	(181)	46%	(546)	39%	(468)	1194
Income: 50k-100k	20%	(134)	40%	(267)	41%	(274)	675
Income: 100k+	22%	(72)	45%	(150)	33%	(109)	331
Ethnicity: White	15%	(266)	42%	(728)	42%	(728)	1722

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Table MCEN8_4: *How are you planning to first watch the following movies?*
The Marvels

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	18%	(386)	44%	(963)	39%	(851)	2200
Ethnicity: Hispanic	27%	(94)	48%	(166)	25%	(89)	349
Ethnicity: Black	28%	(75)	49%	(133)	24%	(65)	274
Ethnicity: Other	22%	(45)	50%	(102)	28%	(57)	204
All Christian	18%	(179)	41%	(402)	41%	(405)	987
All Non-Christian	27%	(33)	42%	(52)	31%	(39)	124
Atheist	15%	(16)	48%	(52)	37%	(39)	107
Agnostic/Nothing in particular	16%	(100)	44%	(285)	40%	(257)	642
Something Else	17%	(58)	50%	(172)	32%	(110)	340
Religious Non-Protestant/Catholic	25%	(36)	44%	(65)	31%	(45)	147
Evangelical	22%	(126)	40%	(227)	37%	(209)	562
Non-Evangelical	14%	(103)	45%	(322)	41%	(290)	714
Community: Urban	26%	(173)	45%	(299)	30%	(199)	671
Community: Suburban	15%	(151)	41%	(407)	43%	(424)	983
Community: Rural	11%	(63)	47%	(257)	42%	(227)	546
Employ: Private Sector	26%	(182)	41%	(282)	33%	(227)	691
Employ: Government	18%	(21)	62%	(72)	20%	(23)	117
Employ: Self-Employed	21%	(38)	50%	(89)	29%	(52)	179
Employ: Homemaker	12%	(22)	58%	(106)	30%	(55)	183
Employ: Student	24%	(16)	38%	(25)	38%	(25)	66
Employ: Retired	8%	(46)	33%	(184)	58%	(324)	554
Employ: Unemployed	16%	(43)	46%	(121)	38%	(99)	263
Employ: Other	13%	(19)	56%	(83)	31%	(45)	146
Military HH: Yes	17%	(65)	43%	(161)	39%	(146)	372
Military HH: No	18%	(322)	44%	(802)	39%	(705)	1828
RD/WT: Right Direction	24%	(217)	42%	(382)	34%	(303)	901
RD/WT: Wrong Track	13%	(170)	45%	(581)	42%	(548)	1299
Biden Job Approve	23%	(246)	43%	(450)	34%	(355)	1051
Biden Job Disapprove	13%	(130)	43%	(439)	44%	(450)	1019

Continued on next page

Table MCEN8_4: *How are you planning to first watch the following movies?*
The Marvels

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	18%	(386)	44%	(963)	39%	(851)	2200
Biden Job Strongly Approve	27%	(139)	41%	(207)	32%	(159)	506
Biden Job Somewhat Approve	20%	(107)	44%	(242)	36%	(196)	545
Biden Job Somewhat Disapprove	13%	(38)	51%	(146)	35%	(101)	285
Biden Job Strongly Disapprove	13%	(92)	40%	(293)	48%	(349)	734
Favorable of Biden	23%	(241)	41%	(434)	36%	(375)	1050
Unfavorable of Biden	13%	(134)	45%	(455)	42%	(432)	1022
Very Favorable of Biden	27%	(143)	40%	(211)	33%	(173)	526
Somewhat Favorable of Biden	19%	(99)	43%	(223)	39%	(202)	524
Somewhat Unfavorable of Biden	16%	(39)	55%	(135)	30%	(73)	247
Very Unfavorable of Biden	12%	(96)	41%	(320)	46%	(359)	775
#1 Issue: Economy	19%	(170)	47%	(412)	34%	(298)	880
#1 Issue: Security	13%	(37)	42%	(121)	45%	(128)	286
#1 Issue: Health Care	21%	(55)	43%	(112)	36%	(95)	262
#1 Issue: Medicare / Social Security	6%	(17)	38%	(109)	56%	(158)	283
#1 Issue: Women's Issues	27%	(37)	51%	(69)	23%	(31)	137
#1 Issue: Education	30%	(32)	42%	(44)	27%	(29)	104
#1 Issue: Energy	19%	(26)	40%	(55)	42%	(58)	139
#1 Issue: Other	12%	(13)	38%	(41)	50%	(54)	108
2020 Vote: Joe Biden	23%	(229)	42%	(425)	35%	(357)	1011
2020 Vote: Donald Trump	14%	(95)	42%	(291)	44%	(309)	695
2020 Vote: Other	13%	(8)	43%	(26)	43%	(26)	60
2020 Vote: Didn't Vote	13%	(54)	51%	(220)	36%	(156)	431
2018 House Vote: Democrat	22%	(175)	41%	(317)	37%	(290)	782
2018 House Vote: Republican	15%	(85)	39%	(223)	46%	(262)	569
2018 House Vote: Someone else	11%	(6)	38%	(22)	50%	(28)	56
2016 Vote: Hillary Clinton	22%	(159)	40%	(288)	37%	(265)	712
2016 Vote: Donald Trump	14%	(88)	40%	(252)	46%	(286)	626
2016 Vote: Other	10%	(12)	46%	(56)	45%	(55)	123
2016 Vote: Didn't Vote	17%	(127)	50%	(366)	33%	(245)	738

Continued on next page

Table MCEN8_4: *How are you planning to first watch the following movies?*
The Marvels

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	18%	(386)	44%	(963)	39%	(851)	2200
Voted in 2014: Yes	18%	(220)	40%	(484)	42%	(518)	1222
Voted in 2014: No	17%	(166)	49%	(478)	34%	(333)	978
4-Region: Northeast	17%	(69)	38%	(151)	44%	(174)	394
4-Region: Midwest	13%	(62)	42%	(196)	44%	(204)	462
4-Region: South	18%	(151)	46%	(377)	36%	(296)	824
4-Region: West	20%	(104)	46%	(239)	34%	(177)	520
Marvel Comics Fans	28%	(357)	57%	(745)	15%	(194)	1296
Avid Marvel Comics Fans	49%	(217)	46%	(202)	5%	(21)	440
Casual Marvel Comics Fans	16%	(141)	63%	(542)	20%	(173)	855
Marvel TV/Movies Fans	25%	(355)	57%	(809)	18%	(255)	1419
Avid Marvel TV/Movies Fans	44%	(186)	47%	(200)	9%	(36)	422
Casual Marvel TV/Movies Fans	17%	(169)	61%	(609)	22%	(219)	997
Fans of Anything Marvel	25%	(374)	58%	(886)	17%	(266)	1526
Avid Fans of Anything Marvel	44%	(284)	49%	(315)	7%	(43)	642
Casual Fans of Anything Marvel	17%	(184)	62%	(683)	22%	(240)	1107

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

Table MCEN8_5: *How are you planning to first watch the following movies?*
Guardians of the Galaxy 3

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	20%	(440)	44%	(960)	36%	(800)	2200
Gender: Male	25%	(267)	44%	(467)	31%	(328)	1062
Gender: Female	15%	(173)	43%	(494)	41%	(472)	1138
Age: 18-34	30%	(199)	50%	(327)	20%	(129)	655
Age: 35-44	25%	(91)	52%	(187)	22%	(80)	358
Age: 45-64	16%	(122)	42%	(313)	42%	(317)	751
Age: 65+	6%	(28)	31%	(134)	63%	(274)	436
GenZers: 1997-2012	24%	(40)	50%	(85)	26%	(43)	169
Millennials: 1981-1996	31%	(225)	51%	(367)	18%	(127)	718
GenXers: 1965-1980	20%	(101)	47%	(238)	33%	(169)	507
Baby Boomers: 1946-1964	10%	(73)	35%	(252)	55%	(395)	720
PID: Dem (no lean)	25%	(218)	41%	(355)	34%	(300)	872
PID: Ind (no lean)	15%	(105)	49%	(340)	36%	(248)	693
PID: Rep (no lean)	18%	(116)	42%	(266)	40%	(252)	635
PID/Gender: Dem Men	34%	(146)	41%	(174)	25%	(107)	428
PID/Gender: Dem Women	16%	(72)	41%	(180)	43%	(193)	445
PID/Gender: Ind Men	17%	(51)	47%	(145)	36%	(110)	306
PID/Gender: Ind Women	14%	(55)	50%	(194)	36%	(137)	386
PID/Gender: Rep Men	21%	(70)	45%	(147)	34%	(111)	328
PID/Gender: Rep Women	15%	(47)	39%	(119)	46%	(142)	307
Ideo: Liberal (1-3)	25%	(166)	44%	(288)	31%	(203)	657
Ideo: Moderate (4)	18%	(115)	44%	(277)	38%	(239)	632
Ideo: Conservative (5-7)	17%	(116)	41%	(278)	42%	(286)	679
Educ: < College	19%	(281)	45%	(680)	36%	(551)	1512
Educ: Bachelors degree	21%	(95)	42%	(187)	37%	(162)	444
Educ: Post-grad	26%	(63)	39%	(94)	36%	(87)	244
Income: Under 50k	17%	(205)	45%	(536)	38%	(453)	1194
Income: 50k-100k	19%	(129)	43%	(290)	38%	(255)	675
Income: 100k+	32%	(105)	41%	(134)	28%	(92)	331
Ethnicity: White	19%	(327)	42%	(726)	39%	(669)	1722

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Table MCEN8_5: *How are you planning to first watch the following movies?*
Guardians of the Galaxy 3

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	20%	(440)	44%	(960)	36%	(800)	2200
Ethnicity: Hispanic	28%	(97)	49%	(172)	23%	(81)	349
Ethnicity: Black	22%	(61)	50%	(138)	27%	(75)	274
Ethnicity: Other	25%	(52)	47%	(96)	28%	(56)	204
All Christian	20%	(196)	40%	(398)	40%	(392)	987
All Non-Christian	28%	(34)	43%	(54)	29%	(36)	124
Atheist	20%	(22)	47%	(51)	32%	(35)	107
Agnostic/Nothing in particular	19%	(120)	46%	(295)	35%	(227)	642
Something Else	20%	(67)	48%	(163)	32%	(110)	340
Religious Non-Protestant/Catholic	26%	(38)	46%	(68)	28%	(41)	147
Evangelical	24%	(132)	39%	(221)	37%	(208)	562
Non-Evangelical	17%	(121)	44%	(311)	40%	(282)	714
Community: Urban	25%	(166)	46%	(311)	29%	(194)	671
Community: Suburban	20%	(198)	40%	(396)	40%	(388)	983
Community: Rural	14%	(76)	46%	(253)	40%	(217)	546
Employ: Private Sector	29%	(204)	43%	(298)	27%	(190)	691
Employ: Government	23%	(27)	54%	(63)	23%	(27)	117
Employ: Self-Employed	25%	(46)	46%	(83)	29%	(51)	179
Employ: Homemaker	15%	(28)	55%	(101)	30%	(54)	183
Employ: Student	22%	(14)	44%	(29)	34%	(22)	66
Employ: Retired	9%	(51)	33%	(184)	58%	(319)	554
Employ: Unemployed	17%	(46)	50%	(132)	33%	(85)	263
Employ: Other	16%	(24)	49%	(72)	35%	(51)	146
Military HH: Yes	19%	(70)	43%	(161)	38%	(140)	372
Military HH: No	20%	(370)	44%	(799)	36%	(660)	1828
RD/WT: Right Direction	25%	(225)	41%	(371)	34%	(304)	901
RD/WT: Wrong Track	16%	(214)	45%	(589)	38%	(496)	1299
Biden Job Approve	24%	(257)	42%	(442)	33%	(351)	1051
Biden Job Disapprove	16%	(166)	44%	(446)	40%	(407)	1019

Continued on next page

Table MCEN8_5: *How are you planning to first watch the following movies?*
Guardians of the Galaxy 3

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	20%	(440)	44%	(960)	36%	(800)	2200
Biden Job Strongly Approve	27%	(134)	42%	(212)	32%	(160)	506
Biden Job Somewhat Approve	23%	(123)	42%	(230)	35%	(192)	545
Biden Job Somewhat Disapprove	19%	(53)	50%	(143)	31%	(89)	285
Biden Job Strongly Disapprove	15%	(113)	41%	(303)	43%	(318)	734
Favorable of Biden	24%	(249)	41%	(430)	35%	(371)	1050
Unfavorable of Biden	17%	(172)	45%	(464)	38%	(386)	1022
Very Favorable of Biden	26%	(138)	42%	(222)	32%	(167)	526
Somewhat Favorable of Biden	21%	(112)	40%	(208)	39%	(204)	524
Somewhat Unfavorable of Biden	21%	(52)	57%	(141)	22%	(54)	247
Very Unfavorable of Biden	16%	(120)	42%	(323)	43%	(332)	775
#1 Issue: Economy	22%	(193)	48%	(419)	30%	(268)	880
#1 Issue: Security	13%	(36)	39%	(112)	48%	(138)	286
#1 Issue: Health Care	22%	(57)	46%	(120)	32%	(85)	262
#1 Issue: Medicare / Social Security	10%	(29)	33%	(93)	57%	(161)	283
#1 Issue: Women's Issues	30%	(41)	48%	(65)	22%	(30)	137
#1 Issue: Education	28%	(30)	43%	(45)	29%	(30)	104
#1 Issue: Energy	24%	(33)	46%	(64)	30%	(42)	139
#1 Issue: Other	18%	(20)	39%	(42)	43%	(46)	108
2020 Vote: Joe Biden	23%	(234)	43%	(435)	34%	(341)	1011
2020 Vote: Donald Trump	17%	(118)	41%	(285)	42%	(292)	695
2020 Vote: Other	19%	(11)	43%	(26)	39%	(23)	60
2020 Vote: Didn't Vote	17%	(75)	50%	(215)	33%	(141)	431
2018 House Vote: Democrat	23%	(181)	41%	(322)	36%	(280)	782
2018 House Vote: Republican	19%	(107)	38%	(217)	43%	(245)	569
2018 House Vote: Someone else	17%	(10)	42%	(24)	41%	(23)	56
2016 Vote: Hillary Clinton	24%	(171)	41%	(291)	35%	(250)	712
2016 Vote: Donald Trump	17%	(104)	40%	(248)	44%	(274)	626
2016 Vote: Other	22%	(27)	43%	(53)	36%	(44)	123
2016 Vote: Didn't Vote	19%	(138)	50%	(369)	31%	(232)	738

Continued on next page

Table MCEN8_5: *How are you planning to first watch the following movies?*
Guardians of the Galaxy 3

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	20%	(440)	44%	(960)	36%	(800)	2200
Voted in 2014: Yes	20%	(247)	40%	(485)	40%	(490)	1222
Voted in 2014: No	20%	(192)	49%	(476)	32%	(310)	978
4-Region: Northeast	20%	(78)	39%	(154)	41%	(161)	394
4-Region: Midwest	17%	(80)	43%	(198)	40%	(184)	462
4-Region: South	21%	(175)	44%	(363)	35%	(286)	824
4-Region: West	20%	(106)	47%	(245)	32%	(169)	520
Marvel Comics Fans	30%	(386)	56%	(723)	14%	(186)	1296
Avid Marvel Comics Fans	48%	(213)	47%	(209)	4%	(18)	440
Casual Marvel Comics Fans	20%	(173)	60%	(514)	20%	(168)	855
Marvel TV/Movies Fans	28%	(400)	55%	(776)	17%	(243)	1419
Avid Marvel TV/Movies Fans	42%	(175)	51%	(213)	8%	(34)	422
Casual Marvel TV/Movies Fans	23%	(225)	56%	(563)	21%	(210)	997
Fans of Anything Marvel	28%	(425)	55%	(846)	17%	(255)	1526
Avid Fans of Anything Marvel	46%	(293)	49%	(314)	6%	(35)	642
Casual Fans of Anything Marvel	20%	(226)	58%	(648)	21%	(234)	1107

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

Table MCEN8_6: *How are you planning to first watch the following movies?*
Ant-Man and the Wasp: Quantumania

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	17%	(369)	39%	(856)	44%	(975)	2200
Gender: Male	22%	(237)	40%	(429)	37%	(396)	1062
Gender: Female	12%	(132)	38%	(427)	51%	(580)	1138
Age: 18-34	29%	(192)	42%	(273)	29%	(190)	655
Age: 35-44	23%	(83)	48%	(171)	29%	(103)	358
Age: 45-64	10%	(77)	39%	(295)	51%	(379)	751
Age: 65+	4%	(17)	27%	(116)	69%	(303)	436
GenZers: 1997-2012	21%	(36)	40%	(67)	39%	(66)	169
Millennials: 1981-1996	30%	(218)	44%	(318)	25%	(182)	718
GenXers: 1965-1980	14%	(73)	46%	(233)	40%	(201)	507
Baby Boomers: 1946-1964	6%	(40)	31%	(223)	63%	(457)	720
PID: Dem (no lean)	25%	(215)	36%	(312)	40%	(346)	872
PID: Ind (no lean)	10%	(72)	44%	(304)	46%	(316)	693
PID: Rep (no lean)	13%	(82)	38%	(240)	49%	(314)	635
PID/Gender: Dem Men	34%	(145)	37%	(157)	29%	(126)	428
PID/Gender: Dem Women	16%	(70)	35%	(154)	50%	(220)	445
PID/Gender: Ind Men	13%	(41)	46%	(140)	41%	(125)	306
PID/Gender: Ind Women	8%	(31)	43%	(164)	49%	(191)	386
PID/Gender: Rep Men	16%	(52)	40%	(131)	44%	(145)	328
PID/Gender: Rep Women	10%	(30)	35%	(108)	55%	(169)	307
Ideo: Liberal (1-3)	24%	(156)	39%	(259)	37%	(242)	657
Ideo: Moderate (4)	13%	(85)	42%	(266)	44%	(281)	632
Ideo: Conservative (5-7)	13%	(89)	34%	(233)	53%	(358)	679
Educ: < College	15%	(233)	40%	(601)	45%	(678)	1512
Educ: Bachelors degree	17%	(77)	38%	(168)	45%	(199)	444
Educ: Post-grad	24%	(59)	36%	(87)	40%	(98)	244
Income: Under 50k	13%	(159)	41%	(488)	46%	(548)	1194
Income: 50k-100k	19%	(130)	35%	(239)	45%	(306)	675
Income: 100k+	24%	(81)	39%	(128)	37%	(122)	331
Ethnicity: White	16%	(269)	38%	(647)	47%	(806)	1722

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Table MCEN8_6: *How are you planning to first watch the following movies?*
Ant-Man and the Wasp: Quantumania

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	17%	(369)	39%	(856)	44%	(975)	2200
Ethnicity: Hispanic	28%	(98)	41%	(145)	31%	(107)	349
Ethnicity: Black	21%	(57)	46%	(125)	34%	(92)	274
Ethnicity: Other	21%	(43)	41%	(84)	38%	(77)	204
All Christian	17%	(169)	36%	(357)	47%	(461)	987
All Non-Christian	25%	(31)	39%	(48)	37%	(45)	124
Atheist	14%	(15)	45%	(48)	41%	(44)	107
Agnostic/Nothing in particular	15%	(94)	40%	(255)	46%	(293)	642
Something Else	18%	(61)	43%	(147)	39%	(132)	340
Religious Non-Protestant/Catholic	22%	(33)	42%	(62)	35%	(52)	147
Evangelical	21%	(119)	36%	(200)	43%	(243)	562
Non-Evangelical	14%	(101)	39%	(279)	47%	(334)	714
Community: Urban	25%	(166)	41%	(273)	34%	(231)	671
Community: Suburban	15%	(147)	36%	(357)	49%	(478)	983
Community: Rural	10%	(55)	41%	(225)	49%	(266)	546
Employ: Private Sector	26%	(178)	40%	(274)	35%	(239)	691
Employ: Government	25%	(30)	47%	(55)	28%	(32)	117
Employ: Self-Employed	16%	(29)	47%	(85)	36%	(65)	179
Employ: Homemaker	14%	(25)	46%	(84)	40%	(73)	183
Employ: Student	21%	(14)	32%	(21)	46%	(31)	66
Employ: Retired	6%	(33)	29%	(161)	65%	(361)	554
Employ: Unemployed	15%	(40)	41%	(108)	44%	(116)	263
Employ: Other	14%	(20)	47%	(68)	40%	(58)	146
Military HH: Yes	16%	(59)	39%	(144)	46%	(169)	372
Military HH: No	17%	(310)	39%	(712)	44%	(806)	1828
RD/WT: Right Direction	23%	(205)	37%	(336)	40%	(360)	901
RD/WT: Wrong Track	13%	(164)	40%	(520)	47%	(615)	1299
Biden Job Approve	22%	(229)	39%	(410)	39%	(412)	1051
Biden Job Disapprove	13%	(128)	38%	(389)	49%	(502)	1019

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Table MCEN8_6: *How are you planning to first watch the following movies?*
Ant-Man and the Wasp: Quantumania

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	17%	(369)	39%	(856)	44%	(975)	2200
Biden Job Strongly Approve	25%	(124)	39%	(196)	37%	(186)	506
Biden Job Somewhat Approve	19%	(104)	39%	(214)	42%	(226)	545
Biden Job Somewhat Disapprove	14%	(39)	45%	(129)	41%	(117)	285
Biden Job Strongly Disapprove	12%	(89)	35%	(260)	53%	(386)	734
Favorable of Biden	21%	(223)	38%	(398)	41%	(429)	1050
Unfavorable of Biden	13%	(134)	39%	(397)	48%	(490)	1022
Very Favorable of Biden	24%	(127)	39%	(205)	37%	(194)	526
Somewhat Favorable of Biden	18%	(96)	37%	(193)	45%	(235)	524
Somewhat Unfavorable of Biden	16%	(40)	47%	(115)	37%	(92)	247
Very Unfavorable of Biden	12%	(94)	36%	(282)	51%	(399)	775
#1 Issue: Economy	18%	(156)	43%	(375)	40%	(349)	880
#1 Issue: Security	12%	(34)	36%	(103)	52%	(149)	286
#1 Issue: Health Care	20%	(52)	41%	(107)	39%	(103)	262
#1 Issue: Medicare / Social Security	7%	(19)	32%	(90)	61%	(174)	283
#1 Issue: Women's Issues	23%	(32)	49%	(67)	27%	(37)	137
#1 Issue: Education	32%	(34)	35%	(36)	33%	(35)	104
#1 Issue: Energy	22%	(31)	30%	(42)	48%	(66)	139
#1 Issue: Other	11%	(12)	33%	(35)	57%	(61)	108
2020 Vote: Joe Biden	22%	(225)	38%	(380)	40%	(406)	1011
2020 Vote: Donald Trump	12%	(81)	38%	(261)	51%	(353)	695
2020 Vote: Other	13%	(8)	36%	(22)	50%	(30)	60
2020 Vote: Didn't Vote	13%	(55)	45%	(193)	43%	(183)	431
2018 House Vote: Democrat	21%	(162)	37%	(290)	42%	(330)	782
2018 House Vote: Republican	12%	(71)	35%	(202)	52%	(296)	569
2018 House Vote: Someone else	12%	(7)	34%	(19)	54%	(30)	56
2016 Vote: Hillary Clinton	21%	(151)	37%	(265)	42%	(296)	712
2016 Vote: Donald Trump	12%	(76)	35%	(218)	53%	(332)	626
2016 Vote: Other	13%	(16)	40%	(49)	47%	(58)	123
2016 Vote: Didn't Vote	17%	(126)	44%	(323)	39%	(290)	738

Continued on next page

Table MCEN8_6: *How are you planning to first watch the following movies?*
Ant-Man and the Wasp: Quantumania

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	17%	(369)	39%	(856)	44%	(975)	2200
Voted in 2014: Yes	16%	(194)	36%	(441)	48%	(587)	1222
Voted in 2014: No	18%	(175)	42%	(414)	40%	(388)	978
4-Region: Northeast	18%	(72)	32%	(126)	50%	(196)	394
4-Region: Midwest	11%	(52)	41%	(188)	48%	(223)	462
4-Region: South	19%	(154)	40%	(326)	42%	(344)	824
4-Region: West	18%	(92)	42%	(216)	41%	(212)	520
Marvel Comics Fans	26%	(332)	52%	(677)	22%	(286)	1296
Avid Marvel Comics Fans	46%	(204)	45%	(198)	9%	(38)	440
Casual Marvel Comics Fans	15%	(128)	56%	(480)	29%	(248)	855
Marvel TV/Movies Fans	24%	(338)	51%	(720)	25%	(361)	1419
Avid Marvel TV/Movies Fans	41%	(174)	46%	(193)	13%	(54)	422
Casual Marvel TV/Movies Fans	16%	(164)	53%	(527)	31%	(306)	997
Fans of Anything Marvel	23%	(356)	51%	(785)	25%	(385)	1526
Avid Fans of Anything Marvel	42%	(269)	48%	(306)	10%	(66)	642
Casual Fans of Anything Marvel	16%	(173)	53%	(589)	31%	(346)	1107

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

Table MCEN8_7: *How are you planning to first watch the following movies?*
Fantastic Four

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	15%	(334)	47%	(1037)	38%	(829)	2200
Gender: Male	21%	(222)	48%	(505)	31%	(334)	1062
Gender: Female	10%	(112)	47%	(532)	43%	(495)	1138
Age: 18-34	22%	(144)	53%	(346)	25%	(165)	655
Age: 35-44	20%	(73)	57%	(204)	23%	(81)	358
Age: 45-64	12%	(89)	46%	(348)	42%	(314)	751
Age: 65+	6%	(28)	32%	(140)	62%	(268)	436
GenZers: 1997-2012	12%	(20)	54%	(92)	34%	(57)	169
Millennials: 1981-1996	24%	(175)	54%	(391)	21%	(152)	718
GenXers: 1965-1980	16%	(81)	52%	(265)	32%	(161)	507
Baby Boomers: 1946-1964	8%	(54)	38%	(272)	55%	(395)	720
PID: Dem (no lean)	21%	(183)	44%	(386)	35%	(304)	872
PID: Ind (no lean)	11%	(76)	51%	(356)	38%	(260)	693
PID: Rep (no lean)	12%	(75)	47%	(296)	42%	(264)	635
PID/Gender: Dem Men	31%	(132)	44%	(187)	25%	(109)	428
PID/Gender: Dem Women	11%	(51)	45%	(199)	44%	(195)	445
PID/Gender: Ind Men	14%	(42)	54%	(166)	32%	(99)	306
PID/Gender: Ind Women	9%	(35)	49%	(190)	42%	(162)	386
PID/Gender: Rep Men	15%	(49)	47%	(152)	39%	(126)	328
PID/Gender: Rep Women	9%	(26)	47%	(143)	45%	(138)	307
Ideo: Liberal (1-3)	19%	(123)	46%	(299)	36%	(235)	657
Ideo: Moderate (4)	13%	(84)	50%	(317)	36%	(230)	632
Ideo: Conservative (5-7)	15%	(101)	43%	(289)	43%	(290)	679
Educ: < College	13%	(202)	49%	(741)	38%	(568)	1512
Educ: Bachelors degree	17%	(74)	45%	(200)	38%	(169)	444
Educ: Post-grad	24%	(58)	39%	(96)	37%	(91)	244
Income: Under 50k	13%	(161)	48%	(578)	38%	(456)	1194
Income: 50k-100k	16%	(105)	45%	(305)	39%	(265)	675
Income: 100k+	21%	(68)	47%	(155)	33%	(108)	331
Ethnicity: White	14%	(242)	45%	(775)	41%	(704)	1722

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Table MCEN8_7: *How are you planning to first watch the following movies?*
Fantastic Four

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	15%	(334)	47%	(1037)	38%	(829)	2200
Ethnicity: Hispanic	19%	(65)	51%	(177)	31%	(107)	349
Ethnicity: Black	22%	(60)	55%	(151)	23%	(63)	274
Ethnicity: Other	16%	(32)	54%	(110)	30%	(61)	204
All Christian	15%	(150)	45%	(449)	39%	(388)	987
All Non-Christian	26%	(33)	40%	(50)	33%	(41)	124
Atheist	12%	(12)	43%	(46)	46%	(49)	107
Agnostic/Nothing in particular	13%	(81)	48%	(311)	39%	(251)	642
Something Else	17%	(58)	54%	(183)	29%	(100)	340
Religious Non-Protestant/Catholic	24%	(35)	44%	(65)	32%	(47)	147
Evangelical	20%	(111)	45%	(252)	35%	(199)	562
Non-Evangelical	13%	(91)	49%	(349)	38%	(274)	714
Community: Urban	23%	(151)	47%	(319)	30%	(201)	671
Community: Suburban	13%	(127)	45%	(440)	42%	(416)	983
Community: Rural	10%	(56)	51%	(278)	39%	(212)	546
Employ: Private Sector	23%	(159)	46%	(319)	31%	(213)	691
Employ: Government	16%	(18)	65%	(76)	19%	(23)	117
Employ: Self-Employed	20%	(36)	55%	(98)	25%	(46)	179
Employ: Homemaker	12%	(22)	53%	(97)	35%	(64)	183
Employ: Student	10%	(7)	54%	(36)	35%	(23)	66
Employ: Retired	7%	(41)	35%	(191)	58%	(321)	554
Employ: Unemployed	13%	(34)	50%	(131)	37%	(98)	263
Employ: Other	11%	(17)	60%	(88)	28%	(41)	146
Military HH: Yes	16%	(61)	44%	(164)	39%	(147)	372
Military HH: No	15%	(273)	48%	(873)	37%	(682)	1828
RD/WT: Right Direction	20%	(183)	45%	(409)	34%	(309)	901
RD/WT: Wrong Track	12%	(151)	48%	(628)	40%	(520)	1299
Biden Job Approve	19%	(199)	47%	(489)	34%	(363)	1051
Biden Job Disapprove	12%	(121)	46%	(473)	42%	(425)	1019

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Table MCEN8_7: *How are you planning to first watch the following movies?*
Fantastic Four

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	15%	(334)	47%	(1037)	38%	(829)	2200
Biden Job Strongly Approve	24%	(119)	43%	(218)	33%	(168)	506
Biden Job Somewhat Approve	15%	(80)	50%	(271)	36%	(195)	545
Biden Job Somewhat Disapprove	15%	(41)	51%	(146)	34%	(98)	285
Biden Job Strongly Disapprove	11%	(80)	45%	(328)	45%	(327)	734
Favorable of Biden	18%	(194)	45%	(477)	36%	(379)	1050
Unfavorable of Biden	13%	(132)	48%	(488)	39%	(401)	1022
Very Favorable of Biden	24%	(127)	42%	(222)	34%	(177)	526
Somewhat Favorable of Biden	13%	(67)	49%	(255)	39%	(202)	524
Somewhat Unfavorable of Biden	18%	(44)	55%	(135)	28%	(68)	247
Very Unfavorable of Biden	11%	(88)	46%	(354)	43%	(333)	775
#1 Issue: Economy	18%	(163)	50%	(443)	31%	(275)	880
#1 Issue: Security	13%	(36)	47%	(134)	41%	(116)	286
#1 Issue: Health Care	16%	(41)	49%	(128)	35%	(93)	262
#1 Issue: Medicare / Social Security	8%	(22)	36%	(102)	56%	(159)	283
#1 Issue: Women's Issues	19%	(25)	49%	(67)	32%	(44)	137
#1 Issue: Education	11%	(11)	60%	(63)	29%	(31)	104
#1 Issue: Energy	18%	(25)	40%	(56)	41%	(57)	139
#1 Issue: Other	9%	(10)	40%	(44)	50%	(54)	108
2020 Vote: Joe Biden	20%	(200)	44%	(446)	36%	(364)	1011
2020 Vote: Donald Trump	12%	(87)	45%	(314)	42%	(295)	695
2020 Vote: Other	7%	(4)	50%	(30)	43%	(26)	60
2020 Vote: Didn't Vote	10%	(43)	57%	(246)	33%	(142)	431
2018 House Vote: Democrat	20%	(159)	43%	(334)	37%	(290)	782
2018 House Vote: Republican	13%	(75)	42%	(241)	45%	(254)	569
2018 House Vote: Someone else	9%	(5)	48%	(27)	43%	(24)	56
2016 Vote: Hillary Clinton	20%	(145)	43%	(307)	37%	(260)	712
2016 Vote: Donald Trump	15%	(93)	41%	(260)	44%	(273)	626
2016 Vote: Other	9%	(11)	50%	(61)	41%	(51)	123
2016 Vote: Didn't Vote	11%	(84)	55%	(410)	33%	(244)	738

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Table MCEN8_7: *How are you planning to first watch the following movies?*
Fantastic Four

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	15%	(334)	47%	(1037)	38%	(829)	2200
Voted in 2014: Yes	18%	(216)	41%	(497)	42%	(510)	1222
Voted in 2014: No	12%	(118)	55%	(541)	33%	(319)	978
4-Region: Northeast	17%	(68)	39%	(153)	44%	(173)	394
4-Region: Midwest	11%	(49)	46%	(214)	43%	(200)	462
4-Region: South	16%	(128)	50%	(412)	34%	(284)	824
4-Region: West	17%	(89)	50%	(259)	33%	(172)	520
Marvel Comics Fans	23%	(301)	62%	(798)	15%	(197)	1296
Avid Marvel Comics Fans	40%	(177)	54%	(239)	6%	(24)	440
Casual Marvel Comics Fans	15%	(125)	65%	(559)	20%	(172)	855
Marvel TV/Movies Fans	21%	(299)	61%	(866)	18%	(254)	1419
Avid Marvel TV/Movies Fans	37%	(157)	53%	(224)	10%	(41)	422
Casual Marvel TV/Movies Fans	14%	(142)	64%	(643)	21%	(213)	997
Fans of Anything Marvel	21%	(319)	62%	(940)	17%	(266)	1526
Avid Fans of Anything Marvel	34%	(218)	58%	(375)	8%	(49)	642
Casual Fans of Anything Marvel	15%	(162)	64%	(708)	21%	(237)	1107

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

Table MCEN8_8: *How are you planning to first watch the following movies?*
Blade

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	15%	(325)	42%	(920)	43%	(954)	2200
Gender: Male	21%	(222)	43%	(454)	36%	(386)	1062
Gender: Female	9%	(104)	41%	(466)	50%	(568)	1138
Age: 18-34	23%	(151)	47%	(309)	30%	(194)	655
Age: 35-44	20%	(72)	53%	(191)	27%	(95)	358
Age: 45-64	11%	(84)	40%	(302)	49%	(364)	751
Age: 65+	4%	(18)	27%	(118)	69%	(300)	436
GenZers: 1997-2012	11%	(18)	46%	(78)	43%	(72)	169
Millennials: 1981-1996	26%	(190)	49%	(354)	24%	(174)	718
GenXers: 1965-1980	15%	(78)	47%	(239)	37%	(190)	507
Baby Boomers: 1946-1964	5%	(39)	32%	(233)	62%	(449)	720
PID: Dem (no lean)	21%	(185)	40%	(349)	39%	(339)	872
PID: Ind (no lean)	9%	(66)	44%	(308)	46%	(319)	693
PID: Rep (no lean)	12%	(75)	42%	(264)	47%	(296)	635
PID/Gender: Dem Men	30%	(130)	41%	(177)	28%	(121)	428
PID/Gender: Dem Women	12%	(55)	39%	(172)	49%	(218)	445
PID/Gender: Ind Men	13%	(40)	44%	(135)	43%	(132)	306
PID/Gender: Ind Women	7%	(26)	45%	(173)	48%	(187)	386
PID/Gender: Rep Men	16%	(52)	44%	(143)	41%	(133)	328
PID/Gender: Rep Women	7%	(23)	39%	(121)	53%	(163)	307
Ideo: Liberal (1-3)	23%	(150)	38%	(252)	39%	(256)	657
Ideo: Moderate (4)	14%	(89)	44%	(280)	42%	(263)	632
Ideo: Conservative (5-7)	10%	(68)	39%	(268)	51%	(343)	679
Educ: < College	14%	(210)	43%	(646)	43%	(657)	1512
Educ: Bachelors degree	15%	(68)	42%	(188)	42%	(187)	444
Educ: Post-grad	19%	(47)	36%	(87)	45%	(110)	244
Income: Under 50k	12%	(147)	44%	(530)	43%	(518)	1194
Income: 50k-100k	16%	(105)	37%	(253)	47%	(317)	675
Income: 100k+	22%	(74)	42%	(137)	36%	(120)	331
Ethnicity: White	13%	(222)	40%	(684)	47%	(815)	1722

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Table MCEN8_8: *How are you planning to first watch the following movies?*
Blade

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	15%	(325)	42%	(920)	43%	(954)	2200
Ethnicity: Hispanic	24%	(84)	40%	(141)	36%	(125)	349
Ethnicity: Black	21%	(58)	54%	(149)	24%	(67)	274
Ethnicity: Other	22%	(45)	43%	(88)	35%	(72)	204
All Christian	15%	(146)	38%	(377)	47%	(464)	987
All Non-Christian	23%	(28)	43%	(53)	34%	(43)	124
Atheist	12%	(13)	43%	(46)	45%	(48)	107
Agnostic/Nothing in particular	13%	(86)	43%	(274)	44%	(283)	642
Something Else	15%	(52)	50%	(171)	34%	(117)	340
Religious Non-Protestant/Catholic	19%	(28)	46%	(67)	35%	(51)	147
Evangelical	19%	(104)	40%	(227)	41%	(231)	562
Non-Evangelical	13%	(90)	41%	(293)	46%	(331)	714
Community: Urban	22%	(147)	45%	(302)	33%	(223)	671
Community: Suburban	13%	(124)	39%	(380)	49%	(478)	983
Community: Rural	10%	(54)	44%	(239)	46%	(253)	546
Employ: Private Sector	23%	(161)	42%	(291)	35%	(239)	691
Employ: Government	17%	(20)	56%	(66)	27%	(32)	117
Employ: Self-Employed	18%	(32)	46%	(82)	36%	(64)	179
Employ: Homemaker	11%	(20)	46%	(85)	43%	(79)	183
Employ: Student	7%	(4)	47%	(31)	46%	(31)	66
Employ: Retired	6%	(34)	30%	(165)	64%	(356)	554
Employ: Unemployed	14%	(38)	47%	(123)	39%	(102)	263
Employ: Other	11%	(16)	53%	(78)	36%	(52)	146
Military HH: Yes	14%	(53)	42%	(157)	44%	(162)	372
Military HH: No	15%	(273)	42%	(764)	43%	(792)	1828
RD/WT: Right Direction	20%	(178)	42%	(376)	39%	(347)	901
RD/WT: Wrong Track	11%	(148)	42%	(544)	47%	(607)	1299
Biden Job Approve	19%	(202)	42%	(437)	39%	(411)	1051
Biden Job Disapprove	11%	(116)	42%	(428)	47%	(475)	1019

Continued on next page

Table MCEN8_8: *How are you planning to first watch the following movies?*
Blade

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	15%	(325)	42%	(920)	43%	(954)	2200
Biden Job Strongly Approve	21%	(109)	42%	(212)	37%	(185)	506
Biden Job Somewhat Approve	17%	(94)	41%	(225)	41%	(226)	545
Biden Job Somewhat Disapprove	14%	(39)	50%	(141)	37%	(105)	285
Biden Job Strongly Disapprove	10%	(77)	39%	(287)	50%	(370)	734
Favorable of Biden	18%	(189)	41%	(434)	41%	(427)	1050
Unfavorable of Biden	13%	(132)	42%	(428)	45%	(462)	1022
Very Favorable of Biden	21%	(108)	41%	(216)	38%	(202)	526
Somewhat Favorable of Biden	15%	(81)	42%	(218)	43%	(225)	524
Somewhat Unfavorable of Biden	19%	(47)	48%	(118)	33%	(82)	247
Very Unfavorable of Biden	11%	(85)	40%	(309)	49%	(381)	775
#1 Issue: Economy	16%	(138)	46%	(409)	38%	(333)	880
#1 Issue: Security	11%	(30)	41%	(118)	48%	(138)	286
#1 Issue: Health Care	19%	(51)	40%	(105)	40%	(106)	262
#1 Issue: Medicare / Social Security	7%	(19)	34%	(97)	59%	(167)	283
#1 Issue: Women's Issues	16%	(22)	43%	(59)	41%	(56)	137
#1 Issue: Education	27%	(28)	41%	(43)	33%	(34)	104
#1 Issue: Energy	18%	(25)	38%	(52)	44%	(62)	139
#1 Issue: Other	12%	(12)	34%	(37)	54%	(59)	108
2020 Vote: Joe Biden	19%	(192)	40%	(407)	41%	(411)	1011
2020 Vote: Donald Trump	12%	(83)	40%	(275)	49%	(337)	695
2020 Vote: Other	13%	(8)	38%	(23)	49%	(30)	60
2020 Vote: Didn't Vote	10%	(43)	50%	(214)	40%	(174)	431
2018 House Vote: Democrat	19%	(150)	39%	(305)	42%	(327)	782
2018 House Vote: Republican	13%	(75)	38%	(216)	49%	(278)	569
2018 House Vote: Someone else	18%	(10)	29%	(16)	53%	(30)	56
2016 Vote: Hillary Clinton	19%	(133)	40%	(282)	42%	(297)	712
2016 Vote: Donald Trump	12%	(78)	38%	(241)	49%	(307)	626
2016 Vote: Other	15%	(18)	37%	(46)	48%	(59)	123
2016 Vote: Didn't Vote	13%	(96)	48%	(352)	39%	(291)	738

Continued on next page

Table MCEN8_8: *How are you planning to first watch the following movies?*
Blade

Demographic	I will see this movie in theaters		I will see this movie at home/on a streaming platform		I will not see this movie		Total N
Adults	15%	(325)	42%	(920)	43%	(954)	2200
Voted in 2014: Yes	16%	(190)	37%	(453)	47%	(580)	1222
Voted in 2014: No	14%	(135)	48%	(468)	38%	(374)	978
4-Region: Northeast	16%	(62)	35%	(137)	49%	(195)	394
4-Region: Midwest	11%	(49)	42%	(195)	47%	(218)	462
4-Region: South	15%	(127)	45%	(372)	40%	(326)	824
4-Region: West	17%	(87)	42%	(216)	42%	(216)	520
Marvel Comics Fans	23%	(292)	55%	(713)	22%	(291)	1296
Avid Marvel Comics Fans	40%	(176)	51%	(225)	9%	(40)	440
Casual Marvel Comics Fans	14%	(117)	57%	(488)	29%	(251)	855
Marvel TV/Movies Fans	21%	(303)	54%	(763)	25%	(353)	1419
Avid Marvel TV/Movies Fans	37%	(158)	47%	(200)	15%	(64)	422
Casual Marvel TV/Movies Fans	15%	(145)	56%	(563)	29%	(290)	997
Fans of Anything Marvel	20%	(312)	55%	(835)	25%	(379)	1526
Avid Fans of Anything Marvel	35%	(225)	53%	(340)	12%	(76)	642
Casual Fans of Anything Marvel	14%	(151)	57%	(626)	30%	(331)	1107

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

Table MCEN9_1: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Ant-Man

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (14)	— (6)	1% (15)	2% (49)	6% (137)	6% (129)	8% (172)	10% (222)	10% (223)	23% (506)	33% (726)	2200
Gender: Male	1% (7)	— (4)	1% (8)	1% (15)	7% (75)	5% (57)	8% (87)	12% (125)	12% (127)	27% (286)	25% (268)	1062
Gender: Female	1% (7)	— (2)	1% (7)	3% (34)	5% (61)	6% (72)	7% (85)	9% (97)	8% (95)	19% (221)	40% (457)	1138
Age: 18-34	1% (3)	1% (4)	— (3)	4% (25)	7% (48)	7% (44)	10% (64)	11% (73)	11% (69)	30% (194)	19% (128)	655
Age: 35-44	1% (5)	— (0)	1% (4)	2% (7)	7% (26)	8% (29)	10% (37)	12% (43)	13% (47)	23% (84)	21% (75)	358
Age: 45-64	1% (4)	— (2)	1% (5)	2% (12)	7% (50)	6% (41)	7% (51)	10% (74)	10% (72)	22% (163)	37% (278)	751
Age: 65+	— (2)	— (1)	1% (3)	1% (5)	3% (13)	3% (15)	5% (21)	8% (33)	8% (34)	15% (65)	56% (245)	436
GenZers: 1997-2012	2% (3)	2% (3)	1% (1)	9% (14)	7% (12)	10% (17)	12% (20)	10% (17)	6% (10)	23% (39)	19% (32)	169
Millennials: 1981-1996	— (1)	— (1)	1% (5)	2% (12)	7% (50)	7% (47)	10% (69)	12% (84)	13% (95)	30% (212)	20% (141)	718
GenXers: 1965-1980	1% (6)	— (1)	1% (5)	3% (14)	9% (47)	6% (30)	8% (39)	11% (57)	11% (55)	23% (114)	28% (140)	507
Baby Boomers: 1946-1964	1% (4)	— (2)	1% (4)	1% (5)	4% (26)	5% (34)	6% (41)	9% (63)	9% (62)	18% (133)	48% (346)	720
PID: Dem (no lean)	— (3)	— (2)	1% (7)	2% (15)	6% (49)	5% (40)	8% (70)	11% (92)	13% (112)	28% (242)	28% (240)	872
PID: Ind (no lean)	1% (5)	— (3)	1% (6)	4% (27)	8% (53)	8% (54)	7% (50)	9% (65)	8% (55)	19% (128)	36% (247)	693
PID: Rep (no lean)	1% (6)	— (1)	— (3)	1% (7)	6% (35)	5% (35)	8% (52)	10% (66)	9% (56)	21% (136)	38% (239)	635
PID/Gender: Dem Men	— (1)	— (1)	1% (4)	2% (9)	7% (30)	4% (17)	8% (33)	12% (51)	16% (67)	34% (144)	16% (70)	428
PID/Gender: Dem Women	1% (2)	— (1)	1% (3)	1% (5)	4% (19)	5% (23)	8% (36)	9% (41)	10% (45)	22% (98)	38% (170)	445
PID/Gender: Ind Men	1% (3)	1% (3)	1% (3)	1% (4)	8% (26)	8% (26)	7% (22)	11% (33)	8% (26)	22% (69)	30% (91)	306
PID/Gender: Ind Women	1% (2)	— (0)	1% (3)	6% (23)	7% (27)	7% (29)	7% (28)	8% (31)	8% (29)	15% (59)	40% (155)	386
PID/Gender: Rep Men	1% (3)	— (0)	— (1)	1% (2)	6% (20)	4% (15)	10% (32)	13% (41)	10% (34)	22% (72)	33% (107)	328
PID/Gender: Rep Women	1% (2)	— (1)	1% (2)	2% (6)	5% (15)	7% (20)	7% (20)	8% (24)	7% (22)	21% (63)	43% (132)	307
Ideo: Liberal (1-3)	— (3)	— (0)	1% (4)	2% (10)	4% (28)	4% (29)	9% (57)	12% (81)	11% (70)	29% (192)	28% (183)	657
Ideo: Moderate (4)	— (0)	— (2)	— (2)	3% (20)	7% (47)	7% (43)	11% (69)	9% (59)	10% (62)	20% (127)	32% (201)	632
Ideo: Conservative (5-7)	1% (9)	— (1)	1% (8)	1% (9)	6% (40)	5% (31)	5% (37)	11% (73)	10% (71)	20% (137)	39% (263)	679
Educ: < College	1% (11)	— (4)	1% (9)	3% (41)	7% (100)	6% (92)	8% (119)	9% (131)	9% (136)	24% (370)	33% (499)	1512
Educ: Bachelors degree	— (2)	— (2)	1% (3)	1% (4)	6% (27)	6% (29)	8% (36)	14% (63)	10% (45)	20% (88)	33% (145)	444
Educ: Post-grad	1% (2)	— (0)	1% (3)	2% (4)	4% (10)	3% (8)	7% (17)	12% (29)	17% (42)	20% (49)	33% (81)	244
Income: Under 50k	— (5)	— (3)	1% (10)	3% (31)	7% (84)	5% (64)	8% (91)	9% (110)	9% (108)	24% (288)	33% (400)	1194
Income: 50k-100k	1% (5)	— (3)	— (3)	2% (11)	4% (29)	8% (51)	8% (53)	10% (66)	10% (68)	22% (146)	35% (239)	675
Income: 100k+	1% (4)	— (0)	1% (2)	2% (6)	7% (23)	5% (15)	9% (28)	14% (46)	14% (46)	22% (73)	26% (87)	331
Ethnicity: White	1% (9)	— (4)	1% (13)	2% (32)	5% (91)	6% (100)	7% (124)	10% (176)	10% (167)	22% (378)	36% (627)	1722
Ethnicity: Hispanic	1% (3)	— (0)	— (0)	4% (14)	8% (29)	7% (25)	7% (25)	8% (28)	14% (49)	27% (94)	24% (83)	349
Ethnicity: Black	1% (2)	1% (2)	1% (3)	5% (14)	10% (26)	5% (13)	12% (33)	9% (24)	11% (31)	28% (76)	18% (50)	274
Ethnicity: Other	1% (3)	— (0)	— (0)	1% (3)	9% (19)	8% (17)	7% (14)	11% (23)	12% (24)	26% (53)	24% (49)	204
All Christian	— (5)	— (1)	— (5)	2% (15)	5% (52)	6% (62)	8% (79)	10% (100)	12% (114)	22% (215)	34% (339)	987
All Non-Christian	1% (1)	1% (1)	— (1)	4% (5)	7% (9)	5% (6)	7% (9)	12% (14)	13% (16)	24% (30)	26% (32)	124
Atheist	1% (2)	— (0)	1% (1)	3% (3)	8% (9)	4% (4)	6% (7)	9% (9)	7% (7)	33% (35)	29% (31)	107
Agnostic/Nothing in particular	— (2)	— (1)	1% (6)	3% (20)	4% (28)	5% (32)	8% (54)	11% (69)	11% (68)	21% (134)	36% (228)	642
Something Else	2% (5)	1% (3)	1% (4)	2% (7)	11% (38)	7% (24)	7% (24)	9% (30)	5% (17)	27% (92)	28% (96)	340
Religious Non-Protestant/Catholic	1% (1)	1% (1)	— (1)	3% (5)	6% (9)	5% (8)	10% (14)	11% (17)	14% (21)	22% (32)	26% (39)	147
Evangelical	1% (6)	1% (4)	1% (4)	2% (12)	8% (47)	6% (33)	7% (41)	10% (54)	8% (48)	27% (149)	29% (165)	562
Non-Evangelical	1% (4)	— (0)	1% (4)	1% (9)	6% (41)	7% (52)	7% (52)	10% (68)	11% (75)	21% (153)	36% (256)	714

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Table MCEN9_1: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Ant-Man

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (14)	— (6)	1% (15)	2% (49)	6% (137)	6% (129)	8% (172)	10% (222)	10% (223)	23% (506)	33% (726)	2200
Community: Urban	1% (5)	— (1)	1% (7)	3% (17)	7% (46)	6% (40)	7% (49)	11% (73)	10% (69)	28% (186)	26% (177)	671
Community: Suburban	1% (5)	— (4)	— (5)	1% (13)	6% (56)	6% (60)	7% (65)	11% (110)	10% (102)	21% (206)	36% (356)	983
Community: Rural	1% (4)	— (2)	1% (3)	3% (19)	6% (34)	5% (29)	10% (57)	7% (39)	9% (52)	21% (115)	35% (193)	546
Employ: Private Sector	1% (4)	— (1)	1% (5)	2% (13)	6% (40)	7% (47)	9% (61)	12% (80)	12% (80)	26% (181)	26% (179)	691
Employ: Government	— (0)	— (0)	1% (1)	2% (3)	6% (7)	11% (13)	17% (19)	13% (16)	12% (14)	19% (22)	20% (23)	117
Employ: Self-Employed	2% (4)	1% (1)	2% (4)	3% (5)	9% (17)	6% (11)	5% (8)	13% (23)	13% (23)	20% (35)	27% (48)	179
Employ: Homemaker	1% (1)	— (0)	— (1)	5% (9)	9% (16)	4% (7)	7% (14)	11% (20)	10% (18)	20% (37)	33% (61)	183
Employ: Student	2% (2)	— (0)	— (0)	7% (4)	13% (8)	10% (6)	8% (5)	6% (4)	5% (3)	24% (16)	27% (18)	66
Employ: Retired	1% (3)	— (1)	1% (4)	1% (4)	3% (19)	4% (23)	5% (26)	8% (43)	8% (43)	19% (104)	51% (284)	554
Employ: Unemployed	— (0)	1% (2)	— (1)	4% (9)	6% (16)	6% (15)	11% (28)	8% (21)	10% (27)	27% (71)	28% (74)	263
Employ: Other	— (0)	1% (1)	— (0)	2% (2)	9% (14)	5% (8)	7% (11)	11% (16)	10% (15)	27% (40)	27% (39)	146
Military HH: Yes	1% (4)	1% (2)	— (2)	2% (9)	5% (17)	5% (19)	7% (26)	11% (41)	11% (40)	21% (77)	36% (135)	372
Military HH: No	1% (10)	— (4)	1% (14)	2% (40)	7% (120)	6% (111)	8% (146)	10% (181)	10% (183)	23% (429)	32% (591)	1828
RD/WT: Right Direction	1% (6)	— (1)	— (4)	3% (24)	6% (58)	6% (59)	8% (75)	10% (90)	12% (108)	26% (234)	27% (241)	901
RD/WT: Wrong Track	1% (8)	— (5)	1% (11)	2% (25)	6% (78)	5% (71)	7% (97)	10% (132)	9% (115)	21% (272)	37% (484)	1299
Biden Job Approve	— (5)	— (1)	1% (8)	2% (25)	6% (64)	5% (55)	8% (86)	11% (113)	11% (120)	26% (278)	28% (294)	1051
Biden Job Disapprove	1% (8)	— (4)	1% (6)	1% (13)	6% (63)	6% (63)	8% (78)	9% (97)	9% (96)	20% (206)	38% (386)	1019
Biden Job Strongly Approve	— (2)	— (0)	— (1)	2% (10)	7% (37)	3% (14)	7% (34)	8% (38)	12% (62)	35% (175)	26% (132)	506
Biden Job Somewhat Approve	1% (3)	— (1)	1% (7)	3% (15)	5% (27)	8% (41)	10% (52)	14% (75)	11% (59)	19% (103)	30% (162)	545
Biden Job Somewhat Disapprove	— (0)	— (0)	1% (3)	1% (3)	9% (26)	6% (18)	10% (28)	11% (30)	10% (29)	21% (61)	31% (87)	285
Biden Job Strongly Disapprove	1% (8)	1% (4)	— (3)	1% (10)	5% (37)	6% (45)	7% (50)	9% (66)	9% (67)	20% (146)	41% (299)	734
Favorable of Biden	— (4)	— (3)	1% (6)	3% (26)	6% (58)	5% (53)	8% (84)	11% (117)	11% (120)	27% (280)	28% (299)	1050
Unfavorable of Biden	1% (10)	— (3)	1% (7)	2% (19)	6% (65)	6% (66)	8% (80)	9% (96)	9% (97)	20% (208)	36% (371)	1022
Very Favorable of Biden	— (1)	— (1)	— (2)	3% (15)	4% (20)	4% (22)	7% (39)	8% (42)	12% (65)	34% (179)	27% (140)	526
Somewhat Favorable of Biden	1% (3)	— (2)	1% (4)	2% (11)	7% (38)	6% (31)	8% (44)	14% (75)	10% (55)	19% (101)	30% (158)	524
Somewhat Unfavorable of Biden	— (1)	— (0)	1% (3)	2% (5)	8% (20)	8% (19)	12% (30)	10% (25)	11% (26)	23% (56)	25% (61)	247
Very Unfavorable of Biden	1% (9)	— (3)	— (4)	2% (14)	6% (45)	6% (47)	6% (50)	9% (71)	9% (71)	20% (152)	40% (310)	775
#1 Issue: Economy	1% (5)	— (2)	1% (5)	3% (23)	7% (65)	6% (49)	9% (77)	11% (101)	12% (106)	22% (193)	29% (255)	880
#1 Issue: Security	— (1)	— (1)	1% (3)	2% (5)	6% (16)	7% (20)	8% (23)	7% (21)	8% (24)	20% (58)	40% (115)	286
#1 Issue: Health Care	1% (2)	— (0)	1% (2)	1% (2)	5% (14)	4% (10)	8% (21)	10% (26)	10% (28)	32% (83)	29% (75)	262
#1 Issue: Medicare / Social Security	1% (4)	— (0)	1% (3)	2% (7)	4% (11)	4% (12)	5% (14)	9% (25)	6% (18)	20% (56)	48% (136)	283
#1 Issue: Women's Issues	2% (3)	— (0)	— (1)	6% (8)	7% (10)	12% (16)	8% (11)	11% (15)	7% (9)	25% (34)	23% (31)	137
#1 Issue: Education	— (0)	— (0)	1% (1)	2% (3)	9% (10)	6% (7)	9% (9)	11% (12)	11% (11)	27% (28)	23% (24)	104
#1 Issue: Energy	— (0)	1% (1)	1% (1)	1% (1)	4% (6)	8% (12)	8% (11)	9% (13)	14% (20)	20% (28)	33% (46)	139
#1 Issue: Other	1% (1)	1% (2)	— (0)	— (0)	6% (7)	4% (5)	5% (6)	9% (10)	8% (8)	25% (27)	39% (43)	108
2020 Vote: Joe Biden	— (4)	— (2)	— (4)	1% (15)	6% (62)	4% (44)	8% (78)	11% (113)	12% (124)	26% (267)	29% (296)	1011
2020 Vote: Donald Trump	1% (6)	— (1)	1% (4)	2% (12)	5% (38)	6% (40)	8% (55)	10% (71)	9% (66)	18% (127)	40% (275)	695
2020 Vote: Other	5% (3)	— (0)	— (0)	— (0)	7% (4)	16% (9)	5% (3)	13% (8)	9% (6)	15% (9)	30% (18)	60
2020 Vote: Didn't Vote	— (1)	1% (3)	2% (7)	5% (22)	8% (32)	8% (36)	8% (35)	7% (30)	6% (27)	24% (103)	31% (134)	431
2018 House Vote: Democrat	— (3)	— (1)	1% (4)	1% (8)	6% (44)	4% (29)	9% (72)	11% (89)	11% (82)	27% (212)	30% (237)	782
2018 House Vote: Republican	1% (8)	— (1)	1% (3)	1% (8)	5% (28)	4% (25)	6% (34)	10% (56)	12% (68)	20% (112)	40% (227)	569
2018 House Vote: Someone else	1% (1)	— (0)	— (0)	3% (1)	4% (2)	13% (7)	4% (2)	5% (3)	8% (4)	25% (14)	37% (21)	56

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Table MCEN9_1: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Ant-Man

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (14)	— (6)	1% (15)	2% (49)	6% (137)	6% (129)	8% (172)	10% (222)	10% (223)	23% (506)	33% (726)	2200
2016 Vote: Hillary Clinton	— (3)	— (1)	1% (5)	1% (9)	5% (35)	4% (26)	8% (56)	12% (83)	11% (78)	28% (199)	30% (217)	712
2016 Vote: Donald Trump	1% (5)	— (1)	1% (3)	1% (8)	6% (36)	4% (26)	7% (46)	11% (69)	11% (66)	18% (115)	40% (250)	626
2016 Vote: Other	1% (1)	— (0)	— (0)	— (0)	3% (4)	5% (6)	8% (10)	11% (14)	12% (15)	24% (30)	35% (44)	123
2016 Vote: Didn't Vote	1% (5)	1% (4)	1% (7)	4% (33)	8% (61)	10% (71)	8% (60)	8% (57)	9% (63)	22% (162)	29% (215)	738
Voted in 2014: Yes	1% (7)	— (3)	1% (7)	1% (11)	5% (65)	4% (54)	8% (92)	10% (125)	11% (135)	24% (289)	36% (434)	1222
Voted in 2014: No	1% (7)	— (3)	1% (9)	4% (38)	7% (72)	8% (76)	8% (80)	10% (98)	9% (87)	22% (217)	30% (291)	978
4-Region: Northeast	1% (3)	— (0)	1% (3)	3% (12)	5% (21)	6% (24)	9% (35)	10% (40)	8% (31)	24% (94)	33% (130)	394
4-Region: Midwest	— (1)	— (2)	1% (5)	1% (5)	4% (18)	5% (25)	8% (39)	9% (41)	12% (53)	23% (105)	36% (168)	462
4-Region: South	1% (8)	1% (5)	1% (5)	3% (26)	8% (62)	7% (56)	8% (63)	9% (75)	9% (77)	23% (192)	31% (256)	824
4-Region: West	— (2)	— (0)	— (2)	1% (6)	7% (36)	5% (24)	7% (35)	13% (67)	12% (61)	22% (115)	33% (172)	520
Marvel Comics Fans	— (2)	— (3)	1% (9)	3% (36)	7% (88)	8% (97)	10% (132)	14% (184)	13% (168)	31% (405)	13% (172)	1296
Avid Marvel Comics Fans	— (1)	— (1)	— (2)	3% (14)	5% (21)	3% (15)	9% (41)	14% (62)	14% (60)	46% (202)	5% (21)	440
Casual Marvel Comics Fans	— (1)	— (2)	1% (8)	2% (21)	8% (67)	10% (82)	11% (91)	14% (122)	13% (108)	24% (202)	18% (151)	855
Marvel TV/Movies Fans	— (3)	— (3)	1% (10)	3% (38)	7% (96)	7% (101)	10% (139)	13% (182)	12% (177)	31% (441)	16% (228)	1419
Avid Marvel TV/Movies Fans	— (1)	— (1)	— (0)	3% (13)	5% (20)	4% (17)	8% (34)	12% (49)	13% (54)	48% (204)	7% (27)	422
Casual Marvel TV/Movies Fans	— (2)	— (2)	1% (9)	3% (26)	8% (76)	8% (84)	11% (105)	13% (133)	12% (123)	24% (237)	20% (201)	997
Fans of Anything Marvel	— (4)	— (3)	1% (10)	3% (41)	7% (106)	7% (109)	10% (154)	13% (202)	12% (190)	31% (466)	16% (241)	1526
Avid Fans of Anything Marvel	— (2)	— (2)	— (2)	2% (15)	5% (32)	5% (30)	9% (58)	15% (95)	14% (90)	44% (285)	4% (29)	642
Casual Fans of Anything Marvel	— (3)	— (2)	1% (9)	3% (31)	8% (90)	8% (89)	11% (127)	13% (139)	13% (140)	23% (258)	20% (221)	1107

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

Table MCEN9_2: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Black Panther

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (28)	1% (12)	1% (21)	2% (39)	6% (123)	5% (118)	7% (152)	9% (201)	11% (250)	27% (596)	30% (659)	2200
Gender: Male	1% (15)	1% (5)	1% (9)	2% (21)	6% (63)	6% (62)	8% (85)	11% (115)	13% (136)	28% (293)	24% (257)	1062
Gender: Female	1% (13)	1% (7)	1% (12)	2% (18)	5% (60)	5% (56)	6% (67)	8% (86)	10% (114)	27% (304)	35% (402)	1138
Age: 18-34	1% (5)	1% (6)	1% (8)	2% (13)	5% (35)	7% (44)	9% (60)	10% (66)	11% (75)	36% (235)	16% (108)	655
Age: 35-44	2% (5)	1% (2)	1% (4)	2% (8)	9% (31)	5% (20)	10% (35)	11% (39)	14% (49)	26% (92)	20% (72)	358
Age: 45-64	1% (10)	— (3)	1% (7)	2% (15)	6% (47)	6% (42)	5% (38)	8% (63)	11% (80)	26% (195)	33% (251)	751
Age: 65+	2% (8)	— (1)	1% (2)	1% (3)	2% (10)	3% (13)	4% (18)	8% (33)	11% (46)	17% (74)	52% (228)	436
GenZers: 1997-2012	1% (1)	3% (4)	2% (4)	1% (3)	7% (11)	4% (7)	12% (20)	10% (17)	16% (27)	31% (52)	13% (22)	169
Millennials: 1981-1996	1% (7)	— (2)	1% (6)	2% (15)	6% (40)	7% (48)	9% (66)	10% (72)	11% (81)	34% (245)	19% (135)	718
GenXers: 1965-1980	1% (6)	— (2)	1% (6)	3% (15)	9% (45)	6% (30)	6% (30)	10% (52)	12% (59)	28% (140)	24% (121)	507
Baby Boomers: 1946-1964	2% (13)	— (3)	1% (4)	1% (6)	4% (26)	4% (30)	5% (36)	8% (56)	11% (77)	21% (153)	44% (316)	720
PID: Dem (no lean)	1% (6)	— (3)	1% (8)	2% (13)	6% (48)	4% (37)	8% (74)	10% (90)	13% (115)	33% (284)	22% (195)	872
PID: Ind (no lean)	1% (5)	1% (6)	1% (10)	1% (10)	7% (45)	7% (46)	5% (38)	8% (53)	12% (83)	24% (170)	33% (227)	693
PID: Rep (no lean)	3% (17)	— (3)	1% (3)	2% (15)	5% (30)	6% (36)	6% (40)	9% (58)	8% (52)	23% (143)	37% (237)	635
PID/Gender: Dem Men	1% (2)	1% (2)	2% (7)	2% (7)	6% (27)	5% (22)	10% (42)	12% (53)	16% (67)	32% (137)	15% (62)	428
PID/Gender: Dem Women	1% (4)	— (1)	— (0)	1% (7)	5% (21)	3% (15)	7% (32)	9% (38)	11% (48)	33% (146)	30% (133)	445
PID/Gender: Ind Men	1% (2)	1% (2)	— (1)	2% (8)	7% (22)	6% (19)	7% (21)	10% (29)	12% (36)	25% (77)	29% (89)	306
PID/Gender: Ind Women	1% (3)	1% (4)	2% (9)	1% (3)	6% (23)	7% (27)	4% (17)	6% (23)	12% (47)	24% (92)	36% (139)	386
PID/Gender: Rep Men	3% (11)	— (1)	— (1)	2% (7)	4% (14)	6% (21)	7% (23)	10% (34)	10% (33)	24% (78)	32% (106)	328
PID/Gender: Rep Women	2% (6)	1% (2)	1% (3)	3% (9)	5% (15)	5% (15)	6% (17)	8% (25)	6% (19)	21% (65)	43% (131)	307
Ideo: Liberal (1-3)	— (3)	— (2)	1% (6)	2% (12)	3% (22)	4% (29)	7% (48)	11% (75)	16% (105)	33% (217)	21% (141)	657
Ideo: Moderate (4)	— (1)	1% (5)	1% (5)	2% (13)	8% (49)	5% (32)	9% (54)	9% (60)	10% (63)	26% (167)	29% (184)	632
Ideo: Conservative (5-7)	3% (21)	— (3)	1% (7)	2% (12)	6% (41)	5% (33)	6% (42)	8% (52)	11% (71)	20% (138)	38% (259)	679
Educ: < College	2% (24)	1% (8)	1% (16)	2% (26)	6% (95)	6% (87)	6% (93)	7% (107)	11% (161)	28% (427)	31% (467)	1512
Educ: Bachelors degree	— (2)	1% (2)	1% (5)	2% (8)	5% (20)	5% (22)	9% (39)	14% (64)	13% (57)	23% (101)	28% (123)	444
Educ: Post-grad	1% (2)	1% (2)	— (0)	2% (5)	3% (8)	3% (8)	8% (19)	12% (30)	13% (32)	28% (67)	28% (69)	244
Income: Under 50k	2% (19)	1% (8)	1% (13)	2% (20)	6% (77)	5% (60)	7% (79)	7% (84)	11% (134)	29% (346)	30% (354)	1194
Income: 50k-100k	1% (7)	— (3)	1% (8)	2% (11)	4% (24)	7% (47)	7% (45)	10% (67)	11% (75)	23% (158)	34% (229)	675
Income: 100k+	— (2)	1% (2)	— (0)	2% (8)	7% (22)	3% (11)	8% (28)	15% (50)	12% (41)	28% (92)	23% (76)	331
Ethnicity: White	1% (23)	1% (12)	1% (19)	2% (31)	5% (87)	4% (77)	7% (121)	10% (168)	11% (195)	23% (397)	34% (592)	1722
Ethnicity: Hispanic	— (1)	1% (3)	2% (6)	2% (8)	6% (22)	7% (25)	5% (18)	9% (30)	15% (53)	31% (107)	22% (75)	349
Ethnicity: Black	1% (2)	— (0)	1% (2)	3% (8)	8% (22)	7% (19)	7% (18)	6% (16)	10% (27)	49% (135)	9% (24)	274
Ethnicity: Other	1% (3)	— (1)	— (0)	— (0)	7% (14)	11% (22)	6% (13)	8% (17)	14% (28)	31% (64)	21% (43)	204
All Christian	2% (16)	1% (5)	1% (9)	2% (15)	7% (65)	6% (57)	7% (69)	10% (95)	11% (105)	24% (237)	32% (314)	987
All Non-Christian	— (1)	1% (2)	2% (3)	1% (1)	3% (4)	3% (4)	5% (7)	13% (16)	19% (23)	29% (36)	23% (28)	124
Atheist	1% (1)	— (0)	1% (1)	2% (2)	3% (4)	7% (7)	5% (5)	11% (12)	15% (16)	30% (32)	25% (26)	107
Agnostic/Nothing in particular	1% (6)	1% (3)	1% (5)	2% (12)	4% (24)	6% (38)	8% (51)	7% (47)	11% (68)	28% (181)	32% (207)	642
Something Else	1% (5)	1% (2)	1% (3)	3% (9)	8% (27)	4% (12)	6% (20)	9% (30)	11% (38)	33% (111)	25% (84)	340
Religious Non-Protestant/Catholic	— (1)	1% (2)	2% (3)	1% (1)	3% (4)	9% (13)	6% (9)	12% (17)	17% (25)	26% (38)	23% (34)	147
Evangelical	2% (13)	1% (3)	1% (8)	3% (17)	8% (44)	3% (17)	7% (41)	8% (48)	10% (54)	29% (165)	27% (152)	562
Non-Evangelical	1% (7)	1% (4)	— (3)	1% (7)	7% (47)	6% (42)	6% (41)	10% (71)	11% (81)	25% (180)	33% (232)	714

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Table MCEN9_2: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Black Panther

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (28)	1% (12)	1% (21)	2% (39)	6% (123)	5% (118)	7% (152)	9% (201)	11% (250)	27% (596)	30% (659)	2200
Community: Urban	1% (6)	— (2)	1% (6)	2% (14)	7% (44)	6% (40)	6% (41)	9% (63)	13% (85)	33% (219)	23% (152)	671
Community: Suburban	1% (12)	— (3)	1% (10)	1% (13)	4% (43)	5% (47)	7% (66)	10% (96)	11% (107)	26% (259)	33% (327)	983
Community: Rural	2% (10)	1% (7)	1% (5)	2% (12)	7% (36)	6% (32)	8% (45)	8% (43)	11% (58)	22% (118)	33% (180)	546
Employ: Private Sector	1% (9)	1% (4)	2% (12)	3% (19)	6% (38)	5% (33)	10% (67)	11% (78)	10% (72)	29% (201)	23% (158)	691
Employ: Government	— (0)	— (0)	1% (1)	1% (1)	2% (3)	14% (17)	10% (11)	18% (21)	9% (10)	23% (27)	23% (27)	117
Employ: Self-Employed	2% (4)	— (0)	— (0)	3% (5)	8% (14)	9% (16)	5% (9)	4% (7)	15% (26)	32% (57)	23% (41)	179
Employ: Homemaker	1% (1)	1% (1)	2% (3)	2% (4)	7% (13)	6% (11)	7% (13)	8% (14)	12% (22)	20% (37)	35% (64)	183
Employ: Student	— (0)	— (0)	— (0)	— (0)	5% (3)	1% (1)	13% (9)	9% (6)	22% (14)	34% (23)	16% (11)	66
Employ: Retired	2% (10)	— (1)	— (2)	1% (3)	4% (20)	4% (23)	3% (18)	7% (39)	11% (60)	20% (109)	48% (268)	554
Employ: Unemployed	1% (3)	2% (5)	— (1)	3% (8)	8% (21)	4% (11)	7% (20)	9% (23)	9% (24)	36% (95)	20% (54)	263
Employ: Other	1% (2)	1% (1)	1% (1)	— (1)	7% (11)	5% (7)	3% (5)	9% (13)	14% (20)	33% (48)	25% (37)	146
Military HH: Yes	2% (7)	1% (5)	1% (5)	1% (5)	4% (14)	6% (21)	7% (26)	9% (33)	10% (37)	27% (101)	31% (117)	372
Military HH: No	1% (21)	— (7)	1% (16)	2% (35)	6% (109)	5% (97)	7% (126)	9% (168)	12% (213)	27% (495)	30% (543)	1828
RD/WT: Right Direction	— (4)	1% (5)	1% (5)	2% (19)	5% (49)	6% (51)	7% (67)	11% (101)	13% (121)	31% (278)	22% (202)	901
RD/WT: Wrong Track	2% (24)	1% (7)	1% (16)	2% (21)	6% (74)	5% (68)	6% (84)	8% (101)	10% (129)	25% (318)	35% (458)	1299
Biden Job Approve	— (5)	1% (6)	1% (6)	2% (18)	5% (55)	5% (50)	8% (84)	11% (111)	15% (154)	31% (326)	22% (235)	1051
Biden Job Disapprove	2% (23)	1% (5)	1% (12)	2% (20)	6% (56)	5% (55)	6% (63)	8% (85)	8% (84)	23% (237)	37% (378)	1019
Biden Job Strongly Approve	1% (3)	— (2)	— (2)	2% (8)	4% (23)	4% (20)	7% (36)	9% (44)	15% (75)	36% (181)	22% (111)	506
Biden Job Somewhat Approve	— (1)	1% (4)	1% (4)	2% (10)	6% (32)	6% (30)	9% (48)	12% (67)	15% (80)	27% (145)	23% (124)	545
Biden Job Somewhat Disapprove	— (1)	— (0)	2% (7)	1% (4)	9% (24)	4% (12)	9% (27)	8% (22)	9% (25)	29% (81)	29% (82)	285
Biden Job Strongly Disapprove	3% (22)	1% (5)	1% (5)	2% (16)	4% (32)	6% (43)	5% (37)	9% (63)	8% (59)	21% (155)	40% (296)	734
Favorable of Biden	— (5)	— (5)	— (2)	2% (20)	6% (59)	4% (43)	7% (74)	10% (106)	15% (153)	32% (340)	23% (243)	1050
Unfavorable of Biden	2% (23)	1% (7)	2% (16)	2% (18)	5% (53)	6% (62)	7% (70)	9% (89)	9% (94)	22% (228)	35% (362)	1022
Very Favorable of Biden	1% (3)	— (2)	— (0)	2% (10)	4% (20)	5% (24)	6% (30)	9% (48)	15% (77)	36% (191)	23% (123)	526
Somewhat Favorable of Biden	— (1)	1% (4)	— (2)	2% (10)	8% (40)	4% (19)	8% (44)	11% (58)	14% (76)	29% (149)	23% (121)	524
Somewhat Unfavorable of Biden	— (1)	— (0)	3% (8)	1% (2)	7% (17)	6% (14)	13% (31)	10% (24)	12% (30)	25% (61)	24% (60)	247
Very Unfavorable of Biden	3% (23)	1% (7)	1% (8)	2% (15)	5% (36)	6% (48)	5% (39)	8% (66)	8% (64)	21% (167)	39% (302)	775
#1 Issue: Economy	1% (9)	— (4)	1% (7)	2% (18)	6% (57)	7% (58)	9% (77)	9% (83)	11% (94)	28% (245)	26% (229)	880
#1 Issue: Security	3% (8)	— (1)	2% (6)	2% (7)	4% (13)	7% (19)	5% (13)	7% (20)	7% (21)	22% (64)	40% (115)	286
#1 Issue: Health Care	— (1)	1% (2)	— (0)	2% (6)	5% (14)	5% (13)	5% (14)	11% (28)	14% (37)	31% (81)	25% (66)	262
#1 Issue: Medicare / Social Security	2% (4)	— (1)	1% (2)	2% (5)	4% (11)	4% (11)	4% (11)	9% (25)	10% (29)	23% (64)	43% (121)	283
#1 Issue: Women's Issues	1% (1)	3% (4)	3% (4)	1% (2)	5% (7)	2% (3)	8% (11)	12% (17)	17% (23)	30% (41)	18% (24)	137
#1 Issue: Education	2% (2)	— (0)	1% (1)	— (0)	10% (11)	5% (5)	6% (7)	8% (9)	15% (16)	32% (34)	20% (21)	104
#1 Issue: Energy	1% (1)	— (0)	1% (1)	2% (2)	5% (7)	3% (4)	7% (10)	11% (16)	13% (18)	27% (38)	30% (42)	139
#1 Issue: Other	2% (2)	1% (2)	— (0)	— (0)	5% (5)	4% (4)	9% (10)	3% (4)	10% (11)	27% (29)	39% (42)	108
2020 Vote: Joe Biden	1% (8)	— (3)	— (4)	1% (12)	5% (54)	4% (40)	8% (77)	11% (107)	15% (151)	31% (315)	24% (240)	1011
2020 Vote: Donald Trump	3% (19)	1% (7)	1% (9)	2% (15)	5% (35)	7% (45)	5% (38)	9% (63)	9% (60)	19% (133)	39% (271)	695
2020 Vote: Other	— (0)	— (0)	— (0)	— (0)	— (0)	8% (5)	8% (5)	2% (1)	12% (7)	38% (23)	33% (20)	60
2020 Vote: Didn't Vote	— (2)	1% (3)	2% (8)	3% (12)	8% (34)	7% (29)	7% (31)	7% (29)	8% (32)	29% (125)	29% (126)	431
2018 House Vote: Democrat	1% (7)	— (3)	— (1)	2% (13)	5% (37)	3% (27)	8% (59)	12% (92)	14% (111)	31% (240)	25% (192)	782
2018 House Vote: Republican	3% (14)	1% (3)	1% (7)	1% (9)	4% (25)	5% (27)	5% (29)	10% (54)	9% (49)	22% (127)	39% (224)	569
2018 House Vote: Someone else	— (0)	— (0)	— (0)	— (0)	1% (1)	12% (7)	6% (3)	3% (1)	9% (5)	30% (17)	39% (22)	56

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Table MCEN9_2: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Black Panther

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (28)	1% (12)	1% (21)	2% (39)	6% (123)	5% (118)	7% (152)	9% (201)	11% (250)	27% (596)	30% (659)	2200
2016 Vote: Hillary Clinton	1% (5)	— (3)	— (3)	1% (8)	5% (33)	3% (19)	7% (50)	11% (79)	15% (104)	32% (228)	25% (180)	712
2016 Vote: Donald Trump	3% (17)	1% (4)	1% (6)	2% (14)	5% (31)	6% (39)	6% (35)	9% (57)	9% (54)	20% (125)	39% (243)	626
2016 Vote: Other	— (0)	— (0)	— (0)	— (0)	1% (2)	5% (7)	9% (11)	11% (14)	13% (16)	25% (30)	35% (44)	123
2016 Vote: Didn't Vote	1% (6)	1% (5)	2% (12)	2% (18)	8% (57)	7% (54)	7% (55)	7% (51)	10% (76)	29% (213)	26% (192)	738
Voted in 2014: Yes	1% (16)	— (6)	1% (6)	2% (19)	4% (54)	5% (56)	6% (74)	11% (130)	12% (151)	25% (311)	33% (399)	1222
Voted in 2014: No	1% (12)	1% (6)	1% (14)	2% (20)	7% (69)	6% (62)	8% (78)	7% (71)	10% (99)	29% (285)	27% (261)	978
4-Region: Northeast	1% (5)	1% (2)	— (2)	2% (9)	7% (26)	5% (21)	6% (24)	11% (45)	11% (43)	25% (99)	30% (117)	394
4-Region: Midwest	1% (4)	1% (3)	1% (4)	3% (13)	4% (21)	3% (16)	8% (38)	9% (40)	13% (60)	25% (117)	32% (147)	462
4-Region: South	2% (16)	1% (6)	2% (14)	1% (11)	7% (59)	6% (49)	6% (47)	7% (60)	10% (82)	30% (251)	28% (229)	824
4-Region: West	1% (3)	— (1)	— (1)	1% (6)	3% (17)	6% (32)	8% (42)	11% (57)	12% (65)	25% (129)	32% (167)	520
Marvel Comics Fans	1% (14)	1% (6)	1% (11)	2% (26)	6% (74)	6% (74)	9% (111)	12% (155)	16% (202)	36% (465)	12% (157)	1296
Avid Marvel Comics Fans	2% (7)	— (1)	1% (3)	2% (9)	4% (17)	6% (25)	7% (30)	10% (42)	15% (66)	51% (226)	3% (14)	440
Casual Marvel Comics Fans	1% (6)	1% (6)	1% (8)	2% (17)	7% (57)	6% (49)	9% (81)	13% (112)	16% (137)	28% (240)	17% (143)	855
Marvel TV/Movies Fans	1% (15)	— (6)	1% (16)	2% (26)	6% (80)	6% (78)	9% (129)	11% (157)	15% (210)	35% (503)	14% (198)	1419
Avid Marvel TV/Movies Fans	1% (6)	— (1)	1% (3)	1% (5)	4% (16)	5% (21)	8% (33)	12% (50)	18% (76)	46% (194)	4% (17)	422
Casual Marvel TV/Movies Fans	1% (9)	1% (6)	1% (14)	2% (22)	6% (64)	6% (57)	10% (96)	11% (107)	13% (134)	31% (309)	18% (180)	997
Fans of Anything Marvel	1% (19)	— (7)	1% (18)	2% (31)	5% (81)	6% (93)	9% (130)	11% (169)	15% (224)	35% (535)	14% (220)	1526
Avid Fans of Anything Marvel	2% (11)	— (1)	1% (4)	2% (12)	3% (20)	5% (32)	8% (49)	12% (76)	16% (101)	49% (313)	4% (23)	642
Casual Fans of Anything Marvel	1% (9)	1% (7)	2% (18)	2% (26)	6% (65)	6% (71)	9% (102)	12% (130)	15% (166)	28% (310)	18% (204)	1107

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

Table MCEN9_3: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Black Widow

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	3% (55)	1% (24)	2% (51)	3% (70)	8% (169)	8% (176)	9% (197)	9% (196)	8% (167)	14% (304)	36% (792)	2200
Gender: Male	2% (20)	1% (14)	2% (24)	4% (38)	9% (92)	7% (77)	10% (109)	10% (107)	10% (103)	15% (161)	30% (318)	1062
Gender: Female	3% (36)	1% (11)	2% (27)	3% (32)	7% (77)	9% (99)	8% (88)	8% (89)	6% (64)	13% (143)	42% (474)	1138
Age: 18-34	1% (8)	— (2)	2% (13)	3% (16)	9% (61)	10% (65)	12% (77)	12% (77)	10% (63)	23% (150)	19% (123)	655
Age: 35-44	3% (12)	1% (3)	2% (8)	5% (20)	6% (23)	11% (39)	13% (45)	13% (46)	7% (24)	13% (48)	25% (89)	358
Age: 45-64	4% (27)	2% (14)	3% (22)	3% (20)	9% (69)	7% (56)	8% (62)	7% (54)	7% (53)	10% (76)	40% (297)	751
Age: 65+	2% (9)	1% (5)	2% (7)	3% (13)	4% (16)	4% (15)	3% (12)	5% (20)	6% (28)	7% (29)	65% (282)	436
GenZers: 1997-2012	2% (3)	1% (2)	5% (8)	3% (6)	8% (14)	14% (24)	14% (24)	11% (18)	7% (12)	18% (30)	17% (28)	169
Millennials: 1981-1996	2% (12)	— (2)	1% (10)	3% (20)	9% (65)	10% (70)	11% (82)	12% (86)	9% (68)	22% (155)	21% (148)	718
GenXers: 1965-1980	3% (15)	1% (4)	3% (18)	5% (24)	9% (47)	8% (43)	11% (55)	11% (54)	8% (40)	10% (53)	31% (155)	507
Baby Boomers: 1946-1964	3% (25)	2% (14)	2% (13)	2% (17)	6% (43)	5% (35)	5% (36)	5% (35)	6% (44)	9% (64)	55% (394)	720
PID: Dem (no lean)	2% (20)	1% (11)	2% (20)	3% (25)	7% (65)	8% (66)	10% (86)	11% (97)	9% (76)	17% (145)	30% (261)	872
PID: Ind (no lean)	3% (19)	1% (7)	2% (17)	3% (24)	8% (55)	10% (67)	9% (64)	8% (57)	5% (37)	12% (81)	38% (263)	693
PID: Rep (no lean)	3% (16)	1% (6)	2% (13)	3% (21)	8% (48)	7% (43)	7% (46)	7% (42)	9% (55)	12% (77)	42% (268)	635
PID/Gender: Dem Men	2% (8)	2% (7)	3% (12)	3% (12)	8% (35)	7% (31)	11% (46)	13% (58)	11% (47)	20% (85)	20% (86)	428
PID/Gender: Dem Women	3% (12)	1% (4)	2% (8)	3% (12)	7% (30)	8% (36)	9% (40)	9% (39)	6% (28)	14% (60)	39% (175)	445
PID/Gender: Ind Men	2% (7)	1% (2)	2% (6)	4% (13)	8% (26)	8% (26)	10% (31)	8% (25)	8% (23)	13% (40)	35% (107)	306
PID/Gender: Ind Women	3% (12)	1% (5)	3% (12)	3% (11)	8% (29)	11% (41)	9% (33)	8% (32)	4% (14)	11% (41)	40% (156)	386
PID/Gender: Rep Men	1% (5)	1% (4)	2% (6)	4% (12)	9% (31)	6% (21)	9% (31)	8% (25)	10% (32)	11% (35)	38% (125)	328
PID/Gender: Rep Women	4% (12)	1% (2)	2% (7)	3% (9)	6% (17)	7% (22)	5% (15)	5% (17)	7% (22)	14% (41)	46% (142)	307
Ideo: Liberal (1-3)	2% (10)	1% (6)	3% (19)	3% (18)	7% (47)	8% (53)	9% (61)	10% (63)	10% (64)	17% (112)	31% (204)	657
Ideo: Moderate (4)	2% (15)	1% (9)	3% (17)	3% (21)	8% (54)	10% (62)	10% (64)	11% (68)	7% (41)	13% (81)	32% (200)	632
Ideo: Conservative (5-7)	3% (23)	1% (8)	1% (9)	3% (21)	7% (50)	7% (45)	7% (48)	7% (50)	7% (50)	12% (79)	43% (295)	679
Educ: < College	3% (43)	1% (19)	2% (37)	4% (54)	8% (128)	8% (115)	9% (130)	8% (115)	6% (93)	15% (224)	37% (555)	1512
Educ: Bachelors degree	1% (7)	1% (5)	2% (10)	2% (11)	7% (30)	11% (47)	11% (48)	11% (50)	10% (44)	11% (48)	33% (146)	444
Educ: Post-grad	2% (6)	— (1)	1% (4)	2% (5)	4% (11)	6% (14)	8% (19)	13% (31)	13% (31)	13% (32)	37% (91)	244
Income: Under 50k	3% (33)	1% (17)	2% (30)	3% (40)	9% (103)	8% (95)	9% (105)	7% (86)	7% (79)	15% (176)	36% (431)	1194
Income: 50k-100k	2% (14)	1% (7)	2% (13)	2% (16)	5% (37)	9% (59)	8% (57)	10% (70)	8% (53)	12% (82)	40% (267)	675
Income: 100k+	3% (8)	— (1)	2% (8)	4% (14)	9% (29)	7% (22)	11% (35)	12% (39)	11% (35)	14% (45)	28% (94)	331
Ethnicity: White	2% (39)	1% (20)	2% (42)	3% (45)	7% (120)	7% (126)	8% (144)	9% (148)	8% (136)	13% (221)	40% (680)	1722
Ethnicity: Hispanic	2% (7)	1% (3)	4% (12)	3% (10)	8% (27)	7% (26)	9% (30)	11% (38)	8% (29)	21% (74)	27% (93)	349
Ethnicity: Black	4% (12)	1% (2)	3% (8)	6% (17)	12% (33)	9% (25)	12% (33)	9% (25)	7% (20)	17% (47)	20% (54)	274
Ethnicity: Other	2% (4)	1% (2)	— (1)	4% (8)	8% (16)	12% (25)	10% (20)	11% (23)	6% (12)	17% (35)	28% (58)	204
All Christian	2% (24)	2% (15)	2% (24)	3% (29)	8% (80)	6% (55)	8% (82)	9% (91)	9% (85)	12% (114)	39% (388)	987
All Non-Christian	2% (2)	1% (1)	4% (5)	3% (4)	7% (9)	5% (7)	9% (11)	11% (13)	8% (10)	22% (28)	28% (35)	124
Atheist	2% (2)	1% (1)	— (0)	3% (3)	5% (6)	18% (20)	4% (4)	8% (9)	10% (11)	19% (20)	29% (31)	107
Agnostic/Nothing in particular	1% (8)	— (3)	2% (11)	3% (17)	6% (39)	10% (66)	10% (65)	9% (59)	5% (34)	15% (94)	38% (246)	642
Something Else	6% (19)	1% (5)	3% (10)	5% (16)	11% (36)	8% (28)	10% (35)	7% (23)	8% (27)	14% (48)	27% (92)	340
Religious Non-Protestant/Catholic	1% (2)	1% (1)	3% (5)	4% (5)	10% (14)	5% (8)	8% (12)	12% (17)	7% (11)	20% (29)	30% (44)	147
Evangelical	5% (27)	1% (6)	3% (16)	4% (24)	9% (50)	5% (29)	8% (43)	8% (43)	9% (51)	16% (92)	32% (181)	562
Non-Evangelical	2% (16)	2% (13)	2% (17)	3% (20)	8% (60)	7% (52)	10% (69)	9% (67)	8% (55)	9% (64)	39% (281)	714

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Table MCEN9_3: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Black Widow

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	3% (55)	1% (24)	2% (51)	3% (70)	8% (169)	8% (176)	9% (197)	9% (196)	8% (167)	14% (304)	36% (792)	2200
Community: Urban	2% (15)	2% (12)	3% (19)	3% (18)	6% (43)	8% (57)	8% (53)	11% (74)	9% (59)	18% (121)	30% (200)	671
Community: Suburban	3% (29)	1% (7)	3% (26)	3% (32)	7% (71)	8% (74)	8% (83)	8% (80)	8% (80)	13% (129)	38% (371)	983
Community: Rural	2% (12)	1% (6)	1% (6)	3% (19)	10% (54)	8% (45)	11% (61)	8% (42)	5% (28)	10% (54)	40% (220)	546
Employ: Private Sector	3% (20)	1% (5)	2% (15)	3% (23)	7% (50)	9% (59)	11% (78)	13% (86)	9% (64)	15% (103)	27% (187)	691
Employ: Government	1% (2)	— (0)	2% (2)	3% (3)	8% (10)	10% (12)	14% (16)	11% (13)	10% (11)	11% (13)	29% (34)	117
Employ: Self-Employed	2% (3)	1% (1)	5% (9)	5% (9)	9% (15)	9% (17)	11% (19)	7% (12)	7% (12)	19% (35)	26% (47)	179
Employ: Homemaker	1% (2)	1% (2)	2% (3)	4% (7)	11% (21)	10% (19)	9% (16)	6% (11)	6% (12)	14% (26)	36% (65)	183
Employ: Student	2% (2)	— (0)	4% (3)	1% (1)	7% (5)	7% (5)	17% (11)	9% (6)	14% (9)	16% (10)	23% (15)	66
Employ: Retired	2% (10)	1% (8)	2% (10)	2% (13)	5% (30)	6% (31)	3% (17)	5% (26)	6% (32)	9% (50)	59% (325)	554
Employ: Unemployed	6% (15)	2% (4)	3% (7)	3% (8)	10% (26)	9% (24)	11% (29)	7% (18)	8% (22)	17% (45)	25% (66)	263
Employ: Other	2% (3)	3% (4)	— (1)	4% (6)	8% (12)	6% (9)	7% (11)	16% (23)	3% (4)	15% (22)	36% (52)	146
Military HH: Yes	2% (7)	2% (6)	2% (7)	3% (12)	7% (26)	6% (21)	6% (21)	9% (35)	9% (33)	14% (53)	40% (149)	372
Military HH: No	3% (48)	1% (18)	2% (43)	3% (58)	8% (142)	8% (155)	10% (175)	9% (161)	7% (134)	14% (251)	35% (643)	1828
RD/WT: Right Direction	2% (19)	1% (8)	2% (20)	3% (30)	7% (60)	8% (74)	9% (80)	10% (93)	10% (91)	17% (157)	30% (269)	901
RD/WT: Wrong Track	3% (36)	1% (17)	2% (30)	3% (40)	8% (108)	8% (102)	9% (117)	8% (103)	6% (76)	11% (146)	40% (523)	1299
Biden Job Approve	2% (25)	1% (10)	2% (19)	3% (36)	7% (70)	8% (80)	10% (103)	10% (100)	9% (97)	17% (180)	31% (330)	1051
Biden Job Disapprove	2% (25)	1% (12)	3% (26)	3% (31)	8% (85)	8% (85)	8% (84)	8% (83)	6% (65)	11% (109)	40% (413)	1019
Biden Job Strongly Approve	2% (11)	1% (5)	2% (9)	3% (18)	6% (33)	6% (32)	6% (30)	8% (40)	12% (60)	25% (125)	29% (144)	506
Biden Job Somewhat Approve	3% (14)	1% (6)	2% (10)	3% (18)	7% (37)	9% (49)	13% (73)	11% (60)	7% (37)	10% (55)	34% (186)	545
Biden Job Somewhat Disapprove	1% (4)	1% (3)	4% (11)	3% (9)	8% (23)	13% (36)	13% (38)	11% (30)	6% (18)	9% (27)	30% (86)	285
Biden Job Strongly Disapprove	3% (21)	1% (9)	2% (16)	3% (22)	8% (62)	7% (49)	6% (46)	7% (53)	6% (47)	11% (82)	45% (327)	734
Favorable of Biden	2% (24)	1% (10)	1% (15)	3% (33)	7% (72)	8% (79)	9% (98)	11% (113)	9% (93)	16% (171)	33% (342)	1050
Unfavorable of Biden	3% (27)	1% (13)	3% (30)	3% (34)	8% (81)	9% (88)	8% (87)	8% (79)	7% (71)	12% (118)	39% (394)	1022
Very Favorable of Biden	3% (16)	1% (5)	2% (9)	3% (16)	7% (36)	7% (38)	7% (37)	8% (42)	9% (49)	23% (123)	30% (155)	526
Somewhat Favorable of Biden	2% (8)	1% (6)	1% (6)	3% (17)	7% (36)	8% (40)	12% (61)	13% (70)	8% (44)	9% (48)	36% (186)	524
Somewhat Unfavorable of Biden	1% (2)	1% (3)	4% (9)	5% (12)	7% (17)	13% (33)	13% (33)	11% (27)	8% (20)	12% (29)	25% (62)	247
Very Unfavorable of Biden	3% (24)	1% (10)	3% (21)	3% (22)	8% (65)	7% (55)	7% (54)	7% (52)	7% (51)	11% (89)	43% (332)	775
#1 Issue: Economy	2% (17)	1% (9)	2% (21)	3% (29)	9% (83)	7% (65)	11% (95)	11% (94)	8% (69)	14% (121)	32% (278)	880
#1 Issue: Security	4% (11)	2% (5)	3% (9)	5% (14)	8% (24)	5% (14)	4% (13)	6% (17)	7% (21)	10% (30)	45% (129)	286
#1 Issue: Health Care	3% (8)	1% (4)	2% (5)	— (0)	7% (19)	6% (16)	10% (25)	9% (25)	7% (17)	21% (56)	34% (89)	262
#1 Issue: Medicare / Social Security	3% (8)	1% (3)	2% (4)	4% (12)	5% (15)	7% (19)	5% (14)	4% (12)	7% (21)	8% (24)	54% (152)	283
#1 Issue: Women's Issues	2% (3)	— (0)	2% (3)	4% (6)	7% (10)	18% (25)	11% (15)	11% (15)	10% (14)	14% (19)	20% (28)	137
#1 Issue: Education	2% (2)	— (0)	2% (2)	4% (4)	4% (4)	18% (19)	8% (8)	8% (8)	7% (7)	22% (23)	25% (26)	104
#1 Issue: Energy	1% (2)	1% (1)	3% (4)	3% (4)	6% (9)	8% (11)	12% (17)	14% (19)	4% (6)	14% (19)	34% (47)	139
#1 Issue: Other	4% (5)	3% (4)	2% (2)	2% (2)	6% (7)	6% (7)	8% (9)	6% (7)	11% (12)	12% (12)	39% (42)	108
2020 Vote: Joe Biden	2% (22)	1% (10)	2% (18)	3% (31)	7% (69)	7% (75)	10% (101)	10% (102)	9% (94)	15% (156)	33% (332)	1011
2020 Vote: Donald Trump	3% (17)	1% (7)	3% (18)	3% (22)	9% (61)	8% (58)	7% (47)	6% (43)	8% (53)	11% (76)	42% (295)	695
2020 Vote: Other	4% (3)	— (0)	— (0)	2% (1)	3% (2)	18% (11)	10% (6)	7% (4)	8% (5)	10% (6)	37% (22)	60
2020 Vote: Didn't Vote	3% (14)	2% (7)	3% (14)	4% (16)	9% (37)	8% (32)	10% (42)	11% (47)	4% (15)	15% (64)	33% (141)	431
2018 House Vote: Democrat	3% (20)	1% (8)	2% (13)	3% (23)	7% (57)	7% (53)	10% (81)	10% (78)	9% (71)	16% (122)	33% (257)	782
2018 House Vote: Republican	3% (16)	1% (7)	3% (14)	3% (15)	7% (40)	8% (44)	7% (37)	6% (37)	7% (41)	12% (71)	43% (246)	569
2018 House Vote: Someone else	2% (1)	— (0)	— (0)	— (0)	— (0)	17% (9)	6% (3)	7% (4)	5% (3)	16% (9)	46% (26)	56

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Table MCEN9_3: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Black Widow

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	3% (55)	1% (24)	2% (51)	3% (70)	8% (169)	8% (176)	9% (197)	9% (196)	8% (167)	14% (304)	36% (792)	2200
2016 Vote: Hillary Clinton	2% (17)	1% (6)	2% (13)	3% (19)	6% (43)	7% (50)	10% (68)	10% (71)	9% (61)	17% (121)	34% (243)	712
2016 Vote: Donald Trump	3% (20)	1% (8)	2% (15)	3% (18)	9% (54)	8% (50)	7% (47)	7% (42)	7% (47)	10% (64)	42% (261)	626
2016 Vote: Other	1% (1)	1% (1)	— (0)	2% (3)	3% (3)	11% (14)	11% (14)	7% (9)	10% (13)	7% (8)	47% (58)	123
2016 Vote: Didn't Vote	2% (17)	1% (10)	3% (23)	4% (31)	9% (68)	9% (63)	9% (68)	10% (74)	6% (47)	15% (110)	31% (228)	738
Voted in 2014: Yes	2% (27)	1% (14)	2% (25)	2% (30)	7% (86)	7% (91)	9% (104)	8% (101)	8% (101)	13% (162)	39% (479)	1222
Voted in 2014: No	3% (28)	1% (11)	3% (25)	4% (39)	8% (83)	9% (85)	9% (93)	10% (95)	7% (66)	14% (141)	32% (312)	978
4-Region: Northeast	3% (11)	1% (5)	1% (5)	4% (15)	6% (24)	9% (35)	8% (33)	9% (37)	8% (31)	14% (55)	36% (141)	394
4-Region: Midwest	2% (9)	1% (4)	3% (13)	3% (12)	7% (30)	9% (43)	9% (44)	10% (45)	7% (31)	11% (50)	40% (184)	462
4-Region: South	3% (26)	1% (9)	3% (28)	4% (29)	9% (77)	8% (64)	9% (77)	7% (61)	6% (53)	14% (118)	34% (282)	824
4-Region: West	2% (9)	1% (7)	1% (4)	3% (14)	7% (37)	7% (35)	8% (43)	10% (53)	10% (52)	16% (81)	35% (184)	520
Marvel Comics Fans	2% (27)	1% (13)	2% (32)	4% (47)	9% (111)	11% (139)	13% (165)	13% (164)	10% (133)	19% (249)	17% (215)	1296
Avid Marvel Comics Fans	3% (15)	— (1)	1% (6)	4% (16)	6% (24)	9% (39)	14% (63)	14% (61)	12% (54)	32% (142)	4% (19)	440
Casual Marvel Comics Fans	1% (13)	1% (12)	3% (26)	4% (31)	10% (86)	12% (100)	12% (101)	12% (103)	9% (79)	13% (108)	23% (196)	855
Marvel TV/Movies Fans	2% (28)	1% (17)	3% (37)	3% (46)	8% (117)	11% (150)	12% (164)	12% (172)	10% (143)	19% (266)	20% (279)	1419
Avid Marvel TV/Movies Fans	4% (15)	1% (3)	2% (8)	4% (15)	5% (23)	10% (42)	12% (49)	14% (59)	14% (61)	29% (121)	6% (24)	422
Casual Marvel TV/Movies Fans	1% (13)	1% (15)	3% (28)	3% (30)	9% (94)	11% (108)	12% (115)	11% (113)	8% (82)	14% (144)	26% (255)	997
Fans of Anything Marvel	2% (32)	1% (15)	3% (39)	3% (51)	9% (136)	10% (156)	12% (178)	12% (180)	10% (152)	19% (285)	20% (303)	1526
Avid Fans of Anything Marvel	4% (23)	— (3)	1% (8)	3% (19)	5% (32)	9% (60)	15% (93)	14% (88)	14% (89)	30% (191)	6% (36)	642
Casual Fans of Anything Marvel	2% (17)	1% (15)	3% (37)	3% (35)	10% (114)	11% (120)	11% (121)	11% (126)	10% (109)	13% (139)	25% (276)	1107

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

Table MCEN9_4: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Captain America

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	— (11)	1% (14)	1% (15)	1% (28)	5% (104)	4% (88)	7% (162)	11% (250)	14% (308)	34% (759)	21% (461)	2200
Gender: Male	1% (6)	1% (10)	1% (8)	1% (12)	4% (47)	4% (41)	7% (71)	12% (126)	16% (167)	38% (401)	16% (173)	1062
Gender: Female	— (5)	— (5)	1% (7)	1% (16)	5% (57)	4% (47)	8% (91)	11% (124)	12% (142)	31% (358)	25% (289)	1138
Age: 18-34	— (1)	1% (6)	1% (6)	2% (12)	6% (39)	6% (38)	11% (75)	12% (80)	11% (74)	37% (239)	13% (84)	655
Age: 35-44	1% (2)	2% (6)	— (1)	2% (6)	4% (14)	4% (15)	8% (29)	15% (54)	15% (55)	34% (121)	16% (56)	358
Age: 45-64	1% (5)	— (1)	1% (6)	1% (9)	6% (44)	3% (22)	5% (34)	10% (75)	16% (121)	36% (268)	22% (167)	751
Age: 65+	1% (3)	— (2)	— (1)	— (1)	2% (8)	3% (13)	6% (24)	9% (41)	13% (58)	30% (131)	35% (154)	436
GenZers: 1997-2012	1% (1)	2% (3)	3% (5)	5% (8)	8% (13)	7% (12)	13% (22)	15% (25)	8% (13)	29% (49)	10% (17)	169
Millennials: 1981-1996	— (1)	1% (6)	— (2)	1% (8)	4% (31)	5% (37)	9% (68)	13% (95)	14% (101)	37% (268)	14% (103)	718
GenXers: 1965-1980	— (2)	1% (4)	1% (7)	2% (9)	8% (41)	3% (17)	6% (29)	11% (54)	15% (74)	37% (187)	16% (83)	507
Baby Boomers: 1946-1964	1% (7)	— (2)	— (1)	— (3)	2% (17)	3% (18)	6% (40)	10% (73)	15% (111)	33% (239)	29% (208)	720
PID: Dem (no lean)	— (1)	1% (8)	1% (6)	1% (13)	5% (43)	3% (28)	7% (65)	12% (106)	16% (137)	37% (320)	17% (145)	872
PID: Ind (no lean)	1% (5)	1% (4)	1% (7)	2% (10)	5% (38)	5% (34)	7% (51)	13% (87)	12% (85)	30% (210)	23% (162)	693
PID: Rep (no lean)	1% (5)	— (2)	— (2)	1% (5)	4% (23)	4% (26)	7% (46)	9% (57)	14% (86)	36% (229)	24% (154)	635
PID/Gender: Dem Men	— (1)	1% (5)	1% (2)	1% (5)	6% (24)	3% (13)	6% (27)	13% (55)	18% (76)	41% (176)	10% (43)	428
PID/Gender: Dem Women	— (1)	1% (2)	1% (4)	2% (8)	4% (19)	3% (15)	9% (38)	12% (51)	14% (61)	32% (144)	23% (102)	445
PID/Gender: Ind Men	1% (3)	1% (3)	2% (5)	2% (5)	4% (13)	4% (12)	7% (21)	13% (39)	14% (44)	33% (102)	19% (59)	306
PID/Gender: Ind Women	— (1)	— (1)	1% (2)	1% (6)	6% (25)	6% (22)	8% (30)	12% (48)	11% (41)	28% (108)	27% (103)	386
PID/Gender: Rep Men	1% (2)	— (1)	— (1)	1% (3)	3% (10)	5% (16)	7% (23)	10% (32)	14% (46)	38% (123)	21% (70)	328
PID/Gender: Rep Women	1% (3)	— (1)	— (1)	1% (2)	4% (13)	3% (10)	8% (23)	8% (25)	13% (40)	34% (105)	27% (84)	307
Ideo: Liberal (1-3)	— (1)	1% (4)	1% (4)	1% (7)	4% (25)	4% (28)	8% (52)	12% (81)	15% (100)	38% (250)	16% (107)	657
Ideo: Moderate (4)	— (0)	— (1)	— (3)	1% (6)	5% (32)	5% (34)	8% (50)	14% (86)	15% (96)	31% (198)	20% (124)	632
Ideo: Conservative (5-7)	1% (8)	1% (5)	1% (6)	1% (7)	5% (32)	3% (19)	6% (42)	8% (57)	14% (93)	36% (243)	25% (167)	679
Educ: < College	1% (8)	1% (9)	1% (8)	2% (24)	5% (80)	4% (63)	7% (101)	11% (162)	13% (194)	36% (541)	21% (323)	1512
Educ: Bachelors degree	— (2)	1% (2)	1% (6)	1% (4)	4% (19)	4% (16)	10% (46)	13% (57)	15% (68)	31% (136)	20% (88)	444
Educ: Post-grad	1% (2)	1% (3)	— (1)	— (0)	2% (4)	4% (9)	6% (16)	13% (32)	19% (46)	34% (82)	21% (50)	244
Income: Under 50k	— (4)	1% (8)	1% (8)	1% (17)	5% (60)	4% (46)	7% (80)	11% (133)	13% (159)	35% (422)	21% (256)	1194
Income: 50k-100k	1% (4)	— (3)	1% (5)	1% (10)	4% (26)	4% (27)	9% (61)	11% (71)	14% (96)	33% (222)	22% (151)	675
Income: 100k+	1% (3)	1% (3)	— (2)	— (1)	5% (18)	5% (15)	6% (21)	14% (46)	16% (54)	35% (115)	16% (53)	331
Ethnicity: White	— (9)	— (9)	1% (11)	1% (16)	4% (61)	4% (69)	7% (112)	11% (196)	14% (245)	35% (599)	23% (394)	1722
Ethnicity: Hispanic	— (2)	— (0)	2% (6)	1% (5)	6% (22)	6% (22)	10% (34)	9% (30)	14% (48)	35% (121)	17% (60)	349
Ethnicity: Black	— (1)	2% (5)	1% (2)	4% (12)	11% (29)	4% (12)	10% (29)	10% (28)	12% (34)	32% (87)	13% (35)	274
Ethnicity: Other	1% (2)	— (1)	1% (2)	— (0)	6% (13)	3% (7)	11% (21)	13% (26)	14% (29)	35% (72)	16% (32)	204
All Christian	1% (6)	— (5)	— (4)	1% (7)	5% (48)	5% (47)	7% (74)	10% (100)	17% (169)	33% (326)	20% (200)	987
All Non-Christian	— (0)	1% (2)	— (0)	3% (4)	2% (3)	4% (5)	4% (5)	15% (18)	11% (13)	43% (53)	18% (22)	124
Atheist	— (0)	1% (1)	3% (3)	1% (1)	2% (2)	5% (6)	6% (6)	11% (12)	6% (7)	47% (50)	17% (19)	107
Agnostic/Nothing in particular	— (1)	1% (5)	1% (6)	2% (11)	3% (22)	3% (19)	9% (55)	12% (78)	12% (78)	32% (202)	26% (166)	642
Something Else	1% (4)	1% (2)	1% (2)	1% (5)	8% (28)	3% (11)	6% (22)	12% (42)	12% (41)	37% (127)	16% (54)	340
Religious Non-Protestant/Catholic	— (0)	1% (2)	— (0)	3% (4)	3% (4)	7% (10)	5% (7)	14% (21)	10% (14)	40% (58)	18% (26)	147
Evangelical	1% (6)	— (2)	1% (4)	1% (5)	7% (40)	3% (20)	7% (37)	11% (59)	16% (88)	37% (207)	17% (95)	562
Non-Evangelical	1% (4)	— (4)	— (2)	1% (6)	5% (36)	4% (30)	8% (55)	11% (77)	16% (114)	33% (238)	21% (149)	714

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Table MCEN9_4: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Captain America

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	— (11)	1% (14)	1% (15)	1% (28)	5% (104)	4% (88)	7% (162)	11% (250)	14% (308)	34% (759)	21% (461)	2200
Community: Urban	1% (4)	1% (7)	— (3)	1% (9)	6% (39)	4% (24)	8% (52)	12% (83)	16% (106)	33% (220)	18% (124)	671
Community: Suburban	— (4)	— (1)	1% (7)	1% (11)	4% (41)	3% (34)	6% (56)	12% (113)	14% (140)	36% (353)	23% (222)	983
Community: Rural	1% (3)	1% (6)	1% (4)	1% (8)	4% (24)	5% (30)	10% (54)	10% (54)	11% (62)	34% (186)	21% (115)	546
Employ: Private Sector	— (3)	1% (8)	— (2)	1% (8)	5% (37)	4% (27)	8% (55)	14% (95)	15% (101)	35% (240)	17% (116)	691
Employ: Government	— (0)	1% (1)	— (0)	3% (3)	4% (5)	8% (10)	17% (20)	10% (12)	13% (15)	29% (34)	14% (17)	117
Employ: Self-Employed	1% (2)	— (0)	— (0)	4% (7)	3% (6)	4% (8)	7% (12)	7% (12)	18% (32)	39% (70)	16% (29)	179
Employ: Homemaker	— (0)	— (0)	1% (2)	3% (5)	7% (13)	2% (4)	7% (13)	13% (24)	10% (18)	36% (65)	21% (39)	183
Employ: Student	— (0)	— (0)	3% (2)	— (0)	2% (1)	4% (3)	22% (14)	17% (11)	13% (9)	21% (14)	18% (12)	66
Employ: Retired	1% (5)	— (2)	1% (4)	— (1)	3% (15)	3% (16)	4% (24)	9% (49)	13% (71)	33% (183)	33% (184)	554
Employ: Unemployed	— (0)	2% (4)	1% (3)	2% (4)	6% (16)	7% (18)	7% (19)	11% (29)	13% (33)	36% (94)	16% (43)	263
Employ: Other	— (0)	— (0)	1% (2)	— (0)	7% (10)	2% (2)	3% (5)	12% (18)	20% (30)	40% (58)	15% (22)	146
Military HH: Yes	1% (4)	— (2)	— (1)	1% (3)	3% (12)	5% (18)	7% (27)	11% (42)	15% (57)	34% (126)	21% (78)	372
Military HH: No	— (7)	1% (13)	1% (14)	1% (24)	5% (92)	4% (71)	7% (135)	11% (208)	14% (251)	35% (632)	21% (383)	1828
RD/WT: Right Direction	— (3)	1% (7)	1% (5)	1% (9)	5% (48)	4% (33)	8% (76)	12% (111)	15% (139)	35% (312)	17% (157)	901
RD/WT: Wrong Track	1% (8)	1% (7)	1% (9)	1% (18)	4% (55)	4% (55)	7% (86)	11% (139)	13% (170)	34% (447)	23% (304)	1299
Biden Job Approve	— (1)	1% (8)	1% (5)	1% (11)	4% (47)	3% (36)	8% (83)	13% (138)	15% (161)	36% (375)	18% (186)	1051
Biden Job Disapprove	1% (10)	1% (6)	1% (8)	1% (13)	4% (45)	5% (46)	6% (64)	10% (101)	14% (138)	35% (356)	23% (232)	1019
Biden Job Strongly Approve	— (0)	1% (4)	— (2)	— (2)	5% (24)	4% (18)	5% (27)	13% (63)	16% (80)	41% (209)	15% (76)	506
Biden Job Somewhat Approve	— (1)	1% (4)	1% (3)	2% (9)	4% (23)	3% (17)	10% (56)	14% (75)	15% (81)	31% (167)	20% (109)	545
Biden Job Somewhat Disapprove	— (0)	1% (4)	— (1)	2% (6)	4% (13)	6% (17)	8% (23)	14% (39)	14% (40)	30% (87)	20% (56)	285
Biden Job Strongly Disapprove	1% (10)	— (2)	1% (8)	1% (7)	4% (33)	4% (29)	6% (41)	8% (62)	13% (98)	37% (269)	24% (176)	734
Favorable of Biden	— (1)	1% (9)	1% (6)	1% (11)	4% (45)	4% (37)	8% (83)	13% (135)	15% (159)	35% (370)	18% (193)	1050
Unfavorable of Biden	1% (10)	1% (5)	1% (9)	1% (12)	5% (47)	4% (39)	7% (71)	11% (108)	14% (142)	35% (362)	21% (217)	1022
Very Favorable of Biden	— (0)	1% (4)	— (2)	1% (3)	5% (24)	3% (16)	6% (31)	11% (59)	15% (78)	42% (221)	17% (89)	526
Somewhat Favorable of Biden	— (1)	1% (5)	1% (4)	1% (8)	4% (22)	4% (21)	10% (52)	15% (76)	16% (82)	29% (149)	20% (105)	524
Somewhat Unfavorable of Biden	— (1)	1% (2)	— (0)	2% (5)	5% (12)	3% (7)	11% (27)	16% (40)	15% (38)	33% (81)	14% (35)	247
Very Unfavorable of Biden	1% (10)	— (3)	1% (9)	1% (7)	5% (35)	4% (32)	6% (44)	9% (68)	13% (104)	36% (281)	23% (182)	775
#1 Issue: Economy	— (2)	1% (7)	1% (5)	1% (8)	6% (54)	5% (42)	7% (66)	11% (99)	15% (136)	35% (305)	18% (156)	880
#1 Issue: Security	— (1)	— (1)	— (0)	3% (8)	4% (10)	4% (12)	6% (17)	11% (32)	15% (42)	35% (100)	22% (64)	286
#1 Issue: Health Care	— (1)	— (1)	— (1)	1% (3)	4% (10)	3% (8)	8% (21)	10% (26)	14% (37)	38% (100)	21% (54)	262
#1 Issue: Medicare / Social Security	1% (3)	1% (4)	— (1)	1% (2)	4% (10)	3% (10)	6% (18)	6% (17)	15% (41)	31% (88)	32% (89)	283
#1 Issue: Women's Issues	1% (2)	1% (1)	2% (3)	3% (4)	4% (5)	7% (9)	5% (7)	22% (31)	9% (13)	32% (44)	14% (19)	137
#1 Issue: Education	— (0)	— (0)	2% (2)	3% (4)	4% (4)	3% (3)	10% (11)	10% (10)	10% (10)	36% (37)	21% (22)	104
#1 Issue: Energy	— (0)	— (0)	1% (1)	— (0)	5% (6)	3% (5)	10% (14)	17% (24)	11% (15)	32% (44)	21% (29)	139
#1 Issue: Other	1% (1)	— (0)	1% (2)	— (0)	2% (2)	— (0)	9% (9)	11% (12)	14% (15)	36% (39)	25% (27)	108
2020 Vote: Joe Biden	— (2)	— (4)	— (4)	1% (13)	4% (43)	3% (32)	7% (70)	13% (132)	16% (157)	36% (366)	19% (188)	1011
2020 Vote: Donald Trump	1% (7)	— (3)	1% (5)	1% (5)	4% (30)	5% (38)	7% (46)	9% (66)	14% (94)	34% (234)	24% (168)	695
2020 Vote: Other	3% (2)	— (0)	— (0)	— (0)	4% (2)	5% (3)	13% (8)	19% (11)	12% (7)	23% (14)	22% (13)	60
2020 Vote: Didn't Vote	— (0)	2% (8)	1% (6)	2% (10)	7% (28)	3% (15)	9% (38)	10% (41)	12% (51)	34% (145)	21% (89)	431
2018 House Vote: Democrat	— (1)	— (4)	— (3)	2% (12)	4% (32)	3% (26)	6% (45)	12% (97)	16% (127)	37% (289)	19% (145)	782
2018 House Vote: Republican	1% (8)	— (3)	1% (6)	— (1)	3% (15)	4% (24)	6% (32)	9% (53)	14% (77)	36% (207)	25% (144)	569
2018 House Vote: Someone else	— (0)	— (0)	— (0)	— (0)	5% (3)	8% (4)	12% (7)	4% (2)	11% (6)	35% (20)	26% (14)	56

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Table MCEN9_4: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Captain America

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	— (11)	1% (14)	1% (15)	1% (28)	5% (104)	4% (88)	7% (162)	11% (250)	14% (308)	34% (759)	21% (461)	2200
2016 Vote: Hillary Clinton	— (2)	— (3)	— (2)	1% (6)	4% (29)	3% (19)	7% (47)	12% (88)	16% (115)	37% (265)	19% (136)	712
2016 Vote: Donald Trump	1% (6)	— (3)	1% (5)	— (3)	3% (19)	5% (32)	7% (43)	10% (61)	13% (79)	36% (222)	24% (152)	626
2016 Vote: Other	— (0)	— (0)	— (0)	— (0)	2% (3)	4% (5)	7% (9)	11% (13)	20% (25)	32% (40)	23% (28)	123
2016 Vote: Didn't Vote	— (3)	1% (8)	1% (8)	3% (19)	7% (52)	4% (32)	9% (64)	12% (88)	12% (89)	31% (231)	20% (144)	738
Voted in 2014: Yes	1% (8)	— (6)	1% (6)	1% (9)	4% (43)	4% (47)	6% (77)	11% (132)	15% (185)	36% (435)	22% (274)	1222
Voted in 2014: No	— (3)	1% (8)	1% (9)	2% (19)	6% (60)	4% (41)	9% (85)	12% (118)	13% (123)	33% (324)	19% (187)	978
4-Region: Northeast	1% (2)	— (2)	2% (6)	1% (2)	4% (16)	5% (19)	7% (26)	10% (38)	13% (52)	37% (145)	22% (85)	394
4-Region: Midwest	— (0)	1% (2)	1% (4)	1% (3)	4% (18)	4% (18)	10% (44)	10% (44)	16% (74)	32% (148)	23% (107)	462
4-Region: South	1% (7)	1% (5)	— (4)	2% (19)	6% (47)	5% (41)	5% (45)	11% (95)	13% (106)	37% (302)	19% (153)	824
4-Region: West	— (2)	1% (4)	— (1)	1% (3)	4% (23)	2% (10)	9% (47)	14% (73)	15% (77)	32% (164)	22% (116)	520
Marvel Comics Fans	— (2)	1% (8)	1% (7)	1% (18)	4% (54)	4% (46)	8% (110)	13% (173)	18% (231)	44% (568)	6% (79)	1296
Avid Marvel Comics Fans	— (1)	1% (3)	— (1)	1% (3)	5% (23)	2% (7)	5% (21)	10% (44)	17% (73)	59% (259)	1% (6)	440
Casual Marvel Comics Fans	— (2)	1% (5)	1% (6)	2% (15)	4% (31)	5% (39)	10% (88)	15% (129)	18% (157)	36% (309)	9% (74)	855
Marvel TV/Movies Fans	— (1)	1% (8)	1% (8)	2% (23)	4% (58)	4% (54)	8% (120)	13% (182)	17% (243)	43% (606)	8% (114)	1419
Avid Marvel TV/Movies Fans	— (1)	— (2)	— (1)	2% (7)	4% (18)	3% (11)	7% (28)	12% (49)	13% (55)	57% (240)	2% (10)	422
Casual Marvel TV/Movies Fans	— (1)	1% (6)	1% (7)	2% (17)	4% (40)	4% (43)	9% (92)	13% (133)	19% (188)	37% (366)	10% (104)	997
Fans of Anything Marvel	— (4)	1% (9)	— (7)	1% (22)	5% (72)	4% (61)	8% (125)	13% (196)	16% (251)	43% (660)	8% (120)	1526
Avid Fans of Anything Marvel	— (2)	1% (3)	— (2)	1% (7)	4% (28)	2% (14)	6% (37)	10% (62)	17% (112)	57% (364)	2% (11)	642
Casual Fans of Anything Marvel	— (2)	1% (7)	1% (6)	2% (19)	5% (51)	5% (56)	9% (102)	15% (163)	17% (191)	36% (396)	10% (114)	1107

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

Table MCEN9_5: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Dr. Strange

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	3% (62)	1% (29)	1% (33)	3% (77)	8% (176)	7% (159)	9% (197)	9% (196)	6% (140)	14% (312)	37% (819)	2200
Gender: Male	3% (28)	1% (10)	2% (18)	4% (43)	8% (82)	6% (69)	9% (97)	12% (123)	8% (88)	18% (187)	30% (317)	1062
Gender: Female	3% (34)	2% (18)	1% (15)	3% (34)	8% (93)	8% (91)	9% (100)	6% (74)	5% (52)	11% (125)	44% (502)	1138
Age: 18-34	2% (15)	1% (5)	1% (6)	5% (30)	9% (58)	9% (59)	15% (98)	10% (63)	6% (41)	22% (145)	21% (135)	655
Age: 35-44	3% (9)	1% (5)	2% (6)	6% (20)	10% (37)	9% (32)	8% (29)	14% (51)	9% (32)	13% (47)	25% (91)	358
Age: 45-64	3% (26)	1% (11)	2% (18)	2% (17)	8% (60)	7% (56)	7% (50)	7% (54)	6% (47)	12% (90)	43% (323)	751
Age: 65+	3% (12)	2% (7)	1% (4)	2% (9)	5% (21)	3% (13)	5% (20)	7% (28)	5% (20)	7% (31)	62% (271)	436
GenZers: 1997-2012	3% (5)	1% (2)	2% (3)	9% (15)	12% (20)	11% (19)	18% (30)	6% (9)	2% (3)	14% (24)	22% (38)	169
Millennials: 1981-1996	2% (13)	1% (7)	1% (6)	4% (28)	8% (56)	9% (67)	12% (84)	12% (89)	8% (60)	22% (158)	21% (150)	718
GenXers: 1965-1980	4% (23)	1% (7)	2% (11)	4% (21)	12% (62)	7% (34)	9% (46)	9% (47)	7% (35)	12% (63)	31% (159)	507
Baby Boomers: 1946-1964	3% (18)	2% (11)	2% (12)	1% (9)	5% (37)	5% (37)	5% (33)	7% (49)	6% (41)	9% (66)	57% (407)	720
PID: Dem (no lean)	3% (25)	1% (11)	1% (11)	4% (35)	9% (75)	7% (60)	8% (74)	9% (80)	8% (68)	17% (152)	32% (281)	872
PID: Ind (no lean)	2% (16)	2% (11)	1% (8)	3% (23)	9% (61)	9% (62)	10% (67)	9% (62)	6% (40)	11% (77)	38% (266)	693
PID: Rep (no lean)	3% (21)	1% (7)	2% (13)	3% (18)	6% (40)	6% (38)	9% (56)	9% (54)	5% (33)	13% (83)	43% (272)	635
PID/Gender: Dem Men	2% (10)	1% (4)	2% (7)	5% (20)	8% (33)	5% (23)	11% (45)	11% (48)	11% (47)	23% (100)	21% (91)	428
PID/Gender: Dem Women	3% (14)	2% (7)	1% (5)	4% (16)	9% (42)	8% (36)	6% (28)	7% (32)	5% (21)	12% (52)	43% (190)	445
PID/Gender: Ind Men	2% (6)	1% (2)	2% (7)	4% (11)	10% (30)	10% (30)	5% (17)	12% (36)	8% (23)	12% (38)	35% (106)	306
PID/Gender: Ind Women	3% (10)	2% (8)	— (1)	3% (12)	8% (30)	8% (32)	13% (50)	7% (26)	4% (17)	10% (39)	41% (160)	386
PID/Gender: Rep Men	4% (12)	1% (4)	1% (4)	4% (12)	6% (19)	5% (15)	11% (35)	12% (39)	6% (19)	15% (49)	37% (120)	328
PID/Gender: Rep Women	3% (9)	1% (3)	3% (9)	2% (6)	7% (21)	7% (23)	7% (21)	5% (15)	5% (14)	11% (34)	50% (152)	307
Ideo: Liberal (1-3)	2% (14)	1% (6)	1% (8)	4% (27)	8% (53)	6% (41)	9% (61)	11% (70)	8% (50)	19% (122)	31% (205)	657
Ideo: Moderate (4)	3% (17)	1% (7)	2% (12)	4% (27)	8% (53)	8% (52)	10% (62)	9% (58)	7% (44)	12% (79)	35% (220)	632
Ideo: Conservative (5-7)	4% (25)	2% (11)	2% (11)	2% (15)	7% (47)	6% (37)	7% (49)	9% (58)	6% (38)	12% (80)	45% (307)	679
Educ: < College	3% (49)	2% (23)	1% (22)	4% (56)	9% (140)	7% (110)	8% (117)	8% (116)	6% (86)	15% (222)	38% (570)	1512
Educ: Bachelors degree	2% (9)	1% (3)	2% (8)	3% (15)	6% (27)	8% (35)	12% (52)	12% (54)	6% (26)	13% (58)	35% (156)	444
Educ: Post-grad	1% (3)	1% (3)	1% (2)	2% (6)	3% (8)	6% (14)	11% (28)	11% (27)	12% (28)	13% (32)	38% (93)	244
Income: Under 50k	3% (36)	2% (25)	2% (19)	3% (39)	10% (114)	7% (88)	8% (101)	8% (95)	6% (67)	14% (164)	37% (446)	1194
Income: 50k-100k	3% (17)	— (2)	2% (11)	4% (25)	5% (35)	7% (46)	10% (67)	9% (63)	6% (43)	14% (94)	40% (270)	675
Income: 100k+	3% (9)	1% (2)	1% (2)	4% (12)	8% (27)	7% (24)	9% (28)	11% (38)	9% (31)	16% (54)	31% (103)	331
Ethnicity: White	3% (49)	1% (23)	1% (22)	3% (51)	6% (108)	8% (135)	8% (134)	9% (155)	6% (111)	13% (231)	41% (701)	1722
Ethnicity: Hispanic	1% (4)	3% (12)	1% (4)	3% (11)	9% (33)	8% (28)	11% (37)	5% (17)	7% (24)	23% (80)	29% (100)	349
Ethnicity: Black	3% (9)	1% (2)	3% (7)	6% (16)	15% (40)	5% (14)	15% (41)	7% (20)	8% (22)	15% (40)	23% (63)	274
Ethnicity: Other	2% (4)	2% (3)	2% (4)	5% (9)	14% (28)	5% (11)	11% (21)	10% (21)	3% (7)	20% (41)	27% (55)	204
All Christian	3% (31)	1% (13)	1% (14)	3% (32)	7% (67)	6% (60)	9% (85)	9% (90)	7% (65)	13% (130)	41% (402)	987
All Non-Christian	— (1)	3% (4)	1% (1)	1% (1)	7% (9)	6% (7)	11% (13)	12% (14)	7% (9)	23% (29)	29% (35)	124
Atheist	1% (2)	— (0)	1% (1)	2% (3)	11% (12)	10% (10)	7% (8)	7% (8)	8% (9)	19% (21)	33% (35)	107
Agnostic/Nothing in particular	2% (15)	1% (6)	1% (9)	4% (23)	8% (49)	9% (59)	10% (66)	8% (51)	6% (41)	12% (80)	38% (244)	642
Something Else	4% (14)	2% (6)	2% (8)	5% (17)	11% (38)	7% (23)	7% (25)	10% (33)	5% (17)	16% (54)	30% (103)	340
Religious Non-Protestant/Catholic	— (1)	3% (4)	1% (1)	1% (1)	6% (9)	5% (7)	13% (18)	14% (21)	6% (9)	21% (31)	30% (44)	147
Evangelical	3% (20)	1% (7)	2% (10)	4% (20)	10% (55)	5% (31)	9% (51)	8% (46)	6% (35)	18% (98)	34% (188)	562
Non-Evangelical	3% (24)	2% (11)	2% (12)	4% (26)	7% (49)	7% (50)	7% (51)	9% (66)	6% (44)	11% (81)	42% (299)	714

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Table MCEN9_5: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Dr. Strange

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	3% (62)	1% (29)	1% (33)	3% (77)	8% (176)	7% (159)	9% (197)	9% (196)	6% (140)	14% (312)	37% (819)	2200
Community: Urban	3% (19)	2% (11)	2% (11)	4% (24)	9% (60)	7% (44)	10% (64)	8% (55)	8% (54)	18% (122)	31% (208)	671
Community: Suburban	3% (27)	1% (12)	1% (13)	3% (33)	7% (68)	7% (70)	9% (86)	9% (90)	6% (57)	13% (132)	40% (396)	983
Community: Rural	3% (16)	1% (6)	2% (10)	4% (21)	9% (48)	8% (46)	9% (47)	9% (51)	5% (29)	11% (58)	39% (215)	546
Employ: Private Sector	3% (19)	1% (7)	1% (8)	4% (28)	7% (46)	8% (57)	10% (69)	12% (82)	7% (50)	18% (128)	29% (198)	691
Employ: Government	2% (2)	— (0)	1% (1)	3% (4)	7% (8)	6% (7)	22% (26)	8% (9)	7% (9)	11% (13)	33% (38)	117
Employ: Self-Employed	5% (9)	— (0)	3% (6)	7% (12)	7% (12)	9% (15)	9% (16)	7% (12)	7% (12)	18% (33)	29% (51)	179
Employ: Homemaker	2% (3)	2% (4)	1% (2)	2% (4)	14% (25)	9% (16)	8% (14)	8% (16)	3% (6)	13% (23)	39% (71)	183
Employ: Student	6% (4)	— (0)	1% (1)	5% (3)	10% (7)	8% (5)	24% (16)	7% (4)	1% (1)	11% (7)	26% (17)	66
Employ: Retired	3% (16)	2% (12)	3% (14)	2% (11)	7% (36)	4% (20)	4% (24)	6% (31)	5% (30)	9% (47)	57% (313)	554
Employ: Unemployed	3% (8)	2% (5)	1% (2)	4% (11)	10% (27)	13% (34)	6% (16)	10% (28)	6% (16)	15% (38)	30% (79)	263
Employ: Other	1% (2)	1% (1)	— (0)	3% (4)	10% (14)	4% (5)	11% (15)	10% (14)	11% (16)	15% (22)	35% (51)	146
Military HH: Yes	3% (12)	1% (3)	1% (4)	3% (10)	7% (26)	4% (14)	8% (29)	9% (32)	7% (27)	17% (64)	41% (151)	372
Military HH: No	3% (49)	1% (26)	2% (29)	4% (67)	8% (150)	8% (145)	9% (168)	9% (164)	6% (113)	14% (248)	37% (668)	1828
RD/WT: Right Direction	2% (22)	1% (9)	1% (8)	4% (39)	9% (84)	8% (69)	10% (86)	9% (83)	7% (65)	17% (152)	31% (283)	901
RD/WT: Wrong Track	3% (40)	1% (19)	2% (25)	3% (38)	7% (91)	7% (90)	9% (111)	9% (114)	6% (75)	12% (160)	41% (536)	1299
Biden Job Approve	3% (27)	1% (12)	1% (11)	4% (41)	9% (94)	7% (77)	10% (103)	9% (96)	7% (76)	17% (178)	32% (337)	1051
Biden Job Disapprove	3% (34)	1% (12)	2% (22)	3% (32)	7% (67)	7% (73)	8% (77)	9% (94)	6% (62)	11% (116)	42% (431)	1019
Biden Job Strongly Approve	3% (14)	1% (6)	2% (8)	3% (17)	8% (42)	3% (13)	9% (45)	10% (52)	8% (40)	22% (111)	31% (156)	506
Biden Job Somewhat Approve	2% (13)	1% (5)	1% (3)	4% (24)	9% (51)	12% (63)	11% (57)	8% (44)	7% (36)	12% (68)	33% (181)	545
Biden Job Somewhat Disapprove	2% (6)	1% (3)	3% (8)	4% (10)	9% (25)	8% (22)	10% (29)	11% (30)	9% (24)	12% (33)	33% (93)	285
Biden Job Strongly Disapprove	4% (28)	1% (9)	2% (14)	3% (22)	6% (42)	7% (50)	6% (48)	9% (63)	5% (38)	11% (83)	46% (338)	734
Favorable of Biden	3% (27)	1% (11)	1% (12)	4% (38)	8% (85)	7% (71)	10% (106)	9% (99)	8% (82)	16% (173)	33% (345)	1050
Unfavorable of Biden	3% (34)	1% (14)	2% (21)	3% (33)	7% (73)	8% (78)	8% (78)	9% (94)	5% (56)	12% (125)	41% (415)	1022
Very Favorable of Biden	3% (15)	1% (4)	2% (8)	5% (24)	7% (39)	3% (18)	9% (47)	10% (50)	9% (46)	21% (110)	31% (164)	526
Somewhat Favorable of Biden	2% (13)	1% (7)	1% (4)	3% (14)	9% (46)	10% (53)	11% (59)	9% (48)	7% (36)	12% (62)	35% (181)	524
Somewhat Unfavorable of Biden	2% (5)	1% (1)	2% (5)	4% (10)	10% (25)	8% (21)	12% (31)	10% (24)	8% (19)	14% (35)	29% (72)	247
Very Unfavorable of Biden	4% (30)	2% (13)	2% (16)	3% (23)	6% (48)	7% (58)	6% (47)	9% (71)	5% (37)	12% (90)	44% (343)	775
#1 Issue: Economy	3% (23)	1% (7)	1% (12)	4% (32)	8% (75)	7% (62)	11% (93)	10% (90)	7% (65)	14% (125)	34% (297)	880
#1 Issue: Security	5% (15)	1% (4)	2% (5)	5% (14)	5% (15)	8% (22)	7% (19)	6% (17)	5% (14)	10% (27)	47% (134)	286
#1 Issue: Health Care	— (1)	1% (2)	2% (4)	2% (6)	7% (18)	10% (25)	9% (23)	9% (24)	7% (19)	20% (54)	33% (86)	262
#1 Issue: Medicare / Social Security	3% (8)	2% (6)	1% (4)	3% (8)	6% (18)	5% (15)	6% (18)	4% (13)	6% (18)	12% (34)	50% (141)	283
#1 Issue: Women's Issues	5% (6)	2% (3)	2% (2)	4% (6)	12% (17)	10% (13)	16% (22)	7% (9)	8% (11)	11% (16)	23% (32)	137
#1 Issue: Education	2% (2)	3% (3)	3% (3)	5% (5)	9% (10)	6% (6)	5% (5)	9% (10)	6% (6)	21% (22)	30% (31)	104
#1 Issue: Energy	2% (3)	1% (1)	1% (2)	3% (4)	12% (17)	6% (9)	9% (12)	15% (20)	— (1)	13% (19)	37% (51)	139
#1 Issue: Other	3% (3)	3% (3)	— (0)	2% (2)	6% (7)	6% (6)	4% (5)	13% (14)	5% (6)	15% (17)	43% (47)	108
2020 Vote: Joe Biden	2% (22)	1% (14)	1% (13)	3% (35)	8% (83)	7% (67)	10% (98)	10% (98)	8% (85)	16% (158)	34% (339)	1011
2020 Vote: Donald Trump	3% (23)	1% (8)	2% (15)	4% (25)	6% (43)	7% (46)	7% (49)	10% (68)	5% (36)	11% (76)	44% (305)	695
2020 Vote: Other	4% (2)	— (0)	2% (1)	— (0)	10% (6)	8% (5)	12% (7)	11% (7)	4% (2)	9% (5)	41% (25)	60
2020 Vote: Didn't Vote	3% (15)	2% (7)	1% (4)	4% (17)	10% (44)	10% (42)	10% (42)	6% (24)	4% (17)	17% (72)	34% (148)	431
2018 House Vote: Democrat	3% (20)	1% (10)	1% (9)	3% (24)	8% (59)	6% (44)	11% (83)	10% (75)	9% (69)	16% (124)	34% (265)	782
2018 House Vote: Republican	3% (20)	1% (5)	2% (12)	3% (18)	6% (32)	6% (35)	7% (39)	10% (56)	5% (30)	13% (72)	44% (249)	569
2018 House Vote: Someone else	— (0)	3% (1)	— (0)	— (0)	9% (5)	14% (8)	5% (3)	3% (1)	4% (2)	13% (8)	49% (28)	56

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Table MCEN9_5: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Dr. Strange

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	3% (62)	1% (29)	1% (33)	3% (77)	8% (176)	7% (159)	9% (197)	9% (196)	6% (140)	14% (312)	37% (819)	2200
2016 Vote: Hillary Clinton	2% (16)	1% (7)	1% (8)	3% (22)	8% (57)	5% (35)	9% (67)	10% (70)	9% (63)	16% (115)	35% (252)	712
2016 Vote: Donald Trump	3% (20)	1% (8)	2% (15)	3% (21)	6% (36)	6% (37)	9% (54)	10% (61)	5% (30)	11% (71)	43% (272)	626
2016 Vote: Other	2% (2)	— (0)	— (0)	1% (1)	5% (7)	10% (12)	13% (16)	10% (12)	5% (6)	12% (15)	44% (54)	123
2016 Vote: Didn't Vote	3% (24)	2% (13)	1% (9)	4% (33)	10% (76)	10% (76)	8% (60)	7% (53)	6% (41)	15% (111)	33% (241)	738
Voted in 2014: Yes	2% (30)	1% (15)	2% (21)	3% (37)	7% (87)	6% (69)	8% (103)	9% (111)	7% (86)	14% (173)	40% (491)	1222
Voted in 2014: No	3% (32)	1% (14)	1% (12)	4% (40)	9% (89)	9% (91)	10% (93)	9% (85)	6% (55)	14% (139)	34% (328)	978
4-Region: Northeast	4% (16)	1% (2)	3% (13)	2% (8)	7% (27)	9% (34)	9% (36)	8% (30)	5% (20)	15% (59)	38% (148)	394
4-Region: Midwest	4% (19)	1% (4)	2% (8)	5% (22)	7% (34)	6% (28)	7% (32)	9% (40)	7% (32)	13% (58)	40% (186)	462
4-Region: South	3% (23)	2% (19)	1% (11)	4% (30)	9% (77)	7% (56)	9% (75)	9% (73)	6% (53)	15% (120)	35% (287)	824
4-Region: West	1% (5)	1% (3)	— (0)	3% (17)	7% (39)	8% (41)	10% (54)	10% (54)	7% (35)	14% (75)	38% (198)	520
Marvel Comics Fans	2% (29)	1% (15)	2% (21)	4% (52)	9% (116)	9% (121)	12% (153)	13% (167)	9% (115)	22% (287)	17% (220)	1296
Avid Marvel Comics Fans	2% (9)	1% (4)	1% (4)	3% (13)	9% (38)	7% (30)	11% (48)	13% (58)	11% (50)	36% (159)	6% (27)	440
Casual Marvel Comics Fans	2% (20)	1% (11)	2% (17)	4% (38)	9% (78)	11% (91)	12% (105)	13% (109)	8% (65)	15% (128)	23% (192)	855
Marvel TV/Movies Fans	2% (32)	1% (15)	2% (24)	4% (59)	9% (130)	9% (134)	11% (154)	12% (173)	9% (127)	20% (288)	20% (283)	1419
Avid Marvel TV/Movies Fans	3% (15)	— (1)	1% (3)	3% (14)	9% (37)	7% (30)	11% (48)	12% (51)	12% (51)	33% (138)	8% (35)	422
Casual Marvel TV/Movies Fans	2% (18)	1% (15)	2% (20)	5% (45)	9% (93)	10% (104)	11% (106)	12% (122)	8% (76)	15% (150)	25% (248)	997
Fans of Anything Marvel	2% (35)	1% (17)	2% (26)	4% (61)	9% (143)	9% (142)	11% (175)	12% (188)	9% (135)	20% (305)	20% (300)	1526
Avid Fans of Anything Marvel	2% (13)	1% (4)	1% (5)	3% (19)	7% (46)	9% (56)	12% (75)	13% (86)	12% (75)	35% (223)	6% (39)	642
Casual Fans of Anything Marvel	2% (24)	1% (14)	2% (22)	4% (48)	10% (108)	10% (114)	12% (130)	12% (136)	8% (90)	14% (150)	24% (270)	1107

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

Table MCEN9_6: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Hawkeye

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (26)	1% (12)	1% (22)	2% (45)	8% (173)	6% (135)	9% (189)	10% (215)	8% (179)	14% (300)	41% (904)	2200
Gender: Male	1% (13)	1% (9)	1% (14)	2% (20)	8% (89)	6% (65)	10% (101)	10% (109)	10% (109)	18% (187)	32% (345)	1062
Gender: Female	1% (13)	— (3)	1% (7)	2% (25)	7% (84)	6% (70)	8% (88)	9% (106)	6% (69)	10% (114)	49% (559)	1138
Age: 18-34	1% (9)	— (3)	1% (9)	3% (18)	10% (63)	8% (51)	12% (77)	11% (74)	10% (62)	19% (125)	25% (164)	655
Age: 35-44	1% (3)	1% (4)	3% (9)	3% (10)	10% (34)	9% (33)	13% (47)	12% (43)	8% (30)	13% (46)	28% (99)	358
Age: 45-64	1% (7)	1% (4)	— (3)	2% (15)	9% (68)	5% (34)	6% (48)	9% (69)	8% (58)	12% (92)	47% (352)	751
Age: 65+	1% (6)	— (2)	— (1)	1% (3)	2% (7)	4% (17)	4% (17)	7% (29)	6% (28)	9% (37)	66% (289)	436
GenZers: 1997-2012	3% (5)	1% (3)	1% (2)	4% (7)	13% (21)	9% (14)	15% (26)	14% (23)	4% (7)	11% (18)	25% (42)	169
Millennials: 1981-1996	1% (5)	— (2)	2% (12)	3% (18)	8% (60)	8% (61)	11% (82)	12% (83)	10% (72)	20% (141)	25% (182)	718
GenXers: 1965-1980	1% (5)	1% (6)	1% (6)	2% (11)	13% (64)	5% (26)	9% (48)	10% (51)	9% (48)	12% (63)	35% (180)	507
Baby Boomers: 1946-1964	1% (10)	— (2)	— (2)	1% (6)	4% (27)	4% (30)	4% (32)	8% (56)	7% (51)	10% (71)	60% (435)	720
PID: Dem (no lean)	1% (8)	— (4)	1% (9)	2% (18)	9% (77)	6% (50)	9% (80)	10% (89)	9% (80)	17% (147)	36% (310)	872
PID: Ind (no lean)	1% (10)	1% (8)	1% (7)	2% (14)	8% (53)	7% (46)	9% (65)	9% (65)	7% (52)	10% (69)	44% (304)	693
PID: Rep (no lean)	1% (8)	— (0)	1% (5)	2% (13)	7% (43)	6% (40)	7% (45)	10% (61)	7% (46)	13% (84)	46% (290)	635
PID/Gender: Dem Men	1% (4)	— (2)	2% (8)	2% (7)	9% (40)	6% (27)	10% (43)	11% (47)	11% (48)	24% (104)	23% (98)	428
PID/Gender: Dem Women	1% (4)	1% (3)	— (1)	2% (10)	8% (37)	5% (23)	8% (37)	9% (42)	7% (33)	10% (44)	48% (212)	445
PID/Gender: Ind Men	2% (5)	3% (8)	1% (4)	2% (5)	8% (23)	7% (21)	9% (29)	9% (28)	9% (27)	12% (36)	40% (122)	306
PID/Gender: Ind Women	1% (5)	— (0)	1% (3)	3% (10)	8% (30)	6% (25)	9% (36)	10% (38)	6% (25)	9% (33)	47% (182)	386
PID/Gender: Rep Men	1% (4)	— (0)	1% (2)	2% (8)	8% (26)	5% (17)	9% (30)	10% (34)	11% (35)	14% (47)	38% (125)	328
PID/Gender: Rep Women	1% (4)	— (0)	1% (3)	2% (5)	6% (17)	7% (23)	5% (15)	9% (26)	4% (12)	12% (37)	54% (165)	307
Ideo: Liberal (1-3)	1% (5)	— (0)	1% (7)	1% (5)	7% (49)	6% (39)	8% (54)	13% (84)	10% (67)	18% (119)	35% (229)	657
Ideo: Moderate (4)	1% (4)	— (1)	1% (6)	2% (12)	10% (64)	8% (51)	11% (70)	10% (63)	7% (46)	11% (72)	38% (243)	632
Ideo: Conservative (5-7)	2% (13)	1% (8)	1% (6)	3% (18)	6% (38)	5% (33)	7% (51)	8% (56)	8% (56)	11% (76)	48% (325)	679
Educ: < College	1% (21)	1% (9)	1% (11)	2% (33)	9% (134)	6% (95)	8% (125)	9% (135)	7% (107)	14% (208)	42% (636)	1512
Educ: Bachelors degree	1% (3)	1% (4)	2% (7)	2% (9)	6% (27)	7% (29)	11% (47)	13% (60)	7% (32)	13% (57)	38% (169)	444
Educ: Post-grad	1% (2)	— (0)	1% (4)	2% (4)	5% (12)	4% (11)	7% (16)	8% (21)	16% (40)	15% (36)	41% (100)	244
Income: Under 50k	1% (15)	1% (10)	1% (12)	2% (23)	9% (111)	7% (83)	9% (109)	9% (109)	8% (90)	13% (155)	40% (478)	1194
Income: 50k-100k	1% (5)	— (2)	1% (4)	2% (16)	5% (33)	6% (38)	8% (56)	10% (67)	9% (58)	13% (91)	45% (304)	675
Income: 100k+	2% (6)	— (0)	2% (6)	2% (6)	9% (29)	4% (14)	7% (24)	12% (39)	9% (30)	17% (55)	37% (122)	331
Ethnicity: White	1% (16)	— (3)	1% (18)	2% (35)	6% (111)	6% (103)	8% (141)	9% (155)	9% (154)	13% (222)	44% (765)	1722
Ethnicity: Hispanic	1% (3)	1% (2)	2% (5)	2% (7)	11% (39)	5% (19)	9% (32)	7% (25)	10% (35)	18% (64)	34% (118)	349
Ethnicity: Black	2% (6)	3% (9)	1% (4)	2% (7)	13% (36)	7% (20)	10% (29)	10% (27)	6% (17)	15% (42)	28% (78)	274
Ethnicity: Other	2% (4)	— (0)	— (1)	2% (4)	13% (26)	6% (12)	10% (20)	16% (33)	3% (7)	18% (36)	30% (62)	204
All Christian	1% (9)	— (2)	1% (9)	2% (16)	8% (75)	6% (56)	7% (66)	9% (88)	9% (91)	13% (132)	45% (444)	987
All Non-Christian	— (0)	— (0)	4% (5)	4% (5)	8% (10)	4% (5)	11% (14)	10% (12)	8% (10)	19% (24)	31% (39)	124
Atheist	1% (2)	— (0)	1% (1)	3% (4)	5% (5)	11% (12)	8% (8)	12% (13)	7% (7)	19% (20)	33% (36)	107
Agnostic/Nothing in particular	1% (8)	1% (7)	— (2)	2% (14)	7% (48)	6% (37)	9% (60)	12% (78)	7% (43)	12% (75)	42% (269)	642
Something Else	2% (7)	1% (3)	1% (5)	2% (7)	10% (34)	8% (26)	12% (41)	7% (24)	8% (28)	14% (49)	34% (117)	340
Religious Non-Protestant/Catholic	— (0)	— (0)	3% (5)	3% (5)	7% (10)	7% (10)	11% (16)	12% (17)	9% (13)	17% (25)	31% (46)	147
Evangelical	2% (11)	1% (5)	1% (6)	2% (11)	10% (56)	5% (29)	8% (46)	8% (45)	10% (57)	16% (89)	37% (206)	562
Non-Evangelical	1% (5)	— (0)	1% (7)	2% (11)	7% (50)	6% (46)	8% (56)	8% (54)	8% (57)	12% (89)	47% (338)	714

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Table MCEN9_6: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Hawkeye

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (26)	1% (12)	1% (22)	2% (45)	8% (173)	6% (135)	9% (189)	10% (215)	8% (179)	14% (300)	41% (904)	2200
Community: Urban	1% (5)	1% (8)	2% (13)	2% (11)	10% (69)	5% (31)	6% (43)	12% (83)	8% (54)	19% (125)	34% (230)	671
Community: Suburban	1% (13)	— (2)	— (4)	2% (23)	6% (63)	6% (56)	10% (95)	8% (82)	9% (86)	12% (121)	45% (438)	983
Community: Rural	1% (8)	— (2)	1% (5)	2% (12)	8% (41)	9% (48)	9% (51)	9% (50)	7% (39)	10% (55)	43% (236)	546
Employ: Private Sector	1% (7)	— (1)	1% (10)	3% (19)	10% (66)	6% (44)	10% (70)	12% (81)	8% (57)	16% (111)	32% (224)	691
Employ: Government	1% (1)	— (0)	1% (1)	2% (2)	4% (5)	10% (11)	11% (13)	14% (16)	10% (12)	10% (11)	37% (44)	117
Employ: Self-Employed	3% (5)	1% (2)	3% (5)	— (0)	8% (15)	6% (10)	10% (18)	4% (8)	13% (23)	16% (28)	37% (66)	179
Employ: Homemaker	— (0)	— (0)	1% (3)	3% (5)	8% (14)	7% (13)	10% (18)	14% (26)	8% (14)	11% (20)	38% (70)	183
Employ: Student	2% (2)	— (0)	— (0)	2% (2)	15% (10)	5% (3)	19% (13)	5% (3)	4% (3)	11% (7)	36% (24)	66
Employ: Retired	2% (8)	1% (4)	— (1)	1% (6)	3% (18)	4% (23)	3% (18)	8% (44)	6% (35)	11% (62)	61% (336)	554
Employ: Unemployed	1% (1)	2% (5)	1% (2)	3% (7)	12% (31)	8% (20)	10% (25)	8% (22)	11% (28)	14% (37)	32% (85)	263
Employ: Other	1% (2)	— (0)	— (0)	3% (4)	9% (14)	7% (11)	10% (14)	10% (15)	4% (6)	16% (24)	39% (56)	146
Military HH: Yes	2% (7)	— (2)	— (1)	2% (7)	4% (15)	5% (20)	7% (28)	9% (35)	10% (37)	14% (51)	46% (169)	372
Military HH: No	1% (19)	1% (11)	1% (20)	2% (38)	9% (158)	6% (115)	9% (161)	10% (180)	8% (142)	14% (249)	40% (735)	1828
RD/WT: Right Direction	1% (10)	1% (5)	1% (7)	2% (16)	8% (73)	7% (60)	9% (79)	12% (110)	9% (82)	16% (148)	34% (309)	901
RD/WT: Wrong Track	1% (16)	1% (7)	1% (14)	2% (29)	8% (99)	6% (76)	8% (110)	8% (105)	7% (96)	12% (152)	46% (595)	1299
Biden Job Approve	1% (10)	1% (6)	1% (7)	2% (19)	8% (87)	6% (65)	9% (90)	12% (122)	9% (97)	16% (167)	36% (381)	1051
Biden Job Disapprove	1% (15)	1% (6)	1% (13)	2% (17)	7% (72)	6% (64)	8% (84)	8% (84)	7% (76)	11% (116)	46% (472)	1019
Biden Job Strongly Approve	1% (4)	— (2)	— (2)	2% (10)	8% (39)	6% (28)	7% (35)	11% (56)	10% (49)	22% (112)	34% (170)	506
Biden Job Somewhat Approve	1% (6)	1% (4)	1% (6)	2% (9)	9% (48)	7% (37)	10% (55)	12% (67)	9% (47)	10% (54)	39% (211)	545
Biden Job Somewhat Disapprove	1% (3)	1% (2)	3% (9)	1% (4)	9% (24)	11% (31)	11% (32)	7% (20)	5% (14)	13% (36)	38% (109)	285
Biden Job Strongly Disapprove	2% (12)	1% (4)	1% (4)	2% (13)	7% (48)	4% (32)	7% (52)	9% (64)	8% (62)	11% (80)	49% (363)	734
Favorable of Biden	1% (11)	1% (6)	1% (7)	2% (20)	8% (85)	6% (64)	9% (91)	11% (115)	9% (93)	16% (170)	37% (388)	1050
Unfavorable of Biden	1% (15)	— (4)	1% (13)	2% (21)	7% (74)	6% (64)	9% (89)	9% (97)	8% (78)	12% (119)	44% (449)	1022
Very Favorable of Biden	1% (6)	— (2)	— (1)	2% (11)	6% (30)	6% (33)	6% (33)	11% (57)	10% (52)	23% (121)	34% (179)	526
Somewhat Favorable of Biden	1% (5)	1% (4)	1% (6)	2% (9)	10% (55)	6% (32)	11% (58)	11% (57)	8% (41)	9% (49)	40% (209)	524
Somewhat Unfavorable of Biden	1% (3)	— (0)	3% (7)	3% (7)	9% (22)	11% (26)	12% (30)	11% (27)	5% (13)	13% (32)	32% (80)	247
Very Unfavorable of Biden	2% (12)	1% (4)	1% (6)	2% (14)	7% (52)	5% (38)	8% (59)	9% (70)	8% (65)	11% (87)	48% (369)	775
#1 Issue: Economy	1% (9)	— (2)	1% (8)	2% (16)	10% (86)	7% (58)	12% (103)	9% (77)	9% (80)	12% (108)	38% (334)	880
#1 Issue: Security	1% (4)	1% (2)	— (1)	2% (7)	5% (14)	6% (17)	6% (17)	8% (23)	7% (21)	12% (35)	51% (146)	286
#1 Issue: Health Care	1% (2)	— (1)	2% (6)	— (0)	8% (22)	6% (16)	7% (19)	11% (29)	10% (25)	19% (49)	35% (93)	262
#1 Issue: Medicare / Social Security	2% (5)	1% (3)	1% (2)	2% (7)	4% (12)	5% (15)	4% (10)	7% (20)	7% (19)	13% (37)	54% (153)	283
#1 Issue: Women's Issues	3% (4)	— (0)	3% (4)	6% (8)	12% (16)	7% (10)	6% (9)	16% (22)	8% (11)	12% (16)	27% (37)	137
#1 Issue: Education	1% (1)	2% (2)	1% (1)	2% (3)	8% (8)	6% (6)	7% (8)	11% (12)	4% (4)	27% (28)	31% (32)	104
#1 Issue: Energy	— (0)	— (0)	1% (1)	3% (4)	6% (9)	7% (10)	12% (16)	13% (18)	8% (11)	10% (13)	40% (56)	139
#1 Issue: Other	1% (1)	1% (2)	— (0)	1% (2)	5% (6)	2% (3)	7% (7)	12% (13)	8% (8)	13% (14)	49% (53)	108
2020 Vote: Joe Biden	1% (12)	— (3)	1% (11)	2% (17)	8% (83)	6% (58)	8% (85)	11% (111)	9% (93)	16% (162)	37% (376)	1011
2020 Vote: Donald Trump	1% (10)	1% (4)	1% (6)	2% (14)	7% (49)	6% (43)	7% (46)	8% (58)	8% (56)	11% (77)	48% (333)	695
2020 Vote: Other	3% (2)	— (0)	2% (1)	— (0)	8% (5)	13% (8)	6% (4)	12% (7)	12% (7)	8% (5)	37% (22)	60
2020 Vote: Didn't Vote	1% (3)	1% (5)	1% (4)	3% (14)	9% (37)	6% (27)	12% (54)	9% (39)	5% (22)	13% (56)	40% (171)	431
2018 House Vote: Democrat	1% (11)	— (3)	1% (8)	2% (14)	8% (62)	5% (43)	8% (65)	11% (83)	9% (70)	16% (125)	38% (301)	782
2018 House Vote: Republican	2% (11)	1% (4)	1% (3)	2% (9)	5% (28)	6% (32)	7% (42)	9% (51)	9% (50)	12% (68)	48% (271)	569
2018 House Vote: Someone else	1% (1)	— (0)	— (0)	3% (1)	2% (1)	14% (8)	6% (3)	6% (4)	6% (3)	17% (10)	45% (25)	56

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Table MCEN9_6: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Hawkeye

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (26)	1% (12)	1% (22)	2% (45)	8% (173)	6% (135)	9% (189)	10% (215)	8% (179)	14% (300)	41% (904)	2200
2016 Vote: Hillary Clinton	2% (11)	— (2)	1% (7)	2% (12)	7% (49)	5% (33)	9% (62)	10% (73)	9% (64)	17% (120)	39% (280)	712
2016 Vote: Donald Trump	1% (7)	1% (4)	1% (4)	2% (11)	6% (35)	6% (40)	8% (47)	9% (57)	9% (54)	11% (67)	48% (299)	626
2016 Vote: Other	— (0)	— (0)	— (0)	1% (1)	9% (12)	12% (14)	6% (8)	9% (11)	8% (10)	12% (15)	43% (53)	123
2016 Vote: Didn't Vote	1% (8)	1% (6)	1% (11)	3% (21)	11% (78)	6% (48)	10% (72)	10% (74)	7% (51)	13% (98)	37% (272)	738
Voted in 2014: Yes	1% (16)	— (6)	1% (10)	2% (23)	6% (77)	5% (64)	7% (92)	10% (116)	9% (107)	14% (169)	44% (542)	1222
Voted in 2014: No	1% (10)	1% (6)	1% (11)	2% (22)	10% (96)	7% (71)	10% (97)	10% (99)	7% (71)	13% (131)	37% (363)	978
4-Region: Northeast	1% (5)	1% (2)	1% (5)	3% (12)	7% (27)	7% (27)	7% (29)	9% (35)	9% (35)	15% (61)	40% (156)	394
4-Region: Midwest	1% (5)	1% (5)	1% (3)	1% (4)	7% (34)	5% (25)	10% (48)	8% (38)	8% (37)	11% (50)	46% (213)	462
4-Region: South	1% (12)	1% (4)	1% (5)	2% (19)	9% (75)	7% (60)	8% (69)	9% (73)	8% (62)	15% (125)	39% (319)	824
4-Region: West	1% (4)	— (0)	2% (9)	2% (10)	7% (36)	5% (24)	8% (42)	13% (69)	9% (45)	12% (65)	42% (216)	520
Marvel Comics Fans	1% (9)	1% (11)	1% (17)	2% (32)	9% (120)	7% (92)	12% (157)	14% (181)	12% (154)	20% (262)	20% (262)	1296
Avid Marvel Comics Fans	1% (4)	1% (3)	2% (9)	2% (8)	8% (35)	6% (27)	12% (51)	16% (69)	13% (58)	32% (142)	8% (33)	440
Casual Marvel Comics Fans	1% (5)	1% (8)	1% (8)	3% (23)	10% (84)	8% (65)	12% (106)	13% (112)	11% (96)	14% (119)	27% (229)	855
Marvel TV/Movies Fans	1% (11)	1% (11)	1% (17)	2% (35)	9% (126)	7% (99)	11% (160)	13% (189)	11% (154)	19% (274)	24% (343)	1419
Avid Marvel TV/Movies Fans	2% (6)	1% (4)	— (1)	1% (6)	9% (39)	5% (23)	11% (48)	16% (68)	14% (60)	31% (129)	9% (38)	422
Casual Marvel TV/Movies Fans	1% (5)	1% (7)	2% (16)	3% (30)	9% (87)	8% (76)	11% (112)	12% (121)	9% (94)	15% (145)	31% (305)	997
Fans of Anything Marvel	1% (12)	1% (11)	1% (17)	2% (37)	9% (138)	7% (109)	11% (175)	13% (200)	11% (172)	19% (292)	24% (364)	1526
Avid Fans of Anything Marvel	1% (7)	— (3)	2% (12)	2% (10)	7% (46)	6% (41)	11% (73)	17% (108)	14% (90)	31% (198)	8% (54)	642
Casual Fans of Anything Marvel	1% (6)	1% (8)	1% (12)	3% (30)	10% (108)	8% (88)	12% (133)	12% (136)	10% (112)	14% (152)	29% (322)	1107

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

Table MCEN9_7: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
The Incredible Hulk

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (11)	— (6)	1% (20)	2% (38)	9% (195)	8% (169)	12% (271)	14% (310)	13% (277)	21% (467)	20% (436)	2200
Gender: Male	— (4)	— (3)	1% (10)	1% (16)	9% (100)	8% (81)	12% (124)	16% (171)	15% (157)	22% (231)	16% (165)	1062
Gender: Female	1% (7)	— (3)	1% (10)	2% (22)	8% (95)	8% (88)	13% (147)	12% (140)	11% (120)	21% (236)	24% (271)	1138
Age: 18-34	1% (3)	— (3)	1% (3)	3% (17)	10% (65)	8% (54)	15% (96)	13% (86)	13% (85)	25% (161)	12% (82)	655
Age: 35-44	1% (2)	— (1)	2% (8)	2% (7)	9% (32)	10% (35)	14% (50)	19% (67)	9% (34)	22% (78)	13% (46)	358
Age: 45-64	— (4)	— (0)	1% (9)	1% (9)	10% (75)	7% (55)	10% (79)	14% (106)	13% (101)	21% (155)	21% (159)	751
Age: 65+	1% (2)	1% (2)	— (0)	1% (5)	5% (22)	6% (25)	11% (46)	12% (52)	13% (58)	17% (73)	34% (150)	436
GenZers: 1997-2012	1% (1)	1% (2)	1% (2)	4% (7)	13% (22)	9% (16)	21% (35)	11% (19)	9% (15)	19% (31)	11% (18)	169
Millennials: 1981-1996	— (3)	— (2)	1% (6)	2% (17)	8% (56)	9% (62)	14% (97)	15% (110)	13% (94)	25% (177)	13% (95)	718
GenXers: 1965-1980	— (2)	— (0)	2% (8)	— (1)	14% (72)	9% (44)	14% (69)	15% (75)	12% (62)	21% (104)	14% (69)	507
Baby Boomers: 1946-1964	1% (5)	— (2)	— (3)	2% (13)	6% (43)	6% (43)	8% (59)	14% (100)	14% (98)	20% (143)	29% (212)	720
PID: Dem (no lean)	— (1)	— (2)	— (4)	2% (18)	7% (59)	8% (69)	11% (94)	15% (130)	16% (138)	24% (213)	17% (145)	872
PID: Ind (no lean)	1% (5)	— (3)	1% (8)	2% (13)	11% (78)	8% (57)	14% (99)	13% (89)	10% (68)	18% (128)	21% (147)	693
PID: Rep (no lean)	1% (5)	— (1)	1% (9)	1% (7)	9% (57)	7% (43)	12% (78)	14% (91)	11% (72)	20% (126)	23% (145)	635
PID/Gender: Dem Men	— (0)	1% (2)	— (1)	1% (5)	9% (36)	7% (31)	10% (41)	16% (68)	20% (84)	26% (113)	11% (46)	428
PID/Gender: Dem Women	— (1)	— (0)	1% (3)	3% (12)	5% (23)	9% (38)	12% (53)	14% (62)	12% (53)	22% (100)	22% (99)	445
PID/Gender: Ind Men	— (1)	— (1)	1% (3)	2% (7)	8% (25)	8% (26)	15% (46)	15% (46)	10% (31)	19% (59)	20% (61)	306
PID/Gender: Ind Women	1% (4)	— (2)	1% (4)	1% (6)	14% (53)	8% (31)	14% (52)	11% (43)	10% (37)	18% (69)	22% (86)	386
PID/Gender: Rep Men	1% (3)	— (0)	2% (6)	1% (3)	12% (38)	7% (25)	11% (37)	17% (57)	13% (42)	18% (59)	18% (59)	328
PID/Gender: Rep Women	1% (2)	— (1)	1% (3)	1% (4)	6% (19)	6% (18)	13% (41)	11% (35)	10% (30)	22% (67)	28% (86)	307
Ideo: Liberal (1-3)	— (0)	— (1)	1% (6)	1% (7)	7% (45)	8% (50)	13% (84)	17% (110)	18% (118)	21% (137)	15% (101)	657
Ideo: Moderate (4)	— (0)	— (3)	— (1)	2% (13)	10% (65)	8% (49)	13% (84)	14% (87)	12% (79)	21% (130)	19% (121)	632
Ideo: Conservative (5-7)	1% (8)	— (3)	1% (8)	2% (16)	7% (49)	8% (52)	11% (76)	13% (87)	11% (73)	22% (149)	24% (160)	679
Educ: < College	1% (9)	— (4)	1% (17)	2% (27)	10% (155)	7% (102)	12% (184)	13% (198)	12% (180)	22% (332)	20% (305)	1512
Educ: Bachelors degree	— (1)	— (2)	— (1)	2% (10)	7% (29)	11% (48)	13% (60)	16% (72)	13% (56)	19% (82)	19% (83)	444
Educ: Post-grad	1% (2)	— (0)	1% (2)	1% (1)	5% (11)	8% (19)	11% (27)	17% (40)	17% (42)	21% (52)	20% (48)	244
Income: Under 50k	— (6)	— (4)	1% (9)	2% (20)	11% (126)	7% (88)	12% (145)	12% (147)	12% (142)	23% (273)	20% (235)	1194
Income: 50k-100k	1% (5)	— (1)	1% (6)	2% (11)	6% (43)	8% (55)	12% (80)	16% (106)	14% (95)	19% (125)	22% (147)	675
Income: 100k+	— (0)	— (1)	1% (4)	2% (7)	7% (25)	8% (26)	14% (47)	17% (57)	12% (41)	21% (68)	17% (55)	331
Ethnicity: White	1% (9)	— (6)	1% (13)	2% (26)	8% (131)	8% (133)	12% (214)	14% (237)	12% (211)	21% (361)	22% (380)	1722
Ethnicity: Hispanic	— (0)	— (0)	2% (7)	2% (7)	11% (37)	4% (15)	10% (36)	15% (53)	16% (55)	23% (81)	17% (59)	349
Ethnicity: Black	— (1)	— (0)	1% (3)	3% (8)	16% (44)	8% (23)	11% (30)	15% (41)	12% (34)	24% (67)	9% (25)	274
Ethnicity: Other	— (1)	— (0)	2% (4)	2% (4)	10% (20)	6% (13)	13% (27)	16% (32)	16% (32)	19% (39)	15% (31)	204
All Christian	1% (5)	— (4)	1% (5)	2% (16)	7% (73)	8% (76)	11% (112)	16% (155)	14% (138)	20% (198)	21% (205)	987
All Non-Christian	— (0)	— (0)	3% (4)	2% (2)	5% (7)	7% (9)	11% (14)	12% (15)	18% (22)	27% (34)	15% (19)	124
Atheist	— (0)	— (0)	1% (2)	1% (1)	11% (12)	14% (15)	12% (13)	7% (8)	11% (12)	23% (25)	19% (20)	107
Agnostic/Nothing in particular	— (1)	— (2)	— (2)	1% (9)	11% (69)	7% (44)	13% (85)	13% (82)	11% (72)	21% (133)	22% (144)	642
Something Else	2% (5)	— (0)	2% (7)	3% (10)	10% (34)	7% (25)	14% (48)	15% (50)	10% (33)	23% (77)	15% (49)	340
Religious Non-Protestant/Catholic	— (0)	— (0)	3% (4)	1% (2)	5% (8)	7% (10)	12% (17)	15% (23)	17% (25)	24% (35)	16% (23)	147
Evangelical	1% (7)	— (2)	1% (4)	3% (16)	11% (60)	7% (41)	9% (49)	14% (80)	13% (73)	25% (139)	16% (89)	562
Non-Evangelical	— (3)	— (2)	1% (8)	1% (7)	6% (45)	8% (59)	14% (102)	16% (112)	13% (90)	19% (132)	22% (154)	714

Continued on next page

Table MCEN9_7: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
The Incredible Hulk

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (11)	— (6)	1% (20)	2% (38)	9% (195)	8% (169)	12% (271)	14% (310)	13% (277)	21% (467)	20% (436)	2200
Community: Urban	— (2)	— (2)	1% (4)	2% (16)	9% (60)	7% (48)	12% (79)	15% (98)	13% (86)	25% (168)	16% (108)	671
Community: Suburban	— (2)	— (2)	1% (11)	1% (13)	8% (77)	8% (75)	13% (124)	13% (132)	14% (135)	20% (193)	22% (219)	983
Community: Rural	1% (7)	— (2)	1% (5)	2% (9)	10% (57)	8% (45)	13% (68)	15% (80)	10% (56)	19% (105)	20% (110)	546
Employ: Private Sector	1% (4)	— (2)	1% (6)	2% (14)	8% (55)	9% (59)	12% (85)	16% (107)	12% (83)	23% (157)	17% (118)	691
Employ: Government	— (0)	— (0)	1% (1)	3% (3)	8% (9)	11% (13)	12% (14)	24% (28)	11% (12)	17% (20)	15% (17)	117
Employ: Self-Employed	1% (3)	— (0)	1% (3)	1% (1)	12% (22)	9% (16)	14% (25)	11% (20)	13% (23)	25% (45)	12% (22)	179
Employ: Homemaker	1% (1)	— (0)	2% (3)	3% (5)	14% (25)	5% (10)	14% (25)	12% (23)	12% (22)	17% (31)	20% (37)	183
Employ: Student	— (0)	1% (1)	2% (2)	3% (2)	9% (6)	7% (5)	29% (19)	15% (10)	8% (5)	9% (6)	18% (12)	66
Employ: Retired	1% (3)	— (2)	— (1)	1% (5)	6% (35)	6% (36)	9% (52)	12% (66)	13% (73)	19% (103)	32% (178)	554
Employ: Unemployed	— (0)	— (0)	1% (4)	3% (8)	13% (34)	8% (20)	13% (35)	11% (30)	12% (31)	26% (69)	13% (33)	263
Employ: Other	— (0)	1% (1)	1% (1)	— (0)	6% (9)	7% (11)	11% (15)	18% (26)	20% (29)	24% (35)	13% (19)	146
Military HH: Yes	1% (3)	1% (2)	— (0)	2% (7)	9% (32)	7% (26)	12% (45)	15% (56)	11% (42)	21% (78)	22% (81)	372
Military HH: No	— (9)	— (4)	1% (20)	2% (31)	9% (163)	8% (143)	12% (226)	14% (254)	13% (235)	21% (389)	19% (356)	1828
RD/WT: Right Direction	— (1)	— (1)	— (4)	1% (13)	8% (74)	7% (60)	12% (108)	16% (146)	14% (127)	24% (217)	17% (151)	901
RD/WT: Wrong Track	1% (10)	— (5)	1% (16)	2% (25)	9% (121)	8% (108)	13% (163)	13% (164)	12% (151)	19% (250)	22% (285)	1299
Biden Job Approve	— (1)	— (2)	— (4)	1% (10)	7% (72)	8% (82)	13% (132)	16% (168)	15% (155)	24% (247)	17% (178)	1051
Biden Job Disapprove	1% (8)	— (3)	1% (13)	3% (26)	10% (103)	8% (78)	13% (128)	13% (133)	11% (114)	19% (191)	22% (220)	1019
Biden Job Strongly Approve	— (0)	— (0)	— (1)	2% (8)	6% (30)	4% (23)	10% (53)	16% (79)	16% (81)	31% (154)	15% (78)	506
Biden Job Somewhat Approve	— (1)	— (2)	— (2)	— (2)	8% (42)	11% (60)	15% (79)	16% (89)	14% (75)	17% (93)	18% (100)	545
Biden Job Somewhat Disapprove	— (1)	— (1)	1% (4)	4% (11)	11% (30)	7% (20)	17% (49)	14% (40)	10% (29)	18% (50)	18% (50)	285
Biden Job Strongly Disapprove	1% (7)	— (2)	1% (10)	2% (16)	10% (73)	8% (58)	11% (80)	13% (93)	12% (85)	19% (141)	23% (170)	734
Favorable of Biden	— (0)	— (2)	— (3)	1% (15)	6% (68)	7% (77)	13% (132)	16% (169)	14% (147)	24% (255)	17% (181)	1050
Unfavorable of Biden	1% (10)	— (3)	1% (14)	2% (22)	11% (110)	8% (81)	12% (124)	13% (137)	12% (124)	18% (187)	20% (209)	1022
Very Favorable of Biden	— (0)	— (1)	— (1)	2% (8)	6% (32)	4% (24)	9% (48)	15% (78)	16% (83)	31% (163)	17% (89)	526
Somewhat Favorable of Biden	— (0)	— (2)	— (2)	1% (7)	7% (36)	10% (54)	16% (84)	17% (91)	12% (64)	17% (91)	18% (93)	524
Somewhat Unfavorable of Biden	— (1)	1% (1)	2% (4)	3% (6)	11% (28)	10% (26)	15% (38)	14% (34)	13% (33)	17% (43)	14% (34)	247
Very Unfavorable of Biden	1% (9)	— (2)	1% (10)	2% (16)	11% (82)	7% (56)	11% (87)	13% (103)	12% (91)	19% (144)	23% (175)	775
#1 Issue: Economy	— (2)	— (1)	1% (6)	2% (17)	11% (96)	9% (80)	12% (108)	15% (129)	13% (113)	22% (190)	16% (139)	880
#1 Issue: Security	— (1)	1% (2)	2% (5)	2% (5)	7% (21)	7% (21)	10% (29)	15% (42)	9% (26)	22% (64)	24% (70)	286
#1 Issue: Health Care	— (0)	— (0)	1% (3)	1% (3)	8% (20)	5% (14)	10% (27)	12% (32)	15% (39)	27% (72)	20% (52)	262
#1 Issue: Medicare / Social Security	1% (4)	1% (2)	— (1)	1% (3)	7% (20)	4% (12)	12% (34)	12% (35)	10% (29)	21% (60)	30% (84)	283
#1 Issue: Women's Issues	1% (1)	1% (1)	3% (4)	3% (3)	4% (5)	11% (15)	19% (26)	16% (22)	12% (17)	17% (23)	13% (17)	137
#1 Issue: Education	— (0)	— (0)	1% (1)	1% (1)	11% (11)	6% (6)	9% (10)	15% (16)	23% (24)	16% (17)	18% (19)	104
#1 Issue: Energy	— (0)	— (0)	— (0)	2% (2)	8% (11)	6% (9)	18% (25)	17% (24)	9% (13)	19% (26)	21% (29)	139
#1 Issue: Other	3% (3)	— (0)	— (0)	4% (4)	9% (9)	10% (11)	10% (11)	9% (10)	16% (17)	15% (16)	24% (26)	108
2020 Vote: Joe Biden	— (2)	— (1)	— (4)	2% (17)	7% (68)	8% (78)	13% (132)	14% (144)	15% (153)	22% (227)	18% (186)	1011
2020 Vote: Donald Trump	1% (7)	— (3)	1% (8)	1% (10)	9% (63)	8% (56)	11% (80)	14% (101)	12% (86)	17% (120)	23% (162)	695
2020 Vote: Other	— (0)	— (0)	— (0)	3% (2)	14% (8)	8% (5)	13% (8)	15% (9)	6% (4)	22% (13)	19% (11)	60
2020 Vote: Didn't Vote	1% (3)	— (2)	2% (8)	2% (9)	13% (56)	7% (29)	12% (51)	13% (57)	8% (35)	25% (107)	17% (74)	431
2018 House Vote: Democrat	— (1)	— (1)	— (4)	1% (11)	6% (47)	6% (47)	13% (102)	16% (123)	16% (128)	23% (176)	18% (142)	782
2018 House Vote: Republican	1% (8)	1% (3)	2% (9)	2% (10)	8% (43)	7% (42)	10% (56)	14% (79)	13% (73)	19% (109)	24% (138)	569
2018 House Vote: Someone else	— (0)	— (0)	— (0)	— (0)	14% (8)	22% (12)	3% (2)	3% (2)	12% (7)	22% (12)	23% (13)	56

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Table MCEN9_7: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
The Incredible Hulk

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (11)	— (6)	1% (20)	2% (38)	9% (195)	8% (169)	12% (271)	14% (310)	13% (277)	21% (467)	20% (436)	2200
2016 Vote: Hillary Clinton	— (1)	— (1)	— (2)	1% (9)	5% (38)	6% (41)	13% (93)	15% (108)	16% (115)	24% (173)	18% (131)	712
2016 Vote: Donald Trump	1% (5)	— (3)	1% (8)	1% (9)	9% (53)	7% (45)	11% (72)	15% (92)	12% (74)	19% (120)	23% (145)	626
2016 Vote: Other	— (0)	— (0)	1% (1)	2% (2)	11% (14)	11% (13)	8% (10)	19% (23)	12% (14)	17% (20)	21% (26)	123
2016 Vote: Didn't Vote	1% (5)	— (2)	1% (9)	2% (17)	12% (89)	9% (70)	13% (97)	12% (87)	10% (75)	21% (153)	18% (134)	738
Voted in 2014: Yes	— (6)	— (4)	1% (11)	1% (17)	7% (84)	7% (88)	11% (137)	15% (185)	14% (176)	20% (246)	22% (269)	1222
Voted in 2014: No	1% (6)	— (2)	1% (9)	2% (21)	11% (111)	8% (81)	14% (134)	13% (125)	10% (102)	23% (221)	17% (168)	978
4-Region: Northeast	1% (2)	— (1)	1% (6)	2% (6)	7% (29)	7% (29)	12% (45)	11% (43)	15% (59)	25% (97)	20% (77)	394
4-Region: Midwest	— (1)	— (1)	— (2)	2% (11)	11% (50)	7% (34)	12% (54)	13% (62)	12% (56)	20% (93)	21% (98)	462
4-Region: South	1% (7)	— (4)	1% (8)	2% (16)	9% (78)	8% (64)	11% (88)	15% (127)	11% (92)	23% (192)	18% (148)	824
4-Region: West	— (1)	— (0)	1% (5)	1% (5)	7% (37)	8% (42)	16% (84)	15% (77)	13% (70)	16% (84)	22% (114)	520
Marvel Comics Fans	— (1)	— (5)	1% (11)	2% (23)	9% (115)	8% (105)	15% (189)	17% (219)	16% (209)	26% (338)	6% (81)	1296
Avid Marvel Comics Fans	— (0)	— (0)	— (2)	2% (8)	7% (32)	8% (35)	10% (45)	14% (63)	18% (81)	38% (168)	2% (7)	440
Casual Marvel Comics Fans	— (1)	1% (5)	1% (9)	2% (15)	10% (83)	8% (70)	17% (143)	18% (156)	15% (128)	20% (170)	9% (74)	855
Marvel TV/Movies Fans	— (1)	— (5)	1% (14)	2% (25)	9% (133)	8% (117)	14% (196)	16% (228)	15% (219)	26% (371)	8% (111)	1419
Avid Marvel TV/Movies Fans	— (0)	— (0)	— (0)	1% (5)	8% (33)	8% (32)	12% (50)	14% (59)	18% (74)	37% (157)	3% (11)	422
Casual Marvel TV/Movies Fans	— (1)	— (5)	1% (14)	2% (20)	10% (99)	8% (85)	15% (147)	17% (169)	15% (145)	21% (214)	10% (100)	997
Fans of Anything Marvel	— (3)	— (5)	1% (15)	2% (23)	9% (141)	8% (125)	14% (214)	17% (253)	16% (240)	26% (394)	7% (113)	1526
Avid Fans of Anything Marvel	— (2)	— (0)	— (3)	2% (10)	6% (40)	8% (53)	12% (78)	16% (103)	19% (125)	34% (220)	1% (9)	642
Casual Fans of Anything Marvel	— (1)	— (5)	1% (15)	1% (17)	10% (112)	8% (90)	16% (173)	17% (192)	16% (175)	20% (222)	10% (106)	1107

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

Table MCEN9_8: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Iron Man

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (12)	— (10)	1% (22)	1% (31)	7% (146)	7% (145)	9% (206)	13% (289)	13% (292)	25% (542)	23% (506)	2200
Gender: Male	1% (6)	1% (8)	1% (11)	1% (12)	8% (82)	6% (64)	10% (102)	16% (165)	14% (152)	26% (272)	18% (187)	1062
Gender: Female	1% (6)	— (2)	1% (10)	2% (18)	6% (64)	7% (81)	9% (103)	11% (124)	12% (140)	24% (270)	28% (319)	1138
Age: 18-34	1% (4)	1% (4)	1% (7)	2% (15)	8% (53)	8% (53)	12% (77)	13% (84)	11% (75)	30% (197)	13% (87)	655
Age: 35-44	1% (2)	— (2)	1% (4)	1% (5)	9% (32)	8% (27)	12% (44)	15% (55)	16% (56)	23% (82)	13% (47)	358
Age: 45-64	— (4)	— (4)	1% (6)	1% (11)	7% (50)	6% (43)	8% (57)	14% (102)	14% (103)	24% (181)	25% (191)	751
Age: 65+	1% (2)	— (1)	1% (5)	— (0)	2% (11)	5% (21)	6% (28)	11% (49)	13% (58)	19% (81)	42% (182)	436
GenZers: 1997-2012	2% (3)	2% (4)	4% (6)	4% (7)	10% (18)	5% (8)	12% (20)	9% (15)	12% (21)	29% (50)	10% (17)	169
Millennials: 1981-1996	— (2)	— (1)	— (2)	2% (12)	7% (50)	9% (67)	12% (87)	15% (107)	12% (88)	28% (203)	14% (99)	718
GenXers: 1965-1980	1% (3)	1% (5)	2% (8)	2% (8)	10% (51)	6% (29)	9% (46)	15% (76)	15% (78)	23% (116)	17% (86)	507
Baby Boomers: 1946-1964	1% (5)	— (1)	1% (5)	— (3)	4% (27)	5% (36)	7% (51)	12% (87)	14% (100)	22% (160)	34% (247)	720
PID: Dem (no lean)	— (3)	— (1)	1% (10)	1% (6)	5% (47)	7% (64)	11% (92)	12% (100)	15% (131)	29% (251)	19% (167)	872
PID: Ind (no lean)	1% (5)	1% (8)	1% (9)	2% (15)	7% (47)	7% (47)	10% (72)	14% (95)	11% (77)	22% (149)	24% (168)	693
PID: Rep (no lean)	1% (4)	— (2)	— (3)	1% (9)	8% (52)	5% (34)	6% (41)	15% (93)	13% (84)	22% (142)	27% (171)	635
PID/Gender: Dem Men	— (1)	— (1)	2% (7)	1% (5)	6% (25)	7% (29)	11% (47)	12% (53)	17% (71)	33% (141)	11% (48)	428
PID/Gender: Dem Women	1% (2)	— (0)	1% (3)	— (2)	5% (22)	8% (36)	10% (45)	11% (47)	13% (60)	25% (110)	27% (119)	445
PID/Gender: Ind Men	1% (3)	2% (7)	2% (5)	— (1)	6% (17)	7% (22)	9% (29)	18% (55)	13% (38)	21% (65)	21% (65)	306
PID/Gender: Ind Women	1% (2)	— (1)	1% (5)	4% (14)	8% (30)	7% (25)	11% (43)	10% (40)	10% (39)	22% (84)	27% (103)	386
PID/Gender: Rep Men	1% (2)	— (1)	— (0)	2% (6)	12% (39)	4% (13)	8% (26)	17% (57)	13% (42)	20% (66)	23% (74)	328
PID/Gender: Rep Women	1% (2)	— (1)	1% (3)	1% (3)	4% (12)	7% (20)	5% (15)	12% (36)	14% (42)	25% (76)	32% (97)	307
Ideo: Liberal (1-3)	— (2)	— (1)	1% (4)	2% (11)	6% (39)	7% (47)	10% (67)	12% (77)	16% (108)	27% (177)	19% (125)	657
Ideo: Moderate (4)	— (1)	— (2)	1% (6)	1% (8)	7% (46)	8% (49)	11% (69)	15% (95)	12% (77)	23% (145)	21% (133)	632
Ideo: Conservative (5-7)	1% (6)	1% (6)	1% (8)	1% (5)	6% (42)	6% (39)	8% (54)	14% (95)	12% (83)	23% (156)	27% (186)	679
Educ: < College	1% (10)	— (6)	1% (15)	2% (24)	8% (118)	6% (96)	8% (118)	12% (186)	12% (184)	26% (397)	24% (358)	1512
Educ: Bachelors degree	— (1)	1% (4)	1% (6)	2% (7)	4% (19)	7% (33)	14% (62)	15% (68)	15% (65)	20% (89)	20% (90)	444
Educ: Post-grad	— (1)	— (0)	1% (1)	— (0)	4% (9)	6% (16)	11% (26)	15% (36)	17% (42)	23% (56)	23% (57)	244
Income: Under 50k	1% (6)	— (3)	1% (15)	2% (19)	7% (83)	7% (87)	8% (95)	12% (146)	12% (146)	26% (315)	23% (279)	1194
Income: 50k-100k	1% (5)	1% (5)	— (2)	2% (11)	6% (41)	6% (40)	10% (70)	13% (89)	14% (96)	21% (145)	25% (171)	675
Income: 100k+	— (2)	1% (2)	1% (5)	— (0)	7% (22)	5% (18)	12% (40)	16% (54)	15% (50)	25% (82)	17% (56)	331
Ethnicity: White	— (8)	— (6)	1% (16)	1% (20)	5% (91)	6% (104)	10% (170)	13% (228)	14% (239)	24% (406)	25% (435)	1722
Ethnicity: Hispanic	— (2)	1% (2)	1% (3)	4% (14)	9% (31)	4% (14)	5% (17)	12% (43)	17% (60)	27% (96)	19% (67)	349
Ethnicity: Black	1% (3)	2% (4)	2% (6)	3% (8)	13% (36)	9% (25)	8% (22)	9% (26)	11% (31)	28% (78)	13% (36)	274
Ethnicity: Other	1% (2)	— (0)	— (0)	2% (3)	9% (18)	8% (16)	7% (13)	17% (35)	11% (22)	29% (59)	17% (36)	204
All Christian	— (4)	— (2)	1% (9)	1% (6)	7% (68)	7% (65)	8% (77)	14% (137)	14% (142)	25% (248)	23% (230)	987
All Non-Christian	— (0)	1% (2)	1% (1)	3% (4)	4% (5)	6% (7)	12% (15)	15% (19)	9% (11)	27% (34)	20% (25)	124
Atheist	1% (2)	1% (1)	1% (1)	— (0)	4% (5)	9% (10)	11% (11)	10% (10)	10% (11)	35% (37)	18% (19)	107
Agnostic/Nothing in particular	1% (3)	— (2)	1% (7)	2% (14)	6% (36)	6% (41)	11% (70)	13% (82)	12% (77)	21% (137)	27% (173)	642
Something Else	1% (4)	1% (3)	1% (3)	2% (7)	9% (31)	7% (22)	9% (32)	12% (41)	15% (51)	26% (87)	17% (59)	340
Religious Non-Protestant/Catholic	— (0)	1% (2)	1% (1)	3% (4)	7% (11)	6% (9)	12% (18)	16% (23)	9% (14)	24% (35)	20% (30)	147
Evangelical	1% (6)	— (3)	1% (4)	2% (8)	9% (50)	6% (33)	6% (36)	15% (82)	14% (80)	27% (154)	19% (107)	562
Non-Evangelical	— (2)	— (2)	1% (7)	— (4)	6% (42)	7% (50)	10% (70)	12% (85)	15% (106)	25% (176)	24% (171)	714

Continued on next page

Table MCEN9_8: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Iron Man

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (12)	— (10)	1% (22)	1% (31)	7% (146)	7% (145)	9% (206)	13% (289)	13% (292)	25% (542)	23% (506)	2200
Community: Urban	1% (3)	— (1)	2% (11)	1% (7)	7% (46)	8% (54)	9% (61)	12% (78)	12% (81)	30% (199)	19% (129)	671
Community: Suburban	— (5)	1% (5)	— (3)	1% (14)	6% (55)	6% (57)	9% (92)	14% (137)	15% (144)	23% (222)	25% (247)	983
Community: Rural	1% (4)	1% (5)	1% (8)	2% (9)	8% (45)	6% (33)	10% (53)	13% (73)	12% (67)	22% (120)	24% (129)	546
Employ: Private Sector	— (3)	— (2)	1% (5)	1% (7)	7% (49)	6% (45)	12% (81)	16% (107)	14% (100)	24% (165)	18% (127)	691
Employ: Government	1% (1)	1% (1)	— (0)	2% (2)	13% (16)	6% (8)	11% (13)	15% (18)	15% (18)	24% (28)	11% (13)	117
Employ: Self-Employed	— (1)	1% (2)	2% (3)	1% (2)	8% (14)	8% (13)	7% (13)	16% (29)	11% (19)	31% (55)	15% (27)	179
Employ: Homemaker	— (0)	— (0)	2% (4)	4% (6)	11% (20)	6% (11)	10% (19)	10% (18)	14% (25)	23% (43)	21% (38)	183
Employ: Student	2% (2)	— (0)	— (0)	7% (4)	9% (6)	3% (2)	19% (13)	8% (5)	16% (10)	17% (11)	20% (13)	66
Employ: Retired	1% (4)	1% (3)	1% (4)	— (1)	3% (15)	5% (28)	6% (32)	11% (61)	13% (69)	22% (122)	39% (216)	554
Employ: Unemployed	1% (2)	1% (2)	2% (6)	2% (5)	7% (17)	9% (24)	8% (20)	12% (33)	11% (29)	30% (78)	18% (48)	263
Employ: Other	— (0)	— (0)	— (1)	1% (2)	7% (10)	10% (14)	9% (14)	13% (19)	15% (23)	27% (40)	16% (24)	146
Military HH: Yes	1% (3)	— (1)	2% (7)	1% (2)	8% (29)	5% (18)	9% (34)	14% (50)	13% (48)	24% (89)	25% (91)	372
Military HH: No	1% (10)	1% (9)	1% (15)	2% (28)	6% (116)	7% (127)	9% (171)	13% (239)	13% (244)	25% (453)	23% (415)	1828
RD/WT: Right Direction	— (4)	— (1)	1% (8)	1% (10)	7% (63)	7% (64)	10% (87)	12% (109)	15% (133)	27% (243)	20% (180)	901
RD/WT: Wrong Track	1% (8)	1% (10)	1% (14)	2% (20)	6% (83)	6% (81)	9% (119)	14% (180)	12% (159)	23% (298)	25% (326)	1299
Biden Job Approve	— (5)	— (2)	1% (11)	1% (6)	6% (63)	8% (79)	10% (110)	13% (132)	15% (157)	26% (278)	20% (208)	1051
Biden Job Disapprove	1% (7)	1% (8)	1% (9)	1% (12)	7% (67)	6% (57)	8% (83)	15% (150)	12% (125)	24% (241)	25% (258)	1019
Biden Job Strongly Approve	1% (3)	— (0)	1% (5)	1% (3)	6% (32)	5% (25)	8% (41)	11% (58)	15% (77)	32% (164)	19% (98)	506
Biden Job Somewhat Approve	— (2)	— (2)	1% (7)	— (3)	6% (30)	10% (54)	13% (69)	14% (74)	15% (80)	21% (113)	20% (110)	545
Biden Job Somewhat Disapprove	— (1)	1% (2)	1% (3)	— (1)	7% (19)	9% (25)	10% (30)	15% (42)	12% (35)	25% (70)	20% (57)	285
Biden Job Strongly Disapprove	1% (6)	1% (6)	1% (7)	2% (11)	7% (49)	4% (33)	7% (54)	15% (108)	12% (90)	23% (170)	27% (201)	734
Favorable of Biden	— (4)	— (3)	1% (9)	— (4)	6% (61)	7% (71)	10% (106)	13% (133)	15% (157)	27% (286)	20% (215)	1050
Unfavorable of Biden	1% (8)	1% (7)	1% (13)	2% (20)	7% (68)	6% (62)	9% (89)	15% (148)	12% (127)	23% (237)	24% (243)	1022
Very Favorable of Biden	— (3)	— (0)	1% (4)	1% (3)	6% (34)	5% (26)	8% (41)	11% (57)	14% (74)	33% (174)	21% (111)	526
Somewhat Favorable of Biden	— (2)	1% (3)	1% (5)	— (1)	5% (27)	9% (46)	12% (65)	14% (76)	16% (83)	21% (112)	20% (104)	524
Somewhat Unfavorable of Biden	— (1)	1% (1)	2% (5)	3% (8)	5% (13)	10% (24)	11% (28)	15% (36)	15% (37)	21% (52)	17% (42)	247
Very Unfavorable of Biden	1% (7)	1% (6)	1% (8)	1% (11)	7% (55)	5% (39)	8% (61)	14% (112)	12% (90)	24% (185)	26% (201)	775
#1 Issue: Economy	— (3)	1% (5)	1% (8)	1% (12)	8% (68)	6% (50)	10% (85)	15% (128)	15% (134)	25% (216)	19% (171)	880
#1 Issue: Security	1% (2)	— (0)	1% (4)	2% (6)	7% (19)	8% (24)	5% (14)	14% (41)	10% (28)	26% (75)	26% (75)	286
#1 Issue: Health Care	— (1)	— (0)	1% (3)	1% (2)	5% (14)	5% (14)	8% (20)	12% (33)	14% (37)	30% (77)	23% (61)	262
#1 Issue: Medicare / Social Security	1% (3)	— (0)	1% (4)	1% (2)	5% (16)	6% (18)	7% (20)	9% (26)	12% (33)	24% (67)	34% (95)	283
#1 Issue: Women's Issues	2% (3)	1% (1)	3% (4)	6% (8)	8% (11)	9% (12)	11% (16)	9% (12)	14% (19)	23% (32)	15% (21)	137
#1 Issue: Education	— (0)	2% (2)	— (0)	— (0)	8% (9)	8% (8)	10% (11)	17% (18)	17% (18)	19% (20)	18% (19)	104
#1 Issue: Energy	— (0)	— (0)	— (0)	— (0)	3% (5)	7% (10)	19% (27)	15% (21)	10% (14)	23% (31)	22% (31)	139
#1 Issue: Other	1% (1)	1% (2)	— (0)	1% (1)	4% (5)	9% (10)	13% (14)	10% (11)	9% (9)	22% (24)	30% (32)	108
2020 Vote: Joe Biden	— (4)	— (3)	— (4)	— (4)	6% (56)	7% (74)	10% (98)	12% (126)	16% (158)	26% (264)	22% (219)	1011
2020 Vote: Donald Trump	1% (6)	1% (4)	2% (11)	1% (9)	7% (48)	6% (39)	8% (55)	14% (98)	13% (93)	21% (145)	27% (187)	695
2020 Vote: Other	— (0)	— (0)	3% (2)	7% (4)	4% (3)	11% (7)	11% (7)	9% (6)	10% (6)	23% (14)	21% (13)	60
2020 Vote: Didn't Vote	1% (2)	1% (3)	1% (5)	3% (13)	9% (39)	6% (25)	11% (46)	14% (59)	8% (35)	28% (119)	20% (85)	431
2018 House Vote: Democrat	— (4)	— (2)	1% (4)	1% (4)	5% (43)	7% (56)	10% (81)	12% (93)	17% (134)	25% (192)	22% (170)	782
2018 House Vote: Republican	1% (7)	1% (4)	1% (5)	2% (9)	5% (27)	4% (25)	9% (50)	14% (82)	13% (73)	23% (132)	27% (156)	569
2018 House Vote: Someone else	— (0)	— (0)	1% (1)	— (0)	4% (2)	13% (7)	12% (7)	6% (4)	7% (4)	29% (16)	28% (16)	56

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Table MCEN9_8: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Iron Man

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (12)	— (10)	1% (22)	1% (31)	7% (146)	7% (145)	9% (206)	13% (289)	13% (292)	25% (542)	23% (506)	2200
2016 Vote: Hillary Clinton	— (2)	— (1)	— (3)	— (3)	5% (34)	6% (44)	12% (86)	12% (86)	16% (113)	26% (183)	22% (158)	712
2016 Vote: Donald Trump	1% (6)	1% (4)	1% (6)	1% (8)	6% (37)	5% (29)	9% (56)	14% (87)	13% (83)	23% (144)	27% (167)	626
2016 Vote: Other	— (0)	— (0)	2% (2)	3% (4)	4% (5)	10% (13)	8% (10)	11% (14)	14% (18)	22% (27)	25% (31)	123
2016 Vote: Didn't Vote	1% (5)	1% (5)	2% (11)	2% (16)	10% (71)	8% (60)	7% (54)	14% (102)	11% (79)	25% (187)	20% (150)	738
Voted in 2014: Yes	— (6)	— (5)	1% (9)	1% (12)	5% (60)	6% (73)	10% (120)	12% (145)	15% (186)	24% (294)	26% (313)	1222
Voted in 2014: No	1% (6)	1% (5)	1% (13)	2% (19)	9% (85)	7% (72)	9% (86)	15% (144)	11% (107)	25% (248)	20% (193)	978
4-Region: Northeast	1% (4)	1% (2)	1% (3)	2% (8)	7% (27)	7% (27)	9% (35)	12% (47)	13% (51)	24% (94)	24% (95)	394
4-Region: Midwest	— (2)	1% (3)	— (2)	1% (3)	6% (29)	7% (31)	10% (47)	15% (68)	14% (64)	22% (102)	24% (112)	462
4-Region: South	1% (5)	— (3)	2% (15)	2% (14)	7% (57)	7% (55)	8% (65)	12% (102)	13% (103)	28% (228)	21% (177)	824
4-Region: West	— (1)	— (1)	— (2)	1% (6)	6% (33)	6% (33)	11% (59)	14% (72)	14% (74)	23% (117)	23% (121)	520
Marvel Comics Fans	— (4)	— (6)	1% (10)	2% (22)	6% (78)	8% (101)	11% (148)	16% (209)	17% (225)	31% (405)	7% (88)	1296
Avid Marvel Comics Fans	1% (3)	— (1)	— (1)	— (1)	4% (19)	8% (34)	10% (45)	13% (57)	17% (74)	45% (197)	2% (9)	440
Casual Marvel Comics Fans	— (1)	1% (5)	1% (9)	3% (22)	7% (59)	8% (67)	12% (103)	18% (151)	18% (152)	24% (208)	9% (79)	855
Marvel TV/Movies Fans	— (4)	— (6)	1% (15)	2% (26)	6% (85)	8% (107)	11% (160)	16% (223)	17% (236)	31% (434)	9% (122)	1419
Avid Marvel TV/Movies Fans	1% (3)	— (0)	1% (3)	1% (5)	4% (17)	6% (27)	9% (40)	12% (52)	18% (76)	44% (186)	3% (13)	422
Casual Marvel TV/Movies Fans	— (1)	1% (6)	1% (12)	2% (21)	7% (68)	8% (80)	12% (120)	17% (172)	16% (160)	25% (249)	11% (108)	997
Fans of Anything Marvel	— (5)	— (6)	1% (14)	2% (26)	7% (101)	7% (112)	11% (170)	16% (241)	17% (253)	31% (475)	8% (124)	1526
Avid Fans of Anything Marvel	1% (4)	— (2)	— (3)	— (2)	4% (24)	7% (43)	11% (68)	14% (91)	20% (126)	41% (266)	2% (12)	642
Casual Fans of Anything Marvel	— (1)	— (5)	1% (13)	2% (25)	8% (86)	8% (86)	12% (133)	16% (182)	17% (187)	25% (274)	10% (115)	1107

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

Table MCEN9_9: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Loki

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	5% (117)	3% (61)	6% (124)	7% (153)	13% (283)	9% (189)	6% (135)	5% (104)	4% (80)	6% (130)	37% (825)	2200
Gender: Male	7% (71)	3% (34)	7% (79)	7% (71)	12% (125)	8% (82)	8% (80)	5% (53)	5% (58)	7% (74)	32% (336)	1062
Gender: Female	4% (46)	2% (27)	4% (46)	7% (82)	14% (158)	9% (106)	5% (55)	4% (51)	2% (23)	5% (56)	43% (488)	1138
Age: 18-34	6% (37)	3% (19)	6% (38)	9% (57)	18% (116)	12% (78)	8% (53)	7% (44)	4% (29)	10% (67)	18% (118)	655
Age: 35-44	5% (19)	2% (8)	8% (30)	5% (17)	15% (54)	11% (39)	7% (26)	8% (28)	6% (20)	7% (23)	26% (92)	358
Age: 45-64	7% (50)	3% (24)	5% (37)	8% (64)	12% (91)	6% (49)	4% (31)	3% (25)	3% (21)	4% (28)	44% (330)	751
Age: 65+	2% (11)	2% (10)	4% (20)	3% (15)	5% (22)	5% (23)	6% (24)	2% (7)	2% (10)	3% (11)	65% (284)	436
GenZers: 1997-2012	9% (15)	2% (4)	3% (5)	12% (20)	20% (34)	14% (23)	10% (16)	10% (16)	1% (1)	5% (9)	15% (25)	169
Millennials: 1981-1996	5% (33)	3% (19)	7% (52)	7% (49)	16% (116)	12% (83)	8% (57)	7% (47)	6% (44)	10% (72)	20% (146)	718
GenXers: 1965-1980	7% (35)	3% (17)	6% (30)	9% (45)	16% (80)	8% (39)	5% (24)	4% (20)	3% (16)	5% (25)	34% (175)	507
Baby Boomers: 1946-1964	5% (33)	3% (22)	5% (34)	5% (39)	7% (50)	5% (38)	5% (35)	3% (20)	2% (17)	3% (21)	57% (413)	720
PID: Dem (no lean)	5% (43)	2% (21)	5% (40)	8% (67)	13% (115)	8% (70)	7% (62)	6% (52)	5% (42)	8% (72)	33% (289)	872
PID: Ind (no lean)	7% (47)	3% (22)	7% (45)	8% (53)	15% (101)	10% (70)	5% (32)	4% (29)	3% (19)	3% (23)	37% (253)	693
PID: Rep (no lean)	4% (28)	3% (19)	6% (39)	5% (32)	11% (67)	8% (48)	6% (41)	4% (23)	3% (20)	6% (35)	44% (283)	635
PID/Gender: Dem Men	5% (23)	3% (12)	6% (25)	7% (29)	14% (60)	8% (34)	9% (38)	6% (27)	8% (34)	12% (49)	22% (96)	428
PID/Gender: Dem Women	4% (20)	2% (8)	3% (14)	9% (38)	13% (56)	8% (37)	5% (24)	5% (24)	2% (8)	5% (22)	43% (193)	445
PID/Gender: Ind Men	9% (28)	3% (9)	8% (24)	8% (24)	10% (29)	10% (30)	7% (21)	4% (11)	3% (10)	4% (11)	35% (108)	306
PID/Gender: Ind Women	5% (19)	3% (12)	6% (22)	8% (29)	18% (71)	10% (39)	3% (11)	4% (17)	2% (8)	3% (12)	38% (145)	386
PID/Gender: Rep Men	6% (20)	4% (12)	9% (30)	6% (18)	11% (36)	6% (18)	6% (21)	4% (14)	4% (13)	4% (14)	40% (132)	328
PID/Gender: Rep Women	2% (8)	2% (7)	3% (9)	5% (14)	10% (31)	10% (30)	7% (20)	3% (9)	2% (7)	7% (22)	49% (151)	307
Ideo: Liberal (1-3)	4% (25)	3% (17)	8% (50)	8% (49)	14% (89)	10% (63)	6% (41)	6% (38)	5% (33)	8% (50)	31% (204)	657
Ideo: Moderate (4)	5% (32)	3% (17)	4% (24)	8% (49)	14% (89)	8% (49)	8% (52)	5% (30)	3% (20)	5% (33)	37% (237)	632
Ideo: Conservative (5-7)	6% (39)	3% (18)	6% (40)	6% (40)	10% (70)	7% (49)	5% (35)	4% (28)	4% (26)	5% (36)	44% (298)	679
Educ: < College	6% (94)	2% (36)	6% (84)	7% (101)	14% (206)	9% (142)	6% (93)	4% (61)	3% (49)	4% (61)	39% (585)	1512
Educ: Bachelors degree	3% (15)	4% (19)	5% (24)	9% (38)	14% (60)	7% (29)	6% (26)	7% (29)	4% (16)	8% (35)	34% (152)	444
Educ: Post-grad	3% (7)	2% (6)	7% (16)	6% (14)	7% (17)	7% (17)	7% (16)	6% (14)	6% (15)	14% (34)	36% (88)	244
Income: Under 50k	5% (65)	3% (36)	5% (62)	8% (91)	14% (162)	9% (113)	5% (64)	4% (54)	3% (37)	4% (53)	38% (457)	1194
Income: 50k-100k	5% (36)	2% (15)	6% (40)	6% (42)	10% (68)	8% (56)	7% (47)	5% (33)	4% (27)	6% (42)	40% (268)	675
Income: 100k+	5% (16)	3% (10)	7% (23)	6% (20)	16% (53)	6% (19)	7% (23)	5% (17)	5% (16)	10% (35)	30% (100)	331
Ethnicity: White	5% (80)	3% (52)	5% (78)	6% (110)	13% (217)	9% (150)	6% (98)	4% (71)	3% (59)	6% (108)	41% (699)	1722
Ethnicity: Hispanic	6% (22)	2% (6)	8% (27)	5% (17)	18% (63)	12% (41)	5% (17)	4% (14)	5% (16)	8% (29)	28% (98)	349
Ethnicity: Black	6% (17)	3% (9)	9% (26)	8% (21)	10% (27)	7% (20)	10% (28)	9% (24)	6% (15)	6% (16)	26% (71)	274
Ethnicity: Other	9% (19)	— (1)	10% (20)	11% (22)	19% (40)	9% (19)	5% (10)	4% (8)	3% (6)	3% (5)	27% (55)	204
All Christian	5% (46)	3% (26)	4% (42)	6% (59)	12% (119)	7% (66)	7% (69)	5% (49)	4% (42)	6% (64)	41% (403)	987
All Non-Christian	5% (6)	4% (5)	4% (5)	3% (4)	14% (17)	6% (7)	7% (8)	5% (7)	6% (8)	21% (26)	25% (32)	124
Atheist	6% (6)	3% (3)	6% (6)	7% (8)	17% (19)	10% (11)	6% (6)	3% (3)	4% (4)	5% (5)	33% (35)	107
Agnostic/Nothing in particular	5% (29)	3% (19)	6% (37)	9% (59)	12% (80)	13% (82)	4% (28)	4% (24)	3% (18)	3% (18)	39% (249)	642
Something Else	9% (29)	2% (8)	10% (34)	7% (23)	14% (48)	7% (22)	7% (23)	6% (22)	2% (8)	5% (17)	31% (106)	340
Religious Non-Protestant/Catholic	5% (7)	3% (5)	4% (6)	4% (5)	13% (19)	7% (10)	10% (15)	5% (8)	5% (8)	17% (26)	26% (38)	147
Evangelical	8% (44)	2% (13)	6% (34)	5% (27)	14% (77)	5% (28)	8% (44)	5% (30)	6% (31)	8% (45)	34% (188)	562
Non-Evangelical	4% (30)	3% (21)	6% (41)	7% (52)	11% (82)	8% (54)	5% (38)	6% (39)	2% (18)	4% (32)	43% (306)	714

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Table MCEN9_9: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Loki

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	5% (117)	3% (61)	6% (124)	7% (153)	13% (283)	9% (189)	6% (135)	5% (104)	4% (80)	6% (130)	37% (825)	2200
Community: Urban	6% (39)	2% (15)	6% (40)	7% (46)	12% (81)	7% (46)	6% (42)	6% (39)	7% (44)	10% (68)	32% (212)	671
Community: Suburban	4% (41)	3% (30)	6% (58)	6% (58)	13% (127)	9% (84)	6% (60)	5% (46)	3% (25)	5% (49)	41% (403)	983
Community: Rural	7% (37)	3% (16)	5% (26)	9% (49)	14% (75)	11% (58)	6% (33)	3% (18)	2% (11)	2% (12)	38% (209)	546
Employ: Private Sector	6% (41)	3% (22)	6% (45)	7% (48)	15% (103)	7% (52)	8% (59)	6% (39)	4% (28)	7% (51)	29% (203)	691
Employ: Government	4% (4)	2% (2)	5% (6)	6% (7)	12% (15)	13% (15)	12% (14)	5% (5)	7% (8)	8% (10)	26% (31)	117
Employ: Self-Employed	5% (9)	4% (7)	10% (17)	8% (14)	12% (21)	4% (7)	4% (8)	3% (6)	9% (15)	11% (20)	30% (54)	179
Employ: Homemaker	6% (10)	4% (6)	5% (9)	8% (15)	21% (39)	12% (22)	3% (6)	5% (9)	2% (3)	1% (2)	34% (61)	183
Employ: Student	2% (1)	— (0)	2% (2)	17% (11)	13% (8)	10% (7)	9% (6)	7% (5)	— (0)	13% (9)	27% (18)	66
Employ: Retired	4% (23)	2% (13)	5% (26)	4% (21)	6% (34)	6% (35)	5% (25)	3% (17)	3% (19)	3% (14)	59% (327)	554
Employ: Unemployed	7% (18)	3% (7)	5% (14)	8% (21)	15% (41)	13% (34)	4% (11)	5% (13)	2% (4)	7% (19)	30% (80)	263
Employ: Other	7% (11)	3% (4)	5% (7)	10% (15)	15% (22)	11% (16)	4% (6)	6% (9)	2% (3)	3% (4)	35% (51)	146
Military HH: Yes	4% (14)	3% (10)	5% (20)	8% (28)	9% (35)	7% (27)	6% (23)	2% (9)	4% (13)	8% (31)	43% (161)	372
Military HH: No	6% (103)	3% (51)	6% (105)	7% (124)	14% (248)	9% (161)	6% (112)	5% (95)	4% (67)	5% (99)	36% (663)	1828
RD/WT: Right Direction	5% (45)	2% (20)	5% (46)	6% (58)	12% (110)	9% (79)	8% (74)	6% (57)	5% (44)	9% (82)	32% (286)	901
RD/WT: Wrong Track	6% (72)	3% (41)	6% (78)	7% (95)	13% (173)	8% (109)	5% (61)	4% (46)	3% (37)	4% (48)	41% (539)	1299
Biden Job Approve	5% (50)	2% (26)	6% (61)	7% (68)	11% (119)	9% (93)	7% (76)	6% (63)	5% (50)	9% (96)	33% (349)	1051
Biden Job Disapprove	6% (60)	3% (33)	6% (61)	7% (76)	14% (138)	8% (78)	5% (52)	3% (34)	3% (28)	3% (32)	42% (428)	1019
Biden Job Strongly Approve	4% (21)	1% (7)	5% (28)	3% (17)	9% (46)	8% (40)	9% (47)	6% (30)	7% (34)	15% (78)	31% (157)	506
Biden Job Somewhat Approve	5% (29)	3% (19)	6% (33)	9% (51)	13% (73)	10% (52)	5% (29)	6% (33)	3% (16)	3% (18)	35% (191)	545
Biden Job Somewhat Disapprove	6% (16)	2% (6)	5% (14)	10% (28)	19% (54)	9% (27)	6% (16)	5% (14)	3% (8)	3% (9)	32% (92)	285
Biden Job Strongly Disapprove	6% (44)	4% (27)	7% (48)	7% (48)	11% (83)	7% (51)	5% (35)	3% (20)	3% (20)	3% (23)	46% (336)	734
Favorable of Biden	5% (51)	2% (25)	5% (54)	7% (77)	12% (127)	9% (92)	7% (75)	6% (60)	5% (48)	9% (89)	34% (352)	1050
Unfavorable of Biden	6% (59)	3% (35)	7% (67)	7% (73)	14% (139)	8% (80)	5% (50)	4% (38)	3% (30)	3% (35)	41% (416)	1022
Very Favorable of Biden	4% (23)	1% (7)	5% (26)	5% (25)	11% (58)	8% (42)	8% (40)	6% (32)	6% (34)	14% (71)	32% (167)	526
Somewhat Favorable of Biden	5% (27)	3% (18)	5% (28)	10% (52)	13% (69)	9% (50)	7% (35)	5% (28)	3% (14)	3% (18)	35% (185)	524
Somewhat Unfavorable of Biden	7% (17)	2% (6)	8% (20)	10% (25)	18% (44)	9% (23)	5% (11)	6% (15)	2% (6)	4% (10)	28% (70)	247
Very Unfavorable of Biden	5% (43)	4% (29)	6% (46)	6% (47)	12% (95)	7% (57)	5% (39)	3% (23)	3% (24)	3% (25)	45% (345)	775
#1 Issue: Economy	7% (63)	4% (31)	5% (42)	8% (66)	14% (126)	9% (83)	7% (59)	4% (36)	4% (33)	5% (43)	34% (297)	880
#1 Issue: Security	6% (17)	1% (2)	4% (12)	5% (14)	9% (25)	8% (22)	7% (19)	4% (10)	3% (9)	7% (19)	47% (135)	286
#1 Issue: Health Care	4% (10)	2% (6)	9% (23)	6% (15)	12% (32)	10% (27)	5% (13)	4% (9)	5% (14)	10% (25)	33% (88)	262
#1 Issue: Medicare / Social Security	2% (6)	2% (6)	2% (7)	5% (15)	12% (34)	6% (18)	5% (13)	4% (12)	1% (4)	4% (12)	55% (155)	283
#1 Issue: Women's Issues	3% (3)	3% (4)	9% (12)	9% (12)	22% (30)	12% (17)	3% (4)	10% (14)	1% (1)	6% (9)	22% (30)	137
#1 Issue: Education	4% (4)	3% (3)	11% (12)	9% (10)	9% (10)	9% (10)	6% (6)	6% (7)	9% (9)	4% (5)	28% (30)	104
#1 Issue: Energy	3% (4)	3% (4)	7% (9)	9% (12)	12% (17)	1% (2)	10% (14)	9% (13)	4% (6)	8% (11)	34% (47)	139
#1 Issue: Other	8% (9)	4% (5)	7% (8)	8% (8)	8% (9)	9% (9)	6% (7)	2% (2)	3% (3)	5% (5)	40% (43)	108
2020 Vote: Joe Biden	5% (46)	3% (26)	5% (49)	8% (81)	13% (131)	9% (86)	6% (61)	5% (54)	5% (46)	8% (84)	34% (346)	1011
2020 Vote: Donald Trump	5% (33)	3% (21)	7% (49)	6% (38)	11% (75)	8% (54)	5% (37)	4% (25)	4% (29)	4% (28)	44% (306)	695
2020 Vote: Other	7% (4)	5% (3)	10% (6)	4% (2)	15% (9)	5% (3)	5% (3)	9% (5)	4% (2)	4% (3)	32% (19)	60
2020 Vote: Didn't Vote	8% (33)	3% (12)	5% (20)	7% (31)	16% (68)	11% (46)	8% (34)	4% (18)	1% (3)	3% (15)	35% (151)	431
2018 House Vote: Democrat	5% (37)	2% (17)	6% (51)	8% (61)	11% (83)	8% (62)	7% (58)	6% (44)	4% (31)	8% (61)	35% (277)	782
2018 House Vote: Republican	5% (30)	3% (19)	8% (43)	6% (32)	10% (58)	7% (37)	5% (27)	3% (17)	5% (26)	5% (30)	44% (250)	569
2018 House Vote: Someone else	9% (5)	2% (1)	5% (3)	3% (1)	11% (6)	18% (10)	1% (1)	8% (4)	2% (1)	1% (1)	40% (23)	56

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Table MCEN9_9: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Loki

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	5% (117)	3% (61)	6% (124)	7% (153)	13% (283)	9% (189)	6% (135)	5% (104)	4% (80)	6% (130)	37% (825)	2200
2016 Vote: Hillary Clinton	5% (33)	3% (18)	5% (36)	7% (51)	11% (76)	8% (58)	7% (50)	6% (44)	4% (30)	8% (56)	37% (260)	712
2016 Vote: Donald Trump	4% (26)	3% (20)	6% (40)	5% (34)	11% (67)	8% (51)	5% (33)	3% (21)	5% (30)	4% (25)	45% (279)	626
2016 Vote: Other	7% (9)	1% (2)	11% (13)	8% (10)	15% (18)	9% (10)	6% (7)	4% (4)	3% (4)	3% (4)	34% (42)	123
2016 Vote: Didn't Vote	7% (49)	3% (21)	5% (35)	8% (59)	16% (122)	9% (69)	6% (45)	5% (35)	2% (17)	6% (46)	33% (243)	738
Voted in 2014: Yes	5% (58)	3% (39)	6% (74)	6% (78)	10% (121)	8% (94)	6% (72)	4% (54)	5% (56)	6% (77)	41% (498)	1222
Voted in 2014: No	6% (59)	2% (22)	5% (50)	8% (74)	17% (162)	10% (94)	6% (63)	5% (50)	2% (24)	5% (52)	33% (326)	978
4-Region: Northeast	4% (15)	3% (13)	5% (21)	6% (23)	14% (55)	9% (37)	3% (13)	6% (22)	5% (20)	7% (28)	37% (146)	394
4-Region: Midwest	5% (24)	4% (19)	5% (25)	8% (36)	10% (49)	9% (43)	8% (35)	4% (20)	2% (9)	3% (14)	41% (190)	462
4-Region: South	7% (59)	2% (20)	5% (41)	7% (57)	13% (110)	9% (73)	6% (51)	5% (41)	4% (31)	6% (47)	36% (294)	824
4-Region: West	4% (19)	2% (9)	7% (38)	7% (36)	13% (70)	7% (36)	7% (37)	4% (20)	4% (20)	8% (40)	37% (194)	520
Marvel Comics Fans	6% (84)	3% (41)	7% (91)	9% (117)	16% (211)	11% (148)	8% (105)	7% (87)	5% (70)	9% (112)	18% (231)	1296
Avid Marvel Comics Fans	9% (39)	3% (12)	6% (28)	9% (38)	16% (71)	12% (54)	9% (39)	7% (30)	8% (34)	14% (64)	7% (32)	440
Casual Marvel Comics Fans	5% (45)	3% (29)	7% (63)	9% (79)	16% (139)	11% (94)	8% (66)	7% (57)	4% (36)	6% (48)	23% (199)	855
Marvel TV/Movies Fans	7% (94)	3% (47)	7% (103)	9% (121)	16% (229)	11% (155)	8% (110)	6% (85)	5% (70)	8% (118)	20% (286)	1419
Avid Marvel TV/Movies Fans	9% (37)	3% (12)	4% (17)	10% (42)	16% (68)	10% (41)	10% (41)	7% (30)	7% (30)	15% (64)	9% (39)	422
Casual Marvel TV/Movies Fans	6% (58)	4% (35)	9% (86)	8% (79)	16% (161)	11% (114)	7% (69)	5% (55)	4% (40)	5% (54)	25% (247)	997
Fans of Anything Marvel	7% (99)	3% (53)	7% (112)	9% (134)	16% (247)	11% (170)	8% (121)	6% (91)	5% (75)	8% (122)	20% (302)	1526
Avid Fans of Anything Marvel	8% (51)	4% (23)	7% (45)	8% (54)	16% (106)	13% (81)	9% (59)	8% (49)	7% (44)	14% (87)	7% (42)	642
Casual Fans of Anything Marvel	5% (60)	3% (35)	8% (87)	9% (99)	15% (171)	11% (126)	8% (87)	6% (67)	4% (43)	6% (62)	24% (269)	1107

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

Table MCEN9_10: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Spider-Man

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (14)	— (3)	1% (18)	1% (22)	6% (121)	3% (67)	7% (147)	13% (288)	15% (321)	36% (791)	18% (406)	2200
Gender: Male	1% (8)	— (3)	1% (10)	1% (14)	5% (53)	3% (31)	8% (80)	14% (146)	16% (174)	37% (394)	14% (149)	1062
Gender: Female	1% (6)	— (0)	1% (8)	1% (9)	6% (68)	3% (36)	6% (68)	12% (142)	13% (147)	35% (398)	23% (258)	1138
Age: 18-34	1% (4)	— (2)	1% (9)	2% (13)	7% (43)	3% (16)	9% (59)	13% (86)	11% (73)	43% (280)	11% (71)	655
Age: 35-44	1% (4)	— (0)	2% (7)	1% (3)	6% (22)	6% (20)	7% (26)	16% (58)	14% (50)	34% (123)	12% (43)	358
Age: 45-64	— (4)	— (0)	— (2)	1% (6)	6% (44)	3% (19)	5% (39)	13% (99)	17% (130)	35% (263)	19% (144)	751
Age: 65+	1% (3)	— (2)	— (0)	— (1)	3% (12)	3% (11)	5% (23)	10% (44)	15% (67)	29% (125)	34% (147)	436
GenZers: 1997-2012	1% (1)	1% (2)	3% (5)	3% (5)	11% (19)	2% (4)	10% (16)	13% (21)	8% (14)	39% (66)	9% (15)	169
Millennials: 1981-1996	— (3)	— (0)	1% (6)	1% (10)	5% (38)	3% (25)	8% (55)	15% (106)	13% (93)	41% (295)	12% (87)	718
GenXers: 1965-1980	1% (4)	— (0)	1% (7)	1% (3)	8% (40)	4% (20)	7% (36)	13% (68)	17% (85)	36% (184)	12% (60)	507
Baby Boomers: 1946-1964	1% (5)	— (2)	— (0)	1% (4)	3% (24)	2% (14)	5% (36)	13% (90)	16% (118)	32% (229)	27% (198)	720
PID: Dem (no lean)	— (2)	— (2)	1% (11)	1% (6)	5% (42)	3% (25)	6% (55)	13% (116)	18% (156)	37% (327)	15% (130)	872
PID: Ind (no lean)	1% (6)	— (2)	1% (5)	1% (6)	7% (50)	4% (28)	6% (41)	14% (96)	13% (87)	34% (232)	20% (140)	693
PID: Rep (no lean)	1% (7)	— (0)	— (2)	2% (10)	5% (29)	2% (14)	8% (51)	12% (76)	12% (77)	37% (233)	21% (136)	635
PID/Gender: Dem Men	— (1)	— (2)	1% (6)	1% (3)	6% (26)	3% (14)	7% (31)	12% (53)	21% (88)	40% (169)	8% (36)	428
PID/Gender: Dem Women	— (1)	— (0)	1% (5)	1% (3)	4% (16)	3% (12)	6% (24)	14% (63)	15% (68)	35% (158)	21% (94)	445
PID/Gender: Ind Men	1% (3)	— (2)	1% (4)	1% (3)	3% (11)	5% (14)	7% (20)	17% (52)	12% (38)	35% (107)	17% (52)	306
PID/Gender: Ind Women	1% (2)	— (0)	— (2)	1% (3)	10% (39)	4% (14)	5% (21)	11% (43)	13% (49)	32% (125)	23% (87)	386
PID/Gender: Rep Men	1% (4)	— (0)	— (1)	2% (8)	5% (17)	1% (4)	9% (29)	12% (41)	14% (47)	36% (117)	18% (60)	328
PID/Gender: Rep Women	1% (3)	— (0)	— (1)	1% (2)	4% (12)	3% (10)	7% (22)	11% (35)	10% (30)	37% (115)	25% (77)	307
Ideo: Liberal (1-3)	— (1)	— (0)	1% (6)	1% (8)	5% (30)	2% (15)	7% (44)	12% (82)	17% (114)	40% (266)	14% (92)	657
Ideo: Moderate (4)	— (2)	— (0)	1% (4)	1% (7)	6% (36)	4% (25)	6% (38)	16% (99)	15% (94)	34% (214)	18% (113)	632
Ideo: Conservative (5-7)	1% (9)	— (2)	— (2)	1% (5)	5% (36)	3% (17)	7% (47)	13% (90)	14% (94)	33% (225)	22% (152)	679
Educ: < College	1% (10)	— (3)	1% (13)	1% (16)	7% (99)	3% (41)	6% (95)	11% (173)	13% (192)	38% (576)	19% (294)	1512
Educ: Bachelors degree	1% (2)	— (0)	1% (4)	1% (6)	4% (16)	4% (16)	9% (40)	17% (77)	17% (77)	30% (133)	16% (73)	444
Educ: Post-grad	1% (2)	— (0)	— (1)	— (0)	3% (6)	4% (11)	5% (13)	15% (38)	21% (51)	34% (82)	16% (39)	244
Income: Under 50k	1% (7)	— (3)	1% (12)	1% (10)	6% (72)	3% (33)	6% (73)	12% (146)	13% (152)	38% (449)	20% (237)	1194
Income: 50k-100k	1% (5)	— (0)	1% (6)	2% (10)	4% (28)	2% (16)	8% (53)	15% (100)	15% (103)	34% (229)	19% (126)	675
Income: 100k+	1% (2)	— (0)	— (1)	1% (2)	7% (22)	6% (18)	6% (21)	13% (42)	20% (65)	34% (113)	13% (44)	331
Ethnicity: White	1% (11)	— (3)	1% (9)	1% (12)	5% (81)	3% (56)	7% (116)	12% (211)	15% (265)	35% (603)	21% (354)	1722
Ethnicity: Hispanic	— (2)	— (0)	1% (4)	2% (7)	8% (27)	2% (8)	5% (18)	12% (43)	13% (46)	40% (141)	15% (54)	349
Ethnicity: Black	— (1)	— (0)	3% (9)	3% (9)	10% (27)	2% (6)	5% (13)	18% (48)	13% (35)	38% (106)	8% (21)	274
Ethnicity: Other	1% (2)	— (0)	— (0)	1% (2)	6% (13)	2% (5)	9% (19)	14% (28)	10% (20)	41% (83)	15% (32)	204
All Christian	1% (6)	— (2)	— (3)	1% (12)	5% (53)	3% (29)	7% (66)	13% (126)	17% (164)	35% (346)	18% (183)	987
All Non-Christian	1% (1)	— (0)	1% (1)	2% (2)	7% (9)	3% (4)	5% (6)	13% (16)	17% (21)	35% (43)	17% (21)	124
Atheist	— (0)	— (0)	— (0)	— (0)	5% (5)	4% (4)	5% (5)	12% (13)	16% (17)	42% (45)	17% (18)	107
Agnostic/Nothing in particular	— (2)	— (0)	1% (7)	1% (5)	5% (31)	2% (14)	8% (53)	15% (97)	12% (75)	34% (216)	22% (140)	642
Something Else	2% (5)	— (2)	2% (7)	1% (3)	7% (23)	5% (18)	5% (17)	11% (36)	13% (44)	41% (141)	13% (44)	340
Religious Non-Protestant/Catholic	1% (1)	— (0)	1% (1)	5% (7)	7% (10)	3% (4)	5% (7)	13% (19)	16% (23)	33% (48)	18% (26)	147
Evangelical	1% (6)	1% (3)	1% (3)	1% (4)	7% (41)	4% (21)	6% (34)	13% (71)	13% (72)	39% (219)	16% (87)	562
Non-Evangelical	1% (5)	— (0)	1% (6)	1% (5)	5% (34)	3% (22)	6% (42)	12% (87)	18% (125)	36% (258)	18% (129)	714

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Table MCEN9_10: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Spider-Man

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (14)	— (3)	1% (18)	1% (22)	6% (121)	3% (67)	7% (147)	13% (288)	15% (321)	36% (791)	18% (406)	2200
Community: Urban	1% (4)	— (2)	1% (8)	1% (4)	6% (42)	3% (20)	7% (50)	13% (86)	15% (100)	38% (254)	15% (102)	671
Community: Suburban	1% (5)	— (0)	1% (5)	1% (6)	5% (45)	3% (27)	6% (57)	14% (136)	15% (144)	37% (360)	20% (198)	983
Community: Rural	1% (5)	— (2)	1% (5)	2% (12)	6% (35)	4% (20)	8% (41)	12% (65)	14% (77)	32% (177)	20% (107)	546
Employ: Private Sector	1% (5)	— (0)	1% (5)	1% (6)	5% (34)	4% (25)	8% (54)	14% (95)	18% (124)	37% (252)	13% (92)	691
Employ: Government	— (0)	— (0)	1% (1)	6% (7)	— (1)	6% (7)	16% (19)	14% (17)	10% (12)	34% (39)	12% (14)	117
Employ: Self-Employed	2% (3)	— (0)	2% (4)	1% (2)	7% (12)	1% (1)	4% (7)	20% (36)	12% (21)	39% (69)	13% (23)	179
Employ: Homemaker	1% (1)	— (0)	1% (1)	2% (3)	8% (15)	3% (6)	6% (11)	13% (23)	13% (24)	35% (64)	19% (35)	183
Employ: Student	— (0)	— (0)	3% (2)	— (0)	6% (4)	3% (2)	10% (7)	19% (12)	12% (8)	34% (22)	13% (9)	66
Employ: Retired	1% (4)	— (2)	— (1)	— (0)	4% (22)	3% (16)	5% (28)	10% (57)	13% (71)	31% (173)	32% (179)	554
Employ: Unemployed	1% (2)	1% (2)	1% (3)	1% (2)	9% (24)	3% (8)	5% (14)	12% (30)	15% (38)	40% (106)	13% (35)	263
Employ: Other	— (0)	— (0)	— (0)	2% (2)	7% (10)	2% (3)	5% (7)	11% (17)	15% (22)	44% (65)	13% (19)	146
Military HH: Yes	1% (3)	— (2)	1% (2)	2% (6)	4% (16)	2% (6)	7% (27)	12% (46)	16% (60)	34% (126)	21% (77)	372
Military HH: No	1% (11)	— (2)	1% (16)	1% (16)	6% (106)	3% (61)	7% (121)	13% (242)	14% (260)	36% (665)	18% (329)	1828
RD/WT: Right Direction	— (3)	— (0)	1% (11)	1% (10)	6% (51)	3% (30)	6% (53)	13% (119)	16% (148)	36% (328)	16% (147)	901
RD/WT: Wrong Track	1% (11)	— (3)	1% (8)	1% (13)	5% (70)	3% (37)	7% (95)	13% (169)	13% (172)	36% (463)	20% (259)	1299
Biden Job Approve	— (2)	— (2)	1% (13)	1% (8)	4% (44)	4% (39)	6% (59)	14% (148)	17% (176)	38% (398)	15% (162)	1051
Biden Job Disapprove	1% (11)	— (2)	1% (5)	1% (12)	6% (58)	2% (24)	8% (77)	13% (132)	13% (131)	36% (363)	20% (203)	1019
Biden Job Strongly Approve	— (1)	— (0)	1% (7)	1% (6)	4% (19)	4% (19)	3% (18)	11% (57)	16% (80)	44% (223)	15% (75)	506
Biden Job Somewhat Approve	— (1)	— (2)	1% (6)	— (2)	5% (25)	4% (20)	8% (42)	17% (91)	18% (95)	32% (175)	16% (86)	545
Biden Job Somewhat Disapprove	— (0)	— (0)	1% (3)	1% (2)	8% (22)	3% (8)	9% (27)	14% (41)	14% (39)	33% (95)	16% (46)	285
Biden Job Strongly Disapprove	1% (11)	— (2)	— (2)	1% (10)	5% (36)	2% (16)	7% (50)	12% (91)	13% (92)	37% (268)	21% (157)	734
Favorable of Biden	— (1)	— (2)	1% (9)	1% (9)	5% (47)	3% (32)	6% (60)	14% (144)	17% (174)	39% (407)	16% (164)	1050
Unfavorable of Biden	1% (13)	— (2)	1% (8)	1% (13)	5% (55)	3% (29)	7% (72)	13% (137)	13% (138)	36% (365)	19% (191)	1022
Very Favorable of Biden	— (1)	— (0)	2% (8)	1% (7)	3% (16)	3% (16)	3% (18)	12% (62)	15% (80)	45% (237)	16% (83)	526
Somewhat Favorable of Biden	— (0)	— (2)	— (1)	— (2)	6% (32)	3% (17)	8% (42)	16% (82)	18% (94)	33% (171)	16% (81)	524
Somewhat Unfavorable of Biden	— (1)	— (0)	2% (6)	2% (4)	7% (16)	3% (7)	6% (16)	16% (38)	16% (40)	35% (87)	12% (31)	247
Very Unfavorable of Biden	2% (12)	— (2)	— (2)	1% (8)	5% (39)	3% (21)	7% (56)	13% (99)	13% (97)	36% (278)	21% (160)	775
#1 Issue: Economy	1% (5)	— (0)	1% (6)	1% (12)	7% (64)	4% (31)	6% (55)	15% (131)	16% (144)	35% (308)	14% (123)	880
#1 Issue: Security	1% (2)	— (0)	1% (2)	1% (2)	2% (5)	3% (7)	8% (22)	13% (38)	12% (35)	37% (105)	24% (68)	286
#1 Issue: Health Care	— (1)	— (0)	2% (4)	— (0)	5% (12)	2% (5)	7% (18)	11% (28)	16% (41)	40% (105)	18% (48)	262
#1 Issue: Medicare / Social Security	1% (4)	1% (2)	— (0)	1% (4)	6% (16)	3% (8)	5% (14)	8% (21)	13% (37)	33% (94)	30% (84)	283
#1 Issue: Women's Issues	1% (1)	— (0)	2% (2)	2% (3)	7% (10)	4% (6)	12% (17)	8% (11)	11% (16)	40% (54)	12% (16)	137
#1 Issue: Education	— (0)	— (0)	2% (2)	2% (2)	5% (5)	4% (4)	6% (6)	14% (15)	12% (13)	37% (39)	18% (18)	104
#1 Issue: Energy	— (0)	— (0)	1% (1)	— (0)	4% (6)	1% (2)	8% (11)	19% (26)	14% (20)	34% (48)	18% (26)	139
#1 Issue: Other	1% (1)	1% (2)	— (0)	— (0)	2% (2)	4% (4)	5% (6)	15% (17)	14% (15)	36% (39)	21% (23)	108
2020 Vote: Joe Biden	— (3)	— (0)	1% (9)	— (4)	4% (37)	3% (31)	6% (64)	14% (140)	17% (175)	38% (383)	16% (164)	1011
2020 Vote: Donald Trump	1% (7)	— (2)	— (2)	2% (11)	6% (39)	3% (20)	7% (50)	13% (88)	13% (94)	34% (234)	21% (149)	695
2020 Vote: Other	3% (2)	— (0)	— (0)	2% (1)	3% (2)	3% (2)	13% (8)	20% (12)	7% (4)	32% (19)	18% (11)	60
2020 Vote: Didn't Vote	1% (3)	— (2)	2% (7)	1% (6)	10% (43)	3% (14)	6% (26)	11% (48)	11% (47)	36% (155)	19% (80)	431
2018 House Vote: Democrat	— (2)	— (0)	— (4)	1% (9)	4% (30)	3% (26)	6% (47)	14% (112)	17% (130)	38% (294)	16% (128)	782
2018 House Vote: Republican	1% (8)	— (2)	— (1)	1% (3)	4% (22)	2% (12)	7% (42)	12% (70)	15% (86)	35% (200)	22% (124)	569
2018 House Vote: Someone else	— (0)	— (0)	— (0)	— (0)	3% (1)	6% (4)	7% (4)	12% (7)	14% (8)	37% (21)	21% (12)	56

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Table MCEN9_10: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Spider-Man

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (14)	— (3)	1% (18)	1% (22)	6% (121)	3% (67)	7% (147)	13% (288)	15% (321)	36% (791)	18% (406)	2200
2016 Vote: Hillary Clinton	— (2)	— (0)	— (3)	— (3)	4% (29)	3% (23)	6% (42)	14% (103)	17% (119)	38% (271)	17% (119)	712
2016 Vote: Donald Trump	1% (6)	— (2)	— (1)	2% (10)	4% (27)	3% (17)	7% (44)	13% (81)	14% (89)	35% (217)	21% (133)	626
2016 Vote: Other	— (0)	— (0)	— (0)	1% (1)	1% (1)	3% (4)	9% (12)	14% (17)	16% (20)	36% (44)	19% (24)	123
2016 Vote: Didn't Vote	1% (6)	— (2)	2% (15)	1% (8)	9% (64)	3% (24)	7% (50)	12% (87)	12% (92)	35% (259)	18% (130)	738
Voted in 2014: Yes	1% (7)	— (2)	— (3)	1% (11)	4% (46)	3% (38)	7% (81)	13% (160)	17% (202)	36% (435)	20% (239)	1222
Voted in 2014: No	1% (7)	— (2)	2% (15)	1% (12)	8% (75)	3% (30)	7% (67)	13% (128)	12% (119)	36% (356)	17% (168)	978
4-Region: Northeast	— (2)	— (0)	— (2)	— (2)	4% (17)	3% (14)	5% (22)	14% (55)	14% (53)	38% (150)	20% (78)	394
4-Region: Midwest	— (1)	— (2)	1% (5)	1% (5)	5% (22)	3% (15)	6% (28)	12% (56)	16% (75)	36% (167)	19% (88)	462
4-Region: South	1% (10)	— (2)	1% (9)	2% (14)	7% (56)	3% (25)	5% (45)	14% (118)	13% (108)	36% (296)	17% (142)	824
4-Region: West	— (2)	— (0)	— (2)	— (2)	5% (26)	3% (14)	10% (53)	11% (59)	16% (85)	34% (178)	19% (99)	520
Marvel Comics Fans	— (3)	— (2)	1% (16)	1% (13)	4% (58)	3% (36)	8% (106)	15% (194)	17% (224)	44% (572)	6% (74)	1296
Avid Marvel Comics Fans	— (1)	— (0)	2% (7)	1% (4)	4% (16)	2% (7)	6% (25)	12% (54)	15% (67)	58% (254)	1% (5)	440
Casual Marvel Comics Fans	— (2)	— (2)	1% (8)	1% (9)	5% (42)	3% (28)	9% (81)	16% (140)	18% (157)	37% (318)	8% (69)	855
Marvel TV/Movies Fans	— (3)	— (2)	1% (14)	1% (14)	5% (68)	3% (42)	7% (105)	15% (212)	17% (238)	44% (620)	7% (101)	1419
Avid Marvel TV/Movies Fans	— (0)	— (0)	1% (5)	1% (3)	3% (13)	2% (7)	5% (19)	14% (58)	15% (62)	58% (245)	2% (8)	422
Casual Marvel TV/Movies Fans	— (3)	— (2)	1% (8)	1% (11)	5% (55)	3% (34)	9% (86)	15% (154)	18% (176)	38% (375)	9% (93)	997
Fans of Anything Marvel	— (6)	— (2)	1% (17)	1% (18)	5% (79)	3% (44)	7% (114)	15% (222)	16% (251)	44% (667)	7% (108)	1526
Avid Fans of Anything Marvel	— (2)	— (0)	1% (7)	1% (6)	3% (17)	2% (12)	6% (37)	12% (80)	15% (95)	58% (374)	2% (10)	642
Casual Fans of Anything Marvel	— (4)	— (2)	1% (11)	1% (15)	6% (63)	3% (39)	8% (94)	16% (178)	18% (194)	37% (409)	9% (100)	1107

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

Table MCEN9_11: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Star-Lord

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (31)	1% (17)	1% (24)	2% (40)	9% (196)	7% (155)	7% (148)	8% (165)	6% (129)	11% (247)	48%(1049)	2200
Gender: Male	2% (17)	1% (7)	2% (18)	2% (18)	10% (102)	6% (68)	7% (79)	10% (110)	7% (70)	13% (140)	41% (433)	1062
Gender: Female	1% (13)	1% (10)	— (5)	2% (22)	8% (94)	8% (87)	6% (69)	5% (56)	5% (59)	9% (107)	54% (616)	1138
Age: 18-34	3% (17)	1% (9)	1% (7)	3% (17)	10% (65)	9% (59)	10% (68)	10% (66)	7% (45)	17% (113)	29% (190)	655
Age: 35-44	1% (4)	1% (2)	2% (7)	3% (10)	12% (44)	10% (35)	8% (29)	11% (39)	9% (31)	14% (51)	29% (103)	358
Age: 45-64	1% (8)	1% (5)	1% (8)	2% (11)	9% (66)	7% (50)	6% (44)	6% (42)	4% (34)	9% (68)	55% (415)	751
Age: 65+	— (2)	— (1)	1% (2)	— (1)	5% (21)	3% (11)	1% (6)	4% (18)	4% (19)	3% (15)	78% (340)	436
GenZers: 1997-2012	3% (5)	3% (5)	1% (2)	3% (5)	11% (19)	13% (22)	12% (21)	9% (15)	5% (8)	12% (20)	28% (48)	169
Millennials: 1981-1996	2% (13)	1% (4)	1% (6)	3% (22)	9% (68)	8% (61)	10% (69)	11% (76)	8% (58)	19% (134)	29% (207)	718
GenXers: 1965-1980	1% (4)	1% (6)	2% (9)	1% (7)	13% (68)	8% (41)	8% (39)	9% (44)	7% (35)	10% (49)	41% (206)	507
Baby Boomers: 1946-1964	1% (8)	— (1)	1% (6)	1% (7)	5% (39)	4% (31)	3% (19)	4% (27)	4% (27)	6% (42)	71% (514)	720
PID: Dem (no lean)	1% (6)	1% (5)	2% (14)	2% (18)	10% (85)	6% (56)	7% (63)	9% (81)	8% (68)	13% (113)	42% (363)	872
PID: Ind (no lean)	1% (10)	1% (7)	1% (5)	2% (15)	10% (68)	9% (62)	7% (49)	6% (40)	4% (31)	9% (63)	50% (344)	693
PID: Rep (no lean)	2% (15)	1% (5)	1% (4)	1% (7)	7% (43)	6% (38)	6% (36)	7% (44)	5% (31)	11% (71)	54% (342)	635
PID/Gender: Dem Men	1% (3)	1% (3)	3% (13)	2% (7)	11% (47)	5% (22)	8% (34)	13% (57)	10% (41)	18% (76)	29% (126)	428
PID/Gender: Dem Women	1% (2)	1% (2)	— (2)	3% (11)	9% (38)	8% (34)	7% (30)	5% (24)	6% (27)	8% (37)	53% (237)	445
PID/Gender: Ind Men	1% (4)	— (2)	1% (3)	2% (7)	11% (32)	9% (28)	7% (22)	5% (17)	4% (11)	10% (31)	49% (150)	306
PID/Gender: Ind Women	2% (6)	1% (5)	1% (2)	2% (8)	9% (35)	9% (34)	7% (26)	6% (23)	5% (20)	8% (32)	50% (194)	386
PID/Gender: Rep Men	3% (10)	1% (3)	1% (3)	1% (4)	7% (23)	6% (18)	7% (22)	11% (36)	6% (19)	10% (32)	48% (157)	328
PID/Gender: Rep Women	2% (5)	1% (2)	1% (2)	1% (3)	7% (20)	6% (19)	4% (13)	3% (8)	4% (12)	13% (39)	60% (185)	307
Ideo: Liberal (1-3)	1% (8)	1% (4)	1% (8)	1% (8)	8% (53)	8% (50)	9% (57)	8% (50)	9% (57)	14% (92)	41% (269)	657
Ideo: Moderate (4)	1% (5)	1% (4)	1% (7)	2% (15)	10% (66)	8% (51)	8% (48)	9% (59)	5% (29)	9% (56)	46% (292)	632
Ideo: Conservative (5-7)	2% (16)	1% (5)	1% (6)	1% (7)	7% (49)	6% (40)	5% (34)	6% (39)	6% (39)	9% (63)	56% (382)	679
Educ: < College	2% (26)	1% (14)	1% (15)	2% (28)	10% (149)	7% (112)	6% (87)	6% (95)	6% (86)	11% (172)	48% (727)	1512
Educ: Bachelors degree	1% (3)	— (1)	1% (4)	2% (9)	7% (33)	6% (27)	10% (46)	11% (49)	5% (23)	10% (46)	46% (203)	444
Educ: Post-grad	1% (2)	— (1)	2% (5)	1% (3)	6% (14)	7% (17)	6% (14)	9% (21)	8% (20)	12% (29)	48% (118)	244
Income: Under 50k	1% (12)	1% (11)	1% (10)	2% (23)	10% (121)	8% (97)	7% (82)	7% (78)	5% (58)	11% (133)	48% (568)	1194
Income: 50k-100k	2% (13)	1% (5)	2% (11)	2% (13)	6% (43)	6% (39)	5% (31)	8% (55)	7% (47)	11% (72)	51% (347)	675
Income: 100k+	2% (6)	— (1)	1% (3)	1% (4)	10% (32)	6% (19)	10% (34)	10% (33)	7% (24)	13% (41)	40% (134)	331
Ethnicity: White	1% (17)	1% (13)	1% (13)	2% (31)	8% (140)	6% (106)	7% (113)	7% (123)	5% (94)	11% (188)	51% (883)	1722
Ethnicity: Hispanic	2% (8)	1% (3)	1% (4)	3% (10)	12% (43)	7% (24)	7% (23)	9% (31)	6% (21)	18% (63)	34% (119)	349
Ethnicity: Black	4% (10)	1% (4)	2% (6)	3% (7)	12% (34)	10% (26)	8% (22)	9% (25)	7% (19)	9% (25)	35% (96)	274
Ethnicity: Other	1% (3)	— (0)	2% (4)	1% (2)	11% (22)	11% (23)	6% (12)	8% (17)	8% (17)	16% (34)	34% (70)	204
All Christian	1% (12)	— (5)	1% (11)	2% (15)	8% (80)	6% (59)	6% (60)	7% (72)	7% (65)	10% (97)	52% (511)	987
All Non-Christian	— (0)	— (0)	2% (3)	1% (1)	10% (12)	11% (14)	3% (4)	11% (14)	9% (11)	19% (24)	34% (42)	124
Atheist	1% (2)	1% (1)	— (0)	2% (2)	9% (10)	13% (14)	11% (12)	4% (4)	6% (6)	12% (13)	40% (43)	107
Agnostic/Nothing in particular	2% (11)	1% (7)	1% (6)	3% (18)	7% (46)	7% (42)	9% (55)	9% (57)	4% (28)	11% (68)	47% (304)	642
Something Else	2% (6)	1% (4)	1% (5)	1% (4)	14% (48)	8% (26)	5% (17)	6% (19)	5% (19)	13% (45)	43% (148)	340
Religious Non-Protestant/Catholic	4% (5)	— (0)	3% (4)	— (1)	9% (13)	10% (15)	3% (4)	10% (15)	9% (13)	16% (24)	37% (54)	147
Evangelical	1% (8)	1% (5)	— (2)	1% (8)	11% (64)	7% (38)	7% (37)	6% (33)	5% (30)	13% (76)	46% (259)	562
Non-Evangelical	1% (5)	— (4)	2% (12)	1% (9)	9% (63)	6% (44)	5% (35)	7% (52)	7% (50)	9% (67)	53% (376)	714

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Table MCEN9_11: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Star-Lord

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (31)	1% (17)	1% (24)	2% (40)	9% (196)	7% (155)	7% (148)	8% (165)	6% (129)	11% (247)	48%(1049)	2200
Community: Urban	1% (6)	1% (5)	2% (13)	2% (11)	9% (64)	9% (59)	7% (44)	10% (65)	8% (50)	15% (98)	38% (257)	671
Community: Suburban	1% (12)	— (4)	1% (9)	2% (20)	9% (84)	6% (62)	6% (59)	7% (67)	6% (59)	11% (106)	51% (500)	983
Community: Rural	2% (12)	1% (8)	— (2)	2% (9)	9% (48)	6% (35)	8% (44)	6% (33)	4% (20)	8% (43)	53% (292)	546
Employ: Private Sector	1% (6)	— (3)	2% (14)	2% (14)	8% (56)	8% (53)	9% (62)	10% (70)	8% (53)	13% (89)	39% (270)	691
Employ: Government	6% (7)	1% (1)	— (1)	2% (3)	3% (4)	9% (11)	9% (10)	17% (19)	7% (8)	11% (12)	36% (42)	117
Employ: Self-Employed	4% (6)	— (1)	1% (2)	1% (2)	14% (25)	5% (8)	7% (13)	9% (17)	5% (9)	14% (26)	39% (70)	179
Employ: Homemaker	1% (2)	1% (1)	— (0)	2% (4)	14% (25)	12% (22)	6% (11)	6% (12)	7% (12)	13% (23)	38% (70)	183
Employ: Student	2% (2)	— (0)	— (0)	3% (2)	10% (7)	5% (3)	19% (12)	3% (2)	5% (3)	17% (11)	36% (24)	66
Employ: Retired	1% (4)	— (1)	1% (4)	1% (5)	6% (32)	4% (22)	1% (7)	4% (23)	4% (25)	6% (31)	72% (401)	554
Employ: Unemployed	1% (2)	4% (10)	1% (2)	3% (7)	13% (33)	8% (21)	8% (22)	6% (15)	5% (14)	13% (35)	39% (102)	263
Employ: Other	1% (1)	— (1)	1% (2)	2% (2)	10% (14)	11% (15)	7% (11)	5% (8)	3% (5)	13% (19)	47% (69)	146
Military HH: Yes	3% (11)	2% (6)	— (1)	1% (4)	6% (24)	5% (20)	5% (18)	8% (30)	6% (21)	12% (46)	51% (189)	372
Military HH: No	1% (19)	1% (10)	1% (23)	2% (36)	9% (172)	7% (135)	7% (129)	7% (135)	6% (108)	11% (201)	47% (859)	1828
RD/WT: Right Direction	1% (13)	1% (10)	1% (11)	2% (18)	10% (87)	8% (69)	7% (66)	9% (82)	8% (69)	13% (115)	40% (362)	901
RD/WT: Wrong Track	1% (18)	1% (7)	1% (12)	2% (22)	8% (109)	7% (87)	6% (81)	6% (83)	5% (60)	10% (131)	53% (687)	1299
Biden Job Approve	1% (12)	1% (9)	1% (10)	2% (17)	10% (101)	8% (81)	7% (75)	9% (94)	7% (79)	12% (130)	42% (445)	1051
Biden Job Disapprove	2% (18)	1% (6)	1% (14)	2% (19)	8% (77)	6% (65)	6% (58)	6% (65)	4% (45)	10% (100)	54% (551)	1019
Biden Job Strongly Approve	2% (9)	1% (3)	1% (7)	1% (4)	8% (39)	7% (35)	5% (27)	10% (49)	8% (40)	19% (94)	40% (200)	506
Biden Job Somewhat Approve	1% (3)	1% (6)	— (2)	2% (12)	11% (62)	8% (46)	9% (48)	8% (45)	7% (39)	7% (36)	45% (245)	545
Biden Job Somewhat Disapprove	1% (3)	1% (3)	3% (8)	3% (9)	10% (29)	7% (21)	7% (21)	9% (25)	5% (15)	10% (28)	43% (122)	285
Biden Job Strongly Disapprove	2% (15)	— (3)	1% (6)	1% (10)	7% (48)	6% (44)	5% (37)	5% (40)	4% (30)	10% (72)	58% (429)	734
Favorable of Biden	1% (13)	1% (10)	1% (8)	1% (11)	9% (99)	7% (74)	7% (76)	9% (94)	7% (78)	13% (135)	43% (454)	1050
Unfavorable of Biden	2% (18)	1% (6)	2% (16)	2% (24)	8% (79)	7% (71)	6% (60)	7% (67)	5% (48)	10% (106)	52% (528)	1022
Very Favorable of Biden	2% (10)	— (2)	1% (7)	1% (3)	8% (41)	5% (29)	6% (33)	10% (51)	8% (40)	17% (91)	42% (220)	526
Somewhat Favorable of Biden	1% (3)	2% (9)	— (1)	2% (8)	11% (57)	9% (45)	8% (43)	8% (43)	7% (38)	8% (44)	45% (233)	524
Somewhat Unfavorable of Biden	1% (2)	— (0)	5% (11)	5% (12)	9% (22)	9% (22)	8% (20)	9% (21)	4% (11)	11% (28)	39% (97)	247
Very Unfavorable of Biden	2% (16)	1% (6)	1% (4)	2% (13)	7% (57)	6% (49)	5% (40)	6% (46)	5% (37)	10% (77)	56% (431)	775
#1 Issue: Economy	2% (17)	— (3)	2% (14)	1% (9)	11% (93)	8% (71)	8% (69)	8% (73)	6% (57)	10% (84)	44% (390)	880
#1 Issue: Security	1% (2)	— (1)	1% (3)	4% (11)	5% (14)	6% (18)	4% (11)	6% (18)	4% (12)	10% (29)	58% (167)	286
#1 Issue: Health Care	1% (3)	— (1)	2% (4)	— (1)	8% (22)	4% (10)	9% (24)	9% (24)	6% (15)	16% (43)	44% (116)	262
#1 Issue: Medicare / Social Security	1% (3)	1% (3)	— (1)	1% (3)	8% (21)	5% (13)	2% (7)	6% (18)	3% (9)	8% (22)	65% (184)	283
#1 Issue: Women's Issues	4% (5)	3% (4)	— (1)	5% (7)	9% (13)	11% (15)	7% (9)	5% (7)	8% (10)	16% (22)	32% (43)	137
#1 Issue: Education	— (0)	1% (1)	1% (1)	2% (2)	11% (11)	10% (11)	8% (9)	8% (8)	9% (10)	23% (24)	27% (28)	104
#1 Issue: Energy	— (0)	1% (1)	— (0)	4% (6)	12% (16)	7% (9)	9% (12)	9% (12)	4% (6)	10% (13)	45% (63)	139
#1 Issue: Other	1% (1)	3% (3)	— (0)	2% (2)	5% (6)	7% (7)	6% (6)	6% (6)	10% (11)	8% (8)	53% (57)	108
2020 Vote: Joe Biden	1% (8)	1% (6)	1% (11)	2% (16)	8% (83)	7% (76)	7% (76)	9% (90)	8% (78)	12% (124)	44% (443)	1011
2020 Vote: Donald Trump	2% (15)	1% (7)	1% (7)	1% (8)	8% (53)	6% (44)	5% (34)	6% (42)	5% (33)	10% (68)	55% (384)	695
2020 Vote: Other	3% (2)	— (0)	1% (0)	7% (4)	8% (5)	11% (7)	6% (4)	6% (4)	2% (1)	8% (5)	49% (30)	60
2020 Vote: Didn't Vote	2% (7)	1% (4)	1% (4)	3% (12)	13% (55)	7% (29)	8% (34)	7% (30)	4% (17)	12% (50)	44% (189)	431
2018 House Vote: Democrat	1% (11)	1% (5)	1% (9)	1% (7)	8% (61)	7% (52)	8% (62)	9% (73)	8% (61)	11% (88)	45% (351)	782
2018 House Vote: Republican	2% (11)	1% (4)	1% (4)	2% (10)	6% (33)	7% (38)	6% (32)	5% (28)	5% (28)	11% (60)	57% (322)	569
2018 House Vote: Someone else	2% (1)	— (0)	— (0)	4% (2)	6% (3)	11% (6)	3% (2)	3% (2)	1% (0)	12% (7)	58% (33)	56

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Table MCEN9_11: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Star-Lord

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (31)	1% (17)	1% (24)	2% (40)	9% (196)	7% (155)	7% (148)	8% (165)	6% (129)	11% (247)	48%(1049)	2200
2016 Vote: Hillary Clinton	1% (5)	1% (5)	1% (10)	1% (8)	7% (51)	6% (43)	8% (58)	9% (67)	8% (54)	12% (89)	45% (322)	712
2016 Vote: Donald Trump	3% (16)	1% (4)	1% (4)	1% (6)	7% (46)	6% (40)	6% (35)	5% (33)	5% (32)	9% (59)	56% (351)	626
2016 Vote: Other	— (0)	— (0)	— (0)	4% (5)	4% (5)	5% (6)	8% (9)	6% (7)	9% (11)	8% (10)	56% (69)	123
2016 Vote: Didn't Vote	1% (10)	1% (8)	1% (9)	3% (21)	13% (94)	9% (65)	6% (45)	8% (58)	4% (33)	12% (88)	41% (306)	738
Voted in 2014: Yes	2% (19)	1% (7)	1% (12)	1% (15)	7% (87)	6% (76)	6% (78)	7% (87)	6% (75)	11% (136)	52% (630)	1222
Voted in 2014: No	1% (12)	1% (9)	1% (12)	3% (26)	11% (108)	8% (80)	7% (70)	8% (78)	6% (54)	11% (111)	43% (418)	978
4-Region: Northeast	2% (6)	1% (2)	1% (4)	1% (4)	9% (37)	8% (31)	7% (27)	7% (28)	3% (13)	14% (56)	47% (185)	394
4-Region: Midwest	1% (5)	1% (4)	1% (6)	2% (9)	8% (39)	7% (30)	5% (25)	8% (37)	6% (26)	7% (34)	54% (247)	462
4-Region: South	2% (15)	1% (9)	1% (6)	3% (23)	9% (77)	7% (55)	8% (64)	6% (52)	6% (48)	11% (91)	47% (385)	824
4-Region: West	1% (4)	— (1)	2% (8)	1% (4)	8% (43)	8% (40)	6% (32)	9% (49)	8% (42)	13% (66)	44% (231)	520
Marvel Comics Fans	1% (11)	1% (10)	1% (15)	2% (32)	10% (133)	10% (124)	10% (131)	10% (135)	8% (104)	18% (227)	29% (374)	1296
Avid Marvel Comics Fans	1% (5)	1% (3)	1% (6)	2% (10)	7% (33)	10% (46)	12% (53)	12% (51)	12% (54)	29% (126)	12% (53)	440
Casual Marvel Comics Fans	1% (6)	1% (7)	1% (8)	3% (22)	12% (101)	9% (78)	9% (77)	10% (84)	6% (50)	12% (101)	37% (321)	855
Marvel TV/Movies Fans	1% (12)	1% (12)	1% (15)	2% (34)	10% (141)	9% (130)	9% (131)	10% (141)	8% (108)	16% (226)	33% (467)	1419
Avid Marvel TV/Movies Fans	1% (4)	1% (4)	1% (5)	2% (10)	6% (27)	12% (50)	10% (41)	12% (50)	12% (52)	26% (110)	17% (70)	422
Casual Marvel TV/Movies Fans	1% (8)	1% (8)	1% (11)	2% (24)	11% (115)	8% (80)	9% (90)	9% (91)	6% (57)	12% (116)	40% (397)	997
Fans of Anything Marvel	1% (20)	1% (12)	1% (19)	2% (35)	11% (162)	9% (135)	9% (140)	10% (150)	8% (117)	16% (237)	33% (499)	1526
Avid Fans of Anything Marvel	1% (7)	— (3)	1% (9)	3% (17)	8% (49)	10% (62)	11% (73)	12% (79)	12% (75)	26% (169)	15% (99)	642
Casual Fans of Anything Marvel	1% (14)	1% (10)	1% (15)	3% (29)	12% (130)	8% (91)	8% (93)	9% (104)	6% (68)	11% (117)	39% (436)	1107

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

Table MCEN9_12: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Thanos

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	13% (290)	5% (108)	5% (107)	4% (81)	8% (172)	6% (125)	5% (114)	4% (80)	4% (82)	5% (107)	42% (933)	2200
Gender: Male	13% (135)	6% (62)	5% (57)	4% (41)	9% (92)	5% (57)	6% (62)	5% (51)	6% (60)	6% (65)	36% (380)	1062
Gender: Female	14% (156)	4% (46)	4% (50)	4% (40)	7% (80)	6% (68)	5% (52)	3% (29)	2% (22)	4% (42)	49% (553)	1138
Age: 18-34	21% (135)	6% (38)	7% (44)	4% (28)	8% (50)	8% (50)	7% (47)	6% (39)	6% (36)	9% (59)	20% (129)	655
Age: 35-44	10% (37)	6% (20)	6% (21)	5% (16)	13% (48)	7% (26)	9% (32)	5% (18)	6% (22)	6% (23)	26% (94)	358
Age: 45-64	12% (89)	6% (43)	4% (30)	4% (31)	8% (61)	6% (43)	4% (31)	2% (16)	2% (15)	2% (18)	50% (374)	751
Age: 65+	7% (30)	2% (8)	2% (11)	1% (6)	3% (13)	2% (7)	1% (4)	2% (7)	2% (9)	1% (6)	77% (335)	436
GenZers: 1997-2012	26% (44)	9% (16)	8% (14)	6% (10)	8% (14)	6% (11)	8% (14)	6% (10)	1% (1)	6% (10)	15% (25)	169
Millennials: 1981-1996	16% (118)	5% (37)	6% (43)	4% (30)	8% (60)	8% (57)	8% (57)	6% (41)	7% (52)	9% (66)	22% (157)	718
GenXers: 1965-1980	11% (55)	6% (33)	7% (35)	5% (28)	13% (68)	5% (27)	5% (27)	3% (16)	3% (15)	4% (18)	37% (186)	507
Baby Boomers: 1946-1964	10% (71)	3% (22)	2% (15)	2% (13)	4% (30)	4% (27)	2% (16)	1% (11)	2% (13)	2% (13)	68% (491)	720
PID: Dem (no lean)	12% (109)	5% (48)	5% (42)	3% (30)	7% (58)	7% (57)	7% (58)	5% (44)	6% (56)	7% (60)	36% (311)	872
PID: Ind (no lean)	15% (107)	5% (36)	6% (43)	4% (30)	9% (62)	5% (37)	3% (22)	2% (12)	2% (11)	3% (24)	44% (307)	693
PID: Rep (no lean)	12% (75)	4% (24)	3% (21)	3% (21)	8% (52)	5% (31)	5% (34)	4% (24)	2% (16)	4% (23)	50% (315)	635
PID/Gender: Dem Men	13% (54)	6% (24)	6% (24)	3% (14)	8% (34)	6% (24)	7% (31)	6% (26)	10% (44)	11% (45)	25% (107)	428
PID/Gender: Dem Women	12% (55)	5% (24)	4% (18)	4% (16)	5% (24)	8% (33)	6% (27)	4% (17)	3% (12)	3% (15)	46% (204)	445
PID/Gender: Ind Men	13% (39)	6% (19)	8% (25)	5% (14)	10% (30)	6% (17)	3% (9)	3% (8)	2% (5)	4% (11)	43% (131)	306
PID/Gender: Ind Women	18% (68)	5% (18)	5% (19)	4% (16)	8% (32)	5% (20)	3% (13)	1% (5)	2% (6)	3% (13)	46% (176)	386
PID/Gender: Rep Men	13% (42)	6% (19)	2% (7)	4% (13)	8% (28)	5% (17)	7% (22)	5% (17)	3% (11)	3% (9)	44% (143)	328
PID/Gender: Rep Women	11% (33)	1% (4)	5% (14)	3% (8)	8% (24)	5% (14)	4% (12)	2% (7)	1% (4)	5% (14)	56% (172)	307
Ideo: Liberal (1-3)	15% (99)	7% (43)	6% (41)	4% (26)	6% (42)	6% (39)	5% (30)	4% (25)	6% (40)	6% (38)	36% (234)	657
Ideo: Moderate (4)	13% (81)	4% (23)	3% (21)	3% (20)	11% (73)	7% (47)	6% (40)	4% (27)	3% (22)	4% (28)	40% (250)	632
Ideo: Conservative (5-7)	10% (67)	4% (26)	4% (28)	4% (26)	6% (38)	4% (27)	5% (34)	3% (23)	3% (19)	5% (34)	53% (357)	679
Educ: < College	15% (222)	5% (80)	5% (75)	3% (51)	9% (134)	6% (84)	5% (75)	3% (39)	2% (36)	5% (70)	43% (646)	1512
Educ: Bachelors degree	10% (43)	5% (20)	6% (26)	5% (23)	6% (28)	6% (25)	6% (26)	5% (24)	5% (23)	5% (22)	41% (183)	444
Educ: Post-grad	11% (26)	3% (8)	2% (6)	3% (7)	4% (11)	7% (16)	5% (12)	7% (17)	10% (24)	6% (14)	42% (103)	244
Income: Under 50k	14% (173)	5% (57)	6% (75)	4% (44)	9% (105)	5% (64)	5% (60)	3% (33)	2% (24)	5% (56)	42% (504)	1194
Income: 50k-100k	10% (70)	6% (37)	4% (25)	4% (26)	6% (44)	6% (43)	5% (36)	4% (26)	5% (34)	4% (27)	45% (306)	675
Income: 100k+	14% (47)	4% (14)	2% (7)	4% (12)	7% (23)	5% (18)	5% (17)	6% (21)	7% (24)	7% (24)	37% (123)	331
Ethnicity: White	11% (195)	5% (82)	5% (79)	4% (61)	7% (116)	5% (85)	5% (85)	3% (49)	4% (70)	5% (86)	47% (814)	1722
Ethnicity: Hispanic	17% (61)	5% (18)	5% (19)	3% (10)	10% (35)	10% (34)	4% (13)	4% (15)	4% (15)	8% (28)	29% (103)	349
Ethnicity: Black	17% (48)	4% (12)	8% (22)	4% (11)	11% (31)	9% (24)	6% (16)	8% (21)	4% (10)	6% (16)	23% (63)	274
Ethnicity: Other	23% (48)	7% (13)	3% (5)	5% (9)	12% (25)	8% (16)	6% (12)	5% (10)	1% (2)	3% (6)	28% (57)	204
All Christian	10% (97)	3% (32)	3% (33)	2% (24)	8% (83)	6% (58)	5% (49)	4% (43)	5% (49)	6% (55)	47% (464)	987
All Non-Christian	13% (17)	4% (5)	2% (3)	5% (6)	4% (5)	8% (10)	5% (6)	6% (7)	9% (12)	13% (16)	30% (38)	124
Atheist	26% (28)	10% (10)	4% (5)	2% (2)	6% (7)	8% (9)	5% (6)	2% (2)	2% (2)	5% (5)	29% (31)	107
Agnostic/Nothing in particular	14% (92)	8% (51)	6% (36)	5% (33)	5% (33)	5% (35)	6% (36)	3% (21)	2% (13)	3% (18)	42% (273)	642
Something Else	17% (57)	3% (10)	9% (31)	5% (15)	13% (45)	4% (13)	5% (17)	2% (6)	2% (7)	4% (13)	37% (127)	340
Religious Non-Protestant/Catholic	14% (20)	3% (5)	3% (5)	4% (6)	4% (6)	11% (16)	4% (6)	6% (9)	8% (12)	11% (16)	31% (45)	147
Evangelical	11% (64)	3% (15)	4% (20)	3% (16)	11% (65)	4% (22)	5% (29)	4% (23)	6% (35)	7% (41)	41% (231)	562
Non-Evangelical	12% (86)	3% (23)	6% (40)	3% (23)	9% (61)	6% (42)	4% (31)	3% (23)	2% (18)	3% (25)	48% (344)	714

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Table MCEN9_12: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Thanos

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	13% (290)	5% (108)	5% (107)	4% (81)	8% (172)	6% (125)	5% (114)	4% (80)	4% (82)	5% (107)	42% (933)	2200
Community: Urban	12% (81)	5% (33)	5% (31)	3% (20)	8% (53)	7% (47)	5% (36)	4% (29)	8% (52)	9% (60)	34% (231)	671
Community: Suburban	14% (137)	5% (53)	5% (53)	4% (37)	7% (69)	5% (48)	4% (40)	4% (43)	2% (18)	4% (37)	46% (449)	983
Community: Rural	13% (72)	4% (22)	4% (23)	4% (24)	9% (50)	6% (31)	7% (38)	2% (8)	2% (13)	2% (11)	46% (254)	546
Employ: Private Sector	15% (101)	5% (38)	5% (32)	3% (23)	8% (55)	6% (44)	7% (50)	6% (41)	6% (43)	6% (44)	32% (220)	691
Employ: Government	8% (10)	3% (4)	4% (5)	6% (7)	9% (11)	10% (12)	9% (10)	6% (7)	7% (9)	5% (5)	32% (38)	117
Employ: Self-Employed	12% (21)	7% (12)	9% (17)	3% (5)	10% (17)	7% (12)	4% (6)	2% (4)	5% (8)	11% (19)	32% (57)	179
Employ: Homemaker	20% (36)	2% (4)	4% (7)	8% (14)	7% (14)	6% (10)	5% (10)	2% (4)	4% (7)	2% (4)	40% (73)	183
Employ: Student	19% (13)	7% (5)	14% (9)	1% (1)	3% (2)	17% (11)	10% (7)	3% (2)	1% (1)	8% (6)	16% (11)	66
Employ: Retired	9% (50)	2% (10)	3% (14)	2% (10)	4% (24)	3% (17)	2% (9)	2% (9)	2% (12)	2% (11)	70% (388)	554
Employ: Unemployed	14% (36)	10% (27)	7% (18)	5% (14)	12% (32)	5% (12)	5% (14)	3% (8)	— (1)	4% (12)	34% (90)	263
Employ: Other	16% (24)	6% (9)	4% (5)	5% (8)	12% (18)	5% (7)	6% (8)	3% (4)	1% (2)	4% (5)	39% (57)	146
Military HH: Yes	13% (47)	6% (23)	3% (12)	3% (13)	8% (30)	3% (12)	3% (12)	3% (12)	4% (15)	6% (22)	47% (174)	372
Military HH: No	13% (244)	5% (85)	5% (95)	4% (68)	8% (143)	6% (113)	6% (102)	4% (68)	4% (67)	5% (85)	42% (759)	1828
RD/WT: Right Direction	12% (106)	5% (44)	5% (41)	2% (21)	6% (58)	8% (75)	6% (55)	6% (50)	6% (58)	7% (67)	36% (326)	901
RD/WT: Wrong Track	14% (184)	5% (64)	5% (66)	5% (61)	9% (115)	4% (50)	4% (58)	2% (30)	2% (24)	3% (40)	47% (607)	1299
Biden Job Approve	13% (133)	5% (53)	5% (52)	2% (24)	7% (73)	7% (70)	6% (67)	5% (55)	6% (62)	7% (77)	37% (385)	1051
Biden Job Disapprove	14% (138)	5% (51)	5% (50)	5% (47)	8% (86)	4% (43)	4% (39)	2% (24)	2% (20)	2% (24)	49% (498)	1019
Biden Job Strongly Approve	12% (61)	2% (11)	5% (26)	3% (13)	5% (23)	6% (31)	5% (28)	6% (30)	9% (44)	12% (61)	35% (178)	506
Biden Job Somewhat Approve	13% (72)	8% (42)	5% (27)	2% (11)	9% (49)	7% (39)	7% (40)	5% (25)	3% (17)	3% (16)	38% (207)	545
Biden Job Somewhat Disapprove	16% (46)	6% (16)	7% (20)	7% (19)	10% (28)	6% (18)	4% (11)	4% (11)	3% (8)	3% (7)	36% (102)	285
Biden Job Strongly Disapprove	13% (92)	5% (35)	4% (31)	4% (29)	8% (58)	3% (25)	4% (28)	2% (13)	2% (12)	2% (17)	54% (396)	734
Favorable of Biden	13% (138)	5% (55)	5% (51)	2% (26)	7% (78)	6% (66)	6% (60)	5% (53)	5% (55)	7% (74)	38% (394)	1050
Unfavorable of Biden	14% (140)	5% (50)	5% (51)	5% (50)	8% (87)	5% (48)	4% (45)	2% (24)	2% (25)	2% (25)	47% (477)	1022
Very Favorable of Biden	13% (70)	2% (13)	4% (22)	3% (14)	4% (23)	7% (36)	6% (32)	5% (24)	8% (40)	12% (61)	37% (193)	526
Somewhat Favorable of Biden	13% (68)	8% (43)	6% (29)	2% (12)	11% (55)	6% (30)	5% (28)	6% (29)	3% (15)	2% (13)	38% (201)	524
Somewhat Unfavorable of Biden	16% (39)	7% (17)	5% (13)	7% (17)	9% (23)	8% (20)	5% (12)	3% (8)	4% (11)	3% (7)	32% (80)	247
Very Unfavorable of Biden	13% (101)	4% (33)	5% (38)	4% (33)	8% (64)	4% (27)	4% (33)	2% (16)	2% (14)	2% (18)	51% (397)	775
#1 Issue: Economy	14% (122)	6% (49)	4% (39)	4% (34)	8% (73)	7% (63)	6% (57)	4% (34)	3% (27)	5% (42)	38% (339)	880
#1 Issue: Security	8% (22)	2% (5)	3% (9)	4% (12)	9% (26)	6% (18)	3% (8)	3% (8)	4% (13)	5% (14)	53% (151)	286
#1 Issue: Health Care	10% (26)	7% (19)	5% (13)	3% (7)	9% (22)	4% (11)	7% (18)	3% (8)	7% (18)	8% (22)	38% (99)	262
#1 Issue: Medicare / Social Security	11% (30)	3% (8)	3% (10)	3% (8)	8% (21)	4% (10)	2% (4)	3% (7)	2% (5)	4% (10)	60% (170)	283
#1 Issue: Women's Issues	27% (37)	6% (8)	12% (16)	8% (11)	5% (6)	5% (7)	6% (9)	1% (1)	2% (2)	2% (3)	27% (37)	137
#1 Issue: Education	18% (19)	5% (5)	8% (9)	2% (2)	5% (6)	6% (6)	10% (11)	6% (6)	4% (5)	7% (8)	28% (29)	104
#1 Issue: Energy	15% (21)	4% (6)	5% (8)	2% (3)	6% (8)	6% (8)	4% (5)	10% (13)	5% (7)	5% (7)	39% (54)	139
#1 Issue: Other	13% (14)	7% (8)	4% (5)	5% (5)	9% (9)	1% (1)	2% (2)	1% (2)	6% (6)	2% (2)	50% (54)	108
2020 Vote: Joe Biden	13% (131)	5% (55)	5% (50)	3% (33)	7% (70)	6% (64)	5% (54)	5% (49)	6% (56)	6% (65)	38% (384)	1011
2020 Vote: Donald Trump	11% (76)	3% (24)	3% (24)	3% (24)	9% (63)	4% (30)	4% (31)	3% (23)	3% (19)	3% (23)	52% (358)	695
2020 Vote: Other	18% (11)	5% (3)	8% (5)	6% (4)	3% (2)	7% (4)	3% (2)	3% (2)	2% (1)	4% (2)	40% (24)	60
2020 Vote: Didn't Vote	17% (73)	6% (26)	7% (29)	5% (21)	8% (36)	6% (26)	6% (28)	1% (6)	1% (6)	3% (15)	38% (165)	431
2018 House Vote: Democrat	14% (112)	5% (39)	4% (31)	3% (25)	7% (55)	6% (45)	5% (42)	5% (40)	6% (45)	6% (45)	39% (304)	782
2018 House Vote: Republican	12% (68)	4% (20)	4% (22)	3% (16)	7% (39)	4% (25)	4% (24)	4% (20)	2% (12)	4% (21)	53% (301)	569
2018 House Vote: Someone else	14% (8)	5% (3)	7% (4)	4% (2)	5% (3)	8% (5)	— (0)	1% (1)	3% (2)	1% (1)	51% (29)	56

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Table MCEN9_12: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Thanos

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	13% (290)	5% (108)	5% (107)	4% (81)	8% (172)	6% (125)	5% (114)	4% (80)	4% (82)	5% (107)	42% (933)	2200
2016 Vote: Hillary Clinton	13% (96)	4% (28)	4% (31)	3% (24)	7% (50)	5% (34)	6% (42)	5% (37)	6% (43)	6% (45)	40% (283)	712
2016 Vote: Donald Trump	11% (67)	4% (23)	3% (18)	4% (25)	7% (46)	6% (36)	4% (25)	4% (24)	3% (18)	3% (16)	52% (328)	626
2016 Vote: Other	15% (19)	9% (11)	8% (10)	3% (4)	6% (7)	5% (6)	5% (6)	2% (3)	2% (2)	2% (3)	44% (54)	123
2016 Vote: Didn't Vote	15% (109)	6% (46)	7% (48)	4% (29)	9% (69)	7% (50)	6% (41)	2% (17)	3% (20)	6% (43)	36% (268)	738
Voted in 2014: Yes	12% (149)	5% (57)	3% (42)	3% (40)	6% (78)	5% (65)	4% (53)	4% (50)	5% (60)	5% (56)	47% (573)	1222
Voted in 2014: No	15% (142)	5% (50)	7% (65)	4% (42)	10% (94)	6% (60)	6% (60)	3% (30)	2% (22)	5% (51)	37% (360)	978
4-Region: Northeast	11% (43)	2% (9)	5% (19)	3% (14)	6% (24)	8% (31)	5% (20)	5% (19)	3% (13)	7% (29)	44% (173)	394
4-Region: Midwest	14% (65)	7% (33)	5% (21)	4% (18)	7% (34)	5% (23)	5% (22)	3% (15)	1% (7)	3% (15)	45% (210)	462
4-Region: South	14% (117)	4% (33)	5% (41)	3% (27)	10% (85)	5% (45)	5% (41)	3% (25)	3% (26)	5% (42)	42% (343)	824
4-Region: West	13% (65)	6% (32)	5% (26)	4% (23)	6% (30)	5% (27)	6% (31)	4% (21)	7% (37)	4% (21)	40% (207)	520
Marvel Comics Fans	18% (238)	7% (85)	6% (81)	5% (65)	10% (129)	7% (85)	7% (94)	5% (65)	6% (72)	7% (90)	23% (292)	1296
Avid Marvel Comics Fans	24% (107)	9% (41)	6% (28)	4% (18)	10% (43)	5% (22)	7% (29)	4% (20)	8% (35)	14% (63)	8% (35)	440
Casual Marvel Comics Fans	15% (131)	5% (44)	6% (53)	5% (47)	10% (86)	7% (63)	8% (65)	5% (45)	4% (37)	3% (27)	30% (257)	855
Marvel TV/Movies Fans	17% (247)	6% (89)	7% (93)	4% (62)	9% (134)	6% (86)	7% (101)	5% (72)	6% (78)	6% (91)	26% (366)	1419
Avid Marvel TV/Movies Fans	21% (88)	7% (28)	8% (35)	4% (18)	8% (32)	6% (24)	7% (28)	6% (25)	10% (40)	13% (56)	11% (46)	422
Casual Marvel TV/Movies Fans	16% (159)	6% (61)	6% (58)	4% (44)	10% (102)	6% (62)	7% (73)	5% (46)	4% (38)	4% (35)	32% (319)	997
Fans of Anything Marvel	17% (265)	6% (94)	6% (98)	5% (72)	9% (145)	7% (107)	7% (103)	5% (72)	5% (80)	6% (97)	26% (394)	1526
Avid Fans of Anything Marvel	24% (157)	9% (61)	8% (49)	4% (27)	9% (58)	5% (33)	7% (43)	5% (33)	8% (48)	12% (75)	9% (58)	642
Casual Fans of Anything Marvel	14% (160)	5% (53)	6% (66)	5% (54)	9% (105)	8% (90)	7% (80)	5% (57)	5% (51)	4% (39)	32% (352)	1107

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

Table MCEN9_13: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Thor

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (20)	1% (15)	1% (12)	1% (32)	7% (148)	4% (93)	8% (183)	14% (300)	12% (253)	26% (569)	26% (577)	2200
Gender: Male	1% (14)	— (4)	— (5)	2% (16)	7% (71)	5% (51)	8% (90)	16% (170)	13% (140)	27% (292)	20% (209)	1062
Gender: Female	1% (6)	1% (10)	1% (6)	1% (15)	7% (77)	4% (41)	8% (93)	11% (130)	10% (113)	24% (277)	32% (368)	1138
Age: 18-34	1% (9)	1% (4)	— (2)	2% (14)	9% (57)	6% (40)	11% (70)	13% (83)	11% (71)	33% (216)	13% (88)	655
Age: 35-44	1% (2)	1% (3)	1% (3)	1% (3)	9% (32)	6% (23)	8% (28)	22% (80)	11% (40)	23% (84)	17% (59)	358
Age: 45-64	1% (7)	1% (5)	— (4)	1% (8)	7% (50)	2% (19)	8% (60)	13% (99)	13% (97)	25% (186)	29% (217)	751
Age: 65+	— (2)	1% (3)	1% (3)	2% (7)	2% (10)	3% (11)	6% (25)	8% (37)	10% (45)	19% (84)	49% (212)	436
GenZers: 1997-2012	2% (3)	2% (3)	1% (1)	3% (6)	11% (18)	5% (8)	16% (27)	13% (22)	9% (15)	27% (45)	12% (20)	169
Millennials: 1981-1996	1% (5)	— (3)	— (2)	1% (11)	8% (57)	7% (48)	9% (66)	15% (109)	12% (84)	32% (228)	15% (106)	718
GenXers: 1965-1980	1% (5)	1% (5)	1% (4)	1% (6)	9% (45)	4% (18)	8% (42)	17% (86)	13% (64)	26% (130)	20% (101)	507
Baby Boomers: 1946-1964	1% (6)	1% (4)	1% (4)	1% (8)	4% (27)	2% (15)	6% (45)	11% (80)	12% (85)	22% (159)	40% (287)	720
PID: Dem (no lean)	1% (7)	1% (5)	— (0)	2% (17)	6% (56)	4% (37)	10% (83)	11% (99)	14% (118)	29% (251)	23% (200)	872
PID: Ind (no lean)	1% (5)	1% (8)	1% (6)	1% (7)	8% (57)	5% (32)	8% (53)	14% (100)	10% (71)	23% (160)	28% (192)	693
PID: Rep (no lean)	1% (8)	— (3)	1% (5)	1% (7)	5% (34)	4% (24)	7% (47)	16% (101)	10% (65)	25% (158)	29% (184)	635
PID/Gender: Dem Men	1% (5)	1% (2)	— (0)	2% (9)	7% (31)	5% (22)	9% (37)	14% (58)	16% (67)	31% (134)	15% (62)	428
PID/Gender: Dem Women	— (1)	1% (2)	— (0)	2% (9)	6% (25)	3% (15)	10% (46)	9% (40)	12% (51)	26% (116)	31% (138)	445
PID/Gender: Ind Men	1% (4)	— (1)	2% (5)	1% (4)	7% (22)	5% (14)	10% (30)	16% (50)	11% (34)	23% (70)	24% (73)	306
PID/Gender: Ind Women	— (1)	2% (7)	— (1)	1% (4)	9% (36)	5% (18)	6% (24)	13% (50)	9% (36)	23% (90)	31% (119)	386
PID/Gender: Rep Men	1% (5)	— (1)	— (0)	1% (4)	5% (18)	5% (15)	7% (23)	19% (61)	12% (39)	27% (88)	22% (73)	328
PID/Gender: Rep Women	1% (3)	— (1)	2% (5)	1% (3)	5% (16)	3% (8)	8% (24)	13% (40)	8% (25)	23% (70)	36% (110)	307
Ideo: Liberal (1-3)	— (1)	1% (4)	— (0)	1% (9)	6% (43)	5% (35)	8% (52)	10% (67)	15% (99)	31% (203)	22% (145)	657
Ideo: Moderate (4)	1% (4)	1% (4)	— (1)	2% (11)	7% (47)	5% (31)	10% (64)	15% (96)	11% (69)	24% (150)	25% (156)	632
Ideo: Conservative (5-7)	2% (12)	— (3)	1% (7)	1% (10)	6% (42)	3% (23)	7% (50)	14% (97)	11% (72)	22% (152)	31% (211)	679
Educ: < College	1% (16)	1% (10)	1% (8)	1% (21)	8% (122)	4% (53)	8% (122)	12% (180)	11% (164)	27% (414)	27% (402)	1512
Educ: Bachelors degree	1% (2)	1% (3)	1% (3)	1% (5)	5% (20)	6% (29)	8% (37)	18% (79)	13% (56)	22% (98)	25% (111)	444
Educ: Post-grad	1% (2)	1% (2)	— (0)	2% (6)	2% (6)	4% (10)	10% (24)	16% (40)	14% (33)	23% (57)	26% (63)	244
Income: Under 50k	1% (11)	1% (8)	— (5)	1% (16)	8% (93)	4% (45)	8% (100)	13% (153)	10% (125)	27% (319)	27% (321)	1194
Income: 50k-100k	1% (5)	— (2)	— (2)	2% (13)	5% (34)	5% (35)	7% (48)	14% (94)	12% (82)	26% (173)	28% (187)	675
Income: 100k+	1% (4)	1% (4)	1% (4)	1% (3)	7% (22)	4% (12)	11% (36)	16% (53)	14% (47)	23% (78)	21% (69)	331
Ethnicity: White	1% (14)	1% (12)	1% (10)	1% (23)	5% (91)	4% (74)	8% (139)	14% (235)	12% (205)	24% (421)	29% (499)	1722
Ethnicity: Hispanic	— (2)	1% (4)	— (0)	1% (3)	9% (32)	6% (22)	5% (18)	16% (57)	11% (37)	31% (107)	19% (67)	349
Ethnicity: Black	2% (4)	— (1)	1% (2)	3% (8)	16% (44)	4% (11)	10% (27)	11% (31)	12% (33)	27% (74)	15% (41)	274
Ethnicity: Other	1% (2)	1% (2)	— (0)	1% (2)	7% (14)	4% (8)	8% (17)	17% (34)	8% (16)	36% (74)	18% (37)	204
All Christian	1% (7)	1% (7)	1% (6)	1% (11)	7% (66)	4% (43)	8% (75)	15% (151)	11% (106)	25% (243)	27% (271)	987
All Non-Christian	1% (1)	3% (4)	— (0)	2% (2)	5% (6)	4% (6)	13% (16)	11% (14)	12% (15)	26% (32)	23% (29)	124
Atheist	— (0)	1% (2)	— (0)	3% (4)	5% (5)	4% (4)	5% (5)	9% (10)	8% (9)	39% (42)	25% (26)	107
Agnostic/Nothing in particular	— (3)	— (2)	— (2)	2% (10)	6% (40)	5% (31)	10% (61)	12% (77)	13% (85)	24% (151)	28% (180)	642
Something Else	3% (9)	— (1)	1% (4)	1% (4)	9% (31)	2% (8)	7% (25)	14% (48)	11% (39)	30% (101)	21% (70)	340
Religious Non-Protestant/Catholic	— (1)	3% (4)	— (0)	2% (3)	4% (6)	8% (12)	13% (18)	12% (18)	12% (17)	23% (34)	23% (33)	147
Evangelical	2% (11)	1% (5)	— (2)	2% (10)	9% (49)	3% (18)	8% (44)	15% (84)	9% (52)	28% (156)	23% (132)	562
Non-Evangelical	1% (5)	— (3)	1% (8)	1% (5)	6% (46)	3% (24)	7% (50)	15% (104)	12% (88)	25% (181)	28% (201)	714

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Table MCEN9_13: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Thor

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (20)	1% (15)	1% (12)	1% (32)	7% (148)	4% (93)	8% (183)	14% (300)	12% (253)	26% (569)	26% (577)	2200
Community: Urban	1% (9)	— (3)	— (3)	2% (13)	8% (51)	5% (35)	7% (46)	15% (103)	12% (78)	28% (190)	21% (140)	671
Community: Suburban	1% (5)	1% (8)	— (3)	1% (11)	6% (58)	3% (31)	8% (83)	13% (126)	12% (114)	25% (248)	30% (294)	983
Community: Rural	1% (5)	1% (4)	1% (6)	1% (7)	7% (39)	5% (26)	10% (53)	13% (70)	11% (61)	24% (131)	26% (142)	546
Employ: Private Sector	1% (6)	1% (4)	— (3)	2% (14)	7% (47)	6% (39)	8% (59)	15% (104)	13% (90)	27% (189)	20% (137)	691
Employ: Government	— (0)	— (0)	1% (1)	2% (2)	5% (6)	7% (8)	11% (13)	23% (27)	12% (14)	20% (23)	20% (23)	117
Employ: Self-Employed	3% (6)	— (1)	1% (2)	2% (4)	12% (22)	2% (4)	10% (19)	12% (21)	10% (18)	28% (50)	19% (34)	179
Employ: Homemaker	— (0)	2% (4)	2% (3)	1% (1)	8% (14)	2% (4)	10% (19)	15% (27)	11% (21)	27% (49)	23% (41)	183
Employ: Student	— (0)	2% (2)	— (0)	— (0)	13% (9)	2% (2)	15% (10)	15% (10)	11% (7)	19% (13)	22% (14)	66
Employ: Retired	1% (5)	— (3)	— (3)	1% (7)	4% (20)	2% (14)	5% (27)	10% (58)	10% (58)	21% (115)	44% (245)	554
Employ: Unemployed	1% (3)	— (0)	— (0)	1% (3)	10% (25)	7% (17)	9% (23)	13% (34)	10% (25)	31% (81)	19% (51)	263
Employ: Other	— (0)	1% (2)	— (0)	— (1)	3% (5)	3% (5)	9% (13)	13% (20)	14% (20)	35% (51)	21% (31)	146
Military HH: Yes	1% (5)	— (1)	1% (2)	1% (5)	4% (15)	4% (13)	8% (30)	16% (60)	13% (47)	25% (92)	28% (103)	372
Military HH: No	1% (15)	1% (14)	1% (10)	1% (27)	7% (133)	4% (79)	8% (153)	13% (240)	11% (206)	26% (477)	26% (474)	1828
RD/WT: Right Direction	1% (7)	— (4)	— (1)	2% (15)	9% (77)	5% (41)	9% (85)	12% (106)	13% (113)	27% (243)	23% (210)	901
RD/WT: Wrong Track	1% (13)	1% (11)	1% (10)	1% (17)	5% (71)	4% (52)	8% (98)	15% (193)	11% (141)	25% (327)	28% (367)	1299
Biden Job Approve	1% (6)	— (5)	— (1)	2% (17)	7% (72)	4% (47)	9% (94)	13% (133)	13% (139)	27% (288)	24% (250)	1051
Biden Job Disapprove	1% (14)	1% (6)	1% (11)	1% (13)	6% (60)	4% (38)	8% (77)	15% (154)	11% (109)	24% (248)	28% (290)	1019
Biden Job Strongly Approve	1% (4)	— (2)	— (0)	1% (3)	6% (32)	5% (23)	7% (35)	14% (69)	12% (60)	32% (164)	23% (114)	506
Biden Job Somewhat Approve	— (2)	1% (3)	— (1)	3% (14)	7% (41)	4% (23)	11% (59)	12% (64)	15% (79)	23% (124)	25% (136)	545
Biden Job Somewhat Disapprove	— (0)	1% (2)	1% (4)	2% (5)	9% (25)	5% (14)	9% (26)	17% (48)	10% (29)	23% (64)	24% (67)	285
Biden Job Strongly Disapprove	2% (14)	— (3)	1% (7)	1% (9)	5% (35)	3% (24)	7% (50)	15% (106)	11% (79)	25% (184)	30% (223)	734
Favorable of Biden	1% (6)	— (5)	— (0)	2% (18)	6% (67)	4% (45)	9% (92)	13% (139)	13% (134)	28% (293)	24% (251)	1050
Unfavorable of Biden	1% (14)	1% (7)	1% (12)	1% (13)	6% (61)	4% (39)	8% (83)	15% (151)	11% (112)	25% (257)	27% (273)	1022
Very Favorable of Biden	1% (4)	— (2)	— (0)	1% (3)	6% (32)	5% (26)	6% (33)	11% (58)	13% (68)	34% (177)	23% (123)	526
Somewhat Favorable of Biden	— (2)	— (2)	— (0)	3% (14)	7% (36)	4% (20)	11% (59)	15% (80)	13% (66)	22% (116)	24% (127)	524
Somewhat Unfavorable of Biden	— (1)	1% (2)	2% (5)	2% (6)	8% (20)	6% (15)	11% (28)	13% (33)	12% (31)	26% (65)	17% (42)	247
Very Unfavorable of Biden	2% (13)	1% (4)	1% (7)	1% (7)	5% (41)	3% (24)	7% (54)	15% (118)	11% (82)	25% (192)	30% (232)	775
#1 Issue: Economy	1% (7)	— (3)	— (4)	2% (17)	9% (77)	5% (45)	9% (80)	13% (117)	13% (111)	25% (216)	23% (204)	880
#1 Issue: Security	1% (2)	1% (4)	1% (3)	1% (3)	5% (15)	5% (14)	6% (16)	16% (46)	9% (26)	23% (67)	32% (90)	286
#1 Issue: Health Care	1% (2)	1% (2)	1% (2)	— (1)	7% (18)	4% (11)	7% (17)	12% (31)	15% (38)	32% (83)	22% (57)	262
#1 Issue: Medicare / Social Security	1% (4)	— (1)	— (0)	2% (4)	5% (13)	2% (6)	7% (20)	11% (31)	9% (26)	23% (64)	40% (114)	283
#1 Issue: Women's Issues	1% (2)	4% (6)	2% (3)	1% (1)	3% (4)	5% (7)	11% (15)	17% (23)	10% (14)	30% (41)	15% (21)	137
#1 Issue: Education	— (0)	— (0)	— (0)	2% (2)	10% (10)	2% (3)	7% (7)	15% (15)	13% (14)	37% (38)	14% (15)	104
#1 Issue: Energy	— (0)	— (0)	— (0)	1% (1)	5% (6)	1% (2)	14% (19)	16% (23)	9% (12)	26% (36)	28% (39)	139
#1 Issue: Other	2% (3)	— (0)	— (0)	1% (1)	3% (3)	5% (6)	7% (8)	13% (14)	12% (13)	22% (23)	34% (37)	108
2020 Vote: Joe Biden	1% (6)	— (5)	— (0)	2% (18)	6% (57)	4% (38)	8% (85)	13% (129)	14% (144)	27% (273)	25% (256)	1011
2020 Vote: Donald Trump	1% (9)	1% (5)	1% (4)	1% (10)	5% (33)	5% (34)	8% (54)	15% (106)	12% (81)	22% (156)	30% (205)	695
2020 Vote: Other	4% (2)	— (0)	4% (2)	— (0)	11% (7)	4% (2)	12% (7)	11% (7)	8% (5)	20% (12)	27% (16)	60
2020 Vote: Didn't Vote	— (2)	1% (6)	1% (6)	1% (4)	12% (52)	4% (19)	9% (37)	13% (58)	5% (24)	30% (128)	23% (97)	431
2018 House Vote: Democrat	1% (5)	1% (4)	— (1)	1% (11)	5% (41)	5% (37)	8% (63)	11% (84)	15% (120)	28% (219)	25% (196)	782
2018 House Vote: Republican	2% (9)	— (2)	— (2)	1% (7)	3% (19)	3% (17)	8% (45)	16% (92)	11% (61)	24% (139)	31% (176)	569
2018 House Vote: Someone else	— (0)	— (0)	— (0)	— (0)	10% (5)	6% (4)	5% (3)	8% (5)	8% (5)	26% (14)	37% (21)	56

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Table MCEN9_13: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Thor

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (20)	1% (15)	1% (12)	1% (32)	7% (148)	4% (93)	8% (183)	14% (300)	12% (253)	26% (569)	26% (577)	2200
2016 Vote: Hillary Clinton	1% (7)	— (3)	— (0)	2% (13)	6% (41)	4% (29)	8% (53)	11% (79)	15% (105)	28% (199)	26% (183)	712
2016 Vote: Donald Trump	1% (6)	1% (3)	1% (4)	1% (7)	4% (28)	4% (23)	9% (56)	16% (97)	11% (68)	23% (143)	30% (189)	626
2016 Vote: Other	— (0)	1% (1)	1% (1)	— (0)	5% (6)	6% (7)	7% (9)	20% (25)	15% (18)	17% (21)	28% (34)	123
2016 Vote: Didn't Vote	1% (6)	1% (7)	1% (7)	2% (12)	10% (73)	5% (33)	9% (65)	13% (98)	8% (61)	28% (206)	23% (169)	738
Voted in 2014: Yes	1% (12)	— (4)	— (4)	1% (14)	5% (62)	4% (46)	8% (98)	13% (159)	14% (170)	25% (304)	29% (349)	1222
Voted in 2014: No	1% (8)	1% (10)	1% (8)	2% (18)	9% (86)	5% (46)	9% (85)	14% (141)	9% (84)	27% (266)	23% (227)	978
4-Region: Northeast	1% (3)	1% (4)	— (1)	2% (8)	5% (21)	5% (20)	6% (24)	13% (53)	10% (41)	29% (112)	27% (107)	394
4-Region: Midwest	1% (7)	— (2)	1% (3)	1% (4)	7% (34)	4% (18)	9% (43)	13% (59)	12% (54)	23% (108)	28% (131)	462
4-Region: South	1% (8)	1% (8)	1% (6)	2% (16)	8% (62)	4% (37)	8% (68)	14% (112)	11% (90)	26% (216)	24% (201)	824
4-Region: West	— (2)	— (1)	— (3)	1% (3)	6% (31)	4% (19)	9% (47)	15% (76)	13% (69)	26% (133)	27% (138)	520
Marvel Comics Fans	— (6)	— (5)	— (5)	2% (22)	6% (84)	5% (59)	10% (132)	18% (228)	16% (201)	35% (451)	8% (103)	1296
Avid Marvel Comics Fans	1% (4)	— (2)	— (0)	1% (4)	4% (17)	4% (19)	8% (36)	15% (65)	14% (63)	50% (218)	3% (11)	440
Casual Marvel Comics Fans	— (2)	— (3)	1% (5)	2% (18)	8% (68)	5% (39)	11% (95)	19% (163)	16% (138)	27% (233)	11% (91)	855
Marvel TV/Movies Fans	— (6)	1% (8)	— (6)	1% (21)	7% (92)	5% (66)	10% (139)	17% (238)	15% (208)	35% (490)	10% (143)	1419
Avid Marvel TV/Movies Fans	1% (5)	— (0)	1% (2)	2% (7)	6% (24)	4% (15)	7% (28)	14% (57)	17% (70)	47% (198)	3% (14)	422
Casual Marvel TV/Movies Fans	— (1)	1% (8)	— (4)	1% (14)	7% (69)	5% (50)	11% (111)	18% (181)	14% (138)	29% (292)	13% (129)	997
Fans of Anything Marvel	1% (8)	1% (9)	— (6)	2% (25)	7% (104)	5% (71)	10% (148)	17% (262)	15% (224)	34% (520)	10% (148)	1526
Avid Fans of Anything Marvel	1% (6)	— (3)	— (1)	1% (8)	3% (21)	4% (25)	8% (54)	16% (102)	16% (101)	47% (302)	3% (19)	642
Casual Fans of Anything Marvel	— (2)	1% (8)	1% (6)	2% (23)	8% (89)	6% (63)	10% (115)	18% (204)	15% (165)	27% (300)	12% (133)	1107

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

Table MCEN9_14: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Bucky Barnes / Winter Soldier

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (22)	1% (13)	1% (30)	2% (53)	9% (205)	8% (185)	9% (194)	6% (143)	6% (130)	9% (205)	46% (1022)	2200
Gender: Male	1% (11)	— (4)	2% (18)	3% (32)	10% (110)	8% (84)	11% (119)	8% (87)	7% (73)	12% (124)	38% (400)	1062
Gender: Female	1% (11)	1% (9)	1% (12)	2% (20)	8% (94)	9% (101)	7% (75)	5% (56)	5% (57)	7% (80)	55% (622)	1138
Age: 18-34	1% (6)	— (3)	3% (17)	3% (21)	12% (76)	11% (71)	11% (72)	8% (51)	8% (49)	14% (95)	30% (194)	655
Age: 35-44	1% (5)	1% (3)	1% (5)	5% (16)	14% (49)	8% (29)	13% (45)	10% (37)	6% (21)	10% (36)	31% (112)	358
Age: 45-64	1% (9)	1% (6)	1% (8)	2% (11)	8% (63)	9% (67)	8% (63)	5% (36)	6% (45)	7% (56)	51% (387)	751
Age: 65+	— (2)	— (1)	— (0)	1% (4)	4% (17)	4% (18)	3% (14)	4% (19)	4% (15)	4% (18)	75% (329)	436
GenZers: 1997-2012	3% (5)	2% (3)	4% (7)	4% (6)	18% (30)	8% (13)	10% (18)	6% (10)	8% (14)	9% (14)	29% (50)	169
Millennials: 1981-1996	— (3)	— (1)	2% (15)	3% (25)	10% (71)	11% (78)	11% (80)	10% (71)	7% (49)	15% (106)	31% (219)	718
GenXers: 1965-1980	1% (7)	2% (9)	1% (6)	3% (15)	13% (67)	9% (47)	12% (62)	6% (32)	6% (29)	8% (39)	38% (195)	507
Baby Boomers: 1946-1964	1% (6)	— (1)	— (2)	1% (6)	5% (35)	6% (43)	4% (30)	4% (30)	5% (38)	6% (43)	67% (486)	720
PID: Dem (no lean)	1% (7)	1% (6)	1% (8)	3% (22)	8% (69)	8% (66)	10% (90)	8% (69)	8% (69)	12% (106)	41% (361)	872
PID: Ind (no lean)	1% (9)	1% (5)	2% (12)	2% (12)	12% (86)	11% (73)	8% (53)	6% (40)	4% (28)	7% (46)	48% (329)	693
PID: Rep (no lean)	1% (6)	— (2)	2% (10)	3% (19)	8% (49)	7% (46)	8% (51)	5% (34)	5% (34)	8% (52)	52% (331)	635
PID/Gender: Dem Men	1% (3)	— (1)	2% (7)	3% (11)	9% (40)	8% (35)	13% (56)	11% (45)	9% (40)	18% (75)	27% (115)	428
PID/Gender: Dem Women	1% (3)	1% (5)	— (2)	2% (11)	7% (29)	7% (31)	8% (34)	5% (23)	6% (28)	7% (32)	55% (246)	445
PID/Gender: Ind Men	2% (5)	1% (2)	2% (5)	2% (6)	12% (38)	9% (28)	8% (26)	7% (20)	6% (17)	8% (25)	44% (134)	306
PID/Gender: Ind Women	1% (3)	1% (2)	2% (7)	1% (5)	13% (49)	12% (45)	7% (27)	5% (20)	3% (11)	5% (21)	51% (196)	386
PID/Gender: Rep Men	1% (2)	— (1)	2% (7)	5% (15)	10% (33)	6% (21)	11% (37)	7% (21)	5% (16)	8% (25)	46% (151)	328
PID/Gender: Rep Women	1% (4)	1% (2)	1% (3)	1% (4)	5% (17)	8% (25)	4% (14)	4% (13)	6% (18)	9% (27)	59% (181)	307
Ideo: Liberal (1-3)	— (3)	1% (4)	2% (11)	3% (17)	9% (57)	8% (50)	9% (59)	8% (55)	8% (54)	11% (72)	42% (275)	657
Ideo: Moderate (4)	1% (5)	— (2)	1% (9)	3% (16)	10% (65)	10% (63)	11% (68)	6% (40)	6% (36)	8% (52)	44% (277)	632
Ideo: Conservative (5-7)	2% (11)	1% (6)	1% (7)	2% (15)	7% (45)	7% (45)	9% (59)	6% (38)	4% (30)	10% (66)	52% (357)	679
Educ: < College	1% (18)	1% (9)	2% (23)	2% (34)	10% (152)	9% (137)	9% (130)	5% (82)	5% (73)	9% (141)	47% (713)	1512
Educ: Bachelors degree	— (1)	1% (3)	1% (4)	3% (15)	8% (34)	7% (32)	10% (45)	10% (43)	7% (29)	8% (36)	45% (201)	444
Educ: Post-grad	1% (2)	— (1)	1% (3)	2% (4)	8% (19)	6% (15)	8% (19)	7% (17)	11% (28)	11% (28)	44% (108)	244
Income: Under 50k	1% (10)	1% (8)	2% (18)	2% (24)	10% (121)	10% (115)	8% (100)	6% (72)	5% (59)	10% (114)	46% (553)	1194
Income: 50k-100k	1% (5)	1% (5)	1% (10)	3% (21)	7% (50)	6% (43)	8% (53)	7% (50)	7% (47)	8% (51)	50% (339)	675
Income: 100k+	2% (7)	— (0)	1% (2)	2% (7)	10% (34)	8% (26)	12% (41)	6% (20)	7% (24)	12% (39)	39% (130)	331
Ethnicity: White	1% (18)	— (5)	1% (20)	2% (36)	7% (126)	7% (126)	8% (141)	7% (126)	6% (110)	9% (156)	50% (858)	1722
Ethnicity: Hispanic	1% (3)	1% (5)	2% (7)	3% (12)	14% (48)	10% (34)	10% (34)	6% (20)	8% (29)	10% (34)	35% (124)	349
Ethnicity: Black	— (1)	3% (8)	3% (7)	4% (10)	15% (42)	9% (24)	12% (33)	4% (11)	5% (14)	14% (37)	32% (87)	274
Ethnicity: Other	1% (3)	— (0)	2% (3)	3% (6)	18% (37)	17% (35)	9% (19)	3% (6)	3% (6)	6% (11)	38% (77)	204
All Christian	1% (10)	— (4)	1% (9)	3% (25)	8% (81)	8% (74)	8% (76)	7% (72)	7% (65)	9% (89)	49% (482)	987
All Non-Christian	1% (1)	— (0)	3% (3)	2% (3)	12% (14)	4% (5)	8% (10)	7% (9)	8% (10)	20% (24)	35% (44)	124
Atheist	1% (2)	— (0)	1% (1)	3% (3)	15% (16)	12% (13)	8% (9)	2% (2)	6% (6)	8% (9)	44% (47)	107
Agnostic/Nothing in particular	— (3)	1% (4)	2% (10)	2% (14)	9% (57)	11% (69)	10% (61)	6% (38)	4% (29)	7% (47)	48% (310)	642
Something Else	2% (7)	1% (5)	2% (6)	2% (8)	11% (36)	7% (23)	11% (38)	6% (22)	6% (20)	10% (36)	41% (140)	340
Religious Non-Protestant/Catholic	1% (1)	— (0)	2% (3)	6% (8)	10% (14)	7% (10)	8% (11)	8% (12)	7% (10)	17% (24)	36% (52)	147
Evangelical	2% (9)	— (2)	1% (8)	2% (9)	11% (61)	7% (38)	8% (44)	9% (50)	6% (32)	13% (72)	42% (236)	562
Non-Evangelical	1% (7)	1% (6)	1% (7)	3% (18)	8% (55)	7% (52)	9% (62)	6% (40)	7% (50)	7% (50)	51% (367)	714

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Table MCEN9_14: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Bucky Barnes / Winter Soldier

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (22)	1% (13)	1% (30)	2% (53)	9% (205)	8% (185)	9% (194)	6% (143)	6% (130)	9% (205)	46% (1022)	2200
Community: Urban	1% (9)	1% (4)	2% (12)	3% (22)	9% (63)	9% (62)	8% (55)	7% (46)	7% (49)	14% (97)	38% (253)	671
Community: Suburban	1% (5)	1% (6)	1% (8)	2% (17)	10% (94)	8% (78)	8% (83)	6% (63)	6% (54)	7% (71)	51% (501)	983
Community: Rural	1% (8)	1% (3)	2% (10)	2% (13)	9% (47)	8% (44)	10% (56)	6% (33)	5% (27)	7% (37)	49% (268)	546
Employ: Private Sector	1% (7)	— (2)	2% (12)	3% (23)	10% (69)	9% (65)	12% (80)	7% (49)	6% (45)	11% (74)	39% (267)	691
Employ: Government	1% (1)	1% (1)	2% (2)	6% (7)	14% (16)	6% (7)	12% (14)	12% (14)	9% (10)	7% (9)	31% (36)	117
Employ: Self-Employed	2% (3)	— (0)	2% (4)	3% (5)	12% (22)	7% (13)	7% (13)	9% (16)	7% (12)	14% (24)	37% (66)	179
Employ: Homemaker	1% (1)	1% (1)	1% (2)	3% (6)	13% (24)	10% (19)	9% (17)	4% (7)	5% (10)	8% (15)	45% (83)	183
Employ: Student	2% (2)	4% (3)	7% (4)	3% (2)	5% (3)	1% (1)	7% (5)	10% (7)	9% (6)	10% (7)	43% (28)	66
Employ: Retired	— (3)	1% (4)	— (0)	1% (6)	4% (25)	6% (35)	4% (22)	4% (21)	5% (27)	6% (34)	68% (378)	554
Employ: Unemployed	2% (4)	1% (3)	1% (4)	1% (4)	11% (29)	13% (34)	11% (30)	6% (16)	5% (14)	11% (29)	37% (98)	263
Employ: Other	1% (1)	— (1)	1% (1)	— (1)	11% (17)	9% (13)	10% (15)	9% (13)	4% (6)	9% (13)	45% (66)	146
Military HH: Yes	1% (3)	— (1)	2% (7)	3% (12)	9% (34)	4% (17)	8% (29)	5% (20)	9% (32)	10% (38)	48% (179)	372
Military HH: No	1% (18)	1% (12)	1% (23)	2% (40)	9% (171)	9% (168)	9% (165)	7% (123)	5% (98)	9% (166)	46% (843)	1828
RD/WT: Right Direction	1% (7)	1% (5)	2% (14)	2% (21)	9% (82)	9% (81)	11% (95)	8% (73)	7% (66)	12% (112)	39% (347)	901
RD/WT: Wrong Track	1% (15)	1% (8)	1% (16)	2% (32)	9% (123)	8% (104)	8% (99)	5% (70)	5% (64)	7% (93)	52% (675)	1299
Biden Job Approve	1% (6)	— (4)	1% (11)	2% (26)	9% (91)	8% (85)	10% (109)	8% (81)	8% (80)	12% (130)	41% (427)	1051
Biden Job Disapprove	1% (15)	1% (7)	1% (14)	3% (27)	10% (97)	7% (76)	8% (80)	5% (56)	5% (46)	7% (69)	52% (533)	1019
Biden Job Strongly Approve	1% (3)	— (1)	1% (4)	3% (13)	8% (40)	6% (28)	9% (45)	7% (37)	10% (52)	19% (94)	37% (188)	506
Biden Job Somewhat Approve	1% (4)	1% (3)	1% (7)	2% (13)	9% (51)	10% (57)	12% (64)	8% (44)	5% (28)	7% (36)	44% (239)	545
Biden Job Somewhat Disapprove	1% (2)	1% (3)	1% (3)	5% (15)	11% (31)	9% (25)	9% (25)	7% (20)	5% (16)	9% (27)	41% (118)	285
Biden Job Strongly Disapprove	2% (14)	1% (5)	1% (10)	2% (11)	9% (66)	7% (50)	8% (55)	5% (36)	4% (30)	6% (42)	56% (415)	734
Favorable of Biden	1% (5)	1% (6)	1% (9)	2% (23)	9% (99)	8% (86)	9% (98)	8% (81)	8% (79)	12% (123)	42% (441)	1050
Unfavorable of Biden	2% (16)	1% (7)	2% (19)	3% (30)	9% (93)	8% (80)	9% (91)	5% (54)	5% (50)	7% (72)	50% (510)	1022
Very Favorable of Biden	— (2)	1% (3)	1% (6)	3% (14)	9% (45)	7% (35)	8% (41)	7% (36)	8% (44)	18% (95)	39% (206)	526
Somewhat Favorable of Biden	1% (4)	1% (3)	1% (4)	2% (9)	10% (54)	10% (51)	11% (58)	8% (44)	7% (35)	5% (28)	45% (235)	524
Somewhat Unfavorable of Biden	1% (2)	1% (1)	3% (8)	7% (18)	10% (25)	8% (19)	11% (27)	7% (17)	6% (14)	9% (22)	38% (93)	247
Very Unfavorable of Biden	2% (14)	1% (6)	1% (11)	2% (12)	9% (68)	8% (61)	8% (63)	5% (37)	5% (36)	6% (50)	54% (418)	775
#1 Issue: Economy	1% (8)	— (1)	1% (12)	3% (25)	10% (90)	9% (81)	11% (96)	6% (57)	7% (59)	8% (68)	43% (382)	880
#1 Issue: Security	1% (3)	— (1)	3% (7)	1% (3)	8% (23)	7% (19)	6% (16)	7% (19)	4% (12)	9% (25)	55% (158)	286
#1 Issue: Health Care	1% (2)	— (0)	1% (3)	2% (6)	5% (12)	10% (26)	10% (25)	8% (22)	6% (16)	16% (42)	41% (108)	262
#1 Issue: Medicare / Social Security	1% (3)	1% (3)	— (1)	2% (6)	8% (23)	5% (15)	5% (14)	4% (11)	4% (10)	10% (30)	59% (168)	283
#1 Issue: Women's Issues	2% (3)	— (0)	3% (4)	2% (3)	16% (22)	14% (19)	8% (11)	7% (9)	9% (13)	8% (11)	31% (42)	137
#1 Issue: Education	— (0)	5% (5)	1% (1)	1% (1)	13% (14)	11% (12)	7% (7)	5% (5)	8% (8)	11% (11)	38% (40)	104
#1 Issue: Energy	— (0)	1% (1)	1% (1)	4% (5)	9% (13)	5% (8)	15% (21)	8% (11)	5% (7)	6% (9)	46% (63)	139
#1 Issue: Other	3% (3)	1% (1)	— (0)	2% (2)	8% (8)	5% (5)	5% (5)	7% (8)	5% (5)	8% (9)	56% (61)	108
2020 Vote: Joe Biden	1% (6)	1% (7)	1% (10)	2% (20)	9% (88)	7% (75)	10% (103)	8% (76)	7% (76)	12% (123)	42% (428)	1011
2020 Vote: Donald Trump	2% (11)	1% (5)	1% (9)	3% (22)	9% (61)	7% (51)	7% (49)	5% (37)	5% (32)	6% (45)	54% (374)	695
2020 Vote: Other	3% (2)	— (0)	2% (1)	2% (1)	6% (4)	20% (12)	12% (8)	5% (3)	4% (2)	2% (1)	44% (27)	60
2020 Vote: Didn't Vote	1% (4)	— (2)	2% (10)	2% (10)	12% (52)	11% (47)	8% (35)	6% (26)	5% (20)	8% (35)	44% (190)	431
2018 House Vote: Democrat	1% (5)	— (3)	1% (9)	2% (19)	8% (63)	8% (60)	11% (85)	7% (54)	7% (56)	11% (88)	43% (339)	782
2018 House Vote: Republican	1% (8)	1% (5)	1% (5)	2% (11)	7% (38)	8% (45)	8% (46)	5% (30)	5% (26)	9% (49)	54% (306)	569
2018 House Vote: Someone else	— (0)	— (0)	— (0)	3% (1)	7% (4)	7% (4)	8% (5)	5% (3)	5% (3)	6% (4)	59% (33)	56

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Table MCEN9_14: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Bucky Barnes / Winter Soldier

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (22)	1% (13)	1% (30)	2% (53)	9% (205)	8% (185)	9% (194)	6% (143)	6% (130)	9% (205)	46% (1022)	2200
2016 Vote: Hillary Clinton	1% (6)	— (3)	1% (7)	2% (14)	9% (61)	7% (53)	10% (72)	7% (51)	7% (50)	12% (86)	44% (311)	712
2016 Vote: Donald Trump	1% (7)	1% (4)	1% (7)	3% (20)	7% (47)	7% (43)	8% (53)	6% (37)	4% (27)	8% (51)	53% (330)	626
2016 Vote: Other	— (0)	— (0)	1% (2)	1% (2)	4% (5)	7% (9)	14% (18)	4% (4)	8% (10)	6% (7)	55% (67)	123
2016 Vote: Didn't Vote	1% (9)	1% (6)	2% (14)	2% (17)	13% (92)	11% (80)	7% (52)	7% (51)	6% (44)	8% (61)	42% (313)	738
Voted in 2014: Yes	1% (11)	1% (8)	1% (13)	2% (27)	7% (86)	7% (90)	9% (115)	7% (82)	6% (74)	10% (121)	49% (597)	1222
Voted in 2014: No	1% (11)	1% (5)	2% (17)	3% (26)	12% (119)	10% (95)	8% (80)	6% (60)	6% (56)	9% (84)	43% (425)	978
4-Region: Northeast	2% (6)	1% (5)	2% (8)	2% (10)	8% (33)	8% (31)	6% (23)	7% (26)	7% (29)	11% (43)	45% (179)	394
4-Region: Midwest	1% (5)	1% (5)	1% (5)	2% (8)	9% (40)	8% (37)	10% (44)	7% (30)	5% (22)	6% (30)	51% (236)	462
4-Region: South	1% (8)	— (3)	1% (5)	3% (27)	12% (95)	8% (62)	10% (82)	6% (53)	5% (39)	10% (85)	44% (364)	824
4-Region: West	— (2)	— (0)	2% (11)	1% (8)	7% (37)	11% (55)	9% (45)	6% (34)	8% (40)	9% (46)	47% (242)	520
Marvel Comics Fans	— (5)	1% (10)	2% (25)	3% (38)	12% (161)	11% (139)	12% (156)	9% (121)	9% (117)	14% (182)	26% (341)	1296
Avid Marvel Comics Fans	1% (3)	— (2)	1% (6)	1% (7)	12% (51)	11% (48)	15% (66)	12% (52)	12% (52)	24% (103)	11% (49)	440
Casual Marvel Comics Fans	— (1)	1% (8)	2% (19)	4% (32)	13% (110)	11% (91)	11% (90)	8% (68)	8% (66)	9% (79)	34% (292)	855
Marvel TV/Movies Fans	— (5)	1% (11)	2% (24)	3% (42)	11% (163)	10% (147)	12% (165)	9% (126)	8% (118)	13% (184)	31% (434)	1419
Avid Marvel TV/Movies Fans	1% (3)	1% (3)	3% (12)	2% (7)	11% (46)	9% (38)	13% (57)	11% (45)	13% (54)	25% (106)	13% (53)	422
Casual Marvel TV/Movies Fans	— (2)	1% (8)	1% (13)	4% (35)	12% (117)	11% (109)	11% (108)	8% (81)	6% (64)	8% (78)	38% (381)	997
Fans of Anything Marvel	— (7)	1% (11)	2% (25)	3% (47)	12% (182)	11% (164)	12% (178)	9% (132)	8% (124)	13% (193)	30% (464)	1526
Avid Fans of Anything Marvel	1% (6)	— (2)	1% (7)	3% (18)	11% (71)	11% (72)	14% (92)	12% (74)	12% (77)	22% (141)	13% (82)	642
Casual Fans of Anything Marvel	— (2)	1% (9)	2% (20)	4% (42)	12% (130)	11% (125)	10% (115)	8% (86)	7% (79)	8% (91)	37% (410)	1107

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

Table MCEN9_15: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Falcon

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (14)	— (9)	1% (16)	2% (48)	8% (166)	6% (127)	8% (177)	9% (189)	9% (195)	14% (309)	43% (950)	2200
Gender: Male	1% (6)	— (5)	1% (9)	3% (31)	7% (78)	5% (49)	10% (106)	11% (117)	11% (118)	17% (181)	34% (363)	1062
Gender: Female	1% (8)	— (4)	1% (7)	1% (17)	8% (88)	7% (78)	6% (71)	6% (73)	7% (77)	11% (128)	52% (588)	1138
Age: 18-34	— (3)	1% (5)	1% (4)	3% (21)	10% (64)	7% (46)	9% (56)	10% (66)	11% (74)	21% (135)	28% (182)	655
Age: 35-44	1% (3)	— (2)	1% (5)	3% (10)	10% (35)	10% (35)	11% (39)	11% (40)	11% (38)	14% (50)	28% (100)	358
Age: 45-64	— (4)	— (1)	1% (6)	1% (11)	7% (55)	5% (36)	8% (62)	8% (63)	8% (60)	13% (94)	48% (360)	751
Age: 65+	1% (4)	— (1)	— (0)	1% (6)	3% (13)	2% (10)	5% (21)	5% (20)	5% (23)	7% (30)	71% (308)	436
GenZers: 1997-2012	2% (3)	1% (1)	2% (3)	5% (9)	13% (22)	8% (14)	9% (16)	9% (15)	8% (14)	13% (21)	30% (50)	169
Millennials: 1981-1996	— (1)	1% (5)	1% (5)	3% (20)	8% (55)	7% (53)	10% (69)	10% (73)	13% (90)	21% (152)	27% (194)	718
GenXers: 1965-1980	1% (3)	— (1)	1% (6)	2% (9)	12% (62)	6% (31)	10% (53)	10% (51)	7% (37)	14% (69)	36% (185)	507
Baby Boomers: 1946-1964	1% (6)	— (2)	— (2)	1% (7)	4% (26)	3% (23)	5% (39)	6% (45)	8% (54)	9% (66)	62% (448)	720
PID: Dem (no lean)	1% (5)	1% (5)	1% (8)	3% (23)	6% (53)	5% (44)	11% (99)	9% (82)	10% (86)	17% (147)	37% (321)	872
PID: Ind (no lean)	1% (4)	— (3)	1% (6)	2% (12)	10% (68)	8% (57)	6% (40)	7% (46)	8% (54)	11% (78)	47% (325)	693
PID: Rep (no lean)	1% (5)	— (1)	— (2)	2% (13)	7% (45)	4% (26)	6% (38)	10% (61)	9% (55)	13% (84)	48% (304)	635
PID/Gender: Dem Men	— (1)	1% (3)	1% (5)	5% (20)	6% (24)	3% (14)	13% (56)	13% (55)	12% (50)	22% (95)	24% (105)	428
PID/Gender: Dem Women	1% (4)	— (2)	1% (4)	1% (4)	6% (28)	7% (30)	10% (43)	6% (27)	8% (36)	12% (52)	49% (216)	445
PID/Gender: Ind Men	1% (3)	1% (2)	1% (3)	1% (3)	10% (31)	9% (27)	8% (23)	7% (22)	9% (28)	13% (41)	40% (122)	306
PID/Gender: Ind Women	— (1)	— (2)	1% (3)	2% (9)	10% (37)	8% (29)	4% (17)	6% (23)	7% (25)	10% (37)	52% (203)	386
PID/Gender: Rep Men	1% (2)	— (0)	— (1)	3% (8)	7% (22)	2% (8)	8% (27)	12% (39)	12% (40)	14% (44)	41% (136)	328
PID/Gender: Rep Women	1% (3)	— (1)	— (1)	1% (5)	7% (22)	6% (19)	4% (12)	7% (23)	5% (16)	13% (39)	55% (169)	307
Ideo: Liberal (1-3)	— (2)	— (1)	— (3)	3% (18)	6% (40)	6% (38)	10% (64)	9% (62)	10% (67)	18% (120)	37% (243)	657
Ideo: Moderate (4)	— (1)	1% (4)	1% (4)	2% (14)	9% (58)	7% (44)	9% (55)	10% (63)	9% (59)	12% (78)	40% (253)	632
Ideo: Conservative (5-7)	1% (8)	— (3)	1% (4)	2% (11)	5% (37)	4% (25)	7% (48)	8% (54)	8% (56)	13% (86)	51% (346)	679
Educ: < College	1% (10)	— (5)	1% (8)	3% (38)	9% (133)	6% (91)	7% (99)	8% (125)	8% (117)	15% (222)	44% (665)	1512
Educ: Bachelors degree	— (2)	1% (2)	2% (8)	2% (8)	5% (23)	6% (26)	12% (52)	10% (44)	11% (48)	12% (52)	40% (179)	444
Educ: Post-grad	1% (2)	1% (1)	— (1)	1% (2)	4% (10)	4% (10)	11% (27)	8% (20)	12% (30)	14% (35)	44% (107)	244
Income: Under 50k	1% (9)	— (4)	1% (8)	2% (29)	9% (109)	6% (70)	8% (94)	8% (94)	8% (100)	14% (171)	43% (508)	1194
Income: 50k-100k	1% (4)	1% (4)	1% (5)	2% (13)	5% (34)	7% (47)	7% (48)	9% (59)	9% (60)	13% (85)	47% (316)	675
Income: 100k+	— (1)	— (1)	1% (3)	2% (6)	7% (23)	3% (11)	11% (36)	11% (37)	11% (35)	16% (53)	38% (126)	331
Ethnicity: White	1% (10)	— (4)	1% (9)	2% (30)	5% (92)	6% (96)	8% (133)	9% (148)	9% (148)	13% (230)	48% (821)	1722
Ethnicity: Hispanic	— (0)	— (0)	— (1)	4% (15)	11% (38)	7% (25)	6% (21)	8% (28)	12% (43)	18% (64)	32% (113)	349
Ethnicity: Black	1% (3)	2% (4)	2% (5)	4% (10)	18% (48)	5% (14)	11% (30)	8% (21)	10% (27)	14% (39)	26% (71)	274
Ethnicity: Other	— (0)	— (1)	1% (1)	4% (8)	13% (26)	8% (17)	7% (14)	10% (20)	10% (20)	19% (39)	28% (58)	204
All Christian	— (4)	— (5)	1% (6)	2% (18)	6% (59)	5% (53)	9% (86)	9% (86)	9% (84)	14% (136)	46% (451)	987
All Non-Christian	1% (1)	1% (1)	1% (1)	4% (5)	6% (8)	6% (7)	6% (8)	8% (9)	18% (22)	17% (21)	34% (42)	124
Atheist	— (0)	— (0)	— (0)	3% (3)	12% (13)	11% (12)	6% (6)	3% (3)	7% (8)	15% (16)	43% (46)	107
Agnostic/Nothing in particular	— (1)	1% (3)	— (3)	2% (15)	8% (52)	5% (35)	8% (52)	9% (56)	8% (53)	12% (78)	46% (294)	642
Something Else	2% (8)	— (0)	2% (6)	2% (7)	10% (34)	6% (20)	7% (25)	10% (36)	8% (28)	17% (57)	35% (118)	340
Religious Non-Protestant/Catholic	1% (1)	— (1)	— (1)	4% (6)	10% (14)	5% (7)	5% (8)	9% (13)	18% (26)	15% (22)	33% (49)	147
Evangelical	2% (10)	— (2)	1% (6)	3% (15)	8% (48)	4% (24)	8% (47)	8% (44)	8% (44)	20% (115)	37% (208)	562
Non-Evangelical	— (2)	— (2)	1% (6)	1% (9)	5% (38)	6% (46)	8% (58)	10% (69)	9% (61)	11% (76)	49% (347)	714

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Table MCEN9_15: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Falcon

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (14)	— (9)	1% (16)	2% (48)	8% (166)	6% (127)	8% (177)	9% (189)	9% (195)	14% (309)	43% (950)	2200
Community: Urban	1% (4)	1% (5)	1% (6)	2% (11)	9% (58)	6% (41)	9% (59)	10% (66)	10% (67)	18% (120)	35% (234)	671
Community: Suburban	— (4)	— (2)	— (5)	2% (21)	6% (56)	5% (54)	8% (79)	8% (74)	10% (98)	13% (130)	47% (459)	983
Community: Rural	1% (6)	— (2)	1% (5)	3% (16)	10% (52)	6% (32)	7% (39)	9% (49)	6% (30)	11% (58)	47% (258)	546
Employ: Private Sector	1% (4)	1% (4)	1% (7)	2% (13)	5% (36)	8% (53)	9% (62)	11% (76)	11% (76)	18% (122)	34% (238)	691
Employ: Government	— (0)	1% (1)	1% (1)	3% (4)	12% (15)	6% (7)	18% (21)	7% (8)	11% (12)	9% (11)	32% (37)	117
Employ: Self-Employed	1% (2)	1% (2)	1% (2)	3% (5)	8% (15)	6% (10)	6% (11)	8% (14)	13% (23)	19% (34)	34% (60)	179
Employ: Homemaker	— (0)	1% (1)	— (0)	2% (4)	16% (29)	6% (11)	6% (12)	8% (14)	5% (10)	14% (26)	42% (76)	183
Employ: Student	— (0)	— (0)	1% (1)	7% (4)	4% (3)	4% (3)	14% (9)	16% (10)	3% (2)	11% (7)	41% (27)	66
Employ: Retired	1% (5)	— (1)	— (0)	1% (7)	4% (20)	3% (17)	6% (31)	6% (32)	5% (30)	9% (52)	65% (360)	554
Employ: Unemployed	1% (2)	— (0)	1% (3)	3% (9)	13% (33)	6% (15)	8% (20)	8% (22)	11% (30)	13% (35)	35% (93)	263
Employ: Other	— (0)	— (0)	1% (1)	1% (1)	11% (15)	7% (11)	8% (12)	9% (13)	8% (12)	15% (23)	40% (58)	146
Military HH: Yes	1% (4)	— (1)	1% (5)	2% (9)	8% (28)	3% (10)	5% (17)	11% (39)	9% (35)	15% (54)	46% (171)	372
Military HH: No	1% (10)	— (8)	1% (11)	2% (39)	8% (138)	6% (117)	9% (160)	8% (150)	9% (161)	14% (255)	43% (779)	1828
RD/WT: Right Direction	— (4)	1% (5)	1% (6)	2% (17)	8% (71)	5% (49)	9% (83)	9% (84)	11% (102)	17% (153)	36% (326)	901
RD/WT: Wrong Track	1% (9)	— (3)	1% (10)	2% (30)	7% (94)	6% (78)	7% (94)	8% (105)	7% (93)	12% (156)	48% (624)	1299
Biden Job Approve	— (4)	1% (6)	— (4)	2% (22)	8% (79)	5% (54)	9% (98)	9% (100)	11% (112)	17% (175)	38% (398)	1051
Biden Job Disapprove	1% (9)	— (1)	1% (12)	2% (17)	7% (73)	5% (56)	7% (72)	9% (87)	8% (79)	12% (119)	49% (495)	1019
Biden Job Strongly Approve	— (1)	1% (4)	— (1)	2% (12)	7% (36)	3% (16)	8% (40)	9% (44)	11% (58)	23% (116)	35% (178)	506
Biden Job Somewhat Approve	1% (3)	— (3)	1% (3)	2% (9)	8% (43)	7% (38)	11% (58)	10% (56)	10% (54)	11% (59)	40% (219)	545
Biden Job Somewhat Disapprove	— (0)	— (0)	2% (6)	2% (5)	9% (27)	8% (22)	11% (32)	8% (24)	11% (32)	10% (29)	38% (109)	285
Biden Job Strongly Disapprove	1% (9)	— (1)	1% (6)	2% (13)	6% (46)	5% (34)	5% (40)	9% (63)	6% (47)	12% (90)	53% (386)	734
Favorable of Biden	— (4)	1% (6)	— (5)	2% (20)	8% (84)	5% (47)	9% (99)	9% (94)	11% (111)	17% (173)	39% (407)	1050
Unfavorable of Biden	1% (10)	— (2)	1% (11)	2% (23)	7% (67)	6% (60)	7% (72)	9% (90)	8% (81)	13% (130)	46% (475)	1022
Very Favorable of Biden	— (2)	1% (4)	— (2)	2% (12)	7% (37)	4% (20)	7% (38)	9% (45)	10% (54)	23% (120)	36% (191)	526
Somewhat Favorable of Biden	— (2)	— (2)	1% (3)	1% (7)	9% (47)	5% (28)	12% (60)	9% (48)	11% (57)	10% (53)	41% (216)	524
Somewhat Unfavorable of Biden	— (1)	— (0)	2% (6)	3% (8)	7% (17)	9% (21)	11% (27)	10% (25)	11% (28)	13% (33)	32% (79)	247
Very Unfavorable of Biden	1% (9)	— (2)	1% (5)	2% (15)	6% (50)	5% (39)	6% (45)	8% (64)	7% (52)	13% (97)	51% (396)	775
#1 Issue: Economy	— (2)	— (3)	1% (5)	3% (23)	9% (78)	6% (51)	10% (85)	8% (70)	10% (89)	14% (122)	40% (352)	880
#1 Issue: Security	1% (2)	— (1)	— (1)	3% (9)	6% (17)	7% (20)	4% (11)	12% (33)	5% (15)	14% (39)	48% (137)	286
#1 Issue: Health Care	— (1)	1% (2)	1% (2)	2% (5)	5% (14)	4% (9)	10% (26)	11% (30)	10% (25)	18% (48)	38% (101)	262
#1 Issue: Medicare / Social Security	1% (3)	— (1)	— (1)	2% (5)	7% (21)	3% (10)	6% (17)	4% (12)	6% (17)	10% (29)	59% (168)	283
#1 Issue: Women's Issues	1% (1)	1% (1)	2% (2)	3% (4)	10% (14)	13% (17)	8% (12)	11% (14)	7% (9)	12% (16)	33% (45)	137
#1 Issue: Education	— (0)	— (0)	1% (1)	2% (2)	2% (2)	10% (11)	12% (13)	7% (7)	13% (13)	23% (24)	29% (31)	104
#1 Issue: Energy	1% (1)	— (0)	2% (3)	— (0)	11% (16)	4% (6)	7% (10)	11% (15)	8% (12)	12% (17)	44% (61)	139
#1 Issue: Other	2% (3)	— (0)	— (0)	— (0)	4% (5)	3% (3)	4% (4)	7% (7)	13% (15)	13% (14)	53% (57)	108
2020 Vote: Joe Biden	1% (6)	1% (6)	1% (8)	1% (15)	6% (66)	5% (50)	10% (102)	10% (101)	10% (104)	16% (158)	39% (396)	1011
2020 Vote: Donald Trump	1% (6)	— (1)	— (1)	2% (16)	8% (57)	4% (26)	7% (47)	9% (64)	8% (59)	12% (82)	48% (337)	695
2020 Vote: Other	2% (1)	— (0)	— (0)	— (0)	6% (4)	13% (8)	7% (4)	9% (5)	10% (6)	10% (6)	43% (26)	60
2020 Vote: Didn't Vote	— (2)	— (2)	2% (7)	4% (17)	9% (40)	10% (43)	5% (23)	5% (19)	6% (27)	15% (63)	44% (189)	431
2018 House Vote: Democrat	1% (5)	1% (5)	1% (7)	1% (9)	7% (51)	5% (37)	10% (78)	11% (84)	9% (73)	16% (122)	40% (312)	782
2018 House Vote: Republican	1% (7)	— (2)	— (2)	2% (12)	5% (28)	5% (26)	6% (32)	9% (53)	9% (50)	13% (76)	50% (282)	569
2018 House Vote: Someone else	— (0)	— (0)	1% (1)	— (0)	4% (2)	9% (5)	9% (5)	8% (4)	4% (2)	12% (7)	52% (29)	56

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Table MCEN9_15: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Falcon

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (14)	— (9)	1% (16)	2% (48)	8% (166)	6% (127)	8% (177)	9% (189)	9% (195)	14% (309)	43% (950)	2200
2016 Vote: Hillary Clinton	1% (5)	— (3)	1% (7)	1% (10)	6% (42)	4% (32)	10% (75)	10% (69)	10% (68)	16% (116)	40% (285)	712
2016 Vote: Donald Trump	1% (5)	— (1)	— (2)	2% (14)	6% (38)	4% (27)	6% (39)	10% (60)	9% (53)	12% (74)	50% (312)	626
2016 Vote: Other	— (0)	1% (1)	— (0)	— (0)	5% (7)	9% (11)	8% (10)	12% (15)	7% (9)	6% (8)	51% (63)	123
2016 Vote: Didn't Vote	— (3)	1% (4)	1% (7)	3% (23)	11% (78)	8% (57)	7% (54)	6% (46)	9% (65)	15% (111)	39% (290)	738
Voted in 2014: Yes	1% (9)	— (5)	1% (8)	1% (17)	6% (76)	4% (54)	9% (105)	9% (115)	9% (106)	14% (167)	46% (561)	1222
Voted in 2014: No	1% (5)	— (4)	1% (8)	3% (30)	9% (89)	7% (73)	7% (73)	8% (75)	9% (89)	15% (142)	40% (390)	978
4-Region: Northeast	1% (2)	1% (2)	1% (4)	3% (12)	8% (30)	5% (19)	7% (29)	8% (31)	9% (35)	15% (60)	43% (169)	394
4-Region: Midwest	— (2)	— (2)	1% (4)	— (1)	6% (28)	6% (29)	9% (39)	10% (45)	8% (36)	11% (52)	48% (224)	462
4-Region: South	1% (8)	— (4)	1% (7)	3% (21)	9% (76)	6% (50)	7% (54)	8% (64)	8% (68)	16% (134)	41% (339)	824
4-Region: West	— (2)	— (0)	— (1)	3% (13)	6% (32)	6% (29)	11% (55)	10% (50)	11% (57)	12% (63)	42% (218)	520
Marvel Comics Fans	— (3)	1% (7)	1% (10)	2% (30)	9% (119)	7% (89)	12% (154)	13% (170)	13% (163)	20% (260)	22% (291)	1296
Avid Marvel Comics Fans	— (1)	1% (4)	— (1)	2% (8)	7% (31)	5% (23)	12% (51)	14% (61)	16% (69)	34% (150)	9% (41)	440
Casual Marvel Comics Fans	— (2)	— (3)	1% (9)	3% (22)	10% (88)	8% (66)	12% (103)	13% (109)	11% (94)	13% (110)	29% (251)	855
Marvel TV/Movies Fans	— (3)	— (7)	1% (12)	2% (35)	9% (123)	7% (94)	11% (155)	12% (170)	12% (173)	20% (277)	26% (370)	1419
Avid Marvel TV/Movies Fans	— (1)	1% (3)	1% (3)	4% (15)	8% (35)	5% (20)	10% (43)	13% (55)	15% (62)	31% (132)	12% (51)	422
Casual Marvel TV/Movies Fans	— (2)	— (4)	1% (9)	2% (20)	9% (88)	7% (74)	11% (112)	11% (114)	11% (110)	15% (145)	32% (320)	997
Fans of Anything Marvel	— (6)	— (7)	1% (11)	2% (36)	9% (140)	7% (105)	11% (166)	12% (177)	12% (183)	19% (296)	26% (400)	1526
Avid Fans of Anything Marvel	— (2)	1% (5)	— (2)	2% (10)	6% (37)	6% (36)	11% (72)	14% (91)	17% (108)	33% (211)	10% (67)	642
Casual Fans of Anything Marvel	— (4)	— (3)	1% (11)	3% (28)	10% (114)	8% (84)	11% (122)	11% (126)	11% (118)	13% (146)	32% (351)	1107

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

Table MCEN9_16: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Scarlet Witch

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	2% (46)	1% (25)	3% (61)	4% (84)	9% (200)	6% (140)	7% (151)	7% (145)	5% (113)	8% (179)	48% (1055)	2200
Gender: Male	2% (22)	1% (11)	3% (32)	5% (49)	9% (100)	6% (65)	7% (80)	8% (83)	8% (88)	10% (102)	41% (431)	1062
Gender: Female	2% (25)	1% (15)	3% (29)	3% (35)	9% (101)	7% (75)	6% (71)	5% (62)	2% (25)	7% (77)	55% (624)	1138
Age: 18-34	1% (8)	1% (9)	3% (21)	4% (29)	10% (67)	8% (53)	10% (64)	9% (59)	7% (43)	16% (102)	30% (199)	655
Age: 35-44	2% (8)	1% (4)	2% (8)	7% (25)	13% (46)	8% (29)	12% (43)	9% (34)	8% (27)	7% (25)	30% (108)	358
Age: 45-64	3% (23)	1% (10)	3% (25)	3% (23)	10% (72)	6% (47)	5% (38)	5% (40)	4% (31)	6% (46)	53% (394)	751
Age: 65+	2% (7)	1% (2)	1% (6)	2% (7)	3% (15)	3% (11)	1% (5)	3% (12)	2% (11)	1% (6)	81% (353)	436
GenZers: 1997-2012	4% (7)	4% (6)	6% (10)	7% (12)	9% (15)	14% (24)	10% (17)	4% (6)	4% (6)	10% (16)	29% (49)	169
Millennials: 1981-1996	1% (6)	1% (6)	2% (13)	4% (30)	11% (80)	7% (49)	11% (78)	11% (77)	8% (58)	15% (105)	30% (216)	718
GenXers: 1965-1980	2% (12)	2% (8)	5% (25)	5% (26)	13% (66)	7% (36)	7% (36)	7% (37)	4% (22)	6% (33)	41% (207)	507
Baby Boomers: 1946-1964	3% (19)	1% (6)	2% (13)	2% (13)	5% (39)	4% (31)	3% (20)	3% (22)	4% (26)	3% (24)	71% (508)	720
PID: Dem (no lean)	3% (22)	1% (12)	3% (26)	4% (32)	9% (79)	7% (59)	9% (75)	9% (75)	6% (55)	10% (84)	41% (354)	872
PID: Ind (no lean)	1% (9)	1% (8)	3% (21)	4% (30)	10% (70)	7% (50)	6% (40)	7% (47)	3% (22)	6% (39)	52% (357)	693
PID: Rep (no lean)	2% (16)	1% (6)	2% (15)	3% (22)	8% (51)	5% (32)	6% (36)	4% (24)	5% (35)	9% (56)	54% (344)	635
PID/Gender: Dem Men	3% (11)	1% (4)	4% (18)	4% (15)	10% (43)	6% (27)	10% (43)	11% (46)	11% (46)	13% (57)	28% (118)	428
PID/Gender: Dem Women	3% (11)	2% (8)	2% (8)	4% (17)	8% (36)	7% (32)	7% (33)	6% (29)	2% (9)	6% (27)	53% (236)	445
PID/Gender: Ind Men	2% (6)	1% (3)	2% (7)	6% (17)	10% (31)	7% (23)	6% (17)	6% (19)	4% (13)	7% (21)	48% (148)	306
PID/Gender: Ind Women	1% (3)	1% (5)	4% (14)	3% (13)	10% (39)	7% (27)	6% (23)	7% (28)	2% (9)	4% (17)	54% (209)	386
PID/Gender: Rep Men	1% (5)	1% (4)	2% (7)	5% (16)	8% (27)	5% (15)	6% (20)	5% (17)	9% (28)	7% (23)	50% (165)	328
PID/Gender: Rep Women	3% (11)	1% (2)	2% (7)	2% (6)	8% (25)	5% (17)	5% (16)	2% (6)	2% (7)	11% (33)	58% (179)	307
Ideo: Liberal (1-3)	2% (15)	1% (7)	4% (28)	3% (21)	8% (50)	7% (46)	8% (51)	9% (58)	8% (50)	8% (54)	42% (277)	657
Ideo: Moderate (4)	1% (7)	1% (9)	2% (10)	4% (25)	10% (65)	8% (48)	9% (56)	8% (51)	4% (23)	8% (49)	46% (288)	632
Ideo: Conservative (5-7)	3% (22)	1% (5)	2% (17)	4% (25)	8% (53)	4% (30)	5% (31)	5% (32)	5% (34)	9% (58)	55% (373)	679
Educ: < College	2% (37)	1% (18)	3% (44)	4% (61)	10% (150)	7% (103)	7% (100)	6% (88)	4% (63)	8% (120)	48% (728)	1512
Educ: Bachelors degree	1% (5)	1% (4)	3% (13)	4% (17)	8% (37)	5% (24)	8% (36)	9% (39)	6% (28)	8% (34)	47% (207)	444
Educ: Post-grad	2% (4)	1% (3)	2% (4)	3% (6)	6% (14)	5% (13)	6% (15)	8% (19)	9% (21)	11% (26)	49% (120)	244
Income: Under 50k	2% (24)	1% (14)	3% (37)	4% (43)	11% (135)	7% (84)	7% (89)	6% (73)	4% (49)	8% (98)	46% (550)	1194
Income: 50k-100k	2% (14)	1% (8)	3% (21)	4% (24)	5% (36)	6% (43)	6% (38)	6% (40)	7% (45)	6% (42)	54% (364)	675
Income: 100k+	2% (8)	1% (4)	1% (4)	5% (17)	9% (29)	4% (13)	7% (23)	10% (33)	6% (19)	12% (40)	42% (140)	331
Ethnicity: White	2% (35)	1% (20)	2% (35)	3% (59)	8% (140)	6% (105)	6% (105)	6% (110)	5% (92)	8% (139)	51% (882)	1722
Ethnicity: Hispanic	2% (6)	1% (3)	5% (17)	6% (21)	9% (33)	8% (27)	5% (18)	7% (25)	6% (21)	15% (51)	36% (127)	349
Ethnicity: Black	2% (6)	1% (3)	5% (14)	4% (10)	14% (37)	9% (24)	9% (25)	6% (18)	5% (14)	11% (30)	35% (95)	274
Ethnicity: Other	3% (6)	1% (2)	6% (12)	7% (15)	11% (23)	6% (11)	11% (21)	9% (18)	3% (6)	5% (10)	38% (78)	204
All Christian	2% (21)	1% (12)	2% (24)	3% (34)	9% (87)	6% (55)	6% (58)	6% (61)	6% (57)	7% (65)	52% (514)	987
All Non-Christian	1% (1)	1% (2)	5% (6)	1% (1)	10% (13)	9% (11)	7% (9)	6% (8)	10% (12)	16% (20)	34% (42)	124
Atheist	1% (2)	— (0)	6% (6)	4% (4)	6% (7)	10% (10)	7% (8)	5% (5)	6% (7)	13% (14)	41% (44)	107
Agnostic/Nothing in particular	1% (7)	1% (3)	2% (14)	5% (34)	9% (55)	7% (46)	7% (46)	8% (50)	4% (24)	7% (46)	50% (318)	642
Something Else	5% (16)	2% (8)	3% (11)	3% (11)	11% (39)	5% (18)	9% (30)	6% (22)	4% (13)	10% (34)	40% (136)	340
Religious Non-Protestant/Catholic	1% (1)	1% (2)	5% (7)	1% (1)	12% (18)	8% (12)	7% (10)	7% (10)	8% (12)	13% (20)	37% (54)	147
Evangelical	4% (24)	1% (5)	2% (11)	4% (21)	11% (62)	5% (28)	6% (33)	6% (32)	7% (40)	11% (61)	43% (244)	562
Non-Evangelical	2% (13)	2% (14)	3% (20)	3% (24)	8% (57)	6% (44)	7% (47)	6% (46)	4% (27)	5% (37)	54% (385)	714

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Table MCEN9_16: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Scarlet Witch

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	2% (46)	1% (25)	3% (61)	4% (84)	9% (200)	6% (140)	7% (151)	7% (145)	5% (113)	8% (179)	48% (1055)	2200
Community: Urban	1% (10)	1% (8)	5% (33)	4% (28)	9% (62)	5% (37)	7% (50)	8% (55)	6% (43)	13% (87)	39% (259)	671
Community: Suburban	3% (25)	1% (9)	2% (20)	4% (36)	8% (80)	7% (72)	6% (62)	6% (55)	5% (44)	6% (63)	53% (517)	983
Community: Rural	2% (12)	2% (9)	2% (9)	4% (20)	11% (59)	6% (32)	7% (38)	6% (35)	5% (25)	5% (29)	51% (279)	546
Employ: Private Sector	2% (11)	1% (10)	3% (20)	5% (31)	8% (54)	7% (51)	8% (56)	9% (60)	7% (46)	11% (76)	40% (278)	691
Employ: Government	— (0)	1% (1)	4% (5)	7% (8)	10% (12)	7% (8)	10% (12)	8% (9)	7% (8)	10% (12)	36% (43)	117
Employ: Self-Employed	3% (5)	1% (1)	6% (10)	5% (9)	11% (20)	6% (10)	6% (10)	8% (14)	8% (14)	14% (25)	34% (61)	179
Employ: Homemaker	1% (1)	1% (2)	6% (10)	5% (8)	15% (28)	8% (14)	6% (11)	8% (14)	2% (4)	4% (8)	45% (82)	183
Employ: Student	2% (2)	— (0)	1% (1)	3% (2)	9% (6)	14% (9)	16% (11)	1% (1)	3% (2)	14% (9)	38% (25)	66
Employ: Retired	2% (12)	1% (3)	2% (11)	2% (10)	4% (22)	4% (21)	3% (15)	3% (16)	4% (22)	3% (15)	73% (407)	554
Employ: Unemployed	5% (13)	1% (2)	— (1)	3% (9)	16% (42)	7% (18)	11% (28)	7% (19)	3% (9)	10% (26)	37% (96)	263
Employ: Other	2% (3)	4% (5)	2% (4)	5% (7)	12% (17)	7% (10)	6% (9)	9% (13)	6% (9)	6% (9)	42% (62)	146
Military HH: Yes	3% (9)	1% (3)	3% (11)	5% (19)	8% (31)	6% (24)	4% (14)	4% (16)	7% (24)	9% (32)	51% (189)	372
Military HH: No	2% (37)	1% (23)	3% (51)	4% (65)	9% (170)	6% (117)	7% (137)	7% (129)	5% (88)	8% (147)	47% (865)	1828
RD/WT: Right Direction	2% (19)	1% (10)	3% (24)	3% (27)	9% (84)	7% (67)	8% (72)	8% (75)	7% (66)	11% (96)	40% (362)	901
RD/WT: Wrong Track	2% (28)	1% (16)	3% (38)	4% (57)	9% (116)	6% (73)	6% (79)	5% (71)	4% (47)	6% (83)	53% (692)	1299
Biden Job Approve	2% (22)	1% (9)	2% (25)	3% (37)	10% (100)	6% (67)	8% (84)	8% (85)	7% (73)	11% (112)	42% (438)	1051
Biden Job Disapprove	2% (23)	1% (13)	3% (32)	4% (42)	8% (86)	6% (59)	6% (57)	5% (49)	4% (38)	6% (61)	55% (558)	1019
Biden Job Strongly Approve	2% (10)	1% (4)	3% (14)	2% (11)	9% (43)	6% (32)	7% (33)	8% (40)	10% (50)	15% (78)	38% (191)	506
Biden Job Somewhat Approve	2% (12)	1% (5)	2% (11)	5% (26)	10% (56)	6% (35)	9% (50)	8% (45)	4% (22)	6% (34)	45% (247)	545
Biden Job Somewhat Disapprove	1% (2)	3% (8)	4% (11)	5% (14)	10% (27)	7% (20)	8% (22)	7% (20)	5% (15)	7% (20)	44% (126)	285
Biden Job Strongly Disapprove	3% (21)	1% (5)	3% (21)	4% (28)	8% (59)	5% (39)	5% (36)	4% (30)	3% (23)	6% (42)	59% (432)	734
Favorable of Biden	2% (19)	1% (10)	2% (23)	4% (39)	9% (92)	6% (63)	8% (83)	8% (82)	6% (68)	11% (112)	44% (457)	1050
Unfavorable of Biden	3% (27)	1% (15)	3% (35)	4% (45)	9% (89)	6% (64)	6% (60)	6% (57)	4% (44)	6% (59)	52% (528)	1022
Very Favorable of Biden	2% (9)	1% (3)	3% (16)	2% (13)	8% (43)	6% (34)	7% (34)	8% (42)	8% (44)	15% (78)	40% (211)	526
Somewhat Favorable of Biden	2% (10)	1% (7)	1% (7)	5% (27)	9% (49)	6% (30)	9% (49)	8% (41)	5% (24)	6% (34)	47% (247)	524
Somewhat Unfavorable of Biden	1% (3)	3% (7)	5% (11)	6% (14)	9% (22)	9% (22)	6% (16)	11% (26)	6% (16)	7% (18)	37% (92)	247
Very Unfavorable of Biden	3% (24)	1% (8)	3% (23)	4% (31)	9% (67)	5% (42)	6% (44)	4% (30)	4% (28)	5% (41)	56% (436)	775
#1 Issue: Economy	2% (15)	1% (8)	2% (21)	4% (33)	11% (100)	7% (63)	7% (66)	7% (65)	5% (45)	8% (69)	45% (395)	880
#1 Issue: Security	4% (13)	1% (2)	4% (12)	5% (16)	7% (19)	5% (15)	4% (12)	4% (12)	6% (16)	6% (18)	53% (151)	286
#1 Issue: Health Care	2% (4)	1% (3)	2% (6)	3% (8)	9% (24)	7% (19)	7% (19)	7% (20)	6% (15)	12% (32)	43% (112)	262
#1 Issue: Medicare / Social Security	2% (4)	1% (2)	2% (4)	3% (7)	7% (19)	5% (14)	3% (9)	5% (13)	3% (8)	7% (20)	64% (182)	283
#1 Issue: Women's Issues	3% (4)	— (1)	7% (10)	7% (10)	7% (10)	9% (12)	8% (11)	8% (11)	3% (4)	9% (12)	37% (50)	137
#1 Issue: Education	2% (2)	2% (2)	5% (5)	4% (4)	7% (8)	8% (8)	15% (16)	5% (5)	9% (9)	7% (7)	37% (38)	104
#1 Issue: Energy	— (0)	5% (6)	2% (3)	2% (2)	9% (12)	6% (8)	8% (11)	9% (13)	6% (9)	9% (13)	45% (62)	139
#1 Issue: Other	3% (3)	1% (2)	— (0)	3% (3)	7% (8)	1% (1)	6% (7)	6% (6)	6% (7)	7% (8)	59% (63)	108
2020 Vote: Joe Biden	2% (21)	1% (8)	3% (29)	4% (35)	8% (84)	6% (65)	8% (76)	8% (83)	7% (72)	10% (101)	43% (437)	1011
2020 Vote: Donald Trump	3% (22)	1% (6)	3% (23)	5% (32)	8% (52)	5% (34)	5% (35)	4% (28)	5% (34)	6% (43)	55% (386)	695
2020 Vote: Other	3% (2)	2% (1)	— (0)	7% (4)	3% (2)	18% (11)	4% (2)	9% (5)	2% (1)	4% (2)	48% (29)	60
2020 Vote: Didn't Vote	— (1)	2% (10)	2% (10)	3% (12)	15% (63)	7% (30)	9% (37)	7% (29)	1% (6)	8% (33)	47% (201)	431
2018 House Vote: Democrat	2% (15)	1% (7)	2% (19)	4% (28)	10% (75)	5% (39)	7% (58)	8% (61)	7% (55)	10% (79)	44% (346)	782
2018 House Vote: Republican	3% (19)	1% (6)	3% (15)	3% (20)	6% (36)	5% (29)	5% (30)	4% (21)	5% (29)	8% (45)	56% (319)	569
2018 House Vote: Someone else	8% (4)	— (0)	1% (1)	— (0)	4% (2)	10% (6)	8% (4)	4% (2)	7% (4)	— (0)	58% (33)	56

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Table MCEN9_16: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Scarlet Witch

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	2% (46)	1% (25)	3% (61)	4% (84)	9% (200)	6% (140)	7% (151)	7% (145)	5% (113)	8% (179)	48% (1055)	2200
2016 Vote: Hillary Clinton	2% (14)	1% (6)	3% (18)	3% (22)	8% (60)	5% (34)	8% (58)	7% (51)	7% (47)	10% (71)	46% (329)	712
2016 Vote: Donald Trump	3% (17)	1% (4)	3% (17)	5% (28)	8% (52)	6% (35)	5% (29)	4% (26)	5% (34)	7% (43)	54% (340)	626
2016 Vote: Other	1% (1)	1% (1)	1% (1)	2% (2)	4% (5)	8% (9)	9% (11)	12% (14)	6% (7)	4% (5)	54% (67)	123
2016 Vote: Didn't Vote	2% (14)	2% (15)	3% (24)	4% (31)	11% (83)	8% (62)	7% (53)	7% (53)	3% (24)	8% (60)	43% (319)	738
Voted in 2014: Yes	2% (24)	1% (10)	3% (33)	3% (41)	8% (94)	5% (67)	6% (74)	6% (70)	7% (81)	9% (108)	51% (621)	1222
Voted in 2014: No	2% (22)	2% (16)	3% (29)	4% (43)	11% (106)	8% (73)	8% (76)	8% (75)	3% (32)	7% (71)	44% (433)	978
4-Region: Northeast	3% (10)	1% (4)	2% (7)	3% (13)	5% (21)	10% (41)	6% (23)	8% (33)	3% (13)	9% (36)	49% (193)	394
4-Region: Midwest	1% (6)	1% (5)	3% (15)	4% (18)	9% (40)	6% (30)	6% (29)	8% (35)	4% (19)	5% (21)	53% (243)	462
4-Region: South	2% (19)	1% (11)	3% (25)	3% (26)	12% (102)	6% (53)	7% (57)	5% (45)	5% (39)	10% (81)	45% (367)	824
4-Region: West	2% (11)	1% (5)	3% (15)	5% (27)	7% (38)	3% (17)	8% (41)	6% (32)	8% (41)	8% (41)	48% (251)	520
Marvel Comics Fans	1% (15)	1% (12)	3% (43)	5% (63)	11% (144)	9% (121)	9% (119)	10% (127)	7% (97)	12% (161)	30% (393)	1296
Avid Marvel Comics Fans	2% (7)	1% (6)	3% (14)	4% (20)	11% (48)	9% (39)	11% (49)	13% (57)	10% (46)	23% (103)	12% (52)	440
Casual Marvel Comics Fans	1% (8)	1% (6)	3% (29)	5% (43)	11% (96)	10% (82)	8% (71)	8% (69)	6% (51)	7% (59)	40% (342)	855
Marvel TV/Movies Fans	2% (22)	1% (15)	3% (46)	4% (61)	11% (152)	9% (122)	9% (130)	9% (128)	7% (101)	12% (165)	34% (477)	1419
Avid Marvel TV/Movies Fans	2% (9)	1% (2)	4% (16)	3% (14)	10% (44)	10% (43)	9% (36)	10% (44)	13% (56)	21% (90)	16% (67)	422
Casual Marvel TV/Movies Fans	1% (13)	1% (13)	3% (29)	5% (47)	11% (109)	8% (79)	9% (94)	8% (84)	5% (45)	7% (74)	41% (410)	997
Fans of Anything Marvel	2% (25)	1% (15)	3% (51)	4% (69)	11% (172)	8% (128)	9% (138)	9% (137)	7% (108)	11% (170)	34% (516)	1526
Avid Fans of Anything Marvel	2% (13)	1% (9)	3% (19)	3% (22)	10% (64)	9% (56)	11% (69)	13% (83)	11% (70)	20% (129)	17% (107)	642
Casual Fans of Anything Marvel	2% (17)	1% (12)	3% (37)	5% (55)	12% (128)	8% (91)	9% (96)	8% (87)	6% (63)	6% (68)	41% (453)	1107

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

Table MCEN9_17: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Vision

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (22)	1% (13)	1% (13)	2% (36)	8% (182)	6% (126)	7% (152)	8% (176)	6% (124)	12% (259)	50%(1097)	2200
Gender: Male	1% (13)	1% (7)	— (5)	1% (12)	9% (98)	6% (59)	7% (78)	10% (109)	8% (83)	14% (149)	42% (449)	1062
Gender: Female	1% (9)	1% (6)	1% (8)	2% (24)	7% (84)	6% (67)	7% (74)	6% (67)	4% (41)	10% (110)	57% (649)	1138
Age: 18-34	1% (5)	1% (7)	1% (4)	1% (9)	9% (60)	7% (47)	10% (65)	13% (86)	7% (43)	20% (129)	30% (198)	655
Age: 35-44	2% (8)	1% (4)	1% (5)	3% (11)	11% (38)	7% (24)	9% (33)	12% (43)	7% (26)	12% (44)	34% (121)	358
Age: 45-64	1% (6)	— (1)	1% (4)	2% (14)	9% (65)	6% (46)	6% (45)	5% (36)	5% (38)	10% (71)	56% (424)	751
Age: 65+	1% (3)	— (0)	— (0)	— (2)	4% (18)	2% (8)	2% (9)	2% (10)	4% (16)	3% (14)	81% (355)	436
GenZers: 1997-2012	1% (2)	2% (4)	— (0)	1% (1)	14% (23)	9% (16)	10% (17)	12% (21)	3% (5)	12% (20)	35% (59)	169
Millennials: 1981-1996	1% (5)	1% (7)	1% (6)	2% (14)	8% (57)	6% (46)	10% (68)	14% (97)	8% (56)	20% (145)	30% (216)	718
GenXers: 1965-1980	2% (9)	— (1)	1% (6)	3% (14)	12% (59)	8% (39)	7% (34)	8% (39)	6% (29)	11% (58)	43% (220)	507
Baby Boomers: 1946-1964	1% (6)	— (1)	— (1)	1% (6)	5% (38)	3% (22)	5% (33)	3% (19)	4% (32)	5% (34)	73% (529)	720
PID: Dem (no lean)	1% (9)	— (3)	— (4)	2% (20)	8% (67)	5% (41)	8% (68)	11% (93)	7% (63)	15% (127)	43% (378)	872
PID: Ind (no lean)	1% (6)	1% (8)	1% (7)	1% (6)	10% (71)	7% (50)	5% (33)	7% (47)	4% (29)	10% (70)	53% (366)	693
PID: Rep (no lean)	1% (7)	— (2)	— (2)	2% (11)	7% (43)	5% (35)	8% (52)	6% (36)	5% (33)	10% (61)	56% (354)	635
PID/Gender: Dem Men	2% (7)	— (2)	— (1)	1% (5)	10% (41)	4% (17)	8% (34)	15% (64)	11% (46)	19% (80)	30% (130)	428
PID/Gender: Dem Women	— (1)	— (1)	1% (3)	3% (15)	6% (26)	5% (24)	7% (33)	6% (29)	4% (17)	11% (48)	56% (248)	445
PID/Gender: Ind Men	1% (3)	1% (3)	1% (3)	2% (5)	11% (32)	6% (20)	5% (15)	8% (23)	5% (15)	12% (36)	49% (152)	306
PID/Gender: Ind Women	1% (3)	1% (5)	1% (3)	— (1)	10% (39)	8% (30)	5% (19)	6% (24)	4% (14)	9% (34)	56% (215)	386
PID/Gender: Rep Men	1% (2)	— (2)	— (1)	1% (3)	7% (24)	7% (22)	9% (29)	7% (22)	7% (22)	10% (33)	51% (167)	328
PID/Gender: Rep Women	1% (5)	— (0)	— (1)	2% (8)	6% (19)	4% (12)	7% (23)	5% (14)	3% (10)	9% (29)	61% (187)	307
Ideo: Liberal (1-3)	1% (6)	1% (4)	— (1)	1% (7)	6% (39)	5% (35)	8% (51)	11% (71)	7% (48)	16% (102)	45% (293)	657
Ideo: Moderate (4)	— (2)	1% (3)	— (3)	1% (9)	12% (76)	7% (42)	7% (46)	8% (53)	5% (32)	11% (69)	47% (296)	632
Ideo: Conservative (5-7)	2% (12)	— (3)	1% (5)	3% (18)	6% (43)	4% (27)	6% (40)	5% (35)	5% (33)	9% (62)	59% (400)	679
Educ: < College	1% (15)	— (7)	1% (9)	2% (28)	9% (138)	6% (96)	7% (100)	8% (115)	5% (73)	11% (164)	51% (767)	1512
Educ: Bachelors degree	1% (4)	1% (6)	1% (3)	2% (7)	7% (29)	5% (20)	8% (37)	9% (39)	7% (32)	13% (56)	48% (211)	444
Educ: Post-grad	1% (3)	— (0)	1% (1)	1% (1)	6% (14)	4% (9)	7% (16)	9% (21)	8% (19)	16% (39)	49% (120)	244
Income: Under 50k	1% (11)	1% (9)	1% (7)	2% (26)	9% (110)	6% (75)	7% (81)	7% (83)	5% (58)	11% (135)	50% (601)	1194
Income: 50k-100k	1% (5)	1% (4)	1% (4)	1% (6)	7% (45)	5% (34)	7% (50)	9% (58)	6% (38)	11% (76)	53% (356)	675
Income: 100k+	2% (5)	— (0)	1% (2)	1% (5)	8% (26)	5% (17)	7% (22)	11% (35)	9% (29)	15% (49)	42% (140)	331
Ethnicity: White	1% (16)	— (8)	1% (10)	1% (15)	7% (124)	5% (94)	7% (112)	7% (128)	6% (95)	11% (190)	54% (928)	1722
Ethnicity: Hispanic	— (2)	— (1)	— (0)	2% (7)	11% (39)	8% (28)	10% (34)	12% (42)	5% (19)	17% (58)	34% (119)	349
Ethnicity: Black	1% (4)	1% (4)	1% (3)	6% (15)	12% (34)	3% (7)	9% (25)	9% (26)	6% (18)	14% (40)	36% (99)	274
Ethnicity: Other	1% (2)	1% (2)	— (1)	3% (6)	11% (23)	12% (25)	7% (15)	11% (22)	6% (11)	14% (29)	34% (70)	204
All Christian	1% (9)	— (3)	— (4)	1% (14)	8% (80)	5% (44)	7% (73)	8% (77)	6% (59)	10% (96)	53% (528)	987
All Non-Christian	1% (1)	1% (2)	1% (1)	1% (1)	7% (8)	7% (8)	9% (12)	7% (8)	6% (8)	24% (30)	37% (46)	124
Atheist	— (0)	2% (2)	1% (1)	— (0)	6% (6)	14% (15)	5% (6)	3% (3)	6% (6)	19% (21)	44% (47)	107
Agnostic/Nothing in particular	1% (3)	1% (4)	1% (4)	1% (9)	9% (58)	7% (43)	5% (32)	9% (57)	6% (37)	11% (73)	50% (322)	642
Something Else	2% (8)	1% (3)	1% (4)	4% (12)	9% (30)	4% (15)	9% (29)	9% (30)	4% (15)	12% (40)	45% (155)	340
Religious Non-Protestant/Catholic	1% (1)	1% (2)	— (1)	1% (1)	6% (8)	6% (8)	14% (21)	6% (9)	6% (9)	21% (31)	38% (56)	147
Evangelical	1% (8)	— (2)	— (1)	3% (17)	11% (62)	4% (22)	8% (43)	8% (46)	5% (31)	14% (76)	45% (254)	562
Non-Evangelical	1% (9)	1% (4)	1% (6)	1% (9)	6% (46)	5% (34)	7% (47)	8% (55)	6% (41)	8% (56)	57% (405)	714

Continued on next page

Table MCEN9_17: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Vision

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (22)	1% (13)	1% (13)	2% (36)	8% (182)	6% (126)	7% (152)	8% (176)	6% (124)	12% (259)	50% (1097)	2200
Community: Urban	1% (10)	1% (7)	1% (5)	3% (18)	8% (54)	7% (49)	5% (36)	10% (66)	9% (59)	14% (95)	41% (273)	671
Community: Suburban	1% (5)	— (3)	— (3)	1% (9)	8% (75)	5% (49)	7% (64)	8% (81)	5% (47)	12% (113)	54% (532)	983
Community: Rural	1% (6)	1% (3)	1% (5)	2% (9)	10% (52)	5% (27)	9% (52)	5% (29)	3% (19)	9% (51)	54% (292)	546
Employ: Private Sector	1% (8)	— (2)	1% (8)	2% (11)	7% (52)	6% (40)	7% (50)	13% (91)	8% (53)	14% (99)	40% (277)	691
Employ: Government	— (0)	2% (2)	1% (1)	2% (2)	5% (6)	10% (12)	13% (16)	8% (10)	5% (6)	15% (18)	39% (45)	117
Employ: Self-Employed	3% (5)	2% (3)	1% (2)	1% (2)	13% (24)	3% (5)	8% (15)	6% (11)	2% (4)	23% (41)	38% (68)	179
Employ: Homemaker	1% (3)	— (0)	— (1)	1% (2)	10% (19)	13% (23)	8% (14)	4% (8)	4% (8)	13% (23)	45% (82)	183
Employ: Student	— (0)	1% (1)	— (0)	— (0)	13% (9)	2% (2)	15% (10)	7% (5)	5% (3)	13% (9)	44% (29)	66
Employ: Retired	1% (5)	— (1)	— (0)	1% (3)	6% (32)	3% (18)	4% (21)	3% (15)	4% (19)	5% (27)	74% (412)	554
Employ: Unemployed	— (1)	1% (3)	— (1)	5% (13)	12% (32)	7% (19)	6% (15)	7% (20)	8% (21)	12% (31)	41% (109)	263
Employ: Other	— (0)	— (1)	1% (1)	2% (3)	7% (10)	6% (8)	8% (12)	12% (18)	6% (9)	7% (11)	51% (74)	146
Military HH: Yes	1% (4)	— (1)	— (0)	2% (6)	7% (25)	5% (19)	6% (24)	2% (8)	7% (26)	16% (58)	54% (200)	372
Military HH: No	1% (18)	1% (12)	1% (13)	2% (30)	9% (156)	6% (106)	7% (129)	9% (167)	5% (98)	11% (201)	49% (898)	1828
RD/WT: Right Direction	1% (9)	— (2)	— (4)	1% (11)	10% (90)	5% (48)	8% (73)	10% (90)	7% (64)	14% (130)	42% (380)	901
RD/WT: Wrong Track	1% (13)	1% (11)	1% (9)	2% (25)	7% (91)	6% (77)	6% (79)	7% (86)	5% (60)	10% (130)	55% (718)	1299
Biden Job Approve	1% (8)	1% (6)	— (5)	1% (15)	8% (89)	5% (55)	9% (94)	9% (93)	7% (75)	14% (148)	44% (464)	1051
Biden Job Disapprove	1% (12)	1% (7)	1% (7)	2% (21)	7% (76)	5% (55)	5% (55)	7% (70)	4% (45)	10% (102)	56% (569)	1019
Biden Job Strongly Approve	1% (5)	— (1)	— (1)	2% (11)	7% (37)	4% (21)	9% (47)	9% (45)	8% (40)	17% (86)	42% (211)	506
Biden Job Somewhat Approve	— (2)	1% (5)	1% (3)	1% (5)	10% (52)	6% (33)	9% (47)	9% (49)	6% (35)	11% (62)	46% (253)	545
Biden Job Somewhat Disapprove	— (0)	1% (3)	2% (5)	4% (10)	10% (29)	3% (9)	4% (11)	11% (32)	7% (19)	13% (37)	45% (129)	285
Biden Job Strongly Disapprove	2% (12)	— (4)	— (2)	1% (10)	6% (47)	6% (46)	6% (43)	5% (38)	4% (27)	9% (65)	60% (439)	734
Favorable of Biden	1% (8)	— (2)	— (3)	2% (21)	8% (81)	5% (54)	8% (87)	9% (91)	7% (72)	14% (147)	46% (484)	1050
Unfavorable of Biden	1% (13)	1% (8)	1% (10)	1% (13)	8% (87)	6% (60)	6% (60)	7% (73)	5% (49)	10% (105)	53% (543)	1022
Very Favorable of Biden	1% (5)	— (0)	— (2)	3% (13)	6% (31)	5% (28)	8% (40)	9% (48)	7% (35)	18% (96)	43% (229)	526
Somewhat Favorable of Biden	1% (3)	— (2)	— (1)	1% (7)	10% (51)	5% (26)	9% (47)	8% (43)	7% (37)	10% (51)	49% (255)	524
Somewhat Unfavorable of Biden	— (0)	2% (4)	2% (4)	1% (1)	13% (32)	8% (19)	5% (12)	12% (29)	7% (18)	14% (35)	38% (94)	247
Very Unfavorable of Biden	2% (13)	— (4)	1% (6)	2% (12)	7% (55)	5% (41)	6% (48)	6% (45)	4% (31)	9% (71)	58% (449)	775
#1 Issue: Economy	1% (7)	— (2)	1% (6)	3% (22)	10% (87)	6% (49)	7% (64)	9% (83)	5% (47)	12% (106)	46% (408)	880
#1 Issue: Security	1% (3)	1% (3)	— (1)	2% (4)	7% (20)	7% (19)	5% (15)	6% (17)	6% (18)	7% (21)	58% (165)	286
#1 Issue: Health Care	1% (2)	1% (1)	1% (3)	— (1)	7% (17)	4% (12)	10% (25)	7% (19)	8% (21)	16% (41)	46% (120)	262
#1 Issue: Medicare / Social Security	2% (6)	— (1)	— (1)	2% (5)	7% (20)	4% (12)	3% (7)	2% (5)	5% (13)	9% (25)	66% (188)	283
#1 Issue: Women's Issues	1% (2)	1% (2)	— (1)	1% (1)	10% (13)	14% (19)	11% (15)	15% (20)	3% (4)	10% (13)	35% (47)	137
#1 Issue: Education	— (0)	1% (1)	— (0)	1% (1)	8% (8)	8% (8)	8% (8)	13% (13)	6% (6)	21% (22)	36% (37)	104
#1 Issue: Energy	1% (1)	1% (1)	1% (1)	— (0)	8% (11)	3% (4)	9% (12)	10% (14)	5% (8)	13% (19)	49% (68)	139
#1 Issue: Other	1% (1)	1% (2)	— (0)	1% (2)	4% (4)	4% (4)	6% (6)	5% (5)	7% (7)	13% (14)	59% (64)	108
2020 Vote: Joe Biden	1% (8)	— (4)	— (4)	2% (19)	7% (68)	6% (56)	8% (76)	10% (100)	7% (74)	14% (143)	45% (459)	1011
2020 Vote: Donald Trump	1% (9)	1% (3)	— (2)	2% (11)	8% (54)	5% (34)	7% (50)	6% (42)	5% (33)	9% (62)	57% (395)	695
2020 Vote: Other	4% (2)	— (0)	1% (1)	— (0)	9% (6)	12% (7)	3% (2)	8% (5)	2% (1)	9% (6)	51% (31)	60
2020 Vote: Didn't Vote	— (2)	1% (6)	2% (7)	1% (6)	13% (55)	7% (29)	5% (24)	7% (29)	4% (15)	11% (48)	49% (210)	431
2018 House Vote: Democrat	1% (8)	— (3)	— (4)	2% (14)	7% (51)	4% (34)	8% (66)	10% (75)	7% (59)	13% (102)	47% (369)	782
2018 House Vote: Republican	1% (8)	— (3)	— (2)	1% (7)	6% (36)	5% (26)	6% (35)	6% (37)	4% (24)	10% (58)	59% (333)	569
2018 House Vote: Someone else	— (0)	4% (2)	— (0)	— (0)	7% (4)	9% (5)	3% (2)	4% (2)	2% (1)	14% (8)	57% (32)	56

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Table MCEN9_17: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Vision

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (22)	1% (13)	1% (13)	2% (36)	8% (182)	6% (126)	7% (152)	8% (176)	6% (124)	12% (259)	50%(1097)	2200
2016 Vote: Hillary Clinton	1% (7)	— (2)	1% (4)	2% (14)	7% (47)	4% (30)	7% (53)	9% (67)	8% (57)	12% (88)	48% (343)	712
2016 Vote: Donald Trump	1% (7)	— (3)	— (3)	2% (11)	7% (47)	5% (29)	7% (47)	6% (36)	4% (24)	10% (60)	57% (359)	626
2016 Vote: Other	— (0)	— (0)	— (0)	— (0)	4% (5)	6% (8)	6% (7)	7% (9)	4% (5)	14% (17)	59% (73)	123
2016 Vote: Didn't Vote	1% (7)	1% (8)	1% (6)	2% (11)	11% (83)	8% (58)	6% (45)	9% (64)	5% (39)	13% (94)	44% (322)	738
Voted in 2014: Yes	1% (12)	— (5)	— (5)	2% (19)	7% (81)	4% (55)	7% (83)	8% (92)	6% (77)	11% (135)	54% (657)	1222
Voted in 2014: No	1% (9)	1% (8)	1% (8)	2% (17)	10% (100)	7% (71)	7% (69)	9% (83)	5% (48)	13% (124)	45% (440)	978
4-Region: Northeast	1% (4)	1% (2)	1% (5)	2% (7)	9% (34)	6% (23)	6% (24)	9% (33)	5% (19)	12% (45)	50% (196)	394
4-Region: Midwest	1% (6)	1% (4)	— (2)	2% (9)	8% (36)	5% (24)	5% (24)	9% (40)	5% (24)	8% (36)	56% (258)	462
4-Region: South	1% (9)	1% (6)	— (4)	2% (16)	9% (75)	5% (41)	8% (62)	7% (59)	6% (46)	14% (112)	48% (392)	824
4-Region: West	— (2)	— (1)	— (2)	1% (4)	7% (36)	7% (37)	8% (42)	8% (43)	7% (34)	13% (66)	48% (251)	520
Marvel Comics Fans	1% (9)	1% (10)	— (6)	2% (24)	10% (131)	8% (106)	9% (122)	12% (149)	8% (109)	18% (234)	31% (397)	1296
Avid Marvel Comics Fans	2% (8)	1% (3)	— (0)	2% (11)	8% (33)	5% (22)	10% (42)	17% (77)	10% (43)	31% (138)	15% (64)	440
Casual Marvel Comics Fans	— (1)	1% (7)	1% (6)	2% (13)	11% (98)	10% (84)	9% (79)	8% (72)	8% (66)	11% (96)	39% (333)	855
Marvel TV/Movies Fans	1% (10)	1% (10)	1% (8)	2% (26)	9% (134)	7% (104)	9% (133)	11% (154)	8% (112)	17% (238)	35% (491)	1419
Avid Marvel TV/Movies Fans	2% (7)	— (1)	— (0)	3% (12)	8% (32)	6% (25)	10% (44)	14% (59)	11% (45)	27% (116)	19% (80)	422
Casual Marvel TV/Movies Fans	— (2)	1% (9)	1% (8)	1% (14)	10% (102)	8% (79)	9% (89)	10% (95)	7% (66)	12% (122)	41% (410)	997
Fans of Anything Marvel	1% (12)	1% (11)	1% (8)	2% (26)	10% (149)	7% (112)	9% (145)	11% (161)	8% (120)	17% (254)	35% (529)	1526
Avid Fans of Anything Marvel	1% (9)	1% (4)	— (0)	2% (11)	7% (46)	4% (27)	11% (70)	16% (101)	11% (71)	30% (190)	17% (112)	642
Casual Fans of Anything Marvel	— (4)	1% (8)	1% (8)	2% (17)	11% (122)	9% (97)	9% (102)	9% (98)	7% (75)	11% (119)	41% (457)	1107

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

Table MCEN9_18: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Shang-Chi

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (24)	1% (16)	1% (20)	2% (45)	7% (163)	6% (138)	6% (127)	7% (147)	6% (135)	12% (267)	51% (1120)	2200
Gender: Male	1% (14)	1% (6)	1% (13)	3% (27)	8% (86)	7% (70)	6% (67)	9% (97)	7% (74)	15% (158)	43% (452)	1062
Gender: Female	1% (10)	1% (10)	1% (7)	2% (18)	7% (78)	6% (68)	5% (61)	4% (49)	5% (61)	10% (109)	59% (668)	1138
Age: 18-34	1% (8)	— (2)	2% (10)	3% (17)	9% (60)	9% (56)	8% (50)	8% (53)	9% (61)	17% (113)	34% (224)	655
Age: 35-44	2% (7)	1% (5)	1% (3)	4% (13)	10% (36)	9% (31)	9% (30)	12% (42)	5% (18)	13% (47)	35% (126)	358
Age: 45-64	1% (5)	1% (8)	1% (5)	1% (11)	7% (55)	5% (39)	5% (37)	5% (40)	5% (36)	11% (81)	58% (435)	751
Age: 65+	1% (4)	— (1)	— (1)	1% (3)	3% (13)	3% (11)	2% (10)	3% (12)	5% (20)	6% (25)	77% (335)	436
GenZers: 1997-2012	2% (4)	1% (2)	3% (6)	3% (5)	14% (23)	9% (15)	5% (9)	4% (7)	10% (17)	14% (23)	35% (58)	169
Millennials: 1981-1996	1% (6)	— (2)	1% (5)	3% (22)	8% (54)	9% (64)	9% (63)	10% (73)	8% (56)	17% (125)	35% (248)	718
GenXers: 1965-1980	1% (7)	2% (11)	1% (3)	2% (11)	10% (52)	6% (33)	7% (34)	8% (40)	5% (24)	11% (56)	47% (238)	507
Baby Boomers: 1946-1964	1% (7)	— (1)	1% (5)	1% (6)	4% (30)	3% (22)	3% (22)	3% (25)	5% (37)	9% (62)	70% (503)	720
PID: Dem (no lean)	1% (7)	1% (5)	1% (8)	1% (13)	7% (62)	6% (55)	7% (63)	8% (74)	8% (72)	17% (146)	42% (367)	872
PID: Ind (no lean)	1% (9)	1% (10)	1% (7)	3% (23)	8% (58)	6% (40)	6% (39)	5% (32)	4% (29)	9% (66)	55% (380)	693
PID: Rep (no lean)	1% (8)	— (0)	1% (5)	1% (8)	7% (43)	7% (43)	4% (25)	6% (40)	5% (34)	9% (55)	59% (373)	635
PID/Gender: Dem Men	1% (6)	— (2)	2% (6)	2% (7)	8% (36)	6% (26)	9% (37)	11% (47)	9% (40)	24% (102)	28% (119)	428
PID/Gender: Dem Women	— (1)	1% (4)	— (2)	1% (6)	6% (26)	6% (29)	6% (27)	6% (27)	7% (32)	10% (44)	56% (248)	445
PID/Gender: Ind Men	2% (5)	1% (4)	1% (3)	5% (15)	8% (23)	6% (18)	5% (17)	7% (23)	6% (19)	8% (26)	50% (154)	306
PID/Gender: Ind Women	1% (4)	2% (6)	1% (4)	2% (9)	9% (35)	5% (21)	6% (22)	2% (10)	3% (10)	10% (39)	58% (225)	386
PID/Gender: Rep Men	1% (3)	— (0)	1% (4)	2% (5)	8% (27)	8% (25)	4% (13)	8% (27)	5% (15)	9% (30)	54% (178)	328
PID/Gender: Rep Women	2% (5)	— (0)	— (1)	1% (3)	5% (17)	6% (18)	4% (12)	4% (13)	6% (19)	8% (25)	63% (195)	307
Ideo: Liberal (1-3)	— (3)	— (2)	1% (5)	1% (7)	5% (36)	7% (47)	5% (36)	10% (65)	7% (49)	17% (111)	45% (296)	657
Ideo: Moderate (4)	— (3)	1% (4)	1% (7)	3% (17)	9% (59)	7% (47)	8% (49)	5% (33)	6% (40)	10% (65)	49% (306)	632
Ideo: Conservative (5-7)	2% (14)	— (3)	1% (4)	2% (15)	6% (38)	4% (28)	5% (34)	6% (42)	5% (33)	9% (64)	59% (404)	679
Educ: < College	1% (20)	1% (13)	1% (16)	2% (30)	9% (131)	7% (100)	5% (81)	5% (80)	5% (72)	12% (181)	52% (789)	1512
Educ: Bachelors degree	— (1)	— (1)	1% (4)	2% (11)	6% (24)	7% (30)	7% (32)	9% (39)	8% (34)	12% (55)	48% (214)	444
Educ: Post-grad	1% (3)	1% (2)	— (1)	2% (4)	3% (8)	3% (8)	6% (14)	11% (28)	11% (28)	13% (31)	48% (117)	244
Income: Under 50k	1% (14)	1% (13)	1% (17)	2% (26)	8% (101)	6% (68)	6% (77)	4% (50)	5% (61)	13% (157)	51% (611)	1194
Income: 50k-100k	1% (6)	— (2)	— (2)	2% (13)	6% (40)	7% (48)	4% (27)	8% (57)	8% (52)	10% (68)	53% (360)	675
Income: 100k+	1% (4)	— (1)	— (1)	2% (6)	7% (23)	6% (21)	7% (23)	12% (40)	6% (21)	13% (42)	45% (149)	331
Ethnicity: White	1% (18)	1% (11)	1% (12)	2% (26)	6% (99)	6% (105)	6% (99)	6% (112)	6% (96)	11% (194)	55% (951)	1722
Ethnicity: Hispanic	— (2)	1% (3)	— (0)	3% (11)	15% (52)	11% (37)	5% (16)	9% (31)	7% (24)	11% (40)	39% (135)	349
Ethnicity: Black	2% (4)	1% (4)	3% (8)	3% (9)	10% (26)	9% (26)	6% (17)	6% (17)	8% (21)	19% (51)	33% (90)	274
Ethnicity: Other	1% (2)	1% (1)	— (0)	4% (9)	19% (38)	4% (7)	5% (11)	9% (18)	8% (17)	11% (22)	39% (79)	204
All Christian	1% (9)	— (4)	1% (6)	1% (12)	7% (73)	6% (57)	6% (58)	8% (80)	6% (57)	11% (108)	53% (523)	987
All Non-Christian	1% (2)	4% (5)	— (0)	2% (3)	4% (5)	4% (5)	2% (3)	10% (13)	15% (19)	22% (27)	36% (45)	124
Atheist	1% (1)	1% (1)	3% (3)	6% (6)	7% (8)	7% (7)	5% (6)	2% (2)	4% (4)	17% (18)	49% (52)	107
Agnostic/Nothing in particular	1% (8)	— (3)	1% (8)	2% (14)	8% (50)	7% (45)	6% (40)	6% (37)	5% (31)	10% (64)	53% (343)	642
Something Else	1% (4)	1% (3)	1% (3)	3% (10)	8% (27)	7% (24)	6% (20)	4% (15)	7% (24)	15% (51)	46% (157)	340
Religious Non-Protestant/Catholic	1% (2)	3% (5)	— (0)	2% (3)	3% (5)	7% (10)	2% (3)	11% (17)	14% (21)	19% (28)	37% (55)	147
Evangelical	1% (8)	1% (5)	1% (3)	2% (13)	10% (56)	4% (25)	6% (34)	7% (40)	7% (37)	16% (87)	45% (254)	562
Non-Evangelical	1% (6)	— (2)	1% (6)	1% (8)	6% (44)	7% (50)	6% (43)	6% (46)	5% (39)	10% (68)	56% (404)	714

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Table MCEN9_18: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Shang-Chi

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (24)	1% (16)	1% (20)	2% (45)	7% (163)	6% (138)	6% (127)	7% (147)	6% (135)	12% (267)	51% (1120)	2200
Community: Urban	1% (9)	1% (6)	2% (12)	2% (11)	9% (57)	6% (38)	7% (46)	8% (53)	9% (59)	17% (116)	39% (264)	671
Community: Suburban	1% (6)	— (4)	1% (8)	2% (21)	7% (64)	6% (61)	4% (43)	7% (64)	6% (62)	10% (99)	56% (550)	983
Community: Rural	2% (8)	1% (5)	— (0)	2% (13)	8% (42)	7% (39)	7% (39)	5% (29)	3% (14)	9% (52)	56% (306)	546
Employ: Private Sector	1% (7)	— (2)	1% (7)	2% (17)	7% (47)	8% (56)	6% (44)	10% (68)	7% (51)	14% (99)	42% (294)	691
Employ: Government	1% (1)	— (1)	— (0)	1% (1)	6% (7)	8% (10)	11% (13)	15% (18)	4% (5)	14% (16)	39% (46)	117
Employ: Self-Employed	3% (5)	— (0)	1% (3)	5% (8)	9% (16)	4% (8)	6% (10)	6% (11)	9% (17)	17% (30)	40% (72)	179
Employ: Homemaker	1% (1)	3% (6)	— (0)	2% (4)	14% (26)	5% (10)	5% (10)	3% (5)	3% (6)	11% (19)	52% (96)	183
Employ: Student	— (0)	— (0)	— (0)	1% (1)	14% (9)	5% (3)	6% (4)	5% (3)	13% (9)	13% (9)	43% (29)	66
Employ: Retired	1% (5)	— (1)	— (1)	1% (5)	4% (21)	4% (20)	3% (17)	3% (15)	4% (24)	9% (49)	72% (396)	554
Employ: Unemployed	1% (3)	2% (5)	2% (4)	2% (6)	11% (28)	10% (26)	7% (19)	6% (17)	5% (12)	13% (35)	41% (108)	263
Employ: Other	— (1)	1% (2)	3% (5)	2% (3)	7% (10)	4% (5)	7% (10)	6% (9)	8% (12)	7% (10)	55% (80)	146
Military HH: Yes	2% (6)	— (0)	— (1)	1% (4)	9% (33)	5% (20)	5% (20)	5% (19)	5% (18)	15% (54)	53% (196)	372
Military HH: No	1% (17)	1% (16)	1% (19)	2% (41)	7% (130)	6% (118)	6% (107)	7% (127)	6% (117)	12% (213)	51% (924)	1828
RD/WT: Right Direction	1% (9)	— (4)	1% (9)	2% (19)	9% (80)	6% (57)	6% (58)	9% (86)	8% (70)	16% (146)	40% (364)	901
RD/WT: Wrong Track	1% (15)	1% (11)	1% (11)	2% (26)	6% (83)	6% (80)	5% (70)	5% (61)	5% (64)	9% (122)	58% (756)	1299
Biden Job Approve	1% (8)	1% (7)	1% (9)	2% (25)	7% (72)	6% (65)	6% (62)	8% (89)	9% (90)	17% (174)	43% (450)	1051
Biden Job Disapprove	2% (16)	— (2)	1% (10)	2% (19)	7% (73)	7% (68)	6% (56)	6% (58)	4% (39)	8% (77)	59% (601)	1019
Biden Job Strongly Approve	1% (4)	1% (5)	1% (5)	1% (6)	8% (39)	6% (29)	4% (21)	8% (42)	11% (53)	23% (115)	37% (187)	506
Biden Job Somewhat Approve	1% (3)	— (2)	1% (4)	4% (19)	6% (33)	7% (36)	8% (41)	9% (47)	7% (37)	11% (59)	48% (263)	545
Biden Job Somewhat Disapprove	1% (3)	— (0)	1% (3)	3% (7)	10% (28)	7% (20)	10% (30)	7% (21)	5% (13)	9% (27)	47% (133)	285
Biden Job Strongly Disapprove	2% (13)	— (2)	1% (7)	2% (11)	6% (45)	7% (48)	4% (27)	5% (36)	4% (27)	7% (50)	64% (468)	734
Favorable of Biden	1% (7)	1% (6)	1% (8)	2% (21)	7% (71)	6% (59)	6% (61)	8% (88)	9% (92)	16% (173)	44% (464)	1050
Unfavorable of Biden	2% (17)	1% (6)	1% (11)	2% (20)	8% (78)	7% (69)	5% (56)	6% (57)	4% (41)	8% (83)	57% (584)	1022
Very Favorable of Biden	1% (5)	1% (6)	— (2)	1% (7)	7% (38)	6% (31)	4% (22)	8% (41)	9% (49)	23% (120)	39% (206)	526
Somewhat Favorable of Biden	— (2)	— (1)	1% (6)	3% (14)	6% (33)	6% (29)	7% (39)	9% (47)	8% (43)	10% (53)	49% (258)	524
Somewhat Unfavorable of Biden	1% (3)	— (0)	2% (5)	3% (8)	10% (26)	9% (23)	8% (20)	6% (15)	5% (12)	11% (27)	43% (106)	247
Very Unfavorable of Biden	2% (13)	1% (6)	1% (6)	2% (12)	7% (52)	6% (46)	5% (36)	5% (42)	4% (29)	7% (56)	62% (478)	775
#1 Issue: Economy	1% (9)	1% (5)	1% (6)	2% (17)	9% (76)	7% (62)	6% (56)	7% (64)	7% (58)	11% (97)	49% (430)	880
#1 Issue: Security	1% (2)	— (1)	1% (3)	3% (9)	7% (19)	6% (18)	6% (17)	7% (21)	3% (8)	9% (25)	57% (163)	286
#1 Issue: Health Care	1% (3)	— (1)	2% (6)	1% (2)	7% (19)	5% (14)	7% (18)	7% (18)	9% (23)	17% (44)	44% (114)	262
#1 Issue: Medicare / Social Security	2% (5)	1% (3)	— (1)	1% (2)	6% (18)	4% (10)	3% (9)	3% (9)	6% (16)	12% (35)	62% (177)	283
#1 Issue: Women's Issues	2% (3)	2% (3)	1% (1)	3% (4)	8% (11)	10% (14)	8% (10)	6% (8)	11% (15)	12% (17)	36% (49)	137
#1 Issue: Education	— (0)	1% (1)	2% (2)	4% (4)	5% (6)	10% (10)	6% (6)	10% (10)	5% (5)	15% (15)	43% (45)	104
#1 Issue: Energy	— (0)	— (0)	— (0)	3% (4)	7% (9)	7% (9)	6% (8)	9% (13)	6% (8)	12% (17)	50% (70)	139
#1 Issue: Other	1% (2)	1% (2)	— (0)	1% (1)	5% (5)	— (0)	2% (2)	4% (4)	2% (2)	16% (17)	67% (72)	108
2020 Vote: Joe Biden	1% (8)	1% (5)	— (4)	1% (15)	6% (61)	6% (58)	6% (65)	9% (86)	9% (93)	16% (158)	45% (458)	1011
2020 Vote: Donald Trump	1% (10)	— (1)	1% (8)	2% (11)	7% (49)	7% (50)	4% (29)	5% (38)	4% (31)	8% (55)	59% (414)	695
2020 Vote: Other	3% (2)	— (0)	1% (1)	— (0)	— (0)	8% (5)	10% (6)	5% (3)	4% (3)	12% (7)	59% (35)	60
2020 Vote: Didn't Vote	1% (4)	2% (10)	2% (7)	4% (18)	12% (54)	6% (25)	7% (28)	4% (19)	2% (8)	11% (47)	49% (210)	431
2018 House Vote: Democrat	1% (6)	1% (6)	— (2)	2% (15)	6% (48)	6% (44)	7% (58)	9% (67)	8% (61)	15% (116)	46% (360)	782
2018 House Vote: Republican	2% (11)	— (2)	1% (5)	2% (10)	5% (30)	6% (31)	4% (23)	6% (36)	5% (28)	10% (54)	59% (337)	569
2018 House Vote: Someone else	— (0)	— (0)	— (0)	1% (1)	— (0)	7% (4)	5% (3)	4% (2)	— (0)	12% (7)	70% (39)	56

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Table MCEN9_18: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Shang-Chi

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (24)	1% (16)	1% (20)	2% (45)	7% (163)	6% (138)	6% (127)	7% (147)	6% (135)	12% (267)	51% (1120)	2200
2016 Vote: Hillary Clinton	1% (5)	1% (6)	— (1)	2% (15)	6% (39)	5% (32)	8% (55)	8% (59)	8% (58)	15% (107)	47% (334)	712
2016 Vote: Donald Trump	2% (11)	— (0)	1% (6)	1% (9)	6% (39)	7% (42)	4% (28)	6% (38)	5% (31)	9% (58)	58% (364)	626
2016 Vote: Other	1% (2)	2% (3)	— (0)	1% (1)	3% (4)	4% (5)	6% (8)	10% (12)	3% (4)	7% (9)	62% (77)	123
2016 Vote: Didn't Vote	1% (6)	1% (7)	2% (13)	3% (19)	11% (81)	8% (58)	5% (37)	5% (37)	6% (42)	13% (94)	47% (345)	738
Voted in 2014: Yes	1% (16)	1% (7)	— (6)	2% (18)	6% (70)	5% (66)	6% (69)	7% (91)	7% (85)	12% (147)	53% (648)	1222
Voted in 2014: No	1% (8)	1% (8)	1% (14)	3% (26)	10% (94)	7% (72)	6% (58)	6% (56)	5% (50)	12% (120)	48% (472)	978
4-Region: Northeast	1% (5)	1% (5)	1% (6)	2% (8)	7% (26)	7% (28)	5% (21)	5% (21)	6% (24)	15% (58)	49% (193)	394
4-Region: Midwest	1% (6)	1% (4)	— (1)	2% (8)	7% (32)	6% (27)	5% (25)	6% (28)	5% (24)	8% (35)	59% (272)	462
4-Region: South	1% (11)	— (4)	2% (13)	3% (24)	8% (67)	7% (60)	6% (51)	6% (47)	4% (36)	14% (116)	48% (396)	824
4-Region: West	— (2)	1% (3)	— (0)	1% (5)	7% (38)	4% (23)	6% (30)	10% (50)	10% (51)	11% (58)	50% (259)	520
Marvel Comics Fans	1% (11)	1% (10)	1% (13)	3% (33)	9% (114)	8% (107)	8% (108)	9% (121)	9% (111)	18% (231)	34% (437)	1296
Avid Marvel Comics Fans	2% (8)	1% (5)	— (2)	3% (12)	7% (31)	7% (31)	8% (37)	11% (48)	10% (42)	34% (150)	17% (75)	440
Casual Marvel Comics Fans	— (3)	— (4)	1% (11)	2% (21)	10% (84)	9% (76)	8% (71)	9% (73)	8% (69)	9% (81)	42% (362)	855
Marvel TV/Movies Fans	1% (13)	1% (12)	1% (16)	2% (31)	9% (123)	8% (111)	8% (110)	9% (124)	8% (116)	17% (241)	37% (522)	1419
Avid Marvel TV/Movies Fans	1% (5)	1% (6)	2% (6)	2% (8)	9% (36)	9% (38)	6% (25)	12% (51)	9% (37)	30% (125)	20% (85)	422
Casual Marvel TV/Movies Fans	1% (8)	1% (6)	1% (10)	2% (24)	9% (86)	7% (73)	9% (86)	7% (72)	8% (79)	12% (116)	44% (437)	997
Fans of Anything Marvel	1% (14)	1% (12)	1% (15)	2% (37)	8% (129)	8% (124)	8% (116)	9% (136)	8% (122)	17% (255)	37% (566)	1526
Avid Fans of Anything Marvel	2% (11)	1% (9)	— (2)	3% (17)	7% (42)	8% (51)	9% (56)	11% (69)	10% (65)	29% (186)	21% (135)	642
Casual Fans of Anything Marvel	1% (7)	1% (9)	1% (14)	2% (24)	9% (103)	8% (90)	8% (88)	8% (91)	8% (89)	9% (103)	44% (488)	1107

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

Table MCEN9_19: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Captain Marvel

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (21)	— (9)	— (10)	2% (45)	6% (128)	4% (98)	8% (170)	13% (282)	11% (247)	29% (635)	25% (555)	2200
Gender: Male	1% (11)	— (5)	1% (9)	2% (19)	6% (63)	4% (37)	8% (82)	15% (164)	12% (132)	31% (327)	20% (212)	1062
Gender: Female	1% (10)	— (4)	— (1)	2% (25)	6% (65)	5% (60)	8% (88)	10% (118)	10% (115)	27% (308)	30% (344)	1138
Age: 18-34	1% (8)	1% (4)	1% (5)	4% (23)	7% (48)	6% (40)	9% (58)	13% (84)	10% (63)	32% (210)	17% (114)	655
Age: 35-44	1% (5)	1% (2)	1% (5)	1% (3)	6% (23)	6% (21)	9% (32)	19% (69)	11% (41)	26% (93)	18% (64)	358
Age: 45-64	— (4)	— (2)	— (0)	2% (14)	6% (46)	3% (26)	7% (55)	12% (91)	13% (100)	28% (212)	27% (202)	751
Age: 65+	1% (4)	— (1)	— (1)	1% (4)	3% (11)	2% (11)	6% (25)	9% (39)	10% (45)	28% (120)	40% (176)	436
GenZers: 1997-2012	2% (4)	— (0)	1% (2)	4% (6)	12% (19)	6% (9)	16% (26)	11% (18)	7% (11)	27% (46)	15% (25)	169
Millennials: 1981-1996	1% (7)	1% (5)	1% (4)	3% (19)	6% (41)	6% (43)	8% (59)	15% (106)	11% (79)	32% (227)	18% (130)	718
GenXers: 1965-1980	1% (3)	1% (3)	1% (4)	2% (11)	9% (46)	5% (25)	8% (39)	15% (75)	12% (63)	27% (137)	20% (101)	507
Baby Boomers: 1946-1964	1% (6)	— (1)	— (1)	1% (9)	3% (19)	2% (17)	6% (41)	11% (79)	12% (89)	29% (209)	35% (250)	720
PID: Dem (no lean)	— (2)	1% (6)	— (1)	1% (11)	5% (46)	5% (40)	8% (73)	13% (117)	14% (121)	32% (277)	21% (180)	872
PID: Ind (no lean)	2% (14)	— (3)	1% (8)	2% (15)	7% (51)	5% (37)	7% (51)	12% (82)	9% (61)	25% (175)	28% (195)	693
PID: Rep (no lean)	1% (4)	— (0)	— (1)	3% (18)	5% (32)	3% (21)	7% (47)	13% (83)	10% (65)	29% (183)	28% (180)	635
PID/Gender: Dem Men	— (0)	1% (3)	— (1)	1% (4)	6% (26)	4% (17)	8% (34)	16% (68)	16% (67)	35% (148)	14% (60)	428
PID/Gender: Dem Women	— (2)	1% (3)	— (0)	2% (7)	5% (20)	5% (23)	9% (39)	11% (49)	12% (54)	29% (129)	27% (119)	445
PID/Gender: Ind Men	3% (9)	1% (2)	3% (8)	1% (4)	6% (17)	5% (14)	7% (23)	15% (45)	10% (32)	26% (79)	24% (74)	306
PID/Gender: Ind Women	1% (5)	— (1)	— (1)	3% (12)	9% (34)	6% (23)	7% (28)	10% (37)	8% (29)	25% (96)	32% (122)	386
PID/Gender: Rep Men	— (2)	— (0)	— (1)	4% (12)	6% (20)	2% (6)	8% (25)	15% (51)	10% (33)	31% (100)	24% (77)	328
PID/Gender: Rep Women	1% (3)	— (0)	— (1)	2% (6)	4% (11)	5% (14)	7% (22)	11% (32)	10% (32)	27% (83)	33% (103)	307
Ideo: Liberal (1-3)	— (1)	1% (3)	— (1)	2% (12)	4% (24)	3% (19)	9% (57)	13% (87)	15% (97)	33% (215)	21% (140)	657
Ideo: Moderate (4)	1% (4)	— (2)	— (0)	1% (4)	8% (48)	6% (36)	9% (57)	14% (90)	11% (71)	27% (172)	23% (147)	632
Ideo: Conservative (5-7)	2% (11)	— (2)	1% (4)	3% (17)	5% (33)	5% (32)	6% (40)	12% (84)	10% (71)	28% (189)	29% (197)	679
Educ: < College	1% (18)	— (2)	1% (8)	2% (36)	7% (105)	4% (66)	8% (114)	11% (165)	11% (159)	30% (456)	25% (383)	1512
Educ: Bachelors degree	— (2)	1% (5)	— (1)	2% (8)	4% (17)	6% (26)	8% (37)	18% (82)	12% (53)	24% (105)	24% (108)	444
Educ: Post-grad	— (1)	1% (2)	— (1)	— (0)	2% (6)	2% (6)	8% (20)	14% (35)	14% (35)	30% (74)	27% (65)	244
Income: Under 50k	1% (15)	— (6)	1% (8)	2% (22)	7% (79)	5% (59)	8% (92)	11% (134)	10% (121)	30% (354)	26% (305)	1194
Income: 50k-100k	1% (4)	— (1)	— (1)	3% (18)	4% (29)	5% (31)	8% (52)	13% (90)	12% (84)	28% (188)	26% (177)	675
Income: 100k+	— (2)	1% (2)	1% (2)	1% (5)	6% (19)	2% (8)	8% (26)	17% (58)	13% (42)	28% (93)	22% (73)	331
Ethnicity: White	1% (14)	— (8)	— (5)	2% (31)	4% (77)	4% (73)	8% (135)	12% (208)	12% (207)	28% (483)	28% (480)	1722
Ethnicity: Hispanic	3% (11)	— (0)	— (0)	4% (13)	8% (29)	5% (17)	7% (26)	8% (28)	15% (51)	31% (108)	19% (65)	349
Ethnicity: Black	1% (2)	— (0)	1% (4)	4% (10)	12% (34)	5% (15)	9% (25)	15% (41)	7% (19)	30% (82)	16% (43)	274
Ethnicity: Other	2% (5)	— (1)	1% (2)	1% (3)	9% (18)	5% (9)	5% (11)	16% (33)	10% (21)	34% (69)	16% (33)	204
All Christian	— (4)	— (3)	— (1)	2% (21)	6% (58)	4% (35)	8% (78)	13% (125)	14% (136)	29% (286)	25% (242)	987
All Non-Christian	— (0)	2% (3)	1% (1)	3% (4)	5% (6)	4% (5)	5% (6)	14% (17)	15% (19)	28% (34)	23% (29)	124
Atheist	4% (4)	— (0)	— (0)	1% (1)	3% (3)	11% (12)	5% (5)	13% (14)	6% (7)	34% (37)	23% (24)	107
Agnostic/Nothing in particular	— (1)	— (2)	1% (5)	2% (12)	5% (33)	5% (32)	8% (53)	12% (80)	9% (59)	27% (171)	30% (194)	642
Something Else	4% (12)	— (1)	1% (3)	2% (7)	8% (28)	4% (14)	8% (28)	14% (46)	8% (26)	32% (107)	20% (67)	340
Religious Non-Protestant/Catholic	— (0)	2% (3)	1% (1)	6% (9)	5% (7)	4% (5)	6% (9)	14% (20)	14% (21)	25% (37)	23% (34)	147
Evangelical	2% (9)	— (1)	— (2)	2% (12)	9% (49)	2% (12)	7% (41)	13% (73)	11% (61)	34% (190)	20% (112)	562
Non-Evangelical	1% (7)	— (3)	— (2)	1% (11)	5% (35)	4% (32)	8% (59)	13% (92)	13% (92)	28% (197)	26% (184)	714

Continued on next page

Table MCEN9_19: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Captain Marvel

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (21)	— (9)	— (10)	2% (45)	6% (128)	4% (98)	8% (170)	13% (282)	11% (247)	29% (635)	25% (555)	2200
Community: Urban	1% (4)	— (3)	1% (6)	2% (10)	5% (36)	4% (25)	8% (51)	15% (99)	13% (85)	30% (200)	23% (151)	671
Community: Suburban	1% (13)	— (3)	— (1)	2% (18)	6% (58)	5% (47)	7% (69)	12% (121)	10% (98)	29% (290)	27% (265)	983
Community: Rural	1% (3)	1% (3)	1% (3)	3% (16)	6% (34)	5% (26)	9% (50)	11% (61)	12% (65)	27% (145)	26% (140)	546
Employ: Private Sector	— (3)	1% (4)	— (2)	2% (13)	6% (41)	5% (37)	9% (60)	15% (105)	12% (82)	30% (206)	20% (138)	691
Employ: Government	— (0)	1% (1)	— (0)	7% (8)	3% (4)	4% (5)	8% (10)	20% (24)	13% (16)	25% (29)	18% (21)	117
Employ: Self-Employed	2% (4)	— (0)	1% (2)	— (0)	6% (11)	4% (8)	8% (15)	16% (30)	12% (22)	30% (54)	19% (34)	179
Employ: Homemaker	— (0)	1% (1)	— (0)	5% (10)	8% (14)	4% (7)	8% (14)	9% (16)	10% (19)	28% (52)	27% (50)	183
Employ: Student	— (0)	2% (1)	— (0)	— (0)	5% (3)	7% (4)	26% (17)	12% (8)	6% (4)	17% (11)	26% (17)	66
Employ: Retired	1% (4)	— (1)	— (1)	1% (3)	3% (18)	3% (15)	5% (30)	9% (48)	10% (58)	29% (160)	39% (216)	554
Employ: Unemployed	2% (6)	— (1)	1% (3)	2% (6)	8% (21)	7% (19)	6% (17)	12% (32)	12% (33)	27% (72)	20% (52)	263
Employ: Other	2% (3)	— (0)	2% (3)	3% (5)	11% (16)	2% (2)	5% (7)	13% (19)	9% (13)	35% (51)	18% (26)	146
Military HH: Yes	1% (3)	1% (2)	— (1)	2% (9)	6% (21)	3% (13)	5% (18)	14% (53)	11% (41)	30% (113)	26% (98)	372
Military HH: No	1% (18)	— (7)	1% (10)	2% (36)	6% (107)	5% (85)	8% (152)	13% (229)	11% (206)	29% (522)	25% (457)	1828
RD/WT: Right Direction	1% (7)	— (4)	— (3)	1% (12)	7% (59)	4% (36)	8% (69)	14% (124)	14% (122)	31% (279)	21% (186)	901
RD/WT: Wrong Track	1% (13)	— (5)	1% (8)	2% (32)	5% (70)	5% (61)	8% (102)	12% (157)	10% (125)	27% (356)	28% (369)	1299
Biden Job Approve	— (5)	— (5)	— (3)	1% (13)	5% (55)	3% (36)	9% (93)	14% (148)	14% (143)	31% (328)	21% (224)	1051
Biden Job Disapprove	2% (16)	— (3)	1% (5)	3% (26)	6% (60)	6% (58)	7% (67)	12% (125)	10% (99)	27% (278)	28% (282)	1019
Biden Job Strongly Approve	— (0)	1% (3)	1% (3)	2% (9)	5% (25)	2% (12)	6% (31)	12% (60)	11% (57)	40% (204)	20% (101)	506
Biden Job Somewhat Approve	1% (5)	— (2)	— (0)	1% (3)	5% (29)	4% (23)	11% (62)	16% (88)	16% (86)	23% (124)	23% (123)	545
Biden Job Somewhat Disapprove	2% (5)	1% (2)	1% (2)	2% (5)	7% (20)	11% (31)	8% (23)	13% (38)	10% (29)	24% (68)	22% (62)	285
Biden Job Strongly Disapprove	2% (11)	— (1)	— (4)	3% (21)	5% (40)	4% (28)	6% (44)	12% (87)	9% (70)	29% (210)	30% (220)	734
Favorable of Biden	— (1)	— (4)	— (5)	2% (17)	6% (60)	3% (33)	9% (93)	14% (143)	13% (136)	31% (327)	22% (231)	1050
Unfavorable of Biden	2% (17)	— (4)	1% (5)	2% (25)	5% (54)	5% (55)	7% (69)	13% (131)	10% (105)	28% (290)	26% (267)	1022
Very Favorable of Biden	— (1)	— (1)	1% (5)	2% (11)	5% (28)	2% (13)	6% (30)	11% (56)	12% (62)	40% (211)	21% (110)	526
Somewhat Favorable of Biden	— (0)	1% (3)	— (0)	1% (6)	6% (32)	4% (21)	12% (64)	17% (87)	14% (74)	22% (117)	23% (121)	524
Somewhat Unfavorable of Biden	2% (5)	1% (1)	1% (2)	2% (6)	4% (11)	9% (21)	8% (20)	15% (37)	12% (31)	28% (69)	18% (44)	247
Very Unfavorable of Biden	1% (11)	— (2)	— (4)	2% (19)	6% (43)	4% (34)	6% (49)	12% (94)	10% (75)	29% (221)	29% (223)	775
#1 Issue: Economy	1% (9)	— (3)	— (3)	2% (21)	8% (66)	5% (40)	8% (72)	14% (127)	12% (103)	27% (235)	23% (198)	880
#1 Issue: Security	— (1)	— (1)	— (1)	2% (6)	1% (4)	5% (14)	8% (23)	12% (33)	12% (34)	32% (91)	27% (77)	286
#1 Issue: Health Care	— (0)	1% (1)	1% (3)	1% (3)	3% (8)	3% (9)	9% (22)	11% (28)	15% (40)	33% (85)	24% (62)	262
#1 Issue: Medicare / Social Security	1% (3)	— (1)	1% (2)	1% (3)	7% (19)	2% (6)	5% (15)	8% (23)	12% (35)	28% (78)	35% (98)	283
#1 Issue: Women's Issues	3% (4)	— (1)	— (0)	6% (9)	4% (6)	10% (13)	10% (14)	15% (20)	9% (12)	26% (36)	16% (22)	137
#1 Issue: Education	— (0)	— (0)	— (0)	2% (2)	8% (8)	6% (6)	4% (4)	16% (17)	5% (5)	37% (38)	22% (23)	104
#1 Issue: Energy	— (0)	2% (2)	— (0)	— (0)	10% (13)	2% (2)	8% (11)	16% (22)	8% (11)	28% (39)	28% (38)	139
#1 Issue: Other	2% (2)	— (0)	1% (2)	— (0)	3% (3)	6% (6)	8% (8)	11% (11)	5% (6)	30% (32)	35% (37)	108
2020 Vote: Joe Biden	— (4)	— (5)	— (1)	1% (8)	4% (44)	4% (38)	9% (87)	14% (139)	14% (145)	31% (310)	23% (230)	1011
2020 Vote: Donald Trump	1% (6)	— (1)	— (2)	3% (20)	6% (40)	5% (35)	7% (47)	13% (89)	11% (75)	26% (184)	28% (198)	695
2020 Vote: Other	3% (2)	— (0)	— (0)	3% (2)	4% (2)	7% (4)	5% (3)	15% (9)	4% (2)	30% (18)	29% (17)	60
2020 Vote: Didn't Vote	2% (9)	1% (3)	2% (8)	4% (15)	10% (41)	5% (21)	8% (33)	10% (45)	6% (25)	28% (123)	25% (107)	431
2018 House Vote: Democrat	— (3)	— (4)	— (1)	2% (14)	5% (35)	3% (25)	9% (71)	13% (101)	13% (105)	31% (242)	23% (180)	782
2018 House Vote: Republican	1% (6)	— (1)	— (1)	2% (11)	4% (23)	4% (21)	5% (31)	13% (72)	12% (69)	29% (166)	30% (168)	569
2018 House Vote: Someone else	— (0)	— (0)	— (0)	— (0)	5% (3)	9% (5)	4% (2)	11% (6)	7% (4)	28% (16)	35% (20)	56

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Table MCEN9_19: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Captain Marvel

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (21)	— (9)	— (10)	2% (45)	6% (128)	4% (98)	8% (170)	13% (282)	11% (247)	29% (635)	25% (555)	2200
2016 Vote: Hillary Clinton	— (2)	1% (5)	— (1)	1% (6)	4% (31)	3% (23)	8% (59)	13% (96)	13% (95)	32% (226)	24% (170)	712
2016 Vote: Donald Trump	1% (5)	— (1)	— (1)	3% (17)	5% (30)	5% (29)	6% (36)	13% (81)	12% (74)	28% (174)	28% (177)	626
2016 Vote: Other	1% (1)	— (0)	— (0)	2% (2)	4% (5)	2% (2)	10% (12)	11% (13)	16% (20)	28% (35)	27% (34)	123
2016 Vote: Didn't Vote	2% (12)	— (3)	1% (8)	3% (20)	8% (62)	6% (43)	9% (63)	12% (92)	8% (59)	27% (201)	24% (174)	738
Voted in 2014: Yes	1% (8)	— (6)	— (2)	1% (18)	4% (54)	3% (40)	7% (90)	13% (156)	14% (166)	29% (353)	27% (330)	1222
Voted in 2014: No	1% (13)	— (3)	1% (8)	3% (27)	8% (74)	6% (58)	8% (81)	13% (125)	8% (81)	29% (282)	23% (225)	978
4-Region: Northeast	1% (5)	— (1)	— (1)	1% (5)	5% (18)	6% (23)	9% (34)	13% (51)	10% (38)	30% (116)	26% (102)	394
4-Region: Midwest	1% (3)	— (0)	2% (7)	1% (5)	4% (20)	4% (19)	8% (37)	13% (59)	13% (61)	27% (123)	28% (129)	462
4-Region: South	1% (10)	— (3)	— (2)	4% (31)	8% (66)	5% (43)	7% (54)	11% (92)	10% (86)	30% (251)	22% (185)	824
4-Region: West	— (2)	1% (5)	— (1)	1% (4)	5% (24)	2% (12)	9% (46)	15% (80)	12% (62)	28% (145)	27% (139)	520
Marvel Comics Fans	— (4)	— (4)	1% (9)	2% (21)	6% (72)	5% (65)	9% (122)	16% (212)	14% (182)	38% (491)	9% (114)	1296
Avid Marvel Comics Fans	— (0)	— (1)	1% (4)	1% (6)	6% (25)	4% (17)	8% (35)	15% (65)	14% (62)	49% (214)	3% (12)	440
Casual Marvel Comics Fans	— (4)	— (3)	1% (5)	2% (15)	5% (47)	6% (48)	10% (87)	17% (147)	14% (120)	32% (277)	12% (102)	855
Marvel TV/Movies Fans	1% (8)	— (3)	1% (9)	2% (27)	5% (75)	5% (67)	9% (132)	15% (219)	14% (203)	36% (513)	11% (163)	1419
Avid Marvel TV/Movies Fans	1% (4)	— (0)	— (2)	2% (7)	5% (21)	4% (15)	7% (30)	14% (59)	14% (59)	50% (209)	3% (15)	422
Casual Marvel TV/Movies Fans	— (4)	— (3)	1% (7)	2% (20)	5% (54)	5% (52)	10% (102)	16% (160)	14% (143)	31% (304)	15% (148)	997
Fans of Anything Marvel	1% (9)	— (5)	1% (9)	2% (30)	6% (92)	5% (70)	9% (137)	16% (237)	13% (205)	37% (568)	11% (164)	1526
Avid Fans of Anything Marvel	1% (5)	— (1)	1% (4)	1% (7)	5% (34)	3% (21)	8% (52)	16% (99)	14% (89)	49% (313)	2% (16)	642
Casual Fans of Anything Marvel	— (4)	— (4)	1% (6)	2% (24)	6% (64)	5% (60)	10% (110)	16% (177)	13% (148)	32% (356)	14% (153)	1107

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

Table MCEN9_20: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Nick Fury

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (21)	— (6)	2% (38)	2% (53)	9% (203)	7% (157)	9% (194)	9% (196)	5% (110)	11% (248)	44% (973)	2200
Gender: Male	1% (12)	— (3)	1% (15)	3% (27)	9% (98)	7% (70)	10% (108)	12% (128)	7% (74)	14% (148)	36% (378)	1062
Gender: Female	1% (8)	— (3)	2% (23)	2% (26)	9% (105)	8% (87)	8% (86)	6% (68)	3% (36)	9% (100)	52% (595)	1138
Age: 18-34	1% (4)	— (2)	3% (17)	3% (21)	10% (65)	10% (66)	11% (74)	12% (79)	4% (28)	17% (109)	29% (190)	655
Age: 35-44	1% (5)	— (2)	1% (4)	3% (12)	12% (43)	9% (33)	15% (54)	13% (45)	6% (20)	12% (41)	28% (99)	358
Age: 45-64	1% (10)	— (1)	2% (17)	3% (20)	10% (72)	5% (40)	7% (54)	7% (51)	5% (38)	10% (77)	49% (371)	751
Age: 65+	— (2)	— (1)	— (1)	— (0)	5% (23)	4% (18)	3% (13)	5% (21)	6% (24)	5% (20)	72% (313)	436
GenZers: 1997-2012	1% (1)	1% (2)	5% (8)	6% (9)	12% (19)	9% (15)	11% (19)	10% (17)	3% (5)	11% (19)	33% (55)	169
Millennials: 1981-1996	1% (8)	— (1)	2% (11)	2% (17)	10% (73)	10% (74)	12% (85)	13% (93)	6% (40)	17% (120)	27% (196)	718
GenXers: 1965-1980	1% (4)	— (1)	3% (15)	3% (17)	11% (58)	7% (36)	11% (55)	10% (50)	4% (22)	12% (60)	37% (188)	507
Baby Boomers: 1946-1964	1% (7)	— (2)	1% (4)	1% (11)	7% (48)	4% (28)	5% (34)	5% (33)	6% (43)	6% (45)	65% (465)	720
PID: Dem (no lean)	1% (6)	— (0)	1% (9)	3% (22)	10% (84)	7% (60)	10% (86)	11% (92)	6% (50)	15% (128)	38% (335)	872
PID: Ind (no lean)	1% (8)	1% (4)	3% (19)	2% (17)	10% (67)	9% (63)	8% (59)	7% (50)	5% (34)	7% (52)	46% (320)	693
PID: Rep (no lean)	1% (7)	— (2)	2% (11)	2% (14)	8% (52)	5% (34)	8% (49)	8% (54)	4% (26)	11% (68)	50% (318)	635
PID/Gender: Dem Men	1% (3)	— (0)	1% (4)	3% (14)	10% (44)	6% (26)	11% (48)	14% (60)	8% (35)	20% (85)	25% (109)	428
PID/Gender: Dem Women	1% (3)	— (0)	1% (5)	2% (9)	9% (40)	8% (34)	9% (38)	7% (32)	3% (15)	10% (43)	51% (226)	445
PID/Gender: Ind Men	2% (6)	1% (2)	1% (3)	3% (9)	10% (30)	9% (26)	9% (28)	10% (30)	7% (21)	9% (27)	40% (124)	306
PID/Gender: Ind Women	— (2)	1% (2)	4% (16)	2% (8)	10% (37)	10% (37)	8% (31)	5% (20)	4% (14)	6% (25)	51% (196)	386
PID/Gender: Rep Men	1% (3)	— (1)	2% (8)	2% (5)	7% (24)	6% (18)	10% (32)	12% (38)	6% (19)	11% (36)	44% (145)	328
PID/Gender: Rep Women	1% (4)	— (1)	1% (3)	3% (9)	9% (29)	5% (16)	6% (17)	5% (16)	2% (8)	11% (33)	56% (173)	307
Ideo: Liberal (1-3)	1% (4)	— (0)	2% (11)	2% (13)	8% (54)	8% (54)	10% (68)	11% (72)	6% (39)	13% (89)	38% (253)	657
Ideo: Moderate (4)	1% (5)	1% (3)	2% (12)	2% (15)	11% (71)	9% (54)	9% (56)	10% (63)	4% (24)	9% (58)	43% (271)	632
Ideo: Conservative (5-7)	1% (10)	— (1)	2% (12)	2% (16)	7% (50)	4% (27)	8% (53)	7% (47)	6% (38)	12% (80)	51% (346)	679
Educ: < College	1% (14)	— (5)	2% (31)	2% (34)	10% (145)	7% (101)	9% (129)	8% (123)	5% (70)	11% (170)	46% (691)	1512
Educ: Bachelors degree	1% (3)	— (1)	1% (5)	3% (14)	10% (43)	9% (41)	10% (44)	10% (43)	6% (25)	10% (44)	40% (179)	444
Educ: Post-grad	1% (4)	— (0)	1% (2)	2% (5)	6% (16)	6% (15)	9% (21)	12% (30)	6% (15)	14% (34)	42% (103)	244
Income: Under 50k	1% (12)	— (5)	2% (21)	3% (32)	10% (122)	7% (84)	9% (102)	9% (103)	4% (52)	11% (137)	44% (524)	1194
Income: 50k-100k	1% (5)	— (1)	2% (12)	3% (19)	7% (50)	7% (44)	9% (62)	8% (54)	6% (38)	10% (67)	48% (323)	675
Income: 100k+	1% (4)	— (0)	2% (5)	1% (2)	10% (32)	9% (29)	9% (30)	12% (39)	6% (20)	13% (44)	38% (126)	331
Ethnicity: White	1% (16)	— (5)	1% (23)	2% (41)	9% (152)	6% (110)	7% (123)	9% (154)	5% (85)	11% (185)	48% (828)	1722
Ethnicity: Hispanic	1% (3)	— (1)	4% (13)	1% (3)	12% (41)	6% (21)	14% (48)	11% (38)	4% (16)	15% (53)	32% (113)	349
Ethnicity: Black	— (1)	— (1)	5% (13)	4% (11)	9% (24)	11% (30)	12% (32)	8% (21)	7% (20)	15% (41)	30% (82)	274
Ethnicity: Other	2% (4)	— (0)	1% (2)	1% (2)	13% (27)	8% (17)	19% (40)	10% (21)	2% (5)	11% (22)	31% (64)	204
All Christian	1% (9)	— (3)	2% (17)	1% (14)	9% (90)	6% (58)	9% (90)	8% (78)	6% (58)	10% (100)	48% (470)	987
All Non-Christian	1% (1)	— (0)	2% (3)	3% (4)	9% (12)	5% (6)	8% (10)	15% (18)	2% (3)	23% (28)	31% (39)	124
Atheist	— (0)	— (0)	1% (2)	4% (5)	11% (11)	10% (11)	15% (17)	12% (13)	4% (5)	9% (9)	33% (35)	107
Agnostic/Nothing in particular	— (3)	— (1)	2% (12)	2% (16)	7% (47)	10% (64)	8% (49)	9% (61)	6% (37)	10% (62)	45% (290)	642
Something Else	2% (8)	1% (3)	1% (5)	4% (15)	13% (43)	5% (18)	8% (28)	8% (27)	2% (8)	14% (49)	41% (139)	340
Religious Non-Protestant/Catholic	1% (1)	— (0)	6% (8)	3% (4)	9% (13)	5% (7)	7% (10)	14% (21)	3% (5)	20% (30)	33% (48)	147
Evangelical	2% (14)	1% (3)	1% (8)	2% (12)	12% (66)	5% (29)	8% (46)	7% (42)	6% (32)	14% (76)	42% (233)	562
Non-Evangelical	— (3)	— (2)	1% (7)	2% (17)	9% (65)	6% (42)	9% (66)	8% (55)	4% (29)	10% (70)	50% (357)	714

Continued on next page

Table MCEN9_20: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Nick Fury

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (21)	— (6)	2% (38)	2% (53)	9% (203)	7% (157)	9% (194)	9% (196)	5% (110)	11% (248)	44% (973)	2200
Community: Urban	1% (8)	— (2)	1% (10)	2% (15)	10% (64)	6% (39)	10% (64)	11% (74)	6% (40)	17% (116)	36% (239)	671
Community: Suburban	1% (7)	— (1)	1% (13)	2% (20)	9% (91)	7% (71)	9% (88)	8% (77)	5% (46)	9% (84)	49% (484)	983
Community: Rural	1% (6)	1% (3)	3% (15)	3% (18)	9% (48)	8% (46)	8% (43)	8% (45)	4% (24)	9% (48)	46% (251)	546
Employ: Private Sector	1% (7)	— (1)	1% (10)	3% (17)	9% (61)	9% (63)	12% (81)	11% (77)	5% (37)	13% (86)	36% (251)	691
Employ: Government	— (1)	— (0)	6% (7)	3% (3)	6% (7)	8% (10)	13% (15)	17% (20)	5% (6)	9% (10)	33% (39)	117
Employ: Self-Employed	1% (3)	— (0)	1% (1)	4% (8)	12% (22)	7% (12)	9% (16)	10% (18)	5% (9)	18% (33)	33% (59)	179
Employ: Homemaker	— (0)	1% (1)	3% (5)	5% (9)	13% (24)	7% (13)	11% (20)	5% (10)	4% (8)	10% (18)	41% (75)	183
Employ: Student	— (0)	— (0)	2% (2)	1% (1)	17% (11)	11% (7)	14% (9)	4% (3)	2% (1)	13% (9)	36% (24)	66
Employ: Retired	1% (3)	1% (3)	1% (3)	1% (4)	5% (30)	4% (22)	4% (22)	5% (30)	6% (33)	7% (38)	66% (366)	554
Employ: Unemployed	1% (3)	1% (2)	3% (8)	2% (6)	11% (30)	10% (26)	7% (18)	10% (26)	4% (10)	14% (37)	37% (97)	263
Employ: Other	3% (4)	— (0)	2% (2)	3% (5)	13% (19)	3% (4)	10% (15)	9% (13)	3% (5)	11% (16)	43% (63)	146
Military HH: Yes	1% (3)	— (1)	3% (12)	2% (6)	6% (23)	5% (18)	9% (34)	8% (30)	6% (21)	15% (55)	45% (168)	372
Military HH: No	1% (17)	— (5)	1% (26)	3% (47)	10% (180)	8% (138)	9% (161)	9% (166)	5% (89)	11% (193)	44% (806)	1828
RD/WT: Right Direction	— (3)	— (0)	2% (19)	2% (18)	9% (82)	7% (64)	10% (90)	11% (97)	7% (61)	14% (123)	38% (344)	901
RD/WT: Wrong Track	1% (18)	— (6)	1% (19)	3% (35)	9% (121)	7% (93)	8% (105)	8% (99)	4% (49)	10% (125)	48% (629)	1299
Biden Job Approve	— (4)	— (1)	2% (16)	2% (22)	9% (99)	7% (76)	10% (105)	10% (103)	7% (70)	14% (143)	39% (411)	1051
Biden Job Disapprove	2% (16)	— (5)	2% (16)	3% (28)	8% (86)	6% (66)	8% (79)	8% (84)	4% (40)	9% (96)	50% (505)	1019
Biden Job Strongly Approve	— (2)	— (0)	2% (8)	2% (9)	9% (44)	4% (21)	10% (50)	9% (43)	9% (44)	21% (105)	36% (180)	506
Biden Job Somewhat Approve	— (2)	— (1)	2% (8)	3% (14)	10% (55)	10% (56)	10% (55)	11% (60)	5% (25)	7% (37)	42% (231)	545
Biden Job Somewhat Disapprove	2% (5)	1% (2)	3% (9)	3% (9)	12% (36)	9% (26)	8% (24)	9% (27)	4% (10)	11% (30)	38% (109)	285
Biden Job Strongly Disapprove	2% (11)	— (3)	1% (7)	3% (19)	7% (50)	6% (41)	7% (55)	8% (57)	4% (30)	9% (66)	54% (396)	734
Favorable of Biden	— (5)	— (0)	2% (17)	2% (23)	9% (95)	7% (72)	10% (109)	9% (97)	6% (68)	14% (143)	40% (420)	1050
Unfavorable of Biden	2% (15)	1% (6)	2% (19)	3% (27)	9% (91)	7% (69)	8% (81)	9% (93)	4% (39)	9% (95)	47% (485)	1022
Very Favorable of Biden	1% (3)	— (0)	2% (9)	2% (10)	7% (36)	5% (28)	9% (49)	9% (47)	8% (43)	20% (106)	37% (196)	526
Somewhat Favorable of Biden	— (2)	— (0)	1% (7)	2% (13)	11% (59)	8% (44)	12% (60)	10% (50)	5% (26)	7% (37)	43% (224)	524
Somewhat Unfavorable of Biden	2% (5)	1% (3)	3% (8)	3% (8)	12% (29)	9% (23)	10% (24)	13% (33)	3% (7)	10% (25)	33% (81)	247
Very Unfavorable of Biden	1% (10)	— (3)	1% (11)	3% (20)	8% (63)	6% (46)	7% (57)	8% (60)	4% (32)	9% (70)	52% (404)	775
#1 Issue: Economy	1% (7)	— (1)	2% (16)	3% (24)	9% (78)	8% (66)	11% (94)	10% (92)	4% (39)	11% (96)	41% (365)	880
#1 Issue: Security	1% (3)	— (1)	1% (3)	2% (7)	8% (24)	5% (14)	11% (31)	5% (15)	6% (16)	9% (25)	52% (148)	286
#1 Issue: Health Care	1% (2)	— (0)	2% (4)	3% (7)	9% (23)	7% (19)	7% (17)	10% (26)	5% (12)	19% (49)	39% (102)	262
#1 Issue: Medicare / Social Security	1% (3)	— (0)	2% (4)	3% (7)	8% (24)	4% (12)	3% (10)	5% (14)	6% (18)	8% (23)	59% (167)	283
#1 Issue: Women's Issues	1% (1)	1% (1)	6% (8)	1% (2)	16% (22)	13% (18)	11% (15)	8% (11)	3% (5)	9% (12)	31% (42)	137
#1 Issue: Education	1% (1)	— (0)	1% (1)	4% (4)	10% (11)	5% (6)	12% (12)	10% (11)	6% (6)	17% (17)	34% (36)	104
#1 Issue: Energy	1% (1)	1% (1)	1% (1)	1% (2)	10% (13)	8% (10)	6% (9)	12% (17)	3% (4)	13% (18)	45% (62)	139
#1 Issue: Other	1% (1)	1% (2)	1% (1)	1% (1)	7% (8)	10% (11)	7% (7)	9% (9)	10% (11)	6% (7)	48% (52)	108
2020 Vote: Joe Biden	1% (6)	— (1)	1% (9)	3% (26)	9% (90)	7% (72)	10% (97)	10% (103)	6% (58)	14% (138)	41% (411)	1011
2020 Vote: Donald Trump	1% (10)	— (3)	2% (17)	2% (16)	8% (58)	6% (42)	8% (58)	7% (49)	5% (36)	8% (58)	50% (349)	695
2020 Vote: Other	1% (1)	2% (1)	1% (1)	1% (1)	6% (3)	25% (15)	4% (2)	6% (4)	2% (1)	8% (5)	44% (26)	60
2020 Vote: Didn't Vote	1% (4)	— (2)	3% (12)	2% (11)	12% (52)	6% (28)	9% (37)	9% (40)	3% (15)	11% (48)	43% (184)	431
2018 House Vote: Democrat	— (3)	— (0)	2% (12)	2% (18)	9% (69)	7% (56)	10% (81)	10% (77)	6% (47)	13% (101)	41% (317)	782
2018 House Vote: Republican	2% (9)	— (2)	1% (8)	2% (9)	8% (44)	6% (32)	7% (42)	7% (39)	6% (33)	10% (57)	52% (295)	569
2018 House Vote: Someone else	2% (1)	3% (1)	— (0)	3% (2)	4% (2)	21% (12)	2% (1)	3% (2)	4% (3)	7% (4)	51% (29)	56

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Table MCEN9_20: *On a scale of 1 to 10, with 1 being completely evil and 10 being completely good, how morally evil or good do you think each of the following characters are?*
Nick Fury

Demographic	1 - Completely evil	2	3	4	5	6	7	8	9	10 - Completely good	Don't know/ No opinion	Total N
Adults	1% (21)	— (6)	2% (38)	2% (53)	9% (203)	7% (157)	9% (194)	9% (196)	5% (110)	11% (248)	44% (973)	2200
2016 Vote: Hillary Clinton	— (3)	— (1)	1% (9)	2% (13)	9% (62)	7% (48)	10% (70)	10% (71)	6% (43)	13% (94)	42% (298)	712
2016 Vote: Donald Trump	1% (9)	— (3)	2% (10)	3% (16)	8% (48)	6% (35)	8% (53)	6% (39)	6% (35)	10% (62)	51% (317)	626
2016 Vote: Other	— (0)	— (0)	2% (2)	2% (3)	9% (11)	15% (19)	8% (10)	8% (9)	6% (7)	5% (7)	46% (56)	123
2016 Vote: Didn't Vote	1% (9)	— (3)	2% (18)	3% (22)	11% (83)	7% (55)	8% (61)	10% (76)	3% (26)	12% (85)	41% (302)	738
Voted in 2014: Yes	1% (11)	— (3)	2% (19)	2% (24)	8% (95)	7% (87)	8% (103)	8% (101)	6% (75)	11% (134)	47% (571)	1222
Voted in 2014: No	1% (10)	— (3)	2% (19)	3% (29)	11% (109)	7% (70)	9% (91)	10% (95)	4% (36)	12% (114)	41% (402)	978
4-Region: Northeast	1% (3)	— (1)	1% (6)	4% (17)	8% (32)	6% (25)	8% (31)	9% (37)	5% (21)	12% (49)	44% (172)	394
4-Region: Midwest	— (1)	— (2)	1% (5)	1% (6)	8% (39)	9% (39)	7% (32)	10% (44)	6% (26)	8% (37)	50% (230)	462
4-Region: South	1% (12)	— (3)	3% (23)	3% (24)	10% (86)	7% (56)	10% (79)	8% (64)	5% (38)	12% (99)	41% (340)	824
4-Region: West	1% (4)	— (0)	1% (4)	1% (6)	9% (46)	7% (37)	10% (53)	10% (51)	5% (25)	12% (64)	44% (231)	520
Marvel Comics Fans	1% (7)	— (4)	2% (20)	3% (37)	10% (135)	10% (133)	13% (164)	13% (168)	7% (94)	17% (219)	24% (316)	1296
Avid Marvel Comics Fans	1% (3)	— (1)	1% (3)	3% (14)	8% (35)	10% (45)	15% (66)	14% (60)	10% (42)	30% (134)	9% (40)	440
Casual Marvel Comics Fans	— (4)	— (3)	2% (17)	3% (24)	12% (100)	10% (88)	11% (98)	13% (108)	6% (52)	10% (84)	32% (277)	855
Marvel TV/Movies Fans	— (7)	— (4)	2% (25)	3% (40)	10% (143)	9% (128)	12% (167)	13% (179)	7% (96)	16% (228)	28% (402)	1419
Avid Marvel TV/Movies Fans	1% (3)	— (2)	1% (6)	2% (9)	9% (38)	9% (38)	15% (63)	14% (60)	9% (38)	27% (115)	12% (51)	422
Casual Marvel TV/Movies Fans	— (4)	— (2)	2% (19)	3% (30)	11% (106)	9% (90)	10% (104)	12% (119)	6% (58)	11% (113)	35% (351)	997
Fans of Anything Marvel	1% (10)	— (4)	2% (32)	3% (42)	11% (161)	9% (143)	12% (179)	12% (187)	7% (103)	16% (243)	28% (423)	1526
Avid Fans of Anything Marvel	1% (6)	— (2)	1% (5)	3% (17)	8% (53)	10% (67)	13% (83)	16% (105)	9% (59)	27% (172)	11% (71)	642
Casual Fans of Anything Marvel	1% (6)	— (3)	3% (29)	3% (29)	12% (130)	9% (102)	11% (124)	11% (125)	6% (68)	10% (111)	34% (380)	1107

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

Table MCEN10_1: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Ant-Man

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (24)	1% (16)	1% (29)	4% (86)	8% (182)	10% (212)	11% (244)	11% (232)	8% (166)	13% (295)	32% (714)	2200
Gender: Male	1% (15)	1% (11)	1% (13)	5% (48)	9% (98)	10% (110)	13% (134)	11% (114)	10% (105)	14% (144)	25% (270)	1062
Gender: Female	1% (9)	— (5)	1% (17)	3% (37)	7% (84)	9% (101)	10% (110)	10% (118)	5% (61)	13% (151)	39% (444)	1138
Age: 18-34	1% (5)	1% (7)	1% (9)	5% (31)	10% (67)	12% (77)	12% (79)	11% (75)	9% (58)	19% (126)	18% (120)	655
Age: 35-44	1% (4)	1% (4)	2% (9)	6% (22)	8% (30)	13% (46)	12% (42)	15% (53)	9% (31)	13% (46)	20% (71)	358
Age: 45-64	2% (14)	1% (4)	1% (11)	3% (22)	9% (68)	8% (61)	11% (80)	10% (75)	8% (57)	11% (83)	37% (276)	751
Age: 65+	— (2)	— (0)	— (1)	3% (11)	4% (16)	6% (28)	10% (42)	7% (29)	4% (19)	9% (40)	57% (247)	436
GenZers: 1997-2012	3% (5)	3% (6)	4% (6)	7% (12)	10% (17)	18% (30)	11% (18)	7% (12)	5% (9)	18% (30)	14% (23)	169
Millennials: 1981-1996	— (2)	1% (5)	1% (9)	4% (32)	9% (66)	10% (74)	13% (92)	14% (100)	9% (68)	19% (134)	19% (137)	718
GenXers: 1965-1980	1% (6)	— (2)	2% (10)	5% (25)	11% (56)	12% (59)	12% (59)	11% (58)	7% (35)	11% (56)	28% (143)	507
Baby Boomers: 1946-1964	2% (12)	— (3)	1% (4)	2% (15)	6% (42)	7% (47)	9% (68)	8% (60)	7% (52)	10% (70)	48% (347)	720
PID: Dem (no lean)	1% (7)	1% (6)	1% (10)	4% (31)	7% (58)	10% (85)	11% (94)	12% (105)	10% (86)	16% (143)	28% (248)	872
PID: Ind (no lean)	1% (6)	1% (5)	2% (11)	5% (32)	11% (75)	11% (76)	12% (86)	8% (53)	5% (37)	11% (74)	34% (235)	693
PID: Rep (no lean)	2% (11)	1% (5)	1% (9)	4% (23)	8% (48)	8% (50)	10% (64)	12% (74)	7% (43)	12% (78)	36% (232)	635
PID/Gender: Dem Men	1% (3)	1% (4)	1% (6)	3% (14)	7% (31)	10% (43)	12% (52)	13% (54)	14% (61)	17% (75)	20% (84)	428
PID/Gender: Dem Women	1% (4)	— (1)	1% (4)	4% (16)	6% (27)	10% (43)	9% (42)	11% (51)	6% (25)	15% (68)	37% (164)	445
PID/Gender: Ind Men	1% (4)	1% (2)	— (1)	5% (16)	11% (33)	13% (38)	15% (47)	8% (23)	7% (22)	9% (29)	29% (90)	306
PID/Gender: Ind Women	1% (3)	1% (3)	3% (10)	4% (16)	11% (42)	10% (38)	10% (39)	8% (30)	4% (15)	12% (45)	37% (145)	386
PID/Gender: Rep Men	3% (9)	1% (4)	2% (6)	5% (18)	10% (33)	9% (29)	11% (35)	11% (36)	7% (22)	12% (40)	29% (96)	328
PID/Gender: Rep Women	1% (2)	— (1)	1% (3)	2% (5)	5% (15)	7% (21)	9% (29)	12% (38)	7% (21)	12% (38)	44% (136)	307
Ideo: Liberal (1-3)	— (3)	1% (6)	1% (8)	4% (25)	7% (44)	12% (76)	12% (79)	12% (76)	10% (66)	15% (98)	27% (175)	657
Ideo: Moderate (4)	1% (5)	— (2)	2% (9)	4% (22)	9% (57)	10% (63)	12% (79)	12% (73)	7% (43)	13% (80)	31% (198)	632
Ideo: Conservative (5-7)	2% (14)	1% (5)	1% (7)	4% (24)	7% (48)	8% (51)	9% (64)	10% (70)	7% (46)	13% (86)	39% (264)	679
Educ: < College	1% (20)	1% (13)	2% (23)	4% (66)	9% (136)	9% (141)	10% (154)	10% (150)	6% (91)	14% (215)	33% (502)	1512
Educ: Bachelors degree	1% (3)	— (2)	1% (5)	3% (15)	8% (34)	11% (48)	15% (65)	10% (44)	11% (47)	10% (46)	30% (135)	444
Educ: Post-grad	1% (2)	— (0)	— (1)	2% (5)	5% (12)	9% (23)	10% (25)	16% (39)	11% (27)	14% (34)	32% (77)	244
Income: Under 50k	1% (14)	1% (13)	1% (17)	4% (47)	9% (107)	9% (110)	12% (144)	10% (115)	6% (71)	14% (170)	32% (388)	1194
Income: 50k-100k	1% (8)	— (2)	1% (9)	3% (24)	8% (53)	10% (67)	9% (62)	11% (76)	8% (55)	12% (81)	35% (239)	675
Income: 100k+	1% (3)	— (1)	1% (4)	5% (15)	7% (22)	10% (35)	11% (38)	12% (41)	12% (40)	13% (44)	27% (88)	331
Ethnicity: White	1% (18)	1% (9)	1% (19)	3% (53)	7% (124)	10% (165)	12% (200)	10% (169)	8% (129)	12% (209)	36% (627)	1722
Ethnicity: Hispanic	3% (10)	— (0)	2% (6)	8% (28)	10% (34)	10% (36)	8% (27)	11% (39)	8% (29)	18% (63)	22% (78)	349
Ethnicity: Black	1% (4)	2% (6)	2% (5)	8% (22)	11% (31)	10% (28)	7% (20)	13% (35)	8% (22)	19% (53)	17% (46)	274
Ethnicity: Other	1% (3)	— (0)	2% (5)	5% (11)	13% (26)	9% (19)	12% (24)	14% (28)	7% (14)	16% (33)	20% (41)	204
All Christian	1% (10)	— (2)	1% (13)	3% (27)	7% (68)	8% (81)	10% (102)	12% (117)	10% (97)	13% (132)	34% (338)	987
All Non-Christian	1% (1)	— (0)	2% (3)	5% (6)	7% (8)	11% (13)	12% (15)	10% (12)	9% (11)	19% (24)	25% (32)	124
Atheist	3% (3)	1% (1)	— (0)	3% (4)	5% (5)	13% (14)	12% (13)	13% (14)	4% (5)	16% (17)	28% (30)	107
Agnostic/Nothing in particular	1% (5)	1% (7)	1% (9)	5% (33)	10% (62)	11% (68)	12% (79)	8% (54)	6% (39)	10% (67)	34% (220)	642
Something Else	1% (5)	2% (5)	2% (5)	5% (16)	11% (38)	10% (35)	11% (36)	10% (35)	4% (15)	16% (55)	28% (94)	340
Religious Non-Protestant/Catholic	1% (1)	— (0)	2% (3)	5% (7)	9% (13)	11% (15)	14% (20)	9% (13)	7% (11)	16% (24)	27% (39)	147
Evangelical	2% (10)	1% (4)	1% (6)	3% (15)	9% (48)	7% (38)	10% (54)	11% (63)	9% (48)	20% (110)	30% (166)	562
Non-Evangelical	1% (5)	— (3)	2% (11)	4% (25)	7% (52)	11% (76)	10% (75)	12% (86)	8% (55)	11% (75)	35% (250)	714

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Table MCEN10_1: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Ant-Man

Demographic	1 - Completely weak		2		3		4		5		6		7		8		9		10 - Completely powerful		Don't know/ No opinion		Total N
Adults	1%	(24)	1%	(16)	1%	(29)	4%	(86)	8%	(182)	10%	(212)	11%	(244)	11%	(232)	8%	(166)	13%	(295)	32%	(714)	2200
Community: Urban	1%	(8)	1%	(6)	1%	(8)	4%	(24)	9%	(64)	9%	(61)	10%	(65)	12%	(81)	11%	(74)	17%	(113)	25%	(167)	671
Community: Suburban	1%	(9)	1%	(6)	1%	(13)	3%	(33)	7%	(64)	11%	(106)	11%	(108)	10%	(99)	7%	(64)	13%	(123)	36%	(356)	983
Community: Rural	1%	(7)	1%	(4)	2%	(8)	5%	(29)	10%	(54)	8%	(45)	13%	(71)	9%	(52)	5%	(27)	11%	(59)	35%	(191)	546
Employ: Private Sector	1%	(5)	1%	(6)	2%	(12)	4%	(26)	8%	(58)	10%	(72)	11%	(75)	13%	(91)	10%	(66)	15%	(104)	25%	(176)	691
Employ: Government	2%	(2)	1%	(1)	—	(0)	7%	(8)	13%	(16)	8%	(10)	9%	(11)	16%	(18)	12%	(14)	11%	(12)	22%	(25)	117
Employ: Self-Employed	1%	(2)	—	(1)	2%	(4)	5%	(9)	11%	(20)	10%	(18)	11%	(20)	12%	(22)	7%	(13)	13%	(24)	26%	(47)	179
Employ: Homemaker	1%	(1)	1%	(1)	3%	(5)	3%	(5)	10%	(18)	12%	(21)	13%	(23)	13%	(24)	4%	(8)	11%	(20)	30%	(55)	183
Employ: Student	2%	(2)	2%	(1)	1%	(1)	14%	(9)	7%	(5)	15%	(10)	9%	(6)	3%	(2)	7%	(5)	11%	(7)	28%	(18)	66
Employ: Retired	2%	(9)	1%	(3)	—	(2)	2%	(11)	4%	(23)	6%	(33)	11%	(63)	7%	(36)	6%	(32)	10%	(55)	52%	(289)	554
Employ: Unemployed	1%	(3)	1%	(3)	2%	(6)	4%	(11)	11%	(29)	10%	(25)	12%	(32)	9%	(24)	6%	(17)	18%	(47)	25%	(65)	263
Employ: Other	—	(0)	—	(0)	—	(1)	3%	(5)	9%	(13)	16%	(23)	10%	(14)	10%	(15)	8%	(12)	18%	(26)	26%	(39)	146
Military HH: Yes	1%	(5)	—	(1)	2%	(7)	4%	(17)	7%	(28)	10%	(36)	12%	(45)	7%	(27)	6%	(22)	13%	(48)	37%	(137)	372
Military HH: No	1%	(19)	1%	(15)	1%	(22)	4%	(69)	8%	(154)	10%	(176)	11%	(199)	11%	(205)	8%	(143)	14%	(247)	32%	(578)	1828
RD/WT: Right Direction	2%	(17)	1%	(6)	1%	(12)	4%	(34)	9%	(77)	8%	(76)	11%	(96)	11%	(102)	11%	(95)	16%	(146)	27%	(241)	901
RD/WT: Wrong Track	1%	(7)	1%	(10)	1%	(17)	4%	(52)	8%	(105)	10%	(136)	11%	(148)	10%	(131)	5%	(70)	12%	(149)	36%	(473)	1299
Biden Job Approve	1%	(15)	1%	(6)	1%	(15)	3%	(37)	8%	(82)	10%	(100)	11%	(116)	12%	(126)	10%	(102)	16%	(172)	27%	(280)	1051
Biden Job Disapprove	1%	(9)	1%	(9)	1%	(12)	4%	(39)	8%	(81)	10%	(101)	12%	(123)	10%	(100)	6%	(57)	10%	(98)	38%	(391)	1019
Biden Job Strongly Approve	—	(2)	1%	(4)	1%	(5)	2%	(12)	6%	(31)	8%	(41)	8%	(39)	11%	(56)	11%	(55)	24%	(122)	27%	(137)	506
Biden Job Somewhat Approve	2%	(13)	—	(2)	2%	(10)	5%	(25)	9%	(50)	11%	(59)	14%	(76)	13%	(70)	9%	(47)	9%	(50)	26%	(143)	545
Biden Job Somewhat Disapprove	—	(0)	—	(1)	2%	(6)	2%	(6)	11%	(33)	14%	(39)	12%	(34)	14%	(39)	6%	(18)	10%	(27)	29%	(82)	285
Biden Job Strongly Disapprove	1%	(9)	1%	(8)	1%	(6)	4%	(32)	7%	(49)	8%	(62)	12%	(89)	8%	(61)	5%	(39)	10%	(71)	42%	(309)	734
Favorable of Biden	1%	(14)	1%	(5)	2%	(16)	3%	(33)	8%	(85)	9%	(95)	11%	(118)	11%	(120)	10%	(103)	16%	(173)	27%	(288)	1050
Unfavorable of Biden	1%	(11)	1%	(10)	1%	(9)	5%	(49)	8%	(83)	11%	(108)	12%	(122)	10%	(104)	6%	(59)	10%	(99)	36%	(369)	1022
Very Favorable of Biden	2%	(10)	1%	(3)	—	(3)	3%	(14)	6%	(32)	6%	(29)	9%	(45)	12%	(62)	11%	(60)	24%	(128)	27%	(141)	526
Somewhat Favorable of Biden	1%	(4)	—	(2)	3%	(14)	4%	(19)	10%	(53)	13%	(66)	14%	(73)	11%	(59)	8%	(42)	9%	(46)	28%	(147)	524
Somewhat Unfavorable of Biden	1%	(2)	1%	(2)	1%	(3)	4%	(10)	12%	(29)	16%	(39)	11%	(28)	14%	(36)	8%	(19)	8%	(19)	24%	(59)	247
Very Unfavorable of Biden	1%	(9)	1%	(8)	1%	(6)	5%	(38)	7%	(54)	9%	(69)	12%	(94)	9%	(68)	5%	(40)	10%	(80)	40%	(310)	775
#1 Issue: Economy	1%	(7)	1%	(6)	2%	(14)	4%	(33)	10%	(92)	11%	(96)	12%	(104)	13%	(112)	7%	(60)	11%	(101)	29%	(255)	880
#1 Issue: Security	—	(0)	—	(1)	1%	(2)	7%	(21)	6%	(19)	6%	(19)	8%	(23)	9%	(25)	10%	(27)	13%	(37)	39%	(112)	286
#1 Issue: Health Care	1%	(2)	1%	(1)	1%	(3)	2%	(5)	6%	(15)	9%	(25)	14%	(36)	11%	(29)	9%	(22)	18%	(48)	29%	(75)	262
#1 Issue: Medicare / Social Security	1%	(4)	—	(1)	—	(1)	2%	(5)	6%	(17)	7%	(21)	10%	(28)	4%	(11)	6%	(18)	13%	(38)	49%	(139)	283
#1 Issue: Women's Issues	2%	(3)	1%	(1)	5%	(7)	5%	(7)	5%	(7)	15%	(20)	10%	(13)	15%	(20)	5%	(6)	15%	(20)	23%	(31)	137
#1 Issue: Education	—	(0)	2%	(2)	—	(0)	6%	(6)	11%	(11)	9%	(10)	13%	(13)	8%	(9)	13%	(14)	17%	(17)	21%	(22)	104
#1 Issue: Energy	4%	(5)	1%	(1)	—	(1)	4%	(6)	10%	(14)	4%	(6)	12%	(17)	17%	(23)	8%	(11)	13%	(18)	27%	(38)	139
#1 Issue: Other	2%	(2)	2%	(2)	1%	(1)	3%	(3)	6%	(6)	13%	(15)	9%	(10)	3%	(3)	7%	(7)	15%	(16)	39%	(42)	108
2020 Vote: Joe Biden	2%	(17)	—	(4)	1%	(9)	3%	(33)	7%	(71)	10%	(101)	11%	(113)	12%	(126)	9%	(94)	15%	(151)	29%	(293)	1011
2020 Vote: Donald Trump	1%	(6)	1%	(7)	2%	(11)	4%	(29)	8%	(57)	6%	(45)	11%	(79)	10%	(73)	6%	(42)	11%	(73)	39%	(273)	695
2020 Vote: Other	3%	(2)	2%	(1)	2%	(1)	2%	(1)	7%	(4)	11%	(6)	10%	(6)	6%	(4)	12%	(7)	16%	(9)	29%	(18)	60
2020 Vote: Didn't Vote	—	(0)	1%	(3)	2%	(9)	5%	(23)	12%	(50)	14%	(60)	10%	(45)	7%	(30)	5%	(22)	14%	(61)	30%	(128)	431
2018 House Vote: Democrat	1%	(5)	1%	(5)	1%	(7)	3%	(21)	8%	(59)	9%	(74)	12%	(94)	12%	(92)	10%	(75)	14%	(110)	31%	(240)	782
2018 House Vote: Republican	1%	(7)	1%	(4)	1%	(5)	3%	(15)	6%	(35)	7%	(38)	11%	(63)	11%	(63)	7%	(42)	12%	(66)	40%	(230)	569
2018 House Vote: Someone else	2%	(1)	2%	(1)	—	(0)	2%	(1)	6%	(3)	11%	(6)	11%	(6)	6%	(3)	7%	(4)	14%	(8)	37%	(21)	56

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Table MCEN10_1: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Ant-Man

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (24)	1% (16)	1% (29)	4% (86)	8% (182)	10% (212)	11% (244)	11% (232)	8% (166)	13% (295)	32% (714)	2200
2016 Vote: Hillary Clinton	1% (5)	— (2)	1% (8)	3% (18)	5% (39)	9% (66)	13% (91)	12% (83)	10% (71)	15% (109)	31% (221)	712
2016 Vote: Donald Trump	1% (5)	1% (4)	1% (7)	3% (16)	8% (53)	7% (42)	12% (73)	11% (69)	7% (43)	10% (64)	40% (249)	626
2016 Vote: Other	1% (1)	1% (1)	2% (2)	4% (5)	8% (10)	13% (16)	6% (8)	11% (14)	7% (9)	13% (16)	34% (42)	123
2016 Vote: Didn't Vote	2% (13)	1% (9)	2% (12)	6% (47)	11% (80)	12% (88)	10% (73)	9% (66)	6% (43)	14% (106)	27% (202)	738
Voted in 2014: Yes	1% (11)	1% (7)	1% (9)	2% (31)	7% (88)	8% (96)	12% (146)	11% (132)	9% (112)	12% (148)	36% (442)	1222
Voted in 2014: No	1% (13)	1% (9)	2% (20)	6% (55)	10% (94)	12% (116)	10% (98)	10% (100)	5% (54)	15% (147)	28% (272)	978
4-Region: Northeast	2% (7)	— (0)	1% (4)	4% (14)	6% (25)	9% (37)	10% (39)	10% (40)	9% (36)	16% (62)	33% (129)	394
4-Region: Midwest	— (1)	1% (3)	1% (6)	3% (15)	9% (42)	11% (53)	12% (53)	11% (49)	8% (36)	10% (44)	35% (160)	462
4-Region: South	1% (11)	1% (9)	1% (12)	4% (32)	10% (82)	8% (64)	11% (92)	11% (88)	7% (54)	15% (124)	31% (256)	824
4-Region: West	1% (7)	1% (3)	2% (8)	5% (25)	6% (32)	11% (58)	11% (59)	11% (55)	8% (40)	12% (64)	33% (170)	520
Marvel Comics Fans	1% (7)	1% (9)	1% (17)	5% (64)	9% (114)	13% (162)	15% (188)	15% (189)	10% (136)	19% (242)	13% (167)	1296
Avid Marvel Comics Fans	— (2)	2% (8)	1% (5)	4% (17)	7% (29)	12% (53)	16% (70)	13% (57)	13% (57)	28% (125)	4% (18)	440
Casual Marvel Comics Fans	1% (5)	— (2)	1% (12)	5% (47)	10% (85)	13% (110)	14% (118)	15% (132)	9% (79)	14% (117)	17% (149)	855
Marvel TV/Movies Fans	1% (9)	1% (11)	2% (21)	4% (62)	9% (124)	12% (173)	15% (206)	14% (194)	10% (143)	18% (253)	16% (223)	1419
Avid Marvel TV/Movies Fans	— (1)	2% (7)	1% (5)	4% (16)	8% (33)	8% (35)	13% (56)	16% (68)	13% (55)	29% (122)	5% (23)	422
Casual Marvel TV/Movies Fans	1% (8)	— (4)	2% (16)	5% (46)	9% (90)	14% (138)	15% (151)	13% (126)	9% (88)	13% (131)	20% (200)	997
Fans of Anything Marvel	1% (11)	1% (13)	2% (25)	5% (69)	10% (145)	12% (185)	14% (219)	14% (208)	10% (151)	18% (269)	15% (232)	1526
Avid Fans of Anything Marvel	1% (6)	1% (8)	1% (9)	3% (20)	8% (50)	12% (74)	16% (102)	15% (98)	13% (83)	26% (169)	4% (24)	642
Casual Fans of Anything Marvel	1% (6)	1% (6)	2% (22)	5% (58)	10% (116)	12% (131)	14% (153)	14% (153)	9% (101)	13% (148)	19% (215)	1107

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

Table MCEN10_2: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Black Panther

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (16)	— (9)	1% (21)	2% (42)	6% (126)	7% (149)	10% (215)	13% (290)	12% (269)	20% (433)	29% (629)	2200
Gender: Male	1% (12)	— (5)	1% (12)	2% (22)	7% (78)	9% (93)	10% (109)	16% (170)	14% (143)	17% (182)	22% (236)	1062
Gender: Female	— (5)	— (4)	1% (9)	2% (20)	4% (49)	5% (56)	9% (106)	11% (120)	11% (126)	22% (250)	35% (393)	1138
Age: 18-34	— (3)	1% (6)	2% (13)	2% (13)	7% (43)	8% (49)	12% (76)	17% (109)	13% (82)	24% (159)	16% (104)	655
Age: 35-44	1% (2)	— (1)	— (1)	3% (10)	7% (25)	9% (33)	11% (38)	17% (62)	13% (48)	20% (70)	19% (67)	358
Age: 45-64	1% (10)	— (2)	1% (5)	2% (18)	6% (46)	7% (55)	9% (66)	11% (82)	12% (92)	18% (135)	32% (240)	751
Age: 65+	— (2)	— (0)	1% (3)	— (1)	3% (12)	3% (13)	8% (35)	8% (37)	11% (47)	16% (69)	50% (218)	436
GenZers: 1997-2012	1% (2)	2% (4)	3% (5)	2% (4)	7% (11)	10% (17)	12% (20)	21% (35)	13% (22)	19% (32)	10% (17)	169
Millennials: 1981-1996	— (1)	— (2)	1% (8)	2% (18)	6% (41)	7% (54)	12% (86)	16% (113)	13% (94)	24% (171)	18% (131)	718
GenXers: 1965-1980	1% (5)	— (1)	— (2)	4% (19)	9% (48)	8% (41)	9% (44)	13% (66)	12% (60)	20% (102)	24% (120)	507
Baby Boomers: 1946-1964	1% (9)	— (2)	1% (5)	— (1)	3% (24)	5% (38)	9% (63)	10% (72)	12% (88)	16% (115)	42% (303)	720
PID: Dem (no lean)	— (1)	— (3)	1% (5)	1% (12)	5% (41)	7% (62)	10% (85)	13% (115)	15% (135)	26% (223)	22% (191)	872
PID: Ind (no lean)	1% (4)	1% (5)	1% (8)	3% (19)	7% (47)	7% (48)	11% (74)	14% (94)	10% (68)	16% (108)	32% (219)	693
PID: Rep (no lean)	2% (12)	— (1)	1% (8)	2% (11)	6% (38)	6% (39)	9% (56)	13% (82)	11% (67)	16% (102)	34% (219)	635
PID/Gender: Dem Men	— (1)	1% (3)	1% (3)	2% (7)	6% (25)	10% (42)	11% (45)	15% (65)	18% (78)	22% (93)	15% (65)	428
PID/Gender: Dem Women	— (0)	— (0)	— (2)	1% (5)	3% (15)	5% (20)	9% (39)	11% (50)	13% (57)	29% (131)	28% (126)	445
PID/Gender: Ind Men	1% (2)	— (2)	1% (2)	3% (8)	8% (24)	7% (22)	10% (32)	17% (53)	11% (32)	15% (46)	27% (84)	306
PID/Gender: Ind Women	1% (2)	1% (4)	2% (6)	3% (11)	6% (23)	7% (26)	11% (42)	10% (40)	9% (36)	16% (62)	35% (135)	386
PID/Gender: Rep Men	3% (9)	— (1)	2% (7)	2% (7)	9% (28)	9% (29)	10% (32)	16% (52)	10% (33)	13% (44)	26% (86)	328
PID/Gender: Rep Women	1% (2)	— (0)	— (1)	1% (5)	3% (10)	3% (11)	8% (25)	10% (30)	11% (34)	19% (58)	43% (133)	307
Ideo: Liberal (1-3)	— (1)	— (2)	— (3)	2% (11)	3% (23)	8% (55)	11% (75)	15% (100)	16% (106)	21% (141)	21% (139)	657
Ideo: Moderate (4)	— (1)	— (3)	1% (9)	2% (11)	7% (44)	5% (35)	10% (61)	14% (91)	12% (73)	20% (129)	28% (175)	632
Ideo: Conservative (5-7)	2% (13)	— (1)	1% (7)	2% (11)	7% (44)	5% (37)	9% (60)	12% (82)	10% (70)	17% (113)	36% (242)	679
Educ: < College	1% (13)	1% (8)	1% (14)	2% (33)	6% (93)	7% (103)	8% (128)	11% (173)	13% (191)	20% (308)	30% (448)	1512
Educ: Bachelors degree	— (2)	— (0)	1% (4)	2% (8)	6% (28)	8% (36)	13% (57)	16% (69)	11% (48)	17% (76)	26% (116)	444
Educ: Post-grad	1% (2)	— (1)	1% (4)	1% (2)	2% (5)	4% (10)	12% (30)	20% (48)	13% (31)	20% (49)	27% (65)	244
Income: Under 50k	1% (12)	1% (7)	1% (12)	2% (28)	6% (68)	6% (77)	9% (110)	12% (143)	13% (153)	22% (258)	27% (328)	1194
Income: 50k-100k	1% (4)	— (1)	1% (8)	2% (11)	5% (35)	8% (53)	9% (64)	13% (91)	10% (67)	17% (116)	33% (225)	675
Income: 100k+	— (1)	— (1)	— (1)	1% (4)	7% (24)	6% (20)	12% (40)	17% (57)	15% (49)	18% (59)	23% (76)	331
Ethnicity: White	1% (16)	— (6)	1% (17)	2% (35)	5% (84)	6% (112)	10% (172)	13% (215)	12% (211)	17% (288)	33% (566)	1722
Ethnicity: Hispanic	2% (5)	— (1)	1% (5)	2% (8)	7% (26)	10% (34)	8% (27)	16% (55)	11% (40)	24% (84)	19% (66)	349
Ethnicity: Black	— (0)	1% (2)	1% (3)	2% (7)	9% (24)	7% (18)	9% (26)	12% (32)	16% (43)	34% (93)	10% (26)	274
Ethnicity: Other	— (1)	— (1)	— (1)	— (1)	9% (19)	10% (20)	8% (17)	21% (42)	7% (15)	25% (52)	18% (37)	204
All Christian	1% (12)	— (2)	1% (5)	2% (16)	5% (46)	7% (69)	10% (101)	14% (133)	13% (132)	18% (176)	30% (293)	987
All Non-Christian	— (0)	— (0)	2% (2)	3% (3)	3% (3)	5% (7)	11% (14)	18% (23)	12% (15)	23% (29)	23% (28)	124
Atheist	1% (1)	1% (1)	3% (3)	1% (1)	2% (2)	9% (10)	4% (4)	21% (22)	11% (12)	23% (24)	26% (28)	107
Agnostic/Nothing in particular	— (0)	1% (4)	1% (6)	3% (16)	6% (41)	6% (41)	12% (74)	12% (75)	11% (69)	18% (114)	31% (202)	642
Something Else	1% (3)	— (2)	1% (5)	2% (5)	10% (34)	7% (24)	6% (21)	11% (37)	12% (42)	27% (90)	23% (77)	340
Religious Non-Protestant/Catholic	— (0)	— (0)	2% (2)	2% (3)	3% (4)	6% (9)	16% (24)	17% (25)	11% (16)	20% (30)	22% (33)	147
Evangelical	2% (11)	— (2)	1% (7)	2% (11)	9% (49)	5% (26)	7% (37)	13% (70)	15% (83)	22% (125)	25% (140)	562
Non-Evangelical	1% (5)	— (2)	— (3)	1% (9)	4% (30)	9% (61)	10% (73)	13% (90)	12% (87)	19% (137)	30% (218)	714

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Table MCEN10_2: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Black Panther

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (16)	— (9)	1% (21)	2% (42)	6% (126)	7% (149)	10% (215)	13% (290)	12% (269)	20% (433)	29% (629)	2200
Community: Urban	1% (9)	1% (4)	1% (6)	2% (11)	6% (40)	7% (47)	9% (60)	13% (86)	14% (94)	26% (172)	21% (143)	671
Community: Suburban	— (4)	— (3)	1% (10)	2% (17)	5% (48)	7% (67)	9% (88)	14% (141)	12% (121)	17% (164)	33% (320)	983
Community: Rural	1% (3)	— (3)	1% (5)	3% (15)	7% (39)	6% (35)	12% (66)	12% (63)	10% (55)	18% (96)	30% (166)	546
Employ: Private Sector	1% (5)	1% (4)	1% (5)	2% (13)	7% (46)	8% (56)	10% (67)	17% (115)	14% (95)	19% (129)	22% (155)	691
Employ: Government	— (0)	— (0)	2% (2)	1% (1)	5% (5)	15% (17)	16% (18)	18% (21)	10% (12)	18% (21)	17% (20)	117
Employ: Self-Employed	— (0)	— (0)	2% (3)	2% (4)	9% (16)	6% (10)	13% (23)	10% (19)	11% (20)	24% (43)	24% (42)	179
Employ: Homemaker	— (1)	1% (1)	— (0)	5% (9)	9% (17)	5% (9)	9% (17)	18% (32)	5% (9)	17% (31)	31% (57)	183
Employ: Student	— (0)	— (0)	— (0)	— (0)	5% (3)	5% (4)	18% (12)	9% (6)	18% (12)	23% (15)	22% (15)	66
Employ: Retired	2% (9)	— (0)	— (1)	1% (5)	3% (19)	4% (23)	8% (45)	9% (49)	11% (61)	16% (89)	45% (252)	554
Employ: Unemployed	— (1)	1% (3)	2% (6)	3% (7)	5% (13)	8% (22)	8% (22)	12% (32)	16% (42)	23% (60)	21% (56)	263
Employ: Other	— (0)	1% (1)	2% (3)	2% (3)	4% (6)	6% (9)	7% (11)	11% (16)	13% (19)	30% (44)	22% (33)	146
Military HH: Yes	1% (3)	— (0)	2% (6)	1% (3)	5% (18)	6% (22)	10% (38)	15% (54)	13% (50)	17% (62)	31% (114)	372
Military HH: No	1% (13)	— (9)	1% (15)	2% (39)	6% (108)	7% (127)	10% (177)	13% (236)	12% (220)	20% (370)	28% (515)	1828
RD/WT: Right Direction	1% (7)	— (4)	1% (7)	1% (11)	7% (59)	6% (56)	10% (89)	14% (124)	15% (137)	23% (211)	22% (196)	901
RD/WT: Wrong Track	1% (10)	— (5)	1% (14)	2% (31)	5% (68)	7% (93)	10% (125)	13% (166)	10% (133)	17% (222)	33% (433)	1299
Biden Job Approve	1% (7)	— (4)	1% (9)	1% (16)	5% (53)	6% (65)	9% (100)	14% (150)	15% (158)	25% (260)	22% (229)	1051
Biden Job Disapprove	1% (10)	— (4)	1% (10)	2% (19)	6% (61)	7% (75)	10% (100)	13% (134)	10% (100)	15% (150)	35% (356)	1019
Biden Job Strongly Approve	— (1)	— (2)	— (1)	1% (6)	5% (23)	3% (15)	7% (38)	14% (71)	18% (90)	30% (153)	21% (107)	506
Biden Job Somewhat Approve	1% (5)	— (1)	2% (8)	2% (10)	6% (30)	9% (51)	11% (62)	15% (80)	13% (68)	20% (107)	22% (122)	545
Biden Job Somewhat Disapprove	— (1)	1% (2)	— (1)	1% (2)	7% (21)	10% (28)	13% (36)	13% (36)	14% (40)	16% (47)	25% (70)	285
Biden Job Strongly Disapprove	1% (9)	— (2)	1% (9)	2% (17)	6% (40)	6% (47)	9% (63)	13% (98)	8% (60)	14% (103)	39% (285)	734
Favorable of Biden	1% (7)	— (1)	1% (12)	1% (14)	5% (48)	6% (63)	10% (108)	13% (135)	15% (163)	25% (265)	22% (235)	1050
Unfavorable of Biden	1% (10)	1% (8)	1% (9)	2% (24)	6% (63)	7% (72)	10% (101)	15% (154)	10% (99)	14% (145)	33% (337)	1022
Very Favorable of Biden	1% (6)	— (0)	— (0)	1% (5)	4% (23)	4% (22)	7% (38)	13% (68)	17% (88)	31% (165)	21% (109)	526
Somewhat Favorable of Biden	— (1)	— (1)	2% (12)	2% (8)	5% (25)	8% (41)	13% (70)	13% (66)	14% (74)	19% (100)	24% (126)	524
Somewhat Unfavorable of Biden	— (1)	2% (4)	1% (1)	2% (4)	8% (19)	8% (20)	13% (32)	20% (50)	13% (33)	13% (33)	20% (51)	247
Very Unfavorable of Biden	1% (9)	— (3)	1% (8)	3% (20)	6% (44)	7% (52)	9% (69)	13% (104)	9% (66)	15% (112)	37% (286)	775
#1 Issue: Economy	— (2)	1% (5)	1% (10)	2% (14)	7% (61)	7% (62)	11% (93)	16% (141)	11% (99)	19% (171)	25% (222)	880
#1 Issue: Security	— (0)	— (0)	1% (3)	2% (6)	3% (10)	9% (25)	7% (19)	11% (32)	10% (27)	20% (57)	37% (107)	286
#1 Issue: Health Care	— (1)	— (0)	1% (2)	2% (5)	4% (12)	8% (22)	10% (25)	11% (30)	14% (37)	25% (65)	24% (64)	262
#1 Issue: Medicare / Social Security	1% (3)	1% (2)	1% (2)	2% (5)	5% (13)	5% (15)	7% (20)	5% (15)	13% (37)	20% (57)	40% (114)	283
#1 Issue: Women's Issues	1% (2)	— (0)	4% (5)	5% (6)	6% (8)	5% (7)	11% (16)	14% (19)	16% (22)	17% (23)	21% (28)	137
#1 Issue: Education	— (0)	— (0)	— (0)	5% (5)	9% (9)	7% (7)	9% (10)	23% (24)	8% (8)	20% (20)	20% (21)	104
#1 Issue: Energy	4% (5)	— (0)	— (0)	— (0)	6% (8)	3% (4)	15% (21)	14% (19)	19% (26)	15% (20)	25% (35)	139
#1 Issue: Other	2% (2)	1% (2)	— (0)	1% (2)	4% (5)	6% (7)	10% (11)	9% (10)	12% (13)	19% (20)	35% (38)	108
2020 Vote: Joe Biden	1% (8)	— (1)	1% (8)	1% (6)	5% (46)	7% (72)	10% (101)	14% (137)	16% (159)	24% (238)	23% (235)	1011
2020 Vote: Donald Trump	1% (7)	— (3)	2% (12)	2% (16)	7% (45)	6% (43)	10% (67)	11% (80)	11% (74)	14% (96)	36% (252)	695
2020 Vote: Other	— (0)	— (0)	— (0)	1% (1)	4% (2)	11% (6)	14% (8)	17% (10)	11% (6)	18% (11)	26% (16)	60
2020 Vote: Didn't Vote	— (1)	1% (5)	— (1)	5% (20)	8% (33)	6% (28)	9% (39)	15% (64)	7% (30)	20% (88)	28% (122)	431
2018 House Vote: Democrat	— (1)	— (0)	1% (4)	1% (4)	5% (39)	7% (54)	10% (77)	13% (100)	16% (127)	24% (186)	24% (190)	782
2018 House Vote: Republican	1% (7)	— (1)	2% (9)	2% (13)	5% (30)	5% (27)	9% (51)	13% (74)	9% (52)	16% (92)	38% (214)	569
2018 House Vote: Someone else	— (0)	— (0)	— (0)	1% (1)	2% (1)	11% (6)	8% (5)	16% (9)	5% (3)	15% (8)	41% (23)	56

Continued on next page

Table MCEN10_2: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Black Panther

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (16)	— (9)	1% (21)	2% (42)	6% (126)	7% (149)	10% (215)	13% (290)	12% (269)	20% (433)	29% (629)	2200
2016 Vote: Hillary Clinton	— (1)	— (1)	1% (5)	1% (4)	4% (32)	5% (33)	9% (64)	13% (95)	18% (128)	24% (173)	25% (175)	712
2016 Vote: Donald Trump	1% (7)	— (1)	1% (9)	3% (16)	6% (35)	6% (35)	11% (66)	11% (68)	11% (66)	15% (95)	37% (229)	626
2016 Vote: Other	— (0)	— (0)	— (0)	— (0)	7% (8)	17% (21)	8% (10)	15% (19)	7% (9)	15% (18)	30% (38)	123
2016 Vote: Didn't Vote	1% (8)	1% (7)	1% (7)	3% (21)	7% (52)	8% (60)	10% (75)	15% (108)	9% (66)	20% (146)	25% (186)	738
Voted in 2014: Yes	1% (7)	— (1)	1% (12)	1% (15)	5% (61)	6% (73)	10% (119)	12% (150)	13% (162)	20% (243)	31% (380)	1222
Voted in 2014: No	1% (10)	1% (8)	1% (9)	3% (27)	7% (65)	8% (76)	10% (96)	14% (141)	11% (107)	19% (190)	25% (249)	978
4-Region: Northeast	1% (2)	— (1)	1% (5)	3% (10)	4% (15)	8% (30)	10% (40)	12% (48)	12% (46)	21% (84)	29% (113)	394
4-Region: Midwest	1% (3)	1% (3)	— (2)	3% (12)	6% (27)	7% (34)	9% (41)	12% (54)	13% (60)	17% (79)	32% (149)	462
4-Region: South	1% (4)	1% (5)	1% (12)	2% (18)	7% (55)	6% (47)	9% (73)	12% (97)	13% (107)	23% (190)	26% (215)	824
4-Region: West	1% (8)	— (0)	— (2)	— (2)	6% (30)	7% (38)	12% (61)	18% (92)	11% (56)	15% (80)	29% (151)	520
Marvel Comics Fans	— (2)	— (3)	1% (14)	2% (27)	6% (80)	9% (113)	11% (146)	17% (221)	16% (211)	26% (340)	11% (139)	1296
Avid Marvel Comics Fans	— (0)	— (0)	1% (4)	1% (6)	5% (21)	8% (35)	10% (43)	18% (78)	18% (77)	38% (166)	2% (11)	440
Casual Marvel Comics Fans	— (2)	— (3)	1% (10)	2% (21)	7% (59)	9% (78)	12% (102)	17% (143)	16% (134)	20% (174)	15% (129)	855
Marvel TV/Movies Fans	— (4)	— (6)	1% (16)	2% (32)	6% (85)	9% (123)	11% (154)	16% (230)	16% (226)	25% (359)	13% (184)	1419
Avid Marvel TV/Movies Fans	— (1)	1% (2)	1% (3)	2% (8)	5% (19)	6% (25)	10% (41)	17% (72)	21% (90)	35% (148)	3% (14)	422
Casual Marvel TV/Movies Fans	— (3)	— (4)	1% (14)	2% (24)	7% (66)	10% (98)	11% (114)	16% (158)	14% (136)	21% (210)	17% (170)	997
Fans of Anything Marvel	— (4)	— (6)	1% (17)	2% (33)	6% (96)	8% (129)	12% (180)	17% (252)	15% (233)	25% (378)	13% (197)	1526
Avid Fans of Anything Marvel	— (2)	— (0)	1% (9)	1% (8)	4% (27)	8% (52)	11% (74)	19% (122)	18% (118)	34% (215)	2% (16)	642
Casual Fans of Anything Marvel	— (2)	1% (6)	1% (11)	2% (27)	7% (79)	9% (103)	12% (136)	16% (172)	15% (162)	20% (222)	17% (186)	1107

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

Table MCEN10_3: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Black Widow

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (30)	1% (15)	1% (31)	3% (64)	8% (168)	9% (206)	11% (246)	10% (228)	8% (166)	13% (285)	35% (760)	2200
Gender: Male	2% (17)	1% (10)	1% (15)	3% (35)	9% (97)	11% (115)	12% (124)	12% (129)	8% (89)	12% (125)	29% (307)	1062
Gender: Female	1% (13)	— (6)	1% (16)	3% (29)	6% (71)	8% (91)	11% (123)	9% (100)	7% (77)	14% (161)	40% (453)	1138
Age: 18-34	1% (10)	1% (6)	2% (14)	4% (29)	9% (60)	11% (69)	15% (100)	11% (70)	8% (53)	20% (132)	17% (113)	655
Age: 35-44	1% (5)	1% (2)	2% (7)	2% (8)	12% (44)	13% (48)	12% (43)	14% (49)	9% (32)	13% (45)	21% (74)	358
Age: 45-64	2% (14)	1% (7)	1% (8)	3% (25)	6% (49)	10% (72)	10% (77)	11% (81)	8% (57)	10% (76)	38% (287)	751
Age: 65+	— (2)	— (0)	— (2)	1% (3)	4% (16)	4% (17)	6% (27)	7% (29)	5% (23)	7% (32)	66% (286)	436
GenZers: 1997-2012	5% (8)	2% (4)	4% (7)	4% (7)	10% (16)	14% (24)	11% (19)	10% (17)	3% (5)	22% (36)	15% (26)	169
Millennials: 1981-1996	— (2)	1% (4)	2% (11)	4% (28)	9% (64)	11% (80)	15% (111)	13% (90)	10% (72)	17% (125)	18% (131)	718
GenXers: 1965-1980	2% (8)	— (2)	2% (8)	4% (20)	12% (59)	11% (57)	11% (57)	12% (62)	7% (37)	11% (54)	28% (143)	507
Baby Boomers: 1946-1964	2% (11)	1% (5)	— (3)	1% (8)	4% (27)	6% (45)	8% (56)	8% (55)	7% (49)	9% (65)	55% (396)	720
PID: Dem (no lean)	1% (11)	1% (6)	1% (11)	2% (20)	7% (57)	9% (80)	12% (101)	11% (98)	10% (89)	16% (136)	30% (263)	872
PID: Ind (no lean)	1% (8)	1% (4)	2% (11)	3% (19)	10% (68)	11% (78)	12% (85)	8% (58)	5% (34)	11% (75)	36% (252)	693
PID: Rep (no lean)	2% (11)	1% (5)	2% (10)	4% (25)	7% (43)	8% (48)	10% (60)	11% (72)	7% (43)	12% (74)	39% (245)	635
PID/Gender: Dem Men	1% (5)	1% (4)	1% (6)	2% (10)	7% (30)	10% (43)	13% (54)	14% (58)	12% (51)	17% (72)	22% (94)	428
PID/Gender: Dem Women	1% (6)	— (1)	1% (5)	2% (10)	6% (28)	8% (36)	10% (46)	9% (40)	9% (38)	14% (64)	38% (170)	445
PID/Gender: Ind Men	1% (3)	1% (2)	1% (4)	2% (6)	13% (38)	13% (40)	13% (40)	8% (26)	4% (13)	8% (26)	35% (108)	306
PID/Gender: Ind Women	1% (5)	1% (2)	2% (7)	3% (12)	8% (30)	10% (38)	12% (45)	8% (32)	5% (21)	13% (50)	37% (144)	386
PID/Gender: Rep Men	3% (9)	1% (3)	2% (6)	6% (19)	9% (29)	10% (32)	9% (29)	14% (45)	7% (24)	8% (27)	32% (105)	328
PID/Gender: Rep Women	1% (2)	1% (2)	1% (4)	2% (6)	4% (13)	5% (17)	10% (31)	9% (28)	6% (19)	15% (47)	45% (139)	307
Ideo: Liberal (1-3)	1% (6)	1% (6)	2% (13)	2% (15)	5% (34)	11% (71)	12% (81)	11% (74)	9% (62)	14% (95)	30% (200)	657
Ideo: Moderate (4)	1% (5)	— (2)	1% (7)	4% (25)	10% (62)	10% (62)	12% (75)	10% (63)	7% (47)	13% (82)	32% (203)	632
Ideo: Conservative (5-7)	2% (13)	1% (5)	1% (7)	3% (20)	7% (49)	7% (47)	9% (63)	10% (70)	7% (49)	11% (72)	42% (283)	679
Educ: < College	2% (25)	1% (9)	1% (19)	3% (44)	9% (130)	9% (136)	10% (156)	10% (147)	7% (100)	14% (211)	35% (535)	1512
Educ: Bachelors degree	1% (3)	1% (4)	2% (8)	4% (17)	6% (29)	11% (50)	15% (67)	11% (49)	8% (35)	10% (46)	30% (135)	444
Educ: Post-grad	1% (2)	1% (2)	2% (4)	1% (2)	4% (9)	8% (20)	9% (23)	13% (32)	13% (31)	12% (29)	37% (90)	244
Income: Under 50k	2% (21)	1% (8)	1% (13)	3% (34)	8% (96)	9% (113)	11% (131)	10% (116)	7% (79)	15% (175)	34% (409)	1194
Income: 50k-100k	1% (6)	1% (5)	1% (8)	4% (24)	7% (48)	9% (63)	11% (76)	10% (69)	8% (53)	10% (68)	38% (255)	675
Income: 100k+	1% (3)	1% (2)	3% (10)	2% (6)	7% (24)	9% (30)	12% (40)	13% (43)	10% (34)	13% (42)	29% (96)	331
Ethnicity: White	1% (19)	1% (10)	1% (19)	3% (50)	6% (110)	9% (149)	11% (193)	10% (176)	7% (127)	12% (212)	38% (658)	1722
Ethnicity: Hispanic	4% (13)	1% (3)	3% (12)	3% (11)	9% (31)	9% (31)	14% (47)	12% (41)	6% (23)	18% (63)	21% (74)	349
Ethnicity: Black	2% (7)	2% (4)	3% (7)	5% (14)	11% (30)	9% (26)	13% (35)	8% (22)	10% (27)	16% (43)	21% (59)	274
Ethnicity: Other	2% (4)	1% (1)	2% (5)	— (0)	14% (28)	15% (31)	9% (18)	15% (30)	6% (12)	15% (30)	21% (44)	204
All Christian	1% (12)	1% (6)	1% (9)	3% (25)	7% (71)	9% (85)	9% (85)	12% (116)	9% (90)	12% (115)	38% (373)	987
All Non-Christian	— (1)	— (0)	2% (3)	2% (2)	5% (6)	11% (13)	11% (14)	11% (13)	13% (16)	21% (26)	25% (31)	124
Atheist	1% (2)	2% (2)	1% (1)	3% (3)	7% (7)	13% (14)	11% (12)	5% (6)	5% (6)	17% (19)	33% (36)	107
Agnostic/Nothing in particular	1% (7)	1% (4)	2% (14)	3% (22)	9% (56)	10% (66)	15% (93)	10% (63)	5% (30)	10% (63)	35% (225)	642
Something Else	3% (9)	1% (4)	1% (5)	3% (12)	8% (29)	8% (28)	12% (42)	9% (31)	7% (24)	18% (62)	28% (96)	340
Religious Non-Protestant/Catholic	— (1)	— (0)	2% (3)	5% (7)	6% (9)	9% (13)	12% (17)	11% (16)	11% (16)	18% (26)	26% (38)	147
Evangelical	2% (14)	1% (6)	— (1)	4% (20)	8% (47)	8% (46)	7% (41)	13% (71)	8% (43)	18% (102)	30% (171)	562
Non-Evangelical	1% (7)	1% (4)	2% (12)	1% (10)	7% (48)	9% (63)	11% (80)	10% (72)	9% (61)	10% (75)	40% (283)	714

Continued on next page

Table MCEN10_3: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Black Widow

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (30)	1% (15)	1% (31)	3% (64)	8% (168)	9% (206)	11% (246)	10% (228)	8% (166)	13% (285)	35% (760)	2200
Community: Urban	2% (13)	1% (8)	1% (5)	3% (19)	8% (52)	8% (50)	12% (79)	10% (70)	11% (71)	18% (119)	27% (183)	671
Community: Suburban	1% (12)	1% (5)	1% (13)	2% (18)	7% (69)	11% (103)	11% (108)	10% (97)	7% (72)	11% (111)	38% (374)	983
Community: Rural	1% (4)	— (2)	2% (13)	5% (27)	9% (47)	10% (52)	11% (60)	11% (61)	4% (23)	10% (55)	37% (203)	546
Employ: Private Sector	1% (9)	1% (10)	2% (13)	4% (28)	8% (52)	11% (79)	12% (86)	12% (85)	9% (60)	13% (93)	26% (177)	691
Employ: Government	— (0)	— (0)	— (1)	7% (8)	9% (11)	9% (10)	14% (16)	17% (20)	13% (16)	9% (11)	22% (26)	117
Employ: Self-Employed	2% (4)	— (0)	1% (2)	1% (2)	11% (20)	11% (21)	11% (21)	10% (18)	7% (13)	14% (26)	29% (53)	179
Employ: Homemaker	1% (1)	1% (1)	2% (3)	2% (4)	7% (12)	11% (20)	17% (31)	10% (17)	6% (10)	13% (24)	32% (59)	183
Employ: Student	2% (2)	— (0)	11% (7)	— (0)	10% (7)	8% (5)	12% (8)	3% (2)	5% (3)	26% (17)	23% (15)	66
Employ: Retired	2% (10)	— (0)	— (3)	1% (7)	4% (21)	6% (33)	7% (37)	7% (41)	6% (32)	9% (48)	58% (321)	554
Employ: Unemployed	1% (3)	1% (4)	1% (1)	5% (13)	10% (26)	7% (19)	14% (36)	11% (29)	7% (18)	18% (48)	25% (66)	263
Employ: Other	— (1)	— (1)	— (1)	2% (2)	13% (19)	14% (20)	8% (12)	11% (16)	9% (13)	13% (19)	30% (44)	146
Military HH: Yes	1% (4)	2% (6)	1% (2)	4% (15)	9% (32)	7% (26)	10% (35)	9% (34)	8% (30)	12% (45)	38% (142)	372
Military HH: No	1% (26)	— (9)	2% (29)	3% (49)	7% (136)	10% (180)	12% (211)	11% (194)	7% (136)	13% (241)	34% (618)	1828
RD/WT: Right Direction	2% (18)	1% (6)	2% (14)	3% (24)	6% (55)	9% (82)	12% (107)	12% (107)	10% (89)	15% (138)	29% (262)	901
RD/WT: Wrong Track	1% (12)	1% (9)	1% (17)	3% (40)	9% (113)	10% (124)	11% (140)	9% (122)	6% (77)	11% (148)	38% (498)	1299
Biden Job Approve	1% (15)	1% (7)	1% (10)	3% (32)	7% (69)	9% (92)	11% (119)	12% (124)	9% (99)	16% (168)	30% (316)	1051
Biden Job Disapprove	1% (11)	1% (6)	2% (15)	3% (29)	9% (87)	10% (102)	11% (111)	10% (100)	6% (64)	9% (97)	39% (398)	1019
Biden Job Strongly Approve	1% (4)	1% (4)	— (2)	2% (11)	6% (30)	6% (32)	7% (35)	12% (61)	12% (60)	24% (121)	29% (145)	506
Biden Job Somewhat Approve	2% (11)	1% (4)	1% (8)	4% (21)	7% (39)	11% (60)	15% (83)	12% (63)	7% (39)	9% (47)	31% (170)	545
Biden Job Somewhat Disapprove	1% (3)	— (1)	1% (3)	4% (11)	11% (30)	15% (43)	10% (29)	11% (31)	7% (20)	10% (29)	30% (85)	285
Biden Job Strongly Disapprove	1% (8)	1% (5)	2% (12)	2% (17)	8% (56)	8% (59)	11% (83)	9% (69)	6% (44)	9% (68)	43% (313)	734
Favorable of Biden	2% (16)	— (5)	1% (6)	3% (27)	7% (74)	9% (96)	11% (118)	11% (115)	9% (100)	16% (170)	31% (323)	1050
Unfavorable of Biden	1% (10)	1% (9)	2% (25)	3% (35)	8% (83)	10% (106)	11% (110)	11% (111)	6% (61)	9% (92)	37% (380)	1022
Very Favorable of Biden	2% (12)	— (2)	1% (3)	2% (12)	6% (32)	7% (38)	8% (41)	11% (58)	12% (62)	22% (118)	28% (147)	526
Somewhat Favorable of Biden	1% (4)	1% (3)	— (2)	3% (16)	8% (42)	11% (58)	15% (76)	11% (56)	7% (37)	10% (52)	34% (176)	524
Somewhat Unfavorable of Biden	1% (1)	1% (4)	5% (12)	6% (14)	9% (23)	14% (35)	12% (29)	14% (34)	6% (14)	8% (21)	24% (59)	247
Very Unfavorable of Biden	1% (9)	1% (5)	2% (13)	3% (21)	8% (60)	9% (70)	10% (81)	10% (77)	6% (47)	9% (71)	41% (321)	775
#1 Issue: Economy	1% (8)	1% (8)	2% (13)	3% (30)	10% (89)	11% (98)	13% (112)	10% (89)	8% (72)	11% (98)	30% (263)	880
#1 Issue: Security	1% (2)	1% (1)	1% (4)	2% (7)	5% (15)	10% (28)	9% (26)	10% (27)	9% (25)	13% (37)	40% (115)	286
#1 Issue: Health Care	— (1)	— (1)	2% (5)	3% (9)	6% (16)	6% (17)	12% (31)	13% (34)	9% (23)	16% (43)	32% (84)	262
#1 Issue: Medicare / Social Security	1% (4)	1% (4)	— (1)	2% (5)	7% (19)	5% (15)	6% (18)	5% (14)	6% (16)	12% (34)	54% (154)	283
#1 Issue: Women's Issues	4% (6)	— (0)	2% (2)	5% (6)	4% (5)	9% (12)	16% (22)	14% (20)	6% (8)	21% (29)	19% (26)	137
#1 Issue: Education	2% (2)	— (0)	2% (2)	— (0)	10% (11)	10% (11)	15% (15)	16% (16)	11% (11)	12% (12)	22% (23)	104
#1 Issue: Energy	4% (5)	— (0)	2% (3)	2% (2)	7% (10)	11% (16)	9% (13)	11% (16)	4% (6)	15% (21)	34% (47)	139
#1 Issue: Other	2% (2)	1% (2)	1% (1)	3% (3)	3% (4)	10% (10)	8% (9)	12% (13)	5% (6)	11% (12)	44% (47)	108
2020 Vote: Joe Biden	1% (14)	1% (6)	1% (11)	2% (21)	6% (60)	9% (93)	12% (123)	11% (115)	10% (99)	15% (147)	32% (321)	1011
2020 Vote: Donald Trump	1% (5)	1% (6)	1% (9)	4% (29)	8% (55)	7% (47)	10% (68)	12% (81)	6% (44)	10% (70)	40% (280)	695
2020 Vote: Other	9% (5)	1% (1)	3% (2)	— (0)	10% (6)	16% (10)	6% (4)	5% (3)	6% (4)	7% (4)	37% (22)	60
2020 Vote: Didn't Vote	1% (4)	1% (3)	2% (9)	3% (14)	11% (47)	13% (56)	12% (52)	7% (30)	4% (19)	14% (62)	31% (135)	431
2018 House Vote: Democrat	1% (6)	1% (6)	1% (10)	3% (23)	5% (43)	9% (70)	12% (92)	11% (86)	11% (84)	13% (104)	33% (260)	782
2018 House Vote: Republican	1% (7)	1% (4)	1% (7)	3% (18)	5% (28)	7% (42)	10% (57)	12% (68)	7% (40)	11% (62)	42% (236)	569
2018 House Vote: Someone else	— (0)	— (0)	2% (1)	— (0)	13% (7)	9% (5)	9% (5)	6% (3)	1% (1)	13% (8)	48% (27)	56

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Table MCEN10_3: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Black Widow

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (30)	1% (15)	1% (31)	3% (64)	8% (168)	9% (206)	11% (246)	10% (228)	8% (166)	13% (285)	35% (760)	2200
2016 Vote: Hillary Clinton	1% (5)	1% (4)	1% (7)	2% (12)	5% (36)	9% (64)	11% (78)	11% (78)	11% (78)	15% (104)	35% (246)	712
2016 Vote: Donald Trump	1% (5)	1% (4)	1% (7)	5% (30)	7% (41)	7% (44)	11% (71)	10% (66)	7% (41)	10% (62)	41% (256)	626
2016 Vote: Other	2% (3)	1% (1)	4% (5)	1% (1)	10% (12)	9% (11)	11% (14)	9% (11)	4% (5)	7% (8)	42% (52)	123
2016 Vote: Didn't Vote	2% (16)	1% (6)	2% (13)	3% (22)	11% (79)	12% (88)	11% (83)	10% (74)	6% (41)	15% (111)	28% (206)	738
Voted in 2014: Yes	1% (9)	1% (9)	1% (13)	3% (35)	6% (68)	8% (97)	11% (131)	11% (138)	9% (107)	12% (145)	38% (469)	1222
Voted in 2014: No	2% (21)	1% (6)	2% (18)	3% (29)	10% (100)	11% (109)	12% (115)	9% (90)	6% (59)	14% (140)	30% (291)	978
4-Region: Northeast	1% (3)	1% (3)	3% (11)	3% (12)	8% (31)	9% (36)	10% (41)	6% (23)	9% (36)	16% (63)	35% (136)	394
4-Region: Midwest	— (2)	— (2)	1% (5)	2% (10)	7% (34)	9% (40)	12% (56)	11% (52)	7% (30)	13% (59)	37% (172)	462
4-Region: South	2% (17)	1% (5)	1% (10)	4% (36)	8% (64)	10% (84)	10% (84)	10% (85)	6% (52)	13% (108)	34% (279)	824
4-Region: West	2% (8)	1% (5)	1% (5)	1% (6)	8% (40)	9% (46)	13% (66)	13% (68)	9% (48)	11% (55)	33% (173)	520
Marvel Comics Fans	1% (13)	1% (9)	2% (21)	3% (43)	9% (120)	12% (155)	14% (180)	14% (181)	11% (140)	18% (237)	15% (197)	1296
Avid Marvel Comics Fans	1% (6)	1% (3)	1% (6)	3% (13)	9% (39)	13% (56)	12% (54)	13% (58)	15% (64)	28% (123)	4% (18)	440
Casual Marvel Comics Fans	1% (7)	1% (6)	2% (15)	3% (29)	9% (81)	11% (98)	15% (127)	14% (122)	9% (76)	13% (114)	21% (179)	855
Marvel TV/Movies Fans	1% (15)	1% (12)	2% (23)	3% (43)	9% (123)	11% (163)	14% (195)	13% (187)	10% (146)	18% (251)	18% (261)	1419
Avid Marvel TV/Movies Fans	1% (5)	1% (6)	2% (7)	4% (16)	6% (24)	12% (50)	10% (44)	13% (55)	14% (60)	30% (128)	6% (27)	422
Casual Marvel TV/Movies Fans	1% (10)	1% (6)	2% (16)	3% (27)	10% (99)	11% (112)	15% (151)	13% (132)	9% (86)	12% (122)	23% (234)	997
Fans of Anything Marvel	1% (15)	1% (13)	2% (25)	3% (53)	9% (137)	11% (174)	14% (214)	14% (206)	10% (151)	17% (258)	18% (279)	1526
Avid Fans of Anything Marvel	1% (7)	1% (4)	1% (8)	4% (24)	8% (49)	13% (83)	14% (91)	15% (94)	14% (90)	26% (164)	4% (27)	642
Casual Fans of Anything Marvel	1% (8)	1% (9)	2% (18)	4% (40)	9% (103)	11% (121)	15% (162)	13% (145)	9% (101)	13% (142)	23% (258)	1107

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

Table MCEN10_4: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Captain America

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (16)	— (3)	1% (22)	1% (30)	5% (104)	4% (96)	12% (260)	15% (330)	16% (347)	25% (545)	20% (447)	2200
Gender: Male	1% (11)	— (1)	1% (12)	1% (16)	5% (52)	5% (52)	13% (140)	17% (181)	19% (198)	22% (233)	16% (165)	1062
Gender: Female	— (5)	— (1)	1% (10)	1% (14)	5% (52)	4% (44)	10% (119)	13% (148)	13% (150)	27% (312)	25% (282)	1138
Age: 18-34	— (1)	— (2)	2% (14)	2% (16)	6% (37)	4% (29)	13% (86)	16% (104)	17% (111)	27% (176)	12% (80)	655
Age: 35-44	1% (3)	— (1)	— (1)	— (2)	5% (19)	6% (20)	16% (59)	18% (63)	15% (54)	23% (83)	15% (53)	358
Age: 45-64	1% (10)	— (0)	1% (5)	2% (12)	5% (36)	5% (35)	10% (76)	15% (115)	15% (110)	25% (188)	22% (165)	751
Age: 65+	— (2)	— (1)	— (2)	— (0)	3% (12)	3% (12)	9% (38)	11% (48)	17% (72)	23% (100)	34% (149)	436
GenZers: 1997-2012	1% (1)	— (1)	4% (7)	5% (8)	8% (14)	4% (6)	11% (18)	14% (23)	18% (31)	27% (46)	8% (13)	169
Millennials: 1981-1996	— (0)	— (1)	1% (8)	1% (9)	4% (29)	5% (36)	15% (107)	17% (124)	16% (118)	26% (185)	14% (101)	718
GenXers: 1965-1980	1% (5)	— (0)	1% (3)	2% (12)	7% (36)	6% (30)	12% (61)	15% (75)	15% (74)	25% (128)	17% (84)	507
Baby Boomers: 1946-1964	1% (10)	— (0)	— (4)	— (2)	4% (25)	3% (22)	10% (70)	14% (103)	16% (115)	24% (171)	28% (199)	720
PID: Dem (no lean)	— (1)	— (3)	1% (12)	1% (5)	4% (38)	4% (32)	11% (98)	15% (133)	18% (154)	28% (246)	17% (150)	872
PID: Ind (no lean)	1% (5)	— (0)	1% (7)	2% (15)	5% (37)	5% (36)	15% (103)	16% (109)	12% (87)	21% (146)	21% (149)	693
PID: Rep (no lean)	2% (10)	— (0)	1% (3)	2% (10)	5% (29)	4% (29)	9% (58)	14% (88)	17% (107)	24% (153)	23% (148)	635
PID/Gender: Dem Men	— (0)	— (1)	2% (7)	1% (5)	4% (19)	4% (18)	13% (54)	17% (72)	21% (91)	26% (110)	12% (50)	428
PID/Gender: Dem Women	— (1)	— (1)	1% (4)	— (1)	4% (20)	3% (13)	10% (44)	14% (61)	14% (63)	31% (136)	23% (101)	445
PID/Gender: Ind Men	1% (3)	— (0)	1% (2)	1% (4)	4% (12)	4% (13)	17% (52)	21% (66)	15% (45)	18% (54)	18% (56)	306
PID/Gender: Ind Women	1% (3)	— (0)	1% (4)	3% (11)	6% (24)	6% (22)	13% (51)	11% (44)	11% (41)	24% (92)	24% (93)	386
PID/Gender: Rep Men	3% (8)	— (0)	1% (2)	2% (7)	7% (22)	6% (21)	11% (34)	13% (44)	19% (61)	21% (69)	18% (59)	328
PID/Gender: Rep Women	— (1)	— (0)	— (1)	1% (2)	3% (8)	3% (8)	8% (24)	14% (44)	15% (46)	27% (84)	29% (89)	307
Ideo: Liberal (1-3)	— (0)	— (1)	1% (7)	1% (3)	4% (26)	6% (38)	13% (88)	16% (106)	18% (121)	25% (162)	16% (104)	657
Ideo: Moderate (4)	— (1)	— (0)	1% (6)	1% (8)	6% (37)	4% (27)	13% (79)	15% (95)	15% (98)	25% (155)	20% (126)	632
Ideo: Conservative (5-7)	2% (12)	— (1)	1% (7)	1% (10)	4% (29)	4% (25)	8% (57)	15% (105)	16% (109)	24% (162)	24% (162)	679
Educ: < College	1% (15)	— (0)	1% (19)	2% (24)	5% (82)	4% (67)	11% (165)	13% (196)	15% (222)	27% (406)	21% (315)	1512
Educ: Bachelors degree	— (0)	— (2)	— (2)	— (2)	4% (16)	5% (24)	14% (63)	19% (86)	19% (83)	19% (83)	19% (83)	444
Educ: Post-grad	— (1)	1% (1)	— (1)	2% (4)	2% (6)	2% (5)	13% (32)	19% (47)	17% (43)	23% (57)	20% (48)	244
Income: Under 50k	1% (10)	— (1)	1% (16)	1% (17)	5% (63)	4% (50)	11% (135)	14% (169)	15% (181)	26% (310)	20% (245)	1194
Income: 50k-100k	1% (4)	— (1)	1% (5)	1% (5)	4% (25)	5% (34)	11% (72)	15% (104)	17% (117)	23% (157)	22% (150)	675
Income: 100k+	1% (2)	— (1)	— (2)	3% (9)	5% (16)	4% (12)	16% (53)	17% (57)	15% (49)	24% (79)	16% (52)	331
Ethnicity: White	1% (14)	— (1)	1% (13)	1% (18)	4% (71)	4% (72)	11% (193)	15% (262)	16% (278)	24% (417)	22% (383)	1722
Ethnicity: Hispanic	2% (7)	— (0)	1% (5)	3% (11)	7% (25)	3% (10)	11% (37)	8% (29)	21% (73)	30% (104)	14% (47)	349
Ethnicity: Black	— (1)	— (1)	2% (6)	4% (10)	7% (18)	7% (19)	13% (35)	14% (38)	14% (39)	28% (77)	11% (30)	274
Ethnicity: Other	1% (2)	— (1)	1% (2)	1% (3)	7% (15)	2% (4)	16% (32)	15% (30)	15% (31)	25% (51)	17% (34)	204
All Christian	1% (11)	— (1)	1% (8)	1% (9)	5% (48)	4% (41)	9% (90)	17% (167)	18% (173)	24% (239)	20% (201)	987
All Non-Christian	— (0)	1% (1)	1% (2)	4% (5)	3% (3)	1% (1)	11% (14)	13% (16)	19% (24)	29% (35)	18% (22)	124
Atheist	— (0)	— (0)	1% (2)	— (0)	4% (4)	10% (10)	10% (11)	12% (12)	20% (22)	23% (24)	20% (22)	107
Agnostic/Nothing in particular	— (1)	— (1)	1% (7)	1% (7)	5% (34)	5% (31)	15% (99)	13% (82)	12% (78)	24% (151)	24% (152)	642
Something Else	1% (5)	— (0)	1% (4)	3% (10)	4% (15)	4% (13)	13% (45)	16% (53)	15% (51)	28% (96)	15% (50)	340
Religious Non-Protestant/Catholic	— (0)	1% (1)	1% (2)	3% (5)	2% (3)	6% (9)	12% (18)	13% (18)	19% (29)	25% (36)	18% (26)	147
Evangelical	2% (11)	— (1)	1% (5)	2% (11)	6% (32)	3% (18)	9% (49)	17% (94)	17% (95)	28% (157)	16% (90)	562
Non-Evangelical	1% (4)	— (0)	1% (7)	1% (8)	4% (30)	4% (25)	11% (81)	16% (116)	16% (117)	25% (175)	21% (152)	714

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Table MCEN10_4: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Captain America

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (16)	— (3)	1% (22)	1% (30)	5% (104)	4% (96)	12% (260)	15% (330)	16% (347)	25% (545)	20% (447)	2200
Community: Urban	1% (8)	— (2)	1% (9)	2% (10)	5% (34)	5% (31)	14% (91)	14% (94)	15% (98)	28% (185)	16% (110)	671
Community: Suburban	— (3)	— (1)	1% (8)	1% (12)	4% (36)	4% (36)	12% (117)	15% (149)	18% (176)	23% (228)	22% (217)	983
Community: Rural	1% (5)	— (1)	1% (5)	1% (8)	6% (35)	5% (29)	10% (52)	16% (87)	13% (74)	24% (132)	22% (120)	546
Employ: Private Sector	— (2)	— (1)	1% (7)	2% (12)	5% (35)	6% (38)	11% (79)	17% (120)	17% (115)	24% (168)	16% (112)	691
Employ: Government	— (0)	— (0)	1% (1)	1% (1)	7% (8)	8% (10)	13% (15)	15% (17)	19% (22)	22% (26)	15% (17)	117
Employ: Self-Employed	1% (2)	— (0)	— (0)	3% (5)	5% (9)	4% (8)	13% (24)	19% (34)	17% (30)	22% (39)	16% (28)	179
Employ: Homemaker	1% (1)	— (0)	1% (2)	2% (3)	5% (9)	4% (8)	16% (28)	16% (29)	15% (27)	23% (42)	19% (34)	183
Employ: Student	— (0)	1% (1)	5% (4)	— (0)	10% (7)	2% (1)	8% (5)	11% (7)	17% (12)	26% (17)	19% (13)	66
Employ: Retired	2% (10)	— (1)	— (2)	— (2)	3% (15)	3% (17)	8% (46)	12% (66)	15% (86)	22% (125)	33% (185)	554
Employ: Unemployed	— (0)	— (0)	1% (2)	2% (5)	7% (18)	3% (9)	17% (46)	11% (29)	18% (46)	27% (72)	14% (37)	263
Employ: Other	— (0)	— (0)	2% (3)	1% (1)	4% (5)	4% (6)	11% (16)	19% (27)	7% (10)	39% (57)	14% (20)	146
Military HH: Yes	1% (3)	— (0)	1% (2)	1% (5)	6% (22)	4% (16)	9% (34)	13% (48)	20% (73)	23% (86)	22% (82)	372
Military HH: No	1% (13)	— (3)	1% (20)	1% (25)	4% (82)	4% (80)	12% (226)	15% (282)	15% (274)	25% (459)	20% (365)	1828
RD/WT: Right Direction	1% (8)	— (2)	1% (11)	1% (8)	5% (45)	4% (36)	12% (111)	14% (128)	17% (154)	28% (253)	16% (145)	901
RD/WT: Wrong Track	1% (8)	— (1)	1% (11)	2% (22)	5% (60)	5% (60)	11% (148)	16% (202)	15% (193)	23% (293)	23% (301)	1299
Biden Job Approve	1% (6)	— (1)	1% (13)	1% (8)	4% (44)	4% (44)	12% (126)	15% (161)	17% (183)	28% (289)	17% (174)	1051
Biden Job Disapprove	1% (9)	— (1)	1% (7)	1% (13)	5% (53)	5% (47)	11% (114)	15% (155)	16% (160)	22% (224)	23% (235)	1019
Biden Job Strongly Approve	— (0)	— (1)	— (2)	1% (4)	3% (17)	3% (17)	8% (43)	15% (77)	18% (91)	35% (176)	15% (77)	506
Biden Job Somewhat Approve	1% (6)	— (1)	2% (11)	1% (3)	5% (27)	5% (27)	15% (83)	15% (84)	17% (92)	21% (113)	18% (97)	545
Biden Job Somewhat Disapprove	— (0)	— (1)	— (1)	— (1)	8% (22)	6% (16)	14% (40)	17% (50)	14% (41)	21% (59)	18% (52)	285
Biden Job Strongly Disapprove	1% (9)	— (0)	1% (6)	2% (12)	4% (31)	4% (31)	10% (74)	14% (106)	16% (119)	22% (165)	25% (183)	734
Favorable of Biden	1% (5)	— (1)	1% (11)	1% (7)	4% (45)	4% (45)	11% (119)	16% (165)	17% (177)	28% (293)	17% (181)	1050
Unfavorable of Biden	1% (10)	— (1)	1% (10)	2% (18)	5% (54)	4% (43)	12% (125)	15% (157)	16% (166)	22% (222)	21% (215)	1022
Very Favorable of Biden	1% (5)	— (1)	1% (3)	— (2)	3% (18)	4% (18)	7% (39)	14% (73)	17% (92)	36% (192)	16% (83)	526
Somewhat Favorable of Biden	— (0)	— (1)	2% (8)	1% (5)	5% (27)	5% (27)	15% (80)	18% (92)	16% (85)	19% (101)	19% (99)	524
Somewhat Unfavorable of Biden	— (1)	1% (1)	2% (5)	1% (3)	9% (22)	5% (13)	16% (40)	16% (39)	16% (39)	20% (51)	13% (33)	247
Very Unfavorable of Biden	1% (10)	— (0)	1% (5)	2% (14)	4% (33)	4% (29)	11% (85)	15% (119)	16% (126)	22% (172)	24% (182)	775
#1 Issue: Economy	— (3)	— (1)	1% (7)	2% (14)	5% (48)	5% (40)	13% (112)	18% (154)	16% (141)	23% (201)	18% (158)	880
#1 Issue: Security	— (0)	— (0)	1% (2)	2% (5)	4% (11)	4% (10)	9% (27)	15% (43)	12% (34)	31% (88)	23% (65)	286
#1 Issue: Health Care	— (0)	— (1)	1% (2)	— (1)	4% (11)	4% (11)	14% (36)	12% (32)	18% (47)	28% (72)	19% (50)	262
#1 Issue: Medicare / Social Security	2% (5)	— (0)	2% (5)	— (1)	5% (14)	3% (9)	8% (23)	8% (24)	15% (43)	25% (72)	31% (89)	283
#1 Issue: Women's Issues	1% (1)	— (0)	3% (3)	4% (5)	6% (8)	7% (9)	7% (10)	12% (16)	21% (29)	25% (34)	15% (20)	137
#1 Issue: Education	— (0)	1% (1)	2% (2)	1% (1)	2% (2)	7% (7)	12% (13)	13% (14)	19% (20)	28% (29)	16% (17)	104
#1 Issue: Energy	4% (5)	— (0)	— (0)	1% (2)	3% (5)	4% (6)	18% (25)	20% (28)	12% (17)	21% (29)	16% (22)	139
#1 Issue: Other	1% (1)	— (0)	— (0)	1% (2)	5% (6)	2% (2)	14% (15)	17% (19)	15% (16)	19% (20)	25% (27)	108
2020 Vote: Joe Biden	1% (7)	— (3)	1% (9)	1% (7)	4% (44)	4% (45)	12% (121)	16% (157)	18% (177)	26% (262)	18% (178)	1011
2020 Vote: Donald Trump	1% (6)	— (0)	1% (7)	1% (10)	5% (35)	4% (28)	9% (65)	14% (99)	18% (124)	22% (154)	24% (166)	695
2020 Vote: Other	3% (2)	— (0)	— (0)	— (0)	6% (4)	7% (4)	16% (9)	17% (10)	10% (6)	20% (12)	22% (14)	60
2020 Vote: Didn't Vote	— (1)	— (0)	1% (5)	3% (14)	5% (21)	4% (19)	15% (63)	15% (63)	9% (40)	27% (117)	20% (87)	431
2018 House Vote: Democrat	— (1)	— (1)	1% (4)	— (3)	4% (33)	4% (32)	13% (105)	15% (119)	16% (129)	26% (207)	19% (148)	782
2018 House Vote: Republican	1% (7)	— (0)	1% (4)	— (2)	4% (20)	4% (21)	10% (56)	15% (85)	18% (100)	23% (133)	25% (140)	569
2018 House Vote: Someone else	— (0)	— (0)	— (0)	1% (1)	10% (6)	6% (4)	12% (7)	15% (8)	10% (6)	17% (10)	27% (15)	56

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Table MCEN10_4: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Captain America

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (16)	— (3)	1% (22)	1% (30)	5% (104)	4% (96)	12% (260)	15% (330)	16% (347)	25% (545)	20% (447)	2200
2016 Vote: Hillary Clinton	— (1)	— (2)	— (2)	— (3)	4% (28)	4% (25)	13% (91)	15% (105)	17% (122)	27% (194)	20% (140)	712
2016 Vote: Donald Trump	1% (6)	— (0)	1% (6)	1% (5)	4% (27)	4% (27)	10% (60)	16% (101)	16% (101)	23% (144)	24% (149)	626
2016 Vote: Other	— (0)	— (0)	— (0)	1% (1)	7% (9)	5% (6)	16% (20)	16% (19)	13% (16)	19% (23)	23% (29)	123
2016 Vote: Didn't Vote	1% (9)	— (1)	2% (14)	3% (22)	6% (41)	5% (37)	12% (88)	14% (105)	15% (109)	25% (184)	17% (128)	738
Voted in 2014: Yes	1% (7)	— (1)	1% (7)	— (5)	4% (50)	4% (48)	12% (147)	16% (190)	16% (198)	24% (293)	23% (277)	1222
Voted in 2014: No	1% (9)	— (2)	2% (15)	3% (25)	6% (54)	5% (48)	11% (112)	14% (140)	15% (150)	26% (253)	17% (170)	978
4-Region: Northeast	— (1)	1% (2)	1% (4)	1% (5)	6% (25)	6% (24)	10% (40)	11% (45)	16% (62)	27% (107)	20% (79)	394
4-Region: Midwest	— (0)	— (1)	1% (5)	2% (8)	4% (19)	4% (19)	11% (50)	17% (78)	16% (73)	22% (102)	23% (106)	462
4-Region: South	1% (8)	— (0)	1% (12)	1% (11)	5% (44)	4% (36)	10% (86)	15% (127)	13% (103)	29% (240)	19% (157)	824
4-Region: West	1% (7)	— (0)	— (1)	1% (5)	3% (16)	3% (17)	16% (83)	15% (80)	21% (109)	18% (96)	20% (105)	520
Marvel Comics Fans	— (1)	— (1)	1% (13)	1% (14)	5% (63)	4% (57)	13% (170)	19% (247)	19% (250)	32% (409)	5% (70)	1296
Avid Marvel Comics Fans	— (0)	— (0)	— (0)	1% (4)	3% (13)	4% (17)	12% (53)	18% (81)	17% (74)	44% (194)	1% (4)	440
Casual Marvel Comics Fans	— (1)	— (1)	2% (13)	1% (10)	6% (50)	5% (39)	14% (116)	19% (166)	21% (177)	25% (215)	8% (66)	855
Marvel TV/Movies Fans	— (2)	— (2)	1% (16)	1% (20)	5% (72)	4% (56)	13% (185)	18% (258)	19% (266)	31% (439)	7% (102)	1419
Avid Marvel TV/Movies Fans	— (0)	— (1)	1% (6)	1% (5)	2% (10)	3% (15)	12% (49)	15% (65)	21% (87)	42% (178)	2% (7)	422
Casual Marvel TV/Movies Fans	— (2)	— (1)	1% (10)	2% (15)	6% (62)	4% (42)	14% (137)	19% (193)	18% (179)	26% (262)	9% (95)	997
Fans of Anything Marvel	— (3)	— (2)	1% (17)	1% (21)	5% (74)	5% (70)	14% (207)	18% (280)	19% (285)	30% (461)	7% (107)	1526
Avid Fans of Anything Marvel	— (2)	— (1)	— (2)	1% (5)	2% (16)	4% (25)	13% (80)	18% (114)	22% (138)	40% (255)	1% (4)	642
Casual Fans of Anything Marvel	— (1)	— (1)	2% (17)	1% (16)	6% (65)	5% (52)	14% (160)	19% (206)	19% (210)	25% (276)	9% (103)	1107

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

Table MCEN10_5: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Dr. Strange

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (20)	1% (13)	1% (16)	2% (45)	6% (129)	6% (138)	8% (181)	11% (235)	11% (234)	17% (373)	37% (816)	2200
Gender: Male	1% (12)	1% (6)	1% (9)	2% (18)	8% (81)	6% (66)	7% (78)	13% (136)	14% (145)	18% (195)	30% (317)	1062
Gender: Female	1% (9)	1% (7)	1% (6)	2% (27)	4% (48)	6% (73)	9% (103)	9% (99)	8% (89)	16% (178)	44% (499)	1138
Age: 18-34	— (3)	1% (4)	1% (7)	3% (19)	7% (43)	7% (47)	10% (66)	13% (84)	14% (89)	25% (166)	20% (128)	655
Age: 35-44	1% (3)	— (1)	2% (6)	3% (10)	7% (26)	7% (27)	9% (31)	13% (47)	13% (45)	21% (74)	25% (90)	358
Age: 45-64	2% (12)	1% (9)	— (2)	2% (13)	6% (46)	7% (51)	8% (61)	10% (78)	10% (76)	12% (88)	42% (313)	751
Age: 65+	1% (3)	— (0)	— (1)	1% (3)	3% (14)	3% (13)	5% (23)	6% (26)	5% (23)	10% (45)	65% (285)	436
GenZers: 1997-2012	2% (3)	2% (4)	2% (3)	2% (3)	8% (14)	11% (19)	13% (21)	9% (14)	12% (21)	23% (39)	16% (27)	169
Millennials: 1981-1996	— (0)	— (1)	1% (9)	3% (22)	5% (39)	6% (46)	9% (64)	14% (102)	14% (103)	25% (179)	21% (152)	718
GenXers: 1965-1980	1% (7)	1% (7)	— (1)	3% (14)	9% (43)	8% (41)	9% (46)	12% (63)	11% (53)	13% (67)	33% (165)	507
Baby Boomers: 1946-1964	1% (9)	— (1)	— (3)	— (3)	4% (30)	4% (29)	7% (47)	8% (55)	8% (54)	11% (83)	56% (406)	720
PID: Dem (no lean)	— (2)	— (4)	1% (7)	2% (21)	5% (40)	5% (47)	7% (63)	12% (107)	14% (126)	20% (171)	32% (283)	872
PID: Ind (no lean)	1% (7)	1% (8)	1% (4)	2% (15)	7% (48)	8% (55)	10% (70)	10% (67)	7% (50)	15% (106)	38% (263)	693
PID: Rep (no lean)	2% (11)	— (1)	1% (4)	1% (9)	6% (41)	6% (36)	8% (49)	10% (61)	9% (58)	15% (96)	43% (270)	635
PID/Gender: Dem Men	— (0)	— (1)	1% (5)	2% (9)	6% (25)	6% (28)	7% (30)	13% (56)	21% (90)	21% (90)	22% (94)	428
PID/Gender: Dem Women	1% (2)	1% (3)	1% (2)	3% (12)	4% (16)	4% (19)	8% (33)	11% (51)	8% (35)	18% (81)	43% (189)	445
PID/Gender: Ind Men	1% (3)	1% (4)	1% (2)	2% (7)	8% (24)	7% (21)	7% (21)	14% (42)	7% (23)	16% (49)	36% (111)	306
PID/Gender: Ind Women	1% (5)	1% (4)	1% (2)	2% (8)	6% (24)	9% (34)	13% (49)	6% (25)	7% (27)	15% (57)	39% (151)	386
PID/Gender: Rep Men	3% (9)	— (1)	1% (2)	1% (2)	10% (33)	5% (17)	9% (28)	11% (37)	10% (31)	17% (56)	34% (112)	328
PID/Gender: Rep Women	1% (2)	— (0)	1% (2)	2% (7)	3% (8)	6% (19)	7% (21)	8% (24)	9% (27)	13% (40)	52% (159)	307
Ideo: Liberal (1-3)	— (2)	1% (3)	1% (6)	1% (8)	5% (35)	5% (35)	9% (59)	12% (79)	15% (99)	19% (125)	32% (207)	657
Ideo: Moderate (4)	1% (3)	— (2)	1% (5)	3% (20)	8% (48)	7% (44)	8% (50)	12% (78)	8% (51)	18% (113)	35% (219)	632
Ideo: Conservative (5-7)	2% (13)	— (3)	— (3)	1% (10)	6% (38)	6% (41)	8% (52)	9% (60)	9% (62)	14% (95)	44% (301)	679
Educ: < College	1% (19)	1% (10)	1% (11)	2% (33)	6% (89)	7% (99)	7% (112)	10% (152)	9% (143)	18% (271)	38% (571)	1512
Educ: Bachelors degree	— (1)	1% (2)	1% (3)	2% (9)	6% (25)	7% (32)	10% (43)	12% (52)	12% (55)	15% (65)	35% (157)	444
Educ: Post-grad	— (1)	— (0)	1% (2)	1% (3)	6% (15)	3% (7)	11% (26)	13% (31)	15% (36)	15% (36)	36% (88)	244
Income: Under 50k	1% (13)	1% (8)	1% (9)	2% (24)	7% (78)	6% (76)	8% (96)	10% (122)	9% (109)	19% (222)	37% (436)	1194
Income: 50k-100k	1% (4)	1% (5)	— (3)	2% (12)	4% (30)	7% (45)	9% (58)	11% (73)	11% (77)	14% (93)	41% (274)	675
Income: 100k+	1% (3)	— (0)	1% (4)	3% (9)	7% (22)	5% (17)	8% (27)	12% (39)	14% (47)	17% (57)	32% (106)	331
Ethnicity: White	1% (17)	— (8)	1% (10)	2% (32)	5% (82)	7% (113)	8% (135)	10% (176)	11% (185)	15% (263)	41% (701)	1722
Ethnicity: Hispanic	2% (9)	2% (9)	— (0)	2% (8)	8% (29)	8% (27)	7% (26)	4% (13)	16% (56)	24% (85)	25% (88)	349
Ethnicity: Black	— (1)	2% (5)	2% (4)	4% (12)	13% (36)	4% (12)	7% (20)	13% (36)	9% (24)	23% (63)	22% (61)	274
Ethnicity: Other	1% (3)	— (0)	1% (1)	1% (1)	6% (12)	6% (12)	13% (26)	11% (22)	12% (25)	23% (47)	27% (54)	204
All Christian	1% (12)	— (4)	1% (5)	1% (11)	6% (60)	7% (68)	8% (76)	9% (86)	12% (119)	14% (142)	41% (403)	987
All Non-Christian	— (0)	2% (3)	1% (1)	3% (4)	3% (3)	4% (5)	7% (9)	13% (16)	17% (21)	23% (28)	28% (35)	124
Atheist	1% (2)	— (0)	— (0)	1% (1)	3% (4)	7% (7)	11% (12)	11% (12)	10% (11)	26% (28)	29% (31)	107
Agnostic/Nothing in particular	— (1)	— (2)	1% (9)	2% (16)	6% (37)	7% (43)	9% (57)	12% (79)	9% (58)	15% (97)	38% (242)	642
Something Else	2% (5)	1% (4)	— (1)	4% (13)	7% (25)	5% (16)	8% (27)	12% (41)	7% (24)	23% (78)	31% (106)	340
Religious Non-Protestant/Catholic	— (0)	2% (3)	— (1)	2% (4)	6% (8)	3% (5)	7% (11)	13% (19)	17% (24)	21% (30)	29% (43)	147
Evangelical	2% (13)	1% (4)	— (2)	2% (9)	8% (46)	6% (35)	8% (47)	10% (58)	10% (58)	19% (105)	33% (185)	562
Non-Evangelical	1% (5)	1% (4)	1% (4)	2% (14)	5% (33)	6% (45)	7% (53)	9% (63)	10% (75)	16% (112)	43% (307)	714

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Table MCEN10_5: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Dr. Strange

Demographic	1 - Completely weak		2		3		4		5		6		7		8		9		10 - Completely powerful		Don't know/ No opinion		Total N
Adults	1%	(20)	1%	(13)	1%	(16)	2%	(45)	6%	(129)	6%	(138)	8%	(181)	11%	(235)	11%	(234)	17%	(373)	37%	(816)	2200
Community: Urban	1%	(8)	—	(1)	1%	(8)	2%	(14)	5%	(35)	6%	(41)	10%	(68)	12%	(78)	12%	(81)	21%	(143)	29%	(194)	671
Community: Suburban	1%	(5)	1%	(9)	—	(3)	2%	(16)	5%	(52)	6%	(63)	7%	(73)	10%	(94)	11%	(110)	16%	(156)	41%	(402)	983
Community: Rural	1%	(7)	—	(2)	1%	(5)	3%	(15)	8%	(42)	6%	(35)	7%	(41)	11%	(63)	8%	(42)	13%	(74)	40%	(221)	546
Employ: Private Sector	1%	(4)	—	(0)	1%	(9)	3%	(21)	5%	(38)	7%	(47)	9%	(63)	13%	(90)	13%	(91)	19%	(131)	29%	(198)	691
Employ: Government	—	(0)	—	(0)	—	(0)	3%	(3)	9%	(10)	8%	(9)	10%	(12)	15%	(17)	8%	(9)	17%	(20)	31%	(37)	117
Employ: Self-Employed	1%	(2)	—	(0)	1%	(2)	1%	(2)	7%	(13)	7%	(12)	7%	(13)	12%	(21)	14%	(25)	19%	(34)	30%	(55)	179
Employ: Homemaker	1%	(2)	2%	(4)	1%	(1)	3%	(5)	4%	(7)	5%	(9)	15%	(27)	13%	(23)	5%	(8)	15%	(28)	38%	(69)	183
Employ: Student	2%	(2)	3%	(2)	—	(0)	—	(0)	11%	(7)	2%	(2)	8%	(5)	11%	(7)	14%	(9)	17%	(12)	31%	(21)	66
Employ: Retired	2%	(11)	—	(2)	—	(1)	1%	(3)	5%	(26)	5%	(25)	6%	(34)	6%	(32)	8%	(42)	11%	(58)	58%	(319)	554
Employ: Unemployed	—	(0)	1%	(3)	—	(1)	3%	(9)	6%	(16)	8%	(22)	5%	(14)	11%	(29)	12%	(32)	24%	(64)	28%	(73)	263
Employ: Other	—	(0)	1%	(2)	1%	(1)	1%	(2)	9%	(12)	8%	(12)	8%	(12)	11%	(16)	12%	(17)	19%	(27)	30%	(45)	146
Military HH: Yes	1%	(3)	—	(0)	—	(1)	1%	(5)	6%	(24)	4%	(17)	6%	(24)	11%	(39)	9%	(33)	20%	(76)	40%	(150)	372
Military HH: No	1%	(18)	1%	(13)	1%	(14)	2%	(40)	6%	(105)	7%	(121)	9%	(157)	11%	(196)	11%	(201)	16%	(297)	36%	(666)	1828
RD/WT: Right Direction	1%	(11)	1%	(5)	1%	(6)	2%	(17)	7%	(60)	6%	(52)	9%	(77)	11%	(103)	13%	(119)	19%	(172)	31%	(280)	901
RD/WT: Wrong Track	1%	(10)	1%	(8)	1%	(10)	2%	(28)	5%	(69)	7%	(86)	8%	(104)	10%	(132)	9%	(115)	15%	(201)	41%	(536)	1299
Biden Job Approve	1%	(10)	—	(5)	1%	(8)	2%	(20)	6%	(66)	6%	(58)	8%	(87)	12%	(123)	12%	(129)	20%	(206)	32%	(338)	1051
Biden Job Disapprove	1%	(10)	1%	(5)	1%	(5)	2%	(21)	5%	(51)	7%	(75)	8%	(79)	10%	(106)	9%	(96)	14%	(140)	42%	(431)	1019
Biden Job Strongly Approve	—	(1)	—	(0)	1%	(5)	2%	(8)	6%	(32)	3%	(17)	6%	(32)	10%	(53)	16%	(83)	23%	(118)	31%	(158)	506
Biden Job Somewhat Approve	2%	(9)	1%	(5)	1%	(3)	2%	(12)	6%	(35)	8%	(41)	10%	(54)	13%	(71)	8%	(46)	16%	(88)	33%	(181)	545
Biden Job Somewhat Disapprove	—	(0)	—	(0)	—	(1)	3%	(9)	7%	(20)	9%	(25)	8%	(23)	12%	(34)	13%	(36)	17%	(47)	32%	(90)	285
Biden Job Strongly Disapprove	1%	(10)	1%	(5)	1%	(4)	2%	(12)	4%	(30)	7%	(50)	8%	(56)	10%	(72)	8%	(60)	13%	(93)	47%	(342)	734
Favorable of Biden	1%	(9)	—	(5)	—	(5)	1%	(14)	6%	(65)	5%	(57)	9%	(91)	11%	(113)	13%	(140)	20%	(210)	33%	(343)	1050
Unfavorable of Biden	1%	(12)	1%	(5)	1%	(8)	3%	(26)	6%	(59)	8%	(77)	7%	(76)	12%	(118)	8%	(85)	14%	(142)	40%	(414)	1022
Very Favorable of Biden	1%	(5)	—	(2)	1%	(3)	1%	(8)	6%	(30)	4%	(23)	7%	(37)	10%	(52)	14%	(75)	24%	(127)	31%	(164)	526
Somewhat Favorable of Biden	1%	(3)	1%	(3)	—	(2)	1%	(6)	7%	(35)	6%	(34)	10%	(54)	12%	(60)	12%	(65)	16%	(83)	34%	(179)	524
Somewhat Unfavorable of Biden	—	(1)	—	(0)	1%	(2)	3%	(8)	11%	(27)	9%	(21)	7%	(16)	17%	(41)	9%	(22)	17%	(42)	27%	(66)	247
Very Unfavorable of Biden	1%	(11)	1%	(5)	1%	(6)	2%	(17)	4%	(32)	7%	(56)	8%	(60)	10%	(77)	8%	(63)	13%	(100)	45%	(348)	775
#1 Issue: Economy	—	(2)	—	(1)	1%	(6)	2%	(19)	7%	(66)	7%	(64)	9%	(77)	11%	(101)	11%	(100)	17%	(150)	33%	(294)	880
#1 Issue: Security	—	(1)	—	(0)	1%	(3)	3%	(8)	4%	(12)	6%	(16)	8%	(23)	11%	(31)	7%	(21)	13%	(36)	47%	(136)	286
#1 Issue: Health Care	—	(0)	—	(0)	—	(1)	1%	(3)	7%	(18)	8%	(21)	8%	(22)	10%	(25)	13%	(35)	21%	(56)	31%	(82)	262
#1 Issue: Medicare / Social Security	2%	(6)	—	(1)	1%	(2)	2%	(6)	5%	(14)	5%	(14)	4%	(12)	6%	(18)	6%	(18)	13%	(38)	55%	(155)	283
#1 Issue: Women's Issues	2%	(3)	2%	(3)	—	(1)	3%	(5)	1%	(1)	10%	(13)	13%	(17)	12%	(17)	13%	(17)	21%	(28)	22%	(30)	137
#1 Issue: Education	—	(0)	4%	(5)	2%	(2)	2%	(2)	3%	(3)	2%	(2)	7%	(8)	14%	(14)	21%	(21)	20%	(20)	25%	(26)	104
#1 Issue: Energy	4%	(5)	1%	(1)	1%	(1)	2%	(3)	6%	(9)	4%	(5)	9%	(13)	15%	(20)	6%	(8)	18%	(24)	35%	(49)	139
#1 Issue: Other	3%	(3)	1%	(2)	—	(0)	—	(0)	6%	(7)	2%	(2)	10%	(10)	8%	(8)	12%	(13)	18%	(19)	41%	(44)	108
2020 Vote: Joe Biden	1%	(10)	—	(3)	—	(4)	1%	(15)	5%	(49)	5%	(46)	9%	(94)	12%	(118)	14%	(144)	18%	(184)	34%	(344)	1011
2020 Vote: Donald Trump	1%	(7)	—	(3)	1%	(6)	1%	(9)	6%	(45)	7%	(51)	8%	(53)	10%	(72)	8%	(56)	12%	(86)	44%	(306)	695
2020 Vote: Other	3%	(2)	—	(0)	—	(0)	2%	(1)	5%	(3)	11%	(7)	4%	(2)	13%	(8)	15%	(9)	14%	(9)	33%	(20)	60
2020 Vote: Didn't Vote	1%	(2)	1%	(6)	1%	(6)	5%	(20)	7%	(32)	8%	(34)	7%	(31)	9%	(37)	6%	(25)	22%	(94)	33%	(144)	431
2018 House Vote: Democrat	—	(2)	—	(1)	1%	(4)	1%	(10)	5%	(43)	5%	(39)	8%	(66)	12%	(96)	13%	(99)	19%	(146)	35%	(276)	782
2018 House Vote: Republican	1%	(8)	1%	(3)	—	(2)	1%	(7)	5%	(28)	6%	(35)	8%	(43)	10%	(56)	9%	(52)	14%	(77)	45%	(256)	569
2018 House Vote: Someone else	—	(0)	—	(0)	—	(0)	1%	(1)	4%	(2)	8%	(4)	8%	(4)	9%	(5)	12%	(7)	5%	(3)	53%	(30)	56

Continued on next page

Table MCEN10_5: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Dr. Strange

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (20)	1% (13)	1% (16)	2% (45)	6% (129)	6% (138)	8% (181)	11% (235)	11% (234)	17% (373)	37% (816)	2200
2016 Vote: Hillary Clinton	— (1)	— (1)	1% (4)	1% (10)	4% (28)	5% (35)	8% (59)	13% (90)	12% (87)	19% (134)	37% (263)	712
2016 Vote: Donald Trump	1% (8)	— (3)	1% (4)	1% (8)	7% (46)	6% (39)	8% (47)	10% (62)	9% (58)	12% (73)	44% (277)	626
2016 Vote: Other	— (0)	— (0)	— (0)	2% (2)	5% (6)	7% (9)	9% (12)	10% (12)	13% (17)	16% (20)	38% (47)	123
2016 Vote: Didn't Vote	2% (12)	1% (8)	1% (8)	3% (25)	7% (49)	7% (55)	9% (63)	10% (71)	10% (72)	20% (146)	31% (229)	738
Voted in 2014: Yes	1% (7)	— (5)	1% (9)	1% (15)	5% (65)	6% (68)	8% (98)	11% (129)	11% (137)	15% (184)	41% (506)	1222
Voted in 2014: No	1% (13)	1% (8)	1% (7)	3% (30)	7% (64)	7% (70)	8% (83)	11% (106)	10% (97)	19% (189)	32% (311)	978
4-Region: Northeast	1% (3)	1% (3)	1% (6)	1% (6)	5% (22)	7% (26)	7% (27)	11% (44)	9% (37)	18% (71)	38% (149)	394
4-Region: Midwest	— (1)	1% (5)	— (2)	2% (11)	6% (29)	4% (19)	8% (39)	10% (46)	11% (49)	16% (74)	41% (188)	462
4-Region: South	1% (10)	— (4)	1% (7)	2% (18)	6% (53)	8% (63)	7% (58)	11% (93)	10% (80)	18% (151)	35% (287)	824
4-Region: West	1% (7)	— (1)	— (1)	2% (11)	5% (25)	6% (30)	11% (57)	10% (52)	13% (68)	15% (76)	37% (192)	520
Marvel Comics Fans	— (3)	1% (8)	1% (9)	2% (26)	6% (77)	8% (104)	11% (149)	14% (185)	15% (198)	25% (324)	16% (212)	1296
Avid Marvel Comics Fans	— (0)	— (1)	1% (4)	2% (9)	4% (15)	6% (27)	9% (41)	14% (63)	19% (85)	40% (176)	4% (20)	440
Casual Marvel Comics Fans	— (3)	1% (7)	1% (5)	2% (17)	7% (62)	9% (77)	13% (108)	14% (122)	13% (113)	17% (147)	22% (192)	855
Marvel TV/Movies Fans	— (3)	1% (11)	1% (10)	2% (31)	6% (85)	8% (110)	11% (154)	14% (193)	15% (206)	24% (339)	20% (278)	1419
Avid Marvel TV/Movies Fans	— (0)	— (1)	1% (4)	2% (9)	5% (20)	5% (21)	9% (36)	14% (59)	20% (84)	38% (158)	7% (30)	422
Casual Marvel TV/Movies Fans	— (3)	1% (9)	1% (6)	2% (22)	7% (65)	9% (89)	12% (118)	14% (135)	12% (122)	18% (181)	25% (248)	997
Fans of Anything Marvel	— (5)	1% (11)	1% (12)	2% (33)	6% (94)	8% (118)	11% (168)	14% (217)	14% (213)	23% (355)	20% (300)	1526
Avid Fans of Anything Marvel	— (2)	— (1)	1% (4)	2% (11)	3% (21)	7% (48)	10% (61)	15% (99)	19% (120)	37% (240)	6% (37)	642
Casual Fans of Anything Marvel	— (4)	1% (11)	1% (8)	2% (27)	7% (79)	8% (86)	12% (133)	15% (163)	12% (135)	17% (185)	25% (275)	1107

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

Table MCEN10_6: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Hawkeye

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (24)	1% (21)	2% (35)	4% (80)	8% (181)	8% (187)	10% (212)	10% (224)	6% (127)	10% (209)	41% (900)	2200
Gender: Male	1% (14)	2% (17)	2% (20)	4% (47)	10% (111)	8% (86)	10% (108)	12% (132)	7% (78)	9% (99)	33% (349)	1062
Gender: Female	1% (10)	— (4)	1% (15)	3% (33)	6% (70)	9% (101)	9% (104)	8% (92)	4% (49)	10% (110)	48% (551)	1138
Age: 18-34	1% (8)	2% (10)	1% (10)	5% (35)	12% (77)	12% (79)	12% (79)	12% (77)	7% (47)	12% (78)	24% (155)	655
Age: 35-44	1% (2)	— (1)	2% (8)	5% (18)	10% (37)	12% (43)	11% (40)	13% (46)	7% (24)	13% (48)	25% (90)	358
Age: 45-64	2% (13)	1% (8)	2% (15)	3% (23)	8% (57)	6% (45)	9% (69)	10% (74)	5% (38)	8% (59)	47% (351)	751
Age: 65+	— (2)	— (2)	1% (2)	1% (4)	2% (10)	4% (20)	6% (25)	6% (27)	4% (18)	5% (24)	70% (303)	436
GenZers: 1997-2012	3% (5)	4% (7)	1% (2)	7% (11)	16% (26)	12% (21)	15% (25)	9% (15)	1% (2)	10% (16)	22% (37)	169
Millennials: 1981-1996	— (3)	— (4)	2% (16)	5% (35)	10% (69)	13% (92)	11% (80)	12% (89)	9% (61)	14% (97)	24% (174)	718
GenXers: 1965-1980	1% (6)	1% (6)	2% (10)	4% (21)	12% (60)	7% (38)	11% (57)	12% (62)	6% (29)	9% (46)	34% (172)	507
Baby Boomers: 1946-1964	1% (10)	1% (5)	1% (7)	2% (13)	3% (21)	5% (34)	6% (44)	8% (56)	5% (33)	6% (47)	62% (450)	720
PID: Dem (no lean)	1% (8)	1% (11)	1% (12)	4% (33)	8% (69)	9% (80)	8% (73)	10% (92)	8% (67)	12% (107)	37% (320)	872
PID: Ind (no lean)	1% (6)	1% (5)	2% (15)	4% (26)	10% (68)	10% (69)	11% (75)	9% (60)	3% (21)	7% (50)	43% (298)	693
PID: Rep (no lean)	2% (10)	1% (6)	1% (8)	3% (21)	7% (44)	6% (38)	10% (64)	11% (72)	6% (39)	8% (52)	44% (281)	635
PID/Gender: Dem Men	1% (3)	2% (9)	2% (8)	5% (22)	9% (41)	9% (37)	9% (41)	13% (57)	10% (42)	15% (63)	25% (105)	428
PID/Gender: Dem Women	1% (4)	— (2)	1% (4)	3% (11)	6% (28)	10% (43)	7% (32)	8% (35)	6% (25)	10% (44)	48% (215)	445
PID/Gender: Ind Men	1% (2)	1% (2)	3% (8)	4% (11)	12% (38)	8% (26)	11% (33)	11% (35)	3% (8)	6% (17)	41% (125)	306
PID/Gender: Ind Women	1% (4)	1% (2)	2% (7)	4% (15)	8% (30)	11% (43)	11% (42)	7% (26)	3% (13)	9% (33)	45% (172)	386
PID/Gender: Rep Men	3% (8)	2% (6)	1% (5)	4% (14)	10% (32)	7% (23)	11% (34)	12% (40)	9% (28)	6% (19)	36% (118)	328
PID/Gender: Rep Women	1% (2)	— (0)	1% (3)	2% (7)	4% (12)	5% (15)	10% (30)	10% (32)	4% (11)	11% (33)	53% (163)	307
Ideo: Liberal (1-3)	1% (8)	1% (7)	2% (11)	4% (24)	8% (55)	10% (64)	11% (70)	10% (65)	8% (50)	10% (67)	36% (236)	657
Ideo: Moderate (4)	— (1)	1% (7)	2% (10)	4% (23)	9% (56)	9% (55)	10% (62)	11% (69)	6% (39)	9% (54)	41% (256)	632
Ideo: Conservative (5-7)	2% (12)	1% (5)	1% (10)	3% (20)	5% (36)	6% (42)	9% (61)	11% (76)	5% (35)	9% (64)	47% (318)	679
Educ: < College	1% (22)	1% (17)	1% (21)	4% (53)	9% (134)	9% (134)	9% (140)	10% (144)	5% (74)	10% (148)	41% (625)	1512
Educ: Bachelors degree	— (1)	1% (4)	3% (13)	5% (22)	8% (36)	7% (31)	10% (45)	11% (47)	7% (33)	8% (36)	39% (174)	444
Educ: Post-grad	— (1)	— (0)	1% (1)	2% (4)	5% (11)	9% (22)	11% (26)	14% (33)	8% (20)	10% (25)	41% (100)	244
Income: Under 50k	1% (15)	1% (14)	2% (24)	4% (44)	9% (104)	9% (111)	9% (113)	9% (110)	5% (62)	10% (118)	40% (480)	1194
Income: 50k-100k	1% (6)	— (3)	1% (7)	4% (30)	8% (56)	7% (48)	9% (58)	12% (80)	6% (37)	8% (55)	44% (296)	675
Income: 100k+	1% (3)	1% (4)	1% (5)	2% (6)	6% (20)	8% (27)	12% (41)	10% (34)	9% (28)	11% (37)	37% (124)	331
Ethnicity: White	1% (16)	1% (14)	2% (27)	3% (55)	6% (110)	7% (128)	10% (164)	10% (181)	6% (97)	9% (161)	45% (768)	1722
Ethnicity: Hispanic	3% (9)	— (2)	2% (6)	7% (23)	14% (48)	9% (32)	9% (31)	10% (33)	7% (23)	13% (47)	27% (95)	349
Ethnicity: Black	2% (6)	2% (6)	3% (8)	4% (12)	14% (38)	9% (24)	9% (26)	8% (23)	8% (23)	10% (27)	30% (81)	274
Ethnicity: Other	1% (2)	1% (1)	— (1)	6% (13)	16% (32)	17% (35)	11% (22)	10% (20)	4% (8)	10% (21)	25% (50)	204
All Christian	1% (15)	1% (5)	1% (9)	2% (24)	7% (72)	7% (65)	9% (88)	11% (111)	7% (71)	10% (94)	44% (434)	987
All Non-Christian	— (0)	— (0)	7% (9)	5% (7)	9% (11)	9% (11)	7% (8)	8% (10)	6% (8)	19% (23)	30% (37)	124
Atheist	1% (2)	1% (1)	3% (3)	5% (6)	8% (8)	13% (14)	12% (13)	6% (6)	4% (5)	9% (9)	37% (40)	107
Agnostic/Nothing in particular	— (3)	2% (11)	1% (7)	5% (35)	8% (52)	10% (67)	10% (64)	10% (67)	4% (24)	7% (43)	42% (268)	642
Something Else	1% (5)	1% (4)	2% (7)	2% (8)	11% (37)	9% (30)	11% (39)	9% (30)	6% (20)	12% (40)	35% (120)	340
Religious Non-Protestant/Catholic	— (0)	— (0)	6% (9)	4% (7)	13% (19)	10% (14)	7% (10)	9% (13)	5% (8)	16% (23)	30% (44)	147
Evangelical	2% (12)	1% (8)	1% (5)	2% (14)	8% (46)	7% (39)	8% (43)	12% (69)	9% (50)	13% (75)	36% (202)	562
Non-Evangelical	1% (8)	— (2)	1% (10)	2% (17)	8% (54)	7% (53)	11% (81)	9% (61)	5% (37)	8% (58)	47% (334)	714

Continued on next page

Table MCEN10_6: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Hawkeye

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (24)	1% (21)	2% (35)	4% (80)	8% (181)	8% (187)	10% (212)	10% (224)	6% (127)	10% (209)	41% (900)	2200
Community: Urban	1% (9)	1% (10)	2% (11)	4% (26)	7% (50)	11% (76)	8% (50)	11% (72)	8% (52)	14% (96)	33% (219)	671
Community: Suburban	1% (11)	— (5)	1% (15)	3% (26)	8% (80)	8% (77)	11% (108)	9% (87)	6% (57)	8% (74)	45% (444)	983
Community: Rural	1% (4)	1% (7)	2% (9)	5% (28)	9% (51)	6% (34)	10% (54)	12% (65)	3% (18)	7% (39)	43% (237)	546
Employ: Private Sector	1% (8)	2% (12)	2% (12)	4% (30)	9% (65)	8% (56)	12% (80)	13% (86)	7% (48)	11% (73)	32% (221)	691
Employ: Government	— (1)	— (0)	3% (4)	8% (10)	10% (12)	9% (11)	14% (16)	7% (8)	7% (8)	9% (10)	32% (38)	117
Employ: Self-Employed	— (1)	— (0)	2% (4)	4% (6)	11% (19)	10% (19)	7% (12)	9% (16)	7% (13)	12% (22)	37% (67)	179
Employ: Homemaker	1% (1)	— (0)	5% (9)	6% (11)	6% (11)	13% (24)	9% (17)	12% (22)	1% (1)	9% (17)	38% (70)	183
Employ: Student	7% (5)	— (0)	— (0)	2% (1)	13% (9)	10% (7)	11% (7)	9% (6)	2% (1)	8% (5)	38% (25)	66
Employ: Retired	1% (8)	1% (6)	1% (4)	1% (7)	3% (18)	5% (30)	6% (35)	7% (40)	5% (26)	6% (36)	62% (344)	554
Employ: Unemployed	— (0)	1% (3)	1% (2)	4% (10)	12% (32)	9% (25)	12% (31)	11% (28)	8% (21)	14% (36)	29% (76)	263
Employ: Other	1% (1)	1% (1)	1% (1)	3% (4)	10% (15)	11% (16)	9% (13)	12% (17)	6% (9)	7% (11)	40% (58)	146
Military HH: Yes	1% (3)	1% (3)	2% (6)	5% (20)	6% (23)	4% (15)	10% (37)	11% (39)	5% (20)	10% (39)	45% (167)	372
Military HH: No	1% (22)	1% (19)	2% (29)	3% (60)	9% (158)	9% (172)	10% (175)	10% (185)	6% (107)	9% (170)	40% (733)	1828
RD/WT: Right Direction	2% (15)	1% (8)	1% (11)	3% (30)	9% (84)	9% (77)	10% (88)	11% (103)	7% (65)	12% (105)	35% (314)	901
RD/WT: Wrong Track	1% (10)	1% (13)	2% (24)	4% (50)	7% (96)	8% (110)	10% (124)	9% (121)	5% (63)	8% (104)	45% (585)	1299
Biden Job Approve	1% (13)	1% (11)	2% (18)	3% (33)	8% (84)	9% (93)	11% (111)	11% (114)	7% (77)	11% (117)	36% (381)	1051
Biden Job Disapprove	1% (10)	1% (10)	1% (14)	4% (40)	8% (84)	8% (77)	9% (91)	10% (102)	5% (48)	7% (75)	46% (469)	1019
Biden Job Strongly Approve	— (2)	1% (4)	1% (3)	2% (9)	7% (37)	7% (34)	9% (43)	11% (54)	10% (53)	19% (94)	34% (174)	506
Biden Job Somewhat Approve	2% (11)	1% (7)	3% (15)	4% (24)	9% (47)	11% (60)	12% (68)	11% (60)	4% (24)	4% (24)	38% (207)	545
Biden Job Somewhat Disapprove	1% (2)	1% (4)	2% (5)	5% (13)	12% (33)	11% (30)	11% (30)	8% (22)	7% (21)	7% (20)	36% (103)	285
Biden Job Strongly Disapprove	1% (7)	1% (6)	1% (9)	4% (27)	7% (51)	6% (46)	8% (61)	11% (80)	4% (27)	7% (54)	50% (366)	734
Favorable of Biden	1% (14)	1% (6)	1% (13)	3% (32)	8% (85)	10% (101)	10% (107)	10% (108)	7% (76)	12% (123)	37% (384)	1050
Unfavorable of Biden	1% (10)	1% (15)	2% (16)	4% (45)	9% (89)	7% (75)	10% (99)	11% (108)	5% (47)	7% (70)	44% (449)	1022
Very Favorable of Biden	2% (10)	— (2)	— (2)	2% (11)	7% (36)	8% (42)	8% (40)	11% (56)	10% (55)	18% (93)	34% (179)	526
Somewhat Favorable of Biden	1% (4)	1% (4)	2% (11)	4% (21)	9% (49)	11% (60)	13% (67)	10% (52)	4% (21)	6% (31)	39% (205)	524
Somewhat Unfavorable of Biden	1% (2)	4% (10)	3% (7)	6% (14)	14% (33)	10% (25)	12% (28)	9% (23)	6% (16)	5% (13)	30% (75)	247
Very Unfavorable of Biden	1% (8)	1% (5)	1% (9)	4% (31)	7% (56)	6% (49)	9% (71)	11% (85)	4% (31)	7% (56)	48% (373)	775
#1 Issue: Economy	1% (4)	1% (5)	1% (12)	4% (31)	11% (93)	11% (96)	11% (101)	11% (99)	5% (41)	9% (75)	37% (323)	880
#1 Issue: Security	— (0)	— (0)	2% (4)	5% (15)	7% (20)	3% (8)	5% (14)	12% (35)	7% (20)	11% (31)	49% (139)	286
#1 Issue: Health Care	1% (2)	2% (5)	2% (5)	3% (9)	6% (16)	8% (21)	9% (24)	9% (24)	8% (20)	14% (38)	38% (98)	262
#1 Issue: Medicare / Social Security	2% (4)	1% (4)	1% (3)	3% (8)	5% (14)	6% (18)	6% (17)	4% (12)	6% (16)	8% (24)	57% (162)	283
#1 Issue: Women's Issues	2% (3)	3% (4)	5% (7)	5% (7)	6% (8)	12% (16)	14% (19)	9% (13)	6% (8)	8% (11)	30% (41)	137
#1 Issue: Education	2% (2)	2% (2)	— (0)	6% (6)	6% (6)	12% (12)	7% (8)	18% (19)	8% (9)	9% (9)	30% (31)	104
#1 Issue: Energy	5% (7)	— (0)	2% (2)	1% (2)	9% (12)	5% (7)	14% (20)	10% (14)	6% (8)	9% (13)	38% (53)	139
#1 Issue: Other	2% (2)	1% (2)	1% (1)	2% (2)	9% (10)	8% (9)	9% (10)	8% (9)	4% (4)	8% (9)	48% (51)	108
2020 Vote: Joe Biden	2% (16)	1% (10)	1% (12)	4% (36)	7% (71)	10% (100)	10% (102)	10% (103)	7% (75)	10% (106)	38% (380)	1011
2020 Vote: Donald Trump	1% (5)	1% (7)	1% (7)	3% (21)	7% (47)	5% (38)	9% (63)	12% (83)	5% (37)	8% (56)	48% (331)	695
2020 Vote: Other	2% (1)	— (0)	5% (3)	3% (2)	7% (4)	16% (10)	14% (8)	4% (3)	5% (3)	14% (8)	31% (18)	60
2020 Vote: Didn't Vote	1% (2)	1% (5)	3% (13)	5% (22)	14% (59)	9% (39)	9% (38)	8% (35)	3% (12)	9% (39)	39% (167)	431
2018 House Vote: Democrat	1% (6)	1% (7)	2% (12)	3% (24)	8% (63)	8% (65)	10% (80)	11% (83)	8% (62)	9% (69)	40% (312)	782
2018 House Vote: Republican	1% (6)	1% (7)	1% (5)	3% (15)	4% (20)	6% (35)	8% (46)	13% (72)	6% (36)	8% (47)	49% (279)	569
2018 House Vote: Someone else	2% (1)	— (0)	3% (1)	7% (4)	5% (3)	7% (4)	11% (6)	3% (2)	4% (2)	11% (6)	46% (26)	56

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Table MCEN10_6: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Hawkeye

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (24)	1% (21)	2% (35)	4% (80)	8% (181)	8% (187)	10% (212)	10% (224)	6% (127)	10% (209)	41% (900)	2200
2016 Vote: Hillary Clinton	1% (6)	1% (6)	1% (7)	3% (20)	6% (43)	8% (58)	10% (72)	11% (75)	8% (59)	10% (72)	41% (293)	712
2016 Vote: Donald Trump	1% (5)	1% (4)	1% (9)	2% (15)	6% (39)	6% (36)	9% (55)	13% (80)	6% (38)	7% (44)	48% (302)	626
2016 Vote: Other	1% (1)	2% (2)	2% (3)	2% (2)	9% (12)	8% (10)	12% (15)	9% (11)	2% (3)	10% (13)	43% (53)	123
2016 Vote: Didn't Vote	2% (13)	1% (9)	2% (16)	6% (43)	12% (87)	11% (83)	10% (70)	8% (59)	4% (27)	11% (80)	34% (251)	738
Voted in 2014: Yes	1% (9)	1% (13)	1% (17)	3% (31)	6% (77)	7% (86)	10% (117)	11% (136)	7% (80)	9% (105)	45% (552)	1222
Voted in 2014: No	2% (15)	1% (9)	2% (18)	5% (49)	11% (104)	10% (101)	10% (95)	9% (88)	5% (47)	11% (104)	36% (347)	978
4-Region: Northeast	1% (3)	— (0)	1% (4)	4% (17)	8% (31)	9% (34)	8% (32)	11% (45)	6% (25)	12% (46)	40% (156)	394
4-Region: Midwest	1% (5)	— (2)	1% (4)	4% (17)	8% (38)	10% (45)	9% (41)	10% (48)	5% (22)	6% (29)	46% (211)	462
4-Region: South	1% (6)	2% (15)	2% (20)	3% (23)	10% (78)	7% (60)	10% (82)	9% (77)	5% (41)	12% (100)	39% (321)	824
4-Region: West	2% (9)	1% (4)	1% (6)	5% (24)	6% (33)	9% (48)	11% (58)	10% (54)	7% (39)	7% (34)	41% (211)	520
Marvel Comics Fans	1% (7)	1% (16)	2% (23)	4% (58)	10% (132)	11% (148)	13% (168)	15% (193)	8% (104)	14% (184)	20% (263)	1296
Avid Marvel Comics Fans	— (2)	2% (9)	1% (6)	7% (31)	9% (40)	11% (50)	15% (64)	14% (60)	12% (51)	22% (97)	7% (31)	440
Casual Marvel Comics Fans	1% (5)	1% (8)	2% (17)	3% (28)	11% (92)	12% (98)	12% (104)	16% (133)	6% (53)	10% (87)	27% (232)	855
Marvel TV/Movies Fans	1% (8)	1% (19)	2% (25)	5% (66)	10% (138)	11% (156)	13% (184)	14% (194)	8% (113)	13% (181)	24% (336)	1419
Avid Marvel TV/Movies Fans	1% (3)	2% (9)	1% (6)	5% (20)	9% (39)	11% (45)	13% (53)	15% (65)	12% (50)	22% (91)	10% (40)	422
Casual Marvel TV/Movies Fans	— (5)	1% (10)	2% (20)	5% (45)	10% (99)	11% (111)	13% (131)	13% (128)	6% (62)	9% (91)	30% (295)	997
Fans of Anything Marvel	1% (11)	1% (19)	2% (30)	5% (69)	10% (158)	11% (170)	13% (194)	13% (206)	8% (116)	13% (194)	24% (361)	1526
Avid Fans of Anything Marvel	1% (6)	2% (11)	2% (11)	6% (38)	9% (59)	11% (71)	16% (100)	16% (100)	11% (73)	19% (124)	8% (49)	642
Casual Fans of Anything Marvel	1% (6)	1% (11)	2% (23)	4% (43)	10% (112)	11% (122)	12% (131)	14% (150)	7% (80)	10% (105)	29% (325)	1107

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

Table MCEN10_7: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
The Incredible Hulk

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (17)	— (4)	1% (15)	1% (32)	4% (97)	3% (76)	7% (165)	12% (267)	14% (309)	37% (804)	19% (413)	2200
Gender: Male	1% (10)	— (2)	1% (11)	1% (12)	5% (52)	3% (29)	8% (86)	12% (129)	16% (167)	38% (408)	15% (156)	1062
Gender: Female	1% (7)	— (2)	— (3)	2% (20)	4% (46)	4% (47)	7% (79)	12% (139)	12% (142)	35% (396)	23% (257)	1138
Age: 18-34	— (3)	— (1)	1% (10)	3% (21)	8% (51)	5% (33)	7% (44)	12% (76)	14% (90)	38% (250)	12% (77)	655
Age: 35-44	1% (3)	— (0)	— (0)	1% (2)	4% (14)	5% (18)	10% (35)	15% (52)	14% (51)	37% (132)	14% (49)	358
Age: 45-64	1% (9)	— (3)	— (2)	1% (9)	3% (25)	2% (16)	8% (59)	12% (87)	14% (107)	37% (281)	20% (152)	751
Age: 65+	— (2)	— (0)	— (2)	— (0)	2% (8)	2% (9)	6% (26)	12% (52)	14% (62)	32% (140)	31% (135)	436
GenZers: 1997-2012	2% (3)	— (1)	3% (5)	9% (16)	9% (16)	3% (5)	7% (12)	10% (18)	13% (22)	37% (62)	7% (11)	169
Millennials: 1981-1996	— (1)	— (1)	1% (5)	1% (6)	6% (42)	6% (43)	8% (57)	13% (91)	15% (106)	38% (270)	13% (96)	718
GenXers: 1965-1980	1% (4)	— (1)	1% (3)	2% (8)	5% (27)	2% (11)	7% (37)	13% (68)	15% (74)	40% (200)	14% (73)	507
Baby Boomers: 1946-1964	1% (9)	— (1)	— (2)	— (2)	2% (12)	2% (13)	8% (56)	11% (79)	14% (102)	35% (252)	27% (193)	720
PID: Dem (no lean)	— (3)	— (1)	1% (8)	2% (14)	4% (35)	3% (27)	8% (74)	11% (95)	17% (146)	38% (334)	16% (137)	872
PID: Ind (no lean)	1% (4)	— (1)	1% (4)	2% (14)	5% (36)	4% (31)	7% (51)	14% (97)	11% (77)	34% (236)	20% (141)	693
PID: Rep (no lean)	2% (10)	— (2)	1% (4)	1% (4)	4% (26)	3% (19)	6% (40)	12% (75)	14% (86)	37% (234)	21% (135)	635
PID/Gender: Dem Men	— (0)	— (1)	1% (6)	2% (7)	4% (15)	3% (12)	10% (42)	10% (44)	20% (85)	40% (170)	11% (45)	428
PID/Gender: Dem Women	1% (3)	— (0)	— (2)	1% (6)	4% (19)	3% (15)	7% (31)	11% (51)	14% (61)	37% (164)	21% (92)	445
PID/Gender: Ind Men	— (1)	— (0)	1% (2)	1% (3)	5% (16)	3% (10)	8% (25)	14% (43)	12% (37)	37% (113)	18% (56)	306
PID/Gender: Ind Women	1% (3)	— (1)	— (1)	3% (11)	5% (20)	5% (20)	7% (26)	14% (55)	10% (41)	32% (123)	22% (85)	386
PID/Gender: Rep Men	3% (9)	— (1)	1% (3)	— (1)	6% (20)	2% (7)	6% (19)	13% (42)	14% (46)	38% (125)	17% (55)	328
PID/Gender: Rep Women	— (1)	— (1)	— (1)	1% (3)	2% (6)	4% (12)	7% (21)	11% (33)	13% (41)	35% (109)	26% (81)	307
Ideo: Liberal (1-3)	— (0)	— (1)	1% (6)	2% (10)	3% (19)	4% (29)	9% (60)	12% (78)	16% (103)	39% (255)	15% (96)	657
Ideo: Moderate (4)	— (2)	— (3)	— (2)	1% (9)	5% (34)	3% (17)	6% (41)	14% (90)	15% (97)	35% (218)	19% (119)	632
Ideo: Conservative (5-7)	2% (12)	— (1)	1% (6)	1% (6)	5% (31)	3% (19)	7% (50)	13% (87)	11% (77)	36% (243)	22% (148)	679
Educ: < College	1% (15)	— (3)	— (7)	2% (23)	5% (77)	3% (48)	7% (103)	11% (159)	12% (186)	40% (598)	19% (292)	1512
Educ: Bachelors degree	— (1)	— (1)	1% (5)	2% (7)	3% (15)	5% (21)	10% (43)	15% (67)	18% (79)	30% (133)	17% (73)	444
Educ: Post-grad	— (1)	— (0)	1% (3)	1% (2)	2% (6)	3% (7)	8% (19)	17% (41)	18% (44)	30% (73)	19% (47)	244
Income: Under 50k	1% (14)	— (2)	1% (7)	2% (24)	4% (52)	3% (36)	7% (86)	10% (123)	13% (154)	39% (470)	19% (226)	1194
Income: 50k-100k	— (3)	— (1)	1% (5)	1% (4)	5% (31)	4% (29)	8% (52)	13% (89)	14% (97)	34% (230)	20% (134)	675
Income: 100k+	— (0)	— (1)	1% (2)	1% (4)	5% (15)	3% (11)	8% (27)	17% (55)	18% (59)	31% (104)	16% (53)	331
Ethnicity: White	1% (13)	— (4)	— (8)	1% (17)	3% (49)	4% (62)	8% (134)	12% (214)	15% (250)	36% (618)	20% (352)	1722
Ethnicity: Hispanic	2% (5)	— (1)	1% (4)	2% (9)	8% (28)	1% (5)	6% (21)	9% (31)	18% (61)	38% (133)	14% (50)	349
Ethnicity: Black	1% (4)	— (0)	2% (6)	5% (13)	11% (30)	4% (11)	6% (17)	10% (28)	12% (32)	40% (110)	9% (25)	274
Ethnicity: Other	— (0)	— (0)	— (1)	1% (2)	9% (18)	1% (3)	7% (14)	13% (26)	14% (28)	38% (77)	17% (35)	204
All Christian	1% (10)	— (3)	— (4)	1% (7)	4% (42)	3% (33)	8% (80)	13% (126)	15% (151)	35% (346)	19% (185)	987
All Non-Christian	— (0)	— (0)	1% (1)	1% (1)	2% (3)	3% (4)	10% (13)	14% (17)	17% (22)	35% (44)	16% (20)	124
Atheist	— (0)	— (0)	1% (1)	1% (2)	2% (2)	5% (6)	7% (7)	12% (12)	9% (9)	45% (49)	18% (19)	107
Agnostic/Nothing in particular	1% (4)	— (0)	1% (8)	2% (16)	4% (29)	3% (17)	7% (46)	12% (77)	13% (83)	35% (222)	22% (141)	642
Something Else	1% (3)	— (1)	— (2)	2% (7)	6% (22)	5% (16)	6% (19)	10% (35)	13% (45)	42% (143)	14% (49)	340
Religious Non-Protestant/Catholic	— (0)	— (0)	— (1)	1% (1)	6% (9)	4% (5)	11% (17)	14% (20)	16% (24)	31% (45)	16% (24)	147
Evangelical	2% (11)	— (2)	1% (5)	2% (10)	5% (28)	3% (17)	6% (36)	13% (73)	12% (68)	40% (224)	16% (88)	562
Non-Evangelical	— (2)	— (2)	— (0)	1% (5)	4% (28)	4% (28)	8% (54)	12% (83)	17% (121)	36% (258)	19% (134)	714

Continued on next page

Table MCEN10_7: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
The Incredible Hulk

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (17)	— (4)	1% (15)	1% (32)	4% (97)	3% (76)	7% (165)	12% (267)	14% (309)	37% (804)	19% (413)	2200
Community: Urban	1% (8)	— (2)	1% (7)	1% (10)	5% (33)	4% (26)	8% (54)	11% (74)	15% (98)	37% (249)	17% (112)	671
Community: Suburban	— (2)	— (0)	— (4)	1% (5)	4% (37)	3% (29)	9% (84)	13% (124)	15% (150)	36% (349)	20% (198)	983
Community: Rural	1% (7)	— (2)	1% (4)	3% (17)	5% (28)	4% (22)	5% (27)	13% (69)	11% (61)	38% (206)	19% (103)	546
Employ: Private Sector	— (2)	— (1)	1% (6)	1% (10)	6% (42)	3% (24)	7% (51)	13% (90)	16% (109)	37% (254)	15% (102)	691
Employ: Government	— (0)	— (0)	1% (1)	— (0)	6% (7)	6% (7)	11% (12)	16% (19)	16% (19)	31% (37)	13% (16)	117
Employ: Self-Employed	1% (2)	— (0)	— (1)	3% (6)	2% (3)	6% (10)	8% (14)	16% (29)	12% (21)	36% (65)	16% (29)	179
Employ: Homemaker	1% (1)	— (0)	— (1)	1% (2)	7% (12)	5% (10)	9% (16)	13% (23)	9% (16)	37% (68)	18% (33)	183
Employ: Student	— (0)	— (0)	— (0)	9% (6)	5% (3)	1% (1)	10% (7)	8% (5)	24% (16)	28% (19)	16% (11)	66
Employ: Retired	2% (9)	— (1)	1% (5)	— (1)	2% (9)	2% (12)	6% (33)	11% (61)	13% (71)	33% (185)	30% (166)	554
Employ: Unemployed	1% (3)	— (0)	1% (2)	3% (7)	5% (14)	2% (5)	8% (20)	11% (30)	16% (42)	38% (101)	14% (38)	263
Employ: Other	— (0)	1% (1)	— (0)	— (0)	5% (7)	5% (7)	7% (10)	8% (11)	10% (15)	51% (75)	13% (19)	146
Military HH: Yes	1% (4)	— (0)	1% (3)	— (1)	6% (24)	1% (5)	5% (19)	13% (49)	13% (48)	36% (133)	23% (86)	372
Military HH: No	1% (13)	— (4)	1% (12)	2% (32)	4% (74)	4% (71)	8% (146)	12% (218)	14% (262)	37% (670)	18% (327)	1828
RD/WT: Right Direction	1% (10)	— (2)	1% (8)	2% (18)	6% (52)	3% (24)	8% (74)	10% (94)	16% (145)	37% (331)	16% (144)	901
RD/WT: Wrong Track	1% (7)	— (2)	1% (7)	1% (14)	4% (46)	4% (52)	7% (91)	13% (174)	13% (165)	36% (473)	21% (269)	1299
Biden Job Approve	1% (10)	— (2)	1% (10)	1% (11)	5% (48)	3% (34)	9% (90)	11% (119)	15% (161)	38% (403)	16% (163)	1051
Biden Job Disapprove	1% (6)	— (2)	— (3)	1% (12)	4% (36)	4% (36)	7% (68)	14% (138)	14% (139)	36% (367)	21% (211)	1019
Biden Job Strongly Approve	— (0)	— (1)	1% (6)	1% (4)	5% (23)	2% (11)	6% (32)	11% (57)	14% (71)	44% (221)	15% (78)	506
Biden Job Somewhat Approve	2% (10)	— (1)	1% (4)	1% (6)	4% (24)	4% (23)	11% (58)	11% (62)	16% (90)	33% (182)	16% (86)	545
Biden Job Somewhat Disapprove	— (0)	— (0)	— (1)	1% (4)	5% (16)	6% (17)	6% (18)	15% (43)	17% (48)	32% (92)	16% (46)	285
Biden Job Strongly Disapprove	1% (6)	— (2)	— (2)	1% (8)	3% (21)	3% (19)	7% (50)	13% (95)	12% (91)	37% (275)	22% (165)	734
Favorable of Biden	1% (9)	— (2)	1% (6)	1% (13)	5% (49)	3% (32)	9% (90)	11% (115)	15% (157)	39% (408)	16% (169)	1050
Unfavorable of Biden	1% (8)	— (2)	1% (8)	2% (16)	4% (38)	4% (36)	6% (64)	14% (147)	14% (142)	36% (369)	19% (192)	1022
Very Favorable of Biden	2% (8)	— (1)	— (1)	1% (7)	5% (24)	2% (10)	6% (34)	10% (54)	13% (68)	45% (237)	16% (83)	526
Somewhat Favorable of Biden	— (1)	— (1)	1% (5)	1% (6)	5% (24)	4% (23)	11% (56)	12% (61)	17% (89)	33% (171)	16% (85)	524
Somewhat Unfavorable of Biden	— (1)	— (0)	2% (5)	2% (6)	6% (14)	5% (13)	4% (11)	16% (39)	21% (51)	31% (77)	13% (31)	247
Very Unfavorable of Biden	1% (7)	— (2)	— (2)	1% (10)	3% (24)	3% (23)	7% (53)	14% (108)	12% (91)	38% (292)	21% (161)	775
#1 Issue: Economy	1% (5)	— (1)	1% (5)	2% (16)	6% (52)	4% (31)	7% (62)	15% (128)	14% (123)	36% (315)	16% (142)	880
#1 Issue: Security	— (1)	— (0)	— (1)	1% (4)	3% (8)	4% (11)	8% (24)	9% (25)	9% (27)	44% (125)	22% (62)	286
#1 Issue: Health Care	— (0)	— (1)	— (0)	1% (2)	2% (6)	4% (10)	8% (21)	9% (24)	20% (51)	37% (98)	19% (49)	262
#1 Issue: Medicare / Social Security	1% (4)	1% (3)	1% (2)	2% (4)	3% (7)	3% (10)	5% (14)	9% (26)	13% (37)	34% (97)	28% (80)	283
#1 Issue: Women's Issues	1% (1)	— (0)	1% (2)	2% (3)	9% (12)	3% (4)	10% (13)	11% (15)	17% (23)	34% (46)	12% (17)	137
#1 Issue: Education	— (0)	— (0)	3% (3)	2% (2)	3% (3)	5% (5)	10% (10)	16% (16)	12% (12)	36% (38)	15% (16)	104
#1 Issue: Energy	4% (5)	— (0)	— (0)	— (0)	5% (7)	— (1)	9% (12)	15% (21)	18% (25)	32% (44)	16% (23)	139
#1 Issue: Other	1% (1)	— (0)	1% (2)	1% (2)	2% (3)	3% (4)	7% (8)	11% (12)	11% (12)	38% (41)	23% (25)	108
2020 Vote: Joe Biden	1% (10)	— (1)	— (4)	1% (10)	4% (37)	3% (32)	8% (84)	12% (124)	17% (167)	37% (376)	16% (166)	1011
2020 Vote: Donald Trump	1% (5)	— (1)	1% (9)	— (3)	4% (31)	3% (18)	7% (51)	12% (81)	13% (94)	36% (251)	22% (150)	695
2020 Vote: Other	2% (1)	— (0)	— (0)	1% (1)	5% (3)	12% (7)	8% (5)	12% (7)	19% (11)	25% (15)	17% (10)	60
2020 Vote: Didn't Vote	— (1)	— (2)	— (2)	4% (18)	6% (26)	4% (19)	6% (25)	13% (55)	9% (37)	38% (162)	20% (84)	431
2018 House Vote: Democrat	— (1)	— (0)	— (4)	1% (7)	4% (28)	3% (22)	9% (68)	12% (92)	17% (129)	38% (296)	17% (135)	782
2018 House Vote: Republican	1% (7)	— (1)	1% (5)	— (3)	2% (13)	3% (16)	7% (39)	14% (80)	11% (65)	38% (216)	22% (125)	569
2018 House Vote: Someone else	— (0)	— (0)	— (0)	— (0)	4% (2)	13% (7)	7% (4)	8% (5)	10% (6)	34% (19)	23% (13)	56

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Table MCEN10_7: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
The Incredible Hulk

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (17)	— (4)	1% (15)	1% (32)	4% (97)	3% (76)	7% (165)	12% (267)	14% (309)	37% (804)	19% (413)	2200
2016 Vote: Hillary Clinton	— (2)	— (1)	— (2)	— (3)	3% (19)	3% (19)	8% (54)	12% (84)	18% (126)	38% (273)	18% (129)	712
2016 Vote: Donald Trump	1% (4)	— (1)	1% (7)	1% (3)	4% (24)	3% (18)	7% (47)	14% (90)	12% (74)	35% (221)	22% (136)	626
2016 Vote: Other	— (0)	— (0)	— (0)	1% (2)	4% (5)	6% (7)	11% (13)	14% (18)	17% (21)	29% (36)	17% (21)	123
2016 Vote: Didn't Vote	1% (11)	— (2)	1% (6)	3% (24)	7% (49)	4% (32)	7% (51)	10% (75)	12% (89)	37% (274)	17% (126)	738
Voted in 2014: Yes	— (5)	— (1)	1% (8)	1% (7)	3% (36)	3% (37)	8% (98)	13% (155)	15% (183)	36% (443)	20% (248)	1222
Voted in 2014: No	1% (12)	— (3)	1% (7)	3% (25)	6% (61)	4% (39)	7% (66)	11% (112)	13% (127)	37% (361)	17% (165)	978
4-Region: Northeast	— (1)	— (0)	1% (5)	2% (9)	4% (14)	4% (16)	8% (31)	10% (40)	16% (63)	36% (141)	18% (73)	394
4-Region: Midwest	— (1)	— (1)	— (1)	2% (11)	4% (19)	4% (17)	5% (25)	13% (59)	15% (70)	36% (164)	20% (94)	462
4-Region: South	1% (9)	— (3)	1% (8)	1% (10)	6% (46)	4% (30)	8% (63)	11% (89)	11% (94)	39% (324)	18% (149)	824
4-Region: West	1% (7)	— (0)	— (0)	1% (3)	3% (17)	2% (12)	9% (46)	15% (80)	16% (83)	34% (175)	19% (97)	520
Marvel Comics Fans	— (4)	— (3)	1% (9)	1% (18)	4% (58)	4% (49)	8% (101)	13% (172)	17% (215)	46% (595)	6% (73)	1296
Avid Marvel Comics Fans	— (2)	— (0)	— (1)	1% (5)	2% (11)	3% (14)	8% (36)	9% (40)	15% (67)	59% (259)	1% (5)	440
Casual Marvel Comics Fans	— (2)	— (3)	1% (8)	1% (12)	5% (47)	4% (35)	8% (65)	15% (132)	17% (147)	39% (336)	8% (68)	855
Marvel TV/Movies Fans	— (4)	— (3)	1% (13)	1% (18)	4% (60)	4% (58)	8% (119)	13% (183)	16% (226)	45% (637)	7% (98)	1419
Avid Marvel TV/Movies Fans	— (1)	— (1)	1% (2)	2% (7)	3% (13)	2% (10)	7% (29)	9% (40)	17% (73)	57% (240)	1% (6)	422
Casual Marvel TV/Movies Fans	— (3)	— (3)	1% (11)	1% (11)	5% (47)	5% (48)	9% (90)	14% (143)	15% (153)	40% (396)	9% (92)	997
Fans of Anything Marvel	— (5)	— (3)	1% (14)	1% (20)	5% (73)	4% (58)	8% (128)	13% (203)	16% (237)	44% (674)	7% (110)	1526
Avid Fans of Anything Marvel	1% (3)	— (1)	— (2)	1% (5)	2% (16)	3% (21)	9% (55)	10% (67)	16% (106)	55% (354)	2% (11)	642
Casual Fans of Anything Marvel	— (2)	— (3)	1% (14)	1% (15)	6% (64)	5% (50)	8% (90)	15% (165)	16% (180)	38% (420)	9% (104)	1107

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

Table MCEN10_8: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Iron Man

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (15)	— (8)	1% (18)	2% (39)	4% (87)	6% (127)	9% (207)	16% (353)	15% (327)	25% (552)	21% (467)	2200
Gender: Male	1% (10)	1% (6)	1% (10)	2% (19)	4% (40)	7% (73)	10% (109)	19% (205)	15% (163)	24% (254)	16% (173)	1062
Gender: Female	— (5)	— (2)	1% (8)	2% (20)	4% (46)	5% (54)	9% (98)	13% (148)	14% (165)	26% (298)	26% (294)	1138
Age: 18-34	— (3)	1% (3)	2% (11)	4% (24)	5% (35)	7% (46)	12% (78)	15% (100)	15% (99)	26% (173)	13% (82)	655
Age: 35-44	— (1)	— (0)	— (0)	2% (6)	3% (12)	9% (32)	9% (33)	21% (75)	18% (65)	24% (87)	13% (47)	358
Age: 45-64	1% (9)	1% (5)	1% (7)	1% (7)	4% (33)	5% (35)	8% (62)	16% (123)	14% (108)	25% (185)	24% (177)	751
Age: 65+	— (2)	— (0)	— (1)	— (2)	1% (6)	3% (14)	8% (33)	13% (55)	13% (55)	25% (107)	37% (162)	436
GenZers: 1997-2012	2% (3)	1% (2)	5% (8)	6% (10)	8% (14)	5% (8)	9% (15)	18% (30)	10% (17)	30% (50)	7% (13)	169
Millennials: 1981-1996	— (0)	— (1)	— (3)	3% (19)	4% (27)	8% (56)	12% (89)	17% (121)	17% (125)	25% (179)	14% (99)	718
GenXers: 1965-1980	— (2)	1% (4)	— (2)	2% (8)	7% (34)	7% (33)	8% (39)	19% (97)	15% (77)	25% (125)	17% (86)	507
Baby Boomers: 1946-1964	1% (10)	— (1)	1% (5)	— (2)	2% (11)	4% (30)	8% (61)	14% (98)	14% (103)	24% (175)	31% (225)	720
PID: Dem (no lean)	— (2)	— (4)	1% (9)	1% (10)	3% (30)	6% (49)	9% (79)	17% (150)	15% (131)	29% (249)	18% (159)	872
PID: Ind (no lean)	— (2)	1% (3)	1% (7)	3% (19)	5% (34)	7% (46)	10% (71)	16% (109)	13% (92)	21% (149)	23% (161)	693
PID: Rep (no lean)	2% (11)	— (1)	— (3)	2% (10)	4% (23)	5% (32)	9% (57)	15% (94)	16% (104)	24% (154)	23% (147)	635
PID/Gender: Dem Men	— (0)	1% (3)	2% (8)	2% (8)	4% (18)	6% (24)	8% (35)	21% (89)	16% (67)	29% (125)	12% (51)	428
PID/Gender: Dem Women	1% (2)	— (1)	— (2)	— (2)	3% (12)	6% (25)	10% (44)	14% (61)	14% (64)	28% (124)	24% (109)	445
PID/Gender: Ind Men	— (1)	1% (2)	1% (2)	1% (3)	3% (10)	8% (25)	12% (37)	18% (56)	14% (43)	20% (62)	21% (64)	306
PID/Gender: Ind Women	— (1)	— (1)	1% (4)	4% (16)	6% (23)	6% (22)	9% (34)	14% (53)	13% (49)	23% (87)	25% (96)	386
PID/Gender: Rep Men	3% (9)	— (1)	— (1)	2% (7)	4% (12)	7% (24)	11% (36)	19% (61)	16% (52)	20% (67)	18% (58)	328
PID/Gender: Rep Women	1% (2)	— (0)	1% (2)	1% (2)	4% (11)	2% (7)	7% (21)	11% (33)	17% (52)	28% (87)	29% (89)	307
Ideo: Liberal (1-3)	— (2)	1% (4)	1% (5)	2% (15)	2% (13)	6% (38)	11% (72)	18% (121)	15% (102)	26% (171)	17% (114)	657
Ideo: Moderate (4)	— (0)	— (1)	1% (5)	2% (12)	5% (34)	5% (30)	9% (59)	18% (112)	15% (95)	25% (156)	20% (128)	632
Ideo: Conservative (5-7)	2% (12)	— (3)	— (2)	1% (5)	4% (30)	5% (35)	8% (56)	14% (97)	17% (114)	23% (159)	24% (165)	679
Educ: < College	1% (12)	— (4)	1% (16)	2% (29)	4% (62)	6% (87)	9% (130)	15% (220)	14% (211)	27% (410)	22% (329)	1512
Educ: Bachelors degree	— (2)	1% (3)	— (2)	2% (7)	4% (16)	7% (33)	13% (56)	18% (81)	17% (74)	20% (88)	19% (82)	444
Educ: Post-grad	— (1)	— (1)	— (1)	1% (3)	3% (8)	3% (7)	9% (21)	21% (51)	17% (42)	22% (54)	23% (55)	244
Income: Under 50k	1% (10)	— (3)	1% (14)	2% (24)	4% (53)	5% (65)	10% (116)	14% (168)	14% (168)	26% (315)	22% (257)	1194
Income: 50k-100k	— (3)	— (3)	1% (3)	2% (11)	2% (16)	6% (42)	9% (62)	19% (125)	15% (103)	23% (154)	23% (152)	675
Income: 100k+	— (2)	— (2)	— (1)	1% (4)	5% (18)	6% (19)	9% (29)	18% (60)	17% (56)	25% (84)	17% (58)	331
Ethnicity: White	1% (12)	— (2)	— (9)	1% (24)	4% (61)	5% (85)	10% (165)	16% (275)	15% (254)	25% (435)	23% (400)	1722
Ethnicity: Hispanic	2% (7)	1% (2)	— (1)	4% (15)	5% (16)	7% (23)	6% (21)	15% (52)	16% (55)	28% (99)	16% (57)	349
Ethnicity: Black	1% (2)	2% (6)	3% (9)	5% (14)	8% (21)	8% (21)	9% (24)	12% (34)	17% (46)	25% (67)	11% (31)	274
Ethnicity: Other	1% (2)	— (0)	1% (1)	— (1)	2% (4)	10% (21)	9% (18)	22% (44)	13% (27)	24% (50)	18% (36)	204
All Christian	1% (9)	— (1)	— (3)	1% (14)	4% (36)	5% (49)	9% (89)	16% (154)	18% (178)	24% (238)	22% (215)	987
All Non-Christian	— (0)	— (0)	1% (1)	3% (3)	3% (4)	3% (4)	10% (13)	19% (24)	10% (13)	31% (38)	20% (25)	124
Atheist	1% (2)	— (0)	1% (1)	3% (3)	3% (3)	10% (11)	6% (7)	12% (13)	12% (13)	30% (32)	21% (23)	107
Agnostic/Nothing in particular	— (1)	1% (7)	1% (6)	2% (15)	4% (25)	6% (38)	11% (70)	17% (108)	13% (81)	21% (133)	24% (157)	642
Something Else	1% (3)	— (0)	2% (8)	1% (3)	6% (19)	7% (25)	8% (28)	16% (54)	12% (42)	32% (110)	14% (48)	340
Religious Non-Protestant/Catholic	— (0)	— (0)	— (1)	6% (9)	3% (5)	4% (6)	11% (17)	19% (27)	10% (15)	26% (38)	20% (29)	147
Evangelical	2% (12)	— (0)	1% (8)	1% (6)	6% (32)	4% (21)	9% (49)	16% (90)	17% (94)	28% (155)	17% (94)	562
Non-Evangelical	— (1)	— (1)	— (3)	1% (5)	3% (21)	7% (50)	9% (61)	15% (110)	16% (114)	27% (191)	22% (157)	714

Continued on next page

Table MCEN10_8: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Iron Man

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (15)	— (8)	1% (18)	2% (39)	4% (87)	6% (127)	9% (207)	16% (353)	15% (327)	25% (552)	21% (467)	2200
Community: Urban	1% (8)	— (3)	1% (5)	2% (13)	4% (27)	7% (47)	10% (64)	14% (93)	15% (101)	28% (188)	18% (123)	671
Community: Suburban	— (5)	— (5)	— (4)	1% (12)	3% (33)	5% (51)	10% (95)	17% (168)	15% (149)	24% (232)	23% (228)	983
Community: Rural	1% (3)	— (0)	2% (10)	2% (13)	5% (26)	5% (29)	9% (48)	17% (92)	14% (78)	24% (132)	21% (116)	546
Employ: Private Sector	— (2)	1% (4)	— (2)	2% (11)	5% (37)	7% (46)	10% (72)	18% (127)	16% (113)	23% (158)	17% (119)	691
Employ: Government	— (0)	— (0)	1% (1)	7% (8)	2% (3)	9% (11)	12% (14)	18% (21)	23% (27)	16% (19)	13% (15)	117
Employ: Self-Employed	1% (2)	— (0)	2% (3)	2% (3)	3% (5)	5% (9)	11% (19)	19% (33)	14% (26)	29% (52)	15% (27)	179
Employ: Homemaker	— (0)	— (0)	— (0)	3% (5)	6% (11)	4% (7)	13% (24)	18% (32)	12% (22)	25% (46)	19% (35)	183
Employ: Student	2% (2)	2% (1)	1% (1)	7% (4)	3% (2)	5% (3)	9% (6)	13% (8)	7% (4)	30% (20)	22% (15)	66
Employ: Retired	2% (9)	— (2)	1% (4)	— (2)	2% (11)	3% (17)	7% (40)	12% (66)	14% (78)	24% (133)	35% (192)	554
Employ: Unemployed	— (0)	— (1)	2% (6)	2% (4)	5% (14)	8% (21)	9% (24)	15% (39)	15% (39)	29% (75)	15% (41)	263
Employ: Other	— (0)	— (0)	2% (3)	2% (3)	2% (4)	9% (14)	5% (8)	18% (26)	12% (17)	34% (49)	16% (23)	146
Military HH: Yes	1% (4)	— (0)	— (1)	2% (8)	5% (17)	4% (15)	11% (41)	13% (49)	15% (56)	25% (91)	24% (88)	372
Military HH: No	1% (12)	— (8)	1% (17)	2% (31)	4% (69)	6% (112)	9% (166)	17% (304)	15% (271)	25% (461)	21% (380)	1828
RD/WT: Right Direction	1% (9)	— (3)	1% (6)	2% (22)	5% (41)	5% (41)	9% (84)	16% (147)	16% (144)	27% (242)	18% (162)	901
RD/WT: Wrong Track	— (6)	— (5)	1% (12)	1% (16)	4% (46)	7% (86)	9% (123)	16% (206)	14% (184)	24% (310)	23% (305)	1299
Biden Job Approve	1% (9)	— (4)	1% (7)	2% (21)	4% (39)	5% (54)	9% (97)	17% (175)	16% (164)	28% (290)	18% (191)	1051
Biden Job Disapprove	1% (6)	— (4)	1% (10)	1% (6)	4% (39)	6% (65)	9% (96)	16% (161)	15% (155)	23% (238)	23% (238)	1019
Biden Job Strongly Approve	— (0)	1% (3)	1% (5)	2% (11)	3% (17)	3% (15)	7% (34)	14% (70)	17% (85)	35% (179)	17% (88)	506
Biden Job Somewhat Approve	2% (9)	— (1)	— (2)	2% (10)	4% (21)	7% (39)	12% (63)	19% (106)	15% (79)	20% (111)	19% (104)	545
Biden Job Somewhat Disapprove	— (0)	— (0)	2% (5)	1% (2)	4% (11)	8% (23)	10% (30)	16% (47)	16% (46)	24% (68)	19% (53)	285
Biden Job Strongly Disapprove	1% (6)	1% (4)	1% (5)	— (4)	4% (27)	6% (43)	9% (66)	16% (114)	15% (109)	23% (170)	25% (185)	734
Favorable of Biden	1% (8)	— (1)	1% (9)	2% (19)	4% (38)	6% (64)	8% (89)	15% (162)	15% (163)	29% (300)	19% (196)	1050
Unfavorable of Biden	1% (7)	1% (7)	1% (7)	1% (12)	4% (40)	6% (58)	10% (106)	17% (178)	16% (161)	22% (228)	21% (218)	1022
Very Favorable of Biden	1% (5)	— (1)	1% (5)	2% (9)	3% (17)	4% (20)	6% (30)	14% (73)	16% (84)	36% (188)	18% (94)	526
Somewhat Favorable of Biden	— (2)	— (0)	1% (4)	2% (11)	4% (21)	8% (44)	11% (59)	17% (90)	15% (78)	21% (112)	20% (103)	524
Somewhat Unfavorable of Biden	— (1)	1% (2)	1% (1)	2% (6)	4% (9)	6% (15)	13% (32)	22% (53)	18% (45)	18% (45)	15% (37)	247
Very Unfavorable of Biden	1% (6)	1% (4)	1% (6)	1% (5)	4% (31)	5% (42)	10% (74)	16% (125)	15% (116)	24% (183)	23% (182)	775
#1 Issue: Economy	— (2)	— (4)	— (4)	2% (20)	4% (39)	6% (50)	11% (97)	16% (143)	16% (144)	24% (210)	19% (168)	880
#1 Issue: Security	— (1)	— (0)	— (1)	— (1)	3% (8)	6% (18)	8% (22)	12% (35)	15% (42)	31% (90)	23% (67)	286
#1 Issue: Health Care	— (0)	— (0)	— (1)	1% (1)	3% (8)	7% (18)	11% (29)	16% (43)	14% (37)	28% (75)	20% (52)	262
#1 Issue: Medicare / Social Security	1% (3)	— (0)	2% (5)	1% (2)	3% (7)	6% (16)	6% (18)	11% (30)	13% (36)	26% (72)	34% (95)	283
#1 Issue: Women's Issues	2% (3)	— (0)	3% (4)	8% (11)	9% (13)	2% (3)	8% (11)	18% (24)	10% (14)	24% (33)	15% (21)	137
#1 Issue: Education	— (0)	2% (2)	2% (2)	2% (2)	2% (2)	9% (9)	7% (7)	21% (22)	21% (22)	18% (18)	16% (16)	104
#1 Issue: Energy	4% (5)	1% (1)	— (0)	1% (1)	3% (4)	6% (9)	6% (8)	29% (41)	11% (16)	22% (30)	17% (23)	139
#1 Issue: Other	1% (1)	1% (1)	1% (2)	— (0)	4% (5)	5% (5)	14% (15)	14% (15)	15% (16)	22% (24)	23% (25)	108
2020 Vote: Joe Biden	1% (9)	— (1)	1% (6)	1% (10)	4% (37)	5% (55)	9% (95)	17% (167)	16% (157)	27% (274)	20% (199)	1011
2020 Vote: Donald Trump	1% (5)	1% (6)	— (2)	2% (13)	4% (25)	5% (36)	8% (58)	15% (105)	18% (124)	22% (154)	24% (168)	695
2020 Vote: Other	2% (1)	2% (1)	1% (1)	6% (4)	1% (1)	9% (6)	13% (8)	18% (11)	14% (8)	13% (8)	21% (13)	60
2020 Vote: Didn't Vote	— (0)	— (0)	2% (10)	3% (13)	6% (24)	7% (30)	11% (46)	16% (70)	9% (38)	27% (116)	19% (84)	431
2018 House Vote: Democrat	— (2)	— (1)	— (4)	1% (12)	4% (28)	4% (32)	10% (82)	18% (138)	16% (122)	27% (208)	20% (154)	782
2018 House Vote: Republican	1% (7)	— (2)	— (1)	1% (4)	2% (13)	4% (21)	9% (52)	16% (91)	18% (103)	24% (134)	24% (139)	569
2018 House Vote: Someone else	— (0)	2% (1)	1% (1)	1% (1)	— (0)	9% (5)	13% (7)	8% (5)	8% (4)	26% (15)	32% (18)	56

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Table MCEN10_8: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Iron Man

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (15)	— (8)	1% (18)	2% (39)	4% (87)	6% (127)	9% (207)	16% (353)	15% (327)	25% (552)	21% (467)	2200
2016 Vote: Hillary Clinton	— (2)	— (1)	— (3)	1% (5)	3% (22)	3% (22)	10% (70)	18% (125)	17% (118)	27% (192)	21% (151)	712
2016 Vote: Donald Trump	1% (5)	1% (3)	— (3)	1% (9)	3% (22)	5% (29)	9% (54)	16% (97)	17% (108)	24% (147)	24% (149)	626
2016 Vote: Other	— (0)	1% (1)	1% (1)	5% (6)	3% (3)	6% (8)	11% (13)	18% (23)	14% (18)	18% (22)	23% (28)	123
2016 Vote: Didn't Vote	1% (8)	— (3)	2% (12)	2% (18)	5% (40)	9% (68)	9% (70)	15% (108)	11% (84)	26% (190)	19% (138)	738
Voted in 2014: Yes	— (6)	— (3)	— (6)	1% (14)	3% (37)	4% (49)	10% (120)	17% (202)	16% (202)	25% (303)	23% (281)	1222
Voted in 2014: No	1% (9)	— (5)	1% (13)	2% (24)	5% (49)	8% (78)	9% (87)	15% (151)	13% (125)	25% (249)	19% (186)	978
4-Region: Northeast	1% (3)	1% (3)	1% (2)	2% (8)	4% (14)	6% (22)	9% (34)	15% (60)	12% (49)	28% (108)	23% (90)	394
4-Region: Midwest	— (1)	— (1)	1% (5)	1% (4)	6% (26)	5% (25)	7% (34)	17% (80)	15% (69)	23% (106)	24% (112)	462
4-Region: South	1% (5)	— (2)	1% (12)	3% (22)	4% (33)	5% (42)	9% (78)	14% (112)	16% (132)	27% (224)	20% (162)	824
4-Region: West	1% (7)	— (1)	— (0)	1% (4)	3% (14)	7% (37)	12% (62)	19% (101)	15% (77)	22% (114)	20% (103)	520
Marvel Comics Fans	— (1)	— (3)	1% (11)	2% (25)	5% (61)	6% (78)	11% (136)	20% (260)	19% (244)	31% (399)	6% (77)	1296
Avid Marvel Comics Fans	— (0)	— (0)	1% (5)	1% (6)	4% (16)	4% (18)	9% (39)	16% (72)	21% (93)	42% (184)	2% (7)	440
Casual Marvel Comics Fans	— (1)	— (3)	1% (5)	2% (19)	5% (45)	7% (60)	11% (97)	22% (188)	18% (152)	25% (214)	8% (70)	855
Marvel TV/Movies Fans	— (1)	— (7)	1% (12)	2% (25)	4% (58)	7% (95)	11% (152)	19% (274)	18% (253)	31% (433)	8% (109)	1419
Avid Marvel TV/Movies Fans	— (1)	1% (3)	1% (5)	2% (10)	4% (16)	4% (19)	8% (34)	15% (64)	18% (76)	44% (184)	2% (10)	422
Casual Marvel TV/Movies Fans	— (0)	— (4)	1% (7)	2% (15)	4% (42)	8% (77)	12% (118)	21% (210)	18% (176)	25% (249)	10% (99)	997
Fans of Anything Marvel	— (2)	1% (8)	1% (12)	2% (37)	4% (65)	6% (99)	11% (171)	19% (291)	18% (268)	30% (460)	7% (113)	1526
Avid Fans of Anything Marvel	— (2)	— (0)	1% (6)	1% (8)	3% (19)	5% (31)	10% (67)	18% (115)	21% (134)	39% (249)	2% (10)	642
Casual Fans of Anything Marvel	— (1)	1% (8)	— (5)	3% (31)	5% (52)	7% (76)	12% (134)	21% (227)	17% (191)	25% (275)	10% (106)	1107

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

Table MCEN10_9: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Loki

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (21)	— (7)	1% (17)	3% (59)	6% (139)	7% (145)	11% (244)	12% (261)	9% (188)	13% (290)	38% (829)	2200
Gender: Male	1% (14)	— (2)	— (4)	3% (33)	7% (77)	7% (75)	13% (140)	13% (136)	12% (123)	12% (129)	31% (330)	1062
Gender: Female	1% (8)	— (5)	1% (13)	2% (27)	5% (62)	6% (71)	9% (104)	11% (125)	6% (65)	14% (161)	44% (499)	1138
Age: 18-34	1% (6)	— (2)	2% (12)	4% (23)	8% (50)	7% (47)	13% (84)	14% (91)	11% (73)	22% (142)	19% (124)	655
Age: 35-44	— (2)	— (1)	— (1)	4% (13)	9% (31)	7% (24)	15% (52)	18% (65)	9% (34)	15% (52)	23% (82)	358
Age: 45-64	2% (12)	— (3)	1% (4)	2% (14)	6% (44)	7% (55)	11% (80)	10% (74)	8% (60)	10% (74)	44% (330)	751
Age: 65+	1% (2)	— (0)	— (0)	2% (10)	3% (13)	4% (19)	6% (28)	7% (30)	5% (21)	5% (21)	67% (293)	436
GenZers: 1997-2012	2% (4)	1% (2)	5% (9)	6% (10)	9% (16)	13% (22)	6% (10)	15% (25)	8% (13)	17% (28)	19% (31)	169
Millennials: 1981-1996	— (2)	— (1)	1% (4)	3% (21)	7% (47)	6% (42)	15% (109)	15% (111)	12% (87)	21% (151)	20% (142)	718
GenXers: 1965-1980	1% (6)	1% (3)	— (2)	3% (16)	8% (43)	7% (34)	14% (72)	12% (60)	9% (45)	12% (60)	33% (167)	507
Baby Boomers: 1946-1964	1% (10)	— (1)	— (1)	1% (10)	4% (31)	6% (46)	7% (48)	9% (64)	6% (40)	7% (49)	58% (419)	720
PID: Dem (no lean)	1% (5)	— (4)	1% (7)	2% (21)	6% (51)	6% (56)	11% (97)	12% (109)	11% (98)	14% (120)	35% (304)	872
PID: Ind (no lean)	1% (6)	— (2)	1% (7)	4% (25)	8% (53)	6% (43)	11% (77)	12% (80)	7% (51)	13% (92)	37% (257)	693
PID: Rep (no lean)	2% (10)	— (1)	— (2)	2% (14)	5% (35)	7% (47)	11% (70)	11% (72)	6% (39)	12% (78)	42% (268)	635
PID/Gender: Dem Men	1% (4)	— (1)	— (1)	3% (14)	6% (24)	7% (28)	13% (56)	13% (56)	17% (74)	15% (62)	25% (106)	428
PID/Gender: Dem Women	— (1)	1% (3)	1% (6)	1% (7)	6% (27)	6% (28)	9% (41)	12% (53)	5% (23)	13% (58)	44% (198)	445
PID/Gender: Ind Men	1% (2)	— (2)	— (1)	4% (11)	9% (27)	7% (21)	12% (37)	13% (39)	8% (25)	10% (31)	36% (110)	306
PID/Gender: Ind Women	1% (4)	— (1)	1% (6)	4% (14)	7% (26)	5% (21)	10% (40)	11% (42)	7% (26)	16% (60)	38% (147)	386
PID/Gender: Rep Men	2% (8)	— (0)	— (1)	2% (7)	8% (26)	8% (25)	14% (47)	13% (41)	7% (23)	11% (36)	35% (114)	328
PID/Gender: Rep Women	1% (2)	— (1)	— (1)	2% (6)	3% (9)	7% (21)	8% (23)	10% (31)	5% (16)	14% (42)	50% (154)	307
Ideo: Liberal (1-3)	— (3)	— (0)	— (3)	3% (19)	4% (28)	6% (42)	13% (85)	15% (97)	12% (77)	13% (88)	33% (216)	657
Ideo: Moderate (4)	— (2)	— (2)	1% (5)	3% (18)	7% (45)	7% (41)	11% (68)	11% (71)	9% (58)	13% (85)	37% (236)	632
Ideo: Conservative (5-7)	2% (13)	— (3)	1% (4)	3% (18)	7% (47)	7% (46)	9% (59)	11% (78)	6% (42)	11% (73)	44% (296)	679
Educ: < College	1% (18)	— (6)	1% (9)	3% (40)	7% (102)	7% (104)	10% (156)	10% (155)	8% (125)	14% (208)	39% (588)	1512
Educ: Bachelors degree	— (2)	— (0)	1% (4)	4% (17)	5% (23)	6% (26)	13% (56)	16% (72)	8% (37)	12% (53)	34% (153)	444
Educ: Post-grad	— (1)	— (1)	2% (4)	1% (2)	5% (13)	6% (16)	13% (33)	13% (33)	10% (25)	12% (29)	36% (88)	244
Income: Under 50k	1% (15)	— (6)	— (5)	3% (41)	7% (81)	6% (77)	10% (114)	12% (139)	8% (94)	14% (169)	38% (454)	1194
Income: 50k-100k	1% (4)	— (1)	2% (10)	2% (12)	6% (41)	5% (37)	13% (90)	11% (72)	9% (58)	12% (79)	40% (271)	675
Income: 100k+	1% (2)	— (1)	— (1)	2% (6)	5% (16)	9% (31)	12% (40)	15% (50)	11% (37)	13% (43)	31% (104)	331
Ethnicity: White	1% (18)	— (3)	1% (12)	2% (39)	6% (97)	6% (105)	11% (183)	12% (198)	8% (142)	13% (225)	41% (700)	1722
Ethnicity: Hispanic	2% (5)	— (0)	2% (6)	5% (18)	9% (32)	4% (15)	14% (47)	10% (36)	11% (40)	19% (65)	24% (85)	349
Ethnicity: Black	1% (3)	1% (4)	1% (4)	6% (18)	7% (20)	9% (24)	10% (28)	11% (30)	10% (28)	13% (37)	29% (79)	274
Ethnicity: Other	— (0)	— (0)	1% (1)	1% (3)	11% (23)	8% (16)	16% (32)	16% (33)	9% (18)	14% (29)	24% (49)	204
All Christian	1% (13)	— (1)	— (5)	2% (20)	7% (67)	6% (64)	10% (103)	12% (114)	9% (86)	11% (109)	41% (404)	987
All Non-Christian	— (0)	— (0)	2% (2)	4% (5)	5% (6)	4% (6)	12% (15)	15% (18)	13% (16)	20% (25)	26% (32)	124
Atheist	1% (1)	— (0)	— (0)	2% (2)	6% (6)	5% (5)	12% (12)	16% (18)	6% (6)	19% (20)	35% (37)	107
Agnostic/Nothing in particular	1% (4)	— (1)	1% (6)	3% (21)	6% (36)	7% (43)	13% (81)	12% (77)	9% (57)	12% (77)	37% (240)	642
Something Else	1% (3)	1% (5)	1% (4)	4% (12)	7% (24)	8% (28)	9% (32)	10% (33)	7% (23)	18% (60)	34% (116)	340
Religious Non-Protestant/Catholic	— (0)	— (0)	1% (2)	4% (6)	8% (11)	4% (6)	13% (19)	14% (21)	11% (16)	19% (28)	26% (38)	147
Evangelical	2% (12)	1% (5)	1% (4)	3% (17)	9% (48)	6% (34)	10% (59)	10% (58)	9% (50)	15% (82)	34% (193)	562
Non-Evangelical	1% (5)	— (1)	1% (5)	2% (14)	5% (37)	8% (57)	9% (67)	12% (85)	7% (51)	12% (82)	44% (311)	714

Continued on next page

Table MCEN10_9: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Loki

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (21)	— (7)	1% (17)	3% (59)	6% (139)	7% (145)	11% (244)	12% (261)	9% (188)	13% (290)	38% (829)	2200
Community: Urban	2% (12)	1% (4)	1% (4)	2% (13)	5% (35)	8% (54)	12% (77)	12% (78)	12% (83)	15% (104)	31% (209)	671
Community: Suburban	— (3)	— (0)	1% (9)	2% (17)	6% (62)	6% (57)	11% (111)	12% (117)	8% (75)	12% (119)	42% (413)	983
Community: Rural	1% (7)	1% (3)	1% (3)	6% (30)	8% (42)	6% (35)	10% (55)	12% (66)	6% (30)	12% (67)	38% (207)	546
Employ: Private Sector	1% (6)	— (1)	1% (9)	3% (18)	6% (44)	7% (51)	11% (76)	16% (111)	11% (75)	15% (105)	28% (194)	691
Employ: Government	— (0)	1% (1)	2% (2)	3% (3)	10% (11)	4% (4)	23% (27)	14% (16)	12% (14)	10% (12)	23% (27)	117
Employ: Self-Employed	1% (2)	— (0)	— (0)	5% (9)	9% (16)	6% (10)	12% (22)	11% (19)	11% (20)	14% (26)	31% (56)	179
Employ: Homemaker	1% (2)	— (0)	— (1)	4% (7)	6% (11)	5% (8)	13% (24)	16% (30)	5% (10)	16% (30)	33% (60)	183
Employ: Student	— (0)	— (0)	4% (3)	8% (5)	4% (3)	7% (4)	7% (5)	12% (8)	5% (4)	19% (13)	33% (22)	66
Employ: Retired	2% (10)	— (0)	— (2)	2% (9)	4% (25)	6% (31)	7% (38)	7% (41)	5% (29)	6% (34)	60% (335)	554
Employ: Unemployed	— (0)	2% (5)	— (0)	3% (8)	6% (16)	8% (22)	13% (35)	9% (24)	10% (25)	18% (48)	31% (81)	263
Employ: Other	1% (2)	— (0)	— (0)	— (0)	9% (13)	10% (14)	12% (18)	8% (12)	8% (11)	15% (22)	37% (54)	146
Military HH: Yes	1% (4)	— (0)	1% (2)	3% (12)	7% (24)	5% (18)	10% (36)	11% (41)	10% (37)	12% (45)	41% (153)	372
Military HH: No	1% (17)	— (7)	1% (14)	3% (48)	6% (114)	7% (128)	11% (208)	12% (220)	8% (152)	13% (245)	37% (676)	1828
RD/WT: Right Direction	1% (11)	— (4)	1% (7)	2% (22)	6% (55)	6% (57)	12% (112)	12% (106)	11% (101)	15% (132)	33% (297)	901
RD/WT: Wrong Track	1% (11)	— (3)	1% (10)	3% (38)	6% (83)	7% (89)	10% (132)	12% (155)	7% (87)	12% (158)	41% (532)	1299
Biden Job Approve	1% (9)	— (2)	1% (8)	2% (24)	6% (59)	6% (65)	11% (117)	13% (137)	10% (109)	16% (163)	34% (358)	1051
Biden Job Disapprove	1% (10)	— (4)	1% (6)	3% (27)	7% (72)	7% (74)	11% (112)	11% (114)	7% (72)	10% (105)	42% (425)	1019
Biden Job Strongly Approve	1% (3)	— (1)	1% (4)	2% (9)	5% (27)	4% (20)	11% (56)	13% (65)	12% (59)	19% (98)	32% (164)	506
Biden Job Somewhat Approve	1% (6)	— (1)	1% (4)	3% (16)	6% (32)	8% (44)	11% (61)	13% (72)	9% (49)	12% (65)	36% (195)	545
Biden Job Somewhat Disapprove	— (1)	1% (3)	1% (2)	2% (6)	9% (26)	10% (28)	16% (44)	10% (27)	9% (26)	11% (30)	32% (91)	285
Biden Job Strongly Disapprove	1% (9)	— (2)	1% (4)	3% (20)	6% (45)	6% (46)	9% (67)	12% (87)	6% (46)	10% (75)	45% (334)	734
Favorable of Biden	1% (8)	— (4)	1% (5)	2% (18)	6% (65)	6% (68)	11% (118)	13% (134)	10% (109)	15% (159)	34% (362)	1050
Unfavorable of Biden	1% (13)	— (2)	1% (8)	4% (37)	7% (69)	7% (73)	11% (110)	12% (121)	7% (71)	11% (110)	40% (407)	1022
Very Favorable of Biden	1% (8)	— (3)	1% (4)	2% (9)	5% (27)	4% (20)	11% (56)	13% (68)	12% (65)	19% (98)	32% (169)	526
Somewhat Favorable of Biden	— (1)	— (2)	— (2)	2% (9)	7% (38)	9% (48)	12% (62)	12% (65)	8% (44)	12% (61)	37% (194)	524
Somewhat Unfavorable of Biden	1% (3)	— (1)	2% (4)	5% (12)	8% (19)	11% (26)	14% (34)	12% (29)	10% (25)	11% (27)	27% (68)	247
Very Unfavorable of Biden	1% (10)	— (2)	1% (4)	3% (25)	7% (50)	6% (47)	10% (76)	12% (92)	6% (46)	11% (83)	44% (339)	775
#1 Issue: Economy	1% (5)	— (1)	— (3)	4% (32)	8% (72)	7% (64)	11% (96)	14% (121)	8% (74)	13% (115)	34% (298)	880
#1 Issue: Security	1% (3)	1% (1)	1% (2)	3% (8)	7% (19)	5% (14)	12% (35)	7% (21)	7% (21)	12% (34)	45% (128)	286
#1 Issue: Health Care	— (1)	— (1)	— (1)	— (0)	5% (13)	5% (14)	14% (36)	10% (26)	16% (41)	15% (40)	34% (90)	262
#1 Issue: Medicare / Social Security	1% (4)	1% (2)	— (0)	3% (9)	5% (13)	8% (23)	4% (11)	6% (16)	5% (14)	9% (26)	58% (165)	283
#1 Issue: Women's Issues	1% (2)	— (1)	5% (6)	1% (2)	7% (10)	6% (9)	12% (17)	19% (26)	6% (8)	18% (25)	23% (32)	137
#1 Issue: Education	1% (1)	— (0)	3% (3)	4% (4)	2% (2)	4% (5)	18% (19)	20% (20)	9% (9)	14% (15)	26% (27)	104
#1 Issue: Energy	4% (5)	— (0)	1% (1)	1% (1)	4% (6)	9% (13)	11% (16)	14% (19)	9% (13)	15% (21)	31% (44)	139
#1 Issue: Other	1% (1)	1% (2)	1% (1)	3% (3)	5% (5)	4% (4)	14% (15)	10% (10)	7% (7)	14% (15)	42% (46)	108
2020 Vote: Joe Biden	1% (10)	— (5)	1% (8)	2% (21)	5% (50)	7% (70)	11% (113)	13% (133)	11% (112)	13% (135)	35% (355)	1011
2020 Vote: Donald Trump	1% (9)	— (0)	1% (4)	3% (19)	6% (43)	7% (49)	11% (78)	11% (77)	6% (42)	11% (76)	43% (299)	695
2020 Vote: Other	2% (1)	— (0)	7% (4)	— (0)	2% (1)	15% (9)	10% (6)	14% (8)	13% (8)	6% (4)	30% (18)	60
2020 Vote: Didn't Vote	— (2)	— (2)	— (1)	4% (19)	10% (44)	4% (18)	11% (47)	10% (42)	6% (26)	18% (76)	36% (153)	431
2018 House Vote: Democrat	— (2)	— (4)	— (2)	2% (15)	5% (42)	6% (50)	12% (91)	12% (97)	11% (84)	13% (105)	37% (289)	782
2018 House Vote: Republican	1% (8)	— (1)	— (2)	2% (14)	5% (30)	6% (36)	10% (57)	13% (74)	6% (34)	11% (63)	44% (251)	569
2018 House Vote: Someone else	1% (1)	— (0)	4% (2)	— (0)	6% (3)	11% (6)	3% (1)	14% (8)	7% (4)	7% (4)	47% (27)	56

Continued on next page

Table MCEN10_9: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Loki

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (21)	— (7)	1% (17)	3% (59)	6% (139)	7% (145)	11% (244)	12% (261)	9% (188)	13% (290)	38% (829)	2200
2016 Vote: Hillary Clinton	1% (4)	1% (5)	— (2)	1% (10)	4% (30)	6% (45)	11% (77)	13% (93)	11% (76)	14% (96)	39% (274)	712
2016 Vote: Donald Trump	1% (7)	— (0)	1% (4)	3% (18)	7% (44)	6% (41)	10% (61)	11% (70)	6% (37)	10% (66)	45% (279)	626
2016 Vote: Other	1% (1)	— (0)	4% (4)	2% (3)	3% (4)	9% (11)	12% (15)	10% (12)	16% (19)	9% (11)	36% (44)	123
2016 Vote: Didn't Vote	1% (10)	— (2)	1% (6)	4% (29)	8% (61)	7% (50)	12% (91)	11% (84)	8% (56)	16% (118)	31% (231)	738
Voted in 2014: Yes	1% (9)	— (5)	— (5)	2% (24)	5% (62)	7% (88)	10% (125)	12% (147)	9% (111)	11% (134)	42% (512)	1222
Voted in 2014: No	1% (12)	— (2)	1% (11)	4% (36)	8% (77)	6% (58)	12% (118)	12% (114)	8% (77)	16% (156)	32% (317)	978
4-Region: Northeast	1% (3)	— (0)	1% (3)	4% (17)	5% (21)	6% (22)	8% (31)	14% (55)	7% (29)	17% (66)	37% (147)	394
4-Region: Midwest	1% (3)	1% (3)	1% (5)	2% (10)	7% (33)	6% (27)	12% (57)	10% (48)	8% (38)	9% (43)	42% (194)	462
4-Region: South	1% (8)	— (2)	1% (7)	3% (22)	8% (62)	7% (61)	10% (80)	11% (88)	9% (70)	16% (129)	36% (296)	824
4-Region: West	1% (8)	— (1)	— (1)	2% (11)	4% (21)	7% (36)	15% (76)	14% (71)	10% (50)	10% (53)	37% (191)	520
Marvel Comics Fans	— (3)	— (5)	1% (12)	3% (45)	6% (83)	9% (116)	14% (187)	16% (206)	12% (162)	20% (256)	17% (221)	1296
Avid Marvel Comics Fans	— (1)	1% (3)	1% (3)	3% (11)	5% (21)	8% (34)	12% (54)	17% (73)	17% (75)	33% (144)	5% (21)	440
Casual Marvel Comics Fans	— (2)	— (2)	1% (9)	4% (34)	7% (62)	10% (82)	16% (133)	16% (133)	10% (87)	13% (111)	23% (200)	855
Marvel TV/Movies Fans	— (7)	— (5)	1% (15)	3% (47)	7% (94)	8% (118)	14% (204)	16% (221)	12% (165)	19% (263)	20% (280)	1419
Avid Marvel TV/Movies Fans	1% (5)	1% (4)	1% (3)	5% (20)	4% (15)	7% (29)	11% (48)	20% (83)	14% (58)	29% (122)	8% (35)	422
Casual Marvel TV/Movies Fans	— (2)	— (1)	1% (12)	3% (27)	8% (79)	9% (89)	16% (157)	14% (138)	11% (107)	14% (141)	25% (245)	997
Fans of Anything Marvel	1% (8)	— (5)	1% (14)	3% (53)	7% (111)	8% (129)	14% (217)	16% (240)	11% (172)	18% (273)	20% (304)	1526
Avid Fans of Anything Marvel	1% (5)	— (3)	1% (4)	3% (21)	5% (30)	9% (61)	15% (94)	17% (111)	16% (100)	28% (179)	5% (34)	642
Casual Fans of Anything Marvel	— (4)	— (2)	1% (12)	4% (40)	8% (87)	9% (95)	16% (174)	15% (165)	10% (107)	13% (141)	25% (280)	1107

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

Table MCEN10_10: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Spider-Man

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (21)	1% (12)	1% (17)	2% (49)	6% (130)	8% (181)	14% (299)	16% (348)	13% (285)	20% (441)	19% (418)	2200
Gender: Male	1% (16)	1% (6)	1% (9)	3% (28)	6% (69)	8% (90)	14% (151)	16% (172)	16% (165)	19% (200)	15% (157)	1062
Gender: Female	— (5)	1% (6)	1% (8)	2% (21)	5% (61)	8% (91)	13% (148)	15% (176)	11% (120)	21% (241)	23% (261)	1138
Age: 18-34	1% (7)	1% (7)	1% (5)	3% (22)	7% (48)	9% (60)	15% (98)	16% (103)	12% (80)	25% (161)	10% (66)	655
Age: 35-44	1% (2)	— (1)	1% (4)	2% (5)	5% (18)	11% (39)	17% (61)	17% (59)	14% (50)	19% (68)	14% (48)	358
Age: 45-64	1% (11)	— (3)	1% (7)	2% (18)	7% (52)	8% (57)	11% (83)	18% (132)	14% (102)	18% (137)	20% (150)	751
Age: 65+	— (2)	— (1)	— (1)	1% (4)	3% (12)	6% (25)	13% (57)	12% (53)	12% (53)	17% (76)	35% (154)	436
GenZers: 1997-2012	2% (3)	2% (4)	1% (1)	6% (10)	9% (14)	12% (21)	12% (20)	13% (21)	10% (17)	28% (47)	6% (9)	169
Millennials: 1981-1996	1% (4)	— (3)	1% (6)	2% (15)	6% (46)	9% (62)	17% (120)	17% (124)	14% (98)	21% (154)	12% (86)	718
GenXers: 1965-1980	1% (4)	— (1)	1% (7)	3% (15)	7% (34)	9% (45)	15% (76)	17% (88)	13% (66)	19% (98)	14% (73)	507
Baby Boomers: 1946-1964	1% (10)	1% (4)	— (3)	1% (9)	5% (34)	7% (52)	10% (75)	15% (105)	13% (95)	18% (128)	28% (205)	720
PID: Dem (no lean)	1% (5)	— (1)	1% (6)	2% (19)	6% (54)	6% (54)	13% (113)	16% (138)	15% (133)	24% (208)	16% (141)	872
PID: Ind (no lean)	1% (5)	1% (6)	1% (8)	2% (17)	7% (46)	11% (73)	15% (107)	17% (117)	9% (63)	16% (108)	20% (142)	693
PID: Rep (no lean)	2% (11)	1% (4)	— (3)	2% (12)	5% (29)	9% (54)	12% (78)	15% (93)	14% (89)	20% (125)	21% (136)	635
PID/Gender: Dem Men	1% (3)	— (1)	1% (3)	3% (14)	7% (30)	6% (26)	13% (57)	15% (66)	18% (75)	24% (105)	11% (48)	428
PID/Gender: Dem Women	1% (2)	— (1)	1% (3)	1% (5)	5% (24)	6% (28)	13% (56)	16% (72)	13% (57)	23% (103)	21% (93)	445
PID/Gender: Ind Men	1% (3)	1% (3)	1% (4)	2% (7)	6% (18)	9% (27)	17% (52)	20% (61)	11% (35)	13% (41)	18% (55)	306
PID/Gender: Ind Women	— (2)	1% (3)	1% (4)	3% (11)	7% (28)	12% (46)	14% (55)	14% (56)	7% (28)	17% (67)	22% (86)	386
PID/Gender: Rep Men	3% (9)	1% (2)	1% (3)	2% (7)	6% (20)	11% (37)	13% (42)	14% (45)	17% (55)	16% (54)	16% (54)	328
PID/Gender: Rep Women	— (1)	1% (2)	— (1)	2% (5)	3% (9)	6% (17)	12% (36)	16% (48)	11% (34)	23% (71)	27% (82)	307
Ideo: Liberal (1-3)	— (3)	— (2)	— (2)	3% (17)	5% (35)	8% (56)	14% (93)	15% (98)	18% (117)	20% (134)	15% (100)	657
Ideo: Moderate (4)	— (2)	— (3)	1% (5)	2% (14)	8% (49)	7% (43)	14% (89)	18% (114)	10% (66)	21% (131)	18% (116)	632
Ideo: Conservative (5-7)	2% (15)	1% (4)	1% (6)	2% (13)	4% (30)	9% (59)	12% (82)	15% (105)	13% (85)	18% (126)	23% (155)	679
Educ: < College	1% (18)	1% (8)	1% (10)	2% (29)	6% (94)	9% (132)	12% (187)	14% (218)	12% (187)	22% (327)	20% (302)	1512
Educ: Bachelors degree	— (2)	1% (2)	1% (5)	3% (13)	6% (26)	9% (38)	17% (76)	19% (85)	13% (57)	15% (65)	17% (75)	444
Educ: Post-grad	— (1)	— (1)	1% (2)	3% (7)	4% (9)	5% (12)	14% (35)	19% (45)	17% (41)	20% (49)	17% (42)	244
Income: Under 50k	1% (14)	1% (8)	1% (12)	2% (28)	6% (67)	9% (102)	14% (163)	14% (169)	12% (138)	22% (262)	19% (232)	1194
Income: 50k-100k	— (3)	— (3)	1% (3)	2% (16)	6% (40)	8% (55)	12% (83)	19% (126)	14% (92)	17% (116)	20% (138)	675
Income: 100k+	1% (4)	— (1)	1% (2)	1% (4)	7% (23)	7% (24)	16% (53)	16% (53)	17% (56)	19% (63)	15% (49)	331
Ethnicity: White	1% (14)	— (8)	1% (16)	2% (33)	6% (97)	9% (148)	13% (229)	16% (268)	12% (212)	19% (333)	21% (363)	1722
Ethnicity: Hispanic	2% (9)	— (1)	— (0)	3% (10)	6% (22)	7% (23)	15% (54)	12% (41)	14% (50)	26% (91)	14% (50)	349
Ethnicity: Black	1% (3)	1% (2)	— (0)	4% (11)	10% (27)	7% (18)	11% (30)	17% (45)	16% (44)	26% (70)	9% (23)	274
Ethnicity: Other	2% (4)	1% (1)	— (1)	3% (5)	3% (5)	7% (15)	20% (40)	17% (34)	14% (29)	19% (38)	16% (32)	204
All Christian	1% (10)	— (4)	— (2)	2% (18)	5% (47)	8% (75)	13% (125)	18% (177)	15% (145)	20% (195)	19% (190)	987
All Non-Christian	— (0)	2% (2)	2% (2)	7% (8)	4% (5)	4% (4)	13% (16)	17% (22)	11% (13)	24% (30)	17% (21)	124
Atheist	1% (2)	— (0)	1% (1)	2% (2)	6% (6)	9% (9)	16% (17)	14% (15)	12% (13)	21% (23)	18% (19)	107
Agnostic/Nothing in particular	1% (4)	— (1)	1% (9)	3% (17)	6% (38)	10% (66)	16% (104)	14% (90)	11% (72)	15% (99)	22% (142)	642
Something Else	2% (5)	1% (5)	1% (3)	1% (4)	10% (33)	8% (26)	11% (36)	13% (45)	13% (43)	28% (94)	14% (46)	340
Religious Non-Protestant/Catholic	— (0)	2% (2)	1% (2)	6% (8)	4% (5)	5% (8)	18% (26)	18% (27)	9% (13)	20% (30)	18% (26)	147
Evangelical	2% (12)	1% (5)	— (3)	2% (9)	7% (42)	7% (38)	10% (55)	15% (85)	16% (90)	25% (143)	15% (82)	562
Non-Evangelical	— (3)	1% (4)	— (2)	2% (12)	5% (36)	8% (58)	13% (94)	18% (127)	13% (90)	20% (144)	20% (144)	714

Continued on next page

Table MCEN10_10: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Spider-Man

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (21)	1% (12)	1% (17)	2% (49)	6% (130)	8% (181)	14% (299)	16% (348)	13% (285)	20% (441)	19% (418)	2200
Community: Urban	2% (12)	— (2)	— (1)	2% (14)	7% (44)	8% (55)	11% (73)	15% (100)	15% (101)	24% (163)	16% (106)	671
Community: Suburban	— (5)	1% (7)	1% (6)	2% (16)	6% (56)	8% (77)	15% (150)	17% (168)	12% (116)	18% (179)	21% (202)	983
Community: Rural	1% (4)	1% (3)	2% (10)	3% (18)	5% (29)	9% (49)	14% (75)	15% (80)	12% (68)	18% (100)	20% (110)	546
Employ: Private Sector	— (3)	— (3)	1% (6)	2% (14)	8% (54)	8% (53)	14% (94)	19% (130)	14% (98)	20% (136)	14% (100)	691
Employ: Government	— (0)	1% (1)	1% (1)	3% (3)	3% (3)	12% (14)	17% (20)	17% (20)	19% (23)	15% (18)	12% (14)	117
Employ: Self-Employed	3% (5)	2% (3)	2% (3)	2% (4)	7% (12)	6% (10)	16% (29)	15% (27)	10% (19)	23% (42)	15% (26)	179
Employ: Homemaker	— (0)	1% (1)	1% (2)	3% (6)	6% (11)	18% (33)	12% (21)	18% (33)	6% (10)	16% (29)	19% (35)	183
Employ: Student	2% (2)	1% (1)	— (0)	1% (1)	4% (3)	11% (7)	20% (13)	12% (8)	12% (8)	25% (16)	12% (8)	66
Employ: Retired	2% (10)	— (0)	— (1)	2% (9)	4% (22)	5% (28)	12% (66)	12% (68)	12% (66)	18% (102)	33% (183)	554
Employ: Unemployed	1% (2)	1% (2)	1% (4)	3% (7)	6% (17)	8% (21)	13% (34)	18% (46)	14% (37)	25% (66)	11% (28)	263
Employ: Other	1% (1)	1% (1)	— (0)	3% (4)	6% (8)	10% (14)	15% (22)	12% (17)	16% (24)	22% (32)	16% (23)	146
Military HH: Yes	1% (4)	— (1)	1% (3)	3% (10)	6% (21)	9% (33)	13% (49)	16% (58)	12% (45)	17% (64)	23% (84)	372
Military HH: No	1% (17)	1% (11)	1% (14)	2% (38)	6% (109)	8% (148)	14% (249)	16% (290)	13% (240)	21% (377)	18% (334)	1828
RD/WT: Right Direction	1% (12)	— (3)	1% (5)	2% (17)	6% (52)	6% (53)	14% (125)	17% (150)	14% (127)	24% (213)	16% (145)	901
RD/WT: Wrong Track	1% (9)	1% (9)	1% (12)	2% (32)	6% (77)	10% (129)	13% (174)	15% (198)	12% (158)	18% (228)	21% (274)	1299
Biden Job Approve	1% (10)	— (4)	1% (7)	2% (22)	5% (56)	6% (64)	14% (146)	17% (177)	15% (152)	24% (248)	16% (164)	1051
Biden Job Disapprove	1% (10)	1% (6)	1% (9)	2% (21)	6% (65)	9% (95)	13% (137)	16% (162)	12% (123)	17% (173)	21% (218)	1019
Biden Job Strongly Approve	— (2)	— (1)	— (2)	2% (10)	6% (32)	4% (20)	11% (56)	15% (75)	14% (70)	32% (164)	14% (72)	506
Biden Job Somewhat Approve	1% (8)	1% (3)	1% (4)	2% (12)	4% (23)	8% (44)	17% (90)	19% (102)	15% (82)	15% (83)	17% (92)	545
Biden Job Somewhat Disapprove	— (0)	1% (2)	— (1)	2% (7)	8% (24)	8% (23)	17% (49)	18% (52)	13% (37)	15% (42)	17% (50)	285
Biden Job Strongly Disapprove	1% (10)	1% (5)	1% (8)	2% (14)	6% (41)	10% (72)	12% (88)	15% (111)	12% (86)	18% (131)	23% (168)	734
Favorable of Biden	1% (11)	— (4)	1% (7)	2% (18)	5% (54)	6% (65)	14% (151)	16% (170)	14% (149)	24% (253)	16% (169)	1050
Unfavorable of Biden	1% (10)	1% (7)	1% (10)	3% (27)	7% (67)	10% (103)	13% (137)	17% (170)	12% (127)	16% (164)	19% (199)	1022
Very Favorable of Biden	1% (8)	— (1)	— (3)	1% (4)	5% (29)	4% (23)	10% (54)	15% (77)	14% (75)	34% (176)	15% (77)	526
Somewhat Favorable of Biden	1% (3)	1% (3)	1% (4)	3% (14)	5% (25)	8% (42)	18% (96)	18% (93)	14% (74)	15% (77)	18% (92)	524
Somewhat Unfavorable of Biden	— (1)	1% (2)	1% (2)	4% (10)	8% (20)	11% (27)	18% (44)	20% (49)	13% (32)	12% (28)	13% (33)	247
Very Unfavorable of Biden	1% (9)	1% (6)	1% (8)	2% (17)	6% (47)	10% (76)	12% (93)	16% (121)	12% (96)	18% (136)	21% (166)	775
#1 Issue: Economy	1% (6)	— (3)	1% (10)	2% (14)	6% (51)	10% (85)	16% (142)	17% (151)	13% (114)	19% (167)	16% (137)	880
#1 Issue: Security	— (1)	— (1)	— (0)	2% (5)	5% (15)	8% (22)	7% (21)	16% (47)	14% (40)	23% (65)	24% (68)	286
#1 Issue: Health Care	1% (2)	1% (1)	1% (2)	1% (2)	5% (14)	9% (23)	10% (27)	16% (43)	13% (33)	26% (67)	18% (48)	262
#1 Issue: Medicare / Social Security	1% (3)	1% (2)	— (0)	3% (7)	6% (17)	6% (16)	11% (32)	8% (21)	11% (32)	23% (64)	31% (89)	283
#1 Issue: Women's Issues	2% (3)	— (0)	1% (2)	8% (11)	7% (10)	12% (17)	17% (23)	14% (19)	5% (7)	22% (31)	11% (15)	137
#1 Issue: Education	— (0)	2% (2)	2% (2)	4% (4)	8% (9)	4% (4)	10% (10)	18% (19)	26% (27)	12% (13)	15% (15)	104
#1 Issue: Energy	4% (5)	— (0)	1% (1)	2% (3)	5% (7)	7% (10)	17% (23)	20% (28)	13% (18)	16% (22)	15% (21)	139
#1 Issue: Other	1% (1)	2% (2)	— (0)	3% (3)	8% (8)	5% (5)	18% (19)	18% (19)	13% (14)	11% (12)	23% (25)	108
2020 Vote: Joe Biden	1% (12)	— (2)	1% (7)	1% (13)	5% (54)	7% (69)	14% (140)	17% (169)	14% (146)	22% (225)	17% (174)	1011
2020 Vote: Donald Trump	1% (7)	— (3)	— (3)	3% (21)	6% (39)	9% (65)	12% (82)	16% (109)	14% (97)	17% (116)	22% (154)	695
2020 Vote: Other	3% (2)	2% (1)	1% (1)	— (0)	3% (2)	23% (14)	16% (9)	20% (12)	7% (4)	7% (4)	18% (11)	60
2020 Vote: Didn't Vote	— (1)	1% (5)	1% (6)	3% (14)	8% (35)	8% (33)	16% (67)	13% (58)	9% (38)	22% (96)	18% (77)	431
2018 House Vote: Democrat	1% (6)	— (1)	1% (4)	1% (11)	5% (40)	8% (60)	13% (101)	17% (134)	17% (130)	20% (156)	18% (140)	782
2018 House Vote: Republican	1% (8)	— (2)	1% (3)	2% (13)	5% (28)	8% (46)	11% (65)	15% (84)	15% (83)	19% (109)	22% (128)	569
2018 House Vote: Someone else	— (0)	1% (1)	— (0)	1% (1)	6% (3)	18% (10)	14% (8)	12% (7)	10% (6)	13% (7)	25% (14)	56

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Table MCEN10_10: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Spider-Man

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (21)	1% (12)	1% (17)	2% (49)	6% (130)	8% (181)	14% (299)	16% (348)	13% (285)	20% (441)	19% (418)	2200
2016 Vote: Hillary Clinton	1% (4)	— (1)	— (3)	1% (9)	5% (34)	7% (50)	12% (89)	17% (124)	16% (113)	21% (152)	19% (134)	712
2016 Vote: Donald Trump	1% (7)	— (2)	1% (4)	2% (16)	5% (33)	7% (47)	14% (90)	16% (98)	13% (83)	18% (113)	21% (134)	626
2016 Vote: Other	— (0)	1% (1)	2% (2)	— (1)	5% (6)	16% (19)	16% (20)	17% (21)	11% (14)	9% (11)	23% (29)	123
2016 Vote: Didn't Vote	1% (10)	1% (8)	1% (8)	3% (24)	8% (56)	9% (66)	14% (100)	14% (106)	10% (75)	22% (165)	16% (122)	738
Voted in 2014: Yes	1% (11)	— (2)	— (6)	2% (21)	5% (64)	8% (93)	13% (159)	16% (201)	15% (179)	19% (227)	21% (258)	1222
Voted in 2014: No	1% (10)	1% (9)	1% (11)	3% (27)	7% (65)	9% (89)	14% (139)	15% (146)	11% (106)	22% (214)	16% (161)	978
4-Region: Northeast	1% (3)	1% (2)	1% (5)	2% (8)	5% (21)	9% (36)	9% (37)	15% (59)	14% (56)	24% (93)	19% (73)	394
4-Region: Midwest	1% (4)	1% (4)	1% (4)	2% (7)	7% (34)	8% (35)	15% (71)	17% (79)	14% (64)	16% (72)	19% (87)	462
4-Region: South	1% (7)	1% (5)	1% (5)	4% (29)	6% (50)	8% (69)	13% (105)	14% (119)	12% (102)	22% (179)	19% (154)	824
4-Region: West	1% (7)	— (0)	1% (3)	1% (5)	5% (23)	8% (42)	16% (85)	17% (90)	12% (63)	19% (97)	20% (105)	520
Marvel Comics Fans	— (4)	— (6)	1% (8)	2% (26)	5% (70)	10% (129)	15% (197)	19% (248)	16% (207)	25% (325)	6% (77)	1296
Avid Marvel Comics Fans	1% (2)	— (0)	— (1)	1% (5)	6% (26)	7% (30)	14% (60)	17% (75)	18% (79)	36% (158)	1% (5)	440
Casual Marvel Comics Fans	— (1)	1% (6)	1% (7)	2% (21)	5% (44)	12% (99)	16% (137)	20% (173)	15% (128)	19% (166)	8% (72)	855
Marvel TV/Movies Fans	— (4)	— (7)	1% (13)	2% (35)	6% (84)	10% (136)	15% (210)	18% (259)	15% (220)	25% (350)	7% (102)	1419
Avid Marvel TV/Movies Fans	1% (2)	— (0)	— (1)	2% (9)	3% (12)	9% (36)	12% (50)	18% (75)	18% (75)	37% (154)	2% (7)	422
Casual Marvel TV/Movies Fans	— (1)	1% (7)	1% (11)	3% (26)	7% (72)	10% (100)	16% (160)	18% (184)	15% (145)	20% (196)	9% (94)	997
Fans of Anything Marvel	— (5)	— (7)	1% (12)	3% (39)	6% (91)	9% (142)	16% (237)	18% (282)	15% (231)	24% (366)	7% (114)	1526
Avid Fans of Anything Marvel	1% (4)	— (1)	— (2)	2% (10)	5% (33)	8% (50)	14% (88)	18% (118)	18% (117)	33% (209)	2% (10)	642
Casual Fans of Anything Marvel	— (1)	1% (7)	1% (10)	3% (32)	6% (70)	10% (112)	17% (184)	19% (211)	15% (161)	19% (212)	10% (107)	1107

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

Table MCEN10_11: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Star-Lord

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (26)	1% (26)	2% (34)	3% (68)	8% (167)	8% (174)	8% (184)	9% (197)	5% (119)	8% (180)	47% (1024)	2200
Gender: Male	2% (19)	2% (18)	1% (14)	3% (34)	8% (88)	8% (86)	9% (99)	11% (115)	7% (75)	9% (91)	40% (423)	1062
Gender: Female	1% (8)	1% (8)	2% (20)	3% (34)	7% (79)	8% (88)	7% (85)	7% (82)	4% (45)	8% (89)	53% (601)	1138
Age: 18-34	1% (6)	2% (13)	2% (12)	6% (40)	9% (59)	11% (70)	12% (76)	12% (76)	6% (40)	13% (87)	27% (176)	655
Age: 35-44	1% (2)	1% (4)	4% (13)	2% (6)	12% (42)	10% (37)	10% (38)	16% (57)	8% (29)	9% (32)	27% (98)	358
Age: 45-64	2% (15)	1% (9)	1% (8)	2% (19)	7% (55)	7% (51)	7% (55)	7% (53)	5% (34)	6% (45)	54% (407)	751
Age: 65+	— (2)	— (0)	— (2)	1% (4)	3% (12)	4% (16)	4% (15)	2% (10)	4% (16)	4% (17)	79% (343)	436
GenZers: 1997-2012	3% (5)	5% (9)	2% (4)	6% (11)	7% (12)	12% (21)	14% (24)	10% (17)	3% (6)	8% (14)	29% (48)	169
Millennials: 1981-1996	— (2)	1% (9)	2% (13)	5% (33)	9% (67)	10% (73)	11% (80)	14% (100)	8% (57)	14% (98)	26% (185)	718
GenXers: 1965-1980	1% (6)	1% (6)	3% (14)	3% (16)	12% (59)	10% (52)	9% (45)	9% (48)	4% (20)	7% (37)	40% (205)	507
Baby Boomers: 1946-1964	2% (13)	— (3)	— (3)	1% (8)	4% (26)	3% (25)	4% (32)	4% (30)	5% (36)	4% (31)	71% (514)	720
PID: Dem (no lean)	1% (8)	2% (13)	2% (13)	3% (25)	8% (67)	7% (59)	9% (77)	11% (97)	8% (67)	10% (83)	42% (363)	872
PID: Ind (no lean)	1% (6)	2% (11)	2% (15)	3% (21)	9% (60)	12% (82)	7% (50)	7% (47)	3% (20)	6% (42)	49% (338)	693
PID: Rep (no lean)	2% (12)	— (2)	1% (6)	3% (22)	6% (41)	5% (33)	9% (56)	8% (53)	5% (32)	9% (56)	51% (323)	635
PID/Gender: Dem Men	1% (4)	2% (10)	2% (7)	3% (11)	8% (33)	7% (28)	10% (43)	15% (64)	11% (48)	11% (47)	31% (132)	428
PID/Gender: Dem Women	1% (4)	1% (3)	1% (6)	3% (13)	8% (34)	7% (31)	8% (34)	7% (32)	4% (19)	8% (36)	52% (231)	445
PID/Gender: Ind Men	1% (4)	2% (6)	2% (5)	3% (8)	9% (28)	13% (40)	7% (21)	8% (24)	3% (10)	5% (17)	47% (143)	306
PID/Gender: Ind Women	1% (2)	1% (5)	3% (10)	3% (13)	8% (32)	11% (41)	8% (29)	6% (23)	3% (10)	6% (25)	50% (195)	386
PID/Gender: Rep Men	3% (11)	— (2)	1% (2)	4% (14)	8% (27)	5% (18)	11% (35)	8% (27)	5% (16)	9% (28)	45% (148)	328
PID/Gender: Rep Women	— (1)	— (0)	1% (3)	2% (8)	5% (14)	5% (16)	7% (22)	8% (26)	5% (16)	9% (28)	57% (175)	307
Ideo: Liberal (1-3)	1% (5)	1% (8)	1% (9)	4% (28)	7% (47)	8% (54)	9% (59)	11% (70)	7% (48)	9% (58)	41% (272)	657
Ideo: Moderate (4)	1% (6)	1% (7)	2% (15)	3% (16)	8% (50)	9% (58)	9% (56)	10% (63)	5% (31)	7% (43)	45% (286)	632
Ideo: Conservative (5-7)	2% (14)	1% (4)	1% (6)	2% (15)	6% (38)	6% (40)	8% (54)	7% (49)	5% (37)	9% (61)	53% (360)	679
Educ: < College	1% (22)	1% (23)	1% (22)	4% (59)	9% (135)	7% (105)	8% (123)	8% (126)	4% (59)	8% (128)	47% (711)	1512
Educ: Bachelors degree	— (2)	1% (3)	2% (9)	2% (8)	5% (21)	12% (53)	10% (43)	10% (43)	7% (32)	8% (34)	44% (197)	444
Educ: Post-grad	1% (2)	— (0)	1% (3)	— (1)	5% (11)	7% (17)	8% (19)	12% (28)	11% (28)	8% (19)	48% (116)	244
Income: Under 50k	1% (18)	1% (17)	2% (21)	3% (40)	8% (92)	9% (111)	8% (90)	8% (101)	5% (55)	8% (100)	46% (549)	1194
Income: 50k-100k	1% (5)	1% (6)	1% (10)	3% (22)	8% (55)	6% (37)	9% (62)	8% (51)	6% (39)	7% (48)	50% (339)	675
Income: 100k+	1% (3)	1% (3)	1% (3)	2% (7)	6% (20)	8% (25)	10% (33)	13% (44)	8% (26)	10% (32)	41% (136)	331
Ethnicity: White	1% (16)	1% (17)	1% (22)	2% (40)	6% (106)	8% (129)	8% (133)	9% (156)	6% (96)	8% (137)	50% (869)	1722
Ethnicity: Hispanic	2% (9)	2% (7)	1% (4)	5% (19)	10% (36)	12% (44)	11% (40)	8% (30)	4% (15)	10% (35)	32% (113)	349
Ethnicity: Black	3% (7)	3% (9)	2% (7)	7% (18)	11% (29)	10% (28)	7% (19)	9% (24)	6% (17)	9% (25)	33% (92)	274
Ethnicity: Other	1% (3)	— (0)	3% (5)	5% (10)	16% (32)	8% (17)	16% (33)	8% (17)	3% (6)	9% (18)	31% (63)	204
All Christian	1% (10)	— (1)	2% (15)	2% (24)	6% (62)	5% (54)	8% (83)	10% (95)	7% (64)	8% (82)	50% (496)	987
All Non-Christian	— (0)	3% (4)	1% (1)	2% (2)	6% (8)	8% (10)	9% (11)	11% (14)	13% (16)	15% (19)	32% (39)	124
Atheist	1% (2)	2% (2)	2% (2)	13% (14)	3% (3)	12% (13)	6% (7)	7% (8)	4% (4)	8% (8)	42% (45)	107
Agnostic/Nothing in particular	1% (4)	2% (15)	1% (9)	2% (15)	9% (55)	10% (67)	10% (62)	8% (51)	4% (27)	6% (41)	46% (297)	642
Something Else	3% (10)	2% (5)	2% (7)	4% (13)	11% (39)	9% (30)	6% (22)	9% (30)	2% (8)	9% (31)	43% (146)	340
Religious Non-Protestant/Catholic	— (0)	3% (4)	— (1)	6% (9)	5% (8)	8% (11)	9% (14)	10% (14)	11% (16)	14% (20)	34% (50)	147
Evangelical	3% (15)	1% (4)	2% (9)	2% (11)	9% (50)	7% (40)	7% (42)	9% (51)	8% (44)	10% (58)	43% (239)	562
Non-Evangelical	1% (5)	— (2)	2% (13)	3% (19)	7% (48)	6% (42)	8% (58)	10% (68)	4% (27)	8% (54)	53% (378)	714

Continued on next page

Table MCEN10_11: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Star-Lord

Demographic	1 - Completely weak		2		3		4		5		6		7		8		9		10 - Completely powerful		Don't know/ No opinion		Total N
Adults	1%	(26)	1%	(26)	2%	(34)	3%	(68)	8%	(167)	8%	(174)	8%	(184)	9%	(197)	5%	(119)	8%	(180)	47%	(1024)	2200
Community: Urban	2%	(13)	1%	(9)	2%	(14)	3%	(17)	8%	(56)	8%	(52)	10%	(67)	9%	(63)	8%	(57)	11%	(73)	38%	(252)	671
Community: Suburban	1%	(7)	1%	(11)	1%	(9)	3%	(33)	7%	(66)	8%	(82)	8%	(76)	9%	(85)	4%	(44)	7%	(71)	51%	(499)	983
Community: Rural	1%	(6)	1%	(6)	2%	(11)	3%	(18)	8%	(45)	7%	(40)	8%	(42)	9%	(49)	4%	(19)	7%	(37)	50%	(273)	546
Employ: Private Sector	—	(3)	2%	(11)	2%	(16)	3%	(19)	8%	(56)	10%	(66)	10%	(71)	11%	(79)	8%	(53)	9%	(62)	37%	(256)	691
Employ: Government	1%	(1)	—	(1)	2%	(2)	6%	(7)	9%	(11)	6%	(7)	11%	(12)	12%	(14)	8%	(9)	10%	(12)	35%	(41)	117
Employ: Self-Employed	2%	(4)	2%	(3)	—	(1)	4%	(6)	9%	(16)	8%	(14)	9%	(15)	9%	(16)	6%	(11)	15%	(26)	38%	(68)	179
Employ: Homemaker	—	(0)	2%	(4)	3%	(6)	7%	(12)	15%	(27)	6%	(11)	9%	(17)	8%	(15)	3%	(6)	7%	(13)	39%	(72)	183
Employ: Student	2%	(2)	2%	(2)	—	(0)	2%	(2)	8%	(5)	12%	(8)	12%	(8)	14%	(9)	3%	(2)	10%	(7)	34%	(23)	66
Employ: Retired	2%	(12)	—	(1)	1%	(3)	1%	(5)	4%	(20)	5%	(28)	4%	(24)	4%	(22)	4%	(24)	4%	(24)	71%	(392)	554
Employ: Unemployed	2%	(5)	2%	(6)	2%	(5)	4%	(11)	6%	(17)	10%	(27)	9%	(23)	11%	(29)	4%	(10)	12%	(31)	38%	(100)	263
Employ: Other	—	(0)	—	(0)	1%	(2)	4%	(6)	11%	(16)	8%	(12)	9%	(13)	8%	(12)	4%	(6)	4%	(6)	50%	(73)	146
Military HH: Yes	1%	(3)	1%	(4)	1%	(3)	2%	(8)	7%	(24)	7%	(26)	8%	(29)	8%	(29)	7%	(25)	9%	(33)	50%	(187)	372
Military HH: No	1%	(23)	1%	(23)	2%	(31)	3%	(60)	8%	(143)	8%	(148)	8%	(155)	9%	(168)	5%	(94)	8%	(148)	46%	(837)	1828
RD/WT: Right Direction	1%	(14)	2%	(14)	1%	(12)	3%	(26)	8%	(70)	8%	(73)	9%	(83)	11%	(95)	7%	(65)	10%	(94)	39%	(355)	901
RD/WT: Wrong Track	1%	(13)	1%	(12)	2%	(22)	3%	(42)	7%	(97)	8%	(101)	8%	(101)	8%	(102)	4%	(54)	7%	(86)	52%	(669)	1299
Biden Job Approve	1%	(13)	1%	(14)	1%	(16)	3%	(27)	8%	(79)	8%	(82)	9%	(91)	11%	(113)	7%	(76)	10%	(104)	42%	(437)	1051
Biden Job Disapprove	1%	(13)	1%	(10)	2%	(16)	3%	(34)	7%	(74)	7%	(75)	8%	(84)	8%	(78)	4%	(41)	6%	(64)	52%	(530)	1019
Biden Job Strongly Approve	—	(2)	1%	(4)	1%	(5)	3%	(17)	6%	(28)	5%	(27)	7%	(37)	11%	(57)	10%	(48)	16%	(82)	39%	(198)	506
Biden Job Somewhat Approve	2%	(11)	2%	(10)	2%	(11)	2%	(10)	9%	(51)	10%	(56)	10%	(53)	10%	(56)	5%	(28)	4%	(22)	44%	(238)	545
Biden Job Somewhat Disapprove	1%	(4)	1%	(4)	2%	(7)	6%	(16)	9%	(24)	11%	(31)	9%	(25)	9%	(26)	5%	(13)	6%	(18)	41%	(116)	285
Biden Job Strongly Disapprove	1%	(9)	1%	(6)	1%	(10)	2%	(18)	7%	(49)	6%	(44)	8%	(59)	7%	(51)	4%	(28)	6%	(46)	56%	(414)	734
Favorable of Biden	1%	(13)	1%	(10)	1%	(12)	3%	(31)	7%	(77)	8%	(81)	9%	(94)	11%	(111)	7%	(74)	10%	(108)	42%	(439)	1050
Unfavorable of Biden	1%	(13)	1%	(11)	2%	(20)	4%	(37)	8%	(81)	8%	(80)	8%	(82)	8%	(80)	4%	(43)	6%	(65)	50%	(511)	1022
Very Favorable of Biden	2%	(10)	—	(2)	—	(2)	3%	(17)	7%	(36)	6%	(32)	7%	(35)	10%	(51)	10%	(54)	16%	(83)	39%	(206)	526
Somewhat Favorable of Biden	1%	(4)	2%	(8)	2%	(10)	3%	(14)	8%	(41)	9%	(49)	11%	(59)	12%	(61)	4%	(20)	5%	(25)	44%	(233)	524
Somewhat Unfavorable of Biden	2%	(5)	2%	(6)	3%	(7)	5%	(13)	11%	(27)	13%	(32)	9%	(22)	9%	(21)	4%	(10)	5%	(13)	37%	(91)	247
Very Unfavorable of Biden	1%	(8)	1%	(5)	2%	(13)	3%	(25)	7%	(54)	6%	(48)	8%	(60)	8%	(59)	4%	(33)	7%	(52)	54%	(419)	775
#1 Issue: Economy	1%	(7)	1%	(6)	2%	(15)	4%	(33)	9%	(76)	9%	(83)	10%	(92)	9%	(81)	6%	(51)	7%	(61)	42%	(374)	880
#1 Issue: Security	1%	(3)	1%	(2)	1%	(2)	3%	(7)	9%	(26)	5%	(15)	4%	(11)	9%	(26)	3%	(9)	11%	(30)	54%	(156)	286
#1 Issue: Health Care	1%	(2)	—	(1)	1%	(3)	2%	(5)	7%	(17)	10%	(25)	8%	(20)	11%	(30)	8%	(21)	11%	(29)	42%	(110)	262
#1 Issue: Medicare / Social Security	1%	(3)	2%	(7)	1%	(4)	1%	(3)	6%	(16)	5%	(14)	3%	(10)	3%	(9)	4%	(13)	7%	(21)	65%	(185)	283
#1 Issue: Women's Issues	2%	(3)	3%	(4)	2%	(3)	7%	(10)	7%	(9)	11%	(15)	7%	(9)	11%	(14)	7%	(9)	8%	(11)	35%	(48)	137
#1 Issue: Education	3%	(3)	—	(0)	4%	(5)	3%	(3)	5%	(5)	7%	(7)	18%	(19)	17%	(18)	6%	(6)	10%	(11)	27%	(28)	104
#1 Issue: Energy	4%	(5)	2%	(2)	2%	(2)	2%	(3)	7%	(10)	5%	(8)	8%	(12)	11%	(15)	5%	(7)	7%	(10)	47%	(65)	139
#1 Issue: Other	1%	(1)	3%	(4)	1%	(1)	3%	(3)	7%	(7)	5%	(6)	11%	(12)	5%	(5)	3%	(4)	7%	(7)	54%	(59)	108
2020 Vote: Joe Biden	2%	(15)	1%	(12)	1%	(11)	2%	(25)	7%	(76)	8%	(77)	9%	(86)	11%	(107)	8%	(76)	9%	(86)	43%	(438)	1011
2020 Vote: Donald Trump	1%	(8)	1%	(4)	1%	(10)	3%	(19)	7%	(49)	6%	(40)	8%	(59)	7%	(51)	5%	(34)	8%	(52)	53%	(369)	695
2020 Vote: Other	3%	(2)	2%	(1)	3%	(2)	2%	(1)	12%	(7)	11%	(7)	10%	(6)	6%	(3)	3%	(2)	6%	(4)	44%	(26)	60
2020 Vote: Didn't Vote	—	(1)	2%	(9)	3%	(11)	5%	(23)	8%	(35)	12%	(50)	8%	(33)	8%	(36)	2%	(7)	9%	(38)	43%	(186)	431
2018 House Vote: Democrat	1%	(5)	1%	(8)	1%	(11)	3%	(20)	8%	(59)	8%	(64)	8%	(63)	10%	(80)	8%	(61)	7%	(58)	45%	(353)	782
2018 House Vote: Republican	1%	(8)	—	(1)	1%	(7)	2%	(9)	6%	(32)	5%	(31)	9%	(50)	7%	(39)	5%	(30)	9%	(51)	55%	(310)	569
2018 House Vote: Someone else	—	(0)	2%	(1)	3%	(1)	—	(0)	11%	(6)	7%	(4)	9%	(5)	7%	(4)	1%	(1)	—	(0)	60%	(34)	56

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Table MCEN10_11: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Star-Lord

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (26)	1% (26)	2% (34)	3% (68)	8% (167)	8% (174)	8% (184)	9% (197)	5% (119)	8% (180)	47%(1024)	2200
2016 Vote: Hillary Clinton	1% (4)	1% (8)	1% (10)	1% (9)	6% (46)	8% (59)	8% (58)	11% (77)	8% (58)	8% (58)	46% (325)	712
2016 Vote: Donald Trump	1% (7)	— (0)	1% (7)	3% (20)	6% (38)	6% (37)	7% (45)	8% (48)	5% (31)	9% (53)	54% (338)	626
2016 Vote: Other	— (0)	1% (2)	3% (3)	1% (1)	11% (14)	10% (13)	8% (10)	5% (6)	2% (2)	5% (6)	53% (66)	123
2016 Vote: Didn't Vote	2% (16)	2% (17)	2% (13)	5% (38)	9% (69)	9% (65)	10% (70)	9% (65)	4% (28)	9% (63)	40% (295)	738
Voted in 2014: Yes	1% (10)	1% (8)	1% (18)	2% (26)	6% (76)	7% (87)	8% (97)	8% (98)	7% (81)	8% (99)	51% (622)	1222
Voted in 2014: No	2% (16)	2% (18)	2% (16)	4% (42)	9% (91)	9% (87)	9% (87)	10% (99)	4% (39)	8% (82)	41% (401)	978
4-Region: Northeast	1% (3)	1% (5)	1% (4)	3% (10)	8% (31)	7% (29)	6% (24)	9% (37)	6% (23)	10% (40)	47% (187)	394
4-Region: Midwest	1% (5)	1% (6)	1% (6)	3% (13)	10% (48)	5% (24)	7% (33)	8% (37)	4% (21)	7% (32)	51% (237)	462
4-Region: South	1% (12)	2% (14)	2% (17)	3% (26)	7% (59)	9% (75)	8% (63)	8% (67)	5% (42)	9% (77)	45% (371)	824
4-Region: West	1% (7)	— (1)	1% (6)	4% (18)	5% (28)	9% (46)	12% (64)	11% (56)	6% (34)	6% (32)	44% (229)	520
Marvel Comics Fans	1% (7)	1% (13)	2% (22)	4% (46)	10% (129)	11% (136)	11% (142)	14% (176)	8% (105)	12% (158)	28% (361)	1296
Avid Marvel Comics Fans	1% (4)	1% (5)	2% (10)	4% (19)	12% (51)	12% (52)	10% (43)	17% (73)	10% (45)	21% (92)	11% (47)	440
Casual Marvel Comics Fans	— (3)	1% (8)	1% (12)	3% (28)	9% (78)	10% (85)	12% (100)	12% (103)	7% (60)	8% (67)	37% (314)	855
Marvel TV/Movies Fans	1% (7)	1% (20)	1% (21)	4% (51)	10% (138)	10% (140)	10% (148)	12% (175)	8% (110)	11% (159)	32% (448)	1419
Avid Marvel TV/Movies Fans	1% (2)	2% (10)	1% (4)	5% (21)	8% (34)	11% (47)	9% (39)	18% (77)	12% (49)	17% (73)	16% (66)	422
Casual Marvel TV/Movies Fans	1% (5)	1% (11)	2% (17)	3% (31)	10% (104)	9% (93)	11% (109)	10% (98)	6% (61)	9% (86)	38% (382)	997
Fans of Anything Marvel	1% (9)	1% (22)	2% (27)	4% (57)	10% (150)	10% (156)	11% (169)	12% (184)	7% (112)	11% (169)	31% (472)	1526
Avid Fans of Anything Marvel	1% (6)	2% (10)	2% (12)	4% (24)	9% (57)	12% (79)	12% (77)	16% (105)	11% (71)	18% (119)	13% (82)	642
Casual Fans of Anything Marvel	— (3)	1% (17)	2% (17)	3% (38)	10% (107)	10% (107)	11% (126)	11% (116)	7% (73)	8% (84)	38% (420)	1107

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

Table MCEN10_12: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Thanos

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (26)	1% (17)	1% (16)	2% (44)	5% (104)	6% (138)	7% (151)	9% (189)	9% (192)	19% (425)	41% (898)	2200
Gender: Male	1% (15)	1% (10)	1% (7)	1% (14)	5% (52)	7% (72)	7% (72)	9% (100)	10% (109)	23% (242)	35% (369)	1062
Gender: Female	1% (11)	1% (7)	1% (8)	3% (30)	5% (52)	6% (66)	7% (79)	8% (90)	7% (83)	16% (182)	46% (529)	1138
Age: 18-34	1% (7)	1% (10)	1% (4)	3% (19)	6% (36)	9% (58)	9% (60)	11% (71)	11% (69)	32% (207)	17% (114)	655
Age: 35-44	1% (4)	1% (2)	1% (4)	2% (8)	6% (23)	8% (28)	11% (40)	12% (41)	11% (40)	22% (79)	25% (90)	358
Age: 45-64	2% (14)	1% (5)	1% (4)	2% (17)	5% (40)	6% (43)	5% (37)	8% (58)	8% (64)	14% (107)	48% (362)	751
Age: 65+	— (2)	— (1)	1% (4)	— (1)	1% (4)	2% (9)	3% (14)	4% (19)	4% (19)	7% (32)	76% (331)	436
GenZers: 1997-2012	2% (4)	4% (6)	— (0)	5% (9)	5% (8)	14% (24)	12% (20)	9% (15)	11% (19)	24% (41)	13% (22)	169
Millennials: 1981-1996	— (3)	1% (5)	1% (4)	2% (16)	6% (40)	7% (49)	9% (64)	12% (86)	11% (78)	32% (229)	20% (143)	718
GenXers: 1965-1980	2% (9)	1% (5)	1% (6)	3% (13)	7% (36)	8% (40)	7% (35)	9% (47)	9% (45)	17% (87)	36% (185)	507
Baby Boomers: 1946-1964	1% (10)	— (0)	1% (6)	1% (7)	3% (19)	3% (24)	4% (25)	6% (40)	7% (48)	9% (66)	66% (476)	720
PID: Dem (no lean)	1% (5)	1% (9)	1% (7)	2% (17)	5% (41)	6% (51)	7% (57)	10% (89)	10% (88)	22% (195)	36% (313)	872
PID: Ind (no lean)	2% (11)	1% (6)	1% (6)	2% (15)	5% (35)	6% (43)	7% (45)	8% (52)	8% (53)	19% (133)	42% (292)	693
PID: Rep (no lean)	2% (10)	— (3)	— (2)	2% (12)	4% (27)	7% (44)	8% (48)	8% (48)	8% (51)	15% (96)	46% (293)	635
PID/Gender: Dem Men	— (1)	1% (4)	1% (5)	1% (6)	4% (19)	7% (31)	8% (35)	9% (38)	13% (54)	28% (122)	26% (113)	428
PID/Gender: Dem Women	1% (4)	1% (4)	1% (2)	2% (11)	5% (22)	5% (21)	5% (23)	12% (51)	8% (33)	17% (74)	45% (200)	445
PID/Gender: Ind Men	2% (5)	2% (6)	— (1)	1% (2)	5% (16)	4% (14)	6% (19)	9% (29)	8% (24)	21% (65)	41% (126)	306
PID/Gender: Ind Women	2% (6)	— (0)	1% (5)	3% (13)	5% (19)	7% (29)	7% (26)	6% (23)	8% (30)	18% (69)	43% (166)	386
PID/Gender: Rep Men	3% (9)	— (0)	— (1)	2% (6)	5% (17)	8% (27)	6% (18)	10% (33)	9% (31)	17% (56)	40% (129)	328
PID/Gender: Rep Women	— (1)	1% (3)	— (1)	2% (6)	3% (10)	6% (17)	10% (30)	5% (15)	7% (20)	13% (40)	53% (164)	307
Ideo: Liberal (1-3)	— (1)	1% (5)	— (3)	1% (5)	4% (29)	7% (44)	6% (40)	10% (69)	13% (84)	23% (150)	35% (228)	657
Ideo: Moderate (4)	1% (7)	— (0)	1% (5)	4% (26)	6% (36)	6% (38)	8% (50)	9% (57)	6% (41)	19% (121)	40% (252)	632
Ideo: Conservative (5-7)	2% (13)	1% (9)	1% (4)	1% (10)	4% (27)	4% (30)	7% (49)	7% (46)	8% (55)	16% (107)	49% (330)	679
Educ: < College	1% (23)	1% (13)	1% (11)	2% (30)	5% (77)	7% (102)	7% (98)	8% (120)	7% (113)	20% (305)	41% (620)	1512
Educ: Bachelors degree	— (2)	1% (4)	1% (3)	2% (9)	4% (19)	6% (27)	7% (31)	9% (41)	12% (53)	17% (76)	40% (178)	444
Educ: Post-grad	1% (2)	— (1)	1% (2)	2% (5)	3% (7)	4% (9)	9% (21)	12% (29)	11% (26)	18% (44)	41% (99)	244
Income: Under 50k	2% (20)	1% (11)	1% (11)	2% (29)	5% (65)	6% (68)	7% (84)	8% (101)	7% (80)	21% (245)	40% (481)	1194
Income: 50k-100k	— (3)	1% (5)	1% (4)	2% (11)	4% (26)	8% (52)	6% (41)	8% (52)	10% (67)	17% (114)	44% (300)	675
Income: 100k+	1% (2)	— (1)	— (1)	1% (5)	4% (12)	6% (19)	8% (26)	11% (37)	14% (45)	20% (65)	35% (117)	331
Ethnicity: White	1% (21)	— (5)	— (7)	2% (36)	4% (73)	5% (88)	6% (110)	8% (142)	9% (149)	18% (310)	45% (779)	1722
Ethnicity: Hispanic	2% (7)	1% (5)	1% (3)	4% (13)	6% (20)	12% (42)	6% (21)	7% (24)	11% (37)	26% (90)	25% (89)	349
Ethnicity: Black	1% (4)	4% (12)	1% (4)	3% (8)	5% (14)	8% (23)	10% (28)	8% (23)	11% (31)	23% (62)	24% (66)	274
Ethnicity: Other	1% (2)	— (0)	2% (5)	— (0)	8% (17)	13% (27)	6% (13)	12% (25)	6% (12)	26% (53)	26% (52)	204
All Christian	1% (13)	— (3)	1% (7)	2% (17)	5% (46)	7% (67)	7% (67)	8% (82)	8% (77)	16% (160)	45% (448)	987
All Non-Christian	— (0)	— (1)	1% (1)	— (1)	8% (9)	4% (5)	5% (6)	14% (17)	11% (14)	26% (32)	31% (39)	124
Atheist	1% (1)	— (0)	— (0)	1% (1)	3% (3)	9% (10)	8% (9)	9% (10)	15% (16)	22% (24)	33% (35)	107
Agnostic/Nothing in particular	1% (6)	1% (8)	— (3)	3% (17)	4% (27)	5% (33)	7% (46)	9% (57)	9% (58)	21% (132)	40% (254)	642
Something Else	2% (6)	2% (6)	1% (4)	3% (9)	5% (18)	7% (24)	7% (23)	7% (23)	8% (27)	22% (76)	36% (122)	340
Religious Non-Protestant/Catholic	— (0)	— (1)	1% (1)	— (1)	7% (10)	7% (10)	5% (7)	14% (21)	11% (16)	23% (33)	32% (47)	147
Evangelical	2% (12)	1% (5)	1% (6)	2% (12)	7% (41)	6% (32)	7% (38)	6% (35)	9% (53)	20% (111)	38% (215)	562
Non-Evangelical	1% (7)	— (3)	1% (6)	2% (15)	3% (21)	7% (51)	7% (48)	8% (61)	6% (45)	17% (120)	47% (337)	714

Continued on next page

Table MCEN10_12: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Thanos

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (26)	1% (17)	1% (16)	2% (44)	5% (104)	6% (138)	7% (151)	9% (189)	9% (192)	19% (425)	41% (898)	2200
Community: Urban	2% (14)	1% (7)	1% (8)	3% (18)	5% (31)	8% (53)	7% (50)	9% (60)	9% (61)	23% (153)	32% (216)	671
Community: Suburban	1% (6)	1% (6)	— (4)	2% (15)	4% (41)	5% (47)	5% (54)	8% (79)	10% (98)	19% (191)	45% (441)	983
Community: Rural	1% (5)	1% (3)	1% (4)	2% (11)	6% (32)	7% (38)	9% (47)	9% (50)	6% (34)	15% (80)	44% (242)	546
Employ: Private Sector	1% (4)	1% (5)	1% (6)	2% (17)	4% (30)	6% (40)	8% (57)	11% (79)	10% (70)	25% (171)	31% (212)	691
Employ: Government	— (0)	— (1)	— (0)	1% (1)	1% (2)	18% (21)	8% (10)	13% (15)	11% (13)	17% (20)	30% (35)	117
Employ: Self-Employed	2% (4)	1% (2)	— (0)	3% (5)	7% (12)	6% (11)	5% (8)	9% (16)	12% (21)	24% (44)	31% (56)	179
Employ: Homemaker	1% (2)	1% (1)	— (1)	2% (4)	9% (16)	10% (17)	12% (21)	5% (10)	7% (12)	19% (34)	35% (64)	183
Employ: Student	3% (2)	3% (2)	— (0)	— (0)	8% (5)	10% (6)	8% (5)	6% (4)	12% (8)	26% (17)	24% (16)	66
Employ: Retired	2% (9)	1% (3)	1% (3)	1% (4)	3% (18)	3% (16)	4% (20)	5% (30)	6% (35)	9% (48)	66% (368)	554
Employ: Unemployed	— (0)	1% (3)	1% (2)	3% (7)	5% (13)	5% (14)	8% (21)	10% (27)	8% (21)	25% (65)	34% (88)	263
Employ: Other	3% (4)	— (0)	3% (4)	4% (6)	5% (7)	8% (12)	7% (10)	6% (8)	8% (12)	17% (25)	40% (58)	146
Military HH: Yes	2% (6)	— (1)	1% (4)	1% (4)	3% (12)	7% (25)	4% (15)	7% (27)	10% (37)	20% (74)	45% (168)	372
Military HH: No	1% (20)	1% (16)	1% (12)	2% (41)	5% (92)	6% (113)	7% (136)	9% (162)	9% (155)	19% (351)	40% (730)	1828
RD/WT: Right Direction	1% (13)	1% (9)	— (3)	3% (23)	6% (52)	6% (57)	7% (61)	9% (84)	10% (88)	22% (198)	35% (315)	901
RD/WT: Wrong Track	1% (13)	1% (8)	1% (13)	2% (21)	4% (52)	6% (81)	7% (90)	8% (106)	8% (104)	17% (227)	45% (583)	1299
Biden Job Approve	1% (12)	1% (9)	— (5)	2% (22)	5% (50)	7% (74)	7% (70)	10% (103)	10% (103)	22% (227)	36% (376)	1051
Biden Job Disapprove	1% (10)	1% (8)	1% (7)	1% (13)	4% (45)	6% (57)	7% (70)	8% (80)	8% (85)	16% (168)	47% (474)	1019
Biden Job Strongly Approve	1% (3)	1% (4)	— (1)	1% (7)	5% (25)	7% (37)	5% (26)	9% (43)	10% (51)	26% (130)	35% (178)	506
Biden Job Somewhat Approve	2% (8)	1% (5)	1% (3)	3% (16)	5% (25)	7% (37)	8% (44)	11% (59)	9% (51)	18% (97)	36% (199)	545
Biden Job Somewhat Disapprove	1% (2)	1% (3)	1% (3)	2% (5)	6% (16)	5% (14)	8% (24)	9% (26)	12% (33)	20% (56)	35% (101)	285
Biden Job Strongly Disapprove	1% (8)	1% (5)	1% (4)	1% (8)	4% (30)	6% (42)	6% (46)	7% (53)	7% (52)	15% (112)	51% (373)	734
Favorable of Biden	1% (12)	1% (6)	1% (7)	2% (21)	4% (45)	8% (79)	6% (68)	10% (102)	9% (94)	23% (236)	36% (380)	1050
Unfavorable of Biden	1% (14)	1% (9)	1% (8)	2% (20)	5% (49)	5% (52)	7% (75)	8% (79)	9% (93)	17% (169)	44% (454)	1022
Very Favorable of Biden	2% (9)	1% (4)	— (2)	1% (7)	4% (19)	8% (41)	5% (27)	7% (39)	9% (49)	27% (145)	35% (183)	526
Somewhat Favorable of Biden	— (2)	— (2)	1% (5)	3% (14)	5% (26)	7% (39)	8% (40)	12% (63)	9% (45)	18% (92)	38% (197)	524
Somewhat Unfavorable of Biden	1% (2)	1% (4)	1% (3)	4% (10)	6% (14)	3% (8)	9% (23)	9% (23)	15% (36)	19% (48)	31% (76)	247
Very Unfavorable of Biden	2% (12)	1% (5)	1% (5)	1% (10)	5% (35)	6% (44)	7% (52)	7% (57)	7% (57)	16% (121)	49% (378)	775
#1 Issue: Economy	1% (5)	1% (6)	1% (8)	2% (18)	5% (46)	6% (55)	8% (71)	10% (90)	9% (82)	20% (176)	37% (322)	880
#1 Issue: Security	1% (3)	1% (3)	1% (2)	4% (10)	3% (9)	5% (16)	6% (16)	8% (24)	5% (13)	16% (45)	50% (144)	286
#1 Issue: Health Care	— (1)	— (1)	— (1)	1% (3)	5% (14)	7% (18)	8% (20)	6% (15)	12% (31)	23% (59)	38% (101)	262
#1 Issue: Medicare / Social Security	1% (4)	1% (2)	1% (4)	— (1)	4% (12)	6% (16)	3% (8)	6% (18)	6% (16)	11% (31)	61% (174)	283
#1 Issue: Women's Issues	3% (4)	— (0)	— (1)	6% (8)	5% (7)	14% (19)	7% (9)	10% (14)	12% (16)	23% (31)	21% (29)	137
#1 Issue: Education	— (0)	4% (5)	— (0)	1% (1)	5% (5)	5% (5)	14% (14)	8% (9)	10% (11)	26% (27)	26% (27)	104
#1 Issue: Energy	6% (8)	— (0)	— (0)	3% (4)	2% (3)	5% (7)	5% (7)	13% (18)	9% (13)	21% (29)	35% (48)	139
#1 Issue: Other	1% (1)	1% (2)	— (0)	— (0)	8% (8)	2% (2)	6% (6)	2% (2)	9% (10)	24% (26)	48% (52)	108
2020 Vote: Joe Biden	1% (11)	1% (6)	1% (9)	1% (11)	4% (43)	6% (61)	6% (65)	10% (105)	10% (101)	22% (217)	38% (379)	1011
2020 Vote: Donald Trump	1% (6)	1% (7)	1% (4)	2% (16)	5% (33)	6% (43)	8% (53)	7% (51)	8% (54)	14% (94)	48% (335)	695
2020 Vote: Other	5% (3)	— (0)	2% (1)	2% (1)	7% (5)	4% (2)	11% (7)	8% (5)	9% (6)	19% (11)	32% (20)	60
2020 Vote: Didn't Vote	1% (6)	1% (4)	— (1)	4% (17)	5% (23)	7% (32)	6% (25)	7% (28)	7% (32)	23% (101)	38% (162)	431
2018 House Vote: Democrat	1% (5)	— (2)	1% (7)	1% (8)	5% (36)	6% (45)	6% (47)	9% (74)	11% (87)	21% (165)	39% (306)	782
2018 House Vote: Republican	1% (7)	— (2)	1% (4)	1% (7)	4% (22)	5% (26)	8% (46)	7% (38)	9% (50)	15% (84)	50% (284)	569
2018 House Vote: Someone else	1% (1)	— (0)	— (0)	3% (1)	7% (4)	3% (2)	3% (2)	9% (5)	9% (5)	14% (8)	52% (29)	56

Continued on next page

Table MCEN10_12: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Thanos

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (26)	1% (17)	1% (16)	2% (44)	5% (104)	6% (138)	7% (151)	9% (189)	9% (192)	19% (425)	41% (898)	2200
2016 Vote: Hillary Clinton	1% (6)	— (3)	1% (7)	1% (8)	4% (30)	5% (35)	6% (41)	8% (60)	10% (75)	23% (160)	40% (288)	712
2016 Vote: Donald Trump	1% (4)	1% (3)	1% (4)	1% (9)	5% (29)	6% (39)	7% (45)	7% (44)	9% (54)	13% (79)	50% (315)	626
2016 Vote: Other	1% (1)	— (0)	— (0)	1% (1)	6% (7)	2% (2)	10% (12)	10% (12)	14% (17)	18% (22)	40% (49)	123
2016 Vote: Didn't Vote	2% (15)	2% (11)	1% (4)	4% (26)	5% (38)	8% (61)	7% (53)	10% (73)	6% (47)	22% (164)	33% (246)	738
Voted in 2014: Yes	1% (10)	— (4)	1% (11)	1% (12)	4% (51)	5% (66)	6% (77)	8% (100)	10% (118)	17% (213)	46% (559)	1222
Voted in 2014: No	2% (16)	1% (13)	— (4)	3% (32)	5% (53)	7% (72)	8% (74)	9% (90)	8% (74)	22% (212)	35% (339)	978
4-Region: Northeast	1% (3)	1% (3)	1% (6)	2% (7)	4% (16)	5% (19)	7% (28)	8% (32)	7% (29)	21% (83)	42% (167)	394
4-Region: Midwest	1% (5)	2% (8)	— (1)	2% (11)	6% (29)	4% (20)	9% (39)	7% (30)	9% (41)	16% (74)	44% (204)	462
4-Region: South	1% (12)	1% (6)	1% (5)	3% (22)	5% (38)	7% (55)	6% (50)	7% (60)	9% (78)	21% (176)	39% (323)	824
4-Region: West	1% (7)	— (0)	1% (4)	1% (5)	4% (20)	9% (45)	6% (33)	13% (68)	8% (43)	18% (92)	39% (204)	520
Marvel Comics Fans	1% (8)	1% (11)	1% (13)	3% (37)	5% (66)	8% (97)	9% (116)	12% (156)	12% (155)	28% (363)	21% (273)	1296
Avid Marvel Comics Fans	1% (3)	— (1)	2% (8)	3% (13)	4% (19)	6% (28)	9% (39)	12% (51)	14% (60)	43% (190)	7% (29)	440
Casual Marvel Comics Fans	1% (5)	1% (11)	1% (5)	3% (23)	6% (47)	8% (70)	9% (77)	12% (105)	11% (95)	20% (173)	29% (244)	855
Marvel TV/Movies Fans	1% (8)	1% (14)	1% (10)	3% (36)	5% (74)	7% (103)	9% (126)	12% (164)	12% (165)	26% (372)	24% (347)	1419
Avid Marvel TV/Movies Fans	1% (2)	2% (7)	1% (2)	3% (11)	3% (13)	7% (31)	8% (36)	13% (55)	13% (55)	39% (165)	11% (45)	422
Casual Marvel TV/Movies Fans	1% (5)	1% (8)	1% (7)	3% (25)	6% (61)	7% (72)	9% (90)	11% (109)	11% (110)	21% (207)	30% (303)	997
Fans of Anything Marvel	1% (10)	1% (14)	1% (13)	3% (39)	5% (81)	8% (119)	9% (132)	11% (173)	12% (179)	26% (397)	24% (370)	1526
Avid Fans of Anything Marvel	1% (5)	— (1)	1% (8)	2% (15)	4% (23)	8% (51)	9% (56)	12% (75)	15% (93)	41% (266)	7% (48)	642
Casual Fans of Anything Marvel	— (5)	1% (13)	1% (7)	3% (31)	6% (67)	8% (91)	9% (98)	11% (122)	11% (123)	19% (213)	30% (337)	1107

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

Table MCEN10_13: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Thor

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (14)	— (10)	1% (17)	1% (31)	4% (82)	4% (88)	7% (157)	13% (281)	14% (317)	32% (694)	23% (509)	2200
Gender: Male	1% (10)	1% (7)	1% (8)	1% (15)	4% (38)	4% (42)	8% (89)	14% (147)	17% (178)	33% (348)	17% (178)	1062
Gender: Female	— (4)	— (2)	1% (9)	1% (16)	4% (43)	4% (46)	6% (68)	12% (134)	12% (140)	30% (346)	29% (331)	1138
Age: 18-34	1% (4)	1% (7)	2% (10)	3% (19)	5% (32)	7% (43)	8% (53)	11% (75)	14% (94)	37% (241)	12% (79)	655
Age: 35-44	— (0)	— (1)	1% (3)	1% (4)	2% (8)	5% (17)	9% (33)	20% (73)	13% (47)	34% (121)	14% (50)	358
Age: 45-64	1% (9)	— (0)	— (3)	1% (7)	5% (36)	3% (22)	7% (51)	11% (83)	15% (116)	30% (226)	26% (197)	751
Age: 65+	— (2)	— (2)	— (1)	— (1)	1% (6)	1% (6)	5% (20)	11% (50)	14% (61)	24% (106)	42% (183)	436
GenZers: 1997-2012	1% (1)	2% (4)	3% (5)	8% (14)	5% (9)	6% (11)	6% (10)	12% (21)	13% (22)	36% (61)	7% (12)	169
Millennials: 1981-1996	— (2)	— (3)	1% (8)	1% (9)	4% (26)	6% (46)	9% (63)	14% (100)	15% (109)	35% (253)	14% (99)	718
GenXers: 1965-1980	— (1)	— (1)	— (1)	1% (7)	6% (31)	3% (17)	8% (38)	15% (76)	12% (63)	36% (182)	17% (88)	507
Baby Boomers: 1946-1964	1% (9)	— (2)	— (2)	— (1)	2% (15)	2% (15)	6% (43)	11% (78)	16% (114)	26% (187)	35% (254)	720
PID: Dem (no lean)	— (3)	1% (6)	1% (11)	1% (9)	4% (34)	4% (32)	7% (60)	13% (110)	16% (140)	34% (293)	20% (175)	872
PID: Ind (no lean)	— (2)	1% (4)	1% (4)	3% (19)	5% (33)	3% (23)	7% (51)	14% (100)	13% (91)	28% (195)	25% (171)	693
PID: Rep (no lean)	1% (9)	— (0)	— (3)	1% (3)	2% (14)	5% (33)	7% (46)	11% (70)	14% (87)	32% (206)	26% (164)	635
PID/Gender: Dem Men	1% (2)	1% (6)	2% (8)	2% (7)	4% (19)	3% (13)	9% (38)	13% (56)	19% (81)	34% (144)	13% (55)	428
PID/Gender: Dem Women	— (1)	— (0)	1% (4)	— (2)	3% (15)	4% (19)	5% (23)	12% (54)	13% (58)	34% (150)	27% (120)	445
PID/Gender: Ind Men	— (1)	— (2)	— (0)	2% (6)	4% (11)	3% (9)	8% (24)	17% (54)	15% (47)	29% (87)	21% (64)	306
PID/Gender: Ind Women	— (1)	1% (2)	1% (4)	3% (12)	6% (22)	4% (14)	7% (26)	12% (47)	11% (44)	28% (108)	28% (106)	386
PID/Gender: Rep Men	2% (7)	— (0)	— (1)	— (2)	3% (9)	6% (20)	8% (27)	11% (37)	15% (49)	36% (117)	18% (59)	328
PID/Gender: Rep Women	1% (2)	— (0)	1% (2)	1% (2)	2% (6)	4% (13)	6% (19)	11% (33)	12% (38)	29% (89)	34% (105)	307
Ideo: Liberal (1-3)	— (0)	1% (4)	1% (6)	1% (10)	2% (12)	5% (32)	8% (50)	13% (86)	16% (107)	35% (229)	19% (122)	657
Ideo: Moderate (4)	— (0)	— (1)	1% (8)	2% (10)	5% (31)	2% (15)	7% (45)	14% (87)	15% (96)	31% (193)	23% (145)	632
Ideo: Conservative (5-7)	2% (12)	— (2)	— (3)	1% (7)	3% (24)	5% (34)	7% (47)	11% (76)	14% (95)	29% (196)	27% (184)	679
Educ: < College	1% (13)	1% (8)	1% (10)	1% (21)	4% (66)	4% (62)	6% (92)	11% (162)	13% (199)	35% (523)	24% (356)	1512
Educ: Bachelors degree	— (0)	— (1)	2% (7)	1% (6)	2% (10)	4% (18)	11% (49)	16% (69)	17% (77)	25% (112)	21% (95)	444
Educ: Post-grad	— (1)	— (1)	— (1)	2% (4)	2% (6)	3% (8)	7% (16)	20% (49)	17% (42)	24% (59)	24% (58)	244
Income: Under 50k	1% (12)	1% (8)	1% (7)	1% (18)	5% (54)	4% (42)	7% (82)	12% (142)	13% (155)	33% (393)	24% (281)	1194
Income: 50k-100k	— (2)	— (1)	1% (5)	1% (7)	2% (12)	5% (32)	8% (55)	12% (83)	16% (106)	31% (207)	24% (165)	675
Income: 100k+	— (0)	— (1)	2% (5)	2% (5)	5% (16)	4% (14)	6% (20)	17% (55)	17% (57)	28% (94)	19% (64)	331
Ethnicity: White	1% (11)	— (7)	1% (14)	1% (15)	3% (54)	3% (60)	7% (120)	13% (223)	15% (267)	30% (511)	26% (441)	1722
Ethnicity: Hispanic	2% (5)	— (0)	2% (6)	3% (10)	5% (18)	6% (19)	5% (16)	8% (27)	16% (58)	39% (135)	16% (55)	349
Ethnicity: Black	1% (3)	1% (2)	1% (2)	5% (14)	7% (21)	7% (19)	9% (25)	8% (23)	12% (33)	35% (97)	13% (35)	274
Ethnicity: Other	— (0)	— (0)	1% (2)	1% (1)	4% (7)	5% (10)	6% (12)	17% (35)	9% (18)	42% (87)	16% (33)	204
All Christian	1% (9)	— (3)	1% (10)	1% (5)	4% (35)	4% (42)	8% (75)	12% (121)	15% (151)	30% (294)	24% (241)	987
All Non-Christian	— (0)	1% (1)	1% (1)	2% (2)	7% (8)	2% (3)	7% (8)	16% (20)	14% (17)	31% (38)	20% (25)	124
Atheist	— (0)	— (0)	1% (2)	1% (1)	2% (2)	5% (5)	8% (9)	13% (14)	13% (14)	37% (40)	21% (22)	107
Agnostic/Nothing in particular	— (3)	1% (4)	— (3)	3% (16)	3% (18)	4% (29)	8% (50)	13% (84)	14% (88)	30% (190)	25% (157)	642
Something Else	1% (2)	— (2)	— (2)	2% (6)	5% (18)	3% (10)	4% (14)	12% (42)	14% (47)	39% (133)	19% (63)	340
Religious Non-Protestant/Catholic	— (0)	— (1)	1% (1)	1% (2)	5% (8)	6% (9)	9% (14)	16% (23)	12% (17)	29% (43)	20% (29)	147
Evangelical	2% (9)	1% (4)	1% (7)	1% (8)	5% (29)	3% (18)	7% (39)	12% (69)	15% (83)	32% (180)	20% (115)	562
Non-Evangelical	— (2)	— (1)	1% (4)	— (3)	3% (23)	4% (26)	6% (44)	12% (85)	15% (110)	33% (236)	25% (180)	714

Continued on next page

Table MCEN10_13: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Thor

Demographic	1 - Completely weak		2		3		4		5		6		7		8		9		10 - Completely powerful		Don't know/ No opinion		Total N
Adults	1%	(14)	—	(10)	1%	(17)	1%	(31)	4%	(82)	4%	(88)	7%	(157)	13%	(281)	14%	(317)	32%	(694)	23%	(509)	2200
Community: Urban	1%	(9)	1%	(6)	1%	(8)	1%	(7)	5%	(31)	5%	(36)	7%	(46)	12%	(79)	15%	(99)	34%	(231)	18%	(120)	671
Community: Suburban	—	(2)	—	(1)	1%	(7)	1%	(7)	3%	(33)	3%	(31)	7%	(72)	14%	(136)	15%	(148)	30%	(293)	26%	(254)	983
Community: Rural	1%	(3)	—	(3)	—	(3)	3%	(17)	3%	(18)	4%	(22)	7%	(40)	12%	(66)	13%	(71)	31%	(170)	25%	(135)	546
Employ: Private Sector	—	(2)	1%	(4)	1%	(6)	1%	(7)	4%	(27)	5%	(37)	9%	(62)	15%	(102)	16%	(109)	31%	(212)	18%	(121)	691
Employ: Government	—	(0)	—	(0)	2%	(2)	2%	(2)	2%	(2)	7%	(8)	11%	(13)	16%	(19)	15%	(18)	30%	(35)	15%	(18)	117
Employ: Self-Employed	2%	(3)	—	(0)	—	(0)	2%	(4)	6%	(10)	5%	(9)	8%	(15)	15%	(27)	12%	(21)	32%	(57)	19%	(35)	179
Employ: Homemaker	—	(0)	1%	(2)	—	(0)	1%	(1)	8%	(15)	5%	(10)	3%	(6)	14%	(26)	13%	(24)	33%	(59)	22%	(39)	183
Employ: Student	—	(0)	—	(0)	2%	(2)	8%	(5)	4%	(2)	3%	(2)	5%	(3)	15%	(10)	18%	(12)	30%	(20)	17%	(11)	66
Employ: Retired	1%	(8)	—	(2)	—	(2)	1%	(4)	2%	(9)	2%	(10)	6%	(32)	9%	(52)	13%	(72)	26%	(146)	39%	(217)	554
Employ: Unemployed	—	(1)	1%	(2)	1%	(3)	3%	(7)	4%	(10)	2%	(6)	7%	(19)	10%	(27)	16%	(41)	40%	(106)	16%	(42)	263
Employ: Other	—	(0)	—	(0)	2%	(3)	—	(0)	4%	(6)	4%	(6)	5%	(7)	12%	(18)	14%	(21)	40%	(59)	18%	(26)	146
Military HH: Yes	1%	(3)	—	(2)	—	(1)	2%	(6)	3%	(11)	3%	(11)	6%	(23)	11%	(40)	16%	(60)	33%	(124)	25%	(93)	372
Military HH: No	1%	(12)	—	(8)	1%	(16)	1%	(25)	4%	(71)	4%	(78)	7%	(134)	13%	(241)	14%	(258)	31%	(571)	23%	(417)	1828
RD/WT: Right Direction	1%	(9)	—	(4)	1%	(10)	1%	(12)	5%	(42)	4%	(37)	7%	(61)	13%	(115)	15%	(136)	32%	(292)	20%	(182)	901
RD/WT: Wrong Track	—	(6)	—	(5)	1%	(7)	1%	(18)	3%	(40)	4%	(51)	7%	(96)	13%	(166)	14%	(181)	31%	(403)	25%	(327)	1299
Biden Job Approve	1%	(9)	1%	(6)	1%	(12)	1%	(12)	3%	(31)	4%	(45)	7%	(77)	14%	(144)	15%	(157)	33%	(348)	20%	(210)	1051
Biden Job Disapprove	1%	(6)	—	(2)	—	(4)	1%	(10)	3%	(34)	4%	(42)	7%	(74)	12%	(123)	15%	(152)	31%	(313)	26%	(260)	1019
Biden Job Strongly Approve	—	(2)	1%	(3)	1%	(3)	1%	(5)	3%	(15)	3%	(17)	6%	(28)	12%	(60)	16%	(81)	39%	(195)	19%	(97)	506
Biden Job Somewhat Approve	1%	(6)	1%	(3)	2%	(10)	1%	(6)	3%	(16)	5%	(28)	9%	(49)	15%	(84)	14%	(76)	28%	(153)	21%	(113)	545
Biden Job Somewhat Disapprove	—	(0)	—	(1)	1%	(2)	—	(1)	4%	(10)	6%	(16)	8%	(21)	14%	(40)	18%	(52)	30%	(86)	19%	(55)	285
Biden Job Strongly Disapprove	1%	(6)	—	(2)	—	(2)	1%	(9)	3%	(24)	4%	(26)	7%	(52)	11%	(83)	14%	(100)	31%	(226)	28%	(205)	734
Favorable of Biden	1%	(8)	—	(3)	1%	(12)	1%	(12)	3%	(34)	4%	(43)	7%	(73)	14%	(147)	15%	(156)	33%	(349)	20%	(214)	1050
Unfavorable of Biden	1%	(6)	1%	(7)	—	(4)	2%	(17)	3%	(31)	4%	(42)	8%	(78)	12%	(126)	15%	(151)	31%	(317)	24%	(243)	1022
Very Favorable of Biden	1%	(8)	—	(1)	—	(1)	1%	(6)	3%	(17)	3%	(14)	6%	(30)	12%	(61)	14%	(76)	40%	(211)	20%	(103)	526
Somewhat Favorable of Biden	—	(0)	—	(2)	2%	(11)	1%	(6)	3%	(17)	6%	(29)	8%	(43)	16%	(86)	15%	(81)	26%	(138)	21%	(111)	524
Somewhat Unfavorable of Biden	—	(1)	2%	(4)	1%	(1)	3%	(6)	2%	(6)	4%	(11)	9%	(22)	17%	(43)	18%	(45)	29%	(72)	15%	(36)	247
Very Unfavorable of Biden	1%	(6)	—	(3)	—	(3)	1%	(11)	3%	(25)	4%	(32)	7%	(56)	11%	(83)	14%	(106)	32%	(245)	27%	(207)	775
#1 Issue: Economy	—	(4)	—	(4)	—	(1)	2%	(14)	4%	(37)	5%	(42)	8%	(67)	14%	(123)	16%	(145)	30%	(267)	20%	(175)	880
#1 Issue: Security	—	(0)	—	(0)	—	(1)	1%	(3)	4%	(11)	5%	(14)	5%	(14)	11%	(31)	12%	(33)	35%	(101)	27%	(77)	286
#1 Issue: Health Care	—	(0)	—	(1)	3%	(8)	1%	(2)	2%	(6)	3%	(7)	6%	(15)	13%	(34)	13%	(34)	36%	(95)	23%	(60)	262
#1 Issue: Medicare / Social Security	1%	(3)	1%	(4)	1%	(2)	—	(1)	3%	(9)	2%	(7)	7%	(21)	9%	(25)	13%	(37)	26%	(74)	36%	(102)	283
#1 Issue: Women's Issues	1%	(1)	—	(0)	3%	(4)	5%	(7)	4%	(6)	5%	(6)	6%	(8)	14%	(19)	14%	(19)	35%	(48)	13%	(17)	137
#1 Issue: Education	—	(0)	—	(0)	—	(0)	2%	(2)	4%	(4)	3%	(4)	10%	(11)	11%	(11)	14%	(14)	38%	(40)	17%	(18)	104
#1 Issue: Energy	4%	(5)	—	(0)	—	(0)	—	(1)	3%	(4)	3%	(5)	10%	(14)	16%	(22)	13%	(18)	30%	(41)	21%	(29)	139
#1 Issue: Other	1%	(1)	1%	(2)	—	(0)	—	(0)	4%	(4)	2%	(3)	5%	(5)	14%	(16)	16%	(18)	27%	(29)	29%	(31)	108
2020 Vote: Joe Biden	1%	(10)	—	(3)	1%	(9)	1%	(10)	3%	(29)	3%	(33)	7%	(68)	13%	(135)	17%	(169)	32%	(326)	21%	(217)	1011
2020 Vote: Donald Trump	1%	(4)	1%	(4)	—	(1)	1%	(10)	3%	(19)	5%	(34)	8%	(53)	12%	(82)	14%	(97)	29%	(202)	27%	(189)	695
2020 Vote: Other	—	(0)	—	(0)	—	(0)	—	(0)	2%	(1)	4%	(2)	15%	(9)	16%	(10)	21%	(13)	22%	(13)	21%	(13)	60
2020 Vote: Didn't Vote	—	(0)	1%	(3)	2%	(7)	2%	(10)	8%	(33)	4%	(19)	6%	(27)	12%	(54)	9%	(38)	36%	(153)	20%	(87)	431
2018 House Vote: Democrat	—	(3)	—	(1)	1%	(9)	1%	(8)	2%	(18)	3%	(26)	7%	(56)	14%	(110)	17%	(136)	31%	(242)	22%	(173)	782
2018 House Vote: Republican	1%	(6)	—	(2)	—	(1)	1%	(7)	2%	(10)	5%	(26)	6%	(37)	12%	(66)	14%	(82)	30%	(173)	28%	(160)	569
2018 House Vote: Someone else	—	(0)	—	(0)	—	(0)	1%	(1)	4%	(2)	5%	(3)	15%	(8)	6%	(4)	12%	(7)	24%	(13)	33%	(19)	56

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Table MCEN10_13: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Thor

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (14)	— (10)	1% (17)	1% (31)	4% (82)	4% (88)	7% (157)	13% (281)	14% (317)	32% (694)	23% (509)	2200
2016 Vote: Hillary Clinton	— (3)	— (1)	1% (6)	1% (6)	2% (18)	2% (15)	6% (44)	15% (105)	17% (121)	32% (228)	23% (165)	712
2016 Vote: Donald Trump	1% (4)	— (2)	— (2)	1% (9)	3% (17)	5% (31)	9% (53)	11% (69)	14% (88)	29% (180)	27% (171)	626
2016 Vote: Other	— (0)	— (0)	— (0)	— (0)	1% (2)	4% (5)	14% (17)	14% (17)	17% (21)	24% (29)	26% (32)	123
2016 Vote: Didn't Vote	1% (7)	1% (7)	1% (9)	2% (16)	6% (45)	5% (37)	6% (43)	12% (90)	12% (88)	35% (257)	19% (140)	738
Voted in 2014: Yes	1% (7)	— (2)	— (6)	1% (11)	2% (26)	4% (47)	7% (89)	13% (159)	16% (192)	30% (362)	26% (322)	1222
Voted in 2014: No	1% (7)	1% (8)	1% (12)	2% (20)	6% (55)	4% (42)	7% (68)	12% (122)	13% (125)	34% (332)	19% (187)	978
4-Region: Northeast	— (1)	— (2)	1% (3)	3% (13)	2% (10)	5% (19)	5% (19)	12% (46)	17% (65)	30% (120)	24% (96)	394
4-Region: Midwest	— (2)	— (2)	— (1)	1% (4)	5% (21)	2% (9)	8% (37)	12% (54)	16% (72)	31% (145)	25% (116)	462
4-Region: South	1% (4)	1% (6)	1% (7)	2% (13)	4% (33)	5% (44)	8% (62)	11% (88)	13% (109)	34% (279)	22% (178)	824
4-Region: West	1% (7)	— (0)	1% (6)	— (1)	3% (17)	3% (16)	7% (39)	18% (93)	14% (71)	29% (151)	23% (119)	520
Marvel Comics Fans	— (3)	— (3)	1% (10)	2% (24)	3% (39)	4% (55)	8% (105)	16% (204)	18% (237)	41% (533)	6% (84)	1296
Avid Marvel Comics Fans	1% (3)	— (0)	1% (5)	1% (5)	2% (9)	3% (14)	8% (34)	12% (53)	16% (72)	54% (239)	1% (6)	440
Casual Marvel Comics Fans	— (0)	— (3)	1% (5)	2% (19)	4% (30)	5% (41)	8% (70)	18% (151)	19% (164)	34% (294)	9% (78)	855
Marvel TV/Movies Fans	— (2)	— (7)	1% (11)	2% (24)	3% (43)	4% (62)	8% (114)	15% (219)	17% (245)	41% (575)	8% (118)	1419
Avid Marvel TV/Movies Fans	1% (2)	1% (4)	— (0)	2% (9)	2% (7)	4% (15)	7% (30)	13% (54)	18% (75)	51% (217)	2% (9)	422
Casual Marvel TV/Movies Fans	— (0)	— (2)	1% (11)	2% (15)	4% (36)	5% (47)	8% (84)	17% (165)	17% (170)	36% (358)	11% (109)	997
Fans of Anything Marvel	— (4)	— (7)	1% (13)	2% (24)	3% (53)	4% (66)	8% (121)	15% (232)	17% (265)	40% (615)	8% (125)	1526
Avid Fans of Anything Marvel	1% (4)	— (2)	1% (6)	1% (6)	2% (10)	3% (21)	7% (47)	13% (86)	18% (115)	52% (336)	1% (8)	642
Casual Fans of Anything Marvel	— (0)	1% (6)	1% (12)	2% (19)	4% (47)	5% (57)	8% (94)	17% (184)	18% (201)	33% (368)	11% (120)	1107

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

Table MCEN10_14: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Bucky Barnes / Winter Soldier

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (23)	1% (15)	1% (22)	3% (60)	7% (155)	9% (191)	9% (196)	8% (184)	6% (131)	9% (203)	46% (1021)	2200
Gender: Male	1% (16)	1% (6)	1% (14)	3% (34)	9% (95)	10% (103)	10% (105)	10% (104)	8% (80)	10% (107)	37% (397)	1062
Gender: Female	1% (7)	1% (9)	1% (8)	2% (26)	5% (60)	8% (88)	8% (91)	7% (80)	4% (50)	8% (96)	55% (625)	1138
Age: 18-34	1% (5)	1% (10)	1% (8)	3% (23)	9% (61)	10% (66)	11% (73)	11% (70)	8% (55)	15% (97)	29% (188)	655
Age: 35-44	1% (5)	1% (2)	1% (3)	4% (13)	8% (30)	12% (43)	13% (45)	13% (46)	6% (21)	11% (39)	31% (110)	358
Age: 45-64	1% (11)	— (3)	1% (10)	3% (22)	7% (53)	8% (60)	8% (61)	7% (50)	6% (42)	7% (50)	52% (390)	751
Age: 65+	— (2)	— (0)	— (2)	1% (3)	2% (10)	5% (23)	4% (18)	4% (18)	3% (12)	4% (17)	76% (334)	436
GenZers: 1997-2012	3% (5)	4% (7)	1% (1)	7% (12)	12% (20)	10% (17)	12% (20)	11% (18)	4% (7)	8% (14)	28% (48)	169
Millennials: 1981-1996	1% (4)	— (3)	1% (9)	3% (19)	8% (56)	11% (76)	11% (81)	11% (82)	9% (63)	16% (113)	29% (212)	718
GenXers: 1965-1980	— (2)	1% (5)	1% (6)	4% (22)	11% (55)	11% (55)	9% (47)	8% (43)	6% (32)	7% (37)	40% (202)	507
Baby Boomers: 1946-1964	2% (12)	— (0)	1% (6)	1% (6)	3% (22)	6% (40)	6% (44)	5% (38)	4% (29)	5% (36)	68% (488)	720
PID: Dem (no lean)	1% (5)	1% (8)	1% (10)	3% (23)	6% (53)	9% (76)	11% (93)	8% (71)	9% (75)	11% (95)	42% (363)	872
PID: Ind (no lean)	1% (9)	1% (5)	1% (6)	4% (29)	8% (56)	9% (66)	9% (61)	8% (53)	3% (20)	7% (50)	49% (337)	693
PID: Rep (no lean)	1% (9)	— (2)	1% (6)	1% (8)	7% (45)	8% (49)	7% (42)	9% (60)	5% (35)	9% (57)	51% (322)	635
PID/Gender: Dem Men	— (1)	1% (5)	2% (7)	4% (16)	7% (32)	10% (42)	11% (47)	10% (42)	12% (51)	15% (63)	29% (123)	428
PID/Gender: Dem Women	1% (4)	1% (3)	1% (3)	2% (7)	5% (21)	8% (34)	10% (46)	6% (28)	5% (24)	7% (32)	54% (240)	445
PID/Gender: Ind Men	2% (8)	— (2)	1% (2)	4% (13)	9% (29)	10% (31)	10% (30)	9% (28)	3% (10)	7% (21)	43% (133)	306
PID/Gender: Ind Women	— (1)	1% (4)	1% (4)	4% (16)	7% (27)	9% (35)	8% (31)	7% (25)	3% (10)	7% (29)	53% (204)	386
PID/Gender: Rep Men	2% (8)	— (0)	1% (5)	2% (6)	10% (34)	9% (31)	9% (28)	10% (34)	6% (19)	7% (22)	43% (141)	328
PID/Gender: Rep Women	— (1)	1% (2)	— (1)	1% (3)	4% (11)	6% (19)	4% (13)	9% (26)	5% (15)	11% (35)	59% (181)	307
Ideo: Liberal (1-3)	— (2)	1% (3)	1% (4)	2% (15)	8% (50)	11% (72)	10% (65)	8% (52)	9% (58)	9% (58)	42% (278)	657
Ideo: Moderate (4)	— (2)	— (2)	1% (7)	4% (28)	7% (44)	8% (53)	9% (60)	9% (57)	5% (34)	9% (57)	46% (288)	632
Ideo: Conservative (5-7)	3% (17)	1% (4)	1% (7)	2% (12)	7% (45)	7% (45)	7% (48)	9% (61)	5% (33)	9% (63)	51% (345)	679
Educ: < College	1% (20)	1% (14)	1% (16)	3% (44)	7% (112)	9% (134)	9% (130)	7% (109)	5% (81)	9% (139)	47% (714)	1512
Educ: Bachelors degree	— (2)	— (1)	1% (5)	2% (11)	7% (32)	8% (36)	10% (45)	11% (48)	7% (30)	8% (35)	45% (200)	444
Educ: Post-grad	— (1)	— (1)	— (0)	2% (5)	5% (12)	9% (21)	9% (21)	11% (28)	8% (19)	12% (28)	44% (107)	244
Income: Under 50k	1% (16)	1% (11)	1% (14)	4% (43)	7% (87)	9% (104)	8% (100)	8% (91)	5% (63)	9% (110)	46% (555)	1194
Income: 50k-100k	1% (4)	— (2)	1% (7)	2% (14)	5% (32)	9% (59)	9% (62)	8% (56)	6% (41)	8% (54)	51% (343)	675
Income: 100k+	1% (3)	— (1)	— (1)	1% (3)	11% (35)	8% (28)	10% (34)	11% (37)	8% (27)	12% (39)	37% (123)	331
Ethnicity: White	1% (13)	— (7)	1% (15)	3% (43)	5% (91)	8% (142)	8% (140)	8% (144)	6% (108)	9% (148)	50% (869)	1722
Ethnicity: Hispanic	4% (13)	— (0)	1% (2)	3% (12)	13% (45)	10% (35)	11% (40)	7% (25)	6% (20)	15% (51)	30% (106)	349
Ethnicity: Black	1% (3)	3% (7)	2% (7)	6% (16)	13% (36)	10% (27)	8% (22)	9% (25)	6% (17)	11% (31)	31% (84)	274
Ethnicity: Other	3% (7)	— (1)	— (0)	— (1)	14% (28)	10% (21)	17% (34)	7% (15)	3% (6)	11% (23)	33% (68)	204
All Christian	1% (10)	— (3)	1% (6)	2% (20)	5% (47)	8% (75)	9% (91)	9% (87)	7% (71)	9% (90)	49% (487)	987
All Non-Christian	— (0)	— (1)	— (0)	4% (5)	8% (10)	5% (7)	11% (14)	10% (12)	13% (16)	14% (18)	35% (43)	124
Atheist	1% (2)	— (0)	— (0)	2% (2)	17% (18)	13% (13)	7% (7)	5% (5)	2% (2)	10% (11)	43% (46)	107
Agnostic/Nothing in particular	1% (4)	1% (8)	2% (11)	4% (26)	7% (44)	9% (61)	10% (64)	7% (43)	4% (28)	7% (43)	48% (310)	642
Something Else	2% (7)	1% (4)	1% (5)	2% (7)	10% (35)	11% (36)	6% (20)	11% (37)	4% (13)	12% (41)	40% (135)	340
Religious Non-Protestant/Catholic	— (0)	— (1)	— (0)	3% (5)	12% (17)	4% (7)	13% (18)	10% (14)	11% (16)	12% (18)	35% (52)	147
Evangelical	2% (13)	1% (3)	1% (8)	3% (16)	7% (41)	8% (46)	6% (34)	10% (56)	7% (38)	14% (79)	41% (229)	562
Non-Evangelical	1% (5)	— (3)	— (3)	2% (11)	5% (35)	9% (62)	10% (68)	9% (63)	6% (40)	7% (50)	52% (374)	714

Continued on next page

Table MCEN10_14: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Bucky Barnes / Winter Soldier

Demographic	1 - Completely weak		2		3		4		5		6		7		8		9		10 - Completely powerful		Don't know/ No opinion		Total N
Adults	1%	(23)	1%	(15)	1%	(22)	3%	(60)	7%	(155)	9%	(191)	9%	(196)	8%	(184)	6%	(131)	9%	(203)	46%	(1021)	2200
Community: Urban	1%	(8)	1%	(5)	1%	(8)	3%	(21)	6%	(40)	9%	(60)	11%	(73)	10%	(68)	7%	(48)	14%	(93)	37%	(247)	671
Community: Suburban	1%	(7)	—	(3)	1%	(11)	2%	(23)	7%	(70)	8%	(80)	8%	(78)	8%	(82)	6%	(58)	7%	(71)	51%	(500)	983
Community: Rural	1%	(7)	1%	(7)	1%	(3)	3%	(16)	8%	(45)	9%	(51)	8%	(44)	6%	(34)	5%	(25)	7%	(38)	50%	(275)	546
Employ: Private Sector	1%	(5)	1%	(5)	1%	(6)	2%	(15)	9%	(63)	9%	(64)	11%	(73)	9%	(63)	8%	(56)	11%	(79)	38%	(262)	691
Employ: Government	—	(0)	1%	(1)	—	(0)	2%	(2)	7%	(8)	14%	(17)	17%	(20)	14%	(17)	3%	(3)	10%	(12)	32%	(38)	117
Employ: Self-Employed	1%	(2)	—	(0)	—	(1)	5%	(9)	4%	(7)	11%	(19)	8%	(15)	13%	(24)	8%	(15)	11%	(20)	38%	(68)	179
Employ: Homemaker	—	(0)	1%	(1)	1%	(2)	5%	(10)	11%	(21)	10%	(17)	9%	(17)	6%	(11)	4%	(8)	8%	(15)	45%	(83)	183
Employ: Student	2%	(2)	2%	(1)	1%	(1)	1%	(1)	10%	(7)	10%	(7)	2%	(1)	17%	(11)	4%	(3)	8%	(5)	42%	(28)	66
Employ: Retired	2%	(9)	—	(0)	1%	(7)	1%	(8)	4%	(21)	5%	(29)	5%	(29)	5%	(26)	3%	(19)	5%	(27)	69%	(380)	554
Employ: Unemployed	1%	(2)	2%	(6)	1%	(4)	5%	(13)	6%	(16)	10%	(26)	11%	(30)	7%	(20)	9%	(23)	12%	(31)	36%	(93)	263
Employ: Other	2%	(3)	—	(1)	1%	(2)	2%	(4)	9%	(13)	7%	(11)	8%	(12)	9%	(14)	3%	(4)	10%	(15)	47%	(69)	146
Military HH: Yes	1%	(3)	—	(1)	1%	(3)	2%	(7)	8%	(31)	8%	(30)	4%	(16)	11%	(40)	7%	(26)	9%	(35)	48%	(178)	372
Military HH: No	1%	(19)	1%	(14)	1%	(19)	3%	(53)	7%	(124)	9%	(161)	10%	(180)	8%	(144)	6%	(104)	9%	(167)	46%	(844)	1828
RD/WT: Right Direction	1%	(13)	1%	(9)	1%	(6)	3%	(27)	8%	(74)	8%	(74)	11%	(97)	9%	(80)	9%	(81)	10%	(94)	38%	(345)	901
RD/WT: Wrong Track	1%	(10)	—	(6)	1%	(15)	3%	(32)	6%	(80)	9%	(118)	8%	(99)	8%	(104)	4%	(49)	8%	(109)	52%	(676)	1299
Biden Job Approve	1%	(11)	—	(5)	1%	(10)	3%	(31)	7%	(75)	8%	(84)	10%	(107)	9%	(91)	9%	(90)	11%	(118)	41%	(428)	1051
Biden Job Disapprove	1%	(11)	1%	(8)	1%	(10)	2%	(16)	7%	(70)	10%	(97)	8%	(78)	9%	(87)	4%	(40)	7%	(69)	52%	(533)	1019
Biden Job Strongly Approve	—	(0)	1%	(3)	1%	(6)	2%	(12)	7%	(38)	6%	(29)	8%	(40)	11%	(54)	10%	(50)	17%	(85)	38%	(190)	506
Biden Job Somewhat Approve	2%	(11)	—	(2)	1%	(4)	4%	(19)	7%	(37)	10%	(55)	12%	(67)	7%	(38)	7%	(39)	6%	(34)	44%	(239)	545
Biden Job Somewhat Disapprove	1%	(3)	2%	(5)	1%	(2)	3%	(7)	6%	(18)	14%	(39)	12%	(33)	10%	(27)	4%	(13)	7%	(20)	41%	(117)	285
Biden Job Strongly Disapprove	1%	(8)	—	(3)	1%	(8)	1%	(9)	7%	(52)	8%	(58)	6%	(44)	8%	(60)	4%	(27)	7%	(50)	57%	(416)	734
Favorable of Biden	1%	(11)	1%	(7)	1%	(12)	3%	(29)	6%	(64)	7%	(77)	11%	(117)	9%	(92)	8%	(86)	11%	(118)	42%	(438)	1050
Unfavorable of Biden	1%	(12)	1%	(8)	1%	(8)	2%	(19)	8%	(85)	11%	(108)	7%	(70)	9%	(88)	4%	(41)	7%	(72)	50%	(510)	1022
Very Favorable of Biden	1%	(7)	—	(2)	1%	(5)	2%	(8)	7%	(35)	7%	(36)	9%	(48)	9%	(47)	10%	(53)	16%	(84)	38%	(201)	526
Somewhat Favorable of Biden	1%	(3)	1%	(5)	1%	(7)	4%	(20)	6%	(29)	8%	(41)	13%	(69)	9%	(45)	6%	(33)	7%	(34)	45%	(237)	524
Somewhat Unfavorable of Biden	2%	(4)	1%	(4)	1%	(2)	2%	(6)	11%	(27)	17%	(42)	9%	(21)	8%	(20)	5%	(13)	7%	(17)	37%	(91)	247
Very Unfavorable of Biden	1%	(8)	1%	(5)	1%	(6)	2%	(13)	8%	(58)	9%	(67)	6%	(49)	9%	(68)	4%	(28)	7%	(55)	54%	(419)	775
#1 Issue: Economy	1%	(8)	1%	(5)	—	(4)	3%	(23)	8%	(73)	9%	(83)	11%	(97)	9%	(83)	6%	(51)	8%	(74)	43%	(379)	880
#1 Issue: Security	1%	(2)	—	(0)	1%	(3)	3%	(8)	4%	(11)	7%	(21)	4%	(12)	9%	(27)	7%	(21)	9%	(26)	54%	(155)	286
#1 Issue: Health Care	—	(0)	—	(1)	2%	(4)	2%	(5)	6%	(17)	10%	(25)	11%	(30)	8%	(22)	8%	(20)	11%	(29)	42%	(110)	262
#1 Issue: Medicare / Social Security	1%	(3)	2%	(5)	1%	(2)	2%	(5)	6%	(16)	7%	(20)	4%	(11)	2%	(5)	5%	(14)	10%	(27)	62%	(177)	283
#1 Issue: Women's Issues	2%	(3)	1%	(1)	1%	(1)	7%	(10)	11%	(14)	12%	(16)	9%	(12)	11%	(15)	5%	(7)	10%	(14)	32%	(44)	137
#1 Issue: Education	—	(0)	1%	(1)	4%	(5)	4%	(5)	5%	(5)	8%	(9)	12%	(13)	8%	(9)	2%	(2)	18%	(19)	36%	(38)	104
#1 Issue: Energy	4%	(5)	1%	(1)	1%	(2)	2%	(3)	8%	(11)	6%	(9)	10%	(14)	13%	(19)	7%	(9)	6%	(8)	43%	(59)	139
#1 Issue: Other	1%	(1)	1%	(2)	1%	(1)	2%	(2)	7%	(8)	8%	(9)	7%	(8)	6%	(6)	5%	(6)	5%	(6)	55%	(60)	108
2020 Vote: Joe Biden	1%	(13)	—	(4)	1%	(6)	2%	(23)	7%	(70)	8%	(81)	11%	(110)	9%	(89)	8%	(80)	10%	(102)	43%	(433)	1011
2020 Vote: Donald Trump	1%	(4)	—	(3)	1%	(8)	2%	(13)	8%	(54)	8%	(53)	7%	(46)	9%	(61)	5%	(34)	8%	(53)	53%	(366)	695
2020 Vote: Other	3%	(2)	2%	(1)	1%	(1)	2%	(1)	6%	(3)	12%	(7)	2%	(1)	11%	(7)	3%	(2)	12%	(7)	46%	(28)	60
2020 Vote: Didn't Vote	1%	(4)	2%	(7)	2%	(8)	5%	(22)	6%	(27)	12%	(50)	9%	(39)	6%	(27)	4%	(15)	9%	(40)	44%	(191)	431
2018 House Vote: Democrat	—	(3)	—	(3)	1%	(5)	3%	(20)	7%	(56)	8%	(66)	11%	(84)	8%	(64)	7%	(58)	11%	(83)	44%	(341)	782
2018 House Vote: Republican	1%	(7)	—	(1)	1%	(8)	1%	(7)	5%	(28)	8%	(45)	6%	(33)	9%	(51)	5%	(28)	9%	(49)	55%	(313)	569
2018 House Vote: Someone else	—	(0)	3%	(2)	—	(0)	—	(0)	2%	(1)	17%	(10)	6%	(3)	8%	(5)	5%	(3)	—	(0)	58%	(33)	56

Continued on next page

Table MCEN10_14: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Bucky Barnes / Winter Soldier

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (23)	1% (15)	1% (22)	3% (60)	7% (155)	9% (191)	9% (196)	8% (184)	6% (131)	9% (203)	46% (1021)	2200
2016 Vote: Hillary Clinton	— (1)	— (3)	1% (7)	2% (14)	5% (34)	8% (60)	10% (75)	9% (64)	8% (56)	11% (81)	45% (318)	712
2016 Vote: Donald Trump	1% (5)	— (1)	1% (8)	2% (12)	8% (48)	7% (43)	5% (33)	10% (60)	6% (36)	7% (45)	54% (335)	626
2016 Vote: Other	1% (2)	1% (1)	— (0)	2% (3)	8% (10)	10% (12)	8% (10)	7% (9)	4% (5)	7% (9)	52% (64)	123
2016 Vote: Didn't Vote	2% (15)	1% (10)	1% (7)	4% (32)	8% (63)	10% (76)	11% (79)	7% (51)	5% (34)	9% (69)	41% (304)	738
Voted in 2014: Yes	1% (8)	— (4)	1% (14)	2% (25)	5% (67)	9% (108)	8% (102)	8% (96)	7% (84)	9% (114)	49% (601)	1222
Voted in 2014: No	2% (15)	1% (11)	1% (8)	4% (35)	9% (88)	9% (83)	10% (94)	9% (88)	5% (46)	9% (89)	43% (421)	978
4-Region: Northeast	1% (3)	— (1)	2% (7)	2% (7)	9% (34)	7% (28)	9% (34)	7% (27)	6% (25)	11% (44)	47% (183)	394
4-Region: Midwest	1% (2)	1% (4)	1% (5)	3% (15)	8% (37)	8% (38)	7% (33)	9% (40)	5% (23)	7% (31)	50% (233)	462
4-Region: South	1% (11)	1% (8)	1% (10)	3% (26)	6% (51)	8% (68)	9% (74)	8% (68)	6% (50)	11% (93)	44% (367)	824
4-Region: West	1% (7)	— (1)	— (0)	2% (13)	6% (33)	11% (57)	11% (55)	9% (49)	6% (32)	7% (35)	46% (238)	520
Marvel Comics Fans	— (3)	— (5)	1% (17)	3% (45)	9% (115)	12% (157)	12% (150)	12% (154)	9% (116)	14% (185)	27% (348)	1296
Avid Marvel Comics Fans	— (2)	— (1)	1% (5)	4% (18)	7% (30)	15% (66)	12% (51)	13% (57)	11% (50)	26% (114)	10% (45)	440
Casual Marvel Comics Fans	— (1)	— (4)	1% (11)	3% (27)	10% (85)	11% (91)	12% (99)	11% (97)	8% (65)	8% (72)	35% (303)	855
Marvel TV/Movies Fans	— (3)	1% (7)	1% (18)	3% (47)	8% (119)	12% (165)	11% (161)	11% (162)	8% (120)	13% (185)	31% (433)	1419
Avid Marvel TV/Movies Fans	— (0)	1% (5)	1% (5)	2% (9)	9% (37)	11% (47)	11% (47)	14% (57)	13% (57)	24% (102)	13% (54)	422
Casual Marvel TV/Movies Fans	— (3)	— (2)	1% (12)	4% (37)	8% (82)	12% (117)	11% (114)	11% (105)	6% (64)	8% (83)	38% (379)	997
Fans of Anything Marvel	— (5)	1% (9)	1% (18)	4% (54)	9% (131)	11% (171)	12% (181)	11% (169)	8% (125)	13% (194)	31% (470)	1526
Avid Fans of Anything Marvel	1% (3)	— (1)	1% (6)	3% (22)	7% (44)	14% (88)	14% (92)	14% (91)	12% (77)	22% (140)	12% (79)	642
Casual Fans of Anything Marvel	— (1)	1% (8)	1% (14)	3% (38)	9% (102)	11% (117)	11% (123)	10% (115)	7% (79)	8% (91)	38% (419)	1107

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

Table MCEN10_15: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Falcon

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (23)	1% (17)	1% (25)	3% (62)	8% (174)	7% (164)	9% (193)	10% (230)	7% (157)	11% (233)	42% (922)	2200
Gender: Male	1% (16)	1% (11)	1% (13)	3% (35)	9% (91)	9% (93)	10% (106)	12% (128)	9% (92)	11% (116)	34% (361)	1062
Gender: Female	1% (7)	1% (6)	1% (12)	2% (27)	7% (82)	6% (71)	8% (87)	9% (102)	6% (65)	10% (117)	49% (560)	1138
Age: 18-34	1% (9)	1% (5)	2% (12)	4% (27)	11% (74)	8% (54)	11% (73)	13% (88)	9% (56)	15% (101)	24% (158)	655
Age: 35-44	— (1)	— (2)	2% (6)	4% (15)	12% (41)	13% (45)	11% (39)	13% (48)	7% (26)	12% (41)	26% (93)	358
Age: 45-64	2% (12)	1% (8)	1% (7)	2% (17)	7% (50)	7% (51)	9% (66)	9% (68)	7% (53)	9% (69)	47% (352)	751
Age: 65+	— (2)	— (2)	— (0)	1% (3)	2% (8)	3% (14)	3% (15)	6% (27)	5% (23)	5% (23)	73% (320)	436
GenZers: 1997-2012	2% (4)	1% (2)	2% (3)	6% (10)	19% (32)	7% (12)	8% (13)	12% (21)	8% (13)	13% (22)	22% (36)	169
Millennials: 1981-1996	1% (6)	1% (5)	2% (13)	3% (21)	9% (68)	10% (70)	12% (89)	14% (100)	9% (62)	15% (107)	25% (177)	718
GenXers: 1965-1980	1% (3)	1% (5)	2% (8)	4% (22)	10% (52)	10% (52)	10% (49)	9% (46)	7% (33)	10% (50)	37% (187)	507
Baby Boomers: 1946-1964	1% (10)	1% (5)	— (2)	1% (8)	3% (19)	4% (29)	6% (42)	8% (59)	6% (44)	7% (51)	63% (452)	720
PID: Dem (no lean)	1% (10)	1% (8)	1% (8)	2% (21)	8% (67)	8% (66)	8% (71)	12% (106)	10% (88)	13% (109)	36% (318)	872
PID: Ind (no lean)	— (3)	1% (8)	2% (11)	3% (21)	10% (70)	8% (59)	10% (69)	8% (53)	3% (24)	9% (64)	45% (310)	693
PID: Rep (no lean)	2% (10)	— (1)	1% (6)	3% (20)	6% (36)	6% (39)	8% (53)	11% (71)	7% (45)	9% (59)	46% (294)	635
PID/Gender: Dem Men	1% (6)	1% (6)	1% (5)	3% (13)	8% (34)	9% (39)	8% (36)	14% (61)	13% (57)	15% (63)	25% (109)	428
PID/Gender: Dem Women	1% (4)	— (2)	1% (3)	2% (8)	7% (33)	6% (28)	8% (35)	10% (45)	7% (31)	10% (46)	47% (209)	445
PID/Gender: Ind Men	1% (2)	2% (5)	1% (3)	3% (8)	11% (34)	9% (28)	13% (39)	8% (25)	4% (12)	9% (27)	40% (124)	306
PID/Gender: Ind Women	— (1)	1% (3)	2% (8)	3% (13)	9% (36)	8% (31)	8% (30)	7% (28)	3% (12)	10% (37)	48% (186)	386
PID/Gender: Rep Men	3% (8)	— (1)	1% (5)	4% (14)	7% (23)	8% (27)	9% (31)	13% (42)	7% (23)	8% (26)	39% (129)	328
PID/Gender: Rep Women	1% (2)	— (1)	— (1)	2% (6)	4% (13)	4% (12)	7% (22)	9% (29)	7% (22)	11% (34)	54% (166)	307
Ideo: Liberal (1-3)	1% (7)	1% (7)	1% (4)	2% (15)	9% (57)	9% (58)	8% (53)	12% (80)	9% (57)	12% (76)	37% (242)	657
Ideo: Moderate (4)	— (2)	— (1)	1% (8)	3% (22)	9% (57)	9% (57)	9% (56)	11% (72)	8% (47)	10% (64)	39% (244)	632
Ideo: Conservative (5-7)	2% (12)	1% (5)	1% (5)	2% (14)	5% (37)	5% (32)	9% (60)	10% (69)	6% (42)	10% (68)	49% (335)	679
Educ: < College	1% (18)	1% (11)	1% (17)	3% (45)	9% (132)	7% (111)	9% (133)	9% (131)	7% (101)	11% (168)	43% (646)	1512
Educ: Bachelors degree	1% (3)	1% (4)	2% (7)	3% (15)	7% (32)	8% (33)	10% (42)	14% (63)	7% (30)	8% (36)	40% (177)	444
Educ: Post-grad	1% (2)	1% (2)	1% (2)	1% (2)	4% (9)	8% (20)	7% (17)	15% (36)	11% (26)	12% (29)	40% (98)	244
Income: Under 50k	1% (15)	1% (12)	1% (13)	3% (33)	10% (116)	8% (92)	10% (120)	8% (98)	7% (83)	11% (129)	40% (484)	1194
Income: 50k-100k	1% (6)	— (3)	1% (10)	3% (17)	6% (40)	6% (42)	7% (47)	11% (77)	8% (52)	9% (63)	47% (318)	675
Income: 100k+	1% (2)	1% (2)	1% (2)	3% (11)	5% (18)	9% (30)	8% (26)	17% (56)	7% (22)	12% (40)	36% (121)	331
Ethnicity: White	1% (16)	1% (13)	1% (20)	2% (35)	7% (113)	7% (113)	8% (140)	10% (170)	7% (117)	10% (173)	47% (812)	1722
Ethnicity: Hispanic	3% (9)	1% (5)	3% (10)	4% (14)	11% (38)	5% (18)	9% (31)	12% (40)	9% (31)	15% (52)	29% (101)	349
Ethnicity: Black	2% (5)	2% (5)	1% (4)	5% (15)	12% (34)	11% (31)	9% (25)	10% (26)	11% (31)	13% (36)	23% (64)	274
Ethnicity: Other	1% (2)	— (0)	1% (2)	6% (12)	13% (27)	10% (20)	14% (28)	17% (35)	4% (9)	12% (24)	22% (46)	204
All Christian	2% (17)	— (5)	1% (5)	2% (24)	5% (54)	6% (62)	8% (75)	12% (123)	9% (86)	10% (99)	44% (438)	987
All Non-Christian	1% (1)	1% (1)	3% (3)	2% (2)	8% (10)	12% (14)	6% (7)	12% (15)	11% (13)	17% (21)	29% (36)	124
Atheist	1% (2)	— (0)	2% (2)	2% (2)	12% (13)	9% (10)	10% (10)	11% (11)	5% (6)	7% (8)	42% (44)	107
Agnostic/Nothing in particular	— (1)	1% (8)	1% (10)	4% (24)	8% (53)	8% (51)	10% (67)	9% (60)	5% (32)	8% (50)	44% (285)	642
Something Else	1% (2)	1% (4)	2% (6)	3% (10)	13% (43)	8% (27)	10% (33)	6% (22)	6% (20)	16% (56)	35% (118)	340
Religious Non-Protestant/Catholic	1% (1)	— (1)	2% (3)	1% (2)	8% (12)	15% (22)	7% (10)	11% (16)	10% (14)	14% (21)	30% (45)	147
Evangelical	2% (11)	1% (6)	1% (3)	3% (14)	9% (52)	6% (32)	8% (43)	12% (66)	9% (49)	16% (91)	35% (195)	562
Non-Evangelical	1% (6)	— (3)	1% (8)	3% (19)	6% (43)	7% (49)	9% (61)	10% (72)	7% (50)	9% (63)	48% (342)	714

Continued on next page

Table MCEN10_15: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Falcon

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (23)	1% (17)	1% (25)	3% (62)	8% (174)	7% (164)	9% (193)	10% (230)	7% (157)	11% (233)	42% (922)	2200
Community: Urban	2% (12)	1% (8)	1% (4)	4% (27)	8% (56)	8% (51)	8% (54)	10% (69)	9% (59)	17% (112)	33% (218)	671
Community: Suburban	1% (7)	1% (6)	1% (14)	2% (15)	7% (73)	7% (69)	9% (88)	11% (109)	7% (71)	8% (79)	46% (452)	983
Community: Rural	1% (4)	1% (3)	1% (7)	4% (20)	8% (45)	8% (44)	9% (50)	10% (53)	5% (27)	8% (42)	46% (252)	546
Employ: Private Sector	1% (9)	— (3)	2% (13)	5% (33)	8% (56)	8% (56)	9% (65)	15% (105)	8% (54)	10% (72)	33% (227)	691
Employ: Government	— (1)	— (0)	— (0)	5% (5)	7% (9)	12% (14)	12% (14)	11% (13)	11% (13)	12% (15)	29% (34)	117
Employ: Self-Employed	— (1)	— (0)	— (0)	— (0)	7% (13)	14% (25)	11% (20)	8% (14)	8% (14)	14% (25)	37% (66)	179
Employ: Homemaker	— (0)	1% (2)	4% (7)	3% (6)	11% (19)	7% (13)	11% (20)	9% (16)	4% (8)	10% (19)	40% (73)	183
Employ: Student	5% (3)	2% (1)	2% (1)	7% (4)	11% (7)	5% (3)	7% (4)	9% (6)	12% (8)	10% (6)	33% (22)	66
Employ: Retired	2% (9)	1% (7)	— (1)	— (3)	3% (17)	4% (24)	4% (23)	7% (39)	6% (35)	6% (35)	65% (361)	554
Employ: Unemployed	— (0)	1% (2)	1% (4)	3% (8)	12% (32)	7% (18)	11% (28)	10% (26)	6% (16)	15% (40)	33% (88)	263
Employ: Other	— (1)	1% (2)	— (0)	2% (3)	13% (20)	8% (11)	13% (19)	7% (11)	7% (10)	14% (20)	34% (50)	146
Military HH: Yes	1% (3)	1% (2)	1% (4)	3% (12)	8% (28)	6% (22)	7% (26)	9% (33)	7% (27)	11% (40)	47% (176)	372
Military HH: No	1% (20)	1% (15)	1% (22)	3% (50)	8% (145)	8% (142)	9% (167)	11% (197)	7% (130)	11% (193)	41% (746)	1828
RD/WT: Right Direction	2% (16)	1% (6)	1% (11)	3% (24)	9% (80)	7% (61)	8% (68)	12% (110)	11% (101)	13% (115)	34% (309)	901
RD/WT: Wrong Track	1% (7)	1% (11)	1% (14)	3% (38)	7% (94)	8% (103)	10% (125)	9% (120)	4% (56)	9% (119)	47% (613)	1299
Biden Job Approve	1% (13)	1% (9)	1% (11)	2% (24)	8% (89)	7% (77)	8% (84)	12% (131)	10% (107)	13% (134)	36% (374)	1051
Biden Job Disapprove	1% (10)	1% (8)	1% (11)	3% (29)	6% (66)	8% (80)	9% (95)	9% (93)	4% (45)	8% (84)	49% (497)	1019
Biden Job Strongly Approve	1% (3)	1% (3)	— (2)	1% (5)	8% (38)	6% (29)	6% (31)	11% (57)	14% (72)	19% (94)	34% (172)	506
Biden Job Somewhat Approve	2% (9)	1% (6)	2% (8)	3% (19)	9% (51)	9% (48)	10% (53)	14% (74)	6% (35)	7% (40)	37% (202)	545
Biden Job Somewhat Disapprove	1% (4)	— (1)	1% (4)	2% (6)	7% (20)	12% (35)	13% (37)	9% (26)	5% (14)	10% (30)	38% (107)	285
Biden Job Strongly Disapprove	1% (7)	1% (7)	1% (7)	3% (22)	6% (45)	6% (45)	8% (58)	9% (67)	4% (31)	7% (55)	53% (391)	734
Favorable of Biden	1% (13)	1% (7)	1% (8)	2% (21)	9% (89)	7% (75)	8% (88)	12% (127)	10% (101)	13% (139)	36% (381)	1050
Unfavorable of Biden	1% (9)	1% (9)	1% (15)	4% (39)	7% (71)	8% (84)	9% (91)	10% (100)	5% (51)	8% (83)	46% (470)	1022
Very Favorable of Biden	2% (9)	1% (3)	— (2)	1% (6)	7% (35)	7% (39)	6% (33)	11% (55)	13% (69)	19% (101)	33% (176)	526
Somewhat Favorable of Biden	1% (5)	1% (4)	1% (6)	3% (16)	10% (55)	7% (36)	10% (55)	14% (72)	6% (32)	7% (38)	39% (205)	524
Somewhat Unfavorable of Biden	— (1)	1% (3)	3% (7)	6% (15)	9% (22)	13% (31)	11% (27)	12% (31)	6% (15)	9% (22)	30% (74)	247
Very Unfavorable of Biden	1% (9)	1% (7)	1% (8)	3% (25)	6% (49)	7% (52)	8% (64)	9% (69)	5% (35)	8% (62)	51% (396)	775
#1 Issue: Economy	1% (6)	— (2)	1% (8)	3% (28)	8% (69)	10% (86)	11% (101)	12% (105)	6% (53)	10% (89)	38% (333)	880
#1 Issue: Security	1% (3)	— (1)	— (0)	3% (8)	7% (20)	3% (10)	8% (24)	10% (30)	6% (18)	11% (31)	50% (143)	286
#1 Issue: Health Care	1% (2)	1% (1)	1% (3)	4% (9)	7% (18)	7% (19)	8% (22)	9% (24)	7% (19)	16% (41)	40% (104)	262
#1 Issue: Medicare / Social Security	1% (3)	1% (3)	2% (6)	2% (6)	5% (14)	6% (17)	4% (12)	5% (14)	7% (20)	10% (28)	57% (162)	283
#1 Issue: Women's Issues	2% (3)	— (1)	4% (5)	2% (3)	18% (25)	8% (11)	6% (8)	10% (14)	12% (17)	6% (8)	32% (43)	137
#1 Issue: Education	— (0)	5% (6)	2% (2)	1% (2)	9% (9)	9% (9)	7% (7)	15% (15)	16% (17)	7% (8)	28% (29)	104
#1 Issue: Energy	4% (6)	1% (2)	1% (1)	— (0)	7% (10)	6% (8)	10% (14)	14% (20)	4% (6)	13% (19)	38% (53)	139
#1 Issue: Other	1% (1)	1% (2)	— (0)	6% (6)	8% (8)	5% (5)	6% (6)	9% (9)	6% (7)	8% (9)	51% (55)	108
2020 Vote: Joe Biden	2% (17)	1% (5)	1% (9)	2% (22)	7% (70)	7% (75)	8% (81)	13% (127)	10% (97)	12% (117)	39% (391)	1011
2020 Vote: Donald Trump	1% (5)	1% (5)	1% (7)	3% (21)	6% (45)	6% (43)	9% (62)	10% (71)	6% (41)	8% (58)	49% (337)	695
2020 Vote: Other	— (0)	2% (1)	3% (2)	— (0)	16% (10)	10% (6)	9% (5)	9% (6)	7% (4)	11% (7)	33% (20)	60
2020 Vote: Didn't Vote	— (1)	1% (6)	2% (8)	4% (19)	11% (49)	9% (40)	10% (44)	6% (26)	3% (15)	12% (52)	40% (170)	431
2018 House Vote: Democrat	1% (7)	1% (6)	1% (5)	2% (19)	6% (47)	8% (64)	9% (69)	12% (91)	9% (74)	11% (88)	40% (312)	782
2018 House Vote: Republican	2% (9)	1% (5)	1% (7)	2% (11)	4% (24)	6% (32)	8% (45)	11% (63)	6% (34)	9% (53)	50% (286)	569
2018 House Vote: Someone else	— (0)	2% (1)	— (0)	1% (1)	5% (3)	12% (7)	8% (5)	7% (4)	5% (3)	8% (4)	51% (29)	56

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Table MCEN10_15: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Falcon

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (23)	1% (17)	1% (25)	3% (62)	8% (174)	7% (164)	9% (193)	10% (230)	7% (157)	11% (233)	42% (922)	2200
2016 Vote: Hillary Clinton	1% (6)	1% (6)	1% (6)	2% (17)	5% (32)	8% (54)	9% (61)	11% (81)	10% (75)	12% (82)	41% (291)	712
2016 Vote: Donald Trump	1% (6)	1% (5)	1% (6)	2% (11)	6% (35)	6% (40)	10% (62)	9% (56)	6% (37)	9% (56)	50% (311)	626
2016 Vote: Other	— (0)	1% (1)	1% (1)	3% (4)	10% (12)	13% (16)	7% (8)	11% (14)	2% (3)	5% (7)	47% (58)	123
2016 Vote: Didn't Vote	2% (11)	1% (4)	2% (12)	4% (29)	13% (94)	7% (54)	8% (61)	11% (79)	6% (42)	12% (89)	35% (261)	738
Voted in 2014: Yes	1% (11)	1% (10)	1% (7)	2% (28)	5% (66)	8% (94)	8% (103)	11% (134)	8% (92)	10% (125)	45% (553)	1222
Voted in 2014: No	1% (12)	1% (7)	2% (18)	3% (34)	11% (108)	7% (70)	9% (90)	10% (97)	7% (65)	11% (108)	38% (369)	978
4-Region: Northeast	1% (5)	1% (3)	2% (7)	3% (14)	6% (23)	6% (25)	9% (36)	9% (35)	9% (36)	13% (52)	40% (158)	394
4-Region: Midwest	1% (3)	1% (4)	— (2)	3% (15)	8% (35)	8% (35)	8% (38)	11% (49)	6% (29)	7% (33)	47% (219)	462
4-Region: South	1% (7)	1% (8)	2% (14)	2% (18)	9% (78)	8% (63)	10% (83)	8% (70)	7% (58)	12% (99)	40% (326)	824
4-Region: West	2% (8)	— (2)	1% (3)	3% (15)	7% (38)	8% (42)	7% (35)	15% (76)	7% (34)	9% (49)	42% (218)	520
Marvel Comics Fans	— (5)	1% (13)	1% (12)	4% (48)	10% (133)	10% (129)	11% (147)	15% (189)	11% (137)	14% (187)	23% (294)	1296
Avid Marvel Comics Fans	1% (4)	1% (6)	1% (6)	3% (14)	11% (49)	11% (48)	13% (55)	13% (55)	12% (53)	25% (110)	9% (39)	440
Casual Marvel Comics Fans	— (1)	1% (7)	1% (6)	4% (33)	10% (84)	9% (80)	11% (92)	16% (134)	10% (84)	9% (78)	30% (255)	855
Marvel TV/Movies Fans	— (6)	1% (13)	2% (23)	4% (55)	10% (137)	9% (131)	11% (156)	14% (194)	10% (137)	15% (206)	25% (361)	1419
Avid Marvel TV/Movies Fans	1% (3)	1% (2)	2% (9)	4% (17)	10% (44)	10% (41)	12% (49)	12% (53)	14% (59)	24% (102)	10% (43)	422
Casual Marvel TV/Movies Fans	— (3)	1% (11)	1% (14)	4% (37)	9% (93)	9% (90)	11% (108)	14% (141)	8% (79)	11% (105)	32% (317)	997
Fans of Anything Marvel	1% (8)	1% (15)	1% (21)	4% (55)	10% (148)	10% (148)	11% (171)	14% (210)	10% (146)	14% (211)	26% (393)	1526
Avid Fans of Anything Marvel	1% (7)	1% (6)	2% (14)	3% (19)	9% (57)	11% (70)	13% (82)	16% (101)	14% (88)	22% (141)	9% (56)	642
Casual Fans of Anything Marvel	— (4)	1% (9)	1% (10)	4% (45)	9% (100)	9% (101)	11% (122)	14% (161)	9% (101)	9% (103)	32% (351)	1107

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

Table MCEN10_16: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Scarlet Witch

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (24)	1% (12)	2% (39)	2% (35)	7% (148)	6% (129)	7% (161)	8% (171)	6% (137)	13% (281)	48% (1063)	2200
Gender: Male	1% (14)	1% (11)	2% (23)	1% (15)	6% (61)	7% (71)	9% (94)	10% (104)	8% (86)	12% (130)	43% (454)	1062
Gender: Female	1% (10)	— (1)	1% (16)	2% (20)	8% (88)	5% (58)	6% (67)	6% (67)	4% (51)	13% (152)	54% (609)	1138
Age: 18-34	1% (6)	1% (5)	3% (20)	3% (21)	9% (60)	7% (47)	7% (47)	11% (74)	8% (51)	22% (144)	28% (182)	655
Age: 35-44	1% (5)	— (1)	3% (9)	1% (4)	8% (29)	8% (30)	12% (43)	11% (40)	8% (29)	15% (52)	33% (116)	358
Age: 45-64	2% (12)	1% (5)	1% (10)	1% (7)	6% (46)	6% (45)	8% (59)	7% (49)	5% (41)	9% (68)	54% (407)	751
Age: 65+	— (2)	— (1)	— (0)	— (2)	3% (13)	2% (8)	3% (13)	2% (8)	4% (15)	4% (17)	82% (357)	436
GenZers: 1997-2012	2% (3)	2% (4)	5% (9)	5% (8)	14% (23)	8% (14)	6% (9)	8% (14)	5% (9)	19% (32)	25% (43)	169
Millennials: 1981-1996	— (3)	— (1)	2% (14)	2% (16)	7% (52)	8% (54)	9% (63)	12% (88)	9% (66)	21% (152)	29% (209)	718
GenXers: 1965-1980	1% (7)	1% (4)	3% (14)	2% (8)	9% (48)	7% (34)	11% (54)	8% (38)	6% (31)	11% (53)	43% (216)	507
Baby Boomers: 1946-1964	2% (11)	— (2)	— (2)	— (2)	3% (21)	4% (26)	4% (29)	4% (31)	4% (30)	6% (40)	73% (524)	720
PID: Dem (no lean)	1% (6)	1% (5)	2% (15)	1% (10)	5% (47)	7% (58)	8% (71)	11% (92)	8% (74)	15% (127)	42% (367)	872
PID: Ind (no lean)	1% (6)	1% (6)	3% (19)	2% (13)	9% (64)	5% (33)	7% (50)	6% (39)	4% (30)	11% (79)	51% (354)	693
PID: Rep (no lean)	2% (12)	— (1)	1% (5)	2% (11)	6% (37)	6% (39)	6% (40)	6% (40)	5% (34)	12% (75)	54% (342)	635
PID/Gender: Dem Men	— (2)	1% (5)	2% (10)	1% (2)	5% (23)	7% (29)	11% (46)	13% (57)	12% (51)	16% (70)	31% (133)	428
PID/Gender: Dem Women	1% (4)	— (1)	1% (4)	2% (8)	5% (24)	6% (28)	6% (25)	8% (35)	5% (23)	13% (57)	53% (234)	445
PID/Gender: Ind Men	1% (3)	2% (5)	3% (9)	2% (6)	5% (16)	7% (21)	9% (27)	7% (20)	4% (13)	10% (30)	51% (155)	306
PID/Gender: Ind Women	1% (3)	— (1)	3% (10)	2% (7)	12% (48)	3% (13)	6% (22)	5% (19)	4% (16)	13% (49)	51% (199)	386
PID/Gender: Rep Men	3% (10)	— (1)	1% (4)	2% (6)	7% (22)	7% (21)	6% (21)	8% (27)	7% (21)	9% (29)	51% (166)	328
PID/Gender: Rep Women	1% (2)	— (0)	— (1)	2% (5)	5% (15)	6% (17)	6% (19)	4% (13)	4% (12)	15% (46)	57% (176)	307
Ideo: Liberal (1-3)	— (3)	1% (5)	3% (19)	1% (6)	4% (28)	6% (41)	8% (54)	10% (65)	8% (54)	15% (97)	43% (285)	657
Ideo: Moderate (4)	— (2)	— (1)	2% (10)	2% (15)	9% (58)	6% (39)	8% (49)	9% (55)	6% (41)	11% (70)	46% (292)	632
Ideo: Conservative (5-7)	2% (16)	1% (5)	1% (8)	2% (11)	5% (35)	6% (38)	6% (40)	6% (43)	5% (35)	12% (81)	54% (368)	679
Educ: < College	1% (19)	— (6)	2% (27)	2% (27)	7% (112)	6% (91)	7% (106)	7% (105)	5% (78)	13% (201)	49% (740)	1512
Educ: Bachelors degree	1% (4)	1% (5)	2% (10)	1% (5)	5% (22)	6% (27)	9% (39)	9% (42)	8% (34)	12% (51)	46% (205)	444
Educ: Post-grad	— (1)	— (1)	1% (2)	1% (3)	6% (14)	5% (11)	6% (16)	10% (24)	10% (26)	12% (29)	48% (118)	244
Income: Under 50k	1% (15)	— (6)	2% (23)	2% (23)	8% (97)	5% (60)	8% (94)	8% (93)	5% (65)	14% (167)	46% (551)	1194
Income: 50k-100k	1% (5)	1% (5)	2% (11)	1% (9)	5% (34)	8% (53)	6% (39)	7% (47)	6% (40)	10% (66)	54% (367)	675
Income: 100k+	1% (4)	— (1)	2% (5)	1% (3)	5% (18)	5% (16)	8% (28)	9% (31)	10% (32)	14% (48)	44% (145)	331
Ethnicity: White	1% (17)	— (7)	1% (20)	1% (19)	6% (99)	6% (96)	7% (116)	8% (131)	6% (108)	13% (217)	52% (891)	1722
Ethnicity: Hispanic	2% (9)	1% (4)	4% (15)	1% (4)	12% (40)	5% (19)	7% (25)	6% (23)	8% (28)	18% (62)	34% (120)	349
Ethnicity: Black	1% (3)	2% (5)	3% (9)	4% (12)	10% (29)	9% (25)	7% (20)	9% (25)	8% (23)	12% (32)	34% (92)	274
Ethnicity: Other	2% (4)	— (0)	5% (11)	2% (3)	10% (21)	4% (8)	12% (25)	7% (15)	3% (6)	16% (32)	39% (80)	204
All Christian	1% (13)	— (1)	1% (13)	1% (10)	6% (64)	6% (60)	6% (62)	8% (80)	6% (63)	10% (96)	53% (524)	987
All Non-Christian	— (1)	— (1)	1% (2)	1% (1)	8% (9)	7% (9)	8% (10)	12% (15)	5% (7)	25% (31)	31% (39)	124
Atheist	1% (2)	2% (2)	5% (6)	2% (2)	1% (1)	6% (7)	8% (9)	6% (6)	7% (8)	19% (21)	42% (45)	107
Agnostic/Nothing in particular	— (2)	1% (5)	2% (10)	2% (11)	7% (42)	6% (40)	9% (56)	6% (40)	6% (41)	13% (81)	49% (314)	642
Something Else	2% (7)	1% (3)	2% (8)	3% (10)	9% (32)	4% (14)	7% (24)	9% (30)	6% (19)	15% (52)	41% (141)	340
Religious Non-Protestant/Catholic	— (1)	— (1)	1% (2)	1% (1)	7% (11)	10% (15)	7% (10)	12% (17)	5% (8)	21% (31)	35% (51)	147
Evangelical	3% (15)	1% (3)	2% (11)	2% (9)	10% (54)	4% (23)	6% (32)	9% (51)	10% (54)	12% (67)	43% (243)	562
Non-Evangelical	1% (5)	— (1)	1% (9)	2% (11)	5% (39)	6% (44)	7% (51)	8% (54)	3% (23)	11% (81)	55% (395)	714

Continued on next page

Table MCEN10_16: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Scarlet Witch

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (24)	1% (12)	2% (39)	2% (35)	7% (148)	6% (129)	7% (161)	8% (171)	6% (137)	13% (281)	48% (1063)	2200
Community: Urban	2% (12)	1% (4)	4% (24)	1% (7)	8% (52)	6% (39)	10% (64)	8% (54)	8% (52)	15% (99)	39% (264)	671
Community: Suburban	1% (7)	— (5)	1% (6)	1% (14)	6% (61)	5% (49)	6% (60)	7% (72)	6% (61)	13% (127)	53% (521)	983
Community: Rural	1% (5)	1% (3)	2% (8)	2% (13)	6% (35)	7% (41)	7% (37)	8% (45)	4% (24)	10% (56)	51% (278)	546
Employ: Private Sector	1% (4)	1% (7)	2% (15)	2% (14)	7% (48)	7% (47)	8% (57)	10% (71)	9% (66)	14% (99)	38% (262)	691
Employ: Government	— (0)	— (0)	3% (4)	— (1)	6% (7)	11% (13)	4% (5)	13% (16)	7% (8)	12% (14)	44% (51)	117
Employ: Self-Employed	2% (3)	— (0)	2% (4)	3% (6)	6% (11)	7% (13)	10% (18)	9% (15)	6% (11)	16% (29)	38% (68)	179
Employ: Homemaker	1% (1)	— (0)	4% (8)	3% (6)	12% (21)	6% (11)	7% (14)	5% (9)	6% (11)	13% (24)	43% (78)	183
Employ: Student	2% (2)	— (0)	3% (2)	— (0)	10% (6)	5% (3)	6% (4)	5% (4)	4% (3)	22% (15)	42% (28)	66
Employ: Retired	2% (10)	1% (4)	— (1)	— (2)	4% (21)	3% (17)	4% (22)	3% (18)	4% (20)	6% (33)	74% (408)	554
Employ: Unemployed	1% (1)	1% (2)	1% (3)	1% (4)	9% (23)	5% (12)	10% (26)	10% (26)	5% (13)	21% (56)	37% (98)	263
Employ: Other	2% (2)	— (0)	2% (3)	1% (2)	7% (10)	9% (13)	10% (15)	9% (13)	4% (6)	8% (11)	48% (70)	146
Military HH: Yes	1% (4)	1% (2)	1% (3)	— (2)	6% (21)	6% (22)	6% (21)	7% (26)	5% (18)	14% (54)	54% (200)	372
Military HH: No	1% (20)	1% (9)	2% (37)	2% (33)	7% (128)	6% (107)	8% (140)	8% (145)	7% (119)	12% (227)	47% (863)	1828
RD/WT: Right Direction	1% (13)	1% (5)	2% (20)	1% (5)	8% (68)	7% (61)	8% (71)	10% (91)	9% (81)	14% (122)	40% (363)	901
RD/WT: Wrong Track	1% (10)	1% (7)	1% (19)	2% (29)	6% (80)	5% (68)	7% (90)	6% (80)	4% (56)	12% (159)	54% (700)	1299
Biden Job Approve	1% (12)	— (5)	2% (23)	1% (10)	6% (64)	6% (66)	8% (80)	10% (106)	8% (85)	15% (156)	42% (445)	1051
Biden Job Disapprove	1% (10)	1% (6)	1% (13)	2% (20)	6% (62)	6% (58)	7% (74)	6% (62)	4% (44)	10% (106)	55% (563)	1019
Biden Job Strongly Approve	1% (3)	1% (3)	2% (10)	1% (3)	6% (29)	5% (26)	6% (32)	10% (52)	10% (51)	19% (96)	40% (201)	506
Biden Job Somewhat Approve	2% (9)	— (2)	2% (13)	1% (7)	6% (35)	7% (40)	9% (47)	10% (53)	6% (34)	11% (60)	45% (244)	545
Biden Job Somewhat Disapprove	— (1)	— (0)	3% (7)	4% (10)	7% (21)	6% (16)	10% (28)	8% (23)	6% (18)	14% (39)	43% (122)	285
Biden Job Strongly Disapprove	1% (10)	1% (6)	1% (5)	1% (10)	6% (42)	6% (42)	6% (46)	5% (39)	3% (25)	9% (68)	60% (442)	734
Favorable of Biden	1% (12)	— (3)	2% (22)	1% (10)	6% (63)	5% (56)	8% (86)	10% (101)	8% (81)	15% (160)	43% (456)	1050
Unfavorable of Biden	1% (12)	1% (8)	1% (13)	2% (22)	6% (63)	7% (69)	7% (71)	7% (68)	5% (49)	10% (107)	53% (539)	1022
Very Favorable of Biden	2% (9)	— (1)	3% (14)	1% (5)	6% (31)	5% (24)	7% (36)	10% (54)	10% (52)	17% (91)	39% (208)	526
Somewhat Favorable of Biden	— (2)	— (2)	2% (8)	1% (5)	6% (32)	6% (32)	10% (51)	9% (46)	6% (29)	13% (69)	47% (248)	524
Somewhat Unfavorable of Biden	1% (2)	1% (2)	2% (5)	4% (9)	7% (16)	8% (21)	10% (24)	9% (22)	9% (22)	12% (29)	38% (95)	247
Very Unfavorable of Biden	1% (11)	1% (6)	1% (8)	2% (14)	6% (47)	6% (48)	6% (46)	6% (46)	3% (27)	10% (78)	57% (444)	775
#1 Issue: Economy	1% (6)	1% (4)	1% (12)	3% (22)	9% (76)	7% (63)	7% (64)	10% (85)	5% (47)	12% (108)	45% (394)	880
#1 Issue: Security	1% (2)	— (1)	2% (6)	2% (5)	5% (14)	3% (9)	7% (20)	7% (19)	6% (17)	10% (28)	58% (165)	286
#1 Issue: Health Care	1% (1)	— (0)	3% (7)	— (1)	4% (12)	6% (16)	7% (19)	7% (19)	11% (29)	16% (42)	44% (116)	262
#1 Issue: Medicare / Social Security	2% (4)	1% (2)	1% (2)	— (1)	5% (13)	4% (13)	5% (15)	3% (9)	3% (10)	9% (25)	67% (189)	283
#1 Issue: Women's Issues	2% (3)	— (0)	5% (6)	1% (2)	11% (15)	6% (9)	7% (9)	7% (9)	10% (14)	20% (28)	30% (41)	137
#1 Issue: Education	— (0)	2% (2)	3% (3)	2% (2)	6% (6)	8% (9)	13% (13)	12% (12)	7% (7)	13% (14)	35% (37)	104
#1 Issue: Energy	4% (5)	— (0)	2% (2)	— (0)	5% (7)	7% (10)	7% (10)	10% (14)	5% (7)	17% (24)	42% (59)	139
#1 Issue: Other	2% (2)	1% (2)	1% (1)	1% (1)	6% (6)	1% (1)	9% (10)	5% (5)	6% (6)	11% (12)	57% (62)	108
2020 Vote: Joe Biden	1% (13)	— (3)	2% (21)	1% (11)	5% (49)	6% (57)	9% (91)	9% (93)	8% (83)	14% (144)	44% (446)	1011
2020 Vote: Donald Trump	1% (6)	1% (7)	1% (5)	2% (11)	7% (47)	6% (44)	5% (36)	7% (48)	5% (33)	10% (67)	56% (391)	695
2020 Vote: Other	5% (3)	— (0)	1% (1)	— (0)	10% (6)	12% (7)	4% (3)	7% (4)	3% (2)	13% (8)	45% (27)	60
2020 Vote: Didn't Vote	— (1)	— (2)	3% (13)	3% (13)	11% (46)	5% (21)	7% (31)	6% (26)	5% (19)	14% (62)	45% (195)	431
2018 House Vote: Democrat	1% (6)	— (3)	1% (11)	1% (6)	5% (36)	6% (48)	9% (69)	9% (73)	9% (73)	13% (104)	45% (353)	782
2018 House Vote: Republican	1% (8)	1% (5)	1% (6)	2% (9)	5% (29)	5% (28)	6% (33)	7% (38)	4% (24)	10% (60)	58% (330)	569
2018 House Vote: Someone else	— (0)	— (0)	— (0)	— (0)	4% (2)	9% (5)	10% (6)	4% (2)	5% (3)	4% (2)	64% (36)	56

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Table MCEN10_16: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Scarlet Witch

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (24)	1% (12)	2% (39)	2% (35)	7% (148)	6% (129)	7% (161)	8% (171)	6% (137)	13% (281)	48%(1063)	2200
2016 Vote: Hillary Clinton	1% (7)	— (3)	2% (11)	1% (5)	4% (31)	4% (32)	9% (63)	9% (65)	9% (67)	14% (100)	46% (330)	712
2016 Vote: Donald Trump	1% (6)	1% (5)	1% (6)	2% (10)	7% (42)	6% (40)	6% (38)	7% (45)	4% (27)	10% (61)	55% (344)	626
2016 Vote: Other	— (0)	— (0)	— (0)	1% (1)	5% (7)	6% (7)	11% (13)	4% (4)	8% (9)	9% (12)	56% (70)	123
2016 Vote: Didn't Vote	1% (11)	1% (4)	3% (23)	3% (18)	9% (69)	7% (50)	6% (46)	8% (57)	5% (33)	15% (108)	43% (319)	738
Voted in 2014: Yes	1% (10)	— (5)	1% (15)	1% (10)	5% (58)	6% (75)	8% (92)	8% (100)	7% (90)	11% (136)	52% (632)	1222
Voted in 2014: No	1% (14)	1% (6)	2% (24)	3% (24)	9% (91)	6% (54)	7% (69)	7% (71)	5% (47)	15% (145)	44% (431)	978
4-Region: Northeast	1% (4)	2% (8)	— (1)	2% (7)	7% (28)	6% (24)	7% (26)	7% (27)	5% (20)	15% (59)	48% (189)	394
4-Region: Midwest	1% (3)	— (2)	2% (10)	1% (7)	6% (30)	4% (19)	8% (37)	8% (39)	6% (27)	10% (47)	53% (243)	462
4-Region: South	1% (9)	— (2)	1% (12)	2% (18)	8% (66)	7% (58)	6% (51)	7% (61)	7% (55)	15% (126)	44% (365)	824
4-Region: West	2% (8)	— (0)	3% (16)	1% (3)	5% (24)	5% (28)	9% (47)	9% (44)	7% (34)	9% (49)	51% (266)	520
Marvel Comics Fans	— (6)	— (5)	2% (31)	2% (20)	8% (98)	7% (95)	10% (135)	11% (145)	10% (123)	19% (243)	30% (394)	1296
Avid Marvel Comics Fans	1% (3)	— (0)	3% (12)	2% (9)	4% (17)	7% (31)	12% (51)	13% (58)	14% (61)	33% (146)	12% (53)	440
Casual Marvel Comics Fans	— (3)	1% (5)	2% (20)	1% (11)	9% (81)	7% (64)	10% (84)	10% (88)	7% (62)	11% (97)	40% (341)	855
Marvel TV/Movies Fans	— (7)	1% (9)	2% (28)	2% (25)	7% (100)	7% (103)	10% (141)	11% (150)	9% (126)	18% (249)	34% (480)	1419
Avid Marvel TV/Movies Fans	1% (4)	1% (2)	2% (8)	2% (7)	5% (21)	8% (32)	9% (40)	15% (63)	11% (45)	31% (131)	16% (67)	422
Casual Marvel TV/Movies Fans	— (3)	1% (7)	2% (20)	2% (18)	8% (79)	7% (71)	10% (101)	9% (87)	8% (81)	12% (118)	41% (413)	997
Fans of Anything Marvel	1% (8)	1% (9)	2% (34)	2% (25)	8% (120)	7% (111)	10% (149)	10% (158)	9% (134)	17% (265)	34% (512)	1526
Avid Fans of Anything Marvel	1% (6)	— (2)	2% (12)	2% (12)	5% (30)	8% (51)	12% (77)	12% (76)	14% (90)	29% (189)	15% (98)	642
Casual Fans of Anything Marvel	— (3)	1% (7)	2% (28)	2% (18)	9% (103)	7% (82)	10% (107)	9% (105)	8% (85)	10% (115)	41% (454)	1107

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

Table MCEN10_17: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Vision

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (21)	— (11)	1% (29)	2% (44)	6% (141)	5% (107)	7% (162)	9% (197)	7% (160)	12% (273)	48%(1056)	2200
Gender: Male	1% (15)	1% (6)	2% (17)	2% (21)	7% (77)	6% (61)	7% (77)	11% (121)	9% (95)	13% (139)	41% (433)	1062
Gender: Female	1% (6)	— (4)	1% (12)	2% (23)	6% (64)	4% (46)	7% (85)	7% (76)	6% (65)	12% (134)	55% (623)	1138
Age: 18-34	1% (6)	— (2)	2% (15)	3% (21)	8% (50)	5% (35)	11% (72)	13% (88)	8% (54)	21% (135)	27% (177)	655
Age: 35-44	1% (4)	— (1)	1% (5)	2% (9)	9% (32)	6% (21)	10% (36)	14% (51)	11% (39)	13% (48)	31% (112)	358
Age: 45-64	1% (9)	1% (7)	1% (8)	2% (13)	6% (49)	6% (42)	5% (40)	6% (46)	7% (50)	10% (74)	55% (413)	751
Age: 65+	1% (2)	— (0)	— (1)	— (2)	2% (10)	2% (10)	3% (13)	3% (12)	4% (17)	4% (16)	81% (354)	436
GenZers: 1997-2012	3% (5)	1% (2)	5% (9)	5% (8)	13% (22)	5% (8)	8% (14)	13% (23)	4% (7)	16% (27)	27% (45)	169
Millennials: 1981-1996	— (1)	— (1)	2% (12)	2% (18)	6% (40)	6% (43)	12% (84)	14% (97)	11% (78)	19% (140)	28% (203)	718
GenXers: 1965-1980	1% (4)	1% (5)	2% (8)	3% (14)	11% (54)	5% (23)	7% (37)	8% (41)	8% (39)	13% (65)	43% (218)	507
Baby Boomers: 1946-1964	2% (11)	— (3)	— (0)	1% (4)	3% (22)	4% (29)	3% (22)	5% (35)	5% (34)	6% (41)	72% (519)	720
PID: Dem (no lean)	1% (5)	1% (7)	2% (18)	1% (13)	6% (53)	4% (36)	8% (73)	10% (84)	8% (72)	15% (133)	44% (380)	872
PID: Ind (no lean)	1% (5)	1% (4)	1% (6)	2% (16)	7% (52)	5% (35)	8% (54)	7% (51)	7% (47)	11% (79)	50% (345)	693
PID: Rep (no lean)	2% (12)	— (0)	1% (6)	2% (15)	6% (36)	6% (36)	6% (35)	10% (62)	6% (40)	10% (61)	52% (331)	635
PID/Gender: Dem Men	1% (3)	1% (5)	3% (11)	1% (4)	8% (33)	4% (19)	8% (33)	13% (54)	12% (51)	18% (77)	32% (137)	428
PID/Gender: Dem Women	— (2)	1% (2)	1% (6)	2% (9)	5% (20)	4% (17)	9% (40)	7% (29)	5% (21)	12% (55)	55% (243)	445
PID/Gender: Ind Men	1% (3)	— (2)	1% (2)	1% (4)	7% (22)	7% (22)	8% (24)	7% (22)	9% (26)	11% (34)	48% (146)	306
PID/Gender: Ind Women	1% (3)	1% (2)	1% (3)	3% (12)	8% (30)	3% (13)	8% (29)	7% (28)	5% (21)	12% (45)	52% (200)	386
PID/Gender: Rep Men	3% (9)	— (0)	1% (4)	4% (13)	7% (22)	6% (20)	6% (19)	14% (44)	5% (17)	9% (28)	46% (150)	328
PID/Gender: Rep Women	1% (2)	— (0)	1% (2)	1% (2)	4% (13)	5% (17)	5% (16)	6% (18)	7% (23)	11% (33)	59% (181)	307
Ideo: Liberal (1-3)	1% (6)	1% (3)	2% (10)	2% (12)	6% (40)	5% (31)	7% (49)	11% (71)	8% (51)	14% (95)	44% (289)	657
Ideo: Moderate (4)	— (0)	1% (3)	1% (7)	2% (13)	7% (46)	5% (33)	9% (54)	10% (61)	9% (54)	12% (73)	45% (287)	632
Ideo: Conservative (5-7)	2% (13)	— (2)	1% (4)	2% (15)	6% (38)	5% (36)	5% (33)	7% (47)	6% (41)	11% (74)	55% (376)	679
Educ: < College	1% (16)	1% (8)	2% (23)	3% (38)	7% (110)	5% (71)	7% (110)	7% (110)	7% (103)	13% (190)	48% (732)	1512
Educ: Bachelors degree	1% (4)	1% (2)	1% (4)	1% (6)	5% (21)	6% (27)	8% (36)	13% (56)	7% (31)	11% (47)	47% (209)	444
Educ: Post-grad	— (1)	— (0)	1% (2)	— (0)	4% (9)	4% (10)	6% (15)	12% (30)	11% (26)	15% (36)	47% (115)	244
Income: Under 50k	1% (13)	1% (6)	1% (16)	2% (28)	7% (84)	5% (57)	8% (92)	7% (86)	8% (92)	13% (158)	47% (562)	1194
Income: 50k-100k	1% (5)	1% (3)	1% (8)	2% (13)	5% (37)	5% (34)	7% (44)	10% (68)	6% (41)	10% (66)	53% (354)	675
Income: 100k+	1% (3)	— (1)	1% (4)	1% (2)	6% (20)	5% (17)	8% (25)	13% (43)	8% (27)	15% (49)	42% (140)	331
Ethnicity: White	1% (14)	— (7)	1% (13)	1% (23)	6% (96)	5% (81)	7% (116)	8% (141)	7% (124)	12% (203)	53% (905)	1722
Ethnicity: Hispanic	2% (9)	1% (3)	3% (10)	4% (13)	9% (30)	7% (24)	7% (25)	11% (40)	7% (25)	17% (59)	32% (113)	349
Ethnicity: Black	1% (3)	1% (4)	4% (10)	6% (18)	8% (23)	6% (15)	8% (21)	10% (28)	9% (25)	15% (42)	31% (86)	274
Ethnicity: Other	2% (4)	— (0)	3% (6)	2% (3)	11% (22)	5% (11)	12% (25)	13% (27)	5% (11)	14% (29)	32% (66)	204
All Christian	1% (11)	— (3)	— (4)	2% (24)	6% (61)	4% (39)	7% (70)	10% (95)	7% (74)	10% (98)	52% (509)	987
All Non-Christian	— (0)	— (0)	— (0)	— (0)	5% (6)	4% (5)	9% (12)	13% (17)	7% (9)	24% (30)	37% (46)	124
Atheist	1% (2)	2% (2)	1% (1)	1% (1)	13% (14)	6% (6)	9% (9)	8% (9)	4% (4)	13% (14)	43% (46)	107
Agnostic/Nothing in particular	1% (4)	— (2)	2% (15)	2% (12)	5% (33)	7% (44)	8% (52)	7% (48)	7% (46)	13% (84)	47% (303)	642
Something Else	1% (5)	1% (4)	3% (9)	2% (7)	8% (26)	4% (13)	6% (19)	8% (29)	8% (27)	14% (48)	45% (153)	340
Religious Non-Protestant/Catholic	— (0)	— (0)	— (0)	4% (5)	4% (6)	4% (6)	9% (13)	13% (19)	7% (10)	21% (31)	38% (56)	147
Evangelical	2% (10)	1% (4)	2% (9)	2% (13)	9% (49)	3% (18)	7% (39)	9% (51)	10% (54)	12% (69)	44% (247)	562
Non-Evangelical	1% (5)	— (3)	— (3)	2% (12)	5% (37)	4% (30)	7% (47)	9% (65)	6% (45)	10% (74)	55% (393)	714

Continued on next page

Table MCEN10_17: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Vision

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (21)	— (11)	1% (29)	2% (44)	6% (141)	5% (107)	7% (162)	9% (197)	7% (160)	12% (273)	48% (1056)	2200
Community: Urban	2% (11)	1% (5)	1% (5)	3% (21)	7% (49)	6% (40)	8% (55)	10% (67)	9% (62)	16% (110)	37% (247)	671
Community: Suburban	1% (6)	— (3)	2% (16)	— (4)	6% (56)	4% (41)	8% (74)	9% (88)	7% (68)	11% (110)	53% (516)	983
Community: Rural	1% (4)	— (2)	1% (8)	4% (19)	7% (36)	5% (26)	6% (33)	8% (42)	6% (30)	10% (53)	54% (293)	546
Employ: Private Sector	1% (5)	1% (5)	2% (13)	2% (11)	7% (48)	5% (33)	10% (69)	13% (88)	9% (59)	14% (100)	38% (261)	691
Employ: Government	— (0)	— (0)	1% (1)	5% (5)	7% (8)	8% (9)	11% (13)	17% (20)	5% (6)	13% (16)	34% (40)	117
Employ: Self-Employed	1% (2)	1% (1)	2% (3)	2% (4)	7% (12)	4% (7)	7% (12)	10% (17)	8% (14)	19% (33)	41% (73)	179
Employ: Homemaker	1% (1)	— (0)	— (0)	2% (4)	8% (15)	3% (6)	13% (24)	7% (13)	6% (12)	15% (27)	45% (82)	183
Employ: Student	2% (2)	— (0)	3% (2)	8% (6)	4% (3)	2% (1)	4% (2)	17% (11)	5% (3)	15% (10)	39% (26)	66
Employ: Retired	2% (10)	— (0)	— (1)	— (2)	4% (24)	4% (24)	3% (16)	4% (20)	5% (28)	5% (26)	73% (404)	554
Employ: Unemployed	— (0)	1% (3)	2% (6)	4% (9)	6% (15)	7% (19)	6% (16)	7% (19)	9% (24)	19% (49)	38% (101)	263
Employ: Other	1% (1)	1% (1)	2% (3)	2% (3)	11% (16)	5% (8)	6% (9)	5% (8)	9% (13)	9% (13)	48% (70)	146
Military HH: Yes	1% (5)	— (2)	— (0)	2% (8)	4% (13)	4% (17)	5% (19)	8% (30)	6% (23)	16% (59)	53% (196)	372
Military HH: No	1% (16)	— (9)	2% (29)	2% (36)	7% (127)	5% (91)	8% (143)	9% (166)	7% (137)	12% (214)	47% (860)	1828
RD/WT: Right Direction	1% (13)	1% (7)	2% (15)	2% (19)	7% (63)	5% (41)	10% (89)	10% (89)	9% (78)	14% (123)	40% (365)	901
RD/WT: Wrong Track	1% (8)	— (4)	1% (14)	2% (25)	6% (77)	5% (67)	6% (73)	8% (107)	6% (82)	12% (150)	53% (692)	1299
Biden Job Approve	1% (12)	— (5)	2% (18)	2% (17)	6% (67)	4% (44)	9% (95)	10% (109)	8% (88)	14% (150)	43% (449)	1051
Biden Job Disapprove	1% (9)	1% (6)	1% (9)	2% (17)	7% (68)	6% (61)	5% (50)	8% (80)	7% (68)	10% (100)	54% (551)	1019
Biden Job Strongly Approve	1% (3)	— (2)	— (2)	2% (9)	6% (32)	5% (23)	6% (30)	10% (50)	11% (55)	19% (96)	40% (203)	506
Biden Job Somewhat Approve	2% (9)	1% (3)	3% (15)	1% (8)	6% (34)	4% (21)	12% (65)	11% (59)	6% (34)	10% (53)	45% (245)	545
Biden Job Somewhat Disapprove	— (1)	1% (3)	3% (7)	2% (6)	10% (27)	10% (28)	5% (15)	10% (27)	8% (24)	10% (28)	42% (119)	285
Biden Job Strongly Disapprove	1% (9)	— (3)	— (2)	2% (11)	6% (41)	5% (33)	5% (35)	7% (53)	6% (44)	10% (71)	59% (432)	734
Favorable of Biden	1% (9)	1% (7)	1% (14)	2% (21)	6% (66)	4% (43)	8% (83)	10% (103)	8% (86)	15% (159)	44% (457)	1050
Unfavorable of Biden	1% (12)	— (4)	1% (13)	2% (20)	6% (66)	6% (59)	6% (64)	8% (85)	7% (69)	10% (100)	52% (529)	1022
Very Favorable of Biden	1% (6)	— (2)	1% (8)	2% (8)	6% (31)	4% (22)	6% (30)	9% (47)	10% (55)	19% (101)	41% (216)	526
Somewhat Favorable of Biden	1% (3)	1% (5)	1% (7)	2% (13)	7% (35)	4% (21)	10% (53)	11% (56)	6% (31)	11% (58)	46% (241)	524
Somewhat Unfavorable of Biden	1% (3)	— (1)	5% (11)	2% (5)	8% (19)	8% (21)	9% (23)	11% (28)	8% (21)	10% (25)	37% (91)	247
Very Unfavorable of Biden	1% (9)	— (3)	— (2)	2% (15)	6% (47)	5% (38)	5% (42)	7% (57)	6% (48)	10% (75)	57% (438)	775
#1 Issue: Economy	1% (5)	— (2)	1% (8)	3% (27)	7% (66)	6% (53)	8% (74)	9% (77)	8% (72)	12% (109)	44% (387)	880
#1 Issue: Security	— (1)	— (0)	1% (2)	3% (8)	4% (12)	3% (9)	7% (21)	9% (27)	6% (17)	10% (28)	56% (161)	286
#1 Issue: Health Care	— (1)	1% (2)	3% (7)	— (1)	5% (13)	4% (10)	9% (23)	9% (24)	7% (19)	16% (42)	45% (119)	262
#1 Issue: Medicare / Social Security	1% (3)	2% (5)	1% (4)	1% (4)	5% (15)	2% (5)	5% (13)	5% (13)	5% (13)	8% (21)	66% (187)	283
#1 Issue: Women's Issues	2% (3)	— (0)	3% (4)	2% (3)	8% (11)	8% (11)	7% (9)	15% (20)	4% (5)	18% (24)	33% (46)	137
#1 Issue: Education	1% (1)	— (0)	2% (2)	1% (1)	6% (6)	10% (10)	7% (7)	13% (14)	16% (17)	14% (14)	31% (32)	104
#1 Issue: Energy	4% (5)	— (0)	1% (1)	— (0)	8% (11)	3% (4)	7% (9)	11% (15)	6% (9)	15% (21)	46% (63)	139
#1 Issue: Other	1% (1)	1% (2)	1% (1)	— (0)	6% (7)	4% (4)	4% (4)	6% (7)	8% (9)	12% (13)	57% (61)	108
2020 Vote: Joe Biden	1% (9)	1% (6)	1% (13)	1% (13)	6% (59)	4% (39)	8% (77)	11% (112)	8% (82)	14% (140)	45% (459)	1011
2020 Vote: Donald Trump	1% (9)	— (0)	1% (6)	2% (17)	6% (40)	6% (42)	5% (36)	9% (61)	6% (44)	9% (60)	55% (380)	695
2020 Vote: Other	4% (2)	— (0)	— (0)	— (0)	5% (3)	7% (4)	10% (6)	3% (2)	13% (8)	14% (8)	43% (26)	60
2020 Vote: Didn't Vote	— (1)	1% (4)	2% (10)	3% (14)	9% (38)	5% (22)	10% (42)	5% (22)	6% (25)	15% (64)	44% (188)	431
2018 House Vote: Democrat	— (2)	1% (4)	1% (9)	1% (10)	5% (40)	4% (34)	8% (66)	9% (68)	9% (73)	13% (99)	48% (377)	782
2018 House Vote: Republican	1% (8)	— (1)	1% (4)	1% (8)	5% (29)	5% (30)	5% (27)	9% (51)	7% (37)	9% (52)	56% (321)	569
2018 House Vote: Someone else	1% (1)	— (0)	— (0)	— (0)	4% (2)	4% (2)	7% (4)	5% (3)	12% (7)	8% (5)	58% (33)	56

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Table MCEN10_17: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Vision

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (21)	— (11)	1% (29)	2% (44)	6% (141)	5% (107)	7% (162)	9% (197)	7% (160)	12% (273)	48%(1056)	2200
2016 Vote: Hillary Clinton	— (2)	1% (6)	1% (4)	1% (4)	5% (38)	4% (27)	8% (57)	8% (59)	10% (69)	13% (96)	49% (351)	712
2016 Vote: Donald Trump	1% (6)	— (0)	1% (6)	2% (15)	6% (37)	5% (34)	5% (32)	7% (45)	7% (42)	10% (62)	56% (349)	626
2016 Vote: Other	— (0)	— (0)	3% (4)	— (0)	4% (5)	6% (7)	5% (7)	11% (13)	8% (10)	9% (12)	54% (66)	123
2016 Vote: Didn't Vote	2% (14)	1% (5)	2% (15)	3% (25)	8% (61)	5% (40)	9% (66)	11% (80)	5% (39)	14% (104)	39% (290)	738
Voted in 2014: Yes	1% (7)	— (5)	1% (10)	1% (17)	5% (61)	5% (57)	7% (86)	8% (96)	8% (97)	11% (132)	53% (654)	1222
Voted in 2014: No	1% (15)	1% (5)	2% (19)	3% (27)	8% (79)	5% (50)	8% (76)	10% (100)	6% (63)	14% (141)	41% (402)	978
4-Region: Northeast	1% (3)	— (2)	1% (4)	3% (12)	5% (21)	6% (22)	7% (26)	8% (30)	7% (26)	16% (64)	47% (183)	394
4-Region: Midwest	1% (2)	1% (6)	2% (8)	1% (6)	8% (36)	5% (24)	5% (25)	8% (36)	8% (36)	7% (35)	53% (247)	462
4-Region: South	1% (8)	— (3)	2% (16)	3% (22)	6% (50)	5% (43)	8% (63)	6% (53)	8% (64)	15% (122)	46% (380)	824
4-Region: West	1% (8)	— (0)	— (1)	1% (3)	6% (32)	3% (18)	9% (48)	15% (78)	7% (34)	10% (52)	47% (245)	520
Marvel Comics Fans	— (4)	1% (7)	2% (21)	2% (28)	8% (98)	7% (85)	10% (127)	13% (164)	11% (137)	19% (250)	29% (375)	1296
Avid Marvel Comics Fans	— (1)	— (2)	1% (6)	1% (6)	7% (29)	4% (18)	11% (50)	14% (63)	14% (60)	34% (150)	12% (53)	440
Casual Marvel Comics Fans	— (3)	1% (5)	2% (15)	3% (22)	8% (69)	8% (66)	9% (76)	12% (101)	9% (77)	12% (100)	38% (322)	855
Marvel TV/Movies Fans	— (6)	1% (9)	2% (24)	2% (29)	7% (101)	6% (89)	9% (131)	12% (172)	10% (142)	18% (249)	33% (468)	1419
Avid Marvel TV/Movies Fans	1% (4)	1% (5)	2% (6)	2% (8)	6% (27)	4% (18)	11% (45)	14% (57)	14% (60)	28% (119)	17% (73)	422
Casual Marvel TV/Movies Fans	— (1)	— (4)	2% (17)	2% (21)	7% (74)	7% (71)	9% (86)	12% (115)	8% (82)	13% (129)	40% (395)	997
Fans of Anything Marvel	1% (8)	1% (9)	1% (22)	2% (35)	8% (115)	6% (91)	10% (146)	12% (183)	10% (152)	17% (264)	33% (500)	1526
Avid Fans of Anything Marvel	— (3)	1% (6)	1% (7)	1% (9)	6% (38)	4% (28)	11% (73)	15% (99)	15% (94)	30% (193)	14% (92)	642
Casual Fans of Anything Marvel	— (5)	— (5)	2% (17)	3% (31)	8% (88)	7% (74)	10% (105)	11% (121)	8% (94)	11% (119)	40% (448)	1107

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

Table MCEN10_18: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Shang-Chi

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (20)	1% (14)	1% (25)	2% (41)	6% (127)	5% (112)	8% (171)	8% (180)	7% (147)	12% (256)	50% (1107)	2200
Gender: Male	1% (15)	1% (8)	1% (14)	3% (28)	7% (72)	6% (64)	8% (80)	9% (99)	8% (87)	13% (136)	43% (457)	1062
Gender: Female	— (6)	1% (6)	1% (12)	1% (12)	5% (55)	4% (48)	8% (91)	7% (80)	5% (60)	10% (119)	57% (649)	1138
Age: 18-34	1% (6)	1% (8)	2% (14)	3% (18)	7% (48)	6% (39)	10% (66)	10% (64)	10% (64)	17% (113)	33% (215)	655
Age: 35-44	1% (4)	1% (4)	1% (4)	3% (11)	9% (31)	6% (23)	12% (43)	12% (44)	7% (27)	11% (41)	35% (125)	358
Age: 45-64	1% (9)	— (2)	1% (7)	1% (8)	5% (41)	5% (39)	6% (46)	7% (52)	6% (45)	10% (79)	57% (424)	751
Age: 65+	— (2)	— (0)	— (0)	1% (3)	2% (8)	2% (11)	4% (17)	4% (19)	3% (12)	5% (24)	78% (342)	436
GenZers: 1997-2012	2% (4)	2% (4)	3% (5)	4% (6)	8% (14)	8% (14)	13% (22)	8% (13)	8% (14)	12% (21)	30% (51)	169
Millennials: 1981-1996	— (3)	1% (6)	2% (13)	3% (18)	7% (54)	5% (39)	10% (75)	12% (83)	9% (67)	16% (118)	34% (242)	718
GenXers: 1965-1980	1% (4)	1% (4)	1% (5)	2% (12)	8% (39)	6% (32)	8% (41)	9% (44)	6% (29)	11% (57)	47% (240)	507
Baby Boomers: 1946-1964	1% (10)	— (1)	— (1)	— (1)	3% (21)	3% (25)	4% (30)	5% (38)	5% (36)	8% (58)	69% (500)	720
PID: Dem (no lean)	— (4)	1% (5)	1% (6)	2% (17)	6% (52)	4% (36)	9% (81)	10% (88)	9% (83)	15% (134)	42% (367)	872
PID: Ind (no lean)	1% (7)	1% (5)	1% (9)	2% (12)	6% (44)	7% (46)	8% (56)	7% (49)	3% (24)	10% (67)	54% (373)	693
PID: Rep (no lean)	2% (10)	1% (4)	2% (10)	2% (12)	5% (32)	5% (30)	5% (34)	7% (42)	6% (40)	9% (55)	58% (367)	635
PID/Gender: Dem Men	1% (2)	1% (5)	1% (4)	3% (14)	6% (27)	4% (19)	10% (41)	13% (55)	12% (53)	19% (80)	30% (128)	428
PID/Gender: Dem Women	— (1)	— (0)	— (2)	1% (3)	6% (25)	4% (17)	9% (40)	8% (34)	7% (30)	12% (54)	54% (239)	445
PID/Gender: Ind Men	1% (4)	— (2)	1% (3)	3% (8)	8% (24)	8% (25)	7% (21)	8% (24)	4% (13)	9% (29)	50% (154)	306
PID/Gender: Ind Women	1% (3)	1% (4)	2% (6)	1% (4)	5% (19)	6% (21)	9% (36)	7% (25)	3% (11)	10% (38)	57% (219)	386
PID/Gender: Rep Men	3% (9)	1% (2)	2% (6)	2% (7)	6% (21)	6% (20)	6% (18)	6% (21)	6% (21)	8% (27)	53% (175)	328
PID/Gender: Rep Women	— (1)	— (2)	1% (4)	2% (5)	4% (11)	3% (10)	5% (16)	7% (21)	6% (19)	9% (27)	62% (192)	307
Ideo: Liberal (1-3)	— (2)	— (2)	1% (5)	1% (9)	5% (32)	6% (38)	9% (61)	10% (63)	9% (56)	14% (93)	45% (296)	657
Ideo: Moderate (4)	1% (4)	1% (5)	1% (7)	2% (14)	7% (44)	6% (39)	7% (45)	9% (57)	6% (40)	11% (67)	49% (310)	632
Ideo: Conservative (5-7)	2% (13)	— (0)	1% (6)	2% (13)	4% (30)	4% (29)	7% (50)	6% (42)	7% (44)	10% (67)	57% (384)	679
Educ: < College	1% (18)	1% (11)	1% (20)	2% (31)	6% (97)	5% (77)	7% (103)	7% (103)	6% (90)	12% (183)	51% (778)	1512
Educ: Bachelors degree	— (2)	— (0)	1% (4)	2% (7)	5% (23)	6% (26)	11% (50)	10% (44)	7% (30)	10% (45)	48% (212)	444
Educ: Post-grad	— (1)	1% (3)	— (1)	1% (2)	3% (7)	4% (10)	7% (18)	13% (32)	11% (27)	12% (28)	48% (116)	244
Income: Under 50k	1% (14)	1% (12)	1% (15)	2% (25)	6% (70)	6% (66)	8% (94)	8% (92)	6% (70)	13% (151)	49% (585)	1194
Income: 50k-100k	1% (4)	— (2)	1% (8)	1% (9)	6% (41)	4% (28)	7% (50)	7% (50)	7% (45)	10% (66)	55% (372)	675
Income: 100k+	1% (2)	— (0)	1% (3)	2% (7)	5% (16)	6% (18)	8% (27)	11% (38)	10% (32)	11% (38)	45% (149)	331
Ethnicity: White	1% (15)	1% (12)	1% (22)	1% (22)	5% (86)	4% (77)	7% (118)	8% (140)	7% (112)	10% (178)	55% (940)	1722
Ethnicity: Hispanic	2% (7)	— (0)	1% (3)	1% (2)	9% (30)	7% (23)	10% (34)	8% (29)	6% (22)	17% (61)	39% (138)	349
Ethnicity: Black	1% (3)	1% (2)	1% (2)	6% (17)	9% (26)	7% (19)	9% (24)	9% (24)	9% (25)	16% (44)	32% (87)	274
Ethnicity: Other	1% (3)	— (0)	— (1)	1% (1)	8% (16)	8% (16)	15% (30)	7% (15)	5% (9)	16% (33)	39% (79)	204
All Christian	1% (9)	— (4)	1% (8)	1% (14)	5% (52)	5% (46)	7% (72)	8% (74)	8% (77)	11% (106)	53% (524)	987
All Non-Christian	1% (1)	— (0)	1% (1)	2% (2)	4% (5)	4% (5)	6% (7)	15% (19)	9% (11)	24% (30)	34% (43)	124
Atheist	1% (1)	— (0)	1% (1)	3% (3)	6% (7)	6% (7)	11% (11)	6% (7)	2% (2)	15% (16)	49% (53)	107
Agnostic/Nothing in particular	— (2)	1% (6)	1% (7)	2% (16)	6% (38)	6% (41)	8% (48)	9% (55)	6% (36)	8% (54)	53% (339)	642
Something Else	2% (7)	1% (4)	2% (8)	2% (6)	7% (25)	4% (13)	10% (33)	7% (24)	6% (21)	15% (51)	44% (148)	340
Religious Non-Protestant/Catholic	1% (1)	— (0)	1% (1)	2% (2)	7% (10)	4% (5)	7% (10)	15% (21)	9% (13)	20% (30)	36% (53)	147
Evangelical	2% (13)	1% (5)	1% (7)	2% (10)	8% (42)	4% (25)	7% (42)	6% (32)	9% (50)	17% (95)	43% (241)	562
Non-Evangelical	— (3)	— (3)	1% (9)	1% (10)	4% (27)	5% (34)	8% (57)	9% (62)	6% (40)	9% (61)	57% (409)	714

Continued on next page

Table MCEN10_18: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Shang-Chi

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (20)	1% (14)	1% (25)	2% (41)	6% (127)	5% (112)	8% (171)	8% (180)	7% (147)	12% (256)	50% (1107)	2200
Community: Urban	2% (12)	1% (6)	1% (6)	3% (18)	5% (36)	4% (29)	10% (69)	9% (59)	10% (67)	16% (109)	39% (259)	671
Community: Suburban	1% (5)	— (0)	1% (9)	1% (10)	5% (52)	5% (54)	7% (71)	8% (75)	6% (57)	10% (99)	56% (549)	983
Community: Rural	1% (3)	1% (8)	2% (9)	2% (13)	7% (39)	5% (29)	6% (31)	8% (45)	4% (23)	9% (47)	55% (298)	546
Employ: Private Sector	1% (4)	1% (4)	2% (12)	2% (12)	6% (43)	5% (35)	10% (68)	10% (69)	10% (66)	14% (95)	41% (282)	691
Employ: Government	— (0)	1% (1)	1% (1)	3% (4)	10% (12)	8% (9)	8% (9)	11% (13)	4% (5)	11% (13)	44% (51)	117
Employ: Self-Employed	2% (4)	— (0)	1% (1)	5% (8)	6% (11)	8% (15)	6% (10)	8% (14)	9% (16)	14% (24)	42% (75)	179
Employ: Homemaker	— (0)	2% (4)	2% (3)	3% (5)	6% (12)	3% (6)	14% (26)	5% (9)	4% (7)	11% (19)	50% (92)	183
Employ: Student	— (0)	— (0)	— (0)	1% (1)	4% (3)	11% (7)	6% (4)	12% (8)	9% (6)	16% (11)	42% (28)	66
Employ: Retired	2% (9)	— (0)	— (0)	1% (5)	3% (15)	3% (19)	4% (23)	5% (26)	4% (22)	7% (40)	72% (397)	554
Employ: Unemployed	— (0)	2% (5)	3% (8)	2% (6)	7% (19)	5% (14)	8% (21)	11% (30)	8% (22)	12% (31)	41% (107)	263
Employ: Other	2% (3)	— (0)	— (0)	— (1)	9% (13)	5% (7)	7% (10)	7% (11)	2% (4)	15% (22)	52% (76)	146
Military HH: Yes	1% (4)	— (0)	1% (5)	2% (6)	6% (23)	4% (16)	7% (24)	8% (29)	5% (17)	13% (47)	54% (201)	372
Military HH: No	1% (17)	1% (14)	1% (20)	2% (35)	6% (104)	5% (96)	8% (147)	8% (150)	7% (130)	11% (209)	50% (906)	1828
RD/WT: Right Direction	1% (10)	1% (6)	1% (8)	2% (14)	7% (61)	5% (43)	10% (87)	11% (95)	8% (76)	15% (131)	41% (369)	901
RD/WT: Wrong Track	1% (10)	1% (8)	1% (17)	2% (26)	5% (67)	5% (69)	7% (85)	6% (84)	5% (71)	10% (125)	57% (737)	1299
Biden Job Approve	1% (10)	— (3)	1% (8)	2% (22)	6% (65)	5% (51)	9% (90)	11% (111)	8% (83)	16% (163)	42% (445)	1051
Biden Job Disapprove	1% (11)	1% (10)	1% (15)	2% (17)	5% (55)	5% (54)	6% (65)	6% (60)	6% (57)	7% (76)	59% (600)	1019
Biden Job Strongly Approve	— (1)	— (1)	1% (4)	3% (13)	5% (28)	3% (13)	7% (36)	13% (63)	10% (51)	21% (107)	37% (189)	506
Biden Job Somewhat Approve	2% (8)	— (2)	1% (4)	2% (9)	7% (37)	7% (38)	10% (54)	9% (48)	6% (32)	10% (56)	47% (256)	545
Biden Job Somewhat Disapprove	1% (3)	1% (3)	1% (2)	1% (4)	7% (21)	8% (23)	10% (30)	9% (25)	7% (21)	8% (23)	46% (131)	285
Biden Job Strongly Disapprove	1% (8)	1% (7)	2% (12)	2% (13)	5% (34)	4% (31)	5% (36)	5% (36)	5% (36)	7% (53)	64% (470)	734
Favorable of Biden	1% (9)	1% (6)	1% (9)	1% (16)	6% (64)	4% (43)	9% (91)	11% (114)	8% (80)	15% (162)	43% (456)	1050
Unfavorable of Biden	1% (12)	1% (8)	1% (15)	2% (22)	6% (57)	6% (65)	7% (68)	6% (57)	6% (58)	8% (83)	56% (577)	1022
Very Favorable of Biden	1% (7)	— (1)	1% (4)	2% (8)	5% (29)	3% (18)	7% (36)	11% (59)	10% (51)	21% (108)	39% (205)	526
Somewhat Favorable of Biden	— (2)	1% (5)	1% (5)	1% (8)	7% (35)	5% (25)	11% (55)	11% (56)	5% (29)	10% (53)	48% (250)	524
Somewhat Unfavorable of Biden	2% (4)	— (1)	— (1)	3% (7)	6% (15)	13% (32)	10% (25)	7% (18)	9% (21)	9% (22)	40% (100)	247
Very Unfavorable of Biden	1% (8)	1% (7)	2% (14)	2% (15)	5% (42)	4% (34)	6% (43)	5% (39)	5% (36)	8% (61)	62% (477)	775
#1 Issue: Economy	1% (7)	— (0)	1% (12)	2% (18)	7% (63)	6% (54)	8% (75)	9% (75)	7% (61)	11% (98)	47% (418)	880
#1 Issue: Security	— (0)	1% (2)	1% (4)	3% (8)	5% (13)	4% (12)	6% (17)	7% (20)	5% (13)	12% (34)	57% (163)	286
#1 Issue: Health Care	— (1)	2% (4)	1% (2)	2% (6)	5% (12)	4% (10)	8% (20)	9% (24)	8% (20)	16% (43)	46% (121)	262
#1 Issue: Medicare / Social Security	1% (3)	2% (5)	— (0)	1% (4)	5% (15)	5% (13)	3% (10)	5% (13)	4% (11)	12% (33)	63% (177)	283
#1 Issue: Women's Issues	2% (3)	— (0)	3% (5)	1% (2)	4% (6)	7% (9)	13% (18)	15% (20)	9% (12)	9% (12)	37% (51)	137
#1 Issue: Education	— (0)	1% (1)	— (0)	1% (1)	8% (8)	2% (2)	14% (14)	11% (12)	8% (9)	13% (14)	42% (44)	104
#1 Issue: Energy	4% (6)	1% (1)	— (0)	2% (2)	5% (7)	6% (8)	9% (13)	8% (11)	11% (16)	8% (11)	46% (64)	139
#1 Issue: Other	1% (1)	1% (2)	3% (3)	1% (1)	3% (4)	3% (3)	4% (4)	4% (4)	6% (6)	10% (11)	64% (69)	108
2020 Vote: Joe Biden	1% (12)	— (3)	1% (6)	1% (15)	5% (51)	5% (49)	9% (95)	11% (110)	8% (83)	14% (138)	44% (449)	1011
2020 Vote: Donald Trump	1% (4)	1% (5)	1% (8)	2% (15)	5% (36)	5% (34)	6% (42)	6% (42)	6% (42)	8% (56)	59% (412)	695
2020 Vote: Other	5% (3)	— (0)	3% (2)	— (0)	2% (1)	10% (6)	8% (5)	4% (3)	11% (7)	6% (3)	52% (31)	60
2020 Vote: Didn't Vote	— (2)	1% (6)	2% (9)	3% (12)	9% (39)	5% (23)	7% (30)	6% (25)	4% (15)	13% (57)	49% (212)	431
2018 House Vote: Democrat	— (3)	— (1)	1% (5)	2% (12)	5% (41)	4% (34)	9% (71)	10% (75)	9% (68)	14% (109)	46% (362)	782
2018 House Vote: Republican	1% (7)	1% (5)	1% (3)	1% (6)	5% (28)	4% (23)	6% (36)	6% (34)	5% (28)	10% (58)	60% (342)	569
2018 House Vote: Someone else	— (0)	— (0)	— (0)	— (0)	3% (2)	9% (5)	3% (2)	6% (3)	8% (4)	2% (1)	69% (39)	56

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Table MCEN10_18: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Shang-Chi

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (20)	1% (14)	1% (25)	2% (41)	6% (127)	5% (112)	8% (171)	8% (180)	7% (147)	12% (256)	50% (1107)	2200
2016 Vote: Hillary Clinton	1% (6)	— (1)	1% (4)	1% (10)	4% (26)	3% (24)	9% (65)	10% (70)	9% (63)	15% (104)	48% (340)	712
2016 Vote: Donald Trump	1% (4)	1% (4)	1% (5)	2% (12)	6% (36)	5% (29)	6% (38)	7% (45)	5% (30)	10% (63)	58% (360)	626
2016 Vote: Other	— (0)	— (0)	— (0)	1% (1)	6% (7)	7% (8)	8% (10)	4% (5)	6% (7)	11% (14)	57% (71)	123
2016 Vote: Didn't Vote	1% (11)	1% (9)	2% (16)	2% (18)	8% (58)	7% (51)	8% (59)	8% (60)	6% (46)	10% (75)	45% (335)	738
Voted in 2014: Yes	1% (6)	— (5)	1% (8)	1% (17)	5% (58)	4% (55)	8% (95)	7% (89)	7% (90)	13% (153)	53% (647)	1222
Voted in 2014: No	1% (14)	1% (9)	2% (17)	2% (24)	7% (70)	6% (57)	8% (77)	9% (90)	6% (57)	11% (103)	47% (460)	978
4-Region: Northeast	1% (2)	— (1)	2% (6)	2% (7)	4% (16)	6% (25)	6% (24)	8% (30)	7% (29)	16% (65)	48% (188)	394
4-Region: Midwest	— (1)	1% (5)	2% (8)	1% (7)	6% (27)	4% (18)	6% (27)	8% (38)	6% (26)	7% (33)	59% (273)	462
4-Region: South	1% (10)	1% (5)	1% (8)	2% (19)	8% (65)	6% (52)	7% (55)	7% (56)	6% (52)	13% (111)	48% (392)	824
4-Region: West	2% (8)	— (2)	1% (3)	2% (9)	4% (20)	3% (16)	12% (65)	11% (56)	8% (40)	9% (48)	49% (254)	520
Marvel Comics Fans	— (5)	1% (8)	1% (13)	2% (29)	7% (85)	7% (89)	11% (138)	12% (156)	10% (127)	17% (218)	33% (427)	1296
Avid Marvel Comics Fans	— (1)	1% (4)	1% (5)	2% (10)	4% (18)	8% (34)	12% (53)	12% (54)	13% (57)	29% (129)	17% (73)	440
Casual Marvel Comics Fans	— (4)	— (3)	1% (8)	2% (19)	8% (68)	6% (55)	10% (85)	12% (102)	8% (70)	10% (88)	41% (354)	855
Marvel TV/Movies Fans	— (6)	1% (8)	1% (20)	2% (30)	6% (89)	7% (95)	9% (131)	11% (162)	10% (136)	16% (230)	36% (512)	1419
Avid Marvel TV/Movies Fans	1% (4)	1% (3)	2% (9)	3% (12)	6% (24)	7% (30)	10% (41)	13% (57)	13% (53)	27% (114)	18% (76)	422
Casual Marvel TV/Movies Fans	— (2)	— (5)	1% (11)	2% (17)	7% (65)	7% (65)	9% (91)	11% (105)	8% (83)	12% (116)	44% (437)	997
Fans of Anything Marvel	1% (8)	1% (8)	1% (20)	2% (33)	7% (105)	6% (96)	10% (155)	11% (170)	9% (137)	16% (238)	36% (556)	1526
Avid Fans of Anything Marvel	1% (5)	1% (6)	2% (10)	2% (14)	5% (32)	8% (52)	11% (72)	13% (83)	12% (77)	25% (161)	20% (130)	642
Casual Fans of Anything Marvel	— (4)	— (5)	1% (14)	2% (24)	8% (86)	5% (59)	10% (115)	10% (116)	9% (98)	10% (110)	43% (477)	1107

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

Table MCEN10_19: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Captain Marvel

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (20)	— (6)	1% (26)	2% (34)	4% (98)	4% (94)	8% (180)	15% (333)	12% (265)	27% (589)	25% (554)	2200
Gender: Male	1% (16)	— (4)	1% (10)	2% (18)	5% (50)	4% (47)	9% (98)	17% (183)	14% (152)	27% (282)	19% (202)	1062
Gender: Female	— (5)	— (2)	1% (17)	1% (17)	4% (48)	4% (47)	7% (82)	13% (150)	10% (113)	27% (306)	31% (352)	1138
Age: 18-34	1% (6)	— (2)	3% (20)	2% (13)	6% (37)	5% (30)	9% (57)	16% (102)	9% (61)	33% (218)	17% (110)	655
Age: 35-44	— (2)	1% (2)	1% (3)	— (2)	3% (10)	6% (23)	11% (40)	19% (67)	18% (65)	23% (81)	18% (64)	358
Age: 45-64	2% (11)	— (2)	— (3)	2% (15)	5% (39)	4% (31)	7% (50)	14% (109)	12% (89)	26% (198)	27% (203)	751
Age: 65+	— (2)	— (0)	— (1)	1% (5)	3% (12)	2% (10)	8% (33)	13% (56)	11% (49)	21% (92)	41% (177)	436
GenZers: 1997-2012	2% (3)	— (0)	7% (12)	1% (2)	13% (22)	5% (9)	7% (12)	21% (36)	6% (10)	24% (41)	13% (22)	169
Millennials: 1981-1996	— (3)	— (3)	1% (9)	2% (12)	3% (18)	5% (38)	9% (65)	16% (115)	13% (90)	32% (233)	18% (131)	718
GenXers: 1965-1980	1% (4)	— (2)	— (2)	3% (14)	7% (33)	4% (22)	8% (42)	15% (77)	14% (73)	27% (139)	20% (100)	507
Baby Boomers: 1946-1964	1% (10)	— (2)	— (3)	1% (5)	3% (24)	4% (25)	8% (57)	13% (96)	12% (88)	22% (157)	35% (252)	720
PID: Dem (no lean)	— (2)	— (2)	1% (11)	2% (15)	4% (32)	5% (42)	8% (69)	16% (137)	13% (113)	30% (262)	22% (189)	872
PID: Ind (no lean)	1% (8)	— (3)	1% (10)	1% (9)	6% (43)	4% (30)	9% (65)	15% (101)	10% (70)	23% (159)	28% (195)	693
PID: Rep (no lean)	2% (10)	— (1)	1% (6)	2% (10)	4% (23)	3% (22)	7% (46)	15% (95)	13% (83)	26% (168)	27% (171)	635
PID/Gender: Dem Men	— (0)	— (2)	2% (7)	2% (8)	5% (22)	5% (24)	8% (32)	18% (76)	16% (68)	30% (129)	14% (60)	428
PID/Gender: Dem Women	1% (2)	— (0)	1% (4)	1% (6)	2% (10)	4% (18)	8% (37)	14% (62)	10% (44)	30% (133)	29% (129)	445
PID/Gender: Ind Men	2% (7)	— (1)	— (2)	1% (3)	4% (13)	4% (12)	10% (31)	19% (57)	12% (36)	22% (69)	25% (76)	306
PID/Gender: Ind Women	— (1)	1% (2)	2% (9)	2% (6)	8% (30)	5% (18)	9% (34)	11% (43)	9% (33)	24% (91)	31% (119)	386
PID/Gender: Rep Men	3% (9)	— (1)	— (2)	2% (6)	4% (15)	4% (12)	11% (35)	15% (50)	15% (48)	26% (85)	20% (67)	328
PID/Gender: Rep Women	— (1)	— (0)	1% (4)	1% (5)	3% (8)	3% (10)	4% (11)	15% (45)	11% (35)	27% (83)	34% (104)	307
Ideo: Liberal (1-3)	— (2)	— (2)	2% (11)	2% (15)	2% (16)	3% (23)	9% (58)	15% (99)	15% (96)	30% (194)	21% (141)	657
Ideo: Moderate (4)	— (1)	— (2)	1% (7)	1% (8)	6% (40)	4% (28)	8% (48)	16% (102)	11% (69)	27% (169)	25% (157)	632
Ideo: Conservative (5-7)	2% (13)	— (1)	1% (5)	1% (8)	5% (33)	4% (28)	7% (51)	15% (100)	12% (83)	25% (168)	28% (190)	679
Educ: < College	1% (19)	— (4)	1% (21)	2% (27)	5% (75)	4% (57)	8% (119)	14% (206)	11% (169)	28% (427)	26% (390)	1512
Educ: Bachelors degree	— (1)	1% (2)	1% (4)	1% (6)	4% (19)	6% (25)	9% (41)	19% (83)	14% (60)	23% (102)	23% (101)	444
Educ: Post-grad	— (1)	— (0)	1% (1)	1% (2)	2% (4)	5% (12)	8% (20)	18% (44)	15% (36)	25% (60)	26% (63)	244
Income: Under 50k	1% (13)	— (4)	2% (19)	1% (17)	6% (70)	4% (49)	8% (99)	14% (170)	11% (133)	27% (321)	25% (301)	1194
Income: 50k-100k	1% (4)	— (2)	1% (7)	2% (15)	2% (15)	4% (30)	9% (63)	14% (95)	13% (85)	26% (179)	27% (181)	675
Income: 100k+	1% (4)	— (0)	— (1)	1% (3)	4% (12)	5% (15)	6% (18)	21% (69)	14% (47)	27% (89)	22% (72)	331
Ethnicity: White	1% (17)	— (5)	1% (18)	1% (21)	4% (71)	4% (73)	8% (129)	15% (264)	13% (216)	25% (437)	27% (471)	1722
Ethnicity: Hispanic	3% (12)	— (2)	3% (9)	2% (7)	7% (26)	1% (4)	8% (28)	11% (40)	14% (48)	34% (118)	16% (56)	349
Ethnicity: Black	— (1)	— (1)	3% (8)	5% (13)	7% (19)	5% (14)	9% (25)	14% (38)	9% (25)	31% (86)	17% (46)	274
Ethnicity: Other	1% (3)	— (0)	— (1)	— (1)	4% (8)	3% (7)	13% (26)	15% (31)	12% (24)	32% (66)	18% (37)	204
All Christian	1% (11)	— (2)	1% (7)	2% (15)	4% (39)	4% (40)	8% (75)	15% (151)	15% (148)	26% (260)	24% (239)	987
All Non-Christian	— (0)	— (0)	1% (1)	2% (2)	5% (7)	6% (8)	7% (9)	15% (19)	11% (14)	32% (40)	19% (24)	124
Atheist	1% (2)	2% (2)	1% (1)	2% (2)	3% (4)	8% (9)	4% (4)	10% (11)	8% (9)	37% (39)	24% (26)	107
Agnostic/Nothing in particular	— (1)	— (2)	2% (12)	1% (9)	4% (29)	4% (28)	10% (63)	14% (89)	10% (64)	24% (152)	30% (193)	642
Something Else	2% (7)	— (0)	2% (5)	2% (5)	6% (20)	3% (10)	9% (30)	19% (63)	9% (30)	29% (97)	21% (72)	340
Religious Non-Protestant/Catholic	— (0)	— (0)	1% (1)	6% (9)	5% (7)	7% (10)	7% (11)	14% (20)	11% (16)	29% (42)	21% (31)	147
Evangelical	2% (11)	— (0)	1% (5)	1% (4)	7% (38)	3% (16)	7% (42)	16% (89)	13% (76)	29% (165)	21% (115)	562
Non-Evangelical	1% (7)	— (2)	1% (5)	1% (8)	3% (21)	4% (29)	8% (60)	17% (122)	13% (91)	26% (188)	25% (182)	714

Continued on next page

Table MCEN10_19: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Captain Marvel

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (20)	— (6)	1% (26)	2% (34)	4% (98)	4% (94)	8% (180)	15% (333)	12% (265)	27% (589)	25% (554)	2200
Community: Urban	1% (8)	— (2)	1% (9)	2% (11)	4% (30)	5% (30)	9% (61)	14% (91)	13% (86)	30% (200)	21% (142)	671
Community: Suburban	1% (8)	— (2)	1% (6)	1% (9)	4% (40)	4% (39)	7% (71)	16% (159)	12% (121)	27% (261)	27% (266)	983
Community: Rural	1% (4)	— (2)	2% (11)	3% (14)	5% (28)	4% (24)	9% (48)	15% (83)	11% (58)	23% (128)	27% (146)	546
Employ: Private Sector	— (3)	— (2)	1% (9)	1% (4)	5% (38)	5% (37)	8% (52)	18% (124)	13% (91)	28% (197)	19% (133)	691
Employ: Government	— (0)	— (0)	— (0)	8% (10)	1% (1)	3% (4)	8% (9)	16% (19)	23% (27)	23% (26)	18% (21)	117
Employ: Self-Employed	1% (2)	— (1)	1% (1)	1% (2)	4% (8)	6% (11)	12% (21)	17% (31)	9% (16)	30% (53)	19% (33)	179
Employ: Homemaker	— (0)	1% (2)	1% (1)	3% (6)	7% (12)	4% (8)	12% (21)	13% (24)	8% (15)	25% (45)	27% (49)	183
Employ: Student	2% (2)	— (0)	7% (4)	3% (2)	3% (2)	7% (4)	7% (4)	16% (10)	7% (5)	22% (15)	28% (18)	66
Employ: Retired	2% (10)	— (0)	— (2)	1% (5)	3% (17)	2% (13)	6% (34)	12% (69)	11% (64)	22% (123)	39% (218)	554
Employ: Unemployed	1% (3)	— (1)	2% (5)	1% (3)	5% (14)	4% (12)	9% (24)	13% (33)	13% (34)	32% (83)	19% (51)	263
Employ: Other	— (0)	— (0)	3% (4)	2% (3)	3% (5)	4% (5)	10% (15)	16% (23)	10% (14)	32% (47)	21% (31)	146
Military HH: Yes	1% (3)	— (2)	— (0)	2% (9)	6% (22)	2% (8)	8% (31)	13% (47)	15% (57)	25% (94)	27% (99)	372
Military HH: No	1% (18)	— (5)	1% (26)	1% (25)	4% (76)	5% (86)	8% (149)	16% (286)	11% (208)	27% (494)	25% (455)	1828
RD/WT: Right Direction	1% (9)	— (3)	2% (15)	2% (16)	4% (36)	4% (38)	8% (73)	16% (140)	12% (111)	29% (265)	22% (196)	901
RD/WT: Wrong Track	1% (11)	— (3)	1% (12)	1% (19)	5% (62)	4% (56)	8% (107)	15% (194)	12% (154)	25% (324)	28% (358)	1299
Biden Job Approve	1% (8)	— (3)	1% (10)	2% (21)	4% (44)	4% (41)	8% (89)	15% (159)	13% (139)	30% (310)	22% (228)	1051
Biden Job Disapprove	1% (13)	— (1)	1% (12)	1% (12)	4% (40)	5% (46)	8% (79)	15% (155)	12% (124)	25% (254)	28% (282)	1019
Biden Job Strongly Approve	— (0)	— (0)	1% (6)	2% (10)	4% (19)	3% (14)	7% (35)	16% (78)	11% (58)	37% (185)	20% (101)	506
Biden Job Somewhat Approve	1% (8)	1% (3)	1% (4)	2% (11)	5% (25)	5% (27)	10% (54)	15% (81)	15% (80)	23% (125)	23% (127)	545
Biden Job Somewhat Disapprove	— (0)	— (0)	1% (4)	— (1)	5% (15)	7% (20)	6% (18)	17% (49)	14% (39)	26% (74)	23% (65)	285
Biden Job Strongly Disapprove	2% (13)	— (1)	1% (8)	1% (11)	3% (25)	4% (27)	8% (61)	14% (106)	12% (86)	25% (180)	30% (218)	734
Favorable of Biden	1% (7)	— (2)	1% (7)	2% (19)	4% (44)	4% (43)	8% (83)	15% (160)	13% (135)	30% (314)	23% (237)	1050
Unfavorable of Biden	1% (13)	— (5)	2% (19)	1% (13)	4% (43)	5% (48)	8% (81)	16% (159)	13% (128)	25% (254)	25% (259)	1022
Very Favorable of Biden	1% (5)	— (0)	— (1)	3% (14)	4% (22)	3% (18)	6% (33)	13% (66)	10% (53)	39% (203)	21% (111)	526
Somewhat Favorable of Biden	— (2)	— (2)	1% (6)	1% (5)	4% (22)	5% (25)	10% (50)	18% (94)	16% (82)	21% (111)	24% (126)	524
Somewhat Unfavorable of Biden	— (1)	— (1)	4% (11)	— (0)	5% (11)	8% (19)	7% (18)	17% (43)	16% (39)	26% (64)	17% (41)	247
Very Unfavorable of Biden	2% (13)	— (3)	1% (9)	2% (13)	4% (32)	4% (29)	8% (63)	15% (116)	12% (90)	25% (190)	28% (218)	775
#1 Issue: Economy	1% (6)	— (1)	1% (12)	2% (16)	5% (43)	5% (41)	9% (83)	17% (147)	13% (118)	24% (215)	23% (200)	880
#1 Issue: Security	— (1)	— (1)	1% (4)	2% (4)	3% (7)	5% (15)	8% (23)	11% (32)	12% (34)	30% (86)	27% (79)	286
#1 Issue: Health Care	— (0)	— (0)	2% (4)	2% (5)	2% (4)	4% (11)	5% (13)	14% (38)	14% (36)	34% (88)	24% (64)	262
#1 Issue: Medicare / Social Security	1% (4)	2% (5)	— (1)	2% (4)	6% (18)	4% (11)	7% (20)	8% (23)	12% (34)	22% (63)	35% (99)	283
#1 Issue: Women's Issues	2% (3)	— (0)	3% (4)	— (1)	11% (15)	5% (6)	5% (7)	20% (27)	8% (10)	28% (38)	18% (25)	137
#1 Issue: Education	— (0)	— (0)	— (0)	3% (3)	4% (4)	2% (2)	12% (12)	16% (16)	14% (14)	31% (33)	19% (20)	104
#1 Issue: Energy	4% (5)	— (0)	— (0)	1% (1)	3% (3)	4% (6)	9% (13)	24% (33)	7% (10)	27% (38)	21% (29)	139
#1 Issue: Other	2% (2)	— (0)	1% (2)	— (0)	2% (2)	2% (2)	9% (9)	15% (16)	8% (9)	25% (27)	36% (39)	108
2020 Vote: Joe Biden	1% (9)	— (4)	1% (6)	1% (14)	3% (31)	4% (43)	8% (77)	16% (167)	12% (126)	29% (298)	23% (236)	1011
2020 Vote: Donald Trump	1% (7)	— (1)	1% (6)	2% (12)	5% (32)	4% (26)	9% (64)	14% (96)	13% (92)	24% (168)	27% (190)	695
2020 Vote: Other	3% (2)	— (0)	— (0)	2% (1)	5% (3)	11% (6)	5% (3)	18% (11)	7% (4)	24% (15)	25% (15)	60
2020 Vote: Didn't Vote	1% (3)	— (1)	3% (14)	2% (8)	7% (32)	4% (19)	8% (35)	14% (60)	10% (41)	25% (108)	25% (109)	431
2018 House Vote: Democrat	— (2)	— (2)	1% (5)	2% (15)	4% (29)	3% (26)	7% (57)	16% (124)	14% (106)	29% (226)	24% (189)	782
2018 House Vote: Republican	1% (8)	— (1)	1% (5)	1% (5)	4% (20)	3% (18)	9% (54)	14% (82)	12% (67)	26% (147)	28% (162)	569
2018 House Vote: Someone else	— (0)	— (0)	— (0)	1% (1)	— (0)	11% (6)	8% (4)	20% (11)	3% (2)	24% (14)	32% (18)	56

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Table MCEN10_19: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Captain Marvel

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	1% (20)	— (6)	1% (26)	2% (34)	4% (98)	4% (94)	8% (180)	15% (333)	12% (265)	27% (589)	25% (554)	2200
2016 Vote: Hillary Clinton	— (1)	— (2)	1% (5)	1% (8)	3% (23)	3% (20)	7% (50)	16% (114)	13% (90)	30% (215)	26% (184)	712
2016 Vote: Donald Trump	1% (6)	— (1)	1% (3)	2% (13)	4% (24)	4% (26)	10% (63)	15% (95)	12% (76)	24% (147)	27% (171)	626
2016 Vote: Other	1% (1)	— (0)	— (0)	1% (1)	2% (3)	7% (8)	7% (9)	16% (20)	15% (19)	23% (28)	28% (34)	123
2016 Vote: Didn't Vote	2% (13)	— (3)	2% (18)	2% (12)	6% (48)	5% (40)	8% (58)	14% (104)	11% (80)	27% (198)	22% (164)	738
Voted in 2014: Yes	1% (7)	— (2)	— (6)	2% (19)	3% (39)	4% (47)	8% (102)	15% (186)	13% (164)	26% (318)	27% (332)	1222
Voted in 2014: No	1% (13)	— (4)	2% (21)	2% (15)	6% (59)	5% (47)	8% (78)	15% (147)	10% (101)	28% (271)	23% (221)	978
4-Region: Northeast	2% (6)	1% (3)	2% (8)	2% (7)	3% (10)	4% (16)	8% (31)	14% (54)	14% (55)	29% (112)	23% (90)	394
4-Region: Midwest	— (1)	— (2)	1% (4)	1% (6)	5% (25)	5% (23)	9% (43)	17% (77)	11% (49)	23% (105)	28% (128)	462
4-Region: South	1% (7)	— (1)	2% (15)	2% (13)	6% (53)	4% (35)	8% (64)	12% (99)	11% (92)	30% (247)	24% (198)	824
4-Region: West	1% (7)	— (0)	— (0)	1% (8)	2% (10)	4% (20)	8% (42)	20% (104)	13% (69)	24% (125)	26% (137)	520
Marvel Comics Fans	— (2)	— (2)	1% (15)	1% (18)	5% (62)	4% (57)	9% (112)	19% (249)	16% (204)	35% (453)	9% (122)	1296
Avid Marvel Comics Fans	— (0)	— (0)	1% (3)	1% (5)	3% (14)	3% (11)	7% (32)	17% (75)	14% (63)	51% (226)	3% (11)	440
Casual Marvel Comics Fans	— (2)	— (2)	1% (11)	1% (13)	6% (48)	5% (46)	9% (79)	20% (174)	17% (141)	27% (228)	13% (111)	855
Marvel TV/Movies Fans	— (5)	— (4)	1% (18)	1% (18)	5% (68)	4% (60)	9% (129)	18% (258)	15% (217)	34% (483)	11% (159)	1419
Avid Marvel TV/Movies Fans	1% (3)	— (1)	2% (8)	1% (4)	3% (12)	2% (9)	7% (28)	16% (69)	15% (62)	50% (212)	3% (13)	422
Casual Marvel TV/Movies Fans	— (2)	— (3)	1% (10)	1% (14)	6% (56)	5% (51)	10% (101)	19% (189)	16% (155)	27% (270)	15% (146)	997
Fans of Anything Marvel	— (7)	— (4)	1% (19)	2% (25)	5% (72)	5% (70)	9% (140)	18% (275)	15% (230)	34% (516)	11% (170)	1526
Avid Fans of Anything Marvel	1% (5)	— (3)	1% (4)	1% (7)	3% (18)	2% (15)	7% (46)	18% (114)	16% (104)	48% (311)	2% (14)	642
Casual Fans of Anything Marvel	— (2)	— (3)	2% (17)	2% (21)	5% (58)	5% (60)	10% (111)	19% (206)	16% (173)	27% (297)	14% (160)	1107

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

Table MCEN10_20: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Nick Fury

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	2% (34)	1% (24)	2% (48)	4% (87)	8% (168)	10% (217)	8% (170)	8% (169)	5% (112)	9% (203)	44% (969)	2200
Gender: Male	3% (27)	1% (13)	3% (29)	6% (61)	8% (87)	10% (111)	8% (83)	9% (100)	7% (71)	10% (105)	35% (375)	1062
Gender: Female	1% (7)	1% (11)	2% (19)	2% (26)	7% (81)	9% (106)	8% (87)	6% (68)	4% (41)	9% (99)	52% (594)	1138
Age: 18-34	2% (13)	1% (8)	2% (15)	5% (32)	9% (62)	11% (74)	10% (66)	9% (57)	8% (50)	15% (96)	28% (182)	655
Age: 35-44	1% (3)	1% (5)	5% (16)	6% (21)	11% (40)	10% (37)	9% (34)	13% (48)	5% (20)	10% (36)	28% (99)	358
Age: 45-64	2% (15)	1% (10)	2% (16)	3% (26)	7% (54)	11% (82)	7% (50)	6% (46)	4% (30)	6% (49)	50% (374)	751
Age: 65+	1% (3)	— (1)	— (1)	2% (9)	3% (12)	6% (24)	5% (20)	4% (18)	3% (12)	5% (23)	72% (314)	436
GenZers: 1997-2012	2% (3)	4% (6)	2% (4)	5% (9)	12% (20)	15% (25)	11% (19)	9% (15)	2% (3)	11% (19)	27% (46)	169
Millennials: 1981-1996	1% (11)	1% (5)	3% (20)	5% (32)	10% (68)	10% (72)	10% (73)	11% (76)	9% (62)	14% (103)	27% (196)	718
GenXers: 1965-1980	2% (8)	1% (7)	4% (19)	6% (30)	10% (50)	13% (64)	8% (41)	8% (41)	4% (19)	8% (39)	37% (189)	507
Baby Boomers: 1946-1964	2% (12)	1% (5)	1% (4)	2% (16)	4% (28)	7% (53)	5% (34)	5% (35)	3% (23)	6% (41)	65% (470)	720
PID: Dem (no lean)	1% (6)	1% (12)	2% (17)	4% (36)	8% (66)	8% (67)	9% (77)	10% (84)	8% (69)	11% (93)	40% (345)	872
PID: Ind (no lean)	2% (13)	1% (8)	3% (22)	4% (25)	8% (55)	12% (83)	9% (62)	6% (39)	2% (16)	8% (53)	46% (316)	693
PID: Rep (no lean)	2% (15)	1% (4)	1% (9)	4% (26)	7% (47)	10% (66)	5% (31)	7% (45)	4% (28)	9% (57)	48% (307)	635
PID/Gender: Dem Men	1% (5)	1% (5)	3% (12)	5% (23)	7% (30)	8% (34)	9% (38)	13% (54)	12% (51)	14% (62)	27% (114)	428
PID/Gender: Dem Women	— (1)	2% (7)	1% (5)	3% (13)	8% (36)	7% (33)	9% (39)	7% (30)	4% (17)	7% (31)	52% (231)	445
PID/Gender: Ind Men	3% (8)	2% (6)	4% (13)	5% (16)	8% (26)	14% (43)	9% (27)	6% (19)	2% (7)	6% (19)	41% (125)	306
PID/Gender: Ind Women	1% (5)	1% (3)	3% (10)	2% (9)	8% (29)	10% (40)	9% (36)	5% (21)	2% (9)	9% (34)	49% (191)	386
PID/Gender: Rep Men	4% (14)	1% (3)	1% (5)	7% (23)	10% (31)	10% (34)	6% (19)	8% (28)	4% (13)	7% (24)	41% (135)	328
PID/Gender: Rep Women	— (1)	— (1)	1% (4)	1% (3)	5% (16)	11% (32)	4% (12)	6% (18)	5% (15)	11% (33)	56% (172)	307
Ideo: Liberal (1-3)	1% (8)	1% (6)	2% (13)	4% (29)	7% (45)	10% (66)	8% (50)	9% (60)	7% (45)	11% (74)	40% (261)	657
Ideo: Moderate (4)	1% (4)	1% (7)	3% (19)	4% (23)	9% (60)	9% (54)	10% (63)	9% (55)	5% (33)	7% (47)	42% (267)	632
Ideo: Conservative (5-7)	3% (17)	1% (6)	2% (11)	3% (24)	7% (46)	9% (61)	6% (42)	7% (46)	4% (28)	9% (60)	50% (337)	679
Educ: < College	2% (29)	1% (16)	2% (33)	4% (63)	7% (111)	10% (153)	8% (115)	7% (106)	4% (65)	9% (140)	45% (681)	1512
Educ: Bachelors degree	1% (4)	1% (6)	3% (14)	4% (18)	9% (42)	10% (43)	8% (35)	8% (38)	7% (32)	7% (30)	41% (183)	444
Educ: Post-grad	— (1)	1% (2)	— (1)	3% (6)	6% (15)	8% (21)	8% (20)	10% (25)	6% (15)	14% (34)	43% (105)	244
Income: Under 50k	2% (25)	1% (16)	2% (25)	4% (48)	8% (99)	10% (114)	9% (102)	7% (82)	4% (51)	9% (109)	44% (522)	1194
Income: 50k-100k	1% (5)	1% (4)	2% (16)	4% (29)	6% (42)	10% (70)	5% (34)	8% (56)	6% (42)	9% (58)	47% (318)	675
Income: 100k+	1% (4)	1% (4)	2% (7)	3% (9)	8% (26)	10% (32)	10% (34)	9% (31)	6% (18)	11% (36)	39% (129)	331
Ethnicity: White	2% (26)	1% (14)	2% (33)	3% (50)	7% (120)	10% (167)	7% (128)	7% (123)	5% (89)	9% (147)	48% (825)	1722
Ethnicity: Hispanic	3% (12)	1% (3)	2% (7)	6% (20)	9% (32)	12% (42)	10% (34)	5% (19)	6% (20)	16% (54)	30% (106)	349
Ethnicity: Black	2% (6)	2% (7)	4% (10)	9% (26)	10% (28)	9% (25)	5% (14)	10% (26)	6% (17)	12% (32)	30% (82)	274
Ethnicity: Other	1% (2)	2% (3)	2% (5)	5% (11)	10% (20)	12% (24)	14% (28)	9% (19)	3% (6)	12% (24)	30% (61)	204
All Christian	1% (14)	1% (6)	1% (11)	3% (29)	6% (61)	9% (89)	7% (74)	8% (77)	7% (65)	10% (97)	47% (465)	987
All Non-Christian	— (0)	2% (2)	— (0)	8% (9)	5% (6)	9% (12)	10% (12)	9% (11)	6% (8)	18% (22)	33% (41)	124
Atheist	2% (3)	2% (2)	6% (6)	2% (3)	4% (5)	11% (12)	5% (5)	11% (11)	7% (8)	10% (11)	41% (43)	107
Agnostic/Nothing in particular	1% (8)	1% (9)	4% (23)	4% (29)	9% (59)	10% (63)	10% (62)	7% (46)	2% (15)	7% (45)	44% (285)	642
Something Else	3% (9)	2% (5)	2% (8)	5% (17)	11% (38)	12% (42)	5% (17)	7% (23)	5% (17)	8% (29)	40% (134)	340
Religious Non-Protestant/Catholic	— (0)	1% (2)	1% (1)	10% (15)	5% (7)	10% (15)	10% (14)	8% (12)	5% (8)	15% (22)	34% (50)	147
Evangelical	2% (12)	1% (5)	1% (6)	3% (18)	10% (55)	8% (43)	7% (41)	9% (48)	7% (37)	13% (74)	40% (222)	562
Non-Evangelical	1% (11)	1% (5)	2% (12)	3% (22)	6% (42)	12% (83)	6% (44)	7% (48)	6% (44)	7% (48)	50% (356)	714

Continued on next page

Table MCEN10_20: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Nick Fury

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	2% (34)	1% (24)	2% (48)	4% (87)	8% (168)	10% (217)	8% (170)	8% (169)	5% (112)	9% (203)	44% (969)	2200
Community: Urban	2% (13)	1% (7)	2% (13)	4% (26)	8% (54)	9% (62)	9% (60)	9% (62)	6% (42)	14% (92)	36% (239)	671
Community: Suburban	2% (15)	1% (11)	2% (19)	3% (31)	7% (69)	11% (108)	7% (72)	6% (62)	5% (52)	7% (72)	48% (471)	983
Community: Rural	1% (5)	1% (7)	3% (16)	5% (30)	8% (44)	9% (47)	7% (38)	8% (44)	3% (18)	7% (39)	47% (258)	546
Employ: Private Sector	1% (9)	2% (12)	4% (25)	3% (24)	9% (61)	10% (67)	9% (64)	10% (68)	7% (45)	11% (79)	34% (236)	691
Employ: Government	— (0)	— (0)	1% (1)	10% (11)	6% (7)	14% (17)	11% (13)	9% (11)	8% (9)	6% (8)	34% (40)	117
Employ: Self-Employed	4% (7)	1% (1)	2% (4)	4% (8)	6% (10)	14% (25)	7% (13)	10% (18)	3% (5)	12% (22)	37% (66)	179
Employ: Homemaker	— (0)	— (0)	3% (5)	4% (7)	11% (19)	10% (17)	8% (16)	11% (19)	5% (9)	8% (14)	42% (76)	183
Employ: Student	2% (1)	— (0)	— (0)	5% (3)	12% (8)	11% (8)	6% (4)	2% (1)	5% (3)	13% (9)	45% (30)	66
Employ: Retired	2% (11)	— (1)	1% (7)	3% (14)	4% (20)	7% (36)	5% (26)	4% (25)	4% (20)	6% (34)	65% (360)	554
Employ: Unemployed	2% (5)	2% (6)	1% (3)	4% (11)	9% (23)	14% (36)	9% (22)	8% (21)	7% (18)	10% (27)	34% (90)	263
Employ: Other	1% (1)	3% (4)	1% (2)	6% (8)	13% (19)	7% (10)	9% (13)	4% (6)	2% (3)	7% (10)	48% (70)	146
Military HH: Yes	1% (3)	1% (4)	1% (5)	5% (18)	7% (26)	10% (36)	8% (30)	7% (26)	6% (23)	9% (35)	45% (166)	372
Military HH: No	2% (31)	1% (20)	2% (43)	4% (69)	8% (142)	10% (181)	8% (140)	8% (142)	5% (89)	9% (168)	44% (803)	1828
RD/WT: Right Direction	2% (14)	1% (10)	2% (14)	4% (32)	8% (71)	8% (76)	10% (86)	10% (86)	7% (62)	12% (112)	37% (337)	901
RD/WT: Wrong Track	2% (20)	1% (14)	3% (34)	4% (55)	7% (97)	11% (140)	6% (84)	6% (83)	4% (50)	7% (91)	49% (632)	1299
Biden Job Approve	1% (14)	1% (11)	2% (21)	4% (41)	8% (81)	9% (94)	9% (92)	9% (100)	6% (68)	12% (121)	39% (407)	1051
Biden Job Disapprove	2% (20)	1% (10)	2% (24)	4% (41)	8% (77)	10% (103)	7% (69)	6% (66)	4% (41)	6% (57)	50% (511)	1019
Biden Job Strongly Approve	— (1)	— (0)	1% (5)	3% (18)	6% (28)	7% (38)	8% (40)	11% (53)	9% (45)	19% (95)	36% (182)	506
Biden Job Somewhat Approve	2% (12)	2% (11)	3% (16)	4% (24)	10% (53)	10% (56)	9% (52)	9% (46)	4% (23)	5% (26)	41% (225)	545
Biden Job Somewhat Disapprove	2% (5)	2% (6)	2% (7)	5% (14)	10% (29)	11% (32)	10% (27)	6% (18)	6% (18)	5% (13)	41% (116)	285
Biden Job Strongly Disapprove	2% (16)	1% (4)	2% (17)	4% (27)	6% (48)	10% (71)	6% (41)	6% (48)	3% (23)	6% (44)	54% (395)	734
Favorable of Biden	1% (11)	1% (15)	1% (14)	4% (42)	7% (77)	10% (100)	9% (97)	9% (97)	6% (66)	12% (121)	39% (410)	1050
Unfavorable of Biden	2% (23)	1% (8)	3% (30)	4% (45)	8% (86)	10% (104)	6% (64)	6% (66)	4% (43)	6% (64)	48% (488)	1022
Very Favorable of Biden	2% (10)	— (3)	1% (3)	4% (23)	6% (34)	8% (42)	7% (39)	10% (52)	8% (45)	17% (88)	36% (188)	526
Somewhat Favorable of Biden	— (2)	2% (12)	2% (11)	4% (19)	8% (43)	11% (58)	11% (58)	9% (45)	4% (21)	6% (34)	42% (221)	524
Somewhat Unfavorable of Biden	3% (7)	2% (5)	5% (12)	6% (15)	11% (28)	11% (27)	8% (21)	5% (13)	7% (16)	6% (14)	36% (89)	247
Very Unfavorable of Biden	2% (16)	— (4)	2% (18)	4% (30)	7% (58)	10% (77)	6% (44)	7% (54)	3% (27)	6% (50)	51% (399)	775
#1 Issue: Economy	2% (15)	1% (9)	2% (20)	5% (42)	9% (75)	11% (99)	8% (75)	9% (75)	6% (50)	8% (68)	40% (352)	880
#1 Issue: Security	— (1)	— (0)	1% (4)	4% (11)	5% (15)	9% (25)	7% (20)	6% (16)	5% (15)	10% (29)	52% (150)	286
#1 Issue: Health Care	1% (1)	2% (4)	2% (5)	4% (11)	6% (16)	9% (25)	9% (23)	8% (22)	7% (18)	12% (33)	40% (104)	262
#1 Issue: Medicare / Social Security	1% (4)	2% (7)	1% (2)	3% (8)	4% (12)	7% (20)	3% (9)	5% (15)	4% (12)	9% (25)	60% (169)	283
#1 Issue: Women's Issues	3% (4)	— (0)	3% (4)	2% (2)	8% (11)	15% (20)	10% (13)	12% (16)	2% (3)	11% (15)	34% (47)	137
#1 Issue: Education	— (0)	1% (1)	7% (7)	1% (1)	8% (8)	8% (9)	8% (9)	7% (7)	6% (6)	15% (16)	38% (40)	104
#1 Issue: Energy	5% (6)	1% (1)	1% (2)	5% (7)	15% (20)	7% (10)	9% (12)	9% (12)	5% (6)	6% (8)	38% (53)	139
#1 Issue: Other	3% (3)	2% (2)	2% (3)	2% (3)	9% (10)	9% (9)	8% (9)	5% (5)	1% (1)	9% (10)	50% (54)	108
2020 Vote: Joe Biden	2% (16)	1% (13)	2% (18)	4% (40)	7% (69)	9% (91)	9% (94)	9% (93)	7% (68)	10% (100)	40% (409)	1011
2020 Vote: Donald Trump	1% (9)	— (3)	2% (17)	3% (24)	8% (54)	9% (63)	6% (45)	7% (46)	4% (31)	7% (51)	51% (352)	695
2020 Vote: Other	4% (3)	— (0)	4% (2)	6% (4)	7% (4)	13% (8)	7% (4)	11% (7)	3% (2)	9% (6)	35% (21)	60
2020 Vote: Didn't Vote	1% (6)	2% (8)	3% (11)	4% (19)	9% (40)	13% (55)	6% (27)	5% (23)	3% (11)	11% (47)	43% (183)	431
2018 House Vote: Democrat	1% (9)	1% (7)	2% (15)	4% (31)	7% (58)	8% (65)	9% (72)	9% (68)	7% (55)	10% (77)	42% (327)	782
2018 House Vote: Republican	2% (10)	1% (5)	2% (10)	2% (13)	7% (37)	9% (51)	6% (34)	8% (44)	4% (25)	8% (44)	52% (295)	569
2018 House Vote: Someone else	2% (1)	— (0)	3% (1)	8% (5)	3% (1)	15% (8)	12% (7)	4% (2)	5% (3)	7% (4)	44% (25)	56

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Table MCEN10_20: *On a scale of 1 to 10, with 1 being completely weak and 10 being completely powerful, how weak or powerful do you think each of the following characters are?*
Nick Fury

Demographic	1 - Completely weak	2	3	4	5	6	7	8	9	10 - Completely powerful	Don't know/ No opinion	Total N
Adults	2% (34)	1% (24)	2% (48)	4% (87)	8% (168)	10% (217)	8% (170)	8% (169)	5% (112)	9% (203)	44% (969)	2200
2016 Vote: Hillary Clinton	1% (8)	1% (6)	1% (10)	3% (22)	7% (52)	7% (48)	10% (69)	10% (68)	7% (49)	10% (75)	43% (306)	712
2016 Vote: Donald Trump	1% (8)	— (2)	2% (15)	4% (22)	6% (39)	9% (59)	6% (37)	8% (50)	5% (31)	7% (46)	51% (316)	626
2016 Vote: Other	1% (2)	2% (2)	3% (4)	4% (5)	5% (6)	17% (21)	7% (9)	4% (5)	2% (2)	7% (8)	49% (60)	123
2016 Vote: Didn't Vote	2% (16)	2% (14)	3% (20)	5% (38)	10% (70)	12% (90)	8% (55)	6% (45)	4% (30)	10% (74)	39% (286)	738
Voted in 2014: Yes	1% (17)	1% (12)	2% (20)	3% (40)	7% (82)	9% (106)	7% (91)	8% (99)	6% (71)	9% (108)	47% (577)	1222
Voted in 2014: No	2% (17)	1% (12)	3% (28)	5% (47)	9% (85)	11% (111)	8% (79)	7% (70)	4% (41)	10% (95)	40% (392)	978
4-Region: Northeast	1% (5)	1% (3)	2% (7)	4% (14)	8% (30)	9% (34)	9% (34)	7% (28)	5% (20)	13% (52)	42% (166)	394
4-Region: Midwest	1% (4)	2% (7)	2% (11)	3% (14)	8% (36)	11% (49)	7% (32)	7% (34)	5% (22)	5% (25)	49% (229)	462
4-Region: South	1% (12)	1% (10)	3% (23)	5% (40)	9% (73)	10% (79)	8% (66)	7% (59)	5% (39)	10% (84)	41% (338)	824
4-Region: West	2% (13)	1% (4)	1% (7)	4% (19)	5% (29)	11% (55)	7% (39)	9% (48)	6% (31)	8% (42)	45% (235)	520
Marvel Comics Fans	1% (13)	1% (17)	3% (36)	5% (68)	10% (130)	13% (168)	10% (133)	11% (143)	8% (102)	14% (182)	23% (304)	1296
Avid Marvel Comics Fans	2% (8)	2% (9)	4% (17)	6% (27)	8% (37)	14% (63)	11% (48)	10% (44)	10% (45)	25% (111)	7% (32)	440
Casual Marvel Comics Fans	1% (5)	1% (8)	2% (20)	5% (41)	11% (93)	12% (105)	10% (85)	12% (99)	7% (57)	8% (71)	32% (271)	855
Marvel TV/Movies Fans	1% (19)	1% (19)	3% (43)	5% (67)	10% (136)	12% (177)	10% (144)	10% (140)	7% (100)	13% (184)	28% (390)	1419
Avid Marvel TV/Movies Fans	3% (11)	2% (7)	3% (13)	5% (20)	9% (36)	16% (66)	8% (35)	12% (52)	10% (44)	23% (95)	10% (44)	422
Casual Marvel TV/Movies Fans	1% (8)	1% (12)	3% (30)	5% (48)	10% (100)	11% (111)	11% (109)	9% (88)	6% (56)	9% (88)	35% (347)	997
Fans of Anything Marvel	1% (20)	1% (21)	3% (43)	5% (82)	9% (145)	13% (195)	10% (153)	10% (157)	7% (105)	13% (193)	27% (412)	1526
Avid Fans of Anything Marvel	2% (14)	2% (13)	3% (20)	6% (37)	9% (59)	16% (100)	10% (65)	13% (81)	9% (59)	21% (136)	9% (57)	642
Casual Fans of Anything Marvel	1% (7)	1% (11)	2% (25)	5% (57)	10% (107)	12% (131)	10% (111)	11% (117)	6% (66)	9% (97)	34% (378)	1107

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	36%	(794)	50%	(1111)	13%	(295)	2200
Gender: Male	41%	(433)	49%	(524)	10%	(106)	1062
Gender: Female	32%	(362)	52%	(587)	17%	(190)	1138
Age: 18-34	40%	(263)	46%	(303)	14%	(89)	655
Age: 35-44	43%	(155)	49%	(176)	7%	(26)	358
Age: 45-64	34%	(255)	52%	(393)	14%	(103)	751
Age: 65+	28%	(122)	55%	(238)	17%	(76)	436
GenZers: 1997-2012	23%	(39)	51%	(87)	25%	(42)	169
Millennials: 1981-1996	45%	(326)	46%	(328)	9%	(63)	718
GenXers: 1965-1980	40%	(203)	49%	(249)	11%	(54)	507
Baby Boomers: 1946-1964	28%	(199)	57%	(409)	16%	(112)	720
PID: Dem (no lean)	44%	(386)	44%	(385)	12%	(101)	872
PID: Ind (no lean)	31%	(213)	54%	(376)	15%	(104)	693
PID: Rep (no lean)	31%	(195)	55%	(350)	14%	(90)	635
PID/Gender: Dem Men	50%	(212)	43%	(184)	7%	(31)	428
PID/Gender: Dem Women	39%	(174)	45%	(201)	16%	(70)	445
PID/Gender: Ind Men	33%	(100)	55%	(169)	12%	(37)	306
PID/Gender: Ind Women	29%	(113)	53%	(206)	17%	(66)	386
PID/Gender: Rep Men	37%	(121)	52%	(170)	11%	(37)	328
PID/Gender: Rep Women	24%	(74)	59%	(180)	17%	(53)	307
Ideo: Liberal (1-3)	46%	(303)	46%	(302)	8%	(53)	657
Ideo: Moderate (4)	33%	(207)	54%	(340)	13%	(84)	632
Ideo: Conservative (5-7)	31%	(211)	53%	(359)	16%	(109)	679
Educ: < College	34%	(517)	51%	(774)	15%	(221)	1512
Educ: Bachelors degree	39%	(175)	50%	(222)	11%	(47)	444
Educ: Post-grad	42%	(103)	47%	(114)	11%	(27)	244
Income: Under 50k	35%	(419)	49%	(587)	16%	(188)	1194
Income: 50k-100k	36%	(240)	54%	(363)	11%	(72)	675
Income: 100k+	41%	(136)	48%	(160)	11%	(35)	331
Ethnicity: White	37%	(633)	50%	(867)	13%	(221)	1722
Ethnicity: Hispanic	39%	(137)	48%	(167)	13%	(46)	349
Ethnicity: Black	35%	(96)	50%	(137)	15%	(42)	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	36%	(794)	50%	(1111)	13%	(295)	2200
Ethnicity: Other	32%	(65)	52%	(107)	16%	(32)	204
All Christian	36%	(351)	51%	(507)	13%	(129)	987
All Non-Christian	49%	(61)	39%	(49)	12%	(14)	124
Atheist	39%	(42)	51%	(55)	10%	(11)	107
Agnostic/Nothing in particular	35%	(227)	50%	(319)	15%	(97)	642
Something Else	34%	(114)	53%	(181)	13%	(45)	340
Religious Non-Protestant/Catholic	44%	(65)	45%	(66)	11%	(16)	147
Evangelical	35%	(197)	51%	(285)	14%	(79)	562
Non-Evangelical	35%	(253)	52%	(369)	13%	(92)	714
Community: Urban	41%	(272)	45%	(301)	15%	(98)	671
Community: Suburban	36%	(356)	53%	(517)	11%	(110)	983
Community: Rural	30%	(166)	54%	(293)	16%	(87)	546
Employ: Private Sector	43%	(300)	48%	(329)	9%	(62)	691
Employ: Government	34%	(39)	53%	(62)	14%	(16)	117
Employ: Self-Employed	37%	(65)	50%	(89)	14%	(24)	179
Employ: Homemaker	33%	(60)	49%	(89)	19%	(34)	183
Employ: Student	32%	(21)	49%	(33)	18%	(12)	66
Employ: Retired	30%	(164)	54%	(300)	16%	(90)	554
Employ: Unemployed	36%	(96)	51%	(134)	13%	(33)	263
Employ: Other	33%	(49)	50%	(74)	16%	(24)	146
Military HH: Yes	31%	(117)	56%	(209)	12%	(46)	372
Military HH: No	37%	(678)	49%	(902)	14%	(249)	1828
RD/WT: Right Direction	42%	(381)	46%	(411)	12%	(109)	901
RD/WT: Wrong Track	32%	(413)	54%	(700)	14%	(186)	1299
Biden Job Approve	42%	(444)	48%	(505)	10%	(102)	1051
Biden Job Disapprove	31%	(313)	54%	(549)	15%	(156)	1019
Biden Job Strongly Approve	47%	(239)	44%	(221)	9%	(45)	506
Biden Job Somewhat Approve	37%	(204)	52%	(284)	11%	(57)	545
Biden Job Somewhat Disapprove	35%	(99)	47%	(135)	18%	(51)	285
Biden Job Strongly Disapprove	29%	(214)	56%	(415)	14%	(106)	734

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	36%	(794)	50%	(1111)	13%	(295)	2200
Favorable of Biden	42%	(438)	48%	(504)	10%	(108)	1050
Unfavorable of Biden	32%	(325)	54%	(551)	14%	(146)	1022
Very Favorable of Biden	49%	(256)	41%	(218)	10%	(53)	526
Somewhat Favorable of Biden	35%	(183)	55%	(286)	11%	(55)	524
Somewhat Unfavorable of Biden	40%	(100)	48%	(119)	11%	(28)	247
Very Unfavorable of Biden	29%	(225)	56%	(432)	15%	(118)	775
#1 Issue: Economy	36%	(320)	53%	(465)	11%	(96)	880
#1 Issue: Security	31%	(89)	50%	(142)	19%	(55)	286
#1 Issue: Health Care	42%	(109)	46%	(120)	13%	(33)	262
#1 Issue: Medicare / Social Security	30%	(84)	53%	(151)	17%	(48)	283
#1 Issue: Women's Issues	40%	(55)	44%	(61)	16%	(21)	137
#1 Issue: Education	50%	(52)	41%	(43)	9%	(9)	104
#1 Issue: Energy	38%	(53)	48%	(67)	13%	(19)	139
#1 Issue: Other	29%	(31)	57%	(62)	14%	(15)	108
2020 Vote: Joe Biden	43%	(438)	46%	(464)	11%	(109)	1011
2020 Vote: Donald Trump	31%	(214)	56%	(390)	13%	(92)	695
2020 Vote: Other	20%	(12)	65%	(39)	16%	(9)	60
2020 Vote: Didn't Vote	30%	(130)	50%	(217)	19%	(83)	431
2018 House Vote: Democrat	43%	(335)	47%	(366)	10%	(81)	782
2018 House Vote: Republican	33%	(190)	55%	(312)	12%	(67)	569
2018 House Vote: Someone else	23%	(13)	64%	(36)	13%	(8)	56
2016 Vote: Hillary Clinton	45%	(319)	46%	(325)	10%	(69)	712
2016 Vote: Donald Trump	32%	(200)	54%	(341)	14%	(85)	626
2016 Vote: Other	23%	(28)	62%	(76)	16%	(19)	123
2016 Vote: Didn't Vote	33%	(247)	50%	(369)	17%	(123)	738
Voted in 2014: Yes	39%	(475)	50%	(612)	11%	(136)	1222
Voted in 2014: No	33%	(319)	51%	(499)	16%	(160)	978
4-Region: Northeast	42%	(164)	46%	(179)	13%	(50)	394
4-Region: Midwest	34%	(156)	54%	(248)	13%	(58)	462
4-Region: South	34%	(282)	50%	(413)	16%	(130)	824
4-Region: West	37%	(192)	52%	(271)	11%	(57)	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	36%	(794)	50%	(1111)	13%	(295)	2200
Marvel Comics Fans	46%	(601)	48%	(622)	6%	(72)	1296
Avid Marvel Comics Fans	67%	(297)	29%	(126)	4%	(17)	440
Casual Marvel Comics Fans	36%	(305)	58%	(496)	6%	(55)	855
Marvel TV/Movies Fans	46%	(646)	48%	(684)	6%	(88)	1419
Avid Marvel TV/Movies Fans	72%	(303)	23%	(98)	5%	(22)	422
Casual Marvel TV/Movies Fans	34%	(344)	59%	(587)	7%	(67)	997
Fans of Anything Marvel	44%	(677)	48%	(739)	7%	(110)	1526
Avid Fans of Anything Marvel	67%	(427)	29%	(183)	5%	(31)	642
Casual Fans of Anything Marvel	35%	(389)	57%	(626)	8%	(92)	1107

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	49%	(1082)	43%	(941)	8%	(177)	2200
Gender: Male	49%	(525)	44%	(464)	7%	(73)	1062
Gender: Female	49%	(557)	42%	(477)	9%	(104)	1138
Age: 18-34	44%	(289)	45%	(294)	11%	(72)	655
Age: 35-44	45%	(160)	44%	(156)	12%	(42)	358
Age: 45-64	52%	(390)	42%	(313)	6%	(48)	751
Age: 65+	56%	(243)	41%	(179)	3%	(15)	436
GenZers: 1997-2012	29%	(49)	54%	(91)	17%	(29)	169
Millennials: 1981-1996	48%	(343)	42%	(304)	10%	(71)	718
GenXers: 1965-1980	51%	(258)	41%	(208)	8%	(41)	507
Baby Boomers: 1946-1964	53%	(385)	42%	(301)	5%	(34)	720
PID: Dem (no lean)	58%	(504)	37%	(321)	5%	(48)	872
PID: Ind (no lean)	40%	(277)	47%	(326)	13%	(90)	693
PID: Rep (no lean)	47%	(302)	46%	(294)	6%	(39)	635
PID/Gender: Dem Men	56%	(238)	41%	(174)	4%	(16)	428
PID/Gender: Dem Women	60%	(266)	33%	(147)	7%	(31)	445
PID/Gender: Ind Men	41%	(125)	47%	(144)	12%	(37)	306
PID/Gender: Ind Women	39%	(151)	47%	(182)	14%	(53)	386
PID/Gender: Rep Men	49%	(162)	45%	(146)	6%	(19)	328
PID/Gender: Rep Women	45%	(140)	48%	(148)	6%	(20)	307
Ideo: Liberal (1-3)	55%	(364)	38%	(248)	7%	(45)	657
Ideo: Moderate (4)	48%	(305)	46%	(290)	6%	(36)	632
Ideo: Conservative (5-7)	48%	(325)	44%	(302)	8%	(53)	679
Educ: < College	49%	(741)	42%	(639)	9%	(132)	1512
Educ: Bachelors degree	49%	(219)	43%	(191)	8%	(34)	444
Educ: Post-grad	50%	(121)	46%	(112)	5%	(12)	244
Income: Under 50k	50%	(602)	39%	(471)	10%	(121)	1194
Income: 50k-100k	48%	(326)	47%	(317)	5%	(32)	675
Income: 100k+	47%	(154)	46%	(153)	7%	(24)	331
Ethnicity: White	50%	(858)	44%	(752)	6%	(112)	1722
Ethnicity: Hispanic	44%	(154)	41%	(144)	15%	(51)	349
Ethnicity: Black	55%	(152)	36%	(99)	9%	(23)	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	49%	(1082)	43%	(941)	8%	(177)	2200
Ethnicity: Other	35%	(71)	44%	(91)	21%	(42)	204
All Christian	54%	(536)	40%	(394)	6%	(56)	987
All Non-Christian	44%	(55)	47%	(58)	9%	(11)	124
Atheist	43%	(46)	43%	(46)	15%	(16)	107
Agnostic/Nothing in particular	45%	(286)	46%	(295)	10%	(61)	642
Something Else	47%	(159)	44%	(148)	10%	(33)	340
Religious Non-Protestant/Catholic	41%	(60)	51%	(75)	8%	(12)	147
Evangelical	52%	(292)	39%	(220)	9%	(50)	562
Non-Evangelical	54%	(388)	41%	(289)	5%	(37)	714
Community: Urban	52%	(347)	39%	(262)	9%	(62)	671
Community: Suburban	51%	(502)	43%	(418)	6%	(63)	983
Community: Rural	43%	(233)	48%	(261)	10%	(52)	546
Employ: Private Sector	51%	(350)	43%	(297)	6%	(44)	691
Employ: Government	43%	(50)	51%	(59)	7%	(8)	117
Employ: Self-Employed	49%	(89)	42%	(75)	9%	(16)	179
Employ: Homemaker	39%	(70)	45%	(82)	17%	(31)	183
Employ: Student	34%	(23)	41%	(27)	25%	(17)	66
Employ: Retired	56%	(308)	40%	(221)	5%	(25)	554
Employ: Unemployed	47%	(123)	44%	(116)	9%	(24)	263
Employ: Other	47%	(69)	44%	(64)	9%	(13)	146
Military HH: Yes	44%	(162)	51%	(188)	6%	(22)	372
Military HH: No	50%	(920)	41%	(753)	9%	(156)	1828
RD/WT: Right Direction	55%	(496)	38%	(339)	7%	(66)	901
RD/WT: Wrong Track	45%	(586)	46%	(602)	9%	(111)	1299
Biden Job Approve	56%	(591)	38%	(403)	5%	(57)	1051
Biden Job Disapprove	44%	(452)	47%	(474)	9%	(92)	1019
Biden Job Strongly Approve	59%	(298)	35%	(179)	6%	(28)	506
Biden Job Somewhat Approve	54%	(293)	41%	(224)	5%	(29)	545
Biden Job Somewhat Disapprove	47%	(134)	39%	(112)	14%	(40)	285
Biden Job Strongly Disapprove	43%	(319)	49%	(363)	7%	(53)	734

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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	49%	(1082)	43%	(941)	8%	(177)	2200
Favorable of Biden	56%	(592)	38%	(403)	5%	(54)	1050
Unfavorable of Biden	44%	(449)	47%	(480)	9%	(93)	1022
Very Favorable of Biden	61%	(319)	35%	(184)	4%	(23)	526
Somewhat Favorable of Biden	52%	(273)	42%	(219)	6%	(31)	524
Somewhat Unfavorable of Biden	47%	(116)	42%	(103)	11%	(28)	247
Very Unfavorable of Biden	43%	(333)	49%	(377)	8%	(65)	775
#1 Issue: Economy	48%	(422)	42%	(372)	10%	(86)	880
#1 Issue: Security	46%	(132)	49%	(139)	5%	(16)	286
#1 Issue: Health Care	58%	(151)	38%	(101)	4%	(10)	262
#1 Issue: Medicare / Social Security	58%	(163)	37%	(104)	6%	(17)	283
#1 Issue: Women's Issues	45%	(62)	43%	(59)	11%	(16)	137
#1 Issue: Education	42%	(44)	52%	(55)	6%	(6)	104
#1 Issue: Energy	44%	(61)	46%	(64)	10%	(14)	139
#1 Issue: Other	44%	(48)	44%	(48)	11%	(12)	108
2020 Vote: Joe Biden	56%	(566)	39%	(394)	5%	(51)	1011
2020 Vote: Donald Trump	46%	(319)	47%	(325)	7%	(52)	695
2020 Vote: Other	27%	(16)	61%	(37)	12%	(7)	60
2020 Vote: Didn't Vote	42%	(179)	43%	(185)	16%	(67)	431
2018 House Vote: Democrat	57%	(443)	39%	(309)	4%	(30)	782
2018 House Vote: Republican	50%	(285)	43%	(245)	7%	(38)	569
2018 House Vote: Someone else	31%	(17)	52%	(29)	18%	(10)	56
2016 Vote: Hillary Clinton	59%	(418)	37%	(263)	4%	(30)	712
2016 Vote: Donald Trump	50%	(314)	44%	(273)	6%	(39)	626
2016 Vote: Other	31%	(39)	60%	(74)	9%	(11)	123
2016 Vote: Didn't Vote	42%	(311)	45%	(331)	13%	(96)	738
Voted in 2014: Yes	54%	(659)	41%	(497)	5%	(66)	1222
Voted in 2014: No	43%	(423)	45%	(444)	11%	(111)	978
4-Region: Northeast	51%	(199)	43%	(169)	6%	(25)	394
4-Region: Midwest	54%	(250)	39%	(182)	7%	(30)	462
4-Region: South	50%	(415)	42%	(346)	8%	(63)	824
4-Region: West	42%	(218)	47%	(244)	11%	(58)	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	49%	(1082)	43%	(941)	8%	(177)	2200
Marvel Comics Fans	54%	(704)	40%	(520)	6%	(72)	1296
Avid Marvel Comics Fans	67%	(294)	30%	(133)	3%	(13)	440
Casual Marvel Comics Fans	48%	(410)	45%	(387)	7%	(59)	855
Marvel TV/Movies Fans	55%	(778)	39%	(559)	6%	(81)	1419
Avid Marvel TV/Movies Fans	71%	(301)	24%	(101)	5%	(20)	422
Casual Marvel TV/Movies Fans	48%	(478)	46%	(458)	6%	(62)	997
Fans of Anything Marvel	53%	(812)	40%	(614)	7%	(101)	1526
Avid Fans of Anything Marvel	66%	(424)	31%	(197)	3%	(21)	642
Casual Fans of Anything Marvel	47%	(525)	45%	(493)	8%	(89)	1107

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	29%	(627)	37%	(803)	35%	(769)	2200
Gender: Male	43%	(453)	36%	(379)	22%	(230)	1062
Gender: Female	15%	(174)	37%	(424)	47%	(540)	1138
Age: 18-34	27%	(176)	37%	(241)	36%	(238)	655
Age: 35-44	33%	(118)	35%	(125)	32%	(115)	358
Age: 45-64	28%	(212)	36%	(267)	36%	(272)	751
Age: 65+	28%	(121)	39%	(171)	33%	(145)	436
GenZers: 1997-2012	16%	(26)	37%	(62)	47%	(80)	169
Millennials: 1981-1996	33%	(235)	36%	(257)	31%	(226)	718
GenXers: 1965-1980	29%	(145)	37%	(187)	35%	(175)	507
Baby Boomers: 1946-1964	27%	(196)	38%	(270)	35%	(254)	720
PID: Dem (no lean)	35%	(308)	34%	(299)	31%	(266)	872
PID: Ind (no lean)	20%	(140)	39%	(269)	41%	(284)	693
PID: Rep (no lean)	28%	(180)	37%	(236)	35%	(219)	635
PID/Gender: Dem Men	51%	(219)	31%	(133)	18%	(76)	428
PID/Gender: Dem Women	20%	(89)	37%	(166)	43%	(190)	445
PID/Gender: Ind Men	33%	(100)	39%	(121)	28%	(86)	306
PID/Gender: Ind Women	10%	(40)	38%	(148)	51%	(198)	386
PID/Gender: Rep Men	41%	(134)	38%	(125)	21%	(68)	328
PID/Gender: Rep Women	15%	(45)	36%	(111)	49%	(151)	307
Ideo: Liberal (1-3)	33%	(217)	35%	(230)	32%	(210)	657
Ideo: Moderate (4)	29%	(181)	39%	(244)	33%	(207)	632
Ideo: Conservative (5-7)	30%	(204)	37%	(248)	33%	(227)	679
Educ: < College	25%	(374)	36%	(542)	39%	(596)	1512
Educ: Bachelors degree	35%	(158)	37%	(165)	27%	(122)	444
Educ: Post-grad	39%	(95)	40%	(96)	21%	(52)	244
Income: Under 50k	24%	(282)	35%	(421)	41%	(491)	1194
Income: 50k-100k	32%	(215)	38%	(257)	30%	(202)	675
Income: 100k+	39%	(130)	38%	(125)	23%	(76)	331
Ethnicity: White	28%	(489)	36%	(627)	35%	(606)	1722
Ethnicity: Hispanic	23%	(81)	39%	(135)	38%	(133)	349
Ethnicity: Black	38%	(105)	38%	(105)	24%	(65)	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	29%	(627)	37%	(803)	35%	(769)	2200
Ethnicity: Other	17%	(34)	35%	(71)	49%	(99)	204
All Christian	34%	(333)	38%	(370)	29%	(284)	987
All Non-Christian	31%	(38)	35%	(43)	34%	(43)	124
Atheist	21%	(23)	22%	(23)	57%	(61)	107
Agnostic/Nothing in particular	24%	(151)	39%	(250)	38%	(242)	642
Something Else	24%	(82)	34%	(117)	41%	(141)	340
Religious Non-Protestant/Catholic	29%	(42)	36%	(53)	35%	(52)	147
Evangelical	33%	(184)	35%	(194)	33%	(184)	562
Non-Evangelical	30%	(217)	38%	(274)	31%	(223)	714
Community: Urban	36%	(240)	34%	(225)	31%	(206)	671
Community: Suburban	28%	(272)	38%	(372)	34%	(338)	983
Community: Rural	21%	(115)	38%	(206)	41%	(226)	546
Employ: Private Sector	40%	(273)	34%	(236)	26%	(182)	691
Employ: Government	26%	(31)	49%	(58)	25%	(29)	117
Employ: Self-Employed	32%	(57)	46%	(83)	22%	(39)	179
Employ: Homemaker	8%	(14)	38%	(69)	55%	(100)	183
Employ: Student	26%	(17)	32%	(21)	43%	(28)	66
Employ: Retired	26%	(145)	38%	(210)	36%	(199)	554
Employ: Unemployed	21%	(56)	33%	(86)	46%	(121)	263
Employ: Other	24%	(34)	28%	(41)	49%	(71)	146
Military HH: Yes	28%	(104)	39%	(145)	33%	(122)	372
Military HH: No	29%	(523)	36%	(658)	35%	(648)	1828
RD/WT: Right Direction	34%	(305)	37%	(330)	30%	(266)	901
RD/WT: Wrong Track	25%	(322)	36%	(473)	39%	(504)	1299
Biden Job Approve	34%	(358)	35%	(370)	31%	(322)	1051
Biden Job Disapprove	25%	(251)	37%	(381)	38%	(387)	1019
Biden Job Strongly Approve	36%	(184)	36%	(182)	28%	(140)	506
Biden Job Somewhat Approve	32%	(174)	35%	(189)	33%	(182)	545
Biden Job Somewhat Disapprove	29%	(82)	35%	(101)	36%	(102)	285
Biden Job Strongly Disapprove	23%	(169)	38%	(280)	39%	(286)	734

Continued on next page

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	29%	(627)	37%	(803)	35%	(769)	2200
Favorable of Biden	34%	(360)	35%	(372)	30%	(318)	1050
Unfavorable of Biden	24%	(248)	37%	(382)	38%	(392)	1022
Very Favorable of Biden	37%	(196)	37%	(196)	25%	(134)	526
Somewhat Favorable of Biden	31%	(164)	34%	(176)	35%	(184)	524
Somewhat Unfavorable of Biden	31%	(76)	36%	(89)	33%	(82)	247
Very Unfavorable of Biden	22%	(172)	38%	(293)	40%	(310)	775
#1 Issue: Economy	30%	(265)	38%	(333)	32%	(282)	880
#1 Issue: Security	28%	(79)	37%	(107)	35%	(100)	286
#1 Issue: Health Care	32%	(85)	35%	(91)	33%	(86)	262
#1 Issue: Medicare / Social Security	26%	(73)	34%	(97)	40%	(113)	283
#1 Issue: Women's Issues	18%	(25)	36%	(49)	46%	(63)	137
#1 Issue: Education	26%	(27)	39%	(41)	35%	(36)	104
#1 Issue: Energy	35%	(49)	34%	(47)	31%	(43)	139
#1 Issue: Other	22%	(23)	36%	(39)	43%	(46)	108
2020 Vote: Joe Biden	35%	(355)	34%	(348)	30%	(308)	1011
2020 Vote: Donald Trump	27%	(185)	38%	(263)	36%	(247)	695
2020 Vote: Other	23%	(14)	43%	(26)	35%	(21)	60
2020 Vote: Didn't Vote	17%	(73)	39%	(166)	45%	(192)	431
2018 House Vote: Democrat	36%	(282)	36%	(283)	28%	(218)	782
2018 House Vote: Republican	30%	(173)	37%	(213)	32%	(183)	569
2018 House Vote: Someone else	19%	(11)	45%	(26)	35%	(20)	56
2016 Vote: Hillary Clinton	36%	(259)	35%	(252)	28%	(201)	712
2016 Vote: Donald Trump	30%	(189)	37%	(234)	32%	(202)	626
2016 Vote: Other	26%	(33)	37%	(45)	37%	(46)	123
2016 Vote: Didn't Vote	20%	(146)	37%	(272)	43%	(321)	738
Voted in 2014: Yes	34%	(417)	36%	(438)	30%	(368)	1222
Voted in 2014: No	22%	(211)	37%	(365)	41%	(402)	978
4-Region: Northeast	30%	(119)	38%	(148)	32%	(127)	394
4-Region: Midwest	27%	(126)	38%	(175)	35%	(161)	462
4-Region: South	25%	(210)	37%	(303)	38%	(312)	824
4-Region: West	33%	(172)	34%	(178)	33%	(170)	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	29%	(627)	37%	(803)	35%	(769)	2200
Marvel Comics Fans	33%	(427)	37%	(481)	30%	(387)	1296
Avid Marvel Comics Fans	46%	(203)	27%	(121)	26%	(117)	440
Casual Marvel Comics Fans	26%	(224)	42%	(361)	32%	(271)	855
Marvel TV/Movies Fans	33%	(471)	36%	(512)	31%	(436)	1419
Avid Marvel TV/Movies Fans	45%	(192)	31%	(129)	24%	(101)	422
Casual Marvel TV/Movies Fans	28%	(279)	38%	(383)	34%	(335)	997
Fans of Anything Marvel	31%	(480)	37%	(563)	32%	(483)	1526
Avid Fans of Anything Marvel	42%	(272)	31%	(201)	26%	(169)	642
Casual Fans of Anything Marvel	26%	(287)	40%	(445)	34%	(376)	1107

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

Table MCENdem1_4: *In general, what kind of fan do you consider yourself of the following?*
DC Comics

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	17%	(368)	40%	(883)	43%	(949)	2200
Gender: Male	22%	(234)	42%	(450)	36%	(378)	1062
Gender: Female	12%	(134)	38%	(433)	50%	(571)	1138
Age: 18-34	25%	(165)	42%	(278)	32%	(212)	655
Age: 35-44	25%	(89)	45%	(162)	30%	(106)	358
Age: 45-64	12%	(94)	42%	(312)	46%	(345)	751
Age: 65+	4%	(20)	30%	(131)	65%	(286)	436
GenZers: 1997-2012	17%	(29)	50%	(84)	33%	(55)	169
Millennials: 1981-1996	28%	(199)	41%	(292)	32%	(228)	718
GenXers: 1965-1980	17%	(85)	47%	(240)	36%	(182)	507
Baby Boomers: 1946-1964	7%	(53)	35%	(252)	58%	(415)	720
PID: Dem (no lean)	23%	(204)	36%	(314)	41%	(354)	872
PID: Ind (no lean)	13%	(88)	46%	(318)	41%	(287)	693
PID: Rep (no lean)	12%	(76)	40%	(251)	48%	(308)	635
PID/Gender: Dem Men	34%	(144)	39%	(167)	27%	(117)	428
PID/Gender: Dem Women	14%	(60)	33%	(148)	53%	(237)	445
PID/Gender: Ind Men	16%	(49)	46%	(141)	38%	(116)	306
PID/Gender: Ind Women	10%	(39)	46%	(177)	44%	(171)	386
PID/Gender: Rep Men	12%	(41)	43%	(142)	44%	(145)	328
PID/Gender: Rep Women	11%	(35)	36%	(109)	53%	(163)	307
Ideo: Liberal (1-3)	22%	(145)	36%	(235)	42%	(277)	657
Ideo: Moderate (4)	17%	(108)	44%	(281)	38%	(243)	632
Ideo: Conservative (5-7)	11%	(74)	40%	(269)	49%	(336)	679
Educ: < College	16%	(249)	41%	(620)	43%	(643)	1512
Educ: Bachelors degree	14%	(61)	41%	(180)	46%	(203)	444
Educ: Post-grad	24%	(58)	34%	(83)	42%	(103)	244
Income: Under 50k	17%	(209)	41%	(487)	42%	(498)	1194
Income: 50k-100k	14%	(94)	39%	(261)	47%	(320)	675
Income: 100k+	20%	(65)	41%	(135)	40%	(131)	331
Ethnicity: White	16%	(275)	39%	(664)	45%	(783)	1722
Ethnicity: Hispanic	20%	(69)	46%	(162)	34%	(118)	349
Ethnicity: Black	26%	(71)	44%	(121)	30%	(82)	274

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Table MCENdem1_4: *In general, what kind of fan do you consider yourself of the following?*
DC Comics

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	17%	(368)	40%	(883)	43%	(949)	2200
Ethnicity: Other	11%	(22)	48%	(98)	41%	(84)	204
All Christian	15%	(151)	38%	(377)	46%	(459)	987
All Non-Christian	31%	(39)	31%	(38)	38%	(47)	124
Atheist	16%	(17)	42%	(45)	43%	(46)	107
Agnostic/Nothing in particular	14%	(92)	44%	(280)	42%	(270)	642
Something Else	20%	(69)	42%	(143)	38%	(128)	340
Religious Non-Protestant/Catholic	27%	(40)	29%	(42)	44%	(65)	147
Evangelical	21%	(116)	42%	(234)	38%	(212)	562
Non-Evangelical	13%	(96)	38%	(272)	48%	(346)	714
Community: Urban	26%	(177)	38%	(256)	36%	(239)	671
Community: Suburban	12%	(120)	40%	(392)	48%	(471)	983
Community: Rural	13%	(71)	43%	(236)	44%	(239)	546
Employ: Private Sector	21%	(148)	42%	(291)	36%	(252)	691
Employ: Government	22%	(26)	42%	(49)	36%	(43)	117
Employ: Self-Employed	17%	(31)	49%	(88)	34%	(60)	179
Employ: Homemaker	15%	(27)	43%	(79)	42%	(76)	183
Employ: Student	19%	(13)	32%	(21)	49%	(33)	66
Employ: Retired	7%	(38)	31%	(174)	62%	(342)	554
Employ: Unemployed	23%	(60)	42%	(111)	35%	(93)	263
Employ: Other	17%	(25)	49%	(71)	34%	(50)	146
Military HH: Yes	16%	(60)	37%	(139)	46%	(173)	372
Military HH: No	17%	(308)	41%	(744)	42%	(776)	1828
RD/WT: Right Direction	23%	(211)	38%	(342)	39%	(348)	901
RD/WT: Wrong Track	12%	(157)	42%	(541)	46%	(601)	1299
Biden Job Approve	22%	(235)	38%	(398)	40%	(417)	1051
Biden Job Disapprove	11%	(114)	41%	(423)	47%	(482)	1019
Biden Job Strongly Approve	30%	(151)	34%	(171)	36%	(184)	506
Biden Job Somewhat Approve	16%	(85)	42%	(227)	43%	(233)	545
Biden Job Somewhat Disapprove	15%	(44)	42%	(118)	43%	(122)	285
Biden Job Strongly Disapprove	10%	(70)	41%	(304)	49%	(360)	734

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Table MCENdem1_4: *In general, what kind of fan do you consider yourself of the following?*
DC Comics

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	17%	(368)	40%	(883)	43%	(949)	2200
Favorable of Biden	22%	(230)	37%	(391)	41%	(429)	1050
Unfavorable of Biden	11%	(114)	43%	(442)	46%	(466)	1022
Very Favorable of Biden	30%	(158)	33%	(172)	37%	(197)	526
Somewhat Favorable of Biden	14%	(72)	42%	(219)	44%	(232)	524
Somewhat Unfavorable of Biden	16%	(40)	48%	(119)	36%	(88)	247
Very Unfavorable of Biden	10%	(74)	42%	(323)	49%	(377)	775
#1 Issue: Economy	17%	(152)	42%	(366)	41%	(362)	880
#1 Issue: Security	13%	(37)	40%	(115)	47%	(134)	286
#1 Issue: Health Care	24%	(63)	36%	(94)	40%	(105)	262
#1 Issue: Medicare / Social Security	10%	(29)	35%	(99)	55%	(155)	283
#1 Issue: Women's Issues	22%	(31)	41%	(56)	37%	(50)	137
#1 Issue: Education	26%	(27)	45%	(47)	29%	(31)	104
#1 Issue: Energy	14%	(20)	45%	(63)	41%	(56)	139
#1 Issue: Other	9%	(10)	40%	(43)	51%	(55)	108
2020 Vote: Joe Biden	22%	(221)	38%	(380)	41%	(410)	1011
2020 Vote: Donald Trump	10%	(73)	42%	(293)	47%	(330)	695
2020 Vote: Other	6%	(4)	45%	(27)	49%	(30)	60
2020 Vote: Didn't Vote	16%	(71)	42%	(182)	41%	(178)	431
2018 House Vote: Democrat	22%	(169)	36%	(279)	43%	(335)	782
2018 House Vote: Republican	10%	(56)	43%	(242)	48%	(271)	569
2018 House Vote: Someone else	7%	(4)	41%	(23)	52%	(29)	56
2016 Vote: Hillary Clinton	21%	(151)	37%	(261)	42%	(300)	712
2016 Vote: Donald Trump	11%	(68)	40%	(251)	49%	(306)	626
2016 Vote: Other	8%	(10)	45%	(56)	46%	(57)	123
2016 Vote: Didn't Vote	19%	(138)	43%	(314)	39%	(286)	738
Voted in 2014: Yes	16%	(191)	38%	(467)	46%	(565)	1222
Voted in 2014: No	18%	(177)	43%	(417)	39%	(384)	978
4-Region: Northeast	16%	(65)	42%	(166)	41%	(163)	394
4-Region: Midwest	14%	(66)	38%	(175)	48%	(221)	462
4-Region: South	17%	(141)	42%	(344)	41%	(339)	824
4-Region: West	18%	(96)	38%	(198)	43%	(226)	520

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Table MCENdem1_4: *In general, what kind of fan do you consider yourself of the following?*
DC Comics

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	17%	(368)	40%	(883)	43%	(949)	2200
Marvel Comics Fans	27%	(352)	63%	(813)	10%	(132)	1296
Avid Marvel Comics Fans	61%	(268)	33%	(145)	6%	(27)	440
Casual Marvel Comics Fans	10%	(83)	78%	(667)	12%	(105)	855
Marvel TV/Movies Fans	25%	(359)	59%	(840)	15%	(219)	1419
Avid Marvel TV/Movies Fans	67%	(281)	27%	(114)	6%	(26)	422
Casual Marvel TV/Movies Fans	8%	(78)	73%	(726)	19%	(193)	997
Fans of Anything Marvel	24%	(363)	56%	(858)	20%	(305)	1526
Avid Fans of Anything Marvel	50%	(322)	39%	(248)	11%	(72)	642
Casual Fans of Anything Marvel	11%	(118)	67%	(741)	22%	(248)	1107

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

Table MCENdem1_5: *In general, what kind of fan do you consider yourself of the following?*
Marvel Comics

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	20%	(440)	39%	(855)	41%	(904)	2200
Gender: Male	26%	(278)	40%	(430)	33%	(354)	1062
Gender: Female	14%	(163)	37%	(426)	48%	(550)	1138
Age: 18-34	30%	(199)	40%	(263)	29%	(193)	655
Age: 35-44	28%	(101)	45%	(161)	27%	(96)	358
Age: 45-64	16%	(117)	40%	(300)	45%	(334)	751
Age: 65+	5%	(24)	30%	(132)	64%	(281)	436
GenZers: 1997-2012	18%	(30)	51%	(87)	31%	(52)	169
Millennials: 1981-1996	33%	(239)	39%	(278)	28%	(201)	718
GenXers: 1965-1980	22%	(111)	45%	(229)	33%	(168)	507
Baby Boomers: 1946-1964	8%	(59)	34%	(248)	57%	(414)	720
PID: Dem (no lean)	29%	(253)	33%	(286)	38%	(333)	872
PID: Ind (no lean)	14%	(97)	45%	(314)	41%	(282)	693
PID: Rep (no lean)	14%	(90)	40%	(255)	46%	(289)	635
PID/Gender: Dem Men	41%	(175)	33%	(142)	26%	(111)	428
PID/Gender: Dem Women	18%	(79)	32%	(144)	50%	(222)	445
PID/Gender: Ind Men	15%	(46)	49%	(151)	36%	(110)	306
PID/Gender: Ind Women	13%	(51)	42%	(163)	44%	(172)	386
PID/Gender: Rep Men	17%	(57)	42%	(137)	41%	(133)	328
PID/Gender: Rep Women	11%	(33)	38%	(118)	51%	(156)	307
Ideo: Liberal (1-3)	28%	(185)	33%	(217)	39%	(256)	657
Ideo: Moderate (4)	19%	(119)	45%	(283)	36%	(230)	632
Ideo: Conservative (5-7)	15%	(101)	37%	(254)	48%	(324)	679
Educ: < College	21%	(312)	38%	(577)	41%	(624)	1512
Educ: Bachelors degree	17%	(74)	43%	(189)	41%	(181)	444
Educ: Post-grad	23%	(55)	37%	(90)	40%	(99)	244
Income: Under 50k	20%	(242)	39%	(466)	41%	(487)	1194
Income: 50k-100k	18%	(123)	38%	(259)	44%	(294)	675
Income: 100k+	23%	(76)	40%	(131)	37%	(124)	331
Ethnicity: White	18%	(318)	38%	(652)	44%	(752)	1722
Ethnicity: Hispanic	25%	(88)	41%	(142)	34%	(119)	349
Ethnicity: Black	32%	(88)	38%	(104)	30%	(82)	274

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Table MCENdem1_5: *In general, what kind of fan do you consider yourself of the following?*
Marvel Comics

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	20%	(440)	39%	(855)	41%	(904)	2200
Ethnicity: Other	17%	(34)	49%	(99)	35%	(71)	204
All Christian	18%	(182)	38%	(372)	44%	(434)	987
All Non-Christian	31%	(39)	34%	(42)	35%	(43)	124
Atheist	20%	(21)	42%	(45)	38%	(40)	107
Agnostic/Nothing in particular	20%	(127)	41%	(260)	40%	(255)	642
Something Else	21%	(72)	40%	(136)	39%	(132)	340
Religious Non-Protestant/Catholic	27%	(40)	35%	(51)	38%	(56)	147
Evangelical	24%	(137)	39%	(219)	37%	(206)	562
Non-Evangelical	15%	(105)	38%	(271)	47%	(338)	714
Community: Urban	28%	(190)	40%	(267)	32%	(215)	671
Community: Suburban	16%	(158)	37%	(361)	47%	(464)	983
Community: Rural	17%	(93)	42%	(228)	41%	(226)	546
Employ: Private Sector	27%	(189)	40%	(279)	32%	(222)	691
Employ: Government	22%	(26)	44%	(52)	34%	(40)	117
Employ: Self-Employed	26%	(47)	42%	(75)	32%	(58)	179
Employ: Homemaker	18%	(32)	43%	(79)	39%	(72)	183
Employ: Student	13%	(9)	41%	(27)	45%	(30)	66
Employ: Retired	8%	(43)	31%	(170)	61%	(340)	554
Employ: Unemployed	24%	(64)	40%	(105)	36%	(94)	263
Employ: Other	21%	(30)	46%	(68)	33%	(48)	146
Military HH: Yes	19%	(70)	39%	(145)	42%	(156)	372
Military HH: No	20%	(370)	39%	(710)	41%	(748)	1828
RD/WT: Right Direction	26%	(235)	37%	(338)	36%	(329)	901
RD/WT: Wrong Track	16%	(205)	40%	(518)	44%	(576)	1299
Biden Job Approve	26%	(269)	37%	(385)	38%	(397)	1051
Biden Job Disapprove	15%	(149)	40%	(408)	45%	(462)	1019
Biden Job Strongly Approve	32%	(159)	32%	(161)	37%	(185)	506
Biden Job Somewhat Approve	20%	(109)	41%	(224)	39%	(212)	545
Biden Job Somewhat Disapprove	21%	(59)	41%	(116)	39%	(110)	285
Biden Job Strongly Disapprove	12%	(90)	40%	(292)	48%	(352)	734

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Table MCENdem1_5: *In general, what kind of fan do you consider yourself of the following?*
Marvel Comics

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	20%	(440)	39%	(855)	41%	(904)	2200
Favorable of Biden	26%	(268)	36%	(378)	38%	(404)	1050
Unfavorable of Biden	15%	(153)	41%	(420)	44%	(449)	1022
Very Favorable of Biden	32%	(168)	32%	(169)	36%	(189)	526
Somewhat Favorable of Biden	19%	(100)	40%	(209)	41%	(215)	524
Somewhat Unfavorable of Biden	22%	(55)	47%	(116)	31%	(76)	247
Very Unfavorable of Biden	13%	(98)	39%	(304)	48%	(373)	775
#1 Issue: Economy	22%	(196)	39%	(347)	38%	(337)	880
#1 Issue: Security	15%	(44)	40%	(114)	45%	(129)	286
#1 Issue: Health Care	27%	(71)	34%	(88)	39%	(103)	262
#1 Issue: Medicare / Social Security	11%	(32)	36%	(102)	53%	(149)	283
#1 Issue: Women's Issues	19%	(27)	47%	(64)	34%	(46)	137
#1 Issue: Education	27%	(28)	44%	(46)	29%	(30)	104
#1 Issue: Energy	21%	(30)	38%	(53)	40%	(56)	139
#1 Issue: Other	13%	(14)	37%	(40)	50%	(54)	108
2020 Vote: Joe Biden	26%	(263)	36%	(366)	38%	(381)	1011
2020 Vote: Donald Trump	13%	(92)	41%	(287)	46%	(317)	695
2020 Vote: Other	7%	(4)	55%	(33)	38%	(23)	60
2020 Vote: Didn't Vote	19%	(82)	39%	(168)	42%	(181)	431
2018 House Vote: Democrat	27%	(208)	34%	(268)	39%	(307)	782
2018 House Vote: Republican	14%	(82)	39%	(223)	46%	(264)	569
2018 House Vote: Someone else	14%	(8)	41%	(23)	44%	(25)	56
2016 Vote: Hillary Clinton	26%	(183)	36%	(253)	39%	(276)	712
2016 Vote: Donald Trump	15%	(94)	38%	(240)	47%	(292)	626
2016 Vote: Other	15%	(18)	42%	(52)	43%	(53)	123
2016 Vote: Didn't Vote	20%	(145)	42%	(310)	38%	(283)	738
Voted in 2014: Yes	20%	(246)	36%	(442)	44%	(534)	1222
Voted in 2014: No	20%	(194)	42%	(413)	38%	(370)	978
4-Region: Northeast	21%	(81)	39%	(154)	40%	(158)	394
4-Region: Midwest	16%	(72)	40%	(184)	45%	(206)	462
4-Region: South	23%	(186)	38%	(310)	40%	(327)	824
4-Region: West	19%	(101)	40%	(207)	41%	(212)	520

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Table MCENdem1_5: *In general, what kind of fan do you consider yourself of the following?*
Marvel Comics

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	20%	(440)	39%	(855)	41%	(904)	2200
Marvel Comics Fans	34%	(440)	66%	(855)	—	(0)	1296
Avid Marvel Comics Fans	100%	(440)	—	(0)	—	(0)	440
Casual Marvel Comics Fans	—	(0)	100%	(855)	—	(0)	855
Marvel TV/Movies Fans	30%	(419)	55%	(784)	15%	(216)	1419
Avid Marvel TV/Movies Fans	65%	(274)	28%	(118)	7%	(30)	422
Casual Marvel TV/Movies Fans	15%	(145)	67%	(666)	19%	(186)	997
Fans of Anything Marvel	29%	(440)	56%	(855)	15%	(231)	1526
Avid Fans of Anything Marvel	69%	(440)	25%	(158)	7%	(43)	642
Casual Fans of Anything Marvel	6%	(65)	77%	(855)	17%	(187)	1107

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

Table MCENdem1_6: *In general, what kind of fan do you consider yourself of the following?*
Marvel movies and TV shows

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(571)	41%	(895)	33%	(734)	2200
Gender: Male	32%	(345)	41%	(430)	27%	(286)	1062
Gender: Female	20%	(226)	41%	(464)	39%	(448)	1138
Age: 18-34	37%	(244)	44%	(290)	19%	(121)	655
Age: 35-44	32%	(113)	47%	(169)	21%	(75)	358
Age: 45-64	22%	(168)	38%	(289)	39%	(294)	751
Age: 65+	11%	(46)	34%	(147)	56%	(243)	436
GenZers: 1997-2012	34%	(57)	44%	(75)	22%	(37)	169
Millennials: 1981-1996	37%	(267)	45%	(322)	18%	(129)	718
GenXers: 1965-1980	27%	(139)	43%	(218)	30%	(150)	507
Baby Boomers: 1946-1964	15%	(105)	37%	(265)	49%	(351)	720
PID: Dem (no lean)	31%	(271)	37%	(325)	32%	(277)	872
PID: Ind (no lean)	22%	(149)	48%	(332)	30%	(211)	693
PID: Rep (no lean)	24%	(151)	37%	(238)	39%	(247)	635
PID/Gender: Dem Men	41%	(174)	38%	(161)	22%	(93)	428
PID/Gender: Dem Women	22%	(97)	37%	(163)	41%	(184)	445
PID/Gender: Ind Men	24%	(75)	48%	(148)	27%	(83)	306
PID/Gender: Ind Women	19%	(74)	48%	(184)	33%	(128)	386
PID/Gender: Rep Men	29%	(96)	37%	(121)	34%	(110)	328
PID/Gender: Rep Women	18%	(54)	38%	(117)	44%	(136)	307
Ideo: Liberal (1-3)	33%	(217)	38%	(251)	29%	(189)	657
Ideo: Moderate (4)	24%	(149)	44%	(275)	33%	(207)	632
Ideo: Conservative (5-7)	21%	(146)	37%	(255)	41%	(279)	679
Educ: < College	26%	(396)	40%	(609)	34%	(507)	1512
Educ: Bachelors degree	24%	(106)	42%	(185)	34%	(153)	444
Educ: Post-grad	28%	(69)	41%	(100)	31%	(75)	244
Income: Under 50k	26%	(309)	41%	(496)	33%	(389)	1194
Income: 50k-100k	24%	(160)	40%	(270)	36%	(245)	675
Income: 100k+	31%	(102)	39%	(129)	30%	(100)	331
Ethnicity: White	25%	(427)	38%	(662)	37%	(633)	1722
Ethnicity: Hispanic	33%	(116)	44%	(155)	23%	(79)	349
Ethnicity: Black	32%	(89)	46%	(128)	21%	(58)	274

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Table MCENdem1_6: *In general, what kind of fan do you consider yourself of the following?*
Marvel movies and TV shows

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(571)	41%	(895)	33%	(734)	2200
Ethnicity: Other	27%	(55)	52%	(105)	21%	(44)	204
All Christian	25%	(250)	38%	(376)	37%	(361)	987
All Non-Christian	35%	(44)	36%	(45)	28%	(35)	124
Atheist	27%	(29)	38%	(41)	35%	(37)	107
Agnostic/Nothing in particular	25%	(159)	44%	(282)	31%	(201)	642
Something Else	26%	(89)	44%	(150)	29%	(100)	340
Religious Non-Protestant/Catholic	32%	(47)	40%	(59)	28%	(41)	147
Evangelical	30%	(171)	38%	(216)	31%	(175)	562
Non-Evangelical	22%	(158)	40%	(286)	38%	(271)	714
Community: Urban	32%	(215)	42%	(281)	26%	(176)	671
Community: Suburban	25%	(243)	37%	(364)	38%	(376)	983
Community: Rural	21%	(113)	46%	(250)	33%	(183)	546
Employ: Private Sector	34%	(235)	39%	(273)	26%	(183)	691
Employ: Government	33%	(39)	48%	(56)	19%	(22)	117
Employ: Self-Employed	29%	(52)	44%	(79)	27%	(48)	179
Employ: Homemaker	25%	(45)	51%	(94)	24%	(44)	183
Employ: Student	23%	(15)	43%	(29)	34%	(23)	66
Employ: Retired	13%	(71)	35%	(193)	52%	(290)	554
Employ: Unemployed	30%	(80)	39%	(102)	31%	(81)	263
Employ: Other	23%	(33)	47%	(68)	31%	(45)	146
Military HH: Yes	24%	(90)	42%	(156)	34%	(126)	372
Military HH: No	26%	(481)	40%	(739)	33%	(609)	1828
RD/WT: Right Direction	30%	(272)	41%	(367)	29%	(262)	901
RD/WT: Wrong Track	23%	(299)	41%	(528)	36%	(473)	1299
Biden Job Approve	31%	(326)	39%	(413)	30%	(311)	1051
Biden Job Disapprove	21%	(217)	40%	(412)	38%	(389)	1019
Biden Job Strongly Approve	33%	(168)	38%	(194)	28%	(143)	506
Biden Job Somewhat Approve	29%	(158)	40%	(219)	31%	(169)	545
Biden Job Somewhat Disapprove	26%	(74)	42%	(120)	32%	(92)	285
Biden Job Strongly Disapprove	20%	(144)	40%	(293)	41%	(298)	734

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Table MCENdem1_6: *In general, what kind of fan do you consider yourself of the following?*
Marvel movies and TV shows

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(571)	41%	(895)	33%	(734)	2200
Favorable of Biden	30%	(318)	39%	(408)	31%	(325)	1050
Unfavorable of Biden	22%	(228)	41%	(421)	36%	(373)	1022
Very Favorable of Biden	34%	(180)	37%	(194)	29%	(153)	526
Somewhat Favorable of Biden	26%	(138)	41%	(214)	33%	(172)	524
Somewhat Unfavorable of Biden	30%	(74)	46%	(115)	24%	(59)	247
Very Unfavorable of Biden	20%	(154)	40%	(306)	41%	(314)	775
#1 Issue: Economy	30%	(265)	40%	(356)	29%	(259)	880
#1 Issue: Security	18%	(53)	40%	(116)	41%	(118)	286
#1 Issue: Health Care	29%	(77)	40%	(104)	31%	(82)	262
#1 Issue: Medicare / Social Security	17%	(47)	36%	(101)	48%	(135)	283
#1 Issue: Women's Issues	31%	(42)	41%	(57)	28%	(38)	137
#1 Issue: Education	35%	(37)	43%	(45)	21%	(22)	104
#1 Issue: Energy	26%	(35)	45%	(63)	29%	(41)	139
#1 Issue: Other	14%	(15)	49%	(53)	37%	(40)	108
2020 Vote: Joe Biden	30%	(306)	38%	(388)	31%	(317)	1011
2020 Vote: Donald Trump	21%	(145)	39%	(274)	40%	(277)	695
2020 Vote: Other	13%	(8)	56%	(34)	31%	(19)	60
2020 Vote: Didn't Vote	26%	(113)	46%	(197)	28%	(121)	431
2018 House Vote: Democrat	29%	(226)	39%	(302)	32%	(254)	782
2018 House Vote: Republican	23%	(132)	37%	(211)	40%	(226)	569
2018 House Vote: Someone else	17%	(10)	53%	(30)	29%	(17)	56
2016 Vote: Hillary Clinton	29%	(208)	38%	(272)	33%	(232)	712
2016 Vote: Donald Trump	21%	(133)	39%	(247)	39%	(246)	626
2016 Vote: Other	17%	(21)	48%	(60)	35%	(43)	123
2016 Vote: Didn't Vote	28%	(210)	43%	(315)	29%	(214)	738
Voted in 2014: Yes	25%	(309)	38%	(463)	37%	(450)	1222
Voted in 2014: No	27%	(262)	44%	(431)	29%	(285)	978
4-Region: Northeast	27%	(106)	38%	(151)	35%	(137)	394
4-Region: Midwest	19%	(89)	44%	(204)	37%	(169)	462
4-Region: South	29%	(241)	40%	(327)	31%	(257)	824
4-Region: West	26%	(135)	41%	(213)	33%	(172)	520

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Table MCENdem1_6: *In general, what kind of fan do you consider yourself of the following? Marvel movies and TV shows*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(571)	41%	(895)	33%	(734)	2200
Marvel Comics Fans	41%	(528)	55%	(707)	5%	(61)	1296
Avid Marvel Comics Fans	84%	(370)	15%	(65)	1%	(6)	440
Casual Marvel Comics Fans	18%	(158)	75%	(643)	6%	(55)	855
Marvel TV/Movies Fans	38%	(533)	55%	(778)	8%	(108)	1419
Avid Marvel TV/Movies Fans	79%	(335)	17%	(70)	4%	(17)	422
Casual Marvel TV/Movies Fans	20%	(198)	71%	(708)	9%	(92)	997
Fans of Anything Marvel	37%	(571)	59%	(895)	4%	(61)	1526
Avid Fans of Anything Marvel	89%	(571)	10%	(65)	1%	(6)	642
Casual Fans of Anything Marvel	14%	(158)	81%	(895)	5%	(55)	1107

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

Table MCENdem1_7: *In general, what kind of fan do you consider yourself of the following?*
DC movies and TV shows

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(422)	45%	(997)	36%	(781)	2200
Gender: Male	24%	(258)	47%	(500)	29%	(304)	1062
Gender: Female	14%	(164)	44%	(498)	42%	(477)	1138
Age: 18-34	28%	(181)	48%	(317)	24%	(157)	655
Age: 35-44	24%	(86)	50%	(179)	26%	(93)	358
Age: 45-64	16%	(120)	45%	(339)	39%	(292)	751
Age: 65+	8%	(36)	37%	(162)	55%	(239)	436
GenZers: 1997-2012	24%	(41)	51%	(86)	25%	(42)	169
Millennials: 1981-1996	27%	(196)	48%	(347)	24%	(174)	718
GenXers: 1965-1980	22%	(109)	48%	(242)	31%	(156)	507
Baby Boomers: 1946-1964	10%	(71)	41%	(294)	49%	(355)	720
PID: Dem (no lean)	25%	(222)	42%	(367)	32%	(283)	872
PID: Ind (no lean)	14%	(98)	51%	(351)	35%	(244)	693
PID: Rep (no lean)	16%	(101)	44%	(279)	40%	(254)	635
PID/Gender: Dem Men	36%	(153)	41%	(177)	23%	(97)	428
PID/Gender: Dem Women	16%	(69)	43%	(190)	42%	(186)	445
PID/Gender: Ind Men	16%	(47)	53%	(162)	32%	(97)	306
PID/Gender: Ind Women	13%	(50)	49%	(189)	38%	(147)	386
PID/Gender: Rep Men	17%	(57)	49%	(160)	34%	(110)	328
PID/Gender: Rep Women	14%	(44)	39%	(119)	47%	(144)	307
Ideo: Liberal (1-3)	25%	(163)	42%	(274)	34%	(221)	657
Ideo: Moderate (4)	18%	(111)	51%	(319)	32%	(201)	632
Ideo: Conservative (5-7)	15%	(101)	43%	(292)	42%	(286)	679
Educ: < College	20%	(300)	45%	(675)	36%	(537)	1512
Educ: Bachelors degree	14%	(61)	50%	(220)	37%	(162)	444
Educ: Post-grad	25%	(60)	42%	(102)	33%	(81)	244
Income: Under 50k	20%	(240)	45%	(538)	35%	(416)	1194
Income: 50k-100k	16%	(106)	46%	(309)	38%	(260)	675
Income: 100k+	23%	(75)	45%	(150)	32%	(105)	331
Ethnicity: White	18%	(303)	44%	(754)	39%	(665)	1722
Ethnicity: Hispanic	22%	(75)	50%	(176)	28%	(98)	349
Ethnicity: Black	33%	(90)	47%	(129)	20%	(56)	274

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Table MCENdem1_7: *In general, what kind of fan do you consider yourself of the following?*
DC movies and TV shows

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(422)	45%	(997)	36%	(781)	2200
Ethnicity: Other	15%	(30)	56%	(115)	29%	(60)	204
All Christian	17%	(166)	45%	(446)	38%	(375)	987
All Non-Christian	32%	(39)	41%	(50)	28%	(34)	124
Atheist	22%	(23)	39%	(42)	39%	(42)	107
Agnostic/Nothing in particular	17%	(110)	48%	(308)	35%	(224)	642
Something Else	25%	(84)	44%	(150)	31%	(106)	340
Religious Non-Protestant/Catholic	28%	(42)	41%	(60)	31%	(45)	147
Evangelical	24%	(135)	45%	(255)	31%	(172)	562
Non-Evangelical	15%	(109)	44%	(316)	41%	(290)	714
Community: Urban	28%	(185)	44%	(294)	29%	(193)	671
Community: Suburban	16%	(157)	45%	(443)	39%	(382)	983
Community: Rural	15%	(80)	48%	(260)	38%	(207)	546
Employ: Private Sector	26%	(177)	46%	(318)	28%	(196)	691
Employ: Government	23%	(27)	47%	(55)	30%	(35)	117
Employ: Self-Employed	18%	(32)	55%	(99)	27%	(48)	179
Employ: Homemaker	16%	(29)	48%	(88)	36%	(65)	183
Employ: Student	18%	(12)	40%	(26)	42%	(28)	66
Employ: Retired	10%	(53)	37%	(206)	53%	(295)	554
Employ: Unemployed	22%	(58)	48%	(126)	30%	(79)	263
Employ: Other	23%	(33)	53%	(77)	24%	(36)	146
Military HH: Yes	20%	(76)	43%	(161)	36%	(135)	372
Military HH: No	19%	(346)	46%	(836)	35%	(646)	1828
RD/WT: Right Direction	26%	(235)	42%	(382)	32%	(285)	901
RD/WT: Wrong Track	14%	(187)	47%	(615)	38%	(496)	1299
Biden Job Approve	25%	(266)	43%	(456)	31%	(329)	1051
Biden Job Disapprove	13%	(133)	47%	(477)	40%	(409)	1019
Biden Job Strongly Approve	34%	(170)	37%	(188)	29%	(148)	506
Biden Job Somewhat Approve	18%	(96)	49%	(268)	33%	(181)	545
Biden Job Somewhat Disapprove	16%	(46)	50%	(142)	34%	(97)	285
Biden Job Strongly Disapprove	12%	(87)	46%	(335)	43%	(312)	734

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Table MCENdem1_7: *In general, what kind of fan do you consider yourself of the following?*
DC movies and TV shows

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(422)	45%	(997)	36%	(781)	2200
Favorable of Biden	24%	(255)	43%	(451)	33%	(345)	1050
Unfavorable of Biden	15%	(152)	47%	(482)	38%	(388)	1022
Very Favorable of Biden	33%	(172)	36%	(190)	31%	(164)	526
Somewhat Favorable of Biden	16%	(83)	50%	(260)	34%	(180)	524
Somewhat Unfavorable of Biden	23%	(58)	52%	(128)	25%	(62)	247
Very Unfavorable of Biden	12%	(94)	46%	(354)	42%	(327)	775
#1 Issue: Economy	22%	(190)	45%	(395)	34%	(296)	880
#1 Issue: Security	13%	(38)	48%	(138)	38%	(110)	286
#1 Issue: Health Care	24%	(63)	42%	(111)	33%	(88)	262
#1 Issue: Medicare / Social Security	10%	(28)	45%	(127)	45%	(128)	283
#1 Issue: Women's Issues	25%	(34)	45%	(61)	31%	(42)	137
#1 Issue: Education	21%	(22)	51%	(54)	27%	(29)	104
#1 Issue: Energy	22%	(30)	44%	(61)	35%	(48)	139
#1 Issue: Other	15%	(17)	47%	(51)	38%	(41)	108
2020 Vote: Joe Biden	24%	(244)	43%	(432)	33%	(334)	1011
2020 Vote: Donald Trump	14%	(100)	45%	(314)	40%	(281)	695
2020 Vote: Other	11%	(7)	52%	(31)	38%	(23)	60
2020 Vote: Didn't Vote	17%	(71)	51%	(219)	33%	(141)	431
2018 House Vote: Democrat	24%	(188)	41%	(318)	35%	(277)	782
2018 House Vote: Republican	13%	(77)	46%	(263)	40%	(230)	569
2018 House Vote: Someone else	11%	(6)	51%	(29)	38%	(21)	56
2016 Vote: Hillary Clinton	24%	(174)	40%	(287)	35%	(251)	712
2016 Vote: Donald Trump	15%	(94)	44%	(276)	41%	(255)	626
2016 Vote: Other	10%	(12)	52%	(64)	39%	(48)	123
2016 Vote: Didn't Vote	19%	(142)	50%	(369)	31%	(227)	738
Voted in 2014: Yes	20%	(241)	41%	(506)	39%	(476)	1222
Voted in 2014: No	19%	(181)	50%	(492)	31%	(305)	978
4-Region: Northeast	19%	(74)	47%	(184)	35%	(136)	394
4-Region: Midwest	17%	(79)	46%	(212)	37%	(170)	462
4-Region: South	20%	(162)	47%	(385)	34%	(277)	824
4-Region: West	21%	(107)	42%	(216)	38%	(197)	520

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Table MCENdem1_7: *In general, what kind of fan do you consider yourself of the following?*
DC movies and TV shows

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(422)	45%	(997)	36%	(781)	2200
Marvel Comics Fans	30%	(392)	63%	(811)	7%	(93)	1296
Avid Marvel Comics Fans	62%	(274)	33%	(145)	5%	(21)	440
Casual Marvel Comics Fans	14%	(118)	78%	(666)	8%	(72)	855
Marvel TV/Movies Fans	30%	(422)	70%	(997)	—	(0)	1419
Avid Marvel TV/Movies Fans	100%	(422)	—	(0)	—	(0)	422
Casual Marvel TV/Movies Fans	—	(0)	100%	(997)	—	(0)	997
Fans of Anything Marvel	27%	(410)	61%	(936)	12%	(181)	1526
Avid Fans of Anything Marvel	56%	(359)	38%	(243)	6%	(40)	642
Casual Fans of Anything Marvel	13%	(145)	74%	(815)	13%	(148)	1107

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

Table MCENdem1_8: *In general, what kind of fan do you consider yourself of the following?*
Superheroes in general

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	23%	(498)	45%	(986)	33%	(716)	2200
Gender: Male	30%	(314)	45%	(480)	25%	(268)	1062
Gender: Female	16%	(184)	44%	(506)	39%	(448)	1138
Age: 18-34	32%	(207)	49%	(320)	19%	(128)	655
Age: 35-44	30%	(109)	49%	(174)	21%	(75)	358
Age: 45-64	20%	(148)	45%	(336)	36%	(267)	751
Age: 65+	8%	(34)	36%	(156)	57%	(247)	436
GenZers: 1997-2012	16%	(27)	59%	(100)	25%	(42)	169
Millennials: 1981-1996	36%	(257)	46%	(329)	18%	(131)	718
GenXers: 1965-1980	25%	(127)	48%	(242)	27%	(138)	507
Baby Boomers: 1946-1964	12%	(83)	42%	(299)	47%	(338)	720
PID: Dem (no lean)	29%	(255)	40%	(351)	31%	(267)	872
PID: Ind (no lean)	17%	(118)	50%	(349)	33%	(226)	693
PID: Rep (no lean)	20%	(125)	45%	(287)	35%	(224)	635
PID/Gender: Dem Men	41%	(177)	40%	(170)	19%	(81)	428
PID/Gender: Dem Women	17%	(78)	41%	(181)	42%	(186)	445
PID/Gender: Ind Men	19%	(59)	51%	(157)	29%	(90)	306
PID/Gender: Ind Women	15%	(59)	50%	(191)	35%	(136)	386
PID/Gender: Rep Men	24%	(78)	47%	(153)	29%	(97)	328
PID/Gender: Rep Women	15%	(47)	43%	(133)	41%	(127)	307
Ideo: Liberal (1-3)	29%	(191)	43%	(281)	28%	(185)	657
Ideo: Moderate (4)	23%	(145)	46%	(292)	31%	(194)	632
Ideo: Conservative (5-7)	19%	(127)	42%	(286)	39%	(266)	679
Educ: < College	23%	(343)	44%	(671)	33%	(498)	1512
Educ: Bachelors degree	20%	(90)	49%	(218)	31%	(135)	444
Educ: Post-grad	26%	(65)	40%	(97)	34%	(83)	244
Income: Under 50k	22%	(264)	47%	(556)	31%	(374)	1194
Income: 50k-100k	21%	(138)	44%	(294)	36%	(242)	675
Income: 100k+	29%	(96)	41%	(136)	30%	(99)	331
Ethnicity: White	21%	(370)	44%	(751)	35%	(601)	1722
Ethnicity: Hispanic	29%	(103)	44%	(155)	26%	(91)	349
Ethnicity: Black	31%	(85)	48%	(132)	21%	(57)	274

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Table MCENdem1_8: *In general, what kind of fan do you consider yourself of the following?*
Superheroes in general

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	23%	(498)	45%	(986)	33%	(716)	2200
Ethnicity: Other	21%	(42)	51%	(104)	28%	(58)	204
All Christian	23%	(232)	41%	(408)	35%	(347)	987
All Non-Christian	29%	(36)	42%	(53)	28%	(35)	124
Atheist	18%	(19)	49%	(53)	33%	(35)	107
Agnostic/Nothing in particular	20%	(127)	48%	(310)	32%	(205)	642
Something Else	25%	(84)	48%	(164)	27%	(93)	340
Religious Non-Protestant/Catholic	25%	(37)	47%	(69)	28%	(41)	147
Evangelical	31%	(172)	40%	(227)	29%	(163)	562
Non-Evangelical	19%	(135)	44%	(316)	37%	(263)	714
Community: Urban	32%	(213)	43%	(286)	26%	(172)	671
Community: Suburban	18%	(182)	44%	(433)	37%	(368)	983
Community: Rural	19%	(103)	49%	(268)	32%	(176)	546
Employ: Private Sector	31%	(213)	44%	(306)	25%	(172)	691
Employ: Government	27%	(31)	53%	(62)	21%	(24)	117
Employ: Self-Employed	28%	(50)	51%	(92)	21%	(37)	179
Employ: Homemaker	18%	(32)	54%	(98)	29%	(52)	183
Employ: Student	12%	(8)	57%	(38)	31%	(21)	66
Employ: Retired	10%	(57)	37%	(206)	53%	(291)	554
Employ: Unemployed	29%	(75)	41%	(109)	30%	(79)	263
Employ: Other	22%	(32)	52%	(76)	26%	(38)	146
Military HH: Yes	22%	(80)	46%	(172)	32%	(119)	372
Military HH: No	23%	(417)	45%	(814)	33%	(597)	1828
RD/WT: Right Direction	28%	(251)	44%	(398)	28%	(252)	901
RD/WT: Wrong Track	19%	(247)	45%	(588)	36%	(464)	1299
Biden Job Approve	27%	(288)	44%	(462)	29%	(301)	1051
Biden Job Disapprove	18%	(187)	45%	(462)	36%	(369)	1019
Biden Job Strongly Approve	33%	(167)	41%	(208)	26%	(130)	506
Biden Job Somewhat Approve	22%	(121)	46%	(253)	31%	(170)	545
Biden Job Somewhat Disapprove	24%	(68)	43%	(122)	33%	(94)	285
Biden Job Strongly Disapprove	16%	(119)	46%	(340)	37%	(275)	734

Continued on next page

Table MCENdem1_8: *In general, what kind of fan do you consider yourself of the following?*
Superheroes in general

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	23%	(498)	45%	(986)	33%	(716)	2200
Favorable of Biden	27%	(283)	43%	(451)	30%	(316)	1050
Unfavorable of Biden	19%	(195)	46%	(471)	35%	(356)	1022
Very Favorable of Biden	34%	(179)	39%	(204)	27%	(144)	526
Somewhat Favorable of Biden	20%	(105)	47%	(247)	33%	(172)	524
Somewhat Unfavorable of Biden	24%	(60)	51%	(126)	24%	(60)	247
Very Unfavorable of Biden	17%	(134)	45%	(345)	38%	(296)	775
#1 Issue: Economy	26%	(228)	45%	(399)	29%	(254)	880
#1 Issue: Security	17%	(49)	44%	(127)	39%	(110)	286
#1 Issue: Health Care	29%	(77)	41%	(107)	30%	(78)	262
#1 Issue: Medicare / Social Security	12%	(34)	43%	(121)	45%	(128)	283
#1 Issue: Women's Issues	20%	(27)	56%	(76)	25%	(34)	137
#1 Issue: Education	35%	(36)	39%	(41)	26%	(28)	104
#1 Issue: Energy	20%	(28)	48%	(67)	32%	(44)	139
#1 Issue: Other	18%	(19)	45%	(49)	37%	(40)	108
2020 Vote: Joe Biden	27%	(276)	42%	(425)	31%	(309)	1011
2020 Vote: Donald Trump	18%	(128)	45%	(313)	37%	(254)	695
2020 Vote: Other	9%	(5)	56%	(34)	35%	(21)	60
2020 Vote: Didn't Vote	21%	(88)	49%	(211)	30%	(131)	431
2018 House Vote: Democrat	28%	(219)	41%	(318)	31%	(245)	782
2018 House Vote: Republican	20%	(112)	44%	(252)	36%	(204)	569
2018 House Vote: Someone else	17%	(10)	42%	(24)	41%	(23)	56
2016 Vote: Hillary Clinton	28%	(203)	40%	(288)	31%	(221)	712
2016 Vote: Donald Trump	18%	(115)	44%	(276)	38%	(235)	626
2016 Vote: Other	15%	(19)	53%	(65)	32%	(40)	123
2016 Vote: Didn't Vote	22%	(162)	48%	(356)	30%	(220)	738
Voted in 2014: Yes	23%	(279)	42%	(518)	35%	(425)	1222
Voted in 2014: No	22%	(218)	48%	(468)	30%	(291)	978
4-Region: Northeast	22%	(88)	43%	(168)	35%	(137)	394
4-Region: Midwest	20%	(94)	44%	(203)	36%	(166)	462
4-Region: South	24%	(201)	45%	(371)	31%	(252)	824
4-Region: West	22%	(115)	47%	(244)	31%	(161)	520

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Table MCENdem1_8: *In general, what kind of fan do you consider yourself of the following?*
Superheroes in general

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	23%	(498)	45%	(986)	33%	(716)	2200
Marvel Comics Fans	37%	(474)	58%	(755)	5%	(67)	1296
Avid Marvel Comics Fans	79%	(348)	19%	(84)	2%	(8)	440
Casual Marvel Comics Fans	15%	(126)	78%	(671)	7%	(59)	855
Marvel TV/Movies Fans	34%	(481)	58%	(820)	8%	(118)	1419
Avid Marvel TV/Movies Fans	73%	(307)	24%	(100)	3%	(15)	422
Casual Marvel TV/Movies Fans	17%	(174)	72%	(719)	10%	(104)	997
Fans of Anything Marvel	32%	(496)	59%	(895)	9%	(136)	1526
Avid Fans of Anything Marvel	70%	(450)	27%	(176)	3%	(16)	642
Casual Fans of Anything Marvel	15%	(168)	74%	(816)	11%	(123)	1107

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

Table MCENdem2_1: *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*
Disney+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	37%	(812)	15%	(325)	48%	(1062)	2200
Gender: Male	37%	(392)	14%	(147)	49%	(522)	1062
Gender: Female	37%	(420)	16%	(178)	47%	(540)	1138
Age: 18-34	54%	(356)	21%	(141)	24%	(159)	655
Age: 35-44	47%	(167)	19%	(68)	34%	(122)	358
Age: 45-64	29%	(218)	11%	(86)	60%	(447)	751
Age: 65+	17%	(72)	7%	(30)	77%	(334)	436
GenZers: 1997-2012	49%	(83)	27%	(46)	24%	(40)	169
Millennials: 1981-1996	56%	(399)	19%	(140)	25%	(179)	718
GenXers: 1965-1980	34%	(171)	15%	(76)	51%	(260)	507
Baby Boomers: 1946-1964	21%	(152)	8%	(59)	71%	(510)	720
PID: Dem (no lean)	40%	(345)	14%	(125)	46%	(402)	872
PID: Ind (no lean)	36%	(251)	17%	(119)	47%	(324)	693
PID: Rep (no lean)	34%	(216)	13%	(82)	53%	(337)	635
PID/Gender: Dem Men	42%	(180)	15%	(63)	43%	(185)	428
PID/Gender: Dem Women	37%	(166)	14%	(62)	49%	(217)	445
PID/Gender: Ind Men	35%	(107)	13%	(39)	52%	(161)	306
PID/Gender: Ind Women	37%	(143)	21%	(80)	42%	(163)	386
PID/Gender: Rep Men	32%	(105)	14%	(46)	54%	(177)	328
PID/Gender: Rep Women	36%	(111)	12%	(36)	52%	(160)	307
Ideo: Liberal (1-3)	41%	(267)	14%	(92)	45%	(299)	657
Ideo: Moderate (4)	37%	(231)	17%	(108)	46%	(293)	632
Ideo: Conservative (5-7)	32%	(215)	13%	(87)	55%	(377)	679
Educ: < College	35%	(534)	15%	(227)	50%	(752)	1512
Educ: Bachelors degree	41%	(181)	16%	(73)	43%	(190)	444
Educ: Post-grad	40%	(97)	11%	(26)	50%	(121)	244

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Table MCENdem2_1: *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*
Disney+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	37%	(812)	15%	(325)	48%	(1062)	2200
Income: Under 50k	32%	(377)	16%	(197)	52%	(620)	1194
Income: 50k-100k	39%	(262)	14%	(97)	47%	(316)	675
Income: 100k+	52%	(173)	10%	(31)	38%	(127)	331
Ethnicity: White	36%	(627)	14%	(237)	50%	(858)	1722
Ethnicity: Hispanic	43%	(149)	19%	(65)	39%	(136)	349
Ethnicity: Black	42%	(115)	20%	(55)	38%	(104)	274
Ethnicity: Other	34%	(70)	16%	(34)	49%	(100)	204
All Christian	34%	(334)	12%	(116)	54%	(537)	987
All Non-Christian	43%	(53)	19%	(24)	38%	(47)	124
Atheist	45%	(49)	15%	(16)	40%	(42)	107
Agnostic/Nothing in particular	36%	(233)	16%	(105)	47%	(304)	642
Something Else	42%	(144)	19%	(64)	39%	(132)	340
Religious Non-Protestant/Catholic	47%	(69)	19%	(27)	34%	(50)	147
Evangelical	36%	(200)	13%	(74)	51%	(288)	562
Non-Evangelical	35%	(251)	14%	(98)	51%	(365)	714
Community: Urban	39%	(265)	16%	(107)	45%	(299)	671
Community: Suburban	37%	(363)	15%	(146)	48%	(473)	983
Community: Rural	34%	(184)	13%	(72)	53%	(290)	546
Employ: Private Sector	44%	(306)	15%	(102)	41%	(283)	691
Employ: Government	53%	(62)	18%	(21)	30%	(35)	117
Employ: Self-Employed	39%	(70)	21%	(37)	40%	(72)	179
Employ: Homemaker	47%	(86)	21%	(38)	32%	(59)	183
Employ: Student	47%	(31)	19%	(13)	34%	(22)	66
Employ: Retired	19%	(106)	9%	(48)	72%	(400)	554
Employ: Unemployed	33%	(88)	18%	(48)	48%	(127)	263
Employ: Other	44%	(64)	13%	(19)	44%	(64)	146

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Table MCENdem2_1: *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*
Disney+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	37%	(812)	15%	(325)	48%	(1062)	2200
Military HH: Yes	38%	(140)	10%	(38)	52%	(193)	372
Military HH: No	37%	(672)	16%	(288)	48%	(869)	1828
RD/WT: Right Direction	40%	(356)	13%	(119)	47%	(426)	901
RD/WT: Wrong Track	35%	(456)	16%	(207)	49%	(636)	1299
Biden Job Approve	39%	(411)	13%	(141)	47%	(499)	1051
Biden Job Disapprove	33%	(340)	16%	(167)	50%	(512)	1019
Biden Job Strongly Approve	42%	(214)	13%	(63)	45%	(228)	506
Biden Job Somewhat Approve	36%	(197)	14%	(77)	50%	(271)	545
Biden Job Somewhat Disapprove	38%	(109)	22%	(63)	40%	(113)	285
Biden Job Strongly Disapprove	32%	(232)	14%	(104)	54%	(399)	734
Favorable of Biden	38%	(397)	14%	(144)	48%	(509)	1050
Unfavorable of Biden	36%	(364)	15%	(157)	49%	(501)	1022
Very Favorable of Biden	42%	(221)	12%	(66)	46%	(240)	526
Somewhat Favorable of Biden	34%	(177)	15%	(78)	51%	(269)	524
Somewhat Unfavorable of Biden	47%	(116)	19%	(46)	34%	(85)	247
Very Unfavorable of Biden	32%	(248)	14%	(111)	54%	(416)	775
#1 Issue: Economy	41%	(359)	17%	(149)	42%	(372)	880
#1 Issue: Security	24%	(70)	12%	(34)	64%	(183)	286
#1 Issue: Health Care	41%	(106)	13%	(33)	47%	(123)	262
#1 Issue: Medicare / Social Security	20%	(57)	10%	(29)	70%	(197)	283
#1 Issue: Women's Issues	55%	(75)	17%	(24)	28%	(38)	137
#1 Issue: Education	46%	(48)	24%	(25)	30%	(32)	104
#1 Issue: Energy	43%	(60)	13%	(18)	44%	(61)	139
#1 Issue: Other	34%	(37)	13%	(14)	52%	(57)	108

Continued on next page

Table MCENdem2_1: *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*
Disney+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	37%	(812)	15%	(325)	48%	(1062)	2200
2020 Vote: Joe Biden	39%	(395)	12%	(123)	49%	(492)	1011
2020 Vote: Donald Trump	33%	(227)	13%	(93)	54%	(376)	695
2020 Vote: Other	39%	(23)	18%	(11)	43%	(26)	60
2020 Vote: Didn't Vote	39%	(166)	23%	(97)	39%	(167)	431
2018 House Vote: Democrat	39%	(307)	12%	(91)	49%	(385)	782
2018 House Vote: Republican	32%	(182)	13%	(75)	55%	(312)	569
2018 House Vote: Someone else	31%	(17)	13%	(7)	56%	(32)	56
2016 Vote: Hillary Clinton	39%	(278)	13%	(90)	48%	(344)	712
2016 Vote: Donald Trump	32%	(200)	13%	(82)	55%	(345)	626
2016 Vote: Other	40%	(50)	7%	(8)	53%	(65)	123
2016 Vote: Didn't Vote	39%	(285)	20%	(145)	42%	(308)	738
Voted in 2014: Yes	35%	(427)	12%	(143)	53%	(652)	1222
Voted in 2014: No	39%	(385)	19%	(182)	42%	(411)	978
4-Region: Northeast	35%	(140)	13%	(52)	51%	(202)	394
4-Region: Midwest	31%	(145)	15%	(70)	53%	(247)	462
4-Region: South	38%	(311)	16%	(135)	46%	(377)	824
4-Region: West	42%	(216)	13%	(67)	45%	(236)	520
Marvel Comics Fans	46%	(592)	17%	(221)	37%	(482)	1296
Avid Marvel Comics Fans	56%	(248)	18%	(80)	25%	(112)	440
Casual Marvel Comics Fans	40%	(344)	16%	(141)	43%	(370)	855
Marvel TV/Movies Fans	45%	(636)	16%	(228)	39%	(554)	1419
Avid Marvel TV/Movies Fans	59%	(249)	13%	(56)	28%	(117)	422
Casual Marvel TV/Movies Fans	39%	(387)	17%	(173)	44%	(437)	997
Fans of Anything Marvel	46%	(695)	17%	(255)	38%	(577)	1526
Avid Fans of Anything Marvel	58%	(374)	16%	(106)	25%	(162)	642
Casual Fans of Anything Marvel	41%	(456)	17%	(188)	42%	(464)	1107

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

Table MCENdem2_2: *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*
HBO Max

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	31%	(677)	18%	(388)	52%	(1136)	2200
Gender: Male	35%	(369)	17%	(178)	49%	(516)	1062
Gender: Female	27%	(308)	18%	(210)	54%	(620)	1138
Age: 18-34	44%	(286)	21%	(140)	35%	(229)	655
Age: 35-44	37%	(134)	21%	(74)	42%	(150)	358
Age: 45-64	24%	(178)	17%	(128)	59%	(445)	751
Age: 65+	18%	(79)	10%	(46)	71%	(311)	436
GenZers: 1997-2012	28%	(46)	32%	(53)	41%	(69)	169
Millennials: 1981-1996	47%	(335)	19%	(137)	34%	(246)	718
GenXers: 1965-1980	30%	(150)	19%	(98)	51%	(260)	507
Baby Boomers: 1946-1964	19%	(135)	13%	(92)	69%	(494)	720
PID: Dem (no lean)	39%	(340)	17%	(145)	44%	(388)	872
PID: Ind (no lean)	27%	(189)	20%	(138)	53%	(366)	693
PID: Rep (no lean)	23%	(148)	17%	(105)	60%	(382)	635
PID/Gender: Dem Men	46%	(198)	16%	(66)	38%	(163)	428
PID/Gender: Dem Women	32%	(142)	18%	(78)	51%	(225)	445
PID/Gender: Ind Men	29%	(90)	16%	(50)	54%	(166)	306
PID/Gender: Ind Women	26%	(99)	23%	(88)	52%	(200)	386
PID/Gender: Rep Men	24%	(80)	19%	(61)	57%	(186)	328
PID/Gender: Rep Women	22%	(68)	14%	(44)	64%	(195)	307
Ideo: Liberal (1-3)	39%	(255)	18%	(117)	43%	(286)	657
Ideo: Moderate (4)	28%	(177)	19%	(121)	53%	(333)	632
Ideo: Conservative (5-7)	24%	(160)	16%	(109)	60%	(410)	679
Educ: < College	28%	(422)	18%	(265)	55%	(825)	1512
Educ: Bachelors degree	34%	(152)	18%	(79)	48%	(213)	444
Educ: Post-grad	42%	(102)	18%	(44)	40%	(98)	244

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Table MCENdem2_2: *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*
HBO Max

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	31%	(677)	18%	(388)	52%	(1136)	2200
Income: Under 50k	23%	(279)	18%	(219)	58%	(696)	1194
Income: 50k-100k	35%	(235)	18%	(119)	47%	(320)	675
Income: 100k+	49%	(162)	15%	(50)	36%	(119)	331
Ethnicity: White	29%	(497)	17%	(292)	54%	(933)	1722
Ethnicity: Hispanic	37%	(130)	21%	(74)	42%	(145)	349
Ethnicity: Black	42%	(115)	21%	(57)	37%	(102)	274
Ethnicity: Other	32%	(65)	19%	(39)	49%	(100)	204
All Christian	28%	(277)	16%	(162)	55%	(547)	987
All Non-Christian	39%	(49)	22%	(28)	38%	(47)	124
Atheist	32%	(34)	18%	(19)	50%	(54)	107
Agnostic/Nothing in particular	32%	(205)	16%	(104)	52%	(333)	642
Something Else	33%	(111)	22%	(75)	45%	(154)	340
Religious Non-Protestant/Catholic	41%	(60)	20%	(30)	39%	(57)	147
Evangelical	30%	(169)	17%	(98)	52%	(294)	562
Non-Evangelical	27%	(196)	19%	(134)	54%	(384)	714
Community: Urban	37%	(246)	18%	(122)	45%	(304)	671
Community: Suburban	30%	(295)	18%	(173)	52%	(514)	983
Community: Rural	25%	(136)	17%	(93)	58%	(317)	546
Employ: Private Sector	40%	(273)	17%	(120)	43%	(298)	691
Employ: Government	48%	(57)	18%	(21)	34%	(39)	117
Employ: Self-Employed	38%	(69)	20%	(37)	41%	(74)	179
Employ: Homemaker	25%	(46)	19%	(34)	56%	(103)	183
Employ: Student	29%	(19)	25%	(17)	46%	(31)	66
Employ: Retired	18%	(99)	13%	(70)	69%	(384)	554
Employ: Unemployed	27%	(71)	22%	(58)	51%	(134)	263
Employ: Other	29%	(43)	21%	(31)	50%	(73)	146

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Table MCENdem2_2: *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*
HBO Max

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	31%	(677)	18%	(388)	52%	(1136)	2200
Military HH: Yes	34%	(126)	15%	(57)	51%	(189)	372
Military HH: No	30%	(551)	18%	(331)	52%	(947)	1828
RD/WT: Right Direction	37%	(336)	17%	(151)	46%	(414)	901
RD/WT: Wrong Track	26%	(341)	18%	(236)	56%	(721)	1299
Biden Job Approve	38%	(395)	17%	(177)	46%	(479)	1051
Biden Job Disapprove	24%	(241)	19%	(189)	58%	(589)	1019
Biden Job Strongly Approve	40%	(202)	17%	(87)	43%	(217)	506
Biden Job Somewhat Approve	35%	(193)	17%	(90)	48%	(262)	545
Biden Job Somewhat Disapprove	30%	(84)	23%	(65)	48%	(136)	285
Biden Job Strongly Disapprove	21%	(157)	17%	(124)	62%	(454)	734
Favorable of Biden	37%	(385)	17%	(178)	46%	(486)	1050
Unfavorable of Biden	25%	(257)	18%	(184)	57%	(581)	1022
Very Favorable of Biden	40%	(211)	15%	(77)	45%	(238)	526
Somewhat Favorable of Biden	33%	(174)	19%	(101)	47%	(248)	524
Somewhat Unfavorable of Biden	36%	(90)	23%	(56)	41%	(101)	247
Very Unfavorable of Biden	22%	(167)	17%	(128)	62%	(480)	775
#1 Issue: Economy	33%	(293)	20%	(176)	47%	(411)	880
#1 Issue: Security	19%	(55)	17%	(50)	63%	(181)	286
#1 Issue: Health Care	39%	(103)	14%	(36)	47%	(123)	262
#1 Issue: Medicare / Social Security	18%	(51)	13%	(36)	69%	(196)	283
#1 Issue: Women's Issues	42%	(57)	23%	(32)	35%	(48)	137
#1 Issue: Education	33%	(34)	19%	(20)	48%	(50)	104
#1 Issue: Energy	37%	(51)	18%	(25)	46%	(63)	139
#1 Issue: Other	30%	(32)	12%	(13)	58%	(63)	108

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Table MCENdem2_2: *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*
HBO Max

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	31%	(677)	18%	(388)	52%	(1136)	2200
2020 Vote: Joe Biden	38%	(383)	16%	(160)	46%	(468)	1011
2020 Vote: Donald Trump	23%	(162)	17%	(122)	59%	(411)	695
2020 Vote: Other	33%	(20)	18%	(11)	49%	(30)	60
2020 Vote: Didn't Vote	26%	(112)	22%	(94)	52%	(225)	431
2018 House Vote: Democrat	38%	(300)	14%	(111)	48%	(372)	782
2018 House Vote: Republican	25%	(140)	17%	(94)	59%	(335)	569
2018 House Vote: Someone else	21%	(12)	18%	(10)	61%	(34)	56
2016 Vote: Hillary Clinton	38%	(268)	15%	(109)	47%	(335)	712
2016 Vote: Donald Trump	23%	(146)	18%	(115)	58%	(366)	626
2016 Vote: Other	35%	(44)	8%	(10)	57%	(70)	123
2016 Vote: Didn't Vote	30%	(220)	21%	(154)	49%	(364)	738
Voted in 2014: Yes	31%	(381)	16%	(195)	53%	(646)	1222
Voted in 2014: No	30%	(295)	20%	(192)	50%	(490)	978
4-Region: Northeast	30%	(117)	17%	(67)	53%	(209)	394
4-Region: Midwest	27%	(124)	19%	(87)	55%	(252)	462
4-Region: South	31%	(253)	19%	(154)	51%	(417)	824
4-Region: West	35%	(183)	15%	(80)	49%	(257)	520
Marvel Comics Fans	37%	(485)	19%	(249)	43%	(561)	1296
Avid Marvel Comics Fans	50%	(220)	18%	(78)	32%	(142)	440
Casual Marvel Comics Fans	31%	(265)	20%	(171)	49%	(420)	855
Marvel TV/Movies Fans	37%	(531)	18%	(261)	44%	(627)	1419
Avid Marvel TV/Movies Fans	49%	(205)	20%	(85)	31%	(131)	422
Casual Marvel TV/Movies Fans	33%	(325)	18%	(176)	50%	(496)	997
Fans of Anything Marvel	37%	(566)	19%	(285)	44%	(674)	1526
Avid Fans of Anything Marvel	48%	(305)	19%	(121)	34%	(215)	642
Casual Fans of Anything Marvel	33%	(362)	19%	(211)	48%	(535)	1107

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	169	8%
	Millennials: 1981-1996	718	33%
	GenXers: 1965-1980	507	23%
	Baby Boomers: 1946-1964	720	33%
	N	2114	
xpid3	PID: Dem (no lean)	872	40%
	PID: Ind (no lean)	693	31%
	PID: Rep (no lean)	635	29%
	N	2200	
xpidGender	PID/Gender: Dem Men	428	19%
	PID/Gender: Dem Women	445	20%
	PID/Gender: Ind Men	306	14%
	PID/Gender: Ind Women	386	18%
	PID/Gender: Rep Men	328	15%
	PID/Gender: Rep Women	307	14%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	657	30%
	Ideo: Moderate (4)	632	29%
	Ideo: Conservative (5-7)	679	31%
	N	1968	
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	1194	54%
	Income: 50k-100k	675	31%
	Income: 100k+	331	15%
	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	987	45%
	All Non-Christian	124	6%
	Atheist	107	5%
	Agnostic/Nothing in particular	642	29%
	Something Else	340	15%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	147	7%
xdemEvang	Evangelical	562	26%
	Non-Evangelical	714	32%
	N	1276	
xdemUsr	Community: Urban	671	31%
	Community: Suburban	983	45%
	Community: Rural	546	25%
	N	2200	
xdemEmploy	Employ: Private Sector	691	31%
	Employ: Government	117	5%
	Employ: Self-Employed	179	8%
	Employ: Homemaker	183	8%
	Employ: Student	66	3%
	Employ: Retired	554	25%
	Employ: Unemployed	263	12%
	Employ: Other	146	7%
	N	2200	
xdemMilHH1	Military HH: Yes	372	17%
	Military HH: No	1828	83%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	901	41%
	RD/WT: Wrong Track	1299	59%
	N	2200	
xdemBidenApprove	Biden Job Approve	1051	48%
	Biden Job Disapprove	1019	46%
	N	2070	
xdemBidenApprove2	Biden Job Strongly Approve	506	23%
	Biden Job Somewhat Approve	545	25%
	Biden Job Somewhat Disapprove	285	13%
	Biden Job Strongly Disapprove	734	33%
	N	2070	
xdemBidenFav	Favorable of Biden	1050	48%
	Unfavorable of Biden	1022	46%
	N	2072	
xdemBidenFavFull	Very Favorable of Biden	526	24%
	Somewhat Favorable of Biden	524	24%
	Somewhat Unfavorable of Biden	247	11%
	Very Unfavorable of Biden	775	35%
	N	2072	
xnr3	#1 Issue: Economy	880	40%
	#1 Issue: Security	286	13%
	#1 Issue: Health Care	262	12%
	#1 Issue: Medicare / Social Security	283	13%
	#1 Issue: Women's Issues	137	6%
	#1 Issue: Education	104	5%
	#1 Issue: Energy	139	6%
	#1 Issue: Other	108	5%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	1011	46%
	2020 Vote: Donald Trump	695	32%
	2020 Vote: Other	60	3%
	2020 Vote: Didn't Vote	431	20%
	N	2197	
xsubVote18O	2018 House Vote: Democrat	782	36%
	2018 House Vote: Republican	569	26%
	2018 House Vote: Someone else	56	3%
	N	1408	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	712	32%
	2016 Vote: Donald Trump	626	28%
	2016 Vote: Other	123	6%
	2016 Vote: Didn't Vote	738	34%
	N	2199	
xsubVote14O	Voted in 2014: Yes	1222	56%
	Voted in 2014: No	978	44%
	N	2200	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
MCENxdem1	Marvel Comics Fans	1296	59%
MCENxdem2	Avid Marvel Comics Fans	440	20%
	Casual Marvel Comics Fans	855	39%
	N	1296	
MCENxdem3	Marvel TV/Movies Fans	1419	64%
MCENxdem4	Avid Marvel TV/Movies Fans	422	19%
	Casual Marvel TV/Movies Fans	997	45%
	N	1419	
MCENxdem5	Fans of Anything Marvel	1526	69%
MCENxdem6	Avid Fans of Anything Marvel	642	29%
MCENxdem7	Casual Fans of Anything Marvel	1107	50%

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

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