



National Tracking Poll #2204197
April 30 - May 03, 2022

Crosstabulation Results

Methodology:

This poll was conducted between April 30-May 3, 2022 among a sample of 2210 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, age, race, educational attainment, 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: How comfortable or uncomfortable do you feel going to a movie in theaters today?

Demographic	Very comfortable	Somewhat comfortable	Not very comfortable	Not comfortable at all	Don't know / No opinion	Total N
Adults	35% (768)	30% (674)	15% (338)	14% (312)	5% (119)	2210
Gender: Male	36% (389)	30% (320)	16% (169)	13% (137)	5% (52)	1068
Gender: Female	33% (379)	31% (353)	15% (169)	15% (174)	6% (67)	1142
Age: 18-34	44% (284)	34% (218)	11% (68)	5% (30)	6% (41)	642
Age: 35-44	36% (130)	33% (121)	17% (64)	11% (39)	3% (11)	365
Age: 45-64	34% (243)	29% (206)	16% (115)	16% (113)	5% (37)	714
Age: 65+	23% (111)	26% (128)	19% (91)	26% (129)	6% (29)	489
GenZers: 1997-2012	41% (100)	35% (86)	11% (26)	4% (9)	8% (20)	241
Millennials: 1981-1996	42% (276)	35% (230)	12% (82)	7% (47)	4% (26)	662
GenXers: 1965-1980	38% (195)	28% (146)	16% (81)	13% (66)	5% (28)	514
Baby Boomers: 1946-1964	25% (185)	27% (195)	19% (140)	23% (169)	5% (37)	725
PID: Dem (no lean)	27% (208)	35% (272)	17% (133)	19% (143)	2% (18)	775
PID: Ind (no lean)	34% (270)	29% (226)	17% (134)	12% (94)	8% (66)	790
PID: Rep (no lean)	45% (289)	27% (175)	11% (72)	11% (74)	5% (35)	645
PID/Gender: Dem Men	26% (87)	35% (116)	20% (66)	17% (58)	2% (7)	335
PID/Gender: Dem Women	28% (121)	35% (156)	15% (67)	20% (86)	2% (10)	440
PID/Gender: Ind Men	34% (140)	29% (122)	18% (75)	12% (48)	7% (31)	415
PID/Gender: Ind Women	35% (131)	28% (104)	16% (59)	12% (47)	9% (35)	375
PID/Gender: Rep Men	51% (162)	26% (82)	9% (28)	10% (32)	4% (14)	318
PID/Gender: Rep Women	39% (127)	29% (93)	13% (43)	13% (42)	6% (21)	327
Ideo: Liberal (1-3)	29% (185)	34% (216)	18% (116)	16% (101)	3% (17)	634
Ideo: Moderate (4)	33% (204)	33% (206)	17% (107)	13% (81)	5% (30)	627
Ideo: Conservative (5-7)	43% (312)	26% (187)	12% (84)	13% (94)	6% (41)	719
Educ: < College	34% (493)	29% (417)	16% (229)	14% (205)	6% (93)	1437
Educ: Bachelors degree	37% (183)	34% (166)	14% (67)	12% (59)	3% (16)	491
Educ: Post-grad	33% (92)	32% (91)	15% (42)	17% (47)	3% (10)	282

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Table MCEN1: How comfortable or uncomfortable do you feel going to a movie in theaters today?

Demographic	Very comfortable	Somewhat comfortable	Not very comfortable	Not comfortable at all	Don't know / No opinion	Total N
Adults	35% (768)	30% (674)	15% (338)	14% (312)	5% (119)	2210
Income: Under 50k	30% (342)	30% (343)	17% (191)	16% (184)	8% (92)	1153
Income: 50k-100k	40% (276)	30% (207)	16% (108)	12% (80)	3% (19)	690
Income: 100k+	41% (150)	34% (124)	11% (39)	13% (48)	2% (8)	368
Ethnicity: White (Non-Hispanic)	37% (544)	28% (419)	14% (215)	15% (225)	6% (85)	1488
Ethnicity: Hispanic	36% (134)	36% (133)	16% (61)	9% (33)	4% (13)	374
Ethnicity: Black (Non-Hispanic)	26% (63)	35% (86)	18% (43)	15% (37)	6% (15)	243
Ethnicity: Asian + Other (Non-Hispanic)	26% (27)	34% (35)	19% (20)	16% (17)	5% (5)	105
All Christian	36% (345)	29% (278)	16% (154)	14% (129)	5% (44)	949
All Non-Christian	28% (28)	29% (30)	18% (18)	24% (24)	1% (1)	101
Atheist	32% (33)	39% (40)	16% (16)	10% (11)	3% (3)	102
Agnostic/Nothing in particular	33% (221)	31% (202)	15% (101)	14% (94)	7% (43)	661
Something Else	36% (141)	31% (124)	12% (49)	14% (55)	7% (28)	396
Religious Non-Protestant/Catholic	33% (41)	28% (34)	15% (19)	22% (27)	1% (1)	122
Evangelical	37% (196)	30% (155)	14% (71)	13% (68)	7% (34)	525
Non-Evangelical	35% (273)	30% (239)	16% (128)	14% (112)	5% (36)	788
Community: Urban	31% (185)	31% (179)	18% (106)	14% (84)	6% (33)	586
Community: Suburban	36% (397)	32% (346)	14% (156)	13% (147)	5% (52)	1098
Community: Rural	35% (186)	28% (148)	15% (77)	15% (81)	6% (34)	526
Employ: Private Sector	44% (339)	34% (260)	11% (82)	8% (60)	3% (22)	762
Employ: Government	44% (51)	25% (29)	17% (19)	11% (12)	4% (5)	116
Employ: Self-Employed	33% (68)	27% (56)	21% (43)	15% (31)	5% (10)	207
Employ: Homemaker	29% (47)	30% (47)	18% (29)	11% (17)	12% (19)	160
Employ: Student	39% (31)	37% (29)	8% (7)	5% (4)	10% (8)	80
Employ: Retired	24% (123)	26% (134)	18% (93)	26% (132)	6% (30)	512
Employ: Unemployed	29% (71)	29% (70)	17% (42)	17% (41)	8% (21)	245
Employ: Other	30% (39)	38% (49)	17% (22)	12% (15)	3% (4)	129
Military HH: Yes	32% (115)	29% (104)	17% (61)	18% (64)	5% (18)	362
Military HH: No	35% (653)	31% (570)	15% (277)	13% (248)	5% (101)	1848
RD/WT: Right Direction	29% (197)	34% (237)	17% (115)	16% (112)	4% (27)	688
RD/WT: Wrong Track	38% (571)	29% (436)	15% (223)	13% (200)	6% (92)	1522

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Table MCEN1: How comfortable or uncomfortable do you feel going to a movie in theaters today?

Demographic	Very comfortable	Somewhat comfortable	Not very comfortable	Not comfortable at all	Don't know / No opinion	Total N
Adults	35% (768)	30% (674)	15% (338)	14% (312)	5% (119)	2210
Biden Job Approve	26% (233)	35% (316)	18% (165)	18% (162)	3% (29)	905
Biden Job Disapprove	42% (504)	27% (325)	13% (160)	11% (134)	6% (67)	1189
Biden Job Strongly Approve	28% (94)	28% (93)	18% (59)	22% (74)	3% (11)	330
Biden Job Somewhat Approve	24% (140)	39% (223)	18% (106)	15% (89)	3% (17)	575
Biden Job Somewhat Disapprove	37% (139)	34% (128)	18% (68)	9% (33)	3% (12)	380
Biden Job Strongly Disapprove	45% (365)	24% (196)	11% (93)	13% (101)	7% (54)	809
Favorable of Biden	26% (247)	34% (322)	19% (180)	17% (162)	3% (25)	936
Unfavorable of Biden	42% (496)	28% (326)	13% (149)	12% (138)	5% (63)	1173
Very Favorable of Biden	27% (103)	30% (113)	17% (64)	23% (85)	2% (9)	375
Somewhat Favorable of Biden	26% (144)	37% (208)	21% (116)	14% (77)	3% (16)	562
Somewhat Unfavorable of Biden	35% (113)	34% (109)	15% (47)	13% (43)	4% (11)	323
Very Unfavorable of Biden	45% (384)	26% (217)	12% (102)	11% (94)	6% (52)	850
#1 Issue: Economy	38% (360)	31% (294)	15% (145)	11% (99)	4% (39)	937
#1 Issue: Security	45% (132)	25% (73)	10% (29)	14% (42)	6% (18)	293
#1 Issue: Health Care	29% (67)	36% (84)	13% (30)	16% (38)	5% (12)	230
#1 Issue: Medicare / Social Security	12% (30)	27% (67)	23% (57)	30% (73)	7% (18)	245
#1 Issue: Women's Issues	44% (49)	28% (31)	14% (16)	10% (11)	3% (4)	111
#1 Issue: Education	33% (27)	37% (30)	15% (12)	4% (3)	12% (10)	82
#1 Issue: Energy	38% (56)	32% (47)	17% (25)	10% (14)	5% (7)	149
#1 Issue: Other	29% (47)	29% (47)	16% (26)	19% (31)	8% (13)	164
2020 Vote: Joe Biden	26% (246)	34% (314)	19% (180)	18% (165)	3% (24)	929
2020 Vote: Donald Trump	46% (348)	25% (190)	12% (87)	12% (86)	5% (39)	751
2020 Vote: Other	47% (44)	35% (32)	6% (6)	8% (8)	3% (3)	92
2020 Vote: Didn't Vote	30% (130)	31% (137)	15% (66)	12% (52)	12% (53)	438
2018 House Vote: Democrat	28% (209)	33% (246)	19% (140)	18% (136)	3% (20)	751
2018 House Vote: Republican	45% (279)	26% (163)	12% (73)	11% (71)	5% (32)	618
2018 House Vote: Someone else	35% (24)	33% (23)	15% (11)	7% (5)	10% (7)	69

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Table MCEN1: How comfortable or uncomfortable do you feel going to a movie in theaters today?

Demographic	Very comfortable	Somewhat comfortable	Not very comfortable	Not comfortable at all	Don't know / No opinion	Total N
Adults	35% (768)	30% (674)	15% (338)	14% (312)	5% (119)	2210
2016 Vote: Hillary Clinton	26% (183)	35% (242)	18% (129)	18% (126)	3% (20)	699
2016 Vote: Donald Trump	44% (292)	27% (181)	13% (84)	11% (75)	6% (38)	669
2016 Vote: Other	38% (45)	31% (36)	13% (15)	15% (18)	4% (5)	119
2016 Vote: Didn't Vote	34% (248)	30% (214)	15% (110)	13% (94)	8% (57)	723
Voted in 2014: Yes	34% (421)	30% (381)	16% (198)	16% (202)	4% (53)	1256
Voted in 2014: No	36% (346)	31% (292)	15% (140)	12% (110)	7% (65)	954
4-Region: Northeast	32% (122)	33% (125)	15% (57)	15% (56)	6% (23)	383
4-Region: Midwest	38% (174)	30% (138)	15% (71)	11% (51)	5% (23)	456
4-Region: South	35% (295)	29% (243)	15% (123)	15% (130)	6% (54)	844
4-Region: West	34% (177)	32% (168)	17% (88)	14% (75)	4% (19)	527
Comfortable Going to the Movies	53% (768)	47% (674)	— (0)	— (0)	— (0)	1441
Uncomfortable Going to the Movies	— (0)	— (0)	52% (338)	48% (312)	— (0)	650
Frequent Moviegoers	65% (121)	19% (36)	10% (18)	5% (10)	— (1)	186
Occasional Moviegoers	46% (336)	39% (285)	8% (60)	4% (31)	2% (15)	727
Rare Moviegoers	30% (270)	34% (312)	23% (207)	9% (80)	4% (40)	910
Never Goes to the Movies	10% (40)	10% (40)	14% (53)	49% (191)	16% (62)	387

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

Table MCEN2: How often do you generally go see a movie in theaters?

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	8%	(186)	33%	(727)	41%	(910)	18%	(387)	2210
Gender: Male	10%	(110)	36%	(388)	39%	(419)	14%	(152)	1068
Gender: Female	7%	(76)	30%	(339)	43%	(492)	21%	(235)	1142
Age: 18-34	12%	(77)	38%	(242)	41%	(266)	9%	(56)	642
Age: 35-44	9%	(34)	36%	(131)	40%	(147)	15%	(54)	365
Age: 45-64	7%	(53)	33%	(235)	41%	(294)	18%	(131)	714
Age: 65+	4%	(21)	24%	(119)	42%	(203)	30%	(146)	489
GenZers: 1997-2012	11%	(26)	37%	(88)	43%	(104)	9%	(23)	241
Millennials: 1981-1996	11%	(74)	37%	(248)	40%	(267)	11%	(73)	662
GenXers: 1965-1980	8%	(43)	36%	(186)	40%	(206)	15%	(80)	514
Baby Boomers: 1946-1964	6%	(42)	26%	(191)	43%	(309)	25%	(183)	725
PID: Dem (no lean)	10%	(74)	34%	(262)	38%	(297)	18%	(141)	775
PID: Ind (no lean)	7%	(58)	33%	(260)	44%	(344)	16%	(128)	790
PID: Rep (no lean)	8%	(54)	32%	(205)	42%	(269)	18%	(117)	645
PID/Gender: Dem Men	11%	(38)	37%	(124)	35%	(116)	17%	(56)	335
PID/Gender: Dem Women	8%	(36)	31%	(138)	41%	(181)	19%	(85)	440
PID/Gender: Ind Men	10%	(41)	35%	(146)	41%	(171)	14%	(56)	415
PID/Gender: Ind Women	4%	(17)	30%	(114)	46%	(173)	19%	(72)	375
PID/Gender: Rep Men	10%	(31)	37%	(117)	41%	(131)	12%	(39)	318
PID/Gender: Rep Women	7%	(23)	27%	(87)	42%	(138)	24%	(79)	327
Ideo: Liberal (1-3)	10%	(65)	35%	(222)	39%	(250)	15%	(97)	634
Ideo: Moderate (4)	10%	(60)	38%	(240)	36%	(227)	16%	(100)	627
Ideo: Conservative (5-7)	8%	(54)	30%	(219)	43%	(308)	19%	(138)	719
Educ: < College	8%	(113)	30%	(431)	42%	(601)	20%	(292)	1437
Educ: Bachelors degree	10%	(47)	39%	(191)	42%	(205)	10%	(48)	491
Educ: Post-grad	9%	(26)	37%	(105)	37%	(105)	17%	(47)	282
Income: Under 50k	7%	(81)	29%	(335)	42%	(479)	22%	(258)	1153
Income: 50k-100k	9%	(63)	35%	(238)	42%	(291)	14%	(97)	690
Income: 100k+	11%	(41)	42%	(154)	38%	(141)	9%	(32)	368
Ethnicity: White (Non-Hispanic)	8%	(112)	31%	(465)	41%	(613)	20%	(298)	1488
Ethnicity: Hispanic	10%	(36)	42%	(156)	39%	(147)	10%	(36)	374
Ethnicity: Black (Non-Hispanic)	11%	(28)	33%	(79)	39%	(96)	17%	(41)	243
Ethnicity: Asian + Other (Non-Hispanic)	9%	(10)	26%	(27)	52%	(55)	12%	(13)	105

Continued on next page

Table MCEN2: How often do you generally go see a movie in theaters?

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	8%	(186)	33%	(727)	41%	(910)	18%	(387)	2210
All Christian	8%	(74)	35%	(337)	39%	(372)	18%	(167)	949
All Non-Christian	14%	(14)	38%	(39)	33%	(33)	15%	(15)	101
Atheist	9%	(9)	27%	(27)	50%	(51)	14%	(14)	102
Agnostic/Nothing in particular	7%	(48)	33%	(220)	42%	(275)	18%	(117)	661
Something Else	10%	(40)	26%	(104)	45%	(179)	19%	(74)	396
Religious Non-Protestant/Catholic	13%	(16)	40%	(49)	33%	(40)	13%	(16)	122
Evangelical	9%	(48)	28%	(148)	44%	(229)	19%	(100)	525
Non-Evangelical	8%	(64)	35%	(277)	39%	(311)	17%	(137)	788
Community: Urban	13%	(73)	32%	(189)	38%	(223)	17%	(100)	586
Community: Suburban	7%	(81)	36%	(394)	41%	(453)	15%	(170)	1098
Community: Rural	6%	(31)	27%	(143)	44%	(234)	22%	(117)	526
Employ: Private Sector	11%	(87)	42%	(323)	38%	(287)	9%	(65)	762
Employ: Government	11%	(13)	30%	(35)	42%	(48)	17%	(20)	116
Employ: Self-Employed	11%	(23)	28%	(59)	42%	(87)	18%	(38)	207
Employ: Homemaker	5%	(7)	27%	(43)	43%	(69)	25%	(41)	160
Employ: Student	9%	(7)	38%	(31)	47%	(37)	5%	(4)	80
Employ: Retired	4%	(18)	24%	(125)	43%	(219)	29%	(149)	512
Employ: Unemployed	8%	(19)	31%	(77)	44%	(107)	17%	(42)	245
Employ: Other	8%	(11)	26%	(34)	44%	(57)	22%	(28)	129
Military HH: Yes	6%	(20)	32%	(115)	42%	(152)	21%	(75)	362
Military HH: No	9%	(165)	33%	(612)	41%	(759)	17%	(312)	1848
RD/WT: Right Direction	11%	(72)	34%	(236)	38%	(263)	17%	(116)	688
RD/WT: Wrong Track	7%	(113)	32%	(491)	43%	(647)	18%	(271)	1522
Biden Job Approve	10%	(88)	33%	(298)	39%	(357)	18%	(162)	905
Biden Job Disapprove	8%	(92)	35%	(411)	41%	(489)	17%	(198)	1189
Biden Job Strongly Approve	14%	(48)	33%	(109)	31%	(104)	21%	(70)	330
Biden Job Somewhat Approve	7%	(40)	33%	(189)	44%	(253)	16%	(93)	575
Biden Job Somewhat Disapprove	7%	(26)	43%	(162)	39%	(148)	11%	(43)	380
Biden Job Strongly Disapprove	8%	(66)	31%	(248)	42%	(341)	19%	(154)	809
Favorable of Biden	10%	(90)	33%	(312)	39%	(362)	18%	(173)	936
Unfavorable of Biden	8%	(90)	34%	(400)	42%	(493)	16%	(190)	1173

Continued on next page

Table MCEN2: How often do you generally go see a movie in theaters?

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	8%	(186)	33%	(727)	41%	(910)	18%	(387)	2210
Very Favorable of Biden	13%	(48)	32%	(121)	33%	(124)	22%	(82)	375
Somewhat Favorable of Biden	7%	(42)	34%	(191)	42%	(238)	16%	(91)	562
Somewhat Unfavorable of Biden	7%	(24)	39%	(125)	42%	(135)	12%	(40)	323
Very Unfavorable of Biden	8%	(67)	32%	(276)	42%	(358)	18%	(149)	850
#1 Issue: Economy	8%	(73)	38%	(353)	41%	(389)	13%	(122)	937
#1 Issue: Security	8%	(25)	25%	(74)	42%	(123)	24%	(71)	293
#1 Issue: Health Care	10%	(22)	38%	(86)	37%	(84)	16%	(37)	230
#1 Issue: Medicare / Social Security	7%	(16)	24%	(58)	36%	(88)	33%	(82)	245
#1 Issue: Women's Issues	7%	(8)	34%	(38)	48%	(53)	11%	(12)	111
#1 Issue: Education	11%	(9)	36%	(29)	45%	(37)	8%	(6)	82
#1 Issue: Energy	16%	(24)	28%	(42)	45%	(67)	11%	(17)	149
#1 Issue: Other	5%	(8)	28%	(45)	43%	(70)	25%	(40)	164
2020 Vote: Joe Biden	11%	(98)	33%	(304)	40%	(370)	17%	(157)	929
2020 Vote: Donald Trump	9%	(67)	33%	(251)	40%	(298)	18%	(134)	751
2020 Vote: Other	11%	(10)	39%	(36)	40%	(37)	9%	(9)	92
2020 Vote: Didn't Vote	2%	(10)	31%	(136)	47%	(205)	20%	(87)	438
2018 House Vote: Democrat	10%	(78)	36%	(272)	35%	(264)	18%	(137)	751
2018 House Vote: Republican	9%	(55)	34%	(208)	42%	(260)	15%	(95)	618
2018 House Vote: Someone else	12%	(8)	33%	(23)	43%	(29)	13%	(9)	69
2016 Vote: Hillary Clinton	10%	(68)	36%	(254)	36%	(250)	18%	(128)	699
2016 Vote: Donald Trump	10%	(66)	32%	(214)	42%	(282)	16%	(106)	669
2016 Vote: Other	10%	(12)	33%	(39)	43%	(51)	14%	(16)	119
2016 Vote: Didn't Vote	5%	(39)	30%	(220)	45%	(327)	19%	(136)	723
Voted in 2014: Yes	10%	(125)	33%	(414)	39%	(491)	18%	(226)	1256
Voted in 2014: No	6%	(61)	33%	(313)	44%	(419)	17%	(161)	954
4-Region: Northeast	8%	(29)	37%	(143)	38%	(144)	17%	(66)	383
4-Region: Midwest	6%	(27)	34%	(155)	43%	(197)	17%	(78)	456
4-Region: South	9%	(75)	30%	(249)	42%	(356)	20%	(165)	844
4-Region: West	10%	(55)	34%	(180)	41%	(214)	15%	(78)	527
Comfortable Going to the Movies	11%	(157)	43%	(621)	40%	(583)	6%	(80)	1441
Uncomfortable Going to the Movies	4%	(28)	14%	(90)	44%	(287)	38%	(245)	650

Continued on next page

Table MCEN2: *How often do you generally go see a movie in theaters?*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	8%	(186)	33%	(727)	41%	(910)	18%	(387)	2210
Frequent Moviegoers	100%	(186)	—	(0)	—	(0)	—	(0)	186
Occasional Moviegoers	—	(0)	100%	(727)	—	(0)	—	(0)	727
Rare Moviegoers	—	(0)	—	(0)	100%	(910)	—	(0)	910
Never Goes to the Movies	—	(0)	—	(0)	—	(0)	100%	(387)	387

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

**Table MCEN3_1: How often did you go to see a movie in theaters during the following times?
Before the COVID-19 pandemic began in March 2020**

Demographic	Often	Sometimes	Rarely	Never	Total N
Adults	21% (461)	38% (844)	26% (570)	15% (335)	2210
Gender: Male	23% (241)	39% (421)	26% (278)	12% (128)	1068
Gender: Female	19% (220)	37% (423)	26% (292)	18% (207)	1142
Age: 18-34	24% (153)	41% (261)	26% (164)	10% (64)	642
Age: 35-44	22% (82)	40% (148)	23% (84)	14% (52)	365
Age: 45-64	22% (155)	37% (262)	26% (186)	15% (110)	714
Age: 65+	14% (71)	35% (173)	28% (136)	22% (109)	489
GenZers: 1997-2012	20% (49)	43% (103)	27% (66)	9% (23)	241
Millennials: 1981-1996	25% (163)	40% (263)	24% (158)	12% (77)	662
GenXers: 1965-1980	23% (118)	38% (198)	25% (126)	14% (72)	514
Baby Boomers: 1946-1964	17% (123)	35% (257)	28% (200)	20% (144)	725
PID: Dem (no lean)	27% (209)	40% (307)	21% (162)	13% (97)	775
PID: Ind (no lean)	19% (149)	36% (281)	31% (242)	15% (117)	790
PID: Rep (no lean)	16% (102)	40% (256)	26% (166)	19% (120)	645
PID/Gender: Dem Men	28% (93)	43% (143)	19% (65)	10% (34)	335
PID/Gender: Dem Women	26% (116)	37% (164)	22% (97)	14% (63)	440
PID/Gender: Ind Men	23% (95)	35% (145)	32% (131)	11% (44)	415
PID/Gender: Ind Women	15% (55)	36% (136)	29% (111)	20% (74)	375
PID/Gender: Rep Men	17% (53)	42% (133)	26% (81)	16% (50)	318
PID/Gender: Rep Women	15% (49)	38% (123)	26% (85)	21% (70)	327
Ideo: Liberal (1-3)	28% (180)	38% (243)	22% (140)	11% (71)	634
Ideo: Moderate (4)	23% (147)	39% (244)	25% (159)	12% (77)	627
Ideo: Conservative (5-7)	16% (112)	38% (272)	28% (205)	18% (129)	719
Educ: < College	18% (254)	36% (516)	27% (393)	19% (273)	1437
Educ: Bachelors degree	26% (127)	46% (224)	21% (103)	8% (37)	491
Educ: Post-grad	28% (79)	37% (104)	26% (74)	9% (24)	282
Income: Under 50k	17% (200)	36% (415)	26% (303)	20% (235)	1153
Income: 50k-100k	23% (161)	39% (266)	27% (187)	11% (76)	690
Income: 100k+	27% (100)	45% (164)	22% (80)	7% (24)	368

Continued on next page

**Table MCEN3_1: How often did you go to see a movie in theaters during the following times?
Before the COVID-19 pandemic began in March 2020**

Demographic	Often	Sometimes	Rarely	Never	Total N
Adults	21% (461)	38% (844)	26% (570)	15% (335)	2210
Ethnicity: White (Non-Hispanic)	19% (279)	38% (572)	26% (394)	16% (243)	1488
Ethnicity: Hispanic	27% (100)	37% (140)	23% (87)	13% (48)	374
Ethnicity: Black (Non-Hispanic)	25% (61)	40% (97)	20% (50)	15% (36)	243
Ethnicity: Asian + Other (Non-Hispanic)	20% (21)	34% (36)	38% (40)	8% (9)	105
All Christian	21% (200)	39% (368)	25% (240)	15% (142)	949
All Non-Christian	26% (27)	41% (42)	24% (24)	9% (9)	101
Atheist	17% (17)	49% (50)	22% (22)	12% (13)	102
Agnostic/Nothing in particular	20% (131)	38% (248)	27% (176)	16% (105)	661
Something Else	22% (85)	35% (137)	27% (108)	17% (66)	396
Religious Non-Protestant/Catholic	26% (32)	43% (53)	21% (26)	9% (12)	122
Evangelical	19% (99)	36% (190)	28% (146)	17% (89)	525
Non-Evangelical	23% (180)	38% (298)	25% (197)	14% (114)	788
Community: Urban	24% (140)	39% (230)	22% (127)	15% (90)	586
Community: Suburban	21% (235)	39% (429)	27% (294)	13% (139)	1098
Community: Rural	16% (85)	35% (185)	28% (149)	20% (106)	526
Employ: Private Sector	26% (201)	43% (327)	22% (170)	8% (64)	762
Employ: Government	22% (26)	37% (43)	26% (30)	15% (18)	116
Employ: Self-Employed	23% (47)	35% (72)	28% (59)	14% (29)	207
Employ: Homemaker	20% (33)	28% (45)	25% (39)	27% (43)	160
Employ: Student	18% (14)	44% (35)	31% (25)	7% (6)	80
Employ: Retired	15% (76)	35% (180)	29% (148)	21% (107)	512
Employ: Unemployed	16% (39)	40% (97)	28% (68)	17% (41)	245
Employ: Other	19% (25)	35% (45)	25% (32)	21% (27)	129
Military HH: Yes	19% (67)	36% (129)	28% (101)	18% (64)	362
Military HH: No	21% (393)	39% (715)	25% (469)	15% (271)	1848
RD/WT: Right Direction	27% (185)	38% (261)	21% (145)	14% (97)	688
RD/WT: Wrong Track	18% (276)	38% (583)	28% (425)	16% (238)	1522
Biden Job Approve	26% (234)	37% (331)	24% (215)	14% (125)	905
Biden Job Disapprove	18% (212)	39% (467)	27% (322)	16% (188)	1189

Continued on next page

**Table MCEN3_1: How often did you go to see a movie in theaters during the following times?
Before the COVID-19 pandemic began in March 2020**

Demographic	Often	Sometimes	Rarely	Never	Total N
Adults	21% (461)	38% (844)	26% (570)	15% (335)	2210
Biden Job Strongly Approve	34% (111)	33% (108)	22% (72)	12% (40)	330
Biden Job Somewhat Approve	21% (123)	39% (223)	25% (144)	15% (84)	575
Biden Job Somewhat Disapprove	20% (76)	44% (169)	25% (96)	10% (39)	380
Biden Job Strongly Disapprove	17% (136)	37% (298)	28% (226)	18% (149)	809
Favorable of Biden	26% (246)	37% (342)	24% (222)	13% (126)	936
Unfavorable of Biden	17% (205)	40% (468)	27% (321)	15% (180)	1173
Very Favorable of Biden	32% (121)	33% (125)	21% (80)	13% (48)	375
Somewhat Favorable of Biden	22% (125)	39% (217)	25% (142)	14% (77)	562
Somewhat Unfavorable of Biden	21% (67)	44% (142)	26% (83)	9% (31)	323
Very Unfavorable of Biden	16% (137)	38% (325)	28% (238)	18% (149)	850
#1 Issue: Economy	19% (183)	43% (399)	24% (224)	14% (131)	937
#1 Issue: Security	19% (56)	32% (93)	31% (90)	18% (54)	293
#1 Issue: Health Care	24% (55)	37% (86)	27% (62)	12% (27)	230
#1 Issue: Medicare / Social Security	18% (43)	33% (81)	23% (57)	25% (62)	245
#1 Issue: Women's Issues	30% (33)	36% (39)	29% (32)	6% (7)	111
#1 Issue: Education	31% (25)	48% (39)	11% (9)	11% (9)	82
#1 Issue: Energy	24% (36)	40% (60)	26% (39)	10% (14)	149
#1 Issue: Other	18% (29)	28% (46)	35% (57)	19% (31)	164
2020 Vote: Joe Biden	28% (257)	39% (362)	21% (198)	12% (113)	929
2020 Vote: Donald Trump	17% (125)	39% (292)	27% (205)	17% (129)	751
2020 Vote: Other	24% (22)	33% (30)	35% (32)	8% (7)	92
2020 Vote: Didn't Vote	13% (57)	37% (160)	31% (135)	20% (86)	438
2018 House Vote: Democrat	29% (220)	39% (296)	20% (147)	12% (89)	751
2018 House Vote: Republican	17% (107)	39% (239)	28% (173)	16% (99)	618
2018 House Vote: Someone else	30% (21)	29% (20)	27% (19)	13% (9)	69
2016 Vote: Hillary Clinton	28% (195)	39% (271)	21% (145)	13% (88)	699
2016 Vote: Donald Trump	19% (127)	40% (268)	25% (166)	16% (109)	669
2016 Vote: Other	29% (35)	35% (41)	30% (35)	7% (8)	119
2016 Vote: Didn't Vote	14% (104)	37% (264)	31% (224)	18% (130)	723
Voted in 2014: Yes	24% (304)	38% (474)	23% (295)	15% (183)	1256
Voted in 2014: No	16% (156)	39% (371)	29% (275)	16% (152)	954

Continued on next page

Table MCEN3_1: How often did you go to see a movie in theaters during the following times?
Before the COVID-19 pandemic began in March 2020

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	21%	(461)	38%	(844)	26%	(570)	15%	(335)	2210
4-Region: Northeast	22%	(83)	41%	(155)	26%	(99)	12%	(45)	383
4-Region: Midwest	17%	(77)	39%	(179)	28%	(129)	16%	(71)	456
4-Region: South	21%	(180)	36%	(304)	26%	(222)	16%	(138)	844
4-Region: West	23%	(121)	39%	(206)	23%	(120)	15%	(80)	527
Comfortable Going to the Movies	25%	(356)	44%	(631)	24%	(341)	8%	(112)	1441
Uncomfortable Going to the Movies	16%	(101)	29%	(191)	30%	(194)	25%	(163)	650
Frequent Moviegoers	79%	(147)	14%	(26)	4%	(8)	2%	(4)	186
Occasional Moviegoers	28%	(201)	62%	(453)	7%	(47)	4%	(26)	727
Rare Moviegoers	9%	(80)	35%	(316)	48%	(441)	8%	(74)	910
Never Goes to the Movies	8%	(32)	13%	(49)	19%	(74)	60%	(231)	387

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

Table MCEN3_2: How often did you go to see a movie in theaters during the following times?

March - December 2020

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	3%	(65)	15%	(333)	20%	(439)	62%	(1373)	2210
Gender: Male	3%	(35)	17%	(181)	21%	(227)	59%	(625)	1068
Gender: Female	3%	(30)	13%	(152)	19%	(212)	65%	(748)	1142
Age: 18-34	5%	(34)	20%	(131)	28%	(179)	47%	(299)	642
Age: 35-44	3%	(9)	19%	(71)	23%	(85)	55%	(200)	365
Age: 45-64	3%	(21)	13%	(96)	18%	(125)	66%	(472)	714
Age: 65+	—	(2)	7%	(36)	10%	(49)	82%	(401)	489
GenZers: 1997-2012	4%	(11)	21%	(50)	31%	(74)	44%	(106)	241
Millennials: 1981-1996	5%	(30)	19%	(129)	25%	(164)	51%	(339)	662
GenXers: 1965-1980	3%	(15)	17%	(86)	21%	(109)	59%	(305)	514
Baby Boomers: 1946-1964	1%	(9)	8%	(60)	12%	(85)	79%	(571)	725
PID: Dem (no lean)	3%	(23)	12%	(90)	16%	(126)	69%	(537)	775
PID: Ind (no lean)	2%	(19)	18%	(138)	22%	(177)	58%	(456)	790
PID: Rep (no lean)	4%	(24)	16%	(105)	21%	(136)	59%	(380)	645
PID/Gender: Dem Men	4%	(13)	14%	(45)	18%	(61)	64%	(216)	335
PID/Gender: Dem Women	2%	(10)	10%	(45)	15%	(65)	73%	(321)	440
PID/Gender: Ind Men	2%	(9)	18%	(74)	23%	(95)	57%	(237)	415
PID/Gender: Ind Women	3%	(10)	17%	(65)	22%	(82)	58%	(219)	375
PID/Gender: Rep Men	4%	(13)	19%	(62)	22%	(71)	54%	(172)	318
PID/Gender: Rep Women	3%	(10)	13%	(43)	20%	(66)	64%	(208)	327
Ideo: Liberal (1-3)	3%	(16)	11%	(68)	19%	(121)	67%	(428)	634
Ideo: Moderate (4)	4%	(24)	18%	(111)	21%	(129)	58%	(362)	627
Ideo: Conservative (5-7)	3%	(19)	13%	(96)	21%	(148)	63%	(456)	719
Educ: < College	3%	(43)	16%	(234)	22%	(313)	59%	(847)	1437
Educ: Bachelors degree	3%	(15)	13%	(65)	17%	(83)	67%	(327)	491
Educ: Post-grad	2%	(7)	12%	(34)	15%	(43)	70%	(198)	282
Income: Under 50k	3%	(33)	13%	(152)	22%	(252)	62%	(715)	1153
Income: 50k-100k	3%	(22)	17%	(120)	18%	(123)	61%	(424)	690
Income: 100k+	3%	(10)	17%	(61)	17%	(63)	64%	(234)	368

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Table MCEN3_2: How often did you go to see a movie in theaters during the following times?
 March - December 2020

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	3%	(65)	15%	(333)	20%	(439)	62%	(1373)	2210
Ethnicity: White (Non-Hispanic)	2%	(34)	13%	(194)	18%	(273)	66%	(987)	1488
Ethnicity: Hispanic	5%	(19)	22%	(81)	23%	(87)	50%	(186)	374
Ethnicity: Black (Non-Hispanic)	4%	(10)	20%	(49)	23%	(55)	53%	(129)	243
Ethnicity: Asian + Other (Non-Hispanic)	2%	(2)	9%	(9)	23%	(24)	66%	(70)	105
All Christian	2%	(22)	12%	(112)	17%	(162)	69%	(653)	949
All Non-Christian	7%	(7)	21%	(21)	15%	(16)	57%	(58)	101
Atheist	1%	(1)	13%	(13)	32%	(33)	54%	(55)	102
Agnostic/Nothing in particular	3%	(20)	16%	(104)	19%	(125)	62%	(412)	661
Something Else	4%	(15)	21%	(83)	26%	(104)	49%	(195)	396
Religious Non-Protestant/Catholic	5%	(7)	22%	(27)	16%	(20)	56%	(69)	122
Evangelical	3%	(16)	16%	(83)	24%	(126)	57%	(299)	525
Non-Evangelical	3%	(21)	13%	(106)	17%	(133)	67%	(529)	788
Community: Urban	4%	(22)	20%	(117)	19%	(113)	57%	(334)	586
Community: Suburban	3%	(31)	13%	(141)	20%	(216)	65%	(711)	1098
Community: Rural	2%	(13)	14%	(76)	21%	(110)	62%	(327)	526
Employ: Private Sector	4%	(28)	20%	(154)	23%	(176)	53%	(405)	762
Employ: Government	6%	(7)	13%	(15)	19%	(22)	62%	(71)	116
Employ: Self-Employed	2%	(4)	21%	(43)	18%	(37)	59%	(122)	207
Employ: Homemaker	3%	(5)	8%	(14)	24%	(38)	64%	(103)	160
Employ: Student	2%	(2)	19%	(15)	25%	(20)	53%	(42)	80
Employ: Retired	1%	(7)	8%	(39)	13%	(67)	78%	(399)	512
Employ: Unemployed	2%	(4)	14%	(34)	21%	(52)	63%	(155)	245
Employ: Other	6%	(8)	15%	(20)	21%	(27)	58%	(74)	129
Military HH: Yes	2%	(8)	14%	(52)	18%	(63)	66%	(238)	362
Military HH: No	3%	(57)	15%	(281)	20%	(375)	61%	(1135)	1848
RD/WT: Right Direction	4%	(26)	14%	(95)	15%	(104)	67%	(463)	688
RD/WT: Wrong Track	3%	(39)	16%	(239)	22%	(335)	60%	(910)	1522
Biden Job Approve	3%	(28)	12%	(106)	17%	(154)	68%	(617)	905
Biden Job Disapprove	3%	(35)	17%	(205)	22%	(261)	58%	(688)	1189

Continued on next page

Table MCEN3_2: How often did you go to see a movie in theaters during the following times?

March - December 2020

Demographic	Often	Sometimes	Rarely	Never	Total N
Adults	3% (65)	15% (333)	20% (439)	62% (1373)	2210
Biden Job Strongly Approve	6% (19)	12% (40)	13% (42)	69% (229)	330
Biden Job Somewhat Approve	2% (9)	11% (66)	19% (112)	68% (388)	575
Biden Job Somewhat Disapprove	2% (6)	18% (70)	23% (86)	57% (217)	380
Biden Job Strongly Disapprove	4% (29)	17% (135)	22% (175)	58% (471)	809
Favorable of Biden	3% (32)	12% (109)	16% (153)	69% (642)	936
Unfavorable of Biden	3% (31)	17% (204)	23% (266)	57% (672)	1173
Very Favorable of Biden	6% (21)	12% (44)	15% (54)	68% (255)	375
Somewhat Favorable of Biden	2% (11)	12% (65)	18% (99)	69% (387)	562
Somewhat Unfavorable of Biden	2% (5)	20% (63)	24% (78)	55% (176)	323
Very Unfavorable of Biden	3% (26)	17% (141)	22% (188)	58% (495)	850
#1 Issue: Economy	3% (25)	16% (153)	22% (203)	59% (557)	937
#1 Issue: Security	2% (7)	15% (44)	19% (55)	64% (187)	293
#1 Issue: Health Care	5% (11)	19% (43)	19% (44)	58% (132)	230
#1 Issue: Medicare / Social Security	1% (3)	10% (23)	11% (28)	78% (190)	245
#1 Issue: Women's Issues	5% (6)	15% (17)	24% (27)	55% (62)	111
#1 Issue: Education	2% (2)	31% (26)	21% (17)	46% (37)	82
#1 Issue: Energy	5% (7)	13% (19)	24% (35)	59% (88)	149
#1 Issue: Other	3% (4)	5% (9)	19% (31)	73% (120)	164
2020 Vote: Joe Biden	3% (27)	11% (106)	16% (151)	69% (646)	929
2020 Vote: Donald Trump	3% (26)	18% (137)	20% (151)	58% (437)	751
2020 Vote: Other	4% (4)	14% (12)	29% (26)	54% (49)	92
2020 Vote: Didn't Vote	2% (9)	18% (78)	25% (111)	55% (241)	438
2018 House Vote: Democrat	4% (28)	13% (96)	14% (105)	70% (522)	751
2018 House Vote: Republican	4% (22)	16% (98)	21% (132)	59% (366)	618
2018 House Vote: Someone else	1% (1)	13% (9)	24% (17)	61% (42)	69
2016 Vote: Hillary Clinton	4% (25)	12% (86)	14% (99)	70% (490)	699
2016 Vote: Donald Trump	3% (23)	16% (108)	18% (121)	62% (417)	669
2016 Vote: Other	4% (5)	17% (20)	18% (22)	61% (73)	119
2016 Vote: Didn't Vote	2% (13)	17% (120)	27% (197)	54% (392)	723
Voted in 2014: Yes	4% (45)	14% (179)	15% (185)	67% (847)	1256
Voted in 2014: No	2% (20)	16% (154)	27% (254)	55% (526)	954

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Table MCEN3_2: How often did you go to see a movie in theaters during the following times?
 March - December 2020

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	3%	(65)	15%	(333)	20%	(439)	62%	(1373)	2210
4-Region: Northeast	3%	(13)	16%	(63)	15%	(57)	66%	(251)	383
4-Region: Midwest	2%	(8)	15%	(69)	19%	(87)	64%	(293)	456
4-Region: South	3%	(27)	14%	(120)	23%	(196)	59%	(502)	844
4-Region: West	3%	(18)	16%	(82)	19%	(100)	62%	(327)	527
Comfortable Going to the Movies	4%	(55)	19%	(272)	25%	(361)	52%	(754)	1441
Uncomfortable Going to the Movies	1%	(8)	8%	(51)	10%	(64)	81%	(527)	650
Frequent Moviegoers	17%	(31)	24%	(45)	23%	(43)	36%	(66)	186
Occasional Moviegoers	4%	(27)	27%	(198)	21%	(155)	48%	(347)	727
Rare Moviegoers	1%	(5)	9%	(80)	24%	(222)	66%	(603)	910
Never Goes to the Movies	1%	(2)	3%	(10)	5%	(19)	92%	(356)	387

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

Table MCEN3_3: How often did you go to see a movie in theaters during the following times?
January - December 2021

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	3%	(73)	15%	(335)	24%	(533)	57%	(1269)	2210
Gender: Male	3%	(37)	18%	(188)	25%	(269)	54%	(574)	1068
Gender: Female	3%	(36)	13%	(148)	23%	(264)	61%	(694)	1142
Age: 18-34	5%	(34)	23%	(149)	31%	(197)	41%	(262)	642
Age: 35-44	5%	(20)	14%	(50)	28%	(103)	53%	(193)	365
Age: 45-64	2%	(16)	14%	(100)	23%	(162)	61%	(435)	714
Age: 65+	1%	(3)	7%	(36)	15%	(71)	77%	(378)	489
GenZers: 1997-2012	5%	(12)	21%	(51)	37%	(90)	36%	(87)	241
Millennials: 1981-1996	6%	(38)	20%	(135)	26%	(174)	48%	(315)	662
GenXers: 1965-1980	3%	(15)	16%	(81)	28%	(145)	53%	(273)	514
Baby Boomers: 1946-1964	1%	(8)	9%	(64)	16%	(116)	74%	(537)	725
PID: Dem (no lean)	5%	(35)	12%	(95)	22%	(171)	61%	(473)	775
PID: Ind (no lean)	3%	(20)	17%	(136)	25%	(200)	55%	(434)	790
PID: Rep (no lean)	3%	(18)	16%	(104)	25%	(161)	56%	(362)	645
PID/Gender: Dem Men	5%	(17)	16%	(55)	20%	(68)	58%	(195)	335
PID/Gender: Dem Women	4%	(19)	9%	(40)	23%	(103)	63%	(278)	440
PID/Gender: Ind Men	3%	(12)	19%	(77)	27%	(113)	51%	(213)	415
PID/Gender: Ind Women	2%	(8)	16%	(59)	23%	(88)	59%	(220)	375
PID/Gender: Rep Men	3%	(9)	17%	(56)	28%	(88)	52%	(166)	318
PID/Gender: Rep Women	3%	(9)	15%	(48)	22%	(73)	60%	(196)	327
Ideo: Liberal (1-3)	3%	(20)	13%	(85)	24%	(151)	60%	(378)	634
Ideo: Moderate (4)	5%	(30)	16%	(101)	24%	(151)	55%	(346)	627
Ideo: Conservative (5-7)	3%	(18)	15%	(107)	24%	(173)	59%	(421)	719
Educ: < College	3%	(46)	16%	(224)	25%	(353)	57%	(814)	1437
Educ: Bachelors degree	4%	(19)	15%	(75)	23%	(115)	58%	(282)	491
Educ: Post-grad	3%	(8)	13%	(37)	23%	(65)	61%	(172)	282
Income: Under 50k	2%	(28)	14%	(162)	24%	(279)	59%	(684)	1153
Income: 50k-100k	4%	(28)	16%	(108)	24%	(165)	56%	(388)	690
Income: 100k+	5%	(17)	18%	(65)	24%	(89)	53%	(197)	368

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Table MCEN3_3: How often did you go to see a movie in theaters during the following times?
 January - December 2021

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	3%	(73)	15%	(335)	24%	(533)	57%	(1269)	2210
Ethnicity: White (Non-Hispanic)	2%	(37)	14%	(202)	23%	(335)	61%	(914)	1488
Ethnicity: Hispanic	6%	(22)	20%	(75)	27%	(102)	47%	(175)	374
Ethnicity: Black (Non-Hispanic)	5%	(11)	19%	(47)	27%	(65)	50%	(120)	243
Ethnicity: Asian + Other (Non-Hispanic)	3%	(3)	11%	(11)	29%	(31)	57%	(60)	105
All Christian	3%	(26)	14%	(135)	22%	(211)	61%	(578)	949
All Non-Christian	3%	(3)	16%	(16)	25%	(25)	56%	(57)	101
Atheist	1%	(1)	15%	(16)	26%	(27)	57%	(58)	102
Agnostic/Nothing in particular	4%	(29)	14%	(93)	25%	(163)	57%	(376)	661
Something Else	4%	(14)	19%	(77)	27%	(106)	50%	(199)	396
Religious Non-Protestant/Catholic	3%	(4)	18%	(22)	28%	(34)	51%	(62)	122
Evangelical	3%	(15)	17%	(89)	26%	(139)	54%	(282)	525
Non-Evangelical	3%	(25)	14%	(114)	21%	(168)	61%	(481)	788
Community: Urban	5%	(27)	17%	(101)	25%	(144)	54%	(314)	586
Community: Suburban	3%	(36)	15%	(161)	24%	(267)	58%	(634)	1098
Community: Rural	2%	(10)	14%	(74)	23%	(122)	61%	(320)	526
Employ: Private Sector	5%	(38)	20%	(155)	28%	(214)	47%	(356)	762
Employ: Government	4%	(5)	16%	(19)	20%	(23)	59%	(68)	116
Employ: Self-Employed	4%	(8)	20%	(42)	21%	(44)	55%	(113)	207
Employ: Homemaker	3%	(5)	7%	(12)	28%	(45)	61%	(98)	160
Employ: Student	4%	(3)	21%	(16)	42%	(34)	33%	(26)	80
Employ: Retired	1%	(7)	7%	(35)	17%	(85)	75%	(385)	512
Employ: Unemployed	2%	(5)	17%	(40)	22%	(54)	60%	(146)	245
Employ: Other	2%	(3)	13%	(16)	26%	(34)	59%	(76)	129
Military HH: Yes	3%	(9)	15%	(54)	20%	(73)	62%	(225)	362
Military HH: No	3%	(64)	15%	(281)	25%	(460)	56%	(1043)	1848
RD/WT: Right Direction	5%	(37)	14%	(98)	22%	(154)	58%	(398)	688
RD/WT: Wrong Track	2%	(36)	16%	(237)	25%	(378)	57%	(870)	1522
Biden Job Approve	4%	(36)	13%	(115)	21%	(194)	62%	(560)	905
Biden Job Disapprove	3%	(33)	17%	(202)	26%	(310)	54%	(645)	1189

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Table MCEN3_3: How often did you go to see a movie in theaters during the following times?
January - December 2021

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	3%	(73)	15%	(335)	24%	(533)	57%	(1269)	2210
Biden Job Strongly Approve	7%	(23)	12%	(40)	19%	(61)	62%	(206)	330
Biden Job Somewhat Approve	2%	(13)	13%	(75)	23%	(133)	62%	(354)	575
Biden Job Somewhat Disapprove	2%	(7)	20%	(77)	26%	(98)	52%	(197)	380
Biden Job Strongly Disapprove	3%	(26)	15%	(125)	26%	(211)	55%	(447)	809
Favorable of Biden	4%	(39)	13%	(118)	21%	(198)	62%	(581)	936
Unfavorable of Biden	3%	(33)	17%	(203)	27%	(312)	53%	(625)	1173
Very Favorable of Biden	7%	(25)	12%	(44)	23%	(84)	59%	(221)	375
Somewhat Favorable of Biden	3%	(14)	13%	(74)	20%	(114)	64%	(360)	562
Somewhat Unfavorable of Biden	2%	(5)	20%	(64)	28%	(91)	50%	(162)	323
Very Unfavorable of Biden	3%	(27)	16%	(139)	26%	(221)	54%	(463)	850
#1 Issue: Economy	3%	(30)	15%	(136)	27%	(254)	55%	(517)	937
#1 Issue: Security	3%	(8)	14%	(42)	19%	(56)	64%	(187)	293
#1 Issue: Health Care	6%	(13)	19%	(44)	25%	(58)	50%	(114)	230
#1 Issue: Medicare / Social Security	2%	(4)	10%	(23)	16%	(38)	73%	(179)	245
#1 Issue: Women's Issues	5%	(6)	18%	(20)	17%	(19)	60%	(66)	111
#1 Issue: Education	1%	(1)	26%	(21)	38%	(31)	34%	(28)	82
#1 Issue: Energy	4%	(5)	22%	(33)	26%	(39)	48%	(71)	149
#1 Issue: Other	3%	(4)	9%	(15)	23%	(38)	65%	(106)	164
2020 Vote: Joe Biden	4%	(34)	14%	(132)	20%	(186)	62%	(577)	929
2020 Vote: Donald Trump	3%	(24)	17%	(126)	25%	(185)	55%	(416)	751
2020 Vote: Other	3%	(3)	20%	(19)	25%	(23)	51%	(47)	92
2020 Vote: Didn't Vote	3%	(12)	13%	(59)	32%	(139)	52%	(229)	438
2018 House Vote: Democrat	5%	(35)	13%	(98)	20%	(146)	63%	(471)	751
2018 House Vote: Republican	3%	(17)	18%	(109)	24%	(147)	56%	(345)	618
2018 House Vote: Someone else	1%	(0)	25%	(18)	17%	(12)	57%	(39)	69
2016 Vote: Hillary Clinton	4%	(30)	12%	(86)	19%	(130)	65%	(454)	699
2016 Vote: Donald Trump	3%	(18)	17%	(111)	22%	(147)	59%	(394)	669
2016 Vote: Other	5%	(6)	18%	(21)	22%	(26)	55%	(65)	119
2016 Vote: Didn't Vote	3%	(19)	16%	(118)	32%	(229)	49%	(355)	723
Voted in 2014: Yes	4%	(48)	14%	(179)	20%	(252)	62%	(778)	1256
Voted in 2014: No	3%	(26)	16%	(156)	29%	(281)	51%	(491)	954

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Table MCEN3_3: How often did you go to see a movie in theaters during the following times?

January - December 2021

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	3%	(73)	15%	(335)	24%	(533)	57%	(1269)	2210
4-Region: Northeast	2%	(6)	17%	(64)	24%	(92)	58%	(220)	383
4-Region: Midwest	2%	(11)	15%	(67)	26%	(118)	57%	(260)	456
4-Region: South	4%	(31)	14%	(117)	25%	(210)	58%	(486)	844
4-Region: West	5%	(25)	17%	(87)	22%	(113)	57%	(301)	527
Comfortable Going to the Movies	4%	(63)	20%	(293)	32%	(457)	44%	(628)	1441
Uncomfortable Going to the Movies	1%	(8)	5%	(34)	9%	(61)	84%	(547)	650
Frequent Moviegoers	21%	(40)	35%	(65)	18%	(34)	25%	(47)	186
Occasional Moviegoers	4%	(26)	28%	(206)	29%	(214)	39%	(281)	727
Rare Moviegoers	1%	(7)	7%	(60)	30%	(270)	63%	(574)	910
Never Goes to the Movies	—	(1)	1%	(4)	4%	(16)	95%	(366)	387

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

Table MCEN3_4: How often did you go to see a movie in theaters during the following times?
January - April 2022

Demographic	Often	Sometimes	Rarely	Never	Total N
Adults	6% (129)	21% (468)	21% (469)	52% (1144)	2210
Gender: Male	7% (71)	24% (257)	22% (236)	47% (504)	1068
Gender: Female	5% (58)	18% (211)	20% (234)	56% (640)	1142
Age: 18-34	11% (72)	28% (182)	27% (172)	34% (216)	642
Age: 35-44	4% (16)	21% (76)	25% (93)	49% (180)	365
Age: 45-64	4% (29)	19% (139)	20% (144)	56% (402)	714
Age: 65+	2% (11)	15% (71)	12% (60)	71% (347)	489
GenZers: 1997-2012	11% (26)	33% (81)	24% (58)	32% (77)	241
Millennials: 1981-1996	9% (59)	24% (158)	27% (179)	40% (265)	662
GenXers: 1965-1980	4% (20)	22% (111)	24% (125)	50% (258)	514
Baby Boomers: 1946-1964	3% (23)	15% (112)	14% (99)	68% (491)	725
PID: Dem (no lean)	8% (58)	22% (169)	19% (143)	52% (405)	775
PID: Ind (no lean)	5% (40)	20% (159)	24% (187)	51% (404)	790
PID: Rep (no lean)	5% (31)	22% (140)	22% (139)	52% (335)	645
PID/Gender: Dem Men	9% (29)	26% (86)	18% (61)	47% (158)	335
PID/Gender: Dem Women	7% (29)	19% (83)	19% (82)	56% (246)	440
PID/Gender: Ind Men	6% (26)	22% (91)	25% (103)	47% (195)	415
PID/Gender: Ind Women	4% (14)	18% (68)	22% (84)	56% (209)	375
PID/Gender: Rep Men	5% (16)	25% (80)	23% (72)	47% (150)	318
PID/Gender: Rep Women	5% (15)	18% (59)	21% (68)	57% (185)	327
Ideo: Liberal (1-3)	8% (50)	22% (137)	20% (129)	50% (318)	634
Ideo: Moderate (4)	7% (41)	21% (130)	23% (142)	50% (315)	627
Ideo: Conservative (5-7)	4% (29)	22% (158)	20% (144)	54% (388)	719
Educ: < College	5% (79)	20% (288)	23% (327)	52% (743)	1437
Educ: Bachelors degree	6% (32)	22% (109)	19% (95)	52% (255)	491
Educ: Post-grad	6% (18)	25% (71)	17% (47)	52% (146)	282
Income: Under 50k	5% (55)	18% (208)	22% (249)	56% (640)	1153
Income: 50k-100k	6% (42)	23% (159)	20% (138)	51% (351)	690
Income: 100k+	9% (31)	27% (101)	22% (82)	42% (153)	368

Continued on next page

Table MCEN3_4: How often did you go to see a movie in theaters during the following times?
 January - April 2022

Demographic	Often	Sometimes	Rarely	Never	Total N
Adults	6% (129)	21% (468)	21% (469)	52% (1144)	2210
Ethnicity: White (Non-Hispanic)	5% (75)	20% (301)	19% (285)	56% (827)	1488
Ethnicity: Hispanic	8% (29)	26% (98)	30% (111)	36% (136)	374
Ethnicity: Black (Non-Hispanic)	8% (19)	22% (55)	20% (49)	50% (121)	243
Ethnicity: Asian + Other (Non-Hispanic)	6% (6)	14% (14)	23% (24)	58% (61)	105
All Christian	5% (49)	21% (195)	21% (195)	54% (510)	949
All Non-Christian	8% (8)	25% (25)	16% (16)	51% (52)	101
Atheist	7% (7)	24% (24)	25% (26)	44% (45)	102
Agnostic/Nothing in particular	6% (39)	22% (143)	21% (142)	51% (336)	661
Something Else	7% (26)	20% (80)	23% (90)	51% (200)	396
Religious Non-Protestant/Catholic	7% (9)	29% (35)	17% (21)	47% (57)	122
Evangelical	5% (24)	21% (113)	22% (117)	52% (270)	525
Non-Evangelical	6% (50)	19% (149)	21% (163)	54% (427)	788
Community: Urban	8% (47)	23% (133)	22% (126)	48% (281)	586
Community: Suburban	6% (63)	22% (243)	21% (231)	51% (561)	1098
Community: Rural	4% (19)	18% (92)	21% (112)	57% (302)	526
Employ: Private Sector	8% (64)	29% (221)	25% (194)	37% (284)	762
Employ: Government	10% (11)	17% (19)	21% (24)	53% (61)	116
Employ: Self-Employed	6% (12)	24% (49)	16% (34)	54% (112)	207
Employ: Homemaker	2% (3)	15% (23)	25% (41)	58% (93)	160
Employ: Student	8% (6)	29% (23)	24% (19)	40% (32)	80
Employ: Retired	3% (15)	13% (68)	14% (73)	69% (356)	512
Employ: Unemployed	5% (11)	17% (42)	21% (52)	57% (140)	245
Employ: Other	5% (6)	18% (23)	25% (32)	53% (68)	129
Military HH: Yes	5% (20)	20% (73)	18% (64)	57% (206)	362
Military HH: No	6% (109)	21% (395)	22% (405)	51% (938)	1848
RD/WT: Right Direction	8% (55)	22% (153)	19% (130)	51% (350)	688
RD/WT: Wrong Track	5% (74)	21% (315)	22% (339)	52% (794)	1522
Biden Job Approve	6% (57)	21% (193)	18% (164)	54% (491)	905
Biden Job Disapprove	5% (65)	22% (257)	23% (278)	50% (589)	1189

Continued on next page

Table MCEN3_4: How often did you go to see a movie in theaters during the following times?
January - April 2022

Demographic	Often	Sometimes	Rarely	Never	Total N
Adults	6% (129)	21% (468)	21% (469)	52% (1144)	2210
Biden Job Strongly Approve	9% (31)	21% (71)	14% (47)	55% (181)	330
Biden Job Somewhat Approve	4% (26)	21% (123)	20% (117)	54% (309)	575
Biden Job Somewhat Disapprove	6% (22)	23% (87)	26% (101)	45% (171)	380
Biden Job Strongly Disapprove	5% (43)	21% (170)	22% (178)	52% (418)	809
Favorable of Biden	7% (64)	20% (190)	17% (163)	55% (519)	936
Unfavorable of Biden	5% (60)	22% (261)	25% (288)	48% (564)	1173
Very Favorable of Biden	9% (36)	21% (77)	15% (58)	55% (204)	375
Somewhat Favorable of Biden	5% (29)	20% (113)	19% (106)	56% (315)	562
Somewhat Unfavorable of Biden	4% (13)	26% (85)	28% (90)	42% (136)	323
Very Unfavorable of Biden	6% (47)	21% (176)	23% (199)	50% (428)	850
#1 Issue: Economy	5% (42)	23% (214)	25% (237)	47% (443)	937
#1 Issue: Security	7% (21)	16% (46)	19% (56)	58% (170)	293
#1 Issue: Health Care	8% (19)	26% (60)	18% (42)	47% (108)	230
#1 Issue: Medicare / Social Security	3% (8)	12% (29)	13% (31)	72% (176)	245
#1 Issue: Women's Issues	7% (8)	28% (31)	20% (23)	45% (50)	111
#1 Issue: Education	8% (6)	30% (25)	26% (21)	36% (29)	82
#1 Issue: Energy	11% (17)	28% (41)	19% (28)	42% (63)	149
#1 Issue: Other	4% (7)	13% (21)	19% (31)	64% (105)	164
2020 Vote: Joe Biden	7% (66)	21% (192)	19% (173)	54% (498)	929
2020 Vote: Donald Trump	6% (42)	23% (170)	21% (159)	50% (379)	751
2020 Vote: Other	12% (11)	26% (24)	25% (23)	37% (34)	92
2020 Vote: Didn't Vote	2% (11)	19% (81)	26% (114)	53% (233)	438
2018 House Vote: Democrat	7% (52)	23% (170)	16% (120)	54% (409)	751
2018 House Vote: Republican	5% (33)	23% (140)	22% (138)	50% (307)	618
2018 House Vote: Someone else	13% (9)	20% (14)	22% (16)	45% (31)	69
2016 Vote: Hillary Clinton	7% (47)	21% (150)	16% (112)	56% (391)	699
2016 Vote: Donald Trump	5% (34)	22% (149)	20% (136)	52% (351)	669
2016 Vote: Other	13% (16)	16% (19)	26% (31)	44% (52)	119
2016 Vote: Didn't Vote	4% (32)	21% (150)	26% (190)	49% (350)	723
Voted in 2014: Yes	6% (81)	21% (258)	18% (231)	55% (686)	1256
Voted in 2014: No	5% (47)	22% (210)	25% (239)	48% (458)	954

Continued on next page

Table MCEN3_4: How often did you go to see a movie in theaters during the following times?
 January - April 2022

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	6%	(129)	21%	(468)	21%	(469)	52%	(1144)	2210
4-Region: Northeast	5%	(19)	22%	(84)	21%	(82)	52%	(197)	383
4-Region: Midwest	5%	(21)	20%	(92)	25%	(112)	51%	(232)	456
4-Region: South	6%	(50)	21%	(181)	19%	(161)	54%	(452)	844
4-Region: West	7%	(39)	21%	(110)	22%	(115)	50%	(262)	527
Comfortable Going to the Movies	8%	(122)	30%	(430)	27%	(386)	35%	(503)	1441
Uncomfortable Going to the Movies	1%	(6)	4%	(25)	11%	(73)	84%	(546)	650
Frequent Moviegoers	51%	(96)	27%	(51)	6%	(12)	15%	(28)	186
Occasional Moviegoers	4%	(27)	46%	(338)	23%	(169)	27%	(194)	727
Rare Moviegoers	1%	(6)	8%	(75)	30%	(277)	61%	(551)	910
Never Goes to the Movies	—	(0)	1%	(4)	3%	(11)	96%	(371)	387

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

Table MCEN4_1: To what extent are the following a reason why you don't regularly go to see movies in theaters?
I'm concerned about the COVID-19 pandemic

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	36%	(463)	25%	(325)	39%	(509)	1297
Gender: Male	36%	(204)	23%	(131)	41%	(235)	570
Gender: Female	36%	(259)	27%	(194)	38%	(275)	727
Age: 18-34	28%	(91)	24%	(79)	47%	(152)	322
Age: 35-44	31%	(63)	28%	(56)	41%	(82)	201
Age: 45-64	35%	(150)	26%	(110)	39%	(166)	425
Age: 65+	46%	(159)	23%	(81)	31%	(108)	349
GenZers: 1997-2012	37%	(47)	23%	(29)	40%	(51)	126
Millennials: 1981-1996	27%	(91)	26%	(89)	47%	(161)	340
GenXers: 1965-1980	33%	(93)	26%	(75)	41%	(117)	286
Baby Boomers: 1946-1964	42%	(209)	25%	(122)	33%	(161)	492
PID: Dem (no lean)	52%	(227)	28%	(121)	21%	(91)	439
PID: Ind (no lean)	31%	(146)	24%	(114)	45%	(213)	473
PID: Rep (no lean)	23%	(90)	23%	(90)	53%	(206)	386
PID/Gender: Dem Men	54%	(93)	25%	(44)	21%	(36)	173
PID/Gender: Dem Women	50%	(134)	29%	(78)	21%	(55)	266
PID/Gender: Ind Men	34%	(77)	21%	(47)	45%	(103)	228
PID/Gender: Ind Women	28%	(69)	27%	(66)	45%	(109)	245
PID/Gender: Rep Men	20%	(34)	24%	(40)	56%	(96)	170
PID/Gender: Rep Women	26%	(56)	23%	(50)	51%	(110)	216
Ideo: Liberal (1-3)	53%	(185)	29%	(99)	18%	(63)	347
Ideo: Moderate (4)	38%	(124)	29%	(94)	33%	(108)	327
Ideo: Conservative (5-7)	23%	(103)	21%	(95)	56%	(248)	446
Educ: < College	34%	(302)	24%	(216)	42%	(375)	893
Educ: Bachelors degree	38%	(95)	26%	(66)	36%	(91)	253
Educ: Post-grad	43%	(66)	29%	(43)	28%	(43)	152
Income: Under 50k	37%	(274)	25%	(186)	38%	(276)	737
Income: 50k-100k	32%	(125)	24%	(93)	44%	(170)	388
Income: 100k+	37%	(64)	27%	(46)	36%	(63)	173

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Table MCEN4_1: To what extent are the following a reason why you don't regularly go to see movies in theaters?
I'm concerned about the COVID-19 pandemic

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	36%	(463)	25%	(325)	39%	(509)	1297
Ethnicity: White (Non-Hispanic)	31%	(286)	25%	(229)	44%	(396)	911
Ethnicity: Hispanic	42%	(76)	22%	(40)	36%	(66)	182
Ethnicity: Black (Non-Hispanic)	50%	(68)	26%	(36)	23%	(32)	136
Ethnicity: Asian + Other (Non-Hispanic)	48%	(32)	31%	(21)	22%	(15)	68
All Christian	36%	(195)	25%	(135)	39%	(208)	539
Atheist	38%	(25)	30%	(20)	31%	(20)	66
Agnostic/Nothing in particular	28%	(112)	25%	(98)	46%	(182)	392
Something Else	41%	(104)	25%	(64)	33%	(84)	253
Religious Non-Protestant/Catholic	52%	(29)	18%	(10)	31%	(18)	57
Evangelical	35%	(117)	26%	(86)	38%	(127)	329
Non-Evangelical	40%	(178)	25%	(110)	35%	(159)	447
Community: Urban	39%	(127)	24%	(79)	36%	(118)	324
Community: Suburban	37%	(230)	25%	(156)	38%	(237)	623
Community: Rural	30%	(106)	26%	(90)	44%	(155)	351
Employ: Private Sector	31%	(109)	28%	(99)	41%	(144)	352
Employ: Government	28%	(19)	27%	(18)	45%	(31)	68
Employ: Self-Employed	37%	(46)	22%	(28)	40%	(51)	125
Employ: Homemaker	21%	(23)	21%	(23)	58%	(63)	109
Employ: Retired	47%	(173)	22%	(80)	31%	(115)	368
Employ: Unemployed	33%	(50)	31%	(45)	36%	(54)	149
Employ: Other	35%	(30)	26%	(22)	39%	(33)	84
Military HH: Yes	39%	(88)	22%	(49)	40%	(90)	227
Military HH: No	35%	(375)	26%	(276)	39%	(420)	1071
RD/WT: Right Direction	51%	(195)	28%	(106)	21%	(78)	379
RD/WT: Wrong Track	29%	(268)	24%	(219)	47%	(431)	918
Biden Job Approve	51%	(264)	30%	(156)	19%	(99)	519
Biden Job Disapprove	25%	(171)	22%	(149)	53%	(367)	687
Biden Job Strongly Approve	61%	(105)	24%	(41)	15%	(27)	173
Biden Job Somewhat Approve	46%	(159)	33%	(115)	21%	(73)	346
Biden Job Somewhat Disapprove	30%	(58)	31%	(60)	39%	(74)	192
Biden Job Strongly Disapprove	23%	(113)	18%	(90)	59%	(292)	495

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Table MCEN4_1: To what extent are the following a reason why you don't regularly go to see movies in theaters?
I'm concerned about the COVID-19 pandemic

Demographic	Major reason	Minor reason	Not a reason at all	Total N
Adults	36% (463)	25% (325)	39% (509)	1297
Favorable of Biden	53% (283)	29% (156)	18% (95)	535
Unfavorable of Biden	23% (159)	22% (149)	55% (375)	683
Very Favorable of Biden	66% (135)	23% (48)	11% (23)	205
Somewhat Favorable of Biden	45% (148)	33% (109)	22% (73)	329
Somewhat Unfavorable of Biden	30% (53)	32% (56)	38% (66)	175
Very Unfavorable of Biden	21% (106)	18% (94)	61% (308)	507
#1 Issue: Economy	31% (156)	25% (127)	45% (227)	510
#1 Issue: Security	28% (55)	19% (37)	53% (103)	194
#1 Issue: Health Care	40% (49)	32% (39)	28% (33)	121
#1 Issue: Medicare / Social Security	54% (92)	26% (44)	20% (34)	170
#1 Issue: Women's Issues	50% (33)	20% (13)	30% (19)	65
#1 Issue: Energy	39% (33)	40% (33)	21% (17)	83
#1 Issue: Other	35% (38)	19% (21)	47% (51)	110
2020 Vote: Joe Biden	52% (276)	29% (152)	19% (99)	528
2020 Vote: Donald Trump	23% (99)	21% (90)	56% (243)	432
2020 Vote: Didn't Vote	27% (78)	22% (64)	51% (150)	292
2018 House Vote: Democrat	52% (209)	28% (111)	20% (80)	401
2018 House Vote: Republican	24% (86)	24% (86)	52% (183)	355
2016 Vote: Hillary Clinton	52% (196)	30% (112)	19% (70)	378
2016 Vote: Donald Trump	26% (102)	21% (83)	52% (204)	389
2016 Vote: Other	30% (20)	38% (26)	32% (21)	68
2016 Vote: Didn't Vote	31% (145)	23% (105)	46% (214)	463
Voted in 2014: Yes	40% (288)	26% (186)	34% (243)	717
Voted in 2014: No	30% (175)	24% (139)	46% (266)	580
4-Region: Northeast	43% (90)	23% (49)	34% (71)	210
4-Region: Midwest	31% (86)	23% (63)	46% (125)	274
4-Region: South	34% (177)	26% (135)	40% (209)	520
4-Region: West	37% (110)	27% (79)	36% (104)	292

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Table MCEN4_1: To what extent are the following a reason why you don't regularly go to see movies in theaters?
I'm concerned about the COVID-19 pandemic

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	36%	(463)	25%	(325)	39%	(509)	1297
Comfortable Going to the Movies	19%	(128)	27%	(182)	53%	(353)	663
Uncomfortable Going to the Movies	59%	(316)	24%	(128)	16%	(87)	532
Rare Moviegoers	34%	(308)	28%	(253)	38%	(349)	910
Never Goes to the Movies	40%	(155)	19%	(72)	41%	(160)	387

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

Table MCEN4_2: To what extent are the following a reason why you don't regularly go to see movies in theaters?
It is too expensive to see movies in theaters

Demographic	Major reason	Minor reason	Not a reason at all	Total N
Adults	50% (644)	32% (413)	19% (241)	1297
Gender: Male	47% (266)	32% (184)	21% (120)	570
Gender: Female	52% (378)	31% (228)	17% (121)	727
Age: 18-34	45% (144)	35% (114)	20% (65)	322
Age: 35-44	55% (111)	29% (59)	15% (31)	201
Age: 45-64	54% (232)	31% (132)	15% (62)	425
Age: 65+	45% (157)	31% (108)	24% (84)	349
GenZers: 1997-2012	46% (59)	35% (44)	19% (24)	126
Millennials: 1981-1996	49% (167)	33% (112)	18% (61)	340
GenXers: 1965-1980	55% (158)	31% (88)	14% (40)	286
Baby Boomers: 1946-1964	50% (245)	29% (144)	21% (103)	492
PID: Dem (no lean)	49% (216)	30% (133)	21% (90)	439
PID: Ind (no lean)	49% (231)	33% (154)	19% (88)	473
PID: Rep (no lean)	51% (197)	33% (126)	16% (63)	386
PID/Gender: Dem Men	40% (69)	31% (53)	29% (51)	173
PID/Gender: Dem Women	55% (147)	30% (79)	15% (40)	266
PID/Gender: Ind Men	45% (103)	38% (86)	17% (39)	228
PID/Gender: Ind Women	52% (128)	28% (68)	20% (49)	245
PID/Gender: Rep Men	55% (94)	27% (45)	18% (30)	170
PID/Gender: Rep Women	48% (103)	37% (81)	15% (32)	216
Ideo: Liberal (1-3)	52% (181)	30% (106)	17% (60)	347
Ideo: Moderate (4)	50% (163)	33% (108)	17% (56)	327
Ideo: Conservative (5-7)	50% (221)	34% (150)	17% (75)	446
Educ: < College	52% (464)	31% (278)	17% (151)	893
Educ: Bachelors degree	46% (116)	32% (81)	22% (56)	253
Educ: Post-grad	42% (64)	35% (54)	23% (34)	152
Income: Under 50k	53% (389)	31% (226)	16% (121)	737
Income: 50k-100k	50% (194)	31% (121)	19% (73)	388
Income: 100k+	35% (61)	38% (65)	27% (47)	173

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Table MCEN4_2: To what extent are the following a reason why you don't regularly go to see movies in theaters?
 It is too expensive to see movies in theaters

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	50%	(644)	32%	(413)	19%	(241)	1297
Ethnicity: White (Non-Hispanic)	52%	(470)	32%	(296)	16%	(145)	911
Ethnicity: Hispanic	48%	(87)	29%	(53)	23%	(42)	182
Ethnicity: Black (Non-Hispanic)	38%	(52)	29%	(40)	32%	(44)	136
Ethnicity: Asian + Other (Non-Hispanic)	50%	(34)	36%	(24)	14%	(10)	68
All Christian	51%	(273)	30%	(163)	19%	(103)	539
Atheist	55%	(36)	33%	(21)	12%	(8)	66
Agnostic/Nothing in particular	50%	(196)	30%	(117)	20%	(79)	392
Something Else	46%	(117)	39%	(98)	15%	(38)	253
Religious Non-Protestant/Catholic	46%	(26)	26%	(15)	28%	(16)	57
Evangelical	47%	(156)	35%	(117)	17%	(57)	329
Non-Evangelical	51%	(227)	31%	(140)	18%	(81)	447
Community: Urban	50%	(163)	30%	(97)	20%	(64)	324
Community: Suburban	49%	(306)	33%	(204)	18%	(113)	623
Community: Rural	50%	(175)	32%	(111)	18%	(64)	351
Employ: Private Sector	50%	(177)	34%	(120)	16%	(55)	352
Employ: Government	60%	(41)	26%	(17)	14%	(10)	68
Employ: Self-Employed	48%	(60)	25%	(32)	27%	(34)	125
Employ: Homemaker	48%	(53)	35%	(38)	17%	(19)	109
Employ: Retired	45%	(168)	32%	(117)	23%	(84)	368
Employ: Unemployed	51%	(76)	31%	(46)	18%	(26)	149
Employ: Other	59%	(50)	32%	(27)	9%	(7)	84
Military HH: Yes	52%	(118)	32%	(73)	16%	(36)	227
Military HH: No	49%	(526)	32%	(339)	19%	(205)	1071
RD/WT: Right Direction	48%	(181)	30%	(113)	22%	(85)	379
RD/WT: Wrong Track	50%	(462)	33%	(299)	17%	(156)	918
Biden Job Approve	52%	(270)	30%	(157)	18%	(92)	519
Biden Job Disapprove	49%	(336)	33%	(228)	18%	(122)	687
Biden Job Strongly Approve	48%	(82)	31%	(54)	21%	(37)	173
Biden Job Somewhat Approve	54%	(188)	30%	(104)	16%	(55)	346
Biden Job Somewhat Disapprove	45%	(86)	33%	(63)	23%	(43)	192
Biden Job Strongly Disapprove	51%	(250)	33%	(166)	16%	(79)	495

Continued on next page

Table MCEN4_2: To what extent are the following a reason why you don't regularly go to see movies in theaters?
It is too expensive to see movies in theaters

Demographic	Major reason	Minor reason	Not a reason at all	Total N
Adults	50% (644)	32% (413)	19% (241)	1297
Favorable of Biden	53% (282)	30% (159)	18% (94)	535
Unfavorable of Biden	48% (331)	34% (233)	17% (119)	683
Very Favorable of Biden	47% (97)	31% (63)	22% (45)	205
Somewhat Favorable of Biden	56% (185)	29% (96)	15% (49)	329
Somewhat Unfavorable of Biden	40% (71)	36% (63)	24% (42)	175
Very Unfavorable of Biden	51% (260)	34% (171)	15% (77)	507
#1 Issue: Economy	47% (239)	34% (175)	19% (96)	510
#1 Issue: Security	53% (102)	30% (59)	17% (34)	194
#1 Issue: Health Care	55% (66)	29% (35)	16% (19)	121
#1 Issue: Medicare / Social Security	54% (92)	29% (50)	16% (28)	170
#1 Issue: Women's Issues	56% (37)	21% (13)	23% (15)	65
#1 Issue: Energy	50% (41)	30% (25)	20% (16)	83
#1 Issue: Other	46% (50)	35% (39)	19% (21)	110
2020 Vote: Joe Biden	49% (259)	32% (168)	19% (101)	528
2020 Vote: Donald Trump	53% (229)	32% (139)	15% (64)	432
2020 Vote: Didn't Vote	45% (130)	31% (91)	24% (70)	292
2018 House Vote: Democrat	49% (195)	32% (126)	20% (80)	401
2018 House Vote: Republican	50% (177)	34% (120)	16% (57)	355
2016 Vote: Hillary Clinton	50% (188)	28% (108)	22% (83)	378
2016 Vote: Donald Trump	54% (210)	33% (127)	13% (52)	389
2016 Vote: Other	61% (41)	27% (18)	12% (8)	68
2016 Vote: Didn't Vote	44% (205)	34% (160)	21% (99)	463
Voted in 2014: Yes	51% (367)	30% (215)	19% (135)	717
Voted in 2014: No	48% (277)	34% (198)	18% (106)	580
4-Region: Northeast	48% (101)	37% (79)	15% (31)	210
4-Region: Midwest	54% (148)	28% (76)	19% (51)	274
4-Region: South	46% (238)	33% (172)	21% (110)	520
4-Region: West	54% (157)	29% (86)	17% (49)	292

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Table MCEN4_2: *To what extent are the following a reason why you don't regularly go to see movies in theaters?*
It is too expensive to see movies in theaters

Demographic	Major reason	Minor reason	Not a reason at all	Total N
Adults	50% (644)	32% (413)	19% (241)	1297
Comfortable Going to the Movies	48% (320)	35% (235)	16% (108)	663
Uncomfortable Going to the Movies	53% (281)	29% (154)	18% (97)	532
Rare Moviegoers	49% (443)	35% (317)	17% (150)	910
Never Goes to the Movies	52% (200)	25% (96)	23% (91)	387

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

Table MCEN4_3: To what extent are the following a reason why you don't regularly go to see movies in theaters?
I'm not interested in the films currently in theaters

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	32%	(412)	34%	(444)	34%	(442)	1297
Gender: Male	34%	(197)	35%	(198)	31%	(176)	570
Gender: Female	30%	(215)	34%	(246)	37%	(266)	727
Age: 18-34	29%	(95)	39%	(124)	32%	(103)	322
Age: 35-44	23%	(45)	36%	(72)	42%	(84)	201
Age: 45-64	34%	(143)	32%	(136)	34%	(147)	425
Age: 65+	37%	(129)	32%	(111)	31%	(108)	349
GenZers: 1997-2012	34%	(43)	33%	(42)	33%	(41)	126
Millennials: 1981-1996	25%	(85)	37%	(127)	38%	(129)	340
GenXers: 1965-1980	33%	(95)	35%	(100)	32%	(91)	286
Baby Boomers: 1946-1964	34%	(169)	33%	(161)	33%	(162)	492
PID: Dem (no lean)	26%	(115)	36%	(157)	38%	(168)	439
PID: Ind (no lean)	32%	(152)	31%	(148)	37%	(173)	473
PID: Rep (no lean)	38%	(146)	36%	(139)	26%	(101)	386
PID/Gender: Dem Men	26%	(45)	39%	(67)	35%	(61)	173
PID/Gender: Dem Women	26%	(70)	34%	(90)	40%	(107)	266
PID/Gender: Ind Men	39%	(89)	31%	(70)	30%	(69)	228
PID/Gender: Ind Women	26%	(63)	32%	(77)	43%	(105)	245
PID/Gender: Rep Men	37%	(63)	35%	(60)	27%	(47)	170
PID/Gender: Rep Women	38%	(83)	37%	(79)	25%	(54)	216
Ideo: Liberal (1-3)	26%	(92)	37%	(128)	37%	(127)	347
Ideo: Moderate (4)	29%	(94)	37%	(123)	34%	(110)	327
Ideo: Conservative (5-7)	42%	(187)	33%	(145)	25%	(114)	446
Educ: < College	30%	(272)	35%	(312)	35%	(309)	893
Educ: Bachelors degree	33%	(84)	34%	(86)	33%	(83)	253
Educ: Post-grad	37%	(56)	30%	(46)	33%	(49)	152
Income: Under 50k	31%	(231)	33%	(246)	35%	(259)	737
Income: 50k-100k	33%	(128)	35%	(136)	32%	(125)	388
Income: 100k+	31%	(53)	36%	(62)	34%	(58)	173

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Table MCEN4_3: To what extent are the following a reason why you don't regularly go to see movies in theaters?
I'm not interested in the films currently in theaters

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	32%	(412)	34%	(444)	34%	(442)	1297
Ethnicity: White (Non-Hispanic)	34%	(306)	35%	(317)	32%	(289)	911
Ethnicity: Hispanic	30%	(54)	34%	(61)	37%	(67)	182
Ethnicity: Black (Non-Hispanic)	24%	(33)	29%	(40)	46%	(63)	136
Ethnicity: Asian + Other (Non-Hispanic)	28%	(19)	38%	(26)	34%	(23)	68
All Christian	33%	(177)	35%	(191)	32%	(172)	539
Atheist	34%	(22)	39%	(25)	27%	(18)	66
Agnostic/Nothing in particular	32%	(127)	31%	(121)	37%	(145)	392
Something Else	28%	(70)	36%	(92)	36%	(90)	253
Religious Non-Protestant/Catholic	31%	(18)	31%	(17)	38%	(22)	57
Evangelical	33%	(110)	30%	(98)	37%	(122)	329
Non-Evangelical	30%	(133)	41%	(181)	30%	(133)	447
Community: Urban	30%	(98)	31%	(102)	38%	(124)	324
Community: Suburban	32%	(202)	33%	(206)	35%	(215)	623
Community: Rural	32%	(112)	39%	(136)	29%	(103)	351
Employ: Private Sector	34%	(118)	38%	(135)	28%	(99)	352
Employ: Government	27%	(18)	35%	(24)	39%	(26)	68
Employ: Self-Employed	33%	(42)	33%	(41)	34%	(42)	125
Employ: Homemaker	30%	(33)	32%	(35)	38%	(42)	109
Employ: Retired	35%	(128)	33%	(120)	33%	(120)	368
Employ: Unemployed	27%	(40)	30%	(45)	43%	(64)	149
Employ: Other	27%	(22)	34%	(29)	39%	(33)	84
Military HH: Yes	36%	(81)	34%	(77)	30%	(69)	227
Military HH: No	31%	(331)	34%	(367)	35%	(373)	1071
RD/WT: Right Direction	28%	(106)	35%	(132)	37%	(141)	379
RD/WT: Wrong Track	33%	(306)	34%	(312)	33%	(301)	918
Biden Job Approve	28%	(145)	33%	(173)	39%	(202)	519
Biden Job Disapprove	37%	(255)	35%	(237)	28%	(195)	687
Biden Job Strongly Approve	24%	(41)	32%	(55)	45%	(78)	173
Biden Job Somewhat Approve	30%	(104)	34%	(118)	36%	(124)	346
Biden Job Somewhat Disapprove	25%	(49)	41%	(79)	34%	(65)	192
Biden Job Strongly Disapprove	42%	(206)	32%	(158)	26%	(130)	495

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Table MCEN4_3: To what extent are the following a reason why you don't regularly go to see movies in theaters?
I'm not interested in the films currently in theaters

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	32%	(412)	34%	(444)	34%	(442)	1297
Favorable of Biden	28%	(149)	33%	(179)	39%	(206)	535
Unfavorable of Biden	37%	(251)	35%	(241)	28%	(191)	683
Very Favorable of Biden	28%	(57)	32%	(66)	40%	(82)	205
Somewhat Favorable of Biden	28%	(93)	34%	(112)	38%	(124)	329
Somewhat Unfavorable of Biden	27%	(47)	41%	(72)	32%	(56)	175
Very Unfavorable of Biden	40%	(204)	33%	(169)	27%	(134)	507
#1 Issue: Economy	32%	(163)	34%	(174)	34%	(173)	510
#1 Issue: Security	39%	(75)	35%	(69)	26%	(50)	194
#1 Issue: Health Care	23%	(28)	36%	(43)	41%	(50)	121
#1 Issue: Medicare / Social Security	30%	(51)	33%	(56)	37%	(63)	170
#1 Issue: Women's Issues	33%	(21)	38%	(25)	29%	(19)	65
#1 Issue: Energy	29%	(24)	38%	(32)	33%	(28)	83
#1 Issue: Other	36%	(40)	27%	(30)	37%	(40)	110
2020 Vote: Joe Biden	27%	(142)	35%	(186)	38%	(199)	528
2020 Vote: Donald Trump	41%	(179)	35%	(149)	24%	(104)	432
2020 Vote: Didn't Vote	24%	(70)	33%	(96)	43%	(125)	292
2018 House Vote: Democrat	28%	(112)	34%	(135)	39%	(154)	401
2018 House Vote: Republican	42%	(148)	33%	(118)	25%	(89)	355
2016 Vote: Hillary Clinton	27%	(103)	36%	(135)	37%	(140)	378
2016 Vote: Donald Trump	41%	(160)	34%	(132)	25%	(96)	389
2016 Vote: Other	39%	(26)	32%	(22)	29%	(19)	68
2016 Vote: Didn't Vote	26%	(122)	33%	(154)	40%	(187)	463
Voted in 2014: Yes	35%	(251)	34%	(244)	31%	(222)	717
Voted in 2014: No	28%	(161)	34%	(200)	38%	(219)	580
4-Region: Northeast	33%	(69)	33%	(70)	34%	(72)	210
4-Region: Midwest	31%	(84)	36%	(99)	33%	(91)	274
4-Region: South	30%	(157)	32%	(164)	38%	(199)	520
4-Region: West	35%	(102)	38%	(111)	27%	(79)	292

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Table MCEN4_3: *To what extent are the following a reason why you don't regularly go to see movies in theaters?
I'm not interested in the films currently in theaters*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	32%	(412)	34%	(444)	34%	(442)	1297
Comfortable Going to the Movies	34%	(223)	37%	(247)	29%	(193)	663
Uncomfortable Going to the Movies	29%	(155)	33%	(177)	38%	(200)	532
Rare Moviegoers	30%	(276)	38%	(347)	32%	(287)	910
Never Goes to the Movies	35%	(136)	25%	(96)	40%	(155)	387

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

Table MCEN4_4: To what extent are the following a reason why you don't regularly go to see movies in theaters?
I am more interested in watching movies at home

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	55%	(709)	27%	(350)	18%	(239)	1297
Gender: Male	52%	(298)	30%	(169)	18%	(104)	570
Gender: Female	57%	(411)	25%	(181)	19%	(135)	727
Age: 18-34	51%	(164)	29%	(92)	21%	(67)	322
Age: 35-44	51%	(103)	34%	(69)	15%	(29)	201
Age: 45-64	57%	(244)	24%	(103)	18%	(78)	425
Age: 65+	57%	(198)	25%	(86)	18%	(64)	349
GenZers: 1997-2012	54%	(69)	23%	(29)	23%	(29)	126
Millennials: 1981-1996	49%	(166)	35%	(119)	16%	(55)	340
GenXers: 1965-1980	57%	(164)	27%	(77)	16%	(45)	286
Baby Boomers: 1946-1964	59%	(289)	22%	(110)	19%	(93)	492
PID: Dem (no lean)	53%	(232)	29%	(128)	18%	(79)	439
PID: Ind (no lean)	53%	(252)	27%	(126)	20%	(95)	473
PID: Rep (no lean)	58%	(225)	25%	(96)	17%	(65)	386
PID/Gender: Dem Men	53%	(92)	30%	(51)	17%	(30)	173
PID/Gender: Dem Women	52%	(140)	29%	(77)	19%	(49)	266
PID/Gender: Ind Men	49%	(113)	32%	(74)	18%	(41)	228
PID/Gender: Ind Women	57%	(140)	21%	(52)	22%	(53)	245
PID/Gender: Rep Men	55%	(93)	26%	(44)	19%	(33)	170
PID/Gender: Rep Women	61%	(132)	24%	(52)	15%	(32)	216
Ideo: Liberal (1-3)	55%	(191)	27%	(93)	18%	(63)	347
Ideo: Moderate (4)	59%	(193)	28%	(92)	13%	(41)	327
Ideo: Conservative (5-7)	55%	(248)	26%	(115)	19%	(84)	446
Educ: < College	57%	(511)	24%	(217)	18%	(165)	893
Educ: Bachelors degree	49%	(124)	34%	(86)	17%	(43)	253
Educ: Post-grad	49%	(74)	31%	(47)	20%	(31)	152
Income: Under 50k	56%	(411)	25%	(181)	20%	(144)	737
Income: 50k-100k	57%	(220)	26%	(100)	17%	(68)	388
Income: 100k+	45%	(78)	39%	(68)	16%	(27)	173

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Table MCEN4_4: To what extent are the following a reason why you don't regularly go to see movies in theaters?
 I am more interested in watching movies at home

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	55%	(709)	27%	(350)	18%	(239)	1297
Ethnicity: White (Non-Hispanic)	55%	(505)	27%	(247)	17%	(159)	911
Ethnicity: Hispanic	54%	(98)	23%	(41)	24%	(43)	182
Ethnicity: Black (Non-Hispanic)	53%	(72)	28%	(38)	19%	(26)	136
Ethnicity: Asian + Other (Non-Hispanic)	50%	(34)	36%	(24)	15%	(10)	68
All Christian	55%	(297)	26%	(142)	18%	(100)	539
Atheist	63%	(42)	18%	(12)	19%	(12)	66
Agnostic/Nothing in particular	53%	(206)	27%	(105)	21%	(81)	392
Something Else	56%	(141)	29%	(74)	15%	(37)	253
Religious Non-Protestant/Catholic	46%	(26)	34%	(19)	20%	(11)	57
Evangelical	56%	(183)	26%	(84)	19%	(62)	329
Non-Evangelical	56%	(249)	29%	(128)	16%	(70)	447
Community: Urban	54%	(175)	27%	(87)	19%	(62)	324
Community: Suburban	55%	(344)	29%	(179)	16%	(100)	623
Community: Rural	54%	(190)	24%	(83)	22%	(77)	351
Employ: Private Sector	50%	(177)	33%	(115)	17%	(60)	352
Employ: Government	59%	(40)	28%	(19)	13%	(9)	68
Employ: Self-Employed	49%	(62)	27%	(34)	23%	(29)	125
Employ: Homemaker	58%	(63)	23%	(25)	19%	(21)	109
Employ: Retired	56%	(206)	24%	(90)	20%	(73)	368
Employ: Unemployed	58%	(87)	24%	(36)	17%	(26)	149
Employ: Other	58%	(49)	20%	(17)	23%	(19)	84
Military HH: Yes	54%	(123)	28%	(65)	17%	(39)	227
Military HH: No	55%	(586)	27%	(285)	19%	(199)	1071
RD/WT: Right Direction	54%	(204)	26%	(100)	20%	(75)	379
RD/WT: Wrong Track	55%	(505)	27%	(249)	18%	(164)	918
Biden Job Approve	55%	(284)	28%	(146)	17%	(89)	519
Biden Job Disapprove	55%	(376)	27%	(184)	18%	(127)	687
Biden Job Strongly Approve	60%	(104)	22%	(38)	18%	(31)	173
Biden Job Somewhat Approve	52%	(180)	31%	(107)	17%	(59)	346
Biden Job Somewhat Disapprove	51%	(98)	32%	(61)	17%	(33)	192
Biden Job Strongly Disapprove	56%	(278)	25%	(123)	19%	(94)	495

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Table MCEN4_4: To what extent are the following a reason why you don't regularly go to see movies in theaters?
I am more interested in watching movies at home

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	55%	(709)	27%	(350)	18%	(239)	1297
Favorable of Biden	55%	(292)	29%	(154)	17%	(89)	535
Unfavorable of Biden	55%	(375)	27%	(182)	18%	(126)	683
Very Favorable of Biden	58%	(120)	24%	(49)	18%	(37)	205
Somewhat Favorable of Biden	52%	(173)	32%	(105)	16%	(52)	329
Somewhat Unfavorable of Biden	50%	(87)	30%	(53)	20%	(36)	175
Very Unfavorable of Biden	57%	(288)	26%	(130)	18%	(90)	507
#1 Issue: Economy	52%	(264)	31%	(158)	17%	(88)	510
#1 Issue: Security	57%	(112)	23%	(45)	19%	(38)	194
#1 Issue: Health Care	60%	(73)	21%	(26)	18%	(22)	121
#1 Issue: Medicare / Social Security	61%	(103)	24%	(41)	15%	(25)	170
#1 Issue: Women's Issues	40%	(26)	31%	(21)	29%	(19)	65
#1 Issue: Energy	57%	(47)	29%	(25)	14%	(12)	83
#1 Issue: Other	57%	(62)	23%	(25)	21%	(23)	110
2020 Vote: Joe Biden	55%	(289)	27%	(142)	18%	(96)	528
2020 Vote: Donald Trump	57%	(248)	25%	(109)	17%	(76)	432
2020 Vote: Didn't Vote	51%	(149)	27%	(80)	22%	(64)	292
2018 House Vote: Democrat	53%	(211)	29%	(117)	18%	(73)	401
2018 House Vote: Republican	58%	(204)	26%	(93)	16%	(58)	355
2016 Vote: Hillary Clinton	54%	(206)	29%	(108)	17%	(64)	378
2016 Vote: Donald Trump	56%	(217)	27%	(106)	17%	(66)	389
2016 Vote: Other	58%	(39)	28%	(19)	15%	(10)	68
2016 Vote: Didn't Vote	53%	(247)	25%	(116)	21%	(99)	463
Voted in 2014: Yes	54%	(386)	28%	(200)	18%	(130)	717
Voted in 2014: No	56%	(323)	26%	(149)	19%	(109)	580
4-Region: Northeast	58%	(123)	25%	(52)	17%	(35)	210
4-Region: Midwest	54%	(148)	28%	(77)	18%	(50)	274
4-Region: South	56%	(292)	26%	(137)	18%	(92)	520
4-Region: West	50%	(146)	29%	(84)	21%	(62)	292

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Table MCEN4_4: *To what extent are the following a reason why you don't regularly go to see movies in theaters?**I am more interested in watching movies at home*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	55%	(709)	27%	(350)	18%	(239)	1297
Comfortable Going to the Movies	53%	(350)	30%	(200)	17%	(112)	663
Uncomfortable Going to the Movies	58%	(310)	25%	(132)	17%	(90)	532
Rare Moviegoers	53%	(479)	30%	(274)	17%	(157)	910
Never Goes to the Movies	59%	(229)	20%	(76)	21%	(81)	387

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

Table MCEN5_1: When considering whether to go see a movie in theaters, how important, if at all, are the following?
The COVID-19 pandemic

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	38%	(843)	23%	(516)	15%	(327)	24%	(524)	2210
Gender: Male	37%	(391)	22%	(236)	17%	(179)	25%	(262)	1068
Gender: Female	40%	(452)	25%	(280)	13%	(148)	23%	(262)	1142
Age: 18-34	34%	(221)	25%	(158)	17%	(108)	24%	(156)	642
Age: 35-44	35%	(130)	26%	(95)	15%	(54)	24%	(87)	365
Age: 45-64	38%	(272)	23%	(165)	15%	(107)	24%	(170)	714
Age: 65+	45%	(220)	20%	(99)	12%	(58)	23%	(112)	489
GenZers: 1997-2012	36%	(88)	25%	(59)	17%	(40)	23%	(54)	241
Millennials: 1981-1996	34%	(223)	26%	(173)	16%	(106)	24%	(160)	662
GenXers: 1965-1980	38%	(194)	21%	(109)	16%	(83)	25%	(128)	514
Baby Boomers: 1946-1964	43%	(311)	22%	(162)	12%	(89)	22%	(163)	725
PID: Dem (no lean)	56%	(434)	26%	(198)	10%	(80)	8%	(63)	775
PID: Ind (no lean)	31%	(246)	25%	(197)	17%	(134)	27%	(214)	790
PID: Rep (no lean)	25%	(162)	19%	(121)	18%	(114)	38%	(248)	645
PID/Gender: Dem Men	54%	(182)	28%	(93)	11%	(36)	7%	(23)	335
PID/Gender: Dem Women	57%	(252)	24%	(105)	10%	(43)	9%	(40)	440
PID/Gender: Ind Men	32%	(132)	20%	(84)	19%	(80)	29%	(119)	415
PID/Gender: Ind Women	30%	(114)	30%	(113)	14%	(54)	25%	(95)	375
PID/Gender: Rep Men	24%	(77)	18%	(58)	20%	(63)	38%	(120)	318
PID/Gender: Rep Women	26%	(86)	19%	(63)	16%	(51)	39%	(128)	327
Ideo: Liberal (1-3)	54%	(342)	27%	(168)	10%	(64)	10%	(60)	634
Ideo: Moderate (4)	41%	(258)	27%	(168)	15%	(94)	17%	(107)	627
Ideo: Conservative (5-7)	24%	(173)	17%	(123)	19%	(140)	39%	(283)	719
Educ: < College	38%	(544)	22%	(316)	14%	(207)	26%	(370)	1437
Educ: Bachelors degree	35%	(170)	27%	(130)	17%	(84)	22%	(107)	491
Educ: Post-grad	45%	(128)	25%	(70)	13%	(37)	17%	(48)	282
Income: Under 50k	40%	(458)	23%	(265)	14%	(157)	24%	(274)	1153
Income: 50k-100k	36%	(251)	23%	(160)	16%	(109)	25%	(170)	690
Income: 100k+	37%	(134)	25%	(92)	17%	(61)	22%	(80)	368

Continued on next page

Table MCEN5_1: When considering whether to go see a movie in theaters, how important, if at all, are the following?
The COVID-19 pandemic

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	38%	(843)	23%	(516)	15%	(327)	24%	(524)	2210
Ethnicity: White (Non-Hispanic)	34%	(505)	22%	(332)	15%	(220)	29%	(430)	1488
Ethnicity: Hispanic	40%	(149)	26%	(98)	20%	(73)	14%	(53)	374
Ethnicity: Black (Non-Hispanic)	55%	(134)	26%	(62)	8%	(19)	12%	(28)	243
Ethnicity: Asian + Other (Non-Hispanic)	51%	(54)	22%	(24)	14%	(15)	12%	(12)	105
All Christian	38%	(357)	22%	(211)	15%	(146)	25%	(235)	949
All Non-Christian	48%	(49)	19%	(20)	15%	(16)	18%	(18)	101
Atheist	42%	(42)	23%	(24)	15%	(15)	20%	(21)	102
Agnostic/Nothing in particular	35%	(234)	26%	(170)	14%	(94)	25%	(163)	661
Something Else	40%	(160)	23%	(92)	14%	(57)	22%	(88)	396
Religious Non-Protestant/Catholic	42%	(51)	19%	(23)	15%	(18)	24%	(30)	122
Evangelical	39%	(206)	21%	(108)	12%	(61)	28%	(149)	525
Non-Evangelical	39%	(305)	24%	(188)	17%	(138)	20%	(158)	788
Community: Urban	45%	(262)	24%	(141)	15%	(86)	17%	(98)	586
Community: Suburban	37%	(407)	24%	(264)	15%	(160)	24%	(266)	1098
Community: Rural	33%	(173)	21%	(111)	15%	(81)	30%	(160)	526
Employ: Private Sector	34%	(258)	26%	(195)	17%	(132)	23%	(178)	762
Employ: Government	36%	(42)	21%	(24)	13%	(15)	30%	(35)	116
Employ: Self-Employed	40%	(82)	21%	(43)	14%	(29)	26%	(53)	207
Employ: Homemaker	27%	(43)	27%	(44)	13%	(21)	32%	(51)	160
Employ: Student	38%	(30)	23%	(18)	13%	(10)	26%	(21)	80
Employ: Retired	45%	(229)	20%	(104)	14%	(70)	21%	(108)	512
Employ: Unemployed	44%	(107)	22%	(53)	11%	(27)	24%	(58)	245
Employ: Other	40%	(52)	26%	(34)	18%	(23)	16%	(20)	129
Military HH: Yes	38%	(136)	21%	(76)	13%	(47)	28%	(103)	362
Military HH: No	38%	(707)	24%	(440)	15%	(280)	23%	(421)	1848
RD/WT: Right Direction	54%	(369)	25%	(174)	11%	(73)	10%	(71)	688
RD/WT: Wrong Track	31%	(474)	22%	(342)	17%	(254)	30%	(453)	1522
Biden Job Approve	53%	(483)	27%	(248)	10%	(87)	10%	(87)	905
Biden Job Disapprove	26%	(315)	19%	(231)	19%	(226)	35%	(417)	1189

Continued on next page

Table MCEN5_1: When considering whether to go see a movie in theaters, how important, if at all, are the following?
The COVID-19 pandemic

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	38%	(843)	23%	(516)	15%	(327)	24%	(524)	2210
Biden Job Strongly Approve	68%	(223)	20%	(67)	5%	(18)	7%	(22)	330
Biden Job Somewhat Approve	45%	(260)	32%	(181)	12%	(69)	11%	(64)	575
Biden Job Somewhat Disapprove	36%	(137)	26%	(98)	18%	(69)	20%	(76)	380
Biden Job Strongly Disapprove	22%	(178)	17%	(134)	19%	(157)	42%	(341)	809
Favorable of Biden	55%	(512)	27%	(253)	10%	(92)	8%	(79)	936
Unfavorable of Biden	25%	(298)	20%	(229)	19%	(226)	36%	(421)	1173
Very Favorable of Biden	67%	(251)	22%	(81)	5%	(20)	6%	(23)	375
Somewhat Favorable of Biden	46%	(261)	31%	(172)	13%	(72)	10%	(57)	562
Somewhat Unfavorable of Biden	38%	(122)	26%	(86)	18%	(59)	17%	(56)	323
Very Unfavorable of Biden	21%	(176)	17%	(143)	20%	(166)	43%	(364)	850
#1 Issue: Economy	34%	(316)	21%	(197)	18%	(173)	27%	(251)	937
#1 Issue: Security	26%	(75)	22%	(65)	14%	(40)	39%	(114)	293
#1 Issue: Health Care	49%	(112)	31%	(72)	10%	(24)	10%	(22)	230
#1 Issue: Medicare / Social Security	56%	(137)	22%	(53)	10%	(24)	12%	(30)	245
#1 Issue: Women's Issues	45%	(50)	27%	(30)	13%	(15)	15%	(16)	111
#1 Issue: Education	33%	(27)	35%	(28)	11%	(9)	21%	(18)	82
#1 Issue: Energy	42%	(62)	29%	(44)	15%	(22)	14%	(22)	149
#1 Issue: Other	38%	(63)	17%	(28)	13%	(21)	32%	(52)	164
2020 Vote: Joe Biden	54%	(506)	25%	(236)	11%	(106)	9%	(81)	929
2020 Vote: Donald Trump	23%	(172)	19%	(145)	18%	(138)	39%	(296)	751
2020 Vote: Other	24%	(22)	33%	(31)	20%	(18)	23%	(21)	92
2020 Vote: Didn't Vote	33%	(143)	24%	(105)	15%	(64)	29%	(126)	438
2018 House Vote: Democrat	56%	(419)	24%	(182)	12%	(86)	8%	(64)	751
2018 House Vote: Republican	21%	(131)	19%	(119)	20%	(126)	39%	(243)	618
2018 House Vote: Someone else	28%	(19)	34%	(23)	10%	(7)	28%	(20)	69
2016 Vote: Hillary Clinton	54%	(381)	26%	(181)	12%	(84)	8%	(53)	699
2016 Vote: Donald Trump	24%	(164)	20%	(133)	19%	(124)	37%	(249)	669
2016 Vote: Other	39%	(47)	20%	(24)	20%	(23)	21%	(24)	119
2016 Vote: Didn't Vote	35%	(252)	25%	(178)	13%	(95)	27%	(198)	723

Continued on next page

Table MCEN5_1: When considering whether to go see a movie in theaters, how important, if at all, are the following?
 The COVID-19 pandemic

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	38%	(843)	23%	(516)	15%	(327)	24%	(524)	2210
Voted in 2014: Yes	41%	(511)	23%	(283)	15%	(184)	22%	(278)	1256
Voted in 2014: No	35%	(331)	24%	(233)	15%	(144)	26%	(246)	954
4-Region: Northeast	42%	(160)	26%	(98)	14%	(54)	19%	(71)	383
4-Region: Midwest	34%	(156)	24%	(111)	14%	(66)	27%	(124)	456
4-Region: South	39%	(328)	22%	(183)	15%	(130)	24%	(204)	844
4-Region: West	38%	(199)	24%	(125)	15%	(78)	24%	(126)	527
Comfortable Going to the Movies	28%	(400)	27%	(382)	19%	(267)	27%	(392)	1441
Uncomfortable Going to the Movies	64%	(417)	17%	(112)	7%	(43)	12%	(78)	650
Frequent Moviegoers	46%	(86)	22%	(40)	15%	(28)	17%	(32)	186
Occasional Moviegoers	37%	(268)	29%	(214)	16%	(114)	18%	(131)	727
Rare Moviegoers	35%	(321)	22%	(203)	16%	(144)	27%	(243)	910
Never Goes to the Movies	43%	(168)	15%	(59)	11%	(42)	31%	(118)	387

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

Table MCEN5_2: When considering whether to go see a movie in theaters, how important, if at all, are the following?
The price of the movie theater tickets

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	52%	(1138)	34%	(745)	8%	(174)	7%	(153)	2210
Gender: Male	47%	(500)	36%	(388)	10%	(106)	7%	(74)	1068
Gender: Female	56%	(638)	31%	(357)	6%	(68)	7%	(79)	1142
Age: 18-34	51%	(325)	34%	(216)	8%	(53)	8%	(49)	642
Age: 35-44	51%	(188)	35%	(129)	7%	(24)	7%	(25)	365
Age: 45-64	54%	(384)	34%	(240)	7%	(51)	5%	(39)	714
Age: 65+	50%	(242)	33%	(161)	9%	(46)	8%	(40)	489
GenZers: 1997-2012	48%	(115)	38%	(92)	7%	(16)	8%	(18)	241
Millennials: 1981-1996	51%	(336)	33%	(220)	9%	(58)	7%	(48)	662
GenXers: 1965-1980	55%	(282)	35%	(178)	5%	(27)	5%	(28)	514
Baby Boomers: 1946-1964	52%	(378)	32%	(229)	9%	(64)	8%	(55)	725
PID: Dem (no lean)	55%	(423)	33%	(252)	8%	(65)	4%	(34)	775
PID: Ind (no lean)	50%	(395)	34%	(265)	7%	(54)	10%	(77)	790
PID: Rep (no lean)	50%	(321)	35%	(228)	8%	(55)	6%	(42)	645
PID/Gender: Dem Men	46%	(152)	38%	(126)	11%	(38)	5%	(18)	335
PID/Gender: Dem Women	62%	(271)	29%	(126)	6%	(27)	4%	(16)	440
PID/Gender: Ind Men	48%	(197)	35%	(145)	8%	(35)	9%	(37)	415
PID/Gender: Ind Women	53%	(197)	32%	(120)	5%	(19)	10%	(39)	375
PID/Gender: Rep Men	47%	(150)	37%	(117)	10%	(33)	6%	(18)	318
PID/Gender: Rep Women	52%	(170)	34%	(111)	7%	(22)	7%	(23)	327
Ideo: Liberal (1-3)	54%	(341)	34%	(217)	8%	(49)	4%	(27)	634
Ideo: Moderate (4)	51%	(319)	34%	(216)	8%	(50)	7%	(42)	627
Ideo: Conservative (5-7)	51%	(369)	34%	(247)	8%	(56)	6%	(46)	719
Educ: < College	53%	(768)	32%	(464)	7%	(94)	8%	(111)	1437
Educ: Bachelors degree	50%	(243)	34%	(167)	11%	(54)	5%	(26)	491
Educ: Post-grad	45%	(127)	41%	(114)	9%	(26)	5%	(15)	282
Income: Under 50k	57%	(654)	29%	(335)	6%	(68)	8%	(96)	1153
Income: 50k-100k	49%	(340)	38%	(261)	7%	(52)	5%	(37)	690
Income: 100k+	39%	(145)	41%	(149)	15%	(54)	5%	(20)	368

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Table MCEN5_2: When considering whether to go see a movie in theaters, how important, if at all, are the following?
 The price of the movie theater tickets

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	52%	(1138)	34%	(745)	8%	(174)	7%	(153)	2210
Ethnicity: White (Non-Hispanic)	53%	(782)	33%	(498)	7%	(107)	7%	(101)	1488
Ethnicity: Hispanic	49%	(184)	35%	(131)	10%	(38)	5%	(20)	374
Ethnicity: Black (Non-Hispanic)	50%	(122)	31%	(75)	9%	(21)	10%	(25)	243
Ethnicity: Asian + Other (Non-Hispanic)	48%	(50)	39%	(41)	7%	(7)	6%	(7)	105
All Christian	50%	(477)	36%	(338)	8%	(72)	7%	(62)	949
All Non-Christian	45%	(46)	35%	(36)	14%	(14)	6%	(6)	101
Atheist	44%	(45)	48%	(49)	2%	(2)	6%	(6)	102
Agnostic/Nothing in particular	54%	(355)	31%	(203)	8%	(50)	8%	(53)	661
Something Else	54%	(215)	30%	(120)	9%	(36)	6%	(25)	396
Religious Non-Protestant/Catholic	47%	(57)	35%	(43)	11%	(14)	7%	(8)	122
Evangelical	49%	(259)	35%	(184)	8%	(41)	8%	(41)	525
Non-Evangelical	53%	(416)	33%	(261)	9%	(67)	6%	(44)	788
Community: Urban	53%	(313)	31%	(180)	10%	(59)	6%	(35)	586
Community: Suburban	52%	(567)	34%	(376)	8%	(89)	6%	(67)	1098
Community: Rural	49%	(259)	36%	(190)	5%	(26)	10%	(50)	526
Employ: Private Sector	50%	(380)	36%	(273)	11%	(80)	4%	(29)	762
Employ: Government	42%	(48)	44%	(50)	6%	(6)	9%	(11)	116
Employ: Self-Employed	50%	(103)	36%	(75)	5%	(9)	9%	(19)	207
Employ: Homemaker	52%	(83)	33%	(53)	2%	(3)	13%	(21)	160
Employ: Student	57%	(45)	34%	(27)	2%	(2)	7%	(6)	80
Employ: Retired	52%	(265)	32%	(164)	9%	(44)	7%	(38)	512
Employ: Unemployed	57%	(139)	27%	(67)	7%	(18)	9%	(21)	245
Employ: Other	58%	(75)	27%	(35)	9%	(11)	6%	(8)	129
Military HH: Yes	48%	(175)	34%	(123)	9%	(34)	8%	(31)	362
Military HH: No	52%	(964)	34%	(622)	8%	(140)	7%	(122)	1848
RD/WT: Right Direction	51%	(348)	33%	(229)	9%	(59)	7%	(51)	688
RD/WT: Wrong Track	52%	(790)	34%	(516)	8%	(115)	7%	(101)	1522
Biden Job Approve	53%	(478)	34%	(309)	8%	(71)	5%	(47)	905
Biden Job Disapprove	51%	(610)	33%	(396)	8%	(97)	7%	(86)	1189

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Table MCEN5_2: When considering whether to go see a movie in theaters, how important, if at all, are the following?
The price of the movie theater tickets

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	52%	(1138)	34%	(745)	8%	(174)	7%	(153)	2210
Biden Job Strongly Approve	57%	(188)	29%	(96)	8%	(27)	6%	(19)	330
Biden Job Somewhat Approve	50%	(290)	37%	(213)	8%	(44)	5%	(28)	575
Biden Job Somewhat Disapprove	47%	(177)	39%	(147)	9%	(33)	6%	(22)	380
Biden Job Strongly Disapprove	54%	(433)	31%	(249)	8%	(63)	8%	(64)	809
Favorable of Biden	53%	(500)	34%	(319)	8%	(74)	5%	(43)	936
Unfavorable of Biden	52%	(608)	33%	(389)	8%	(96)	7%	(80)	1173
Very Favorable of Biden	57%	(214)	28%	(105)	9%	(33)	6%	(22)	375
Somewhat Favorable of Biden	51%	(286)	38%	(214)	7%	(41)	4%	(20)	562
Somewhat Unfavorable of Biden	50%	(160)	37%	(119)	9%	(29)	5%	(16)	323
Very Unfavorable of Biden	53%	(448)	32%	(270)	8%	(67)	8%	(64)	850
#1 Issue: Economy	49%	(460)	38%	(354)	7%	(65)	6%	(57)	937
#1 Issue: Security	53%	(156)	31%	(90)	9%	(26)	7%	(21)	293
#1 Issue: Health Care	53%	(122)	34%	(77)	9%	(20)	5%	(11)	230
#1 Issue: Medicare / Social Security	53%	(130)	31%	(77)	9%	(22)	7%	(16)	245
#1 Issue: Women's Issues	50%	(55)	36%	(39)	7%	(8)	8%	(9)	111
#1 Issue: Education	58%	(47)	25%	(21)	4%	(3)	13%	(11)	82
#1 Issue: Energy	51%	(76)	31%	(46)	12%	(17)	7%	(10)	149
#1 Issue: Other	56%	(92)	25%	(41)	8%	(13)	11%	(18)	164
2020 Vote: Joe Biden	52%	(481)	35%	(327)	9%	(82)	4%	(40)	929
2020 Vote: Donald Trump	53%	(394)	33%	(245)	9%	(64)	6%	(47)	751
2020 Vote: Other	49%	(45)	35%	(32)	5%	(4)	12%	(11)	92
2020 Vote: Didn't Vote	50%	(219)	32%	(141)	5%	(23)	13%	(55)	438
2018 House Vote: Democrat	52%	(391)	35%	(260)	8%	(63)	5%	(37)	751
2018 House Vote: Republican	49%	(304)	35%	(219)	10%	(64)	5%	(31)	618
2018 House Vote: Someone else	67%	(46)	22%	(16)	2%	(1)	9%	(6)	69
2016 Vote: Hillary Clinton	52%	(361)	34%	(241)	9%	(64)	5%	(33)	699
2016 Vote: Donald Trump	54%	(362)	33%	(223)	8%	(52)	5%	(32)	669
2016 Vote: Other	56%	(67)	35%	(42)	4%	(4)	5%	(6)	119
2016 Vote: Didn't Vote	48%	(349)	33%	(239)	7%	(53)	11%	(82)	723

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Table MCEN5_2: When considering whether to go see a movie in theaters, how important, if at all, are the following?
 The price of the movie theater tickets

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	52%	(1138)	34%	(745)	8%	(174)	7%	(153)	2210
Voted in 2014: Yes	51%	(647)	35%	(435)	9%	(113)	5%	(62)	1256
Voted in 2014: No	52%	(492)	33%	(310)	6%	(61)	10%	(91)	954
4-Region: Northeast	50%	(193)	35%	(133)	8%	(32)	7%	(25)	383
4-Region: Midwest	52%	(236)	32%	(148)	10%	(45)	6%	(28)	456
4-Region: South	51%	(426)	34%	(290)	7%	(58)	8%	(70)	844
4-Region: West	54%	(283)	33%	(174)	8%	(40)	6%	(29)	527
Comfortable Going to the Movies	52%	(742)	36%	(513)	9%	(126)	4%	(60)	1441
Uncomfortable Going to the Movies	53%	(346)	31%	(204)	7%	(45)	8%	(55)	650
Frequent Moviegoers	56%	(104)	29%	(54)	11%	(20)	4%	(7)	186
Occasional Moviegoers	52%	(375)	38%	(278)	8%	(57)	2%	(17)	727
Rare Moviegoers	51%	(467)	35%	(319)	8%	(71)	6%	(54)	910
Never Goes to the Movies	50%	(193)	24%	(95)	7%	(26)	19%	(74)	387

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

Table MCEN5_3: When considering whether to go see a movie in theaters, how important, if at all, are the following?
The films available to see in theaters

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	56%	(1230)	28%	(625)	7%	(144)	10%	(211)	2210
Gender: Male	52%	(550)	32%	(340)	8%	(86)	9%	(91)	1068
Gender: Female	60%	(680)	25%	(285)	5%	(57)	10%	(120)	1142
Age: 18-34	58%	(370)	29%	(186)	5%	(30)	9%	(56)	642
Age: 35-44	54%	(199)	28%	(102)	9%	(34)	8%	(31)	365
Age: 45-64	57%	(406)	27%	(193)	6%	(46)	10%	(68)	714
Age: 65+	52%	(255)	29%	(144)	7%	(34)	11%	(55)	489
GenZers: 1997-2012	61%	(147)	25%	(60)	6%	(14)	8%	(20)	241
Millennials: 1981-1996	54%	(359)	30%	(196)	7%	(48)	9%	(59)	662
GenXers: 1965-1980	60%	(306)	27%	(137)	6%	(31)	8%	(40)	514
Baby Boomers: 1946-1964	54%	(394)	29%	(210)	6%	(46)	10%	(75)	725
PID: Dem (no lean)	60%	(463)	28%	(216)	7%	(52)	6%	(45)	775
PID: Ind (no lean)	53%	(419)	28%	(222)	5%	(41)	14%	(109)	790
PID: Rep (no lean)	54%	(349)	29%	(188)	8%	(51)	9%	(57)	645
PID/Gender: Dem Men	53%	(176)	33%	(110)	9%	(32)	5%	(17)	335
PID/Gender: Dem Women	65%	(287)	24%	(105)	5%	(20)	6%	(28)	440
PID/Gender: Ind Men	53%	(218)	30%	(124)	5%	(22)	12%	(51)	415
PID/Gender: Ind Women	54%	(201)	26%	(98)	5%	(19)	15%	(58)	375
PID/Gender: Rep Men	49%	(156)	33%	(106)	10%	(33)	7%	(23)	318
PID/Gender: Rep Women	59%	(193)	25%	(82)	6%	(19)	10%	(34)	327
Ideo: Liberal (1-3)	62%	(391)	28%	(175)	5%	(32)	5%	(35)	634
Ideo: Moderate (4)	56%	(351)	29%	(181)	6%	(36)	9%	(58)	627
Ideo: Conservative (5-7)	54%	(388)	29%	(208)	7%	(48)	10%	(75)	719
Educ: < College	54%	(781)	28%	(401)	7%	(98)	11%	(157)	1437
Educ: Bachelors degree	56%	(277)	30%	(147)	7%	(33)	7%	(34)	491
Educ: Post-grad	61%	(172)	27%	(78)	4%	(12)	7%	(20)	282
Income: Under 50k	55%	(636)	27%	(306)	6%	(74)	12%	(137)	1153
Income: 50k-100k	57%	(395)	30%	(204)	6%	(41)	7%	(50)	690
Income: 100k+	54%	(199)	31%	(116)	8%	(29)	7%	(24)	368

Continued on next page

Table MCEN5_3: When considering whether to go see a movie in theaters, how important, if at all, are the following?
 The films available to see in theaters

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	56%	(1230)	28%	(625)	7%	(144)	10%	(211)	2210
Ethnicity: White (Non-Hispanic)	57%	(842)	28%	(413)	6%	(89)	10%	(144)	1488
Ethnicity: Hispanic	55%	(206)	31%	(115)	7%	(26)	7%	(27)	374
Ethnicity: Black (Non-Hispanic)	53%	(130)	28%	(67)	7%	(17)	12%	(29)	243
Ethnicity: Asian + Other (Non-Hispanic)	50%	(53)	29%	(30)	10%	(11)	10%	(11)	105
All Christian	55%	(520)	31%	(298)	5%	(51)	8%	(80)	949
All Non-Christian	60%	(61)	25%	(25)	6%	(6)	9%	(9)	101
Atheist	57%	(58)	26%	(26)	9%	(10)	8%	(8)	102
Agnostic/Nothing in particular	56%	(370)	27%	(177)	7%	(46)	10%	(67)	661
Something Else	56%	(221)	25%	(98)	8%	(31)	12%	(46)	396
Religious Non-Protestant/Catholic	62%	(75)	24%	(29)	5%	(6)	10%	(12)	122
Evangelical	54%	(284)	27%	(141)	8%	(44)	11%	(55)	525
Non-Evangelical	55%	(437)	31%	(247)	5%	(38)	9%	(67)	788
Community: Urban	57%	(335)	29%	(167)	5%	(29)	9%	(55)	586
Community: Suburban	55%	(608)	30%	(324)	6%	(68)	9%	(98)	1098
Community: Rural	55%	(287)	25%	(134)	9%	(47)	11%	(58)	526
Employ: Private Sector	58%	(441)	29%	(224)	7%	(50)	6%	(48)	762
Employ: Government	50%	(58)	30%	(35)	8%	(9)	11%	(13)	116
Employ: Self-Employed	48%	(100)	34%	(70)	6%	(13)	12%	(25)	207
Employ: Homemaker	50%	(80)	30%	(48)	8%	(12)	12%	(18)	160
Employ: Student	64%	(51)	24%	(19)	4%	(3)	8%	(6)	80
Employ: Retired	54%	(276)	28%	(143)	7%	(35)	11%	(57)	512
Employ: Unemployed	58%	(142)	24%	(60)	7%	(16)	11%	(28)	245
Employ: Other	63%	(82)	20%	(26)	4%	(6)	12%	(15)	129
Military HH: Yes	54%	(196)	28%	(103)	8%	(29)	9%	(34)	362
Military HH: No	56%	(1034)	28%	(522)	6%	(114)	10%	(177)	1848
RD/WT: Right Direction	53%	(361)	34%	(235)	6%	(41)	7%	(50)	688
RD/WT: Wrong Track	57%	(869)	26%	(390)	7%	(102)	11%	(161)	1522
Biden Job Approve	58%	(521)	29%	(264)	6%	(59)	7%	(62)	905
Biden Job Disapprove	56%	(661)	28%	(330)	6%	(77)	10%	(122)	1189

Continued on next page

Table MCEN5_3: When considering whether to go see a movie in theaters, how important, if at all, are the following?
The films available to see in theaters

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	56%	(1230)	28%	(625)	7%	(144)	10%	(211)	2210
Biden Job Strongly Approve	61%	(202)	26%	(87)	4%	(14)	8%	(27)	330
Biden Job Somewhat Approve	55%	(319)	31%	(177)	8%	(45)	6%	(34)	575
Biden Job Somewhat Disapprove	60%	(228)	28%	(105)	5%	(19)	7%	(28)	380
Biden Job Strongly Disapprove	53%	(433)	28%	(224)	7%	(58)	12%	(94)	809
Favorable of Biden	58%	(540)	30%	(279)	7%	(61)	6%	(56)	936
Unfavorable of Biden	56%	(658)	27%	(320)	7%	(76)	10%	(120)	1173
Very Favorable of Biden	61%	(230)	26%	(97)	4%	(16)	8%	(32)	375
Somewhat Favorable of Biden	55%	(310)	32%	(182)	8%	(45)	4%	(25)	562
Somewhat Unfavorable of Biden	64%	(205)	23%	(75)	6%	(20)	7%	(23)	323
Very Unfavorable of Biden	53%	(452)	29%	(245)	7%	(57)	11%	(96)	850
#1 Issue: Economy	56%	(529)	29%	(270)	6%	(60)	8%	(78)	937
#1 Issue: Security	56%	(165)	26%	(76)	8%	(23)	10%	(29)	293
#1 Issue: Health Care	55%	(126)	29%	(66)	7%	(16)	9%	(21)	230
#1 Issue: Medicare / Social Security	46%	(113)	35%	(85)	6%	(16)	13%	(31)	245
#1 Issue: Women's Issues	62%	(68)	27%	(30)	2%	(3)	9%	(10)	111
#1 Issue: Education	60%	(49)	25%	(20)	7%	(5)	9%	(7)	82
#1 Issue: Energy	49%	(74)	34%	(50)	9%	(13)	8%	(13)	149
#1 Issue: Other	64%	(105)	17%	(28)	4%	(7)	14%	(23)	164
2020 Vote: Joe Biden	59%	(546)	29%	(274)	6%	(52)	6%	(58)	929
2020 Vote: Donald Trump	54%	(408)	29%	(215)	7%	(54)	10%	(73)	751
2020 Vote: Other	62%	(57)	24%	(22)	8%	(8)	7%	(6)	92
2020 Vote: Didn't Vote	50%	(219)	26%	(114)	7%	(31)	17%	(74)	438
2018 House Vote: Democrat	61%	(458)	27%	(203)	5%	(41)	7%	(49)	751
2018 House Vote: Republican	53%	(330)	30%	(187)	7%	(43)	9%	(57)	618
2018 House Vote: Someone else	68%	(47)	20%	(14)	5%	(4)	7%	(5)	69
2016 Vote: Hillary Clinton	59%	(413)	29%	(200)	5%	(36)	7%	(50)	699
2016 Vote: Donald Trump	56%	(375)	30%	(200)	6%	(41)	8%	(53)	669
2016 Vote: Other	69%	(82)	26%	(31)	3%	(3)	2%	(3)	119
2016 Vote: Didn't Vote	50%	(360)	27%	(195)	9%	(63)	14%	(104)	723

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Table MCEN5_3: When considering whether to go see a movie in theaters, how important, if at all, are the following?
 The films available to see in theaters

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	56%	(1230)	28%	(625)	7%	(144)	10%	(211)	2210
Voted in 2014: Yes	57%	(721)	29%	(367)	6%	(73)	8%	(95)	1256
Voted in 2014: No	53%	(509)	27%	(258)	7%	(71)	12%	(116)	954
4-Region: Northeast	57%	(219)	29%	(109)	5%	(20)	9%	(34)	383
4-Region: Midwest	59%	(271)	26%	(119)	8%	(35)	7%	(31)	456
4-Region: South	53%	(449)	28%	(240)	7%	(58)	12%	(97)	844
4-Region: West	55%	(291)	30%	(157)	6%	(31)	9%	(48)	527
Comfortable Going to the Movies	61%	(881)	28%	(405)	6%	(83)	5%	(72)	1441
Uncomfortable Going to the Movies	48%	(315)	30%	(195)	8%	(52)	14%	(88)	650
Frequent Moviegoers	76%	(141)	16%	(30)	5%	(9)	3%	(6)	186
Occasional Moviegoers	66%	(481)	28%	(201)	4%	(29)	2%	(17)	727
Rare Moviegoers	49%	(450)	34%	(308)	8%	(69)	9%	(84)	910
Never Goes to the Movies	41%	(158)	22%	(87)	10%	(38)	27%	(104)	387

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

Table MCEN5_4: When considering whether to go see a movie in theaters, how important, if at all, are the following?
The quality of the service at the movie theater

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	32%	(712)	41%	(898)	15%	(323)	13%	(276)	2210
Gender: Male	30%	(316)	43%	(461)	16%	(166)	12%	(124)	1068
Gender: Female	35%	(396)	38%	(437)	14%	(157)	13%	(153)	1142
Age: 18-34	38%	(244)	40%	(256)	12%	(80)	10%	(63)	642
Age: 35-44	32%	(118)	46%	(167)	12%	(44)	10%	(36)	365
Age: 45-64	31%	(223)	41%	(290)	16%	(115)	12%	(85)	714
Age: 65+	26%	(128)	38%	(185)	17%	(84)	19%	(92)	489
GenZers: 1997-2012	41%	(99)	36%	(86)	14%	(34)	9%	(23)	241
Millennials: 1981-1996	35%	(229)	43%	(287)	12%	(80)	10%	(67)	662
GenXers: 1965-1980	31%	(159)	44%	(226)	15%	(75)	11%	(54)	514
Baby Boomers: 1946-1964	29%	(212)	37%	(271)	17%	(125)	16%	(118)	725
PID: Dem (no lean)	39%	(304)	38%	(295)	14%	(108)	9%	(68)	775
PID: Ind (no lean)	27%	(217)	42%	(335)	15%	(118)	15%	(119)	790
PID: Rep (no lean)	30%	(191)	42%	(268)	15%	(96)	14%	(89)	645
PID/Gender: Dem Men	36%	(119)	41%	(137)	14%	(48)	9%	(31)	335
PID/Gender: Dem Women	42%	(185)	36%	(158)	14%	(60)	8%	(37)	440
PID/Gender: Ind Men	26%	(108)	44%	(182)	17%	(69)	13%	(56)	415
PID/Gender: Ind Women	29%	(109)	41%	(153)	13%	(50)	17%	(64)	375
PID/Gender: Rep Men	28%	(89)	45%	(142)	16%	(49)	12%	(37)	318
PID/Gender: Rep Women	31%	(102)	38%	(126)	14%	(47)	16%	(52)	327
Ideo: Liberal (1-3)	33%	(209)	44%	(277)	13%	(83)	10%	(65)	634
Ideo: Moderate (4)	34%	(211)	39%	(244)	16%	(103)	11%	(69)	627
Ideo: Conservative (5-7)	30%	(213)	42%	(303)	15%	(106)	13%	(97)	719
Educ: < College	36%	(521)	38%	(553)	13%	(183)	13%	(181)	1437
Educ: Bachelors degree	23%	(113)	46%	(226)	19%	(94)	12%	(57)	491
Educ: Post-grad	28%	(79)	42%	(119)	16%	(46)	14%	(38)	282
Income: Under 50k	34%	(395)	39%	(446)	14%	(159)	13%	(153)	1153
Income: 50k-100k	33%	(224)	42%	(291)	14%	(94)	12%	(79)	690
Income: 100k+	25%	(93)	44%	(160)	19%	(70)	12%	(44)	368

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Table MCEN5_4: When considering whether to go see a movie in theaters, how important, if at all, are the following?
 The quality of the service at the movie theater

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	32%	(712)	41%	(898)	15%	(323)	13%	(276)	2210
Ethnicity: White (Non-Hispanic)	28%	(415)	42%	(630)	16%	(237)	14%	(207)	1488
Ethnicity: Hispanic	40%	(149)	39%	(147)	13%	(48)	8%	(30)	374
Ethnicity: Black (Non-Hispanic)	51%	(123)	31%	(76)	8%	(20)	10%	(24)	243
Ethnicity: Asian + Other (Non-Hispanic)	25%	(26)	44%	(46)	17%	(18)	14%	(15)	105
All Christian	31%	(290)	42%	(398)	14%	(136)	13%	(125)	949
All Non-Christian	28%	(29)	38%	(39)	21%	(22)	12%	(13)	101
Atheist	31%	(32)	37%	(38)	23%	(24)	9%	(9)	102
Agnostic/Nothing in particular	31%	(206)	41%	(273)	14%	(96)	13%	(86)	661
Something Else	39%	(157)	38%	(150)	12%	(46)	11%	(44)	396
Religious Non-Protestant/Catholic	30%	(36)	39%	(48)	20%	(24)	12%	(14)	122
Evangelical	35%	(183)	39%	(204)	13%	(67)	13%	(70)	525
Non-Evangelical	32%	(256)	41%	(327)	14%	(111)	12%	(95)	788
Community: Urban	40%	(233)	37%	(219)	12%	(73)	10%	(61)	586
Community: Suburban	30%	(327)	41%	(453)	16%	(179)	13%	(140)	1098
Community: Rural	29%	(152)	43%	(226)	14%	(72)	14%	(76)	526
Employ: Private Sector	36%	(272)	42%	(321)	15%	(113)	7%	(56)	762
Employ: Government	25%	(29)	43%	(49)	17%	(20)	15%	(18)	116
Employ: Self-Employed	33%	(67)	40%	(83)	11%	(23)	16%	(33)	207
Employ: Homemaker	27%	(43)	40%	(65)	13%	(21)	19%	(31)	160
Employ: Student	42%	(34)	31%	(25)	14%	(11)	13%	(10)	80
Employ: Retired	26%	(135)	40%	(205)	17%	(89)	16%	(84)	512
Employ: Unemployed	34%	(84)	41%	(101)	10%	(25)	15%	(36)	245
Employ: Other	38%	(49)	38%	(49)	17%	(22)	7%	(9)	129
Military HH: Yes	32%	(116)	38%	(137)	15%	(55)	15%	(53)	362
Military HH: No	32%	(596)	41%	(761)	15%	(268)	12%	(223)	1848
RD/WT: Right Direction	37%	(252)	38%	(264)	14%	(99)	10%	(72)	688
RD/WT: Wrong Track	30%	(460)	42%	(634)	15%	(224)	13%	(204)	1522
Biden Job Approve	36%	(322)	40%	(361)	14%	(128)	10%	(93)	905
Biden Job Disapprove	30%	(359)	41%	(492)	16%	(184)	13%	(153)	1189

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Table MCEN5_4: When considering whether to go see a movie in theaters, how important, if at all, are the following?
The quality of the service at the movie theater

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	32%	(712)	41%	(898)	15%	(323)	13%	(276)	2210
Biden Job Strongly Approve	40%	(133)	37%	(122)	11%	(37)	12%	(38)	330
Biden Job Somewhat Approve	33%	(189)	42%	(239)	16%	(91)	10%	(55)	575
Biden Job Somewhat Disapprove	26%	(99)	46%	(176)	17%	(65)	10%	(40)	380
Biden Job Strongly Disapprove	32%	(260)	39%	(316)	15%	(119)	14%	(114)	809
Favorable of Biden	35%	(332)	41%	(380)	14%	(132)	10%	(92)	936
Unfavorable of Biden	31%	(360)	41%	(481)	16%	(182)	13%	(150)	1173
Very Favorable of Biden	43%	(161)	33%	(125)	13%	(47)	11%	(41)	375
Somewhat Favorable of Biden	30%	(171)	45%	(255)	15%	(85)	9%	(51)	562
Somewhat Unfavorable of Biden	31%	(100)	45%	(144)	13%	(44)	11%	(35)	323
Very Unfavorable of Biden	31%	(259)	40%	(337)	16%	(139)	14%	(115)	850
#1 Issue: Economy	32%	(298)	43%	(404)	14%	(130)	11%	(105)	937
#1 Issue: Security	32%	(93)	39%	(115)	16%	(47)	13%	(38)	293
#1 Issue: Health Care	33%	(75)	40%	(92)	18%	(41)	9%	(21)	230
#1 Issue: Medicare / Social Security	29%	(71)	39%	(96)	16%	(39)	16%	(38)	245
#1 Issue: Women's Issues	39%	(43)	35%	(39)	14%	(15)	13%	(14)	111
#1 Issue: Education	42%	(34)	37%	(30)	7%	(6)	14%	(12)	82
#1 Issue: Energy	34%	(50)	38%	(57)	16%	(24)	12%	(18)	149
#1 Issue: Other	29%	(47)	41%	(66)	13%	(21)	18%	(30)	164
2020 Vote: Joe Biden	35%	(325)	40%	(374)	15%	(143)	9%	(87)	929
2020 Vote: Donald Trump	30%	(226)	42%	(318)	14%	(106)	13%	(101)	751
2020 Vote: Other	38%	(35)	40%	(37)	10%	(10)	11%	(10)	92
2020 Vote: Didn't Vote	29%	(126)	39%	(169)	15%	(65)	18%	(78)	438
2018 House Vote: Democrat	36%	(267)	39%	(295)	14%	(107)	11%	(81)	751
2018 House Vote: Republican	28%	(174)	42%	(262)	17%	(104)	13%	(78)	618
2018 House Vote: Someone else	41%	(29)	40%	(27)	5%	(4)	14%	(9)	69
2016 Vote: Hillary Clinton	35%	(242)	39%	(273)	16%	(113)	10%	(71)	699
2016 Vote: Donald Trump	31%	(206)	42%	(278)	16%	(105)	12%	(80)	669
2016 Vote: Other	29%	(34)	49%	(58)	11%	(13)	11%	(12)	119
2016 Vote: Didn't Vote	32%	(229)	40%	(288)	13%	(92)	16%	(113)	723

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Table MCEN5_4: When considering whether to go see a movie in theaters, how important, if at all, are the following?
 The quality of the service at the movie theater

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	32%	(712)	41%	(898)	15%	(323)	13%	(276)	2210
Voted in 2014: Yes	32%	(401)	41%	(513)	16%	(196)	12%	(145)	1256
Voted in 2014: No	33%	(311)	40%	(385)	13%	(127)	14%	(131)	954
4-Region: Northeast	29%	(109)	44%	(168)	16%	(62)	11%	(44)	383
4-Region: Midwest	34%	(157)	41%	(187)	15%	(68)	10%	(44)	456
4-Region: South	32%	(271)	40%	(341)	13%	(110)	15%	(123)	844
4-Region: West	33%	(175)	38%	(202)	16%	(84)	13%	(66)	527
Comfortable Going to the Movies	36%	(520)	42%	(606)	15%	(210)	7%	(105)	1441
Uncomfortable Going to the Movies	27%	(173)	39%	(256)	16%	(101)	18%	(120)	650
Frequent Moviegoers	50%	(93)	37%	(69)	10%	(19)	2%	(4)	186
Occasional Moviegoers	39%	(286)	45%	(325)	12%	(90)	4%	(26)	727
Rare Moviegoers	28%	(251)	44%	(397)	17%	(152)	12%	(110)	910
Never Goes to the Movies	21%	(82)	28%	(107)	16%	(61)	35%	(136)	387

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

Table MCEN5_5: When considering whether to go see a movie in theaters, how important, if at all, are the following?
The physical comfort of the seats at the movie theater

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	42%	(931)	40%	(885)	9%	(195)	9%	(199)	2210
Gender: Male	40%	(425)	42%	(453)	10%	(105)	8%	(84)	1068
Gender: Female	44%	(505)	38%	(432)	8%	(90)	10%	(115)	1142
Age: 18-34	41%	(262)	42%	(271)	10%	(63)	7%	(46)	642
Age: 35-44	45%	(163)	39%	(143)	9%	(33)	7%	(27)	365
Age: 45-64	44%	(317)	39%	(277)	8%	(58)	9%	(61)	714
Age: 65+	39%	(188)	40%	(194)	9%	(42)	13%	(65)	489
GenZers: 1997-2012	40%	(97)	44%	(107)	10%	(24)	6%	(14)	241
Millennials: 1981-1996	42%	(279)	41%	(271)	10%	(63)	7%	(49)	662
GenXers: 1965-1980	46%	(235)	39%	(198)	8%	(40)	8%	(42)	514
Baby Boomers: 1946-1964	42%	(305)	38%	(276)	9%	(63)	11%	(81)	725
PID: Dem (no lean)	49%	(377)	39%	(303)	7%	(55)	5%	(40)	775
PID: Ind (no lean)	38%	(301)	42%	(330)	9%	(71)	11%	(88)	790
PID: Rep (no lean)	39%	(253)	39%	(252)	11%	(69)	11%	(71)	645
PID/Gender: Dem Men	45%	(151)	42%	(140)	8%	(28)	5%	(16)	335
PID/Gender: Dem Women	51%	(226)	37%	(162)	6%	(27)	5%	(24)	440
PID/Gender: Ind Men	36%	(151)	44%	(182)	10%	(41)	10%	(40)	415
PID/Gender: Ind Women	40%	(149)	40%	(148)	8%	(30)	13%	(48)	375
PID/Gender: Rep Men	39%	(123)	41%	(131)	11%	(36)	9%	(28)	318
PID/Gender: Rep Women	40%	(130)	37%	(122)	10%	(32)	13%	(43)	327
Ideo: Liberal (1-3)	47%	(296)	39%	(249)	9%	(57)	5%	(32)	634
Ideo: Moderate (4)	41%	(255)	42%	(263)	9%	(56)	9%	(54)	627
Ideo: Conservative (5-7)	40%	(291)	40%	(286)	9%	(68)	10%	(75)	719
Educ: < College	44%	(630)	38%	(540)	8%	(122)	10%	(145)	1437
Educ: Bachelors degree	38%	(184)	47%	(233)	9%	(42)	6%	(32)	491
Educ: Post-grad	41%	(116)	40%	(112)	11%	(31)	8%	(22)	282
Income: Under 50k	43%	(494)	39%	(444)	8%	(95)	10%	(119)	1153
Income: 50k-100k	41%	(284)	42%	(292)	9%	(61)	8%	(53)	690
Income: 100k+	42%	(153)	41%	(150)	11%	(39)	7%	(26)	368

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Table MCEN5_5: When considering whether to go see a movie in theaters, how important, if at all, are the following?
 The physical comfort of the seats at the movie theater

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	42%	(931)	40%	(885)	9%	(195)	9%	(199)	2210
Ethnicity: White (Non-Hispanic)	40%	(593)	41%	(612)	9%	(140)	10%	(143)	1488
Ethnicity: Hispanic	45%	(169)	40%	(151)	8%	(30)	6%	(23)	374
Ethnicity: Black (Non-Hispanic)	52%	(127)	32%	(77)	7%	(17)	9%	(23)	243
Ethnicity: Asian + Other (Non-Hispanic)	40%	(42)	43%	(45)	8%	(8)	10%	(10)	105
All Christian	40%	(381)	42%	(395)	8%	(72)	11%	(102)	949
All Non-Christian	49%	(49)	33%	(33)	10%	(10)	9%	(9)	101
Atheist	43%	(43)	45%	(46)	7%	(7)	6%	(6)	102
Agnostic/Nothing in particular	40%	(266)	42%	(278)	10%	(68)	7%	(49)	661
Something Else	48%	(190)	34%	(134)	10%	(39)	8%	(33)	396
Religious Non-Protestant/Catholic	49%	(59)	34%	(41)	9%	(11)	9%	(11)	122
Evangelical	43%	(226)	38%	(201)	8%	(43)	10%	(54)	525
Non-Evangelical	42%	(331)	40%	(314)	8%	(66)	10%	(77)	788
Community: Urban	46%	(269)	38%	(224)	8%	(49)	7%	(44)	586
Community: Suburban	43%	(468)	40%	(437)	9%	(99)	9%	(95)	1098
Community: Rural	37%	(194)	43%	(224)	9%	(47)	12%	(61)	526
Employ: Private Sector	43%	(329)	43%	(326)	9%	(66)	5%	(41)	762
Employ: Government	42%	(49)	35%	(40)	12%	(14)	11%	(13)	116
Employ: Self-Employed	37%	(77)	42%	(87)	9%	(18)	12%	(25)	207
Employ: Homemaker	43%	(69)	34%	(54)	8%	(12)	15%	(24)	160
Employ: Student	34%	(27)	47%	(37)	11%	(9)	8%	(6)	80
Employ: Retired	40%	(207)	40%	(203)	9%	(46)	11%	(57)	512
Employ: Unemployed	46%	(113)	36%	(88)	7%	(16)	11%	(27)	245
Employ: Other	46%	(59)	39%	(50)	11%	(15)	4%	(6)	129
Military HH: Yes	43%	(155)	35%	(128)	8%	(29)	14%	(51)	362
Military HH: No	42%	(776)	41%	(757)	9%	(166)	8%	(148)	1848
RD/WT: Right Direction	44%	(302)	41%	(284)	8%	(54)	7%	(47)	688
RD/WT: Wrong Track	41%	(628)	40%	(601)	9%	(141)	10%	(152)	1522
Biden Job Approve	45%	(408)	40%	(366)	8%	(73)	6%	(57)	905
Biden Job Disapprove	41%	(484)	40%	(480)	9%	(108)	10%	(116)	1189

Continued on next page

Table MCEN5_5: When considering whether to go see a movie in theaters, how important, if at all, are the following?
The physical comfort of the seats at the movie theater

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	42%	(931)	40%	(885)	9%	(195)	9%	(199)	2210
Biden Job Strongly Approve	51%	(170)	35%	(115)	7%	(22)	7%	(24)	330
Biden Job Somewhat Approve	42%	(239)	44%	(252)	9%	(51)	6%	(33)	575
Biden Job Somewhat Disapprove	40%	(154)	44%	(167)	10%	(37)	6%	(22)	380
Biden Job Strongly Disapprove	41%	(331)	39%	(313)	9%	(70)	12%	(95)	809
Favorable of Biden	45%	(421)	41%	(381)	8%	(78)	6%	(57)	936
Unfavorable of Biden	41%	(483)	40%	(468)	9%	(108)	10%	(115)	1173
Very Favorable of Biden	54%	(201)	31%	(117)	8%	(30)	7%	(27)	375
Somewhat Favorable of Biden	39%	(220)	47%	(264)	8%	(48)	5%	(30)	562
Somewhat Unfavorable of Biden	45%	(144)	39%	(127)	10%	(32)	6%	(20)	323
Very Unfavorable of Biden	40%	(338)	40%	(341)	9%	(75)	11%	(95)	850
#1 Issue: Economy	41%	(386)	42%	(395)	9%	(85)	8%	(70)	937
#1 Issue: Security	40%	(116)	41%	(122)	7%	(21)	12%	(34)	293
#1 Issue: Health Care	48%	(110)	38%	(88)	8%	(18)	6%	(14)	230
#1 Issue: Medicare / Social Security	40%	(98)	39%	(95)	9%	(22)	12%	(29)	245
#1 Issue: Women's Issues	44%	(49)	38%	(42)	9%	(10)	10%	(11)	111
#1 Issue: Education	42%	(34)	42%	(34)	8%	(7)	8%	(7)	82
#1 Issue: Energy	45%	(68)	36%	(53)	13%	(19)	6%	(9)	149
#1 Issue: Other	42%	(69)	35%	(57)	8%	(13)	15%	(25)	164
2020 Vote: Joe Biden	45%	(422)	41%	(377)	8%	(75)	6%	(56)	929
2020 Vote: Donald Trump	41%	(307)	40%	(300)	8%	(62)	11%	(81)	751
2020 Vote: Other	34%	(32)	47%	(44)	12%	(11)	6%	(5)	92
2020 Vote: Didn't Vote	39%	(170)	38%	(164)	11%	(47)	13%	(57)	438
2018 House Vote: Democrat	46%	(347)	39%	(296)	8%	(59)	7%	(50)	751
2018 House Vote: Republican	39%	(242)	41%	(254)	10%	(65)	9%	(57)	618
2018 House Vote: Someone else	51%	(35)	34%	(24)	4%	(3)	10%	(7)	69
2016 Vote: Hillary Clinton	46%	(323)	39%	(275)	8%	(56)	6%	(45)	699
2016 Vote: Donald Trump	42%	(278)	40%	(270)	9%	(61)	9%	(60)	669
2016 Vote: Other	39%	(46)	44%	(53)	12%	(14)	5%	(6)	119
2016 Vote: Didn't Vote	39%	(284)	40%	(287)	9%	(64)	12%	(88)	723

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Table MCEN5_5: When considering whether to go see a movie in theaters, how important, if at all, are the following?
 The physical comfort of the seats at the movie theater

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	42%	(931)	40%	(885)	9%	(195)	9%	(199)	2210
Voted in 2014: Yes	43%	(535)	41%	(511)	9%	(112)	8%	(98)	1256
Voted in 2014: No	41%	(396)	39%	(375)	9%	(83)	11%	(101)	954
4-Region: Northeast	37%	(142)	48%	(182)	6%	(25)	9%	(33)	383
4-Region: Midwest	42%	(194)	41%	(188)	10%	(46)	6%	(28)	456
4-Region: South	41%	(343)	38%	(318)	11%	(90)	11%	(93)	844
4-Region: West	48%	(251)	37%	(196)	7%	(35)	8%	(44)	527
Comfortable Going to the Movies	44%	(638)	43%	(614)	8%	(116)	5%	(72)	1441
Uncomfortable Going to the Movies	41%	(268)	36%	(233)	10%	(67)	13%	(82)	650
Frequent Moviegoers	64%	(119)	31%	(57)	4%	(7)	1%	(1)	186
Occasional Moviegoers	48%	(351)	43%	(315)	6%	(45)	2%	(16)	727
Rare Moviegoers	37%	(336)	43%	(396)	11%	(98)	9%	(80)	910
Never Goes to the Movies	32%	(125)	30%	(117)	11%	(44)	26%	(101)	387

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

Table MCEN5_6: When considering whether to go see a movie in theaters, how important, if at all, are the following?
The audio/visual quality of the films

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	50%	(1104)	32%	(712)	8%	(173)	10%	(221)	2210
Gender: Male	50%	(534)	35%	(371)	7%	(78)	8%	(85)	1068
Gender: Female	50%	(571)	30%	(341)	8%	(95)	12%	(136)	1142
Age: 18-34	52%	(334)	33%	(214)	6%	(41)	8%	(54)	642
Age: 35-44	48%	(176)	33%	(119)	10%	(35)	10%	(35)	365
Age: 45-64	49%	(350)	32%	(231)	9%	(62)	10%	(70)	714
Age: 65+	50%	(244)	30%	(148)	7%	(35)	13%	(62)	489
GenZers: 1997-2012	50%	(122)	35%	(84)	7%	(18)	7%	(18)	241
Millennials: 1981-1996	50%	(332)	33%	(220)	8%	(50)	9%	(59)	662
GenXers: 1965-1980	49%	(252)	34%	(175)	8%	(41)	9%	(46)	514
Baby Boomers: 1946-1964	51%	(373)	29%	(209)	8%	(57)	12%	(86)	725
PID: Dem (no lean)	58%	(449)	30%	(230)	7%	(56)	5%	(40)	775
PID: Ind (no lean)	46%	(363)	33%	(259)	8%	(61)	14%	(108)	790
PID: Rep (no lean)	45%	(292)	35%	(223)	9%	(55)	11%	(74)	645
PID/Gender: Dem Men	57%	(192)	32%	(107)	7%	(23)	4%	(13)	335
PID/Gender: Dem Women	58%	(256)	28%	(123)	8%	(34)	6%	(28)	440
PID/Gender: Ind Men	45%	(186)	38%	(156)	7%	(28)	11%	(45)	415
PID/Gender: Ind Women	47%	(177)	27%	(103)	9%	(32)	17%	(63)	375
PID/Gender: Rep Men	49%	(156)	34%	(108)	8%	(27)	9%	(28)	318
PID/Gender: Rep Women	42%	(137)	35%	(115)	9%	(29)	14%	(46)	327
Ideo: Liberal (1-3)	57%	(363)	30%	(191)	7%	(43)	6%	(37)	634
Ideo: Moderate (4)	49%	(308)	33%	(207)	8%	(52)	9%	(60)	627
Ideo: Conservative (5-7)	46%	(331)	34%	(247)	7%	(54)	12%	(88)	719
Educ: < College	51%	(730)	31%	(441)	7%	(104)	11%	(162)	1437
Educ: Bachelors degree	48%	(235)	35%	(174)	9%	(45)	7%	(37)	491
Educ: Post-grad	49%	(138)	35%	(98)	8%	(24)	8%	(23)	282
Income: Under 50k	50%	(581)	30%	(344)	8%	(94)	12%	(133)	1153
Income: 50k-100k	49%	(340)	34%	(238)	7%	(47)	9%	(65)	690
Income: 100k+	50%	(183)	35%	(130)	8%	(31)	6%	(24)	368

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Table MCEN5_6: When considering whether to go see a movie in theaters, how important, if at all, are the following?
 The audio/visual quality of the films

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	50%	(1104)	32%	(712)	8%	(173)	10%	(221)	2210
Ethnicity: White (Non-Hispanic)	48%	(709)	33%	(487)	8%	(126)	11%	(167)	1488
Ethnicity: Hispanic	52%	(196)	34%	(126)	8%	(29)	6%	(23)	374
Ethnicity: Black (Non-Hispanic)	59%	(143)	28%	(67)	6%	(14)	8%	(19)	243
Ethnicity: Asian + Other (Non-Hispanic)	54%	(57)	31%	(32)	4%	(4)	11%	(12)	105
All Christian	48%	(453)	33%	(316)	8%	(76)	11%	(104)	949
All Non-Christian	53%	(54)	31%	(31)	7%	(7)	9%	(9)	101
Atheist	49%	(50)	32%	(33)	11%	(11)	9%	(9)	102
Agnostic/Nothing in particular	51%	(337)	32%	(209)	7%	(47)	10%	(67)	661
Something Else	53%	(210)	31%	(123)	8%	(31)	8%	(32)	396
Religious Non-Protestant/Catholic	53%	(64)	32%	(39)	7%	(8)	9%	(11)	122
Evangelical	48%	(250)	33%	(172)	8%	(44)	11%	(59)	525
Non-Evangelical	50%	(398)	32%	(254)	8%	(62)	9%	(74)	788
Community: Urban	54%	(318)	30%	(176)	7%	(38)	9%	(54)	586
Community: Suburban	51%	(555)	32%	(353)	8%	(85)	10%	(104)	1098
Community: Rural	44%	(231)	35%	(183)	9%	(49)	12%	(63)	526
Employ: Private Sector	52%	(394)	34%	(258)	8%	(60)	7%	(51)	762
Employ: Government	44%	(51)	32%	(37)	10%	(12)	13%	(16)	116
Employ: Self-Employed	43%	(89)	35%	(72)	7%	(15)	15%	(31)	207
Employ: Homemaker	47%	(75)	32%	(52)	6%	(10)	15%	(23)	160
Employ: Student	40%	(32)	49%	(39)	3%	(2)	7%	(6)	80
Employ: Retired	50%	(257)	29%	(151)	8%	(42)	12%	(62)	512
Employ: Unemployed	57%	(140)	26%	(63)	6%	(16)	11%	(26)	245
Employ: Other	51%	(65)	32%	(41)	12%	(16)	5%	(7)	129
Military HH: Yes	50%	(180)	33%	(118)	6%	(21)	12%	(44)	362
Military HH: No	50%	(924)	32%	(594)	8%	(151)	10%	(178)	1848
RD/WT: Right Direction	54%	(372)	30%	(210)	7%	(51)	8%	(55)	688
RD/WT: Wrong Track	48%	(732)	33%	(502)	8%	(121)	11%	(166)	1522
Biden Job Approve	56%	(507)	29%	(266)	7%	(63)	8%	(70)	905
Biden Job Disapprove	46%	(546)	35%	(416)	8%	(94)	11%	(133)	1189

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Table MCEN5_6: When considering whether to go see a movie in theaters, how important, if at all, are the following?
The audio/visual quality of the films

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	50%	(1104)	32%	(712)	8%	(173)	10%	(221)	2210
Biden Job Strongly Approve	62%	(204)	24%	(80)	5%	(17)	9%	(29)	330
Biden Job Somewhat Approve	53%	(302)	32%	(186)	8%	(46)	7%	(40)	575
Biden Job Somewhat Disapprove	45%	(170)	38%	(146)	9%	(34)	8%	(30)	380
Biden Job Strongly Disapprove	46%	(376)	33%	(270)	7%	(60)	13%	(103)	809
Favorable of Biden	56%	(528)	28%	(266)	8%	(74)	7%	(69)	936
Unfavorable of Biden	46%	(544)	35%	(412)	8%	(88)	11%	(129)	1173
Very Favorable of Biden	64%	(238)	22%	(83)	7%	(25)	7%	(28)	375
Somewhat Favorable of Biden	52%	(289)	33%	(183)	9%	(48)	7%	(41)	562
Somewhat Unfavorable of Biden	50%	(163)	36%	(116)	7%	(24)	7%	(21)	323
Very Unfavorable of Biden	45%	(381)	35%	(296)	8%	(65)	13%	(108)	850
#1 Issue: Economy	51%	(479)	34%	(321)	6%	(52)	9%	(84)	937
#1 Issue: Security	41%	(121)	37%	(107)	10%	(31)	12%	(34)	293
#1 Issue: Health Care	54%	(124)	32%	(73)	8%	(19)	6%	(13)	230
#1 Issue: Medicare / Social Security	45%	(109)	31%	(75)	11%	(28)	13%	(32)	245
#1 Issue: Women's Issues	50%	(56)	25%	(28)	11%	(13)	13%	(14)	111
#1 Issue: Education	52%	(42)	31%	(26)	7%	(6)	9%	(8)	82
#1 Issue: Energy	56%	(84)	28%	(42)	7%	(11)	9%	(14)	149
#1 Issue: Other	54%	(89)	24%	(40)	8%	(13)	13%	(22)	164
2020 Vote: Joe Biden	56%	(523)	30%	(278)	7%	(69)	6%	(59)	929
2020 Vote: Donald Trump	46%	(342)	35%	(266)	7%	(55)	12%	(87)	751
2020 Vote: Other	49%	(45)	34%	(31)	10%	(9)	7%	(6)	92
2020 Vote: Didn't Vote	44%	(194)	31%	(137)	9%	(39)	16%	(69)	438
2018 House Vote: Democrat	56%	(419)	30%	(227)	7%	(51)	7%	(54)	751
2018 House Vote: Republican	46%	(282)	36%	(220)	8%	(49)	11%	(67)	618
2018 House Vote: Someone else	55%	(38)	31%	(21)	6%	(4)	9%	(6)	69
2016 Vote: Hillary Clinton	55%	(384)	31%	(216)	6%	(45)	8%	(55)	699
2016 Vote: Donald Trump	48%	(323)	34%	(229)	8%	(52)	10%	(65)	669
2016 Vote: Other	52%	(61)	35%	(42)	7%	(9)	6%	(7)	119
2016 Vote: Didn't Vote	46%	(336)	31%	(225)	9%	(67)	13%	(94)	723

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Table MCEN5_6: When considering whether to go see a movie in theaters, how important, if at all, are the following?
 The audio/visual quality of the films

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	50%	(1104)	32%	(712)	8%	(173)	10%	(221)	2210
Voted in 2014: Yes	51%	(642)	32%	(406)	7%	(94)	9%	(114)	1256
Voted in 2014: No	48%	(462)	32%	(306)	8%	(79)	11%	(107)	954
4-Region: Northeast	49%	(188)	35%	(133)	8%	(31)	8%	(31)	383
4-Region: Midwest	51%	(231)	30%	(138)	9%	(40)	10%	(47)	456
4-Region: South	48%	(406)	32%	(274)	8%	(68)	11%	(96)	844
4-Region: West	53%	(279)	32%	(167)	6%	(33)	9%	(47)	527
Comfortable Going to the Movies	54%	(773)	34%	(490)	7%	(97)	6%	(82)	1441
Uncomfortable Going to the Movies	47%	(305)	29%	(188)	10%	(64)	14%	(93)	650
Frequent Moviegoers	70%	(129)	24%	(44)	4%	(8)	2%	(4)	186
Occasional Moviegoers	63%	(455)	31%	(222)	4%	(31)	3%	(19)	727
Rare Moviegoers	43%	(388)	38%	(348)	9%	(85)	10%	(89)	910
Never Goes to the Movies	34%	(132)	25%	(98)	13%	(49)	28%	(109)	387

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

Table MCEN5_7: When considering whether to go see a movie in theaters, how important, if at all, are the following?
The availability of 4DX at the movie theater (films augmented with practical effects, including motion seats, scents and wind)

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	9%	(195)	19%	(424)	32%	(712)	40%	(878)	2210
Gender: Male	9%	(96)	21%	(222)	33%	(350)	37%	(399)	1068
Gender: Female	9%	(99)	18%	(202)	32%	(362)	42%	(480)	1142
Age: 18-34	14%	(88)	23%	(145)	32%	(204)	32%	(206)	642
Age: 35-44	14%	(52)	25%	(90)	29%	(107)	32%	(117)	365
Age: 45-64	6%	(44)	18%	(131)	34%	(242)	42%	(297)	714
Age: 65+	2%	(12)	12%	(59)	33%	(159)	53%	(259)	489
GenZers: 1997-2012	14%	(34)	26%	(62)	34%	(82)	26%	(62)	241
Millennials: 1981-1996	14%	(93)	22%	(145)	30%	(199)	34%	(224)	662
GenXers: 1965-1980	7%	(37)	20%	(102)	35%	(180)	38%	(195)	514
Baby Boomers: 1946-1964	4%	(31)	15%	(109)	32%	(232)	49%	(353)	725
PID: Dem (no lean)	12%	(92)	20%	(151)	30%	(233)	39%	(299)	775
PID: Ind (no lean)	8%	(63)	19%	(149)	34%	(267)	39%	(311)	790
PID: Rep (no lean)	6%	(40)	19%	(124)	33%	(212)	42%	(269)	645
PID/Gender: Dem Men	12%	(42)	23%	(76)	29%	(97)	36%	(119)	335
PID/Gender: Dem Women	11%	(50)	17%	(75)	31%	(136)	41%	(180)	440
PID/Gender: Ind Men	8%	(35)	20%	(82)	33%	(136)	39%	(161)	415
PID/Gender: Ind Women	8%	(28)	18%	(67)	35%	(131)	40%	(149)	375
PID/Gender: Rep Men	6%	(19)	20%	(64)	37%	(116)	37%	(118)	318
PID/Gender: Rep Women	6%	(21)	18%	(60)	29%	(96)	46%	(151)	327
Ideo: Liberal (1-3)	13%	(79)	16%	(103)	29%	(183)	42%	(268)	634
Ideo: Moderate (4)	9%	(58)	21%	(130)	35%	(220)	35%	(220)	627
Ideo: Conservative (5-7)	5%	(33)	20%	(142)	33%	(237)	43%	(307)	719
Educ: < College	10%	(145)	21%	(301)	31%	(442)	38%	(549)	1437
Educ: Bachelors degree	6%	(31)	16%	(76)	36%	(175)	43%	(209)	491
Educ: Post-grad	7%	(19)	17%	(47)	34%	(95)	43%	(121)	282
Income: Under 50k	11%	(131)	17%	(201)	31%	(355)	40%	(465)	1153
Income: 50k-100k	6%	(43)	21%	(147)	33%	(230)	39%	(270)	690
Income: 100k+	6%	(21)	21%	(76)	35%	(127)	39%	(144)	368

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Table MCEN5_7: When considering whether to go see a movie in theaters, how important, if at all, are the following?
 The availability of 4DX at the movie theater (films augmented with practical effects, including motion seats, scents and wind)

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	9%	(195)	19%	(424)	32%	(712)	40%	(878)	2210
Ethnicity: White (Non-Hispanic)	5%	(80)	16%	(243)	34%	(506)	44%	(659)	1488
Ethnicity: Hispanic	15%	(57)	29%	(108)	26%	(96)	30%	(112)	374
Ethnicity: Black (Non-Hispanic)	18%	(44)	25%	(60)	29%	(71)	28%	(68)	243
Ethnicity: Asian + Other (Non-Hispanic)	12%	(13)	13%	(14)	37%	(39)	37%	(39)	105
All Christian	7%	(64)	19%	(176)	31%	(292)	44%	(418)	949
All Non-Christian	14%	(14)	16%	(16)	37%	(37)	34%	(35)	101
Atheist	7%	(7)	14%	(15)	36%	(37)	43%	(44)	102
Agnostic/Nothing in particular	9%	(61)	20%	(129)	33%	(215)	39%	(256)	661
Something Else	12%	(49)	22%	(89)	33%	(132)	32%	(127)	396
Religious Non-Protestant/Catholic	12%	(14)	15%	(18)	35%	(43)	38%	(47)	122
Evangelical	8%	(41)	23%	(121)	29%	(152)	40%	(210)	525
Non-Evangelical	9%	(70)	18%	(138)	33%	(263)	40%	(317)	788
Community: Urban	14%	(79)	22%	(131)	30%	(178)	34%	(198)	586
Community: Suburban	7%	(79)	18%	(200)	33%	(366)	41%	(453)	1098
Community: Rural	7%	(37)	18%	(93)	32%	(168)	43%	(227)	526
Employ: Private Sector	10%	(77)	24%	(179)	35%	(269)	31%	(238)	762
Employ: Government	9%	(11)	15%	(17)	29%	(34)	46%	(54)	116
Employ: Self-Employed	10%	(22)	26%	(55)	25%	(52)	38%	(79)	207
Employ: Homemaker	7%	(11)	20%	(32)	30%	(48)	43%	(69)	160
Employ: Student	13%	(10)	28%	(22)	33%	(26)	26%	(21)	80
Employ: Retired	3%	(17)	12%	(63)	33%	(171)	51%	(261)	512
Employ: Unemployed	12%	(29)	15%	(38)	28%	(68)	45%	(110)	245
Employ: Other	14%	(18)	15%	(19)	35%	(45)	36%	(47)	129
Military HH: Yes	7%	(24)	15%	(53)	31%	(111)	48%	(174)	362
Military HH: No	9%	(171)	20%	(371)	33%	(601)	38%	(705)	1848
RD/WT: Right Direction	13%	(88)	23%	(157)	28%	(193)	36%	(251)	688
RD/WT: Wrong Track	7%	(107)	18%	(268)	34%	(519)	41%	(628)	1522
Biden Job Approve	10%	(91)	21%	(186)	30%	(268)	40%	(360)	905
Biden Job Disapprove	7%	(86)	19%	(224)	34%	(401)	40%	(477)	1189

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Table MCEN5_7: When considering whether to go see a movie in theaters, how important, if at all, are the following?
The availability of 4DX at the movie theater (films augmented with practical effects, including motion seats, scents and wind)

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	9%	(195)	19%	(424)	32%	(712)	40%	(878)	2210
Biden Job Strongly Approve	15%	(49)	19%	(62)	25%	(83)	41%	(136)	330
Biden Job Somewhat Approve	7%	(42)	21%	(123)	32%	(185)	39%	(224)	575
Biden Job Somewhat Disapprove	6%	(22)	24%	(92)	35%	(133)	35%	(133)	380
Biden Job Strongly Disapprove	8%	(65)	16%	(132)	33%	(269)	43%	(344)	809
Favorable of Biden	10%	(94)	20%	(187)	31%	(289)	39%	(367)	936
Unfavorable of Biden	7%	(88)	19%	(224)	33%	(393)	40%	(469)	1173
Very Favorable of Biden	16%	(59)	20%	(73)	25%	(95)	39%	(147)	375
Somewhat Favorable of Biden	6%	(34)	20%	(114)	35%	(194)	39%	(219)	562
Somewhat Unfavorable of Biden	8%	(26)	25%	(82)	33%	(108)	33%	(107)	323
Very Unfavorable of Biden	7%	(62)	17%	(142)	34%	(285)	43%	(361)	850
#1 Issue: Economy	8%	(77)	21%	(195)	32%	(299)	39%	(365)	937
#1 Issue: Security	4%	(13)	17%	(49)	36%	(105)	43%	(127)	293
#1 Issue: Health Care	16%	(37)	25%	(58)	25%	(57)	34%	(77)	230
#1 Issue: Medicare / Social Security	3%	(8)	18%	(44)	34%	(82)	45%	(110)	245
#1 Issue: Women's Issues	10%	(11)	18%	(20)	40%	(45)	32%	(35)	111
#1 Issue: Education	21%	(17)	27%	(22)	21%	(17)	31%	(26)	82
#1 Issue: Energy	12%	(17)	13%	(19)	42%	(63)	33%	(50)	149
#1 Issue: Other	8%	(14)	11%	(17)	27%	(44)	54%	(88)	164
2020 Vote: Joe Biden	10%	(95)	19%	(174)	31%	(290)	40%	(370)	929
2020 Vote: Donald Trump	7%	(55)	18%	(138)	32%	(240)	42%	(317)	751
2020 Vote: Other	8%	(8)	17%	(15)	34%	(31)	41%	(38)	92
2020 Vote: Didn't Vote	8%	(37)	22%	(97)	34%	(150)	35%	(154)	438
2018 House Vote: Democrat	11%	(81)	19%	(144)	30%	(227)	40%	(299)	751
2018 House Vote: Republican	7%	(41)	17%	(108)	33%	(204)	43%	(265)	618
2018 House Vote: Someone else	9%	(6)	14%	(10)	28%	(20)	48%	(33)	69
2016 Vote: Hillary Clinton	12%	(81)	19%	(134)	31%	(214)	39%	(270)	699
2016 Vote: Donald Trump	6%	(40)	18%	(124)	32%	(215)	43%	(291)	669
2016 Vote: Other	7%	(8)	13%	(16)	39%	(47)	40%	(48)	119
2016 Vote: Didn't Vote	9%	(66)	21%	(151)	33%	(236)	37%	(270)	723

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Table MCEN5_7: When considering whether to go see a movie in theaters, how important, if at all, are the following?
 The availability of 4DX at the movie theater (films augmented with practical effects, including motion seats, scents and wind)

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	9%	(195)	19%	(424)	32%	(712)	40%	(878)	2210
Voted in 2014: Yes	9%	(116)	17%	(213)	31%	(395)	42%	(531)	1256
Voted in 2014: No	8%	(78)	22%	(211)	33%	(317)	36%	(348)	954
4-Region: Northeast	8%	(29)	22%	(84)	33%	(126)	37%	(143)	383
4-Region: Midwest	6%	(29)	19%	(87)	32%	(146)	43%	(195)	456
4-Region: South	10%	(86)	19%	(157)	33%	(278)	38%	(324)	844
4-Region: West	10%	(51)	18%	(97)	31%	(161)	41%	(217)	527
Comfortable Going to the Movies	9%	(134)	22%	(317)	34%	(495)	34%	(494)	1441
Uncomfortable Going to the Movies	8%	(52)	14%	(90)	29%	(191)	49%	(317)	650
Frequent Moviegoers	21%	(39)	23%	(43)	29%	(54)	26%	(49)	186
Occasional Moviegoers	10%	(74)	26%	(192)	37%	(269)	27%	(193)	727
Rare Moviegoers	8%	(69)	17%	(156)	33%	(299)	42%	(386)	910
Never Goes to the Movies	3%	(13)	9%	(33)	23%	(90)	65%	(251)	387

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

Table MCEN5_8: When considering whether to go see a movie in theaters, how important, if at all, are the following?
The option to order alcoholic beverages at the movie theater

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	7%	(157)	15%	(333)	22%	(481)	56%	(1239)	2210
Gender: Male	8%	(83)	17%	(178)	24%	(251)	52%	(556)	1068
Gender: Female	7%	(74)	14%	(155)	20%	(230)	60%	(683)	1142
Age: 18-34	12%	(74)	20%	(127)	25%	(158)	44%	(282)	642
Age: 35-44	9%	(34)	24%	(88)	21%	(75)	46%	(169)	365
Age: 45-64	6%	(44)	13%	(90)	23%	(161)	59%	(419)	714
Age: 65+	1%	(5)	6%	(27)	18%	(87)	76%	(370)	489
GenZers: 1997-2012	15%	(37)	14%	(33)	26%	(62)	45%	(108)	241
Millennials: 1981-1996	10%	(63)	25%	(164)	23%	(150)	43%	(285)	662
GenXers: 1965-1980	7%	(38)	15%	(75)	22%	(115)	56%	(286)	514
Baby Boomers: 1946-1964	3%	(19)	8%	(57)	19%	(141)	70%	(508)	725
PID: Dem (no lean)	9%	(68)	16%	(123)	21%	(166)	54%	(418)	775
PID: Ind (no lean)	6%	(50)	16%	(128)	21%	(170)	56%	(443)	790
PID: Rep (no lean)	6%	(40)	13%	(82)	22%	(145)	59%	(379)	645
PID/Gender: Dem Men	10%	(34)	17%	(57)	24%	(79)	49%	(164)	335
PID/Gender: Dem Women	8%	(34)	15%	(66)	20%	(88)	58%	(253)	440
PID/Gender: Ind Men	7%	(30)	19%	(78)	20%	(84)	54%	(224)	415
PID/Gender: Ind Women	5%	(20)	13%	(50)	23%	(86)	59%	(220)	375
PID/Gender: Rep Men	6%	(19)	13%	(43)	28%	(88)	53%	(168)	318
PID/Gender: Rep Women	6%	(21)	12%	(39)	17%	(56)	64%	(210)	327
Ideo: Liberal (1-3)	10%	(62)	15%	(96)	21%	(135)	54%	(341)	634
Ideo: Moderate (4)	7%	(46)	18%	(113)	20%	(128)	54%	(340)	627
Ideo: Conservative (5-7)	4%	(32)	12%	(85)	23%	(164)	61%	(438)	719
Educ: < College	8%	(115)	15%	(221)	21%	(307)	55%	(794)	1437
Educ: Bachelors degree	5%	(22)	17%	(84)	22%	(110)	56%	(275)	491
Educ: Post-grad	7%	(20)	10%	(28)	23%	(64)	60%	(171)	282
Income: Under 50k	8%	(98)	15%	(171)	20%	(226)	57%	(659)	1153
Income: 50k-100k	5%	(31)	16%	(108)	24%	(165)	56%	(385)	690
Income: 100k+	8%	(28)	15%	(54)	24%	(90)	53%	(196)	368

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Table MCEN5_8: When considering whether to go see a movie in theaters, how important, if at all, are the following?
 The option to order alcoholic beverages at the movie theater

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	7%	(157)	15%	(333)	22%	(481)	56%	(1239)	2210
Ethnicity: White (Non-Hispanic)	5%	(71)	12%	(184)	21%	(309)	62%	(925)	1488
Ethnicity: Hispanic	13%	(48)	22%	(84)	24%	(91)	40%	(151)	374
Ethnicity: Black (Non-Hispanic)	13%	(32)	24%	(58)	25%	(60)	38%	(93)	243
Ethnicity: Asian + Other (Non-Hispanic)	6%	(6)	8%	(8)	19%	(20)	67%	(71)	105
All Christian	7%	(65)	13%	(126)	20%	(193)	60%	(565)	949
All Non-Christian	6%	(6)	12%	(12)	29%	(29)	53%	(54)	101
Atheist	7%	(7)	11%	(12)	24%	(24)	59%	(60)	102
Agnostic/Nothing in particular	7%	(46)	17%	(113)	23%	(149)	53%	(352)	661
Something Else	8%	(33)	17%	(69)	21%	(85)	53%	(209)	396
Religious Non-Protestant/Catholic	7%	(8)	11%	(13)	28%	(34)	54%	(67)	122
Evangelical	7%	(38)	15%	(79)	18%	(96)	59%	(312)	525
Non-Evangelical	7%	(58)	15%	(115)	22%	(175)	56%	(441)	788
Community: Urban	10%	(61)	20%	(116)	20%	(118)	50%	(290)	586
Community: Suburban	6%	(68)	13%	(143)	24%	(263)	57%	(624)	1098
Community: Rural	5%	(28)	14%	(73)	19%	(99)	62%	(326)	526
Employ: Private Sector	9%	(68)	21%	(161)	25%	(189)	45%	(344)	762
Employ: Government	6%	(7)	15%	(17)	20%	(24)	58%	(67)	116
Employ: Self-Employed	7%	(14)	25%	(52)	18%	(37)	51%	(105)	207
Employ: Homemaker	6%	(9)	12%	(20)	23%	(36)	59%	(94)	160
Employ: Student	20%	(16)	6%	(5)	20%	(16)	54%	(43)	80
Employ: Retired	2%	(13)	6%	(28)	20%	(102)	72%	(369)	512
Employ: Unemployed	6%	(14)	14%	(34)	23%	(55)	58%	(142)	245
Employ: Other	13%	(16)	12%	(16)	17%	(22)	58%	(74)	129
Military HH: Yes	3%	(10)	14%	(51)	18%	(66)	65%	(235)	362
Military HH: No	8%	(147)	15%	(282)	22%	(415)	54%	(1004)	1848
RD/WT: Right Direction	11%	(72)	17%	(117)	21%	(143)	52%	(356)	688
RD/WT: Wrong Track	6%	(85)	14%	(215)	22%	(338)	58%	(884)	1522
Biden Job Approve	9%	(77)	16%	(148)	21%	(191)	54%	(489)	905
Biden Job Disapprove	6%	(70)	14%	(167)	23%	(269)	57%	(683)	1189

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Table MCEN5_8: When considering whether to go see a movie in theaters, how important, if at all, are the following?
The option to order alcoholic beverages at the movie theater

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	7%	(157)	15%	(333)	22%	(481)	56%	(1239)	2210
Biden Job Strongly Approve	13%	(42)	14%	(45)	22%	(72)	52%	(171)	330
Biden Job Somewhat Approve	6%	(35)	18%	(103)	21%	(119)	55%	(318)	575
Biden Job Somewhat Disapprove	5%	(18)	14%	(55)	26%	(97)	55%	(210)	380
Biden Job Strongly Disapprove	6%	(52)	14%	(113)	21%	(172)	58%	(472)	809
Favorable of Biden	9%	(80)	16%	(146)	21%	(199)	55%	(511)	936
Unfavorable of Biden	6%	(70)	15%	(172)	22%	(261)	57%	(670)	1173
Very Favorable of Biden	13%	(49)	14%	(52)	21%	(80)	52%	(193)	375
Somewhat Favorable of Biden	6%	(31)	17%	(94)	21%	(119)	57%	(318)	562
Somewhat Unfavorable of Biden	4%	(13)	16%	(51)	26%	(85)	54%	(175)	323
Very Unfavorable of Biden	7%	(57)	14%	(122)	21%	(176)	58%	(495)	850
#1 Issue: Economy	7%	(65)	17%	(159)	24%	(225)	52%	(488)	937
#1 Issue: Security	4%	(13)	15%	(44)	17%	(51)	63%	(185)	293
#1 Issue: Health Care	9%	(21)	16%	(37)	23%	(53)	52%	(118)	230
#1 Issue: Medicare / Social Security	6%	(15)	8%	(19)	19%	(45)	68%	(165)	245
#1 Issue: Women's Issues	9%	(11)	20%	(23)	20%	(22)	50%	(56)	111
#1 Issue: Education	16%	(13)	22%	(18)	15%	(12)	47%	(38)	82
#1 Issue: Energy	9%	(13)	10%	(15)	32%	(48)	49%	(74)	149
#1 Issue: Other	4%	(6)	11%	(18)	15%	(24)	70%	(115)	164
2020 Vote: Joe Biden	8%	(78)	16%	(148)	21%	(200)	54%	(504)	929
2020 Vote: Donald Trump	6%	(47)	14%	(104)	21%	(154)	59%	(445)	751
2020 Vote: Other	10%	(9)	17%	(15)	24%	(22)	50%	(46)	92
2020 Vote: Didn't Vote	5%	(22)	15%	(66)	24%	(105)	56%	(245)	438
2018 House Vote: Democrat	10%	(73)	15%	(113)	22%	(163)	54%	(402)	751
2018 House Vote: Republican	5%	(33)	14%	(87)	22%	(135)	59%	(362)	618
2018 House Vote: Someone else	7%	(5)	13%	(9)	14%	(10)	66%	(45)	69
2016 Vote: Hillary Clinton	9%	(61)	17%	(116)	22%	(154)	53%	(368)	699
2016 Vote: Donald Trump	6%	(40)	14%	(97)	21%	(139)	59%	(394)	669
2016 Vote: Other	5%	(6)	14%	(16)	19%	(23)	62%	(73)	119
2016 Vote: Didn't Vote	7%	(50)	14%	(104)	23%	(164)	56%	(404)	723

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Table MCEN5_8: When considering whether to go see a movie in theaters, how important, if at all, are the following?
 The option to order alcoholic beverages at the movie theater

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	7%	(157)	15%	(333)	22%	(481)	56%	(1239)	2210
Voted in 2014: Yes	7%	(84)	15%	(187)	22%	(281)	56%	(704)	1256
Voted in 2014: No	8%	(73)	15%	(146)	21%	(200)	56%	(535)	954
4-Region: Northeast	8%	(32)	16%	(63)	23%	(87)	52%	(200)	383
4-Region: Midwest	5%	(23)	12%	(56)	23%	(104)	60%	(273)	456
4-Region: South	9%	(73)	14%	(120)	20%	(171)	57%	(480)	844
4-Region: West	5%	(29)	18%	(94)	22%	(118)	54%	(286)	527
Comfortable Going to the Movies	8%	(112)	17%	(248)	24%	(347)	51%	(735)	1441
Uncomfortable Going to the Movies	6%	(37)	11%	(71)	18%	(114)	66%	(429)	650
Frequent Moviegoers	20%	(37)	20%	(38)	22%	(41)	38%	(70)	186
Occasional Moviegoers	10%	(71)	17%	(122)	28%	(201)	46%	(334)	727
Rare Moviegoers	3%	(29)	16%	(144)	21%	(194)	60%	(544)	910
Never Goes to the Movies	5%	(21)	7%	(29)	12%	(46)	75%	(292)	387

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

Table MCEN5_9: When considering whether to go see a movie in theaters, how important, if at all, are the following?
The ability to have food and beverages brought to your seat

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	12%	(255)	19%	(429)	30%	(672)	39%	(854)	2210
Gender: Male	11%	(122)	20%	(209)	30%	(324)	39%	(413)	1068
Gender: Female	12%	(133)	19%	(220)	30%	(348)	39%	(442)	1142
Age: 18-34	21%	(133)	19%	(125)	34%	(217)	26%	(167)	642
Age: 35-44	12%	(42)	29%	(105)	24%	(88)	36%	(130)	365
Age: 45-64	9%	(67)	19%	(136)	32%	(229)	39%	(282)	714
Age: 65+	3%	(13)	13%	(62)	28%	(137)	56%	(276)	489
GenZers: 1997-2012	19%	(45)	20%	(48)	38%	(91)	24%	(57)	241
Millennials: 1981-1996	17%	(114)	24%	(161)	28%	(187)	30%	(199)	662
GenXers: 1965-1980	12%	(64)	20%	(101)	31%	(157)	37%	(192)	514
Baby Boomers: 1946-1964	4%	(29)	16%	(115)	30%	(220)	50%	(362)	725
PID: Dem (no lean)	15%	(113)	20%	(157)	30%	(236)	35%	(269)	775
PID: Ind (no lean)	10%	(80)	17%	(138)	33%	(263)	39%	(310)	790
PID: Rep (no lean)	10%	(62)	21%	(134)	27%	(173)	43%	(275)	645
PID/Gender: Dem Men	16%	(54)	21%	(69)	29%	(98)	34%	(114)	335
PID/Gender: Dem Women	13%	(59)	20%	(88)	31%	(138)	35%	(156)	440
PID/Gender: Ind Men	9%	(36)	19%	(79)	34%	(139)	39%	(161)	415
PID/Gender: Ind Women	12%	(44)	16%	(59)	33%	(123)	40%	(149)	375
PID/Gender: Rep Men	10%	(33)	19%	(61)	27%	(87)	43%	(138)	318
PID/Gender: Rep Women	9%	(30)	22%	(73)	27%	(87)	42%	(137)	327
Ideo: Liberal (1-3)	13%	(82)	18%	(116)	33%	(206)	36%	(229)	634
Ideo: Moderate (4)	13%	(80)	22%	(141)	28%	(174)	37%	(232)	627
Ideo: Conservative (5-7)	7%	(53)	21%	(148)	29%	(212)	43%	(306)	719
Educ: < College	13%	(190)	20%	(287)	30%	(436)	37%	(525)	1437
Educ: Bachelors degree	10%	(48)	17%	(85)	32%	(157)	41%	(201)	491
Educ: Post-grad	6%	(18)	20%	(57)	28%	(79)	45%	(128)	282
Income: Under 50k	14%	(158)	19%	(215)	30%	(341)	38%	(438)	1153
Income: 50k-100k	10%	(67)	20%	(136)	32%	(218)	39%	(269)	690
Income: 100k+	8%	(30)	21%	(77)	31%	(113)	40%	(147)	368

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Table MCEN5_9: When considering whether to go see a movie in theaters, how important, if at all, are the following?
 The ability to have food and beverages brought to your seat

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	12%	(255)	19%	(429)	30%	(672)	39%	(854)	2210
Ethnicity: White (Non-Hispanic)	7%	(109)	18%	(272)	29%	(435)	45%	(672)	1488
Ethnicity: Hispanic	22%	(82)	23%	(88)	31%	(117)	23%	(87)	374
Ethnicity: Black (Non-Hispanic)	22%	(53)	23%	(56)	33%	(80)	22%	(54)	243
Ethnicity: Asian + Other (Non-Hispanic)	10%	(10)	13%	(13)	38%	(40)	39%	(41)	105
All Christian	9%	(84)	21%	(203)	28%	(266)	42%	(396)	949
All Non-Christian	20%	(20)	15%	(15)	27%	(27)	39%	(39)	101
Atheist	12%	(12)	21%	(21)	28%	(29)	40%	(41)	102
Agnostic/Nothing in particular	11%	(73)	17%	(112)	33%	(221)	39%	(255)	661
Something Else	17%	(66)	20%	(78)	33%	(130)	31%	(122)	396
Religious Non-Protestant/Catholic	17%	(21)	16%	(20)	24%	(29)	43%	(53)	122
Evangelical	11%	(59)	23%	(119)	29%	(153)	37%	(194)	525
Non-Evangelical	11%	(90)	20%	(156)	30%	(238)	39%	(305)	788
Community: Urban	16%	(93)	22%	(131)	33%	(194)	29%	(168)	586
Community: Suburban	10%	(111)	19%	(212)	31%	(339)	40%	(436)	1098
Community: Rural	10%	(51)	16%	(85)	26%	(139)	48%	(251)	526
Employ: Private Sector	14%	(104)	23%	(175)	31%	(234)	33%	(250)	762
Employ: Government	11%	(13)	25%	(29)	28%	(33)	35%	(40)	116
Employ: Self-Employed	17%	(35)	19%	(39)	26%	(53)	39%	(80)	207
Employ: Homemaker	12%	(19)	13%	(21)	33%	(53)	42%	(67)	160
Employ: Student	16%	(13)	22%	(17)	31%	(25)	31%	(24)	80
Employ: Retired	4%	(21)	16%	(80)	28%	(144)	52%	(268)	512
Employ: Unemployed	15%	(36)	17%	(42)	31%	(75)	37%	(91)	245
Employ: Other	11%	(14)	19%	(25)	43%	(56)	26%	(34)	129
Military HH: Yes	10%	(36)	17%	(61)	29%	(105)	44%	(160)	362
Military HH: No	12%	(219)	20%	(368)	31%	(567)	38%	(694)	1848
RD/WT: Right Direction	14%	(98)	23%	(159)	30%	(203)	33%	(228)	688
RD/WT: Wrong Track	10%	(158)	18%	(270)	31%	(469)	41%	(626)	1522
Biden Job Approve	13%	(116)	20%	(183)	32%	(286)	35%	(320)	905
Biden Job Disapprove	10%	(121)	19%	(230)	29%	(349)	41%	(488)	1189

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Table MCEN5_9: When considering whether to go see a movie in theaters, how important, if at all, are the following?
The ability to have food and beverages brought to your seat

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	12%	(255)	19%	(429)	30%	(672)	39%	(854)	2210
Biden Job Strongly Approve	16%	(54)	23%	(75)	21%	(69)	40%	(132)	330
Biden Job Somewhat Approve	11%	(62)	19%	(108)	38%	(217)	33%	(188)	575
Biden Job Somewhat Disapprove	10%	(38)	22%	(82)	32%	(121)	37%	(139)	380
Biden Job Strongly Disapprove	10%	(83)	18%	(148)	28%	(228)	43%	(350)	809
Favorable of Biden	13%	(121)	20%	(191)	31%	(287)	36%	(337)	936
Unfavorable of Biden	10%	(122)	19%	(222)	30%	(355)	40%	(475)	1173
Very Favorable of Biden	16%	(59)	20%	(76)	26%	(96)	38%	(143)	375
Somewhat Favorable of Biden	11%	(62)	21%	(116)	34%	(191)	34%	(194)	562
Somewhat Unfavorable of Biden	13%	(44)	17%	(54)	34%	(111)	35%	(114)	323
Very Unfavorable of Biden	9%	(78)	20%	(168)	29%	(243)	42%	(361)	850
#1 Issue: Economy	12%	(110)	21%	(198)	31%	(286)	37%	(343)	937
#1 Issue: Security	8%	(22)	16%	(47)	31%	(92)	45%	(132)	293
#1 Issue: Health Care	16%	(36)	21%	(48)	27%	(63)	36%	(82)	230
#1 Issue: Medicare / Social Security	7%	(18)	20%	(49)	30%	(73)	43%	(105)	245
#1 Issue: Women's Issues	15%	(17)	19%	(21)	29%	(33)	37%	(41)	111
#1 Issue: Education	25%	(21)	17%	(14)	32%	(26)	26%	(21)	82
#1 Issue: Energy	12%	(18)	20%	(29)	36%	(54)	32%	(48)	149
#1 Issue: Other	9%	(15)	14%	(22)	27%	(45)	50%	(82)	164
2020 Vote: Joe Biden	12%	(113)	20%	(189)	31%	(286)	37%	(341)	929
2020 Vote: Donald Trump	11%	(83)	18%	(133)	28%	(213)	43%	(322)	751
2020 Vote: Other	12%	(11)	19%	(17)	33%	(31)	36%	(33)	92
2020 Vote: Didn't Vote	11%	(48)	20%	(89)	33%	(143)	36%	(158)	438
2018 House Vote: Democrat	14%	(103)	19%	(146)	29%	(218)	38%	(284)	751
2018 House Vote: Republican	10%	(61)	18%	(112)	29%	(181)	43%	(264)	618
2018 House Vote: Someone else	19%	(13)	17%	(12)	30%	(21)	34%	(24)	69
2016 Vote: Hillary Clinton	13%	(91)	20%	(141)	30%	(212)	37%	(255)	699
2016 Vote: Donald Trump	10%	(69)	19%	(126)	28%	(190)	42%	(284)	669
2016 Vote: Other	9%	(11)	14%	(16)	29%	(35)	48%	(57)	119
2016 Vote: Didn't Vote	12%	(84)	20%	(145)	33%	(235)	36%	(258)	723

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Table MCEN5_9: When considering whether to go see a movie in theaters, how important, if at all, are the following?
 The ability to have food and beverages brought to your seat

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	12%	(255)	19%	(429)	30%	(672)	39%	(854)	2210
Voted in 2014: Yes	11%	(141)	19%	(239)	29%	(363)	41%	(513)	1256
Voted in 2014: No	12%	(114)	20%	(190)	32%	(309)	36%	(341)	954
4-Region: Northeast	10%	(40)	25%	(95)	28%	(109)	36%	(139)	383
4-Region: Midwest	8%	(39)	17%	(78)	36%	(164)	39%	(176)	456
4-Region: South	11%	(96)	20%	(170)	28%	(239)	40%	(339)	844
4-Region: West	15%	(80)	16%	(86)	31%	(161)	38%	(199)	527
Comfortable Going to the Movies	13%	(187)	22%	(318)	31%	(446)	34%	(490)	1441
Uncomfortable Going to the Movies	8%	(52)	15%	(98)	32%	(206)	45%	(294)	650
Frequent Moviegoers	26%	(48)	21%	(39)	28%	(51)	26%	(47)	186
Occasional Moviegoers	13%	(96)	25%	(180)	31%	(226)	31%	(225)	727
Rare Moviegoers	10%	(89)	18%	(160)	33%	(297)	40%	(364)	910
Never Goes to the Movies	6%	(23)	13%	(50)	25%	(97)	56%	(217)	387

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

Table MCEN5_10: When considering whether to go see a movie in theaters, how important, if at all, are the following?
The ability to book specific seats in advance

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	16%	(352)	27%	(593)	26%	(583)	31%	(683)	2210
Gender: Male	15%	(165)	27%	(291)	27%	(293)	30%	(319)	1068
Gender: Female	16%	(187)	26%	(302)	25%	(290)	32%	(363)	1142
Age: 18-34	25%	(157)	32%	(206)	24%	(153)	20%	(126)	642
Age: 35-44	19%	(69)	30%	(109)	24%	(87)	27%	(100)	365
Age: 45-64	14%	(98)	24%	(172)	29%	(210)	33%	(233)	714
Age: 65+	6%	(28)	22%	(105)	27%	(133)	46%	(223)	489
GenZers: 1997-2012	27%	(65)	31%	(75)	27%	(65)	15%	(36)	241
Millennials: 1981-1996	21%	(139)	32%	(210)	22%	(147)	25%	(166)	662
GenXers: 1965-1980	17%	(87)	25%	(129)	27%	(137)	31%	(161)	514
Baby Boomers: 1946-1964	8%	(56)	24%	(171)	29%	(209)	40%	(289)	725
PID: Dem (no lean)	20%	(156)	30%	(230)	25%	(197)	25%	(192)	775
PID: Ind (no lean)	14%	(107)	25%	(198)	28%	(219)	34%	(267)	790
PID: Rep (no lean)	14%	(89)	26%	(165)	26%	(167)	35%	(224)	645
PID/Gender: Dem Men	20%	(67)	29%	(97)	26%	(88)	25%	(83)	335
PID/Gender: Dem Women	20%	(90)	30%	(132)	25%	(109)	25%	(109)	440
PID/Gender: Ind Men	14%	(58)	25%	(105)	28%	(118)	32%	(134)	415
PID/Gender: Ind Women	13%	(49)	25%	(93)	27%	(101)	35%	(133)	375
PID/Gender: Rep Men	13%	(40)	28%	(88)	27%	(87)	32%	(103)	318
PID/Gender: Rep Women	15%	(48)	24%	(77)	25%	(81)	37%	(121)	327
Ideo: Liberal (1-3)	19%	(120)	29%	(187)	26%	(164)	26%	(163)	634
Ideo: Moderate (4)	14%	(91)	30%	(190)	26%	(165)	29%	(182)	627
Ideo: Conservative (5-7)	13%	(93)	23%	(167)	28%	(201)	36%	(257)	719
Educ: < College	15%	(219)	26%	(367)	26%	(375)	33%	(475)	1437
Educ: Bachelors degree	16%	(80)	30%	(147)	27%	(133)	27%	(130)	491
Educ: Post-grad	19%	(52)	28%	(78)	26%	(75)	27%	(77)	282
Income: Under 50k	16%	(183)	23%	(261)	28%	(320)	34%	(389)	1153
Income: 50k-100k	14%	(99)	31%	(215)	24%	(166)	30%	(210)	690
Income: 100k+	19%	(70)	32%	(117)	27%	(98)	23%	(83)	368

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Table MCEN5_10: *When considering whether to go see a movie in theaters, how important, if at all, are the following?
 The ability to book specific seats in advance*

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	16%	(352)	27%	(593)	26%	(583)	31%	(683)	2210
Ethnicity: White (Non-Hispanic)	12%	(177)	24%	(360)	28%	(412)	36%	(540)	1488
Ethnicity: Hispanic	26%	(98)	34%	(125)	23%	(85)	18%	(66)	374
Ethnicity: Black (Non-Hispanic)	24%	(58)	33%	(80)	27%	(65)	17%	(40)	243
Ethnicity: Asian + Other (Non-Hispanic)	19%	(20)	26%	(28)	20%	(21)	35%	(36)	105
All Christian	13%	(123)	26%	(245)	27%	(259)	34%	(324)	949
All Non-Christian	25%	(25)	26%	(26)	29%	(29)	21%	(21)	101
Atheist	14%	(15)	29%	(29)	23%	(23)	34%	(35)	102
Agnostic/Nothing in particular	17%	(110)	28%	(185)	26%	(175)	29%	(191)	661
Something Else	20%	(80)	27%	(108)	24%	(97)	28%	(112)	396
Religious Non-Protestant/Catholic	25%	(30)	25%	(30)	28%	(34)	23%	(28)	122
Evangelical	14%	(73)	27%	(142)	26%	(136)	33%	(173)	525
Non-Evangelical	16%	(123)	26%	(203)	27%	(211)	32%	(252)	788
Community: Urban	21%	(121)	29%	(169)	24%	(141)	26%	(155)	586
Community: Suburban	15%	(165)	30%	(327)	28%	(305)	27%	(301)	1098
Community: Rural	12%	(65)	18%	(97)	26%	(137)	43%	(227)	526
Employ: Private Sector	19%	(142)	32%	(245)	25%	(192)	24%	(183)	762
Employ: Government	22%	(25)	25%	(29)	22%	(25)	31%	(36)	116
Employ: Self-Employed	17%	(35)	31%	(64)	21%	(43)	31%	(64)	207
Employ: Homemaker	13%	(21)	23%	(37)	24%	(38)	40%	(64)	160
Employ: Student	21%	(17)	27%	(22)	34%	(27)	18%	(14)	80
Employ: Retired	7%	(35)	20%	(105)	30%	(156)	42%	(217)	512
Employ: Unemployed	21%	(51)	25%	(61)	29%	(70)	26%	(63)	245
Employ: Other	20%	(26)	23%	(30)	24%	(31)	32%	(41)	129
Military HH: Yes	10%	(36)	24%	(88)	28%	(100)	38%	(138)	362
Military HH: No	17%	(316)	27%	(504)	26%	(483)	29%	(545)	1848
RD/WT: Right Direction	19%	(129)	32%	(220)	25%	(169)	25%	(170)	688
RD/WT: Wrong Track	15%	(223)	25%	(373)	27%	(414)	34%	(512)	1522
Biden Job Approve	18%	(161)	31%	(277)	25%	(227)	27%	(241)	905
Biden Job Disapprove	14%	(167)	24%	(287)	28%	(329)	34%	(406)	1189

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Table MCEN5_10: When considering whether to go see a movie in theaters, how important, if at all, are the following?
The ability to book specific seats in advance

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	16%	(352)	27%	(593)	26%	(583)	31%	(683)	2210
Biden Job Strongly Approve	17%	(57)	32%	(105)	23%	(76)	28%	(92)	330
Biden Job Somewhat Approve	18%	(104)	30%	(171)	26%	(151)	26%	(148)	575
Biden Job Somewhat Disapprove	14%	(52)	29%	(110)	31%	(117)	27%	(101)	380
Biden Job Strongly Disapprove	14%	(115)	22%	(177)	26%	(212)	38%	(304)	809
Favorable of Biden	17%	(160)	31%	(286)	26%	(239)	27%	(251)	936
Unfavorable of Biden	15%	(177)	24%	(283)	28%	(323)	33%	(389)	1173
Very Favorable of Biden	19%	(70)	34%	(129)	22%	(81)	25%	(94)	375
Somewhat Favorable of Biden	16%	(90)	28%	(157)	28%	(158)	28%	(157)	562
Somewhat Unfavorable of Biden	19%	(62)	28%	(89)	29%	(95)	24%	(77)	323
Very Unfavorable of Biden	14%	(115)	23%	(194)	27%	(229)	37%	(312)	850
#1 Issue: Economy	16%	(148)	27%	(254)	28%	(264)	29%	(271)	937
#1 Issue: Security	10%	(28)	27%	(81)	24%	(70)	39%	(114)	293
#1 Issue: Health Care	22%	(50)	30%	(68)	26%	(60)	22%	(51)	230
#1 Issue: Medicare / Social Security	9%	(23)	23%	(56)	29%	(71)	39%	(94)	245
#1 Issue: Women's Issues	27%	(30)	29%	(32)	18%	(20)	26%	(29)	111
#1 Issue: Education	37%	(30)	22%	(18)	20%	(16)	22%	(18)	82
#1 Issue: Energy	16%	(25)	33%	(49)	28%	(41)	23%	(35)	149
#1 Issue: Other	11%	(17)	22%	(36)	25%	(40)	43%	(70)	164
2020 Vote: Joe Biden	17%	(162)	31%	(292)	25%	(232)	26%	(244)	929
2020 Vote: Donald Trump	14%	(103)	24%	(179)	26%	(193)	37%	(275)	751
2020 Vote: Other	20%	(18)	31%	(29)	22%	(20)	27%	(25)	92
2020 Vote: Didn't Vote	15%	(68)	21%	(93)	31%	(138)	32%	(139)	438
2018 House Vote: Democrat	18%	(138)	30%	(222)	26%	(193)	26%	(197)	751
2018 House Vote: Republican	12%	(72)	25%	(152)	28%	(172)	36%	(222)	618
2018 House Vote: Someone else	19%	(13)	26%	(18)	15%	(11)	39%	(27)	69
2016 Vote: Hillary Clinton	18%	(128)	31%	(215)	26%	(184)	25%	(172)	699
2016 Vote: Donald Trump	13%	(86)	24%	(160)	27%	(184)	36%	(239)	669
2016 Vote: Other	13%	(15)	32%	(38)	19%	(22)	36%	(43)	119
2016 Vote: Didn't Vote	17%	(122)	25%	(179)	27%	(193)	32%	(229)	723

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Table MCEN5_10: When considering whether to go see a movie in theaters, how important, if at all, are the following?
 The ability to book specific seats in advance

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	16%	(352)	27%	(593)	26%	(583)	31%	(683)	2210
Voted in 2014: Yes	15%	(185)	27%	(338)	27%	(337)	32%	(396)	1256
Voted in 2014: No	17%	(167)	27%	(254)	26%	(246)	30%	(287)	954
4-Region: Northeast	15%	(57)	27%	(104)	29%	(110)	29%	(112)	383
4-Region: Midwest	14%	(62)	27%	(122)	29%	(130)	31%	(141)	456
4-Region: South	16%	(137)	24%	(207)	27%	(227)	32%	(274)	844
4-Region: West	18%	(95)	30%	(160)	22%	(116)	30%	(155)	527
Comfortable Going to the Movies	18%	(266)	31%	(446)	25%	(355)	26%	(374)	1441
Uncomfortable Going to the Movies	12%	(75)	20%	(130)	32%	(206)	37%	(239)	650
Frequent Moviegoers	39%	(71)	34%	(63)	14%	(25)	14%	(26)	186
Occasional Moviegoers	21%	(151)	34%	(250)	26%	(187)	19%	(139)	727
Rare Moviegoers	11%	(101)	25%	(228)	30%	(277)	33%	(304)	910
Never Goes to the Movies	7%	(28)	13%	(52)	24%	(94)	55%	(213)	387

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

Table MCEN5_11: When considering whether to go see a movie in theaters, how important, if at all, are the following?
The option to use a ticket subscription service

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	8%	(167)	17%	(386)	29%	(632)	46%	(1025)	2210
Gender: Male	8%	(81)	19%	(207)	29%	(310)	44%	(470)	1068
Gender: Female	7%	(86)	16%	(179)	28%	(322)	49%	(555)	1142
Age: 18-34	12%	(74)	22%	(143)	31%	(200)	35%	(225)	642
Age: 35-44	10%	(38)	21%	(75)	29%	(105)	40%	(146)	365
Age: 45-64	6%	(43)	16%	(115)	29%	(207)	49%	(350)	714
Age: 65+	3%	(12)	11%	(53)	24%	(119)	62%	(304)	489
GenZers: 1997-2012	11%	(27)	22%	(53)	32%	(78)	34%	(82)	241
Millennials: 1981-1996	12%	(76)	22%	(145)	31%	(202)	36%	(239)	662
GenXers: 1965-1980	7%	(37)	17%	(88)	28%	(146)	47%	(243)	514
Baby Boomers: 1946-1964	4%	(27)	13%	(91)	26%	(187)	58%	(420)	725
PID: Dem (no lean)	12%	(89)	17%	(130)	28%	(216)	44%	(340)	775
PID: Ind (no lean)	5%	(42)	18%	(143)	29%	(230)	48%	(376)	790
PID: Rep (no lean)	5%	(35)	18%	(114)	29%	(187)	48%	(309)	645
PID/Gender: Dem Men	13%	(44)	17%	(58)	30%	(100)	40%	(133)	335
PID/Gender: Dem Women	10%	(45)	16%	(72)	26%	(116)	47%	(207)	440
PID/Gender: Ind Men	5%	(20)	21%	(85)	28%	(115)	47%	(195)	415
PID/Gender: Ind Women	6%	(22)	15%	(58)	31%	(115)	48%	(181)	375
PID/Gender: Rep Men	5%	(17)	20%	(64)	30%	(95)	45%	(142)	318
PID/Gender: Rep Women	6%	(18)	15%	(50)	28%	(91)	51%	(168)	327
Ideo: Liberal (1-3)	10%	(61)	17%	(111)	27%	(172)	46%	(290)	634
Ideo: Moderate (4)	8%	(49)	20%	(123)	30%	(188)	43%	(267)	627
Ideo: Conservative (5-7)	5%	(34)	16%	(112)	29%	(211)	50%	(362)	719
Educ: < College	8%	(120)	18%	(264)	28%	(403)	45%	(650)	1437
Educ: Bachelors degree	5%	(26)	16%	(77)	32%	(156)	47%	(232)	491
Educ: Post-grad	7%	(21)	16%	(45)	26%	(73)	51%	(143)	282
Income: Under 50k	9%	(103)	17%	(191)	28%	(326)	46%	(532)	1153
Income: 50k-100k	6%	(39)	19%	(130)	30%	(204)	46%	(316)	690
Income: 100k+	7%	(25)	18%	(65)	28%	(102)	48%	(177)	368

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Table MCEN5_11: When considering whether to go see a movie in theaters, how important, if at all, are the following?
 The option to use a ticket subscription service

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	8%	(167)	17%	(386)	29%	(632)	46%	(1025)	2210
Ethnicity: White (Non-Hispanic)	5%	(71)	16%	(233)	28%	(421)	51%	(764)	1488
Ethnicity: Hispanic	12%	(45)	27%	(100)	26%	(97)	35%	(132)	374
Ethnicity: Black (Non-Hispanic)	18%	(43)	18%	(44)	35%	(85)	29%	(72)	243
Ethnicity: Asian + Other (Non-Hispanic)	8%	(8)	9%	(10)	28%	(29)	55%	(58)	105
All Christian	6%	(60)	17%	(158)	27%	(260)	50%	(471)	949
All Non-Christian	9%	(9)	20%	(20)	32%	(32)	39%	(39)	101
Atheist	6%	(7)	13%	(13)	26%	(27)	54%	(55)	102
Agnostic/Nothing in particular	7%	(49)	17%	(114)	27%	(179)	48%	(318)	661
Something Else	11%	(42)	20%	(80)	34%	(134)	35%	(140)	396
Religious Non-Protestant/Catholic	9%	(11)	18%	(23)	30%	(37)	42%	(52)	122
Evangelical	9%	(45)	18%	(96)	29%	(154)	44%	(229)	525
Non-Evangelical	7%	(55)	17%	(137)	29%	(232)	46%	(365)	788
Community: Urban	12%	(70)	20%	(116)	26%	(155)	42%	(246)	586
Community: Suburban	6%	(66)	18%	(192)	29%	(323)	47%	(517)	1098
Community: Rural	6%	(31)	15%	(78)	29%	(154)	50%	(262)	526
Employ: Private Sector	7%	(56)	22%	(171)	32%	(241)	39%	(295)	762
Employ: Government	6%	(7)	16%	(18)	27%	(32)	51%	(59)	116
Employ: Self-Employed	9%	(18)	24%	(49)	25%	(52)	42%	(88)	207
Employ: Homemaker	7%	(11)	15%	(24)	29%	(47)	49%	(78)	160
Employ: Student	11%	(9)	20%	(16)	25%	(20)	43%	(34)	80
Employ: Retired	4%	(20)	11%	(57)	26%	(135)	59%	(300)	512
Employ: Unemployed	12%	(31)	13%	(33)	28%	(68)	46%	(113)	245
Employ: Other	12%	(15)	14%	(18)	29%	(37)	45%	(58)	129
Military HH: Yes	5%	(19)	15%	(55)	23%	(84)	56%	(203)	362
Military HH: No	8%	(148)	18%	(331)	30%	(547)	44%	(822)	1848
RD/WT: Right Direction	12%	(86)	20%	(138)	24%	(166)	43%	(298)	688
RD/WT: Wrong Track	5%	(81)	16%	(249)	31%	(466)	48%	(726)	1522
Biden Job Approve	10%	(90)	18%	(159)	27%	(240)	46%	(416)	905
Biden Job Disapprove	5%	(63)	18%	(209)	30%	(358)	47%	(559)	1189

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Table MCEN5_11: When considering whether to go see a movie in theaters, how important, if at all, are the following?
The option to use a ticket subscription service

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	8%	(167)	17%	(386)	29%	(632)	46%	(1025)	2210
Biden Job Strongly Approve	14%	(45)	17%	(58)	22%	(73)	47%	(155)	330
Biden Job Somewhat Approve	8%	(45)	18%	(101)	29%	(168)	45%	(261)	575
Biden Job Somewhat Disapprove	6%	(21)	20%	(75)	33%	(126)	42%	(158)	380
Biden Job Strongly Disapprove	5%	(42)	17%	(134)	29%	(232)	50%	(401)	809
Favorable of Biden	11%	(103)	16%	(154)	27%	(255)	45%	(425)	936
Unfavorable of Biden	5%	(55)	18%	(216)	30%	(349)	47%	(553)	1173
Very Favorable of Biden	16%	(61)	16%	(61)	22%	(81)	46%	(171)	375
Somewhat Favorable of Biden	7%	(42)	17%	(93)	31%	(174)	45%	(254)	562
Somewhat Unfavorable of Biden	6%	(21)	21%	(67)	33%	(107)	40%	(128)	323
Very Unfavorable of Biden	4%	(34)	18%	(149)	28%	(242)	50%	(425)	850
#1 Issue: Economy	7%	(61)	20%	(190)	28%	(263)	45%	(423)	937
#1 Issue: Security	4%	(13)	15%	(43)	28%	(83)	53%	(154)	293
#1 Issue: Health Care	13%	(29)	19%	(43)	33%	(75)	36%	(83)	230
#1 Issue: Medicare / Social Security	7%	(18)	11%	(26)	30%	(74)	52%	(127)	245
#1 Issue: Women's Issues	13%	(15)	17%	(19)	27%	(30)	42%	(47)	111
#1 Issue: Education	14%	(12)	24%	(19)	22%	(18)	40%	(33)	82
#1 Issue: Energy	8%	(12)	18%	(26)	38%	(57)	36%	(54)	149
#1 Issue: Other	4%	(6)	12%	(20)	20%	(34)	64%	(104)	164
2020 Vote: Joe Biden	10%	(92)	17%	(155)	29%	(268)	45%	(414)	929
2020 Vote: Donald Trump	5%	(36)	17%	(129)	28%	(214)	50%	(372)	751
2020 Vote: Other	11%	(10)	18%	(16)	31%	(29)	40%	(37)	92
2020 Vote: Didn't Vote	7%	(29)	20%	(86)	28%	(121)	46%	(202)	438
2018 House Vote: Democrat	11%	(86)	16%	(121)	28%	(209)	45%	(335)	751
2018 House Vote: Republican	4%	(27)	17%	(106)	28%	(175)	50%	(309)	618
2018 House Vote: Someone else	11%	(8)	12%	(8)	29%	(20)	48%	(34)	69
2016 Vote: Hillary Clinton	10%	(73)	18%	(123)	27%	(190)	45%	(314)	699
2016 Vote: Donald Trump	4%	(28)	16%	(105)	31%	(205)	50%	(331)	669
2016 Vote: Other	7%	(8)	12%	(14)	27%	(32)	54%	(65)	119
2016 Vote: Didn't Vote	8%	(58)	20%	(145)	28%	(204)	44%	(315)	723

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Table MCEN5_11: When considering whether to go see a movie in theaters, how important, if at all, are the following?
 The option to use a ticket subscription service

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	8%	(167)	17%	(386)	29%	(632)	46%	(1025)	2210
Voted in 2014: Yes	8%	(94)	17%	(212)	27%	(338)	49%	(612)	1256
Voted in 2014: No	8%	(72)	18%	(174)	31%	(294)	43%	(413)	954
4-Region: Northeast	8%	(31)	16%	(62)	32%	(123)	44%	(167)	383
4-Region: Midwest	6%	(25)	16%	(75)	32%	(144)	46%	(212)	456
4-Region: South	7%	(61)	18%	(152)	29%	(248)	46%	(384)	844
4-Region: West	10%	(50)	19%	(98)	22%	(117)	50%	(261)	527
Comfortable Going to the Movies	8%	(121)	20%	(282)	30%	(437)	42%	(601)	1441
Uncomfortable Going to the Movies	6%	(38)	14%	(91)	28%	(180)	53%	(341)	650
Frequent Moviegoers	24%	(44)	27%	(50)	28%	(53)	21%	(39)	186
Occasional Moviegoers	10%	(70)	23%	(169)	32%	(229)	36%	(258)	727
Rare Moviegoers	4%	(38)	14%	(129)	30%	(273)	52%	(470)	910
Never Goes to the Movies	4%	(14)	10%	(38)	20%	(77)	67%	(258)	387

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

Table MCEN5_12: When considering whether to go see a movie in theaters, how important, if at all, are the following?
The option to be a rewards member at your favorite theater

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	11%	(241)	26%	(573)	27%	(600)	36%	(796)	2210
Gender: Male	11%	(112)	27%	(290)	28%	(294)	35%	(371)	1068
Gender: Female	11%	(128)	25%	(283)	27%	(306)	37%	(425)	1142
Age: 18-34	16%	(100)	29%	(184)	26%	(165)	30%	(193)	642
Age: 35-44	14%	(52)	29%	(107)	25%	(92)	31%	(115)	365
Age: 45-64	10%	(68)	26%	(184)	31%	(220)	34%	(242)	714
Age: 65+	4%	(21)	20%	(98)	25%	(123)	51%	(247)	489
GenZers: 1997-2012	16%	(37)	25%	(61)	32%	(78)	27%	(64)	241
Millennials: 1981-1996	16%	(106)	30%	(198)	23%	(149)	32%	(209)	662
GenXers: 1965-1980	11%	(56)	28%	(142)	30%	(152)	32%	(164)	514
Baby Boomers: 1946-1964	6%	(40)	22%	(162)	28%	(205)	44%	(318)	725
PID: Dem (no lean)	13%	(104)	28%	(220)	25%	(195)	33%	(256)	775
PID: Ind (no lean)	8%	(63)	25%	(199)	29%	(230)	38%	(298)	790
PID: Rep (no lean)	11%	(74)	24%	(154)	27%	(175)	38%	(243)	645
PID/Gender: Dem Men	13%	(44)	30%	(100)	26%	(88)	31%	(103)	335
PID/Gender: Dem Women	14%	(60)	27%	(120)	24%	(107)	35%	(153)	440
PID/Gender: Ind Men	9%	(38)	26%	(107)	28%	(115)	37%	(155)	415
PID/Gender: Ind Women	7%	(25)	25%	(92)	31%	(115)	38%	(143)	375
PID/Gender: Rep Men	10%	(31)	26%	(83)	28%	(90)	36%	(114)	318
PID/Gender: Rep Women	13%	(43)	22%	(71)	26%	(84)	39%	(129)	327
Ideo: Liberal (1-3)	12%	(76)	28%	(176)	26%	(165)	34%	(216)	634
Ideo: Moderate (4)	12%	(77)	27%	(167)	28%	(178)	33%	(206)	627
Ideo: Conservative (5-7)	9%	(61)	25%	(183)	27%	(197)	39%	(278)	719
Educ: < College	12%	(169)	25%	(357)	27%	(382)	37%	(529)	1437
Educ: Bachelors degree	10%	(47)	27%	(133)	28%	(135)	36%	(176)	491
Educ: Post-grad	9%	(25)	29%	(82)	29%	(83)	32%	(92)	282
Income: Under 50k	11%	(130)	25%	(289)	26%	(295)	38%	(438)	1153
Income: 50k-100k	11%	(76)	24%	(169)	29%	(198)	36%	(247)	690
Income: 100k+	9%	(34)	31%	(115)	29%	(107)	30%	(112)	368

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Table MCEN5_12: *When considering whether to go see a movie in theaters, how important, if at all, are the following?
 The option to be a rewards member at your favorite theater*

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	11%	(241)	26%	(573)	27%	(600)	36%	(796)	2210
Ethnicity: White (Non-Hispanic)	8%	(121)	23%	(343)	28%	(418)	41%	(605)	1488
Ethnicity: Hispanic	19%	(70)	33%	(123)	24%	(89)	24%	(92)	374
Ethnicity: Black (Non-Hispanic)	16%	(40)	33%	(81)	25%	(61)	25%	(61)	243
Ethnicity: Asian + Other (Non-Hispanic)	9%	(9)	23%	(24)	31%	(32)	37%	(39)	105
All Christian	11%	(101)	25%	(240)	26%	(252)	38%	(357)	949
All Non-Christian	18%	(18)	24%	(25)	29%	(29)	29%	(30)	101
Atheist	8%	(8)	19%	(20)	34%	(35)	39%	(40)	102
Agnostic/Nothing in particular	9%	(60)	26%	(171)	28%	(185)	37%	(245)	661
Something Else	14%	(54)	30%	(117)	25%	(99)	32%	(125)	396
Religious Non-Protestant/Catholic	17%	(21)	23%	(28)	30%	(37)	29%	(36)	122
Evangelical	12%	(63)	25%	(132)	27%	(140)	36%	(190)	525
Non-Evangelical	11%	(89)	28%	(220)	26%	(202)	35%	(278)	788
Community: Urban	15%	(90)	26%	(155)	25%	(144)	34%	(196)	586
Community: Suburban	10%	(107)	27%	(298)	28%	(311)	35%	(382)	1098
Community: Rural	8%	(43)	23%	(120)	27%	(144)	42%	(218)	526
Employ: Private Sector	13%	(96)	30%	(226)	29%	(221)	29%	(219)	762
Employ: Government	12%	(14)	27%	(31)	22%	(25)	39%	(45)	116
Employ: Self-Employed	12%	(25)	32%	(66)	20%	(42)	36%	(74)	207
Employ: Homemaker	10%	(16)	29%	(47)	27%	(42)	34%	(54)	160
Employ: Student	11%	(9)	22%	(18)	32%	(25)	35%	(28)	80
Employ: Retired	6%	(29)	20%	(104)	27%	(138)	47%	(241)	512
Employ: Unemployed	15%	(38)	20%	(48)	30%	(73)	35%	(86)	245
Employ: Other	11%	(14)	25%	(32)	25%	(32)	39%	(50)	129
Military HH: Yes	9%	(33)	20%	(72)	29%	(105)	42%	(152)	362
Military HH: No	11%	(208)	27%	(500)	27%	(496)	35%	(644)	1848
RD/WT: Right Direction	16%	(109)	27%	(187)	25%	(169)	32%	(224)	688
RD/WT: Wrong Track	9%	(132)	25%	(386)	28%	(431)	38%	(573)	1522
Biden Job Approve	12%	(109)	27%	(248)	26%	(239)	34%	(310)	905
Biden Job Disapprove	10%	(118)	25%	(301)	28%	(333)	37%	(437)	1189

Continued on next page

Table MCEN5_12: When considering whether to go see a movie in theaters, how important, if at all, are the following?
The option to be a rewards member at your favorite theater

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	11%	(241)	26%	(573)	27%	(600)	36%	(796)	2210
Biden Job Strongly Approve	15%	(50)	30%	(100)	23%	(75)	32%	(105)	330
Biden Job Somewhat Approve	10%	(58)	26%	(147)	28%	(163)	36%	(205)	575
Biden Job Somewhat Disapprove	11%	(40)	27%	(104)	31%	(118)	31%	(118)	380
Biden Job Strongly Disapprove	10%	(78)	24%	(197)	27%	(215)	39%	(319)	809
Favorable of Biden	12%	(117)	27%	(257)	26%	(248)	34%	(315)	936
Unfavorable of Biden	10%	(113)	25%	(298)	28%	(329)	37%	(433)	1173
Very Favorable of Biden	16%	(61)	28%	(105)	25%	(93)	31%	(116)	375
Somewhat Favorable of Biden	10%	(56)	27%	(152)	28%	(155)	35%	(199)	562
Somewhat Unfavorable of Biden	11%	(35)	28%	(90)	30%	(97)	31%	(102)	323
Very Unfavorable of Biden	9%	(78)	24%	(208)	27%	(233)	39%	(331)	850
#1 Issue: Economy	9%	(86)	30%	(280)	26%	(244)	35%	(327)	937
#1 Issue: Security	9%	(27)	22%	(64)	26%	(76)	43%	(126)	293
#1 Issue: Health Care	16%	(36)	27%	(61)	27%	(62)	30%	(70)	230
#1 Issue: Medicare / Social Security	7%	(18)	24%	(59)	32%	(78)	37%	(90)	245
#1 Issue: Women's Issues	17%	(18)	25%	(28)	25%	(28)	33%	(37)	111
#1 Issue: Education	22%	(18)	23%	(19)	22%	(18)	32%	(26)	82
#1 Issue: Energy	13%	(20)	26%	(38)	34%	(50)	28%	(41)	149
#1 Issue: Other	11%	(18)	14%	(24)	27%	(44)	48%	(78)	164
2020 Vote: Joe Biden	12%	(112)	28%	(265)	27%	(254)	32%	(299)	929
2020 Vote: Donald Trump	10%	(75)	25%	(185)	26%	(197)	39%	(294)	751
2020 Vote: Other	9%	(9)	32%	(29)	25%	(23)	34%	(31)	92
2020 Vote: Didn't Vote	10%	(46)	22%	(94)	29%	(126)	39%	(172)	438
2018 House Vote: Democrat	14%	(103)	28%	(208)	25%	(188)	33%	(251)	751
2018 House Vote: Republican	9%	(56)	25%	(152)	28%	(172)	38%	(238)	618
2018 House Vote: Someone else	16%	(11)	31%	(21)	23%	(16)	30%	(21)	69
2016 Vote: Hillary Clinton	13%	(92)	28%	(199)	27%	(188)	32%	(220)	699
2016 Vote: Donald Trump	10%	(70)	23%	(157)	28%	(186)	38%	(256)	669
2016 Vote: Other	10%	(11)	29%	(34)	25%	(30)	37%	(43)	119
2016 Vote: Didn't Vote	9%	(68)	25%	(182)	27%	(197)	38%	(276)	723

Continued on next page

Table MCEN5_12: When considering whether to go see a movie in theaters, how important, if at all, are the following?
 The option to be a rewards member at your favorite theater

Demographic	Very important factor		Somewhat important factor		Not very important factor		Not important factor at all		Total N
Adults	11%	(241)	26%	(573)	27%	(600)	36%	(796)	2210
Voted in 2014: Yes	11%	(142)	27%	(335)	26%	(329)	36%	(450)	1256
Voted in 2014: No	10%	(99)	25%	(238)	28%	(271)	36%	(346)	954
4-Region: Northeast	12%	(45)	23%	(89)	32%	(123)	33%	(126)	383
4-Region: Midwest	9%	(42)	26%	(117)	27%	(123)	38%	(175)	456
4-Region: South	10%	(81)	27%	(226)	27%	(228)	37%	(309)	844
4-Region: West	14%	(72)	27%	(142)	24%	(126)	35%	(187)	527
Comfortable Going to the Movies	13%	(193)	28%	(410)	28%	(400)	30%	(437)	1441
Uncomfortable Going to the Movies	6%	(40)	22%	(142)	28%	(184)	44%	(284)	650
Frequent Moviegoers	32%	(60)	41%	(76)	16%	(29)	11%	(20)	186
Occasional Moviegoers	15%	(110)	33%	(241)	29%	(210)	23%	(166)	727
Rare Moviegoers	6%	(58)	23%	(206)	31%	(281)	40%	(365)	910
Never Goes to the Movies	3%	(13)	13%	(50)	21%	(79)	63%	(245)	387

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

Table MCEN6_1: How interested would you be to see the following types of movies in a movie theater?

Comedies

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	42%	(919)	40%	(894)	10%	(210)	8%	(186)	2210
Gender: Male	39%	(411)	43%	(457)	11%	(115)	8%	(84)	1068
Gender: Female	44%	(508)	38%	(437)	8%	(95)	9%	(102)	1142
Age: 18-34	49%	(317)	37%	(236)	9%	(58)	5%	(32)	642
Age: 35-44	50%	(182)	37%	(135)	8%	(31)	5%	(17)	365
Age: 45-64	38%	(274)	43%	(308)	9%	(67)	9%	(65)	714
Age: 65+	30%	(146)	44%	(215)	11%	(55)	15%	(72)	489
GenZers: 1997-2012	48%	(116)	39%	(93)	9%	(21)	4%	(11)	241
Millennials: 1981-1996	50%	(328)	36%	(240)	9%	(61)	5%	(32)	662
GenXers: 1965-1980	44%	(225)	40%	(206)	8%	(43)	8%	(40)	514
Baby Boomers: 1946-1964	32%	(233)	46%	(331)	10%	(76)	12%	(86)	725
PID: Dem (no lean)	43%	(335)	41%	(321)	9%	(73)	6%	(45)	775
PID: Ind (no lean)	39%	(310)	43%	(337)	9%	(68)	10%	(76)	790
PID: Rep (no lean)	43%	(275)	37%	(237)	11%	(69)	10%	(64)	645
PID/Gender: Dem Men	40%	(135)	44%	(147)	10%	(35)	5%	(18)	335
PID/Gender: Dem Women	45%	(200)	40%	(174)	9%	(39)	6%	(28)	440
PID/Gender: Ind Men	37%	(153)	44%	(183)	10%	(40)	9%	(38)	415
PID/Gender: Ind Women	42%	(156)	41%	(153)	7%	(28)	10%	(38)	375
PID/Gender: Rep Men	38%	(122)	40%	(127)	13%	(40)	9%	(28)	318
PID/Gender: Rep Women	47%	(152)	33%	(109)	9%	(29)	11%	(36)	327
Ideo: Liberal (1-3)	44%	(281)	41%	(258)	10%	(62)	5%	(33)	634
Ideo: Moderate (4)	39%	(246)	42%	(262)	10%	(62)	9%	(58)	627
Ideo: Conservative (5-7)	39%	(283)	40%	(287)	11%	(80)	10%	(69)	719
Educ: < College	43%	(620)	39%	(564)	8%	(120)	9%	(133)	1437
Educ: Bachelors degree	40%	(196)	44%	(217)	11%	(54)	5%	(24)	491
Educ: Post-grad	37%	(103)	40%	(114)	13%	(36)	11%	(30)	282
Income: Under 50k	42%	(482)	39%	(450)	9%	(104)	10%	(117)	1153
Income: 50k-100k	43%	(293)	40%	(272)	11%	(74)	7%	(50)	690
Income: 100k+	39%	(145)	47%	(172)	9%	(32)	5%	(19)	368

Continued on next page

Table MCEN6_1: How interested would you be to see the following types of movies in a movie theater?
 Comedies

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	42%	(919)	40%	(894)	10%	(210)	8%	(186)	2210
Ethnicity: White (Non-Hispanic)	40%	(590)	42%	(618)	10%	(148)	9%	(132)	1488
Ethnicity: Hispanic	45%	(170)	39%	(147)	8%	(31)	7%	(26)	374
Ethnicity: Black (Non-Hispanic)	49%	(120)	34%	(83)	9%	(21)	8%	(19)	243
Ethnicity: Asian + Other (Non-Hispanic)	38%	(40)	44%	(46)	11%	(11)	8%	(8)	105
All Christian	40%	(378)	42%	(403)	9%	(86)	9%	(82)	949
All Non-Christian	43%	(44)	37%	(38)	10%	(11)	9%	(9)	101
Atheist	37%	(38)	47%	(48)	10%	(11)	5%	(5)	102
Agnostic/Nothing in particular	41%	(274)	40%	(263)	11%	(72)	8%	(52)	661
Something Else	47%	(186)	36%	(142)	8%	(31)	9%	(38)	396
Religious Non-Protestant/Catholic	44%	(54)	38%	(46)	10%	(12)	8%	(9)	122
Evangelical	42%	(221)	38%	(199)	9%	(46)	11%	(59)	525
Non-Evangelical	42%	(330)	42%	(332)	9%	(67)	8%	(59)	788
Community: Urban	45%	(262)	39%	(229)	9%	(52)	7%	(43)	586
Community: Suburban	41%	(451)	41%	(451)	10%	(108)	8%	(88)	1098
Community: Rural	39%	(206)	41%	(214)	10%	(50)	10%	(55)	526
Employ: Private Sector	46%	(349)	41%	(314)	9%	(66)	4%	(33)	762
Employ: Government	37%	(43)	43%	(50)	14%	(16)	6%	(7)	116
Employ: Self-Employed	44%	(90)	40%	(83)	8%	(16)	9%	(18)	207
Employ: Homemaker	41%	(66)	40%	(64)	6%	(10)	12%	(20)	160
Employ: Student	56%	(44)	28%	(22)	9%	(7)	8%	(6)	80
Employ: Retired	32%	(166)	44%	(225)	10%	(50)	14%	(71)	512
Employ: Unemployed	46%	(112)	36%	(89)	12%	(30)	6%	(14)	245
Employ: Other	38%	(49)	37%	(47)	12%	(15)	13%	(17)	129
Military HH: Yes	34%	(122)	44%	(158)	12%	(44)	10%	(38)	362
Military HH: No	43%	(797)	40%	(736)	9%	(167)	8%	(148)	1848
RD/WT: Right Direction	43%	(296)	40%	(275)	9%	(64)	8%	(53)	688
RD/WT: Wrong Track	41%	(623)	41%	(620)	10%	(146)	9%	(133)	1522
Biden Job Approve	42%	(378)	42%	(379)	9%	(78)	8%	(69)	905
Biden Job Disapprove	41%	(492)	40%	(471)	10%	(121)	9%	(105)	1189

Continued on next page

Table MCEN6_1: How interested would you be to see the following types of movies in a movie theater?

Comedies

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	42%	(919)	40%	(894)	10%	(210)	8%	(186)	2210
Biden Job Strongly Approve	48%	(157)	34%	(112)	10%	(33)	8%	(28)	330
Biden Job Somewhat Approve	38%	(221)	46%	(267)	8%	(45)	7%	(42)	575
Biden Job Somewhat Disapprove	41%	(155)	43%	(165)	9%	(33)	7%	(28)	380
Biden Job Strongly Disapprove	42%	(337)	38%	(306)	11%	(88)	10%	(77)	809
Favorable of Biden	42%	(391)	42%	(398)	8%	(78)	7%	(69)	936
Unfavorable of Biden	42%	(489)	39%	(462)	10%	(120)	9%	(102)	1173
Very Favorable of Biden	49%	(183)	34%	(128)	9%	(35)	8%	(29)	375
Somewhat Favorable of Biden	37%	(209)	48%	(270)	8%	(43)	7%	(40)	562
Somewhat Unfavorable of Biden	42%	(137)	42%	(136)	9%	(29)	6%	(20)	323
Very Unfavorable of Biden	41%	(352)	38%	(326)	11%	(90)	10%	(82)	850
#1 Issue: Economy	45%	(426)	41%	(382)	8%	(78)	5%	(51)	937
#1 Issue: Security	37%	(108)	40%	(117)	12%	(36)	11%	(32)	293
#1 Issue: Health Care	45%	(104)	39%	(90)	10%	(22)	6%	(14)	230
#1 Issue: Medicare / Social Security	28%	(67)	46%	(112)	9%	(23)	17%	(43)	245
#1 Issue: Women's Issues	47%	(52)	43%	(48)	7%	(8)	3%	(3)	111
#1 Issue: Education	47%	(39)	36%	(29)	12%	(10)	5%	(4)	82
#1 Issue: Energy	38%	(56)	45%	(67)	10%	(15)	8%	(12)	149
#1 Issue: Other	41%	(67)	31%	(51)	12%	(19)	16%	(27)	164
2020 Vote: Joe Biden	42%	(388)	41%	(383)	10%	(91)	7%	(68)	929
2020 Vote: Donald Trump	42%	(317)	38%	(283)	10%	(76)	10%	(75)	751
2020 Vote: Other	37%	(34)	49%	(45)	12%	(11)	3%	(3)	92
2020 Vote: Didn't Vote	41%	(181)	42%	(184)	8%	(33)	9%	(40)	438
2018 House Vote: Democrat	44%	(330)	40%	(303)	9%	(69)	7%	(49)	751
2018 House Vote: Republican	40%	(249)	41%	(251)	11%	(66)	8%	(52)	618
2018 House Vote: Someone else	32%	(22)	48%	(33)	12%	(8)	8%	(6)	69
2016 Vote: Hillary Clinton	42%	(293)	42%	(292)	10%	(70)	6%	(44)	699
2016 Vote: Donald Trump	42%	(279)	39%	(261)	10%	(68)	9%	(61)	669
2016 Vote: Other	33%	(40)	47%	(56)	13%	(16)	6%	(7)	119
2016 Vote: Didn't Vote	43%	(307)	39%	(285)	8%	(57)	10%	(74)	723

Continued on next page

Table MCEN6_1: How interested would you be to see the following types of movies in a movie theater?
 Comedies

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	42%	(919)	40%	(894)	10%	(210)	8%	(186)	2210
Voted in 2014: Yes	40%	(508)	41%	(518)	11%	(132)	8%	(98)	1256
Voted in 2014: No	43%	(411)	39%	(377)	8%	(78)	9%	(88)	954
4-Region: Northeast	42%	(161)	40%	(155)	8%	(31)	9%	(36)	383
4-Region: Midwest	45%	(206)	43%	(195)	6%	(29)	6%	(27)	456
4-Region: South	40%	(342)	40%	(341)	11%	(89)	9%	(72)	844
4-Region: West	40%	(211)	39%	(204)	12%	(61)	10%	(51)	527
Comfortable Going to the Movies	47%	(670)	41%	(587)	9%	(123)	4%	(60)	1441
Uncomfortable Going to the Movies	33%	(216)	41%	(263)	11%	(69)	16%	(102)	650
Frequent Moviegoers	67%	(125)	24%	(45)	6%	(10)	3%	(5)	186
Occasional Moviegoers	48%	(351)	41%	(299)	8%	(57)	3%	(20)	727
Rare Moviegoers	37%	(340)	47%	(427)	10%	(93)	6%	(50)	910
Never Goes to the Movies	27%	(104)	32%	(123)	13%	(50)	29%	(110)	387

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

Table MCEN6_2: How interested would you be to see the following types of movies in a movie theater?

Documentaries

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	17%	(377)	37%	(808)	24%	(538)	22%	(487)	2210
Gender: Male	18%	(192)	38%	(406)	24%	(260)	20%	(210)	1068
Gender: Female	16%	(186)	35%	(402)	24%	(277)	24%	(277)	1142
Age: 18-34	18%	(115)	38%	(243)	24%	(151)	21%	(133)	642
Age: 35-44	18%	(67)	39%	(141)	24%	(87)	20%	(71)	365
Age: 45-64	17%	(122)	34%	(245)	26%	(183)	23%	(164)	714
Age: 65+	15%	(74)	37%	(179)	24%	(117)	24%	(119)	489
GenZers: 1997-2012	16%	(39)	41%	(100)	22%	(52)	21%	(51)	241
Millennials: 1981-1996	18%	(121)	38%	(248)	24%	(161)	20%	(132)	662
GenXers: 1965-1980	17%	(86)	34%	(177)	26%	(132)	23%	(119)	514
Baby Boomers: 1946-1964	17%	(122)	36%	(261)	24%	(175)	23%	(168)	725
PID: Dem (no lean)	19%	(150)	38%	(293)	24%	(184)	19%	(148)	775
PID: Ind (no lean)	17%	(135)	38%	(300)	22%	(173)	23%	(182)	790
PID: Rep (no lean)	14%	(93)	33%	(215)	28%	(181)	24%	(157)	645
PID/Gender: Dem Men	20%	(67)	39%	(130)	24%	(79)	17%	(58)	335
PID/Gender: Dem Women	19%	(82)	37%	(163)	24%	(105)	20%	(90)	440
PID/Gender: Ind Men	18%	(73)	39%	(163)	22%	(92)	21%	(87)	415
PID/Gender: Ind Women	16%	(62)	36%	(137)	22%	(81)	25%	(96)	375
PID/Gender: Rep Men	16%	(51)	35%	(112)	28%	(90)	20%	(65)	318
PID/Gender: Rep Women	13%	(41)	31%	(103)	28%	(91)	28%	(92)	327
Ideo: Liberal (1-3)	21%	(131)	39%	(245)	24%	(152)	17%	(106)	634
Ideo: Moderate (4)	17%	(107)	39%	(242)	24%	(147)	21%	(131)	627
Ideo: Conservative (5-7)	14%	(103)	33%	(239)	29%	(205)	24%	(172)	719
Educ: < College	17%	(239)	35%	(510)	23%	(332)	25%	(356)	1437
Educ: Bachelors degree	17%	(82)	39%	(193)	28%	(135)	16%	(80)	491
Educ: Post-grad	20%	(56)	37%	(105)	25%	(71)	18%	(51)	282
Income: Under 50k	18%	(203)	36%	(413)	22%	(259)	24%	(278)	1153
Income: 50k-100k	17%	(116)	36%	(246)	25%	(176)	22%	(151)	690
Income: 100k+	16%	(59)	40%	(149)	28%	(103)	16%	(58)	368

Continued on next page

Table MCEN6_2: How interested would you be to see the following types of movies in a movie theater?
 Documentaries

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	17%	(377)	37%	(808)	24%	(538)	22%	(487)	2210
Ethnicity: White (Non-Hispanic)	16%	(231)	35%	(527)	26%	(394)	23%	(337)	1488
Ethnicity: Hispanic	22%	(81)	43%	(160)	18%	(68)	17%	(65)	374
Ethnicity: Black (Non-Hispanic)	19%	(46)	35%	(85)	20%	(49)	25%	(62)	243
Ethnicity: Asian + Other (Non-Hispanic)	18%	(19)	34%	(36)	25%	(26)	23%	(24)	105
All Christian	16%	(150)	38%	(362)	26%	(246)	20%	(191)	949
All Non-Christian	28%	(28)	33%	(34)	20%	(20)	19%	(19)	101
Atheist	16%	(16)	38%	(39)	25%	(26)	21%	(21)	102
Agnostic/Nothing in particular	17%	(111)	36%	(239)	23%	(155)	24%	(156)	661
Something Else	18%	(72)	34%	(134)	23%	(91)	25%	(100)	396
Religious Non-Protestant/Catholic	25%	(31)	36%	(44)	22%	(26)	17%	(21)	122
Evangelical	17%	(87)	33%	(174)	25%	(129)	26%	(134)	525
Non-Evangelical	17%	(132)	39%	(306)	25%	(198)	19%	(153)	788
Community: Urban	19%	(113)	38%	(224)	23%	(134)	20%	(116)	586
Community: Suburban	17%	(185)	35%	(388)	25%	(280)	22%	(246)	1098
Community: Rural	15%	(79)	37%	(197)	24%	(124)	24%	(125)	526
Employ: Private Sector	18%	(138)	39%	(300)	25%	(192)	17%	(132)	762
Employ: Government	16%	(19)	33%	(38)	31%	(35)	20%	(24)	116
Employ: Self-Employed	22%	(45)	38%	(78)	19%	(40)	21%	(44)	207
Employ: Homemaker	15%	(24)	35%	(57)	18%	(29)	31%	(50)	160
Employ: Student	14%	(11)	35%	(28)	32%	(26)	19%	(15)	80
Employ: Retired	15%	(78)	36%	(182)	23%	(119)	26%	(132)	512
Employ: Unemployed	16%	(39)	33%	(81)	29%	(71)	22%	(55)	245
Employ: Other	18%	(23)	35%	(45)	20%	(26)	27%	(35)	129
Military HH: Yes	19%	(67)	34%	(122)	24%	(86)	24%	(87)	362
Military HH: No	17%	(310)	37%	(686)	24%	(452)	22%	(400)	1848
RD/WT: Right Direction	21%	(144)	38%	(262)	23%	(159)	18%	(123)	688
RD/WT: Wrong Track	15%	(233)	36%	(546)	25%	(378)	24%	(364)	1522
Biden Job Approve	19%	(171)	38%	(343)	24%	(217)	19%	(173)	905
Biden Job Disapprove	16%	(193)	35%	(417)	25%	(301)	23%	(277)	1189

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Table MCEN6_2: How interested would you be to see the following types of movies in a movie theater?

Documentaries

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	17%	(377)	37%	(808)	24%	(538)	22%	(487)	2210
Biden Job Strongly Approve	27%	(91)	35%	(117)	19%	(63)	18%	(60)	330
Biden Job Somewhat Approve	14%	(81)	39%	(226)	27%	(154)	20%	(114)	575
Biden Job Somewhat Disapprove	15%	(56)	38%	(144)	28%	(105)	20%	(75)	380
Biden Job Strongly Disapprove	17%	(137)	34%	(274)	24%	(196)	25%	(202)	809
Favorable of Biden	20%	(183)	37%	(344)	24%	(229)	19%	(181)	936
Unfavorable of Biden	16%	(182)	36%	(425)	25%	(294)	23%	(272)	1173
Very Favorable of Biden	30%	(112)	33%	(125)	19%	(73)	17%	(64)	375
Somewhat Favorable of Biden	13%	(71)	39%	(218)	28%	(156)	21%	(116)	562
Somewhat Unfavorable of Biden	15%	(47)	40%	(131)	25%	(82)	20%	(63)	323
Very Unfavorable of Biden	16%	(135)	35%	(295)	25%	(212)	25%	(208)	850
#1 Issue: Economy	16%	(154)	38%	(356)	24%	(226)	21%	(200)	937
#1 Issue: Security	16%	(46)	39%	(113)	23%	(68)	22%	(65)	293
#1 Issue: Health Care	17%	(40)	40%	(91)	23%	(52)	20%	(47)	230
#1 Issue: Medicare / Social Security	16%	(39)	29%	(70)	28%	(68)	27%	(67)	245
#1 Issue: Women's Issues	25%	(28)	29%	(32)	28%	(31)	18%	(20)	111
#1 Issue: Education	25%	(21)	40%	(33)	14%	(11)	20%	(17)	82
#1 Issue: Energy	15%	(23)	43%	(65)	23%	(34)	19%	(28)	149
#1 Issue: Other	16%	(27)	29%	(47)	28%	(46)	26%	(43)	164
2020 Vote: Joe Biden	19%	(179)	38%	(355)	24%	(222)	19%	(173)	929
2020 Vote: Donald Trump	17%	(124)	33%	(250)	26%	(197)	24%	(180)	751
2020 Vote: Other	18%	(16)	47%	(43)	23%	(22)	12%	(11)	92
2020 Vote: Didn't Vote	13%	(57)	36%	(160)	22%	(97)	28%	(124)	438
2018 House Vote: Democrat	20%	(150)	38%	(284)	24%	(179)	18%	(138)	751
2018 House Vote: Republican	15%	(94)	37%	(228)	27%	(165)	21%	(131)	618
2018 House Vote: Someone else	22%	(15)	33%	(23)	27%	(18)	18%	(12)	69
2016 Vote: Hillary Clinton	20%	(141)	38%	(269)	25%	(175)	16%	(115)	699
2016 Vote: Donald Trump	16%	(105)	37%	(249)	24%	(161)	23%	(154)	669
2016 Vote: Other	17%	(21)	38%	(45)	25%	(30)	20%	(23)	119
2016 Vote: Didn't Vote	15%	(111)	34%	(245)	24%	(172)	27%	(195)	723

Continued on next page

Table MCEN6_2: How interested would you be to see the following types of movies in a movie theater?

Documentaries

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	17%	(377)	37%	(808)	24%	(538)	22%	(487)	2210
Voted in 2014: Yes	19%	(236)	38%	(472)	24%	(304)	19%	(244)	1256
Voted in 2014: No	15%	(142)	35%	(335)	25%	(234)	25%	(243)	954
4-Region: Northeast	17%	(65)	36%	(138)	25%	(94)	22%	(86)	383
4-Region: Midwest	15%	(69)	36%	(164)	25%	(113)	24%	(111)	456
4-Region: South	17%	(140)	37%	(313)	23%	(197)	23%	(195)	844
4-Region: West	20%	(105)	37%	(193)	25%	(134)	18%	(95)	527
Comfortable Going to the Movies	18%	(262)	38%	(547)	25%	(366)	18%	(266)	1441
Uncomfortable Going to the Movies	16%	(102)	35%	(225)	23%	(147)	27%	(175)	650
Frequent Moviegoers	31%	(57)	43%	(79)	16%	(29)	11%	(20)	186
Occasional Moviegoers	19%	(136)	40%	(288)	27%	(194)	15%	(110)	727
Rare Moviegoers	16%	(147)	36%	(330)	26%	(238)	22%	(196)	910
Never Goes to the Movies	10%	(37)	29%	(111)	20%	(77)	42%	(162)	387

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

Table MCEN6_3: How interested would you be to see the following types of movies in a movie theater?

Thrillers

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	34%	(747)	37%	(819)	14%	(307)	15%	(336)	2210
Gender: Male	37%	(390)	39%	(420)	13%	(138)	11%	(120)	1068
Gender: Female	31%	(357)	35%	(400)	15%	(169)	19%	(216)	1142
Age: 18-34	38%	(243)	40%	(259)	12%	(74)	10%	(66)	642
Age: 35-44	40%	(145)	37%	(135)	12%	(43)	12%	(43)	365
Age: 45-64	32%	(229)	38%	(274)	15%	(110)	14%	(101)	714
Age: 65+	27%	(130)	31%	(151)	16%	(81)	26%	(127)	489
GenZers: 1997-2012	39%	(95)	34%	(82)	14%	(35)	13%	(30)	241
Millennials: 1981-1996	38%	(251)	42%	(280)	11%	(70)	9%	(61)	662
GenXers: 1965-1980	35%	(180)	37%	(189)	15%	(77)	13%	(69)	514
Baby Boomers: 1946-1964	29%	(212)	34%	(245)	16%	(116)	21%	(153)	725
PID: Dem (no lean)	37%	(286)	36%	(281)	13%	(101)	14%	(106)	775
PID: Ind (no lean)	31%	(248)	37%	(296)	14%	(112)	17%	(135)	790
PID: Rep (no lean)	33%	(214)	38%	(242)	15%	(94)	15%	(95)	645
PID/Gender: Dem Men	41%	(136)	37%	(124)	10%	(33)	12%	(41)	335
PID/Gender: Dem Women	34%	(150)	36%	(157)	15%	(68)	15%	(65)	440
PID/Gender: Ind Men	32%	(132)	41%	(170)	14%	(58)	13%	(56)	415
PID/Gender: Ind Women	31%	(116)	34%	(126)	14%	(54)	21%	(79)	375
PID/Gender: Rep Men	38%	(122)	39%	(125)	15%	(47)	7%	(23)	318
PID/Gender: Rep Women	28%	(92)	36%	(117)	14%	(47)	22%	(72)	327
Ideo: Liberal (1-3)	38%	(241)	34%	(217)	15%	(92)	13%	(84)	634
Ideo: Moderate (4)	32%	(202)	43%	(267)	14%	(85)	12%	(73)	627
Ideo: Conservative (5-7)	30%	(218)	37%	(269)	15%	(109)	17%	(123)	719
Educ: < College	36%	(524)	36%	(513)	12%	(178)	15%	(222)	1437
Educ: Bachelors degree	30%	(149)	42%	(207)	16%	(80)	11%	(55)	491
Educ: Post-grad	26%	(74)	35%	(99)	18%	(50)	21%	(59)	282
Income: Under 50k	35%	(408)	37%	(423)	12%	(143)	15%	(178)	1153
Income: 50k-100k	32%	(219)	36%	(246)	16%	(112)	16%	(113)	690
Income: 100k+	33%	(120)	41%	(150)	14%	(52)	12%	(46)	368

Continued on next page

Table MCEN6_3: How interested would you be to see the following types of movies in a movie theater?
 Thrillers

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	34%	(747)	37%	(819)	14%	(307)	15%	(336)	2210
Ethnicity: White (Non-Hispanic)	31%	(466)	37%	(544)	15%	(226)	17%	(252)	1488
Ethnicity: Hispanic	37%	(137)	41%	(153)	14%	(53)	8%	(30)	374
Ethnicity: Black (Non-Hispanic)	46%	(111)	31%	(75)	7%	(18)	16%	(40)	243
Ethnicity: Asian + Other (Non-Hispanic)	31%	(33)	45%	(47)	10%	(10)	14%	(15)	105
All Christian	32%	(300)	37%	(349)	15%	(141)	17%	(159)	949
All Non-Christian	34%	(35)	33%	(33)	13%	(13)	20%	(20)	101
Atheist	37%	(38)	36%	(37)	13%	(13)	14%	(14)	102
Agnostic/Nothing in particular	34%	(222)	40%	(264)	14%	(90)	13%	(84)	661
Something Else	38%	(152)	34%	(136)	13%	(50)	15%	(58)	396
Religious Non-Protestant/Catholic	35%	(43)	32%	(39)	14%	(18)	19%	(23)	122
Evangelical	32%	(166)	33%	(171)	14%	(76)	21%	(112)	525
Non-Evangelical	35%	(276)	38%	(302)	14%	(109)	13%	(101)	788
Community: Urban	37%	(216)	37%	(220)	13%	(78)	12%	(73)	586
Community: Suburban	33%	(360)	37%	(408)	14%	(159)	16%	(171)	1098
Community: Rural	32%	(171)	37%	(192)	13%	(70)	18%	(93)	526
Employ: Private Sector	36%	(277)	37%	(285)	14%	(108)	12%	(93)	762
Employ: Government	32%	(37)	36%	(41)	15%	(17)	18%	(20)	116
Employ: Self-Employed	31%	(65)	43%	(90)	15%	(30)	11%	(22)	207
Employ: Homemaker	27%	(43)	43%	(68)	13%	(20)	18%	(28)	160
Employ: Student	47%	(38)	37%	(29)	6%	(5)	11%	(8)	80
Employ: Retired	29%	(147)	32%	(163)	16%	(84)	23%	(118)	512
Employ: Unemployed	38%	(94)	40%	(98)	11%	(27)	11%	(27)	245
Employ: Other	36%	(47)	35%	(46)	13%	(17)	15%	(19)	129
Military HH: Yes	31%	(113)	36%	(132)	15%	(56)	17%	(61)	362
Military HH: No	34%	(634)	37%	(688)	14%	(251)	15%	(275)	1848
RD/WT: Right Direction	38%	(260)	34%	(237)	14%	(97)	14%	(94)	688
RD/WT: Wrong Track	32%	(487)	38%	(583)	14%	(210)	16%	(243)	1522
Biden Job Approve	36%	(323)	36%	(322)	14%	(126)	15%	(135)	905
Biden Job Disapprove	32%	(378)	38%	(455)	14%	(171)	16%	(184)	1189

Continued on next page

Table MCEN6_3: How interested would you be to see the following types of movies in a movie theater?

Thrillers

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	34%	(747)	37%	(819)	14%	(307)	15%	(336)	2210
Biden Job Strongly Approve	43%	(141)	29%	(94)	14%	(47)	15%	(48)	330
Biden Job Somewhat Approve	32%	(182)	40%	(227)	14%	(79)	15%	(87)	575
Biden Job Somewhat Disapprove	30%	(113)	43%	(163)	13%	(50)	14%	(54)	380
Biden Job Strongly Disapprove	33%	(265)	36%	(292)	15%	(121)	16%	(131)	809
Favorable of Biden	36%	(339)	36%	(333)	14%	(127)	15%	(137)	936
Unfavorable of Biden	32%	(381)	38%	(443)	15%	(170)	15%	(179)	1173
Very Favorable of Biden	44%	(165)	29%	(107)	13%	(48)	15%	(55)	375
Somewhat Favorable of Biden	31%	(175)	40%	(226)	14%	(79)	15%	(82)	562
Somewhat Unfavorable of Biden	32%	(103)	41%	(131)	14%	(46)	13%	(43)	323
Very Unfavorable of Biden	33%	(278)	37%	(312)	15%	(125)	16%	(135)	850
#1 Issue: Economy	34%	(320)	39%	(366)	15%	(140)	12%	(111)	937
#1 Issue: Security	29%	(86)	36%	(104)	16%	(48)	19%	(55)	293
#1 Issue: Health Care	36%	(82)	39%	(90)	11%	(25)	14%	(32)	230
#1 Issue: Medicare / Social Security	30%	(74)	31%	(75)	12%	(30)	27%	(66)	245
#1 Issue: Women's Issues	35%	(39)	42%	(47)	12%	(14)	10%	(11)	111
#1 Issue: Education	36%	(30)	45%	(37)	9%	(7)	9%	(8)	82
#1 Issue: Energy	40%	(59)	34%	(51)	13%	(19)	14%	(20)	149
#1 Issue: Other	35%	(57)	30%	(50)	14%	(23)	20%	(33)	164
2020 Vote: Joe Biden	37%	(340)	35%	(329)	13%	(124)	15%	(136)	929
2020 Vote: Donald Trump	31%	(234)	37%	(277)	15%	(114)	17%	(126)	751
2020 Vote: Other	25%	(23)	54%	(49)	15%	(14)	6%	(6)	92
2020 Vote: Didn't Vote	34%	(150)	38%	(165)	13%	(55)	16%	(69)	438
2018 House Vote: Democrat	37%	(276)	35%	(266)	15%	(110)	13%	(99)	751
2018 House Vote: Republican	30%	(188)	39%	(241)	16%	(97)	15%	(92)	618
2018 House Vote: Someone else	31%	(21)	38%	(26)	20%	(14)	12%	(8)	69
2016 Vote: Hillary Clinton	36%	(252)	35%	(243)	14%	(101)	15%	(103)	699
2016 Vote: Donald Trump	32%	(212)	39%	(259)	14%	(96)	15%	(103)	669
2016 Vote: Other	29%	(34)	36%	(43)	25%	(30)	10%	(12)	119
2016 Vote: Didn't Vote	34%	(249)	38%	(275)	11%	(80)	16%	(119)	723

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Table MCEN6_3: How interested would you be to see the following types of movies in a movie theater?
 Thrillers

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	34%	(747)	37%	(819)	14%	(307)	15%	(336)	2210
Voted in 2014: Yes	33%	(419)	36%	(455)	15%	(191)	15%	(191)	1256
Voted in 2014: No	34%	(328)	38%	(364)	12%	(117)	15%	(146)	954
4-Region: Northeast	36%	(138)	38%	(146)	10%	(39)	16%	(60)	383
4-Region: Midwest	32%	(144)	35%	(160)	18%	(83)	15%	(70)	456
4-Region: South	33%	(276)	38%	(321)	14%	(119)	15%	(128)	844
4-Region: West	36%	(189)	37%	(193)	12%	(66)	15%	(79)	527
Comfortable Going to the Movies	37%	(539)	38%	(551)	15%	(211)	10%	(140)	1441
Uncomfortable Going to the Movies	28%	(180)	36%	(231)	12%	(78)	25%	(161)	650
Frequent Moviegoers	54%	(101)	33%	(60)	7%	(14)	6%	(11)	186
Occasional Moviegoers	39%	(281)	40%	(289)	15%	(107)	7%	(50)	727
Rare Moviegoers	30%	(272)	40%	(369)	16%	(142)	14%	(128)	910
Never Goes to the Movies	24%	(93)	26%	(101)	11%	(44)	38%	(148)	387

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

Table MCEN6_4: How interested would you be to see the following types of movies in a movie theater?

Action

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	47%	(1036)	35%	(771)	10%	(231)	8%	(173)	2210
Gender: Male	54%	(579)	32%	(345)	9%	(91)	5%	(53)	1068
Gender: Female	40%	(457)	37%	(426)	12%	(140)	11%	(120)	1142
Age: 18-34	51%	(329)	36%	(231)	9%	(60)	3%	(22)	642
Age: 35-44	53%	(192)	31%	(113)	9%	(33)	7%	(27)	365
Age: 45-64	48%	(340)	35%	(248)	9%	(66)	8%	(60)	714
Age: 65+	36%	(175)	36%	(178)	15%	(72)	13%	(64)	489
GenZers: 1997-2012	59%	(142)	28%	(67)	12%	(28)	2%	(4)	241
Millennials: 1981-1996	50%	(331)	37%	(246)	8%	(53)	5%	(32)	662
GenXers: 1965-1980	49%	(253)	33%	(169)	10%	(51)	8%	(40)	514
Baby Boomers: 1946-1964	40%	(290)	37%	(267)	12%	(87)	11%	(81)	725
PID: Dem (no lean)	49%	(378)	33%	(259)	11%	(87)	7%	(51)	775
PID: Ind (no lean)	44%	(344)	38%	(304)	9%	(70)	9%	(72)	790
PID: Rep (no lean)	49%	(314)	32%	(208)	11%	(74)	8%	(50)	645
PID/Gender: Dem Men	56%	(187)	31%	(102)	9%	(29)	5%	(17)	335
PID/Gender: Dem Women	43%	(191)	36%	(156)	13%	(58)	8%	(34)	440
PID/Gender: Ind Men	50%	(206)	37%	(154)	7%	(31)	6%	(24)	415
PID/Gender: Ind Women	37%	(138)	40%	(150)	10%	(39)	13%	(48)	375
PID/Gender: Rep Men	59%	(186)	28%	(88)	10%	(31)	4%	(12)	318
PID/Gender: Rep Women	39%	(128)	37%	(119)	13%	(42)	11%	(38)	327
Ideo: Liberal (1-3)	46%	(293)	34%	(218)	13%	(81)	7%	(42)	634
Ideo: Moderate (4)	49%	(304)	35%	(223)	9%	(59)	7%	(41)	627
Ideo: Conservative (5-7)	45%	(325)	35%	(254)	11%	(77)	9%	(62)	719
Educ: < College	49%	(702)	34%	(485)	9%	(134)	8%	(116)	1437
Educ: Bachelors degree	43%	(211)	39%	(191)	13%	(62)	5%	(26)	491
Educ: Post-grad	43%	(123)	33%	(94)	12%	(35)	11%	(31)	282
Income: Under 50k	49%	(560)	33%	(381)	9%	(108)	9%	(104)	1153
Income: 50k-100k	44%	(304)	37%	(252)	12%	(82)	7%	(51)	690
Income: 100k+	47%	(172)	37%	(138)	11%	(41)	5%	(18)	368

Continued on next page

Table MCEN6_4: How interested would you be to see the following types of movies in a movie theater?

Action

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	47%	(1036)	35%	(771)	10%	(231)	8%	(173)	2210
Ethnicity: White (Non-Hispanic)	42%	(623)	37%	(547)	12%	(181)	9%	(137)	1488
Ethnicity: Hispanic	57%	(213)	34%	(127)	7%	(27)	2%	(8)	374
Ethnicity: Black (Non-Hispanic)	60%	(145)	25%	(60)	7%	(17)	8%	(20)	243
Ethnicity: Asian + Other (Non-Hispanic)	52%	(55)	35%	(36)	6%	(6)	7%	(7)	105
All Christian	46%	(440)	36%	(341)	10%	(93)	8%	(75)	949
All Non-Christian	46%	(46)	27%	(27)	20%	(20)	7%	(7)	101
Atheist	40%	(41)	40%	(41)	12%	(12)	8%	(8)	102
Agnostic/Nothing in particular	46%	(307)	36%	(235)	10%	(69)	7%	(49)	661
Something Else	51%	(201)	32%	(127)	9%	(36)	8%	(33)	396
Religious Non-Protestant/Catholic	48%	(59)	28%	(35)	17%	(21)	6%	(7)	122
Evangelical	49%	(258)	32%	(167)	10%	(53)	9%	(47)	525
Non-Evangelical	47%	(367)	36%	(287)	10%	(76)	7%	(59)	788
Community: Urban	52%	(305)	31%	(184)	9%	(51)	8%	(45)	586
Community: Suburban	46%	(508)	36%	(394)	11%	(117)	7%	(79)	1098
Community: Rural	42%	(222)	37%	(192)	12%	(62)	9%	(49)	526
Employ: Private Sector	50%	(378)	34%	(260)	11%	(80)	6%	(44)	762
Employ: Government	44%	(50)	36%	(42)	11%	(13)	9%	(11)	116
Employ: Self-Employed	44%	(91)	42%	(87)	8%	(18)	6%	(12)	207
Employ: Homemaker	38%	(60)	42%	(67)	7%	(11)	14%	(22)	160
Employ: Student	62%	(49)	26%	(21)	11%	(9)	2%	(1)	80
Employ: Retired	39%	(201)	36%	(184)	14%	(70)	11%	(57)	512
Employ: Unemployed	55%	(135)	30%	(74)	8%	(20)	7%	(16)	245
Employ: Other	55%	(71)	29%	(37)	9%	(11)	7%	(10)	129
Military HH: Yes	44%	(161)	36%	(129)	11%	(39)	9%	(33)	362
Military HH: No	47%	(875)	35%	(641)	10%	(192)	8%	(140)	1848
RD/WT: Right Direction	49%	(334)	35%	(240)	10%	(68)	7%	(46)	688
RD/WT: Wrong Track	46%	(702)	35%	(530)	11%	(163)	8%	(127)	1522
Biden Job Approve	47%	(430)	33%	(303)	12%	(106)	7%	(67)	905
Biden Job Disapprove	47%	(556)	35%	(421)	10%	(118)	8%	(93)	1189

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Table MCEN6_4: How interested would you be to see the following types of movies in a movie theater?

Action

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	47%	(1036)	35%	(771)	10%	(231)	8%	(173)	2210
Biden Job Strongly Approve	51%	(167)	31%	(102)	11%	(37)	7%	(25)	330
Biden Job Somewhat Approve	46%	(263)	35%	(201)	12%	(69)	7%	(42)	575
Biden Job Somewhat Disapprove	46%	(173)	40%	(151)	9%	(36)	5%	(20)	380
Biden Job Strongly Disapprove	47%	(383)	33%	(271)	10%	(82)	9%	(73)	809
Favorable of Biden	49%	(459)	33%	(305)	11%	(107)	7%	(65)	936
Unfavorable of Biden	46%	(537)	36%	(426)	10%	(118)	8%	(93)	1173
Very Favorable of Biden	55%	(205)	27%	(103)	11%	(40)	7%	(27)	375
Somewhat Favorable of Biden	45%	(254)	36%	(202)	12%	(67)	7%	(39)	562
Somewhat Unfavorable of Biden	41%	(134)	42%	(136)	12%	(38)	5%	(15)	323
Very Unfavorable of Biden	47%	(403)	34%	(290)	9%	(80)	9%	(78)	850
#1 Issue: Economy	50%	(468)	35%	(332)	9%	(80)	6%	(56)	937
#1 Issue: Security	38%	(113)	38%	(111)	15%	(43)	9%	(28)	293
#1 Issue: Health Care	47%	(109)	35%	(81)	11%	(25)	7%	(15)	230
#1 Issue: Medicare / Social Security	44%	(107)	33%	(80)	11%	(27)	12%	(30)	245
#1 Issue: Women's Issues	43%	(48)	42%	(46)	10%	(12)	5%	(5)	111
#1 Issue: Education	45%	(37)	41%	(33)	11%	(9)	3%	(3)	82
#1 Issue: Energy	56%	(83)	23%	(35)	13%	(20)	8%	(11)	149
#1 Issue: Other	43%	(71)	32%	(53)	10%	(16)	15%	(24)	164
2020 Vote: Joe Biden	47%	(437)	35%	(324)	11%	(106)	7%	(62)	929
2020 Vote: Donald Trump	46%	(344)	35%	(259)	11%	(83)	9%	(64)	751
2020 Vote: Other	54%	(50)	33%	(31)	10%	(10)	2%	(2)	92
2020 Vote: Didn't Vote	47%	(205)	36%	(156)	7%	(32)	10%	(45)	438
2018 House Vote: Democrat	48%	(358)	35%	(265)	11%	(86)	6%	(42)	751
2018 House Vote: Republican	47%	(289)	35%	(217)	11%	(68)	7%	(45)	618
2018 House Vote: Someone else	49%	(34)	37%	(26)	8%	(5)	6%	(4)	69
2016 Vote: Hillary Clinton	47%	(325)	35%	(242)	12%	(84)	7%	(48)	699
2016 Vote: Donald Trump	47%	(312)	35%	(232)	11%	(76)	7%	(50)	669
2016 Vote: Other	49%	(58)	38%	(45)	8%	(9)	6%	(7)	119
2016 Vote: Didn't Vote	47%	(340)	35%	(252)	9%	(62)	10%	(69)	723

Continued on next page

Table MCEN6_4: How interested would you be to see the following types of movies in a movie theater?

Action

Demographic	Very interested	Somewhat interested	Not that interested	Not interested at all	Total N
Adults	47% (1036)	35% (771)	10% (231)	8% (173)	2210
Voted in 2014: Yes	46% (582)	35% (444)	11% (142)	7% (88)	1256
Voted in 2014: No	48% (454)	34% (327)	9% (89)	9% (84)	954
4-Region: Northeast	47% (180)	32% (123)	12% (47)	8% (32)	383
4-Region: Midwest	47% (214)	36% (166)	10% (44)	7% (33)	456
4-Region: South	47% (394)	35% (295)	11% (89)	8% (66)	844
4-Region: West	47% (248)	35% (186)	10% (51)	8% (42)	527
Comfortable Going to the Movies	52% (750)	35% (506)	9% (135)	3% (50)	1441
Uncomfortable Going to the Movies	39% (251)	34% (221)	12% (79)	15% (100)	650
Frequent Moviegoers	68% (127)	25% (46)	5% (10)	2% (3)	186
Occasional Moviegoers	59% (425)	33% (241)	7% (53)	1% (8)	727
Rare Moviegoers	42% (386)	38% (350)	13% (119)	6% (56)	910
Never Goes to the Movies	25% (98)	35% (134)	13% (49)	27% (106)	387

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

Table MCEN6_5: How interested would you be to see the following types of movies in a movie theater?

Sports

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	12%	(271)	25%	(542)	23%	(511)	40%	(886)	2210
Gender: Male	19%	(206)	31%	(330)	22%	(232)	28%	(299)	1068
Gender: Female	6%	(65)	19%	(212)	24%	(278)	51%	(587)	1142
Age: 18-34	13%	(86)	25%	(161)	21%	(136)	40%	(260)	642
Age: 35-44	15%	(56)	26%	(96)	25%	(90)	34%	(123)	365
Age: 45-64	11%	(80)	25%	(177)	23%	(164)	41%	(292)	714
Age: 65+	10%	(49)	22%	(107)	25%	(122)	43%	(211)	489
GenZers: 1997-2012	9%	(22)	24%	(57)	22%	(54)	45%	(108)	241
Millennials: 1981-1996	16%	(105)	27%	(176)	22%	(142)	36%	(239)	662
GenXers: 1965-1980	12%	(61)	25%	(128)	25%	(128)	38%	(198)	514
Baby Boomers: 1946-1964	10%	(75)	23%	(165)	23%	(170)	43%	(315)	725
PID: Dem (no lean)	14%	(112)	24%	(184)	23%	(180)	39%	(299)	775
PID: Ind (no lean)	9%	(69)	24%	(191)	24%	(193)	43%	(337)	790
PID: Rep (no lean)	14%	(90)	26%	(167)	21%	(137)	39%	(250)	645
PID/Gender: Dem Men	25%	(82)	32%	(107)	18%	(60)	26%	(86)	335
PID/Gender: Dem Women	7%	(30)	17%	(77)	27%	(120)	48%	(213)	440
PID/Gender: Ind Men	13%	(53)	29%	(122)	24%	(101)	34%	(139)	415
PID/Gender: Ind Women	4%	(16)	18%	(69)	25%	(92)	53%	(198)	375
PID/Gender: Rep Men	22%	(71)	32%	(101)	22%	(71)	23%	(74)	318
PID/Gender: Rep Women	6%	(19)	20%	(66)	20%	(66)	54%	(176)	327
Ideo: Liberal (1-3)	13%	(83)	22%	(142)	23%	(147)	41%	(262)	634
Ideo: Moderate (4)	12%	(75)	26%	(164)	25%	(154)	37%	(235)	627
Ideo: Conservative (5-7)	13%	(93)	26%	(186)	24%	(169)	38%	(271)	719
Educ: < College	11%	(160)	23%	(335)	22%	(312)	44%	(630)	1437
Educ: Bachelors degree	14%	(69)	29%	(142)	28%	(137)	29%	(143)	491
Educ: Post-grad	15%	(42)	23%	(65)	22%	(62)	40%	(113)	282
Income: Under 50k	10%	(120)	23%	(266)	20%	(236)	46%	(531)	1153
Income: 50k-100k	13%	(92)	25%	(169)	25%	(172)	37%	(256)	690
Income: 100k+	16%	(60)	29%	(107)	28%	(103)	27%	(99)	368

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Table MCEN6_5: How interested would you be to see the following types of movies in a movie theater?
Sports

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	12%	(271)	25%	(542)	23%	(511)	40%	(886)	2210
Ethnicity: White (Non-Hispanic)	11%	(166)	23%	(344)	23%	(348)	42%	(630)	1488
Ethnicity: Hispanic	12%	(44)	29%	(107)	21%	(79)	38%	(143)	374
Ethnicity: Black (Non-Hispanic)	20%	(48)	26%	(63)	25%	(60)	30%	(73)	243
Ethnicity: Asian + Other (Non-Hispanic)	13%	(13)	26%	(28)	22%	(23)	39%	(40)	105
All Christian	15%	(141)	26%	(247)	24%	(228)	35%	(333)	949
All Non-Christian	14%	(14)	29%	(29)	20%	(21)	37%	(37)	101
Atheist	17%	(17)	15%	(16)	16%	(16)	52%	(53)	102
Agnostic/Nothing in particular	9%	(60)	23%	(151)	23%	(154)	45%	(296)	661
Something Else	10%	(39)	25%	(99)	23%	(92)	42%	(167)	396
Religious Non-Protestant/Catholic	16%	(20)	26%	(31)	22%	(27)	36%	(44)	122
Evangelical	14%	(73)	26%	(136)	21%	(111)	39%	(205)	525
Non-Evangelical	13%	(100)	26%	(204)	25%	(201)	36%	(284)	788
Community: Urban	16%	(96)	25%	(148)	21%	(126)	37%	(217)	586
Community: Suburban	11%	(124)	26%	(280)	25%	(277)	38%	(417)	1098
Community: Rural	10%	(51)	22%	(114)	21%	(108)	48%	(252)	526
Employ: Private Sector	14%	(106)	27%	(209)	26%	(198)	33%	(250)	762
Employ: Government	15%	(18)	24%	(28)	23%	(27)	37%	(43)	116
Employ: Self-Employed	15%	(31)	28%	(57)	20%	(41)	37%	(77)	207
Employ: Homemaker	3%	(4)	19%	(31)	19%	(30)	59%	(94)	160
Employ: Student	9%	(8)	19%	(15)	26%	(21)	46%	(37)	80
Employ: Retired	11%	(58)	22%	(114)	22%	(113)	44%	(227)	512
Employ: Unemployed	12%	(29)	18%	(44)	24%	(60)	46%	(113)	245
Employ: Other	14%	(18)	34%	(44)	17%	(21)	35%	(45)	129
Military HH: Yes	13%	(45)	24%	(87)	21%	(77)	42%	(153)	362
Military HH: No	12%	(226)	25%	(454)	23%	(434)	40%	(734)	1848
RD/WT: Right Direction	16%	(112)	26%	(177)	23%	(159)	35%	(239)	688
RD/WT: Wrong Track	10%	(159)	24%	(364)	23%	(351)	43%	(647)	1522
Biden Job Approve	13%	(116)	25%	(230)	24%	(214)	38%	(345)	905
Biden Job Disapprove	13%	(151)	24%	(288)	23%	(273)	40%	(477)	1189

Continued on next page

Table MCEN6_5: How interested would you be to see the following types of movies in a movie theater?

Sports

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	12%	(271)	25%	(542)	23%	(511)	40%	(886)	2210
Biden Job Strongly Approve	19%	(62)	24%	(78)	20%	(65)	38%	(125)	330
Biden Job Somewhat Approve	10%	(55)	26%	(152)	26%	(149)	38%	(219)	575
Biden Job Somewhat Disapprove	13%	(47)	26%	(98)	28%	(105)	34%	(129)	380
Biden Job Strongly Disapprove	13%	(103)	23%	(190)	21%	(168)	43%	(348)	809
Favorable of Biden	14%	(130)	25%	(235)	23%	(213)	38%	(358)	936
Unfavorable of Biden	11%	(133)	24%	(286)	23%	(273)	41%	(482)	1173
Very Favorable of Biden	20%	(75)	23%	(87)	18%	(69)	39%	(144)	375
Somewhat Favorable of Biden	10%	(55)	26%	(148)	26%	(145)	38%	(214)	562
Somewhat Unfavorable of Biden	10%	(32)	26%	(84)	27%	(86)	38%	(122)	323
Very Unfavorable of Biden	12%	(101)	24%	(202)	22%	(187)	42%	(360)	850
#1 Issue: Economy	14%	(133)	27%	(249)	23%	(217)	36%	(339)	937
#1 Issue: Security	11%	(32)	24%	(71)	18%	(53)	46%	(136)	293
#1 Issue: Health Care	14%	(33)	26%	(59)	18%	(42)	42%	(96)	230
#1 Issue: Medicare / Social Security	9%	(21)	25%	(61)	25%	(61)	42%	(102)	245
#1 Issue: Women's Issues	12%	(14)	20%	(22)	22%	(25)	46%	(51)	111
#1 Issue: Education	12%	(10)	32%	(26)	31%	(26)	25%	(20)	82
#1 Issue: Energy	13%	(20)	20%	(30)	31%	(47)	36%	(53)	149
#1 Issue: Other	6%	(9)	15%	(24)	25%	(40)	55%	(89)	164
2020 Vote: Joe Biden	13%	(123)	24%	(227)	25%	(234)	37%	(345)	929
2020 Vote: Donald Trump	14%	(102)	26%	(195)	20%	(152)	40%	(301)	751
2020 Vote: Other	9%	(8)	31%	(28)	33%	(31)	27%	(25)	92
2020 Vote: Didn't Vote	9%	(38)	21%	(91)	21%	(94)	49%	(215)	438
2018 House Vote: Democrat	13%	(101)	26%	(192)	25%	(184)	36%	(273)	751
2018 House Vote: Republican	13%	(82)	28%	(171)	22%	(137)	37%	(228)	618
2018 House Vote: Someone else	5%	(4)	32%	(22)	27%	(19)	36%	(25)	69
2016 Vote: Hillary Clinton	13%	(94)	27%	(191)	25%	(174)	34%	(241)	699
2016 Vote: Donald Trump	14%	(91)	27%	(183)	21%	(142)	38%	(253)	669
2016 Vote: Other	12%	(14)	28%	(33)	26%	(31)	35%	(41)	119
2016 Vote: Didn't Vote	10%	(72)	19%	(135)	23%	(164)	49%	(351)	723

Continued on next page

Table MCEN6_5: How interested would you be to see the following types of movies in a movie theater?
 Sports

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	12%	(271)	25%	(542)	23%	(511)	40%	(886)	2210
Voted in 2014: Yes	13%	(169)	27%	(338)	24%	(297)	36%	(452)	1256
Voted in 2014: No	11%	(102)	21%	(204)	22%	(213)	46%	(434)	954
4-Region: Northeast	12%	(47)	26%	(100)	22%	(85)	39%	(151)	383
4-Region: Midwest	12%	(53)	28%	(127)	24%	(108)	37%	(169)	456
4-Region: South	11%	(95)	21%	(178)	24%	(203)	44%	(368)	844
4-Region: West	15%	(77)	26%	(136)	22%	(116)	38%	(198)	527
Comfortable Going to the Movies	14%	(203)	27%	(385)	24%	(346)	35%	(508)	1441
Uncomfortable Going to the Movies	10%	(66)	20%	(127)	22%	(146)	48%	(311)	650
Frequent Moviegoers	23%	(43)	34%	(62)	21%	(39)	23%	(42)	186
Occasional Moviegoers	15%	(111)	30%	(221)	27%	(200)	27%	(195)	727
Rare Moviegoers	10%	(95)	22%	(201)	23%	(205)	45%	(409)	910
Never Goes to the Movies	6%	(23)	15%	(57)	17%	(67)	62%	(240)	387

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

Table MCEN6_6: How interested would you be to see the following types of movies in a movie theater?

Horror

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	26%	(583)	22%	(483)	16%	(363)	35%	(782)	2210
Gender: Male	27%	(291)	24%	(260)	19%	(201)	30%	(315)	1068
Gender: Female	25%	(291)	19%	(222)	14%	(163)	41%	(466)	1142
Age: 18-34	37%	(235)	26%	(169)	13%	(85)	24%	(153)	642
Age: 35-44	39%	(142)	23%	(83)	15%	(56)	23%	(85)	365
Age: 45-64	23%	(162)	23%	(165)	17%	(122)	37%	(265)	714
Age: 65+	9%	(43)	14%	(66)	21%	(101)	57%	(278)	489
GenZers: 1997-2012	44%	(106)	21%	(51)	13%	(30)	23%	(54)	241
Millennials: 1981-1996	35%	(230)	28%	(184)	14%	(92)	23%	(155)	662
GenXers: 1965-1980	30%	(152)	22%	(113)	18%	(91)	31%	(158)	514
Baby Boomers: 1946-1964	13%	(91)	17%	(125)	19%	(135)	52%	(374)	725
PID: Dem (no lean)	28%	(213)	21%	(164)	17%	(128)	35%	(269)	775
PID: Ind (no lean)	29%	(225)	23%	(178)	15%	(118)	34%	(269)	790
PID: Rep (no lean)	22%	(144)	22%	(140)	18%	(117)	38%	(244)	645
PID/Gender: Dem Men	30%	(99)	25%	(84)	18%	(62)	27%	(91)	335
PID/Gender: Dem Women	26%	(115)	18%	(81)	15%	(67)	40%	(178)	440
PID/Gender: Ind Men	28%	(115)	24%	(98)	17%	(72)	31%	(130)	415
PID/Gender: Ind Women	30%	(111)	21%	(80)	12%	(45)	37%	(139)	375
PID/Gender: Rep Men	25%	(78)	25%	(79)	21%	(66)	30%	(95)	318
PID/Gender: Rep Women	20%	(66)	19%	(61)	15%	(50)	46%	(150)	327
Ideo: Liberal (1-3)	29%	(184)	21%	(133)	15%	(94)	35%	(224)	634
Ideo: Moderate (4)	27%	(172)	25%	(154)	19%	(117)	29%	(183)	627
Ideo: Conservative (5-7)	20%	(142)	20%	(147)	18%	(129)	42%	(301)	719
Educ: < College	32%	(466)	22%	(320)	14%	(199)	31%	(452)	1437
Educ: Bachelors degree	16%	(77)	23%	(113)	23%	(115)	38%	(186)	491
Educ: Post-grad	14%	(39)	18%	(50)	17%	(49)	51%	(144)	282
Income: Under 50k	31%	(360)	23%	(266)	15%	(173)	31%	(353)	1153
Income: 50k-100k	22%	(152)	21%	(144)	17%	(120)	40%	(274)	690
Income: 100k+	19%	(71)	20%	(73)	19%	(70)	42%	(154)	368

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Table MCEN6_6: How interested would you be to see the following types of movies in a movie theater?
 Horror

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	26%	(583)	22%	(483)	16%	(363)	35%	(782)	2210
Ethnicity: White (Non-Hispanic)	22%	(333)	20%	(297)	19%	(275)	39%	(583)	1488
Ethnicity: Hispanic	34%	(126)	31%	(116)	11%	(41)	24%	(91)	374
Ethnicity: Black (Non-Hispanic)	41%	(99)	20%	(49)	12%	(29)	28%	(67)	243
Ethnicity: Asian + Other (Non-Hispanic)	24%	(25)	20%	(21)	17%	(18)	39%	(40)	105
All Christian	19%	(180)	20%	(186)	19%	(183)	42%	(400)	949
All Non-Christian	21%	(21)	25%	(26)	15%	(15)	39%	(39)	101
Atheist	39%	(40)	18%	(18)	14%	(14)	29%	(30)	102
Agnostic/Nothing in particular	30%	(200)	25%	(162)	15%	(101)	30%	(198)	661
Something Else	36%	(142)	23%	(91)	12%	(49)	29%	(115)	396
Religious Non-Protestant/Catholic	20%	(24)	24%	(30)	15%	(19)	41%	(50)	122
Evangelical	24%	(125)	18%	(94)	16%	(86)	42%	(219)	525
Non-Evangelical	24%	(191)	22%	(176)	18%	(139)	36%	(282)	788
Community: Urban	32%	(185)	22%	(131)	17%	(97)	29%	(173)	586
Community: Suburban	22%	(245)	23%	(247)	17%	(185)	38%	(421)	1098
Community: Rural	29%	(153)	20%	(104)	15%	(81)	36%	(188)	526
Employ: Private Sector	28%	(216)	22%	(170)	19%	(143)	31%	(234)	762
Employ: Government	20%	(23)	18%	(21)	15%	(18)	46%	(54)	116
Employ: Self-Employed	28%	(58)	28%	(58)	13%	(27)	31%	(65)	207
Employ: Homemaker	25%	(39)	34%	(54)	8%	(13)	33%	(53)	160
Employ: Student	45%	(36)	22%	(18)	8%	(6)	25%	(20)	80
Employ: Retired	12%	(61)	16%	(82)	21%	(106)	51%	(262)	512
Employ: Unemployed	41%	(101)	21%	(52)	14%	(33)	24%	(59)	245
Employ: Other	38%	(49)	22%	(28)	13%	(16)	28%	(36)	129
Military HH: Yes	18%	(65)	25%	(90)	19%	(70)	38%	(137)	362
Military HH: No	28%	(518)	21%	(393)	16%	(293)	35%	(644)	1848
RD/WT: Right Direction	25%	(169)	21%	(147)	17%	(115)	37%	(257)	688
RD/WT: Wrong Track	27%	(413)	22%	(336)	16%	(249)	34%	(525)	1522
Biden Job Approve	25%	(229)	21%	(191)	15%	(139)	38%	(346)	905
Biden Job Disapprove	26%	(310)	22%	(262)	18%	(210)	34%	(407)	1189

Continued on next page

Table MCEN6_6: How interested would you be to see the following types of movies in a movie theater?

Horror

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	26%	(583)	22%	(483)	16%	(363)	35%	(782)	2210
Biden Job Strongly Approve	26%	(86)	19%	(63)	16%	(53)	39%	(129)	330
Biden Job Somewhat Approve	25%	(142)	22%	(128)	15%	(86)	38%	(217)	575
Biden Job Somewhat Disapprove	26%	(99)	24%	(90)	20%	(77)	30%	(114)	380
Biden Job Strongly Disapprove	26%	(211)	21%	(172)	16%	(133)	36%	(293)	809
Favorable of Biden	25%	(238)	21%	(197)	16%	(150)	38%	(352)	936
Unfavorable of Biden	27%	(311)	22%	(262)	17%	(198)	34%	(402)	1173
Very Favorable of Biden	26%	(98)	19%	(72)	16%	(58)	39%	(146)	375
Somewhat Favorable of Biden	25%	(140)	22%	(125)	16%	(92)	37%	(205)	562
Somewhat Unfavorable of Biden	32%	(103)	22%	(72)	18%	(57)	28%	(91)	323
Very Unfavorable of Biden	24%	(207)	22%	(191)	17%	(142)	37%	(310)	850
#1 Issue: Economy	26%	(248)	24%	(221)	17%	(161)	33%	(307)	937
#1 Issue: Security	20%	(58)	19%	(54)	17%	(49)	45%	(132)	293
#1 Issue: Health Care	35%	(80)	21%	(48)	12%	(28)	32%	(74)	230
#1 Issue: Medicare / Social Security	16%	(40)	16%	(40)	20%	(48)	47%	(116)	245
#1 Issue: Women's Issues	35%	(39)	24%	(27)	11%	(12)	29%	(33)	111
#1 Issue: Education	28%	(23)	41%	(34)	16%	(13)	15%	(12)	82
#1 Issue: Energy	29%	(44)	22%	(33)	22%	(33)	26%	(39)	149
#1 Issue: Other	31%	(50)	16%	(26)	12%	(19)	42%	(68)	164
2020 Vote: Joe Biden	25%	(231)	22%	(203)	17%	(156)	37%	(339)	929
2020 Vote: Donald Trump	22%	(168)	20%	(148)	19%	(140)	39%	(295)	751
2020 Vote: Other	29%	(26)	28%	(26)	17%	(15)	27%	(25)	92
2020 Vote: Didn't Vote	36%	(158)	24%	(106)	12%	(52)	28%	(122)	438
2018 House Vote: Democrat	26%	(194)	20%	(153)	16%	(120)	38%	(283)	751
2018 House Vote: Republican	20%	(124)	20%	(126)	19%	(119)	40%	(249)	618
2018 House Vote: Someone else	25%	(18)	25%	(17)	14%	(10)	36%	(25)	69
2016 Vote: Hillary Clinton	23%	(164)	21%	(147)	17%	(120)	38%	(269)	699
2016 Vote: Donald Trump	21%	(141)	20%	(133)	19%	(125)	40%	(270)	669
2016 Vote: Other	20%	(24)	25%	(29)	13%	(16)	42%	(50)	119
2016 Vote: Didn't Vote	35%	(254)	24%	(173)	14%	(103)	27%	(193)	723

Continued on next page

Table MCEN6_6: How interested would you be to see the following types of movies in a movie theater?
 Horror

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	26%	(583)	22%	(483)	16%	(363)	35%	(782)	2210
Voted in 2014: Yes	21%	(267)	21%	(262)	17%	(217)	41%	(511)	1256
Voted in 2014: No	33%	(316)	23%	(221)	15%	(146)	28%	(271)	954
4-Region: Northeast	28%	(107)	19%	(73)	20%	(76)	33%	(127)	383
4-Region: Midwest	26%	(121)	19%	(86)	18%	(84)	36%	(166)	456
4-Region: South	26%	(224)	23%	(192)	15%	(129)	35%	(300)	844
4-Region: West	25%	(131)	25%	(132)	14%	(74)	36%	(190)	527
Comfortable Going to the Movies	29%	(424)	24%	(345)	16%	(235)	30%	(437)	1441
Uncomfortable Going to the Movies	21%	(137)	17%	(108)	17%	(109)	45%	(296)	650
Frequent Moviegoers	39%	(72)	26%	(48)	14%	(25)	22%	(40)	186
Occasional Moviegoers	29%	(213)	26%	(191)	18%	(130)	27%	(194)	727
Rare Moviegoers	27%	(243)	21%	(192)	17%	(151)	36%	(324)	910
Never Goes to the Movies	14%	(54)	13%	(52)	15%	(56)	58%	(224)	387

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

Table MCEN6_7: How interested would you be to see the following types of movies in a movie theater?

Dramas

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	32%	(702)	43%	(946)	14%	(312)	11%	(250)	2210
Gender: Male	26%	(276)	43%	(463)	18%	(195)	13%	(135)	1068
Gender: Female	37%	(427)	42%	(483)	10%	(117)	10%	(115)	1142
Age: 18-34	30%	(195)	43%	(277)	17%	(110)	9%	(60)	642
Age: 35-44	27%	(97)	46%	(168)	13%	(47)	14%	(53)	365
Age: 45-64	34%	(244)	42%	(298)	14%	(97)	10%	(75)	714
Age: 65+	34%	(166)	42%	(203)	12%	(57)	13%	(63)	489
GenZers: 1997-2012	27%	(65)	42%	(100)	19%	(45)	13%	(31)	241
Millennials: 1981-1996	30%	(197)	45%	(299)	15%	(100)	10%	(65)	662
GenXers: 1965-1980	33%	(168)	42%	(216)	14%	(72)	11%	(59)	514
Baby Boomers: 1946-1964	35%	(251)	42%	(307)	12%	(87)	11%	(80)	725
PID: Dem (no lean)	39%	(302)	39%	(302)	13%	(105)	9%	(67)	775
PID: Ind (no lean)	27%	(211)	46%	(361)	13%	(102)	15%	(115)	790
PID: Rep (no lean)	29%	(189)	44%	(283)	16%	(105)	11%	(68)	645
PID/Gender: Dem Men	36%	(119)	36%	(120)	19%	(63)	10%	(33)	335
PID/Gender: Dem Women	41%	(182)	41%	(182)	9%	(42)	8%	(34)	440
PID/Gender: Ind Men	22%	(90)	47%	(195)	16%	(65)	16%	(65)	415
PID/Gender: Ind Women	32%	(121)	44%	(166)	10%	(38)	14%	(51)	375
PID/Gender: Rep Men	21%	(66)	47%	(148)	21%	(67)	12%	(37)	318
PID/Gender: Rep Women	38%	(123)	41%	(135)	12%	(38)	9%	(31)	327
Ideo: Liberal (1-3)	38%	(242)	40%	(251)	14%	(90)	8%	(51)	634
Ideo: Moderate (4)	33%	(205)	45%	(281)	12%	(73)	11%	(69)	627
Ideo: Conservative (5-7)	29%	(206)	43%	(312)	17%	(120)	11%	(82)	719
Educ: < College	31%	(446)	42%	(606)	14%	(201)	13%	(184)	1437
Educ: Bachelors degree	33%	(162)	46%	(224)	13%	(64)	8%	(41)	491
Educ: Post-grad	33%	(94)	41%	(116)	17%	(48)	9%	(25)	282
Income: Under 50k	31%	(358)	41%	(475)	15%	(174)	13%	(145)	1153
Income: 50k-100k	33%	(226)	42%	(287)	14%	(97)	12%	(80)	690
Income: 100k+	32%	(118)	50%	(184)	11%	(41)	7%	(25)	368

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Table MCEN6_7: How interested would you be to see the following types of movies in a movie theater?
 Dramas

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	32%	(702)	43%	(946)	14%	(312)	11%	(250)	2210
Ethnicity: White (Non-Hispanic)	30%	(452)	45%	(667)	14%	(204)	11%	(165)	1488
Ethnicity: Hispanic	31%	(116)	42%	(158)	14%	(52)	13%	(47)	374
Ethnicity: Black (Non-Hispanic)	46%	(112)	31%	(76)	12%	(30)	10%	(25)	243
Ethnicity: Asian + Other (Non-Hispanic)	21%	(22)	43%	(45)	25%	(26)	12%	(12)	105
All Christian	35%	(329)	43%	(409)	12%	(115)	10%	(96)	949
All Non-Christian	32%	(32)	43%	(44)	15%	(15)	10%	(10)	101
Atheist	23%	(24)	46%	(47)	13%	(14)	17%	(18)	102
Agnostic/Nothing in particular	30%	(196)	44%	(289)	15%	(98)	12%	(77)	661
Something Else	30%	(121)	40%	(157)	18%	(70)	12%	(49)	396
Religious Non-Protestant/Catholic	29%	(35)	46%	(57)	16%	(19)	9%	(12)	122
Evangelical	31%	(160)	42%	(221)	15%	(77)	13%	(66)	525
Non-Evangelical	36%	(285)	41%	(326)	13%	(101)	10%	(76)	788
Community: Urban	36%	(209)	43%	(250)	12%	(73)	9%	(55)	586
Community: Suburban	33%	(358)	44%	(480)	13%	(145)	10%	(115)	1098
Community: Rural	26%	(135)	41%	(216)	18%	(94)	15%	(80)	526
Employ: Private Sector	32%	(247)	46%	(349)	14%	(104)	8%	(63)	762
Employ: Government	31%	(36)	37%	(43)	20%	(23)	13%	(15)	116
Employ: Self-Employed	33%	(69)	36%	(75)	18%	(37)	12%	(25)	207
Employ: Homemaker	27%	(42)	44%	(70)	12%	(19)	18%	(29)	160
Employ: Student	28%	(23)	42%	(33)	16%	(13)	13%	(11)	80
Employ: Retired	33%	(168)	43%	(221)	12%	(61)	12%	(62)	512
Employ: Unemployed	29%	(70)	45%	(109)	14%	(35)	12%	(30)	245
Employ: Other	37%	(48)	36%	(46)	16%	(20)	12%	(15)	129
Military HH: Yes	31%	(111)	42%	(154)	12%	(42)	15%	(56)	362
Military HH: No	32%	(591)	43%	(792)	15%	(270)	11%	(194)	1848
RD/WT: Right Direction	37%	(255)	40%	(278)	14%	(96)	8%	(58)	688
RD/WT: Wrong Track	29%	(447)	44%	(668)	14%	(216)	13%	(192)	1522
Biden Job Approve	36%	(328)	42%	(381)	13%	(116)	9%	(80)	905
Biden Job Disapprove	29%	(340)	44%	(518)	15%	(179)	13%	(152)	1189

Continued on next page

Table MCEN6_7: How interested would you be to see the following types of movies in a movie theater?

Dramas

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	32%	(702)	43%	(946)	14%	(312)	11%	(250)	2210
Biden Job Strongly Approve	47%	(156)	31%	(104)	13%	(44)	8%	(27)	330
Biden Job Somewhat Approve	30%	(172)	48%	(278)	12%	(72)	9%	(53)	575
Biden Job Somewhat Disapprove	31%	(117)	46%	(175)	13%	(50)	10%	(38)	380
Biden Job Strongly Disapprove	28%	(223)	42%	(344)	16%	(129)	14%	(114)	809
Favorable of Biden	37%	(349)	41%	(385)	13%	(119)	9%	(84)	936
Unfavorable of Biden	28%	(329)	44%	(522)	15%	(181)	12%	(141)	1173
Very Favorable of Biden	48%	(181)	32%	(119)	11%	(41)	9%	(34)	375
Somewhat Favorable of Biden	30%	(168)	47%	(266)	14%	(78)	9%	(50)	562
Somewhat Unfavorable of Biden	29%	(92)	50%	(160)	13%	(43)	8%	(27)	323
Very Unfavorable of Biden	28%	(236)	43%	(362)	16%	(138)	13%	(114)	850
#1 Issue: Economy	31%	(290)	43%	(405)	15%	(137)	11%	(105)	937
#1 Issue: Security	30%	(87)	47%	(138)	11%	(33)	12%	(35)	293
#1 Issue: Health Care	40%	(93)	40%	(93)	13%	(30)	6%	(14)	230
#1 Issue: Medicare / Social Security	33%	(81)	42%	(102)	13%	(32)	12%	(30)	245
#1 Issue: Women's Issues	42%	(46)	37%	(41)	16%	(18)	5%	(6)	111
#1 Issue: Education	27%	(22)	42%	(34)	20%	(16)	12%	(10)	82
#1 Issue: Energy	28%	(42)	46%	(69)	14%	(21)	12%	(18)	149
#1 Issue: Other	25%	(41)	40%	(65)	15%	(25)	20%	(33)	164
2020 Vote: Joe Biden	40%	(369)	41%	(380)	12%	(110)	8%	(70)	929
2020 Vote: Donald Trump	29%	(218)	42%	(315)	16%	(121)	13%	(96)	751
2020 Vote: Other	29%	(27)	48%	(44)	15%	(13)	8%	(7)	92
2020 Vote: Didn't Vote	20%	(87)	47%	(207)	15%	(68)	17%	(76)	438
2018 House Vote: Democrat	40%	(299)	41%	(309)	11%	(85)	8%	(58)	751
2018 House Vote: Republican	29%	(176)	46%	(286)	15%	(93)	10%	(63)	618
2018 House Vote: Someone else	32%	(22)	55%	(38)	5%	(4)	8%	(5)	69
2016 Vote: Hillary Clinton	41%	(286)	40%	(282)	11%	(80)	7%	(51)	699
2016 Vote: Donald Trump	29%	(196)	46%	(308)	13%	(89)	11%	(76)	669
2016 Vote: Other	26%	(31)	49%	(59)	16%	(19)	8%	(10)	119
2016 Vote: Didn't Vote	26%	(189)	41%	(297)	17%	(124)	16%	(112)	723

Continued on next page

Table MCEN6_7: How interested would you be to see the following types of movies in a movie theater?
 Dramas

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	32%	(702)	43%	(946)	14%	(312)	11%	(250)	2210
Voted in 2014: Yes	35%	(442)	42%	(531)	13%	(160)	10%	(122)	1256
Voted in 2014: No	27%	(260)	43%	(415)	16%	(152)	13%	(128)	954
4-Region: Northeast	34%	(129)	44%	(169)	11%	(43)	11%	(42)	383
4-Region: Midwest	32%	(148)	45%	(204)	14%	(64)	9%	(41)	456
4-Region: South	29%	(243)	43%	(364)	15%	(129)	13%	(109)	844
4-Region: West	35%	(183)	40%	(209)	14%	(76)	11%	(58)	527
Comfortable Going to the Movies	34%	(485)	45%	(647)	14%	(208)	7%	(101)	1441
Uncomfortable Going to the Movies	30%	(196)	39%	(251)	13%	(87)	18%	(116)	650
Frequent Moviegoers	49%	(92)	42%	(78)	6%	(12)	2%	(4)	186
Occasional Moviegoers	38%	(274)	45%	(327)	13%	(95)	4%	(31)	727
Rare Moviegoers	27%	(243)	47%	(427)	17%	(153)	10%	(88)	910
Never Goes to the Movies	24%	(93)	30%	(115)	13%	(52)	33%	(127)	387

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

Table MCEN6_8: How interested would you be to see the following types of movies in a movie theater?

Science fiction

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	28%	(611)	36%	(798)	17%	(365)	20%	(437)	2210
Gender: Male	37%	(392)	38%	(405)	13%	(143)	12%	(127)	1068
Gender: Female	19%	(218)	34%	(393)	19%	(222)	27%	(309)	1142
Age: 18-34	32%	(205)	42%	(270)	14%	(92)	12%	(75)	642
Age: 35-44	29%	(108)	39%	(143)	14%	(52)	17%	(63)	365
Age: 45-64	27%	(193)	34%	(240)	18%	(127)	22%	(154)	714
Age: 65+	21%	(105)	30%	(146)	19%	(93)	30%	(144)	489
GenZers: 1997-2012	34%	(83)	35%	(84)	16%	(38)	15%	(37)	241
Millennials: 1981-1996	30%	(197)	45%	(295)	14%	(91)	12%	(79)	662
GenXers: 1965-1980	29%	(148)	34%	(174)	18%	(92)	19%	(100)	514
Baby Boomers: 1946-1964	24%	(177)	31%	(226)	17%	(121)	28%	(201)	725
PID: Dem (no lean)	31%	(239)	34%	(263)	17%	(134)	18%	(139)	775
PID: Ind (no lean)	29%	(232)	39%	(305)	15%	(119)	17%	(135)	790
PID: Rep (no lean)	22%	(140)	36%	(229)	17%	(113)	25%	(163)	645
PID/Gender: Dem Men	41%	(137)	34%	(115)	13%	(44)	11%	(38)	335
PID/Gender: Dem Women	23%	(103)	34%	(148)	20%	(89)	23%	(100)	440
PID/Gender: Ind Men	39%	(161)	39%	(163)	11%	(45)	11%	(46)	415
PID/Gender: Ind Women	19%	(71)	38%	(143)	20%	(73)	24%	(88)	375
PID/Gender: Rep Men	30%	(95)	40%	(127)	17%	(54)	13%	(43)	318
PID/Gender: Rep Women	14%	(45)	31%	(103)	18%	(59)	37%	(121)	327
Ideo: Liberal (1-3)	35%	(223)	32%	(206)	17%	(107)	16%	(98)	634
Ideo: Moderate (4)	27%	(168)	42%	(261)	16%	(100)	16%	(99)	627
Ideo: Conservative (5-7)	23%	(163)	36%	(259)	17%	(123)	24%	(173)	719
Educ: < College	28%	(397)	37%	(526)	16%	(225)	20%	(289)	1437
Educ: Bachelors degree	27%	(131)	36%	(176)	19%	(91)	19%	(93)	491
Educ: Post-grad	29%	(82)	34%	(96)	17%	(49)	19%	(55)	282
Income: Under 50k	29%	(334)	38%	(438)	15%	(168)	18%	(212)	1153
Income: 50k-100k	26%	(177)	34%	(237)	18%	(121)	22%	(153)	690
Income: 100k+	27%	(99)	33%	(123)	20%	(75)	19%	(71)	368

Continued on next page

Table MCEN6_8: How interested would you be to see the following types of movies in a movie theater?
 Science fiction

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	28%	(611)	36%	(798)	17%	(365)	20%	(437)	2210
Ethnicity: White (Non-Hispanic)	26%	(380)	35%	(516)	18%	(272)	22%	(320)	1488
Ethnicity: Hispanic	30%	(112)	43%	(162)	12%	(44)	15%	(55)	374
Ethnicity: Black (Non-Hispanic)	33%	(79)	34%	(83)	14%	(34)	20%	(47)	243
Ethnicity: Asian + Other (Non-Hispanic)	37%	(39)	35%	(37)	15%	(15)	13%	(14)	105
All Christian	26%	(245)	33%	(316)	17%	(164)	24%	(225)	949
All Non-Christian	31%	(31)	30%	(31)	21%	(21)	18%	(19)	101
Atheist	36%	(37)	39%	(40)	12%	(12)	13%	(13)	102
Agnostic/Nothing in particular	29%	(192)	39%	(259)	15%	(100)	17%	(110)	661
Something Else	27%	(106)	38%	(152)	17%	(68)	18%	(70)	396
Religious Non-Protestant/Catholic	31%	(38)	33%	(40)	19%	(23)	17%	(21)	122
Evangelical	23%	(122)	34%	(177)	18%	(92)	25%	(133)	525
Non-Evangelical	28%	(219)	35%	(279)	17%	(136)	20%	(155)	788
Community: Urban	31%	(183)	38%	(221)	14%	(83)	17%	(100)	586
Community: Suburban	27%	(300)	35%	(379)	18%	(197)	20%	(222)	1098
Community: Rural	24%	(128)	38%	(198)	16%	(85)	22%	(115)	526
Employ: Private Sector	32%	(243)	35%	(267)	17%	(126)	16%	(126)	762
Employ: Government	24%	(28)	36%	(42)	21%	(25)	18%	(21)	116
Employ: Self-Employed	28%	(58)	42%	(87)	13%	(27)	17%	(35)	207
Employ: Homemaker	20%	(32)	40%	(64)	12%	(19)	29%	(46)	160
Employ: Student	39%	(31)	36%	(28)	20%	(16)	6%	(4)	80
Employ: Retired	21%	(109)	30%	(154)	21%	(108)	28%	(142)	512
Employ: Unemployed	30%	(73)	44%	(108)	12%	(30)	14%	(34)	245
Employ: Other	29%	(37)	37%	(48)	11%	(14)	23%	(29)	129
Military HH: Yes	30%	(110)	34%	(125)	17%	(60)	19%	(67)	362
Military HH: No	27%	(500)	36%	(673)	17%	(305)	20%	(369)	1848
RD/WT: Right Direction	31%	(214)	34%	(236)	17%	(116)	18%	(122)	688
RD/WT: Wrong Track	26%	(396)	37%	(562)	16%	(249)	21%	(315)	1522
Biden Job Approve	31%	(280)	35%	(313)	16%	(145)	18%	(166)	905
Biden Job Disapprove	25%	(303)	37%	(438)	17%	(200)	21%	(249)	1189

Continued on next page

Table MCEN6_8: How interested would you be to see the following types of movies in a movie theater?

Science fiction

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	28%	(611)	36%	(798)	17%	(365)	20%	(437)	2210
Biden Job Strongly Approve	34%	(112)	30%	(99)	15%	(50)	21%	(69)	330
Biden Job Somewhat Approve	29%	(168)	37%	(215)	17%	(95)	17%	(97)	575
Biden Job Somewhat Disapprove	24%	(91)	41%	(157)	19%	(72)	16%	(60)	380
Biden Job Strongly Disapprove	26%	(212)	35%	(281)	16%	(128)	23%	(188)	809
Favorable of Biden	31%	(295)	34%	(318)	16%	(153)	18%	(171)	936
Unfavorable of Biden	25%	(294)	38%	(441)	17%	(194)	21%	(244)	1173
Very Favorable of Biden	35%	(130)	31%	(115)	15%	(57)	20%	(73)	375
Somewhat Favorable of Biden	29%	(165)	36%	(203)	17%	(96)	17%	(98)	562
Somewhat Unfavorable of Biden	23%	(75)	45%	(147)	17%	(54)	15%	(48)	323
Very Unfavorable of Biden	26%	(219)	35%	(294)	16%	(140)	23%	(197)	850
#1 Issue: Economy	27%	(255)	40%	(371)	15%	(142)	18%	(169)	937
#1 Issue: Security	24%	(69)	30%	(88)	19%	(56)	27%	(80)	293
#1 Issue: Health Care	28%	(64)	37%	(84)	17%	(39)	19%	(43)	230
#1 Issue: Medicare / Social Security	22%	(54)	32%	(79)	20%	(50)	25%	(61)	245
#1 Issue: Women's Issues	30%	(34)	30%	(33)	20%	(22)	20%	(22)	111
#1 Issue: Education	29%	(24)	42%	(35)	19%	(15)	10%	(8)	82
#1 Issue: Energy	33%	(50)	37%	(55)	15%	(23)	14%	(21)	149
#1 Issue: Other	37%	(61)	33%	(54)	10%	(17)	20%	(33)	164
2020 Vote: Joe Biden	32%	(298)	34%	(320)	17%	(153)	17%	(158)	929
2020 Vote: Donald Trump	23%	(170)	36%	(269)	18%	(133)	24%	(179)	751
2020 Vote: Other	37%	(34)	39%	(35)	13%	(12)	12%	(11)	92
2020 Vote: Didn't Vote	25%	(109)	40%	(174)	15%	(67)	20%	(88)	438
2018 House Vote: Democrat	33%	(247)	34%	(258)	16%	(121)	17%	(125)	751
2018 House Vote: Republican	23%	(142)	37%	(231)	18%	(110)	22%	(136)	618
2018 House Vote: Someone else	39%	(27)	37%	(25)	15%	(10)	10%	(7)	69
2016 Vote: Hillary Clinton	33%	(229)	33%	(234)	17%	(118)	17%	(118)	699
2016 Vote: Donald Trump	23%	(151)	36%	(242)	17%	(117)	24%	(160)	669
2016 Vote: Other	44%	(52)	37%	(44)	10%	(12)	9%	(11)	119
2016 Vote: Didn't Vote	25%	(179)	39%	(279)	16%	(118)	20%	(147)	723

Continued on next page

Table MCEN6_8: How interested would you be to see the following types of movies in a movie theater?
 Science fiction

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	28%	(611)	36%	(798)	17%	(365)	20%	(437)	2210
Voted in 2014: Yes	29%	(366)	34%	(424)	17%	(213)	20%	(253)	1256
Voted in 2014: No	26%	(245)	39%	(374)	16%	(152)	19%	(183)	954
4-Region: Northeast	28%	(105)	36%	(137)	18%	(69)	19%	(72)	383
4-Region: Midwest	25%	(116)	36%	(164)	19%	(85)	20%	(91)	456
4-Region: South	27%	(230)	36%	(300)	16%	(133)	22%	(182)	844
4-Region: West	30%	(159)	37%	(197)	15%	(78)	18%	(93)	527
Comfortable Going to the Movies	29%	(421)	38%	(552)	17%	(238)	16%	(229)	1441
Uncomfortable Going to the Movies	25%	(162)	32%	(210)	16%	(105)	27%	(174)	650
Frequent Moviegoers	43%	(80)	36%	(68)	8%	(16)	12%	(22)	186
Occasional Moviegoers	33%	(241)	39%	(285)	17%	(127)	10%	(74)	727
Rare Moviegoers	26%	(233)	38%	(342)	18%	(162)	19%	(174)	910
Never Goes to the Movies	15%	(57)	27%	(104)	16%	(60)	43%	(166)	387

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

Table MCEN6_9: How interested would you be to see the following types of movies in a movie theater?

Romance

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	19%	(420)	36%	(785)	24%	(522)	22%	(483)	2210
Gender: Male	10%	(110)	30%	(317)	32%	(340)	28%	(301)	1068
Gender: Female	27%	(309)	41%	(468)	16%	(183)	16%	(183)	1142
Age: 18-34	24%	(152)	37%	(236)	21%	(137)	18%	(117)	642
Age: 35-44	16%	(59)	37%	(137)	21%	(77)	25%	(92)	365
Age: 45-64	18%	(129)	34%	(245)	25%	(180)	22%	(160)	714
Age: 65+	16%	(79)	34%	(167)	26%	(128)	23%	(114)	489
GenZers: 1997-2012	25%	(60)	36%	(87)	16%	(38)	23%	(56)	241
Millennials: 1981-1996	20%	(130)	38%	(252)	23%	(154)	19%	(125)	662
GenXers: 1965-1980	18%	(95)	34%	(173)	25%	(129)	23%	(117)	514
Baby Boomers: 1946-1964	18%	(129)	35%	(250)	26%	(185)	22%	(161)	725
PID: Dem (no lean)	22%	(173)	34%	(265)	24%	(183)	20%	(154)	775
PID: Ind (no lean)	15%	(119)	35%	(276)	25%	(201)	25%	(194)	790
PID: Rep (no lean)	20%	(128)	38%	(244)	21%	(138)	21%	(135)	645
PID/Gender: Dem Men	14%	(46)	29%	(99)	30%	(101)	27%	(90)	335
PID/Gender: Dem Women	29%	(127)	38%	(166)	19%	(82)	15%	(64)	440
PID/Gender: Ind Men	9%	(37)	28%	(114)	34%	(142)	29%	(121)	415
PID/Gender: Ind Women	22%	(82)	43%	(162)	16%	(59)	19%	(73)	375
PID/Gender: Rep Men	9%	(28)	33%	(104)	30%	(96)	28%	(90)	318
PID/Gender: Rep Women	31%	(101)	43%	(140)	13%	(42)	14%	(45)	327
Ideo: Liberal (1-3)	22%	(138)	35%	(224)	24%	(151)	19%	(121)	634
Ideo: Moderate (4)	18%	(113)	38%	(238)	23%	(146)	21%	(130)	627
Ideo: Conservative (5-7)	16%	(118)	35%	(249)	26%	(184)	23%	(168)	719
Educ: < College	19%	(270)	35%	(501)	23%	(325)	24%	(342)	1437
Educ: Bachelors degree	19%	(94)	37%	(183)	26%	(130)	17%	(84)	491
Educ: Post-grad	20%	(56)	36%	(100)	24%	(68)	20%	(57)	282
Income: Under 50k	19%	(221)	33%	(378)	24%	(272)	24%	(281)	1153
Income: 50k-100k	19%	(133)	36%	(249)	22%	(154)	22%	(153)	690
Income: 100k+	18%	(65)	43%	(157)	26%	(96)	14%	(50)	368

Continued on next page

Table MCEN6_9: How interested would you be to see the following types of movies in a movie theater?
 Romance

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	19%	(420)	36%	(785)	24%	(522)	22%	(483)	2210
Ethnicity: White (Non-Hispanic)	16%	(244)	35%	(526)	27%	(396)	22%	(323)	1488
Ethnicity: Hispanic	25%	(94)	38%	(142)	15%	(55)	22%	(83)	374
Ethnicity: Black (Non-Hispanic)	25%	(62)	33%	(81)	19%	(46)	22%	(54)	243
Ethnicity: Asian + Other (Non-Hispanic)	19%	(20)	34%	(35)	25%	(26)	23%	(24)	105
All Christian	20%	(190)	37%	(347)	24%	(228)	20%	(185)	949
All Non-Christian	18%	(18)	41%	(42)	19%	(20)	21%	(22)	101
Atheist	8%	(8)	30%	(30)	20%	(20)	42%	(43)	102
Agnostic/Nothing in particular	16%	(109)	34%	(223)	25%	(166)	25%	(162)	661
Something Else	24%	(94)	36%	(143)	22%	(88)	18%	(71)	396
Religious Non-Protestant/Catholic	19%	(24)	42%	(52)	19%	(23)	20%	(24)	122
Evangelical	25%	(132)	37%	(192)	20%	(107)	18%	(94)	525
Non-Evangelical	18%	(145)	36%	(284)	25%	(201)	20%	(158)	788
Community: Urban	23%	(133)	36%	(210)	22%	(128)	20%	(115)	586
Community: Suburban	17%	(191)	36%	(396)	25%	(280)	21%	(232)	1098
Community: Rural	18%	(96)	34%	(179)	22%	(114)	26%	(136)	526
Employ: Private Sector	19%	(149)	40%	(304)	22%	(171)	18%	(139)	762
Employ: Government	20%	(24)	27%	(32)	34%	(39)	19%	(22)	116
Employ: Self-Employed	24%	(49)	26%	(55)	25%	(51)	25%	(52)	207
Employ: Homemaker	22%	(36)	39%	(63)	13%	(21)	25%	(40)	160
Employ: Student	24%	(19)	31%	(25)	17%	(14)	27%	(22)	80
Employ: Retired	15%	(79)	36%	(184)	26%	(135)	22%	(114)	512
Employ: Unemployed	18%	(45)	33%	(81)	28%	(67)	21%	(52)	245
Employ: Other	15%	(19)	32%	(42)	19%	(24)	34%	(43)	129
Military HH: Yes	15%	(54)	34%	(124)	25%	(92)	25%	(92)	362
Military HH: No	20%	(366)	36%	(661)	23%	(430)	21%	(391)	1848
RD/WT: Right Direction	21%	(147)	37%	(255)	23%	(158)	19%	(127)	688
RD/WT: Wrong Track	18%	(272)	35%	(530)	24%	(364)	23%	(356)	1522
Biden Job Approve	19%	(170)	37%	(337)	24%	(214)	20%	(184)	905
Biden Job Disapprove	19%	(225)	34%	(402)	24%	(288)	23%	(275)	1189

Continued on next page

Table MCEN6_9: How interested would you be to see the following types of movies in a movie theater?

Romance

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	19%	(420)	36%	(785)	24%	(522)	22%	(483)	2210
Biden Job Strongly Approve	26%	(85)	33%	(108)	21%	(69)	21%	(69)	330
Biden Job Somewhat Approve	15%	(85)	40%	(229)	25%	(146)	20%	(115)	575
Biden Job Somewhat Disapprove	21%	(81)	34%	(130)	26%	(99)	18%	(70)	380
Biden Job Strongly Disapprove	18%	(144)	34%	(272)	23%	(189)	25%	(205)	809
Favorable of Biden	19%	(182)	36%	(342)	24%	(223)	20%	(189)	936
Unfavorable of Biden	18%	(212)	35%	(411)	24%	(285)	23%	(266)	1173
Very Favorable of Biden	25%	(94)	32%	(119)	22%	(84)	21%	(78)	375
Somewhat Favorable of Biden	16%	(88)	40%	(223)	25%	(139)	20%	(111)	562
Somewhat Unfavorable of Biden	18%	(58)	37%	(120)	26%	(86)	19%	(60)	323
Very Unfavorable of Biden	18%	(154)	34%	(291)	23%	(200)	24%	(205)	850
#1 Issue: Economy	19%	(177)	35%	(330)	25%	(235)	21%	(194)	937
#1 Issue: Security	19%	(56)	36%	(106)	22%	(63)	23%	(68)	293
#1 Issue: Health Care	23%	(52)	43%	(100)	14%	(32)	20%	(46)	230
#1 Issue: Medicare / Social Security	15%	(38)	33%	(80)	27%	(66)	25%	(61)	245
#1 Issue: Women's Issues	26%	(29)	37%	(41)	21%	(24)	15%	(17)	111
#1 Issue: Education	28%	(23)	42%	(35)	20%	(16)	10%	(8)	82
#1 Issue: Energy	16%	(24)	36%	(54)	25%	(37)	23%	(34)	149
#1 Issue: Other	12%	(20)	24%	(39)	30%	(49)	34%	(56)	164
2020 Vote: Joe Biden	20%	(189)	35%	(329)	24%	(225)	20%	(186)	929
2020 Vote: Donald Trump	19%	(141)	35%	(260)	23%	(174)	23%	(175)	751
2020 Vote: Other	14%	(13)	41%	(37)	29%	(27)	17%	(15)	92
2020 Vote: Didn't Vote	17%	(76)	36%	(158)	22%	(97)	24%	(107)	438
2018 House Vote: Democrat	21%	(159)	34%	(259)	24%	(184)	20%	(149)	751
2018 House Vote: Republican	17%	(106)	38%	(233)	25%	(152)	21%	(127)	618
2018 House Vote: Someone else	16%	(11)	41%	(28)	22%	(15)	21%	(15)	69
2016 Vote: Hillary Clinton	20%	(141)	37%	(262)	24%	(169)	18%	(127)	699
2016 Vote: Donald Trump	18%	(119)	35%	(237)	24%	(162)	23%	(151)	669
2016 Vote: Other	12%	(15)	33%	(39)	30%	(35)	25%	(30)	119
2016 Vote: Didn't Vote	20%	(144)	34%	(247)	22%	(156)	24%	(176)	723

Continued on next page

Table MCEN6_9: How interested would you be to see the following types of movies in a movie theater?

Romance

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	19%	(420)	36%	(785)	24%	(522)	22%	(483)	2210
Voted in 2014: Yes	19%	(237)	36%	(450)	24%	(308)	21%	(261)	1256
Voted in 2014: No	19%	(182)	35%	(335)	23%	(215)	23%	(222)	954
4-Region: Northeast	22%	(83)	31%	(119)	26%	(99)	21%	(81)	383
4-Region: Midwest	19%	(85)	38%	(176)	25%	(114)	18%	(81)	456
4-Region: South	20%	(166)	34%	(291)	23%	(193)	23%	(194)	844
4-Region: West	16%	(85)	38%	(199)	22%	(115)	24%	(127)	527
Comfortable Going to the Movies	22%	(314)	38%	(543)	23%	(330)	18%	(254)	1441
Uncomfortable Going to the Movies	15%	(94)	31%	(203)	25%	(164)	29%	(188)	650
Frequent Moviegoers	33%	(61)	40%	(74)	18%	(33)	10%	(18)	186
Occasional Moviegoers	22%	(159)	39%	(282)	26%	(191)	13%	(94)	727
Rare Moviegoers	17%	(154)	36%	(331)	24%	(219)	23%	(207)	910
Never Goes to the Movies	12%	(46)	25%	(98)	20%	(78)	42%	(164)	387

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

Table MCEN6_10: How interested would you be to see the following types of movies in a movie theater?

Musical

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	13%	(278)	26%	(579)	30%	(653)	32%	(701)	2210
Gender: Male	9%	(98)	23%	(245)	32%	(345)	36%	(380)	1068
Gender: Female	16%	(179)	29%	(334)	27%	(308)	28%	(321)	1142
Age: 18-34	15%	(94)	26%	(169)	33%	(210)	26%	(169)	642
Age: 35-44	11%	(40)	19%	(69)	30%	(110)	40%	(146)	365
Age: 45-64	11%	(80)	25%	(180)	28%	(201)	36%	(254)	714
Age: 65+	13%	(63)	33%	(161)	27%	(132)	27%	(133)	489
GenZers: 1997-2012	15%	(36)	28%	(66)	32%	(78)	25%	(61)	241
Millennials: 1981-1996	14%	(94)	23%	(152)	31%	(204)	32%	(212)	662
GenXers: 1965-1980	9%	(49)	23%	(121)	29%	(149)	38%	(196)	514
Baby Boomers: 1946-1964	11%	(83)	30%	(215)	29%	(211)	30%	(217)	725
PID: Dem (no lean)	15%	(119)	27%	(210)	30%	(235)	27%	(211)	775
PID: Ind (no lean)	11%	(88)	27%	(213)	28%	(225)	33%	(264)	790
PID: Rep (no lean)	11%	(71)	24%	(156)	30%	(192)	35%	(226)	645
PID/Gender: Dem Men	12%	(41)	23%	(78)	32%	(109)	32%	(108)	335
PID/Gender: Dem Women	18%	(78)	30%	(132)	29%	(127)	23%	(103)	440
PID/Gender: Ind Men	8%	(35)	23%	(97)	31%	(130)	37%	(153)	415
PID/Gender: Ind Women	14%	(53)	31%	(116)	25%	(95)	30%	(111)	375
PID/Gender: Rep Men	7%	(23)	22%	(70)	33%	(106)	37%	(119)	318
PID/Gender: Rep Women	15%	(47)	26%	(86)	26%	(86)	33%	(108)	327
Ideo: Liberal (1-3)	17%	(106)	30%	(188)	28%	(179)	25%	(161)	634
Ideo: Moderate (4)	12%	(77)	26%	(166)	31%	(197)	30%	(188)	627
Ideo: Conservative (5-7)	9%	(67)	24%	(174)	31%	(224)	35%	(254)	719
Educ: < College	11%	(159)	24%	(345)	29%	(416)	36%	(517)	1437
Educ: Bachelors degree	13%	(65)	29%	(142)	32%	(158)	26%	(125)	491
Educ: Post-grad	19%	(53)	32%	(92)	28%	(78)	21%	(59)	282
Income: Under 50k	12%	(140)	24%	(278)	28%	(324)	36%	(410)	1153
Income: 50k-100k	12%	(83)	27%	(184)	30%	(207)	31%	(216)	690
Income: 100k+	15%	(55)	32%	(116)	33%	(122)	20%	(75)	368

Continued on next page

Table MCEN6_10: How interested would you be to see the following types of movies in a movie theater?
Musical

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	13%	(278)	26%	(579)	30%	(653)	32%	(701)	2210
Ethnicity: White (Non-Hispanic)	12%	(179)	25%	(379)	30%	(442)	33%	(487)	1488
Ethnicity: Hispanic	14%	(52)	30%	(113)	29%	(108)	27%	(101)	374
Ethnicity: Black (Non-Hispanic)	15%	(35)	25%	(61)	26%	(62)	35%	(85)	243
Ethnicity: Asian + Other (Non-Hispanic)	10%	(11)	24%	(25)	39%	(41)	27%	(28)	105
All Christian	14%	(130)	30%	(287)	28%	(262)	28%	(270)	949
All Non-Christian	23%	(23)	26%	(26)	30%	(31)	21%	(21)	101
Atheist	14%	(14)	20%	(21)	22%	(22)	44%	(45)	102
Agnostic/Nothing in particular	9%	(62)	24%	(157)	32%	(213)	34%	(228)	661
Something Else	12%	(48)	22%	(87)	31%	(124)	35%	(137)	396
Religious Non-Protestant/Catholic	23%	(28)	31%	(38)	28%	(35)	18%	(22)	122
Evangelical	12%	(62)	27%	(139)	29%	(150)	33%	(173)	525
Non-Evangelical	14%	(112)	28%	(221)	29%	(227)	29%	(229)	788
Community: Urban	16%	(94)	24%	(143)	30%	(175)	30%	(175)	586
Community: Suburban	12%	(131)	30%	(327)	30%	(327)	29%	(314)	1098
Community: Rural	10%	(53)	21%	(109)	29%	(151)	41%	(213)	526
Employ: Private Sector	12%	(94)	28%	(210)	29%	(224)	31%	(234)	762
Employ: Government	17%	(20)	18%	(21)	34%	(39)	31%	(36)	116
Employ: Self-Employed	13%	(27)	22%	(46)	33%	(69)	32%	(65)	207
Employ: Homemaker	8%	(13)	24%	(39)	31%	(50)	36%	(58)	160
Employ: Student	18%	(14)	26%	(21)	23%	(18)	33%	(26)	80
Employ: Retired	12%	(61)	32%	(162)	26%	(135)	30%	(153)	512
Employ: Unemployed	12%	(28)	22%	(53)	35%	(84)	32%	(79)	245
Employ: Other	15%	(19)	21%	(27)	26%	(33)	39%	(50)	129
Military HH: Yes	11%	(40)	27%	(97)	29%	(104)	34%	(122)	362
Military HH: No	13%	(238)	26%	(482)	30%	(549)	31%	(579)	1848
RD/WT: Right Direction	17%	(119)	30%	(203)	30%	(206)	23%	(160)	688
RD/WT: Wrong Track	10%	(158)	25%	(376)	29%	(447)	36%	(541)	1522
Biden Job Approve	15%	(133)	30%	(273)	30%	(274)	25%	(226)	905
Biden Job Disapprove	11%	(130)	23%	(275)	30%	(355)	36%	(428)	1189

Continued on next page

Table MCEN6_10: How interested would you be to see the following types of movies in a movie theater?

Musical

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	13%	(278)	26%	(579)	30%	(653)	32%	(701)	2210
Biden Job Strongly Approve	22%	(74)	30%	(99)	24%	(80)	24%	(78)	330
Biden Job Somewhat Approve	10%	(59)	30%	(174)	34%	(194)	26%	(148)	575
Biden Job Somewhat Disapprove	13%	(51)	29%	(110)	34%	(129)	24%	(91)	380
Biden Job Strongly Disapprove	10%	(79)	20%	(166)	28%	(227)	42%	(337)	809
Favorable of Biden	15%	(144)	30%	(278)	29%	(271)	26%	(244)	936
Unfavorable of Biden	10%	(118)	23%	(272)	31%	(360)	36%	(423)	1173
Very Favorable of Biden	22%	(84)	27%	(100)	26%	(99)	24%	(92)	375
Somewhat Favorable of Biden	11%	(60)	32%	(178)	31%	(172)	27%	(152)	562
Somewhat Unfavorable of Biden	13%	(43)	26%	(84)	37%	(118)	24%	(78)	323
Very Unfavorable of Biden	9%	(75)	22%	(187)	28%	(242)	41%	(346)	850
#1 Issue: Economy	11%	(106)	25%	(230)	30%	(285)	34%	(316)	937
#1 Issue: Security	12%	(35)	25%	(74)	28%	(82)	35%	(103)	293
#1 Issue: Health Care	18%	(42)	30%	(69)	27%	(63)	24%	(55)	230
#1 Issue: Medicare / Social Security	10%	(24)	27%	(66)	32%	(78)	31%	(77)	245
#1 Issue: Women's Issues	22%	(24)	30%	(33)	30%	(34)	18%	(20)	111
#1 Issue: Education	12%	(10)	36%	(29)	21%	(17)	32%	(26)	82
#1 Issue: Energy	14%	(22)	27%	(40)	33%	(50)	26%	(38)	149
#1 Issue: Other	10%	(16)	23%	(38)	27%	(44)	40%	(66)	164
2020 Vote: Joe Biden	16%	(146)	29%	(271)	31%	(289)	24%	(223)	929
2020 Vote: Donald Trump	11%	(80)	25%	(190)	26%	(198)	38%	(283)	751
2020 Vote: Other	18%	(16)	24%	(23)	34%	(31)	24%	(22)	92
2020 Vote: Didn't Vote	8%	(35)	22%	(95)	31%	(134)	40%	(174)	438
2018 House Vote: Democrat	17%	(125)	30%	(225)	29%	(221)	24%	(180)	751
2018 House Vote: Republican	11%	(68)	29%	(177)	28%	(171)	33%	(201)	618
2018 House Vote: Someone else	20%	(14)	28%	(20)	30%	(21)	22%	(15)	69
2016 Vote: Hillary Clinton	16%	(115)	30%	(211)	30%	(209)	23%	(164)	699
2016 Vote: Donald Trump	11%	(74)	25%	(167)	28%	(186)	36%	(242)	669
2016 Vote: Other	11%	(13)	32%	(38)	30%	(35)	28%	(33)	119
2016 Vote: Didn't Vote	11%	(76)	22%	(162)	31%	(222)	36%	(262)	723

Continued on next page

Table MCEN6_10: How interested would you be to see the following types of movies in a movie theater?
 Musical

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	13%	(278)	26%	(579)	30%	(653)	32%	(701)	2210
Voted in 2014: Yes	15%	(183)	29%	(358)	28%	(357)	29%	(358)	1256
Voted in 2014: No	10%	(95)	23%	(221)	31%	(296)	36%	(343)	954
4-Region: Northeast	15%	(56)	27%	(105)	30%	(114)	28%	(108)	383
4-Region: Midwest	11%	(52)	28%	(127)	30%	(137)	31%	(140)	456
4-Region: South	12%	(100)	25%	(212)	28%	(240)	35%	(292)	844
4-Region: West	13%	(69)	26%	(135)	31%	(161)	31%	(161)	527
Comfortable Going to the Movies	13%	(188)	29%	(413)	30%	(430)	28%	(409)	1441
Uncomfortable Going to the Movies	12%	(78)	20%	(131)	30%	(198)	37%	(243)	650
Frequent Moviegoers	24%	(45)	28%	(52)	29%	(53)	19%	(36)	186
Occasional Moviegoers	15%	(109)	32%	(235)	31%	(222)	22%	(161)	727
Rare Moviegoers	11%	(98)	24%	(218)	32%	(293)	33%	(302)	910
Never Goes to the Movies	7%	(26)	19%	(75)	22%	(85)	52%	(202)	387

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

Table MCEN6_11: How interested would you be to see the following types of movies in a movie theater?

Romantic comedies

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	24%	(529)	38%	(845)	20%	(441)	18%	(396)	2210
Gender: Male	15%	(161)	38%	(404)	25%	(267)	22%	(235)	1068
Gender: Female	32%	(368)	39%	(441)	15%	(173)	14%	(161)	1142
Age: 18-34	30%	(192)	36%	(233)	20%	(126)	14%	(91)	642
Age: 35-44	21%	(78)	39%	(141)	17%	(63)	23%	(83)	365
Age: 45-64	22%	(155)	40%	(284)	20%	(146)	18%	(129)	714
Age: 65+	21%	(104)	38%	(187)	22%	(105)	19%	(93)	489
GenZers: 1997-2012	32%	(78)	28%	(67)	21%	(50)	19%	(47)	241
Millennials: 1981-1996	26%	(169)	40%	(268)	18%	(120)	16%	(105)	662
GenXers: 1965-1980	22%	(111)	38%	(197)	22%	(115)	18%	(92)	514
Baby Boomers: 1946-1964	22%	(162)	41%	(294)	19%	(138)	18%	(131)	725
PID: Dem (no lean)	27%	(211)	36%	(282)	21%	(160)	16%	(122)	775
PID: Ind (no lean)	20%	(160)	40%	(319)	19%	(147)	21%	(164)	790
PID: Rep (no lean)	25%	(158)	38%	(244)	21%	(133)	17%	(109)	645
PID/Gender: Dem Men	18%	(60)	38%	(126)	25%	(83)	20%	(67)	335
PID/Gender: Dem Women	34%	(151)	36%	(156)	18%	(77)	13%	(56)	440
PID/Gender: Ind Men	14%	(58)	38%	(158)	23%	(94)	25%	(104)	415
PID/Gender: Ind Women	27%	(102)	43%	(161)	14%	(53)	16%	(60)	375
PID/Gender: Rep Men	14%	(43)	38%	(120)	28%	(91)	20%	(64)	318
PID/Gender: Rep Women	35%	(115)	38%	(124)	13%	(43)	14%	(45)	327
Ideo: Liberal (1-3)	30%	(188)	33%	(210)	23%	(144)	14%	(91)	634
Ideo: Moderate (4)	22%	(138)	44%	(277)	16%	(100)	18%	(112)	627
Ideo: Conservative (5-7)	21%	(152)	37%	(269)	22%	(160)	19%	(138)	719
Educ: < College	23%	(326)	38%	(550)	19%	(279)	20%	(282)	1437
Educ: Bachelors degree	25%	(122)	40%	(194)	22%	(108)	14%	(67)	491
Educ: Post-grad	28%	(80)	36%	(101)	19%	(54)	17%	(47)	282
Income: Under 50k	23%	(270)	35%	(409)	20%	(228)	21%	(246)	1153
Income: 50k-100k	24%	(166)	40%	(279)	20%	(138)	15%	(106)	690
Income: 100k+	25%	(92)	43%	(157)	20%	(75)	12%	(43)	368

Continued on next page

Table MCEN6_11: How interested would you be to see the following types of movies in a movie theater?
 Romantic comedies

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	24%	(529)	38%	(845)	20%	(441)	18%	(396)	2210
Ethnicity: White (Non-Hispanic)	22%	(324)	39%	(587)	21%	(314)	18%	(264)	1488
Ethnicity: Hispanic	32%	(118)	34%	(127)	17%	(64)	17%	(65)	374
Ethnicity: Black (Non-Hispanic)	25%	(61)	37%	(90)	17%	(41)	21%	(51)	243
Ethnicity: Asian + Other (Non-Hispanic)	24%	(25)	39%	(41)	21%	(22)	15%	(16)	105
All Christian	25%	(235)	41%	(392)	19%	(176)	15%	(146)	949
All Non-Christian	26%	(26)	35%	(36)	19%	(19)	20%	(20)	101
Atheist	13%	(13)	25%	(26)	29%	(29)	33%	(34)	102
Agnostic/Nothing in particular	22%	(143)	38%	(254)	20%	(134)	20%	(130)	661
Something Else	28%	(110)	35%	(138)	21%	(82)	17%	(66)	396
Religious Non-Protestant/Catholic	28%	(34)	37%	(46)	17%	(21)	18%	(21)	122
Evangelical	30%	(156)	37%	(195)	18%	(94)	15%	(79)	525
Non-Evangelical	23%	(181)	41%	(320)	20%	(158)	16%	(129)	788
Community: Urban	28%	(165)	38%	(225)	18%	(107)	15%	(90)	586
Community: Suburban	23%	(253)	38%	(413)	22%	(238)	18%	(194)	1098
Community: Rural	21%	(111)	39%	(207)	18%	(95)	21%	(112)	526
Employ: Private Sector	27%	(204)	40%	(304)	19%	(145)	14%	(109)	762
Employ: Government	24%	(27)	34%	(39)	28%	(32)	15%	(17)	116
Employ: Self-Employed	22%	(46)	40%	(83)	16%	(33)	22%	(46)	207
Employ: Homemaker	24%	(39)	44%	(70)	12%	(19)	20%	(32)	160
Employ: Student	32%	(25)	30%	(24)	14%	(11)	24%	(19)	80
Employ: Retired	21%	(109)	38%	(193)	22%	(110)	19%	(99)	512
Employ: Unemployed	22%	(54)	37%	(90)	24%	(59)	17%	(42)	245
Employ: Other	18%	(23)	33%	(42)	25%	(32)	25%	(32)	129
Military HH: Yes	21%	(76)	39%	(143)	20%	(72)	20%	(71)	362
Military HH: No	24%	(452)	38%	(702)	20%	(369)	18%	(325)	1848
RD/WT: Right Direction	28%	(194)	37%	(257)	20%	(139)	14%	(99)	688
RD/WT: Wrong Track	22%	(335)	39%	(588)	20%	(302)	19%	(297)	1522
Biden Job Approve	25%	(229)	37%	(339)	21%	(190)	16%	(147)	905
Biden Job Disapprove	23%	(273)	39%	(462)	19%	(227)	19%	(227)	1189

Continued on next page

Table MCEN6_11: How interested would you be to see the following types of movies in a movie theater?
Romantic comedies

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	24%	(529)	38%	(845)	20%	(441)	18%	(396)	2210
Biden Job Strongly Approve	30%	(99)	31%	(102)	22%	(72)	18%	(58)	330
Biden Job Somewhat Approve	23%	(131)	41%	(237)	21%	(118)	15%	(89)	575
Biden Job Somewhat Disapprove	25%	(93)	45%	(170)	17%	(63)	14%	(53)	380
Biden Job Strongly Disapprove	22%	(180)	36%	(292)	20%	(163)	21%	(174)	809
Favorable of Biden	25%	(238)	38%	(353)	21%	(194)	16%	(151)	936
Unfavorable of Biden	22%	(261)	39%	(457)	20%	(234)	19%	(222)	1173
Very Favorable of Biden	30%	(111)	34%	(126)	20%	(75)	17%	(63)	375
Somewhat Favorable of Biden	23%	(127)	40%	(227)	21%	(120)	16%	(88)	562
Somewhat Unfavorable of Biden	22%	(71)	43%	(140)	20%	(65)	15%	(48)	323
Very Unfavorable of Biden	22%	(189)	37%	(317)	20%	(169)	20%	(174)	850
#1 Issue: Economy	23%	(218)	41%	(384)	18%	(171)	17%	(163)	937
#1 Issue: Security	23%	(67)	37%	(110)	21%	(62)	19%	(54)	293
#1 Issue: Health Care	30%	(68)	39%	(90)	15%	(35)	15%	(36)	230
#1 Issue: Medicare / Social Security	20%	(49)	35%	(86)	26%	(63)	19%	(47)	245
#1 Issue: Women's Issues	34%	(38)	31%	(35)	22%	(24)	12%	(14)	111
#1 Issue: Education	36%	(30)	32%	(26)	17%	(14)	15%	(12)	82
#1 Issue: Energy	19%	(29)	44%	(66)	22%	(33)	15%	(22)	149
#1 Issue: Other	18%	(30)	30%	(48)	23%	(38)	29%	(47)	164
2020 Vote: Joe Biden	26%	(240)	38%	(350)	21%	(194)	16%	(145)	929
2020 Vote: Donald Trump	24%	(178)	38%	(282)	20%	(152)	19%	(139)	751
2020 Vote: Other	17%	(16)	46%	(42)	22%	(20)	15%	(14)	92
2020 Vote: Didn't Vote	22%	(95)	39%	(171)	17%	(74)	22%	(98)	438
2018 House Vote: Democrat	26%	(193)	37%	(278)	21%	(159)	16%	(120)	751
2018 House Vote: Republican	22%	(139)	40%	(247)	22%	(138)	15%	(94)	618
2018 House Vote: Someone else	17%	(12)	51%	(35)	12%	(9)	19%	(13)	69
2016 Vote: Hillary Clinton	25%	(176)	39%	(272)	21%	(146)	15%	(106)	699
2016 Vote: Donald Trump	24%	(160)	38%	(253)	20%	(137)	18%	(120)	669
2016 Vote: Other	16%	(20)	42%	(49)	24%	(29)	18%	(21)	119
2016 Vote: Didn't Vote	24%	(173)	38%	(271)	18%	(130)	21%	(148)	723

Continued on next page

Table MCEN6_11: How interested would you be to see the following types of movies in a movie theater?
 Romantic comedies

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	24%	(529)	38%	(845)	20%	(441)	18%	(396)	2210
Voted in 2014: Yes	23%	(291)	39%	(492)	21%	(262)	17%	(211)	1256
Voted in 2014: No	25%	(237)	37%	(353)	19%	(179)	19%	(185)	954
4-Region: Northeast	25%	(96)	36%	(136)	20%	(78)	19%	(73)	383
4-Region: Midwest	23%	(107)	44%	(201)	20%	(90)	13%	(60)	456
4-Region: South	24%	(203)	36%	(306)	21%	(179)	19%	(157)	844
4-Region: West	23%	(123)	38%	(202)	18%	(95)	20%	(106)	527
Comfortable Going to the Movies	28%	(400)	39%	(566)	20%	(287)	13%	(188)	1441
Uncomfortable Going to the Movies	17%	(114)	37%	(239)	19%	(127)	26%	(171)	650
Frequent Moviegoers	43%	(80)	32%	(60)	16%	(30)	9%	(16)	186
Occasional Moviegoers	27%	(198)	42%	(306)	21%	(155)	9%	(68)	727
Rare Moviegoers	21%	(192)	42%	(378)	20%	(185)	17%	(156)	910
Never Goes to the Movies	15%	(58)	26%	(102)	19%	(72)	40%	(155)	387

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

Table MCEN6_12: How interested would you be to see the following types of movies in a movie theater?

Classics

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	19%	(425)	39%	(870)	24%	(532)	17%	(383)	2210
Gender: Male	18%	(191)	41%	(434)	26%	(277)	15%	(165)	1068
Gender: Female	20%	(234)	38%	(436)	22%	(255)	19%	(218)	1142
Age: 18-34	19%	(122)	39%	(253)	26%	(168)	15%	(99)	642
Age: 35-44	17%	(61)	32%	(118)	29%	(106)	22%	(80)	365
Age: 45-64	18%	(129)	42%	(302)	22%	(158)	17%	(124)	714
Age: 65+	23%	(113)	40%	(196)	20%	(100)	16%	(80)	489
GenZers: 1997-2012	20%	(48)	37%	(90)	24%	(59)	18%	(44)	241
Millennials: 1981-1996	18%	(120)	38%	(250)	27%	(178)	17%	(114)	662
GenXers: 1965-1980	15%	(75)	41%	(210)	26%	(132)	19%	(98)	514
Baby Boomers: 1946-1964	23%	(166)	41%	(295)	21%	(152)	16%	(113)	725
PID: Dem (no lean)	23%	(177)	37%	(285)	25%	(194)	15%	(119)	775
PID: Ind (no lean)	17%	(131)	42%	(330)	23%	(185)	18%	(144)	790
PID: Rep (no lean)	18%	(117)	39%	(255)	24%	(153)	19%	(120)	645
PID/Gender: Dem Men	21%	(69)	39%	(131)	26%	(87)	14%	(48)	335
PID/Gender: Dem Women	24%	(108)	35%	(154)	24%	(107)	16%	(71)	440
PID/Gender: Ind Men	15%	(61)	42%	(175)	27%	(111)	16%	(68)	415
PID/Gender: Ind Women	19%	(70)	41%	(156)	20%	(73)	20%	(76)	375
PID/Gender: Rep Men	19%	(61)	40%	(128)	25%	(79)	16%	(50)	318
PID/Gender: Rep Women	17%	(56)	39%	(126)	23%	(74)	21%	(70)	327
Ideo: Liberal (1-3)	24%	(152)	36%	(227)	26%	(167)	14%	(88)	634
Ideo: Moderate (4)	16%	(102)	45%	(280)	24%	(151)	15%	(94)	627
Ideo: Conservative (5-7)	18%	(128)	41%	(293)	24%	(169)	18%	(129)	719
Educ: < College	18%	(261)	39%	(560)	23%	(333)	20%	(282)	1437
Educ: Bachelors degree	19%	(94)	41%	(203)	26%	(130)	13%	(64)	491
Educ: Post-grad	24%	(69)	38%	(106)	25%	(70)	13%	(37)	282
Income: Under 50k	20%	(225)	39%	(448)	22%	(257)	19%	(222)	1153
Income: 50k-100k	21%	(142)	39%	(268)	24%	(167)	16%	(112)	690
Income: 100k+	16%	(57)	42%	(153)	29%	(108)	13%	(49)	368

Continued on next page

Table MCEN6_12: How interested would you be to see the following types of movies in a movie theater?
 Classics

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	19%	(425)	39%	(870)	24%	(532)	17%	(383)	2210
Ethnicity: White (Non-Hispanic)	20%	(299)	38%	(571)	25%	(374)	16%	(244)	1488
Ethnicity: Hispanic	16%	(59)	42%	(157)	22%	(84)	20%	(73)	374
Ethnicity: Black (Non-Hispanic)	20%	(48)	41%	(100)	20%	(49)	19%	(46)	243
Ethnicity: Asian + Other (Non-Hispanic)	17%	(18)	40%	(42)	24%	(26)	18%	(19)	105
All Christian	22%	(211)	41%	(393)	23%	(220)	13%	(126)	949
All Non-Christian	22%	(22)	41%	(41)	20%	(20)	18%	(18)	101
Atheist	17%	(18)	32%	(33)	33%	(34)	17%	(18)	102
Agnostic/Nothing in particular	15%	(101)	36%	(240)	27%	(179)	21%	(142)	661
Something Else	19%	(74)	41%	(163)	20%	(80)	20%	(79)	396
Religious Non-Protestant/Catholic	21%	(26)	41%	(50)	22%	(27)	15%	(19)	122
Evangelical	22%	(116)	41%	(216)	21%	(108)	16%	(85)	525
Non-Evangelical	21%	(163)	41%	(326)	23%	(181)	15%	(119)	788
Community: Urban	21%	(121)	38%	(220)	24%	(138)	18%	(107)	586
Community: Suburban	19%	(209)	41%	(447)	23%	(254)	17%	(187)	1098
Community: Rural	18%	(94)	39%	(203)	27%	(140)	17%	(89)	526
Employ: Private Sector	19%	(142)	41%	(315)	25%	(191)	15%	(114)	762
Employ: Government	20%	(24)	34%	(39)	26%	(30)	20%	(23)	116
Employ: Self-Employed	22%	(46)	40%	(82)	26%	(53)	12%	(25)	207
Employ: Homemaker	16%	(25)	34%	(54)	22%	(35)	28%	(45)	160
Employ: Student	21%	(17)	35%	(28)	26%	(21)	17%	(14)	80
Employ: Retired	23%	(116)	40%	(207)	21%	(106)	16%	(83)	512
Employ: Unemployed	15%	(36)	36%	(89)	28%	(69)	21%	(51)	245
Employ: Other	14%	(18)	42%	(54)	22%	(28)	22%	(28)	129
Military HH: Yes	21%	(77)	40%	(144)	20%	(73)	19%	(67)	362
Military HH: No	19%	(348)	39%	(725)	25%	(459)	17%	(316)	1848
RD/WT: Right Direction	24%	(163)	38%	(260)	25%	(169)	14%	(96)	688
RD/WT: Wrong Track	17%	(261)	40%	(610)	24%	(364)	19%	(287)	1522
Biden Job Approve	21%	(193)	39%	(356)	24%	(218)	15%	(139)	905
Biden Job Disapprove	18%	(211)	40%	(471)	25%	(291)	18%	(215)	1189

Continued on next page

Table MCEN6_12: How interested would you be to see the following types of movies in a movie theater?

Classics

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	19%	(425)	39%	(870)	24%	(532)	17%	(383)	2210
Biden Job Strongly Approve	32%	(106)	32%	(107)	19%	(64)	16%	(53)	330
Biden Job Somewhat Approve	15%	(86)	43%	(249)	27%	(154)	15%	(86)	575
Biden Job Somewhat Disapprove	16%	(61)	42%	(160)	26%	(99)	16%	(60)	380
Biden Job Strongly Disapprove	19%	(151)	39%	(312)	24%	(192)	19%	(154)	809
Favorable of Biden	22%	(210)	39%	(365)	24%	(221)	15%	(140)	936
Unfavorable of Biden	17%	(197)	40%	(464)	25%	(296)	18%	(216)	1173
Very Favorable of Biden	30%	(113)	35%	(130)	20%	(76)	15%	(57)	375
Somewhat Favorable of Biden	17%	(98)	42%	(236)	26%	(145)	15%	(83)	562
Somewhat Unfavorable of Biden	17%	(54)	39%	(126)	28%	(90)	17%	(54)	323
Very Unfavorable of Biden	17%	(143)	40%	(338)	24%	(207)	19%	(162)	850
#1 Issue: Economy	17%	(159)	40%	(373)	26%	(243)	17%	(162)	937
#1 Issue: Security	21%	(63)	39%	(113)	23%	(67)	17%	(50)	293
#1 Issue: Health Care	19%	(44)	40%	(92)	22%	(50)	19%	(44)	230
#1 Issue: Medicare / Social Security	21%	(51)	41%	(99)	20%	(48)	19%	(46)	245
#1 Issue: Women's Issues	28%	(31)	38%	(43)	22%	(24)	13%	(14)	111
#1 Issue: Education	24%	(20)	37%	(30)	25%	(20)	15%	(12)	82
#1 Issue: Energy	17%	(25)	42%	(63)	24%	(36)	16%	(24)	149
#1 Issue: Other	20%	(33)	35%	(57)	27%	(44)	19%	(30)	164
2020 Vote: Joe Biden	23%	(210)	39%	(361)	24%	(228)	14%	(131)	929
2020 Vote: Donald Trump	18%	(133)	42%	(314)	24%	(177)	17%	(127)	751
2020 Vote: Other	26%	(24)	40%	(37)	23%	(21)	10%	(9)	92
2020 Vote: Didn't Vote	13%	(59)	36%	(158)	24%	(106)	26%	(115)	438
2018 House Vote: Democrat	24%	(182)	40%	(299)	23%	(175)	13%	(94)	751
2018 House Vote: Republican	19%	(115)	45%	(278)	22%	(139)	14%	(86)	618
2018 House Vote: Someone else	29%	(20)	51%	(35)	14%	(10)	7%	(5)	69
2016 Vote: Hillary Clinton	23%	(162)	41%	(285)	24%	(168)	12%	(84)	699
2016 Vote: Donald Trump	19%	(129)	43%	(286)	23%	(154)	15%	(101)	669
2016 Vote: Other	23%	(27)	40%	(47)	23%	(28)	14%	(16)	119
2016 Vote: Didn't Vote	15%	(107)	35%	(251)	25%	(183)	25%	(182)	723

Continued on next page

Table MCEN6_12: How interested would you be to see the following types of movies in a movie theater?
 Classics

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	19%	(425)	39%	(870)	24%	(532)	17%	(383)	2210
Voted in 2014: Yes	22%	(281)	41%	(515)	23%	(287)	14%	(173)	1256
Voted in 2014: No	15%	(144)	37%	(355)	26%	(245)	22%	(210)	954
4-Region: Northeast	21%	(80)	42%	(162)	24%	(92)	13%	(48)	383
4-Region: Midwest	17%	(78)	38%	(175)	26%	(120)	18%	(84)	456
4-Region: South	19%	(159)	38%	(325)	23%	(195)	20%	(166)	844
4-Region: West	20%	(108)	40%	(208)	24%	(125)	16%	(85)	527
Comfortable Going to the Movies	20%	(282)	43%	(615)	25%	(359)	13%	(185)	1441
Uncomfortable Going to the Movies	19%	(125)	33%	(216)	23%	(148)	25%	(161)	650
Frequent Moviegoers	33%	(60)	44%	(81)	14%	(27)	9%	(17)	186
Occasional Moviegoers	23%	(169)	44%	(320)	25%	(181)	8%	(57)	727
Rare Moviegoers	14%	(130)	40%	(363)	29%	(262)	17%	(156)	910
Never Goes to the Movies	17%	(65)	27%	(105)	16%	(63)	40%	(154)	387

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

Table MCEN7_1: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?
Comedies*

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	27% (589)	60% (1336)	13% (285)	2210
Gender: Male	26% (282)	62% (662)	12% (124)	1068
Gender: Female	27% (307)	59% (674)	14% (161)	1142
Age: 18-34	33% (211)	56% (358)	11% (73)	642
Age: 35-44	31% (112)	58% (214)	11% (39)	365
Age: 45-64	23% (166)	64% (460)	12% (88)	714
Age: 65+	20% (99)	62% (305)	17% (85)	489
GenZers: 1997-2012	31% (74)	55% (134)	14% (34)	241
Millennials: 1981-1996	32% (213)	57% (380)	10% (69)	662
GenXers: 1965-1980	26% (133)	61% (315)	13% (66)	514
Baby Boomers: 1946-1964	21% (154)	64% (464)	15% (107)	725
PID: Dem (no lean)	30% (229)	61% (474)	9% (71)	775
PID: Ind (no lean)	25% (196)	59% (467)	16% (127)	790
PID: Rep (no lean)	25% (164)	61% (395)	13% (87)	645
PID/Gender: Dem Men	31% (103)	62% (207)	8% (26)	335
PID/Gender: Dem Women	29% (126)	61% (268)	10% (46)	440
PID/Gender: Ind Men	25% (104)	60% (251)	15% (60)	415
PID/Gender: Ind Women	25% (93)	58% (216)	18% (67)	375
PID/Gender: Rep Men	24% (76)	64% (204)	12% (38)	318
PID/Gender: Rep Women	27% (88)	58% (191)	15% (48)	327
Ideo: Liberal (1-3)	28% (178)	63% (396)	9% (59)	634
Ideo: Moderate (4)	29% (180)	58% (362)	14% (85)	627
Ideo: Conservative (5-7)	24% (171)	63% (455)	13% (93)	719
Educ: < College	25% (366)	61% (876)	14% (195)	1437
Educ: Bachelors degree	28% (135)	59% (288)	14% (67)	491
Educ: Post-grad	31% (88)	61% (172)	8% (23)	282
Income: Under 50k	24% (279)	61% (706)	15% (167)	1153
Income: 50k-100k	29% (197)	59% (409)	12% (83)	690
Income: 100k+	31% (113)	60% (220)	9% (35)	368

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Table MCEN7_1: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
Comedies

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	27%	(589)	60%	(1336)	13%	(285)	2210
Ethnicity: White (Non-Hispanic)	25%	(369)	62%	(930)	13%	(190)	1488
Ethnicity: Hispanic	32%	(119)	56%	(209)	12%	(46)	374
Ethnicity: Black (Non-Hispanic)	32%	(77)	54%	(132)	14%	(34)	243
Ethnicity: Asian + Other (Non-Hispanic)	23%	(25)	62%	(65)	14%	(15)	105
All Christian	28%	(264)	59%	(558)	13%	(127)	949
All Non-Christian	37%	(38)	49%	(50)	14%	(14)	101
Atheist	21%	(22)	69%	(70)	10%	(10)	102
Agnostic/Nothing in particular	23%	(155)	65%	(427)	12%	(79)	661
Something Else	28%	(111)	58%	(231)	14%	(55)	396
Religious Non-Protestant/Catholic	38%	(46)	48%	(59)	14%	(17)	122
Evangelical	28%	(146)	57%	(297)	15%	(81)	525
Non-Evangelical	28%	(218)	60%	(477)	12%	(94)	788
Community: Urban	28%	(164)	60%	(352)	12%	(71)	586
Community: Suburban	27%	(302)	60%	(655)	13%	(141)	1098
Community: Rural	23%	(123)	63%	(329)	14%	(73)	526
Employ: Private Sector	31%	(234)	59%	(452)	10%	(77)	762
Employ: Government	23%	(27)	66%	(77)	11%	(12)	116
Employ: Self-Employed	30%	(63)	57%	(118)	13%	(26)	207
Employ: Homemaker	19%	(31)	61%	(98)	19%	(31)	160
Employ: Student	26%	(21)	54%	(43)	20%	(16)	80
Employ: Retired	21%	(110)	63%	(325)	15%	(77)	512
Employ: Unemployed	30%	(74)	57%	(141)	13%	(31)	245
Employ: Other	23%	(30)	65%	(84)	12%	(15)	129
Military HH: Yes	27%	(98)	59%	(214)	14%	(51)	362
Military HH: No	27%	(491)	61%	(1122)	13%	(234)	1848
RD/WT: Right Direction	31%	(215)	57%	(395)	11%	(78)	688
RD/WT: Wrong Track	25%	(374)	62%	(941)	14%	(208)	1522
Biden Job Approve	30%	(269)	59%	(536)	11%	(99)	905
Biden Job Disapprove	25%	(297)	62%	(739)	13%	(152)	1189

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Table MCEN7_1: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?
Comedies*

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	27%	(589)	60%	(1336)	13%	(285)	2210
Biden Job Strongly Approve	31%	(103)	57%	(187)	12%	(40)	330
Biden Job Somewhat Approve	29%	(166)	61%	(349)	10%	(60)	575
Biden Job Somewhat Disapprove	28%	(108)	61%	(232)	11%	(40)	380
Biden Job Strongly Disapprove	23%	(190)	63%	(507)	14%	(112)	809
Favorable of Biden	30%	(277)	59%	(554)	11%	(105)	936
Unfavorable of Biden	25%	(295)	62%	(732)	12%	(146)	1173
Very Favorable of Biden	28%	(107)	60%	(224)	12%	(44)	375
Somewhat Favorable of Biden	30%	(171)	59%	(331)	11%	(61)	562
Somewhat Unfavorable of Biden	26%	(85)	62%	(202)	11%	(36)	323
Very Unfavorable of Biden	25%	(210)	62%	(530)	13%	(110)	850
#1 Issue: Economy	26%	(246)	63%	(593)	10%	(98)	937
#1 Issue: Security	25%	(74)	58%	(171)	16%	(48)	293
#1 Issue: Health Care	34%	(79)	56%	(129)	10%	(22)	230
#1 Issue: Medicare / Social Security	16%	(39)	65%	(159)	19%	(46)	245
#1 Issue: Women's Issues	36%	(39)	51%	(57)	13%	(15)	111
#1 Issue: Education	43%	(35)	38%	(31)	19%	(16)	82
#1 Issue: Energy	27%	(40)	61%	(91)	12%	(18)	149
#1 Issue: Other	21%	(35)	65%	(106)	14%	(23)	164
2020 Vote: Joe Biden	28%	(257)	61%	(563)	12%	(109)	929
2020 Vote: Donald Trump	27%	(201)	61%	(459)	12%	(90)	751
2020 Vote: Other	32%	(29)	57%	(53)	11%	(10)	92
2020 Vote: Didn't Vote	23%	(101)	60%	(261)	17%	(76)	438
2018 House Vote: Democrat	29%	(217)	62%	(465)	9%	(69)	751
2018 House Vote: Republican	25%	(156)	61%	(379)	13%	(83)	618
2018 House Vote: Someone else	25%	(18)	57%	(39)	18%	(12)	69
2016 Vote: Hillary Clinton	29%	(203)	61%	(430)	10%	(67)	699
2016 Vote: Donald Trump	26%	(176)	61%	(407)	13%	(86)	669
2016 Vote: Other	20%	(23)	66%	(78)	14%	(17)	119
2016 Vote: Didn't Vote	26%	(187)	58%	(421)	16%	(115)	723

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Table MCEN7_1: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?
 Comedies*

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	27%	(589)	60%	(1336)	13%	(285)	2210
Voted in 2014: Yes	28%	(346)	60%	(759)	12%	(150)	1256
Voted in 2014: No	25%	(242)	60%	(577)	14%	(135)	954
4-Region: Northeast	30%	(114)	56%	(213)	14%	(55)	383
4-Region: Midwest	27%	(124)	62%	(281)	11%	(51)	456
4-Region: South	25%	(209)	62%	(527)	13%	(108)	844
4-Region: West	27%	(140)	60%	(315)	13%	(71)	527
Comfortable Going to the Movies	34%	(495)	56%	(805)	10%	(141)	1441
Uncomfortable Going to the Movies	13%	(83)	72%	(467)	15%	(100)	650
Frequent Moviegoers	56%	(104)	35%	(65)	9%	(17)	186
Occasional Moviegoers	38%	(275)	53%	(382)	10%	(70)	727
Rare Moviegoers	19%	(176)	68%	(621)	12%	(114)	910
Never Goes to the Movies	9%	(33)	69%	(268)	22%	(86)	387

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

Table MCEN7_2: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
Documentaries

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	9% (209)	70% (1540)	21% (461)	2210
Gender: Male	10% (105)	73% (777)	17% (185)	1068
Gender: Female	9% (103)	67% (763)	24% (276)	1142
Age: 18-34	14% (88)	66% (422)	21% (132)	642
Age: 35-44	10% (37)	69% (253)	21% (75)	365
Age: 45-64	5% (38)	75% (535)	20% (142)	714
Age: 65+	10% (47)	68% (330)	23% (112)	489
GenZers: 1997-2012	16% (39)	64% (153)	20% (48)	241
Millennials: 1981-1996	11% (75)	68% (448)	21% (139)	662
GenXers: 1965-1980	6% (33)	73% (376)	20% (105)	514
Baby Boomers: 1946-1964	7% (54)	71% (518)	21% (154)	725
PID: Dem (no lean)	9% (73)	73% (564)	18% (138)	775
PID: Ind (no lean)	9% (73)	68% (536)	23% (181)	790
PID: Rep (no lean)	10% (63)	68% (440)	22% (142)	645
PID/Gender: Dem Men	10% (33)	76% (255)	14% (47)	335
PID/Gender: Dem Women	9% (40)	70% (309)	21% (91)	440
PID/Gender: Ind Men	9% (39)	72% (297)	19% (79)	415
PID/Gender: Ind Women	9% (34)	64% (239)	27% (103)	375
PID/Gender: Rep Men	10% (33)	71% (225)	19% (60)	318
PID/Gender: Rep Women	9% (30)	66% (215)	25% (82)	327
Ideo: Liberal (1-3)	11% (71)	75% (476)	14% (88)	634
Ideo: Moderate (4)	11% (67)	67% (420)	22% (141)	627
Ideo: Conservative (5-7)	7% (52)	72% (520)	20% (147)	719
Educ: < College	9% (130)	68% (971)	23% (337)	1437
Educ: Bachelors degree	9% (43)	74% (361)	18% (87)	491
Educ: Post-grad	13% (37)	74% (208)	13% (38)	282
Income: Under 50k	9% (109)	67% (771)	24% (272)	1153
Income: 50k-100k	9% (65)	71% (490)	19% (134)	690
Income: 100k+	9% (35)	76% (278)	15% (55)	368

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Table MCEN7_2: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
 Documentaries

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	9% (209)	70% (1540)	21% (461)	2210
Ethnicity: White (Non-Hispanic)	8% (114)	72% (1067)	21% (306)	1488
Ethnicity: Hispanic	15% (55)	66% (247)	19% (72)	374
Ethnicity: Black (Non-Hispanic)	12% (30)	61% (149)	27% (65)	243
Ethnicity: Asian + Other (Non-Hispanic)	9% (10)	73% (77)	17% (18)	105
All Christian	9% (86)	71% (676)	20% (187)	949
All Non-Christian	20% (20)	65% (65)	16% (16)	101
Atheist	7% (7)	79% (81)	14% (15)	102
Agnostic/Nothing in particular	9% (61)	68% (450)	23% (150)	661
Something Else	9% (35)	67% (268)	24% (93)	396
Religious Non-Protestant/Catholic	17% (21)	67% (82)	15% (19)	122
Evangelical	10% (54)	67% (350)	23% (121)	525
Non-Evangelical	8% (64)	72% (570)	20% (155)	788
Community: Urban	13% (75)	67% (394)	20% (118)	586
Community: Suburban	9% (94)	71% (775)	21% (229)	1098
Community: Rural	8% (40)	71% (371)	22% (114)	526
Employ: Private Sector	11% (81)	71% (543)	18% (139)	762
Employ: Government	6% (7)	78% (91)	16% (18)	116
Employ: Self-Employed	10% (20)	70% (146)	20% (41)	207
Employ: Homemaker	9% (14)	66% (105)	25% (41)	160
Employ: Student	16% (13)	53% (43)	30% (24)	80
Employ: Retired	8% (42)	68% (350)	24% (121)	512
Employ: Unemployed	7% (17)	72% (177)	21% (51)	245
Employ: Other	12% (15)	67% (86)	21% (27)	129
Military HH: Yes	11% (40)	68% (246)	21% (76)	362
Military HH: No	9% (169)	70% (1293)	21% (385)	1848
RD/WT: Right Direction	15% (104)	65% (449)	20% (135)	688
RD/WT: Wrong Track	7% (105)	72% (1091)	21% (326)	1522
Biden Job Approve	12% (113)	70% (631)	18% (161)	905
Biden Job Disapprove	8% (90)	71% (846)	21% (254)	1189

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Table MCEN7_2: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
Documentaries

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	9% (209)	70% (1540)	21% (461)	2210
Biden Job Strongly Approve	17% (55)	65% (214)	18% (61)	330
Biden Job Somewhat Approve	10% (58)	73% (417)	17% (100)	575
Biden Job Somewhat Disapprove	8% (29)	73% (279)	19% (72)	380
Biden Job Strongly Disapprove	7% (60)	70% (567)	22% (182)	809
Favorable of Biden	12% (108)	71% (661)	18% (167)	936
Unfavorable of Biden	8% (91)	71% (837)	21% (245)	1173
Very Favorable of Biden	15% (57)	66% (248)	19% (70)	375
Somewhat Favorable of Biden	9% (51)	74% (413)	17% (98)	562
Somewhat Unfavorable of Biden	7% (23)	75% (242)	18% (59)	323
Very Unfavorable of Biden	8% (68)	70% (595)	22% (187)	850
#1 Issue: Economy	8% (74)	73% (681)	19% (181)	937
#1 Issue: Security	10% (30)	67% (196)	23% (67)	293
#1 Issue: Health Care	12% (28)	68% (156)	20% (45)	230
#1 Issue: Medicare / Social Security	10% (26)	61% (150)	28% (69)	245
#1 Issue: Women's Issues	6% (6)	71% (79)	23% (25)	111
#1 Issue: Education	18% (15)	56% (46)	26% (21)	82
#1 Issue: Energy	10% (15)	76% (113)	14% (21)	149
#1 Issue: Other	9% (15)	72% (118)	19% (31)	164
2020 Vote: Joe Biden	10% (94)	73% (676)	17% (159)	929
2020 Vote: Donald Trump	11% (80)	69% (520)	20% (151)	751
2020 Vote: Other	7% (7)	73% (67)	20% (18)	92
2020 Vote: Didn't Vote	6% (28)	63% (276)	31% (134)	438
2018 House Vote: Democrat	11% (81)	73% (548)	16% (122)	751
2018 House Vote: Republican	10% (63)	69% (427)	21% (127)	618
2018 House Vote: Someone else	3% (2)	77% (53)	20% (14)	69
2016 Vote: Hillary Clinton	11% (75)	72% (505)	17% (119)	699
2016 Vote: Donald Trump	10% (67)	69% (461)	21% (142)	669
2016 Vote: Other	3% (4)	80% (95)	17% (20)	119
2016 Vote: Didn't Vote	9% (63)	66% (479)	25% (180)	723

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Table MCEN7_2: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
 Documentaries

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	9%	(209)	70%	(1540)	21%	(461)	2210
Voted in 2014: Yes	11%	(133)	70%	(881)	19%	(243)	1256
Voted in 2014: No	8%	(76)	69%	(659)	23%	(219)	954
4-Region: Northeast	12%	(45)	67%	(257)	21%	(80)	383
4-Region: Midwest	8%	(35)	72%	(327)	21%	(95)	456
4-Region: South	9%	(78)	67%	(570)	23%	(197)	844
4-Region: West	10%	(51)	73%	(385)	17%	(90)	527
Comfortable Going to the Movies	11%	(165)	69%	(998)	19%	(277)	1441
Uncomfortable Going to the Movies	6%	(38)	73%	(477)	21%	(135)	650
Frequent Moviegoers	24%	(44)	64%	(119)	12%	(23)	186
Occasional Moviegoers	14%	(100)	70%	(511)	16%	(116)	727
Rare Moviegoers	6%	(52)	71%	(642)	24%	(217)	910
Never Goes to the Movies	4%	(14)	69%	(268)	27%	(105)	387

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

Table MCEN7_3: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
Thrillers

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	35%	(763)	44%	(979)	21%	(468)	2210
Gender: Male	39%	(414)	45%	(479)	16%	(174)	1068
Gender: Female	31%	(349)	44%	(499)	26%	(294)	1142
Age: 18-34	43%	(278)	40%	(256)	17%	(108)	642
Age: 35-44	35%	(127)	46%	(168)	19%	(70)	365
Age: 45-64	33%	(238)	49%	(349)	18%	(127)	714
Age: 65+	25%	(121)	42%	(205)	33%	(163)	489
GenZers: 1997-2012	45%	(109)	35%	(83)	20%	(49)	241
Millennials: 1981-1996	39%	(261)	45%	(298)	16%	(103)	662
GenXers: 1965-1980	35%	(178)	48%	(245)	18%	(91)	514
Baby Boomers: 1946-1964	28%	(206)	44%	(319)	28%	(200)	725
PID: Dem (no lean)	38%	(297)	43%	(332)	19%	(146)	775
PID: Ind (no lean)	33%	(261)	44%	(348)	23%	(181)	790
PID: Rep (no lean)	32%	(205)	46%	(299)	22%	(140)	645
PID/Gender: Dem Men	43%	(143)	43%	(145)	14%	(47)	335
PID/Gender: Dem Women	35%	(154)	43%	(187)	23%	(99)	440
PID/Gender: Ind Men	36%	(149)	45%	(188)	19%	(78)	415
PID/Gender: Ind Women	30%	(112)	42%	(159)	28%	(104)	375
PID/Gender: Rep Men	38%	(122)	46%	(146)	15%	(49)	318
PID/Gender: Rep Women	25%	(83)	47%	(153)	28%	(91)	327
Ideo: Liberal (1-3)	40%	(251)	44%	(278)	17%	(106)	634
Ideo: Moderate (4)	37%	(230)	45%	(282)	18%	(115)	627
Ideo: Conservative (5-7)	32%	(228)	45%	(321)	24%	(170)	719
Educ: < College	33%	(474)	45%	(652)	22%	(311)	1437
Educ: Bachelors degree	39%	(190)	41%	(201)	20%	(99)	491
Educ: Post-grad	35%	(99)	45%	(126)	20%	(58)	282
Income: Under 50k	34%	(397)	44%	(506)	22%	(250)	1153
Income: 50k-100k	33%	(225)	45%	(313)	22%	(152)	690
Income: 100k+	38%	(141)	44%	(161)	18%	(66)	368

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Table MCEN7_3: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
 Thrillers

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	35%	(763)	44%	(979)	21%	(468)	2210
Ethnicity: White (Non-Hispanic)	31%	(461)	47%	(699)	22%	(329)	1488
Ethnicity: Hispanic	44%	(165)	39%	(144)	17%	(64)	374
Ethnicity: Black (Non-Hispanic)	40%	(96)	38%	(93)	22%	(54)	243
Ethnicity: Asian + Other (Non-Hispanic)	39%	(41)	41%	(43)	20%	(21)	105
All Christian	33%	(314)	43%	(412)	23%	(223)	949
All Non-Christian	41%	(42)	38%	(38)	21%	(21)	101
Atheist	29%	(30)	49%	(50)	22%	(22)	102
Agnostic/Nothing in particular	34%	(227)	47%	(311)	19%	(124)	661
Something Else	38%	(151)	42%	(168)	20%	(78)	396
Religious Non-Protestant/Catholic	38%	(47)	38%	(47)	23%	(29)	122
Evangelical	32%	(168)	42%	(218)	26%	(138)	525
Non-Evangelical	36%	(287)	44%	(349)	19%	(152)	788
Community: Urban	38%	(222)	43%	(250)	20%	(115)	586
Community: Suburban	34%	(378)	45%	(491)	21%	(229)	1098
Community: Rural	31%	(164)	45%	(238)	23%	(123)	526
Employ: Private Sector	41%	(316)	40%	(302)	19%	(145)	762
Employ: Government	34%	(40)	49%	(57)	17%	(19)	116
Employ: Self-Employed	30%	(63)	52%	(107)	18%	(37)	207
Employ: Homemaker	30%	(49)	46%	(74)	23%	(37)	160
Employ: Student	43%	(34)	29%	(23)	29%	(23)	80
Employ: Retired	26%	(134)	46%	(234)	28%	(144)	512
Employ: Unemployed	35%	(86)	48%	(119)	17%	(40)	245
Employ: Other	33%	(42)	50%	(64)	17%	(22)	129
Military HH: Yes	34%	(123)	44%	(161)	22%	(78)	362
Military HH: No	35%	(640)	44%	(818)	21%	(390)	1848
RD/WT: Right Direction	39%	(267)	40%	(276)	21%	(144)	688
RD/WT: Wrong Track	33%	(496)	46%	(702)	21%	(324)	1522
Biden Job Approve	38%	(342)	43%	(386)	20%	(177)	905
Biden Job Disapprove	33%	(391)	46%	(550)	21%	(247)	1189

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Table MCEN7_3: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
Thrillers

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	35%	(763)	44%	(979)	21%	(468)	2210
Biden Job Strongly Approve	38%	(124)	46%	(151)	17%	(55)	330
Biden Job Somewhat Approve	38%	(218)	41%	(234)	21%	(123)	575
Biden Job Somewhat Disapprove	35%	(134)	45%	(171)	20%	(74)	380
Biden Job Strongly Disapprove	32%	(257)	47%	(379)	21%	(173)	809
Favorable of Biden	37%	(342)	44%	(414)	19%	(180)	936
Unfavorable of Biden	34%	(400)	45%	(527)	21%	(247)	1173
Very Favorable of Biden	34%	(129)	48%	(181)	17%	(65)	375
Somewhat Favorable of Biden	38%	(213)	42%	(234)	20%	(115)	562
Somewhat Unfavorable of Biden	35%	(113)	45%	(146)	20%	(64)	323
Very Unfavorable of Biden	34%	(287)	45%	(380)	21%	(182)	850
#1 Issue: Economy	37%	(345)	45%	(425)	18%	(167)	937
#1 Issue: Security	27%	(78)	46%	(136)	27%	(79)	293
#1 Issue: Health Care	41%	(95)	41%	(93)	18%	(41)	230
#1 Issue: Medicare / Social Security	24%	(59)	45%	(109)	31%	(77)	245
#1 Issue: Women's Issues	41%	(46)	39%	(43)	20%	(22)	111
#1 Issue: Education	48%	(39)	28%	(23)	24%	(20)	82
#1 Issue: Energy	41%	(61)	42%	(62)	18%	(26)	149
#1 Issue: Other	25%	(40)	53%	(87)	22%	(36)	164
2020 Vote: Joe Biden	37%	(344)	44%	(411)	19%	(175)	929
2020 Vote: Donald Trump	33%	(246)	46%	(343)	22%	(161)	751
2020 Vote: Other	35%	(32)	44%	(40)	21%	(20)	92
2020 Vote: Didn't Vote	32%	(141)	42%	(185)	26%	(112)	438
2018 House Vote: Democrat	38%	(285)	43%	(327)	19%	(140)	751
2018 House Vote: Republican	34%	(208)	43%	(264)	24%	(146)	618
2018 House Vote: Someone else	23%	(16)	55%	(38)	22%	(15)	69
2016 Vote: Hillary Clinton	38%	(263)	43%	(299)	20%	(137)	699
2016 Vote: Donald Trump	33%	(221)	45%	(300)	22%	(148)	669
2016 Vote: Other	30%	(35)	50%	(59)	20%	(24)	119
2016 Vote: Didn't Vote	34%	(243)	44%	(320)	22%	(159)	723

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Table MCEN7_3: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
 Thrillers

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	35%	(763)	44%	(979)	21%	(468)	2210
Voted in 2014: Yes	36%	(446)	43%	(539)	22%	(271)	1256
Voted in 2014: No	33%	(317)	46%	(440)	21%	(197)	954
4-Region: Northeast	35%	(133)	46%	(176)	19%	(73)	383
4-Region: Midwest	34%	(157)	42%	(192)	24%	(108)	456
4-Region: South	33%	(275)	46%	(385)	22%	(184)	844
4-Region: West	38%	(197)	43%	(226)	20%	(103)	527
Comfortable Going to the Movies	44%	(631)	38%	(543)	19%	(267)	1441
Uncomfortable Going to the Movies	18%	(119)	58%	(374)	24%	(157)	650
Frequent Moviegoers	64%	(120)	29%	(53)	7%	(13)	186
Occasional Moviegoers	51%	(367)	32%	(230)	18%	(130)	727
Rare Moviegoers	27%	(247)	50%	(455)	23%	(208)	910
Never Goes to the Movies	8%	(29)	62%	(240)	30%	(117)	387

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

Table MCEN7_4: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
Action

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	47% (1034)	41% (901)	12% (275)	2210
Gender: Male	52% (551)	40% (426)	9% (91)	1068
Gender: Female	42% (483)	42% (475)	16% (184)	1142
Age: 18-34	54% (345)	34% (218)	12% (79)	642
Age: 35-44	47% (172)	42% (152)	11% (41)	365
Age: 45-64	45% (324)	44% (314)	11% (76)	714
Age: 65+	39% (193)	44% (217)	16% (80)	489
GenZers: 1997-2012	46% (110)	39% (93)	16% (38)	241
Millennials: 1981-1996	55% (362)	36% (236)	10% (64)	662
GenXers: 1965-1980	46% (237)	43% (222)	11% (56)	514
Baby Boomers: 1946-1964	42% (307)	44% (317)	14% (101)	725
PID: Dem (no lean)	50% (391)	38% (293)	12% (90)	775
PID: Ind (no lean)	45% (353)	42% (328)	14% (109)	790
PID: Rep (no lean)	45% (290)	43% (279)	12% (76)	645
PID/Gender: Dem Men	52% (175)	39% (131)	9% (29)	335
PID/Gender: Dem Women	49% (216)	37% (163)	14% (61)	440
PID/Gender: Ind Men	51% (212)	41% (169)	8% (34)	415
PID/Gender: Ind Women	38% (141)	42% (159)	20% (75)	375
PID/Gender: Rep Men	52% (164)	40% (126)	9% (28)	318
PID/Gender: Rep Women	38% (126)	47% (153)	15% (48)	327
Ideo: Liberal (1-3)	50% (315)	39% (249)	11% (70)	634
Ideo: Moderate (4)	52% (325)	36% (229)	12% (73)	627
Ideo: Conservative (5-7)	44% (313)	44% (316)	12% (90)	719
Educ: < College	44% (635)	43% (612)	13% (189)	1437
Educ: Bachelors degree	53% (262)	36% (175)	11% (53)	491
Educ: Post-grad	48% (136)	40% (113)	12% (33)	282
Income: Under 50k	45% (523)	42% (479)	13% (151)	1153
Income: 50k-100k	46% (314)	42% (291)	12% (84)	690
Income: 100k+	54% (198)	36% (131)	11% (39)	368

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Table MCEN7_4: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
 Action

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	47%	(1034)	41%	(901)	12%	(275)	2210
Ethnicity: White (Non-Hispanic)	44%	(651)	44%	(648)	13%	(189)	1488
Ethnicity: Hispanic	53%	(197)	36%	(135)	11%	(42)	374
Ethnicity: Black (Non-Hispanic)	51%	(124)	35%	(84)	14%	(35)	243
Ethnicity: Asian + Other (Non-Hispanic)	59%	(62)	31%	(33)	10%	(10)	105
All Christian	47%	(445)	40%	(380)	13%	(124)	949
All Non-Christian	55%	(55)	32%	(32)	13%	(14)	101
Atheist	44%	(45)	43%	(44)	13%	(13)	102
Agnostic/Nothing in particular	46%	(307)	41%	(273)	12%	(81)	661
Something Else	46%	(182)	43%	(171)	11%	(44)	396
Religious Non-Protestant/Catholic	54%	(67)	32%	(39)	14%	(17)	122
Evangelical	45%	(234)	42%	(218)	14%	(73)	525
Non-Evangelical	48%	(376)	41%	(322)	11%	(90)	788
Community: Urban	48%	(280)	40%	(233)	12%	(73)	586
Community: Suburban	48%	(526)	40%	(441)	12%	(131)	1098
Community: Rural	43%	(228)	43%	(227)	14%	(71)	526
Employ: Private Sector	54%	(409)	35%	(270)	11%	(84)	762
Employ: Government	44%	(51)	45%	(52)	11%	(13)	116
Employ: Self-Employed	47%	(96)	44%	(91)	10%	(20)	207
Employ: Homemaker	36%	(58)	47%	(76)	17%	(26)	160
Employ: Student	53%	(42)	32%	(26)	15%	(12)	80
Employ: Retired	40%	(203)	46%	(233)	15%	(76)	512
Employ: Unemployed	45%	(109)	42%	(104)	13%	(32)	245
Employ: Other	51%	(66)	39%	(51)	10%	(13)	129
Military HH: Yes	47%	(171)	39%	(141)	14%	(50)	362
Military HH: No	47%	(863)	41%	(760)	12%	(225)	1848
RD/WT: Right Direction	50%	(345)	39%	(269)	11%	(74)	688
RD/WT: Wrong Track	45%	(689)	42%	(632)	13%	(201)	1522
Biden Job Approve	50%	(451)	39%	(352)	11%	(102)	905
Biden Job Disapprove	46%	(548)	42%	(501)	12%	(140)	1189

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Table MCEN7_4: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
Action

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	47% (1034)	41% (901)	12% (275)	2210
Biden Job Strongly Approve	46% (153)	42% (138)	12% (40)	330
Biden Job Somewhat Approve	52% (299)	37% (214)	11% (62)	575
Biden Job Somewhat Disapprove	53% (200)	36% (136)	12% (44)	380
Biden Job Strongly Disapprove	43% (348)	45% (365)	12% (96)	809
Favorable of Biden	50% (467)	38% (359)	12% (110)	936
Unfavorable of Biden	46% (541)	42% (495)	12% (137)	1173
Very Favorable of Biden	45% (169)	44% (166)	11% (40)	375
Somewhat Favorable of Biden	53% (298)	34% (194)	13% (71)	562
Somewhat Unfavorable of Biden	49% (157)	40% (131)	11% (36)	323
Very Unfavorable of Biden	45% (384)	43% (365)	12% (101)	850
#1 Issue: Economy	48% (452)	40% (378)	11% (106)	937
#1 Issue: Security	40% (119)	46% (136)	13% (39)	293
#1 Issue: Health Care	53% (122)	35% (79)	12% (28)	230
#1 Issue: Medicare / Social Security	36% (89)	47% (115)	16% (40)	245
#1 Issue: Women's Issues	53% (59)	32% (36)	14% (16)	111
#1 Issue: Education	49% (40)	29% (24)	22% (18)	82
#1 Issue: Energy	58% (87)	36% (54)	6% (9)	149
#1 Issue: Other	40% (66)	48% (78)	12% (20)	164
2020 Vote: Joe Biden	49% (459)	39% (361)	12% (109)	929
2020 Vote: Donald Trump	47% (353)	41% (311)	12% (86)	751
2020 Vote: Other	46% (42)	39% (36)	15% (14)	92
2020 Vote: Didn't Vote	41% (179)	44% (193)	15% (66)	438
2018 House Vote: Democrat	51% (385)	38% (282)	11% (84)	751
2018 House Vote: Republican	48% (297)	40% (245)	12% (76)	618
2018 House Vote: Someone else	42% (29)	41% (28)	17% (12)	69
2016 Vote: Hillary Clinton	50% (349)	38% (262)	13% (88)	699
2016 Vote: Donald Trump	49% (327)	39% (261)	12% (82)	669
2016 Vote: Other	46% (55)	45% (53)	9% (11)	119
2016 Vote: Didn't Vote	42% (304)	45% (324)	13% (94)	723

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Table MCEN7_4: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
 Action

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	47% (1034)	41% (901)	12% (275)	2210
Voted in 2014: Yes	49% (613)	39% (489)	12% (154)	1256
Voted in 2014: No	44% (421)	43% (411)	13% (121)	954
4-Region: Northeast	45% (174)	43% (163)	12% (46)	383
4-Region: Midwest	46% (211)	41% (188)	13% (57)	456
4-Region: South	45% (380)	42% (357)	13% (108)	844
4-Region: West	51% (270)	37% (193)	12% (63)	527
Comfortable Going to the Movies	58% (831)	33% (469)	10% (140)	1441
Uncomfortable Going to the Movies	29% (186)	57% (369)	15% (95)	650
Frequent Moviegoers	77% (143)	14% (27)	8% (15)	186
Occasional Moviegoers	66% (483)	24% (173)	10% (71)	727
Rare Moviegoers	39% (356)	48% (442)	12% (113)	910
Never Goes to the Movies	13% (52)	67% (260)	19% (75)	387

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

Table MCEN7_5: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
Sports

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	8%	(175)	52%	(1141)	40%	(894)	2210
Gender: Male	11%	(113)	61%	(648)	29%	(307)	1068
Gender: Female	5%	(61)	43%	(494)	51%	(587)	1142
Age: 18-34	10%	(61)	49%	(313)	42%	(267)	642
Age: 35-44	7%	(24)	57%	(207)	37%	(134)	365
Age: 45-64	8%	(56)	52%	(369)	40%	(289)	714
Age: 65+	7%	(33)	51%	(251)	42%	(204)	489
GenZers: 1997-2012	11%	(27)	37%	(90)	51%	(124)	241
Millennials: 1981-1996	8%	(52)	56%	(370)	36%	(240)	662
GenXers: 1965-1980	7%	(38)	52%	(268)	41%	(209)	514
Baby Boomers: 1946-1964	7%	(50)	52%	(377)	41%	(299)	725
PID: Dem (no lean)	9%	(71)	53%	(413)	38%	(292)	775
PID: Ind (no lean)	7%	(53)	48%	(379)	45%	(358)	790
PID: Rep (no lean)	8%	(51)	54%	(349)	38%	(244)	645
PID/Gender: Dem Men	13%	(43)	64%	(215)	23%	(77)	335
PID/Gender: Dem Women	6%	(28)	45%	(198)	49%	(214)	440
PID/Gender: Ind Men	9%	(39)	56%	(234)	34%	(141)	415
PID/Gender: Ind Women	4%	(14)	39%	(145)	58%	(217)	375
PID/Gender: Rep Men	10%	(31)	62%	(198)	28%	(88)	318
PID/Gender: Rep Women	6%	(20)	46%	(151)	48%	(156)	327
Ideo: Liberal (1-3)	10%	(62)	51%	(325)	39%	(247)	634
Ideo: Moderate (4)	9%	(59)	51%	(318)	40%	(251)	627
Ideo: Conservative (5-7)	7%	(48)	57%	(409)	36%	(262)	719
Educ: < College	6%	(89)	49%	(703)	45%	(645)	1437
Educ: Bachelors degree	11%	(53)	56%	(277)	33%	(161)	491
Educ: Post-grad	12%	(33)	57%	(161)	31%	(88)	282
Income: Under 50k	6%	(75)	46%	(536)	47%	(542)	1153
Income: 50k-100k	7%	(49)	55%	(382)	37%	(259)	690
Income: 100k+	14%	(51)	61%	(223)	25%	(93)	368

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Table MCEN7_5: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
 Sports

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	8%	(175)	52%	(1141)	40%	(894)	2210
Ethnicity: White (Non-Hispanic)	7%	(109)	52%	(771)	41%	(608)	1488
Ethnicity: Hispanic	8%	(30)	51%	(192)	41%	(152)	374
Ethnicity: Black (Non-Hispanic)	13%	(31)	49%	(119)	38%	(93)	243
Ethnicity: Asian + Other (Non-Hispanic)	5%	(5)	56%	(59)	39%	(41)	105
All Christian	10%	(98)	55%	(518)	35%	(333)	949
All Non-Christian	7%	(8)	51%	(52)	41%	(42)	101
Atheist	5%	(5)	57%	(59)	37%	(38)	102
Agnostic/Nothing in particular	6%	(39)	48%	(316)	46%	(305)	661
Something Else	6%	(25)	49%	(196)	44%	(176)	396
Religious Non-Protestant/Catholic	8%	(10)	51%	(62)	41%	(51)	122
Evangelical	10%	(53)	51%	(268)	39%	(203)	525
Non-Evangelical	8%	(66)	54%	(429)	37%	(293)	788
Community: Urban	9%	(51)	51%	(299)	40%	(237)	586
Community: Suburban	9%	(93)	54%	(588)	38%	(417)	1098
Community: Rural	6%	(30)	48%	(254)	46%	(241)	526
Employ: Private Sector	10%	(73)	54%	(413)	36%	(276)	762
Employ: Government	9%	(10)	60%	(70)	31%	(36)	116
Employ: Self-Employed	8%	(16)	58%	(119)	35%	(72)	207
Employ: Homemaker	4%	(7)	41%	(65)	55%	(88)	160
Employ: Student	4%	(3)	37%	(29)	59%	(47)	80
Employ: Retired	7%	(37)	53%	(272)	40%	(203)	512
Employ: Unemployed	4%	(10)	46%	(114)	50%	(121)	245
Employ: Other	14%	(18)	46%	(59)	40%	(52)	129
Military HH: Yes	8%	(30)	51%	(184)	41%	(148)	362
Military HH: No	8%	(144)	52%	(957)	40%	(746)	1848
RD/WT: Right Direction	12%	(82)	50%	(342)	38%	(264)	688
RD/WT: Wrong Track	6%	(92)	53%	(799)	41%	(630)	1522
Biden Job Approve	11%	(98)	50%	(457)	39%	(351)	905
Biden Job Disapprove	6%	(76)	54%	(647)	39%	(466)	1189

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Table MCEN7_5: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
Sports

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	8%	(175)	52%	(1141)	40%	(894)	2210
Biden Job Strongly Approve	13%	(42)	49%	(163)	38%	(125)	330
Biden Job Somewhat Approve	10%	(56)	51%	(294)	39%	(225)	575
Biden Job Somewhat Disapprove	7%	(25)	60%	(230)	33%	(125)	380
Biden Job Strongly Disapprove	6%	(51)	52%	(417)	42%	(341)	809
Favorable of Biden	10%	(93)	51%	(481)	39%	(362)	936
Unfavorable of Biden	7%	(81)	53%	(628)	40%	(465)	1173
Very Favorable of Biden	12%	(46)	49%	(184)	39%	(145)	375
Somewhat Favorable of Biden	9%	(48)	53%	(297)	39%	(217)	562
Somewhat Unfavorable of Biden	6%	(20)	59%	(191)	35%	(112)	323
Very Unfavorable of Biden	7%	(60)	51%	(437)	41%	(353)	850
#1 Issue: Economy	7%	(62)	58%	(547)	35%	(328)	937
#1 Issue: Security	8%	(23)	45%	(133)	47%	(137)	293
#1 Issue: Health Care	13%	(31)	42%	(96)	45%	(103)	230
#1 Issue: Medicare / Social Security	7%	(18)	52%	(128)	40%	(99)	245
#1 Issue: Women's Issues	10%	(11)	43%	(47)	47%	(52)	111
#1 Issue: Education	12%	(9)	44%	(36)	44%	(36)	82
#1 Issue: Energy	10%	(14)	49%	(73)	41%	(62)	149
#1 Issue: Other	4%	(6)	49%	(80)	47%	(77)	164
2020 Vote: Joe Biden	10%	(91)	54%	(500)	36%	(339)	929
2020 Vote: Donald Trump	7%	(55)	55%	(409)	38%	(287)	751
2020 Vote: Other	7%	(7)	62%	(57)	31%	(29)	92
2020 Vote: Didn't Vote	5%	(22)	40%	(176)	55%	(240)	438
2018 House Vote: Democrat	11%	(80)	55%	(410)	35%	(260)	751
2018 House Vote: Republican	8%	(47)	53%	(329)	39%	(241)	618
2018 House Vote: Someone else	4%	(3)	56%	(39)	40%	(28)	69
2016 Vote: Hillary Clinton	10%	(70)	57%	(395)	33%	(234)	699
2016 Vote: Donald Trump	8%	(51)	54%	(364)	38%	(255)	669
2016 Vote: Other	7%	(8)	58%	(68)	36%	(42)	119
2016 Vote: Didn't Vote	6%	(45)	43%	(314)	50%	(363)	723

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Table MCEN7_5: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
 Sports

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	8%	(175)	52%	(1141)	40%	(894)	2210
Voted in 2014: Yes	9%	(112)	54%	(683)	37%	(461)	1256
Voted in 2014: No	7%	(63)	48%	(458)	45%	(434)	954
4-Region: Northeast	9%	(33)	50%	(193)	41%	(156)	383
4-Region: Midwest	9%	(39)	52%	(236)	40%	(182)	456
4-Region: South	7%	(63)	50%	(425)	42%	(357)	844
4-Region: West	8%	(40)	55%	(288)	38%	(199)	527
Comfortable Going to the Movies	11%	(154)	51%	(732)	39%	(555)	1441
Uncomfortable Going to the Movies	3%	(17)	57%	(372)	40%	(260)	650
Frequent Moviegoers	20%	(37)	50%	(93)	30%	(56)	186
Occasional Moviegoers	12%	(86)	54%	(392)	34%	(250)	727
Rare Moviegoers	4%	(39)	51%	(465)	45%	(406)	910
Never Goes to the Movies	3%	(13)	49%	(191)	47%	(183)	387

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

Table MCEN7_6: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
Horror

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	26% (580)	40% (874)	34% (756)	2210
Gender: Male	30% (315)	41% (435)	30% (318)	1068
Gender: Female	23% (265)	38% (440)	38% (438)	1142
Age: 18-34	36% (231)	39% (250)	25% (161)	642
Age: 35-44	37% (134)	39% (142)	24% (89)	365
Age: 45-64	22% (159)	44% (311)	34% (244)	714
Age: 65+	11% (55)	35% (171)	54% (262)	489
GenZers: 1997-2012	38% (93)	37% (90)	24% (58)	241
Millennials: 1981-1996	35% (234)	40% (266)	24% (162)	662
GenXers: 1965-1980	27% (138)	44% (228)	29% (148)	514
Baby Boomers: 1946-1964	15% (111)	36% (264)	48% (350)	725
PID: Dem (no lean)	30% (230)	40% (307)	31% (237)	775
PID: Ind (no lean)	25% (200)	41% (322)	34% (268)	790
PID: Rep (no lean)	23% (149)	38% (245)	39% (251)	645
PID/Gender: Dem Men	33% (112)	44% (147)	23% (76)	335
PID/Gender: Dem Women	27% (119)	36% (160)	37% (162)	440
PID/Gender: Ind Men	26% (110)	42% (175)	31% (130)	415
PID/Gender: Ind Women	24% (91)	39% (147)	37% (138)	375
PID/Gender: Rep Men	30% (94)	35% (112)	35% (112)	318
PID/Gender: Rep Women	17% (55)	41% (133)	42% (139)	327
Ideo: Liberal (1-3)	30% (189)	41% (257)	30% (188)	634
Ideo: Moderate (4)	30% (186)	40% (252)	30% (190)	627
Ideo: Conservative (5-7)	20% (146)	39% (277)	41% (296)	719
Educ: < College	28% (409)	40% (571)	32% (457)	1437
Educ: Bachelors degree	25% (122)	38% (189)	37% (180)	491
Educ: Post-grad	17% (49)	41% (115)	42% (118)	282
Income: Under 50k	29% (334)	39% (454)	32% (365)	1153
Income: 50k-100k	23% (161)	39% (267)	38% (261)	690
Income: 100k+	23% (85)	42% (153)	35% (130)	368

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Table MCEN7_6: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
 Horror

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	26%	(580)	40%	(874)	34%	(756)	2210
Ethnicity: White (Non-Hispanic)	23%	(338)	40%	(591)	38%	(559)	1488
Ethnicity: Hispanic	36%	(136)	38%	(142)	26%	(96)	374
Ethnicity: Black (Non-Hispanic)	34%	(83)	40%	(98)	26%	(63)	243
Ethnicity: Asian + Other (Non-Hispanic)	22%	(23)	42%	(44)	36%	(38)	105
All Christian	22%	(213)	37%	(347)	41%	(389)	949
All Non-Christian	33%	(33)	31%	(31)	36%	(37)	101
Atheist	32%	(33)	38%	(39)	30%	(30)	102
Agnostic/Nothing in particular	29%	(189)	44%	(288)	28%	(185)	661
Something Else	28%	(112)	43%	(170)	29%	(115)	396
Religious Non-Protestant/Catholic	29%	(36)	32%	(39)	39%	(48)	122
Evangelical	24%	(126)	35%	(183)	41%	(216)	525
Non-Evangelical	25%	(194)	41%	(323)	34%	(271)	788
Community: Urban	31%	(180)	40%	(236)	29%	(170)	586
Community: Suburban	24%	(266)	39%	(424)	37%	(408)	1098
Community: Rural	25%	(134)	41%	(214)	34%	(178)	526
Employ: Private Sector	31%	(238)	37%	(281)	32%	(242)	762
Employ: Government	21%	(24)	43%	(50)	37%	(42)	116
Employ: Self-Employed	25%	(52)	44%	(91)	31%	(63)	207
Employ: Homemaker	20%	(32)	41%	(65)	39%	(63)	160
Employ: Student	37%	(29)	30%	(24)	34%	(27)	80
Employ: Retired	14%	(71)	40%	(207)	46%	(234)	512
Employ: Unemployed	36%	(88)	40%	(98)	24%	(58)	245
Employ: Other	35%	(45)	45%	(58)	20%	(26)	129
Military HH: Yes	24%	(88)	40%	(145)	36%	(129)	362
Military HH: No	27%	(492)	39%	(729)	34%	(627)	1848
RD/WT: Right Direction	27%	(188)	38%	(263)	34%	(237)	688
RD/WT: Wrong Track	26%	(392)	40%	(611)	34%	(519)	1522
Biden Job Approve	28%	(254)	39%	(352)	33%	(298)	905
Biden Job Disapprove	26%	(303)	40%	(478)	34%	(408)	1189

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Table MCEN7_6: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
Horror

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	26% (580)	40% (874)	34% (756)	2210
Biden Job Strongly Approve	26% (86)	39% (128)	35% (116)	330
Biden Job Somewhat Approve	29% (168)	39% (224)	32% (183)	575
Biden Job Somewhat Disapprove	29% (110)	40% (153)	31% (117)	380
Biden Job Strongly Disapprove	24% (193)	40% (325)	36% (291)	809
Favorable of Biden	27% (249)	40% (376)	33% (312)	936
Unfavorable of Biden	27% (316)	39% (460)	34% (398)	1173
Very Favorable of Biden	25% (93)	40% (150)	35% (132)	375
Somewhat Favorable of Biden	28% (156)	40% (226)	32% (180)	562
Somewhat Unfavorable of Biden	33% (107)	40% (131)	27% (86)	323
Very Unfavorable of Biden	25% (209)	39% (330)	37% (311)	850
#1 Issue: Economy	28% (262)	41% (382)	31% (293)	937
#1 Issue: Security	18% (54)	36% (105)	46% (134)	293
#1 Issue: Health Care	37% (85)	35% (81)	28% (64)	230
#1 Issue: Medicare / Social Security	16% (39)	42% (102)	42% (103)	245
#1 Issue: Women's Issues	29% (32)	41% (46)	30% (33)	111
#1 Issue: Education	33% (27)	36% (30)	31% (25)	82
#1 Issue: Energy	31% (47)	40% (60)	29% (43)	149
#1 Issue: Other	21% (35)	42% (69)	37% (60)	164
2020 Vote: Joe Biden	26% (243)	42% (387)	32% (300)	929
2020 Vote: Donald Trump	23% (176)	38% (286)	38% (288)	751
2020 Vote: Other	29% (27)	38% (35)	33% (30)	92
2020 Vote: Didn't Vote	31% (134)	38% (167)	31% (137)	438
2018 House Vote: Democrat	28% (208)	39% (297)	33% (247)	751
2018 House Vote: Republican	24% (147)	35% (217)	41% (254)	618
2018 House Vote: Someone else	17% (12)	44% (30)	39% (27)	69
2016 Vote: Hillary Clinton	25% (177)	41% (284)	34% (238)	699
2016 Vote: Donald Trump	24% (159)	36% (239)	41% (272)	669
2016 Vote: Other	23% (27)	40% (48)	37% (44)	119
2016 Vote: Didn't Vote	30% (217)	42% (303)	28% (202)	723

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Table MCEN7_6: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
 Horror

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	26%	(580)	40%	(874)	34%	(756)	2210
Voted in 2014: Yes	24%	(301)	37%	(470)	39%	(486)	1256
Voted in 2014: No	29%	(279)	42%	(404)	28%	(270)	954
4-Region: Northeast	26%	(101)	40%	(153)	34%	(129)	383
4-Region: Midwest	27%	(125)	39%	(179)	33%	(153)	456
4-Region: South	25%	(207)	40%	(340)	35%	(297)	844
4-Region: West	28%	(147)	38%	(202)	34%	(178)	527
Comfortable Going to the Movies	33%	(479)	36%	(514)	31%	(449)	1441
Uncomfortable Going to the Movies	14%	(93)	48%	(312)	38%	(245)	650
Frequent Moviegoers	52%	(96)	27%	(50)	21%	(39)	186
Occasional Moviegoers	38%	(275)	31%	(223)	31%	(229)	727
Rare Moviegoers	21%	(188)	44%	(402)	35%	(321)	910
Never Goes to the Movies	5%	(21)	51%	(198)	43%	(168)	387

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

Table MCEN7_7: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
Dramas

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	25%	(547)	59%	(1303)	16%	(360)	2210
Gender: Male	22%	(237)	61%	(648)	17%	(182)	1068
Gender: Female	27%	(310)	57%	(655)	16%	(178)	1142
Age: 18-34	29%	(184)	54%	(345)	18%	(114)	642
Age: 35-44	19%	(68)	61%	(224)	20%	(74)	365
Age: 45-64	24%	(174)	62%	(444)	13%	(96)	714
Age: 65+	25%	(122)	59%	(291)	16%	(76)	489
GenZers: 1997-2012	30%	(72)	48%	(116)	22%	(54)	241
Millennials: 1981-1996	24%	(160)	59%	(387)	17%	(115)	662
GenXers: 1965-1980	23%	(116)	63%	(323)	15%	(75)	514
Baby Boomers: 1946-1964	26%	(189)	60%	(437)	14%	(99)	725
PID: Dem (no lean)	30%	(234)	56%	(435)	14%	(106)	775
PID: Ind (no lean)	21%	(163)	60%	(472)	20%	(156)	790
PID: Rep (no lean)	23%	(150)	61%	(397)	15%	(98)	645
PID/Gender: Dem Men	28%	(94)	58%	(193)	14%	(47)	335
PID/Gender: Dem Women	32%	(140)	55%	(241)	13%	(59)	440
PID/Gender: Ind Men	19%	(79)	62%	(256)	19%	(80)	415
PID/Gender: Ind Women	22%	(84)	58%	(216)	20%	(76)	375
PID/Gender: Rep Men	20%	(64)	63%	(200)	17%	(54)	318
PID/Gender: Rep Women	26%	(87)	60%	(197)	13%	(43)	327
Ideo: Liberal (1-3)	29%	(183)	59%	(372)	12%	(79)	634
Ideo: Moderate (4)	27%	(168)	55%	(345)	18%	(114)	627
Ideo: Conservative (5-7)	22%	(155)	64%	(461)	14%	(103)	719
Educ: < College	22%	(320)	59%	(853)	18%	(264)	1437
Educ: Bachelors degree	29%	(142)	57%	(282)	14%	(67)	491
Educ: Post-grad	30%	(86)	60%	(169)	10%	(28)	282
Income: Under 50k	22%	(252)	59%	(676)	20%	(225)	1153
Income: 50k-100k	25%	(174)	61%	(421)	14%	(95)	690
Income: 100k+	33%	(122)	56%	(206)	11%	(40)	368

Continued on next page

Table MCEN7_7: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
Dramas

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	25%	(547)	59%	(1303)	16%	(360)	2210
Ethnicity: White (Non-Hispanic)	23%	(336)	62%	(922)	15%	(230)	1488
Ethnicity: Hispanic	33%	(122)	50%	(186)	18%	(65)	374
Ethnicity: Black (Non-Hispanic)	27%	(66)	55%	(134)	18%	(43)	243
Ethnicity: Asian + Other (Non-Hispanic)	21%	(23)	58%	(61)	20%	(21)	105
All Christian	28%	(268)	57%	(541)	15%	(140)	949
All Non-Christian	31%	(32)	53%	(54)	16%	(16)	101
Atheist	17%	(17)	65%	(66)	18%	(19)	102
Agnostic/Nothing in particular	22%	(146)	61%	(402)	17%	(113)	661
Something Else	21%	(84)	61%	(241)	18%	(72)	396
Religious Non-Protestant/Catholic	29%	(36)	55%	(68)	15%	(19)	122
Evangelical	24%	(127)	60%	(315)	16%	(83)	525
Non-Evangelical	28%	(217)	57%	(447)	16%	(125)	788
Community: Urban	28%	(166)	55%	(321)	17%	(99)	586
Community: Suburban	24%	(268)	61%	(668)	15%	(162)	1098
Community: Rural	22%	(114)	60%	(313)	19%	(99)	526
Employ: Private Sector	28%	(215)	59%	(451)	13%	(97)	762
Employ: Government	18%	(20)	68%	(79)	14%	(16)	116
Employ: Self-Employed	24%	(50)	58%	(119)	18%	(38)	207
Employ: Homemaker	19%	(30)	56%	(89)	25%	(40)	160
Employ: Student	38%	(30)	35%	(28)	27%	(22)	80
Employ: Retired	25%	(130)	60%	(307)	14%	(74)	512
Employ: Unemployed	18%	(44)	60%	(147)	22%	(54)	245
Employ: Other	22%	(28)	64%	(82)	14%	(19)	129
Military HH: Yes	24%	(86)	56%	(204)	20%	(72)	362
Military HH: No	25%	(462)	59%	(1099)	16%	(287)	1848
RD/WT: Right Direction	29%	(202)	55%	(377)	16%	(109)	688
RD/WT: Wrong Track	23%	(346)	61%	(926)	16%	(250)	1522
Biden Job Approve	28%	(255)	57%	(513)	15%	(138)	905
Biden Job Disapprove	23%	(275)	61%	(729)	16%	(185)	1189

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Table MCEN7_7: Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?
Dramas

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	25%	(547)	59%	(1303)	16%	(360)	2210
Biden Job Strongly Approve	31%	(103)	55%	(183)	13%	(44)	330
Biden Job Somewhat Approve	26%	(152)	57%	(329)	16%	(94)	575
Biden Job Somewhat Disapprove	26%	(98)	60%	(228)	14%	(53)	380
Biden Job Strongly Disapprove	22%	(176)	62%	(501)	16%	(131)	809
Favorable of Biden	28%	(263)	57%	(535)	15%	(138)	936
Unfavorable of Biden	23%	(266)	62%	(723)	16%	(184)	1173
Very Favorable of Biden	29%	(109)	57%	(214)	14%	(52)	375
Somewhat Favorable of Biden	28%	(155)	57%	(321)	15%	(86)	562
Somewhat Unfavorable of Biden	25%	(82)	60%	(194)	15%	(48)	323
Very Unfavorable of Biden	22%	(184)	62%	(529)	16%	(136)	850
#1 Issue: Economy	24%	(227)	61%	(568)	15%	(142)	937
#1 Issue: Security	23%	(67)	61%	(179)	16%	(47)	293
#1 Issue: Health Care	34%	(79)	53%	(122)	12%	(28)	230
#1 Issue: Medicare / Social Security	23%	(55)	61%	(149)	17%	(40)	245
#1 Issue: Women's Issues	28%	(31)	51%	(56)	21%	(23)	111
#1 Issue: Education	28%	(23)	47%	(39)	25%	(20)	82
#1 Issue: Energy	25%	(37)	59%	(88)	16%	(24)	149
#1 Issue: Other	16%	(27)	63%	(103)	20%	(34)	164
2020 Vote: Joe Biden	28%	(265)	58%	(538)	14%	(127)	929
2020 Vote: Donald Trump	24%	(183)	61%	(455)	15%	(112)	751
2020 Vote: Other	26%	(24)	63%	(58)	11%	(10)	92
2020 Vote: Didn't Vote	17%	(76)	58%	(252)	25%	(111)	438
2018 House Vote: Democrat	30%	(224)	56%	(422)	14%	(104)	751
2018 House Vote: Republican	23%	(143)	62%	(386)	15%	(90)	618
2018 House Vote: Someone else	19%	(13)	69%	(48)	12%	(8)	69
2016 Vote: Hillary Clinton	31%	(216)	54%	(381)	15%	(103)	699
2016 Vote: Donald Trump	24%	(161)	61%	(410)	15%	(99)	669
2016 Vote: Other	17%	(20)	70%	(83)	13%	(15)	119
2016 Vote: Didn't Vote	21%	(151)	59%	(430)	20%	(142)	723

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Table MCEN7_7: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
 Dramas

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	25%	(547)	59%	(1303)	16%	(360)	2210
Voted in 2014: Yes	27%	(341)	58%	(728)	15%	(188)	1256
Voted in 2014: No	22%	(207)	60%	(575)	18%	(172)	954
4-Region: Northeast	31%	(118)	55%	(210)	14%	(55)	383
4-Region: Midwest	23%	(104)	62%	(284)	15%	(69)	456
4-Region: South	22%	(189)	60%	(510)	17%	(145)	844
4-Region: West	26%	(136)	57%	(300)	17%	(91)	527
Comfortable Going to the Movies	31%	(447)	55%	(793)	14%	(201)	1441
Uncomfortable Going to the Movies	14%	(90)	69%	(446)	18%	(115)	650
Frequent Moviegoers	50%	(93)	41%	(76)	9%	(17)	186
Occasional Moviegoers	38%	(277)	50%	(364)	12%	(86)	727
Rare Moviegoers	16%	(146)	66%	(604)	18%	(161)	910
Never Goes to the Movies	8%	(33)	67%	(259)	25%	(95)	387

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

Table MCEN7_8: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
Science fiction

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	34% (746)	42% (928)	24% (536)	2210
Gender: Male	44% (465)	41% (442)	15% (161)	1068
Gender: Female	25% (281)	43% (487)	33% (375)	1142
Age: 18-34	37% (241)	43% (275)	20% (126)	642
Age: 35-44	35% (130)	39% (144)	25% (92)	365
Age: 45-64	33% (237)	43% (306)	24% (170)	714
Age: 65+	28% (138)	42% (203)	30% (148)	489
GenZers: 1997-2012	36% (88)	39% (95)	24% (59)	241
Millennials: 1981-1996	38% (252)	42% (276)	20% (134)	662
GenXers: 1965-1980	34% (173)	44% (225)	23% (116)	514
Baby Boomers: 1946-1964	30% (216)	42% (303)	28% (206)	725
PID: Dem (no lean)	39% (301)	40% (313)	21% (161)	775
PID: Ind (no lean)	32% (254)	42% (336)	25% (201)	790
PID: Rep (no lean)	30% (191)	43% (279)	27% (175)	645
PID/Gender: Dem Men	47% (156)	42% (141)	11% (38)	335
PID/Gender: Dem Women	33% (145)	39% (172)	28% (123)	440
PID/Gender: Ind Men	43% (178)	42% (176)	15% (61)	415
PID/Gender: Ind Women	20% (76)	43% (160)	37% (140)	375
PID/Gender: Rep Men	41% (131)	39% (124)	20% (63)	318
PID/Gender: Rep Women	19% (61)	47% (155)	34% (112)	327
Ideo: Liberal (1-3)	41% (257)	42% (266)	18% (111)	634
Ideo: Moderate (4)	39% (246)	39% (246)	22% (135)	627
Ideo: Conservative (5-7)	29% (206)	44% (319)	27% (195)	719
Educ: < College	30% (432)	43% (624)	26% (381)	1437
Educ: Bachelors degree	42% (207)	36% (177)	22% (106)	491
Educ: Post-grad	38% (106)	45% (126)	18% (50)	282
Income: Under 50k	32% (374)	42% (490)	25% (289)	1153
Income: 50k-100k	33% (231)	42% (287)	25% (172)	690
Income: 100k+	38% (141)	41% (151)	20% (75)	368

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Table MCEN7_8: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
Science fiction

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	34%	(746)	42%	(928)	24%	(536)	2210
Ethnicity: White (Non-Hispanic)	31%	(456)	43%	(647)	26%	(385)	1488
Ethnicity: Hispanic	43%	(161)	38%	(142)	19%	(71)	374
Ethnicity: Black (Non-Hispanic)	34%	(84)	40%	(97)	26%	(62)	243
Ethnicity: Asian + Other (Non-Hispanic)	42%	(44)	40%	(42)	17%	(18)	105
All Christian	34%	(326)	40%	(377)	26%	(246)	949
All Non-Christian	41%	(41)	39%	(39)	21%	(21)	101
Atheist	37%	(37)	44%	(45)	19%	(20)	102
Agnostic/Nothing in particular	34%	(226)	43%	(283)	23%	(152)	661
Something Else	29%	(115)	46%	(184)	25%	(97)	396
Religious Non-Protestant/Catholic	39%	(47)	40%	(49)	22%	(27)	122
Evangelical	28%	(148)	43%	(225)	29%	(151)	525
Non-Evangelical	36%	(282)	41%	(324)	23%	(182)	788
Community: Urban	37%	(215)	42%	(244)	22%	(128)	586
Community: Suburban	35%	(382)	41%	(451)	24%	(265)	1098
Community: Rural	28%	(148)	44%	(234)	27%	(144)	526
Employ: Private Sector	41%	(316)	36%	(276)	22%	(170)	762
Employ: Government	27%	(32)	51%	(59)	22%	(25)	116
Employ: Self-Employed	30%	(63)	50%	(104)	20%	(41)	207
Employ: Homemaker	21%	(34)	41%	(65)	38%	(61)	160
Employ: Student	32%	(25)	42%	(34)	26%	(21)	80
Employ: Retired	26%	(134)	45%	(231)	29%	(147)	512
Employ: Unemployed	38%	(93)	43%	(106)	19%	(46)	245
Employ: Other	39%	(50)	42%	(54)	20%	(25)	129
Military HH: Yes	36%	(129)	43%	(154)	22%	(79)	362
Military HH: No	33%	(617)	42%	(774)	25%	(457)	1848
RD/WT: Right Direction	38%	(263)	40%	(275)	22%	(151)	688
RD/WT: Wrong Track	32%	(483)	43%	(653)	25%	(386)	1522
Biden Job Approve	39%	(354)	39%	(357)	21%	(194)	905
Biden Job Disapprove	31%	(371)	45%	(532)	24%	(285)	1189

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Table MCEN7_8: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
Science fiction

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	34% (746)	42% (928)	24% (536)	2210
Biden Job Strongly Approve	37% (123)	42% (138)	21% (69)	330
Biden Job Somewhat Approve	40% (230)	38% (219)	22% (125)	575
Biden Job Somewhat Disapprove	37% (140)	43% (162)	21% (78)	380
Biden Job Strongly Disapprove	29% (231)	46% (370)	26% (207)	809
Favorable of Biden	38% (355)	40% (375)	22% (207)	936
Unfavorable of Biden	32% (376)	44% (519)	24% (278)	1173
Very Favorable of Biden	33% (125)	46% (171)	21% (78)	375
Somewhat Favorable of Biden	41% (230)	36% (204)	23% (129)	562
Somewhat Unfavorable of Biden	37% (120)	45% (146)	18% (58)	323
Very Unfavorable of Biden	30% (256)	44% (373)	26% (220)	850
#1 Issue: Economy	35% (330)	43% (399)	22% (207)	937
#1 Issue: Security	26% (75)	41% (121)	33% (97)	293
#1 Issue: Health Care	38% (88)	37% (86)	24% (56)	230
#1 Issue: Medicare / Social Security	28% (68)	43% (106)	29% (71)	245
#1 Issue: Women's Issues	29% (32)	42% (47)	29% (32)	111
#1 Issue: Education	39% (32)	38% (31)	23% (19)	82
#1 Issue: Energy	46% (68)	36% (54)	18% (27)	149
#1 Issue: Other	32% (52)	51% (84)	17% (27)	164
2020 Vote: Joe Biden	40% (370)	40% (373)	20% (186)	929
2020 Vote: Donald Trump	29% (218)	46% (345)	25% (187)	751
2020 Vote: Other	39% (36)	43% (40)	17% (16)	92
2020 Vote: Didn't Vote	28% (121)	39% (170)	34% (147)	438
2018 House Vote: Democrat	41% (309)	40% (301)	19% (141)	751
2018 House Vote: Republican	31% (192)	43% (268)	26% (158)	618
2018 House Vote: Someone else	43% (30)	38% (26)	19% (13)	69
2016 Vote: Hillary Clinton	40% (283)	40% (277)	20% (139)	699
2016 Vote: Donald Trump	31% (204)	42% (281)	27% (184)	669
2016 Vote: Other	43% (51)	44% (53)	12% (15)	119
2016 Vote: Didn't Vote	29% (207)	44% (317)	27% (198)	723

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Table MCEN7_8: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
 Science fiction

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	34% (746)	42% (928)	24% (536)	2210
Voted in 2014: Yes	36% (458)	40% (505)	23% (293)	1256
Voted in 2014: No	30% (288)	44% (423)	25% (243)	954
4-Region: Northeast	31% (120)	44% (167)	25% (96)	383
4-Region: Midwest	35% (158)	41% (186)	25% (113)	456
4-Region: South	30% (253)	44% (372)	26% (219)	844
4-Region: West	41% (215)	39% (203)	21% (108)	527
Comfortable Going to the Movies	41% (585)	38% (544)	22% (312)	1441
Uncomfortable Going to the Movies	23% (150)	51% (333)	26% (168)	650
Frequent Moviegoers	58% (108)	28% (52)	14% (25)	186
Occasional Moviegoers	48% (349)	33% (241)	19% (138)	727
Rare Moviegoers	27% (247)	47% (429)	26% (234)	910
Never Goes to the Movies	11% (42)	53% (206)	36% (139)	387

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

Table MCEN7_9: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
Romance

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	15% (338)	59% (1308)	26% (564)	2210
Gender: Male	12% (129)	56% (598)	32% (341)	1068
Gender: Female	18% (208)	62% (711)	20% (224)	1142
Age: 18-34	20% (127)	59% (379)	21% (137)	642
Age: 35-44	13% (48)	59% (216)	28% (101)	365
Age: 45-64	13% (94)	62% (442)	25% (177)	714
Age: 65+	14% (68)	55% (271)	31% (149)	489
GenZers: 1997-2012	16% (40)	59% (143)	24% (59)	241
Millennials: 1981-1996	19% (127)	58% (386)	22% (149)	662
GenXers: 1965-1980	12% (62)	61% (315)	27% (137)	514
Baby Boomers: 1946-1964	14% (100)	60% (433)	27% (193)	725
PID: Dem (no lean)	17% (129)	61% (473)	22% (173)	775
PID: Ind (no lean)	14% (109)	57% (449)	29% (232)	790
PID: Rep (no lean)	16% (100)	60% (386)	25% (159)	645
PID/Gender: Dem Men	14% (48)	57% (191)	29% (96)	335
PID/Gender: Dem Women	18% (81)	64% (283)	17% (76)	440
PID/Gender: Ind Men	11% (47)	54% (225)	34% (143)	415
PID/Gender: Ind Women	16% (62)	60% (224)	24% (90)	375
PID/Gender: Rep Men	11% (35)	57% (182)	32% (101)	318
PID/Gender: Rep Women	20% (66)	62% (204)	18% (58)	327
Ideo: Liberal (1-3)	18% (111)	62% (391)	21% (132)	634
Ideo: Moderate (4)	15% (96)	59% (367)	26% (164)	627
Ideo: Conservative (5-7)	14% (99)	59% (425)	27% (195)	719
Educ: < College	13% (193)	59% (845)	28% (399)	1437
Educ: Bachelors degree	18% (89)	59% (290)	23% (111)	491
Educ: Post-grad	20% (55)	61% (173)	19% (54)	282
Income: Under 50k	14% (159)	56% (650)	30% (344)	1153
Income: 50k-100k	16% (108)	62% (426)	23% (155)	690
Income: 100k+	19% (71)	63% (233)	18% (65)	368

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Table MCEN7_9: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
 Romance

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	15%	(338)	59%	(1308)	26%	(564)	2210
Ethnicity: White (Non-Hispanic)	13%	(199)	61%	(909)	26%	(381)	1488
Ethnicity: Hispanic	21%	(77)	56%	(208)	24%	(89)	374
Ethnicity: Black (Non-Hispanic)	18%	(45)	54%	(131)	28%	(68)	243
Ethnicity: Asian + Other (Non-Hispanic)	16%	(17)	59%	(62)	25%	(26)	105
All Christian	15%	(146)	60%	(569)	25%	(234)	949
All Non-Christian	23%	(23)	49%	(50)	28%	(28)	101
Atheist	9%	(10)	58%	(59)	33%	(33)	102
Agnostic/Nothing in particular	11%	(72)	62%	(410)	27%	(179)	661
Something Else	22%	(87)	56%	(220)	22%	(89)	396
Religious Non-Protestant/Catholic	23%	(28)	52%	(64)	25%	(31)	122
Evangelical	18%	(97)	59%	(311)	22%	(116)	525
Non-Evangelical	16%	(129)	58%	(458)	26%	(201)	788
Community: Urban	17%	(99)	57%	(336)	26%	(152)	586
Community: Suburban	15%	(169)	61%	(670)	24%	(260)	1098
Community: Rural	13%	(70)	58%	(303)	29%	(152)	526
Employ: Private Sector	18%	(136)	59%	(452)	23%	(174)	762
Employ: Government	15%	(17)	65%	(76)	20%	(23)	116
Employ: Self-Employed	14%	(30)	57%	(118)	29%	(60)	207
Employ: Homemaker	15%	(23)	60%	(96)	25%	(40)	160
Employ: Student	16%	(12)	52%	(42)	32%	(25)	80
Employ: Retired	14%	(70)	58%	(294)	29%	(148)	512
Employ: Unemployed	14%	(33)	64%	(156)	23%	(56)	245
Employ: Other	12%	(16)	58%	(75)	30%	(38)	129
Military HH: Yes	14%	(52)	58%	(210)	28%	(100)	362
Military HH: No	15%	(286)	59%	(1099)	25%	(464)	1848
RD/WT: Right Direction	19%	(128)	58%	(396)	24%	(164)	688
RD/WT: Wrong Track	14%	(210)	60%	(912)	26%	(400)	1522
Biden Job Approve	17%	(157)	59%	(537)	23%	(211)	905
Biden Job Disapprove	14%	(172)	60%	(710)	26%	(308)	1189

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Table MCEN7_9: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
Romance

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	15% (338)	59% (1308)	26% (564)	2210
Biden Job Strongly Approve	19% (63)	56% (185)	25% (82)	330
Biden Job Somewhat Approve	16% (94)	61% (352)	22% (129)	575
Biden Job Somewhat Disapprove	15% (57)	64% (242)	21% (81)	380
Biden Job Strongly Disapprove	14% (114)	58% (468)	28% (227)	809
Favorable of Biden	17% (155)	60% (566)	23% (216)	936
Unfavorable of Biden	15% (170)	59% (695)	26% (308)	1173
Very Favorable of Biden	19% (72)	56% (211)	24% (92)	375
Somewhat Favorable of Biden	15% (83)	63% (355)	22% (124)	562
Somewhat Unfavorable of Biden	15% (49)	63% (204)	22% (70)	323
Very Unfavorable of Biden	14% (121)	58% (491)	28% (238)	850
#1 Issue: Economy	15% (136)	60% (565)	25% (236)	937
#1 Issue: Security	16% (46)	58% (170)	26% (77)	293
#1 Issue: Health Care	21% (49)	57% (131)	22% (50)	230
#1 Issue: Medicare / Social Security	9% (22)	60% (146)	31% (77)	245
#1 Issue: Women's Issues	20% (22)	64% (72)	16% (17)	111
#1 Issue: Education	22% (18)	52% (43)	25% (21)	82
#1 Issue: Energy	19% (28)	58% (86)	23% (35)	149
#1 Issue: Other	10% (17)	59% (96)	31% (51)	164
2020 Vote: Joe Biden	17% (156)	60% (557)	23% (216)	929
2020 Vote: Donald Trump	15% (114)	59% (443)	26% (193)	751
2020 Vote: Other	13% (12)	63% (58)	24% (22)	92
2020 Vote: Didn't Vote	13% (55)	57% (251)	30% (132)	438
2018 House Vote: Democrat	17% (128)	60% (453)	23% (169)	751
2018 House Vote: Republican	16% (97)	59% (368)	25% (154)	618
2018 House Vote: Someone else	13% (9)	58% (40)	28% (20)	69
2016 Vote: Hillary Clinton	18% (124)	60% (418)	23% (158)	699
2016 Vote: Donald Trump	15% (101)	58% (387)	27% (181)	669
2016 Vote: Other	6% (7)	64% (76)	30% (35)	119
2016 Vote: Didn't Vote	15% (106)	59% (427)	26% (190)	723

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Table MCEN7_9: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
 Romance

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	15% (338)	59% (1308)	26% (564)	2210
Voted in 2014: Yes	17% (209)	59% (737)	25% (310)	1256
Voted in 2014: No	14% (129)	60% (571)	27% (254)	954
4-Region: Northeast	16% (60)	58% (221)	26% (101)	383
4-Region: Midwest	15% (68)	63% (289)	22% (99)	456
4-Region: South	15% (124)	58% (489)	27% (231)	844
4-Region: West	16% (85)	59% (309)	25% (133)	527
Comfortable Going to the Movies	19% (277)	58% (832)	23% (333)	1441
Uncomfortable Going to the Movies	8% (53)	64% (418)	28% (179)	650
Frequent Moviegoers	35% (65)	49% (90)	16% (30)	186
Occasional Moviegoers	20% (149)	56% (408)	23% (170)	727
Rare Moviegoers	11% (105)	62% (561)	27% (245)	910
Never Goes to the Movies	5% (19)	64% (249)	31% (119)	387

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

Table MCEN7_10: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
Musical

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	17%	(378)	46%	(1017)	37%	(815)	2210
Gender: Male	16%	(166)	45%	(480)	39%	(421)	1068
Gender: Female	19%	(212)	47%	(537)	34%	(393)	1142
Age: 18-34	17%	(112)	50%	(320)	33%	(211)	642
Age: 35-44	12%	(43)	43%	(155)	46%	(167)	365
Age: 45-64	15%	(108)	47%	(333)	38%	(273)	714
Age: 65+	24%	(116)	43%	(209)	34%	(164)	489
GenZers: 1997-2012	19%	(45)	49%	(119)	32%	(78)	241
Millennials: 1981-1996	16%	(103)	47%	(308)	38%	(250)	662
GenXers: 1965-1980	12%	(60)	45%	(232)	43%	(222)	514
Baby Boomers: 1946-1964	20%	(148)	46%	(330)	34%	(247)	725
PID: Dem (no lean)	21%	(162)	48%	(370)	31%	(243)	775
PID: Ind (no lean)	15%	(122)	44%	(346)	41%	(323)	790
PID: Rep (no lean)	15%	(94)	47%	(302)	39%	(249)	645
PID/Gender: Dem Men	20%	(66)	47%	(158)	33%	(111)	335
PID/Gender: Dem Women	22%	(96)	48%	(212)	30%	(131)	440
PID/Gender: Ind Men	15%	(62)	44%	(181)	41%	(172)	415
PID/Gender: Ind Women	16%	(60)	44%	(164)	40%	(151)	375
PID/Gender: Rep Men	12%	(39)	44%	(141)	43%	(138)	318
PID/Gender: Rep Women	17%	(56)	49%	(161)	34%	(111)	327
Ideo: Liberal (1-3)	23%	(144)	49%	(313)	28%	(177)	634
Ideo: Moderate (4)	17%	(110)	45%	(280)	38%	(237)	627
Ideo: Conservative (5-7)	15%	(106)	47%	(336)	38%	(276)	719
Educ: < College	13%	(194)	44%	(632)	43%	(611)	1437
Educ: Bachelors degree	23%	(113)	48%	(236)	29%	(142)	491
Educ: Post-grad	25%	(71)	53%	(150)	22%	(61)	282
Income: Under 50k	14%	(165)	44%	(502)	42%	(485)	1153
Income: 50k-100k	17%	(116)	49%	(337)	34%	(237)	690
Income: 100k+	26%	(97)	49%	(179)	25%	(92)	368

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Table MCEN7_10: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
Musical

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	17%	(378)	46%	(1017)	37%	(815)	2210
Ethnicity: White (Non-Hispanic)	17%	(256)	46%	(687)	37%	(545)	1488
Ethnicity: Hispanic	19%	(73)	51%	(192)	29%	(109)	374
Ethnicity: Black (Non-Hispanic)	14%	(34)	37%	(91)	49%	(118)	243
Ethnicity: Asian + Other (Non-Hispanic)	15%	(15)	45%	(47)	40%	(42)	105
All Christian	21%	(199)	46%	(440)	33%	(310)	949
All Non-Christian	29%	(30)	38%	(39)	33%	(33)	101
Atheist	12%	(12)	45%	(46)	43%	(44)	102
Agnostic/Nothing in particular	13%	(84)	46%	(304)	41%	(272)	661
Something Else	14%	(54)	47%	(188)	39%	(155)	396
Religious Non-Protestant/Catholic	29%	(35)	41%	(50)	30%	(37)	122
Evangelical	18%	(96)	44%	(232)	37%	(196)	525
Non-Evangelical	19%	(148)	48%	(379)	33%	(262)	788
Community: Urban	17%	(99)	47%	(276)	36%	(211)	586
Community: Suburban	19%	(208)	46%	(507)	35%	(383)	1098
Community: Rural	13%	(71)	45%	(234)	42%	(220)	526
Employ: Private Sector	18%	(138)	47%	(358)	35%	(266)	762
Employ: Government	16%	(18)	54%	(63)	30%	(35)	116
Employ: Self-Employed	16%	(33)	42%	(87)	42%	(87)	207
Employ: Homemaker	13%	(21)	46%	(73)	41%	(66)	160
Employ: Student	15%	(12)	42%	(34)	43%	(34)	80
Employ: Retired	21%	(105)	44%	(224)	36%	(182)	512
Employ: Unemployed	16%	(38)	47%	(114)	38%	(92)	245
Employ: Other	10%	(13)	49%	(63)	41%	(52)	129
Military HH: Yes	19%	(68)	44%	(161)	37%	(134)	362
Military HH: No	17%	(310)	46%	(856)	37%	(681)	1848
RD/WT: Right Direction	23%	(159)	46%	(315)	31%	(214)	688
RD/WT: Wrong Track	14%	(219)	46%	(703)	39%	(600)	1522
Biden Job Approve	23%	(208)	46%	(420)	31%	(277)	905
Biden Job Disapprove	14%	(162)	47%	(557)	40%	(470)	1189

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Table MCEN7_10: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
Musical

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	17%	(378)	46%	(1017)	37%	(815)	2210
Biden Job Strongly Approve	25%	(84)	45%	(147)	30%	(99)	330
Biden Job Somewhat Approve	22%	(124)	47%	(272)	31%	(178)	575
Biden Job Somewhat Disapprove	15%	(57)	51%	(194)	34%	(129)	380
Biden Job Strongly Disapprove	13%	(104)	45%	(363)	42%	(341)	809
Favorable of Biden	21%	(199)	47%	(439)	32%	(298)	936
Unfavorable of Biden	14%	(170)	46%	(540)	40%	(464)	1173
Very Favorable of Biden	22%	(83)	49%	(182)	29%	(110)	375
Somewhat Favorable of Biden	21%	(116)	46%	(257)	34%	(189)	562
Somewhat Unfavorable of Biden	17%	(56)	51%	(165)	32%	(103)	323
Very Unfavorable of Biden	13%	(114)	44%	(375)	42%	(361)	850
#1 Issue: Economy	15%	(138)	47%	(443)	38%	(356)	937
#1 Issue: Security	14%	(41)	45%	(132)	41%	(121)	293
#1 Issue: Health Care	27%	(62)	42%	(97)	31%	(71)	230
#1 Issue: Medicare / Social Security	16%	(38)	44%	(107)	41%	(99)	245
#1 Issue: Women's Issues	17%	(19)	52%	(58)	31%	(34)	111
#1 Issue: Education	24%	(20)	35%	(28)	41%	(34)	82
#1 Issue: Energy	24%	(37)	48%	(72)	27%	(41)	149
#1 Issue: Other	15%	(24)	49%	(81)	36%	(59)	164
2020 Vote: Joe Biden	21%	(198)	48%	(442)	31%	(289)	929
2020 Vote: Donald Trump	15%	(109)	47%	(356)	38%	(286)	751
2020 Vote: Other	18%	(17)	51%	(47)	31%	(28)	92
2020 Vote: Didn't Vote	12%	(54)	39%	(172)	48%	(212)	438
2018 House Vote: Democrat	23%	(174)	46%	(348)	30%	(228)	751
2018 House Vote: Republican	17%	(107)	46%	(286)	36%	(225)	618
2018 House Vote: Someone else	17%	(11)	47%	(32)	37%	(25)	69
2016 Vote: Hillary Clinton	22%	(153)	47%	(329)	31%	(217)	699
2016 Vote: Donald Trump	18%	(119)	43%	(291)	39%	(259)	669
2016 Vote: Other	15%	(18)	46%	(55)	38%	(46)	119
2016 Vote: Didn't Vote	12%	(87)	47%	(342)	41%	(293)	723

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Table MCEN7_10: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
Musical

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	17%	(378)	46%	(1017)	37%	(815)	2210
Voted in 2014: Yes	21%	(261)	46%	(573)	34%	(422)	1256
Voted in 2014: No	12%	(117)	47%	(444)	41%	(392)	954
4-Region: Northeast	18%	(70)	45%	(171)	37%	(141)	383
4-Region: Midwest	17%	(77)	47%	(215)	36%	(165)	456
4-Region: South	15%	(128)	45%	(382)	40%	(334)	844
4-Region: West	20%	(104)	47%	(249)	33%	(174)	527
Comfortable Going to the Movies	21%	(297)	45%	(651)	34%	(493)	1441
Uncomfortable Going to the Movies	11%	(72)	49%	(319)	40%	(258)	650
Frequent Moviegoers	31%	(57)	39%	(72)	30%	(56)	186
Occasional Moviegoers	23%	(168)	42%	(303)	35%	(256)	727
Rare Moviegoers	15%	(134)	48%	(441)	37%	(335)	910
Never Goes to the Movies	5%	(18)	52%	(201)	43%	(167)	387

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

Table MCEN7_11: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*

Romantic comedies

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	18%	(403)	59%	(1298)	23%	(509)	2210
Gender: Male	16%	(166)	57%	(605)	28%	(296)	1068
Gender: Female	21%	(237)	61%	(693)	19%	(212)	1142
Age: 18-34	24%	(151)	56%	(361)	20%	(130)	642
Age: 35-44	13%	(48)	63%	(230)	24%	(88)	365
Age: 45-64	17%	(124)	60%	(429)	22%	(160)	714
Age: 65+	16%	(80)	57%	(279)	27%	(131)	489
GenZers: 1997-2012	25%	(60)	54%	(130)	21%	(51)	241
Millennials: 1981-1996	19%	(127)	59%	(392)	22%	(143)	662
GenXers: 1965-1980	16%	(83)	60%	(308)	24%	(123)	514
Baby Boomers: 1946-1964	17%	(125)	60%	(432)	23%	(168)	725
PID: Dem (no lean)	20%	(158)	60%	(464)	20%	(153)	775
PID: Ind (no lean)	17%	(132)	56%	(443)	27%	(215)	790
PID: Rep (no lean)	17%	(113)	61%	(391)	22%	(141)	645
PID/Gender: Dem Men	19%	(64)	56%	(188)	25%	(84)	335
PID/Gender: Dem Women	21%	(94)	63%	(276)	16%	(69)	440
PID/Gender: Ind Men	15%	(62)	54%	(224)	31%	(128)	415
PID/Gender: Ind Women	19%	(70)	58%	(219)	23%	(86)	375
PID/Gender: Rep Men	13%	(40)	61%	(193)	27%	(85)	318
PID/Gender: Rep Women	22%	(73)	60%	(197)	17%	(57)	327
Ideo: Liberal (1-3)	21%	(133)	60%	(380)	19%	(121)	634
Ideo: Moderate (4)	18%	(114)	59%	(373)	22%	(140)	627
Ideo: Conservative (5-7)	17%	(125)	58%	(421)	24%	(174)	719
Educ: < College	16%	(228)	58%	(839)	26%	(370)	1437
Educ: Bachelors degree	21%	(104)	59%	(289)	20%	(98)	491
Educ: Post-grad	25%	(71)	60%	(169)	15%	(41)	282
Income: Under 50k	16%	(181)	57%	(661)	27%	(311)	1153
Income: 50k-100k	19%	(133)	59%	(404)	22%	(153)	690
Income: 100k+	24%	(90)	63%	(233)	12%	(46)	368

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Table MCEN7_11: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*

Romantic comedies

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	18%	(403)	59%	(1298)	23%	(509)	2210
Ethnicity: White (Non-Hispanic)	17%	(247)	61%	(906)	23%	(336)	1488
Ethnicity: Hispanic	23%	(87)	52%	(194)	25%	(92)	374
Ethnicity: Black (Non-Hispanic)	20%	(49)	56%	(136)	24%	(58)	243
Ethnicity: Asian + Other (Non-Hispanic)	19%	(20)	59%	(62)	22%	(23)	105
All Christian	20%	(186)	58%	(551)	22%	(213)	949
All Non-Christian	28%	(28)	43%	(43)	29%	(30)	101
Atheist	11%	(11)	60%	(61)	29%	(29)	102
Agnostic/Nothing in particular	13%	(88)	64%	(425)	22%	(148)	661
Something Else	23%	(90)	55%	(218)	22%	(89)	396
Religious Non-Protestant/Catholic	28%	(34)	43%	(53)	29%	(35)	122
Evangelical	22%	(116)	56%	(292)	22%	(116)	525
Non-Evangelical	19%	(151)	58%	(460)	23%	(178)	788
Community: Urban	20%	(117)	58%	(338)	22%	(131)	586
Community: Suburban	19%	(204)	59%	(649)	22%	(245)	1098
Community: Rural	16%	(82)	59%	(311)	25%	(133)	526
Employ: Private Sector	22%	(166)	59%	(452)	19%	(144)	762
Employ: Government	18%	(20)	66%	(76)	17%	(19)	116
Employ: Self-Employed	15%	(31)	57%	(117)	28%	(59)	207
Employ: Homemaker	15%	(24)	57%	(92)	28%	(45)	160
Employ: Student	27%	(22)	49%	(39)	24%	(19)	80
Employ: Retired	17%	(86)	59%	(300)	25%	(126)	512
Employ: Unemployed	13%	(31)	63%	(153)	25%	(61)	245
Employ: Other	18%	(23)	54%	(69)	28%	(37)	129
Military HH: Yes	16%	(59)	59%	(213)	25%	(90)	362
Military HH: No	19%	(344)	59%	(1085)	23%	(419)	1848
RD/WT: Right Direction	23%	(159)	55%	(381)	22%	(148)	688
RD/WT: Wrong Track	16%	(244)	60%	(917)	24%	(361)	1522
Biden Job Approve	21%	(187)	59%	(531)	21%	(187)	905
Biden Job Disapprove	17%	(204)	59%	(706)	23%	(278)	1189

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Table MCEN7_11: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*

Romantic comedies

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	18%	(403)	59%	(1298)	23%	(509)	2210
Biden Job Strongly Approve	24%	(80)	55%	(182)	21%	(68)	330
Biden Job Somewhat Approve	19%	(107)	61%	(349)	21%	(119)	575
Biden Job Somewhat Disapprove	18%	(67)	63%	(240)	19%	(73)	380
Biden Job Strongly Disapprove	17%	(138)	58%	(466)	25%	(205)	809
Favorable of Biden	20%	(184)	59%	(556)	21%	(197)	936
Unfavorable of Biden	18%	(206)	59%	(694)	23%	(274)	1173
Very Favorable of Biden	22%	(83)	56%	(210)	22%	(82)	375
Somewhat Favorable of Biden	18%	(102)	62%	(346)	20%	(115)	562
Somewhat Unfavorable of Biden	18%	(58)	63%	(202)	20%	(63)	323
Very Unfavorable of Biden	17%	(148)	58%	(491)	25%	(211)	850
#1 Issue: Economy	18%	(167)	61%	(574)	21%	(196)	937
#1 Issue: Security	15%	(43)	58%	(170)	27%	(80)	293
#1 Issue: Health Care	25%	(57)	57%	(130)	18%	(42)	230
#1 Issue: Medicare / Social Security	16%	(38)	56%	(137)	28%	(69)	245
#1 Issue: Women's Issues	24%	(27)	53%	(59)	22%	(25)	111
#1 Issue: Education	21%	(18)	59%	(48)	20%	(16)	82
#1 Issue: Energy	19%	(29)	53%	(79)	27%	(41)	149
#1 Issue: Other	15%	(24)	61%	(99)	25%	(40)	164
2020 Vote: Joe Biden	20%	(184)	59%	(547)	21%	(198)	929
2020 Vote: Donald Trump	19%	(142)	60%	(447)	21%	(161)	751
2020 Vote: Other	19%	(17)	58%	(54)	23%	(21)	92
2020 Vote: Didn't Vote	14%	(59)	57%	(250)	29%	(128)	438
2018 House Vote: Democrat	21%	(158)	58%	(438)	21%	(155)	751
2018 House Vote: Republican	18%	(113)	60%	(373)	21%	(132)	618
2018 House Vote: Someone else	22%	(15)	53%	(37)	26%	(18)	69
2016 Vote: Hillary Clinton	22%	(151)	59%	(410)	20%	(138)	699
2016 Vote: Donald Trump	18%	(118)	58%	(391)	24%	(160)	669
2016 Vote: Other	13%	(15)	58%	(69)	29%	(34)	119
2016 Vote: Didn't Vote	16%	(119)	59%	(428)	24%	(176)	723

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Table MCEN7_11: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
 Romantic comedies

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	18% (403)	59% (1298)	23% (509)	2210
Voted in 2014: Yes	20% (253)	58% (723)	22% (280)	1256
Voted in 2014: No	16% (150)	60% (575)	24% (229)	954
4-Region: Northeast	21% (80)	55% (210)	24% (93)	383
4-Region: Midwest	17% (80)	64% (290)	19% (86)	456
4-Region: South	17% (143)	59% (495)	24% (206)	844
4-Region: West	19% (100)	58% (303)	23% (123)	527
Comfortable Going to the Movies	23% (337)	57% (823)	20% (281)	1441
Uncomfortable Going to the Movies	9% (55)	65% (421)	27% (174)	650
Frequent Moviegoers	41% (76)	45% (84)	14% (26)	186
Occasional Moviegoers	27% (199)	54% (392)	19% (135)	727
Rare Moviegoers	12% (106)	65% (589)	24% (215)	910
Never Goes to the Movies	6% (22)	60% (233)	34% (132)	387

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

Table MCEN7_12: *Even if neither is exactly correct, which of the following comes closest to your opinion?I would rather see the following type of movie?*
Classics

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	13%	(284)	66%	(1451)	22%	(475)	2210
Gender: Male	14%	(151)	67%	(716)	19%	(200)	1068
Gender: Female	12%	(133)	64%	(735)	24%	(275)	1142
Age: 18-34	15%	(96)	63%	(405)	22%	(140)	642
Age: 35-44	9%	(34)	61%	(224)	29%	(107)	365
Age: 45-64	11%	(80)	70%	(500)	19%	(134)	714
Age: 65+	15%	(73)	66%	(321)	19%	(94)	489
GenZers: 1997-2012	15%	(35)	57%	(137)	29%	(69)	241
Millennials: 1981-1996	14%	(91)	64%	(422)	22%	(148)	662
GenXers: 1965-1980	10%	(49)	68%	(348)	23%	(117)	514
Baby Boomers: 1946-1964	13%	(94)	70%	(505)	17%	(127)	725
PID: Dem (no lean)	15%	(119)	66%	(508)	19%	(148)	775
PID: Ind (no lean)	11%	(88)	63%	(499)	26%	(203)	790
PID: Rep (no lean)	12%	(76)	69%	(444)	19%	(124)	645
PID/Gender: Dem Men	17%	(57)	66%	(219)	18%	(59)	335
PID/Gender: Dem Women	14%	(63)	66%	(288)	20%	(89)	440
PID/Gender: Ind Men	13%	(53)	66%	(274)	21%	(88)	415
PID/Gender: Ind Women	9%	(35)	60%	(225)	31%	(115)	375
PID/Gender: Rep Men	13%	(41)	70%	(223)	17%	(54)	318
PID/Gender: Rep Women	11%	(35)	68%	(221)	22%	(71)	327
Ideo: Liberal (1-3)	15%	(98)	68%	(429)	17%	(108)	634
Ideo: Moderate (4)	16%	(97)	64%	(404)	20%	(126)	627
Ideo: Conservative (5-7)	10%	(73)	70%	(501)	20%	(145)	719
Educ: < College	11%	(162)	64%	(917)	25%	(359)	1437
Educ: Bachelors degree	15%	(73)	70%	(343)	15%	(75)	491
Educ: Post-grad	18%	(49)	68%	(191)	15%	(41)	282
Income: Under 50k	12%	(137)	62%	(719)	26%	(296)	1153
Income: 50k-100k	13%	(92)	69%	(473)	18%	(124)	690
Income: 100k+	15%	(55)	70%	(258)	15%	(55)	368

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Table MCEN7_12: *Even if neither is exactly correct, which of the following comes closest to your opinion?I would rather see the following type of movie?*
 Classics

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	13%	(284)	66%	(1451)	22%	(475)	2210
Ethnicity: White (Non-Hispanic)	12%	(183)	67%	(1000)	20%	(305)	1488
Ethnicity: Hispanic	14%	(54)	65%	(243)	21%	(77)	374
Ethnicity: Black (Non-Hispanic)	13%	(32)	59%	(143)	28%	(68)	243
Ethnicity: Asian + Other (Non-Hispanic)	14%	(15)	61%	(64)	25%	(26)	105
All Christian	14%	(137)	68%	(649)	17%	(164)	949
All Non-Christian	21%	(22)	56%	(56)	23%	(23)	101
Atheist	12%	(12)	68%	(69)	20%	(20)	102
Agnostic/Nothing in particular	10%	(67)	64%	(422)	26%	(172)	661
Something Else	12%	(46)	64%	(254)	24%	(96)	396
Religious Non-Protestant/Catholic	20%	(24)	59%	(72)	21%	(26)	122
Evangelical	14%	(73)	66%	(345)	20%	(106)	525
Non-Evangelical	13%	(106)	68%	(533)	19%	(149)	788
Community: Urban	16%	(91)	60%	(354)	24%	(141)	586
Community: Suburban	12%	(135)	68%	(749)	19%	(214)	1098
Community: Rural	11%	(58)	66%	(348)	23%	(120)	526
Employ: Private Sector	15%	(115)	65%	(496)	20%	(152)	762
Employ: Government	11%	(13)	73%	(84)	16%	(19)	116
Employ: Self-Employed	13%	(26)	70%	(144)	18%	(36)	207
Employ: Homemaker	9%	(14)	56%	(90)	35%	(56)	160
Employ: Student	14%	(11)	58%	(46)	28%	(22)	80
Employ: Retired	14%	(70)	68%	(348)	18%	(94)	512
Employ: Unemployed	8%	(20)	67%	(164)	25%	(61)	245
Employ: Other	12%	(15)	61%	(78)	28%	(36)	129
Military HH: Yes	15%	(54)	64%	(233)	21%	(75)	362
Military HH: No	12%	(230)	66%	(1218)	22%	(400)	1848
RD/WT: Right Direction	17%	(117)	62%	(427)	21%	(144)	688
RD/WT: Wrong Track	11%	(167)	67%	(1024)	22%	(331)	1522
Biden Job Approve	16%	(149)	64%	(575)	20%	(181)	905
Biden Job Disapprove	11%	(130)	69%	(819)	20%	(240)	1189

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Table MCEN7_12: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
Classics

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	13%	(284)	66%	(1451)	22%	(475)	2210
Biden Job Strongly Approve	20%	(67)	63%	(207)	17%	(56)	330
Biden Job Somewhat Approve	14%	(82)	64%	(369)	22%	(125)	575
Biden Job Somewhat Disapprove	11%	(42)	71%	(270)	18%	(68)	380
Biden Job Strongly Disapprove	11%	(88)	68%	(549)	21%	(172)	809
Favorable of Biden	16%	(145)	65%	(607)	20%	(184)	936
Unfavorable of Biden	11%	(131)	68%	(796)	21%	(247)	1173
Very Favorable of Biden	19%	(71)	63%	(236)	18%	(67)	375
Somewhat Favorable of Biden	13%	(74)	66%	(370)	21%	(117)	562
Somewhat Unfavorable of Biden	13%	(44)	68%	(219)	19%	(60)	323
Very Unfavorable of Biden	10%	(87)	68%	(576)	22%	(186)	850
#1 Issue: Economy	10%	(98)	69%	(645)	21%	(194)	937
#1 Issue: Security	16%	(47)	62%	(181)	22%	(65)	293
#1 Issue: Health Care	19%	(43)	58%	(133)	23%	(53)	230
#1 Issue: Medicare / Social Security	12%	(30)	68%	(166)	20%	(48)	245
#1 Issue: Women's Issues	14%	(15)	63%	(70)	23%	(26)	111
#1 Issue: Education	21%	(17)	52%	(42)	27%	(23)	82
#1 Issue: Energy	12%	(18)	65%	(96)	23%	(35)	149
#1 Issue: Other	9%	(15)	71%	(116)	20%	(32)	164
2020 Vote: Joe Biden	15%	(142)	67%	(619)	18%	(169)	929
2020 Vote: Donald Trump	13%	(96)	69%	(515)	18%	(139)	751
2020 Vote: Other	11%	(10)	71%	(65)	17%	(16)	92
2020 Vote: Didn't Vote	8%	(35)	57%	(251)	35%	(151)	438
2018 House Vote: Democrat	16%	(120)	67%	(503)	17%	(128)	751
2018 House Vote: Republican	14%	(85)	70%	(432)	16%	(101)	618
2018 House Vote: Someone else	7%	(5)	78%	(54)	15%	(10)	69
2016 Vote: Hillary Clinton	16%	(114)	66%	(461)	18%	(125)	699
2016 Vote: Donald Trump	13%	(87)	69%	(460)	18%	(122)	669
2016 Vote: Other	7%	(9)	79%	(94)	14%	(16)	119
2016 Vote: Didn't Vote	10%	(75)	60%	(436)	29%	(211)	723

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Table MCEN7_12: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*
 Classics

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	13%	(284)	66%	(1451)	22%	(475)	2210
Voted in 2014: Yes	15%	(187)	67%	(846)	18%	(223)	1256
Voted in 2014: No	10%	(97)	63%	(605)	26%	(252)	954
4-Region: Northeast	16%	(60)	65%	(250)	19%	(73)	383
4-Region: Midwest	12%	(56)	67%	(304)	21%	(97)	456
4-Region: South	11%	(95)	65%	(549)	24%	(201)	844
4-Region: West	14%	(73)	66%	(348)	20%	(105)	527
Comfortable Going to the Movies	16%	(234)	65%	(932)	19%	(275)	1441
Uncomfortable Going to the Movies	7%	(46)	70%	(457)	23%	(147)	650
Frequent Moviegoers	25%	(46)	62%	(115)	13%	(24)	186
Occasional Moviegoers	17%	(120)	66%	(482)	17%	(124)	727
Rare Moviegoers	11%	(97)	66%	(605)	23%	(209)	910
Never Goes to the Movies	5%	(21)	64%	(248)	31%	(118)	387

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

Table MCEN8: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would generally rather see movies ?*

Demographic	In movie theaters		On streaming services		Don't know / No opinion		Total N
Adults	30%	(653)	60%	(1335)	10%	(222)	2210
Gender: Male	33%	(355)	57%	(614)	9%	(99)	1068
Gender: Female	26%	(298)	63%	(721)	11%	(123)	1142
Age: 18-34	32%	(204)	60%	(386)	8%	(51)	642
Age: 35-44	27%	(99)	65%	(237)	8%	(29)	365
Age: 45-64	29%	(204)	61%	(437)	10%	(73)	714
Age: 65+	30%	(146)	56%	(274)	14%	(69)	489
GenZers: 1997-2012	28%	(68)	64%	(155)	8%	(19)	241
Millennials: 1981-1996	31%	(208)	61%	(403)	8%	(51)	662
GenXers: 1965-1980	28%	(143)	63%	(323)	10%	(49)	514
Baby Boomers: 1946-1964	30%	(220)	58%	(419)	12%	(87)	725
PID: Dem (no lean)	32%	(248)	59%	(457)	9%	(70)	775
PID: Ind (no lean)	28%	(220)	60%	(478)	12%	(93)	790
PID: Rep (no lean)	29%	(185)	62%	(400)	9%	(60)	645
PID/Gender: Dem Men	36%	(121)	57%	(191)	7%	(23)	335
PID/Gender: Dem Women	29%	(127)	60%	(266)	11%	(47)	440
PID/Gender: Ind Men	34%	(141)	54%	(226)	12%	(48)	415
PID/Gender: Ind Women	21%	(78)	67%	(252)	12%	(45)	375
PID/Gender: Rep Men	29%	(93)	62%	(197)	9%	(28)	318
PID/Gender: Rep Women	28%	(92)	62%	(203)	10%	(32)	327
Ideo: Liberal (1-3)	33%	(207)	59%	(376)	8%	(51)	634
Ideo: Moderate (4)	34%	(213)	58%	(362)	8%	(52)	627
Ideo: Conservative (5-7)	27%	(194)	62%	(448)	11%	(77)	719
Educ: < College	27%	(382)	63%	(904)	10%	(151)	1437
Educ: Bachelors degree	35%	(172)	56%	(274)	9%	(45)	491
Educ: Post-grad	35%	(99)	56%	(157)	9%	(27)	282
Income: Under 50k	26%	(305)	61%	(706)	12%	(142)	1153
Income: 50k-100k	31%	(210)	62%	(428)	7%	(51)	690
Income: 100k+	37%	(138)	54%	(200)	8%	(30)	368

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Table MCEN8: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would generally rather see movies ?*

Demographic	In movie theaters		On streaming services		Don't know / No opinion		Total N
Adults	30%	(653)	60%	(1335)	10%	(222)	2210
Ethnicity: White (Non-Hispanic)	28%	(422)	62%	(919)	10%	(147)	1488
Ethnicity: Hispanic	34%	(125)	59%	(219)	8%	(29)	374
Ethnicity: Black (Non-Hispanic)	30%	(73)	56%	(137)	14%	(33)	243
Ethnicity: Asian + Other (Non-Hispanic)	31%	(32)	57%	(60)	12%	(12)	105
All Christian	32%	(308)	58%	(548)	10%	(94)	949
All Non-Christian	33%	(34)	60%	(61)	7%	(7)	101
Atheist	21%	(21)	70%	(71)	9%	(9)	102
Agnostic/Nothing in particular	28%	(185)	61%	(406)	11%	(71)	661
Something Else	27%	(106)	63%	(249)	10%	(41)	396
Religious Non-Protestant/Catholic	36%	(44)	58%	(71)	6%	(7)	122
Evangelical	29%	(151)	59%	(310)	12%	(64)	525
Non-Evangelical	31%	(248)	60%	(471)	9%	(69)	788
Community: Urban	33%	(193)	59%	(346)	8%	(47)	586
Community: Suburban	29%	(316)	61%	(667)	11%	(115)	1098
Community: Rural	27%	(144)	61%	(322)	11%	(59)	526
Employ: Private Sector	36%	(274)	56%	(427)	8%	(62)	762
Employ: Government	24%	(27)	71%	(82)	5%	(6)	116
Employ: Self-Employed	32%	(66)	61%	(126)	7%	(15)	207
Employ: Homemaker	20%	(32)	66%	(106)	14%	(22)	160
Employ: Student	24%	(19)	61%	(48)	15%	(12)	80
Employ: Retired	27%	(139)	59%	(302)	14%	(70)	512
Employ: Unemployed	25%	(60)	64%	(155)	12%	(29)	245
Employ: Other	27%	(35)	68%	(87)	5%	(6)	129
Military HH: Yes	29%	(105)	59%	(214)	12%	(43)	362
Military HH: No	30%	(548)	61%	(1121)	10%	(179)	1848
RD/WT: Right Direction	33%	(226)	57%	(391)	10%	(70)	688
RD/WT: Wrong Track	28%	(427)	62%	(943)	10%	(152)	1522
Biden Job Approve	33%	(301)	57%	(514)	10%	(90)	905
Biden Job Disapprove	28%	(333)	63%	(746)	9%	(109)	1189

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Table MCEN8: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would generally rather see movies ?*

Demographic	In movie theaters		On streaming services		Don't know / No opinion		Total N
Adults	30%	(653)	60%	(1335)	10%	(222)	2210
Biden Job Strongly Approve	36%	(119)	55%	(182)	9%	(29)	330
Biden Job Somewhat Approve	32%	(182)	58%	(332)	11%	(61)	575
Biden Job Somewhat Disapprove	30%	(114)	63%	(237)	7%	(28)	380
Biden Job Strongly Disapprove	27%	(219)	63%	(509)	10%	(81)	809
Favorable of Biden	32%	(298)	59%	(552)	9%	(86)	936
Unfavorable of Biden	29%	(336)	62%	(729)	9%	(108)	1173
Very Favorable of Biden	33%	(125)	58%	(218)	8%	(31)	375
Somewhat Favorable of Biden	31%	(173)	59%	(334)	10%	(55)	562
Somewhat Unfavorable of Biden	33%	(105)	60%	(193)	8%	(25)	323
Very Unfavorable of Biden	27%	(230)	63%	(536)	10%	(84)	850
#1 Issue: Economy	29%	(268)	64%	(595)	8%	(73)	937
#1 Issue: Security	32%	(95)	58%	(170)	10%	(28)	293
#1 Issue: Health Care	34%	(78)	57%	(132)	9%	(20)	230
#1 Issue: Medicare / Social Security	24%	(59)	63%	(153)	13%	(32)	245
#1 Issue: Women's Issues	33%	(37)	58%	(65)	8%	(9)	111
#1 Issue: Education	33%	(27)	44%	(36)	24%	(19)	82
#1 Issue: Energy	36%	(53)	55%	(82)	9%	(14)	149
#1 Issue: Other	22%	(36)	62%	(101)	16%	(27)	164
2020 Vote: Joe Biden	33%	(303)	58%	(538)	10%	(89)	929
2020 Vote: Donald Trump	30%	(224)	60%	(451)	10%	(75)	751
2020 Vote: Other	34%	(32)	57%	(53)	8%	(7)	92
2020 Vote: Didn't Vote	22%	(95)	67%	(293)	12%	(51)	438
2018 House Vote: Democrat	34%	(253)	56%	(422)	10%	(76)	751
2018 House Vote: Republican	33%	(202)	57%	(355)	10%	(61)	618
2018 House Vote: Someone else	31%	(22)	59%	(41)	10%	(7)	69
2016 Vote: Hillary Clinton	34%	(241)	55%	(383)	11%	(76)	699
2016 Vote: Donald Trump	32%	(217)	57%	(383)	10%	(70)	669
2016 Vote: Other	31%	(37)	61%	(73)	7%	(9)	119
2016 Vote: Didn't Vote	22%	(158)	69%	(496)	9%	(68)	723
Voted in 2014: Yes	34%	(422)	56%	(697)	11%	(137)	1256
Voted in 2014: No	24%	(232)	67%	(637)	9%	(85)	954

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Table MCEN8: *Even if neither is exactly correct, which of the following comes closest to your opinion? I would generally rather see movies ?*

Demographic	In movie theaters		On streaming services		Don't know / No opinion		Total N
Adults	30%	(653)	60%	(1335)	10%	(222)	2210
4-Region: Northeast	29%	(113)	61%	(233)	10%	(37)	383
4-Region: Midwest	29%	(133)	64%	(291)	7%	(33)	456
4-Region: South	27%	(229)	62%	(521)	11%	(95)	844
4-Region: West	34%	(179)	55%	(291)	11%	(57)	527
Comfortable Going to the Movies	39%	(561)	54%	(773)	7%	(107)	1441
Uncomfortable Going to the Movies	13%	(88)	75%	(486)	12%	(77)	650
Frequent Moviegoers	81%	(151)	15%	(27)	4%	(8)	186
Occasional Moviegoers	45%	(328)	48%	(348)	7%	(52)	727
Rare Moviegoers	17%	(150)	73%	(662)	11%	(98)	910
Never Goes to the Movies	6%	(24)	77%	(298)	17%	(65)	387

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

Table MCEN9_1: How would you prefer each of the following types of movies be released?
Blockbuster and franchise movies

Demographic	Release exclusively in theaters, then available for streaming 90 days later		Release exclusively in theaters, then available for streaming 45 days later		Release both in theaters and on streaming services at the same time		Release exclusively on streaming services, and not in theaters at all		Don't know / No opinion		Total N
Adults	15%	(322)	20%	(451)	40%	(878)	6%	(136)	19%	(423)	2210
Gender: Male	17%	(179)	23%	(248)	40%	(427)	6%	(61)	14%	(154)	1068
Gender: Female	13%	(143)	18%	(204)	39%	(451)	7%	(75)	24%	(269)	1142
Age: 18-34	12%	(80)	21%	(132)	42%	(266)	6%	(39)	19%	(124)	642
Age: 35-44	9%	(33)	16%	(59)	51%	(186)	9%	(32)	15%	(55)	365
Age: 45-64	17%	(125)	20%	(146)	40%	(286)	5%	(33)	17%	(123)	714
Age: 65+	17%	(84)	23%	(114)	28%	(139)	6%	(31)	25%	(121)	489
GenZers: 1997-2012	12%	(29)	16%	(38)	43%	(103)	6%	(15)	23%	(56)	241
Millennials: 1981-1996	11%	(72)	21%	(136)	46%	(303)	8%	(52)	15%	(99)	662
GenXers: 1965-1980	16%	(82)	22%	(114)	41%	(211)	5%	(28)	16%	(80)	514
Baby Boomers: 1946-1964	18%	(130)	20%	(148)	33%	(243)	5%	(39)	23%	(166)	725
PID: Dem (no lean)	14%	(105)	21%	(159)	44%	(338)	7%	(53)	15%	(119)	775
PID: Ind (no lean)	14%	(110)	20%	(156)	38%	(297)	5%	(41)	24%	(186)	790
PID: Rep (no lean)	16%	(106)	21%	(136)	38%	(243)	7%	(42)	18%	(118)	645
PID/Gender: Dem Men	14%	(48)	22%	(75)	48%	(161)	5%	(18)	10%	(32)	335
PID/Gender: Dem Women	13%	(57)	19%	(84)	40%	(177)	8%	(35)	20%	(87)	440
PID/Gender: Ind Men	17%	(69)	24%	(101)	35%	(146)	5%	(21)	19%	(77)	415
PID/Gender: Ind Women	11%	(41)	15%	(55)	40%	(151)	5%	(19)	29%	(109)	375
PID/Gender: Rep Men	19%	(62)	22%	(71)	38%	(119)	7%	(22)	14%	(44)	318
PID/Gender: Rep Women	14%	(44)	20%	(65)	38%	(123)	6%	(20)	23%	(74)	327
Ideo: Liberal (1-3)	15%	(98)	21%	(135)	43%	(275)	6%	(38)	14%	(89)	634
Ideo: Moderate (4)	15%	(97)	21%	(131)	40%	(250)	5%	(31)	19%	(119)	627
Ideo: Conservative (5-7)	15%	(111)	22%	(157)	37%	(268)	6%	(46)	19%	(137)	719
Educ: < College	13%	(193)	17%	(248)	41%	(591)	7%	(106)	21%	(299)	1437
Educ: Bachelors degree	17%	(83)	27%	(131)	37%	(183)	4%	(17)	16%	(77)	491
Educ: Post-grad	16%	(45)	26%	(73)	37%	(104)	4%	(13)	17%	(48)	282

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Table MCEN9_1: How would you prefer each of the following types of movies be released?
 Blockbuster and franchise movies

Demographic	Release exclusively in theaters, then available for streaming 90 days later		Release exclusively in theaters, then available for streaming 45 days later		Release both in theaters and on streaming services at the same time		Release exclusively on streaming services, and not in theaters at all		Don't know / No opinion		Total N
Adults	15%	(322)	20%	(451)	40%	(878)	6%	(136)	19%	(423)	2210
Income: Under 50k	14%	(162)	16%	(182)	40%	(461)	6%	(74)	24%	(274)	1153
Income: 50k-100k	14%	(99)	25%	(169)	40%	(276)	6%	(44)	15%	(101)	690
Income: 100k+	16%	(61)	27%	(101)	38%	(140)	5%	(18)	13%	(48)	368
Ethnicity: White (Non-Hispanic)	16%	(231)	22%	(323)	38%	(563)	6%	(87)	19%	(284)	1488
Ethnicity: Hispanic	13%	(48)	16%	(61)	45%	(166)	8%	(29)	19%	(70)	374
Ethnicity: Black (Non-Hispanic)	13%	(31)	17%	(41)	40%	(98)	7%	(18)	23%	(56)	243
Ethnicity: Asian + Other (Non-Hispanic)	11%	(11)	25%	(26)	49%	(51)	2%	(2)	13%	(14)	105
All Christian	17%	(165)	22%	(210)	38%	(359)	5%	(50)	17%	(165)	949
All Non-Christian	13%	(13)	27%	(28)	43%	(43)	4%	(4)	14%	(14)	101
Atheist	9%	(9)	20%	(20)	55%	(56)	4%	(4)	12%	(12)	102
Agnostic/Nothing in particular	13%	(87)	16%	(109)	41%	(269)	7%	(45)	23%	(150)	661
Something Else	12%	(47)	21%	(85)	38%	(150)	8%	(33)	20%	(81)	396
Religious Non-Protestant/Catholic	13%	(16)	27%	(33)	43%	(52)	4%	(5)	14%	(17)	122
Evangelical	14%	(74)	23%	(122)	34%	(178)	8%	(42)	21%	(109)	525
Non-Evangelical	17%	(133)	21%	(167)	40%	(319)	5%	(39)	17%	(131)	788
Community: Urban	13%	(75)	22%	(129)	40%	(235)	7%	(43)	18%	(105)	586
Community: Suburban	16%	(170)	21%	(230)	40%	(445)	5%	(58)	18%	(195)	1098
Community: Rural	14%	(76)	18%	(93)	38%	(199)	7%	(35)	23%	(123)	526
Employ: Private Sector	14%	(105)	24%	(182)	42%	(323)	6%	(46)	14%	(107)	762
Employ: Government	21%	(24)	18%	(21)	40%	(46)	5%	(6)	16%	(19)	116
Employ: Self-Employed	16%	(33)	21%	(44)	38%	(79)	6%	(12)	19%	(38)	207
Employ: Homemaker	11%	(17)	14%	(22)	39%	(62)	6%	(10)	30%	(48)	160
Employ: Student	10%	(8)	22%	(17)	35%	(28)	6%	(5)	27%	(22)	80
Employ: Retired	17%	(85)	23%	(118)	33%	(167)	6%	(31)	21%	(110)	512
Employ: Unemployed	11%	(27)	11%	(27)	48%	(116)	8%	(19)	22%	(55)	245
Employ: Other	17%	(22)	15%	(20)	43%	(56)	5%	(7)	19%	(24)	129

Continued on next page

Table MCEN9_1: How would you prefer each of the following types of movies be released?
Blockbuster and franchise movies

Demographic	Release exclusively in theaters, then available for streaming 90 days later		Release exclusively in theaters, then available for streaming 45 days later		Release both in theaters and on streaming services at the same time		Release exclusively on streaming services, and not in theaters at all		Don't know / No opinion		Total N
Adults	15%	(322)	20%	(451)	40%	(878)	6%	(136)	19%	(423)	2210
Military HH: Yes	19%	(68)	20%	(73)	41%	(150)	4%	(14)	16%	(58)	362
Military HH: No	14%	(254)	20%	(379)	39%	(728)	7%	(122)	20%	(366)	1848
RD/WT: Right Direction	16%	(110)	23%	(155)	39%	(266)	7%	(45)	16%	(112)	688
RD/WT: Wrong Track	14%	(212)	19%	(296)	40%	(611)	6%	(91)	20%	(311)	1522
Biden Job Approve	15%	(135)	22%	(196)	41%	(369)	7%	(62)	16%	(143)	905
Biden Job Disapprove	15%	(179)	21%	(246)	39%	(468)	6%	(69)	19%	(227)	1189
Biden Job Strongly Approve	19%	(64)	21%	(70)	40%	(131)	7%	(23)	13%	(42)	330
Biden Job Somewhat Approve	12%	(71)	22%	(125)	41%	(238)	7%	(40)	18%	(101)	575
Biden Job Somewhat Disapprove	11%	(44)	24%	(92)	40%	(152)	7%	(26)	17%	(66)	380
Biden Job Strongly Disapprove	17%	(135)	19%	(154)	39%	(315)	5%	(44)	20%	(161)	809
Favorable of Biden	16%	(150)	21%	(198)	41%	(386)	7%	(63)	15%	(140)	936
Unfavorable of Biden	14%	(168)	21%	(244)	40%	(467)	6%	(70)	19%	(225)	1173
Very Favorable of Biden	19%	(72)	21%	(77)	38%	(142)	8%	(31)	14%	(53)	375
Somewhat Favorable of Biden	14%	(78)	21%	(121)	43%	(244)	6%	(32)	16%	(87)	562
Somewhat Unfavorable of Biden	11%	(36)	25%	(82)	38%	(124)	8%	(26)	17%	(55)	323
Very Unfavorable of Biden	15%	(132)	19%	(162)	40%	(343)	5%	(44)	20%	(169)	850
#1 Issue: Economy	13%	(126)	21%	(197)	42%	(397)	7%	(62)	17%	(155)	937
#1 Issue: Security	15%	(45)	21%	(63)	35%	(103)	4%	(13)	24%	(70)	293
#1 Issue: Health Care	16%	(37)	20%	(45)	38%	(88)	8%	(17)	18%	(42)	230
#1 Issue: Medicare / Social Security	11%	(27)	21%	(52)	38%	(94)	8%	(20)	21%	(52)	245
#1 Issue: Women's Issues	15%	(17)	23%	(25)	39%	(44)	6%	(6)	17%	(18)	111
#1 Issue: Education	12%	(10)	20%	(17)	35%	(29)	3%	(2)	30%	(25)	82
#1 Issue: Energy	21%	(32)	16%	(25)	44%	(65)	4%	(6)	14%	(22)	149
#1 Issue: Other	17%	(28)	17%	(28)	36%	(59)	5%	(9)	24%	(40)	164

Continued on next page

Table MCEN9_1: How would you prefer each of the following types of movies be released?
Blockbuster and franchise movies

Demographic	Release exclusively in theaters, then available for streaming 90 days later		Release exclusively in theaters, then available for streaming 45 days later		Release both in theaters and on streaming services at the same time		Release exclusively on streaming services, and not in theaters at all		Don't know / No opinion		Total N
Adults	15%	(322)	20%	(451)	40%	(878)	6%	(136)	19%	(423)	2210
2020 Vote: Joe Biden	16%	(144)	22%	(205)	43%	(395)	5%	(49)	15%	(136)	929
2020 Vote: Donald Trump	17%	(129)	20%	(151)	37%	(277)	6%	(45)	20%	(149)	751
2020 Vote: Other	13%	(12)	23%	(21)	43%	(40)	4%	(4)	16%	(14)	92
2020 Vote: Didn't Vote	8%	(36)	17%	(74)	38%	(166)	9%	(37)	28%	(124)	438
2018 House Vote: Democrat	15%	(112)	24%	(179)	42%	(314)	6%	(46)	13%	(100)	751
2018 House Vote: Republican	19%	(115)	21%	(129)	37%	(228)	4%	(26)	19%	(120)	618
2018 House Vote: Someone else	15%	(10)	29%	(20)	33%	(23)	1%	(1)	22%	(15)	69
2016 Vote: Hillary Clinton	15%	(105)	23%	(160)	41%	(287)	6%	(42)	15%	(106)	699
2016 Vote: Donald Trump	18%	(119)	22%	(150)	37%	(245)	4%	(28)	19%	(127)	669
2016 Vote: Other	17%	(20)	27%	(32)	39%	(46)	4%	(4)	14%	(16)	119
2016 Vote: Didn't Vote	11%	(78)	15%	(109)	42%	(300)	8%	(61)	24%	(174)	723
Voted in 2014: Yes	17%	(212)	23%	(288)	38%	(473)	5%	(66)	17%	(217)	1256
Voted in 2014: No	12%	(110)	17%	(164)	42%	(404)	7%	(69)	22%	(206)	954
4-Region: Northeast	14%	(53)	20%	(77)	42%	(162)	7%	(26)	17%	(65)	383
4-Region: Midwest	11%	(49)	24%	(108)	39%	(176)	5%	(25)	21%	(98)	456
4-Region: South	18%	(148)	17%	(141)	39%	(333)	7%	(56)	20%	(166)	844
4-Region: West	14%	(72)	24%	(126)	39%	(206)	5%	(29)	18%	(94)	527
Comfortable Going to the Movies	18%	(256)	23%	(336)	40%	(577)	4%	(64)	14%	(209)	1441
Uncomfortable Going to the Movies	9%	(61)	17%	(109)	42%	(276)	9%	(61)	22%	(143)	650
Frequent Moviegoers	23%	(43)	29%	(54)	42%	(77)	3%	(5)	4%	(7)	186
Occasional Moviegoers	18%	(133)	25%	(178)	42%	(306)	3%	(23)	12%	(87)	727
Rare Moviegoers	14%	(124)	21%	(188)	40%	(368)	7%	(61)	19%	(170)	910
Never Goes to the Movies	6%	(21)	8%	(32)	33%	(127)	12%	(47)	41%	(159)	387

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

Table MCEN9_2: How would you prefer each of the following types of movies be released?

Mainstream movies

Demographic	Release exclusively in theaters, then available for streaming 90 days later		Release exclusively in theaters, then available for streaming 45 days later		Release both in theaters and on streaming services at the same time		Release exclusively on streaming services, and not in theaters at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	12%	(269)	22%	(482)	43%	(942)	6%	(131)	18%	(387)	2210
Gender: Male	14%	(145)	25%	(267)	41%	(442)	5%	(54)	15%	(160)	1068
Gender: Female	11%	(124)	19%	(215)	44%	(500)	7%	(77)	20%	(226)	1142
Age: 18-34	11%	(72)	26%	(167)	41%	(265)	5%	(33)	16%	(105)	642
Age: 35-44	6%	(22)	18%	(67)	53%	(194)	8%	(31)	14%	(51)	365
Age: 45-64	14%	(102)	19%	(135)	45%	(322)	5%	(39)	16%	(116)	714
Age: 65+	15%	(73)	23%	(112)	33%	(161)	6%	(27)	24%	(115)	489
GenZers: 1997-2012	10%	(23)	27%	(65)	39%	(94)	4%	(10)	21%	(50)	241
Millennials: 1981-1996	10%	(64)	23%	(152)	48%	(317)	7%	(47)	12%	(82)	662
GenXers: 1965-1980	12%	(62)	20%	(104)	45%	(233)	6%	(33)	16%	(83)	514
Baby Boomers: 1946-1964	16%	(113)	20%	(144)	39%	(280)	6%	(40)	20%	(147)	725
PID: Dem (no lean)	13%	(101)	21%	(164)	48%	(369)	5%	(38)	13%	(103)	775
PID: Ind (no lean)	11%	(87)	22%	(172)	39%	(307)	6%	(49)	22%	(175)	790
PID: Rep (no lean)	13%	(81)	23%	(146)	41%	(266)	7%	(44)	17%	(108)	645
PID/Gender: Dem Men	13%	(45)	23%	(77)	49%	(165)	4%	(14)	10%	(34)	335
PID/Gender: Dem Women	13%	(56)	20%	(87)	46%	(204)	5%	(24)	16%	(69)	440
PID/Gender: Ind Men	13%	(53)	26%	(109)	35%	(147)	6%	(23)	20%	(83)	415
PID/Gender: Ind Women	9%	(34)	17%	(64)	43%	(160)	7%	(26)	25%	(92)	375
PID/Gender: Rep Men	15%	(47)	26%	(81)	41%	(130)	5%	(16)	14%	(43)	318
PID/Gender: Rep Women	10%	(34)	20%	(65)	42%	(136)	8%	(27)	20%	(65)	327
Ideo: Liberal (1-3)	12%	(78)	23%	(146)	47%	(297)	6%	(37)	12%	(75)	634
Ideo: Moderate (4)	13%	(84)	22%	(139)	43%	(271)	5%	(30)	16%	(102)	627
Ideo: Conservative (5-7)	12%	(89)	22%	(161)	40%	(290)	6%	(41)	19%	(138)	719
Educ: < College	11%	(154)	21%	(297)	44%	(630)	6%	(93)	18%	(263)	1437
Educ: Bachelors degree	15%	(73)	24%	(116)	40%	(198)	5%	(26)	16%	(77)	491
Educ: Post-grad	14%	(41)	24%	(68)	40%	(114)	4%	(12)	17%	(47)	282

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Table MCEN9_2: How would you prefer each of the following types of movies be released?
 Mainstream movies

Demographic	Release exclusively in theaters, then available for streaming 90 days later		Release exclusively in theaters, then available for streaming 45 days later		Release both in theaters and on streaming services at the same time		Release exclusively on streaming services, and not in theaters at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	12%	(269)	22%	(482)	43%	(942)	6%	(131)	18%	(387)	2210
Income: Under 50k	11%	(123)	20%	(230)	42%	(485)	6%	(72)	21%	(243)	1153
Income: 50k-100k	13%	(89)	24%	(164)	43%	(294)	6%	(40)	15%	(102)	690
Income: 100k+	16%	(57)	24%	(87)	44%	(163)	5%	(19)	11%	(42)	368
Ethnicity: White (Non-Hispanic)	13%	(189)	23%	(336)	41%	(610)	6%	(86)	18%	(267)	1488
Ethnicity: Hispanic	13%	(47)	19%	(72)	47%	(178)	7%	(25)	14%	(52)	374
Ethnicity: Black (Non-Hispanic)	10%	(23)	20%	(48)	43%	(103)	7%	(16)	22%	(53)	243
Ethnicity: Asian + Other (Non-Hispanic)	9%	(9)	24%	(25)	49%	(51)	4%	(4)	15%	(15)	105
All Christian	15%	(145)	22%	(213)	41%	(388)	5%	(48)	16%	(156)	949
All Non-Christian	13%	(13)	31%	(31)	39%	(39)	4%	(4)	14%	(14)	101
Atheist	8%	(8)	20%	(20)	55%	(56)	6%	(6)	12%	(12)	102
Agnostic/Nothing in particular	11%	(71)	20%	(131)	42%	(281)	7%	(47)	20%	(131)	661
Something Else	8%	(32)	22%	(86)	45%	(179)	7%	(26)	19%	(74)	396
Religious Non-Protestant/Catholic	12%	(15)	31%	(38)	39%	(48)	4%	(5)	14%	(17)	122
Evangelical	12%	(62)	22%	(117)	39%	(204)	7%	(39)	20%	(102)	525
Non-Evangelical	14%	(111)	22%	(172)	44%	(350)	4%	(33)	16%	(123)	788
Community: Urban	13%	(74)	22%	(131)	44%	(256)	6%	(38)	15%	(88)	586
Community: Suburban	12%	(137)	22%	(243)	43%	(473)	6%	(61)	17%	(183)	1098
Community: Rural	11%	(57)	20%	(108)	40%	(212)	6%	(32)	22%	(116)	526
Employ: Private Sector	11%	(86)	24%	(185)	46%	(353)	6%	(45)	12%	(95)	762
Employ: Government	18%	(21)	23%	(27)	39%	(45)	7%	(8)	13%	(15)	116
Employ: Self-Employed	13%	(27)	19%	(40)	44%	(91)	5%	(11)	18%	(38)	207
Employ: Homemaker	12%	(19)	19%	(30)	37%	(59)	7%	(11)	25%	(40)	160
Employ: Student	14%	(11)	30%	(24)	23%	(18)	3%	(2)	30%	(24)	80
Employ: Retired	15%	(75)	23%	(117)	36%	(183)	5%	(28)	21%	(110)	512
Employ: Unemployed	5%	(12)	17%	(41)	51%	(126)	8%	(20)	19%	(46)	245
Employ: Other	14%	(18)	14%	(18)	52%	(68)	4%	(6)	15%	(19)	129

Continued on next page

Table MCEN9_2: How would you prefer each of the following types of movies be released?

Mainstream movies

Demographic	Release exclusively in theaters, then available for streaming 90 days later		Release exclusively in theaters, then available for streaming 45 days later		Release both in theaters and on streaming services at the same time		Release exclusively on streaming services, and not in theaters at all		Don't know / No opinion		Total N
Adults	12%	(269)	22%	(482)	43%	(942)	6%	(131)	18%	(387)	2210
Military HH: Yes	17%	(61)	19%	(70)	42%	(153)	5%	(19)	16%	(59)	362
Military HH: No	11%	(208)	22%	(412)	43%	(789)	6%	(112)	18%	(328)	1848
RD/WT: Right Direction	13%	(92)	23%	(161)	42%	(288)	6%	(44)	15%	(103)	688
RD/WT: Wrong Track	12%	(177)	21%	(321)	43%	(654)	6%	(87)	19%	(284)	1522
Biden Job Approve	13%	(121)	21%	(194)	45%	(408)	6%	(53)	14%	(129)	905
Biden Job Disapprove	12%	(141)	23%	(270)	41%	(487)	6%	(73)	18%	(219)	1189
Biden Job Strongly Approve	14%	(45)	24%	(79)	44%	(147)	6%	(21)	11%	(38)	330
Biden Job Somewhat Approve	13%	(76)	20%	(115)	45%	(261)	6%	(32)	16%	(91)	575
Biden Job Somewhat Disapprove	7%	(27)	29%	(109)	43%	(162)	5%	(21)	16%	(60)	380
Biden Job Strongly Disapprove	14%	(113)	20%	(160)	40%	(325)	6%	(52)	20%	(159)	809
Favorable of Biden	14%	(134)	21%	(200)	45%	(422)	6%	(55)	13%	(126)	936
Unfavorable of Biden	11%	(131)	23%	(271)	41%	(484)	6%	(73)	18%	(214)	1173
Very Favorable of Biden	15%	(55)	22%	(83)	43%	(161)	8%	(29)	12%	(47)	375
Somewhat Favorable of Biden	14%	(79)	21%	(117)	46%	(261)	5%	(26)	14%	(79)	562
Somewhat Unfavorable of Biden	8%	(24)	30%	(97)	40%	(129)	7%	(23)	16%	(50)	323
Very Unfavorable of Biden	13%	(107)	20%	(174)	42%	(355)	6%	(50)	19%	(164)	850
#1 Issue: Economy	12%	(115)	22%	(207)	45%	(422)	5%	(51)	15%	(142)	937
#1 Issue: Security	14%	(40)	18%	(51)	40%	(118)	7%	(20)	22%	(64)	293
#1 Issue: Health Care	13%	(29)	24%	(56)	41%	(94)	8%	(17)	15%	(34)	230
#1 Issue: Medicare / Social Security	9%	(22)	25%	(61)	41%	(101)	6%	(14)	19%	(46)	245
#1 Issue: Women's Issues	11%	(12)	23%	(25)	44%	(48)	6%	(7)	16%	(18)	111
#1 Issue: Education	11%	(9)	17%	(14)	34%	(28)	8%	(7)	30%	(25)	82
#1 Issue: Energy	14%	(21)	22%	(32)	46%	(68)	3%	(5)	16%	(24)	149
#1 Issue: Other	13%	(21)	21%	(35)	38%	(63)	6%	(10)	21%	(35)	164

Continued on next page

Table MCEN9_2: How would you prefer each of the following types of movies be released?
Mainstream movies

Demographic	Release exclusively in theaters, then available for streaming 90 days later		Release exclusively in theaters, then available for streaming 45 days later		Release both in theaters and on streaming services at the same time		Release exclusively on streaming services, and not in theaters at all		Don't know / No opinion		Total N
Adults	12%	(269)	22%	(482)	43%	(942)	6%	(131)	18%	(387)	2210
2020 Vote: Joe Biden	14%	(135)	21%	(197)	46%	(427)	5%	(48)	13%	(123)	929
2020 Vote: Donald Trump	12%	(93)	23%	(172)	39%	(295)	7%	(50)	19%	(140)	751
2020 Vote: Other	12%	(11)	24%	(22)	42%	(39)	6%	(6)	16%	(15)	92
2020 Vote: Didn't Vote	7%	(30)	21%	(91)	41%	(181)	6%	(27)	25%	(109)	438
2018 House Vote: Democrat	15%	(109)	22%	(167)	46%	(342)	6%	(45)	12%	(87)	751
2018 House Vote: Republican	14%	(86)	23%	(142)	40%	(247)	5%	(29)	18%	(114)	618
2018 House Vote: Someone else	16%	(11)	24%	(17)	37%	(25)	1%	(1)	21%	(15)	69
2016 Vote: Hillary Clinton	13%	(94)	23%	(162)	44%	(309)	6%	(42)	13%	(92)	699
2016 Vote: Donald Trump	14%	(91)	24%	(158)	39%	(262)	5%	(32)	19%	(126)	669
2016 Vote: Other	17%	(20)	25%	(30)	43%	(51)	4%	(5)	11%	(13)	119
2016 Vote: Didn't Vote	9%	(64)	18%	(132)	44%	(320)	7%	(51)	22%	(156)	723
Voted in 2014: Yes	14%	(182)	23%	(288)	41%	(518)	6%	(71)	16%	(197)	1256
Voted in 2014: No	9%	(87)	20%	(194)	44%	(424)	6%	(60)	20%	(190)	954
4-Region: Northeast	12%	(46)	22%	(82)	45%	(171)	6%	(22)	16%	(61)	383
4-Region: Midwest	9%	(42)	24%	(111)	43%	(196)	4%	(20)	19%	(89)	456
4-Region: South	13%	(113)	20%	(168)	41%	(349)	8%	(64)	18%	(150)	844
4-Region: West	13%	(68)	23%	(121)	43%	(227)	5%	(25)	16%	(86)	527
Comfortable Going to the Movies	15%	(211)	25%	(360)	42%	(611)	5%	(68)	13%	(191)	1441
Uncomfortable Going to the Movies	8%	(53)	17%	(113)	47%	(304)	8%	(53)	20%	(128)	650
Frequent Moviegoers	22%	(40)	30%	(56)	44%	(81)	2%	(3)	3%	(5)	186
Occasional Moviegoers	14%	(102)	28%	(207)	43%	(316)	3%	(23)	11%	(80)	727
Rare Moviegoers	12%	(107)	20%	(186)	44%	(403)	6%	(55)	18%	(161)	910
Never Goes to the Movies	5%	(20)	9%	(33)	37%	(142)	13%	(50)	37%	(141)	387

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

Table MCEN9_3: How would you prefer each of the following types of movies be released?

Indie/arthouse movies

Demographic	Release exclusively in theaters, then available for streaming 90 days later		Release exclusively in theaters, then available for streaming 45 days later		Release both in theaters and on streaming services at the same time		Release exclusively on streaming services, and not in theaters at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(152)	12%	(259)	33%	(721)	11%	(234)	38%	(844)	2210
Gender: Male	8%	(90)	13%	(137)	36%	(381)	12%	(127)	31%	(332)	1068
Gender: Female	5%	(62)	11%	(122)	30%	(340)	9%	(106)	45%	(512)	1142
Age: 18-34	7%	(47)	12%	(78)	35%	(227)	13%	(85)	32%	(205)	642
Age: 35-44	2%	(9)	12%	(46)	40%	(146)	13%	(46)	33%	(119)	365
Age: 45-64	7%	(53)	11%	(79)	32%	(230)	9%	(61)	41%	(291)	714
Age: 65+	9%	(43)	12%	(56)	24%	(119)	8%	(41)	47%	(229)	489
GenZers: 1997-2012	9%	(22)	11%	(26)	31%	(76)	13%	(32)	36%	(86)	241
Millennials: 1981-1996	5%	(32)	13%	(89)	40%	(264)	13%	(87)	29%	(190)	662
GenXers: 1965-1980	6%	(30)	12%	(64)	31%	(157)	9%	(47)	42%	(217)	514
Baby Boomers: 1946-1964	9%	(64)	10%	(70)	29%	(212)	9%	(65)	43%	(314)	725
PID: Dem (no lean)	7%	(56)	14%	(105)	37%	(287)	11%	(89)	31%	(238)	775
PID: Ind (no lean)	6%	(47)	12%	(91)	32%	(250)	10%	(79)	41%	(323)	790
PID: Rep (no lean)	8%	(49)	10%	(63)	29%	(185)	10%	(65)	44%	(283)	645
PID/Gender: Dem Men	9%	(29)	15%	(50)	41%	(138)	15%	(51)	20%	(67)	335
PID/Gender: Dem Women	6%	(28)	12%	(55)	34%	(148)	9%	(38)	39%	(171)	440
PID/Gender: Ind Men	7%	(30)	13%	(53)	35%	(147)	9%	(38)	35%	(147)	415
PID/Gender: Ind Women	5%	(17)	10%	(38)	27%	(103)	11%	(41)	47%	(176)	375
PID/Gender: Rep Men	10%	(32)	11%	(34)	30%	(96)	12%	(38)	37%	(118)	318
PID/Gender: Rep Women	5%	(17)	9%	(29)	27%	(89)	8%	(27)	50%	(165)	327
Ideo: Liberal (1-3)	8%	(49)	14%	(86)	42%	(266)	10%	(66)	26%	(167)	634
Ideo: Moderate (4)	7%	(45)	14%	(85)	31%	(197)	10%	(64)	38%	(236)	627
Ideo: Conservative (5-7)	6%	(44)	11%	(76)	30%	(216)	9%	(65)	44%	(318)	719
Educ: < College	6%	(86)	10%	(149)	31%	(446)	12%	(172)	41%	(584)	1437
Educ: Bachelors degree	9%	(45)	15%	(72)	34%	(167)	8%	(42)	34%	(166)	491
Educ: Post-grad	7%	(21)	14%	(39)	38%	(108)	7%	(20)	33%	(94)	282

Continued on next page

Table MCEN9_3: How would you prefer each of the following types of movies be released?
Indie/arthouse movies

Demographic	Release exclusively in theaters, then available for streaming 90 days later		Release exclusively in theaters, then available for streaming 45 days later		Release both in theaters and on streaming services at the same time		Release exclusively on streaming services, and not in theaters at all		Don't know / No opinion		Total N
Adults	7%	(152)	12%	(259)	33%	(721)	11%	(234)	38%	(844)	2210
Income: Under 50k	6%	(68)	9%	(107)	31%	(352)	12%	(136)	42%	(489)	1153
Income: 50k-100k	8%	(53)	15%	(100)	35%	(243)	8%	(57)	34%	(236)	690
Income: 100k+	8%	(31)	14%	(52)	34%	(126)	11%	(40)	32%	(119)	368
Ethnicity: White (Non-Hispanic)	7%	(100)	11%	(166)	33%	(486)	10%	(146)	40%	(590)	1488
Ethnicity: Hispanic	8%	(31)	14%	(53)	31%	(115)	12%	(45)	34%	(128)	374
Ethnicity: Black (Non-Hispanic)	6%	(15)	11%	(27)	30%	(72)	15%	(36)	38%	(93)	243
Ethnicity: Asian + Other (Non-Hispanic)	5%	(5)	13%	(13)	46%	(48)	6%	(6)	31%	(33)	105
All Christian	9%	(81)	14%	(129)	29%	(278)	9%	(87)	40%	(375)	949
All Non-Christian	9%	(9)	19%	(19)	40%	(41)	7%	(7)	26%	(26)	101
Atheist	3%	(3)	8%	(8)	57%	(58)	8%	(8)	24%	(25)	102
Agnostic/Nothing in particular	6%	(41)	10%	(67)	32%	(212)	12%	(80)	39%	(260)	661
Something Else	5%	(18)	9%	(36)	34%	(133)	13%	(51)	40%	(158)	396
Religious Non-Protestant/Catholic	8%	(10)	18%	(22)	38%	(46)	9%	(10)	28%	(34)	122
Evangelical	7%	(39)	11%	(56)	25%	(131)	13%	(66)	44%	(232)	525
Non-Evangelical	8%	(59)	13%	(104)	34%	(270)	8%	(67)	37%	(288)	788
Community: Urban	9%	(53)	9%	(54)	32%	(187)	12%	(70)	38%	(222)	586
Community: Suburban	6%	(70)	14%	(153)	34%	(378)	10%	(105)	36%	(392)	1098
Community: Rural	5%	(29)	10%	(51)	30%	(156)	11%	(59)	44%	(231)	526
Employ: Private Sector	6%	(44)	12%	(91)	39%	(300)	12%	(92)	31%	(235)	762
Employ: Government	8%	(9)	20%	(23)	28%	(32)	6%	(7)	38%	(44)	116
Employ: Self-Employed	8%	(17)	12%	(24)	34%	(70)	11%	(23)	35%	(72)	207
Employ: Homemaker	7%	(11)	8%	(12)	22%	(36)	10%	(17)	53%	(84)	160
Employ: Student	10%	(8)	20%	(16)	18%	(14)	13%	(10)	40%	(32)	80
Employ: Retired	9%	(46)	11%	(58)	27%	(136)	9%	(45)	44%	(227)	512
Employ: Unemployed	2%	(6)	10%	(25)	38%	(94)	11%	(26)	39%	(94)	245
Employ: Other	9%	(12)	7%	(9)	31%	(39)	10%	(13)	43%	(56)	129

Continued on next page

Table MCEN9_3: How would you prefer each of the following types of movies be released?

Indie/arthouse movies

Demographic	Release exclusively in theaters, then available for streaming 90 days later		Release exclusively in theaters, then available for streaming 45 days later		Release both in theaters and on streaming services at the same time		Release exclusively on streaming services, and not in theaters at all		Don't know / No opinion		Total N
Adults	7%	(152)	12%	(259)	33%	(721)	11%	(234)	38%	(844)	2210
Military HH: Yes	9%	(32)	9%	(32)	32%	(117)	12%	(44)	38%	(137)	362
Military HH: No	6%	(120)	12%	(227)	33%	(605)	10%	(190)	38%	(707)	1848
RD/WT: Right Direction	8%	(58)	16%	(110)	35%	(243)	12%	(79)	29%	(199)	688
RD/WT: Wrong Track	6%	(94)	10%	(149)	31%	(479)	10%	(154)	42%	(645)	1522
Biden Job Approve	8%	(69)	15%	(135)	36%	(323)	11%	(97)	31%	(282)	905
Biden Job Disapprove	7%	(79)	10%	(119)	31%	(370)	11%	(128)	41%	(492)	1189
Biden Job Strongly Approve	12%	(39)	17%	(56)	33%	(109)	13%	(42)	25%	(84)	330
Biden Job Somewhat Approve	5%	(30)	14%	(79)	37%	(214)	9%	(54)	34%	(197)	575
Biden Job Somewhat Disapprove	6%	(23)	12%	(45)	37%	(141)	10%	(37)	35%	(134)	380
Biden Job Strongly Disapprove	7%	(57)	9%	(74)	28%	(229)	11%	(91)	44%	(358)	809
Favorable of Biden	8%	(76)	14%	(134)	36%	(333)	10%	(95)	32%	(298)	936
Unfavorable of Biden	6%	(73)	10%	(120)	32%	(373)	11%	(132)	41%	(475)	1173
Very Favorable of Biden	12%	(44)	15%	(55)	33%	(123)	13%	(50)	28%	(103)	375
Somewhat Favorable of Biden	6%	(32)	14%	(79)	37%	(210)	8%	(46)	35%	(195)	562
Somewhat Unfavorable of Biden	5%	(15)	12%	(40)	38%	(123)	13%	(44)	32%	(103)	323
Very Unfavorable of Biden	7%	(59)	9%	(80)	29%	(251)	10%	(89)	44%	(372)	850
#1 Issue: Economy	5%	(50)	11%	(103)	34%	(315)	13%	(122)	37%	(347)	937
#1 Issue: Security	10%	(28)	9%	(26)	29%	(85)	9%	(27)	43%	(127)	293
#1 Issue: Health Care	6%	(14)	13%	(29)	36%	(83)	10%	(24)	35%	(80)	230
#1 Issue: Medicare / Social Security	8%	(19)	13%	(31)	25%	(61)	10%	(24)	45%	(110)	245
#1 Issue: Women's Issues	12%	(13)	14%	(15)	38%	(42)	10%	(11)	27%	(30)	111
#1 Issue: Education	5%	(4)	17%	(14)	27%	(22)	7%	(6)	44%	(36)	82
#1 Issue: Energy	9%	(14)	14%	(21)	37%	(56)	10%	(15)	29%	(44)	149
#1 Issue: Other	6%	(10)	12%	(19)	35%	(57)	4%	(6)	43%	(71)	164

Continued on next page

Table MCEN9_3: How would you prefer each of the following types of movies be released?
Indie/arthouse movies

Demographic	Release exclusively in theaters, then available for streaming 90 days later		Release exclusively in theaters, then available for streaming 45 days later		Release both in theaters and on streaming services at the same time		Release exclusively on streaming services, and not in theaters at all		Don't know / No opinion		Total N
Adults	7%	(152)	12%	(259)	33%	(721)	11%	(234)	38%	(844)	2210
2020 Vote: Joe Biden	8%	(74)	14%	(131)	37%	(348)	10%	(95)	30%	(281)	929
2020 Vote: Donald Trump	7%	(52)	11%	(81)	28%	(210)	10%	(77)	44%	(331)	751
2020 Vote: Other	6%	(6)	15%	(14)	44%	(40)	11%	(10)	24%	(22)	92
2020 Vote: Didn't Vote	5%	(21)	7%	(33)	28%	(123)	12%	(52)	48%	(210)	438
2018 House Vote: Democrat	7%	(55)	16%	(119)	38%	(283)	11%	(82)	28%	(211)	751
2018 House Vote: Republican	8%	(50)	10%	(62)	30%	(188)	9%	(58)	42%	(260)	618
2018 House Vote: Someone else	8%	(5)	12%	(9)	32%	(22)	9%	(6)	39%	(27)	69
2016 Vote: Hillary Clinton	8%	(53)	16%	(115)	36%	(255)	11%	(75)	29%	(202)	699
2016 Vote: Donald Trump	8%	(50)	9%	(62)	29%	(197)	9%	(61)	45%	(298)	669
2016 Vote: Other	9%	(11)	11%	(13)	43%	(51)	10%	(12)	28%	(33)	119
2016 Vote: Didn't Vote	5%	(38)	9%	(69)	30%	(219)	12%	(86)	43%	(311)	723
Voted in 2014: Yes	8%	(101)	13%	(166)	34%	(423)	10%	(123)	35%	(442)	1256
Voted in 2014: No	5%	(50)	10%	(93)	31%	(298)	12%	(110)	42%	(403)	954
4-Region: Northeast	9%	(33)	12%	(48)	34%	(130)	8%	(32)	37%	(141)	383
4-Region: Midwest	5%	(22)	12%	(53)	32%	(146)	10%	(46)	41%	(189)	456
4-Region: South	7%	(56)	10%	(86)	31%	(262)	12%	(102)	40%	(339)	844
4-Region: West	8%	(42)	14%	(72)	35%	(182)	10%	(54)	33%	(176)	527
Comfortable Going to the Movies	8%	(118)	13%	(193)	35%	(501)	10%	(150)	33%	(480)	1441
Uncomfortable Going to the Movies	5%	(33)	9%	(61)	32%	(208)	11%	(69)	43%	(280)	650
Frequent Moviegoers	14%	(26)	23%	(42)	37%	(69)	9%	(17)	17%	(31)	186
Occasional Moviegoers	9%	(62)	15%	(111)	37%	(267)	11%	(78)	29%	(209)	727
Rare Moviegoers	6%	(52)	10%	(88)	32%	(289)	11%	(100)	42%	(381)	910
Never Goes to the Movies	3%	(11)	5%	(18)	25%	(97)	10%	(38)	58%	(223)	387

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

Table MCEN9_4: How would you prefer each of the following types of movies be released?

Movies in general

Demographic	Release exclusively in theaters, then available for streaming 90 days later		Release exclusively in theaters, then available for streaming 45 days later		Release both in theaters and on streaming services at the same time		Release exclusively on streaming services, and not in theaters at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	13%	(277)	19%	(428)	46%	(1017)	6%	(139)	16%	(349)	2210
Gender: Male	13%	(142)	21%	(227)	46%	(492)	7%	(71)	13%	(136)	1068
Gender: Female	12%	(136)	18%	(201)	46%	(525)	6%	(68)	19%	(212)	1142
Age: 18-34	13%	(83)	20%	(128)	46%	(293)	6%	(38)	15%	(99)	642
Age: 35-44	7%	(24)	17%	(62)	56%	(206)	7%	(27)	13%	(47)	365
Age: 45-64	14%	(97)	18%	(125)	49%	(353)	6%	(43)	13%	(96)	714
Age: 65+	15%	(73)	23%	(113)	34%	(165)	6%	(31)	22%	(107)	489
GenZers: 1997-2012	12%	(28)	16%	(38)	47%	(113)	6%	(15)	19%	(46)	241
Millennials: 1981-1996	11%	(71)	20%	(132)	51%	(337)	7%	(44)	12%	(77)	662
GenXers: 1965-1980	12%	(61)	19%	(98)	49%	(249)	7%	(35)	14%	(70)	514
Baby Boomers: 1946-1964	15%	(109)	19%	(141)	41%	(298)	6%	(42)	19%	(135)	725
PID: Dem (no lean)	14%	(107)	19%	(145)	51%	(397)	5%	(38)	11%	(87)	775
PID: Ind (no lean)	12%	(92)	19%	(154)	42%	(334)	6%	(50)	20%	(160)	790
PID: Rep (no lean)	12%	(78)	20%	(128)	44%	(285)	8%	(51)	16%	(101)	645
PID/Gender: Dem Men	12%	(41)	21%	(69)	55%	(183)	5%	(16)	8%	(26)	335
PID/Gender: Dem Women	15%	(66)	17%	(76)	49%	(215)	5%	(22)	14%	(61)	440
PID/Gender: Ind Men	14%	(58)	21%	(88)	40%	(167)	8%	(33)	17%	(70)	415
PID/Gender: Ind Women	9%	(34)	18%	(66)	45%	(167)	5%	(17)	24%	(90)	375
PID/Gender: Rep Men	14%	(43)	22%	(70)	45%	(143)	7%	(22)	13%	(40)	318
PID/Gender: Rep Women	11%	(35)	18%	(59)	44%	(142)	9%	(29)	19%	(62)	327
Ideo: Liberal (1-3)	12%	(77)	20%	(126)	51%	(321)	6%	(39)	11%	(70)	634
Ideo: Moderate (4)	13%	(79)	19%	(121)	48%	(299)	5%	(29)	16%	(99)	627
Ideo: Conservative (5-7)	14%	(97)	21%	(152)	42%	(305)	7%	(52)	16%	(113)	719
Educ: < College	12%	(171)	17%	(247)	47%	(673)	7%	(100)	17%	(246)	1437
Educ: Bachelors degree	14%	(67)	23%	(115)	45%	(219)	5%	(26)	13%	(64)	491
Educ: Post-grad	14%	(40)	23%	(66)	44%	(124)	5%	(13)	14%	(39)	282

Continued on next page

Table MCEN9_4: How would you prefer each of the following types of movies be released?
 Movies in general

Demographic	Release exclusively in theaters, then available for streaming 90 days later		Release exclusively in theaters, then available for streaming 45 days later		Release both in theaters and on streaming services at the same time		Release exclusively on streaming services, and not in theaters at all		Don't know / No opinion		Total N
Adults	13%	(277)	19%	(428)	46%	(1017)	6%	(139)	16%	(349)	2210
Income: Under 50k	12%	(144)	17%	(192)	45%	(516)	7%	(80)	19%	(221)	1153
Income: 50k-100k	12%	(84)	22%	(150)	47%	(325)	6%	(43)	13%	(87)	690
Income: 100k+	13%	(49)	23%	(86)	48%	(176)	5%	(17)	11%	(40)	368
Ethnicity: White (Non-Hispanic)	12%	(180)	21%	(306)	45%	(664)	6%	(91)	17%	(247)	1488
Ethnicity: Hispanic	15%	(55)	15%	(57)	48%	(180)	9%	(35)	12%	(46)	374
Ethnicity: Black (Non-Hispanic)	13%	(31)	18%	(43)	47%	(114)	5%	(11)	18%	(44)	243
Ethnicity: Asian + Other (Non-Hispanic)	11%	(11)	21%	(22)	55%	(58)	2%	(2)	11%	(12)	105
All Christian	15%	(142)	21%	(201)	44%	(414)	6%	(59)	14%	(134)	949
All Non-Christian	9%	(9)	25%	(26)	48%	(49)	4%	(4)	14%	(14)	101
Atheist	5%	(5)	16%	(17)	62%	(63)	7%	(8)	9%	(9)	102
Agnostic/Nothing in particular	11%	(73)	18%	(118)	46%	(304)	6%	(39)	19%	(125)	661
Something Else	12%	(48)	17%	(66)	47%	(186)	7%	(30)	17%	(67)	396
Religious Non-Protestant/Catholic	9%	(11)	23%	(28)	49%	(60)	6%	(7)	13%	(16)	122
Evangelical	14%	(73)	20%	(107)	40%	(209)	9%	(45)	17%	(91)	525
Non-Evangelical	14%	(112)	20%	(155)	48%	(375)	5%	(40)	13%	(106)	788
Community: Urban	12%	(71)	21%	(121)	47%	(277)	5%	(30)	15%	(87)	586
Community: Suburban	13%	(146)	20%	(219)	46%	(506)	6%	(69)	14%	(158)	1098
Community: Rural	12%	(61)	17%	(87)	45%	(234)	8%	(40)	20%	(103)	526
Employ: Private Sector	10%	(79)	23%	(172)	49%	(371)	6%	(48)	12%	(93)	762
Employ: Government	17%	(20)	18%	(21)	48%	(56)	8%	(10)	8%	(9)	116
Employ: Self-Employed	12%	(25)	19%	(40)	45%	(93)	8%	(17)	16%	(33)	207
Employ: Homemaker	10%	(16)	14%	(22)	45%	(72)	7%	(12)	24%	(38)	160
Employ: Student	19%	(15)	18%	(14)	40%	(32)	4%	(3)	20%	(16)	80
Employ: Retired	15%	(76)	21%	(107)	39%	(201)	5%	(28)	20%	(100)	512
Employ: Unemployed	11%	(28)	13%	(32)	50%	(122)	8%	(19)	18%	(43)	245
Employ: Other	15%	(19)	14%	(18)	55%	(70)	3%	(3)	13%	(17)	129

Continued on next page

Table MCEN9_4: How would you prefer each of the following types of movies be released?

Movies in general

Demographic	Release exclusively in theaters, then available for streaming 90 days later		Release exclusively in theaters, then available for streaming 45 days later		Release both in theaters and on streaming services at the same time		Release exclusively on streaming services, and not in theaters at all		Don't know / No opinion		Total N
Adults	13%	(277)	19%	(428)	46%	(1017)	6%	(139)	16%	(349)	2210
Military HH: Yes	17%	(61)	16%	(60)	47%	(169)	6%	(21)	14%	(52)	362
Military HH: No	12%	(216)	20%	(368)	46%	(848)	6%	(119)	16%	(297)	1848
RD/WT: Right Direction	14%	(98)	21%	(142)	44%	(305)	6%	(42)	15%	(101)	688
RD/WT: Wrong Track	12%	(179)	19%	(286)	47%	(711)	6%	(98)	16%	(248)	1522
Biden Job Approve	13%	(114)	20%	(183)	48%	(435)	5%	(50)	14%	(124)	905
Biden Job Disapprove	13%	(157)	20%	(237)	44%	(524)	7%	(85)	16%	(187)	1189
Biden Job Strongly Approve	15%	(49)	23%	(76)	46%	(152)	7%	(22)	10%	(32)	330
Biden Job Somewhat Approve	11%	(65)	19%	(107)	49%	(284)	5%	(28)	16%	(91)	575
Biden Job Somewhat Disapprove	11%	(42)	23%	(87)	47%	(180)	6%	(21)	13%	(50)	380
Biden Job Strongly Disapprove	14%	(115)	18%	(149)	42%	(343)	8%	(64)	17%	(137)	809
Favorable of Biden	13%	(126)	20%	(191)	48%	(451)	5%	(51)	13%	(118)	936
Unfavorable of Biden	12%	(147)	19%	(228)	45%	(526)	7%	(86)	16%	(187)	1173
Very Favorable of Biden	15%	(57)	22%	(82)	45%	(167)	7%	(27)	11%	(42)	375
Somewhat Favorable of Biden	12%	(69)	19%	(109)	50%	(284)	4%	(24)	14%	(76)	562
Somewhat Unfavorable of Biden	10%	(32)	23%	(73)	45%	(144)	8%	(24)	15%	(50)	323
Very Unfavorable of Biden	13%	(114)	18%	(155)	45%	(381)	7%	(61)	16%	(138)	850
#1 Issue: Economy	11%	(104)	20%	(186)	48%	(454)	6%	(60)	14%	(133)	937
#1 Issue: Security	13%	(37)	19%	(55)	43%	(126)	7%	(22)	18%	(54)	293
#1 Issue: Health Care	14%	(31)	19%	(44)	47%	(109)	6%	(15)	13%	(31)	230
#1 Issue: Medicare / Social Security	12%	(30)	20%	(49)	43%	(106)	5%	(13)	19%	(46)	245
#1 Issue: Women's Issues	19%	(21)	19%	(21)	48%	(53)	4%	(5)	11%	(12)	111
#1 Issue: Education	12%	(10)	12%	(10)	45%	(37)	8%	(6)	24%	(19)	82
#1 Issue: Energy	14%	(21)	20%	(30)	46%	(69)	5%	(8)	14%	(21)	149
#1 Issue: Other	14%	(23)	20%	(33)	39%	(64)	6%	(10)	20%	(33)	164

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Table MCEN9_4: How would you prefer each of the following types of movies be released?
Movies in general

Demographic	Release exclusively in theaters, then available for streaming 90 days later		Release exclusively in theaters, then available for streaming 45 days later		Release both in theaters and on streaming services at the same time		Release exclusively on streaming services, and not in theaters at all		Don't know / No opinion		Total N
Adults	13%	(277)	19%	(428)	46%	(1017)	6%	(139)	16%	(349)	2210
2020 Vote: Joe Biden	14%	(131)	20%	(190)	49%	(458)	5%	(45)	11%	(105)	929
2020 Vote: Donald Trump	13%	(101)	20%	(149)	42%	(318)	8%	(60)	17%	(124)	751
2020 Vote: Other	11%	(10)	26%	(24)	44%	(40)	6%	(6)	14%	(12)	92
2020 Vote: Didn't Vote	8%	(36)	15%	(65)	46%	(201)	7%	(29)	24%	(107)	438
2018 House Vote: Democrat	14%	(102)	22%	(163)	49%	(365)	5%	(40)	11%	(81)	751
2018 House Vote: Republican	15%	(96)	20%	(126)	42%	(260)	6%	(38)	16%	(97)	618
2018 House Vote: Someone else	14%	(10)	28%	(19)	37%	(26)	2%	(2)	18%	(13)	69
2016 Vote: Hillary Clinton	14%	(100)	21%	(144)	48%	(337)	5%	(35)	12%	(83)	699
2016 Vote: Donald Trump	14%	(97)	22%	(146)	42%	(278)	6%	(42)	16%	(106)	669
2016 Vote: Other	12%	(14)	25%	(30)	48%	(57)	3%	(4)	12%	(14)	119
2016 Vote: Didn't Vote	9%	(67)	15%	(107)	48%	(344)	8%	(59)	20%	(145)	723
Voted in 2014: Yes	15%	(183)	22%	(274)	44%	(548)	6%	(74)	14%	(177)	1256
Voted in 2014: No	10%	(95)	16%	(153)	49%	(469)	7%	(65)	18%	(172)	954
4-Region: Northeast	11%	(43)	22%	(84)	46%	(178)	7%	(25)	14%	(53)	383
4-Region: Midwest	12%	(53)	21%	(97)	46%	(208)	3%	(14)	18%	(84)	456
4-Region: South	13%	(111)	17%	(140)	46%	(392)	8%	(69)	16%	(133)	844
4-Region: West	13%	(71)	20%	(107)	45%	(239)	6%	(31)	15%	(79)	527
Comfortable Going to the Movies	15%	(214)	23%	(330)	47%	(672)	5%	(69)	11%	(156)	1441
Uncomfortable Going to the Movies	9%	(58)	14%	(89)	49%	(318)	9%	(59)	20%	(127)	650
Frequent Moviegoers	20%	(37)	31%	(57)	45%	(83)	2%	(4)	2%	(4)	186
Occasional Moviegoers	16%	(114)	23%	(170)	49%	(359)	2%	(15)	10%	(70)	727
Rare Moviegoers	12%	(106)	19%	(174)	46%	(420)	8%	(71)	15%	(139)	910
Never Goes to the Movies	5%	(20)	7%	(27)	40%	(155)	13%	(49)	35%	(136)	387

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

Table MCEN10_1: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Star Wars

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	35% (769)	27% (592)	11% (249)	10% (226)	15% (337)	2% (37)	2210
Gender: Male	43% (457)	29% (305)	11% (121)	6% (65)	11% (112)	1% (7)	1068
Gender: Female	27% (312)	25% (287)	11% (127)	14% (161)	20% (225)	3% (30)	1142
Age: 18-34	31% (202)	21% (136)	14% (90)	14% (91)	16% (103)	3% (19)	642
Age: 35-44	31% (113)	23% (84)	14% (51)	13% (49)	16% (59)	2% (8)	365
Age: 45-64	37% (264)	32% (229)	10% (72)	8% (58)	12% (85)	1% (6)	714
Age: 65+	39% (189)	29% (143)	7% (36)	6% (28)	18% (90)	1% (4)	489
GenZers: 1997-2012	33% (79)	15% (36)	11% (27)	15% (37)	20% (49)	5% (13)	241
Millennials: 1981-1996	31% (207)	25% (166)	15% (98)	13% (84)	14% (94)	2% (13)	662
GenXers: 1965-1980	38% (197)	29% (147)	12% (60)	9% (46)	11% (58)	1% (6)	514
Baby Boomers: 1946-1964	36% (260)	31% (223)	8% (60)	8% (57)	17% (123)	— (3)	725
PID: Dem (no lean)	38% (292)	24% (184)	11% (87)	10% (75)	16% (126)	1% (10)	775
PID: Ind (no lean)	32% (254)	28% (220)	12% (93)	10% (75)	16% (128)	2% (19)	790
PID: Rep (no lean)	34% (222)	29% (188)	11% (68)	12% (76)	13% (83)	1% (8)	645
PID/Gender: Dem Men	46% (155)	25% (83)	11% (35)	7% (23)	12% (39)	— (0)	335
PID/Gender: Dem Women	31% (138)	23% (101)	12% (52)	12% (52)	20% (87)	2% (10)	440
PID/Gender: Ind Men	38% (157)	28% (118)	14% (59)	6% (25)	12% (51)	1% (4)	415
PID/Gender: Ind Women	26% (97)	27% (102)	9% (34)	13% (50)	20% (77)	4% (15)	375
PID/Gender: Rep Men	45% (144)	33% (105)	8% (27)	5% (17)	7% (22)	1% (3)	318
PID/Gender: Rep Women	24% (78)	25% (83)	13% (41)	18% (59)	19% (61)	2% (5)	327
Ideo: Liberal (1-3)	39% (245)	25% (156)	12% (79)	9% (56)	15% (93)	1% (5)	634
Ideo: Moderate (4)	38% (239)	26% (165)	10% (63)	9% (54)	16% (100)	1% (6)	627
Ideo: Conservative (5-7)	32% (230)	32% (227)	11% (81)	11% (76)	14% (98)	1% (7)	719
Educ: < College	32% (466)	24% (344)	12% (168)	12% (179)	17% (245)	2% (34)	1437
Educ: Bachelors degree	39% (190)	31% (152)	11% (56)	7% (34)	12% (57)	— (1)	491
Educ: Post-grad	40% (113)	34% (96)	9% (24)	5% (13)	12% (35)	— (1)	282
Income: Under 50k	33% (380)	25% (284)	11% (129)	12% (140)	17% (193)	2% (27)	1153
Income: 50k-100k	34% (234)	28% (193)	13% (88)	9% (61)	15% (103)	1% (9)	690
Income: 100k+	42% (155)	31% (115)	9% (32)	7% (24)	11% (41)	— (1)	368

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Table MCEN10_1: Do you have a favorable or unfavorable opinion of each of the following film franchises?*Star Wars*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	35% (769)	27% (592)	11% (249)	10% (226)	15% (337)	2% (37)	2210
Ethnicity: White (Non-Hispanic)	36% (529)	28% (414)	10% (151)	10% (152)	16% (233)	1% (10)	1488
Ethnicity: Hispanic	36% (134)	24% (89)	16% (62)	9% (35)	10% (38)	4% (16)	374
Ethnicity: Black (Non-Hispanic)	27% (65)	23% (56)	10% (25)	13% (33)	24% (58)	3% (6)	243
Ethnicity: Asian + Other (Non-Hispanic)	38% (40)	32% (34)	11% (11)	6% (6)	8% (9)	4% (4)	105
All Christian	37% (356)	29% (274)	8% (78)	8% (76)	17% (159)	1% (6)	949
All Non-Christian	36% (37)	36% (37)	11% (12)	8% (8)	6% (6)	2% (2)	101
Atheist	38% (39)	14% (14)	23% (23)	8% (8)	14% (15)	3% (3)	102
Agnostic/Nothing in particular	31% (203)	26% (172)	14% (91)	10% (67)	16% (108)	3% (19)	661
Something Else	34% (134)	24% (95)	11% (45)	17% (67)	12% (49)	2% (7)	396
Religious Non-Protestant/Catholic	38% (47)	35% (43)	12% (14)	8% (10)	5% (6)	2% (3)	122
Evangelical	32% (170)	26% (136)	9% (45)	12% (62)	20% (104)	1% (8)	525
Non-Evangelical	39% (308)	28% (223)	9% (73)	10% (79)	13% (101)	1% (4)	788
Community: Urban	36% (213)	25% (149)	12% (68)	10% (59)	14% (82)	3% (15)	586
Community: Suburban	36% (397)	28% (307)	11% (122)	9% (95)	15% (162)	1% (15)	1098
Community: Rural	30% (159)	26% (136)	11% (58)	14% (72)	18% (93)	1% (7)	526
Employ: Private Sector	36% (273)	28% (211)	13% (102)	9% (72)	13% (101)	— (3)	762
Employ: Government	35% (40)	30% (34)	10% (11)	9% (10)	16% (18)	2% (2)	116
Employ: Self-Employed	29% (60)	36% (75)	15% (31)	10% (20)	10% (20)	1% (1)	207
Employ: Homemaker	25% (40)	24% (39)	11% (17)	17% (27)	14% (22)	10% (15)	160
Employ: Student	28% (22)	21% (16)	9% (8)	16% (13)	23% (19)	2% (2)	80
Employ: Retired	40% (206)	27% (139)	8% (43)	7% (37)	16% (84)	1% (3)	512
Employ: Unemployed	34% (84)	22% (53)	11% (28)	12% (31)	19% (48)	1% (2)	245
Employ: Other	34% (44)	19% (25)	7% (9)	13% (16)	20% (26)	6% (8)	129
Military HH: Yes	37% (134)	29% (104)	10% (37)	8% (29)	15% (54)	1% (3)	362
Military HH: No	34% (635)	26% (488)	11% (212)	11% (197)	15% (283)	2% (33)	1848
RD/WT: Right Direction	41% (282)	25% (173)	9% (64)	7% (51)	15% (107)	2% (12)	688
RD/WT: Wrong Track	32% (487)	28% (419)	12% (185)	12% (176)	15% (231)	2% (25)	1522
Biden Job Approve	39% (355)	25% (225)	11% (96)	8% (74)	15% (139)	2% (16)	905
Biden Job Disapprove	32% (381)	28% (337)	12% (144)	12% (140)	15% (174)	1% (13)	1189

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Table MCEN10_1: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Star Wars

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	35% (769)	27% (592)	11% (249)	10% (226)	15% (337)	2% (37)	2210
Biden Job Strongly Approve	50% (164)	22% (73)	6% (21)	9% (29)	12% (39)	2% (6)	330
Biden Job Somewhat Approve	33% (191)	27% (153)	13% (75)	8% (45)	18% (101)	2% (10)	575
Biden Job Somewhat Disapprove	29% (112)	31% (117)	14% (52)	10% (38)	16% (59)	— (2)	380
Biden Job Strongly Disapprove	33% (269)	27% (220)	11% (92)	13% (102)	14% (115)	1% (12)	809
Favorable of Biden	40% (376)	25% (238)	9% (88)	8% (79)	15% (143)	1% (13)	936
Unfavorable of Biden	32% (372)	28% (332)	13% (154)	12% (137)	14% (165)	1% (13)	1173
Very Favorable of Biden	51% (191)	19% (72)	6% (24)	10% (38)	13% (48)	1% (2)	375
Somewhat Favorable of Biden	33% (185)	30% (166)	11% (64)	7% (41)	17% (95)	2% (11)	562
Somewhat Unfavorable of Biden	29% (94)	31% (100)	16% (51)	10% (31)	14% (44)	1% (4)	323
Very Unfavorable of Biden	33% (278)	27% (232)	12% (103)	13% (106)	14% (121)	1% (10)	850
#1 Issue: Economy	31% (287)	29% (271)	14% (129)	11% (100)	14% (130)	2% (19)	937
#1 Issue: Security	33% (96)	28% (83)	8% (23)	14% (40)	16% (47)	1% (3)	293
#1 Issue: Health Care	41% (93)	21% (49)	12% (27)	8% (18)	17% (39)	1% (3)	230
#1 Issue: Medicare / Social Security	39% (95)	24% (58)	6% (14)	9% (23)	21% (51)	2% (4)	245
#1 Issue: Women's Issues	35% (38)	20% (22)	10% (11)	14% (16)	18% (21)	2% (2)	111
#1 Issue: Education	36% (29)	17% (14)	22% (18)	6% (5)	15% (12)	5% (4)	82
#1 Issue: Energy	47% (70)	24% (35)	9% (13)	8% (12)	12% (19)	1% (1)	149
#1 Issue: Other	36% (59)	36% (59)	8% (14)	8% (12)	11% (19)	— (0)	164
2020 Vote: Joe Biden	39% (361)	26% (241)	11% (99)	8% (75)	16% (149)	— (4)	929
2020 Vote: Donald Trump	33% (249)	29% (215)	12% (92)	11% (85)	14% (104)	1% (6)	751
2020 Vote: Other	45% (42)	25% (23)	10% (9)	7% (6)	13% (12)	— (0)	92
2020 Vote: Didn't Vote	27% (117)	26% (114)	11% (49)	14% (60)	16% (72)	6% (27)	438
2018 House Vote: Democrat	41% (304)	25% (190)	11% (86)	8% (61)	13% (100)	1% (10)	751
2018 House Vote: Republican	36% (221)	30% (186)	12% (74)	9% (57)	13% (78)	— (3)	618
2018 House Vote: Someone else	35% (24)	30% (21)	14% (10)	3% (2)	17% (12)	1% (0)	69
2016 Vote: Hillary Clinton	41% (285)	26% (184)	10% (73)	8% (56)	14% (97)	1% (5)	699
2016 Vote: Donald Trump	35% (234)	30% (201)	12% (79)	10% (65)	13% (86)	— (3)	669
2016 Vote: Other	42% (50)	28% (33)	16% (18)	4% (4)	11% (13)	— (0)	119
2016 Vote: Didn't Vote	28% (199)	24% (175)	11% (79)	14% (101)	19% (141)	4% (29)	723

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Table MCEN10_1: Do you have a favorable or unfavorable opinion of each of the following film franchises?
 Star Wars

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	35% (769)	27% (592)	11% (249)	10% (226)	15% (337)	2% (37)	2210
Voted in 2014: Yes	40% (497)	28% (353)	10% (131)	8% (103)	13% (164)	1% (8)	1256
Voted in 2014: No	28% (271)	25% (239)	12% (118)	13% (123)	18% (173)	3% (29)	954
4-Region: Northeast	29% (113)	27% (102)	11% (41)	11% (42)	20% (77)	2% (9)	383
4-Region: Midwest	38% (174)	26% (118)	11% (49)	9% (42)	15% (68)	1% (6)	456
4-Region: South	34% (289)	26% (218)	11% (97)	11% (91)	16% (135)	2% (14)	844
4-Region: West	37% (193)	29% (155)	12% (62)	10% (52)	11% (58)	1% (7)	527
Comfortable Going to the Movies	37% (534)	27% (387)	12% (173)	10% (151)	13% (184)	1% (12)	1441
Uncomfortable Going to the Movies	32% (208)	28% (183)	10% (66)	10% (68)	17% (113)	2% (13)	650
Frequent Moviegoers	51% (95)	26% (48)	6% (11)	9% (17)	8% (15)	— (0)	186
Occasional Moviegoers	41% (298)	28% (203)	12% (84)	8% (59)	10% (75)	1% (8)	727
Rare Moviegoers	31% (284)	28% (258)	12% (107)	11% (98)	16% (148)	2% (16)	910
Never Goes to the Movies	24% (92)	22% (84)	12% (46)	13% (52)	26% (99)	3% (13)	387

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

Table MCEN10_2: Do you have a favorable or unfavorable opinion of each of the following film franchises?
Live-action Disney

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (417)	32% (702)	12% (267)	11% (249)	19% (414)	7% (160)	2210
Gender: Male	14% (151)	31% (328)	15% (158)	14% (152)	19% (203)	7% (76)	1068
Gender: Female	23% (266)	33% (374)	10% (110)	8% (97)	18% (211)	7% (84)	1142
Age: 18-34	21% (136)	27% (174)	17% (109)	14% (90)	16% (101)	5% (32)	642
Age: 35-44	19% (70)	35% (129)	13% (49)	10% (37)	18% (66)	4% (14)	365
Age: 45-64	19% (135)	32% (230)	11% (78)	12% (88)	16% (117)	9% (66)	714
Age: 65+	16% (76)	35% (169)	6% (31)	7% (34)	27% (130)	10% (48)	489
GenZers: 1997-2012	18% (42)	23% (56)	20% (47)	16% (40)	17% (41)	6% (15)	241
Millennials: 1981-1996	21% (140)	33% (217)	14% (95)	11% (71)	17% (111)	4% (27)	662
GenXers: 1965-1980	21% (108)	30% (154)	14% (70)	12% (63)	17% (87)	6% (33)	514
Baby Boomers: 1946-1964	16% (113)	35% (250)	7% (51)	10% (73)	22% (160)	11% (78)	725
PID: Dem (no lean)	23% (179)	35% (271)	11% (88)	7% (57)	18% (136)	6% (44)	775
PID: Ind (no lean)	15% (118)	32% (253)	12% (97)	12% (97)	19% (150)	9% (74)	790
PID: Rep (no lean)	19% (119)	28% (178)	13% (82)	15% (95)	20% (128)	6% (41)	645
PID/Gender: Dem Men	17% (58)	35% (116)	15% (51)	8% (27)	20% (66)	5% (17)	335
PID/Gender: Dem Women	28% (121)	35% (155)	8% (37)	7% (30)	16% (70)	6% (27)	440
PID/Gender: Ind Men	11% (46)	29% (121)	15% (61)	17% (70)	18% (75)	10% (42)	415
PID/Gender: Ind Women	19% (72)	35% (132)	10% (36)	7% (27)	20% (75)	9% (32)	375
PID/Gender: Rep Men	15% (47)	29% (91)	14% (46)	18% (56)	20% (63)	5% (16)	318
PID/Gender: Rep Women	22% (73)	27% (87)	11% (36)	12% (40)	20% (65)	8% (25)	327
Ideo: Liberal (1-3)	22% (136)	35% (225)	12% (74)	8% (52)	17% (107)	6% (40)	634
Ideo: Moderate (4)	18% (111)	36% (227)	10% (65)	10% (65)	19% (117)	7% (42)	627
Ideo: Conservative (5-7)	16% (115)	29% (206)	14% (100)	15% (108)	19% (136)	8% (54)	719
Educ: < College	19% (266)	29% (418)	14% (194)	12% (166)	20% (284)	8% (108)	1437
Educ: Bachelors degree	20% (97)	37% (184)	9% (45)	12% (58)	15% (74)	7% (33)	491
Educ: Post-grad	19% (53)	36% (101)	10% (28)	9% (26)	20% (56)	7% (19)	282
Income: Under 50k	19% (215)	28% (320)	13% (151)	12% (135)	21% (241)	8% (91)	1153
Income: 50k-100k	17% (119)	36% (250)	10% (71)	12% (81)	18% (122)	7% (47)	690
Income: 100k+	23% (84)	36% (132)	12% (45)	9% (34)	14% (51)	6% (22)	368

Continued on next page

Table MCEN10_2: Do you have a favorable or unfavorable opinion of each of the following film franchises?
 Live-action Disney

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (417)	32% (702)	12% (267)	11% (249)	19% (414)	7% (160)	2210
Ethnicity: White (Non-Hispanic)	18% (273)	33% (488)	10% (153)	11% (170)	20% (290)	8% (114)	1488
Ethnicity: Hispanic	20% (75)	30% (113)	18% (68)	12% (45)	15% (56)	5% (18)	374
Ethnicity: Black (Non-Hispanic)	23% (56)	27% (67)	12% (28)	10% (23)	21% (50)	8% (20)	243
Ethnicity: Asian + Other (Non-Hispanic)	13% (13)	33% (35)	18% (19)	11% (12)	17% (18)	8% (9)	105
All Christian	21% (204)	35% (328)	11% (101)	10% (92)	16% (155)	7% (68)	949
All Non-Christian	11% (11)	40% (41)	11% (11)	12% (12)	22% (22)	5% (5)	101
Atheist	17% (18)	21% (21)	16% (16)	13% (13)	23% (24)	10% (11)	102
Agnostic/Nothing in particular	14% (94)	29% (194)	15% (101)	13% (84)	21% (139)	7% (48)	661
Something Else	23% (91)	30% (118)	10% (38)	12% (48)	19% (74)	7% (28)	396
Religious Non-Protestant/Catholic	11% (14)	41% (51)	11% (14)	12% (15)	18% (22)	5% (7)	122
Evangelical	25% (129)	28% (146)	7% (36)	13% (69)	21% (108)	7% (37)	525
Non-Evangelical	20% (160)	36% (287)	13% (100)	9% (68)	15% (118)	7% (57)	788
Community: Urban	22% (128)	30% (178)	12% (72)	9% (54)	20% (118)	6% (37)	586
Community: Suburban	18% (199)	33% (364)	13% (144)	11% (119)	17% (190)	7% (82)	1098
Community: Rural	17% (90)	31% (161)	10% (52)	15% (76)	20% (106)	8% (40)	526
Employ: Private Sector	20% (150)	34% (257)	14% (107)	12% (94)	16% (125)	4% (31)	762
Employ: Government	18% (21)	34% (39)	11% (13)	7% (8)	23% (27)	6% (7)	116
Employ: Self-Employed	17% (35)	33% (69)	15% (30)	18% (36)	12% (25)	5% (11)	207
Employ: Homemaker	21% (34)	27% (43)	9% (15)	9% (15)	22% (36)	11% (17)	160
Employ: Student	15% (12)	25% (20)	25% (20)	15% (12)	16% (13)	4% (3)	80
Employ: Retired	17% (85)	35% (181)	6% (31)	8% (42)	24% (122)	10% (51)	512
Employ: Unemployed	20% (49)	26% (63)	13% (32)	13% (31)	20% (49)	9% (21)	245
Employ: Other	24% (31)	23% (30)	15% (19)	9% (11)	15% (19)	14% (18)	129
Military HH: Yes	15% (56)	30% (109)	12% (42)	12% (45)	22% (79)	9% (32)	362
Military HH: No	20% (361)	32% (593)	12% (226)	11% (205)	18% (335)	7% (128)	1848
RD/WT: Right Direction	21% (145)	35% (239)	10% (70)	7% (51)	19% (131)	8% (53)	688
RD/WT: Wrong Track	18% (272)	30% (463)	13% (197)	13% (199)	19% (283)	7% (107)	1522
Biden Job Approve	21% (191)	37% (333)	10% (88)	7% (62)	19% (172)	6% (59)	905
Biden Job Disapprove	17% (206)	29% (348)	14% (168)	15% (175)	17% (208)	7% (85)	1189

Continued on next page

Table MCEN10_2: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Live-action Disney

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (417)	32% (702)	12% (267)	11% (249)	19% (414)	7% (160)	2210
Biden Job Strongly Approve	27% (91)	33% (109)	7% (25)	6% (21)	17% (55)	9% (30)	330
Biden Job Somewhat Approve	17% (100)	39% (225)	11% (63)	7% (41)	20% (117)	5% (29)	575
Biden Job Somewhat Disapprove	20% (75)	37% (140)	13% (48)	9% (35)	16% (60)	6% (21)	380
Biden Job Strongly Disapprove	16% (131)	26% (207)	15% (120)	17% (140)	18% (147)	8% (64)	809
Favorable of Biden	23% (216)	37% (345)	10% (89)	6% (60)	18% (171)	6% (56)	936
Unfavorable of Biden	16% (186)	29% (344)	14% (167)	15% (180)	18% (211)	7% (85)	1173
Very Favorable of Biden	31% (117)	31% (114)	6% (22)	7% (25)	18% (66)	8% (30)	375
Somewhat Favorable of Biden	17% (98)	41% (230)	12% (67)	6% (35)	19% (105)	5% (26)	562
Somewhat Unfavorable of Biden	18% (58)	38% (122)	12% (39)	10% (33)	16% (52)	6% (19)	323
Very Unfavorable of Biden	15% (128)	26% (222)	15% (128)	17% (147)	19% (158)	8% (66)	850
#1 Issue: Economy	17% (162)	34% (316)	14% (134)	11% (103)	17% (158)	7% (63)	937
#1 Issue: Security	18% (54)	27% (78)	9% (27)	16% (46)	22% (65)	8% (23)	293
#1 Issue: Health Care	25% (58)	34% (79)	12% (28)	5% (11)	18% (41)	6% (13)	230
#1 Issue: Medicare / Social Security	16% (40)	34% (83)	9% (21)	7% (18)	25% (61)	9% (21)	245
#1 Issue: Women's Issues	19% (21)	26% (29)	16% (18)	19% (21)	14% (15)	6% (6)	111
#1 Issue: Education	27% (22)	27% (22)	12% (10)	16% (13)	10% (8)	9% (7)	82
#1 Issue: Energy	25% (37)	31% (46)	8% (12)	9% (13)	23% (35)	4% (7)	149
#1 Issue: Other	14% (22)	31% (50)	11% (18)	15% (25)	18% (30)	11% (19)	164
2020 Vote: Joe Biden	22% (202)	37% (348)	10% (95)	7% (68)	18% (164)	6% (53)	929
2020 Vote: Donald Trump	18% (134)	26% (195)	13% (100)	16% (119)	20% (148)	7% (54)	751
2020 Vote: Other	12% (11)	22% (20)	20% (19)	17% (16)	22% (20)	6% (6)	92
2020 Vote: Didn't Vote	16% (70)	32% (139)	12% (53)	11% (47)	19% (81)	11% (47)	438
2018 House Vote: Democrat	22% (166)	36% (272)	10% (72)	8% (57)	18% (133)	7% (50)	751
2018 House Vote: Republican	17% (108)	28% (174)	13% (82)	16% (98)	19% (117)	6% (38)	618
2018 House Vote: Someone else	11% (8)	37% (26)	15% (10)	13% (9)	22% (15)	2% (1)	69
2016 Vote: Hillary Clinton	22% (156)	36% (254)	10% (71)	6% (42)	18% (123)	8% (54)	699
2016 Vote: Donald Trump	16% (108)	30% (198)	12% (79)	16% (106)	21% (138)	6% (39)	669
2016 Vote: Other	12% (14)	31% (37)	19% (23)	16% (19)	20% (24)	1% (1)	119
2016 Vote: Didn't Vote	19% (138)	30% (213)	13% (94)	11% (83)	18% (128)	9% (66)	723

Continued on next page

Table MCEN10_2: Do you have a favorable or unfavorable opinion of each of the following film franchises?
 Live-action Disney

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (417)	32% (702)	12% (267)	11% (249)	19% (414)	7% (160)	2210
Voted in 2014: Yes	20% (253)	33% (418)	11% (135)	11% (137)	19% (232)	6% (81)	1256
Voted in 2014: No	17% (164)	30% (285)	14% (132)	12% (113)	19% (181)	8% (79)	954
4-Region: Northeast	19% (73)	31% (117)	13% (48)	9% (35)	20% (78)	8% (31)	383
4-Region: Midwest	22% (99)	33% (152)	11% (52)	10% (44)	15% (70)	9% (39)	456
4-Region: South	20% (165)	29% (248)	12% (97)	12% (98)	21% (178)	7% (59)	844
4-Region: West	15% (80)	35% (185)	13% (70)	14% (73)	17% (88)	6% (31)	527
Comfortable Going to the Movies	21% (299)	33% (481)	13% (192)	12% (174)	15% (221)	5% (74)	1441
Uncomfortable Going to the Movies	16% (103)	31% (201)	10% (65)	10% (68)	23% (149)	10% (63)	650
Frequent Moviegoers	33% (61)	26% (48)	9% (17)	15% (27)	14% (26)	3% (6)	186
Occasional Moviegoers	21% (155)	38% (277)	13% (94)	12% (85)	12% (86)	4% (30)	727
Rare Moviegoers	17% (156)	30% (277)	13% (120)	10% (95)	22% (202)	7% (61)	910
Never Goes to the Movies	12% (45)	26% (100)	9% (36)	11% (42)	26% (100)	16% (64)	387

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

Table MCEN10_3: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Wizarding World

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (350)	18% (408)	9% (207)	8% (172)	16% (356)	32% (716)	2210
Gender: Male	16% (172)	20% (217)	11% (119)	7% (77)	16% (174)	29% (309)	1068
Gender: Female	16% (178)	17% (191)	8% (88)	8% (95)	16% (181)	36% (408)	1142
Age: 18-34	23% (149)	23% (148)	9% (58)	9% (60)	13% (87)	22% (141)	642
Age: 35-44	16% (57)	18% (65)	12% (42)	9% (31)	14% (50)	33% (119)	365
Age: 45-64	14% (98)	20% (141)	9% (62)	7% (52)	16% (117)	34% (244)	714
Age: 65+	10% (47)	11% (54)	9% (45)	6% (29)	21% (102)	43% (212)	489
GenZers: 1997-2012	23% (54)	17% (41)	9% (21)	7% (18)	18% (43)	27% (64)	241
Millennials: 1981-1996	21% (138)	23% (155)	10% (67)	9% (61)	12% (80)	24% (160)	662
GenXers: 1965-1980	15% (77)	21% (109)	9% (46)	8% (40)	15% (79)	32% (164)	514
Baby Boomers: 1946-1964	11% (77)	14% (99)	9% (65)	7% (51)	19% (139)	41% (295)	725
PID: Dem (no lean)	16% (127)	19% (150)	10% (74)	7% (52)	18% (137)	30% (235)	775
PID: Ind (no lean)	16% (123)	19% (148)	10% (76)	8% (65)	15% (121)	33% (258)	790
PID: Rep (no lean)	16% (101)	17% (110)	9% (58)	9% (56)	15% (97)	35% (224)	645
PID/Gender: Dem Men	15% (49)	21% (70)	12% (40)	5% (17)	21% (71)	26% (88)	335
PID/Gender: Dem Women	18% (78)	18% (80)	8% (34)	8% (35)	15% (66)	33% (147)	440
PID/Gender: Ind Men	16% (65)	20% (83)	11% (46)	9% (37)	14% (57)	30% (127)	415
PID/Gender: Ind Women	15% (58)	17% (65)	8% (30)	7% (27)	17% (64)	35% (131)	375
PID/Gender: Rep Men	18% (58)	20% (64)	10% (33)	7% (22)	14% (46)	30% (95)	318
PID/Gender: Rep Women	13% (43)	14% (46)	7% (24)	10% (33)	16% (51)	39% (129)	327
Ideo: Liberal (1-3)	19% (123)	19% (122)	12% (75)	7% (45)	15% (97)	27% (172)	634
Ideo: Moderate (4)	14% (87)	22% (141)	8% (51)	8% (48)	17% (109)	30% (191)	627
Ideo: Conservative (5-7)	13% (96)	17% (123)	9% (64)	9% (61)	16% (118)	36% (258)	719
Educ: < College	15% (215)	16% (229)	10% (137)	9% (132)	17% (244)	33% (481)	1437
Educ: Bachelors degree	17% (83)	23% (112)	9% (43)	6% (29)	15% (73)	31% (151)	491
Educ: Post-grad	19% (53)	24% (67)	10% (28)	4% (11)	14% (38)	30% (85)	282
Income: Under 50k	15% (168)	19% (216)	8% (93)	9% (106)	16% (189)	33% (381)	1153
Income: 50k-100k	15% (101)	18% (127)	12% (80)	7% (49)	16% (111)	32% (222)	690
Income: 100k+	22% (82)	18% (65)	9% (34)	5% (18)	15% (55)	31% (114)	368

Continued on next page

Table MCEN10_3: Do you have a favorable or unfavorable opinion of each of the following film franchises?
 Wizarding World

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (350)	18% (408)	9% (207)	8% (172)	16% (356)	32% (716)	2210
Ethnicity: White (Non-Hispanic)	15% (224)	17% (259)	9% (132)	8% (114)	16% (244)	35% (517)	1488
Ethnicity: Hispanic	21% (80)	25% (94)	11% (42)	7% (26)	10% (36)	25% (95)	374
Ethnicity: Black (Non-Hispanic)	14% (33)	13% (32)	8% (19)	12% (29)	23% (55)	31% (74)	243
Ethnicity: Asian + Other (Non-Hispanic)	13% (14)	22% (23)	13% (14)	3% (3)	20% (21)	29% (30)	105
All Christian	15% (139)	19% (178)	9% (84)	7% (64)	18% (167)	34% (318)	949
All Non-Christian	10% (10)	22% (23)	9% (9)	6% (6)	16% (16)	37% (38)	101
Atheist	18% (19)	14% (14)	12% (12)	10% (10)	10% (10)	36% (37)	102
Agnostic/Nothing in particular	17% (111)	18% (118)	11% (74)	8% (50)	14% (95)	32% (212)	661
Something Else	18% (72)	19% (75)	7% (27)	11% (43)	17% (68)	28% (111)	396
Religious Non-Protestant/Catholic	13% (16)	23% (29)	10% (12)	5% (6)	14% (17)	35% (43)	122
Evangelical	15% (79)	16% (85)	6% (34)	11% (57)	19% (98)	33% (171)	525
Non-Evangelical	16% (125)	20% (160)	10% (75)	6% (49)	17% (130)	32% (250)	788
Community: Urban	17% (102)	18% (105)	9% (52)	9% (54)	17% (97)	30% (177)	586
Community: Suburban	16% (179)	18% (197)	11% (121)	6% (70)	15% (169)	33% (362)	1098
Community: Rural	13% (70)	20% (106)	7% (34)	9% (48)	17% (90)	34% (177)	526
Employ: Private Sector	17% (132)	21% (162)	9% (72)	8% (63)	16% (121)	28% (212)	762
Employ: Government	20% (23)	15% (18)	10% (12)	2% (3)	15% (18)	36% (42)	116
Employ: Self-Employed	15% (30)	24% (50)	15% (31)	10% (21)	9% (18)	27% (57)	207
Employ: Homemaker	16% (25)	14% (22)	7% (10)	11% (17)	15% (24)	38% (61)	160
Employ: Student	21% (17)	14% (11)	13% (10)	6% (5)	16% (13)	29% (23)	80
Employ: Retired	11% (54)	13% (65)	10% (50)	6% (31)	22% (112)	39% (199)	512
Employ: Unemployed	15% (36)	23% (57)	7% (17)	10% (24)	13% (33)	32% (77)	245
Employ: Other	25% (32)	17% (22)	3% (4)	7% (9)	13% (17)	34% (44)	129
Military HH: Yes	15% (54)	20% (71)	9% (32)	6% (22)	16% (58)	34% (125)	362
Military HH: No	16% (297)	18% (337)	9% (175)	8% (151)	16% (297)	32% (592)	1848
RD/WT: Right Direction	17% (116)	20% (137)	11% (76)	7% (49)	18% (121)	28% (189)	688
RD/WT: Wrong Track	15% (234)	18% (271)	9% (131)	8% (124)	15% (234)	35% (527)	1522
Biden Job Approve	16% (148)	20% (177)	10% (92)	7% (59)	18% (164)	29% (266)	905
Biden Job Disapprove	16% (186)	17% (207)	9% (110)	9% (105)	14% (171)	35% (411)	1189

Continued on next page

Table MCEN10_3: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Wizarding World

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (350)	18% (408)	9% (207)	8% (172)	16% (356)	32% (716)	2210
Biden Job Strongly Approve	17% (56)	18% (60)	9% (31)	6% (18)	20% (65)	30% (100)	330
Biden Job Somewhat Approve	16% (92)	20% (116)	11% (61)	7% (41)	17% (99)	29% (166)	575
Biden Job Somewhat Disapprove	16% (61)	21% (80)	12% (44)	7% (27)	13% (48)	32% (120)	380
Biden Job Strongly Disapprove	15% (125)	16% (127)	8% (65)	10% (78)	15% (122)	36% (291)	809
Favorable of Biden	17% (159)	20% (189)	10% (91)	7% (63)	17% (162)	29% (272)	936
Unfavorable of Biden	15% (181)	17% (204)	9% (108)	9% (104)	14% (170)	35% (407)	1173
Very Favorable of Biden	20% (76)	18% (69)	8% (30)	6% (21)	20% (73)	28% (105)	375
Somewhat Favorable of Biden	15% (83)	21% (120)	11% (61)	7% (42)	16% (88)	30% (168)	562
Somewhat Unfavorable of Biden	18% (60)	23% (73)	10% (32)	7% (21)	12% (40)	30% (97)	323
Very Unfavorable of Biden	14% (121)	15% (131)	9% (76)	10% (82)	15% (130)	36% (309)	850
#1 Issue: Economy	15% (139)	21% (193)	9% (87)	8% (75)	15% (140)	32% (304)	937
#1 Issue: Security	14% (42)	14% (41)	7% (20)	10% (31)	19% (56)	35% (104)	293
#1 Issue: Health Care	17% (40)	21% (49)	12% (29)	4% (10)	16% (36)	29% (66)	230
#1 Issue: Medicare / Social Security	12% (28)	10% (25)	11% (26)	7% (18)	21% (52)	39% (96)	245
#1 Issue: Women's Issues	25% (28)	16% (18)	12% (13)	8% (9)	15% (16)	25% (27)	111
#1 Issue: Education	25% (21)	17% (14)	11% (9)	10% (8)	8% (7)	29% (24)	82
#1 Issue: Energy	17% (25)	27% (40)	8% (13)	5% (7)	16% (23)	27% (41)	149
#1 Issue: Other	17% (27)	18% (29)	7% (12)	9% (15)	16% (26)	34% (55)	164
2020 Vote: Joe Biden	17% (160)	19% (177)	10% (96)	7% (63)	18% (166)	29% (267)	929
2020 Vote: Donald Trump	13% (100)	18% (134)	9% (71)	9% (68)	16% (122)	34% (255)	751
2020 Vote: Other	19% (18)	20% (18)	11% (10)	3% (3)	15% (14)	32% (29)	92
2020 Vote: Didn't Vote	17% (73)	18% (79)	7% (30)	9% (38)	12% (54)	37% (164)	438
2018 House Vote: Democrat	16% (124)	19% (144)	11% (81)	7% (52)	16% (120)	31% (230)	751
2018 House Vote: Republican	15% (93)	18% (111)	10% (59)	8% (51)	15% (92)	34% (212)	618
2018 House Vote: Someone else	10% (7)	23% (16)	12% (8)	5% (4)	21% (15)	29% (20)	69
2016 Vote: Hillary Clinton	17% (116)	19% (130)	12% (81)	6% (44)	18% (123)	29% (204)	699
2016 Vote: Donald Trump	14% (94)	17% (111)	9% (60)	9% (57)	15% (103)	37% (246)	669
2016 Vote: Other	18% (21)	26% (31)	12% (14)	10% (11)	14% (16)	21% (25)	119
2016 Vote: Didn't Vote	17% (119)	19% (136)	7% (53)	8% (60)	16% (113)	33% (242)	723

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Table MCEN10_3: Do you have a favorable or unfavorable opinion of each of the following film franchises?
 Wizarding World

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (350)	18% (408)	9% (207)	8% (172)	16% (356)	32% (716)	2210
Voted in 2014: Yes	15% (188)	18% (228)	11% (139)	7% (90)	16% (206)	32% (404)	1256
Voted in 2014: No	17% (163)	19% (180)	7% (68)	9% (82)	16% (150)	33% (312)	954
4-Region: Northeast	14% (55)	17% (65)	10% (39)	6% (23)	17% (67)	35% (134)	383
4-Region: Midwest	17% (77)	16% (71)	7% (33)	7% (33)	17% (77)	36% (166)	456
4-Region: South	15% (129)	19% (160)	9% (74)	9% (74)	18% (149)	31% (258)	844
4-Region: West	17% (89)	21% (112)	12% (62)	8% (43)	12% (63)	30% (158)	527
Comfortable Going to the Movies	19% (270)	20% (291)	9% (134)	7% (107)	14% (208)	30% (431)	1441
Uncomfortable Going to the Movies	11% (70)	16% (103)	11% (69)	9% (56)	18% (120)	36% (233)	650
Frequent Moviegoers	28% (53)	22% (41)	13% (23)	8% (16)	13% (24)	16% (29)	186
Occasional Moviegoers	20% (142)	22% (160)	10% (76)	7% (50)	15% (111)	26% (187)	727
Rare Moviegoers	14% (124)	17% (156)	9% (80)	7% (68)	16% (147)	37% (335)	910
Never Goes to the Movies	8% (32)	13% (50)	7% (28)	10% (38)	19% (73)	43% (166)	387

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

Table MCEN10_4: Do you have a favorable or unfavorable opinion of each of the following film franchises?
The DC Extended Universe

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (453)	27% (606)	12% (258)	6% (141)	19% (423)	15% (329)	2210
Gender: Male	23% (243)	30% (322)	14% (153)	6% (65)	16% (174)	10% (111)	1068
Gender: Female	18% (210)	25% (284)	9% (106)	7% (76)	22% (249)	19% (218)	1142
Age: 18-34	24% (152)	29% (189)	15% (96)	9% (55)	17% (110)	6% (40)	642
Age: 35-44	27% (98)	31% (114)	10% (38)	5% (18)	18% (65)	9% (33)	365
Age: 45-64	21% (149)	29% (209)	12% (84)	6% (41)	18% (128)	14% (103)	714
Age: 65+	11% (54)	19% (95)	8% (40)	6% (27)	25% (121)	31% (152)	489
GenZers: 1997-2012	19% (45)	23% (55)	20% (48)	8% (20)	22% (52)	9% (22)	241
Millennials: 1981-1996	29% (189)	33% (215)	10% (69)	7% (48)	15% (100)	6% (41)	662
GenXers: 1965-1980	23% (116)	29% (151)	13% (68)	6% (29)	18% (93)	11% (56)	514
Baby Boomers: 1946-1964	14% (100)	24% (174)	9% (65)	6% (43)	23% (167)	24% (177)	725
PID: Dem (no lean)	22% (171)	28% (220)	11% (83)	6% (43)	19% (144)	15% (115)	775
PID: Ind (no lean)	19% (151)	27% (211)	13% (106)	7% (54)	20% (162)	13% (106)	790
PID: Rep (no lean)	20% (131)	27% (176)	11% (70)	7% (44)	18% (117)	17% (108)	645
PID/Gender: Dem Men	25% (85)	27% (90)	12% (39)	7% (23)	18% (59)	12% (39)	335
PID/Gender: Dem Women	19% (86)	30% (130)	10% (44)	5% (20)	19% (85)	17% (75)	440
PID/Gender: Ind Men	20% (85)	31% (128)	18% (75)	7% (30)	16% (65)	8% (33)	415
PID/Gender: Ind Women	18% (66)	22% (83)	8% (32)	7% (24)	26% (97)	19% (73)	375
PID/Gender: Rep Men	23% (73)	33% (104)	12% (39)	4% (12)	16% (50)	12% (39)	318
PID/Gender: Rep Women	18% (58)	22% (71)	9% (30)	10% (31)	20% (66)	21% (69)	327
Ideo: Liberal (1-3)	19% (123)	31% (197)	14% (90)	7% (43)	19% (119)	10% (62)	634
Ideo: Moderate (4)	23% (144)	29% (183)	11% (70)	4% (28)	19% (119)	13% (83)	627
Ideo: Conservative (5-7)	19% (135)	26% (190)	11% (77)	7% (49)	19% (138)	18% (129)	719
Educ: < College	21% (309)	24% (351)	11% (162)	7% (105)	20% (281)	16% (229)	1437
Educ: Bachelors degree	19% (94)	35% (173)	13% (62)	5% (23)	16% (76)	13% (62)	491
Educ: Post-grad	18% (50)	29% (82)	12% (34)	5% (13)	23% (65)	13% (38)	282
Income: Under 50k	21% (248)	24% (275)	11% (124)	7% (83)	20% (226)	17% (196)	1153
Income: 50k-100k	18% (127)	32% (218)	12% (84)	5% (36)	20% (136)	13% (89)	690
Income: 100k+	21% (78)	31% (113)	13% (49)	6% (22)	16% (61)	12% (44)	368

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Table MCEN10_4: Do you have a favorable or unfavorable opinion of each of the following film franchises?
 The DC Extended Universe

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (453)	27% (606)	12% (258)	6% (141)	19% (423)	15% (329)	2210
Ethnicity: White (Non-Hispanic)	18% (267)	26% (380)	12% (176)	7% (103)	20% (305)	17% (257)	1488
Ethnicity: Hispanic	27% (100)	31% (117)	12% (44)	5% (19)	17% (63)	8% (30)	374
Ethnicity: Black (Non-Hispanic)	29% (71)	30% (72)	8% (21)	5% (12)	18% (44)	10% (24)	243
Ethnicity: Asian + Other (Non-Hispanic)	13% (14)	35% (37)	17% (18)	6% (7)	11% (12)	16% (17)	105
All Christian	19% (179)	27% (258)	10% (98)	6% (52)	20% (192)	18% (170)	949
All Non-Christian	17% (17)	32% (32)	11% (11)	7% (7)	24% (24)	10% (10)	101
Atheist	22% (22)	26% (26)	18% (18)	9% (9)	14% (14)	12% (12)	102
Agnostic/Nothing in particular	21% (139)	29% (194)	13% (86)	6% (40)	19% (123)	12% (78)	661
Something Else	24% (95)	24% (96)	11% (45)	8% (32)	18% (70)	15% (59)	396
Religious Non-Protestant/Catholic	16% (20)	32% (39)	13% (16)	6% (8)	21% (26)	11% (14)	122
Evangelical	23% (119)	23% (123)	8% (44)	8% (43)	19% (102)	18% (94)	525
Non-Evangelical	19% (152)	28% (220)	12% (92)	5% (40)	20% (154)	17% (130)	788
Community: Urban	26% (155)	26% (155)	11% (63)	7% (39)	18% (107)	12% (68)	586
Community: Suburban	18% (199)	29% (323)	13% (142)	6% (64)	18% (200)	15% (170)	1098
Community: Rural	19% (98)	24% (128)	10% (54)	7% (38)	22% (116)	17% (91)	526
Employ: Private Sector	25% (194)	29% (220)	12% (93)	7% (54)	17% (128)	10% (73)	762
Employ: Government	18% (21)	36% (41)	11% (13)	3% (4)	23% (27)	8% (10)	116
Employ: Self-Employed	23% (48)	36% (75)	8% (17)	8% (16)	16% (32)	9% (18)	207
Employ: Homemaker	18% (28)	25% (40)	10% (17)	3% (5)	20% (32)	24% (38)	160
Employ: Student	23% (18)	27% (21)	22% (17)	4% (3)	18% (14)	6% (5)	80
Employ: Retired	12% (59)	23% (119)	9% (48)	6% (30)	23% (116)	27% (139)	512
Employ: Unemployed	20% (50)	25% (62)	15% (36)	6% (16)	21% (51)	13% (31)	245
Employ: Other	27% (34)	21% (27)	14% (18)	10% (13)	17% (22)	11% (14)	129
Military HH: Yes	18% (65)	28% (100)	14% (51)	5% (19)	21% (75)	15% (53)	362
Military HH: No	21% (387)	27% (507)	11% (208)	7% (123)	19% (348)	15% (276)	1848
RD/WT: Right Direction	23% (157)	28% (194)	11% (74)	5% (36)	20% (136)	13% (91)	688
RD/WT: Wrong Track	19% (296)	27% (412)	12% (184)	7% (105)	19% (287)	16% (238)	1522
Biden Job Approve	22% (195)	29% (262)	12% (106)	5% (49)	19% (169)	14% (124)	905
Biden Job Disapprove	20% (234)	27% (326)	12% (139)	7% (83)	19% (221)	16% (186)	1189

Continued on next page

Table MCEN10_4: Do you have a favorable or unfavorable opinion of each of the following film franchises?
The DC Extended Universe

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (453)	27% (606)	12% (258)	6% (141)	19% (423)	15% (329)	2210
Biden Job Strongly Approve	29% (96)	25% (84)	9% (29)	6% (18)	18% (60)	13% (42)	330
Biden Job Somewhat Approve	17% (99)	31% (178)	13% (77)	5% (31)	19% (108)	14% (82)	575
Biden Job Somewhat Disapprove	20% (75)	31% (118)	13% (49)	6% (24)	17% (64)	13% (50)	380
Biden Job Strongly Disapprove	20% (159)	26% (207)	11% (90)	7% (59)	19% (157)	17% (137)	809
Favorable of Biden	22% (207)	29% (272)	12% (109)	6% (52)	18% (171)	13% (126)	936
Unfavorable of Biden	20% (230)	27% (318)	12% (141)	7% (83)	19% (219)	16% (183)	1173
Very Favorable of Biden	32% (119)	24% (89)	8% (29)	5% (20)	18% (67)	14% (51)	375
Somewhat Favorable of Biden	16% (89)	33% (183)	14% (80)	6% (32)	19% (104)	13% (75)	562
Somewhat Unfavorable of Biden	22% (71)	29% (93)	12% (40)	6% (21)	16% (53)	14% (46)	323
Very Unfavorable of Biden	19% (160)	27% (226)	12% (101)	7% (62)	19% (165)	16% (137)	850
#1 Issue: Economy	20% (189)	31% (292)	12% (113)	7% (66)	17% (158)	13% (120)	937
#1 Issue: Security	18% (52)	19% (56)	9% (28)	8% (25)	21% (62)	24% (71)	293
#1 Issue: Health Care	24% (55)	28% (64)	9% (21)	5% (12)	23% (53)	11% (25)	230
#1 Issue: Medicare / Social Security	16% (39)	22% (54)	11% (26)	6% (16)	19% (48)	25% (62)	245
#1 Issue: Women's Issues	26% (29)	26% (29)	14% (16)	4% (4)	22% (24)	7% (8)	111
#1 Issue: Education	26% (21)	28% (23)	14% (11)	4% (3)	19% (16)	10% (8)	82
#1 Issue: Energy	21% (31)	30% (44)	15% (23)	4% (6)	20% (30)	10% (15)	149
#1 Issue: Other	22% (37)	27% (44)	13% (21)	6% (10)	20% (33)	12% (20)	164
2020 Vote: Joe Biden	22% (201)	30% (276)	12% (109)	6% (52)	19% (180)	12% (111)	929
2020 Vote: Donald Trump	19% (145)	26% (197)	10% (78)	7% (54)	20% (149)	17% (127)	751
2020 Vote: Other	22% (20)	29% (26)	14% (13)	10% (9)	21% (19)	5% (4)	92
2020 Vote: Didn't Vote	20% (87)	24% (106)	13% (58)	6% (26)	17% (74)	20% (87)	438
2018 House Vote: Democrat	21% (158)	31% (235)	11% (80)	6% (46)	17% (130)	14% (101)	751
2018 House Vote: Republican	20% (124)	26% (162)	12% (75)	6% (39)	18% (112)	17% (107)	618
2018 House Vote: Someone else	26% (18)	23% (16)	14% (9)	4% (2)	29% (20)	5% (3)	69
2016 Vote: Hillary Clinton	23% (158)	31% (219)	11% (75)	5% (35)	18% (124)	13% (89)	699
2016 Vote: Donald Trump	20% (134)	24% (160)	11% (73)	8% (52)	20% (136)	17% (115)	669
2016 Vote: Other	18% (21)	34% (40)	18% (22)	8% (10)	16% (19)	6% (7)	119
2016 Vote: Didn't Vote	19% (140)	26% (188)	12% (89)	6% (44)	20% (145)	16% (117)	723

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Table MCEN10_4: Do you have a favorable or unfavorable opinion of each of the following film franchises?
 The DC Extended Universe

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (453)	27% (606)	12% (258)	6% (141)	19% (423)	15% (329)	2210
Voted in 2014: Yes	20% (255)	28% (357)	11% (143)	6% (78)	18% (227)	16% (196)	1256
Voted in 2014: No	21% (198)	26% (249)	12% (115)	7% (63)	21% (196)	14% (133)	954
4-Region: Northeast	18% (70)	27% (103)	13% (52)	6% (23)	21% (80)	14% (55)	383
4-Region: Midwest	19% (88)	24% (108)	11% (52)	8% (35)	20% (91)	18% (82)	456
4-Region: South	23% (192)	26% (220)	10% (85)	6% (48)	20% (168)	16% (132)	844
4-Region: West	20% (103)	33% (175)	13% (70)	7% (35)	16% (84)	11% (60)	527
Comfortable Going to the Movies	23% (327)	30% (433)	12% (170)	7% (102)	17% (247)	11% (162)	1441
Uncomfortable Going to the Movies	17% (114)	25% (161)	12% (80)	5% (35)	20% (131)	20% (129)	650
Frequent Moviegoers	38% (70)	33% (61)	11% (20)	4% (8)	12% (22)	3% (5)	186
Occasional Moviegoers	24% (174)	36% (261)	12% (91)	5% (36)	13% (97)	10% (69)	727
Rare Moviegoers	19% (175)	24% (221)	12% (109)	7% (61)	23% (209)	15% (137)	910
Never Goes to the Movies	9% (34)	17% (64)	10% (40)	9% (36)	25% (96)	30% (117)	387

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

Table MCEN10_5: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Fast & Furious

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	25% (551)	28% (613)	15% (326)	10% (222)	20% (438)	3% (60)	2210
Gender: Male	24% (255)	29% (313)	17% (181)	11% (122)	17% (177)	2% (20)	1068
Gender: Female	26% (296)	26% (300)	13% (145)	9% (101)	23% (261)	3% (40)	1142
Age: 18-34	30% (191)	24% (152)	16% (106)	12% (79)	15% (99)	2% (15)	642
Age: 35-44	31% (113)	32% (118)	12% (44)	9% (34)	14% (50)	2% (6)	365
Age: 45-64	25% (179)	29% (210)	14% (103)	10% (70)	20% (142)	1% (10)	714
Age: 65+	14% (68)	27% (133)	15% (74)	8% (39)	30% (146)	6% (28)	489
GenZers: 1997-2012	31% (74)	21% (50)	15% (36)	13% (31)	17% (41)	4% (9)	241
Millennials: 1981-1996	31% (204)	28% (184)	15% (100)	10% (69)	14% (93)	2% (12)	662
GenXers: 1965-1980	26% (136)	32% (163)	15% (75)	10% (49)	17% (88)	1% (3)	514
Baby Boomers: 1946-1964	18% (130)	27% (197)	14% (105)	10% (70)	27% (198)	3% (25)	725
PID: Dem (no lean)	25% (194)	29% (222)	15% (113)	10% (79)	19% (149)	2% (18)	775
PID: Ind (no lean)	24% (187)	26% (206)	16% (127)	12% (94)	19% (150)	3% (27)	790
PID: Rep (no lean)	26% (171)	29% (185)	13% (87)	8% (49)	22% (139)	2% (15)	645
PID/Gender: Dem Men	25% (83)	30% (102)	16% (53)	13% (43)	15% (51)	1% (3)	335
PID/Gender: Dem Women	25% (111)	27% (120)	14% (60)	8% (36)	22% (98)	3% (15)	440
PID/Gender: Ind Men	22% (90)	26% (109)	18% (74)	14% (58)	17% (69)	4% (15)	415
PID/Gender: Ind Women	26% (96)	26% (98)	14% (53)	10% (36)	22% (81)	3% (12)	375
PID/Gender: Rep Men	26% (82)	32% (103)	17% (53)	6% (21)	18% (57)	1% (2)	318
PID/Gender: Rep Women	27% (89)	25% (82)	10% (33)	9% (29)	25% (82)	4% (12)	327
Ideo: Liberal (1-3)	23% (149)	24% (153)	18% (112)	13% (82)	20% (126)	2% (12)	634
Ideo: Moderate (4)	26% (161)	32% (200)	13% (81)	10% (60)	19% (116)	1% (9)	627
Ideo: Conservative (5-7)	22% (159)	29% (208)	15% (109)	9% (68)	22% (155)	3% (20)	719
Educ: < College	28% (401)	27% (388)	13% (181)	11% (153)	19% (275)	3% (39)	1437
Educ: Bachelors degree	21% (104)	33% (160)	17% (84)	8% (37)	20% (100)	1% (5)	491
Educ: Post-grad	16% (46)	23% (65)	22% (61)	11% (32)	22% (62)	6% (16)	282
Income: Under 50k	29% (330)	26% (301)	12% (134)	11% (130)	20% (226)	3% (32)	1153
Income: 50k-100k	21% (142)	30% (206)	17% (120)	9% (64)	20% (137)	3% (20)	690
Income: 100k+	21% (78)	29% (106)	20% (72)	8% (29)	20% (74)	2% (8)	368

Continued on next page

Table MCEN10_5: Do you have a favorable or unfavorable opinion of each of the following film franchises?
Fast & Furious

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	25% (551)	28% (613)	15% (326)	10% (222)	20% (438)	3% (60)	2210
Ethnicity: White (Non-Hispanic)	21% (311)	28% (420)	16% (239)	10% (146)	22% (330)	3% (41)	1488
Ethnicity: Hispanic	33% (123)	26% (96)	16% (59)	10% (39)	12% (45)	3% (13)	374
Ethnicity: Black (Non-Hispanic)	39% (96)	26% (62)	7% (16)	10% (25)	17% (42)	1% (2)	243
Ethnicity: Asian + Other (Non-Hispanic)	20% (21)	33% (35)	11% (12)	12% (12)	20% (21)	4% (4)	105
All Christian	24% (232)	29% (276)	14% (130)	8% (80)	22% (205)	3% (26)	949
All Non-Christian	26% (26)	25% (25)	12% (13)	13% (13)	21% (21)	2% (2)	101
Atheist	13% (13)	28% (28)	23% (24)	15% (15)	16% (17)	5% (5)	102
Agnostic/Nothing in particular	24% (158)	25% (166)	17% (111)	12% (77)	20% (129)	3% (20)	661
Something Else	31% (122)	30% (118)	12% (48)	9% (37)	16% (65)	2% (6)	396
Religious Non-Protestant/Catholic	25% (31)	23% (28)	17% (21)	12% (15)	19% (23)	3% (4)	122
Evangelical	31% (164)	26% (138)	9% (50)	9% (48)	21% (112)	2% (12)	525
Non-Evangelical	23% (182)	32% (249)	15% (120)	8% (66)	19% (152)	2% (19)	788
Community: Urban	29% (172)	30% (179)	11% (67)	11% (63)	16% (91)	3% (16)	586
Community: Suburban	23% (247)	27% (299)	18% (193)	10% (106)	21% (229)	2% (25)	1098
Community: Rural	25% (132)	26% (136)	13% (66)	10% (54)	22% (118)	4% (19)	526
Employ: Private Sector	28% (212)	28% (210)	15% (116)	10% (78)	18% (137)	1% (9)	762
Employ: Government	16% (19)	35% (40)	16% (19)	10% (12)	19% (22)	3% (4)	116
Employ: Self-Employed	24% (49)	31% (65)	14% (30)	13% (26)	17% (34)	1% (3)	207
Employ: Homemaker	29% (46)	25% (40)	13% (20)	11% (17)	17% (27)	6% (10)	160
Employ: Student	25% (20)	18% (14)	12% (9)	18% (15)	23% (19)	4% (3)	80
Employ: Retired	18% (93)	27% (140)	15% (75)	8% (42)	27% (140)	4% (21)	512
Employ: Unemployed	30% (73)	28% (67)	16% (39)	10% (23)	15% (38)	2% (5)	245
Employ: Other	30% (38)	28% (36)	15% (19)	8% (10)	16% (20)	5% (6)	129
Military HH: Yes	19% (67)	31% (111)	18% (65)	11% (38)	21% (74)	2% (6)	362
Military HH: No	26% (484)	27% (502)	14% (261)	10% (184)	20% (363)	3% (54)	1848
RD/WT: Right Direction	27% (184)	27% (183)	14% (98)	11% (78)	19% (129)	2% (16)	688
RD/WT: Wrong Track	24% (367)	28% (430)	15% (228)	9% (144)	20% (308)	3% (44)	1522
Biden Job Approve	26% (235)	25% (227)	17% (151)	10% (94)	20% (181)	2% (18)	905
Biden Job Disapprove	24% (288)	30% (356)	14% (165)	10% (122)	19% (226)	3% (32)	1189

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Table MCEN10_5: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Fast & Furious

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	25% (551)	28% (613)	15% (326)	10% (222)	20% (438)	3% (60)	2210
Biden Job Strongly Approve	30% (101)	22% (74)	13% (44)	12% (41)	19% (64)	2% (7)	330
Biden Job Somewhat Approve	23% (135)	27% (153)	19% (107)	9% (52)	20% (117)	2% (11)	575
Biden Job Somewhat Disapprove	23% (88)	31% (119)	14% (55)	12% (46)	16% (62)	3% (10)	380
Biden Job Strongly Disapprove	25% (200)	29% (237)	14% (111)	9% (76)	20% (164)	3% (22)	809
Favorable of Biden	26% (248)	26% (242)	16% (147)	10% (93)	20% (187)	2% (20)	936
Unfavorable of Biden	24% (282)	29% (341)	15% (171)	11% (125)	19% (225)	3% (30)	1173
Very Favorable of Biden	32% (121)	22% (84)	12% (47)	12% (45)	19% (70)	2% (8)	375
Somewhat Favorable of Biden	23% (127)	28% (158)	18% (101)	9% (48)	21% (117)	2% (12)	562
Somewhat Unfavorable of Biden	22% (70)	30% (97)	17% (56)	11% (35)	17% (57)	3% (10)	323
Very Unfavorable of Biden	25% (212)	29% (244)	14% (115)	11% (90)	20% (169)	2% (20)	850
#1 Issue: Economy	26% (242)	30% (284)	15% (142)	9% (83)	17% (161)	3% (25)	937
#1 Issue: Security	25% (73)	25% (73)	15% (45)	9% (26)	23% (69)	3% (8)	293
#1 Issue: Health Care	26% (59)	29% (67)	14% (32)	9% (20)	21% (49)	1% (2)	230
#1 Issue: Medicare / Social Security	22% (54)	25% (62)	11% (26)	12% (30)	27% (65)	3% (7)	245
#1 Issue: Women's Issues	25% (28)	24% (27)	20% (23)	13% (14)	15% (16)	3% (3)	111
#1 Issue: Education	33% (27)	13% (10)	12% (9)	20% (16)	18% (15)	5% (4)	82
#1 Issue: Energy	24% (36)	31% (46)	17% (25)	11% (17)	16% (24)	1% (2)	149
#1 Issue: Other	19% (31)	27% (45)	15% (24)	10% (16)	24% (39)	5% (9)	164
2020 Vote: Joe Biden	22% (209)	28% (260)	16% (152)	11% (107)	20% (186)	2% (16)	929
2020 Vote: Donald Trump	23% (175)	30% (223)	15% (112)	8% (60)	21% (160)	3% (20)	751
2020 Vote: Other	24% (22)	21% (20)	24% (22)	13% (12)	15% (14)	2% (2)	92
2020 Vote: Didn't Vote	33% (145)	25% (110)	9% (41)	10% (44)	18% (77)	5% (22)	438
2018 House Vote: Democrat	24% (179)	29% (218)	17% (127)	10% (75)	18% (135)	2% (16)	751
2018 House Vote: Republican	22% (137)	27% (170)	15% (93)	10% (59)	23% (143)	3% (17)	618
2018 House Vote: Someone else	18% (13)	25% (17)	16% (11)	13% (9)	25% (17)	3% (2)	69
2016 Vote: Hillary Clinton	23% (162)	28% (193)	17% (117)	11% (74)	20% (139)	2% (15)	699
2016 Vote: Donald Trump	22% (145)	31% (207)	14% (91)	9% (62)	22% (146)	3% (19)	669
2016 Vote: Other	13% (15)	26% (31)	21% (25)	14% (17)	24% (28)	2% (3)	119
2016 Vote: Didn't Vote	32% (229)	25% (182)	13% (93)	10% (70)	17% (125)	3% (23)	723

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Table MCEN10_5: Do you have a favorable or unfavorable opinion of each of the following film franchises?
Fast & Furious

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	25% (551)	28% (613)	15% (326)	10% (222)	20% (438)	3% (60)	2210
Voted in 2014: Yes	22% (276)	29% (360)	16% (197)	10% (129)	21% (263)	2% (31)	1256
Voted in 2014: No	29% (275)	27% (253)	14% (129)	10% (93)	18% (175)	3% (28)	954
4-Region: Northeast	24% (91)	27% (103)	14% (52)	10% (38)	22% (85)	3% (13)	383
4-Region: Midwest	25% (115)	31% (141)	13% (58)	8% (35)	21% (94)	3% (13)	456
4-Region: South	28% (238)	26% (221)	16% (133)	9% (76)	19% (157)	2% (20)	844
4-Region: West	20% (107)	28% (148)	16% (83)	14% (74)	19% (102)	3% (14)	527
Comfortable Going to the Movies	28% (401)	29% (412)	15% (219)	10% (143)	17% (248)	1% (19)	1441
Uncomfortable Going to the Movies	19% (123)	27% (178)	16% (101)	11% (74)	22% (144)	5% (30)	650
Frequent Moviegoers	41% (76)	29% (53)	8% (15)	15% (27)	7% (14)	— (0)	186
Occasional Moviegoers	30% (219)	28% (205)	15% (112)	9% (68)	16% (117)	1% (8)	727
Rare Moviegoers	22% (199)	29% (267)	16% (148)	9% (84)	21% (191)	2% (22)	910
Never Goes to the Movies	15% (58)	23% (89)	13% (51)	11% (43)	30% (116)	8% (30)	387

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

Table MCEN10_6: Do you have a favorable or unfavorable opinion of each of the following film franchises?

James Bond

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	31% (692)	33% (735)	9% (196)	5% (119)	19% (423)	2% (44)	2210
Gender: Male	40% (431)	36% (388)	7% (75)	3% (37)	12% (125)	1% (12)	1068
Gender: Female	23% (261)	30% (347)	11% (121)	7% (82)	26% (298)	3% (32)	1142
Age: 18-34	27% (171)	28% (179)	11% (73)	5% (30)	26% (169)	3% (21)	642
Age: 35-44	23% (82)	36% (132)	9% (34)	9% (34)	21% (76)	2% (7)	365
Age: 45-64	35% (252)	36% (260)	8% (57)	6% (41)	13% (96)	1% (9)	714
Age: 65+	38% (187)	34% (165)	7% (32)	3% (15)	17% (83)	1% (7)	489
GenZers: 1997-2012	23% (56)	21% (50)	11% (27)	4% (9)	35% (85)	6% (14)	241
Millennials: 1981-1996	26% (174)	34% (222)	11% (72)	7% (45)	20% (135)	2% (14)	662
GenXers: 1965-1980	31% (162)	35% (181)	8% (43)	6% (30)	18% (92)	1% (7)	514
Baby Boomers: 1946-1964	38% (275)	35% (256)	7% (50)	5% (35)	14% (101)	1% (8)	725
PID: Dem (no lean)	34% (266)	33% (256)	9% (69)	5% (36)	17% (135)	2% (14)	775
PID: Ind (no lean)	27% (211)	34% (266)	9% (72)	6% (49)	22% (170)	3% (22)	790
PID: Rep (no lean)	33% (216)	33% (213)	9% (55)	5% (35)	18% (118)	1% (8)	645
PID/Gender: Dem Men	43% (143)	34% (115)	7% (22)	3% (11)	12% (41)	1% (2)	335
PID/Gender: Dem Women	28% (123)	32% (141)	11% (46)	5% (24)	21% (95)	3% (11)	440
PID/Gender: Ind Men	36% (149)	39% (160)	8% (32)	4% (17)	11% (47)	2% (9)	415
PID/Gender: Ind Women	16% (62)	28% (106)	11% (40)	8% (32)	33% (123)	4% (13)	375
PID/Gender: Rep Men	44% (139)	35% (112)	7% (21)	3% (9)	12% (37)	— (1)	318
PID/Gender: Rep Women	23% (77)	31% (101)	11% (34)	8% (26)	25% (81)	2% (7)	327
Ideo: Liberal (1-3)	32% (202)	34% (217)	11% (69)	5% (33)	17% (107)	1% (6)	634
Ideo: Moderate (4)	33% (208)	36% (225)	6% (39)	4% (24)	19% (120)	2% (10)	627
Ideo: Conservative (5-7)	33% (235)	34% (246)	9% (68)	5% (34)	18% (131)	1% (6)	719
Educ: < College	29% (414)	31% (445)	9% (124)	7% (98)	22% (318)	3% (38)	1437
Educ: Bachelors degree	34% (165)	39% (193)	10% (47)	2% (11)	15% (71)	1% (3)	491
Educ: Post-grad	40% (113)	34% (97)	9% (25)	4% (10)	12% (34)	1% (3)	282
Income: Under 50k	28% (328)	30% (345)	9% (107)	7% (80)	23% (263)	3% (30)	1153
Income: 50k-100k	32% (220)	37% (253)	9% (64)	4% (30)	16% (114)	1% (9)	690
Income: 100k+	39% (144)	37% (137)	7% (26)	3% (9)	13% (46)	1% (5)	368

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Table MCEN10_6: Do you have a favorable or unfavorable opinion of each of the following film franchises?
James Bond

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	31% (692)	33% (735)	9% (196)	5% (119)	19% (423)	2% (44)	2210
Ethnicity: White (Non-Hispanic)	30% (453)	35% (516)	9% (139)	6% (83)	19% (277)	1% (21)	1488
Ethnicity: Hispanic	26% (98)	33% (123)	10% (38)	5% (20)	21% (77)	5% (18)	374
Ethnicity: Black (Non-Hispanic)	41% (99)	23% (57)	6% (15)	4% (10)	24% (58)	1% (3)	243
Ethnicity: Asian + Other (Non-Hispanic)	41% (43)	38% (39)	4% (4)	5% (5)	11% (12)	2% (2)	105
All Christian	37% (352)	34% (327)	8% (78)	4% (41)	15% (138)	1% (14)	949
All Non-Christian	42% (43)	35% (36)	4% (4)	7% (7)	12% (12)	— (0)	101
Atheist	20% (20)	40% (41)	12% (12)	3% (3)	19% (20)	5% (5)	102
Agnostic/Nothing in particular	26% (175)	30% (197)	10% (66)	4% (28)	27% (178)	2% (16)	661
Something Else	26% (103)	34% (134)	9% (36)	10% (40)	19% (75)	2% (8)	396
Religious Non-Protestant/Catholic	42% (51)	35% (43)	5% (6)	7% (9)	10% (12)	1% (1)	122
Evangelical	33% (171)	32% (166)	8% (40)	6% (33)	20% (105)	2% (10)	525
Non-Evangelical	34% (272)	36% (282)	9% (71)	6% (46)	13% (106)	1% (12)	788
Community: Urban	37% (215)	28% (164)	7% (44)	6% (36)	19% (113)	3% (15)	586
Community: Suburban	31% (344)	37% (402)	9% (102)	4% (46)	17% (187)	2% (18)	1098
Community: Rural	25% (133)	32% (169)	10% (51)	7% (37)	24% (124)	2% (11)	526
Employ: Private Sector	31% (236)	35% (268)	8% (63)	5% (39)	20% (152)	1% (4)	762
Employ: Government	30% (34)	38% (44)	15% (18)	4% (4)	12% (14)	1% (1)	116
Employ: Self-Employed	34% (71)	32% (67)	7% (15)	7% (15)	16% (34)	2% (5)	207
Employ: Homemaker	21% (34)	24% (39)	12% (19)	9% (14)	24% (39)	9% (15)	160
Employ: Student	26% (21)	24% (19)	7% (5)	5% (4)	33% (26)	5% (4)	80
Employ: Retired	39% (199)	35% (180)	7% (34)	4% (21)	15% (75)	1% (3)	512
Employ: Unemployed	25% (62)	32% (78)	11% (26)	6% (16)	23% (56)	3% (6)	245
Employ: Other	27% (35)	31% (40)	12% (15)	5% (6)	22% (28)	3% (4)	129
Military HH: Yes	37% (132)	37% (134)	6% (23)	4% (13)	15% (54)	2% (6)	362
Military HH: No	30% (560)	33% (601)	9% (173)	6% (107)	20% (370)	2% (38)	1848
RD/WT: Right Direction	39% (270)	31% (216)	7% (51)	4% (28)	16% (111)	2% (12)	688
RD/WT: Wrong Track	28% (422)	34% (519)	10% (145)	6% (92)	21% (312)	2% (32)	1522
Biden Job Approve	35% (317)	33% (299)	9% (79)	4% (39)	17% (157)	2% (14)	905
Biden Job Disapprove	30% (356)	34% (405)	10% (113)	6% (72)	19% (222)	2% (20)	1189

Continued on next page

Table MCEN10_6: Do you have a favorable or unfavorable opinion of each of the following film franchises?

James Bond

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	31% (692)	33% (735)	9% (196)	5% (119)	19% (423)	2% (44)	2210
Biden Job Strongly Approve	44% (144)	31% (103)	8% (25)	4% (12)	13% (42)	1% (4)	330
Biden Job Somewhat Approve	30% (173)	34% (195)	9% (54)	5% (27)	20% (115)	2% (11)	575
Biden Job Somewhat Disapprove	29% (112)	35% (131)	10% (37)	5% (21)	19% (73)	2% (6)	380
Biden Job Strongly Disapprove	30% (244)	34% (274)	9% (77)	6% (51)	18% (149)	2% (14)	809
Favorable of Biden	35% (328)	33% (313)	9% (82)	5% (44)	17% (156)	1% (14)	936
Unfavorable of Biden	30% (348)	34% (403)	10% (112)	6% (67)	19% (227)	1% (17)	1173
Very Favorable of Biden	45% (168)	29% (108)	7% (26)	5% (17)	14% (51)	1% (4)	375
Somewhat Favorable of Biden	28% (160)	37% (205)	10% (56)	5% (26)	19% (105)	2% (10)	562
Somewhat Unfavorable of Biden	27% (88)	36% (115)	10% (31)	6% (20)	21% (66)	1% (3)	323
Very Unfavorable of Biden	31% (260)	34% (288)	10% (81)	5% (47)	19% (160)	2% (14)	850
#1 Issue: Economy	32% (295)	35% (324)	9% (86)	4% (41)	18% (172)	2% (18)	937
#1 Issue: Security	35% (102)	33% (96)	8% (24)	6% (17)	17% (48)	2% (6)	293
#1 Issue: Health Care	30% (69)	32% (73)	8% (17)	5% (12)	23% (52)	2% (5)	230
#1 Issue: Medicare / Social Security	36% (88)	32% (78)	8% (21)	5% (13)	17% (41)	2% (4)	245
#1 Issue: Women's Issues	20% (22)	28% (31)	19% (21)	6% (6)	26% (29)	2% (2)	111
#1 Issue: Education	36% (29)	20% (17)	8% (6)	8% (6)	22% (18)	6% (5)	82
#1 Issue: Energy	33% (50)	33% (49)	7% (11)	4% (6)	21% (32)	1% (2)	149
#1 Issue: Other	22% (37)	41% (67)	6% (9)	10% (17)	19% (31)	1% (2)	164
2020 Vote: Joe Biden	36% (332)	33% (305)	9% (82)	4% (38)	18% (163)	1% (11)	929
2020 Vote: Donald Trump	32% (237)	36% (267)	10% (77)	6% (43)	16% (119)	1% (7)	751
2020 Vote: Other	22% (20)	32% (30)	12% (11)	6% (5)	26% (24)	3% (2)	92
2020 Vote: Didn't Vote	24% (104)	31% (134)	6% (26)	8% (33)	27% (118)	5% (24)	438
2018 House Vote: Democrat	38% (286)	33% (251)	9% (70)	4% (30)	14% (106)	1% (8)	751
2018 House Vote: Republican	34% (213)	36% (222)	10% (63)	4% (25)	15% (91)	1% (5)	618
2018 House Vote: Someone else	26% (18)	42% (29)	3% (2)	3% (2)	25% (17)	— (0)	69
2016 Vote: Hillary Clinton	38% (266)	33% (232)	9% (62)	4% (25)	15% (104)	1% (10)	699
2016 Vote: Donald Trump	35% (237)	35% (235)	9% (61)	5% (35)	15% (98)	1% (4)	669
2016 Vote: Other	30% (35)	40% (47)	7% (8)	6% (7)	18% (21)	— (0)	119
2016 Vote: Didn't Vote	21% (154)	31% (221)	9% (65)	7% (52)	28% (200)	4% (31)	723

Continued on next page

Table MCEN10_6: Do you have a favorable or unfavorable opinion of each of the following film franchises?
James Bond

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	31% (692)	33% (735)	9% (196)	5% (119)	19% (423)	2% (44)	2210
Voted in 2014: Yes	38% (471)	35% (440)	9% (111)	5% (61)	13% (162)	1% (11)	1256
Voted in 2014: No	23% (221)	31% (295)	9% (85)	6% (58)	27% (261)	3% (33)	954
4-Region: Northeast	35% (133)	29% (110)	9% (36)	5% (20)	19% (72)	3% (12)	383
4-Region: Midwest	31% (140)	33% (153)	10% (45)	5% (23)	19% (89)	1% (7)	456
4-Region: South	32% (268)	32% (268)	8% (67)	5% (46)	21% (180)	2% (15)	844
4-Region: West	29% (151)	39% (204)	9% (48)	6% (30)	16% (83)	2% (10)	527
Comfortable Going to the Movies	34% (485)	33% (472)	10% (139)	5% (71)	18% (261)	1% (13)	1441
Uncomfortable Going to the Movies	29% (191)	35% (228)	8% (49)	7% (43)	18% (120)	3% (19)	650
Frequent Moviegoers	48% (88)	28% (52)	7% (12)	7% (12)	11% (21)	— (0)	186
Occasional Moviegoers	39% (286)	33% (240)	9% (63)	4% (30)	14% (103)	1% (4)	727
Rare Moviegoers	26% (233)	35% (323)	9% (84)	5% (44)	23% (207)	2% (20)	910
Never Goes to the Movies	22% (84)	31% (120)	9% (36)	9% (33)	24% (92)	5% (20)	387

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

Table MCEN10_7: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Jurassic World

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	34% (742)	35% (767)	10% (218)	5% (107)	15% (333)	2% (42)	2210
Gender: Male	36% (380)	35% (375)	11% (115)	4% (38)	13% (142)	2% (17)	1068
Gender: Female	32% (362)	34% (392)	9% (103)	6% (69)	17% (191)	2% (25)	1142
Age: 18-34	34% (219)	33% (214)	11% (70)	5% (31)	14% (93)	2% (15)	642
Age: 35-44	44% (160)	31% (113)	9% (31)	3% (10)	13% (47)	1% (4)	365
Age: 45-64	33% (232)	37% (265)	10% (69)	6% (41)	13% (92)	2% (15)	714
Age: 65+	27% (130)	36% (174)	10% (48)	5% (25)	21% (102)	2% (9)	489
GenZers: 1997-2012	32% (78)	31% (75)	11% (25)	6% (15)	14% (33)	6% (13)	241
Millennials: 1981-1996	39% (260)	33% (219)	10% (67)	3% (21)	14% (91)	1% (4)	662
GenXers: 1965-1980	36% (185)	37% (190)	8% (39)	4% (22)	13% (69)	2% (10)	514
Baby Boomers: 1946-1964	28% (200)	36% (264)	11% (81)	6% (45)	17% (125)	2% (11)	725
PID: Dem (no lean)	36% (280)	34% (267)	9% (70)	4% (29)	15% (115)	2% (13)	775
PID: Ind (no lean)	30% (239)	36% (281)	11% (86)	5% (42)	16% (126)	2% (17)	790
PID: Rep (no lean)	35% (223)	34% (219)	10% (63)	6% (36)	14% (92)	2% (12)	645
PID/Gender: Dem Men	36% (122)	34% (114)	10% (33)	3% (9)	16% (53)	1% (4)	335
PID/Gender: Dem Women	36% (159)	35% (153)	8% (37)	5% (20)	14% (63)	2% (9)	440
PID/Gender: Ind Men	32% (135)	38% (156)	12% (49)	5% (19)	12% (49)	2% (8)	415
PID/Gender: Ind Women	28% (104)	33% (125)	10% (37)	6% (23)	20% (77)	2% (9)	375
PID/Gender: Rep Men	39% (124)	33% (106)	10% (33)	3% (10)	13% (40)	2% (5)	318
PID/Gender: Rep Women	30% (99)	35% (113)	9% (30)	8% (26)	16% (52)	2% (7)	327
Ideo: Liberal (1-3)	35% (220)	37% (232)	9% (57)	4% (27)	14% (90)	1% (9)	634
Ideo: Moderate (4)	33% (209)	37% (233)	10% (60)	5% (31)	13% (84)	2% (11)	627
Ideo: Conservative (5-7)	33% (236)	34% (244)	11% (78)	4% (32)	16% (115)	2% (13)	719
Educ: < College	35% (502)	32% (463)	10% (137)	5% (68)	16% (232)	2% (35)	1437
Educ: Bachelors degree	31% (152)	41% (199)	10% (50)	5% (26)	13% (62)	1% (3)	491
Educ: Post-grad	31% (88)	37% (105)	11% (32)	5% (13)	14% (40)	2% (4)	282
Income: Under 50k	32% (369)	34% (394)	10% (117)	5% (58)	16% (187)	2% (28)	1153
Income: 50k-100k	36% (250)	34% (235)	8% (55)	5% (36)	15% (104)	2% (11)	690
Income: 100k+	34% (124)	38% (138)	13% (46)	4% (14)	12% (43)	1% (3)	368

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Table MCEN10_7: Do you have a favorable or unfavorable opinion of each of the following film franchises?
Jurassic World

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	34% (742)	35% (767)	10% (218)	5% (107)	15% (333)	2% (42)	2210
Ethnicity: White (Non-Hispanic)	31% (462)	36% (537)	10% (150)	5% (79)	16% (239)	1% (21)	1488
Ethnicity: Hispanic	39% (144)	36% (134)	9% (33)	2% (7)	12% (46)	3% (10)	374
Ethnicity: Black (Non-Hispanic)	44% (107)	21% (51)	10% (23)	6% (15)	16% (39)	3% (7)	243
Ethnicity: Asian + Other (Non-Hispanic)	28% (29)	43% (45)	11% (12)	6% (6)	9% (10)	3% (3)	105
All Christian	34% (324)	34% (320)	9% (85)	5% (48)	17% (160)	1% (13)	949
All Non-Christian	27% (27)	42% (43)	9% (9)	4% (4)	17% (18)	1% (1)	101
Atheist	29% (29)	27% (27)	13% (14)	8% (8)	19% (19)	5% (5)	102
Agnostic/Nothing in particular	32% (214)	37% (248)	10% (65)	4% (28)	15% (98)	1% (7)	661
Something Else	37% (148)	33% (130)	12% (46)	5% (19)	10% (38)	4% (16)	396
Religious Non-Protestant/Catholic	32% (39)	40% (49)	8% (10)	4% (5)	14% (18)	2% (2)	122
Evangelical	35% (185)	28% (146)	11% (57)	6% (30)	17% (90)	3% (17)	525
Non-Evangelical	34% (272)	37% (295)	9% (72)	5% (36)	13% (103)	1% (10)	788
Community: Urban	36% (210)	34% (202)	10% (60)	4% (26)	13% (78)	2% (10)	586
Community: Suburban	32% (355)	35% (386)	11% (117)	5% (51)	15% (170)	2% (19)	1098
Community: Rural	34% (177)	34% (179)	8% (41)	6% (31)	16% (85)	2% (13)	526
Employ: Private Sector	36% (273)	35% (268)	10% (72)	4% (31)	15% (111)	1% (6)	762
Employ: Government	29% (34)	48% (56)	8% (10)	1% (1)	10% (11)	3% (4)	116
Employ: Self-Employed	40% (84)	30% (63)	8% (17)	7% (14)	13% (26)	1% (3)	207
Employ: Homemaker	32% (52)	35% (56)	8% (13)	5% (9)	17% (26)	3% (4)	160
Employ: Student	30% (24)	33% (26)	13% (11)	5% (4)	14% (11)	4% (3)	80
Employ: Retired	30% (154)	33% (169)	10% (52)	6% (30)	19% (98)	2% (8)	512
Employ: Unemployed	30% (74)	34% (84)	13% (32)	5% (11)	15% (38)	3% (7)	245
Employ: Other	37% (48)	34% (44)	9% (12)	5% (7)	9% (11)	6% (7)	129
Military HH: Yes	33% (121)	36% (129)	11% (41)	4% (14)	15% (55)	1% (3)	362
Military HH: No	34% (622)	35% (638)	10% (177)	5% (93)	15% (278)	2% (39)	1848
RD/WT: Right Direction	36% (250)	33% (228)	9% (62)	5% (32)	14% (99)	2% (17)	688
RD/WT: Wrong Track	32% (492)	35% (539)	10% (157)	5% (75)	15% (234)	2% (25)	1522
Biden Job Approve	35% (317)	35% (317)	8% (77)	4% (40)	15% (138)	2% (16)	905
Biden Job Disapprove	33% (393)	35% (420)	11% (135)	5% (56)	14% (163)	2% (20)	1189

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Table MCEN10_7: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Jurassic World

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	34% (742)	35% (767)	10% (218)	5% (107)	15% (333)	2% (42)	2210
Biden Job Strongly Approve	41% (137)	27% (88)	10% (32)	6% (20)	14% (45)	2% (8)	330
Biden Job Somewhat Approve	31% (180)	40% (229)	8% (45)	3% (19)	16% (94)	1% (8)	575
Biden Job Somewhat Disapprove	30% (114)	40% (150)	15% (55)	2% (7)	13% (50)	1% (4)	380
Biden Job Strongly Disapprove	34% (279)	33% (270)	10% (80)	6% (50)	14% (114)	2% (16)	809
Favorable of Biden	36% (342)	35% (324)	8% (77)	5% (42)	15% (136)	2% (15)	936
Unfavorable of Biden	32% (370)	36% (424)	12% (135)	5% (56)	14% (166)	2% (22)	1173
Very Favorable of Biden	44% (164)	28% (105)	8% (31)	6% (24)	11% (42)	2% (9)	375
Somewhat Favorable of Biden	32% (178)	39% (219)	8% (46)	3% (18)	17% (94)	1% (6)	562
Somewhat Unfavorable of Biden	26% (85)	43% (139)	14% (44)	2% (7)	13% (41)	2% (7)	323
Very Unfavorable of Biden	34% (286)	34% (285)	11% (91)	6% (49)	15% (125)	2% (15)	850
#1 Issue: Economy	35% (329)	35% (329)	9% (89)	4% (36)	15% (141)	1% (13)	937
#1 Issue: Security	30% (87)	35% (102)	14% (42)	5% (16)	14% (40)	2% (6)	293
#1 Issue: Health Care	35% (79)	34% (77)	7% (16)	4% (8)	17% (39)	4% (9)	230
#1 Issue: Medicare / Social Security	28% (68)	34% (83)	10% (24)	7% (18)	18% (44)	3% (8)	245
#1 Issue: Women's Issues	35% (39)	29% (32)	13% (14)	5% (6)	16% (18)	2% (2)	111
#1 Issue: Education	37% (30)	38% (31)	8% (7)	3% (2)	12% (10)	2% (2)	82
#1 Issue: Energy	35% (53)	39% (59)	9% (13)	5% (7)	11% (17)	1% (1)	149
#1 Issue: Other	35% (57)	33% (54)	9% (14)	9% (15)	14% (23)	1% (1)	164
2020 Vote: Joe Biden	35% (329)	35% (327)	9% (83)	4% (39)	14% (134)	2% (18)	929
2020 Vote: Donald Trump	34% (255)	35% (264)	11% (79)	5% (40)	13% (100)	2% (12)	751
2020 Vote: Other	22% (20)	37% (34)	13% (12)	8% (7)	20% (18)	1% (1)	92
2020 Vote: Didn't Vote	31% (138)	32% (142)	10% (44)	5% (21)	19% (82)	3% (11)	438
2018 House Vote: Democrat	36% (272)	34% (257)	10% (72)	4% (33)	13% (98)	3% (19)	751
2018 House Vote: Republican	34% (209)	34% (209)	10% (63)	6% (36)	15% (94)	1% (6)	618
2018 House Vote: Someone else	27% (19)	33% (23)	13% (9)	7% (5)	18% (13)	2% (1)	69
2016 Vote: Hillary Clinton	35% (247)	35% (241)	10% (70)	4% (30)	14% (96)	2% (15)	699
2016 Vote: Donald Trump	34% (228)	36% (243)	10% (67)	5% (37)	13% (89)	1% (7)	669
2016 Vote: Other	30% (36)	32% (38)	13% (15)	5% (6)	19% (23)	— (0)	119
2016 Vote: Didn't Vote	32% (232)	34% (244)	9% (67)	5% (34)	17% (125)	3% (20)	723

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Table MCEN10_7: Do you have a favorable or unfavorable opinion of each of the following film franchises?
Jurassic World

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	34% (742)	35% (767)	10% (218)	5% (107)	15% (333)	2% (42)	2210
Voted in 2014: Yes	37% (459)	33% (414)	10% (127)	5% (66)	14% (174)	1% (15)	1256
Voted in 2014: No	30% (283)	37% (353)	10% (91)	4% (41)	17% (159)	3% (27)	954
4-Region: Northeast	32% (123)	34% (132)	11% (43)	4% (16)	15% (56)	3% (12)	383
4-Region: Midwest	33% (152)	34% (154)	13% (58)	4% (19)	15% (69)	1% (4)	456
4-Region: South	35% (294)	33% (275)	9% (72)	5% (43)	17% (141)	2% (19)	844
4-Region: West	33% (173)	39% (206)	9% (45)	5% (28)	13% (67)	1% (7)	527
Comfortable Going to the Movies	36% (526)	35% (507)	10% (147)	4% (59)	13% (181)	2% (22)	1441
Uncomfortable Going to the Movies	29% (189)	35% (230)	10% (62)	6% (36)	18% (117)	3% (16)	650
Frequent Moviegoers	47% (88)	31% (57)	4% (7)	8% (15)	9% (17)	1% (1)	186
Occasional Moviegoers	41% (299)	35% (257)	11% (81)	2% (17)	9% (68)	1% (5)	727
Rare Moviegoers	30% (271)	36% (324)	10% (93)	4% (39)	18% (161)	2% (21)	910
Never Goes to the Movies	22% (85)	33% (129)	9% (37)	9% (36)	22% (87)	4% (14)	387

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

Table MCEN10_8: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Transformers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	24% (523)	30% (669)	13% (289)	8% (187)	22% (484)	3% (59)	2210
Gender: Male	25% (266)	33% (349)	15% (161)	8% (86)	18% (191)	1% (14)	1068
Gender: Female	22% (257)	28% (320)	11% (128)	9% (100)	26% (293)	4% (45)	1142
Age: 18-34	27% (175)	31% (196)	14% (92)	10% (61)	17% (107)	2% (12)	642
Age: 35-44	37% (136)	28% (102)	12% (43)	8% (28)	14% (52)	1% (4)	365
Age: 45-64	22% (156)	33% (236)	13% (92)	9% (63)	21% (152)	2% (16)	714
Age: 65+	11% (55)	28% (136)	13% (62)	7% (35)	35% (173)	5% (27)	489
GenZers: 1997-2012	25% (59)	30% (71)	16% (38)	9% (23)	18% (44)	3% (7)	241
Millennials: 1981-1996	33% (219)	30% (201)	12% (80)	9% (56)	15% (96)	1% (8)	662
GenXers: 1965-1980	28% (143)	31% (160)	12% (63)	8% (40)	19% (96)	2% (11)	514
Baby Boomers: 1946-1964	13% (94)	30% (217)	13% (98)	9% (65)	31% (224)	4% (27)	725
PID: Dem (no lean)	24% (183)	32% (245)	11% (87)	8% (65)	23% (178)	2% (16)	775
PID: Ind (no lean)	22% (176)	29% (229)	15% (121)	9% (68)	22% (173)	3% (23)	790
PID: Rep (no lean)	25% (164)	30% (195)	12% (80)	8% (53)	21% (132)	3% (20)	645
PID/Gender: Dem Men	24% (80)	34% (115)	12% (40)	9% (31)	20% (66)	1% (2)	335
PID/Gender: Dem Women	23% (103)	30% (130)	11% (47)	8% (34)	26% (112)	3% (13)	440
PID/Gender: Ind Men	23% (95)	32% (131)	19% (77)	9% (39)	16% (67)	1% (6)	415
PID/Gender: Ind Women	22% (81)	26% (98)	12% (44)	8% (29)	28% (106)	5% (17)	375
PID/Gender: Rep Men	29% (91)	32% (103)	14% (44)	5% (16)	18% (58)	2% (5)	318
PID/Gender: Rep Women	22% (73)	28% (92)	11% (36)	11% (37)	23% (74)	4% (15)	327
Ideo: Liberal (1-3)	20% (127)	31% (193)	14% (87)	9% (60)	25% (158)	1% (8)	634
Ideo: Moderate (4)	27% (171)	32% (202)	14% (86)	8% (52)	16% (102)	2% (14)	627
Ideo: Conservative (5-7)	20% (143)	32% (227)	12% (88)	8% (61)	25% (179)	3% (21)	719
Educ: < College	26% (371)	30% (430)	12% (168)	9% (128)	21% (302)	3% (38)	1437
Educ: Bachelors degree	21% (103)	33% (163)	15% (73)	7% (36)	21% (103)	3% (12)	491
Educ: Post-grad	17% (49)	27% (76)	17% (48)	8% (23)	28% (79)	3% (8)	282
Income: Under 50k	26% (300)	27% (315)	12% (137)	10% (113)	23% (262)	2% (26)	1153
Income: 50k-100k	22% (149)	34% (236)	12% (81)	8% (53)	21% (145)	4% (26)	690
Income: 100k+	20% (74)	32% (119)	19% (70)	6% (21)	21% (77)	2% (7)	368

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Table MCEN10_8: Do you have a favorable or unfavorable opinion of each of the following film franchises?
Transformers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	24% (523)	30% (669)	13% (289)	8% (187)	22% (484)	3% (59)	2210
Ethnicity: White (Non-Hispanic)	19% (281)	31% (456)	15% (216)	9% (127)	25% (371)	2% (37)	1488
Ethnicity: Hispanic	34% (127)	29% (108)	12% (43)	9% (33)	13% (50)	3% (13)	374
Ethnicity: Black (Non-Hispanic)	38% (92)	29% (71)	4% (10)	7% (16)	20% (47)	3% (6)	243
Ethnicity: Asian + Other (Non-Hispanic)	22% (23)	32% (34)	19% (19)	10% (10)	14% (15)	3% (3)	105
All Christian	20% (191)	33% (313)	12% (118)	8% (73)	24% (224)	3% (30)	949
All Non-Christian	25% (25)	25% (26)	12% (12)	11% (11)	25% (25)	1% (2)	101
Atheist	16% (17)	30% (30)	18% (18)	15% (16)	18% (18)	3% (3)	102
Agnostic/Nothing in particular	26% (173)	28% (184)	14% (96)	8% (52)	22% (142)	2% (14)	661
Something Else	29% (117)	29% (116)	11% (45)	9% (35)	19% (74)	3% (11)	396
Religious Non-Protestant/Catholic	22% (27)	31% (38)	12% (14)	10% (13)	23% (28)	2% (2)	122
Evangelical	28% (145)	28% (147)	10% (55)	9% (49)	22% (113)	3% (15)	525
Non-Evangelical	20% (159)	34% (266)	13% (105)	7% (57)	22% (177)	3% (24)	788
Community: Urban	31% (179)	28% (164)	12% (72)	7% (41)	19% (114)	3% (15)	586
Community: Suburban	21% (228)	31% (342)	14% (156)	9% (96)	22% (246)	3% (30)	1098
Community: Rural	22% (116)	31% (163)	12% (61)	9% (50)	23% (123)	2% (13)	526
Employ: Private Sector	26% (200)	32% (245)	14% (104)	7% (56)	19% (145)	2% (12)	762
Employ: Government	22% (26)	32% (37)	16% (19)	3% (4)	24% (28)	3% (3)	116
Employ: Self-Employed	28% (59)	32% (66)	8% (17)	10% (22)	17% (36)	4% (7)	207
Employ: Homemaker	30% (48)	30% (47)	10% (17)	7% (11)	20% (32)	3% (4)	160
Employ: Student	24% (19)	21% (16)	20% (16)	14% (11)	19% (15)	3% (2)	80
Employ: Retired	14% (71)	28% (145)	14% (72)	8% (41)	32% (164)	4% (18)	512
Employ: Unemployed	24% (60)	32% (78)	13% (32)	10% (25)	18% (43)	3% (7)	245
Employ: Other	31% (40)	27% (34)	9% (12)	13% (17)	17% (21)	3% (4)	129
Military HH: Yes	20% (74)	31% (111)	16% (58)	7% (25)	24% (86)	2% (9)	362
Military HH: No	24% (449)	30% (559)	13% (231)	9% (162)	22% (398)	3% (50)	1848
RD/WT: Right Direction	26% (180)	28% (192)	12% (85)	7% (48)	24% (168)	2% (15)	688
RD/WT: Wrong Track	23% (343)	31% (477)	13% (203)	9% (139)	21% (316)	3% (44)	1522
Biden Job Approve	25% (223)	28% (257)	13% (120)	8% (72)	24% (219)	2% (14)	905
Biden Job Disapprove	22% (264)	32% (379)	14% (163)	9% (107)	20% (239)	3% (37)	1189

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Table MCEN10_8: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Transformers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	24% (523)	30% (669)	13% (289)	8% (187)	22% (484)	3% (59)	2210
Biden Job Strongly Approve	28% (91)	27% (88)	11% (35)	9% (30)	25% (83)	1% (3)	330
Biden Job Somewhat Approve	23% (132)	29% (168)	15% (85)	7% (43)	24% (136)	2% (11)	575
Biden Job Somewhat Disapprove	19% (72)	37% (141)	15% (58)	8% (30)	17% (65)	3% (13)	380
Biden Job Strongly Disapprove	24% (192)	29% (238)	13% (105)	10% (77)	21% (174)	3% (24)	809
Favorable of Biden	25% (236)	30% (277)	12% (114)	8% (73)	24% (222)	1% (14)	936
Unfavorable of Biden	22% (258)	31% (368)	14% (168)	9% (111)	20% (233)	3% (36)	1173
Very Favorable of Biden	29% (108)	26% (97)	11% (42)	8% (32)	24% (91)	1% (5)	375
Somewhat Favorable of Biden	23% (128)	32% (180)	13% (72)	7% (41)	23% (132)	2% (9)	562
Somewhat Unfavorable of Biden	20% (65)	34% (111)	17% (56)	9% (30)	15% (49)	4% (14)	323
Very Unfavorable of Biden	23% (193)	30% (257)	13% (112)	10% (81)	22% (184)	3% (22)	850
#1 Issue: Economy	24% (225)	31% (293)	15% (141)	7% (65)	21% (193)	2% (20)	937
#1 Issue: Security	20% (58)	30% (87)	13% (39)	8% (23)	25% (74)	4% (11)	293
#1 Issue: Health Care	26% (59)	31% (70)	10% (22)	9% (21)	21% (49)	3% (8)	230
#1 Issue: Medicare / Social Security	17% (42)	29% (70)	12% (29)	10% (25)	29% (71)	3% (8)	245
#1 Issue: Women's Issues	28% (31)	20% (22)	13% (14)	11% (12)	24% (27)	4% (5)	111
#1 Issue: Education	37% (30)	35% (28)	14% (12)	9% (8)	4% (3)	1% (1)	82
#1 Issue: Energy	25% (37)	33% (49)	11% (17)	10% (14)	19% (28)	3% (4)	149
#1 Issue: Other	25% (40)	30% (50)	9% (15)	11% (18)	23% (38)	2% (3)	164
2020 Vote: Joe Biden	22% (209)	31% (288)	14% (128)	8% (74)	23% (210)	2% (21)	929
2020 Vote: Donald Trump	22% (163)	32% (238)	13% (95)	9% (64)	23% (171)	3% (19)	751
2020 Vote: Other	23% (21)	34% (31)	20% (18)	8% (8)	15% (14)	— (0)	92
2020 Vote: Didn't Vote	30% (130)	26% (112)	11% (48)	9% (40)	20% (89)	4% (19)	438
2018 House Vote: Democrat	23% (175)	30% (223)	13% (101)	9% (68)	23% (171)	2% (14)	751
2018 House Vote: Republican	21% (130)	33% (203)	13% (82)	8% (50)	22% (137)	2% (15)	618
2018 House Vote: Someone else	15% (11)	33% (23)	18% (13)	10% (7)	24% (16)	— (0)	69
2016 Vote: Hillary Clinton	23% (159)	30% (209)	14% (101)	7% (52)	24% (166)	2% (14)	699
2016 Vote: Donald Trump	20% (137)	32% (217)	12% (80)	9% (59)	24% (159)	3% (18)	669
2016 Vote: Other	18% (21)	32% (38)	22% (26)	12% (14)	16% (19)	— (0)	119
2016 Vote: Didn't Vote	28% (206)	28% (206)	11% (81)	9% (62)	19% (141)	4% (27)	723

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Table MCEN10_8: Do you have a favorable or unfavorable opinion of each of the following film franchises?
Transformers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	24% (523)	30% (669)	13% (289)	8% (187)	22% (484)	3% (59)	2210
Voted in 2014: Yes	22% (276)	31% (392)	14% (171)	8% (101)	23% (291)	2% (27)	1256
Voted in 2014: No	26% (247)	29% (277)	12% (118)	9% (86)	20% (193)	3% (32)	954
4-Region: Northeast	21% (79)	27% (103)	14% (53)	9% (34)	26% (99)	4% (15)	383
4-Region: Midwest	21% (95)	34% (155)	13% (62)	6% (29)	23% (104)	3% (12)	456
4-Region: South	27% (228)	29% (245)	11% (95)	8% (70)	22% (182)	3% (25)	844
4-Region: West	23% (121)	31% (165)	15% (79)	10% (54)	19% (99)	1% (7)	527
Comfortable Going to the Movies	26% (369)	32% (455)	13% (186)	9% (126)	20% (283)	2% (23)	1441
Uncomfortable Going to the Movies	20% (129)	29% (188)	14% (88)	9% (55)	25% (160)	5% (30)	650
Frequent Moviegoers	36% (68)	28% (51)	12% (23)	11% (19)	13% (23)	— (1)	186
Occasional Moviegoers	29% (209)	35% (255)	13% (93)	8% (57)	14% (103)	1% (10)	727
Rare Moviegoers	21% (190)	29% (267)	14% (126)	7% (63)	26% (236)	3% (28)	910
Never Goes to the Movies	14% (56)	25% (96)	12% (47)	12% (47)	31% (121)	5% (20)	387

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

Table MCEN10_9: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Lord of the Rings

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	28% (620)	26% (581)	12% (256)	10% (217)	23% (502)	2% (34)	2210
Gender: Male	34% (364)	28% (298)	11% (114)	7% (77)	19% (200)	1% (15)	1068
Gender: Female	22% (256)	25% (283)	12% (142)	12% (140)	26% (302)	2% (19)	1142
Age: 18-34	31% (200)	23% (149)	11% (71)	13% (82)	19% (124)	3% (16)	642
Age: 35-44	32% (118)	26% (94)	13% (49)	9% (32)	19% (69)	1% (4)	365
Age: 45-64	29% (205)	28% (196)	11% (81)	10% (70)	21% (152)	1% (10)	714
Age: 65+	20% (97)	29% (142)	11% (56)	7% (33)	32% (157)	1% (4)	489
GenZers: 1997-2012	26% (64)	19% (45)	10% (24)	13% (32)	27% (65)	4% (10)	241
Millennials: 1981-1996	34% (227)	27% (176)	12% (77)	10% (69)	16% (104)	1% (9)	662
GenXers: 1965-1980	29% (151)	26% (132)	13% (68)	10% (51)	21% (107)	1% (6)	514
Baby Boomers: 1946-1964	23% (167)	28% (204)	11% (81)	9% (62)	28% (203)	1% (7)	725
PID: Dem (no lean)	31% (238)	26% (201)	11% (85)	8% (62)	23% (177)	1% (12)	775
PID: Ind (no lean)	29% (226)	26% (203)	11% (88)	10% (79)	23% (181)	2% (13)	790
PID: Rep (no lean)	24% (155)	27% (176)	13% (83)	12% (77)	22% (144)	1% (9)	645
PID/Gender: Dem Men	34% (115)	27% (92)	10% (32)	7% (22)	20% (68)	2% (6)	335
PID/Gender: Dem Women	28% (123)	25% (110)	12% (53)	9% (40)	25% (109)	1% (6)	440
PID/Gender: Ind Men	35% (144)	27% (112)	11% (44)	7% (30)	19% (80)	1% (5)	415
PID/Gender: Ind Women	22% (82)	24% (92)	12% (44)	13% (48)	27% (101)	2% (8)	375
PID/Gender: Rep Men	33% (104)	30% (95)	12% (38)	8% (24)	17% (53)	1% (4)	318
PID/Gender: Rep Women	16% (51)	25% (82)	14% (45)	16% (53)	28% (92)	2% (5)	327
Ideo: Liberal (1-3)	34% (216)	25% (158)	11% (68)	8% (51)	21% (135)	1% (6)	634
Ideo: Moderate (4)	29% (179)	28% (178)	12% (78)	10% (60)	20% (128)	1% (4)	627
Ideo: Conservative (5-7)	24% (170)	29% (206)	12% (86)	10% (72)	24% (173)	2% (12)	719
Educ: < College	26% (370)	24% (343)	12% (180)	11% (164)	25% (354)	2% (27)	1437
Educ: Bachelors degree	30% (149)	33% (162)	9% (47)	8% (40)	18% (87)	1% (5)	491
Educ: Post-grad	36% (100)	27% (76)	11% (30)	5% (14)	21% (60)	1% (2)	282
Income: Under 50k	26% (304)	26% (294)	12% (136)	11% (132)	23% (264)	2% (22)	1153
Income: 50k-100k	29% (197)	26% (182)	11% (79)	9% (60)	24% (163)	1% (9)	690
Income: 100k+	32% (118)	29% (105)	11% (42)	7% (25)	20% (75)	1% (3)	368

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Table MCEN10_9: Do you have a favorable or unfavorable opinion of each of the following film franchises?
Lord of the Rings

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	28% (620)	26% (581)	12% (256)	10% (217)	23% (502)	2% (34)	2210
Ethnicity: White (Non-Hispanic)	27% (407)	27% (400)	12% (177)	10% (142)	23% (348)	1% (14)	1488
Ethnicity: Hispanic	32% (121)	26% (98)	12% (44)	10% (36)	18% (66)	3% (10)	374
Ethnicity: Black (Non-Hispanic)	25% (61)	20% (48)	9% (22)	15% (36)	29% (70)	3% (7)	243
Ethnicity: Asian + Other (Non-Hispanic)	29% (31)	34% (36)	13% (13)	4% (4)	17% (18)	3% (3)	105
All Christian	27% (256)	29% (278)	11% (104)	8% (74)	23% (223)	2% (14)	949
All Non-Christian	28% (29)	36% (37)	3% (3)	9% (9)	23% (23)	1% (1)	101
Atheist	33% (34)	22% (23)	15% (16)	9% (9)	17% (18)	3% (3)	102
Agnostic/Nothing in particular	29% (190)	24% (156)	11% (71)	13% (83)	22% (148)	2% (13)	661
Something Else	28% (111)	22% (88)	16% (62)	11% (42)	23% (90)	1% (3)	396
Religious Non-Protestant/Catholic	33% (40)	33% (40)	3% (4)	9% (11)	21% (26)	1% (2)	122
Evangelical	26% (138)	27% (139)	11% (58)	11% (56)	25% (129)	1% (5)	525
Non-Evangelical	27% (214)	28% (221)	14% (107)	7% (58)	22% (177)	1% (11)	788
Community: Urban	33% (192)	24% (143)	10% (60)	10% (57)	21% (125)	2% (10)	586
Community: Suburban	26% (286)	28% (309)	12% (137)	9% (96)	23% (253)	1% (16)	1098
Community: Rural	27% (142)	24% (129)	11% (59)	12% (64)	24% (124)	2% (8)	526
Employ: Private Sector	32% (244)	26% (199)	11% (86)	9% (71)	20% (152)	1% (10)	762
Employ: Government	25% (29)	32% (37)	16% (18)	3% (4)	22% (25)	1% (2)	116
Employ: Self-Employed	31% (65)	28% (58)	12% (26)	10% (21)	17% (36)	1% (2)	207
Employ: Homemaker	20% (32)	25% (39)	10% (15)	12% (19)	30% (48)	4% (6)	160
Employ: Student	28% (22)	23% (18)	5% (4)	9% (7)	30% (24)	4% (4)	80
Employ: Retired	21% (108)	27% (137)	13% (68)	8% (43)	29% (150)	1% (5)	512
Employ: Unemployed	31% (75)	25% (62)	12% (29)	14% (34)	18% (43)	1% (2)	245
Employ: Other	34% (44)	24% (31)	8% (10)	13% (17)	18% (23)	3% (4)	129
Military HH: Yes	29% (104)	28% (102)	11% (38)	7% (26)	24% (89)	1% (3)	362
Military HH: No	28% (516)	26% (479)	12% (218)	10% (192)	22% (413)	2% (31)	1848
RD/WT: Right Direction	32% (218)	27% (185)	10% (70)	8% (53)	22% (151)	2% (10)	688
RD/WT: Wrong Track	26% (401)	26% (396)	12% (186)	11% (164)	23% (351)	2% (24)	1522
Biden Job Approve	30% (275)	27% (241)	11% (96)	9% (78)	23% (206)	1% (9)	905
Biden Job Disapprove	26% (314)	27% (322)	13% (154)	11% (126)	21% (252)	2% (20)	1189

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Table MCEN10_9: Do you have a favorable or unfavorable opinion of each of the following film franchises?
Lord of the Rings

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	28% (620)	26% (581)	12% (256)	10% (217)	23% (502)	2% (34)	2210
Biden Job Strongly Approve	36% (120)	25% (82)	8% (26)	8% (27)	21% (71)	1% (5)	330
Biden Job Somewhat Approve	27% (155)	28% (159)	12% (71)	9% (51)	23% (135)	1% (4)	575
Biden Job Somewhat Disapprove	27% (101)	29% (112)	16% (59)	7% (28)	20% (76)	1% (4)	380
Biden Job Strongly Disapprove	26% (213)	26% (210)	12% (95)	12% (98)	22% (176)	2% (17)	809
Favorable of Biden	31% (293)	26% (247)	11% (103)	8% (79)	22% (206)	1% (8)	936
Unfavorable of Biden	26% (304)	27% (319)	13% (148)	11% (127)	22% (257)	2% (18)	1173
Very Favorable of Biden	36% (134)	25% (95)	7% (25)	9% (34)	22% (82)	1% (4)	375
Somewhat Favorable of Biden	28% (159)	27% (152)	14% (78)	8% (45)	22% (125)	1% (4)	562
Somewhat Unfavorable of Biden	26% (85)	29% (95)	17% (54)	7% (23)	20% (64)	1% (3)	323
Very Unfavorable of Biden	26% (219)	26% (224)	11% (95)	12% (104)	23% (193)	2% (15)	850
#1 Issue: Economy	28% (263)	29% (270)	11% (102)	10% (95)	21% (195)	1% (11)	937
#1 Issue: Security	23% (67)	26% (77)	12% (36)	13% (38)	24% (70)	2% (5)	293
#1 Issue: Health Care	32% (73)	20% (46)	15% (34)	8% (18)	23% (53)	2% (5)	230
#1 Issue: Medicare / Social Security	22% (53)	32% (78)	11% (28)	6% (14)	28% (68)	2% (4)	245
#1 Issue: Women's Issues	30% (33)	15% (16)	16% (18)	16% (18)	21% (24)	2% (2)	111
#1 Issue: Education	31% (26)	20% (16)	9% (8)	12% (9)	23% (19)	5% (4)	82
#1 Issue: Energy	33% (49)	25% (37)	10% (15)	7% (10)	24% (36)	2% (3)	149
#1 Issue: Other	34% (55)	24% (40)	10% (16)	9% (15)	23% (37)	1% (1)	164
2020 Vote: Joe Biden	32% (302)	26% (245)	10% (94)	8% (71)	22% (208)	1% (10)	929
2020 Vote: Donald Trump	24% (184)	27% (205)	13% (100)	11% (80)	23% (174)	1% (8)	751
2020 Vote: Other	34% (32)	21% (19)	14% (13)	10% (9)	18% (16)	3% (3)	92
2020 Vote: Didn't Vote	23% (103)	25% (111)	11% (49)	13% (57)	24% (104)	3% (13)	438
2018 House Vote: Democrat	35% (259)	28% (214)	10% (76)	8% (57)	18% (138)	1% (7)	751
2018 House Vote: Republican	24% (148)	28% (174)	13% (82)	11% (68)	23% (141)	1% (5)	618
2018 House Vote: Someone else	37% (25)	21% (14)	17% (11)	4% (2)	19% (13)	4% (3)	69
2016 Vote: Hillary Clinton	33% (232)	28% (194)	10% (72)	8% (55)	20% (142)	1% (5)	699
2016 Vote: Donald Trump	26% (172)	27% (181)	12% (79)	12% (79)	23% (151)	1% (7)	669
2016 Vote: Other	37% (44)	31% (37)	13% (15)	6% (7)	11% (13)	2% (3)	119
2016 Vote: Didn't Vote	24% (171)	23% (170)	12% (89)	11% (77)	27% (197)	3% (19)	723

Continued on next page

Table MCEN10_9: Do you have a favorable or unfavorable opinion of each of the following film franchises?
Lord of the Rings

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	28% (620)	26% (581)	12% (256)	10% (217)	23% (502)	2% (34)	2210
Voted in 2014: Yes	30% (376)	29% (368)	11% (133)	9% (111)	21% (259)	1% (10)	1256
Voted in 2014: No	25% (243)	22% (213)	13% (124)	11% (106)	25% (243)	3% (24)	954
4-Region: Northeast	27% (104)	26% (99)	12% (44)	8% (32)	25% (97)	2% (6)	383
4-Region: Midwest	27% (124)	26% (117)	12% (53)	12% (53)	22% (99)	2% (11)	456
4-Region: South	27% (232)	26% (222)	11% (96)	9% (79)	24% (200)	2% (15)	844
4-Region: West	30% (159)	27% (144)	12% (63)	10% (53)	20% (106)	— (2)	527
Comfortable Going to the Movies	30% (430)	28% (399)	12% (178)	9% (135)	20% (285)	1% (14)	1441
Uncomfortable Going to the Movies	26% (167)	24% (158)	11% (70)	11% (73)	26% (169)	2% (13)	650
Frequent Moviegoers	45% (84)	27% (49)	6% (10)	9% (16)	14% (26)	— (0)	186
Occasional Moviegoers	33% (244)	29% (207)	13% (97)	8% (59)	15% (111)	1% (9)	727
Rare Moviegoers	25% (228)	26% (237)	11% (104)	9% (86)	27% (241)	2% (14)	910
Never Goes to the Movies	17% (64)	23% (87)	12% (45)	14% (56)	32% (123)	3% (12)	387

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

Table MCEN10_10: Do you have a favorable or unfavorable opinion of each of the following film franchises?
Pirates of the Caribbean

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	33% (726)	35% (764)	8% (179)	4% (99)	18% (406)	2% (36)	2210
Gender: Male	32% (338)	36% (383)	10% (105)	4% (46)	17% (184)	1% (11)	1068
Gender: Female	34% (387)	33% (381)	7% (74)	5% (52)	19% (222)	2% (26)	1142
Age: 18-34	41% (265)	31% (198)	7% (42)	3% (22)	16% (103)	2% (12)	642
Age: 35-44	38% (138)	33% (122)	9% (32)	3% (12)	16% (60)	— (1)	365
Age: 45-64	30% (216)	37% (261)	10% (69)	6% (40)	16% (116)	2% (11)	714
Age: 65+	22% (106)	37% (183)	7% (36)	5% (25)	26% (127)	2% (12)	489
GenZers: 1997-2012	39% (94)	25% (60)	5% (13)	3% (7)	26% (62)	2% (5)	241
Millennials: 1981-1996	42% (278)	34% (224)	7% (48)	3% (19)	13% (84)	1% (9)	662
GenXers: 1965-1980	30% (154)	38% (193)	10% (50)	6% (31)	16% (80)	1% (7)	514
Baby Boomers: 1946-1964	26% (188)	36% (259)	9% (65)	6% (40)	22% (160)	2% (13)	725
PID: Dem (no lean)	33% (257)	34% (263)	8% (64)	3% (27)	20% (156)	1% (9)	775
PID: Ind (no lean)	31% (243)	35% (276)	8% (61)	5% (43)	19% (151)	2% (18)	790
PID: Rep (no lean)	35% (226)	35% (226)	8% (55)	5% (29)	15% (98)	2% (10)	645
PID/Gender: Dem Men	30% (100)	35% (118)	8% (26)	3% (10)	23% (79)	1% (2)	335
PID/Gender: Dem Women	36% (157)	33% (144)	9% (38)	4% (17)	18% (78)	2% (7)	440
PID/Gender: Ind Men	29% (120)	37% (152)	11% (46)	5% (22)	17% (69)	2% (6)	415
PID/Gender: Ind Women	33% (122)	33% (124)	4% (15)	5% (21)	22% (82)	3% (11)	375
PID/Gender: Rep Men	37% (118)	36% (113)	11% (33)	4% (14)	11% (37)	1% (2)	318
PID/Gender: Rep Women	33% (108)	34% (113)	7% (21)	5% (15)	19% (62)	2% (8)	327
Ideo: Liberal (1-3)	33% (209)	34% (214)	10% (65)	4% (24)	18% (115)	1% (6)	634
Ideo: Moderate (4)	32% (203)	35% (222)	9% (54)	4% (24)	19% (118)	1% (7)	627
Ideo: Conservative (5-7)	30% (218)	38% (271)	7% (54)	5% (35)	18% (131)	2% (11)	719
Educ: < College	34% (482)	32% (465)	7% (102)	5% (78)	20% (281)	2% (30)	1437
Educ: Bachelors degree	34% (165)	39% (191)	8% (40)	3% (16)	15% (76)	1% (3)	491
Educ: Post-grad	28% (79)	38% (108)	13% (38)	2% (5)	17% (49)	2% (4)	282
Income: Under 50k	33% (381)	32% (365)	7% (81)	6% (64)	21% (239)	2% (23)	1153
Income: 50k-100k	32% (218)	38% (259)	9% (64)	3% (21)	17% (115)	2% (12)	690
Income: 100k+	34% (127)	38% (140)	9% (35)	4% (13)	14% (51)	— (2)	368

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Table MCEN10_10: Do you have a favorable or unfavorable opinion of each of the following film franchises?
Pirates of the Caribbean

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	33% (726)	35% (764)	8% (179)	4% (99)	18% (406)	2% (36)	2210
Ethnicity: White (Non-Hispanic)	31% (459)	37% (555)	8% (122)	5% (71)	17% (259)	1% (22)	1488
Ethnicity: Hispanic	36% (135)	34% (125)	9% (34)	2% (7)	17% (64)	2% (8)	374
Ethnicity: Black (Non-Hispanic)	36% (87)	21% (52)	7% (16)	7% (17)	28% (67)	2% (4)	243
Ethnicity: Asian + Other (Non-Hispanic)	41% (43)	31% (32)	7% (7)	4% (4)	15% (16)	3% (3)	105
All Christian	32% (304)	38% (360)	6% (61)	4% (34)	19% (178)	1% (11)	949
All Non-Christian	26% (26)	37% (38)	13% (13)	8% (8)	13% (14)	3% (3)	101
Atheist	29% (29)	31% (31)	8% (8)	5% (5)	24% (25)	4% (4)	102
Agnostic/Nothing in particular	32% (211)	35% (229)	10% (68)	4% (25)	18% (117)	2% (11)	661
Something Else	39% (155)	27% (106)	7% (29)	6% (26)	18% (72)	2% (8)	396
Religious Non-Protestant/Catholic	30% (37)	37% (46)	12% (14)	6% (8)	12% (14)	3% (3)	122
Evangelical	34% (180)	31% (162)	6% (33)	6% (29)	21% (111)	2% (10)	525
Non-Evangelical	34% (266)	37% (292)	7% (56)	4% (30)	17% (136)	1% (7)	788
Community: Urban	35% (203)	36% (210)	8% (45)	4% (22)	17% (101)	1% (6)	586
Community: Suburban	32% (352)	35% (379)	9% (97)	5% (52)	18% (202)	2% (17)	1098
Community: Rural	33% (171)	33% (175)	7% (38)	5% (25)	20% (103)	3% (14)	526
Employ: Private Sector	37% (283)	35% (266)	8% (59)	3% (21)	17% (128)	1% (5)	762
Employ: Government	28% (33)	39% (46)	12% (14)	4% (4)	15% (18)	1% (1)	116
Employ: Self-Employed	33% (68)	35% (72)	6% (13)	8% (16)	17% (35)	1% (2)	207
Employ: Homemaker	30% (48)	33% (53)	12% (19)	7% (11)	14% (23)	4% (6)	160
Employ: Student	48% (38)	25% (20)	5% (4)	1% (1)	20% (16)	1% (1)	80
Employ: Retired	24% (122)	36% (187)	9% (48)	5% (26)	23% (118)	2% (10)	512
Employ: Unemployed	34% (83)	31% (75)	7% (16)	5% (12)	21% (52)	2% (6)	245
Employ: Other	39% (50)	35% (45)	5% (6)	5% (7)	13% (16)	4% (5)	129
Military HH: Yes	30% (110)	37% (135)	7% (24)	5% (19)	19% (71)	1% (4)	362
Military HH: No	33% (616)	34% (630)	8% (155)	4% (80)	18% (335)	2% (32)	1848
RD/WT: Right Direction	34% (231)	34% (234)	7% (52)	4% (25)	20% (134)	2% (11)	688
RD/WT: Wrong Track	32% (494)	35% (530)	8% (128)	5% (74)	18% (271)	2% (25)	1522
Biden Job Approve	32% (286)	35% (314)	8% (70)	4% (39)	20% (185)	1% (10)	905
Biden Job Disapprove	34% (404)	35% (419)	9% (106)	5% (54)	16% (188)	2% (19)	1189

Continued on next page

Table MCEN10_10: Do you have a favorable or unfavorable opinion of each of the following film franchises?
Pirates of the Caribbean

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	33% (726)	35% (764)	8% (179)	4% (99)	18% (406)	2% (36)	2210
Biden Job Strongly Approve	38% (126)	31% (103)	7% (22)	4% (15)	19% (62)	1% (3)	330
Biden Job Somewhat Approve	28% (160)	37% (211)	8% (48)	4% (24)	21% (123)	1% (8)	575
Biden Job Somewhat Disapprove	35% (135)	36% (138)	9% (36)	2% (7)	17% (63)	— (1)	380
Biden Job Strongly Disapprove	33% (269)	35% (280)	9% (70)	6% (46)	15% (125)	2% (18)	809
Favorable of Biden	33% (309)	35% (324)	7% (70)	4% (39)	20% (184)	1% (10)	936
Unfavorable of Biden	33% (389)	36% (419)	9% (106)	5% (55)	16% (185)	2% (19)	1173
Very Favorable of Biden	41% (154)	27% (102)	6% (24)	5% (18)	19% (70)	1% (6)	375
Somewhat Favorable of Biden	28% (155)	39% (222)	8% (46)	4% (20)	20% (114)	1% (5)	562
Somewhat Unfavorable of Biden	35% (112)	37% (118)	10% (33)	2% (5)	16% (50)	1% (4)	323
Very Unfavorable of Biden	33% (276)	35% (301)	9% (73)	6% (50)	16% (135)	2% (15)	850
#1 Issue: Economy	33% (313)	34% (323)	9% (88)	4% (39)	17% (163)	1% (12)	937
#1 Issue: Security	29% (84)	39% (114)	7% (20)	5% (14)	19% (55)	2% (6)	293
#1 Issue: Health Care	37% (86)	30% (70)	6% (13)	5% (11)	20% (47)	1% (3)	230
#1 Issue: Medicare / Social Security	25% (60)	38% (92)	7% (17)	7% (18)	21% (50)	3% (7)	245
#1 Issue: Women's Issues	44% (49)	30% (33)	7% (7)	3% (3)	14% (16)	2% (2)	111
#1 Issue: Education	39% (32)	30% (25)	6% (5)	3% (3)	16% (13)	5% (4)	82
#1 Issue: Energy	35% (52)	32% (48)	9% (14)	1% (1)	21% (32)	1% (2)	149
#1 Issue: Other	30% (49)	37% (60)	9% (15)	5% (9)	18% (29)	1% (2)	164
2020 Vote: Joe Biden	32% (300)	34% (319)	9% (79)	4% (40)	19% (181)	1% (10)	929
2020 Vote: Donald Trump	33% (244)	37% (277)	8% (57)	5% (37)	17% (126)	1% (9)	751
2020 Vote: Other	34% (31)	32% (29)	12% (11)	4% (4)	17% (16)	1% (1)	92
2020 Vote: Didn't Vote	34% (150)	32% (138)	7% (33)	4% (17)	19% (83)	4% (16)	438
2018 House Vote: Democrat	33% (248)	35% (263)	8% (58)	4% (32)	18% (138)	2% (11)	751
2018 House Vote: Republican	34% (208)	35% (218)	7% (43)	6% (40)	16% (101)	1% (9)	618
2018 House Vote: Someone else	19% (13)	50% (34)	13% (9)	2% (1)	17% (11)	— (0)	69
2016 Vote: Hillary Clinton	31% (218)	35% (242)	9% (62)	4% (31)	19% (134)	2% (12)	699
2016 Vote: Donald Trump	33% (218)	37% (248)	8% (51)	5% (36)	16% (108)	1% (8)	669
2016 Vote: Other	33% (39)	34% (40)	16% (19)	5% (6)	13% (15)	— (0)	119
2016 Vote: Didn't Vote	35% (250)	33% (235)	7% (48)	3% (25)	21% (148)	2% (16)	723

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Table MCEN10_10: Do you have a favorable or unfavorable opinion of each of the following film franchises?
Pirates of the Caribbean

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	33% (726)	35% (764)	8% (179)	4% (99)	18% (406)	2% (36)	2210
Voted in 2014: Yes	32% (401)	36% (455)	8% (98)	6% (70)	17% (218)	1% (15)	1256
Voted in 2014: No	34% (324)	32% (310)	9% (82)	3% (29)	20% (188)	2% (21)	954
4-Region: Northeast	33% (125)	33% (128)	8% (32)	4% (16)	19% (72)	2% (10)	383
4-Region: Midwest	33% (150)	33% (151)	8% (36)	4% (20)	20% (94)	1% (6)	456
4-Region: South	32% (274)	33% (279)	8% (68)	4% (37)	20% (171)	2% (15)	844
4-Region: West	33% (176)	39% (206)	8% (44)	5% (27)	13% (68)	1% (6)	527
Comfortable Going to the Movies	37% (533)	35% (504)	8% (113)	3% (48)	16% (235)	1% (7)	1441
Uncomfortable Going to the Movies	26% (169)	35% (227)	9% (58)	7% (48)	20% (128)	3% (20)	650
Frequent Moviegoers	48% (90)	28% (51)	9% (16)	4% (8)	11% (20)	— (0)	186
Occasional Moviegoers	40% (288)	34% (249)	8% (61)	3% (19)	14% (102)	1% (8)	727
Rare Moviegoers	30% (270)	37% (335)	8% (71)	4% (39)	20% (186)	1% (9)	910
Never Goes to the Movies	20% (78)	33% (129)	8% (30)	9% (33)	25% (97)	5% (19)	387

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

Table MCEN10_11: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Star Trek

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	25% (560)	28% (618)	13% (296)	11% (249)	20% (432)	2% (54)	2210
Gender: Male	32% (347)	31% (328)	12% (126)	8% (90)	16% (166)	1% (11)	1068
Gender: Female	19% (214)	25% (290)	15% (170)	14% (160)	23% (266)	4% (43)	1142
Age: 18-34	19% (120)	21% (137)	15% (98)	14% (91)	26% (167)	4% (29)	642
Age: 35-44	22% (79)	24% (89)	15% (55)	17% (63)	19% (68)	3% (13)	365
Age: 45-64	28% (203)	32% (232)	14% (103)	9% (66)	14% (99)	2% (11)	714
Age: 65+	32% (158)	33% (161)	8% (40)	6% (29)	20% (99)	— (2)	489
GenZers: 1997-2012	16% (37)	16% (39)	12% (29)	13% (31)	35% (84)	9% (21)	241
Millennials: 1981-1996	22% (147)	24% (158)	16% (106)	15% (101)	20% (132)	3% (18)	662
GenXers: 1965-1980	24% (124)	30% (153)	18% (90)	12% (61)	15% (77)	2% (9)	514
Baby Boomers: 1946-1964	32% (232)	34% (246)	9% (65)	7% (54)	17% (123)	1% (6)	725
PID: Dem (no lean)	27% (211)	29% (221)	13% (100)	10% (76)	19% (147)	2% (18)	775
PID: Ind (no lean)	24% (187)	27% (211)	14% (110)	10% (82)	22% (174)	3% (27)	790
PID: Rep (no lean)	25% (161)	29% (186)	13% (86)	14% (91)	17% (111)	1% (9)	645
PID/Gender: Dem Men	35% (118)	30% (99)	9% (31)	9% (29)	17% (57)	— (1)	335
PID/Gender: Dem Women	21% (94)	28% (122)	16% (69)	11% (48)	20% (90)	4% (17)	440
PID/Gender: Ind Men	31% (128)	30% (124)	13% (55)	7% (31)	17% (71)	1% (6)	415
PID/Gender: Ind Women	16% (59)	23% (87)	15% (55)	14% (51)	27% (103)	6% (21)	375
PID/Gender: Rep Men	32% (101)	33% (105)	13% (40)	9% (30)	12% (38)	1% (4)	318
PID/Gender: Rep Women	19% (61)	25% (81)	14% (46)	19% (61)	22% (73)	1% (5)	327
Ideo: Liberal (1-3)	27% (172)	31% (199)	14% (92)	8% (51)	18% (111)	1% (9)	634
Ideo: Moderate (4)	29% (183)	28% (176)	12% (75)	10% (63)	19% (122)	1% (9)	627
Ideo: Conservative (5-7)	23% (166)	31% (222)	13% (94)	12% (86)	19% (138)	2% (13)	719
Educ: < College	24% (345)	24% (342)	14% (200)	13% (187)	22% (315)	3% (48)	1437
Educ: Bachelors degree	25% (121)	37% (181)	14% (67)	9% (45)	15% (76)	— (2)	491
Educ: Post-grad	33% (94)	34% (95)	11% (30)	6% (17)	15% (42)	2% (5)	282
Income: Under 50k	24% (281)	27% (314)	13% (147)	12% (140)	20% (229)	4% (42)	1153
Income: 50k-100k	26% (176)	27% (187)	14% (97)	10% (72)	21% (147)	2% (11)	690
Income: 100k+	28% (103)	32% (117)	14% (52)	10% (38)	15% (56)	— (2)	368

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Table MCEN10_11: Do you have a favorable or unfavorable opinion of each of the following film franchises?
 Star Trek

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	25% (560)	28% (618)	13% (296)	11% (249)	20% (432)	2% (54)	2210
Ethnicity: White (Non-Hispanic)	26% (380)	30% (449)	12% (185)	12% (176)	19% (282)	1% (16)	1488
Ethnicity: Hispanic	26% (97)	20% (76)	17% (62)	11% (40)	21% (77)	6% (21)	374
Ethnicity: Black (Non-Hispanic)	26% (64)	24% (57)	14% (33)	10% (23)	22% (53)	5% (13)	243
Ethnicity: Asian + Other (Non-Hispanic)	18% (19)	34% (36)	16% (16)	9% (10)	19% (20)	3% (3)	105
All Christian	30% (286)	28% (270)	11% (109)	9% (82)	20% (194)	1% (9)	949
All Non-Christian	25% (25)	35% (35)	10% (10)	8% (8)	21% (21)	1% (1)	101
Atheist	22% (22)	29% (29)	16% (16)	8% (9)	19% (19)	7% (7)	102
Agnostic/Nothing in particular	21% (137)	27% (176)	14% (95)	14% (94)	20% (135)	4% (24)	661
Something Else	23% (89)	27% (108)	17% (66)	14% (56)	16% (63)	3% (14)	396
Religious Non-Protestant/Catholic	29% (36)	32% (40)	11% (14)	7% (8)	18% (22)	2% (3)	122
Evangelical	27% (141)	27% (143)	12% (62)	12% (64)	21% (110)	1% (6)	525
Non-Evangelical	28% (220)	29% (229)	14% (108)	9% (74)	18% (144)	2% (14)	788
Community: Urban	28% (166)	26% (155)	10% (60)	11% (66)	20% (118)	4% (22)	586
Community: Suburban	26% (280)	29% (317)	15% (170)	10% (105)	19% (210)	1% (16)	1098
Community: Rural	22% (113)	28% (147)	13% (67)	15% (79)	20% (104)	3% (15)	526
Employ: Private Sector	27% (210)	27% (207)	14% (106)	11% (86)	19% (144)	1% (9)	762
Employ: Government	21% (24)	37% (43)	13% (16)	9% (10)	17% (19)	3% (3)	116
Employ: Self-Employed	24% (49)	30% (61)	15% (32)	16% (33)	15% (32)	— (1)	207
Employ: Homemaker	15% (23)	22% (35)	17% (28)	13% (21)	21% (33)	12% (19)	160
Employ: Student	17% (14)	13% (10)	14% (11)	10% (8)	39% (31)	6% (5)	80
Employ: Retired	32% (164)	30% (154)	10% (51)	8% (41)	19% (98)	1% (3)	512
Employ: Unemployed	21% (51)	30% (74)	14% (34)	12% (29)	20% (50)	3% (7)	245
Employ: Other	20% (25)	27% (34)	14% (19)	16% (20)	19% (24)	5% (6)	129
Military HH: Yes	32% (114)	29% (105)	12% (45)	6% (21)	20% (73)	1% (4)	362
Military HH: No	24% (446)	28% (513)	14% (252)	12% (228)	19% (359)	3% (50)	1848
RD/WT: Right Direction	33% (229)	29% (202)	9% (62)	8% (53)	18% (125)	3% (17)	688
RD/WT: Wrong Track	22% (332)	27% (416)	15% (234)	13% (197)	20% (307)	2% (36)	1522
Biden Job Approve	31% (277)	29% (262)	11% (101)	9% (78)	18% (164)	3% (23)	905
Biden Job Disapprove	22% (267)	29% (340)	15% (181)	13% (157)	19% (222)	2% (22)	1189

Continued on next page

Table MCEN10_11: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Star Trek

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	25% (560)	28% (618)	13% (296)	11% (249)	20% (432)	2% (54)	2210
Biden Job Strongly Approve	40% (133)	24% (80)	10% (32)	10% (32)	15% (49)	1% (4)	330
Biden Job Somewhat Approve	25% (145)	32% (181)	12% (68)	8% (46)	20% (116)	3% (19)	575
Biden Job Somewhat Disapprove	21% (79)	31% (117)	16% (62)	12% (47)	18% (68)	2% (7)	380
Biden Job Strongly Disapprove	23% (187)	28% (223)	15% (119)	14% (110)	19% (154)	2% (15)	809
Favorable of Biden	31% (292)	28% (266)	11% (102)	9% (88)	18% (168)	2% (20)	936
Unfavorable of Biden	22% (254)	29% (339)	16% (183)	13% (152)	19% (224)	2% (22)	1173
Very Favorable of Biden	40% (151)	23% (88)	10% (38)	10% (38)	15% (55)	1% (5)	375
Somewhat Favorable of Biden	25% (141)	32% (178)	12% (65)	9% (51)	20% (113)	3% (14)	562
Somewhat Unfavorable of Biden	19% (60)	32% (102)	18% (60)	11% (35)	18% (58)	3% (8)	323
Very Unfavorable of Biden	23% (193)	28% (237)	14% (123)	14% (117)	20% (166)	2% (14)	850
#1 Issue: Economy	21% (199)	29% (272)	15% (137)	13% (123)	19% (183)	2% (23)	937
#1 Issue: Security	26% (76)	29% (84)	11% (34)	14% (40)	19% (57)	1% (3)	293
#1 Issue: Health Care	32% (73)	19% (43)	18% (41)	9% (20)	19% (43)	4% (10)	230
#1 Issue: Medicare / Social Security	33% (82)	29% (71)	9% (21)	7% (18)	20% (50)	2% (4)	245
#1 Issue: Women's Issues	20% (22)	26% (29)	13% (14)	10% (11)	27% (30)	4% (5)	111
#1 Issue: Education	25% (20)	20% (16)	11% (9)	15% (12)	23% (19)	7% (5)	82
#1 Issue: Energy	32% (49)	29% (43)	11% (16)	9% (13)	18% (26)	2% (3)	149
#1 Issue: Other	24% (40)	37% (60)	15% (25)	8% (13)	16% (26)	— (0)	164
2020 Vote: Joe Biden	31% (287)	29% (274)	12% (115)	8% (76)	18% (166)	1% (11)	929
2020 Vote: Donald Trump	24% (179)	29% (219)	15% (110)	13% (96)	19% (139)	1% (7)	751
2020 Vote: Other	24% (22)	30% (27)	13% (12)	7% (6)	23% (22)	3% (2)	92
2020 Vote: Didn't Vote	16% (71)	23% (99)	13% (59)	16% (71)	24% (105)	8% (33)	438
2018 House Vote: Democrat	33% (245)	29% (220)	13% (99)	8% (62)	15% (110)	2% (15)	751
2018 House Vote: Republican	26% (162)	30% (183)	15% (93)	11% (66)	18% (110)	1% (4)	618
2018 House Vote: Someone else	33% (23)	26% (18)	15% (11)	6% (4)	20% (14)	— (0)	69
2016 Vote: Hillary Clinton	32% (225)	29% (203)	13% (93)	9% (60)	16% (110)	1% (8)	699
2016 Vote: Donald Trump	25% (170)	31% (206)	13% (90)	12% (80)	18% (121)	— (2)	669
2016 Vote: Other	35% (41)	31% (37)	16% (19)	8% (9)	10% (12)	— (0)	119
2016 Vote: Didn't Vote	17% (124)	24% (172)	13% (95)	14% (100)	26% (189)	6% (43)	723

Continued on next page

Table MCEN10_11: Do you have a favorable or unfavorable opinion of each of the following film franchises?
 Star Trek

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	25% (560)	28% (618)	13% (296)	11% (249)	20% (432)	2% (54)	2210
Voted in 2014: Yes	32% (398)	31% (384)	13% (163)	9% (112)	15% (190)	1% (9)	1256
Voted in 2014: No	17% (162)	25% (234)	14% (133)	14% (137)	25% (243)	5% (44)	954
4-Region: Northeast	24% (93)	29% (110)	13% (50)	11% (41)	21% (79)	3% (10)	383
4-Region: Midwest	24% (111)	29% (132)	11% (51)	13% (59)	20% (93)	2% (11)	456
4-Region: South	24% (204)	27% (229)	14% (120)	11% (95)	20% (171)	3% (25)	844
4-Region: West	29% (152)	28% (147)	14% (75)	10% (55)	17% (90)	2% (8)	527
Comfortable Going to the Movies	26% (377)	28% (396)	14% (208)	12% (171)	18% (266)	2% (23)	1441
Uncomfortable Going to the Movies	24% (158)	31% (202)	12% (76)	10% (68)	20% (130)	2% (16)	650
Frequent Moviegoers	38% (70)	29% (54)	11% (20)	12% (21)	11% (20)	— (0)	186
Occasional Moviegoers	31% (225)	28% (203)	16% (117)	9% (68)	14% (104)	1% (10)	727
Rare Moviegoers	20% (180)	30% (272)	13% (120)	12% (109)	23% (206)	3% (23)	910
Never Goes to the Movies	22% (85)	23% (90)	10% (39)	13% (51)	26% (102)	5% (20)	387

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

Table MCEN10_12: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Despicable Me

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	28% (628)	33% (734)	9% (193)	6% (126)	20% (437)	4% (92)	2210
Gender: Male	24% (257)	33% (353)	10% (110)	7% (76)	21% (223)	5% (48)	1068
Gender: Female	32% (371)	33% (381)	7% (83)	4% (49)	19% (214)	4% (44)	1142
Age: 18-34	34% (219)	35% (223)	11% (72)	8% (52)	10% (62)	2% (15)	642
Age: 35-44	33% (120)	35% (128)	10% (36)	4% (15)	16% (59)	2% (7)	365
Age: 45-64	28% (198)	34% (240)	6% (45)	5% (36)	23% (162)	5% (34)	714
Age: 65+	19% (91)	29% (143)	8% (40)	5% (23)	32% (155)	7% (36)	489
GenZers: 1997-2012	33% (80)	33% (79)	13% (30)	10% (25)	8% (20)	3% (7)	241
Millennials: 1981-1996	34% (227)	37% (242)	9% (60)	5% (36)	13% (83)	2% (14)	662
GenXers: 1965-1980	30% (155)	35% (179)	9% (45)	3% (18)	20% (101)	3% (17)	514
Baby Boomers: 1946-1964	22% (159)	30% (215)	7% (54)	6% (45)	29% (210)	6% (42)	725
PID: Dem (no lean)	31% (244)	32% (251)	9% (72)	6% (43)	18% (142)	3% (24)	775
PID: Ind (no lean)	26% (209)	34% (265)	9% (71)	6% (45)	20% (159)	5% (42)	790
PID: Rep (no lean)	27% (175)	34% (218)	8% (50)	6% (38)	21% (137)	4% (27)	645
PID/Gender: Dem Men	26% (88)	30% (101)	11% (38)	7% (23)	22% (75)	3% (10)	335
PID/Gender: Dem Women	35% (156)	34% (150)	8% (33)	4% (20)	15% (67)	3% (13)	440
PID/Gender: Ind Men	23% (95)	34% (140)	11% (45)	8% (31)	20% (83)	5% (20)	415
PID/Gender: Ind Women	30% (114)	33% (125)	7% (26)	4% (13)	20% (75)	6% (21)	375
PID/Gender: Rep Men	23% (75)	35% (112)	9% (27)	7% (22)	20% (65)	6% (18)	318
PID/Gender: Rep Women	31% (101)	32% (106)	7% (23)	5% (16)	22% (72)	3% (9)	327
Ideo: Liberal (1-3)	30% (189)	34% (218)	9% (60)	5% (34)	19% (118)	2% (15)	634
Ideo: Moderate (4)	27% (172)	34% (214)	10% (60)	6% (35)	19% (121)	4% (25)	627
Ideo: Conservative (5-7)	25% (183)	32% (233)	8% (60)	6% (46)	22% (160)	5% (37)	719
Educ: < College	29% (422)	32% (454)	9% (126)	6% (81)	20% (292)	4% (63)	1437
Educ: Bachelors degree	25% (120)	39% (192)	9% (46)	6% (27)	18% (90)	3% (15)	491
Educ: Post-grad	30% (86)	32% (89)	7% (21)	6% (17)	20% (56)	5% (15)	282
Income: Under 50k	28% (327)	31% (354)	9% (103)	6% (68)	22% (249)	4% (51)	1153
Income: 50k-100k	27% (188)	35% (243)	8% (57)	6% (44)	19% (131)	4% (27)	690
Income: 100k+	31% (113)	37% (137)	9% (33)	4% (13)	16% (57)	4% (15)	368

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Table MCEN10_12: Do you have a favorable or unfavorable opinion of each of the following film franchises?
Despicable Me

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	28% (628)	33% (734)	9% (193)	6% (126)	20% (437)	4% (92)	2210
Ethnicity: White (Non-Hispanic)	27% (401)	34% (501)	8% (120)	5% (75)	22% (334)	4% (57)	1488
Ethnicity: Hispanic	30% (110)	37% (137)	10% (39)	8% (29)	11% (40)	5% (18)	374
Ethnicity: Black (Non-Hispanic)	37% (90)	24% (59)	10% (23)	7% (18)	18% (44)	4% (9)	243
Ethnicity: Asian + Other (Non-Hispanic)	25% (26)	36% (38)	10% (10)	3% (3)	18% (18)	8% (8)	105
All Christian	26% (244)	34% (326)	8% (72)	5% (44)	23% (216)	5% (48)	949
All Non-Christian	28% (28)	34% (34)	8% (8)	3% (3)	23% (24)	4% (4)	101
Atheist	21% (21)	22% (22)	15% (16)	6% (6)	30% (31)	5% (6)	102
Agnostic/Nothing in particular	29% (193)	35% (233)	11% (70)	7% (45)	14% (95)	4% (25)	661
Something Else	36% (141)	30% (118)	7% (27)	7% (27)	18% (72)	3% (10)	396
Religious Non-Protestant/Catholic	27% (32)	37% (45)	8% (10)	3% (4)	20% (25)	4% (5)	122
Evangelical	32% (167)	30% (156)	8% (40)	6% (31)	21% (108)	4% (22)	525
Non-Evangelical	27% (212)	35% (275)	7% (56)	5% (38)	22% (175)	4% (32)	788
Community: Urban	34% (197)	33% (196)	9% (50)	4% (22)	16% (95)	4% (26)	586
Community: Suburban	28% (304)	32% (354)	9% (96)	7% (72)	20% (223)	4% (49)	1098
Community: Rural	24% (127)	35% (184)	9% (47)	6% (32)	23% (119)	3% (18)	526
Employ: Private Sector	33% (251)	34% (261)	8% (60)	6% (44)	16% (124)	3% (22)	762
Employ: Government	27% (31)	37% (43)	6% (7)	3% (4)	23% (27)	3% (3)	116
Employ: Self-Employed	26% (55)	32% (67)	12% (25)	9% (18)	19% (39)	2% (4)	207
Employ: Homemaker	29% (47)	37% (60)	5% (8)	4% (7)	17% (28)	7% (11)	160
Employ: Student	40% (32)	32% (25)	11% (9)	10% (8)	6% (5)	1% (1)	80
Employ: Retired	22% (111)	29% (150)	7% (37)	5% (28)	30% (153)	6% (32)	512
Employ: Unemployed	24% (59)	32% (78)	15% (37)	5% (12)	19% (46)	5% (13)	245
Employ: Other	32% (42)	38% (49)	7% (9)	4% (6)	13% (16)	6% (7)	129
Military HH: Yes	26% (96)	28% (102)	10% (35)	6% (23)	25% (90)	5% (16)	362
Military HH: No	29% (532)	34% (632)	9% (159)	6% (102)	19% (347)	4% (76)	1848
RD/WT: Right Direction	31% (215)	31% (217)	10% (66)	6% (38)	18% (121)	5% (32)	688
RD/WT: Wrong Track	27% (413)	34% (518)	8% (127)	6% (87)	21% (316)	4% (60)	1522
Biden Job Approve	31% (277)	34% (303)	8% (73)	4% (40)	20% (177)	4% (34)	905
Biden Job Disapprove	27% (324)	33% (396)	9% (112)	7% (79)	19% (226)	4% (52)	1189

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Table MCEN10_12: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Despicable Me

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	28% (628)	33% (734)	9% (193)	6% (126)	20% (437)	4% (92)	2210
Biden Job Strongly Approve	39% (128)	26% (86)	6% (20)	6% (19)	19% (61)	5% (17)	330
Biden Job Somewhat Approve	26% (149)	38% (217)	9% (54)	4% (21)	20% (116)	3% (18)	575
Biden Job Somewhat Disapprove	25% (95)	39% (147)	12% (45)	5% (19)	17% (63)	3% (10)	380
Biden Job Strongly Disapprove	28% (229)	31% (249)	8% (67)	7% (59)	20% (163)	5% (42)	809
Favorable of Biden	31% (294)	34% (317)	7% (68)	5% (48)	19% (178)	3% (32)	936
Unfavorable of Biden	26% (304)	34% (395)	10% (121)	6% (74)	19% (227)	4% (53)	1173
Very Favorable of Biden	38% (143)	26% (96)	6% (24)	7% (28)	18% (66)	5% (18)	375
Somewhat Favorable of Biden	27% (151)	39% (221)	8% (45)	4% (20)	20% (111)	2% (14)	562
Somewhat Unfavorable of Biden	25% (79)	38% (123)	12% (37)	6% (18)	16% (52)	4% (13)	323
Very Unfavorable of Biden	26% (225)	32% (272)	10% (83)	7% (56)	21% (174)	5% (39)	850
#1 Issue: Economy	27% (252)	35% (331)	10% (97)	6% (53)	19% (175)	3% (29)	937
#1 Issue: Security	24% (71)	35% (102)	4% (12)	7% (21)	23% (66)	7% (22)	293
#1 Issue: Health Care	31% (71)	33% (76)	6% (13)	5% (11)	21% (49)	4% (10)	230
#1 Issue: Medicare / Social Security	24% (58)	29% (71)	8% (19)	6% (14)	29% (70)	5% (11)	245
#1 Issue: Women's Issues	38% (43)	29% (32)	10% (11)	4% (4)	14% (16)	5% (5)	111
#1 Issue: Education	38% (31)	32% (26)	7% (6)	11% (9)	8% (6)	5% (4)	82
#1 Issue: Energy	34% (50)	34% (51)	9% (14)	6% (9)	12% (18)	5% (8)	149
#1 Issue: Other	31% (50)	28% (46)	13% (21)	3% (5)	23% (38)	2% (4)	164
2020 Vote: Joe Biden	30% (276)	34% (316)	9% (82)	5% (46)	19% (179)	3% (30)	929
2020 Vote: Donald Trump	26% (195)	34% (252)	8% (60)	6% (48)	22% (163)	4% (32)	751
2020 Vote: Other	20% (18)	33% (30)	21% (20)	6% (5)	17% (15)	3% (3)	92
2020 Vote: Didn't Vote	32% (138)	31% (136)	7% (31)	6% (25)	18% (80)	6% (27)	438
2018 House Vote: Democrat	31% (233)	34% (257)	8% (58)	6% (42)	18% (136)	3% (25)	751
2018 House Vote: Republican	26% (161)	35% (214)	8% (47)	5% (32)	22% (136)	5% (29)	618
2018 House Vote: Someone else	20% (14)	32% (22)	12% (8)	5% (3)	29% (20)	2% (2)	69
2016 Vote: Hillary Clinton	31% (214)	32% (221)	8% (55)	5% (35)	21% (145)	4% (29)	699
2016 Vote: Donald Trump	26% (173)	35% (233)	7% (46)	5% (33)	23% (154)	5% (31)	669
2016 Vote: Other	19% (23)	37% (44)	11% (13)	9% (11)	22% (26)	2% (2)	119
2016 Vote: Didn't Vote	30% (217)	33% (237)	11% (80)	6% (47)	16% (112)	4% (31)	723

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Table MCEN10_12: Do you have a favorable or unfavorable opinion of each of the following film franchises?
 Despicable Me

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	28% (628)	33% (734)	9% (193)	6% (126)	20% (437)	4% (92)	2210
Voted in 2014: Yes	28% (347)	34% (429)	8% (100)	6% (73)	20% (257)	4% (51)	1256
Voted in 2014: No	29% (281)	32% (306)	10% (93)	5% (52)	19% (180)	4% (42)	954
4-Region: Northeast	28% (108)	34% (129)	8% (32)	3% (13)	22% (84)	4% (17)	383
4-Region: Midwest	29% (132)	35% (162)	8% (35)	4% (17)	20% (92)	4% (17)	456
4-Region: South	30% (251)	30% (256)	8% (70)	7% (60)	19% (164)	5% (44)	844
4-Region: West	26% (136)	36% (187)	11% (57)	7% (35)	18% (97)	3% (14)	527
Comfortable Going to the Movies	32% (459)	36% (512)	8% (121)	5% (78)	16% (232)	3% (39)	1441
Uncomfortable Going to the Movies	21% (138)	31% (199)	10% (65)	7% (44)	26% (167)	6% (37)	650
Frequent Moviegoers	39% (72)	32% (60)	9% (18)	9% (16)	10% (19)	1% (1)	186
Occasional Moviegoers	34% (245)	35% (254)	10% (72)	5% (36)	15% (105)	2% (14)	727
Rare Moviegoers	26% (236)	34% (311)	8% (74)	5% (45)	21% (195)	5% (48)	910
Never Goes to the Movies	19% (75)	28% (109)	8% (29)	7% (28)	30% (118)	7% (28)	387

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

Table MCEN10_13: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Mission: Impossible

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (487)	36% (787)	11% (243)	7% (153)	22% (482)	3% (59)	2210
Gender: Male	27% (287)	40% (431)	11% (118)	4% (40)	17% (184)	1% (8)	1068
Gender: Female	17% (200)	31% (356)	11% (125)	10% (113)	26% (298)	4% (50)	1142
Age: 18-34	20% (130)	27% (176)	13% (83)	8% (52)	26% (170)	5% (32)	642
Age: 35-44	18% (65)	39% (143)	13% (48)	8% (29)	19% (70)	3% (10)	365
Age: 45-64	24% (174)	39% (278)	10% (72)	8% (54)	18% (126)	2% (11)	714
Age: 65+	24% (118)	39% (190)	8% (40)	4% (19)	24% (116)	1% (6)	489
GenZers: 1997-2012	16% (38)	25% (60)	8% (20)	7% (17)	37% (89)	7% (18)	241
Millennials: 1981-1996	22% (147)	32% (209)	15% (98)	9% (57)	19% (128)	4% (23)	662
GenXers: 1965-1980	21% (110)	41% (210)	11% (54)	8% (39)	18% (94)	1% (8)	514
Baby Boomers: 1946-1964	24% (173)	39% (282)	9% (66)	5% (40)	21% (155)	1% (10)	725
PID: Dem (no lean)	22% (172)	36% (281)	11% (85)	6% (48)	21% (166)	3% (23)	775
PID: Ind (no lean)	19% (148)	37% (292)	10% (82)	7% (58)	24% (187)	3% (24)	790
PID: Rep (no lean)	26% (166)	33% (214)	12% (76)	7% (48)	20% (129)	2% (12)	645
PID/Gender: Dem Men	25% (82)	41% (136)	10% (35)	4% (13)	20% (66)	1% (2)	335
PID/Gender: Dem Women	20% (90)	33% (145)	11% (50)	8% (35)	23% (100)	5% (20)	440
PID/Gender: Ind Men	24% (99)	40% (167)	12% (52)	5% (20)	17% (72)	1% (5)	415
PID/Gender: Ind Women	13% (49)	33% (124)	8% (30)	10% (38)	31% (115)	5% (19)	375
PID/Gender: Rep Men	33% (106)	40% (127)	10% (31)	2% (7)	14% (46)	— (1)	318
PID/Gender: Rep Women	18% (60)	26% (87)	14% (45)	12% (41)	25% (83)	4% (12)	327
Ideo: Liberal (1-3)	20% (129)	35% (224)	13% (80)	8% (52)	21% (134)	2% (14)	634
Ideo: Moderate (4)	24% (151)	38% (241)	9% (58)	6% (38)	21% (131)	1% (8)	627
Ideo: Conservative (5-7)	22% (161)	36% (260)	12% (84)	6% (44)	22% (156)	2% (15)	719
Educ: < College	21% (301)	33% (475)	11% (155)	8% (112)	24% (346)	3% (49)	1437
Educ: Bachelors degree	25% (121)	40% (197)	10% (52)	6% (31)	18% (86)	1% (4)	491
Educ: Post-grad	23% (65)	41% (115)	13% (36)	4% (11)	18% (49)	2% (6)	282
Income: Under 50k	20% (231)	34% (391)	11% (125)	8% (92)	24% (275)	3% (39)	1153
Income: 50k-100k	22% (153)	37% (258)	10% (69)	6% (43)	22% (149)	3% (18)	690
Income: 100k+	28% (104)	37% (138)	13% (49)	5% (18)	16% (57)	1% (2)	368

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Table MCEN10_13: Do you have a favorable or unfavorable opinion of each of the following film franchises?
 Mission: Impossible

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (487)	36% (787)	11% (243)	7% (153)	22% (482)	3% (59)	2210
Ethnicity: White (Non-Hispanic)	21% (313)	35% (525)	13% (189)	7% (99)	22% (333)	2% (28)	1488
Ethnicity: Hispanic	22% (81)	38% (142)	8% (31)	8% (29)	19% (71)	6% (21)	374
Ethnicity: Black (Non-Hispanic)	26% (63)	31% (75)	6% (15)	8% (20)	26% (63)	3% (7)	243
Ethnicity: Asian + Other (Non-Hispanic)	28% (30)	43% (45)	7% (8)	4% (4)	15% (15)	2% (3)	105
All Christian	26% (249)	38% (356)	10% (94)	5% (49)	20% (186)	2% (15)	949
All Non-Christian	26% (26)	46% (46)	7% (7)	3% (3)	16% (16)	2% (2)	101
Atheist	10% (10)	30% (30)	19% (19)	8% (8)	29% (30)	4% (5)	102
Agnostic/Nothing in particular	18% (119)	33% (219)	12% (82)	9% (57)	24% (155)	4% (29)	661
Something Else	21% (83)	34% (135)	10% (41)	9% (36)	24% (94)	2% (8)	396
Religious Non-Protestant/Catholic	26% (32)	45% (55)	9% (11)	3% (3)	14% (18)	3% (4)	122
Evangelical	26% (137)	31% (161)	9% (49)	7% (36)	25% (131)	2% (10)	525
Non-Evangelical	24% (186)	41% (320)	10% (80)	6% (48)	18% (143)	1% (12)	788
Community: Urban	25% (147)	36% (211)	10% (60)	6% (35)	19% (114)	4% (21)	586
Community: Suburban	24% (260)	35% (389)	11% (117)	7% (73)	21% (235)	2% (23)	1098
Community: Rural	15% (80)	36% (187)	13% (66)	9% (45)	25% (133)	3% (15)	526
Employ: Private Sector	24% (182)	36% (271)	12% (92)	7% (56)	19% (147)	2% (14)	762
Employ: Government	19% (22)	33% (38)	18% (21)	6% (7)	22% (26)	2% (2)	116
Employ: Self-Employed	26% (54)	43% (89)	9% (18)	6% (13)	15% (30)	1% (3)	207
Employ: Homemaker	15% (23)	27% (43)	13% (21)	9% (14)	28% (45)	9% (14)	160
Employ: Student	24% (19)	17% (13)	13% (10)	4% (3)	38% (30)	5% (4)	80
Employ: Retired	24% (124)	40% (204)	9% (44)	4% (22)	22% (112)	1% (6)	512
Employ: Unemployed	16% (40)	34% (82)	10% (24)	10% (23)	27% (67)	3% (9)	245
Employ: Other	18% (24)	36% (46)	10% (13)	11% (15)	19% (24)	6% (7)	129
Military HH: Yes	26% (94)	35% (126)	9% (34)	7% (26)	21% (76)	2% (6)	362
Military HH: No	21% (392)	36% (661)	11% (209)	7% (127)	22% (405)	3% (53)	1848
RD/WT: Right Direction	25% (172)	35% (244)	9% (63)	8% (52)	21% (143)	2% (15)	688
RD/WT: Wrong Track	21% (315)	36% (543)	12% (180)	7% (101)	22% (339)	3% (44)	1522
Biden Job Approve	23% (209)	36% (323)	10% (92)	7% (62)	22% (196)	2% (23)	905
Biden Job Disapprove	22% (261)	37% (438)	12% (143)	7% (82)	20% (239)	2% (27)	1189

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Table MCEN10_13: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Mission: Impossible

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (487)	36% (787)	11% (243)	7% (153)	22% (482)	3% (59)	2210
Biden Job Strongly Approve	29% (97)	33% (110)	9% (29)	8% (27)	19% (61)	2% (6)	330
Biden Job Somewhat Approve	20% (112)	37% (213)	11% (63)	6% (35)	23% (135)	3% (17)	575
Biden Job Somewhat Disapprove	20% (76)	41% (156)	11% (43)	6% (23)	20% (75)	2% (8)	380
Biden Job Strongly Disapprove	23% (185)	35% (281)	12% (100)	7% (59)	20% (163)	2% (20)	809
Favorable of Biden	24% (223)	36% (339)	10% (91)	7% (63)	21% (198)	3% (24)	936
Unfavorable of Biden	21% (250)	36% (427)	12% (146)	7% (83)	21% (241)	2% (26)	1173
Very Favorable of Biden	33% (124)	31% (116)	8% (30)	8% (29)	19% (71)	1% (5)	375
Somewhat Favorable of Biden	18% (99)	40% (223)	11% (60)	6% (34)	23% (127)	3% (19)	562
Somewhat Unfavorable of Biden	21% (67)	39% (125)	14% (44)	6% (20)	19% (61)	2% (7)	323
Very Unfavorable of Biden	22% (183)	36% (302)	12% (102)	7% (63)	21% (180)	2% (19)	850
#1 Issue: Economy	23% (219)	34% (321)	14% (128)	6% (56)	20% (184)	3% (29)	937
#1 Issue: Security	27% (79)	35% (103)	9% (28)	8% (23)	19% (55)	2% (5)	293
#1 Issue: Health Care	22% (50)	37% (85)	5% (11)	6% (15)	29% (65)	2% (4)	230
#1 Issue: Medicare / Social Security	18% (45)	45% (110)	6% (15)	5% (13)	22% (55)	2% (6)	245
#1 Issue: Women's Issues	13% (15)	34% (38)	12% (13)	8% (9)	29% (32)	4% (4)	111
#1 Issue: Education	23% (19)	30% (24)	12% (10)	12% (10)	16% (13)	7% (5)	82
#1 Issue: Energy	25% (37)	29% (44)	11% (16)	6% (9)	26% (40)	3% (4)	149
#1 Issue: Other	14% (23)	38% (62)	13% (22)	11% (19)	22% (37)	1% (1)	164
2020 Vote: Joe Biden	22% (209)	38% (350)	11% (102)	6% (52)	21% (198)	2% (18)	929
2020 Vote: Donald Trump	23% (176)	38% (282)	11% (83)	7% (56)	19% (143)	1% (9)	751
2020 Vote: Other	13% (12)	35% (33)	14% (13)	9% (8)	29% (27)	— (0)	92
2020 Vote: Didn't Vote	20% (90)	28% (121)	10% (45)	8% (37)	26% (113)	7% (31)	438
2018 House Vote: Democrat	24% (177)	38% (284)	11% (80)	7% (51)	19% (140)	2% (19)	751
2018 House Vote: Republican	26% (158)	39% (239)	11% (69)	6% (35)	18% (111)	1% (5)	618
2018 House Vote: Someone else	20% (14)	43% (30)	17% (11)	1% (0)	18% (12)	2% (1)	69
2016 Vote: Hillary Clinton	24% (165)	38% (266)	11% (74)	6% (44)	19% (136)	2% (14)	699
2016 Vote: Donald Trump	25% (166)	39% (260)	11% (74)	6% (42)	18% (119)	1% (8)	669
2016 Vote: Other	19% (23)	37% (44)	17% (20)	6% (7)	21% (25)	— (1)	119
2016 Vote: Didn't Vote	18% (133)	30% (217)	10% (74)	8% (60)	28% (202)	5% (36)	723

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Table MCEN10_13: Do you have a favorable or unfavorable opinion of each of the following film franchises?
 Mission: Impossible

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (487)	36% (787)	11% (243)	7% (153)	22% (482)	3% (59)	2210
Voted in 2014: Yes	25% (319)	39% (494)	11% (133)	6% (75)	17% (215)	2% (21)	1256
Voted in 2014: No	18% (168)	31% (293)	12% (110)	8% (79)	28% (266)	4% (38)	954
4-Region: Northeast	21% (80)	38% (144)	12% (44)	5% (19)	21% (79)	4% (16)	383
4-Region: Midwest	21% (94)	37% (169)	12% (54)	6% (29)	22% (101)	2% (10)	456
4-Region: South	24% (204)	31% (260)	9% (76)	8% (66)	25% (214)	3% (25)	844
4-Region: West	21% (109)	41% (214)	13% (69)	7% (39)	17% (88)	2% (8)	527
Comfortable Going to the Movies	24% (341)	36% (515)	12% (168)	7% (99)	20% (290)	2% (28)	1441
Uncomfortable Going to the Movies	20% (131)	37% (240)	9% (61)	8% (51)	23% (148)	3% (19)	650
Frequent Moviegoers	36% (66)	39% (72)	9% (17)	5% (10)	11% (20)	— (0)	186
Occasional Moviegoers	30% (215)	37% (268)	11% (77)	6% (40)	15% (112)	2% (14)	727
Rare Moviegoers	17% (152)	36% (326)	12% (110)	7% (65)	26% (234)	3% (24)	910
Never Goes to the Movies	14% (53)	31% (121)	10% (39)	10% (39)	30% (116)	5% (20)	387

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

Table MCEN10_14: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Pixar

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	43% (957)	31% (686)	5% (104)	3% (76)	14% (302)	4% (86)	2210
Gender: Male	38% (404)	35% (370)	6% (67)	4% (46)	14% (150)	3% (30)	1068
Gender: Female	48% (553)	28% (316)	3% (37)	3% (30)	13% (152)	5% (55)	1142
Age: 18-34	52% (335)	31% (202)	4% (25)	3% (20)	6% (40)	3% (20)	642
Age: 35-44	50% (183)	30% (108)	5% (17)	5% (17)	8% (31)	3% (10)	365
Age: 45-64	40% (288)	33% (237)	6% (42)	3% (25)	15% (108)	2% (14)	714
Age: 65+	31% (150)	28% (139)	4% (20)	3% (15)	25% (123)	9% (42)	489
GenZers: 1997-2012	53% (128)	27% (66)	7% (17)	2% (6)	5% (13)	5% (12)	241
Millennials: 1981-1996	51% (340)	33% (215)	3% (20)	4% (25)	7% (46)	2% (15)	662
GenXers: 1965-1980	42% (218)	33% (169)	6% (29)	3% (17)	14% (72)	2% (8)	514
Baby Boomers: 1946-1964	35% (252)	30% (220)	5% (35)	3% (25)	22% (157)	5% (37)	725
PID: Dem (no lean)	49% (376)	29% (225)	3% (23)	3% (23)	13% (104)	3% (23)	775
PID: Ind (no lean)	41% (325)	33% (260)	6% (45)	3% (22)	13% (106)	4% (34)	790
PID: Rep (no lean)	40% (256)	31% (201)	6% (36)	5% (32)	14% (92)	4% (29)	645
PID/Gender: Dem Men	42% (140)	33% (109)	4% (13)	4% (13)	16% (55)	1% (5)	335
PID/Gender: Dem Women	54% (236)	26% (116)	2% (10)	2% (10)	11% (49)	4% (18)	440
PID/Gender: Ind Men	35% (145)	37% (153)	9% (37)	4% (15)	13% (52)	3% (12)	415
PID/Gender: Ind Women	48% (179)	29% (107)	2% (8)	2% (6)	14% (54)	6% (21)	375
PID/Gender: Rep Men	37% (118)	34% (109)	5% (17)	6% (18)	13% (42)	4% (13)	318
PID/Gender: Rep Women	42% (138)	28% (92)	6% (19)	4% (13)	15% (50)	5% (16)	327
Ideo: Liberal (1-3)	50% (317)	29% (187)	4% (25)	3% (18)	12% (75)	2% (12)	634
Ideo: Moderate (4)	43% (273)	34% (210)	5% (30)	3% (18)	14% (86)	2% (10)	627
Ideo: Conservative (5-7)	37% (265)	32% (229)	6% (42)	5% (35)	15% (111)	5% (36)	719
Educ: < College	42% (610)	30% (431)	5% (70)	4% (56)	14% (202)	5% (68)	1437
Educ: Bachelors degree	44% (214)	33% (164)	4% (20)	3% (15)	13% (65)	2% (12)	491
Educ: Post-grad	47% (132)	32% (90)	5% (13)	2% (5)	12% (35)	2% (6)	282
Income: Under 50k	42% (489)	30% (347)	5% (55)	4% (44)	15% (167)	4% (51)	1153
Income: 50k-100k	42% (288)	32% (217)	5% (36)	3% (20)	15% (101)	4% (28)	690
Income: 100k+	49% (180)	33% (122)	3% (13)	3% (12)	9% (34)	2% (7)	368

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Table MCEN10_14: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Pixar

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	43% (957)	31% (686)	5% (104)	3% (76)	14% (302)	4% (86)	2210
Ethnicity: White (Non-Hispanic)	40% (602)	32% (469)	5% (74)	3% (52)	16% (238)	4% (53)	1488
Ethnicity: Hispanic	50% (186)	32% (118)	5% (18)	2% (8)	7% (26)	5% (18)	374
Ethnicity: Black (Non-Hispanic)	49% (120)	25% (60)	3% (7)	6% (15)	12% (29)	4% (11)	243
Ethnicity: Asian + Other (Non-Hispanic)	46% (48)	37% (39)	4% (5)	1% (1)	9% (9)	4% (4)	105
All Christian	42% (403)	30% (282)	4% (43)	3% (33)	16% (149)	4% (40)	949
All Non-Christian	36% (36)	41% (41)	1% (1)	1% (1)	16% (16)	4% (4)	101
Atheist	38% (39)	38% (39)	3% (3)	4% (4)	14% (14)	3% (3)	102
Agnostic/Nothing in particular	45% (298)	32% (214)	5% (33)	4% (24)	11% (72)	3% (20)	661
Something Else	46% (181)	28% (110)	6% (23)	3% (13)	13% (51)	5% (18)	396
Religious Non-Protestant/Catholic	38% (47)	41% (50)	1% (1)	1% (1)	15% (18)	4% (4)	122
Evangelical	43% (224)	26% (138)	6% (33)	4% (19)	15% (81)	6% (29)	525
Non-Evangelical	44% (344)	31% (242)	4% (32)	4% (28)	14% (113)	4% (29)	788
Community: Urban	49% (285)	28% (162)	5% (31)	2% (14)	12% (69)	4% (26)	586
Community: Suburban	43% (469)	33% (363)	4% (45)	3% (37)	13% (146)	4% (39)	1098
Community: Rural	38% (202)	31% (161)	5% (28)	5% (25)	17% (88)	4% (22)	526
Employ: Private Sector	49% (373)	29% (221)	5% (35)	4% (28)	11% (86)	3% (19)	762
Employ: Government	43% (50)	34% (39)	5% (5)	3% (3)	14% (17)	2% (2)	116
Employ: Self-Employed	46% (95)	33% (69)	6% (12)	3% (7)	11% (22)	1% (3)	207
Employ: Homemaker	44% (70)	31% (50)	— (1)	4% (6)	14% (22)	7% (11)	160
Employ: Student	58% (47)	27% (22)	7% (5)	— (0)	5% (4)	3% (2)	80
Employ: Retired	31% (159)	30% (156)	5% (23)	4% (19)	23% (120)	7% (35)	512
Employ: Unemployed	45% (109)	34% (83)	7% (18)	3% (8)	8% (19)	3% (7)	245
Employ: Other	42% (54)	36% (46)	4% (5)	4% (5)	10% (13)	4% (6)	129
Military HH: Yes	43% (155)	30% (107)	5% (20)	2% (8)	16% (59)	4% (13)	362
Military HH: No	43% (802)	31% (578)	5% (84)	4% (68)	13% (243)	4% (73)	1848
RD/WT: Right Direction	48% (333)	28% (191)	3% (22)	3% (24)	14% (95)	3% (24)	688
RD/WT: Wrong Track	41% (624)	33% (495)	5% (82)	3% (52)	14% (207)	4% (62)	1522
Biden Job Approve	47% (429)	30% (275)	3% (29)	2% (21)	13% (122)	3% (29)	905
Biden Job Disapprove	40% (470)	32% (384)	6% (70)	4% (53)	14% (165)	4% (46)	1189

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Table MCEN10_14: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Pixar

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	43% (957)	31% (686)	5% (104)	3% (76)	14% (302)	4% (86)	2210
Biden Job Strongly Approve	53% (174)	25% (84)	4% (13)	3% (10)	14% (45)	1% (4)	330
Biden Job Somewhat Approve	44% (255)	33% (191)	3% (16)	2% (11)	13% (77)	4% (25)	575
Biden Job Somewhat Disapprove	45% (172)	33% (124)	6% (21)	2% (6)	12% (44)	3% (13)	380
Biden Job Strongly Disapprove	37% (298)	32% (261)	6% (49)	6% (47)	15% (121)	4% (33)	809
Favorable of Biden	50% (464)	30% (277)	4% (33)	2% (22)	12% (117)	2% (23)	936
Unfavorable of Biden	38% (450)	33% (384)	6% (70)	5% (54)	14% (162)	5% (54)	1173
Very Favorable of Biden	55% (207)	23% (86)	4% (13)	3% (12)	13% (47)	3% (10)	375
Somewhat Favorable of Biden	46% (257)	34% (191)	4% (20)	2% (10)	12% (70)	2% (14)	562
Somewhat Unfavorable of Biden	46% (147)	33% (107)	5% (15)	1% (2)	9% (30)	7% (21)	323
Very Unfavorable of Biden	36% (302)	33% (277)	6% (54)	6% (51)	16% (132)	4% (33)	850
#1 Issue: Economy	42% (396)	34% (315)	6% (52)	3% (31)	12% (111)	3% (31)	937
#1 Issue: Security	32% (94)	31% (91)	5% (13)	7% (22)	20% (58)	5% (15)	293
#1 Issue: Health Care	46% (106)	32% (72)	4% (10)	1% (2)	13% (31)	4% (9)	230
#1 Issue: Medicare / Social Security	38% (92)	30% (74)	5% (12)	3% (7)	18% (44)	6% (15)	245
#1 Issue: Women's Issues	59% (66)	23% (26)	1% (1)	— (0)	12% (13)	4% (4)	111
#1 Issue: Education	51% (42)	32% (26)	2% (1)	3% (2)	7% (6)	5% (4)	82
#1 Issue: Energy	56% (83)	27% (40)	4% (6)	3% (4)	10% (15)	1% (2)	149
#1 Issue: Other	48% (78)	25% (41)	5% (8)	5% (7)	15% (24)	3% (5)	164
2020 Vote: Joe Biden	48% (444)	31% (286)	4% (33)	3% (25)	13% (119)	3% (23)	929
2020 Vote: Donald Trump	38% (288)	30% (227)	6% (43)	6% (45)	15% (115)	4% (33)	751
2020 Vote: Other	45% (41)	33% (31)	6% (6)	4% (4)	11% (10)	1% (1)	92
2020 Vote: Didn't Vote	42% (184)	33% (143)	5% (22)	1% (3)	13% (58)	7% (29)	438
2018 House Vote: Democrat	48% (357)	31% (235)	3% (24)	2% (15)	13% (99)	3% (20)	751
2018 House Vote: Republican	39% (244)	31% (194)	5% (33)	6% (34)	14% (85)	4% (27)	618
2018 House Vote: Someone else	40% (28)	30% (21)	6% (4)	3% (2)	15% (11)	6% (4)	69
2016 Vote: Hillary Clinton	48% (338)	31% (215)	3% (19)	3% (18)	13% (92)	2% (17)	699
2016 Vote: Donald Trump	38% (252)	32% (216)	5% (32)	5% (33)	16% (105)	5% (31)	669
2016 Vote: Other	42% (50)	26% (31)	9% (10)	3% (3)	19% (23)	1% (1)	119
2016 Vote: Didn't Vote	44% (317)	31% (223)	6% (42)	3% (22)	11% (82)	5% (37)	723

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Table MCEN10_14: Do you have a favorable or unfavorable opinion of each of the following film franchises?
 Pixar

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	43% (957)	31% (686)	5% (104)	3% (76)	14% (302)	4% (86)	2210
Voted in 2014: Yes	43% (542)	31% (394)	4% (55)	4% (46)	14% (176)	3% (42)	1256
Voted in 2014: No	43% (415)	31% (292)	5% (49)	3% (30)	13% (125)	5% (43)	954
4-Region: Northeast	42% (159)	28% (108)	7% (25)	3% (11)	17% (64)	4% (15)	383
4-Region: Midwest	46% (211)	31% (143)	4% (18)	2% (8)	13% (57)	4% (19)	456
4-Region: South	42% (357)	29% (245)	4% (38)	4% (36)	16% (131)	4% (38)	844
4-Region: West	44% (229)	36% (190)	4% (23)	4% (20)	9% (50)	3% (14)	527
Comfortable Going to the Movies	48% (693)	32% (466)	4% (64)	3% (45)	10% (137)	2% (36)	1441
Uncomfortable Going to the Movies	37% (238)	29% (191)	5% (34)	4% (27)	19% (124)	5% (36)	650
Frequent Moviegoers	60% (112)	22% (41)	3% (5)	5% (10)	9% (16)	— (0)	186
Occasional Moviegoers	51% (374)	32% (230)	5% (37)	3% (19)	7% (54)	2% (13)	727
Rare Moviegoers	40% (361)	35% (320)	4% (37)	3% (29)	14% (132)	3% (32)	910
Never Goes to the Movies	28% (110)	24% (95)	6% (24)	5% (18)	26% (100)	10% (40)	387

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

Table MCEN10_15: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Avatar

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (564)	30% (653)	10% (229)	8% (173)	23% (516)	3% (75)	2210
Gender: Male	26% (272)	33% (348)	11% (118)	7% (76)	21% (226)	3% (28)	1068
Gender: Female	26% (292)	27% (306)	10% (111)	8% (97)	25% (289)	4% (47)	1142
Age: 18-34	31% (198)	30% (191)	10% (67)	8% (48)	19% (123)	2% (15)	642
Age: 35-44	28% (101)	29% (105)	11% (40)	9% (31)	20% (73)	4% (15)	365
Age: 45-64	23% (166)	31% (223)	10% (74)	9% (64)	24% (173)	2% (15)	714
Age: 65+	20% (99)	28% (135)	10% (48)	6% (29)	30% (147)	6% (30)	489
GenZers: 1997-2012	32% (77)	24% (57)	8% (20)	7% (17)	26% (63)	3% (7)	241
Millennials: 1981-1996	31% (202)	31% (204)	11% (75)	8% (51)	16% (109)	3% (20)	662
GenXers: 1965-1980	23% (116)	32% (162)	12% (60)	10% (50)	23% (117)	2% (9)	514
Baby Boomers: 1946-1964	22% (156)	30% (215)	9% (62)	7% (52)	29% (207)	5% (34)	725
PID: Dem (no lean)	29% (224)	29% (222)	9% (73)	7% (53)	23% (182)	3% (21)	775
PID: Ind (no lean)	24% (190)	30% (237)	10% (82)	8% (60)	24% (189)	4% (32)	790
PID: Rep (no lean)	23% (151)	30% (194)	11% (74)	9% (59)	22% (145)	4% (23)	645
PID/Gender: Dem Men	28% (94)	30% (101)	10% (33)	7% (22)	23% (78)	2% (7)	335
PID/Gender: Dem Women	29% (130)	28% (121)	9% (40)	7% (31)	24% (104)	3% (14)	440
PID/Gender: Ind Men	22% (90)	35% (144)	11% (47)	8% (33)	21% (87)	3% (14)	415
PID/Gender: Ind Women	27% (100)	25% (94)	9% (35)	7% (27)	27% (102)	5% (18)	375
PID/Gender: Rep Men	28% (88)	32% (103)	12% (37)	7% (21)	19% (61)	2% (8)	318
PID/Gender: Rep Women	19% (63)	28% (91)	11% (36)	12% (39)	26% (83)	4% (15)	327
Ideo: Liberal (1-3)	27% (171)	31% (194)	10% (66)	8% (48)	22% (137)	3% (18)	634
Ideo: Moderate (4)	25% (158)	33% (209)	10% (61)	7% (47)	23% (143)	2% (10)	627
Ideo: Conservative (5-7)	21% (152)	29% (210)	12% (88)	9% (64)	25% (180)	4% (26)	719
Educ: < College	27% (383)	27% (392)	10% (137)	9% (126)	24% (352)	3% (48)	1437
Educ: Bachelors degree	24% (117)	35% (171)	11% (52)	6% (30)	22% (107)	3% (14)	491
Educ: Post-grad	23% (65)	32% (91)	14% (39)	6% (17)	20% (57)	5% (14)	282
Income: Under 50k	25% (288)	28% (320)	10% (112)	10% (110)	24% (282)	3% (40)	1153
Income: 50k-100k	26% (180)	30% (210)	10% (70)	5% (37)	24% (163)	4% (30)	690
Income: 100k+	26% (96)	34% (123)	13% (47)	7% (25)	19% (71)	2% (6)	368

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Table MCEN10_15: Do you have a favorable or unfavorable opinion of each of the following film franchises?
Avatar

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (564)	30% (653)	10% (229)	8% (173)	23% (516)	3% (75)	2210
Ethnicity: White (Non-Hispanic)	23% (337)	29% (431)	12% (178)	8% (122)	25% (371)	3% (48)	1488
Ethnicity: Hispanic	30% (113)	32% (120)	6% (23)	7% (25)	19% (72)	6% (21)	374
Ethnicity: Black (Non-Hispanic)	36% (87)	23% (56)	7% (17)	10% (23)	24% (59)	1% (2)	243
Ethnicity: Asian + Other (Non-Hispanic)	25% (27)	44% (46)	11% (11)	3% (3)	13% (14)	4% (4)	105
All Christian	23% (214)	31% (296)	10% (99)	6% (61)	26% (247)	3% (32)	949
All Non-Christian	27% (28)	29% (30)	10% (10)	8% (8)	22% (22)	4% (4)	101
Atheist	23% (24)	26% (26)	10% (11)	8% (8)	23% (23)	10% (10)	102
Agnostic/Nothing in particular	28% (182)	29% (189)	11% (73)	7% (48)	23% (151)	3% (18)	661
Something Else	29% (116)	28% (113)	9% (36)	12% (48)	18% (72)	3% (12)	396
Religious Non-Protestant/Catholic	28% (34)	28% (35)	12% (15)	7% (8)	22% (26)	3% (4)	122
Evangelical	23% (121)	27% (143)	11% (60)	9% (45)	26% (139)	3% (16)	525
Non-Evangelical	25% (201)	32% (255)	9% (70)	8% (64)	22% (172)	3% (26)	788
Community: Urban	31% (184)	32% (186)	8% (49)	7% (41)	19% (114)	2% (13)	586
Community: Suburban	23% (252)	30% (328)	11% (124)	7% (80)	25% (274)	4% (41)	1098
Community: Rural	25% (129)	27% (140)	11% (56)	10% (52)	24% (128)	4% (21)	526
Employ: Private Sector	28% (212)	30% (232)	11% (85)	7% (50)	22% (169)	2% (14)	762
Employ: Government	16% (18)	38% (44)	12% (14)	6% (7)	24% (28)	4% (5)	116
Employ: Self-Employed	26% (55)	33% (69)	12% (26)	10% (21)	16% (34)	1% (3)	207
Employ: Homemaker	22% (35)	27% (43)	9% (15)	10% (16)	25% (40)	7% (11)	160
Employ: Student	28% (23)	27% (21)	11% (9)	4% (3)	27% (21)	3% (3)	80
Employ: Retired	23% (116)	26% (135)	9% (48)	8% (39)	29% (149)	5% (26)	512
Employ: Unemployed	29% (72)	28% (68)	10% (24)	9% (22)	20% (48)	4% (11)	245
Employ: Other	26% (34)	32% (41)	6% (8)	12% (15)	21% (27)	3% (4)	129
Military HH: Yes	27% (97)	25% (91)	11% (38)	6% (23)	28% (103)	3% (10)	362
Military HH: No	25% (468)	30% (562)	10% (190)	8% (150)	22% (413)	4% (65)	1848
RD/WT: Right Direction	29% (200)	29% (201)	10% (69)	6% (44)	23% (155)	3% (19)	688
RD/WT: Wrong Track	24% (364)	30% (453)	10% (159)	8% (129)	24% (361)	4% (56)	1522
Biden Job Approve	27% (240)	31% (277)	9% (83)	8% (70)	23% (206)	3% (29)	905
Biden Job Disapprove	24% (288)	30% (358)	12% (141)	8% (96)	23% (269)	3% (37)	1189

Continued on next page

Table MCEN10_15: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Avatar

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (564)	30% (653)	10% (229)	8% (173)	23% (516)	3% (75)	2210
Biden Job Strongly Approve	34% (113)	23% (76)	8% (27)	9% (30)	22% (74)	3% (11)	330
Biden Job Somewhat Approve	22% (127)	35% (201)	10% (56)	7% (40)	23% (133)	3% (18)	575
Biden Job Somewhat Disapprove	22% (84)	38% (145)	12% (45)	5% (18)	21% (78)	3% (10)	380
Biden Job Strongly Disapprove	25% (204)	26% (213)	12% (96)	10% (78)	24% (191)	3% (27)	809
Favorable of Biden	28% (263)	30% (283)	9% (84)	8% (72)	22% (205)	3% (29)	936
Unfavorable of Biden	24% (280)	30% (348)	12% (141)	8% (97)	23% (270)	3% (37)	1173
Very Favorable of Biden	35% (131)	23% (87)	8% (28)	8% (29)	24% (90)	3% (10)	375
Somewhat Favorable of Biden	24% (132)	35% (196)	10% (56)	8% (43)	21% (115)	3% (19)	562
Somewhat Unfavorable of Biden	25% (82)	37% (121)	9% (31)	6% (19)	18% (60)	4% (12)	323
Very Unfavorable of Biden	23% (198)	27% (227)	13% (110)	9% (78)	25% (210)	3% (26)	850
#1 Issue: Economy	25% (234)	33% (307)	11% (101)	7% (65)	22% (205)	3% (26)	937
#1 Issue: Security	23% (67)	27% (78)	11% (31)	9% (27)	27% (80)	3% (9)	293
#1 Issue: Health Care	30% (68)	24% (55)	9% (21)	7% (17)	27% (62)	3% (7)	230
#1 Issue: Medicare / Social Security	22% (54)	26% (64)	10% (25)	8% (21)	26% (63)	7% (18)	245
#1 Issue: Women's Issues	28% (31)	21% (24)	11% (13)	13% (15)	21% (24)	4% (5)	111
#1 Issue: Education	36% (30)	32% (26)	8% (6)	8% (6)	11% (9)	5% (4)	82
#1 Issue: Energy	27% (41)	30% (45)	12% (18)	6% (9)	23% (34)	2% (3)	149
#1 Issue: Other	24% (39)	33% (54)	8% (14)	8% (13)	24% (40)	2% (3)	164
2020 Vote: Joe Biden	27% (248)	32% (297)	9% (88)	7% (62)	23% (212)	2% (22)	929
2020 Vote: Donald Trump	22% (167)	30% (222)	12% (91)	10% (73)	23% (172)	3% (24)	751
2020 Vote: Other	20% (19)	32% (29)	15% (14)	9% (8)	21% (20)	3% (3)	92
2020 Vote: Didn't Vote	30% (130)	24% (105)	8% (36)	7% (30)	25% (112)	6% (26)	438
2018 House Vote: Democrat	29% (220)	30% (224)	10% (74)	7% (49)	22% (162)	3% (21)	751
2018 House Vote: Republican	21% (129)	30% (186)	13% (81)	9% (53)	24% (147)	4% (23)	618
2018 House Vote: Someone else	14% (10)	46% (32)	9% (6)	4% (3)	25% (17)	2% (1)	69
2016 Vote: Hillary Clinton	28% (194)	32% (223)	9% (66)	6% (42)	21% (150)	3% (24)	699
2016 Vote: Donald Trump	22% (149)	29% (192)	12% (78)	10% (64)	24% (163)	3% (22)	669
2016 Vote: Other	19% (22)	32% (39)	17% (20)	8% (10)	22% (26)	1% (2)	119
2016 Vote: Didn't Vote	27% (198)	28% (199)	9% (65)	8% (57)	24% (176)	4% (28)	723

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Table MCEN10_15: Do you have a favorable or unfavorable opinion of each of the following film franchises?
Avatar

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (564)	30% (653)	10% (229)	8% (173)	23% (516)	3% (75)	2210
Voted in 2014: Yes	26% (324)	30% (376)	12% (145)	7% (93)	22% (282)	3% (37)	1256
Voted in 2014: No	25% (241)	29% (278)	9% (84)	8% (80)	25% (234)	4% (38)	954
4-Region: Northeast	25% (96)	29% (110)	10% (39)	6% (23)	26% (98)	4% (17)	383
4-Region: Midwest	25% (115)	27% (122)	12% (56)	8% (35)	25% (112)	3% (16)	456
4-Region: South	27% (229)	27% (229)	9% (80)	8% (67)	25% (215)	3% (24)	844
4-Region: West	24% (124)	37% (193)	10% (54)	9% (47)	17% (90)	4% (19)	527
Comfortable Going to the Movies	29% (412)	30% (438)	11% (152)	7% (107)	21% (299)	2% (33)	1441
Uncomfortable Going to the Movies	20% (132)	29% (190)	11% (71)	10% (63)	25% (161)	5% (33)	650
Frequent Moviegoers	40% (73)	23% (44)	11% (20)	11% (21)	14% (25)	1% (2)	186
Occasional Moviegoers	30% (217)	34% (249)	11% (83)	7% (49)	16% (115)	2% (14)	727
Rare Moviegoers	24% (218)	31% (281)	10% (87)	6% (58)	27% (242)	3% (26)	910
Never Goes to the Movies	14% (55)	21% (81)	10% (40)	12% (45)	34% (133)	8% (33)	387

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

Table MCEN10_16: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Rocky/Creed

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (448)	30% (654)	10% (219)	6% (122)	20% (448)	14% (320)	2210
Gender: Male	26% (280)	33% (354)	11% (115)	4% (46)	16% (171)	10% (102)	1068
Gender: Female	15% (168)	26% (300)	9% (104)	7% (75)	24% (278)	19% (218)	1142
Age: 18-34	19% (119)	26% (168)	10% (66)	7% (43)	25% (163)	13% (84)	642
Age: 35-44	31% (113)	31% (113)	9% (32)	4% (15)	13% (46)	13% (47)	365
Age: 45-64	21% (150)	33% (237)	10% (70)	5% (38)	18% (129)	13% (90)	714
Age: 65+	14% (66)	28% (136)	10% (51)	5% (26)	23% (110)	20% (99)	489
GenZers: 1997-2012	15% (37)	23% (55)	8% (19)	5% (11)	30% (73)	19% (46)	241
Millennials: 1981-1996	26% (172)	28% (188)	11% (72)	6% (42)	18% (118)	11% (70)	662
GenXers: 1965-1980	23% (117)	35% (180)	8% (43)	5% (25)	18% (91)	12% (59)	514
Baby Boomers: 1946-1964	16% (118)	29% (213)	11% (78)	6% (41)	21% (155)	17% (122)	725
PID: Dem (no lean)	23% (178)	28% (220)	10% (80)	6% (44)	20% (159)	12% (95)	775
PID: Ind (no lean)	16% (128)	31% (247)	10% (80)	6% (47)	22% (174)	15% (115)	790
PID: Rep (no lean)	22% (143)	29% (187)	9% (58)	5% (31)	18% (116)	17% (110)	645
PID/Gender: Dem Men	31% (103)	30% (102)	11% (37)	4% (13)	17% (58)	7% (23)	335
PID/Gender: Dem Women	17% (75)	27% (118)	10% (43)	7% (31)	23% (101)	16% (72)	440
PID/Gender: Ind Men	20% (85)	35% (144)	12% (50)	5% (21)	17% (69)	11% (47)	415
PID/Gender: Ind Women	11% (43)	27% (103)	8% (31)	7% (26)	28% (105)	18% (69)	375
PID/Gender: Rep Men	29% (93)	34% (108)	9% (28)	4% (13)	14% (44)	10% (32)	318
PID/Gender: Rep Women	15% (50)	24% (79)	9% (30)	6% (19)	22% (72)	24% (77)	327
Ideo: Liberal (1-3)	21% (131)	29% (182)	13% (83)	6% (35)	22% (140)	10% (62)	634
Ideo: Moderate (4)	22% (140)	34% (213)	8% (52)	5% (30)	19% (117)	12% (75)	627
Ideo: Conservative (5-7)	19% (133)	30% (214)	9% (63)	5% (38)	20% (143)	18% (127)	719
Educ: < College	21% (305)	28% (402)	8% (122)	6% (85)	20% (291)	16% (231)	1437
Educ: Bachelors degree	19% (94)	35% (169)	13% (62)	5% (23)	19% (95)	10% (48)	491
Educ: Post-grad	17% (49)	29% (82)	12% (35)	5% (13)	22% (62)	14% (41)	282
Income: Under 50k	20% (227)	28% (321)	10% (111)	6% (68)	22% (251)	15% (175)	1153
Income: 50k-100k	21% (143)	31% (216)	9% (61)	6% (41)	20% (135)	14% (94)	690
Income: 100k+	22% (79)	32% (117)	13% (46)	3% (13)	17% (62)	14% (51)	368

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Table MCEN10_16: Do you have a favorable or unfavorable opinion of each of the following film franchises?
 Rocky/Creed

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (448)	30% (654)	10% (219)	6% (122)	20% (448)	14% (320)	2210
Ethnicity: White (Non-Hispanic)	17% (255)	30% (443)	11% (161)	5% (80)	21% (306)	16% (244)	1488
Ethnicity: Hispanic	27% (99)	29% (109)	10% (39)	5% (19)	19% (72)	10% (37)	374
Ethnicity: Black (Non-Hispanic)	33% (81)	28% (68)	4% (10)	7% (17)	19% (47)	9% (21)	243
Ethnicity: Asian + Other (Non-Hispanic)	13% (14)	33% (34)	9% (9)	6% (6)	22% (23)	17% (18)	105
All Christian	22% (210)	30% (284)	10% (90)	4% (40)	20% (185)	15% (140)	949
All Non-Christian	30% (30)	32% (32)	6% (6)	1% (1)	18% (18)	13% (13)	101
Atheist	18% (19)	27% (27)	10% (10)	6% (6)	21% (21)	18% (18)	102
Agnostic/Nothing in particular	17% (113)	31% (207)	9% (62)	7% (45)	22% (143)	14% (90)	661
Something Else	19% (76)	26% (103)	12% (49)	7% (29)	20% (81)	15% (58)	396
Religious Non-Protestant/Catholic	29% (35)	33% (40)	8% (10)	1% (1)	17% (21)	12% (15)	122
Evangelical	23% (119)	27% (140)	10% (52)	5% (26)	20% (103)	16% (84)	525
Non-Evangelical	20% (160)	30% (236)	11% (83)	5% (42)	20% (158)	14% (109)	788
Community: Urban	26% (154)	28% (166)	10% (57)	6% (37)	18% (106)	11% (66)	586
Community: Suburban	18% (201)	31% (338)	10% (106)	5% (53)	21% (233)	15% (166)	1098
Community: Rural	18% (93)	28% (149)	11% (56)	6% (31)	21% (109)	17% (87)	526
Employ: Private Sector	24% (182)	30% (226)	12% (88)	5% (35)	19% (144)	11% (87)	762
Employ: Government	14% (16)	32% (37)	10% (12)	5% (5)	23% (26)	16% (18)	116
Employ: Self-Employed	27% (56)	31% (63)	11% (23)	9% (19)	12% (26)	10% (20)	207
Employ: Homemaker	14% (23)	30% (48)	8% (12)	7% (11)	24% (39)	16% (26)	160
Employ: Student	18% (14)	17% (14)	6% (5)	5% (4)	31% (25)	23% (19)	80
Employ: Retired	16% (84)	28% (146)	8% (43)	5% (28)	23% (116)	19% (96)	512
Employ: Unemployed	20% (49)	31% (76)	10% (25)	3% (8)	21% (51)	15% (36)	245
Employ: Other	19% (24)	34% (44)	8% (10)	9% (12)	16% (21)	14% (18)	129
Military HH: Yes	18% (67)	28% (101)	11% (40)	7% (25)	21% (75)	15% (55)	362
Military HH: No	21% (382)	30% (553)	10% (179)	5% (96)	20% (373)	14% (265)	1848
RD/WT: Right Direction	22% (150)	30% (204)	10% (70)	5% (37)	21% (147)	12% (80)	688
RD/WT: Wrong Track	20% (298)	30% (450)	10% (148)	6% (85)	20% (302)	16% (240)	1522
Biden Job Approve	20% (183)	30% (274)	11% (98)	6% (51)	21% (193)	12% (105)	905
Biden Job Disapprove	21% (246)	30% (353)	10% (118)	5% (62)	19% (223)	16% (187)	1189

Continued on next page

Table MCEN10_16: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Rocky/Creed

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (448)	30% (654)	10% (219)	6% (122)	20% (448)	14% (320)	2210
Biden Job Strongly Approve	27% (90)	25% (82)	11% (35)	7% (22)	19% (63)	11% (38)	330
Biden Job Somewhat Approve	16% (93)	33% (192)	11% (63)	5% (30)	23% (130)	12% (67)	575
Biden Job Somewhat Disapprove	15% (58)	35% (132)	14% (51)	5% (18)	20% (74)	12% (46)	380
Biden Job Strongly Disapprove	23% (188)	27% (220)	8% (67)	6% (45)	18% (148)	17% (141)	809
Favorable of Biden	22% (203)	31% (289)	10% (95)	5% (51)	21% (193)	11% (106)	936
Unfavorable of Biden	20% (230)	29% (344)	10% (118)	6% (67)	19% (226)	16% (188)	1173
Very Favorable of Biden	29% (108)	24% (89)	10% (38)	7% (27)	19% (70)	11% (41)	375
Somewhat Favorable of Biden	17% (94)	36% (200)	10% (56)	4% (24)	22% (123)	12% (65)	562
Somewhat Unfavorable of Biden	15% (50)	30% (98)	14% (45)	6% (20)	20% (66)	14% (45)	323
Very Unfavorable of Biden	21% (180)	29% (245)	9% (73)	6% (47)	19% (160)	17% (144)	850
#1 Issue: Economy	20% (191)	31% (292)	11% (100)	5% (45)	19% (176)	14% (132)	937
#1 Issue: Security	22% (65)	25% (74)	10% (28)	6% (17)	21% (62)	16% (47)	293
#1 Issue: Health Care	23% (53)	28% (64)	9% (21)	7% (16)	20% (47)	13% (29)	230
#1 Issue: Medicare / Social Security	17% (42)	26% (65)	8% (19)	7% (16)	22% (53)	20% (49)	245
#1 Issue: Women's Issues	21% (24)	30% (33)	9% (10)	6% (7)	23% (26)	10% (11)	111
#1 Issue: Education	21% (17)	26% (21)	16% (13)	5% (4)	20% (16)	11% (9)	82
#1 Issue: Energy	16% (24)	37% (55)	7% (10)	5% (7)	19% (29)	16% (24)	149
#1 Issue: Other	20% (33)	30% (49)	11% (17)	5% (9)	24% (39)	11% (17)	164
2020 Vote: Joe Biden	20% (189)	30% (281)	12% (110)	6% (53)	21% (194)	11% (101)	929
2020 Vote: Donald Trump	23% (174)	29% (218)	9% (70)	5% (38)	17% (128)	16% (122)	751
2020 Vote: Other	17% (16)	24% (22)	15% (14)	6% (5)	23% (21)	14% (13)	92
2020 Vote: Didn't Vote	16% (71)	30% (132)	5% (24)	6% (24)	24% (105)	19% (83)	438
2018 House Vote: Democrat	22% (168)	30% (222)	11% (83)	7% (49)	19% (145)	11% (83)	751
2018 House Vote: Republican	21% (128)	32% (199)	11% (69)	4% (27)	17% (102)	15% (93)	618
2018 House Vote: Someone else	19% (13)	38% (26)	14% (10)	5% (3)	15% (10)	10% (7)	69
2016 Vote: Hillary Clinton	20% (143)	31% (214)	13% (89)	6% (43)	20% (139)	10% (71)	699
2016 Vote: Donald Trump	23% (156)	29% (196)	10% (65)	5% (34)	16% (109)	16% (109)	669
2016 Vote: Other	21% (24)	29% (34)	15% (17)	6% (8)	21% (25)	9% (10)	119
2016 Vote: Didn't Vote	17% (125)	29% (209)	7% (48)	5% (37)	24% (175)	18% (130)	723

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Table MCEN10_16: Do you have a favorable or unfavorable opinion of each of the following film franchises?
 Rocky/Creed

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (448)	30% (654)	10% (219)	6% (122)	20% (448)	14% (320)	2210
Voted in 2014: Yes	22% (273)	30% (375)	12% (147)	5% (68)	19% (233)	13% (160)	1256
Voted in 2014: No	18% (175)	29% (278)	7% (71)	6% (53)	23% (215)	17% (160)	954
4-Region: Northeast	23% (89)	29% (112)	9% (35)	3% (13)	18% (69)	17% (65)	383
4-Region: Midwest	17% (79)	31% (140)	11% (52)	5% (21)	20% (93)	16% (72)	456
4-Region: South	21% (176)	29% (241)	8% (71)	6% (54)	22% (184)	14% (118)	844
4-Region: West	20% (104)	31% (161)	12% (61)	6% (34)	19% (102)	12% (65)	527
Comfortable Going to the Movies	23% (325)	31% (447)	11% (153)	5% (76)	19% (268)	12% (172)	1441
Uncomfortable Going to the Movies	18% (114)	28% (180)	9% (61)	7% (45)	22% (140)	17% (110)	650
Frequent Moviegoers	37% (69)	29% (54)	8% (14)	6% (11)	13% (23)	8% (14)	186
Occasional Moviegoers	25% (180)	37% (266)	10% (70)	5% (39)	15% (107)	9% (64)	727
Rare Moviegoers	17% (153)	27% (247)	11% (96)	5% (50)	24% (219)	16% (146)	910
Never Goes to the Movies	12% (46)	22% (86)	10% (38)	6% (22)	26% (99)	25% (96)	387

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

Table MCEN10_17: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Hunger Games

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (480)	30% (658)	12% (264)	8% (185)	25% (562)	3% (61)	2210
Gender: Male	20% (211)	31% (328)	14% (148)	8% (90)	25% (266)	2% (25)	1068
Gender: Female	24% (269)	29% (330)	10% (116)	8% (95)	26% (296)	3% (36)	1142
Age: 18-34	27% (176)	29% (188)	15% (94)	8% (54)	18% (118)	2% (13)	642
Age: 35-44	27% (99)	30% (108)	11% (42)	7% (27)	22% (80)	3% (10)	365
Age: 45-64	19% (134)	33% (236)	9% (67)	10% (69)	27% (189)	3% (19)	714
Age: 65+	15% (71)	26% (126)	13% (62)	7% (36)	36% (175)	4% (19)	489
GenZers: 1997-2012	26% (63)	29% (71)	13% (32)	6% (14)	21% (51)	4% (10)	241
Millennials: 1981-1996	29% (191)	29% (193)	13% (86)	9% (56)	19% (126)	1% (10)	662
GenXers: 1965-1980	21% (108)	34% (174)	12% (59)	8% (44)	23% (118)	2% (11)	514
Baby Boomers: 1946-1964	16% (113)	27% (196)	11% (78)	9% (68)	34% (248)	3% (22)	725
PID: Dem (no lean)	23% (179)	31% (239)	10% (74)	8% (63)	26% (202)	2% (17)	775
PID: Ind (no lean)	20% (156)	30% (237)	13% (100)	8% (61)	26% (205)	4% (31)	790
PID: Rep (no lean)	22% (145)	28% (182)	14% (90)	9% (60)	24% (155)	2% (13)	645
PID/Gender: Dem Men	19% (64)	32% (108)	11% (36)	10% (33)	26% (87)	2% (6)	335
PID/Gender: Dem Women	26% (115)	30% (130)	9% (39)	7% (30)	26% (114)	3% (11)	440
PID/Gender: Ind Men	17% (69)	31% (128)	17% (69)	8% (33)	24% (101)	4% (15)	415
PID/Gender: Ind Women	23% (87)	29% (109)	8% (32)	8% (28)	28% (104)	4% (16)	375
PID/Gender: Rep Men	24% (77)	29% (92)	14% (44)	7% (23)	25% (78)	1% (4)	318
PID/Gender: Rep Women	21% (67)	28% (91)	14% (46)	11% (37)	24% (77)	3% (9)	327
Ideo: Liberal (1-3)	24% (150)	30% (192)	13% (80)	8% (50)	24% (155)	1% (7)	634
Ideo: Moderate (4)	19% (120)	34% (215)	12% (73)	7% (45)	25% (160)	2% (15)	627
Ideo: Conservative (5-7)	20% (147)	27% (197)	13% (91)	9% (65)	27% (192)	4% (28)	719
Educ: < College	22% (316)	27% (386)	12% (173)	9% (130)	27% (388)	3% (45)	1437
Educ: Bachelors degree	22% (108)	35% (172)	12% (61)	7% (35)	22% (106)	2% (9)	491
Educ: Post-grad	20% (56)	35% (100)	11% (30)	7% (21)	24% (69)	2% (7)	282
Income: Under 50k	21% (243)	27% (313)	12% (136)	9% (103)	28% (323)	3% (36)	1153
Income: 50k-100k	20% (140)	32% (221)	13% (87)	9% (59)	24% (162)	3% (21)	690
Income: 100k+	26% (97)	34% (125)	11% (42)	6% (23)	21% (77)	1% (5)	368

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Table MCEN10_17: Do you have a favorable or unfavorable opinion of each of the following film franchises?
Hunger Games

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (480)	30% (658)	12% (264)	8% (185)	25% (562)	3% (61)	2210
Ethnicity: White (Non-Hispanic)	21% (313)	29% (439)	12% (178)	9% (131)	26% (391)	2% (36)	1488
Ethnicity: Hispanic	21% (79)	34% (126)	14% (51)	8% (32)	20% (74)	3% (13)	374
Ethnicity: Black (Non-Hispanic)	26% (62)	23% (57)	10% (25)	7% (17)	30% (74)	3% (8)	243
Ethnicity: Asian + Other (Non-Hispanic)	25% (26)	34% (36)	10% (11)	4% (4)	23% (24)	4% (4)	105
All Christian	20% (192)	29% (278)	12% (115)	8% (75)	27% (261)	3% (28)	949
All Non-Christian	25% (25)	28% (29)	9% (9)	12% (12)	23% (23)	3% (3)	101
Atheist	18% (18)	25% (25)	18% (19)	8% (8)	25% (26)	5% (5)	102
Agnostic/Nothing in particular	20% (132)	33% (219)	11% (74)	9% (60)	25% (164)	2% (12)	661
Something Else	28% (113)	27% (106)	12% (48)	8% (30)	22% (88)	3% (12)	396
Religious Non-Protestant/Catholic	30% (36)	29% (35)	9% (11)	11% (13)	20% (24)	2% (3)	122
Evangelical	25% (129)	25% (129)	12% (61)	10% (51)	27% (144)	2% (11)	525
Non-Evangelical	21% (164)	31% (244)	12% (98)	7% (52)	26% (201)	4% (28)	788
Community: Urban	26% (152)	29% (170)	9% (53)	8% (50)	24% (143)	3% (18)	586
Community: Suburban	19% (209)	32% (354)	13% (146)	8% (84)	25% (278)	3% (28)	1098
Community: Rural	23% (119)	25% (134)	12% (65)	10% (52)	27% (142)	3% (15)	526
Employ: Private Sector	24% (183)	31% (239)	12% (92)	8% (59)	23% (175)	2% (14)	762
Employ: Government	24% (27)	32% (37)	12% (13)	7% (8)	26% (30)	1% (1)	116
Employ: Self-Employed	21% (43)	30% (63)	16% (33)	13% (27)	18% (37)	2% (4)	207
Employ: Homemaker	28% (45)	23% (37)	7% (11)	8% (13)	27% (43)	6% (10)	160
Employ: Student	32% (25)	26% (21)	13% (11)	6% (5)	23% (18)	1% (1)	80
Employ: Retired	14% (74)	28% (145)	12% (62)	8% (43)	34% (172)	3% (16)	512
Employ: Unemployed	19% (47)	27% (67)	14% (34)	8% (21)	27% (66)	4% (11)	245
Employ: Other	26% (34)	39% (50)	7% (8)	7% (9)	18% (23)	4% (5)	129
Military HH: Yes	18% (66)	33% (119)	13% (49)	8% (28)	26% (94)	2% (6)	362
Military HH: No	22% (414)	29% (539)	12% (216)	8% (157)	25% (468)	3% (55)	1848
RD/WT: Right Direction	24% (165)	31% (214)	10% (66)	7% (49)	25% (173)	3% (21)	688
RD/WT: Wrong Track	21% (315)	29% (443)	13% (198)	9% (136)	26% (390)	3% (40)	1522
Biden Job Approve	22% (198)	31% (285)	10% (86)	8% (70)	27% (244)	2% (22)	905
Biden Job Disapprove	21% (256)	29% (339)	14% (168)	9% (104)	24% (287)	3% (35)	1189

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Table MCEN10_17: Do you have a favorable or unfavorable opinion of each of the following film franchises?

Hunger Games

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (480)	30% (658)	12% (264)	8% (185)	25% (562)	3% (61)	2210
Biden Job Strongly Approve	23% (77)	29% (96)	8% (26)	8% (27)	30% (99)	2% (6)	330
Biden Job Somewhat Approve	21% (121)	33% (189)	11% (61)	8% (44)	25% (145)	3% (16)	575
Biden Job Somewhat Disapprove	22% (82)	32% (123)	17% (65)	6% (24)	22% (82)	1% (5)	380
Biden Job Strongly Disapprove	21% (174)	27% (217)	13% (104)	10% (81)	25% (204)	4% (30)	809
Favorable of Biden	23% (218)	32% (299)	9% (87)	8% (71)	25% (239)	2% (22)	936
Unfavorable of Biden	20% (238)	29% (339)	14% (164)	9% (108)	25% (290)	3% (33)	1173
Very Favorable of Biden	28% (104)	27% (101)	7% (26)	9% (33)	28% (103)	2% (8)	375
Somewhat Favorable of Biden	20% (114)	35% (199)	11% (62)	7% (38)	24% (135)	3% (15)	562
Somewhat Unfavorable of Biden	21% (68)	33% (107)	15% (50)	7% (22)	22% (72)	2% (5)	323
Very Unfavorable of Biden	20% (171)	27% (232)	13% (114)	10% (86)	26% (218)	3% (28)	850
#1 Issue: Economy	21% (201)	32% (298)	13% (126)	8% (76)	23% (214)	3% (24)	937
#1 Issue: Security	18% (53)	25% (73)	12% (35)	13% (37)	29% (86)	3% (9)	293
#1 Issue: Health Care	25% (57)	34% (78)	8% (19)	6% (13)	25% (57)	3% (6)	230
#1 Issue: Medicare / Social Security	13% (32)	29% (71)	10% (24)	9% (21)	35% (86)	4% (11)	245
#1 Issue: Women's Issues	31% (35)	29% (32)	10% (11)	6% (6)	23% (25)	2% (2)	111
#1 Issue: Education	35% (28)	32% (26)	8% (7)	10% (8)	13% (11)	2% (2)	82
#1 Issue: Energy	29% (44)	25% (38)	14% (21)	7% (11)	21% (32)	3% (4)	149
#1 Issue: Other	18% (30)	26% (42)	14% (23)	8% (12)	32% (52)	2% (3)	164
2020 Vote: Joe Biden	22% (203)	33% (303)	10% (95)	8% (75)	25% (237)	2% (15)	929
2020 Vote: Donald Trump	21% (157)	28% (208)	15% (109)	9% (69)	25% (187)	3% (20)	751
2020 Vote: Other	21% (19)	29% (27)	12% (11)	10% (9)	25% (23)	3% (3)	92
2020 Vote: Didn't Vote	23% (100)	27% (120)	11% (49)	7% (31)	26% (116)	5% (22)	438
2018 House Vote: Democrat	23% (172)	32% (240)	9% (71)	9% (68)	24% (183)	2% (16)	751
2018 House Vote: Republican	20% (124)	28% (172)	14% (89)	10% (61)	25% (155)	3% (19)	618
2018 House Vote: Someone else	15% (10)	36% (25)	8% (5)	8% (6)	30% (21)	3% (2)	69
2016 Vote: Hillary Clinton	23% (158)	33% (232)	9% (64)	8% (53)	25% (176)	2% (17)	699
2016 Vote: Donald Trump	20% (133)	27% (182)	13% (87)	11% (72)	26% (175)	3% (20)	669
2016 Vote: Other	20% (24)	32% (38)	10% (12)	11% (12)	26% (31)	1% (1)	119
2016 Vote: Didn't Vote	23% (165)	28% (206)	14% (100)	7% (47)	25% (182)	3% (23)	723

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Table MCEN10_17: Do you have a favorable or unfavorable opinion of each of the following film franchises?
Hunger Games

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (480)	30% (658)	12% (264)	8% (185)	25% (562)	3% (61)	2210
Voted in 2014: Yes	21% (268)	30% (379)	11% (141)	9% (118)	26% (321)	2% (29)	1256
Voted in 2014: No	22% (212)	29% (279)	13% (123)	7% (67)	25% (241)	3% (32)	954
4-Region: Northeast	22% (82)	29% (112)	9% (34)	8% (30)	28% (106)	5% (18)	383
4-Region: Midwest	25% (114)	28% (129)	11% (52)	7% (34)	26% (119)	2% (9)	456
4-Region: South	22% (185)	29% (246)	12% (100)	8% (69)	26% (221)	3% (22)	844
4-Region: West	19% (99)	32% (170)	15% (78)	10% (51)	22% (117)	2% (11)	527
Comfortable Going to the Movies	25% (361)	31% (450)	12% (180)	8% (115)	22% (311)	2% (25)	1441
Uncomfortable Going to the Movies	15% (100)	29% (188)	12% (80)	10% (65)	30% (196)	3% (22)	650
Frequent Moviegoers	35% (65)	24% (44)	13% (25)	11% (20)	16% (31)	1% (1)	186
Occasional Moviegoers	28% (207)	35% (254)	13% (92)	6% (44)	16% (119)	2% (11)	727
Rare Moviegoers	17% (154)	31% (279)	12% (111)	8% (77)	29% (262)	3% (28)	910
Never Goes to the Movies	14% (54)	21% (81)	9% (37)	11% (44)	39% (151)	5% (21)	387

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

Table MCEN10_18: Do you have a favorable or unfavorable opinion of each of the following film franchises?
Legendary's Monsterverse (Godzilla, Kong, etc.)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (430)	32% (710)	12% (255)	7% (162)	22% (487)	7% (165)	2210
Gender: Male	22% (236)	35% (376)	13% (135)	7% (70)	18% (195)	5% (56)	1068
Gender: Female	17% (194)	29% (334)	10% (120)	8% (93)	26% (292)	10% (110)	1142
Age: 18-34	24% (153)	30% (191)	9% (60)	7% (43)	24% (154)	6% (40)	642
Age: 35-44	25% (93)	32% (115)	14% (52)	5% (20)	17% (62)	6% (23)	365
Age: 45-64	20% (146)	36% (256)	11% (81)	8% (55)	17% (124)	7% (52)	714
Age: 65+	8% (38)	30% (147)	13% (62)	9% (45)	30% (147)	10% (50)	489
GenZers: 1997-2012	25% (61)	22% (54)	10% (25)	7% (18)	27% (65)	8% (18)	241
Millennials: 1981-1996	25% (166)	33% (219)	11% (72)	6% (39)	20% (130)	5% (35)	662
GenXers: 1965-1980	21% (110)	36% (185)	12% (62)	6% (33)	16% (85)	8% (39)	514
Baby Boomers: 1946-1964	13% (92)	31% (224)	12% (87)	9% (66)	27% (196)	8% (60)	725
PID: Dem (no lean)	22% (171)	31% (240)	12% (92)	6% (45)	22% (174)	7% (53)	775
PID: Ind (no lean)	19% (152)	32% (250)	11% (83)	7% (55)	23% (181)	9% (69)	790
PID: Rep (no lean)	17% (107)	34% (220)	12% (80)	10% (62)	21% (133)	7% (43)	645
PID/Gender: Dem Men	25% (84)	34% (114)	13% (44)	6% (20)	18% (59)	4% (15)	335
PID/Gender: Dem Women	20% (87)	29% (126)	11% (49)	6% (25)	26% (115)	9% (38)	440
PID/Gender: Ind Men	20% (81)	34% (139)	14% (57)	6% (24)	21% (86)	6% (27)	415
PID/Gender: Ind Women	19% (71)	29% (111)	7% (26)	8% (31)	25% (94)	11% (43)	375
PID/Gender: Rep Men	22% (71)	39% (123)	11% (35)	8% (26)	16% (50)	4% (14)	318
PID/Gender: Rep Women	11% (36)	30% (97)	14% (45)	11% (37)	25% (83)	9% (29)	327
Ideo: Liberal (1-3)	18% (115)	31% (198)	14% (87)	6% (41)	24% (151)	7% (43)	634
Ideo: Moderate (4)	21% (134)	37% (232)	10% (64)	5% (33)	20% (127)	6% (37)	627
Ideo: Conservative (5-7)	16% (116)	33% (237)	12% (85)	9% (64)	22% (157)	8% (61)	719
Educ: < College	22% (316)	31% (441)	10% (143)	8% (115)	22% (320)	7% (102)	1437
Educ: Bachelors degree	15% (73)	37% (183)	14% (70)	6% (28)	20% (101)	7% (35)	491
Educ: Post-grad	15% (41)	30% (86)	15% (42)	7% (19)	24% (66)	10% (28)	282
Income: Under 50k	21% (240)	32% (368)	10% (117)	8% (88)	21% (245)	8% (95)	1153
Income: 50k-100k	18% (125)	31% (212)	13% (88)	7% (49)	24% (169)	7% (47)	690
Income: 100k+	18% (65)	35% (129)	14% (50)	7% (25)	20% (74)	6% (23)	368

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Table MCEN10_18: Do you have a favorable or unfavorable opinion of each of the following film franchises?
 Legendary's Monsterverse (Godzilla, Kong, etc.)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (430)	32% (710)	12% (255)	7% (162)	22% (487)	7% (165)	2210
Ethnicity: White (Non-Hispanic)	15% (227)	32% (475)	13% (188)	8% (124)	24% (357)	8% (117)	1488
Ethnicity: Hispanic	27% (101)	36% (136)	11% (43)	4% (15)	16% (62)	5% (18)	374
Ethnicity: Black (Non-Hispanic)	31% (76)	24% (58)	6% (15)	8% (20)	21% (52)	9% (23)	243
Ethnicity: Asian + Other (Non-Hispanic)	24% (26)	39% (41)	9% (9)	4% (4)	16% (17)	8% (8)	105
All Christian	18% (173)	32% (303)	12% (117)	7% (67)	22% (212)	8% (76)	949
All Non-Christian	17% (17)	34% (34)	11% (11)	11% (11)	21% (21)	8% (8)	101
Atheist	20% (20)	29% (30)	12% (12)	4% (5)	26% (27)	8% (8)	102
Agnostic/Nothing in particular	19% (128)	32% (209)	12% (77)	8% (50)	24% (156)	6% (41)	661
Something Else	23% (92)	34% (134)	9% (37)	8% (30)	18% (72)	8% (32)	396
Religious Non-Protestant/Catholic	16% (19)	36% (44)	13% (16)	10% (12)	17% (21)	8% (10)	122
Evangelical	21% (110)	28% (145)	10% (51)	10% (52)	23% (119)	9% (47)	525
Non-Evangelical	19% (151)	35% (278)	12% (97)	6% (44)	20% (161)	7% (58)	788
Community: Urban	25% (144)	32% (187)	10% (57)	8% (48)	19% (112)	7% (38)	586
Community: Suburban	16% (179)	32% (356)	13% (146)	6% (70)	25% (274)	7% (74)	1098
Community: Rural	20% (107)	32% (167)	10% (52)	9% (45)	19% (101)	10% (53)	526
Employ: Private Sector	23% (175)	34% (258)	13% (98)	6% (46)	20% (152)	5% (35)	762
Employ: Government	22% (25)	29% (34)	10% (12)	6% (7)	23% (26)	10% (11)	116
Employ: Self-Employed	17% (35)	38% (79)	13% (28)	10% (20)	11% (23)	11% (22)	207
Employ: Homemaker	11% (18)	37% (59)	7% (11)	7% (11)	29% (47)	9% (14)	160
Employ: Student	27% (22)	15% (12)	11% (8)	8% (6)	34% (27)	5% (4)	80
Employ: Retired	12% (59)	31% (160)	12% (59)	9% (47)	28% (142)	9% (45)	512
Employ: Unemployed	22% (53)	31% (75)	12% (30)	7% (18)	19% (48)	8% (21)	245
Employ: Other	33% (43)	26% (33)	7% (10)	6% (8)	18% (23)	10% (13)	129
Military HH: Yes	15% (54)	36% (130)	13% (47)	7% (26)	21% (77)	7% (27)	362
Military HH: No	20% (376)	31% (579)	11% (208)	7% (136)	22% (410)	7% (138)	1848
RD/WT: Right Direction	23% (159)	30% (208)	10% (70)	7% (48)	22% (152)	7% (50)	688
RD/WT: Wrong Track	18% (271)	33% (501)	12% (185)	8% (115)	22% (335)	8% (115)	1522
Biden Job Approve	20% (181)	31% (284)	12% (111)	7% (61)	23% (210)	6% (59)	905
Biden Job Disapprove	19% (224)	34% (404)	12% (138)	8% (91)	21% (244)	7% (87)	1189

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Table MCEN10_18: Do you have a favorable or unfavorable opinion of each of the following film franchises?
Legendary's Monsterverse (Godzilla, Kong, etc.)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (430)	32% (710)	12% (255)	7% (162)	22% (487)	7% (165)	2210
Biden Job Strongly Approve	24% (80)	30% (98)	11% (36)	7% (23)	20% (66)	8% (27)	330
Biden Job Somewhat Approve	17% (100)	32% (186)	13% (75)	7% (38)	25% (144)	6% (32)	575
Biden Job Somewhat Disapprove	17% (64)	38% (145)	13% (48)	6% (22)	21% (80)	6% (22)	380
Biden Job Strongly Disapprove	20% (160)	32% (259)	11% (90)	9% (69)	20% (164)	8% (66)	809
Favorable of Biden	21% (197)	32% (296)	12% (110)	7% (64)	22% (210)	6% (60)	936
Unfavorable of Biden	18% (215)	34% (393)	12% (140)	8% (94)	21% (247)	7% (84)	1173
Very Favorable of Biden	26% (99)	27% (100)	11% (42)	8% (29)	19% (71)	9% (33)	375
Somewhat Favorable of Biden	17% (98)	35% (196)	12% (67)	6% (35)	25% (139)	5% (27)	562
Somewhat Unfavorable of Biden	18% (59)	35% (113)	14% (46)	5% (17)	21% (67)	7% (21)	323
Very Unfavorable of Biden	18% (156)	33% (280)	11% (94)	9% (77)	21% (181)	7% (62)	850
#1 Issue: Economy	18% (172)	37% (348)	11% (104)	6% (53)	22% (205)	6% (55)	937
#1 Issue: Security	17% (50)	31% (91)	12% (36)	10% (30)	21% (61)	9% (26)	293
#1 Issue: Health Care	27% (62)	28% (64)	11% (26)	6% (13)	21% (49)	7% (16)	230
#1 Issue: Medicare / Social Security	18% (43)	26% (63)	9% (23)	13% (31)	24% (59)	11% (26)	245
#1 Issue: Women's Issues	25% (28)	22% (24)	14% (16)	10% (11)	21% (24)	7% (8)	111
#1 Issue: Education	16% (13)	29% (24)	20% (16)	5% (4)	19% (16)	10% (8)	82
#1 Issue: Energy	20% (29)	33% (49)	10% (15)	5% (8)	27% (41)	5% (7)	149
#1 Issue: Other	20% (33)	28% (47)	12% (19)	8% (12)	21% (34)	11% (18)	164
2020 Vote: Joe Biden	20% (191)	31% (290)	12% (115)	6% (60)	23% (215)	6% (58)	929
2020 Vote: Donald Trump	18% (132)	34% (252)	12% (90)	9% (69)	21% (156)	7% (52)	751
2020 Vote: Other	24% (22)	30% (27)	14% (13)	5% (5)	21% (19)	6% (5)	92
2020 Vote: Didn't Vote	20% (86)	32% (140)	8% (37)	6% (28)	22% (97)	11% (50)	438
2018 House Vote: Democrat	22% (168)	31% (232)	13% (97)	6% (42)	21% (160)	7% (52)	751
2018 House Vote: Republican	17% (102)	34% (207)	13% (80)	9% (57)	21% (129)	7% (43)	618
2018 House Vote: Someone else	23% (16)	31% (22)	11% (8)	7% (5)	25% (17)	3% (2)	69
2016 Vote: Hillary Clinton	22% (153)	32% (223)	13% (89)	5% (38)	21% (145)	7% (50)	699
2016 Vote: Donald Trump	17% (115)	32% (216)	12% (80)	10% (65)	22% (144)	7% (50)	669
2016 Vote: Other	16% (19)	32% (37)	19% (23)	4% (5)	22% (26)	6% (8)	119
2016 Vote: Didn't Vote	20% (143)	32% (234)	9% (63)	7% (54)	24% (171)	8% (58)	723

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Table MCEN10_18: Do you have a favorable or unfavorable opinion of each of the following film franchises?
Legendary's Monsterverse (Godzilla, Kong, etc.)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (430)	32% (710)	12% (255)	7% (162)	22% (487)	7% (165)	2210
Voted in 2014: Yes	20% (245)	32% (401)	13% (161)	7% (92)	22% (270)	7% (87)	1256
Voted in 2014: No	19% (185)	32% (309)	10% (94)	7% (71)	23% (217)	8% (78)	954
4-Region: Northeast	19% (72)	32% (124)	10% (39)	7% (26)	23% (88)	9% (34)	383
4-Region: Midwest	17% (78)	30% (135)	13% (61)	8% (36)	24% (108)	8% (39)	456
4-Region: South	20% (172)	32% (267)	11% (97)	7% (59)	23% (191)	7% (58)	844
4-Region: West	21% (108)	35% (184)	11% (58)	8% (42)	19% (100)	6% (34)	527
Comfortable Going to the Movies	22% (318)	33% (479)	12% (177)	7% (101)	20% (285)	6% (82)	1441
Uncomfortable Going to the Movies	15% (101)	31% (203)	11% (71)	9% (57)	24% (158)	9% (61)	650
Frequent Moviegoers	39% (73)	30% (55)	8% (15)	10% (18)	12% (21)	2% (3)	186
Occasional Moviegoers	26% (186)	38% (274)	10% (72)	5% (39)	16% (119)	5% (37)	727
Rare Moviegoers	14% (132)	32% (293)	14% (124)	7% (65)	25% (229)	8% (69)	910
Never Goes to the Movies	10% (41)	23% (88)	11% (43)	11% (41)	30% (118)	15% (56)	387

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

Table MCEN10_19: Do you have a favorable or unfavorable opinion of each of the following film franchises?
Blumhouse horror films

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (293)	14% (308)	6% (133)	11% (244)	15% (324)	41% (908)	2210
Gender: Male	13% (140)	15% (164)	8% (84)	9% (101)	16% (167)	39% (412)	1068
Gender: Female	13% (153)	13% (145)	4% (49)	13% (143)	14% (157)	43% (496)	1142
Age: 18-34	22% (144)	17% (110)	6% (36)	10% (62)	16% (101)	30% (190)	642
Age: 35-44	17% (62)	18% (67)	6% (22)	9% (32)	15% (56)	34% (126)	365
Age: 45-64	11% (76)	15% (106)	6% (45)	11% (76)	15% (108)	42% (303)	714
Age: 65+	2% (11)	5% (26)	6% (30)	15% (73)	12% (59)	59% (289)	489
GenZers: 1997-2012	25% (61)	14% (33)	4% (10)	9% (21)	13% (32)	35% (84)	241
Millennials: 1981-1996	19% (129)	19% (128)	6% (41)	10% (63)	17% (111)	29% (190)	662
GenXers: 1965-1980	14% (72)	17% (86)	5% (28)	9% (46)	15% (76)	40% (206)	514
Baby Boomers: 1946-1964	4% (29)	8% (58)	7% (52)	14% (103)	14% (102)	53% (382)	725
PID: Dem (no lean)	16% (125)	15% (117)	5% (42)	10% (78)	15% (113)	39% (300)	775
PID: Ind (no lean)	13% (100)	14% (108)	7% (53)	11% (88)	15% (120)	41% (320)	790
PID: Rep (no lean)	11% (68)	13% (84)	6% (37)	12% (78)	14% (91)	45% (288)	645
PID/Gender: Dem Men	15% (51)	16% (55)	7% (23)	7% (25)	18% (60)	36% (120)	335
PID/Gender: Dem Women	17% (73)	14% (62)	4% (19)	12% (53)	12% (53)	41% (180)	440
PID/Gender: Ind Men	12% (51)	14% (58)	10% (42)	10% (43)	16% (65)	38% (156)	415
PID/Gender: Ind Women	13% (49)	13% (50)	3% (12)	12% (45)	15% (55)	44% (164)	375
PID/Gender: Rep Men	12% (38)	16% (51)	6% (19)	10% (33)	13% (41)	43% (136)	318
PID/Gender: Rep Women	9% (30)	10% (33)	6% (18)	14% (45)	15% (49)	46% (152)	327
Ideo: Liberal (1-3)	18% (111)	13% (83)	6% (38)	11% (73)	13% (80)	39% (249)	634
Ideo: Moderate (4)	13% (79)	18% (115)	7% (46)	9% (55)	18% (114)	35% (217)	627
Ideo: Conservative (5-7)	9% (62)	11% (82)	6% (41)	12% (83)	15% (105)	48% (347)	719
Educ: < College	15% (217)	15% (221)	5% (77)	10% (139)	15% (215)	39% (567)	1437
Educ: Bachelors degree	10% (48)	12% (58)	8% (39)	12% (58)	16% (79)	42% (208)	491
Educ: Post-grad	10% (28)	10% (29)	6% (16)	16% (46)	10% (30)	47% (133)	282
Income: Under 50k	16% (186)	14% (163)	6% (73)	9% (106)	15% (175)	39% (448)	1153
Income: 50k-100k	10% (69)	14% (99)	5% (34)	13% (90)	14% (93)	44% (304)	690
Income: 100k+	10% (38)	13% (46)	7% (25)	13% (47)	15% (55)	42% (156)	368

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Table MCEN10_19: Do you have a favorable or unfavorable opinion of each of the following film franchises?
Blumhouse horror films

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (293)	14% (308)	6% (133)	11% (244)	15% (324)	41% (908)	2210
Ethnicity: White (Non-Hispanic)	10% (143)	13% (190)	6% (93)	11% (167)	14% (214)	46% (681)	1488
Ethnicity: Hispanic	21% (77)	21% (77)	5% (19)	11% (40)	15% (56)	28% (106)	374
Ethnicity: Black (Non-Hispanic)	25% (62)	11% (26)	7% (17)	12% (29)	15% (36)	30% (74)	243
Ethnicity: Asian + Other (Non-Hispanic)	10% (10)	15% (15)	4% (4)	8% (9)	18% (19)	45% (47)	105
All Christian	10% (98)	11% (107)	7% (62)	13% (123)	14% (132)	45% (429)	949
All Non-Christian	6% (6)	16% (16)	4% (4)	10% (10)	14% (15)	50% (50)	101
Atheist	14% (14)	14% (15)	8% (8)	7% (7)	14% (14)	43% (44)	102
Agnostic/Nothing in particular	15% (102)	16% (104)	6% (37)	9% (57)	15% (101)	39% (260)	661
Something Else	18% (72)	17% (67)	6% (22)	12% (47)	16% (63)	32% (125)	396
Religious Non-Protestant/Catholic	6% (7)	13% (16)	3% (4)	12% (14)	15% (18)	51% (63)	122
Evangelical	13% (70)	11% (60)	5% (28)	15% (81)	15% (81)	39% (205)	525
Non-Evangelical	12% (97)	14% (112)	7% (56)	11% (83)	14% (108)	42% (332)	788
Community: Urban	19% (110)	14% (84)	6% (34)	12% (69)	14% (82)	36% (208)	586
Community: Suburban	10% (111)	14% (158)	7% (72)	10% (113)	16% (171)	43% (474)	1098
Community: Rural	14% (72)	13% (66)	5% (27)	12% (63)	14% (72)	43% (226)	526
Employ: Private Sector	16% (123)	17% (130)	6% (45)	10% (73)	16% (122)	35% (269)	762
Employ: Government	8% (9)	11% (12)	5% (5)	11% (13)	19% (22)	47% (54)	116
Employ: Self-Employed	12% (25)	17% (36)	6% (13)	17% (36)	10% (21)	37% (76)	207
Employ: Homemaker	11% (18)	12% (19)	7% (11)	12% (20)	14% (22)	44% (70)	160
Employ: Student	16% (13)	17% (13)	4% (3)	6% (5)	14% (11)	43% (34)	80
Employ: Retired	5% (27)	7% (38)	8% (39)	13% (68)	14% (72)	52% (267)	512
Employ: Unemployed	21% (52)	14% (35)	5% (13)	6% (16)	17% (41)	36% (87)	245
Employ: Other	20% (26)	18% (24)	2% (3)	11% (14)	10% (13)	38% (49)	129
Military HH: Yes	8% (30)	14% (50)	6% (21)	9% (33)	15% (55)	48% (173)	362
Military HH: No	14% (263)	14% (258)	6% (112)	11% (211)	15% (269)	40% (735)	1848
RD/WT: Right Direction	16% (113)	13% (88)	7% (51)	12% (82)	14% (96)	37% (258)	688
RD/WT: Wrong Track	12% (180)	14% (220)	5% (82)	11% (162)	15% (228)	43% (650)	1522
Biden Job Approve	15% (138)	13% (114)	7% (68)	12% (105)	14% (126)	39% (354)	905
Biden Job Disapprove	11% (136)	14% (171)	5% (65)	11% (130)	15% (183)	42% (503)	1189

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Table MCEN10_19: Do you have a favorable or unfavorable opinion of each of the following film franchises?
Blumhouse horror films

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (293)	14% (308)	6% (133)	11% (244)	15% (324)	41% (908)	2210
Biden Job Strongly Approve	16% (54)	12% (38)	6% (21)	11% (38)	14% (46)	40% (134)	330
Biden Job Somewhat Approve	15% (84)	13% (76)	8% (46)	12% (68)	14% (79)	38% (220)	575
Biden Job Somewhat Disapprove	11% (41)	20% (76)	6% (23)	10% (40)	17% (64)	36% (136)	380
Biden Job Strongly Disapprove	12% (95)	12% (95)	5% (42)	11% (91)	15% (119)	45% (367)	809
Favorable of Biden	15% (142)	13% (125)	7% (62)	12% (111)	14% (130)	39% (366)	936
Unfavorable of Biden	12% (141)	14% (170)	6% (67)	11% (127)	15% (176)	42% (493)	1173
Very Favorable of Biden	17% (64)	9% (34)	6% (24)	12% (45)	14% (53)	41% (155)	375
Somewhat Favorable of Biden	14% (78)	16% (91)	7% (38)	12% (67)	14% (77)	37% (210)	562
Somewhat Unfavorable of Biden	15% (50)	20% (65)	5% (16)	9% (30)	14% (47)	36% (116)	323
Very Unfavorable of Biden	11% (91)	12% (105)	6% (51)	11% (97)	15% (129)	44% (377)	850
#1 Issue: Economy	13% (120)	17% (157)	6% (58)	10% (90)	16% (148)	39% (362)	937
#1 Issue: Security	6% (18)	11% (31)	6% (18)	12% (35)	16% (47)	49% (145)	293
#1 Issue: Health Care	14% (33)	16% (36)	4% (9)	8% (19)	15% (35)	43% (98)	230
#1 Issue: Medicare / Social Security	7% (16)	9% (22)	7% (18)	15% (37)	15% (37)	47% (115)	245
#1 Issue: Women's Issues	23% (25)	16% (17)	4% (4)	13% (14)	7% (8)	38% (42)	111
#1 Issue: Education	29% (24)	11% (9)	5% (4)	10% (9)	13% (11)	32% (26)	82
#1 Issue: Energy	19% (29)	12% (17)	7% (11)	12% (18)	14% (22)	35% (53)	149
#1 Issue: Other	17% (27)	12% (19)	7% (11)	14% (23)	10% (16)	41% (67)	164
2020 Vote: Joe Biden	14% (133)	13% (123)	7% (63)	13% (119)	15% (139)	38% (353)	929
2020 Vote: Donald Trump	11% (84)	13% (100)	6% (43)	11% (86)	14% (108)	44% (330)	751
2020 Vote: Other	11% (10)	14% (13)	11% (10)	8% (7)	14% (12)	43% (39)	92
2020 Vote: Didn't Vote	15% (66)	16% (72)	4% (18)	7% (32)	15% (65)	42% (185)	438
2018 House Vote: Democrat	13% (100)	15% (111)	6% (46)	12% (87)	14% (107)	40% (300)	751
2018 House Vote: Republican	11% (69)	11% (69)	7% (42)	12% (76)	14% (89)	44% (272)	618
2018 House Vote: Someone else	6% (4)	18% (12)	12% (9)	13% (9)	15% (11)	35% (25)	69
2016 Vote: Hillary Clinton	13% (89)	13% (92)	7% (48)	12% (87)	15% (105)	40% (277)	699
2016 Vote: Donald Trump	11% (75)	12% (79)	5% (36)	12% (78)	14% (96)	46% (306)	669
2016 Vote: Other	10% (12)	14% (17)	9% (11)	12% (15)	14% (17)	41% (48)	119
2016 Vote: Didn't Vote	16% (118)	17% (120)	5% (38)	9% (64)	15% (106)	38% (277)	723

Continued on next page

Table MCEN10_19: Do you have a favorable or unfavorable opinion of each of the following film franchises?
 Blumhouse horror films

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (293)	14% (308)	6% (133)	11% (244)	15% (324)	41% (908)	2210
Voted in 2014: Yes	12% (145)	12% (153)	6% (80)	13% (162)	14% (177)	43% (539)	1256
Voted in 2014: No	15% (148)	16% (155)	6% (53)	9% (82)	15% (147)	39% (369)	954
4-Region: Northeast	13% (48)	13% (51)	8% (32)	8% (30)	17% (64)	41% (158)	383
4-Region: Midwest	11% (50)	13% (60)	5% (24)	12% (56)	14% (65)	44% (202)	456
4-Region: South	14% (117)	14% (120)	5% (44)	10% (87)	14% (121)	42% (355)	844
4-Region: West	15% (78)	15% (77)	6% (33)	13% (70)	14% (74)	37% (194)	527
Comfortable Going to the Movies	15% (215)	15% (221)	6% (87)	11% (158)	15% (219)	38% (541)	1441
Uncomfortable Going to the Movies	11% (72)	12% (79)	7% (44)	12% (80)	13% (87)	44% (288)	650
Frequent Moviegoers	30% (56)	21% (39)	8% (15)	6% (12)	15% (27)	20% (37)	186
Occasional Moviegoers	16% (114)	18% (129)	7% (53)	11% (77)	15% (109)	34% (245)	727
Rare Moviegoers	11% (99)	12% (111)	5% (45)	12% (110)	14% (130)	45% (414)	910
Never Goes to the Movies	6% (23)	8% (30)	5% (19)	12% (45)	15% (57)	55% (213)	387

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

Table MCEN10_20: Do you have a favorable or unfavorable opinion of each of the following film franchises?

A24 films

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	6% (140)	10% (210)	4% (93)	4% (91)	15% (325)	61% (1350)	2210
Gender: Male	8% (87)	11% (119)	4% (47)	4% (39)	15% (165)	57% (611)	1068
Gender: Female	5% (54)	8% (92)	4% (46)	5% (52)	14% (159)	65% (740)	1142
Age: 18-34	10% (64)	14% (87)	6% (36)	5% (31)	18% (114)	48% (311)	642
Age: 35-44	9% (34)	12% (44)	4% (15)	4% (16)	16% (59)	54% (198)	365
Age: 45-64	5% (37)	8% (57)	4% (27)	4% (28)	12% (89)	67% (476)	714
Age: 65+	1% (6)	4% (22)	3% (16)	3% (17)	13% (62)	75% (366)	489
GenZers: 1997-2012	6% (15)	16% (39)	4% (9)	5% (12)	21% (51)	48% (115)	241
Millennials: 1981-1996	12% (78)	12% (82)	6% (37)	4% (26)	16% (107)	50% (333)	662
GenXers: 1965-1980	5% (26)	10% (49)	3% (18)	5% (26)	11% (55)	66% (341)	514
Baby Boomers: 1946-1964	3% (21)	5% (39)	3% (24)	4% (27)	15% (106)	70% (507)	725
PID: Dem (no lean)	9% (69)	10% (81)	4% (31)	4% (32)	16% (125)	56% (437)	775
PID: Ind (no lean)	4% (30)	10% (80)	4% (32)	4% (33)	15% (116)	63% (499)	790
PID: Rep (no lean)	6% (41)	8% (49)	5% (29)	4% (26)	13% (84)	64% (415)	645
PID/Gender: Dem Men	10% (35)	10% (34)	4% (14)	5% (16)	18% (62)	52% (174)	335
PID/Gender: Dem Women	8% (34)	11% (47)	4% (18)	4% (16)	14% (63)	60% (264)	440
PID/Gender: Ind Men	5% (22)	12% (50)	4% (18)	3% (13)	13% (55)	62% (257)	415
PID/Gender: Ind Women	2% (8)	8% (30)	4% (14)	5% (21)	16% (61)	64% (242)	375
PID/Gender: Rep Men	9% (30)	11% (35)	5% (15)	3% (10)	15% (48)	57% (180)	318
PID/Gender: Rep Women	4% (12)	4% (15)	4% (15)	5% (16)	11% (36)	72% (234)	327
Ideo: Liberal (1-3)	9% (59)	13% (80)	4% (26)	5% (29)	14% (91)	55% (349)	634
Ideo: Moderate (4)	7% (44)	12% (77)	5% (28)	3% (17)	17% (105)	57% (356)	627
Ideo: Conservative (5-7)	3% (23)	6% (45)	4% (31)	4% (29)	13% (97)	69% (494)	719
Educ: < College	6% (85)	9% (127)	4% (59)	5% (67)	16% (225)	61% (874)	1437
Educ: Bachelors degree	7% (35)	12% (57)	4% (20)	4% (18)	12% (61)	61% (301)	491
Educ: Post-grad	8% (21)	10% (27)	5% (14)	2% (7)	14% (38)	62% (175)	282
Income: Under 50k	6% (68)	9% (98)	4% (43)	5% (58)	16% (180)	61% (705)	1153
Income: 50k-100k	7% (46)	10% (66)	5% (35)	3% (24)	14% (99)	61% (419)	690
Income: 100k+	7% (26)	12% (45)	4% (15)	3% (10)	12% (46)	61% (226)	368

Continued on next page

Table MCEN10_20: Do you have a favorable or unfavorable opinion of each of the following film franchises?
 A24 films

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	6% (140)	10% (210)	4% (93)	4% (91)	15% (325)	61% (1350)	2210
Ethnicity: White (Non-Hispanic)	5% (71)	7% (103)	4% (58)	4% (54)	14% (210)	67% (993)	1488
Ethnicity: Hispanic	11% (40)	19% (71)	5% (19)	4% (17)	15% (55)	46% (172)	374
Ethnicity: Black (Non-Hispanic)	9% (22)	11% (27)	5% (11)	8% (21)	18% (43)	49% (119)	243
Ethnicity: Asian + Other (Non-Hispanic)	7% (8)	9% (9)	4% (4)	— (0)	15% (16)	64% (67)	105
All Christian	5% (52)	9% (87)	4% (40)	3% (32)	14% (137)	63% (601)	949
All Non-Christian	11% (11)	11% (12)	10% (10)	3% (3)	12% (12)	53% (54)	101
Atheist	6% (6)	6% (6)	2% (2)	1% (1)	19% (19)	65% (66)	102
Agnostic/Nothing in particular	8% (52)	10% (63)	3% (23)	5% (31)	13% (88)	61% (403)	661
Something Else	5% (19)	10% (41)	4% (17)	6% (24)	17% (69)	57% (226)	396
Religious Non-Protestant/Catholic	9% (11)	10% (12)	10% (12)	2% (3)	12% (14)	58% (71)	122
Evangelical	6% (31)	8% (45)	4% (22)	5% (26)	16% (85)	60% (316)	525
Non-Evangelical	5% (39)	11% (83)	4% (33)	4% (30)	15% (115)	62% (488)	788
Community: Urban	11% (62)	11% (67)	3% (18)	4% (24)	16% (91)	55% (324)	586
Community: Suburban	4% (49)	10% (108)	5% (54)	4% (41)	14% (153)	63% (692)	1098
Community: Rural	6% (29)	7% (34)	4% (21)	5% (26)	15% (80)	64% (334)	526
Employ: Private Sector	8% (62)	12% (95)	6% (42)	4% (30)	15% (113)	55% (421)	762
Employ: Government	4% (5)	10% (12)	2% (3)	3% (3)	15% (17)	66% (76)	116
Employ: Self-Employed	6% (11)	12% (25)	7% (14)	8% (16)	13% (26)	55% (114)	207
Employ: Homemaker	4% (6)	7% (12)	4% (6)	3% (5)	15% (23)	67% (108)	160
Employ: Student	4% (3)	8% (7)	1% (1)	4% (3)	23% (18)	59% (47)	80
Employ: Retired	3% (15)	5% (27)	3% (16)	3% (17)	15% (76)	70% (360)	512
Employ: Unemployed	13% (32)	8% (21)	2% (4)	4% (10)	15% (38)	57% (140)	245
Employ: Other	5% (7)	10% (12)	5% (6)	5% (6)	10% (13)	65% (84)	129
Military HH: Yes	5% (17)	7% (25)	5% (19)	3% (11)	16% (57)	65% (234)	362
Military HH: No	7% (124)	10% (186)	4% (74)	4% (80)	14% (267)	60% (1117)	1848
RD/WT: Right Direction	8% (58)	13% (92)	5% (31)	5% (34)	13% (92)	55% (381)	688
RD/WT: Wrong Track	5% (83)	8% (118)	4% (62)	4% (58)	15% (233)	64% (969)	1522
Biden Job Approve	8% (69)	11% (104)	4% (34)	4% (37)	13% (121)	60% (540)	905
Biden Job Disapprove	6% (68)	8% (98)	5% (57)	4% (49)	15% (178)	62% (739)	1189

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Table MCEN10_20: Do you have a favorable or unfavorable opinion of each of the following film franchises?

A24 films

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	6% (140)	10% (210)	4% (93)	4% (91)	15% (325)	61% (1350)	2210
Biden Job Strongly Approve	11% (35)	9% (30)	4% (12)	4% (15)	15% (51)	57% (187)	330
Biden Job Somewhat Approve	6% (34)	13% (74)	4% (21)	4% (23)	12% (70)	61% (353)	575
Biden Job Somewhat Disapprove	6% (21)	9% (33)	6% (22)	5% (18)	18% (68)	57% (216)	380
Biden Job Strongly Disapprove	6% (46)	8% (65)	4% (35)	4% (31)	14% (110)	65% (523)	809
Favorable of Biden	8% (75)	11% (107)	4% (34)	4% (33)	14% (131)	59% (556)	936
Unfavorable of Biden	5% (64)	9% (102)	5% (56)	4% (51)	14% (168)	62% (733)	1173
Very Favorable of Biden	12% (44)	7% (27)	4% (14)	4% (15)	15% (56)	58% (219)	375
Somewhat Favorable of Biden	6% (31)	14% (80)	3% (19)	3% (18)	13% (76)	60% (338)	562
Somewhat Unfavorable of Biden	9% (29)	12% (37)	5% (16)	4% (12)	15% (50)	56% (180)	323
Very Unfavorable of Biden	4% (35)	8% (64)	5% (41)	5% (38)	14% (118)	65% (553)	850
#1 Issue: Economy	6% (57)	11% (100)	5% (49)	4% (36)	15% (139)	59% (557)	937
#1 Issue: Security	5% (15)	5% (16)	3% (7)	5% (14)	17% (48)	66% (192)	293
#1 Issue: Health Care	11% (25)	10% (23)	3% (7)	4% (8)	13% (31)	59% (135)	230
#1 Issue: Medicare / Social Security	2% (4)	6% (15)	4% (10)	5% (13)	14% (35)	69% (168)	245
#1 Issue: Women's Issues	11% (12)	11% (12)	5% (5)	3% (4)	14% (16)	55% (61)	111
#1 Issue: Education	5% (4)	17% (14)	7% (6)	6% (5)	18% (15)	46% (38)	82
#1 Issue: Energy	11% (16)	12% (19)	2% (2)	3% (4)	14% (20)	59% (88)	149
#1 Issue: Other	4% (7)	8% (13)	4% (6)	4% (7)	12% (20)	67% (110)	164
2020 Vote: Joe Biden	9% (82)	10% (97)	4% (37)	4% (40)	14% (128)	59% (544)	929
2020 Vote: Donald Trump	5% (39)	9% (66)	5% (41)	4% (30)	14% (105)	63% (470)	751
2020 Vote: Other	3% (3)	11% (10)	6% (5)	3% (3)	24% (22)	53% (49)	92
2020 Vote: Didn't Vote	4% (16)	8% (37)	2% (10)	4% (19)	16% (69)	66% (288)	438
2018 House Vote: Democrat	10% (73)	10% (77)	5% (38)	3% (25)	11% (86)	60% (451)	751
2018 House Vote: Republican	5% (31)	9% (56)	5% (31)	4% (26)	13% (83)	63% (390)	618
2018 House Vote: Someone else	1% (1)	10% (7)	7% (5)	1% (0)	26% (18)	56% (39)	69
2016 Vote: Hillary Clinton	8% (55)	10% (71)	5% (32)	4% (26)	13% (91)	61% (424)	699
2016 Vote: Donald Trump	5% (32)	8% (55)	5% (31)	4% (27)	14% (92)	65% (432)	669
2016 Vote: Other	7% (8)	8% (9)	8% (10)	4% (5)	19% (22)	55% (65)	119
2016 Vote: Didn't Vote	6% (45)	10% (76)	3% (20)	5% (33)	17% (119)	59% (429)	723

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Table MCEN10_20: Do you have a favorable or unfavorable opinion of each of the following film franchises?
 A24 films

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	6% (140)	10% (210)	4% (93)	4% (91)	15% (325)	61% (1350)	2210
Voted in 2014: Yes	6% (80)	10% (120)	4% (56)	4% (50)	14% (170)	62% (779)	1256
Voted in 2014: No	6% (61)	9% (90)	4% (37)	4% (41)	16% (154)	60% (571)	954
4-Region: Northeast	7% (25)	11% (42)	3% (11)	4% (14)	16% (60)	60% (230)	383
4-Region: Midwest	5% (23)	6% (28)	4% (16)	4% (20)	15% (70)	66% (300)	456
4-Region: South	6% (47)	8% (71)	4% (35)	5% (38)	17% (144)	60% (510)	844
4-Region: West	9% (46)	13% (69)	6% (31)	4% (19)	10% (51)	59% (311)	527
Comfortable Going to the Movies	7% (100)	11% (163)	5% (67)	4% (61)	14% (206)	59% (845)	1441
Uncomfortable Going to the Movies	6% (41)	7% (46)	3% (23)	4% (26)	15% (97)	64% (418)	650
Frequent Moviegoers	24% (44)	16% (30)	5% (10)	6% (10)	14% (26)	35% (65)	186
Occasional Moviegoers	7% (51)	13% (96)	5% (38)	4% (32)	14% (104)	56% (407)	727
Rare Moviegoers	4% (37)	8% (72)	4% (35)	3% (29)	16% (146)	65% (591)	910
Never Goes to the Movies	2% (8)	3% (13)	3% (10)	5% (21)	13% (49)	74% (287)	387

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

Table MCEN10_21: Do you have a favorable or unfavorable opinion of each of the following film franchises?
The Marvel Cinematic Universe

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	34% (754)	26% (567)	9% (205)	6% (127)	18% (394)	7% (164)	2210
Gender: Male	38% (405)	27% (289)	11% (114)	4% (47)	15% (162)	5% (51)	1068
Gender: Female	31% (349)	24% (278)	8% (91)	7% (80)	20% (231)	10% (113)	1142
Age: 18-34	42% (268)	26% (165)	8% (48)	6% (42)	14% (90)	5% (29)	642
Age: 35-44	44% (162)	25% (90)	11% (39)	3% (12)	12% (43)	5% (20)	365
Age: 45-64	33% (237)	27% (196)	10% (70)	6% (40)	17% (121)	7% (51)	714
Age: 65+	18% (88)	24% (116)	10% (48)	7% (33)	29% (140)	13% (64)	489
GenZers: 1997-2012	44% (107)	21% (50)	6% (15)	6% (14)	17% (41)	6% (15)	241
Millennials: 1981-1996	43% (284)	27% (176)	9% (61)	5% (35)	11% (76)	4% (28)	662
GenXers: 1965-1980	36% (188)	29% (148)	9% (46)	5% (28)	16% (81)	5% (24)	514
Baby Boomers: 1946-1964	24% (173)	23% (170)	10% (74)	7% (48)	25% (184)	11% (77)	725
PID: Dem (no lean)	38% (291)	27% (205)	9% (68)	4% (34)	16% (123)	7% (53)	775
PID: Ind (no lean)	32% (255)	24% (189)	10% (83)	6% (47)	19% (149)	8% (66)	790
PID: Rep (no lean)	32% (208)	27% (172)	8% (54)	7% (45)	19% (122)	7% (44)	645
PID/Gender: Dem Men	39% (132)	27% (90)	10% (35)	4% (15)	15% (49)	4% (15)	335
PID/Gender: Dem Women	36% (159)	26% (116)	7% (33)	4% (20)	17% (74)	9% (39)	440
PID/Gender: Ind Men	38% (159)	24% (100)	12% (51)	5% (21)	14% (58)	6% (25)	415
PID/Gender: Ind Women	26% (97)	24% (89)	8% (31)	7% (26)	24% (91)	11% (41)	375
PID/Gender: Rep Men	36% (114)	31% (99)	9% (27)	4% (11)	17% (55)	3% (11)	318
PID/Gender: Rep Women	29% (93)	22% (73)	8% (27)	10% (34)	20% (66)	10% (33)	327
Ideo: Liberal (1-3)	40% (252)	28% (175)	9% (57)	5% (30)	15% (93)	4% (27)	634
Ideo: Moderate (4)	34% (210)	28% (176)	10% (61)	4% (27)	19% (118)	6% (35)	627
Ideo: Conservative (5-7)	29% (210)	27% (191)	9% (65)	7% (50)	20% (144)	8% (60)	719
Educ: < College	34% (482)	24% (344)	10% (138)	7% (94)	18% (261)	8% (118)	1437
Educ: Bachelors degree	36% (178)	30% (147)	8% (38)	5% (22)	16% (78)	6% (28)	491
Educ: Post-grad	33% (94)	27% (76)	10% (29)	4% (10)	19% (55)	7% (19)	282
Income: Under 50k	34% (392)	25% (284)	9% (107)	6% (70)	18% (206)	8% (95)	1153
Income: 50k-100k	33% (229)	27% (183)	9% (61)	6% (40)	18% (124)	7% (51)	690
Income: 100k+	36% (133)	27% (100)	10% (37)	5% (17)	17% (64)	5% (18)	368

Continued on next page

Table MCEN10_21: Do you have a favorable or unfavorable opinion of each of the following film franchises?
 The Marvel Cinematic Universe

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	34% (754)	26% (567)	9% (205)	6% (127)	18% (394)	7% (164)	2210
Ethnicity: White (Non-Hispanic)	30% (445)	27% (401)	9% (138)	6% (96)	20% (299)	7% (109)	1488
Ethnicity: Hispanic	45% (168)	22% (83)	12% (44)	5% (17)	11% (40)	6% (22)	374
Ethnicity: Black (Non-Hispanic)	40% (98)	22% (54)	6% (14)	5% (11)	18% (45)	8% (20)	243
Ethnicity: Asian + Other (Non-Hispanic)	41% (43)	27% (29)	9% (9)	2% (2)	9% (10)	12% (12)	105
All Christian	33% (312)	26% (243)	8% (75)	5% (52)	21% (195)	8% (73)	949
All Non-Christian	29% (29)	32% (32)	7% (7)	5% (5)	24% (24)	4% (4)	101
Atheist	34% (35)	30% (30)	12% (12)	7% (7)	6% (7)	11% (11)	102
Agnostic/Nothing in particular	35% (230)	26% (171)	12% (77)	5% (32)	15% (102)	7% (48)	661
Something Else	37% (147)	23% (90)	9% (34)	8% (30)	17% (66)	7% (28)	396
Religious Non-Protestant/Catholic	33% (40)	30% (36)	6% (8)	6% (7)	22% (27)	4% (5)	122
Evangelical	36% (189)	21% (111)	7% (35)	7% (35)	21% (112)	8% (42)	525
Non-Evangelical	33% (257)	27% (215)	9% (73)	6% (44)	18% (140)	7% (59)	788
Community: Urban	39% (228)	25% (149)	9% (52)	5% (28)	16% (96)	6% (34)	586
Community: Suburban	34% (372)	25% (277)	10% (114)	6% (62)	17% (186)	8% (86)	1098
Community: Rural	29% (154)	27% (140)	7% (39)	7% (37)	21% (112)	8% (44)	526
Employ: Private Sector	42% (322)	24% (184)	9% (69)	6% (46)	14% (108)	4% (33)	762
Employ: Government	32% (37)	33% (38)	8% (9)	3% (3)	19% (22)	5% (6)	116
Employ: Self-Employed	38% (78)	28% (58)	13% (27)	5% (11)	12% (25)	4% (8)	207
Employ: Homemaker	28% (44)	22% (35)	7% (12)	5% (9)	22% (35)	15% (24)	160
Employ: Student	48% (39)	19% (15)	14% (11)	2% (2)	12% (10)	4% (3)	80
Employ: Retired	20% (100)	27% (136)	10% (50)	7% (34)	26% (132)	12% (60)	512
Employ: Unemployed	33% (81)	28% (68)	10% (26)	4% (9)	18% (44)	7% (17)	245
Employ: Other	40% (51)	26% (33)	2% (2)	10% (13)	13% (17)	10% (13)	129
Military HH: Yes	30% (108)	29% (104)	10% (35)	4% (15)	20% (71)	8% (29)	362
Military HH: No	35% (646)	25% (463)	9% (170)	6% (112)	17% (323)	7% (135)	1848
RD/WT: Right Direction	35% (244)	27% (183)	9% (64)	5% (34)	17% (119)	6% (43)	688
RD/WT: Wrong Track	33% (510)	25% (384)	9% (141)	6% (93)	18% (274)	8% (121)	1522
Biden Job Approve	35% (321)	27% (245)	9% (85)	5% (44)	17% (154)	6% (56)	905
Biden Job Disapprove	33% (391)	26% (304)	10% (118)	6% (72)	18% (214)	8% (90)	1189

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Table MCEN10_21: Do you have a favorable or unfavorable opinion of each of the following film franchises?
The Marvel Cinematic Universe

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	34% (754)	26% (567)	9% (205)	6% (127)	18% (394)	7% (164)	2210
Biden Job Strongly Approve	41% (136)	23% (77)	8% (27)	5% (17)	17% (58)	5% (16)	330
Biden Job Somewhat Approve	32% (185)	29% (169)	10% (58)	5% (27)	17% (96)	7% (39)	575
Biden Job Somewhat Disapprove	35% (133)	29% (108)	11% (40)	3% (12)	17% (64)	6% (22)	380
Biden Job Strongly Disapprove	32% (258)	24% (196)	10% (78)	7% (60)	19% (150)	8% (68)	809
Favorable of Biden	38% (355)	26% (246)	9% (80)	5% (45)	16% (152)	6% (58)	936
Unfavorable of Biden	32% (370)	26% (303)	10% (122)	7% (77)	18% (211)	8% (89)	1173
Very Favorable of Biden	43% (162)	21% (77)	7% (27)	5% (20)	18% (66)	6% (23)	375
Somewhat Favorable of Biden	34% (193)	30% (169)	9% (53)	5% (26)	15% (85)	6% (35)	562
Somewhat Unfavorable of Biden	33% (106)	29% (92)	11% (37)	5% (18)	15% (50)	7% (21)	323
Very Unfavorable of Biden	31% (265)	25% (211)	10% (86)	7% (59)	19% (161)	8% (68)	850
#1 Issue: Economy	36% (333)	28% (264)	9% (85)	5% (46)	15% (142)	7% (66)	937
#1 Issue: Security	27% (78)	22% (66)	9% (26)	9% (27)	22% (65)	11% (31)	293
#1 Issue: Health Care	37% (85)	23% (52)	11% (25)	3% (8)	20% (47)	6% (13)	230
#1 Issue: Medicare / Social Security	28% (67)	23% (57)	9% (22)	10% (24)	22% (55)	8% (19)	245
#1 Issue: Women's Issues	38% (42)	30% (34)	10% (11)	4% (4)	14% (16)	4% (5)	111
#1 Issue: Education	48% (39)	16% (13)	9% (7)	1% (1)	17% (14)	9% (7)	82
#1 Issue: Energy	36% (54)	27% (41)	10% (15)	4% (6)	19% (28)	4% (6)	149
#1 Issue: Other	34% (56)	25% (41)	8% (13)	7% (11)	17% (27)	9% (16)	164
2020 Vote: Joe Biden	37% (340)	27% (255)	9% (85)	5% (43)	16% (152)	6% (55)	929
2020 Vote: Donald Trump	29% (218)	27% (199)	10% (74)	7% (55)	20% (150)	7% (55)	751
2020 Vote: Other	49% (45)	17% (15)	8% (7)	2% (2)	19% (18)	5% (5)	92
2020 Vote: Didn't Vote	35% (152)	22% (97)	9% (39)	6% (27)	17% (75)	11% (49)	438
2018 House Vote: Democrat	37% (276)	29% (218)	8% (57)	4% (32)	16% (122)	6% (45)	751
2018 House Vote: Republican	30% (186)	25% (152)	11% (68)	7% (45)	19% (117)	8% (50)	618
2018 House Vote: Someone else	47% (33)	18% (13)	7% (5)	3% (2)	21% (14)	4% (3)	69
2016 Vote: Hillary Clinton	36% (251)	28% (196)	10% (71)	4% (25)	16% (109)	7% (47)	699
2016 Vote: Donald Trump	30% (202)	26% (172)	9% (60)	8% (52)	20% (134)	7% (50)	669
2016 Vote: Other	43% (50)	26% (31)	9% (10)	4% (4)	17% (20)	2% (3)	119
2016 Vote: Didn't Vote	35% (250)	23% (168)	9% (64)	6% (46)	18% (131)	9% (64)	723

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Table MCEN10_21: Do you have a favorable or unfavorable opinion of each of the following film franchises?*The Marvel Cinematic Universe*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	34% (754)	26% (567)	9% (205)	6% (127)	18% (394)	7% (164)	2210
Voted in 2014: Yes	33% (419)	27% (345)	9% (113)	6% (69)	18% (224)	7% (86)	1256
Voted in 2014: No	35% (335)	23% (222)	10% (92)	6% (57)	18% (170)	8% (78)	954
4-Region: Northeast	29% (111)	26% (99)	11% (41)	8% (30)	19% (72)	8% (29)	383
4-Region: Midwest	35% (159)	24% (110)	8% (36)	5% (22)	20% (90)	9% (39)	456
4-Region: South	36% (303)	24% (203)	9% (72)	6% (48)	19% (157)	7% (60)	844
4-Region: West	34% (181)	29% (154)	11% (56)	5% (26)	14% (74)	7% (36)	527
Comfortable Going to the Movies	38% (545)	27% (385)	9% (131)	6% (80)	15% (217)	6% (82)	1441
Uncomfortable Going to the Movies	29% (188)	24% (156)	10% (67)	6% (39)	21% (139)	9% (61)	650
Frequent Moviegoers	55% (102)	25% (46)	5% (9)	4% (7)	9% (18)	2% (3)	186
Occasional Moviegoers	43% (313)	30% (215)	9% (65)	4% (26)	11% (77)	4% (31)	727
Rare Moviegoers	30% (271)	25% (224)	10% (95)	6% (52)	22% (202)	7% (66)	910
Never Goes to the Movies	18% (68)	21% (81)	10% (37)	11% (41)	25% (97)	16% (63)	387

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

Table MCEN11_1: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Harry Potter

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	25%	(542)	24%	(534)	20%	(433)	32%	(701)	2210
Gender: Male	23%	(242)	26%	(273)	22%	(230)	30%	(322)	1068
Gender: Female	26%	(299)	23%	(261)	18%	(203)	33%	(379)	1142
Age: 18-34	35%	(226)	25%	(163)	17%	(108)	23%	(145)	642
Age: 35-44	24%	(88)	27%	(98)	15%	(55)	34%	(125)	365
Age: 45-64	21%	(151)	25%	(178)	21%	(150)	33%	(236)	714
Age: 65+	16%	(77)	20%	(96)	25%	(121)	40%	(195)	489
GenZers: 1997-2012	37%	(90)	21%	(50)	16%	(38)	26%	(63)	241
Millennials: 1981-1996	31%	(207)	28%	(186)	16%	(106)	25%	(164)	662
GenXers: 1965-1980	22%	(113)	25%	(127)	20%	(101)	34%	(173)	514
Baby Boomers: 1946-1964	17%	(125)	21%	(154)	24%	(173)	38%	(273)	725
PID: Dem (no lean)	28%	(214)	22%	(173)	22%	(169)	28%	(218)	775
PID: Ind (no lean)	24%	(192)	27%	(211)	16%	(130)	33%	(258)	790
PID: Rep (no lean)	21%	(136)	23%	(150)	21%	(134)	35%	(225)	645
PID/Gender: Dem Men	24%	(79)	23%	(77)	27%	(89)	27%	(89)	335
PID/Gender: Dem Women	31%	(135)	22%	(96)	18%	(81)	29%	(128)	440
PID/Gender: Ind Men	21%	(86)	29%	(120)	18%	(73)	33%	(136)	415
PID/Gender: Ind Women	28%	(106)	24%	(91)	15%	(57)	33%	(122)	375
PID/Gender: Rep Men	24%	(77)	24%	(76)	22%	(69)	30%	(97)	318
PID/Gender: Rep Women	18%	(59)	23%	(74)	20%	(65)	39%	(128)	327
Ideo: Liberal (1-3)	29%	(183)	24%	(150)	18%	(114)	29%	(187)	634
Ideo: Moderate (4)	26%	(162)	28%	(174)	21%	(131)	26%	(161)	627
Ideo: Conservative (5-7)	19%	(138)	23%	(168)	21%	(150)	36%	(262)	719
Educ: < College	25%	(353)	23%	(333)	19%	(268)	34%	(483)	1437
Educ: Bachelors degree	25%	(121)	25%	(121)	21%	(101)	30%	(148)	491
Educ: Post-grad	24%	(68)	28%	(80)	23%	(64)	25%	(70)	282
Income: Under 50k	25%	(290)	23%	(266)	19%	(222)	33%	(375)	1153
Income: 50k-100k	22%	(154)	24%	(167)	21%	(142)	33%	(226)	690
Income: 100k+	27%	(98)	27%	(101)	19%	(69)	27%	(100)	368

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**Table MCEN11_1: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Harry Potter**

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	25%	(542)	24%	(534)	20%	(433)	32%	(701)	2210
Ethnicity: White (Non-Hispanic)	23%	(340)	24%	(355)	19%	(283)	34%	(510)	1488
Ethnicity: Hispanic	30%	(112)	25%	(92)	20%	(74)	26%	(96)	374
Ethnicity: Black (Non-Hispanic)	25%	(60)	25%	(60)	22%	(53)	29%	(70)	243
Ethnicity: Asian + Other (Non-Hispanic)	29%	(30)	25%	(26)	22%	(23)	24%	(25)	105
All Christian	22%	(212)	26%	(245)	21%	(201)	31%	(292)	949
All Non-Christian	25%	(26)	23%	(23)	23%	(24)	28%	(29)	101
Atheist	18%	(19)	22%	(23)	12%	(12)	47%	(48)	102
Agnostic/Nothing in particular	24%	(162)	25%	(168)	20%	(132)	30%	(199)	661
Something Else	31%	(123)	19%	(76)	16%	(64)	34%	(134)	396
Religious Non-Protestant/Catholic	27%	(33)	27%	(33)	20%	(25)	25%	(31)	122
Evangelical	26%	(137)	19%	(98)	19%	(101)	36%	(188)	525
Non-Evangelical	24%	(189)	26%	(208)	20%	(160)	29%	(232)	788
Community: Urban	29%	(170)	24%	(140)	18%	(107)	29%	(170)	586
Community: Suburban	22%	(247)	25%	(273)	21%	(230)	32%	(348)	1098
Community: Rural	24%	(125)	23%	(121)	18%	(96)	35%	(184)	526
Employ: Private Sector	26%	(198)	25%	(189)	21%	(163)	28%	(212)	762
Employ: Government	25%	(29)	27%	(31)	23%	(27)	25%	(29)	116
Employ: Self-Employed	25%	(52)	30%	(62)	17%	(36)	28%	(58)	207
Employ: Homemaker	24%	(38)	29%	(47)	11%	(17)	36%	(58)	160
Employ: Student	40%	(32)	19%	(15)	13%	(10)	28%	(22)	80
Employ: Retired	18%	(90)	20%	(102)	24%	(122)	39%	(198)	512
Employ: Unemployed	27%	(66)	26%	(64)	13%	(32)	34%	(83)	245
Employ: Other	30%	(38)	20%	(25)	20%	(25)	31%	(40)	129
Military HH: Yes	22%	(80)	26%	(94)	22%	(78)	30%	(110)	362
Military HH: No	25%	(461)	24%	(440)	19%	(355)	32%	(591)	1848
RD/WT: Right Direction	27%	(189)	25%	(169)	20%	(139)	28%	(191)	688
RD/WT: Wrong Track	23%	(353)	24%	(366)	19%	(294)	33%	(510)	1522
Biden Job Approve	27%	(240)	23%	(211)	21%	(191)	29%	(262)	905
Biden Job Disapprove	23%	(269)	25%	(296)	19%	(230)	33%	(394)	1189

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**Table MCEN11_1: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Harry Potter**

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	25%	(542)	24%	(534)	20%	(433)	32%	(701)	2210
Biden Job Strongly Approve	28%	(93)	23%	(76)	19%	(64)	30%	(98)	330
Biden Job Somewhat Approve	26%	(148)	24%	(136)	22%	(128)	28%	(164)	575
Biden Job Somewhat Disapprove	26%	(98)	30%	(113)	22%	(85)	22%	(83)	380
Biden Job Strongly Disapprove	21%	(171)	23%	(183)	18%	(145)	38%	(310)	809
Favorable of Biden	28%	(266)	22%	(208)	21%	(194)	29%	(269)	936
Unfavorable of Biden	21%	(251)	26%	(300)	19%	(229)	34%	(394)	1173
Very Favorable of Biden	32%	(119)	20%	(76)	21%	(79)	27%	(100)	375
Somewhat Favorable of Biden	26%	(146)	24%	(132)	20%	(115)	30%	(169)	562
Somewhat Unfavorable of Biden	27%	(86)	31%	(99)	21%	(69)	21%	(69)	323
Very Unfavorable of Biden	19%	(164)	24%	(201)	19%	(160)	38%	(325)	850
#1 Issue: Economy	23%	(218)	27%	(249)	20%	(188)	30%	(282)	937
#1 Issue: Security	18%	(54)	22%	(65)	20%	(59)	39%	(115)	293
#1 Issue: Health Care	32%	(74)	24%	(55)	17%	(38)	27%	(62)	230
#1 Issue: Medicare / Social Security	24%	(59)	17%	(42)	26%	(62)	33%	(81)	245
#1 Issue: Women's Issues	34%	(38)	20%	(22)	21%	(23)	25%	(28)	111
#1 Issue: Education	31%	(25)	29%	(23)	10%	(8)	31%	(26)	82
#1 Issue: Energy	30%	(45)	24%	(36)	18%	(27)	28%	(42)	149
#1 Issue: Other	18%	(29)	25%	(41)	17%	(28)	40%	(66)	164
2020 Vote: Joe Biden	27%	(251)	23%	(218)	21%	(196)	28%	(264)	929
2020 Vote: Donald Trump	20%	(147)	23%	(175)	21%	(157)	36%	(271)	751
2020 Vote: Other	29%	(27)	32%	(29)	18%	(16)	21%	(19)	92
2020 Vote: Didn't Vote	27%	(117)	25%	(111)	15%	(64)	33%	(146)	438
2018 House Vote: Democrat	27%	(200)	23%	(173)	21%	(157)	29%	(220)	751
2018 House Vote: Republican	18%	(111)	24%	(148)	21%	(131)	37%	(228)	618
2018 House Vote: Someone else	25%	(17)	37%	(25)	16%	(11)	22%	(15)	69
2016 Vote: Hillary Clinton	25%	(172)	24%	(168)	23%	(161)	28%	(198)	699
2016 Vote: Donald Trump	20%	(131)	22%	(150)	21%	(142)	37%	(246)	669
2016 Vote: Other	26%	(31)	30%	(36)	15%	(17)	29%	(35)	119
2016 Vote: Didn't Vote	29%	(208)	25%	(180)	16%	(113)	31%	(222)	723

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Table MCEN11_1: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Harry Potter

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	25%	(542)	24%	(534)	20%	(433)	32%	(701)	2210
Voted in 2014: Yes	22%	(280)	24%	(302)	21%	(266)	32%	(408)	1256
Voted in 2014: No	27%	(261)	24%	(232)	18%	(167)	31%	(293)	954
4-Region: Northeast	22%	(84)	22%	(86)	20%	(75)	36%	(139)	383
4-Region: Midwest	26%	(120)	26%	(118)	18%	(80)	30%	(138)	456
4-Region: South	27%	(225)	21%	(175)	20%	(165)	33%	(278)	844
4-Region: West	21%	(112)	29%	(155)	22%	(113)	28%	(146)	527
Comfortable Going to the Movies	27%	(392)	26%	(375)	19%	(281)	27%	(393)	1441
Uncomfortable Going to the Movies	20%	(128)	20%	(127)	20%	(131)	41%	(263)	650
Frequent Moviegoers	39%	(73)	23%	(43)	20%	(37)	18%	(33)	186
Occasional Moviegoers	30%	(215)	27%	(198)	22%	(159)	21%	(155)	727
Rare Moviegoers	22%	(201)	25%	(224)	17%	(158)	36%	(327)	910
Never Goes to the Movies	14%	(53)	18%	(70)	20%	(79)	48%	(185)	387

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

**Table MCEN11_2: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Star Wars**

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	29%	(635)	26%	(574)	18%	(408)	27%	(593)	2210
Gender: Male	37%	(397)	28%	(298)	17%	(180)	18%	(193)	1068
Gender: Female	21%	(238)	24%	(277)	20%	(228)	35%	(400)	1142
Age: 18-34	28%	(182)	22%	(139)	20%	(127)	30%	(194)	642
Age: 35-44	26%	(96)	26%	(94)	18%	(65)	30%	(110)	365
Age: 45-64	31%	(219)	30%	(213)	17%	(120)	23%	(162)	714
Age: 65+	28%	(139)	26%	(127)	20%	(95)	26%	(127)	489
GenZers: 1997-2012	30%	(72)	21%	(51)	17%	(42)	32%	(77)	241
Millennials: 1981-1996	28%	(188)	22%	(147)	20%	(135)	29%	(192)	662
GenXers: 1965-1980	31%	(159)	31%	(158)	16%	(82)	23%	(116)	514
Baby Boomers: 1946-1964	28%	(201)	27%	(196)	19%	(140)	26%	(188)	725
PID: Dem (no lean)	30%	(236)	25%	(197)	20%	(154)	24%	(189)	775
PID: Ind (no lean)	27%	(217)	26%	(208)	19%	(148)	28%	(218)	790
PID: Rep (no lean)	28%	(182)	26%	(170)	17%	(107)	29%	(186)	645
PID/Gender: Dem Men	38%	(126)	27%	(91)	19%	(64)	16%	(54)	335
PID/Gender: Dem Women	25%	(110)	24%	(106)	20%	(89)	31%	(135)	440
PID/Gender: Ind Men	36%	(149)	28%	(117)	16%	(68)	19%	(80)	415
PID/Gender: Ind Women	18%	(68)	24%	(91)	21%	(79)	37%	(137)	375
PID/Gender: Rep Men	39%	(123)	28%	(90)	15%	(47)	18%	(58)	318
PID/Gender: Rep Women	18%	(59)	24%	(80)	18%	(60)	39%	(128)	327
Ideo: Liberal (1-3)	30%	(187)	27%	(172)	19%	(119)	25%	(156)	634
Ideo: Moderate (4)	33%	(206)	28%	(176)	16%	(102)	23%	(143)	627
Ideo: Conservative (5-7)	26%	(186)	27%	(194)	19%	(139)	28%	(200)	719
Educ: < College	27%	(393)	24%	(349)	19%	(273)	29%	(422)	1437
Educ: Bachelors degree	32%	(156)	28%	(136)	18%	(88)	22%	(110)	491
Educ: Post-grad	31%	(87)	31%	(89)	16%	(46)	21%	(61)	282
Income: Under 50k	28%	(320)	25%	(286)	20%	(226)	28%	(320)	1153
Income: 50k-100k	28%	(190)	26%	(179)	18%	(122)	29%	(199)	690
Income: 100k+	34%	(125)	30%	(109)	16%	(60)	20%	(74)	368

Continued on next page

**Table MCEN11_2: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Star Wars**

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	29%	(635)	26%	(574)	18%	(408)	27%	(593)	2210
Ethnicity: White (Non-Hispanic)	29%	(426)	25%	(376)	18%	(271)	28%	(416)	1488
Ethnicity: Hispanic	31%	(116)	28%	(106)	15%	(57)	26%	(96)	374
Ethnicity: Black (Non-Hispanic)	23%	(57)	27%	(67)	25%	(62)	24%	(58)	243
Ethnicity: Asian + Other (Non-Hispanic)	35%	(37)	25%	(26)	18%	(19)	22%	(23)	105
All Christian	30%	(284)	29%	(271)	17%	(160)	25%	(234)	949
All Non-Christian	35%	(35)	25%	(25)	19%	(19)	22%	(22)	101
Atheist	25%	(26)	21%	(21)	22%	(22)	32%	(33)	102
Agnostic/Nothing in particular	26%	(173)	25%	(165)	19%	(125)	30%	(198)	661
Something Else	30%	(117)	23%	(92)	21%	(82)	27%	(106)	396
Religious Non-Protestant/Catholic	38%	(46)	23%	(28)	19%	(23)	20%	(25)	122
Evangelical	27%	(139)	26%	(135)	20%	(104)	28%	(147)	525
Non-Evangelical	32%	(250)	28%	(218)	17%	(132)	24%	(188)	788
Community: Urban	32%	(188)	26%	(155)	17%	(98)	25%	(145)	586
Community: Suburban	29%	(317)	27%	(302)	18%	(199)	26%	(280)	1098
Community: Rural	25%	(130)	22%	(117)	21%	(111)	32%	(167)	526
Employ: Private Sector	31%	(240)	26%	(199)	18%	(140)	24%	(183)	762
Employ: Government	27%	(31)	32%	(37)	16%	(18)	25%	(29)	116
Employ: Self-Employed	26%	(53)	31%	(63)	21%	(43)	23%	(47)	207
Employ: Homemaker	18%	(29)	24%	(39)	22%	(36)	35%	(56)	160
Employ: Student	37%	(29)	17%	(14)	16%	(13)	30%	(24)	80
Employ: Retired	29%	(147)	27%	(136)	18%	(92)	27%	(137)	512
Employ: Unemployed	28%	(67)	24%	(59)	17%	(42)	31%	(76)	245
Employ: Other	30%	(38)	21%	(27)	18%	(23)	31%	(40)	129
Military HH: Yes	30%	(107)	28%	(100)	20%	(72)	23%	(83)	362
Military HH: No	29%	(528)	26%	(474)	18%	(336)	28%	(509)	1848
RD/WT: Right Direction	35%	(237)	27%	(183)	18%	(123)	21%	(144)	688
RD/WT: Wrong Track	26%	(398)	26%	(391)	19%	(284)	29%	(449)	1522
Biden Job Approve	32%	(288)	25%	(228)	19%	(173)	24%	(216)	905
Biden Job Disapprove	27%	(321)	27%	(321)	18%	(210)	28%	(336)	1189

Continued on next page

**Table MCEN11_2: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Star Wars**

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	29%	(635)	26%	(574)	18%	(408)	27%	(593)	2210
Biden Job Strongly Approve	42%	(138)	21%	(71)	16%	(52)	21%	(69)	330
Biden Job Somewhat Approve	26%	(150)	27%	(157)	21%	(120)	26%	(147)	575
Biden Job Somewhat Disapprove	25%	(93)	33%	(127)	19%	(74)	23%	(86)	380
Biden Job Strongly Disapprove	28%	(228)	24%	(195)	17%	(136)	31%	(250)	809
Favorable of Biden	32%	(299)	25%	(235)	19%	(179)	24%	(224)	936
Unfavorable of Biden	26%	(308)	27%	(318)	18%	(206)	29%	(341)	1173
Very Favorable of Biden	45%	(167)	20%	(75)	13%	(48)	22%	(84)	375
Somewhat Favorable of Biden	23%	(132)	28%	(160)	23%	(130)	25%	(140)	562
Somewhat Unfavorable of Biden	24%	(77)	31%	(101)	19%	(62)	26%	(84)	323
Very Unfavorable of Biden	27%	(231)	26%	(217)	17%	(145)	30%	(257)	850
#1 Issue: Economy	27%	(253)	26%	(246)	19%	(182)	27%	(255)	937
#1 Issue: Security	24%	(71)	28%	(81)	17%	(50)	31%	(91)	293
#1 Issue: Health Care	35%	(81)	23%	(52)	20%	(45)	22%	(51)	230
#1 Issue: Medicare / Social Security	33%	(80)	25%	(60)	15%	(37)	27%	(67)	245
#1 Issue: Women's Issues	27%	(30)	20%	(22)	23%	(26)	30%	(33)	111
#1 Issue: Education	27%	(22)	31%	(25)	12%	(9)	30%	(25)	82
#1 Issue: Energy	39%	(58)	21%	(31)	15%	(23)	25%	(37)	149
#1 Issue: Other	25%	(41)	34%	(55)	21%	(34)	20%	(33)	164
2020 Vote: Joe Biden	31%	(290)	27%	(250)	20%	(184)	22%	(205)	929
2020 Vote: Donald Trump	27%	(199)	26%	(197)	18%	(138)	29%	(216)	751
2020 Vote: Other	34%	(31)	30%	(28)	14%	(13)	21%	(20)	92
2020 Vote: Didn't Vote	26%	(114)	23%	(100)	17%	(72)	35%	(152)	438
2018 House Vote: Democrat	32%	(242)	26%	(196)	19%	(142)	23%	(171)	751
2018 House Vote: Republican	28%	(174)	27%	(165)	18%	(113)	27%	(166)	618
2018 House Vote: Someone else	32%	(22)	31%	(21)	21%	(15)	16%	(11)	69
2016 Vote: Hillary Clinton	33%	(230)	27%	(191)	20%	(137)	20%	(141)	699
2016 Vote: Donald Trump	28%	(186)	27%	(178)	18%	(119)	28%	(186)	669
2016 Vote: Other	35%	(41)	27%	(33)	15%	(18)	23%	(27)	119
2016 Vote: Didn't Vote	25%	(178)	24%	(173)	18%	(134)	33%	(238)	723

Continued on next page

Table MCEN11_2: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Star Wars

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	29%	(635)	26%	(574)	18%	(408)	27%	(593)	2210
Voted in 2014: Yes	31%	(393)	27%	(336)	18%	(229)	24%	(298)	1256
Voted in 2014: No	25%	(242)	25%	(238)	19%	(179)	31%	(295)	954
4-Region: Northeast	26%	(98)	25%	(95)	18%	(71)	31%	(119)	383
4-Region: Midwest	30%	(138)	28%	(128)	16%	(74)	25%	(116)	456
4-Region: South	29%	(242)	22%	(189)	21%	(178)	28%	(236)	844
4-Region: West	30%	(157)	31%	(163)	16%	(85)	23%	(122)	527
Comfortable Going to the Movies	31%	(441)	26%	(372)	18%	(260)	25%	(367)	1441
Uncomfortable Going to the Movies	25%	(163)	26%	(172)	19%	(123)	30%	(193)	650
Frequent Moviegoers	46%	(85)	27%	(51)	10%	(19)	17%	(31)	186
Occasional Moviegoers	35%	(258)	29%	(209)	16%	(119)	19%	(141)	727
Rare Moviegoers	25%	(223)	25%	(230)	22%	(199)	28%	(258)	910
Never Goes to the Movies	18%	(69)	22%	(84)	18%	(71)	42%	(163)	387

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

Table MCEN11_3: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

Avatar

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	22%	(492)	27%	(590)	22%	(482)	29%	(646)	2210
Gender: Male	24%	(259)	27%	(288)	24%	(255)	25%	(265)	1068
Gender: Female	20%	(233)	26%	(302)	20%	(227)	33%	(381)	1142
Age: 18-34	28%	(182)	27%	(176)	23%	(151)	21%	(134)	642
Age: 35-44	25%	(91)	31%	(113)	17%	(63)	27%	(100)	365
Age: 45-64	20%	(146)	27%	(190)	22%	(160)	30%	(217)	714
Age: 65+	15%	(73)	23%	(112)	22%	(109)	40%	(196)	489
GenZers: 1997-2012	29%	(71)	24%	(58)	23%	(56)	23%	(56)	241
Millennials: 1981-1996	28%	(184)	29%	(194)	21%	(142)	21%	(141)	662
GenXers: 1965-1980	19%	(97)	29%	(149)	23%	(116)	29%	(152)	514
Baby Boomers: 1946-1964	18%	(128)	25%	(179)	20%	(149)	37%	(269)	725
PID: Dem (no lean)	24%	(189)	30%	(229)	22%	(169)	24%	(189)	775
PID: Ind (no lean)	21%	(169)	26%	(202)	21%	(170)	32%	(250)	790
PID: Rep (no lean)	21%	(134)	25%	(159)	22%	(144)	32%	(208)	645
PID/Gender: Dem Men	26%	(86)	29%	(99)	25%	(83)	20%	(67)	335
PID/Gender: Dem Women	23%	(103)	30%	(130)	19%	(85)	28%	(122)	440
PID/Gender: Ind Men	22%	(93)	27%	(110)	22%	(92)	29%	(120)	415
PID/Gender: Ind Women	20%	(76)	24%	(92)	21%	(78)	35%	(130)	375
PID/Gender: Rep Men	25%	(80)	25%	(79)	25%	(80)	25%	(79)	318
PID/Gender: Rep Women	16%	(54)	24%	(80)	19%	(64)	40%	(130)	327
Ideo: Liberal (1-3)	24%	(155)	26%	(165)	21%	(131)	29%	(182)	634
Ideo: Moderate (4)	23%	(142)	32%	(198)	23%	(146)	23%	(141)	627
Ideo: Conservative (5-7)	18%	(131)	23%	(164)	24%	(172)	35%	(252)	719
Educ: < College	25%	(355)	25%	(358)	21%	(298)	30%	(427)	1437
Educ: Bachelors degree	17%	(81)	33%	(161)	23%	(113)	28%	(136)	491
Educ: Post-grad	20%	(56)	26%	(72)	25%	(71)	30%	(84)	282
Income: Under 50k	22%	(258)	25%	(293)	23%	(270)	29%	(331)	1153
Income: 50k-100k	22%	(155)	26%	(181)	20%	(137)	31%	(216)	690
Income: 100k+	21%	(78)	31%	(116)	20%	(75)	27%	(99)	368

Continued on next page

**Table MCEN11_3: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Avatar**

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	22%	(492)	27%	(590)	22%	(482)	29%	(646)	2210
Ethnicity: White (Non-Hispanic)	20%	(294)	24%	(359)	22%	(332)	34%	(504)	1488
Ethnicity: Hispanic	27%	(101)	33%	(125)	21%	(80)	18%	(68)	374
Ethnicity: Black (Non-Hispanic)	31%	(76)	28%	(67)	21%	(52)	20%	(48)	243
Ethnicity: Asian + Other (Non-Hispanic)	20%	(21)	38%	(40)	18%	(19)	24%	(25)	105
All Christian	20%	(186)	28%	(265)	23%	(214)	30%	(283)	949
All Non-Christian	25%	(25)	23%	(23)	19%	(20)	33%	(33)	101
Atheist	23%	(23)	21%	(21)	17%	(18)	39%	(40)	102
Agnostic/Nothing in particular	22%	(148)	28%	(183)	22%	(148)	28%	(182)	661
Something Else	27%	(109)	25%	(98)	21%	(82)	27%	(107)	396
Religious Non-Protestant/Catholic	25%	(31)	24%	(29)	22%	(27)	29%	(36)	122
Evangelical	22%	(115)	25%	(129)	21%	(112)	32%	(168)	525
Non-Evangelical	22%	(172)	28%	(224)	22%	(175)	28%	(217)	788
Community: Urban	27%	(158)	31%	(180)	21%	(125)	21%	(123)	586
Community: Suburban	21%	(231)	26%	(287)	22%	(243)	31%	(338)	1098
Community: Rural	20%	(103)	23%	(123)	22%	(114)	35%	(185)	526
Employ: Private Sector	24%	(186)	28%	(215)	24%	(185)	23%	(176)	762
Employ: Government	17%	(19)	32%	(37)	22%	(26)	29%	(34)	116
Employ: Self-Employed	21%	(43)	33%	(68)	21%	(44)	26%	(53)	207
Employ: Homemaker	24%	(38)	27%	(43)	19%	(31)	29%	(47)	160
Employ: Student	22%	(17)	27%	(21)	24%	(19)	27%	(22)	80
Employ: Retired	17%	(88)	21%	(108)	22%	(111)	40%	(205)	512
Employ: Unemployed	26%	(64)	27%	(65)	20%	(50)	27%	(66)	245
Employ: Other	28%	(36)	26%	(33)	13%	(17)	33%	(43)	129
Military HH: Yes	21%	(76)	25%	(89)	22%	(80)	32%	(117)	362
Military HH: No	23%	(416)	27%	(501)	22%	(402)	29%	(529)	1848
RD/WT: Right Direction	26%	(179)	27%	(186)	21%	(147)	25%	(175)	688
RD/WT: Wrong Track	21%	(312)	27%	(404)	22%	(335)	31%	(471)	1522
Biden Job Approve	24%	(218)	27%	(248)	21%	(191)	27%	(248)	905
Biden Job Disapprove	20%	(243)	27%	(316)	23%	(272)	30%	(358)	1189

Continued on next page

Table MCEN11_3: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

Avatar

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	22%	(492)	27%	(590)	22%	(482)	29%	(646)	2210
Biden Job Strongly Approve	29%	(95)	24%	(78)	20%	(65)	28%	(92)	330
Biden Job Somewhat Approve	21%	(123)	30%	(170)	22%	(126)	27%	(156)	575
Biden Job Somewhat Disapprove	21%	(80)	33%	(125)	25%	(96)	21%	(79)	380
Biden Job Strongly Disapprove	20%	(163)	24%	(191)	22%	(176)	34%	(279)	809
Favorable of Biden	25%	(232)	27%	(255)	21%	(194)	27%	(255)	936
Unfavorable of Biden	20%	(235)	27%	(312)	23%	(270)	30%	(355)	1173
Very Favorable of Biden	30%	(113)	23%	(86)	19%	(72)	28%	(104)	375
Somewhat Favorable of Biden	21%	(119)	30%	(170)	22%	(122)	27%	(151)	562
Somewhat Unfavorable of Biden	22%	(71)	32%	(103)	25%	(82)	21%	(68)	323
Very Unfavorable of Biden	19%	(164)	25%	(210)	22%	(189)	34%	(287)	850
#1 Issue: Economy	22%	(204)	30%	(279)	23%	(218)	25%	(236)	937
#1 Issue: Security	18%	(53)	21%	(61)	23%	(69)	38%	(110)	293
#1 Issue: Health Care	25%	(57)	26%	(59)	21%	(48)	29%	(66)	230
#1 Issue: Medicare / Social Security	19%	(47)	27%	(65)	19%	(47)	35%	(86)	245
#1 Issue: Women's Issues	27%	(30)	18%	(20)	23%	(25)	32%	(35)	111
#1 Issue: Education	34%	(28)	34%	(28)	12%	(10)	20%	(16)	82
#1 Issue: Energy	24%	(36)	24%	(36)	25%	(37)	27%	(40)	149
#1 Issue: Other	22%	(37)	25%	(41)	18%	(29)	35%	(57)	164
2020 Vote: Joe Biden	22%	(207)	30%	(281)	22%	(200)	26%	(241)	929
2020 Vote: Donald Trump	20%	(147)	24%	(178)	23%	(175)	34%	(251)	751
2020 Vote: Other	19%	(18)	25%	(23)	25%	(23)	30%	(28)	92
2020 Vote: Didn't Vote	27%	(120)	25%	(108)	19%	(84)	29%	(126)	438
2018 House Vote: Democrat	25%	(185)	28%	(206)	21%	(157)	27%	(203)	751
2018 House Vote: Republican	17%	(106)	24%	(147)	27%	(165)	32%	(201)	618
2018 House Vote: Someone else	12%	(8)	45%	(31)	18%	(12)	26%	(18)	69
2016 Vote: Hillary Clinton	23%	(163)	29%	(204)	22%	(154)	26%	(178)	699
2016 Vote: Donald Trump	20%	(135)	22%	(146)	24%	(159)	34%	(229)	669
2016 Vote: Other	11%	(13)	33%	(39)	24%	(28)	33%	(39)	119
2016 Vote: Didn't Vote	25%	(181)	28%	(201)	20%	(141)	28%	(200)	723

Continued on next page

Table MCEN11_3: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Avatar

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	22%	(492)	27%	(590)	22%	(482)	29%	(646)	2210
Voted in 2014: Yes	21%	(264)	26%	(322)	24%	(297)	30%	(373)	1256
Voted in 2014: No	24%	(227)	28%	(268)	19%	(185)	29%	(274)	954
4-Region: Northeast	23%	(88)	23%	(87)	20%	(77)	34%	(131)	383
4-Region: Midwest	24%	(108)	25%	(116)	22%	(100)	29%	(132)	456
4-Region: South	23%	(192)	25%	(211)	23%	(194)	29%	(248)	844
4-Region: West	20%	(104)	33%	(176)	21%	(111)	26%	(136)	527
Comfortable Going to the Movies	24%	(349)	28%	(409)	22%	(316)	25%	(367)	1441
Uncomfortable Going to the Movies	18%	(119)	23%	(151)	22%	(143)	36%	(236)	650
Frequent Moviegoers	32%	(59)	31%	(58)	17%	(31)	20%	(37)	186
Occasional Moviegoers	27%	(198)	31%	(225)	24%	(176)	18%	(128)	727
Rare Moviegoers	21%	(191)	25%	(226)	22%	(204)	32%	(290)	910
Never Goes to the Movies	11%	(44)	21%	(81)	18%	(71)	49%	(191)	387

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

Table MCEN11_4: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
The Marvel Cinematic Universe

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	28%	(614)	27%	(604)	18%	(408)	26%	(584)	2210
Gender: Male	33%	(348)	29%	(305)	17%	(183)	22%	(232)	1068
Gender: Female	23%	(266)	26%	(299)	20%	(226)	31%	(351)	1142
Age: 18-34	35%	(225)	30%	(192)	16%	(102)	19%	(123)	642
Age: 35-44	38%	(139)	29%	(105)	13%	(47)	21%	(75)	365
Age: 45-64	28%	(197)	27%	(190)	19%	(138)	27%	(190)	714
Age: 65+	11%	(54)	24%	(118)	25%	(121)	40%	(196)	489
GenZers: 1997-2012	33%	(80)	26%	(63)	16%	(38)	25%	(59)	241
Millennials: 1981-1996	38%	(250)	31%	(202)	14%	(94)	17%	(115)	662
GenXers: 1965-1980	32%	(164)	28%	(146)	18%	(92)	22%	(112)	514
Baby Boomers: 1946-1964	16%	(117)	25%	(180)	23%	(166)	36%	(263)	725
PID: Dem (no lean)	32%	(248)	28%	(217)	18%	(142)	22%	(167)	775
PID: Ind (no lean)	27%	(212)	27%	(210)	17%	(132)	30%	(236)	790
PID: Rep (no lean)	24%	(154)	27%	(177)	21%	(135)	28%	(180)	645
PID/Gender: Dem Men	36%	(119)	29%	(98)	18%	(59)	17%	(58)	335
PID/Gender: Dem Women	29%	(129)	27%	(119)	19%	(83)	25%	(109)	440
PID/Gender: Ind Men	32%	(134)	27%	(112)	13%	(55)	27%	(113)	415
PID/Gender: Ind Women	21%	(78)	26%	(98)	20%	(76)	33%	(123)	375
PID/Gender: Rep Men	30%	(94)	30%	(95)	21%	(68)	19%	(61)	318
PID/Gender: Rep Women	18%	(59)	25%	(82)	20%	(67)	36%	(119)	327
Ideo: Liberal (1-3)	31%	(195)	28%	(178)	18%	(111)	24%	(149)	634
Ideo: Moderate (4)	30%	(191)	30%	(187)	19%	(118)	21%	(131)	627
Ideo: Conservative (5-7)	23%	(164)	26%	(189)	20%	(144)	31%	(222)	719
Educ: < College	28%	(396)	28%	(396)	18%	(257)	27%	(387)	1437
Educ: Bachelors degree	28%	(135)	31%	(154)	19%	(93)	22%	(108)	491
Educ: Post-grad	29%	(82)	19%	(53)	21%	(58)	31%	(88)	282
Income: Under 50k	29%	(329)	28%	(317)	18%	(207)	26%	(299)	1153
Income: 50k-100k	26%	(181)	28%	(195)	18%	(123)	28%	(190)	690
Income: 100k+	28%	(103)	25%	(91)	21%	(79)	26%	(95)	368

Continued on next page

Table MCEN11_4: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
The Marvel Cinematic Universe

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	28%	(614)	27%	(604)	18%	(408)	26%	(584)	2210
Ethnicity: White (Non-Hispanic)	24%	(360)	26%	(391)	20%	(300)	29%	(437)	1488
Ethnicity: Hispanic	35%	(132)	29%	(109)	14%	(54)	21%	(79)	374
Ethnicity: Black (Non-Hispanic)	36%	(87)	28%	(69)	15%	(36)	21%	(51)	243
Ethnicity: Asian + Other (Non-Hispanic)	33%	(35)	34%	(35)	17%	(18)	16%	(17)	105
All Christian	25%	(239)	28%	(267)	19%	(184)	27%	(259)	949
All Non-Christian	28%	(28)	33%	(33)	15%	(15)	24%	(25)	101
Atheist	29%	(29)	28%	(29)	14%	(14)	30%	(30)	102
Agnostic/Nothing in particular	29%	(192)	27%	(178)	18%	(119)	26%	(171)	661
Something Else	32%	(125)	24%	(96)	19%	(77)	25%	(98)	396
Religious Non-Protestant/Catholic	31%	(38)	31%	(37)	16%	(20)	22%	(27)	122
Evangelical	27%	(141)	25%	(131)	21%	(109)	27%	(144)	525
Non-Evangelical	27%	(212)	29%	(225)	18%	(144)	26%	(208)	788
Community: Urban	34%	(197)	28%	(162)	16%	(95)	23%	(132)	586
Community: Suburban	27%	(295)	27%	(292)	19%	(209)	27%	(302)	1098
Community: Rural	23%	(122)	29%	(150)	20%	(104)	28%	(149)	526
Employ: Private Sector	34%	(259)	27%	(208)	17%	(130)	22%	(165)	762
Employ: Government	29%	(34)	29%	(34)	17%	(20)	24%	(28)	116
Employ: Self-Employed	32%	(67)	31%	(65)	17%	(35)	19%	(40)	207
Employ: Homemaker	18%	(29)	34%	(55)	18%	(29)	29%	(47)	160
Employ: Student	45%	(36)	24%	(19)	10%	(8)	20%	(16)	80
Employ: Retired	14%	(71)	24%	(121)	25%	(126)	38%	(194)	512
Employ: Unemployed	31%	(75)	29%	(70)	18%	(44)	23%	(55)	245
Employ: Other	33%	(42)	25%	(33)	12%	(15)	30%	(39)	129
Military HH: Yes	22%	(79)	31%	(113)	18%	(64)	29%	(107)	362
Military HH: No	29%	(535)	27%	(491)	19%	(345)	26%	(477)	1848
RD/WT: Right Direction	31%	(214)	29%	(199)	18%	(120)	22%	(154)	688
RD/WT: Wrong Track	26%	(399)	27%	(405)	19%	(288)	28%	(430)	1522
Biden Job Approve	30%	(272)	28%	(253)	18%	(159)	24%	(220)	905
Biden Job Disapprove	26%	(305)	27%	(321)	20%	(235)	28%	(328)	1189

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Table MCEN11_4: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
The Marvel Cinematic Universe

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	28%	(614)	27%	(604)	18%	(408)	26%	(584)	2210
Biden Job Strongly Approve	34%	(114)	25%	(81)	17%	(56)	24%	(79)	330
Biden Job Somewhat Approve	28%	(158)	30%	(172)	18%	(103)	25%	(141)	575
Biden Job Somewhat Disapprove	28%	(107)	32%	(120)	22%	(85)	18%	(68)	380
Biden Job Strongly Disapprove	25%	(198)	25%	(202)	18%	(150)	32%	(260)	809
Favorable of Biden	31%	(292)	28%	(258)	18%	(164)	24%	(222)	936
Unfavorable of Biden	25%	(297)	27%	(317)	19%	(229)	28%	(331)	1173
Very Favorable of Biden	37%	(137)	22%	(82)	18%	(69)	23%	(87)	375
Somewhat Favorable of Biden	27%	(154)	31%	(176)	17%	(96)	24%	(135)	562
Somewhat Unfavorable of Biden	29%	(95)	29%	(95)	19%	(63)	22%	(71)	323
Very Unfavorable of Biden	24%	(202)	26%	(222)	19%	(165)	31%	(260)	850
#1 Issue: Economy	29%	(272)	29%	(276)	17%	(159)	25%	(230)	937
#1 Issue: Security	21%	(62)	22%	(66)	22%	(65)	34%	(100)	293
#1 Issue: Health Care	32%	(72)	28%	(63)	20%	(47)	20%	(47)	230
#1 Issue: Medicare / Social Security	21%	(52)	25%	(60)	22%	(55)	32%	(77)	245
#1 Issue: Women's Issues	34%	(37)	19%	(21)	24%	(27)	23%	(26)	111
#1 Issue: Education	42%	(34)	27%	(22)	14%	(11)	17%	(14)	82
#1 Issue: Energy	27%	(41)	34%	(50)	15%	(23)	24%	(36)	149
#1 Issue: Other	26%	(43)	28%	(45)	13%	(22)	33%	(54)	164
2020 Vote: Joe Biden	30%	(283)	28%	(265)	19%	(175)	22%	(206)	929
2020 Vote: Donald Trump	23%	(174)	26%	(192)	20%	(153)	31%	(232)	751
2020 Vote: Other	40%	(37)	23%	(21)	17%	(15)	21%	(19)	92
2020 Vote: Didn't Vote	27%	(120)	29%	(126)	15%	(65)	29%	(126)	438
2018 House Vote: Democrat	30%	(222)	29%	(217)	18%	(133)	24%	(178)	751
2018 House Vote: Republican	24%	(148)	24%	(150)	22%	(137)	29%	(182)	618
2018 House Vote: Someone else	41%	(28)	21%	(15)	15%	(11)	23%	(16)	69
2016 Vote: Hillary Clinton	31%	(214)	27%	(186)	20%	(138)	23%	(161)	699
2016 Vote: Donald Trump	24%	(159)	24%	(164)	22%	(147)	30%	(200)	669
2016 Vote: Other	33%	(40)	35%	(42)	10%	(11)	22%	(26)	119
2016 Vote: Didn't Vote	28%	(201)	29%	(213)	15%	(112)	27%	(197)	723

Continued on next page

Table MCEN11_4: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 The Marvel Cinematic Universe

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	28%	(614)	27%	(604)	18%	(408)	26%	(584)	2210
Voted in 2014: Yes	27%	(341)	26%	(332)	21%	(259)	26%	(324)	1256
Voted in 2014: No	29%	(273)	29%	(272)	16%	(150)	27%	(259)	954
4-Region: Northeast	24%	(92)	26%	(101)	20%	(78)	29%	(112)	383
4-Region: Midwest	27%	(123)	29%	(132)	19%	(86)	25%	(116)	456
4-Region: South	30%	(251)	24%	(205)	19%	(163)	27%	(225)	844
4-Region: West	28%	(148)	32%	(166)	15%	(81)	25%	(131)	527
Comfortable Going to the Movies	32%	(455)	27%	(383)	19%	(267)	23%	(336)	1441
Uncomfortable Going to the Movies	22%	(141)	28%	(184)	18%	(117)	32%	(208)	650
Frequent Moviegoers	47%	(86)	25%	(46)	17%	(32)	11%	(21)	186
Occasional Moviegoers	36%	(262)	32%	(233)	18%	(128)	14%	(104)	727
Rare Moviegoers	24%	(218)	26%	(240)	19%	(173)	31%	(280)	910
Never Goes to the Movies	12%	(47)	22%	(85)	19%	(75)	46%	(180)	387

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

**Table MCEN11_5: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Lord of the Rings**

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	23%	(510)	24%	(537)	21%	(474)	31%	(689)	2210
Gender: Male	28%	(302)	25%	(270)	21%	(223)	25%	(272)	1068
Gender: Female	18%	(208)	23%	(267)	22%	(251)	36%	(417)	1142
Age: 18-34	26%	(168)	24%	(155)	23%	(145)	27%	(175)	642
Age: 35-44	28%	(101)	25%	(93)	16%	(58)	31%	(113)	365
Age: 45-64	23%	(164)	25%	(177)	23%	(163)	29%	(210)	714
Age: 65+	16%	(76)	23%	(113)	22%	(109)	39%	(190)	489
GenZers: 1997-2012	24%	(59)	21%	(50)	21%	(50)	34%	(82)	241
Millennials: 1981-1996	28%	(186)	26%	(174)	20%	(134)	25%	(168)	662
GenXers: 1965-1980	24%	(122)	26%	(133)	21%	(110)	29%	(150)	514
Baby Boomers: 1946-1964	19%	(138)	22%	(162)	22%	(161)	36%	(264)	725
PID: Dem (no lean)	27%	(209)	23%	(179)	24%	(188)	26%	(198)	775
PID: Ind (no lean)	23%	(179)	26%	(204)	18%	(145)	33%	(262)	790
PID: Rep (no lean)	19%	(121)	24%	(154)	22%	(141)	35%	(229)	645
PID/Gender: Dem Men	32%	(106)	24%	(81)	24%	(80)	20%	(67)	335
PID/Gender: Dem Women	23%	(103)	22%	(98)	25%	(108)	30%	(130)	440
PID/Gender: Ind Men	27%	(113)	26%	(107)	18%	(75)	29%	(120)	415
PID/Gender: Ind Women	18%	(67)	26%	(97)	19%	(70)	38%	(142)	375
PID/Gender: Rep Men	26%	(83)	26%	(82)	21%	(68)	27%	(85)	318
PID/Gender: Rep Women	12%	(38)	22%	(72)	22%	(73)	44%	(144)	327
Ideo: Liberal (1-3)	29%	(186)	23%	(143)	22%	(142)	26%	(163)	634
Ideo: Moderate (4)	22%	(139)	28%	(175)	20%	(127)	30%	(186)	627
Ideo: Conservative (5-7)	19%	(139)	24%	(170)	22%	(161)	35%	(248)	719
Educ: < College	22%	(309)	25%	(353)	21%	(299)	33%	(476)	1437
Educ: Bachelors degree	24%	(117)	26%	(125)	22%	(110)	28%	(138)	491
Educ: Post-grad	30%	(83)	21%	(59)	23%	(65)	27%	(75)	282
Income: Under 50k	22%	(256)	25%	(288)	21%	(247)	31%	(361)	1153
Income: 50k-100k	23%	(161)	23%	(158)	21%	(147)	32%	(223)	690
Income: 100k+	25%	(93)	25%	(91)	22%	(79)	28%	(104)	368

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**Table MCEN11_5: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Lord of the Rings**

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	23%	(510)	24%	(537)	21%	(474)	31%	(689)	2210
Ethnicity: White (Non-Hispanic)	22%	(329)	24%	(359)	21%	(307)	33%	(494)	1488
Ethnicity: Hispanic	27%	(101)	27%	(101)	19%	(71)	27%	(100)	374
Ethnicity: Black (Non-Hispanic)	23%	(57)	19%	(47)	29%	(70)	29%	(70)	243
Ethnicity: Asian + Other (Non-Hispanic)	23%	(24)	29%	(31)	24%	(26)	24%	(25)	105
All Christian	23%	(218)	24%	(231)	22%	(211)	31%	(290)	949
All Non-Christian	21%	(21)	26%	(27)	20%	(21)	32%	(33)	101
Atheist	24%	(24)	30%	(31)	14%	(14)	32%	(33)	102
Agnostic/Nothing in particular	23%	(154)	23%	(149)	21%	(141)	33%	(217)	661
Something Else	23%	(93)	25%	(100)	22%	(88)	29%	(116)	396
Religious Non-Protestant/Catholic	23%	(28)	28%	(34)	21%	(26)	28%	(35)	122
Evangelical	22%	(116)	26%	(134)	22%	(115)	30%	(159)	525
Non-Evangelical	24%	(186)	24%	(187)	22%	(175)	31%	(241)	788
Community: Urban	27%	(160)	24%	(139)	21%	(124)	28%	(164)	586
Community: Suburban	22%	(239)	24%	(259)	23%	(250)	32%	(350)	1098
Community: Rural	21%	(110)	27%	(140)	19%	(101)	33%	(175)	526
Employ: Private Sector	27%	(208)	24%	(179)	22%	(168)	27%	(207)	762
Employ: Government	21%	(24)	27%	(31)	25%	(29)	27%	(31)	116
Employ: Self-Employed	28%	(58)	31%	(64)	15%	(31)	26%	(54)	207
Employ: Homemaker	15%	(23)	30%	(49)	18%	(28)	37%	(60)	160
Employ: Student	25%	(20)	14%	(11)	25%	(20)	36%	(28)	80
Employ: Retired	17%	(86)	21%	(108)	24%	(121)	38%	(197)	512
Employ: Unemployed	23%	(56)	29%	(71)	20%	(50)	28%	(68)	245
Employ: Other	27%	(35)	19%	(24)	20%	(26)	34%	(44)	129
Military HH: Yes	22%	(79)	24%	(88)	22%	(79)	32%	(115)	362
Military HH: No	23%	(431)	24%	(449)	21%	(395)	31%	(573)	1848
RD/WT: Right Direction	29%	(201)	25%	(172)	21%	(141)	25%	(174)	688
RD/WT: Wrong Track	20%	(309)	24%	(366)	22%	(333)	34%	(514)	1522
Biden Job Approve	27%	(241)	24%	(219)	21%	(194)	28%	(251)	905
Biden Job Disapprove	21%	(246)	25%	(294)	22%	(258)	33%	(390)	1189

Continued on next page

**Table MCEN11_5: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Lord of the Rings**

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	23%	(510)	24%	(537)	21%	(474)	31%	(689)	2210
Biden Job Strongly Approve	33%	(108)	22%	(74)	19%	(62)	26%	(87)	330
Biden Job Somewhat Approve	23%	(134)	25%	(144)	23%	(133)	29%	(164)	575
Biden Job Somewhat Disapprove	20%	(76)	30%	(114)	25%	(97)	24%	(93)	380
Biden Job Strongly Disapprove	21%	(170)	22%	(181)	20%	(162)	37%	(297)	809
Favorable of Biden	27%	(254)	24%	(228)	21%	(192)	28%	(261)	936
Unfavorable of Biden	20%	(232)	25%	(288)	22%	(262)	33%	(391)	1173
Very Favorable of Biden	34%	(128)	21%	(79)	18%	(68)	26%	(99)	375
Somewhat Favorable of Biden	22%	(126)	26%	(149)	22%	(125)	29%	(162)	562
Somewhat Unfavorable of Biden	22%	(71)	29%	(94)	27%	(86)	22%	(72)	323
Very Unfavorable of Biden	19%	(161)	23%	(194)	21%	(176)	37%	(318)	850
#1 Issue: Economy	23%	(217)	27%	(249)	21%	(197)	29%	(274)	937
#1 Issue: Security	17%	(51)	21%	(63)	23%	(68)	38%	(111)	293
#1 Issue: Health Care	26%	(61)	27%	(62)	18%	(41)	29%	(67)	230
#1 Issue: Medicare / Social Security	20%	(49)	20%	(49)	24%	(59)	36%	(87)	245
#1 Issue: Women's Issues	26%	(29)	14%	(15)	30%	(33)	30%	(34)	111
#1 Issue: Education	26%	(21)	24%	(19)	17%	(14)	34%	(28)	82
#1 Issue: Energy	26%	(38)	27%	(41)	21%	(31)	27%	(40)	149
#1 Issue: Other	27%	(44)	24%	(39)	20%	(33)	29%	(48)	164
2020 Vote: Joe Biden	27%	(253)	23%	(218)	24%	(218)	26%	(239)	929
2020 Vote: Donald Trump	20%	(147)	24%	(178)	22%	(162)	35%	(264)	751
2020 Vote: Other	31%	(29)	24%	(22)	18%	(17)	26%	(24)	92
2020 Vote: Didn't Vote	19%	(81)	27%	(119)	18%	(77)	37%	(161)	438
2018 House Vote: Democrat	28%	(207)	24%	(178)	23%	(173)	26%	(193)	751
2018 House Vote: Republican	19%	(118)	25%	(152)	20%	(125)	36%	(222)	618
2018 House Vote: Someone else	34%	(23)	25%	(18)	22%	(15)	19%	(13)	69
2016 Vote: Hillary Clinton	29%	(202)	23%	(157)	23%	(162)	25%	(178)	699
2016 Vote: Donald Trump	19%	(127)	25%	(165)	21%	(141)	35%	(237)	669
2016 Vote: Other	31%	(37)	29%	(34)	18%	(21)	22%	(26)	119
2016 Vote: Didn't Vote	20%	(144)	25%	(180)	21%	(150)	34%	(248)	723

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Table MCEN11_5: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Lord of the Rings

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	23%	(510)	24%	(537)	21%	(474)	31%	(689)	2210
Voted in 2014: Yes	25%	(311)	24%	(304)	22%	(275)	29%	(366)	1256
Voted in 2014: No	21%	(199)	24%	(233)	21%	(199)	34%	(322)	954
4-Region: Northeast	22%	(85)	22%	(84)	23%	(90)	32%	(124)	383
4-Region: Midwest	23%	(106)	25%	(112)	19%	(86)	33%	(152)	456
4-Region: South	23%	(192)	25%	(209)	22%	(188)	30%	(255)	844
4-Region: West	24%	(128)	25%	(131)	21%	(110)	30%	(158)	527
Comfortable Going to the Movies	25%	(357)	25%	(365)	22%	(317)	28%	(402)	1441
Uncomfortable Going to the Movies	21%	(135)	21%	(136)	21%	(135)	38%	(244)	650
Frequent Moviegoers	37%	(69)	21%	(39)	25%	(47)	17%	(32)	186
Occasional Moviegoers	29%	(214)	28%	(202)	21%	(150)	22%	(162)	727
Rare Moviegoers	19%	(176)	24%	(222)	22%	(203)	34%	(309)	910
Never Goes to the Movies	13%	(52)	19%	(74)	19%	(74)	48%	(186)	387

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

Table MCEN11_6: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
The Sopranos

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	18%	(401)	22%	(481)	25%	(553)	35%	(775)	2210
Gender: Male	21%	(219)	25%	(264)	26%	(275)	29%	(309)	1068
Gender: Female	16%	(182)	19%	(217)	24%	(278)	41%	(466)	1142
Age: 18-34	13%	(82)	22%	(142)	26%	(168)	39%	(250)	642
Age: 35-44	19%	(69)	27%	(97)	25%	(92)	29%	(107)	365
Age: 45-64	21%	(153)	21%	(147)	23%	(166)	35%	(247)	714
Age: 65+	20%	(97)	19%	(94)	26%	(127)	35%	(171)	489
GenZers: 1997-2012	9%	(21)	19%	(46)	23%	(56)	49%	(118)	241
Millennials: 1981-1996	18%	(116)	25%	(169)	27%	(179)	30%	(199)	662
GenXers: 1965-1980	20%	(101)	22%	(112)	23%	(119)	36%	(183)	514
Baby Boomers: 1946-1964	21%	(152)	19%	(138)	26%	(187)	34%	(248)	725
PID: Dem (no lean)	20%	(157)	24%	(183)	26%	(202)	30%	(233)	775
PID: Ind (no lean)	14%	(110)	21%	(164)	24%	(191)	41%	(324)	790
PID: Rep (no lean)	21%	(134)	21%	(133)	25%	(160)	34%	(218)	645
PID/Gender: Dem Men	23%	(78)	30%	(101)	26%	(87)	20%	(68)	335
PID/Gender: Dem Women	18%	(79)	19%	(82)	26%	(115)	37%	(165)	440
PID/Gender: Ind Men	15%	(63)	24%	(100)	25%	(106)	35%	(147)	415
PID/Gender: Ind Women	13%	(48)	17%	(65)	23%	(85)	47%	(178)	375
PID/Gender: Rep Men	25%	(78)	20%	(63)	26%	(82)	30%	(94)	318
PID/Gender: Rep Women	17%	(55)	21%	(70)	24%	(78)	38%	(124)	327
Ideo: Liberal (1-3)	19%	(123)	21%	(135)	24%	(152)	35%	(224)	634
Ideo: Moderate (4)	18%	(112)	25%	(154)	24%	(151)	34%	(211)	627
Ideo: Conservative (5-7)	18%	(129)	20%	(144)	28%	(201)	34%	(246)	719
Educ: < College	18%	(262)	22%	(314)	23%	(333)	37%	(527)	1437
Educ: Bachelors degree	19%	(93)	22%	(108)	28%	(138)	31%	(151)	491
Educ: Post-grad	16%	(46)	21%	(59)	29%	(81)	34%	(96)	282
Income: Under 50k	16%	(188)	21%	(242)	26%	(296)	37%	(427)	1153
Income: 50k-100k	19%	(132)	21%	(148)	24%	(166)	35%	(244)	690
Income: 100k+	22%	(82)	25%	(91)	25%	(91)	28%	(104)	368

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Table MCEN11_6: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
The Sopranos

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	18%	(401)	22%	(481)	25%	(553)	35%	(775)	2210
Ethnicity: White (Non-Hispanic)	19%	(277)	19%	(283)	24%	(360)	38%	(568)	1488
Ethnicity: Hispanic	18%	(67)	32%	(119)	21%	(79)	29%	(109)	374
Ethnicity: Black (Non-Hispanic)	18%	(45)	23%	(57)	33%	(81)	25%	(61)	243
Ethnicity: Asian + Other (Non-Hispanic)	12%	(12)	21%	(22)	32%	(33)	36%	(38)	105
All Christian	19%	(185)	24%	(223)	25%	(233)	32%	(308)	949
All Non-Christian	27%	(28)	24%	(24)	20%	(20)	28%	(29)	101
Atheist	13%	(13)	17%	(18)	18%	(19)	51%	(52)	102
Agnostic/Nothing in particular	14%	(95)	21%	(139)	27%	(180)	37%	(247)	661
Something Else	20%	(80)	19%	(76)	25%	(101)	35%	(139)	396
Religious Non-Protestant/Catholic	23%	(29)	21%	(26)	22%	(27)	33%	(41)	122
Evangelical	18%	(93)	18%	(93)	29%	(150)	36%	(187)	525
Non-Evangelical	21%	(169)	25%	(199)	22%	(174)	31%	(246)	788
Community: Urban	22%	(126)	27%	(158)	21%	(124)	30%	(178)	586
Community: Suburban	19%	(209)	21%	(226)	27%	(297)	33%	(366)	1098
Community: Rural	12%	(65)	18%	(96)	25%	(132)	44%	(232)	526
Employ: Private Sector	19%	(149)	26%	(197)	25%	(190)	30%	(227)	762
Employ: Government	14%	(16)	22%	(26)	26%	(31)	38%	(44)	116
Employ: Self-Employed	16%	(33)	25%	(53)	27%	(57)	31%	(65)	207
Employ: Homemaker	14%	(22)	21%	(33)	23%	(37)	43%	(68)	160
Employ: Student	12%	(10)	13%	(10)	28%	(23)	46%	(37)	80
Employ: Retired	22%	(112)	19%	(95)	25%	(126)	35%	(179)	512
Employ: Unemployed	16%	(40)	18%	(45)	24%	(59)	41%	(101)	245
Employ: Other	17%	(21)	17%	(22)	24%	(31)	42%	(55)	129
Military HH: Yes	17%	(63)	17%	(61)	28%	(100)	38%	(137)	362
Military HH: No	18%	(338)	23%	(420)	24%	(453)	35%	(638)	1848
RD/WT: Right Direction	19%	(134)	25%	(174)	25%	(172)	30%	(209)	688
RD/WT: Wrong Track	18%	(268)	20%	(307)	25%	(382)	37%	(566)	1522
Biden Job Approve	18%	(167)	23%	(205)	26%	(232)	33%	(302)	905
Biden Job Disapprove	19%	(226)	21%	(253)	25%	(298)	35%	(413)	1189

Continued on next page

**Table MCEN11_6: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
The Sopranos**

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	18%	(401)	22%	(481)	25%	(553)	35%	(775)	2210
Biden Job Strongly Approve	26%	(85)	24%	(79)	22%	(73)	28%	(94)	330
Biden Job Somewhat Approve	14%	(82)	22%	(126)	28%	(159)	36%	(208)	575
Biden Job Somewhat Disapprove	18%	(68)	22%	(82)	31%	(119)	29%	(111)	380
Biden Job Strongly Disapprove	19%	(157)	21%	(171)	22%	(179)	37%	(302)	809
Favorable of Biden	20%	(185)	23%	(211)	24%	(229)	33%	(312)	936
Unfavorable of Biden	18%	(207)	21%	(248)	25%	(295)	36%	(424)	1173
Very Favorable of Biden	28%	(105)	22%	(84)	20%	(74)	30%	(112)	375
Somewhat Favorable of Biden	14%	(80)	23%	(127)	28%	(155)	36%	(200)	562
Somewhat Unfavorable of Biden	18%	(57)	21%	(68)	29%	(94)	32%	(104)	323
Very Unfavorable of Biden	18%	(150)	21%	(180)	24%	(201)	38%	(320)	850
#1 Issue: Economy	19%	(178)	24%	(227)	26%	(245)	31%	(286)	937
#1 Issue: Security	18%	(52)	16%	(46)	27%	(78)	40%	(118)	293
#1 Issue: Health Care	21%	(48)	22%	(51)	22%	(51)	35%	(79)	230
#1 Issue: Medicare / Social Security	22%	(54)	20%	(49)	25%	(61)	33%	(81)	245
#1 Issue: Women's Issues	11%	(12)	16%	(18)	25%	(27)	49%	(54)	111
#1 Issue: Education	13%	(10)	29%	(24)	22%	(18)	36%	(30)	82
#1 Issue: Energy	19%	(28)	20%	(29)	25%	(38)	36%	(54)	149
#1 Issue: Other	12%	(20)	22%	(37)	21%	(34)	45%	(73)	164
2020 Vote: Joe Biden	20%	(189)	23%	(212)	26%	(245)	30%	(283)	929
2020 Vote: Donald Trump	20%	(148)	21%	(159)	24%	(179)	35%	(265)	751
2020 Vote: Other	9%	(9)	24%	(22)	24%	(22)	42%	(38)	92
2020 Vote: Didn't Vote	13%	(56)	20%	(87)	24%	(107)	43%	(188)	438
2018 House Vote: Democrat	22%	(163)	23%	(175)	25%	(190)	30%	(223)	751
2018 House Vote: Republican	22%	(134)	22%	(136)	24%	(146)	33%	(202)	618
2018 House Vote: Someone else	6%	(4)	20%	(14)	35%	(24)	39%	(27)	69
2016 Vote: Hillary Clinton	22%	(155)	24%	(165)	25%	(178)	29%	(202)	699
2016 Vote: Donald Trump	21%	(139)	21%	(142)	26%	(173)	32%	(215)	669
2016 Vote: Other	7%	(9)	17%	(20)	28%	(34)	48%	(57)	119
2016 Vote: Didn't Vote	14%	(98)	21%	(154)	23%	(168)	42%	(302)	723

Continued on next page

Table MCEN11_6: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
The Sopranos

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	18%	(401)	22%	(481)	25%	(553)	35%	(775)	2210
Voted in 2014: Yes	21%	(265)	22%	(279)	26%	(323)	31%	(390)	1256
Voted in 2014: No	14%	(136)	21%	(202)	24%	(230)	40%	(385)	954
4-Region: Northeast	21%	(82)	23%	(87)	22%	(85)	34%	(129)	383
4-Region: Midwest	16%	(75)	20%	(93)	28%	(126)	36%	(163)	456
4-Region: South	18%	(153)	21%	(178)	25%	(209)	36%	(305)	844
4-Region: West	17%	(92)	23%	(124)	25%	(133)	34%	(178)	527
Comfortable Going to the Movies	18%	(256)	23%	(327)	26%	(370)	34%	(487)	1441
Uncomfortable Going to the Movies	19%	(124)	20%	(130)	24%	(156)	37%	(240)	650
Frequent Moviegoers	23%	(42)	31%	(58)	24%	(45)	22%	(40)	186
Occasional Moviegoers	22%	(160)	25%	(181)	27%	(196)	26%	(189)	727
Rare Moviegoers	14%	(127)	20%	(182)	27%	(245)	39%	(356)	910
Never Goes to the Movies	19%	(72)	15%	(59)	17%	(67)	49%	(189)	387

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

**Table MCEN11_7: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Game of Thrones**

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	21%	(454)	19%	(411)	24%	(522)	37%	(823)	2210
Gender: Male	24%	(254)	21%	(229)	23%	(247)	32%	(338)	1068
Gender: Female	18%	(200)	16%	(182)	24%	(275)	42%	(485)	1142
Age: 18-34	25%	(160)	21%	(135)	23%	(147)	31%	(201)	642
Age: 35-44	24%	(87)	18%	(64)	24%	(86)	35%	(128)	365
Age: 45-64	20%	(140)	19%	(136)	24%	(172)	37%	(265)	714
Age: 65+	14%	(67)	15%	(76)	24%	(117)	47%	(230)	489
GenZers: 1997-2012	21%	(50)	17%	(41)	26%	(62)	37%	(88)	241
Millennials: 1981-1996	27%	(179)	21%	(140)	22%	(145)	30%	(198)	662
GenXers: 1965-1980	20%	(102)	21%	(109)	23%	(119)	36%	(183)	514
Baby Boomers: 1946-1964	16%	(118)	15%	(108)	24%	(176)	45%	(323)	725
PID: Dem (no lean)	24%	(187)	19%	(150)	23%	(182)	33%	(256)	775
PID: Ind (no lean)	18%	(142)	20%	(155)	23%	(184)	39%	(310)	790
PID: Rep (no lean)	19%	(125)	16%	(106)	24%	(157)	40%	(257)	645
PID/Gender: Dem Men	26%	(87)	25%	(84)	23%	(77)	26%	(87)	335
PID/Gender: Dem Women	23%	(101)	15%	(66)	24%	(104)	38%	(169)	440
PID/Gender: Ind Men	20%	(81)	19%	(80)	24%	(99)	37%	(154)	415
PID/Gender: Ind Women	16%	(61)	20%	(75)	22%	(84)	41%	(155)	375
PID/Gender: Rep Men	27%	(86)	20%	(65)	22%	(70)	30%	(97)	318
PID/Gender: Rep Women	12%	(39)	13%	(41)	26%	(87)	49%	(160)	327
Ideo: Liberal (1-3)	24%	(151)	21%	(133)	23%	(143)	33%	(207)	634
Ideo: Moderate (4)	20%	(127)	22%	(139)	23%	(147)	34%	(215)	627
Ideo: Conservative (5-7)	17%	(124)	15%	(108)	26%	(184)	42%	(303)	719
Educ: < College	20%	(283)	19%	(269)	23%	(332)	38%	(552)	1437
Educ: Bachelors degree	22%	(106)	20%	(97)	24%	(120)	34%	(168)	491
Educ: Post-grad	23%	(65)	16%	(45)	25%	(70)	37%	(103)	282
Income: Under 50k	19%	(220)	18%	(213)	25%	(286)	38%	(433)	1153
Income: 50k-100k	19%	(134)	19%	(128)	24%	(164)	38%	(264)	690
Income: 100k+	27%	(100)	19%	(70)	19%	(71)	34%	(126)	368

Continued on next page

**Table MCEN11_7: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Game of Thrones**

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	21%	(454)	19%	(411)	24%	(522)	37%	(823)	2210
Ethnicity: White (Non-Hispanic)	19%	(282)	17%	(246)	24%	(355)	41%	(605)	1488
Ethnicity: Hispanic	24%	(88)	22%	(81)	23%	(85)	32%	(120)	374
Ethnicity: Black (Non-Hispanic)	24%	(59)	23%	(56)	24%	(58)	29%	(71)	243
Ethnicity: Asian + Other (Non-Hispanic)	24%	(25)	26%	(27)	24%	(25)	27%	(28)	105
All Christian	18%	(176)	18%	(174)	25%	(240)	38%	(360)	949
All Non-Christian	26%	(27)	21%	(21)	18%	(18)	35%	(35)	101
Atheist	23%	(23)	16%	(16)	15%	(15)	47%	(48)	102
Agnostic/Nothing in particular	19%	(124)	20%	(131)	24%	(158)	38%	(248)	661
Something Else	27%	(105)	17%	(68)	23%	(91)	33%	(132)	396
Religious Non-Protestant/Catholic	24%	(29)	21%	(25)	18%	(22)	38%	(46)	122
Evangelical	20%	(104)	17%	(90)	24%	(124)	40%	(208)	525
Non-Evangelical	22%	(173)	19%	(147)	25%	(199)	34%	(269)	788
Community: Urban	22%	(130)	21%	(124)	24%	(142)	33%	(191)	586
Community: Suburban	22%	(239)	16%	(178)	24%	(261)	38%	(419)	1098
Community: Rural	16%	(85)	21%	(109)	23%	(118)	41%	(213)	526
Employ: Private Sector	24%	(180)	21%	(162)	25%	(188)	30%	(232)	762
Employ: Government	19%	(23)	20%	(23)	26%	(30)	34%	(40)	116
Employ: Self-Employed	22%	(46)	19%	(39)	24%	(49)	35%	(73)	207
Employ: Homemaker	18%	(28)	21%	(33)	24%	(38)	38%	(60)	160
Employ: Student	20%	(16)	18%	(14)	19%	(15)	43%	(34)	80
Employ: Retired	16%	(82)	14%	(73)	24%	(122)	46%	(234)	512
Employ: Unemployed	20%	(48)	18%	(45)	23%	(56)	39%	(96)	245
Employ: Other	24%	(31)	17%	(22)	18%	(23)	41%	(52)	129
Military HH: Yes	21%	(75)	18%	(64)	24%	(86)	38%	(137)	362
Military HH: No	21%	(380)	19%	(347)	24%	(436)	37%	(686)	1848
RD/WT: Right Direction	25%	(169)	22%	(153)	22%	(150)	31%	(216)	688
RD/WT: Wrong Track	19%	(285)	17%	(258)	24%	(372)	40%	(607)	1522
Biden Job Approve	23%	(207)	21%	(188)	23%	(207)	34%	(303)	905
Biden Job Disapprove	19%	(225)	17%	(206)	24%	(287)	40%	(470)	1189

Continued on next page

**Table MCEN11_7: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Game of Thrones**

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	21%	(454)	19%	(411)	24%	(522)	37%	(823)	2210
Biden Job Strongly Approve	27%	(90)	19%	(62)	22%	(72)	32%	(106)	330
Biden Job Somewhat Approve	20%	(117)	22%	(125)	23%	(135)	34%	(198)	575
Biden Job Somewhat Disapprove	19%	(73)	20%	(78)	30%	(114)	30%	(115)	380
Biden Job Strongly Disapprove	19%	(153)	16%	(128)	21%	(174)	44%	(355)	809
Favorable of Biden	24%	(223)	20%	(187)	22%	(211)	34%	(315)	936
Unfavorable of Biden	18%	(216)	17%	(203)	24%	(285)	40%	(468)	1173
Very Favorable of Biden	28%	(103)	19%	(69)	19%	(71)	35%	(131)	375
Somewhat Favorable of Biden	21%	(120)	21%	(118)	25%	(139)	33%	(185)	562
Somewhat Unfavorable of Biden	20%	(65)	20%	(65)	29%	(93)	31%	(100)	323
Very Unfavorable of Biden	18%	(151)	16%	(138)	23%	(192)	43%	(369)	850
#1 Issue: Economy	22%	(211)	20%	(188)	25%	(238)	32%	(300)	937
#1 Issue: Security	16%	(47)	14%	(42)	23%	(68)	46%	(136)	293
#1 Issue: Health Care	23%	(54)	20%	(47)	20%	(45)	37%	(84)	230
#1 Issue: Medicare / Social Security	14%	(35)	19%	(47)	20%	(50)	46%	(113)	245
#1 Issue: Women's Issues	28%	(32)	16%	(17)	20%	(22)	36%	(40)	111
#1 Issue: Education	18%	(15)	25%	(21)	23%	(19)	34%	(28)	82
#1 Issue: Energy	22%	(33)	19%	(28)	25%	(37)	35%	(52)	149
#1 Issue: Other	17%	(29)	13%	(22)	26%	(43)	43%	(71)	164
2020 Vote: Joe Biden	24%	(226)	20%	(186)	23%	(213)	33%	(304)	929
2020 Vote: Donald Trump	18%	(138)	17%	(124)	25%	(185)	40%	(304)	751
2020 Vote: Other	19%	(17)	26%	(23)	24%	(22)	32%	(30)	92
2020 Vote: Didn't Vote	17%	(73)	18%	(77)	23%	(103)	42%	(185)	438
2018 House Vote: Democrat	26%	(194)	20%	(149)	22%	(167)	32%	(241)	751
2018 House Vote: Republican	18%	(109)	17%	(104)	26%	(161)	40%	(245)	618
2018 House Vote: Someone else	19%	(13)	25%	(18)	17%	(12)	39%	(27)	69
2016 Vote: Hillary Clinton	25%	(178)	20%	(138)	24%	(168)	31%	(216)	699
2016 Vote: Donald Trump	18%	(120)	17%	(114)	24%	(160)	41%	(276)	669
2016 Vote: Other	22%	(26)	20%	(24)	20%	(24)	38%	(45)	119
2016 Vote: Didn't Vote	18%	(130)	19%	(136)	24%	(170)	40%	(286)	723

Continued on next page

Table MCEN11_7: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Game of Thrones

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	21%	(454)	19%	(411)	24%	(522)	37%	(823)	2210
Voted in 2014: Yes	22%	(271)	19%	(240)	23%	(293)	36%	(452)	1256
Voted in 2014: No	19%	(183)	18%	(171)	24%	(229)	39%	(371)	954
4-Region: Northeast	22%	(82)	18%	(68)	24%	(92)	37%	(140)	383
4-Region: Midwest	22%	(99)	21%	(95)	22%	(102)	35%	(161)	456
4-Region: South	20%	(166)	17%	(146)	24%	(205)	39%	(328)	844
4-Region: West	20%	(108)	19%	(102)	23%	(122)	37%	(194)	527
Comfortable Going to the Movies	23%	(333)	20%	(282)	24%	(342)	34%	(484)	1441
Uncomfortable Going to the Movies	16%	(104)	16%	(104)	24%	(153)	45%	(290)	650
Frequent Moviegoers	40%	(74)	23%	(42)	16%	(30)	21%	(40)	186
Occasional Moviegoers	24%	(177)	24%	(172)	25%	(180)	27%	(198)	727
Rare Moviegoers	17%	(157)	16%	(148)	26%	(233)	41%	(373)	910
Never Goes to the Movies	12%	(47)	13%	(49)	20%	(78)	55%	(213)	387

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

Table MCEN11_8: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

Lost

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	12%	(274)	22%	(487)	26%	(575)	40%	(874)	2210
Gender: Male	13%	(136)	22%	(239)	28%	(303)	36%	(389)	1068
Gender: Female	12%	(139)	22%	(248)	24%	(272)	42%	(484)	1142
Age: 18-34	14%	(90)	23%	(148)	25%	(162)	38%	(242)	642
Age: 35-44	17%	(62)	26%	(95)	24%	(89)	33%	(119)	365
Age: 45-64	13%	(93)	22%	(158)	26%	(187)	39%	(276)	714
Age: 65+	6%	(30)	18%	(86)	28%	(136)	48%	(236)	489
GenZers: 1997-2012	11%	(26)	20%	(47)	28%	(69)	41%	(99)	241
Millennials: 1981-1996	16%	(109)	26%	(173)	24%	(158)	34%	(222)	662
GenXers: 1965-1980	13%	(68)	22%	(115)	26%	(135)	38%	(197)	514
Baby Boomers: 1946-1964	9%	(68)	19%	(137)	27%	(197)	44%	(322)	725
PID: Dem (no lean)	16%	(122)	23%	(181)	26%	(203)	35%	(270)	775
PID: Ind (no lean)	10%	(76)	22%	(171)	25%	(197)	44%	(346)	790
PID: Rep (no lean)	12%	(77)	21%	(136)	27%	(175)	40%	(258)	645
PID/Gender: Dem Men	16%	(54)	27%	(90)	27%	(91)	30%	(100)	335
PID/Gender: Dem Women	15%	(68)	21%	(91)	25%	(112)	39%	(170)	440
PID/Gender: Ind Men	9%	(39)	21%	(88)	27%	(113)	42%	(174)	415
PID/Gender: Ind Women	10%	(37)	22%	(83)	22%	(84)	46%	(172)	375
PID/Gender: Rep Men	13%	(42)	19%	(61)	31%	(99)	36%	(115)	318
PID/Gender: Rep Women	10%	(34)	23%	(74)	23%	(76)	44%	(142)	327
Ideo: Liberal (1-3)	14%	(86)	24%	(149)	24%	(150)	39%	(249)	634
Ideo: Moderate (4)	13%	(79)	25%	(157)	28%	(176)	34%	(216)	627
Ideo: Conservative (5-7)	11%	(77)	19%	(138)	28%	(204)	42%	(300)	719
Educ: < College	14%	(194)	22%	(318)	24%	(349)	40%	(575)	1437
Educ: Bachelors degree	10%	(51)	24%	(117)	29%	(144)	36%	(179)	491
Educ: Post-grad	10%	(29)	19%	(52)	29%	(82)	42%	(120)	282
Income: Under 50k	13%	(147)	22%	(256)	26%	(301)	39%	(449)	1153
Income: 50k-100k	12%	(83)	21%	(147)	25%	(173)	42%	(287)	690
Income: 100k+	12%	(44)	23%	(85)	27%	(101)	38%	(138)	368

Continued on next page

Table MCEN11_8: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Lost

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	12%	(274)	22%	(487)	26%	(575)	40%	(874)	2210
Ethnicity: White (Non-Hispanic)	12%	(177)	20%	(300)	26%	(380)	42%	(631)	1488
Ethnicity: Hispanic	12%	(45)	28%	(105)	23%	(86)	37%	(138)	374
Ethnicity: Black (Non-Hispanic)	16%	(40)	26%	(63)	29%	(69)	29%	(71)	243
Ethnicity: Asian + Other (Non-Hispanic)	13%	(13)	19%	(19)	38%	(39)	31%	(33)	105
All Christian	11%	(103)	24%	(223)	27%	(255)	39%	(368)	949
All Non-Christian	19%	(19)	22%	(22)	25%	(26)	34%	(35)	101
Atheist	11%	(11)	15%	(15)	22%	(23)	52%	(53)	102
Agnostic/Nothing in particular	13%	(85)	20%	(132)	24%	(162)	43%	(282)	661
Something Else	14%	(56)	24%	(95)	28%	(110)	34%	(135)	396
Religious Non-Protestant/Catholic	16%	(20)	22%	(27)	26%	(32)	36%	(44)	122
Evangelical	14%	(73)	24%	(124)	25%	(133)	37%	(194)	525
Non-Evangelical	11%	(84)	23%	(185)	28%	(222)	38%	(297)	788
Community: Urban	16%	(94)	23%	(132)	26%	(153)	35%	(208)	586
Community: Suburban	11%	(121)	22%	(245)	26%	(284)	41%	(448)	1098
Community: Rural	11%	(60)	21%	(110)	26%	(138)	41%	(218)	526
Employ: Private Sector	14%	(110)	25%	(190)	28%	(213)	33%	(250)	762
Employ: Government	10%	(11)	17%	(20)	30%	(35)	43%	(50)	116
Employ: Self-Employed	18%	(37)	18%	(37)	27%	(56)	37%	(78)	207
Employ: Homemaker	13%	(20)	27%	(43)	20%	(32)	41%	(65)	160
Employ: Student	9%	(7)	10%	(8)	37%	(30)	43%	(34)	80
Employ: Retired	8%	(41)	19%	(100)	26%	(136)	46%	(235)	512
Employ: Unemployed	12%	(30)	24%	(59)	19%	(46)	45%	(110)	245
Employ: Other	13%	(17)	24%	(31)	22%	(29)	41%	(52)	129
Military HH: Yes	10%	(35)	19%	(68)	25%	(91)	46%	(167)	362
Military HH: No	13%	(239)	23%	(419)	26%	(483)	38%	(706)	1848
RD/WT: Right Direction	15%	(103)	23%	(159)	26%	(179)	36%	(247)	688
RD/WT: Wrong Track	11%	(171)	22%	(328)	26%	(396)	41%	(626)	1522
Biden Job Approve	14%	(124)	23%	(208)	25%	(227)	38%	(346)	905
Biden Job Disapprove	12%	(139)	21%	(248)	27%	(321)	41%	(482)	1189

Continued on next page

Table MCEN11_8: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

Lost

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	12%	(274)	22%	(487)	26%	(575)	40%	(874)	2210
Biden Job Strongly Approve	19%	(62)	19%	(64)	22%	(74)	39%	(130)	330
Biden Job Somewhat Approve	11%	(62)	25%	(144)	27%	(153)	37%	(215)	575
Biden Job Somewhat Disapprove	11%	(42)	26%	(97)	32%	(121)	31%	(119)	380
Biden Job Strongly Disapprove	12%	(96)	19%	(150)	25%	(200)	45%	(363)	809
Favorable of Biden	15%	(141)	22%	(207)	25%	(235)	38%	(354)	936
Unfavorable of Biden	11%	(128)	22%	(253)	27%	(315)	41%	(477)	1173
Very Favorable of Biden	22%	(83)	19%	(70)	20%	(76)	39%	(146)	375
Somewhat Favorable of Biden	10%	(58)	24%	(137)	28%	(159)	37%	(208)	562
Somewhat Unfavorable of Biden	10%	(33)	26%	(84)	33%	(106)	31%	(100)	323
Very Unfavorable of Biden	11%	(96)	20%	(169)	25%	(209)	44%	(376)	850
#1 Issue: Economy	13%	(124)	23%	(215)	27%	(256)	36%	(341)	937
#1 Issue: Security	10%	(29)	14%	(42)	28%	(82)	48%	(139)	293
#1 Issue: Health Care	15%	(34)	36%	(82)	18%	(41)	32%	(72)	230
#1 Issue: Medicare / Social Security	8%	(21)	22%	(54)	25%	(61)	45%	(109)	245
#1 Issue: Women's Issues	13%	(15)	14%	(16)	29%	(32)	44%	(48)	111
#1 Issue: Education	16%	(13)	34%	(28)	23%	(19)	28%	(23)	82
#1 Issue: Energy	17%	(25)	16%	(24)	28%	(41)	40%	(59)	149
#1 Issue: Other	8%	(14)	16%	(27)	26%	(42)	49%	(81)	164
2020 Vote: Joe Biden	14%	(131)	22%	(206)	27%	(250)	37%	(342)	929
2020 Vote: Donald Trump	11%	(84)	21%	(155)	27%	(205)	41%	(308)	751
2020 Vote: Other	8%	(8)	24%	(22)	27%	(25)	41%	(38)	92
2020 Vote: Didn't Vote	12%	(52)	24%	(105)	22%	(95)	42%	(186)	438
2018 House Vote: Democrat	15%	(116)	23%	(173)	25%	(184)	37%	(278)	751
2018 House Vote: Republican	10%	(60)	20%	(122)	29%	(178)	42%	(258)	618
2018 House Vote: Someone else	5%	(3)	24%	(16)	34%	(24)	38%	(26)	69
2016 Vote: Hillary Clinton	15%	(106)	23%	(160)	25%	(177)	37%	(256)	699
2016 Vote: Donald Trump	10%	(69)	19%	(129)	28%	(190)	42%	(281)	669
2016 Vote: Other	8%	(9)	20%	(23)	26%	(31)	46%	(55)	119
2016 Vote: Didn't Vote	12%	(90)	24%	(175)	24%	(177)	39%	(281)	723

Continued on next page

Table MCEN11_8: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Lost

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	12%	(274)	22%	(487)	26%	(575)	40%	(874)	2210
Voted in 2014: Yes	13%	(160)	21%	(264)	27%	(337)	39%	(495)	1256
Voted in 2014: No	12%	(115)	23%	(224)	25%	(238)	40%	(378)	954
4-Region: Northeast	14%	(54)	20%	(76)	25%	(97)	41%	(157)	383
4-Region: Midwest	15%	(67)	22%	(101)	25%	(114)	38%	(176)	456
4-Region: South	12%	(103)	22%	(190)	27%	(229)	38%	(323)	844
4-Region: West	10%	(51)	23%	(121)	26%	(135)	42%	(219)	527
Comfortable Going to the Movies	13%	(181)	23%	(334)	27%	(391)	37%	(536)	1441
Uncomfortable Going to the Movies	13%	(83)	20%	(129)	23%	(152)	44%	(286)	650
Frequent Moviegoers	24%	(45)	22%	(40)	29%	(55)	25%	(46)	186
Occasional Moviegoers	16%	(115)	27%	(193)	28%	(200)	30%	(219)	727
Rare Moviegoers	10%	(87)	20%	(181)	28%	(252)	43%	(390)	910
Never Goes to the Movies	7%	(27)	19%	(73)	17%	(67)	57%	(219)	387

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

Table MCEN11_9: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
The DC Extended Universe

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	20%	(439)	28%	(625)	21%	(465)	31%	(681)	2210
Gender: Male	24%	(252)	32%	(338)	20%	(211)	25%	(267)	1068
Gender: Female	16%	(186)	25%	(287)	22%	(255)	36%	(415)	1142
Age: 18-34	25%	(158)	34%	(215)	18%	(115)	24%	(153)	642
Age: 35-44	23%	(85)	36%	(133)	18%	(64)	23%	(83)	365
Age: 45-64	21%	(148)	26%	(188)	22%	(159)	31%	(218)	714
Age: 65+	10%	(47)	18%	(88)	26%	(127)	47%	(228)	489
GenZers: 1997-2012	21%	(50)	31%	(76)	20%	(47)	28%	(68)	241
Millennials: 1981-1996	27%	(178)	35%	(230)	17%	(114)	21%	(139)	662
GenXers: 1965-1980	23%	(117)	31%	(157)	20%	(104)	26%	(136)	514
Baby Boomers: 1946-1964	13%	(91)	21%	(153)	26%	(186)	41%	(296)	725
PID: Dem (no lean)	23%	(178)	30%	(230)	21%	(165)	26%	(201)	775
PID: Ind (no lean)	18%	(140)	29%	(226)	19%	(152)	34%	(273)	790
PID: Rep (no lean)	19%	(120)	26%	(169)	23%	(148)	32%	(207)	645
PID/Gender: Dem Men	27%	(90)	32%	(109)	19%	(64)	22%	(72)	335
PID/Gender: Dem Women	20%	(89)	28%	(121)	23%	(101)	29%	(129)	440
PID/Gender: Ind Men	21%	(87)	33%	(136)	18%	(74)	29%	(119)	415
PID/Gender: Ind Women	14%	(53)	24%	(90)	21%	(78)	41%	(154)	375
PID/Gender: Rep Men	24%	(76)	30%	(94)	23%	(73)	24%	(75)	318
PID/Gender: Rep Women	14%	(44)	23%	(75)	23%	(75)	40%	(132)	327
Ideo: Liberal (1-3)	20%	(129)	30%	(191)	22%	(140)	28%	(175)	634
Ideo: Moderate (4)	20%	(128)	33%	(206)	20%	(126)	27%	(167)	627
Ideo: Conservative (5-7)	18%	(128)	24%	(174)	24%	(170)	34%	(247)	719
Educ: < College	22%	(313)	27%	(391)	20%	(287)	31%	(446)	1437
Educ: Bachelors degree	15%	(75)	33%	(164)	24%	(117)	27%	(134)	491
Educ: Post-grad	18%	(51)	25%	(70)	22%	(61)	36%	(101)	282
Income: Under 50k	22%	(250)	28%	(325)	21%	(237)	30%	(341)	1153
Income: 50k-100k	18%	(126)	29%	(197)	20%	(139)	33%	(227)	690
Income: 100k+	17%	(62)	28%	(103)	24%	(89)	31%	(113)	368

Continued on next page

Table MCEN11_9: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 The DC Extended Universe

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	20%	(439)	28%	(625)	21%	(465)	31%	(681)	2210
Ethnicity: White (Non-Hispanic)	15%	(230)	25%	(378)	24%	(355)	35%	(525)	1488
Ethnicity: Hispanic	31%	(117)	34%	(126)	13%	(49)	22%	(82)	374
Ethnicity: Black (Non-Hispanic)	29%	(70)	34%	(83)	16%	(38)	21%	(51)	243
Ethnicity: Asian + Other (Non-Hispanic)	21%	(22)	36%	(37)	22%	(23)	22%	(23)	105
All Christian	19%	(183)	26%	(242)	23%	(214)	33%	(310)	949
All Non-Christian	20%	(20)	30%	(30)	18%	(19)	32%	(32)	101
Atheist	19%	(19)	26%	(27)	22%	(23)	32%	(33)	102
Agnostic/Nothing in particular	20%	(132)	31%	(206)	19%	(128)	29%	(195)	661
Something Else	21%	(84)	30%	(119)	20%	(81)	28%	(112)	396
Religious Non-Protestant/Catholic	18%	(21)	32%	(39)	21%	(26)	29%	(36)	122
Evangelical	21%	(112)	25%	(129)	21%	(108)	33%	(176)	525
Non-Evangelical	20%	(154)	28%	(220)	22%	(176)	30%	(238)	788
Community: Urban	26%	(155)	30%	(175)	17%	(98)	27%	(158)	586
Community: Suburban	18%	(198)	29%	(313)	22%	(242)	31%	(344)	1098
Community: Rural	16%	(85)	26%	(137)	24%	(125)	34%	(179)	526
Employ: Private Sector	21%	(162)	32%	(241)	20%	(155)	27%	(204)	762
Employ: Government	23%	(26)	32%	(37)	17%	(20)	28%	(32)	116
Employ: Self-Employed	26%	(53)	32%	(67)	16%	(33)	26%	(54)	207
Employ: Homemaker	18%	(29)	30%	(48)	21%	(34)	31%	(49)	160
Employ: Student	29%	(23)	33%	(26)	16%	(12)	23%	(18)	80
Employ: Retired	12%	(61)	18%	(93)	27%	(140)	43%	(218)	512
Employ: Unemployed	20%	(50)	28%	(70)	24%	(58)	28%	(67)	245
Employ: Other	27%	(34)	33%	(43)	10%	(13)	30%	(39)	129
Military HH: Yes	18%	(64)	27%	(96)	22%	(81)	33%	(121)	362
Military HH: No	20%	(374)	29%	(529)	21%	(384)	30%	(561)	1848
RD/WT: Right Direction	23%	(158)	30%	(210)	20%	(138)	27%	(183)	688
RD/WT: Wrong Track	18%	(281)	27%	(415)	22%	(328)	33%	(499)	1522
Biden Job Approve	22%	(197)	30%	(268)	21%	(187)	28%	(254)	905
Biden Job Disapprove	18%	(216)	28%	(330)	22%	(261)	32%	(383)	1189

Continued on next page

Table MCEN11_9: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
The DC Extended Universe

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	20%	(439)	28%	(625)	21%	(465)	31%	(681)	2210
Biden Job Strongly Approve	29%	(96)	26%	(85)	20%	(65)	25%	(84)	330
Biden Job Somewhat Approve	17%	(100)	32%	(182)	21%	(122)	30%	(170)	575
Biden Job Somewhat Disapprove	20%	(75)	30%	(115)	25%	(96)	25%	(94)	380
Biden Job Strongly Disapprove	17%	(141)	27%	(214)	20%	(165)	36%	(289)	809
Favorable of Biden	23%	(212)	29%	(271)	21%	(192)	28%	(262)	936
Unfavorable of Biden	18%	(206)	28%	(329)	22%	(255)	33%	(383)	1173
Very Favorable of Biden	29%	(110)	24%	(91)	20%	(74)	27%	(99)	375
Somewhat Favorable of Biden	18%	(102)	32%	(179)	21%	(118)	29%	(162)	562
Somewhat Unfavorable of Biden	20%	(65)	28%	(89)	25%	(81)	27%	(88)	323
Very Unfavorable of Biden	17%	(141)	28%	(240)	20%	(174)	35%	(295)	850
#1 Issue: Economy	20%	(190)	30%	(279)	21%	(196)	29%	(272)	937
#1 Issue: Security	14%	(42)	21%	(60)	23%	(68)	42%	(123)	293
#1 Issue: Health Care	26%	(60)	28%	(63)	18%	(42)	28%	(64)	230
#1 Issue: Medicare / Social Security	17%	(42)	24%	(59)	24%	(59)	35%	(85)	245
#1 Issue: Women's Issues	20%	(22)	28%	(31)	26%	(29)	26%	(29)	111
#1 Issue: Education	31%	(25)	35%	(29)	16%	(13)	18%	(15)	82
#1 Issue: Energy	18%	(28)	34%	(50)	23%	(34)	25%	(37)	149
#1 Issue: Other	18%	(30)	33%	(53)	14%	(23)	35%	(57)	164
2020 Vote: Joe Biden	22%	(204)	29%	(274)	22%	(207)	26%	(244)	929
2020 Vote: Donald Trump	18%	(137)	25%	(185)	22%	(168)	35%	(261)	751
2020 Vote: Other	16%	(15)	38%	(35)	23%	(21)	23%	(21)	92
2020 Vote: Didn't Vote	19%	(84)	30%	(131)	16%	(68)	35%	(155)	438
2018 House Vote: Democrat	22%	(163)	29%	(218)	22%	(166)	27%	(204)	751
2018 House Vote: Republican	19%	(115)	24%	(148)	23%	(141)	35%	(214)	618
2018 House Vote: Someone else	22%	(15)	34%	(24)	14%	(10)	30%	(21)	69
2016 Vote: Hillary Clinton	22%	(153)	29%	(203)	23%	(159)	26%	(184)	699
2016 Vote: Donald Trump	17%	(113)	23%	(157)	24%	(162)	36%	(238)	669
2016 Vote: Other	13%	(15)	44%	(52)	17%	(21)	26%	(31)	119
2016 Vote: Didn't Vote	22%	(158)	29%	(213)	17%	(123)	32%	(228)	723

Continued on next page

Table MCEN11_9: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 The DC Extended Universe

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	20%	(439)	28%	(625)	21%	(465)	31%	(681)	2210
Voted in 2014: Yes	19%	(238)	27%	(333)	23%	(295)	31%	(390)	1256
Voted in 2014: No	21%	(200)	31%	(292)	18%	(171)	31%	(291)	954
4-Region: Northeast	19%	(72)	26%	(98)	22%	(84)	34%	(129)	383
4-Region: Midwest	16%	(74)	30%	(135)	23%	(106)	31%	(141)	456
4-Region: South	22%	(186)	25%	(215)	22%	(184)	31%	(260)	844
4-Region: West	20%	(106)	34%	(177)	18%	(92)	29%	(152)	527
Comfortable Going to the Movies	22%	(321)	29%	(424)	21%	(298)	28%	(399)	1441
Uncomfortable Going to the Movies	15%	(99)	27%	(172)	22%	(140)	37%	(239)	650
Frequent Moviegoers	42%	(78)	32%	(59)	13%	(23)	13%	(25)	186
Occasional Moviegoers	24%	(173)	37%	(266)	21%	(154)	18%	(133)	727
Rare Moviegoers	17%	(151)	25%	(231)	23%	(206)	35%	(322)	910
Never Goes to the Movies	9%	(36)	18%	(69)	21%	(81)	52%	(201)	387

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

Table MCEN11_10: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Pirates of the Caribbean

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	26%	(582)	32%	(706)	20%	(440)	22%	(482)	2210
Gender: Male	25%	(270)	32%	(338)	23%	(240)	21%	(219)	1068
Gender: Female	27%	(312)	32%	(368)	17%	(199)	23%	(263)	1142
Age: 18-34	33%	(213)	33%	(213)	18%	(115)	16%	(101)	642
Age: 35-44	30%	(108)	34%	(125)	14%	(51)	22%	(80)	365
Age: 45-64	27%	(190)	29%	(210)	21%	(153)	22%	(160)	714
Age: 65+	14%	(71)	32%	(157)	25%	(120)	29%	(141)	489
GenZers: 1997-2012	30%	(73)	32%	(77)	22%	(52)	16%	(39)	241
Millennials: 1981-1996	33%	(222)	35%	(231)	15%	(100)	16%	(109)	662
GenXers: 1965-1980	27%	(141)	30%	(155)	20%	(103)	22%	(115)	514
Baby Boomers: 1946-1964	19%	(140)	30%	(221)	23%	(167)	27%	(197)	725
PID: Dem (no lean)	28%	(219)	31%	(238)	21%	(166)	20%	(152)	775
PID: Ind (no lean)	25%	(198)	32%	(252)	20%	(155)	24%	(186)	790
PID: Rep (no lean)	26%	(165)	34%	(216)	19%	(119)	22%	(144)	645
PID/Gender: Dem Men	26%	(86)	30%	(101)	27%	(90)	17%	(57)	335
PID/Gender: Dem Women	30%	(133)	31%	(137)	17%	(75)	22%	(95)	440
PID/Gender: Ind Men	25%	(102)	31%	(128)	22%	(91)	23%	(94)	415
PID/Gender: Ind Women	26%	(96)	33%	(124)	17%	(63)	25%	(92)	375
PID/Gender: Rep Men	26%	(82)	35%	(110)	18%	(59)	21%	(68)	318
PID/Gender: Rep Women	25%	(83)	33%	(107)	19%	(61)	23%	(76)	327
Ideo: Liberal (1-3)	27%	(172)	30%	(189)	20%	(128)	23%	(144)	634
Ideo: Moderate (4)	28%	(173)	33%	(210)	22%	(137)	17%	(108)	627
Ideo: Conservative (5-7)	23%	(169)	32%	(234)	20%	(145)	24%	(172)	719
Educ: < College	27%	(393)	32%	(459)	18%	(254)	23%	(332)	1437
Educ: Bachelors degree	26%	(125)	34%	(165)	24%	(118)	17%	(82)	491
Educ: Post-grad	23%	(64)	29%	(82)	24%	(68)	24%	(68)	282
Income: Under 50k	27%	(314)	31%	(353)	21%	(238)	21%	(247)	1153
Income: 50k-100k	26%	(181)	32%	(220)	17%	(119)	25%	(169)	690
Income: 100k+	24%	(87)	36%	(133)	22%	(82)	18%	(66)	368

Continued on next page

Table MCEN11_10: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Pirates of the Caribbean

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	26%	(582)	32%	(706)	20%	(440)	22%	(482)	2210
Ethnicity: White (Non-Hispanic)	24%	(362)	33%	(494)	19%	(283)	23%	(349)	1488
Ethnicity: Hispanic	33%	(123)	28%	(105)	22%	(82)	17%	(63)	374
Ethnicity: Black (Non-Hispanic)	27%	(66)	27%	(67)	22%	(54)	23%	(56)	243
Ethnicity: Asian + Other (Non-Hispanic)	29%	(31)	38%	(40)	19%	(20)	14%	(14)	105
All Christian	25%	(241)	34%	(327)	19%	(181)	21%	(200)	949
All Non-Christian	20%	(20)	33%	(33)	21%	(22)	26%	(26)	101
Atheist	24%	(25)	25%	(26)	21%	(21)	30%	(30)	102
Agnostic/Nothing in particular	24%	(161)	31%	(204)	23%	(151)	22%	(145)	661
Something Else	34%	(135)	29%	(116)	16%	(65)	20%	(81)	396
Religious Non-Protestant/Catholic	22%	(27)	37%	(46)	19%	(23)	22%	(27)	122
Evangelical	28%	(147)	31%	(164)	19%	(98)	22%	(115)	525
Non-Evangelical	28%	(221)	33%	(263)	18%	(143)	21%	(163)	788
Community: Urban	29%	(170)	33%	(194)	17%	(100)	21%	(122)	586
Community: Suburban	25%	(275)	31%	(337)	23%	(249)	22%	(237)	1098
Community: Rural	26%	(137)	33%	(175)	17%	(91)	23%	(123)	526
Employ: Private Sector	30%	(231)	33%	(251)	20%	(152)	17%	(128)	762
Employ: Government	21%	(24)	40%	(46)	15%	(17)	24%	(28)	116
Employ: Self-Employed	30%	(63)	31%	(64)	15%	(32)	23%	(48)	207
Employ: Homemaker	25%	(40)	33%	(53)	14%	(23)	27%	(43)	160
Employ: Student	32%	(26)	36%	(29)	19%	(15)	12%	(10)	80
Employ: Retired	17%	(85)	30%	(155)	26%	(131)	27%	(141)	512
Employ: Unemployed	30%	(73)	26%	(65)	20%	(50)	23%	(57)	245
Employ: Other	31%	(39)	33%	(42)	15%	(20)	22%	(28)	129
Military HH: Yes	25%	(91)	32%	(114)	21%	(76)	22%	(80)	362
Military HH: No	27%	(491)	32%	(592)	20%	(364)	22%	(402)	1848
RD/WT: Right Direction	29%	(201)	31%	(215)	20%	(136)	20%	(136)	688
RD/WT: Wrong Track	25%	(381)	32%	(491)	20%	(303)	23%	(347)	1522
Biden Job Approve	26%	(239)	30%	(273)	22%	(197)	22%	(197)	905
Biden Job Disapprove	27%	(319)	33%	(392)	19%	(222)	22%	(256)	1189

Continued on next page

Table MCEN11_10: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Pirates of the Caribbean

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	26%	(582)	32%	(706)	20%	(440)	22%	(482)	2210
Biden Job Strongly Approve	32%	(104)	26%	(87)	22%	(74)	20%	(65)	330
Biden Job Somewhat Approve	23%	(135)	32%	(186)	21%	(123)	23%	(132)	575
Biden Job Somewhat Disapprove	28%	(105)	35%	(135)	21%	(79)	16%	(61)	380
Biden Job Strongly Disapprove	26%	(214)	32%	(257)	18%	(143)	24%	(195)	809
Favorable of Biden	26%	(246)	31%	(288)	21%	(200)	22%	(202)	936
Unfavorable of Biden	27%	(311)	33%	(384)	19%	(222)	22%	(255)	1173
Very Favorable of Biden	35%	(130)	24%	(90)	20%	(74)	21%	(80)	375
Somewhat Favorable of Biden	21%	(115)	35%	(198)	22%	(126)	22%	(122)	562
Somewhat Unfavorable of Biden	30%	(98)	32%	(104)	20%	(65)	17%	(56)	323
Very Unfavorable of Biden	25%	(213)	33%	(281)	18%	(157)	23%	(199)	850
#1 Issue: Economy	26%	(245)	33%	(313)	20%	(185)	21%	(194)	937
#1 Issue: Security	22%	(64)	34%	(99)	22%	(66)	22%	(64)	293
#1 Issue: Health Care	34%	(79)	28%	(64)	18%	(41)	20%	(46)	230
#1 Issue: Medicare / Social Security	20%	(50)	33%	(81)	20%	(48)	27%	(66)	245
#1 Issue: Women's Issues	37%	(41)	26%	(29)	19%	(21)	18%	(19)	111
#1 Issue: Education	34%	(28)	33%	(27)	17%	(14)	16%	(13)	82
#1 Issue: Energy	27%	(40)	33%	(49)	19%	(29)	21%	(32)	149
#1 Issue: Other	21%	(35)	27%	(44)	22%	(36)	29%	(48)	164
2020 Vote: Joe Biden	26%	(239)	30%	(282)	23%	(209)	21%	(199)	929
2020 Vote: Donald Trump	26%	(196)	32%	(240)	19%	(145)	23%	(170)	751
2020 Vote: Other	26%	(24)	36%	(33)	14%	(12)	24%	(22)	92
2020 Vote: Didn't Vote	28%	(123)	34%	(151)	17%	(73)	21%	(91)	438
2018 House Vote: Democrat	26%	(196)	30%	(228)	22%	(166)	22%	(162)	751
2018 House Vote: Republican	26%	(159)	33%	(201)	19%	(118)	23%	(140)	618
2018 House Vote: Someone else	20%	(14)	37%	(25)	27%	(19)	17%	(12)	69
2016 Vote: Hillary Clinton	26%	(183)	29%	(201)	24%	(168)	21%	(148)	699
2016 Vote: Donald Trump	25%	(166)	34%	(226)	19%	(128)	22%	(150)	669
2016 Vote: Other	22%	(26)	36%	(43)	15%	(18)	27%	(32)	119
2016 Vote: Didn't Vote	29%	(208)	33%	(236)	17%	(126)	21%	(152)	723

Continued on next page

Table MCEN11_10: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Pirates of the Caribbean

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	26%	(582)	32%	(706)	20%	(440)	22%	(482)	2210
Voted in 2014: Yes	26%	(322)	32%	(399)	21%	(263)	22%	(272)	1256
Voted in 2014: No	27%	(260)	32%	(307)	19%	(177)	22%	(210)	954
4-Region: Northeast	27%	(102)	30%	(116)	20%	(78)	23%	(87)	383
4-Region: Midwest	26%	(121)	34%	(157)	19%	(85)	21%	(94)	456
4-Region: South	26%	(218)	31%	(261)	20%	(173)	23%	(193)	844
4-Region: West	27%	(142)	33%	(173)	20%	(104)	20%	(108)	527
Comfortable Going to the Movies	29%	(419)	33%	(476)	21%	(300)	17%	(246)	1441
Uncomfortable Going to the Movies	21%	(138)	30%	(197)	17%	(113)	31%	(202)	650
Frequent Moviegoers	41%	(76)	28%	(52)	17%	(31)	14%	(27)	186
Occasional Moviegoers	32%	(236)	34%	(246)	21%	(152)	13%	(93)	727
Rare Moviegoers	23%	(213)	33%	(303)	21%	(193)	22%	(201)	910
Never Goes to the Movies	15%	(57)	27%	(105)	16%	(63)	42%	(162)	387

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

Table MCEN11_11: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

James Bond

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	25%	(558)	31%	(680)	20%	(439)	24%	(533)	2210
Gender: Male	34%	(365)	33%	(348)	17%	(182)	16%	(172)	1068
Gender: Female	17%	(193)	29%	(331)	22%	(257)	32%	(361)	1142
Age: 18-34	22%	(141)	28%	(177)	23%	(150)	27%	(175)	642
Age: 35-44	16%	(59)	35%	(127)	20%	(72)	30%	(108)	365
Age: 45-64	30%	(211)	30%	(214)	21%	(147)	20%	(142)	714
Age: 65+	30%	(147)	33%	(162)	15%	(71)	22%	(108)	489
GenZers: 1997-2012	19%	(47)	25%	(61)	22%	(54)	33%	(80)	241
Millennials: 1981-1996	21%	(137)	32%	(211)	23%	(149)	25%	(165)	662
GenXers: 1965-1980	26%	(135)	30%	(155)	20%	(104)	23%	(121)	514
Baby Boomers: 1946-1964	30%	(219)	32%	(230)	17%	(126)	21%	(150)	725
PID: Dem (no lean)	29%	(227)	29%	(223)	20%	(159)	21%	(166)	775
PID: Ind (no lean)	20%	(159)	33%	(264)	20%	(159)	26%	(209)	790
PID: Rep (no lean)	27%	(173)	30%	(192)	19%	(122)	25%	(158)	645
PID/Gender: Dem Men	39%	(129)	31%	(105)	16%	(53)	14%	(48)	335
PID/Gender: Dem Women	22%	(98)	27%	(119)	24%	(106)	27%	(118)	440
PID/Gender: Ind Men	28%	(116)	37%	(152)	17%	(72)	18%	(75)	415
PID/Gender: Ind Women	11%	(43)	30%	(112)	23%	(87)	36%	(133)	375
PID/Gender: Rep Men	38%	(120)	29%	(92)	18%	(57)	15%	(49)	318
PID/Gender: Rep Women	16%	(53)	31%	(100)	20%	(64)	33%	(109)	327
Ideo: Liberal (1-3)	24%	(153)	30%	(191)	22%	(142)	23%	(148)	634
Ideo: Moderate (4)	29%	(181)	32%	(201)	17%	(109)	22%	(136)	627
Ideo: Conservative (5-7)	26%	(190)	31%	(224)	19%	(136)	24%	(170)	719
Educ: < College	23%	(328)	30%	(425)	21%	(295)	27%	(389)	1437
Educ: Bachelors degree	28%	(140)	34%	(166)	20%	(99)	18%	(87)	491
Educ: Post-grad	32%	(91)	32%	(89)	16%	(46)	20%	(57)	282
Income: Under 50k	22%	(253)	29%	(335)	23%	(264)	26%	(300)	1153
Income: 50k-100k	27%	(184)	32%	(221)	17%	(115)	25%	(170)	690
Income: 100k+	33%	(122)	34%	(124)	16%	(60)	17%	(63)	368

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Table MCEN11_11: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 James Bond

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	25%	(558)	31%	(680)	20%	(439)	24%	(533)	2210
Ethnicity: White (Non-Hispanic)	25%	(367)	31%	(460)	20%	(294)	25%	(368)	1488
Ethnicity: Hispanic	24%	(88)	29%	(110)	22%	(81)	25%	(94)	374
Ethnicity: Black (Non-Hispanic)	30%	(72)	27%	(66)	20%	(49)	23%	(56)	243
Ethnicity: Asian + Other (Non-Hispanic)	30%	(31)	42%	(44)	14%	(15)	14%	(14)	105
All Christian	30%	(286)	31%	(297)	17%	(163)	21%	(204)	949
All Non-Christian	37%	(38)	29%	(29)	15%	(15)	19%	(19)	101
Atheist	19%	(19)	27%	(28)	23%	(23)	31%	(32)	102
Agnostic/Nothing in particular	19%	(126)	31%	(204)	22%	(148)	28%	(183)	661
Something Else	23%	(89)	31%	(122)	23%	(90)	24%	(96)	396
Religious Non-Protestant/Catholic	37%	(45)	30%	(37)	15%	(18)	18%	(23)	122
Evangelical	27%	(142)	29%	(153)	21%	(110)	23%	(120)	525
Non-Evangelical	28%	(224)	32%	(252)	18%	(139)	22%	(174)	788
Community: Urban	29%	(171)	30%	(173)	18%	(103)	24%	(140)	586
Community: Suburban	26%	(281)	32%	(354)	20%	(219)	22%	(244)	1098
Community: Rural	20%	(107)	29%	(153)	22%	(117)	28%	(149)	526
Employ: Private Sector	26%	(202)	31%	(236)	22%	(169)	20%	(155)	762
Employ: Government	23%	(27)	36%	(42)	17%	(20)	23%	(27)	116
Employ: Self-Employed	29%	(61)	29%	(59)	23%	(48)	18%	(38)	207
Employ: Homemaker	16%	(25)	31%	(50)	18%	(29)	35%	(56)	160
Employ: Student	17%	(13)	26%	(21)	20%	(16)	37%	(30)	80
Employ: Retired	31%	(160)	32%	(165)	15%	(76)	22%	(112)	512
Employ: Unemployed	18%	(45)	30%	(73)	21%	(52)	31%	(75)	245
Employ: Other	20%	(25)	27%	(34)	22%	(29)	31%	(40)	129
Military HH: Yes	31%	(112)	32%	(115)	16%	(58)	22%	(78)	362
Military HH: No	24%	(447)	31%	(565)	21%	(382)	25%	(455)	1848
RD/WT: Right Direction	32%	(219)	30%	(205)	18%	(122)	21%	(142)	688
RD/WT: Wrong Track	22%	(339)	31%	(475)	21%	(317)	26%	(391)	1522
Biden Job Approve	28%	(257)	31%	(283)	19%	(170)	21%	(194)	905
Biden Job Disapprove	24%	(285)	31%	(364)	20%	(242)	25%	(298)	1189

Continued on next page

Table MCEN11_11: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

James Bond

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	25%	(558)	31%	(680)	20%	(439)	24%	(533)	2210
Biden Job Strongly Approve	37%	(123)	25%	(84)	16%	(53)	21%	(70)	330
Biden Job Somewhat Approve	23%	(134)	35%	(200)	20%	(117)	22%	(124)	575
Biden Job Somewhat Disapprove	24%	(91)	31%	(116)	24%	(91)	22%	(82)	380
Biden Job Strongly Disapprove	24%	(195)	31%	(248)	19%	(150)	27%	(216)	809
Favorable of Biden	29%	(273)	31%	(286)	19%	(182)	21%	(195)	936
Unfavorable of Biden	23%	(269)	31%	(368)	20%	(238)	25%	(298)	1173
Very Favorable of Biden	39%	(148)	26%	(97)	13%	(50)	21%	(79)	375
Somewhat Favorable of Biden	22%	(125)	34%	(189)	23%	(132)	21%	(116)	562
Somewhat Unfavorable of Biden	22%	(70)	33%	(107)	25%	(79)	21%	(67)	323
Very Unfavorable of Biden	23%	(199)	31%	(261)	19%	(159)	27%	(231)	850
#1 Issue: Economy	26%	(242)	33%	(305)	20%	(185)	22%	(205)	937
#1 Issue: Security	26%	(76)	30%	(87)	16%	(48)	28%	(82)	293
#1 Issue: Health Care	27%	(63)	28%	(64)	20%	(46)	25%	(57)	230
#1 Issue: Medicare / Social Security	24%	(60)	32%	(79)	17%	(42)	26%	(63)	245
#1 Issue: Women's Issues	20%	(22)	20%	(22)	32%	(35)	29%	(32)	111
#1 Issue: Education	26%	(21)	30%	(24)	19%	(16)	25%	(21)	82
#1 Issue: Energy	30%	(45)	31%	(47)	19%	(29)	19%	(29)	149
#1 Issue: Other	18%	(30)	31%	(51)	24%	(39)	27%	(44)	164
2020 Vote: Joe Biden	29%	(268)	31%	(288)	21%	(197)	19%	(177)	929
2020 Vote: Donald Trump	26%	(195)	30%	(228)	19%	(146)	24%	(181)	751
2020 Vote: Other	21%	(20)	36%	(33)	16%	(14)	27%	(25)	92
2020 Vote: Didn't Vote	17%	(76)	30%	(131)	19%	(82)	34%	(150)	438
2018 House Vote: Democrat	30%	(224)	32%	(238)	19%	(144)	19%	(144)	751
2018 House Vote: Republican	28%	(172)	31%	(194)	19%	(120)	21%	(131)	618
2018 House Vote: Someone else	26%	(18)	36%	(25)	14%	(9)	24%	(17)	69
2016 Vote: Hillary Clinton	30%	(213)	32%	(224)	20%	(138)	18%	(124)	699
2016 Vote: Donald Trump	28%	(188)	32%	(211)	19%	(124)	22%	(146)	669
2016 Vote: Other	24%	(28)	33%	(39)	21%	(25)	22%	(26)	119
2016 Vote: Didn't Vote	18%	(129)	28%	(205)	21%	(152)	33%	(236)	723

Continued on next page

Table MCEN11_11: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 James Bond

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	25%	(558)	31%	(680)	20%	(439)	24%	(533)	2210
Voted in 2014: Yes	31%	(390)	32%	(397)	18%	(229)	19%	(240)	1256
Voted in 2014: No	18%	(168)	30%	(283)	22%	(210)	31%	(293)	954
4-Region: Northeast	27%	(105)	27%	(102)	19%	(71)	27%	(105)	383
4-Region: Midwest	24%	(110)	32%	(145)	20%	(92)	24%	(109)	456
4-Region: South	25%	(213)	31%	(264)	20%	(169)	24%	(199)	844
4-Region: West	25%	(131)	32%	(169)	20%	(107)	23%	(120)	527
Comfortable Going to the Movies	27%	(385)	30%	(430)	21%	(297)	23%	(329)	1441
Uncomfortable Going to the Movies	24%	(159)	32%	(206)	18%	(116)	26%	(168)	650
Frequent Moviegoers	37%	(69)	33%	(61)	12%	(22)	18%	(33)	186
Occasional Moviegoers	32%	(232)	32%	(233)	21%	(153)	15%	(110)	727
Rare Moviegoers	22%	(200)	31%	(280)	21%	(193)	26%	(238)	910
Never Goes to the Movies	15%	(57)	27%	(106)	19%	(72)	39%	(151)	387

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

Table MCEN11_12: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Mission: Impossible

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	20%	(432)	31%	(680)	22%	(485)	28%	(612)	2210
Gender: Male	24%	(257)	35%	(372)	22%	(234)	19%	(205)	1068
Gender: Female	15%	(175)	27%	(308)	22%	(252)	36%	(407)	1142
Age: 18-34	19%	(120)	24%	(153)	26%	(164)	32%	(205)	642
Age: 35-44	14%	(53)	36%	(133)	18%	(67)	31%	(113)	365
Age: 45-64	23%	(165)	31%	(224)	21%	(152)	24%	(172)	714
Age: 65+	19%	(95)	35%	(170)	21%	(102)	25%	(122)	489
GenZers: 1997-2012	17%	(40)	21%	(51)	29%	(70)	33%	(81)	241
Millennials: 1981-1996	18%	(119)	30%	(199)	22%	(143)	30%	(201)	662
GenXers: 1965-1980	22%	(113)	31%	(161)	21%	(109)	26%	(132)	514
Baby Boomers: 1946-1964	20%	(145)	34%	(248)	21%	(152)	25%	(181)	725
PID: Dem (no lean)	22%	(169)	33%	(255)	20%	(151)	26%	(200)	775
PID: Ind (no lean)	16%	(130)	29%	(233)	25%	(198)	29%	(230)	790
PID: Rep (no lean)	21%	(133)	30%	(192)	21%	(136)	28%	(183)	645
PID/Gender: Dem Men	26%	(86)	37%	(124)	20%	(65)	18%	(60)	335
PID/Gender: Dem Women	19%	(83)	30%	(131)	20%	(86)	32%	(140)	440
PID/Gender: Ind Men	21%	(87)	33%	(135)	26%	(107)	21%	(86)	415
PID/Gender: Ind Women	12%	(44)	26%	(98)	24%	(90)	38%	(144)	375
PID/Gender: Rep Men	27%	(85)	36%	(113)	19%	(61)	19%	(60)	318
PID/Gender: Rep Women	15%	(49)	24%	(79)	23%	(76)	38%	(124)	327
Ideo: Liberal (1-3)	18%	(112)	33%	(209)	19%	(122)	30%	(190)	634
Ideo: Moderate (4)	23%	(144)	32%	(202)	22%	(137)	23%	(144)	627
Ideo: Conservative (5-7)	20%	(143)	29%	(212)	24%	(172)	27%	(192)	719
Educ: < College	19%	(274)	29%	(419)	22%	(320)	29%	(424)	1437
Educ: Bachelors degree	20%	(99)	35%	(171)	21%	(101)	24%	(119)	491
Educ: Post-grad	21%	(59)	32%	(89)	23%	(64)	25%	(70)	282
Income: Under 50k	19%	(219)	28%	(328)	23%	(268)	29%	(337)	1153
Income: 50k-100k	18%	(121)	33%	(227)	21%	(144)	29%	(197)	690
Income: 100k+	25%	(92)	34%	(124)	20%	(73)	21%	(79)	368

Continued on next page

Table MCEN11_12: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Mission: Impossible

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	20%	(432)	31%	(680)	22%	(485)	28%	(612)	2210
Ethnicity: White (Non-Hispanic)	18%	(266)	30%	(448)	22%	(329)	30%	(445)	1488
Ethnicity: Hispanic	18%	(68)	35%	(131)	22%	(83)	25%	(92)	374
Ethnicity: Black (Non-Hispanic)	31%	(75)	26%	(63)	20%	(49)	23%	(57)	243
Ethnicity: Asian + Other (Non-Hispanic)	23%	(24)	37%	(38)	23%	(24)	17%	(18)	105
All Christian	23%	(216)	33%	(311)	21%	(201)	23%	(221)	949
All Non-Christian	26%	(26)	38%	(38)	19%	(19)	17%	(18)	101
Atheist	8%	(8)	30%	(31)	16%	(17)	46%	(47)	102
Agnostic/Nothing in particular	16%	(108)	28%	(186)	24%	(158)	32%	(209)	661
Something Else	19%	(74)	29%	(114)	23%	(91)	30%	(118)	396
Religious Non-Protestant/Catholic	29%	(35)	34%	(41)	20%	(24)	18%	(22)	122
Evangelical	23%	(121)	29%	(150)	22%	(117)	26%	(138)	525
Non-Evangelical	20%	(159)	34%	(266)	21%	(168)	25%	(195)	788
Community: Urban	24%	(143)	31%	(183)	21%	(121)	24%	(140)	586
Community: Suburban	20%	(216)	31%	(337)	22%	(242)	28%	(303)	1098
Community: Rural	14%	(74)	30%	(160)	23%	(122)	32%	(170)	526
Employ: Private Sector	20%	(155)	30%	(232)	24%	(181)	26%	(194)	762
Employ: Government	16%	(18)	30%	(35)	25%	(29)	29%	(34)	116
Employ: Self-Employed	25%	(52)	34%	(71)	19%	(39)	22%	(46)	207
Employ: Homemaker	18%	(29)	26%	(41)	21%	(34)	34%	(55)	160
Employ: Student	27%	(21)	12%	(10)	30%	(24)	31%	(25)	80
Employ: Retired	20%	(104)	34%	(176)	20%	(105)	25%	(127)	512
Employ: Unemployed	12%	(30)	31%	(77)	19%	(47)	37%	(91)	245
Employ: Other	18%	(23)	30%	(38)	21%	(27)	32%	(41)	129
Military HH: Yes	22%	(80)	30%	(108)	22%	(78)	26%	(96)	362
Military HH: No	19%	(352)	31%	(572)	22%	(407)	28%	(517)	1848
RD/WT: Right Direction	24%	(164)	34%	(232)	19%	(128)	24%	(164)	688
RD/WT: Wrong Track	18%	(268)	29%	(448)	23%	(357)	29%	(449)	1522
Biden Job Approve	23%	(206)	32%	(288)	20%	(178)	26%	(232)	905
Biden Job Disapprove	18%	(211)	31%	(365)	23%	(274)	29%	(339)	1189

Continued on next page

Table MCEN11_12: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Mission: Impossible

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	20%	(432)	31%	(680)	22%	(485)	28%	(612)	2210
Biden Job Strongly Approve	30%	(99)	29%	(97)	15%	(48)	26%	(86)	330
Biden Job Somewhat Approve	19%	(107)	33%	(191)	23%	(130)	25%	(146)	575
Biden Job Somewhat Disapprove	17%	(65)	35%	(134)	25%	(96)	22%	(85)	380
Biden Job Strongly Disapprove	18%	(146)	29%	(231)	22%	(178)	31%	(254)	809
Favorable of Biden	23%	(212)	32%	(301)	20%	(185)	25%	(239)	936
Unfavorable of Biden	18%	(206)	30%	(350)	23%	(274)	29%	(343)	1173
Very Favorable of Biden	31%	(115)	29%	(110)	14%	(52)	26%	(97)	375
Somewhat Favorable of Biden	17%	(96)	34%	(191)	24%	(133)	25%	(142)	562
Somewhat Unfavorable of Biden	18%	(57)	30%	(98)	27%	(87)	25%	(81)	323
Very Unfavorable of Biden	17%	(149)	30%	(252)	22%	(187)	31%	(262)	850
#1 Issue: Economy	19%	(183)	32%	(298)	22%	(207)	27%	(249)	937
#1 Issue: Security	21%	(60)	29%	(86)	22%	(65)	28%	(82)	293
#1 Issue: Health Care	23%	(52)	31%	(70)	18%	(41)	29%	(66)	230
#1 Issue: Medicare / Social Security	19%	(48)	35%	(86)	22%	(55)	23%	(56)	245
#1 Issue: Women's Issues	12%	(13)	24%	(26)	25%	(28)	39%	(44)	111
#1 Issue: Education	24%	(20)	32%	(26)	22%	(18)	22%	(18)	82
#1 Issue: Energy	23%	(34)	26%	(39)	22%	(33)	28%	(42)	149
#1 Issue: Other	14%	(23)	29%	(48)	23%	(38)	33%	(54)	164
2020 Vote: Joe Biden	21%	(195)	33%	(304)	23%	(213)	23%	(217)	929
2020 Vote: Donald Trump	20%	(147)	30%	(225)	23%	(172)	27%	(206)	751
2020 Vote: Other	10%	(9)	35%	(32)	25%	(23)	30%	(28)	92
2020 Vote: Didn't Vote	18%	(81)	27%	(119)	18%	(78)	37%	(161)	438
2018 House Vote: Democrat	22%	(167)	33%	(250)	21%	(155)	24%	(179)	751
2018 House Vote: Republican	20%	(126)	32%	(201)	22%	(139)	25%	(152)	618
2018 House Vote: Someone else	18%	(13)	37%	(25)	23%	(16)	22%	(15)	69
2016 Vote: Hillary Clinton	22%	(156)	33%	(232)	22%	(151)	23%	(161)	699
2016 Vote: Donald Trump	20%	(136)	33%	(222)	22%	(147)	25%	(165)	669
2016 Vote: Other	16%	(19)	33%	(39)	24%	(28)	28%	(33)	119
2016 Vote: Didn't Vote	17%	(123)	26%	(187)	22%	(160)	35%	(253)	723

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Table MCEN11_12: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Mission: Impossible

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	20%	(432)	31%	(680)	22%	(485)	28%	(612)	2210
Voted in 2014: Yes	22%	(280)	33%	(419)	21%	(266)	23%	(292)	1256
Voted in 2014: No	16%	(153)	27%	(261)	23%	(220)	34%	(321)	954
4-Region: Northeast	20%	(77)	32%	(122)	21%	(78)	27%	(105)	383
4-Region: Midwest	19%	(89)	30%	(138)	21%	(94)	30%	(136)	456
4-Region: South	20%	(165)	30%	(251)	22%	(188)	28%	(241)	844
4-Region: West	19%	(102)	32%	(168)	24%	(125)	25%	(131)	527
Comfortable Going to the Movies	21%	(302)	31%	(446)	22%	(324)	26%	(369)	1441
Uncomfortable Going to the Movies	17%	(112)	31%	(202)	21%	(133)	31%	(202)	650
Frequent Moviegoers	35%	(66)	32%	(60)	18%	(34)	14%	(26)	186
Occasional Moviegoers	25%	(184)	36%	(261)	21%	(152)	18%	(130)	727
Rare Moviegoers	15%	(136)	29%	(262)	24%	(221)	32%	(291)	910
Never Goes to the Movies	12%	(46)	25%	(97)	20%	(78)	43%	(165)	387

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

Table MCEN11_13: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Legendary's MonsterVerse

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	13%	(287)	22%	(484)	26%	(570)	39%	(869)	2210
Gender: Male	17%	(177)	25%	(269)	26%	(281)	32%	(341)	1068
Gender: Female	10%	(110)	19%	(215)	25%	(290)	46%	(528)	1142
Age: 18-34	18%	(115)	23%	(150)	26%	(169)	32%	(207)	642
Age: 35-44	18%	(65)	26%	(96)	25%	(90)	31%	(114)	365
Age: 45-64	13%	(90)	25%	(178)	24%	(175)	38%	(271)	714
Age: 65+	3%	(16)	12%	(60)	28%	(136)	57%	(276)	489
GenZers: 1997-2012	18%	(44)	13%	(32)	31%	(75)	37%	(90)	241
Millennials: 1981-1996	19%	(126)	28%	(184)	24%	(157)	30%	(195)	662
GenXers: 1965-1980	15%	(76)	27%	(138)	23%	(121)	35%	(180)	514
Baby Boomers: 1946-1964	6%	(40)	17%	(121)	28%	(202)	50%	(362)	725
PID: Dem (no lean)	15%	(116)	23%	(178)	27%	(211)	35%	(270)	775
PID: Ind (no lean)	13%	(99)	22%	(172)	24%	(192)	41%	(327)	790
PID: Rep (no lean)	11%	(71)	21%	(134)	26%	(167)	42%	(272)	645
PID/Gender: Dem Men	19%	(63)	30%	(100)	27%	(90)	24%	(81)	335
PID/Gender: Dem Women	12%	(53)	18%	(77)	28%	(121)	43%	(189)	440
PID/Gender: Ind Men	16%	(67)	22%	(91)	24%	(98)	38%	(159)	415
PID/Gender: Ind Women	9%	(32)	22%	(81)	25%	(94)	45%	(168)	375
PID/Gender: Rep Men	15%	(46)	25%	(78)	29%	(93)	32%	(101)	318
PID/Gender: Rep Women	8%	(25)	17%	(56)	23%	(75)	52%	(171)	327
Ideo: Liberal (1-3)	15%	(92)	22%	(141)	25%	(155)	39%	(246)	634
Ideo: Moderate (4)	13%	(83)	27%	(167)	26%	(165)	34%	(212)	627
Ideo: Conservative (5-7)	9%	(67)	19%	(137)	27%	(196)	44%	(319)	719
Educ: < College	15%	(216)	23%	(328)	24%	(340)	38%	(553)	1437
Educ: Bachelors degree	7%	(36)	23%	(112)	31%	(153)	39%	(191)	491
Educ: Post-grad	12%	(35)	16%	(44)	28%	(78)	44%	(125)	282
Income: Under 50k	14%	(163)	22%	(250)	27%	(313)	37%	(426)	1153
Income: 50k-100k	12%	(81)	25%	(171)	22%	(153)	41%	(285)	690
Income: 100k+	12%	(43)	17%	(64)	28%	(104)	43%	(158)	368

Continued on next page

Table MCEN11_13: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Legendary's MonsterVerse

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	13%	(287)	22%	(484)	26%	(570)	39%	(869)	2210
Ethnicity: White (Non-Hispanic)	9%	(136)	21%	(313)	26%	(386)	44%	(653)	1488
Ethnicity: Hispanic	21%	(77)	23%	(87)	26%	(98)	30%	(111)	374
Ethnicity: Black (Non-Hispanic)	23%	(55)	26%	(62)	22%	(54)	29%	(72)	243
Ethnicity: Asian + Other (Non-Hispanic)	17%	(18)	20%	(21)	31%	(33)	31%	(33)	105
All Christian	11%	(102)	20%	(193)	28%	(271)	40%	(384)	949
All Non-Christian	17%	(17)	20%	(20)	21%	(22)	42%	(42)	101
Atheist	13%	(13)	26%	(26)	17%	(18)	44%	(45)	102
Agnostic/Nothing in particular	15%	(97)	22%	(143)	25%	(163)	39%	(259)	661
Something Else	15%	(58)	26%	(101)	25%	(98)	35%	(139)	396
Religious Non-Protestant/Catholic	15%	(18)	23%	(29)	22%	(27)	40%	(49)	122
Evangelical	12%	(61)	21%	(108)	28%	(145)	40%	(210)	525
Non-Evangelical	12%	(97)	22%	(175)	27%	(215)	38%	(302)	788
Community: Urban	18%	(108)	24%	(141)	24%	(142)	33%	(195)	586
Community: Suburban	10%	(112)	21%	(233)	26%	(285)	43%	(468)	1098
Community: Rural	13%	(67)	21%	(110)	27%	(143)	39%	(206)	526
Employ: Private Sector	16%	(119)	26%	(196)	25%	(190)	34%	(258)	762
Employ: Government	10%	(11)	28%	(32)	28%	(33)	34%	(39)	116
Employ: Self-Employed	13%	(27)	24%	(49)	32%	(67)	31%	(64)	207
Employ: Homemaker	11%	(18)	23%	(36)	26%	(41)	40%	(64)	160
Employ: Student	18%	(14)	9%	(7)	32%	(25)	41%	(33)	80
Employ: Retired	6%	(29)	15%	(76)	27%	(139)	52%	(268)	512
Employ: Unemployed	16%	(39)	26%	(64)	22%	(55)	36%	(88)	245
Employ: Other	24%	(30)	18%	(23)	16%	(21)	42%	(55)	129
Military HH: Yes	9%	(32)	24%	(87)	26%	(95)	41%	(148)	362
Military HH: No	14%	(254)	21%	(397)	26%	(476)	39%	(721)	1848
RD/WT: Right Direction	18%	(123)	21%	(146)	25%	(175)	36%	(244)	688
RD/WT: Wrong Track	11%	(164)	22%	(338)	26%	(396)	41%	(625)	1522
Biden Job Approve	15%	(136)	22%	(203)	24%	(220)	38%	(347)	905
Biden Job Disapprove	11%	(137)	22%	(259)	27%	(321)	40%	(472)	1189

Continued on next page

Table MCEN11_13: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Legendary's MonsterVerse

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	13%	(287)	22%	(484)	26%	(570)	39%	(869)	2210
Biden Job Strongly Approve	17%	(57)	22%	(74)	22%	(74)	38%	(125)	330
Biden Job Somewhat Approve	14%	(78)	22%	(129)	25%	(146)	39%	(221)	575
Biden Job Somewhat Disapprove	11%	(42)	23%	(88)	37%	(140)	29%	(109)	380
Biden Job Strongly Disapprove	12%	(94)	21%	(171)	22%	(181)	45%	(363)	809
Favorable of Biden	16%	(146)	22%	(202)	25%	(232)	38%	(357)	936
Unfavorable of Biden	10%	(122)	22%	(260)	26%	(310)	41%	(481)	1173
Very Favorable of Biden	19%	(71)	22%	(81)	21%	(79)	38%	(144)	375
Somewhat Favorable of Biden	13%	(75)	22%	(121)	27%	(153)	38%	(213)	562
Somewhat Unfavorable of Biden	11%	(35)	26%	(83)	31%	(100)	32%	(104)	323
Very Unfavorable of Biden	10%	(86)	21%	(177)	25%	(210)	44%	(377)	850
#1 Issue: Economy	14%	(129)	24%	(223)	28%	(264)	34%	(321)	937
#1 Issue: Security	8%	(23)	18%	(53)	25%	(74)	49%	(144)	293
#1 Issue: Health Care	19%	(44)	25%	(58)	21%	(49)	34%	(78)	230
#1 Issue: Medicare / Social Security	9%	(22)	16%	(38)	27%	(66)	49%	(119)	245
#1 Issue: Women's Issues	14%	(16)	15%	(16)	25%	(27)	47%	(52)	111
#1 Issue: Education	14%	(11)	27%	(22)	27%	(22)	33%	(27)	82
#1 Issue: Energy	16%	(24)	24%	(35)	24%	(36)	36%	(53)	149
#1 Issue: Other	11%	(18)	24%	(39)	20%	(32)	45%	(74)	164
2020 Vote: Joe Biden	14%	(128)	22%	(206)	27%	(250)	37%	(345)	929
2020 Vote: Donald Trump	11%	(82)	21%	(161)	24%	(184)	43%	(323)	751
2020 Vote: Other	16%	(14)	18%	(17)	33%	(30)	34%	(31)	92
2020 Vote: Didn't Vote	14%	(62)	23%	(100)	24%	(107)	39%	(169)	438
2018 House Vote: Democrat	14%	(108)	22%	(169)	26%	(198)	37%	(276)	751
2018 House Vote: Republican	10%	(61)	22%	(133)	25%	(154)	44%	(270)	618
2018 House Vote: Someone else	17%	(12)	24%	(17)	23%	(16)	36%	(25)	69
2016 Vote: Hillary Clinton	14%	(94)	25%	(174)	27%	(190)	34%	(241)	699
2016 Vote: Donald Trump	10%	(70)	21%	(140)	24%	(163)	44%	(297)	669
2016 Vote: Other	14%	(17)	20%	(24)	24%	(28)	42%	(50)	119
2016 Vote: Didn't Vote	15%	(106)	20%	(146)	26%	(190)	39%	(281)	723

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Table MCEN11_13: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Legendary's MonsterVerse

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	13%	(287)	22%	(484)	26%	(570)	39%	(869)	2210
Voted in 2014: Yes	12%	(152)	22%	(279)	26%	(324)	40%	(501)	1256
Voted in 2014: No	14%	(135)	22%	(205)	26%	(246)	39%	(368)	954
4-Region: Northeast	11%	(42)	22%	(83)	26%	(101)	41%	(157)	383
4-Region: Midwest	11%	(51)	22%	(99)	26%	(118)	41%	(188)	456
4-Region: South	14%	(116)	20%	(169)	28%	(234)	39%	(325)	844
4-Region: West	15%	(78)	25%	(133)	22%	(117)	38%	(199)	527
Comfortable Going to the Movies	15%	(210)	23%	(334)	27%	(390)	35%	(506)	1441
Uncomfortable Going to the Movies	10%	(63)	19%	(124)	23%	(150)	48%	(313)	650
Frequent Moviegoers	29%	(54)	24%	(45)	24%	(45)	22%	(41)	186
Occasional Moviegoers	18%	(134)	28%	(206)	29%	(209)	25%	(179)	727
Rare Moviegoers	8%	(74)	19%	(176)	27%	(247)	45%	(414)	910
Never Goes to the Movies	6%	(25)	15%	(57)	18%	(70)	61%	(235)	387

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

Table MCEN11_14: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Fast & Furious

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	22%	(475)	25%	(550)	22%	(477)	32%	(708)	2210
Gender: Male	21%	(229)	26%	(281)	22%	(239)	30%	(319)	1068
Gender: Female	22%	(247)	24%	(269)	21%	(238)	34%	(389)	1142
Age: 18-34	27%	(170)	21%	(133)	21%	(134)	32%	(205)	642
Age: 35-44	28%	(104)	28%	(103)	16%	(58)	27%	(100)	365
Age: 45-64	21%	(151)	28%	(196)	22%	(160)	29%	(207)	714
Age: 65+	10%	(51)	24%	(117)	25%	(125)	40%	(196)	489
GenZers: 1997-2012	26%	(63)	20%	(49)	18%	(43)	36%	(86)	241
Millennials: 1981-1996	28%	(182)	25%	(165)	20%	(131)	28%	(183)	662
GenXers: 1965-1980	24%	(123)	27%	(140)	21%	(110)	28%	(142)	514
Baby Boomers: 1946-1964	14%	(105)	25%	(179)	24%	(176)	37%	(266)	725
PID: Dem (no lean)	22%	(171)	26%	(205)	19%	(150)	32%	(249)	775
PID: Ind (no lean)	19%	(151)	24%	(186)	21%	(169)	36%	(285)	790
PID: Rep (no lean)	24%	(153)	25%	(159)	25%	(158)	27%	(174)	645
PID/Gender: Dem Men	23%	(78)	30%	(100)	20%	(67)	27%	(90)	335
PID/Gender: Dem Women	21%	(94)	24%	(105)	19%	(83)	36%	(159)	440
PID/Gender: Ind Men	18%	(76)	23%	(94)	22%	(91)	37%	(154)	415
PID/Gender: Ind Women	20%	(75)	25%	(92)	21%	(78)	35%	(131)	375
PID/Gender: Rep Men	24%	(75)	27%	(87)	26%	(81)	23%	(74)	318
PID/Gender: Rep Women	24%	(78)	22%	(72)	24%	(77)	31%	(100)	327
Ideo: Liberal (1-3)	20%	(126)	20%	(124)	21%	(133)	40%	(251)	634
Ideo: Moderate (4)	22%	(136)	31%	(192)	20%	(124)	28%	(175)	627
Ideo: Conservative (5-7)	20%	(140)	24%	(173)	25%	(183)	31%	(222)	719
Educ: < College	25%	(359)	25%	(363)	19%	(273)	31%	(442)	1437
Educ: Bachelors degree	15%	(73)	29%	(140)	25%	(122)	32%	(156)	491
Educ: Post-grad	16%	(44)	16%	(46)	29%	(82)	39%	(110)	282
Income: Under 50k	25%	(286)	23%	(268)	20%	(233)	32%	(365)	1153
Income: 50k-100k	18%	(124)	27%	(185)	22%	(154)	33%	(227)	690
Income: 100k+	18%	(66)	26%	(97)	24%	(90)	32%	(116)	368

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Table MCEN11_14: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Fast & Furious

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	22%	(475)	25%	(550)	22%	(477)	32%	(708)	2210
Ethnicity: White (Non-Hispanic)	18%	(267)	24%	(357)	23%	(343)	35%	(522)	1488
Ethnicity: Hispanic	27%	(103)	24%	(91)	20%	(75)	28%	(106)	374
Ethnicity: Black (Non-Hispanic)	37%	(90)	29%	(71)	13%	(32)	21%	(50)	243
Ethnicity: Asian + Other (Non-Hispanic)	16%	(16)	29%	(31)	27%	(28)	28%	(30)	105
All Christian	22%	(209)	24%	(228)	25%	(237)	29%	(276)	949
All Non-Christian	14%	(14)	27%	(28)	24%	(25)	34%	(35)	101
Atheist	12%	(13)	21%	(21)	15%	(15)	52%	(53)	102
Agnostic/Nothing in particular	20%	(133)	26%	(172)	18%	(122)	35%	(234)	661
Something Else	27%	(107)	25%	(100)	20%	(78)	28%	(111)	396
Religious Non-Protestant/Catholic	16%	(19)	26%	(32)	24%	(29)	34%	(42)	122
Evangelical	29%	(153)	22%	(116)	21%	(108)	28%	(147)	525
Non-Evangelical	20%	(155)	26%	(207)	25%	(197)	29%	(229)	788
Community: Urban	29%	(168)	25%	(149)	20%	(115)	26%	(155)	586
Community: Suburban	18%	(193)	25%	(269)	23%	(255)	35%	(382)	1098
Community: Rural	22%	(115)	25%	(132)	20%	(107)	33%	(172)	526
Employ: Private Sector	23%	(176)	25%	(193)	22%	(168)	30%	(226)	762
Employ: Government	20%	(24)	22%	(26)	28%	(32)	30%	(35)	116
Employ: Self-Employed	28%	(57)	28%	(59)	16%	(34)	28%	(58)	207
Employ: Homemaker	28%	(44)	31%	(49)	15%	(24)	27%	(43)	160
Employ: Student	24%	(19)	17%	(14)	27%	(22)	32%	(25)	80
Employ: Retired	14%	(72)	24%	(123)	25%	(129)	37%	(188)	512
Employ: Unemployed	23%	(56)	20%	(49)	19%	(46)	38%	(93)	245
Employ: Other	21%	(27)	29%	(37)	18%	(23)	32%	(41)	129
Military HH: Yes	14%	(52)	26%	(93)	25%	(89)	35%	(128)	362
Military HH: No	23%	(424)	25%	(456)	21%	(388)	31%	(580)	1848
RD/WT: Right Direction	23%	(158)	25%	(175)	20%	(136)	32%	(219)	688
RD/WT: Wrong Track	21%	(318)	25%	(375)	22%	(341)	32%	(489)	1522
Biden Job Approve	22%	(199)	24%	(217)	20%	(179)	34%	(310)	905
Biden Job Disapprove	22%	(257)	25%	(294)	23%	(274)	31%	(364)	1189

Continued on next page

Table MCEN11_14: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Fast & Furious

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	22%	(475)	25%	(550)	22%	(477)	32%	(708)	2210
Biden Job Strongly Approve	23%	(77)	25%	(82)	20%	(67)	32%	(105)	330
Biden Job Somewhat Approve	21%	(123)	23%	(135)	19%	(112)	36%	(205)	575
Biden Job Somewhat Disapprove	24%	(91)	25%	(95)	25%	(97)	26%	(97)	380
Biden Job Strongly Disapprove	21%	(166)	25%	(199)	22%	(177)	33%	(267)	809
Favorable of Biden	23%	(213)	24%	(224)	20%	(188)	33%	(312)	936
Unfavorable of Biden	21%	(242)	25%	(292)	23%	(267)	32%	(372)	1173
Very Favorable of Biden	27%	(100)	23%	(87)	18%	(66)	32%	(121)	375
Somewhat Favorable of Biden	20%	(112)	24%	(137)	22%	(122)	34%	(191)	562
Somewhat Unfavorable of Biden	20%	(64)	26%	(84)	23%	(73)	32%	(102)	323
Very Unfavorable of Biden	21%	(178)	24%	(208)	23%	(194)	32%	(270)	850
#1 Issue: Economy	23%	(213)	27%	(252)	23%	(214)	27%	(257)	937
#1 Issue: Security	20%	(59)	22%	(66)	23%	(68)	34%	(100)	293
#1 Issue: Health Care	21%	(49)	31%	(71)	19%	(43)	29%	(67)	230
#1 Issue: Medicare / Social Security	22%	(53)	19%	(47)	26%	(63)	33%	(82)	245
#1 Issue: Women's Issues	21%	(23)	17%	(19)	22%	(25)	39%	(44)	111
#1 Issue: Education	21%	(17)	26%	(21)	19%	(16)	34%	(28)	82
#1 Issue: Energy	25%	(37)	25%	(37)	16%	(24)	34%	(51)	149
#1 Issue: Other	15%	(24)	22%	(35)	15%	(24)	49%	(80)	164
2020 Vote: Joe Biden	19%	(181)	25%	(230)	22%	(205)	34%	(313)	929
2020 Vote: Donald Trump	21%	(157)	25%	(186)	23%	(176)	31%	(233)	751
2020 Vote: Other	20%	(18)	18%	(16)	30%	(27)	33%	(30)	92
2020 Vote: Didn't Vote	27%	(119)	27%	(117)	16%	(69)	30%	(132)	438
2018 House Vote: Democrat	19%	(144)	28%	(208)	19%	(144)	34%	(254)	751
2018 House Vote: Republican	20%	(125)	21%	(127)	27%	(165)	33%	(201)	618
2018 House Vote: Someone else	18%	(12)	20%	(14)	26%	(18)	37%	(25)	69
2016 Vote: Hillary Clinton	19%	(135)	26%	(183)	21%	(146)	34%	(236)	699
2016 Vote: Donald Trump	19%	(128)	26%	(174)	24%	(161)	31%	(206)	669
2016 Vote: Other	12%	(15)	13%	(15)	30%	(36)	45%	(53)	119
2016 Vote: Didn't Vote	27%	(198)	25%	(178)	18%	(134)	30%	(213)	723

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Table MCEN11_14: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Fast & Furious

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	22%	(475)	25%	(550)	22%	(477)	32%	(708)	2210
Voted in 2014: Yes	19%	(234)	25%	(313)	24%	(297)	33%	(411)	1256
Voted in 2014: No	25%	(241)	25%	(237)	19%	(180)	31%	(297)	954
4-Region: Northeast	21%	(80)	24%	(93)	22%	(85)	33%	(124)	383
4-Region: Midwest	22%	(101)	27%	(122)	22%	(101)	29%	(133)	456
4-Region: South	24%	(206)	24%	(200)	20%	(173)	31%	(265)	844
4-Region: West	17%	(88)	26%	(135)	23%	(119)	35%	(185)	527
Comfortable Going to the Movies	23%	(331)	25%	(365)	22%	(320)	30%	(425)	1441
Uncomfortable Going to the Movies	18%	(119)	24%	(155)	21%	(136)	37%	(240)	650
Frequent Moviegoers	35%	(64)	26%	(48)	16%	(30)	24%	(44)	186
Occasional Moviegoers	26%	(191)	27%	(199)	23%	(170)	23%	(168)	727
Rare Moviegoers	18%	(164)	25%	(224)	23%	(207)	35%	(315)	910
Never Goes to the Movies	15%	(57)	20%	(79)	18%	(70)	47%	(181)	387

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

Table MCEN11_15: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Jurassic World

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	28%	(608)	33%	(718)	18%	(406)	22%	(478)	2210
Gender: Male	30%	(316)	34%	(368)	18%	(197)	18%	(187)	1068
Gender: Female	26%	(292)	31%	(351)	18%	(209)	25%	(291)	1142
Age: 18-34	29%	(186)	32%	(204)	21%	(134)	18%	(118)	642
Age: 35-44	34%	(124)	37%	(136)	11%	(41)	18%	(64)	365
Age: 45-64	28%	(201)	31%	(221)	20%	(140)	21%	(152)	714
Age: 65+	20%	(97)	32%	(157)	19%	(91)	29%	(144)	489
GenZers: 1997-2012	28%	(67)	25%	(60)	23%	(57)	24%	(58)	241
Millennials: 1981-1996	33%	(216)	36%	(240)	16%	(104)	15%	(102)	662
GenXers: 1965-1980	29%	(149)	33%	(170)	19%	(96)	19%	(99)	514
Baby Boomers: 1946-1964	22%	(162)	32%	(229)	20%	(142)	27%	(192)	725
PID: Dem (no lean)	30%	(235)	33%	(252)	19%	(145)	18%	(143)	775
PID: Ind (no lean)	23%	(184)	32%	(257)	19%	(152)	25%	(198)	790
PID: Rep (no lean)	29%	(189)	33%	(210)	17%	(109)	21%	(136)	645
PID/Gender: Dem Men	30%	(101)	38%	(126)	19%	(62)	14%	(45)	335
PID/Gender: Dem Women	30%	(134)	29%	(126)	19%	(83)	22%	(97)	440
PID/Gender: Ind Men	23%	(97)	34%	(141)	20%	(82)	23%	(95)	415
PID/Gender: Ind Women	23%	(87)	31%	(116)	18%	(69)	28%	(103)	375
PID/Gender: Rep Men	37%	(118)	32%	(101)	17%	(53)	15%	(47)	318
PID/Gender: Rep Women	22%	(72)	33%	(109)	17%	(57)	27%	(90)	327
Ideo: Liberal (1-3)	28%	(179)	33%	(208)	18%	(111)	22%	(136)	634
Ideo: Moderate (4)	28%	(177)	35%	(221)	18%	(115)	18%	(114)	627
Ideo: Conservative (5-7)	25%	(180)	31%	(222)	20%	(142)	24%	(175)	719
Educ: < College	29%	(423)	32%	(453)	18%	(253)	21%	(307)	1437
Educ: Bachelors degree	24%	(116)	36%	(176)	21%	(101)	20%	(98)	491
Educ: Post-grad	25%	(70)	31%	(89)	18%	(52)	26%	(72)	282
Income: Under 50k	27%	(310)	32%	(367)	21%	(240)	21%	(237)	1153
Income: 50k-100k	27%	(183)	33%	(228)	16%	(112)	24%	(166)	690
Income: 100k+	31%	(115)	34%	(124)	15%	(54)	20%	(75)	368

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Table MCEN11_15: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Jurassic World

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	28%	(608)	33%	(718)	18%	(406)	22%	(478)	2210
Ethnicity: White (Non-Hispanic)	26%	(390)	32%	(470)	18%	(265)	24%	(363)	1488
Ethnicity: Hispanic	29%	(110)	40%	(149)	18%	(67)	13%	(48)	374
Ethnicity: Black (Non-Hispanic)	33%	(80)	27%	(66)	21%	(50)	19%	(47)	243
Ethnicity: Asian + Other (Non-Hispanic)	27%	(28)	31%	(33)	23%	(24)	18%	(19)	105
All Christian	27%	(256)	34%	(326)	16%	(156)	22%	(211)	949
All Non-Christian	26%	(27)	30%	(30)	20%	(20)	24%	(24)	101
Atheist	22%	(22)	28%	(29)	17%	(17)	34%	(35)	102
Agnostic/Nothing in particular	25%	(168)	34%	(224)	21%	(137)	20%	(132)	661
Something Else	34%	(135)	28%	(110)	19%	(75)	19%	(76)	396
Religious Non-Protestant/Catholic	31%	(38)	30%	(36)	19%	(23)	20%	(25)	122
Evangelical	30%	(158)	27%	(141)	17%	(90)	26%	(135)	525
Non-Evangelical	28%	(219)	36%	(286)	17%	(135)	19%	(148)	788
Community: Urban	29%	(168)	35%	(208)	19%	(114)	17%	(97)	586
Community: Suburban	27%	(295)	32%	(356)	18%	(196)	23%	(251)	1098
Community: Rural	28%	(145)	29%	(155)	18%	(96)	25%	(130)	526
Employ: Private Sector	28%	(217)	34%	(260)	19%	(148)	18%	(137)	762
Employ: Government	35%	(40)	29%	(34)	17%	(19)	20%	(23)	116
Employ: Self-Employed	32%	(66)	35%	(73)	14%	(29)	18%	(38)	207
Employ: Homemaker	27%	(43)	35%	(56)	18%	(28)	21%	(33)	160
Employ: Student	23%	(19)	30%	(24)	25%	(20)	21%	(17)	80
Employ: Retired	22%	(114)	31%	(160)	18%	(90)	29%	(147)	512
Employ: Unemployed	26%	(65)	29%	(72)	20%	(48)	24%	(60)	245
Employ: Other	35%	(45)	30%	(38)	18%	(23)	17%	(22)	129
Military HH: Yes	26%	(94)	35%	(127)	15%	(55)	24%	(86)	362
Military HH: No	28%	(514)	32%	(592)	19%	(351)	21%	(391)	1848
RD/WT: Right Direction	30%	(208)	31%	(217)	18%	(124)	20%	(139)	688
RD/WT: Wrong Track	26%	(400)	33%	(502)	19%	(282)	22%	(338)	1522
Biden Job Approve	30%	(268)	32%	(289)	17%	(157)	21%	(191)	905
Biden Job Disapprove	26%	(309)	33%	(398)	19%	(223)	22%	(259)	1189

Continued on next page

Table MCEN11_15: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Jurassic World

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	28%	(608)	33%	(718)	18%	(406)	22%	(478)	2210
Biden Job Strongly Approve	32%	(107)	30%	(98)	17%	(57)	21%	(69)	330
Biden Job Somewhat Approve	28%	(161)	33%	(192)	17%	(100)	21%	(122)	575
Biden Job Somewhat Disapprove	24%	(92)	38%	(146)	23%	(87)	15%	(56)	380
Biden Job Strongly Disapprove	27%	(217)	31%	(252)	17%	(136)	25%	(204)	809
Favorable of Biden	30%	(279)	32%	(296)	19%	(174)	20%	(188)	936
Unfavorable of Biden	26%	(302)	34%	(397)	18%	(211)	22%	(264)	1173
Very Favorable of Biden	36%	(134)	26%	(98)	17%	(63)	21%	(79)	375
Somewhat Favorable of Biden	26%	(145)	35%	(198)	20%	(111)	19%	(108)	562
Somewhat Unfavorable of Biden	25%	(81)	38%	(123)	19%	(63)	18%	(57)	323
Very Unfavorable of Biden	26%	(222)	32%	(274)	17%	(148)	24%	(207)	850
#1 Issue: Economy	28%	(261)	34%	(316)	21%	(192)	18%	(167)	937
#1 Issue: Security	24%	(71)	30%	(89)	18%	(54)	27%	(79)	293
#1 Issue: Health Care	30%	(70)	35%	(81)	13%	(30)	21%	(49)	230
#1 Issue: Medicare / Social Security	24%	(58)	30%	(72)	22%	(54)	25%	(61)	245
#1 Issue: Women's Issues	34%	(37)	20%	(23)	20%	(23)	26%	(29)	111
#1 Issue: Education	28%	(23)	38%	(31)	16%	(13)	18%	(15)	82
#1 Issue: Energy	32%	(48)	35%	(52)	9%	(14)	24%	(35)	149
#1 Issue: Other	24%	(40)	33%	(54)	16%	(26)	26%	(43)	164
2020 Vote: Joe Biden	28%	(257)	34%	(315)	19%	(175)	20%	(182)	929
2020 Vote: Donald Trump	28%	(207)	33%	(245)	17%	(128)	23%	(172)	751
2020 Vote: Other	23%	(21)	30%	(27)	23%	(21)	24%	(22)	92
2020 Vote: Didn't Vote	28%	(124)	30%	(131)	19%	(82)	23%	(101)	438
2018 House Vote: Democrat	29%	(221)	32%	(243)	18%	(135)	20%	(151)	751
2018 House Vote: Republican	27%	(164)	33%	(203)	18%	(112)	23%	(140)	618
2018 House Vote: Someone else	29%	(20)	27%	(18)	19%	(13)	25%	(17)	69
2016 Vote: Hillary Clinton	29%	(201)	34%	(235)	19%	(136)	18%	(128)	699
2016 Vote: Donald Trump	28%	(189)	32%	(215)	17%	(113)	23%	(153)	669
2016 Vote: Other	22%	(26)	34%	(41)	16%	(19)	28%	(33)	119
2016 Vote: Didn't Vote	27%	(193)	32%	(228)	19%	(138)	23%	(164)	723

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Table MCEN11_15: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Jurassic World

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	28%	(608)	33%	(718)	18%	(406)	22%	(478)	2210
Voted in 2014: Yes	28%	(357)	32%	(401)	18%	(223)	22%	(275)	1256
Voted in 2014: No	26%	(252)	33%	(317)	19%	(183)	21%	(202)	954
4-Region: Northeast	27%	(103)	30%	(116)	21%	(82)	21%	(82)	383
4-Region: Midwest	27%	(125)	31%	(144)	20%	(90)	21%	(98)	456
4-Region: South	29%	(242)	29%	(247)	19%	(157)	23%	(198)	844
4-Region: West	26%	(139)	40%	(212)	14%	(76)	19%	(100)	527
Comfortable Going to the Movies	30%	(437)	33%	(477)	18%	(266)	18%	(261)	1441
Uncomfortable Going to the Movies	23%	(150)	31%	(205)	18%	(116)	28%	(179)	650
Frequent Moviegoers	39%	(73)	34%	(63)	16%	(29)	11%	(20)	186
Occasional Moviegoers	34%	(249)	37%	(268)	17%	(124)	12%	(86)	727
Rare Moviegoers	24%	(219)	31%	(285)	20%	(181)	25%	(226)	910
Never Goes to the Movies	17%	(67)	26%	(102)	19%	(72)	38%	(145)	387

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

Table MCEN11_16: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Transformers

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	20%	(441)	25%	(562)	23%	(498)	32%	(708)	2210
Gender: Male	23%	(241)	27%	(289)	24%	(255)	26%	(282)	1068
Gender: Female	17%	(200)	24%	(273)	21%	(243)	37%	(426)	1142
Age: 18-34	25%	(159)	28%	(181)	20%	(128)	27%	(174)	642
Age: 35-44	30%	(111)	29%	(106)	17%	(60)	24%	(89)	365
Age: 45-64	19%	(138)	26%	(182)	23%	(167)	32%	(227)	714
Age: 65+	7%	(33)	19%	(94)	29%	(143)	45%	(219)	489
GenZers: 1997-2012	24%	(57)	28%	(68)	18%	(43)	30%	(73)	241
Millennials: 1981-1996	28%	(187)	29%	(189)	20%	(130)	24%	(156)	662
GenXers: 1965-1980	23%	(121)	27%	(138)	22%	(113)	28%	(143)	514
Baby Boomers: 1946-1964	10%	(70)	22%	(158)	26%	(191)	42%	(306)	725
PID: Dem (no lean)	21%	(164)	25%	(194)	23%	(175)	31%	(242)	775
PID: Ind (no lean)	19%	(148)	26%	(204)	21%	(165)	35%	(274)	790
PID: Rep (no lean)	20%	(130)	25%	(164)	25%	(158)	30%	(193)	645
PID/Gender: Dem Men	23%	(77)	27%	(89)	25%	(85)	25%	(83)	335
PID/Gender: Dem Women	20%	(86)	24%	(104)	21%	(90)	36%	(159)	440
PID/Gender: Ind Men	21%	(85)	28%	(118)	20%	(82)	31%	(130)	415
PID/Gender: Ind Women	17%	(62)	23%	(87)	22%	(82)	38%	(144)	375
PID/Gender: Rep Men	25%	(79)	26%	(82)	28%	(88)	22%	(69)	318
PID/Gender: Rep Women	16%	(51)	25%	(82)	21%	(70)	38%	(124)	327
Ideo: Liberal (1-3)	17%	(110)	24%	(152)	22%	(137)	37%	(236)	634
Ideo: Moderate (4)	23%	(142)	29%	(184)	23%	(144)	25%	(157)	627
Ideo: Conservative (5-7)	17%	(121)	25%	(178)	25%	(177)	34%	(244)	719
Educ: < College	23%	(331)	26%	(368)	21%	(296)	31%	(442)	1437
Educ: Bachelors degree	14%	(68)	29%	(143)	26%	(128)	31%	(152)	491
Educ: Post-grad	15%	(42)	18%	(52)	26%	(74)	41%	(115)	282
Income: Under 50k	23%	(265)	26%	(295)	21%	(244)	30%	(349)	1153
Income: 50k-100k	16%	(109)	27%	(188)	22%	(155)	35%	(239)	690
Income: 100k+	18%	(68)	22%	(80)	27%	(100)	33%	(120)	368

Continued on next page

Table MCEN11_16: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Transformers

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	20%	(441)	25%	(562)	23%	(498)	32%	(708)	2210
Ethnicity: White (Non-Hispanic)	15%	(225)	24%	(358)	24%	(357)	37%	(548)	1488
Ethnicity: Hispanic	29%	(109)	29%	(109)	20%	(73)	22%	(83)	374
Ethnicity: Black (Non-Hispanic)	34%	(84)	28%	(67)	18%	(44)	20%	(48)	243
Ethnicity: Asian + Other (Non-Hispanic)	22%	(23)	27%	(28)	23%	(24)	28%	(29)	105
All Christian	17%	(160)	25%	(237)	25%	(240)	33%	(313)	949
All Non-Christian	24%	(25)	24%	(24)	20%	(20)	32%	(33)	101
Atheist	16%	(16)	13%	(14)	19%	(20)	51%	(52)	102
Agnostic/Nothing in particular	21%	(137)	29%	(191)	20%	(135)	30%	(198)	661
Something Else	26%	(103)	24%	(97)	21%	(84)	28%	(113)	396
Religious Non-Protestant/Catholic	21%	(26)	27%	(33)	21%	(26)	31%	(38)	122
Evangelical	23%	(122)	25%	(129)	21%	(108)	31%	(165)	525
Non-Evangelical	17%	(138)	25%	(194)	26%	(203)	32%	(253)	788
Community: Urban	29%	(170)	26%	(153)	20%	(118)	25%	(146)	586
Community: Suburban	16%	(180)	24%	(266)	24%	(258)	36%	(395)	1098
Community: Rural	17%	(91)	27%	(144)	23%	(122)	32%	(168)	526
Employ: Private Sector	21%	(161)	31%	(238)	23%	(174)	25%	(190)	762
Employ: Government	19%	(22)	20%	(24)	26%	(30)	34%	(40)	116
Employ: Self-Employed	27%	(56)	24%	(49)	19%	(39)	30%	(63)	207
Employ: Homemaker	25%	(40)	25%	(39)	20%	(32)	30%	(49)	160
Employ: Student	28%	(22)	18%	(14)	21%	(17)	33%	(27)	80
Employ: Retired	10%	(50)	19%	(99)	27%	(141)	43%	(223)	512
Employ: Unemployed	26%	(64)	24%	(59)	19%	(45)	31%	(76)	245
Employ: Other	21%	(27)	31%	(40)	16%	(20)	33%	(42)	129
Military HH: Yes	15%	(54)	24%	(88)	27%	(98)	34%	(122)	362
Military HH: No	21%	(387)	26%	(474)	22%	(400)	32%	(587)	1848
RD/WT: Right Direction	22%	(149)	25%	(175)	22%	(155)	30%	(209)	688
RD/WT: Wrong Track	19%	(291)	25%	(388)	23%	(344)	33%	(499)	1522
Biden Job Approve	21%	(191)	25%	(224)	22%	(196)	32%	(293)	905
Biden Job Disapprove	19%	(226)	26%	(308)	23%	(278)	32%	(377)	1189

Continued on next page

Table MCEN11_16: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Transformers

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	20%	(441)	25%	(562)	23%	(498)	32%	(708)	2210
Biden Job Strongly Approve	22%	(74)	24%	(79)	23%	(77)	31%	(101)	330
Biden Job Somewhat Approve	20%	(118)	25%	(146)	21%	(119)	34%	(193)	575
Biden Job Somewhat Disapprove	19%	(71)	24%	(91)	30%	(115)	27%	(103)	380
Biden Job Strongly Disapprove	19%	(155)	27%	(217)	20%	(163)	34%	(275)	809
Favorable of Biden	22%	(208)	24%	(226)	22%	(202)	32%	(301)	936
Unfavorable of Biden	18%	(213)	26%	(310)	23%	(273)	32%	(378)	1173
Very Favorable of Biden	24%	(91)	24%	(91)	21%	(77)	31%	(116)	375
Somewhat Favorable of Biden	21%	(117)	24%	(136)	22%	(124)	33%	(185)	562
Somewhat Unfavorable of Biden	17%	(54)	25%	(80)	28%	(90)	31%	(100)	323
Very Unfavorable of Biden	19%	(159)	27%	(231)	22%	(183)	33%	(278)	850
#1 Issue: Economy	20%	(191)	26%	(246)	25%	(237)	28%	(262)	937
#1 Issue: Security	16%	(47)	25%	(73)	23%	(67)	36%	(107)	293
#1 Issue: Health Care	22%	(51)	29%	(67)	19%	(43)	30%	(68)	230
#1 Issue: Medicare / Social Security	15%	(37)	22%	(53)	27%	(65)	36%	(89)	245
#1 Issue: Women's Issues	26%	(29)	16%	(18)	22%	(25)	35%	(39)	111
#1 Issue: Education	25%	(21)	30%	(25)	14%	(11)	31%	(25)	82
#1 Issue: Energy	23%	(34)	27%	(41)	17%	(26)	33%	(49)	149
#1 Issue: Other	19%	(32)	24%	(39)	15%	(24)	42%	(69)	164
2020 Vote: Joe Biden	20%	(184)	24%	(222)	24%	(226)	32%	(298)	929
2020 Vote: Donald Trump	18%	(133)	26%	(195)	24%	(181)	32%	(241)	751
2020 Vote: Other	11%	(10)	34%	(31)	27%	(25)	28%	(26)	92
2020 Vote: Didn't Vote	26%	(115)	26%	(114)	15%	(66)	33%	(144)	438
2018 House Vote: Democrat	20%	(149)	24%	(178)	24%	(181)	32%	(243)	751
2018 House Vote: Republican	17%	(106)	24%	(151)	27%	(164)	32%	(198)	618
2018 House Vote: Someone else	10%	(7)	33%	(23)	20%	(14)	37%	(25)	69
2016 Vote: Hillary Clinton	21%	(144)	24%	(171)	25%	(172)	30%	(212)	699
2016 Vote: Donald Trump	17%	(113)	25%	(166)	24%	(158)	35%	(232)	669
2016 Vote: Other	10%	(11)	33%	(39)	20%	(23)	38%	(45)	119
2016 Vote: Didn't Vote	24%	(173)	26%	(186)	20%	(145)	30%	(219)	723

Continued on next page

Table MCEN11_16: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Transformers

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	20%	(441)	25%	(562)	23%	(498)	32%	(708)	2210
Voted in 2014: Yes	18%	(230)	24%	(307)	25%	(313)	32%	(406)	1256
Voted in 2014: No	22%	(211)	27%	(255)	19%	(186)	32%	(302)	954
4-Region: Northeast	17%	(66)	21%	(81)	24%	(92)	38%	(144)	383
4-Region: Midwest	17%	(77)	28%	(126)	24%	(109)	32%	(144)	456
4-Region: South	23%	(191)	24%	(199)	23%	(194)	31%	(260)	844
4-Region: West	20%	(106)	30%	(156)	20%	(103)	31%	(161)	527
Comfortable Going to the Movies	22%	(320)	27%	(386)	22%	(322)	29%	(413)	1441
Uncomfortable Going to the Movies	16%	(104)	21%	(136)	23%	(151)	40%	(259)	650
Frequent Moviegoers	33%	(62)	30%	(55)	18%	(34)	19%	(35)	186
Occasional Moviegoers	25%	(180)	31%	(228)	23%	(166)	21%	(152)	727
Rare Moviegoers	17%	(155)	23%	(207)	24%	(222)	36%	(326)	910
Never Goes to the Movies	11%	(43)	19%	(72)	20%	(76)	50%	(195)	387

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	29%	(633)	57%	(1249)	15%	(327)	2210
Gender: Male	31%	(335)	57%	(613)	11%	(120)	1068
Gender: Female	26%	(299)	56%	(636)	18%	(208)	1142
Age: 18-34	35%	(223)	52%	(334)	13%	(84)	642
Age: 35-44	32%	(116)	51%	(187)	17%	(62)	365
Age: 45-64	29%	(204)	58%	(414)	13%	(96)	714
Age: 65+	18%	(90)	64%	(314)	17%	(85)	489
GenZers: 1997-2012	33%	(81)	49%	(118)	17%	(42)	241
Millennials: 1981-1996	34%	(224)	53%	(353)	13%	(85)	662
GenXers: 1965-1980	30%	(154)	54%	(280)	16%	(80)	514
Baby Boomers: 1946-1964	23%	(167)	63%	(459)	14%	(99)	725
PID: Dem (no lean)	36%	(277)	54%	(421)	10%	(77)	775
PID: Ind (no lean)	27%	(210)	55%	(431)	19%	(150)	790
PID: Rep (no lean)	23%	(147)	62%	(397)	16%	(101)	645
PID/Gender: Dem Men	41%	(139)	51%	(172)	7%	(24)	335
PID/Gender: Dem Women	31%	(138)	57%	(250)	12%	(52)	440
PID/Gender: Ind Men	28%	(118)	57%	(235)	15%	(63)	415
PID/Gender: Ind Women	25%	(92)	52%	(196)	23%	(87)	375
PID/Gender: Rep Men	25%	(78)	65%	(207)	10%	(33)	318
PID/Gender: Rep Women	21%	(68)	58%	(190)	21%	(69)	327
Ideo: Liberal (1-3)	40%	(251)	51%	(324)	9%	(59)	634
Ideo: Moderate (4)	30%	(191)	59%	(370)	11%	(66)	627
Ideo: Conservative (5-7)	20%	(147)	60%	(433)	19%	(139)	719
Educ: < College	27%	(387)	56%	(804)	17%	(246)	1437
Educ: Bachelors degree	31%	(154)	59%	(292)	9%	(45)	491
Educ: Post-grad	33%	(92)	54%	(154)	13%	(36)	282
Income: Under 50k	28%	(326)	54%	(620)	18%	(206)	1153
Income: 50k-100k	28%	(193)	61%	(419)	11%	(77)	690
Income: 100k+	31%	(114)	57%	(210)	12%	(44)	368

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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	29%	(633)	57%	(1249)	15%	(327)	2210
Ethnicity: White (Non-Hispanic)	26%	(392)	59%	(872)	15%	(224)	1488
Ethnicity: Hispanic	32%	(120)	54%	(200)	14%	(54)	374
Ethnicity: Black (Non-Hispanic)	36%	(88)	50%	(122)	14%	(34)	243
Ethnicity: Asian + Other (Non-Hispanic)	33%	(34)	53%	(55)	15%	(15)	105
All Christian	27%	(255)	61%	(574)	13%	(120)	949
All Non-Christian	39%	(40)	48%	(48)	13%	(14)	101
Atheist	29%	(30)	61%	(62)	10%	(11)	102
Agnostic/Nothing in particular	28%	(184)	55%	(364)	17%	(112)	661
Something Else	32%	(125)	51%	(200)	18%	(71)	396
Religious Non-Protestant/Catholic	35%	(43)	51%	(63)	13%	(16)	122
Evangelical	30%	(155)	53%	(281)	17%	(89)	525
Non-Evangelical	28%	(220)	60%	(470)	12%	(98)	788
Community: Urban	36%	(212)	50%	(294)	14%	(80)	586
Community: Suburban	28%	(303)	60%	(659)	12%	(136)	1098
Community: Rural	22%	(118)	56%	(295)	21%	(112)	526
Employ: Private Sector	33%	(251)	56%	(425)	11%	(86)	762
Employ: Government	27%	(32)	54%	(63)	18%	(21)	116
Employ: Self-Employed	26%	(53)	61%	(127)	13%	(27)	207
Employ: Homemaker	26%	(41)	47%	(75)	27%	(44)	160
Employ: Student	36%	(29)	47%	(38)	17%	(14)	80
Employ: Retired	21%	(106)	63%	(325)	16%	(81)	512
Employ: Unemployed	34%	(82)	51%	(125)	16%	(38)	245
Employ: Other	30%	(39)	56%	(73)	13%	(17)	129
Military HH: Yes	28%	(102)	58%	(210)	14%	(50)	362
Military HH: No	29%	(531)	56%	(1039)	15%	(278)	1848
RD/WT: Right Direction	35%	(237)	55%	(380)	10%	(71)	688
RD/WT: Wrong Track	26%	(396)	57%	(870)	17%	(256)	1522
Biden Job Approve	35%	(319)	54%	(486)	11%	(100)	905
Biden Job Disapprove	24%	(291)	59%	(699)	17%	(199)	1189

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	29%	(633)	57%	(1249)	15%	(327)	2210
Biden Job Strongly Approve	44%	(144)	47%	(154)	10%	(33)	330
Biden Job Somewhat Approve	31%	(175)	58%	(332)	12%	(68)	575
Biden Job Somewhat Disapprove	31%	(116)	55%	(208)	15%	(56)	380
Biden Job Strongly Disapprove	22%	(175)	61%	(491)	18%	(143)	809
Favorable of Biden	35%	(327)	54%	(503)	11%	(106)	936
Unfavorable of Biden	24%	(280)	59%	(694)	17%	(199)	1173
Very Favorable of Biden	43%	(160)	47%	(175)	10%	(39)	375
Somewhat Favorable of Biden	30%	(167)	58%	(328)	12%	(67)	562
Somewhat Unfavorable of Biden	30%	(98)	56%	(181)	14%	(45)	323
Very Unfavorable of Biden	22%	(183)	60%	(513)	18%	(154)	850
#1 Issue: Economy	28%	(261)	58%	(544)	14%	(131)	937
#1 Issue: Security	26%	(76)	56%	(164)	18%	(53)	293
#1 Issue: Health Care	34%	(78)	54%	(123)	12%	(28)	230
#1 Issue: Medicare / Social Security	23%	(56)	61%	(150)	16%	(39)	245
#1 Issue: Women's Issues	38%	(42)	52%	(58)	10%	(11)	111
#1 Issue: Education	34%	(28)	52%	(42)	14%	(12)	82
#1 Issue: Energy	33%	(50)	54%	(81)	13%	(19)	149
#1 Issue: Other	26%	(43)	53%	(87)	21%	(34)	164
2020 Vote: Joe Biden	35%	(328)	56%	(517)	9%	(85)	929
2020 Vote: Donald Trump	22%	(163)	61%	(458)	17%	(130)	751
2020 Vote: Other	44%	(41)	45%	(41)	11%	(10)	92
2020 Vote: Didn't Vote	23%	(102)	53%	(233)	23%	(103)	438
2018 House Vote: Democrat	37%	(277)	53%	(396)	10%	(78)	751
2018 House Vote: Republican	22%	(133)	62%	(382)	17%	(103)	618
2018 House Vote: Someone else	41%	(28)	53%	(36)	6%	(4)	69
2016 Vote: Hillary Clinton	37%	(258)	53%	(370)	10%	(71)	699
2016 Vote: Donald Trump	23%	(155)	61%	(407)	16%	(107)	669
2016 Vote: Other	33%	(39)	60%	(71)	7%	(9)	119
2016 Vote: Didn't Vote	25%	(181)	55%	(400)	20%	(141)	723
Voted in 2014: Yes	29%	(369)	58%	(730)	12%	(157)	1256
Voted in 2014: No	28%	(264)	54%	(519)	18%	(171)	954

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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	29%	(633)	57%	(1249)	15%	(327)	2210
4-Region: Northeast	30%	(115)	55%	(212)	14%	(55)	383
4-Region: Midwest	26%	(121)	58%	(266)	15%	(70)	456
4-Region: South	26%	(222)	59%	(495)	15%	(127)	844
4-Region: West	33%	(175)	53%	(277)	14%	(74)	527
Comfortable Going to the Movies	31%	(451)	57%	(824)	12%	(166)	1441
Uncomfortable Going to the Movies	25%	(161)	56%	(364)	19%	(125)	650
Frequent Moviegoers	66%	(122)	28%	(53)	6%	(11)	186
Occasional Moviegoers	37%	(272)	55%	(400)	8%	(55)	727
Rare Moviegoers	20%	(182)	66%	(597)	14%	(132)	910
Never Goes to the Movies	15%	(57)	52%	(200)	34%	(130)	387

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	45%	(1000)	48%	(1061)	7%	(149)	2210
Gender: Male	44%	(469)	48%	(509)	8%	(89)	1068
Gender: Female	46%	(531)	48%	(552)	5%	(60)	1142
Age: 18-34	39%	(249)	52%	(331)	10%	(61)	642
Age: 35-44	44%	(162)	49%	(179)	7%	(24)	365
Age: 45-64	49%	(349)	45%	(322)	6%	(43)	714
Age: 65+	49%	(240)	47%	(229)	4%	(20)	489
GenZers: 1997-2012	35%	(83)	52%	(126)	13%	(32)	241
Millennials: 1981-1996	42%	(278)	52%	(343)	6%	(41)	662
GenXers: 1965-1980	50%	(260)	41%	(211)	9%	(44)	514
Baby Boomers: 1946-1964	47%	(341)	49%	(353)	4%	(30)	725
PID: Dem (no lean)	54%	(421)	43%	(336)	2%	(18)	775
PID: Ind (no lean)	35%	(277)	52%	(409)	13%	(104)	790
PID: Rep (no lean)	47%	(301)	49%	(316)	4%	(28)	645
PID/Gender: Dem Men	55%	(183)	43%	(143)	3%	(9)	335
PID/Gender: Dem Women	54%	(238)	44%	(193)	2%	(9)	440
PID/Gender: Ind Men	34%	(140)	50%	(207)	16%	(68)	415
PID/Gender: Ind Women	37%	(137)	54%	(202)	10%	(36)	375
PID/Gender: Rep Men	46%	(146)	50%	(159)	4%	(13)	318
PID/Gender: Rep Women	48%	(156)	48%	(157)	4%	(15)	327
Ideo: Liberal (1-3)	51%	(324)	45%	(283)	4%	(27)	634
Ideo: Moderate (4)	47%	(295)	48%	(298)	5%	(34)	627
Ideo: Conservative (5-7)	42%	(299)	51%	(367)	7%	(54)	719
Educ: < College	45%	(653)	48%	(687)	7%	(97)	1437
Educ: Bachelors degree	47%	(231)	47%	(228)	7%	(32)	491
Educ: Post-grad	41%	(116)	52%	(146)	7%	(20)	282
Income: Under 50k	45%	(518)	47%	(543)	8%	(92)	1153
Income: 50k-100k	45%	(312)	50%	(342)	5%	(36)	690
Income: 100k+	46%	(171)	48%	(176)	6%	(21)	368

Continued on next page

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	45%	(1000)	48%	(1061)	7%	(149)	2210
Ethnicity: White (Non-Hispanic)	46%	(687)	48%	(710)	6%	(91)	1488
Ethnicity: Hispanic	40%	(151)	51%	(190)	9%	(33)	374
Ethnicity: Black (Non-Hispanic)	50%	(122)	45%	(110)	4%	(11)	243
Ethnicity: Asian + Other (Non-Hispanic)	38%	(39)	49%	(52)	13%	(14)	105
All Christian	49%	(462)	46%	(441)	5%	(46)	949
All Non-Christian	53%	(54)	37%	(38)	9%	(10)	101
Atheist	42%	(43)	48%	(49)	11%	(11)	102
Agnostic/Nothing in particular	39%	(255)	53%	(353)	8%	(53)	661
Something Else	47%	(187)	45%	(180)	7%	(29)	396
Religious Non-Protestant/Catholic	48%	(58)	42%	(51)	11%	(13)	122
Evangelical	47%	(247)	47%	(245)	6%	(33)	525
Non-Evangelical	50%	(392)	45%	(357)	5%	(39)	788
Community: Urban	49%	(288)	43%	(250)	8%	(48)	586
Community: Suburban	46%	(500)	49%	(535)	6%	(62)	1098
Community: Rural	40%	(212)	52%	(275)	7%	(39)	526
Employ: Private Sector	47%	(357)	47%	(359)	6%	(46)	762
Employ: Government	37%	(43)	54%	(62)	9%	(11)	116
Employ: Self-Employed	48%	(100)	42%	(87)	10%	(20)	207
Employ: Homemaker	42%	(67)	51%	(81)	7%	(11)	160
Employ: Student	37%	(30)	47%	(38)	15%	(12)	80
Employ: Retired	52%	(266)	45%	(231)	3%	(15)	512
Employ: Unemployed	35%	(86)	56%	(136)	9%	(23)	245
Employ: Other	40%	(51)	52%	(67)	9%	(11)	129
Military HH: Yes	45%	(162)	47%	(170)	8%	(30)	362
Military HH: No	45%	(838)	48%	(891)	6%	(119)	1848
RD/WT: Right Direction	51%	(354)	44%	(303)	5%	(32)	688
RD/WT: Wrong Track	42%	(646)	50%	(758)	8%	(117)	1522
Biden Job Approve	51%	(464)	44%	(402)	4%	(38)	905
Biden Job Disapprove	42%	(500)	50%	(594)	8%	(95)	1189

Continued on next page

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	45%	(1000)	48%	(1061)	7%	(149)	2210
Biden Job Strongly Approve	59%	(194)	39%	(128)	3%	(9)	330
Biden Job Somewhat Approve	47%	(270)	48%	(275)	5%	(29)	575
Biden Job Somewhat Disapprove	46%	(174)	49%	(188)	5%	(18)	380
Biden Job Strongly Disapprove	40%	(326)	50%	(406)	9%	(77)	809
Favorable of Biden	53%	(500)	43%	(407)	3%	(30)	936
Unfavorable of Biden	40%	(468)	51%	(597)	9%	(108)	1173
Very Favorable of Biden	59%	(221)	39%	(146)	2%	(7)	375
Somewhat Favorable of Biden	50%	(278)	46%	(260)	4%	(23)	562
Somewhat Unfavorable of Biden	41%	(132)	50%	(162)	9%	(30)	323
Very Unfavorable of Biden	40%	(337)	51%	(435)	9%	(79)	850
#1 Issue: Economy	43%	(400)	50%	(473)	7%	(65)	937
#1 Issue: Security	51%	(150)	43%	(126)	6%	(16)	293
#1 Issue: Health Care	48%	(110)	48%	(109)	4%	(10)	230
#1 Issue: Medicare / Social Security	51%	(125)	45%	(109)	4%	(10)	245
#1 Issue: Women's Issues	42%	(46)	52%	(58)	6%	(7)	111
#1 Issue: Education	37%	(31)	48%	(39)	15%	(12)	82
#1 Issue: Energy	46%	(69)	46%	(69)	8%	(12)	149
#1 Issue: Other	42%	(69)	47%	(77)	10%	(17)	164
2020 Vote: Joe Biden	52%	(485)	44%	(411)	4%	(33)	929
2020 Vote: Donald Trump	44%	(331)	50%	(372)	6%	(47)	751
2020 Vote: Other	28%	(26)	60%	(55)	12%	(11)	92
2020 Vote: Didn't Vote	36%	(158)	51%	(223)	13%	(57)	438
2018 House Vote: Democrat	51%	(381)	45%	(340)	4%	(30)	751
2018 House Vote: Republican	44%	(271)	50%	(311)	6%	(35)	618
2018 House Vote: Someone else	50%	(35)	41%	(28)	9%	(6)	69
2016 Vote: Hillary Clinton	53%	(369)	44%	(305)	4%	(26)	699
2016 Vote: Donald Trump	46%	(307)	49%	(329)	5%	(34)	669
2016 Vote: Other	35%	(41)	57%	(68)	8%	(10)	119
2016 Vote: Didn't Vote	39%	(283)	50%	(360)	11%	(80)	723
Voted in 2014: Yes	49%	(611)	47%	(588)	5%	(57)	1256
Voted in 2014: No	41%	(389)	50%	(473)	10%	(92)	954

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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	45%	(1000)	48%	(1061)	7%	(149)	2210
4-Region: Northeast	52%	(199)	43%	(164)	5%	(20)	383
4-Region: Midwest	45%	(207)	50%	(226)	5%	(23)	456
4-Region: South	42%	(354)	50%	(422)	8%	(69)	844
4-Region: West	46%	(240)	47%	(249)	7%	(38)	527
Comfortable Going to the Movies	45%	(652)	49%	(709)	6%	(80)	1441
Uncomfortable Going to the Movies	48%	(309)	44%	(287)	8%	(54)	650
Frequent Moviegoers	63%	(117)	30%	(56)	7%	(13)	186
Occasional Moviegoers	52%	(376)	46%	(331)	3%	(21)	727
Rare Moviegoers	39%	(354)	53%	(483)	8%	(74)	910
Never Goes to the Movies	40%	(154)	49%	(191)	11%	(42)	387

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	26%	(585)	40%	(875)	34%	(750)	2210
Gender: Male	40%	(429)	37%	(396)	23%	(243)	1068
Gender: Female	14%	(157)	42%	(479)	44%	(506)	1142
Age: 18-34	23%	(147)	35%	(222)	43%	(274)	642
Age: 35-44	27%	(100)	45%	(165)	28%	(101)	365
Age: 45-64	30%	(214)	38%	(271)	32%	(229)	714
Age: 65+	26%	(125)	44%	(217)	30%	(146)	489
GenZers: 1997-2012	14%	(33)	37%	(89)	50%	(119)	241
Millennials: 1981-1996	28%	(184)	38%	(254)	34%	(224)	662
GenXers: 1965-1980	29%	(149)	39%	(202)	32%	(164)	514
Baby Boomers: 1946-1964	28%	(201)	42%	(304)	30%	(220)	725
PID: Dem (no lean)	31%	(240)	38%	(296)	31%	(239)	775
PID: Ind (no lean)	20%	(156)	41%	(321)	40%	(313)	790
PID: Rep (no lean)	29%	(190)	40%	(258)	31%	(197)	645
PID/Gender: Dem Men	50%	(166)	33%	(110)	18%	(59)	335
PID/Gender: Dem Women	17%	(74)	42%	(186)	41%	(181)	440
PID/Gender: Ind Men	30%	(124)	39%	(163)	31%	(129)	415
PID/Gender: Ind Women	9%	(33)	42%	(159)	49%	(184)	375
PID/Gender: Rep Men	44%	(139)	39%	(123)	18%	(56)	318
PID/Gender: Rep Women	15%	(50)	41%	(135)	43%	(141)	327
Ideo: Liberal (1-3)	26%	(168)	39%	(247)	35%	(219)	634
Ideo: Moderate (4)	28%	(173)	43%	(267)	30%	(187)	627
Ideo: Conservative (5-7)	30%	(215)	39%	(278)	31%	(226)	719
Educ: < College	24%	(342)	38%	(543)	38%	(551)	1437
Educ: Bachelors degree	35%	(171)	40%	(194)	26%	(126)	491
Educ: Post-grad	26%	(72)	49%	(138)	26%	(72)	282
Income: Under 50k	23%	(259)	36%	(421)	41%	(473)	1153
Income: 50k-100k	30%	(209)	41%	(282)	29%	(199)	690
Income: 100k+	32%	(117)	47%	(172)	21%	(78)	368

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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	26%	(585)	40%	(875)	34%	(750)	2210
Ethnicity: White (Non-Hispanic)	26%	(385)	40%	(591)	34%	(512)	1488
Ethnicity: Hispanic	24%	(88)	38%	(141)	39%	(145)	374
Ethnicity: Black (Non-Hispanic)	34%	(82)	43%	(105)	23%	(57)	243
Ethnicity: Asian + Other (Non-Hispanic)	29%	(30)	37%	(39)	34%	(36)	105
All Christian	32%	(302)	41%	(385)	28%	(262)	949
All Non-Christian	32%	(32)	40%	(40)	28%	(29)	101
Atheist	24%	(25)	30%	(30)	46%	(47)	102
Agnostic/Nothing in particular	22%	(146)	38%	(253)	40%	(261)	661
Something Else	20%	(80)	42%	(166)	38%	(150)	396
Religious Non-Protestant/Catholic	31%	(38)	40%	(49)	29%	(36)	122
Evangelical	28%	(145)	41%	(214)	32%	(166)	525
Non-Evangelical	29%	(230)	41%	(324)	30%	(235)	788
Community: Urban	29%	(172)	39%	(229)	32%	(186)	586
Community: Suburban	27%	(294)	42%	(458)	32%	(346)	1098
Community: Rural	23%	(120)	36%	(188)	41%	(218)	526
Employ: Private Sector	31%	(234)	40%	(308)	29%	(220)	762
Employ: Government	29%	(33)	35%	(41)	36%	(41)	116
Employ: Self-Employed	35%	(73)	37%	(76)	28%	(58)	207
Employ: Homemaker	12%	(19)	45%	(72)	43%	(68)	160
Employ: Student	12%	(9)	36%	(29)	52%	(42)	80
Employ: Retired	27%	(137)	41%	(212)	32%	(163)	512
Employ: Unemployed	19%	(45)	35%	(86)	46%	(113)	245
Employ: Other	27%	(35)	39%	(50)	33%	(43)	129
Military HH: Yes	26%	(96)	43%	(155)	31%	(112)	362
Military HH: No	26%	(490)	39%	(720)	35%	(638)	1848
RD/WT: Right Direction	32%	(218)	37%	(255)	31%	(214)	688
RD/WT: Wrong Track	24%	(367)	41%	(620)	35%	(535)	1522
Biden Job Approve	29%	(262)	39%	(353)	32%	(290)	905
Biden Job Disapprove	27%	(316)	40%	(480)	33%	(394)	1189

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	26%	(585)	40%	(875)	34%	(750)	2210
Biden Job Strongly Approve	35%	(115)	35%	(114)	31%	(101)	330
Biden Job Somewhat Approve	25%	(147)	42%	(239)	33%	(189)	575
Biden Job Somewhat Disapprove	30%	(112)	41%	(157)	29%	(110)	380
Biden Job Strongly Disapprove	25%	(203)	40%	(323)	35%	(283)	809
Favorable of Biden	29%	(274)	40%	(377)	30%	(286)	936
Unfavorable of Biden	26%	(304)	39%	(461)	35%	(407)	1173
Very Favorable of Biden	34%	(127)	37%	(137)	29%	(110)	375
Somewhat Favorable of Biden	26%	(147)	43%	(239)	31%	(175)	562
Somewhat Unfavorable of Biden	27%	(88)	36%	(116)	37%	(119)	323
Very Unfavorable of Biden	25%	(217)	41%	(345)	34%	(288)	850
#1 Issue: Economy	28%	(260)	41%	(386)	31%	(291)	937
#1 Issue: Security	29%	(86)	35%	(103)	35%	(104)	293
#1 Issue: Health Care	30%	(68)	33%	(75)	38%	(86)	230
#1 Issue: Medicare / Social Security	29%	(71)	43%	(105)	28%	(69)	245
#1 Issue: Women's Issues	22%	(24)	36%	(40)	43%	(47)	111
#1 Issue: Education	18%	(15)	47%	(38)	35%	(29)	82
#1 Issue: Energy	24%	(36)	44%	(66)	32%	(48)	149
#1 Issue: Other	16%	(26)	38%	(62)	46%	(75)	164
2020 Vote: Joe Biden	31%	(291)	40%	(373)	29%	(265)	929
2020 Vote: Donald Trump	28%	(214)	39%	(292)	33%	(245)	751
2020 Vote: Other	23%	(21)	48%	(44)	29%	(26)	92
2020 Vote: Didn't Vote	14%	(60)	38%	(166)	48%	(212)	438
2018 House Vote: Democrat	32%	(241)	39%	(292)	29%	(218)	751
2018 House Vote: Republican	30%	(188)	40%	(246)	30%	(184)	618
2018 House Vote: Someone else	25%	(17)	47%	(33)	28%	(20)	69
2016 Vote: Hillary Clinton	32%	(222)	41%	(287)	27%	(190)	699
2016 Vote: Donald Trump	32%	(211)	40%	(266)	29%	(192)	669
2016 Vote: Other	32%	(38)	38%	(45)	30%	(36)	119
2016 Vote: Didn't Vote	16%	(115)	38%	(276)	46%	(331)	723
Voted in 2014: Yes	32%	(405)	40%	(504)	28%	(346)	1256
Voted in 2014: No	19%	(180)	39%	(371)	42%	(403)	954

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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	26%	(585)	40%	(875)	34%	(750)	2210
4-Region: Northeast	28%	(106)	37%	(142)	35%	(134)	383
4-Region: Midwest	30%	(139)	40%	(184)	29%	(134)	456
4-Region: South	23%	(193)	41%	(348)	36%	(304)	844
4-Region: West	28%	(147)	38%	(202)	34%	(178)	527
Comfortable Going to the Movies	29%	(412)	40%	(583)	31%	(447)	1441
Uncomfortable Going to the Movies	24%	(158)	40%	(258)	36%	(234)	650
Frequent Moviegoers	39%	(73)	37%	(69)	24%	(44)	186
Occasional Moviegoers	32%	(235)	44%	(318)	24%	(174)	727
Rare Moviegoers	22%	(199)	39%	(358)	39%	(354)	910
Never Goes to the Movies	20%	(79)	34%	(131)	46%	(178)	387

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?

Movies

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	42%	(918)	52%	(1144)	7%	(148)	2210
Gender: Male	42%	(447)	51%	(545)	7%	(75)	1068
Gender: Female	41%	(471)	52%	(598)	6%	(73)	1142
Age: 18-34	47%	(303)	47%	(301)	6%	(37)	642
Age: 35-44	47%	(173)	47%	(173)	5%	(19)	365
Age: 45-64	41%	(296)	52%	(374)	6%	(45)	714
Age: 65+	30%	(146)	61%	(296)	10%	(47)	489
GenZers: 1997-2012	41%	(100)	51%	(123)	8%	(18)	241
Millennials: 1981-1996	49%	(327)	46%	(304)	5%	(31)	662
GenXers: 1965-1980	46%	(234)	48%	(249)	6%	(32)	514
Baby Boomers: 1946-1964	33%	(242)	59%	(424)	8%	(58)	725
PID: Dem (no lean)	49%	(379)	47%	(367)	4%	(29)	775
PID: Ind (no lean)	39%	(305)	53%	(421)	8%	(65)	790
PID: Rep (no lean)	36%	(235)	55%	(355)	8%	(55)	645
PID/Gender: Dem Men	51%	(172)	45%	(149)	4%	(14)	335
PID/Gender: Dem Women	47%	(207)	50%	(218)	3%	(15)	440
PID/Gender: Ind Men	38%	(159)	52%	(218)	9%	(38)	415
PID/Gender: Ind Women	39%	(146)	54%	(203)	7%	(26)	375
PID/Gender: Rep Men	37%	(117)	56%	(178)	7%	(23)	318
PID/Gender: Rep Women	36%	(118)	54%	(177)	10%	(32)	327
Ideo: Liberal (1-3)	50%	(317)	46%	(292)	4%	(25)	634
Ideo: Moderate (4)	44%	(274)	52%	(328)	4%	(25)	627
Ideo: Conservative (5-7)	35%	(249)	54%	(390)	11%	(80)	719
Educ: < College	41%	(592)	52%	(745)	7%	(100)	1437
Educ: Bachelors degree	43%	(210)	52%	(255)	5%	(26)	491
Educ: Post-grad	41%	(116)	51%	(144)	8%	(22)	282
Income: Under 50k	42%	(479)	51%	(587)	7%	(86)	1153
Income: 50k-100k	40%	(277)	54%	(373)	6%	(39)	690
Income: 100k+	44%	(162)	50%	(183)	6%	(23)	368

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Table MCENdem1_4: In general, what kind of fan do you consider yourself of the following?

Movies

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	42%	(918)	52%	(1144)	7%	(148)	2210
Ethnicity: White (Non-Hispanic)	39%	(575)	54%	(803)	7%	(110)	1488
Ethnicity: Hispanic	48%	(179)	47%	(175)	5%	(20)	374
Ethnicity: Black (Non-Hispanic)	52%	(125)	44%	(107)	4%	(10)	243
Ethnicity: Asian + Other (Non-Hispanic)	36%	(38)	56%	(58)	8%	(8)	105
All Christian	40%	(384)	52%	(497)	7%	(69)	949
All Non-Christian	47%	(48)	43%	(44)	9%	(10)	101
Atheist	41%	(42)	56%	(57)	4%	(4)	102
Agnostic/Nothing in particular	39%	(258)	54%	(357)	7%	(46)	661
Something Else	47%	(187)	48%	(188)	5%	(21)	396
Religious Non-Protestant/Catholic	45%	(55)	47%	(57)	8%	(10)	122
Evangelical	42%	(221)	49%	(259)	8%	(45)	525
Non-Evangelical	43%	(340)	51%	(404)	6%	(44)	788
Community: Urban	48%	(280)	46%	(272)	6%	(34)	586
Community: Suburban	41%	(454)	53%	(577)	6%	(67)	1098
Community: Rural	35%	(183)	56%	(295)	9%	(48)	526
Employ: Private Sector	47%	(358)	48%	(363)	5%	(41)	762
Employ: Government	43%	(49)	47%	(55)	10%	(12)	116
Employ: Self-Employed	42%	(88)	51%	(106)	6%	(13)	207
Employ: Homemaker	41%	(65)	51%	(81)	9%	(14)	160
Employ: Student	47%	(38)	44%	(35)	9%	(7)	80
Employ: Retired	31%	(161)	61%	(313)	7%	(38)	512
Employ: Unemployed	42%	(104)	53%	(130)	4%	(11)	245
Employ: Other	42%	(55)	47%	(60)	11%	(14)	129
Military HH: Yes	37%	(134)	57%	(208)	6%	(21)	362
Military HH: No	42%	(784)	51%	(936)	7%	(128)	1848
RD/WT: Right Direction	47%	(324)	48%	(331)	5%	(33)	688
RD/WT: Wrong Track	39%	(594)	53%	(812)	8%	(116)	1522
Biden Job Approve	46%	(419)	49%	(442)	5%	(44)	905
Biden Job Disapprove	39%	(463)	53%	(630)	8%	(96)	1189

Continued on next page

Table MCENdem1_4: In general, what kind of fan do you consider yourself of the following?

Movies

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	42%	(918)	52%	(1144)	7%	(148)	2210
Biden Job Strongly Approve	55%	(180)	40%	(133)	5%	(17)	330
Biden Job Somewhat Approve	42%	(239)	54%	(309)	5%	(27)	575
Biden Job Somewhat Disapprove	47%	(178)	47%	(180)	6%	(22)	380
Biden Job Strongly Disapprove	35%	(285)	56%	(451)	9%	(73)	809
Favorable of Biden	47%	(443)	48%	(450)	5%	(43)	936
Unfavorable of Biden	38%	(441)	54%	(634)	8%	(99)	1173
Very Favorable of Biden	54%	(201)	42%	(159)	4%	(15)	375
Somewhat Favorable of Biden	43%	(242)	52%	(291)	5%	(29)	562
Somewhat Unfavorable of Biden	43%	(138)	51%	(166)	6%	(19)	323
Very Unfavorable of Biden	36%	(303)	55%	(467)	9%	(80)	850
#1 Issue: Economy	42%	(393)	52%	(488)	6%	(57)	937
#1 Issue: Security	38%	(112)	52%	(153)	10%	(28)	293
#1 Issue: Health Care	43%	(99)	53%	(121)	4%	(9)	230
#1 Issue: Medicare / Social Security	38%	(94)	52%	(128)	9%	(22)	245
#1 Issue: Women's Issues	49%	(54)	45%	(50)	6%	(7)	111
#1 Issue: Education	44%	(36)	54%	(44)	3%	(2)	82
#1 Issue: Energy	47%	(70)	51%	(76)	2%	(3)	149
#1 Issue: Other	36%	(60)	51%	(84)	12%	(20)	164
2020 Vote: Joe Biden	48%	(445)	48%	(450)	4%	(34)	929
2020 Vote: Donald Trump	36%	(274)	54%	(405)	10%	(72)	751
2020 Vote: Other	42%	(39)	52%	(48)	6%	(5)	92
2020 Vote: Didn't Vote	37%	(161)	55%	(240)	8%	(37)	438
2018 House Vote: Democrat	48%	(362)	47%	(352)	5%	(37)	751
2018 House Vote: Republican	36%	(220)	56%	(346)	8%	(52)	618
2018 House Vote: Someone else	56%	(39)	38%	(26)	6%	(4)	69
2016 Vote: Hillary Clinton	48%	(334)	48%	(334)	4%	(31)	699
2016 Vote: Donald Trump	38%	(252)	53%	(357)	9%	(61)	669
2016 Vote: Other	43%	(51)	54%	(64)	3%	(4)	119
2016 Vote: Didn't Vote	39%	(281)	54%	(389)	7%	(53)	723
Voted in 2014: Yes	43%	(540)	50%	(632)	7%	(84)	1256
Voted in 2014: No	40%	(378)	54%	(512)	7%	(64)	954

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Table MCENdem1_4: In general, what kind of fan do you consider yourself of the following?

Movies

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	42%	(918)	52%	(1144)	7%	(148)	2210
4-Region: Northeast	41%	(159)	51%	(195)	8%	(29)	383
4-Region: Midwest	41%	(188)	52%	(240)	6%	(29)	456
4-Region: South	38%	(321)	55%	(464)	7%	(59)	844
4-Region: West	47%	(250)	47%	(245)	6%	(32)	527
Comfortable Going to the Movies	45%	(646)	51%	(729)	5%	(66)	1441
Uncomfortable Going to the Movies	37%	(243)	53%	(346)	9%	(61)	650
Frequent Moviegoers	79%	(147)	20%	(36)	1%	(3)	186
Occasional Moviegoers	52%	(381)	45%	(331)	2%	(15)	727
Rare Moviegoers	33%	(299)	61%	(559)	6%	(53)	910
Never Goes to the Movies	24%	(92)	56%	(218)	20%	(77)	387

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	2210	100%
xdemGender	Gender: Male	1068	48%
	Gender: Female	1142	52%
	N	2210	
age	Age: 18-34	642	29%
	Age: 35-44	365	17%
	Age: 45-64	714	32%
	Age: 65+	489	22%
	N	2210	
demAgeGeneration	GenZers: 1997-2012	241	11%
	Millennials: 1981-1996	662	30%
	GenXers: 1965-1980	514	23%
	Baby Boomers: 1946-1964	725	33%
	N	2142	
xpid3	PID: Dem (no lean)	775	35%
	PID: Ind (no lean)	790	36%
	PID: Rep (no lean)	645	29%
	N	2210	
xpidGender	PID/Gender: Dem Men	335	15%
	PID/Gender: Dem Women	440	20%
	PID/Gender: Ind Men	415	19%
	PID/Gender: Ind Women	375	17%
	PID/Gender: Rep Men	318	14%
	PID/Gender: Rep Women	327	15%
	N	2210	
xdemIdeo3	Ideo: Liberal (1-3)	634	29%
	Ideo: Moderate (4)	627	28%
	Ideo: Conservative (5-7)	719	33%
	N	1980	
xeduc3	Educ: < College	1437	65%
	Educ: Bachelors degree	491	22%
	Educ: Post-grad	282	13%
	N	2210	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1153	52%
	Income: 50k-100k	690	31%
	Income: 100k+	368	17%
	N	2210	
xdemRace4	Ethnicity: White (Non-Hispanic)	1488	67%
	Ethnicity: Hispanic	374	17%
	Ethnicity: Black (Non-Hispanic)	243	11%
	Ethnicity: Asian + Other (Non-Hispanic)	105	5%
	N	2210	
xdemReligion	All Christian	949	43%
	All Non-Christian	101	5%
	Atheist	102	5%
	Agnostic/Nothing in particular	661	30%
	Something Else	396	18%
	N	2210	
xdemReligOther	Religious Non-Protestant/Catholic	122	6%
xdemEvang	Evangelical	525	24%
	Non-Evangelical	788	36%
	N	1313	
xdemUsr	Community: Urban	586	27%
	Community: Suburban	1098	50%
	Community: Rural	526	24%
	N	2210	
xdemEmploy	Employ: Private Sector	762	34%
	Employ: Government	116	5%
	Employ: Self-Employed	207	9%
	Employ: Homemaker	160	7%
	Employ: Student	80	4%
	Employ: Retired	512	23%
	Employ: Unemployed	245	11%
	Employ: Other	129	6%
	N	2210	
xdemMilHH1	Military HH: Yes	362	16%
	Military HH: No	1848	84%
	N	2210	
xnr1	RD/WT: Right Direction	688	31%
	RD/WT: Wrong Track	1522	69%
	N	2210	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemBidenApprove	Biden Job Approve	905	41%
	Biden Job Disapprove	1189	54%
	N	2094	
xdemBidenApprove2	Biden Job Strongly Approve	330	15%
	Biden Job Somewhat Approve	575	26%
	Biden Job Somewhat Disapprove	380	17%
	Biden Job Strongly Disapprove	809	37%
	N	2094	
xdemBidenFav	Favorable of Biden	936	42%
	Unfavorable of Biden	1173	53%
	N	2110	
xdemBidenFavFull	Very Favorable of Biden	375	17%
	Somewhat Favorable of Biden	562	25%
	Somewhat Unfavorable of Biden	323	15%
	Very Unfavorable of Biden	850	38%
	N	2110	
xnr3	#1 Issue: Economy	937	42%
	#1 Issue: Security	293	13%
	#1 Issue: Health Care	230	10%
	#1 Issue: Medicare / Social Security	245	11%
	#1 Issue: Women's Issues	111	5%
	#1 Issue: Education	82	4%
	#1 Issue: Energy	149	7%
	#1 Issue: Other	164	7%
	N	2210	
xsubVote20O	2020 Vote: Joe Biden	929	42%
	2020 Vote: Donald Trump	751	34%
	2020 Vote: Other	92	4%
	2020 Vote: Didn't Vote	438	20%
	N	2210	
xsubVote18O	2018 House Vote: Democrat	751	34%
	2018 House Vote: Republican	618	28%
	2018 House Vote: Someone else	69	3%
	N	1438	
xsubVote16O	2016 Vote: Hillary Clinton	699	32%
	2016 Vote: Donald Trump	669	30%
	2016 Vote: Other	119	5%
	2016 Vote: Didn't Vote	723	33%
	N	2210	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote14O	Voted in 2014: Yes	1256	57%
	Voted in 2014: No	954	43%
	N	2210	
xreg4	4-Region: Northeast	383	17%
	4-Region: Midwest	456	21%
	4-Region: South	844	38%
	4-Region: West	527	24%
	N	2210	
MCENxdem1	Comfortable Going to the Movies	1441	65%
	Uncomfortable Going to the Movies	650	29%
	N	2091	
MCENxdem2	Frequent Moviegoers	186	8%
	Occasional Moviegoers	727	33%
	Rare Moviegoers	910	41%
	Never Goes to the Movies	387	18%
	N	2210	

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

