MORNING CONSULT

National Tracking Poll #2210124
October 19-21, 2022

Crosstabulation Results

Methodology:
This poll was conducted between October 19-October 21, 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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Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	26%	(580)	29%	(632)	8%	(168)	3%	(71)	34%	(759)	2210
Gender: Male	34%	(360)	31%	(335)	9%	(96)	3%	(29)	23%	(247)	1068
Gender: Female	19%	(220)	26%	(297)	6%	(71)	4%	(42)	45%	(512)	1142
Age: 18-34	22%	(140)	22%	(138)	8%	(53)	4%	(26)	44%	(285)	642
Age: 35-44	26%	(96)	31%	(115)	10%	(37)	2%	(6)	31%	(111)	365
Age: 45-64	29%	(204)	30%	(212)	7%	(50)	4%	(30)	31%	(219)	714
Age: 65+	29%	(140)	34%	(167)	6%	(29)	2%	(9)	29%	(143)	489
GenZers: 1997-2012	12%	(31)	20%	(52)	10%	(27)	3%	(9)	53%	(136)	256
Millennials: 1981-1996	28%	(182)	25%	(166)	8%	(50)	4%	(23)	36%	(234)	655
GenXers: 1965-1980	26%	(132)	30%	(155)	9%	(44)	4%	(19)	32%	(161)	510
Baby Boomers: 1946-1964	30%	(213)	34%	(240)	6%	(44)	3%	(20)	27%	(193)	710
PID: Dem (no lean)	32%	(286)	29%	(258)	7%	(63)	3%	(24)	29%	(260)	890
PID: Ind (no lean)	21%	(138)	28%	(185)	9%	(62)	4%	(26)	39%	(259)	670
PID: Rep (no lean)	24%	(156)	29%	(189)	7%	(43)	3%	(22)	37%	(240)	650
PID/Gender: Dem Men	39%	(166)	31%	(132)	8%	(33)	2%	(10)	19%	(83)	424
PID/Gender: Dem Women	26%	(120)	27%	(125)	7%	(30)	3%	(13)	38%	(177)	466
PID/Gender: Ind Men	26%	(88)	32%	(106)	11%	(38)	4%	(13)	27%	(90)	336
PID/Gender: Ind Women	15%	(50)	24%	(79)	7%	(24)	4%	(12)	51%	(169)	334
PID/Gender: Rep Men	34%	(106)	31%	(97)	8%	(25)	2%	(6)	24%	(74)	308
PID/Gender: Rep Women	14%	(50)	27%	(93)	5%	(17)	5%	(16)	49%	(166)	342
Ideo: Liberal (1-3)	32%	(206)	29%	(189)	8%	(54)	2%	(16)	29%	(185)	649
Ideo: Moderate (4)	26%	(195)	30%	(222)	8%	(56)	3%	(25)	33%	(246)	743
Ideo: Conservative (5-7)	26%	(168)	31%	(204)	7%	(48)	3%	(18)	34%	(221)	659
Educ: < College	21%	(298)	27%	(390)	8%	(113)	3%	(46)	41%	(590)	1437
Educ: Bachelors degree	36%	(178)	29%	(141)	9%	(42)	3%	(17)	23%	(113)	491
Educ: Post-grad	37%	(104)	36%	(102)	4%	(12)	3%	(9)	20%	(56)	282

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Table MCEN1_1: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? Daniel Craig*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	26%	(580)	29%	(632)	8%	(168)	3%	(71)	34%	(759)	2210
Income: Under 50k	21%	(256)	26%	(326)	8%	(104)	3%	(32)	42%	(526)	1244
Income: 50k-100k	31%	(204)	31%	(203)	7%	(43)	4%	(27)	27%	(173)	651
Income: 100k+	38%	(120)	33%	(103)	7%	(20)	4%	(12)	19%	(60)	315
Ethnicity: White	28%	(479)	29%	(492)	7%	(124)	3%	(52)	33%	(564)	1711
Ethnicity: Hispanic	26%	(97)	23%	(85)	11%	(42)	4%	(13)	37%	(137)	374
Ethnicity: Black	24%	(68)	28%	(79)	5%	(15)	5%	(14)	38%	(106)	282
Ethnicity: Other	15%	(33)	28%	(60)	13%	(29)	3%	(6)	41%	(89)	217
All Christian	30%	(292)	33%	(329)	7%	(68)	2%	(22)	28%	(274)	985
All Non-Christian	35%	(47)	23%	(30)	16%	(22)	4%	(5)	22%	(29)	134
Atheist	28%	(28)	32%	(33)	6%	(6)	—	(0)	34%	(34)	100
Agnostic/Nothing in particular	23%	(145)	25%	(161)	8%	(49)	4%	(27)	40%	(254)	634
Something Else	19%	(68)	22%	(80)	6%	(22)	5%	(18)	47%	(169)	357
Religious Non-Protestant/Catholic	35%	(53)	23%	(34)	18%	(27)	3%	(5)	22%	(33)	151
Evangelical	23%	(135)	29%	(173)	6%	(38)	3%	(20)	38%	(223)	588
Non-Evangelical	30%	(212)	31%	(224)	6%	(46)	3%	(19)	30%	(214)	715
Community: Urban	32%	(212)	29%	(193)	8%	(51)	3%	(19)	29%	(199)	674
Community: Suburban	26%	(259)	28%	(273)	9%	(88)	3%	(34)	34%	(337)	992
Community: Rural	20%	(108)	30%	(165)	5%	(29)	3%	(18)	41%	(224)	544
Employ: Private Sector	32%	(212)	33%	(218)	8%	(50)	4%	(24)	24%	(160)	665
Employ: Government	29%	(32)	29%	(32)	5%	(6)	6%	(6)	32%	(35)	110
Employ: Self-Employed	25%	(50)	26%	(53)	9%	(17)	4%	(8)	36%	(71)	200
Employ: Homemaker	21%	(38)	18%	(32)	8%	(14)	5%	(9)	48%	(86)	178
Employ: Student	11%	(8)	14%	(10)	15%	(10)	3%	(2)	58%	(40)	70
Employ: Retired	29%	(163)	33%	(189)	6%	(31)	1%	(8)	31%	(174)	566
Employ: Unemployed	21%	(61)	23%	(66)	5%	(15)	3%	(9)	48%	(142)	293
Employ: Other	12%	(15)	26%	(33)	19%	(24)	4%	(5)	40%	(50)	127
Military HH: Yes	27%	(78)	30%	(86)	8%	(22)	3%	(10)	32%	(91)	286
Military HH: No	26%	(502)	28%	(547)	8%	(146)	3%	(61)	35%	(669)	1924
RD/WT: Right Direction	35%	(247)	32%	(227)	6%	(46)	3%	(19)	24%	(168)	707
RD/WT: Wrong Track	22%	(333)	27%	(405)	8%	(122)	3%	(52)	39%	(592)	1503

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Table MCEN1_1: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? Daniel Craig*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	26%	(580)	29%	(632)	8%	(168)	3%	(71)	34%	(759)	2210
Biden Job Approve	35%	(339)	29%	(281)	6%	(60)	3%	(24)	28%	(268)	971
Biden Job Disapprove	21%	(234)	29%	(326)	9%	(103)	3%	(38)	38%	(424)	1125
Biden Job Strongly Approve	45%	(199)	26%	(116)	6%	(26)	3%	(15)	20%	(88)	445
Biden Job Somewhat Approve	27%	(140)	31%	(165)	6%	(33)	2%	(10)	34%	(179)	527
Biden Job Somewhat Disapprove	20%	(67)	33%	(113)	9%	(31)	2%	(8)	36%	(121)	340
Biden Job Strongly Disapprove	21%	(167)	27%	(213)	9%	(72)	4%	(30)	39%	(303)	785
Favorable of Biden	34%	(345)	29%	(289)	6%	(65)	3%	(27)	28%	(282)	1008
Unfavorable of Biden	21%	(228)	30%	(329)	9%	(101)	3%	(37)	37%	(410)	1105
Very Favorable of Biden	43%	(200)	26%	(122)	6%	(29)	2%	(10)	23%	(106)	467
Somewhat Favorable of Biden	27%	(146)	31%	(167)	7%	(36)	3%	(17)	32%	(176)	541
Somewhat Unfavorable of Biden	20%	(58)	34%	(100)	9%	(25)	2%	(7)	35%	(100)	290
Very Unfavorable of Biden	21%	(170)	28%	(229)	9%	(76)	4%	(30)	38%	(310)	815
#1 Issue: Economy	25%	(215)	30%	(267)	8%	(67)	3%	(27)	34%	(301)	876
#1 Issue: Security	25%	(61)	29%	(70)	8%	(19)	4%	(9)	35%	(85)	244
#1 Issue: Health Care	30%	(52)	28%	(49)	7%	(13)	3%	(5)	33%	(58)	177
#1 Issue: Medicare / Social Security	27%	(65)	31%	(76)	7%	(17)	4%	(9)	31%	(73)	240
#1 Issue: Women's Issues	26%	(86)	25%	(82)	7%	(22)	3%	(11)	40%	(131)	331
#1 Issue: Education	20%	(15)	31%	(23)	11%	(8)	4%	(3)	35%	(26)	76
#1 Issue: Energy	35%	(47)	22%	(30)	12%	(16)	2%	(3)	28%	(38)	134
#1 Issue: Other	29%	(38)	28%	(36)	4%	(6)	4%	(5)	35%	(47)	132
2020 Vote: Joe Biden	34%	(324)	31%	(293)	7%	(66)	3%	(25)	26%	(253)	960
2020 Vote: Donald Trump	23%	(162)	31%	(220)	8%	(57)	4%	(25)	34%	(244)	708
2020 Vote: Other	25%	(16)	25%	(15)	10%	(6)	5%	(3)	35%	(21)	61
2020 Vote: Didn't Vote	16%	(78)	22%	(104)	8%	(39)	4%	(17)	50%	(242)	481
2018 House Vote: Democrat	33%	(262)	33%	(262)	7%	(56)	3%	(23)	24%	(190)	794
2018 House Vote: Republican	28%	(158)	30%	(173)	7%	(40)	3%	(18)	32%	(182)	570
2016 Vote: Hillary Clinton	35%	(251)	31%	(220)	6%	(41)	3%	(18)	25%	(178)	708
2016 Vote: Donald Trump	25%	(156)	34%	(212)	7%	(45)	4%	(22)	30%	(190)	625
2016 Vote: Other	29%	(27)	33%	(32)	6%	(6)	1%	(1)	30%	(29)	95
2016 Vote: Didn't Vote	18%	(142)	22%	(168)	10%	(74)	4%	(30)	46%	(357)	771

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Table MCEN1_1: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? Daniel Craig*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	26%	(580)	29%	(632)	8%	(168)	3%	(71)	34%	(759)	2210
Voted in 2014: Yes	31%	(381)	32%	(386)	6%	(74)	3%	(41)	27%	(330)	1211
Voted in 2014: No	20%	(199)	25%	(246)	9%	(94)	3%	(31)	43%	(429)	999
4-Region: Northeast	29%	(112)	32%	(122)	9%	(35)	1%	(6)	28%	(108)	383
4-Region: Midwest	22%	(99)	29%	(131)	8%	(35)	4%	(17)	38%	(174)	456
4-Region: South	23%	(193)	28%	(233)	8%	(71)	4%	(32)	37%	(316)	844
4-Region: West	33%	(176)	28%	(146)	5%	(27)	3%	(17)	31%	(161)	527
James Bond Fans	36%	(499)	33%	(454)	7%	(103)	3%	(40)	21%	(283)	1379

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

Table MCEN1_2: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? Pierce Brosnan*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	29%	(639)	34%	(743)	8%	(180)	3%	(71)	26%	(578)	2210
Gender: Male	30%	(323)	38%	(409)	11%	(113)	3%	(29)	18%	(194)	1068
Gender: Female	28%	(316)	29%	(334)	6%	(67)	4%	(42)	34%	(383)	1142
Age: 18-34	19%	(123)	24%	(153)	9%	(61)	5%	(29)	43%	(277)	642
Age: 35-44	28%	(102)	36%	(131)	10%	(36)	1%	(4)	25%	(92)	365
Age: 45-64	34%	(242)	38%	(268)	7%	(51)	4%	(29)	17%	(125)	714
Age: 65+	35%	(172)	39%	(191)	7%	(32)	2%	(9)	17%	(84)	489
GenZers: 1997-2012	7%	(18)	19%	(48)	14%	(36)	6%	(14)	54%	(138)	256
Millennials: 1981-1996	27%	(176)	31%	(205)	7%	(49)	3%	(18)	32%	(208)	655
GenXers: 1965-1980	32%	(162)	37%	(189)	8%	(42)	4%	(21)	19%	(96)	510
Baby Boomers: 1946-1964	36%	(254)	38%	(273)	7%	(47)	2%	(18)	17%	(118)	710
PID: Dem (no lean)	31%	(274)	35%	(313)	8%	(74)	3%	(25)	23%	(204)	890
PID: Ind (no lean)	24%	(161)	30%	(201)	9%	(59)	4%	(28)	33%	(221)	670
PID: Rep (no lean)	31%	(204)	35%	(229)	7%	(47)	3%	(18)	23%	(153)	650
PID/Gender: Dem Men	33%	(140)	39%	(167)	9%	(38)	2%	(8)	17%	(70)	424
PID/Gender: Dem Women	29%	(134)	31%	(146)	8%	(35)	3%	(16)	29%	(134)	466
PID/Gender: Ind Men	25%	(83)	38%	(128)	12%	(40)	4%	(15)	21%	(69)	336
PID/Gender: Ind Women	23%	(77)	22%	(72)	6%	(19)	4%	(13)	46%	(152)	334
PID/Gender: Rep Men	32%	(100)	37%	(114)	11%	(34)	2%	(6)	18%	(55)	308
PID/Gender: Rep Women	30%	(104)	34%	(115)	4%	(13)	4%	(12)	29%	(98)	342
Ideo: Liberal (1-3)	31%	(199)	35%	(228)	8%	(55)	3%	(18)	23%	(149)	649
Ideo: Moderate (4)	27%	(200)	37%	(278)	8%	(58)	3%	(22)	25%	(185)	743
Ideo: Conservative (5-7)	33%	(218)	33%	(219)	8%	(52)	3%	(18)	23%	(150)	659
Educ: < College	26%	(367)	31%	(450)	8%	(117)	4%	(53)	31%	(449)	1437
Educ: Bachelors degree	36%	(179)	37%	(182)	8%	(37)	3%	(12)	16%	(80)	491
Educ: Post-grad	33%	(93)	39%	(111)	9%	(25)	2%	(5)	17%	(49)	282
Income: Under 50k	26%	(324)	30%	(374)	7%	(87)	3%	(41)	34%	(417)	1244
Income: 50k-100k	31%	(202)	36%	(235)	11%	(75)	3%	(19)	19%	(121)	651
Income: 100k+	36%	(114)	43%	(134)	6%	(17)	3%	(10)	13%	(40)	315
Ethnicity: White	31%	(526)	36%	(616)	8%	(138)	2%	(43)	23%	(388)	1711
Ethnicity: Hispanic	25%	(92)	26%	(96)	12%	(44)	5%	(19)	33%	(123)	374

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Table MCEN1_2: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? Pierce Brosnan*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	29%	(639)	34%	(743)	8%	(180)	3%	(71)	26%	(578)	2210
Ethnicity: Black	23%	(64)	25%	(71)	9%	(25)	8%	(22)	36%	(101)	282
Ethnicity: Other	23%	(50)	26%	(56)	8%	(17)	3%	(6)	41%	(88)	217
All Christian	34%	(336)	37%	(368)	8%	(76)	2%	(17)	19%	(188)	985
All Non-Christian	28%	(38)	37%	(49)	10%	(14)	5%	(6)	20%	(26)	134
Atheist	29%	(29)	33%	(33)	8%	(8)	2%	(2)	29%	(29)	100
Agnostic/Nothing in particular	24%	(153)	29%	(183)	9%	(56)	5%	(31)	33%	(212)	634
Something Else	23%	(83)	31%	(111)	7%	(25)	4%	(15)	34%	(123)	357
Religious Non-Protestant/Catholic	29%	(45)	34%	(52)	9%	(14)	4%	(6)	23%	(35)	151
Evangelical	31%	(183)	34%	(200)	7%	(40)	2%	(12)	26%	(154)	588
Non-Evangelical	31%	(224)	37%	(267)	8%	(59)	3%	(19)	21%	(147)	715
Community: Urban	29%	(197)	35%	(234)	10%	(65)	2%	(17)	24%	(162)	674
Community: Suburban	29%	(292)	33%	(325)	8%	(81)	3%	(30)	26%	(263)	992
Community: Rural	28%	(150)	34%	(184)	6%	(33)	4%	(24)	28%	(153)	544
Employ: Private Sector	32%	(212)	37%	(244)	10%	(64)	2%	(16)	19%	(129)	665
Employ: Government	18%	(20)	36%	(39)	18%	(19)	4%	(4)	25%	(27)	110
Employ: Self-Employed	27%	(55)	33%	(66)	8%	(17)	3%	(6)	28%	(56)	200
Employ: Homemaker	22%	(38)	33%	(59)	7%	(12)	7%	(13)	31%	(56)	178
Employ: Student	15%	(11)	15%	(11)	1%	(1)	6%	(4)	62%	(44)	70
Employ: Retired	37%	(207)	38%	(217)	6%	(36)	2%	(10)	17%	(97)	566
Employ: Unemployed	24%	(70)	28%	(81)	4%	(10)	4%	(11)	42%	(122)	293
Employ: Other	21%	(26)	21%	(27)	16%	(21)	5%	(7)	37%	(47)	127
Military HH: Yes	32%	(91)	38%	(108)	7%	(19)	4%	(10)	20%	(58)	286
Military HH: No	28%	(547)	33%	(636)	8%	(161)	3%	(61)	27%	(520)	1924
RD/WT: Right Direction	32%	(228)	36%	(254)	10%	(67)	3%	(21)	19%	(137)	707
RD/WT: Wrong Track	27%	(411)	33%	(490)	7%	(112)	3%	(50)	29%	(441)	1503
Biden Job Approve	33%	(321)	36%	(346)	7%	(66)	3%	(25)	22%	(212)	971
Biden Job Disapprove	27%	(306)	34%	(378)	9%	(104)	3%	(38)	27%	(300)	1125

Continued on next page

Table MCEN1_2: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? Pierce Brosnan*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	29%	(639)	34%	(743)	8%	(180)	3%	(71)	26%	(578)	2210
Biden Job Strongly Approve	40%	(177)	34%	(149)	7%	(32)	4%	(17)	16%	(70)	445
Biden Job Somewhat Approve	27%	(144)	37%	(197)	6%	(34)	2%	(9)	27%	(142)	527
Biden Job Somewhat Disapprove	22%	(74)	34%	(116)	11%	(38)	2%	(7)	31%	(105)	340
Biden Job Strongly Disapprove	30%	(232)	33%	(262)	8%	(66)	4%	(31)	25%	(195)	785
Favorable of Biden	33%	(336)	35%	(350)	7%	(74)	3%	(29)	22%	(219)	1008
Unfavorable of Biden	27%	(293)	34%	(380)	9%	(100)	3%	(34)	27%	(298)	1105
Very Favorable of Biden	40%	(186)	31%	(143)	9%	(41)	4%	(17)	17%	(80)	467
Somewhat Favorable of Biden	28%	(150)	38%	(207)	6%	(33)	2%	(13)	26%	(139)	541
Somewhat Unfavorable of Biden	20%	(59)	37%	(108)	8%	(24)	2%	(6)	32%	(94)	290
Very Unfavorable of Biden	29%	(234)	33%	(271)	9%	(76)	4%	(29)	25%	(205)	815
#1 Issue: Economy	27%	(241)	36%	(312)	7%	(64)	3%	(26)	27%	(233)	876
#1 Issue: Security	31%	(75)	40%	(97)	10%	(23)	3%	(7)	17%	(41)	244
#1 Issue: Health Care	24%	(42)	32%	(56)	10%	(18)	6%	(11)	28%	(49)	177
#1 Issue: Medicare / Social Security	35%	(84)	35%	(83)	7%	(18)	2%	(4)	21%	(51)	240
#1 Issue: Women's Issues	29%	(96)	28%	(93)	5%	(18)	3%	(11)	34%	(114)	331
#1 Issue: Education	25%	(19)	26%	(20)	14%	(11)	8%	(6)	27%	(21)	76
#1 Issue: Energy	30%	(40)	39%	(52)	11%	(14)	—	(1)	20%	(27)	134
#1 Issue: Other	31%	(41)	23%	(30)	10%	(13)	5%	(6)	31%	(41)	132
2020 Vote: Joe Biden	34%	(323)	37%	(351)	8%	(74)	2%	(20)	20%	(193)	960
2020 Vote: Donald Trump	31%	(220)	36%	(256)	9%	(60)	3%	(23)	21%	(149)	708
2020 Vote: Other	21%	(13)	39%	(24)	5%	(3)	6%	(4)	29%	(18)	61
2020 Vote: Didn't Vote	17%	(83)	23%	(112)	9%	(42)	5%	(24)	45%	(218)	481
2018 House Vote: Democrat	34%	(266)	39%	(306)	8%	(63)	2%	(14)	18%	(145)	794
2018 House Vote: Republican	36%	(203)	38%	(214)	7%	(39)	3%	(16)	17%	(97)	570
2016 Vote: Hillary Clinton	34%	(242)	37%	(265)	7%	(48)	2%	(14)	20%	(139)	708
2016 Vote: Donald Trump	33%	(207)	39%	(243)	8%	(53)	3%	(17)	17%	(105)	625
2016 Vote: Other	27%	(26)	40%	(38)	7%	(6)	2%	(2)	24%	(23)	95
2016 Vote: Didn't Vote	21%	(161)	25%	(196)	9%	(70)	5%	(38)	40%	(306)	771
Voted in 2014: Yes	35%	(426)	38%	(456)	7%	(87)	3%	(32)	17%	(209)	1211
Voted in 2014: No	21%	(213)	29%	(287)	9%	(92)	4%	(39)	37%	(368)	999

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Table MCEN1_2: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? Pierce Brosnan*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	29%	(639)	34%	(743)	8%	(180)	3%	(71)	26%	(578)	2210
4-Region: Northeast	28%	(108)	41%	(155)	8%	(30)	2%	(8)	21%	(82)	383
4-Region: Midwest	23%	(106)	35%	(158)	9%	(41)	5%	(23)	28%	(128)	456
4-Region: South	30%	(257)	30%	(257)	7%	(63)	3%	(24)	29%	(243)	844
4-Region: West	32%	(167)	33%	(173)	9%	(46)	3%	(16)	24%	(125)	527
James Bond Fans	37%	(505)	38%	(520)	8%	(113)	2%	(34)	15%	(207)	1379

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

Table MCEN1_3: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? Timothy Dalton*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	12%	(266)	30%	(662)	10%	(226)	4%	(88)	44%	(968)	2210
Gender: Male	15%	(157)	37%	(391)	14%	(151)	4%	(40)	31%	(329)	1068
Gender: Female	10%	(109)	24%	(271)	7%	(75)	4%	(48)	56%	(639)	1142
Age: 18-34	11%	(72)	20%	(129)	9%	(59)	4%	(29)	55%	(354)	642
Age: 35-44	10%	(37)	29%	(106)	9%	(31)	5%	(20)	47%	(170)	365
Age: 45-64	13%	(95)	35%	(252)	11%	(79)	4%	(31)	36%	(258)	714
Age: 65+	13%	(62)	36%	(175)	12%	(58)	2%	(9)	38%	(185)	489
GenZers: 1997-2012	6%	(14)	19%	(49)	9%	(22)	5%	(13)	61%	(157)	256
Millennials: 1981-1996	13%	(87)	24%	(156)	9%	(61)	5%	(30)	49%	(322)	655
GenXers: 1965-1980	12%	(59)	33%	(171)	8%	(43)	6%	(29)	41%	(207)	510
Baby Boomers: 1946-1964	14%	(98)	37%	(265)	13%	(94)	2%	(15)	33%	(237)	710
PID: Dem (no lean)	15%	(133)	32%	(282)	10%	(88)	4%	(36)	39%	(351)	890
PID: Ind (no lean)	9%	(61)	26%	(174)	10%	(70)	4%	(24)	51%	(340)	670
PID: Rep (no lean)	11%	(72)	32%	(206)	10%	(68)	4%	(28)	43%	(276)	650
PID/Gender: Dem Men	18%	(76)	37%	(158)	12%	(50)	4%	(16)	29%	(124)	424
PID/Gender: Dem Women	12%	(57)	27%	(124)	8%	(38)	4%	(21)	49%	(227)	466
PID/Gender: Ind Men	10%	(34)	35%	(118)	17%	(55)	3%	(12)	35%	(116)	336
PID/Gender: Ind Women	8%	(27)	17%	(56)	4%	(15)	4%	(12)	67%	(224)	334
PID/Gender: Rep Men	15%	(47)	37%	(115)	15%	(45)	4%	(13)	29%	(89)	308
PID/Gender: Rep Women	8%	(26)	27%	(91)	7%	(23)	4%	(15)	55%	(187)	342
Ideo: Liberal (1-3)	15%	(96)	28%	(184)	12%	(76)	4%	(27)	41%	(266)	649
Ideo: Moderate (4)	12%	(92)	32%	(239)	11%	(83)	3%	(25)	41%	(305)	743
Ideo: Conservative (5-7)	10%	(68)	35%	(228)	9%	(62)	4%	(28)	42%	(274)	659
Educ: < College	10%	(147)	27%	(382)	10%	(137)	4%	(55)	50%	(716)	1437
Educ: Bachelors degree	15%	(75)	34%	(168)	12%	(57)	5%	(26)	34%	(166)	491
Educ: Post-grad	16%	(45)	40%	(113)	11%	(32)	2%	(7)	30%	(86)	282
Income: Under 50k	11%	(134)	26%	(318)	10%	(119)	4%	(45)	50%	(628)	1244
Income: 50k-100k	12%	(78)	35%	(225)	10%	(65)	5%	(35)	38%	(248)	651
Income: 100k+	17%	(53)	38%	(119)	13%	(42)	3%	(9)	29%	(92)	315
Ethnicity: White	13%	(215)	31%	(531)	11%	(183)	4%	(67)	42%	(714)	1711
Ethnicity: Hispanic	12%	(43)	24%	(88)	13%	(48)	6%	(22)	46%	(173)	374

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Table MCEN1_3: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? Timothy Dalton*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	12%	(266)	30%	(662)	10%	(226)	4%	(88)	44%	(968)	2210
Ethnicity: Black	11%	(32)	32%	(89)	8%	(24)	3%	(10)	45%	(128)	282
Ethnicity: Other	9%	(19)	19%	(42)	9%	(19)	5%	(11)	58%	(126)	217
All Christian	15%	(144)	35%	(347)	10%	(103)	3%	(32)	36%	(359)	985
All Non-Christian	15%	(20)	30%	(40)	15%	(20)	6%	(8)	35%	(46)	134
Atheist	13%	(13)	36%	(36)	4%	(4)	2%	(2)	45%	(45)	100
Agnostic/Nothing in particular	9%	(59)	23%	(143)	10%	(65)	6%	(36)	52%	(331)	634
Something Else	8%	(30)	27%	(96)	10%	(34)	3%	(10)	52%	(186)	357
Religious Non-Protestant/Catholic	15%	(23)	29%	(44)	14%	(21)	5%	(8)	36%	(55)	151
Evangelical	16%	(92)	32%	(188)	10%	(56)	2%	(14)	41%	(239)	588
Non-Evangelical	11%	(76)	34%	(244)	11%	(76)	4%	(28)	41%	(292)	715
Community: Urban	15%	(100)	32%	(215)	9%	(61)	5%	(33)	39%	(265)	674
Community: Suburban	10%	(103)	29%	(290)	12%	(119)	3%	(32)	45%	(447)	992
Community: Rural	12%	(63)	29%	(157)	9%	(46)	4%	(23)	47%	(255)	544
Employ: Private Sector	16%	(103)	33%	(219)	12%	(77)	4%	(28)	36%	(237)	665
Employ: Government	6%	(7)	41%	(45)	9%	(10)	8%	(9)	36%	(39)	110
Employ: Self-Employed	11%	(22)	30%	(60)	11%	(21)	5%	(9)	44%	(87)	200
Employ: Homemaker	7%	(13)	20%	(36)	8%	(14)	7%	(12)	58%	(103)	178
Employ: Student	13%	(9)	9%	(7)	5%	(4)	4%	(3)	69%	(49)	70
Employ: Retired	13%	(72)	36%	(202)	11%	(61)	2%	(12)	39%	(219)	566
Employ: Unemployed	11%	(32)	23%	(67)	6%	(17)	2%	(7)	58%	(170)	293
Employ: Other	7%	(9)	21%	(26)	17%	(22)	6%	(8)	49%	(62)	127
Military HH: Yes	13%	(37)	38%	(108)	12%	(34)	3%	(10)	34%	(98)	286
Military HH: No	12%	(229)	29%	(554)	10%	(192)	4%	(78)	45%	(870)	1924
RD/WT: Right Direction	16%	(113)	37%	(260)	10%	(73)	4%	(26)	33%	(235)	707
RD/WT: Wrong Track	10%	(153)	27%	(402)	10%	(153)	4%	(62)	49%	(733)	1503
Biden Job Approve	16%	(157)	32%	(315)	10%	(95)	4%	(40)	37%	(364)	971
Biden Job Disapprove	9%	(105)	29%	(324)	11%	(126)	4%	(45)	47%	(525)	1125

Continued on next page

Table MCEN1_3: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? Timothy Dalton*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	12%	(266)	30%	(662)	10%	(226)	4%	(88)	44%	(968)	2210
Biden Job Strongly Approve	22%	(99)	33%	(147)	10%	(44)	5%	(21)	30%	(134)	445
Biden Job Somewhat Approve	11%	(58)	32%	(168)	10%	(51)	4%	(18)	44%	(230)	527
Biden Job Somewhat Disapprove	9%	(31)	29%	(97)	11%	(37)	3%	(9)	49%	(166)	340
Biden Job Strongly Disapprove	9%	(74)	29%	(227)	11%	(89)	5%	(36)	46%	(359)	785
Favorable of Biden	16%	(159)	33%	(334)	9%	(93)	4%	(40)	38%	(383)	1008
Unfavorable of Biden	9%	(100)	29%	(319)	12%	(131)	4%	(46)	46%	(509)	1105
Very Favorable of Biden	21%	(99)	33%	(154)	11%	(52)	4%	(17)	31%	(145)	467
Somewhat Favorable of Biden	11%	(60)	33%	(180)	8%	(41)	4%	(22)	44%	(237)	541
Somewhat Unfavorable of Biden	8%	(23)	27%	(77)	14%	(41)	2%	(7)	49%	(142)	290
Very Unfavorable of Biden	9%	(77)	30%	(242)	11%	(90)	5%	(39)	45%	(367)	815
#1 Issue: Economy	12%	(101)	31%	(268)	11%	(96)	4%	(31)	43%	(380)	876
#1 Issue: Security	14%	(34)	31%	(76)	8%	(19)	5%	(12)	42%	(102)	244
#1 Issue: Health Care	14%	(24)	28%	(49)	13%	(24)	3%	(5)	42%	(75)	177
#1 Issue: Medicare / Social Security	14%	(34)	32%	(76)	14%	(33)	4%	(9)	36%	(87)	240
#1 Issue: Women's Issues	10%	(34)	23%	(76)	6%	(20)	5%	(18)	55%	(183)	331
#1 Issue: Education	8%	(6)	42%	(32)	8%	(6)	1%	(1)	41%	(31)	76
#1 Issue: Energy	14%	(19)	34%	(46)	11%	(15)	1%	(1)	39%	(52)	134
#1 Issue: Other	10%	(13)	29%	(38)	10%	(13)	8%	(10)	43%	(57)	132
2020 Vote: Joe Biden	16%	(152)	33%	(312)	11%	(103)	4%	(36)	37%	(357)	960
2020 Vote: Donald Trump	10%	(68)	31%	(223)	12%	(84)	4%	(29)	43%	(304)	708
2020 Vote: Other	11%	(7)	33%	(20)	9%	(6)	3%	(2)	44%	(27)	61
2020 Vote: Didn't Vote	8%	(39)	22%	(107)	7%	(34)	4%	(21)	58%	(279)	481
2018 House Vote: Democrat	15%	(122)	34%	(274)	11%	(86)	3%	(23)	36%	(289)	794
2018 House Vote: Republican	11%	(64)	35%	(200)	11%	(65)	4%	(24)	38%	(216)	570
2016 Vote: Hillary Clinton	16%	(114)	36%	(252)	10%	(69)	3%	(19)	36%	(253)	708
2016 Vote: Donald Trump	10%	(61)	36%	(227)	12%	(75)	3%	(21)	39%	(241)	625
2016 Vote: Other	11%	(10)	29%	(28)	15%	(14)	5%	(4)	41%	(39)	95
2016 Vote: Didn't Vote	10%	(78)	20%	(154)	9%	(66)	5%	(40)	56%	(432)	771
Voted in 2014: Yes	14%	(165)	35%	(425)	12%	(140)	3%	(42)	36%	(439)	1211
Voted in 2014: No	10%	(102)	24%	(237)	9%	(86)	5%	(46)	53%	(528)	999

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Table MCEN1_3: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? Timothy Dalton*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	12%	(266)	30%	(662)	10%	(226)	4%	(88)	44%	(968)	2210
4-Region: Northeast	11%	(43)	34%	(130)	13%	(51)	2%	(6)	40%	(152)	383
4-Region: Midwest	9%	(43)	24%	(112)	9%	(41)	4%	(20)	53%	(241)	456
4-Region: South	12%	(98)	30%	(252)	9%	(79)	4%	(36)	45%	(379)	844
4-Region: West	15%	(81)	32%	(168)	11%	(56)	5%	(25)	37%	(196)	527
James Bond Fans	16%	(221)	38%	(531)	12%	(167)	3%	(47)	30%	(413)	1379

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

Table MCEN1_4: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? Roger Moore*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	28%	(627)	29%	(649)	6%	(126)	4%	(85)	33%	(722)	2210
Gender: Male	33%	(357)	35%	(379)	7%	(71)	4%	(38)	21%	(222)	1068
Gender: Female	24%	(270)	24%	(271)	5%	(55)	4%	(46)	44%	(500)	1142
Age: 18-34	12%	(79)	21%	(138)	7%	(43)	5%	(31)	55%	(351)	642
Age: 35-44	18%	(66)	28%	(103)	7%	(25)	3%	(10)	44%	(161)	365
Age: 45-64	40%	(285)	31%	(218)	5%	(38)	4%	(28)	20%	(145)	714
Age: 65+	40%	(197)	39%	(191)	4%	(20)	3%	(16)	13%	(65)	489
GenZers: 1997-2012	8%	(20)	19%	(49)	6%	(16)	6%	(16)	60%	(154)	256
Millennials: 1981-1996	16%	(105)	25%	(161)	8%	(51)	3%	(23)	48%	(316)	655
GenXers: 1965-1980	32%	(162)	32%	(161)	6%	(29)	4%	(18)	27%	(139)	510
Baby Boomers: 1946-1964	44%	(309)	36%	(254)	4%	(27)	4%	(26)	13%	(94)	710
PID: Dem (no lean)	30%	(267)	32%	(282)	6%	(52)	4%	(36)	28%	(254)	890
PID: Ind (no lean)	22%	(149)	24%	(161)	8%	(52)	4%	(25)	42%	(283)	670
PID: Rep (no lean)	33%	(211)	32%	(207)	3%	(23)	4%	(24)	29%	(185)	650
PID/Gender: Dem Men	33%	(142)	37%	(158)	7%	(28)	4%	(17)	19%	(80)	424
PID/Gender: Dem Women	27%	(125)	27%	(124)	5%	(24)	4%	(19)	37%	(174)	466
PID/Gender: Ind Men	29%	(97)	33%	(109)	10%	(35)	3%	(11)	25%	(84)	336
PID/Gender: Ind Women	15%	(52)	15%	(51)	5%	(18)	4%	(14)	60%	(200)	334
PID/Gender: Rep Men	38%	(118)	36%	(112)	3%	(9)	3%	(11)	19%	(59)	308
PID/Gender: Rep Women	27%	(93)	28%	(95)	4%	(14)	4%	(13)	37%	(126)	342
Ideo: Liberal (1-3)	29%	(186)	30%	(195)	6%	(40)	4%	(28)	31%	(199)	649
Ideo: Moderate (4)	28%	(205)	29%	(213)	6%	(48)	4%	(27)	34%	(249)	743
Ideo: Conservative (5-7)	34%	(224)	34%	(221)	4%	(27)	3%	(19)	25%	(168)	659
Educ: < College	24%	(351)	28%	(397)	6%	(81)	4%	(58)	38%	(550)	1437
Educ: Bachelors degree	35%	(173)	32%	(158)	6%	(28)	3%	(16)	23%	(115)	491
Educ: Post-grad	36%	(103)	34%	(95)	6%	(18)	4%	(10)	20%	(57)	282
Income: Under 50k	25%	(310)	26%	(325)	5%	(65)	4%	(52)	40%	(491)	1244
Income: 50k-100k	30%	(196)	34%	(220)	7%	(42)	3%	(21)	26%	(172)	651
Income: 100k+	38%	(121)	33%	(104)	6%	(19)	4%	(12)	19%	(59)	315
Ethnicity: White	30%	(519)	31%	(533)	6%	(99)	3%	(55)	30%	(505)	1711
Ethnicity: Hispanic	19%	(70)	25%	(92)	8%	(29)	5%	(19)	44%	(164)	374

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Table MCEN1_4: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? Roger Moore*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	28%	(627)	29%	(649)	6%	(126)	4%	(85)	33%	(722)	2210
Ethnicity: Black	25%	(71)	23%	(66)	6%	(16)	6%	(17)	40%	(112)	282
Ethnicity: Other	17%	(37)	23%	(50)	5%	(11)	6%	(13)	49%	(105)	217
All Christian	37%	(361)	35%	(342)	4%	(44)	3%	(26)	21%	(212)	985
All Non-Christian	33%	(44)	29%	(39)	8%	(11)	6%	(8)	24%	(32)	134
Atheist	31%	(31)	26%	(26)	4%	(4)	2%	(2)	37%	(37)	100
Agnostic/Nothing in particular	19%	(120)	25%	(159)	8%	(49)	3%	(21)	45%	(285)	634
Something Else	20%	(72)	23%	(84)	5%	(19)	8%	(27)	44%	(156)	357
Religious Non-Protestant/Catholic	31%	(47)	29%	(44)	7%	(11)	5%	(8)	27%	(41)	151
Evangelical	32%	(191)	30%	(176)	5%	(28)	4%	(24)	29%	(169)	588
Non-Evangelical	32%	(232)	33%	(234)	5%	(33)	4%	(29)	26%	(187)	715
Community: Urban	28%	(190)	32%	(215)	6%	(43)	4%	(24)	30%	(201)	674
Community: Suburban	29%	(291)	26%	(258)	7%	(65)	4%	(42)	34%	(336)	992
Community: Rural	27%	(146)	32%	(176)	3%	(19)	3%	(18)	34%	(185)	544
Employ: Private Sector	29%	(192)	32%	(216)	6%	(41)	4%	(23)	29%	(192)	665
Employ: Government	27%	(30)	34%	(37)	7%	(8)	1%	(2)	31%	(34)	110
Employ: Self-Employed	22%	(44)	33%	(66)	9%	(18)	2%	(5)	34%	(67)	200
Employ: Homemaker	18%	(31)	22%	(39)	4%	(8)	4%	(6)	52%	(93)	178
Employ: Student	12%	(9)	6%	(5)	9%	(6)	4%	(2)	69%	(48)	70
Employ: Retired	42%	(237)	36%	(204)	4%	(25)	3%	(17)	15%	(84)	566
Employ: Unemployed	22%	(64)	20%	(59)	3%	(9)	4%	(12)	51%	(150)	293
Employ: Other	16%	(21)	19%	(24)	10%	(12)	14%	(18)	41%	(52)	127
Military HH: Yes	39%	(110)	31%	(88)	3%	(8)	2%	(7)	25%	(71)	286
Military HH: No	27%	(517)	29%	(561)	6%	(118)	4%	(78)	34%	(651)	1924
RD/WT: Right Direction	33%	(234)	34%	(240)	6%	(40)	4%	(26)	24%	(166)	707
RD/WT: Wrong Track	26%	(393)	27%	(410)	6%	(86)	4%	(58)	37%	(556)	1503
Biden Job Approve	33%	(316)	32%	(307)	5%	(51)	3%	(33)	27%	(264)	971
Biden Job Disapprove	27%	(308)	28%	(321)	6%	(68)	4%	(46)	34%	(383)	1125

Continued on next page

Table MCEN1_4: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? Roger Moore*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	28%	(627)	29%	(649)	6%	(126)	4%	(85)	33%	(722)	2210
Biden Job Strongly Approve	40%	(176)	31%	(140)	8%	(34)	4%	(19)	17%	(75)	445
Biden Job Somewhat Approve	27%	(140)	32%	(168)	3%	(17)	3%	(14)	36%	(189)	527
Biden Job Somewhat Disapprove	24%	(82)	25%	(85)	6%	(22)	4%	(13)	41%	(138)	340
Biden Job Strongly Disapprove	29%	(225)	30%	(235)	6%	(47)	4%	(33)	31%	(245)	785
Favorable of Biden	32%	(326)	31%	(316)	6%	(56)	3%	(34)	27%	(277)	1008
Unfavorable of Biden	27%	(294)	30%	(327)	6%	(64)	4%	(46)	34%	(375)	1105
Very Favorable of Biden	40%	(185)	33%	(154)	6%	(27)	4%	(18)	18%	(83)	467
Somewhat Favorable of Biden	26%	(141)	30%	(162)	5%	(29)	3%	(16)	36%	(194)	541
Somewhat Unfavorable of Biden	21%	(60)	30%	(86)	6%	(18)	3%	(9)	40%	(117)	290
Very Unfavorable of Biden	29%	(234)	30%	(241)	6%	(46)	5%	(37)	32%	(258)	815
#1 Issue: Economy	26%	(226)	30%	(264)	6%	(56)	4%	(34)	34%	(296)	876
#1 Issue: Security	33%	(80)	33%	(81)	7%	(17)	5%	(13)	22%	(53)	244
#1 Issue: Health Care	26%	(46)	29%	(52)	6%	(11)	4%	(7)	35%	(61)	177
#1 Issue: Medicare / Social Security	44%	(105)	32%	(78)	3%	(8)	3%	(8)	17%	(42)	240
#1 Issue: Women's Issues	21%	(71)	21%	(70)	4%	(14)	3%	(11)	50%	(165)	331
#1 Issue: Education	17%	(13)	33%	(25)	6%	(4)	5%	(4)	39%	(30)	76
#1 Issue: Energy	32%	(43)	33%	(45)	6%	(8)	1%	(1)	28%	(37)	134
#1 Issue: Other	33%	(43)	26%	(35)	7%	(9)	5%	(7)	29%	(38)	132
2020 Vote: Joe Biden	32%	(307)	33%	(317)	5%	(52)	4%	(37)	26%	(248)	960
2020 Vote: Donald Trump	32%	(226)	30%	(215)	7%	(49)	4%	(27)	27%	(191)	708
2020 Vote: Other	22%	(13)	32%	(20)	2%	(1)	5%	(3)	39%	(24)	61
2020 Vote: Didn't Vote	17%	(81)	20%	(98)	5%	(25)	4%	(17)	54%	(260)	481
2018 House Vote: Democrat	32%	(254)	35%	(276)	6%	(51)	3%	(26)	24%	(187)	794
2018 House Vote: Republican	36%	(206)	33%	(186)	5%	(27)	4%	(21)	23%	(130)	570
2016 Vote: Hillary Clinton	33%	(233)	34%	(238)	6%	(39)	3%	(22)	25%	(176)	708
2016 Vote: Donald Trump	36%	(227)	33%	(206)	5%	(32)	3%	(20)	22%	(140)	625
2016 Vote: Other	27%	(26)	36%	(35)	2%	(2)	2%	(2)	33%	(31)	95
2016 Vote: Didn't Vote	18%	(140)	22%	(169)	7%	(52)	5%	(41)	48%	(369)	771
Voted in 2014: Yes	35%	(427)	35%	(424)	5%	(62)	3%	(39)	21%	(259)	1211
Voted in 2014: No	20%	(200)	23%	(225)	6%	(65)	5%	(45)	46%	(463)	999

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Table MCEN1_4: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? Roger Moore*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	28%	(627)	29%	(649)	6%	(126)	4%	(85)	33%	(722)	2210
4-Region: Northeast	31%	(120)	33%	(126)	5%	(20)	3%	(12)	27%	(104)	383
4-Region: Midwest	24%	(107)	26%	(120)	6%	(29)	5%	(25)	38%	(175)	456
4-Region: South	31%	(259)	26%	(221)	6%	(48)	3%	(25)	35%	(292)	844
4-Region: West	27%	(140)	35%	(182)	6%	(30)	4%	(23)	29%	(152)	527
James Bond Fans	37%	(508)	33%	(450)	5%	(71)	4%	(59)	21%	(291)	1379

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

Table MCEN1_5: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? George Lazenby*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(166)	19%	(421)	11%	(243)	4%	(83)	59%	(1297)	2210
Gender: Male	11%	(120)	24%	(258)	15%	(161)	4%	(48)	45%	(480)	1068
Gender: Female	4%	(46)	14%	(163)	7%	(82)	3%	(35)	71%	(816)	1142
Age: 18-34	9%	(58)	18%	(118)	10%	(62)	4%	(23)	59%	(382)	642
Age: 35-44	11%	(40)	20%	(73)	10%	(35)	5%	(16)	55%	(201)	365
Age: 45-64	8%	(54)	19%	(134)	11%	(78)	4%	(27)	59%	(421)	714
Age: 65+	3%	(15)	20%	(96)	14%	(68)	3%	(16)	60%	(293)	489
GenZers: 1997-2012	6%	(16)	19%	(48)	12%	(30)	3%	(8)	60%	(154)	256
Millennials: 1981-1996	11%	(72)	19%	(122)	9%	(59)	4%	(24)	58%	(379)	655
GenXers: 1965-1980	8%	(42)	18%	(90)	10%	(50)	4%	(23)	60%	(305)	510
Baby Boomers: 1946-1964	5%	(35)	21%	(146)	14%	(96)	4%	(27)	57%	(406)	710
PID: Dem (no lean)	9%	(82)	22%	(194)	11%	(98)	3%	(30)	55%	(486)	890
PID: Ind (no lean)	6%	(37)	15%	(100)	10%	(68)	4%	(26)	65%	(439)	670
PID: Rep (no lean)	7%	(47)	20%	(127)	12%	(77)	4%	(27)	57%	(372)	650
PID/Gender: Dem Men	14%	(58)	28%	(120)	14%	(59)	4%	(17)	40%	(170)	424
PID/Gender: Dem Women	5%	(24)	16%	(74)	8%	(39)	3%	(13)	68%	(316)	466
PID/Gender: Ind Men	8%	(26)	20%	(69)	14%	(48)	4%	(14)	54%	(180)	336
PID/Gender: Ind Women	3%	(11)	10%	(32)	6%	(20)	4%	(12)	78%	(259)	334
PID/Gender: Rep Men	12%	(36)	23%	(70)	18%	(54)	6%	(17)	42%	(130)	308
PID/Gender: Rep Women	3%	(11)	17%	(57)	7%	(23)	3%	(10)	71%	(241)	342
Ideo: Liberal (1-3)	9%	(60)	19%	(126)	13%	(82)	3%	(19)	56%	(362)	649
Ideo: Moderate (4)	8%	(59)	21%	(155)	10%	(77)	4%	(31)	57%	(422)	743
Ideo: Conservative (5-7)	6%	(39)	20%	(133)	11%	(74)	3%	(23)	59%	(389)	659
Educ: < College	6%	(85)	17%	(242)	10%	(146)	4%	(54)	63%	(910)	1437
Educ: Bachelors degree	9%	(44)	22%	(110)	12%	(60)	3%	(17)	53%	(259)	491
Educ: Post-grad	13%	(36)	25%	(69)	13%	(37)	4%	(12)	45%	(128)	282
Income: Under 50k	7%	(85)	16%	(197)	10%	(125)	3%	(39)	64%	(798)	1244
Income: 50k-100k	6%	(41)	23%	(149)	12%	(78)	5%	(34)	54%	(349)	651
Income: 100k+	13%	(41)	24%	(75)	13%	(40)	3%	(10)	47%	(149)	315
Ethnicity: White	7%	(118)	21%	(355)	11%	(196)	4%	(61)	57%	(980)	1711
Ethnicity: Hispanic	7%	(27)	19%	(72)	11%	(41)	4%	(16)	58%	(217)	374

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Table MCEN1_5: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? George Lazenby*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(166)	19%	(421)	11%	(243)	4%	(83)	59%	(1297)	2210
Ethnicity: Black	14%	(38)	15%	(43)	9%	(27)	6%	(16)	56%	(158)	282
Ethnicity: Other	5%	(10)	11%	(23)	9%	(20)	2%	(5)	73%	(159)	217
All Christian	9%	(85)	24%	(235)	10%	(99)	3%	(34)	54%	(532)	985
All Non-Christian	8%	(11)	26%	(34)	16%	(21)	3%	(5)	47%	(63)	134
Atheist	10%	(10)	22%	(22)	11%	(11)	1%	(1)	55%	(56)	100
Agnostic/Nothing in particular	5%	(34)	13%	(85)	12%	(74)	4%	(25)	66%	(416)	634
Something Else	7%	(26)	13%	(45)	11%	(39)	5%	(18)	64%	(230)	357
Religious Non-Protestant/Catholic	9%	(13)	26%	(39)	14%	(22)	3%	(5)	48%	(72)	151
Evangelical	11%	(65)	20%	(115)	11%	(67)	4%	(23)	54%	(318)	588
Non-Evangelical	6%	(42)	21%	(149)	10%	(69)	4%	(27)	60%	(429)	715
Community: Urban	11%	(73)	24%	(162)	11%	(74)	3%	(18)	52%	(348)	674
Community: Suburban	6%	(63)	15%	(150)	12%	(119)	4%	(43)	62%	(616)	992
Community: Rural	6%	(30)	20%	(109)	9%	(50)	4%	(21)	61%	(333)	544
Employ: Private Sector	12%	(79)	24%	(162)	11%	(74)	5%	(31)	48%	(318)	665
Employ: Government	11%	(12)	31%	(34)	6%	(6)	3%	(4)	49%	(55)	110
Employ: Self-Employed	8%	(17)	18%	(36)	14%	(27)	3%	(6)	57%	(114)	200
Employ: Homemaker	5%	(10)	7%	(13)	8%	(14)	4%	(7)	76%	(134)	178
Employ: Student	3%	(2)	14%	(10)	9%	(7)	1%	(1)	72%	(51)	70
Employ: Retired	3%	(19)	20%	(111)	14%	(78)	3%	(15)	61%	(344)	566
Employ: Unemployed	8%	(24)	15%	(44)	5%	(15)	2%	(6)	70%	(205)	293
Employ: Other	3%	(4)	8%	(11)	18%	(23)	10%	(13)	60%	(77)	127
Military HH: Yes	7%	(19)	23%	(67)	14%	(41)	2%	(6)	54%	(153)	286
Military HH: No	8%	(147)	18%	(354)	11%	(203)	4%	(76)	59%	(1144)	1924
RD/WT: Right Direction	13%	(94)	28%	(198)	10%	(73)	3%	(21)	45%	(320)	707
RD/WT: Wrong Track	5%	(72)	15%	(223)	11%	(170)	4%	(62)	65%	(977)	1503
Biden Job Approve	11%	(102)	24%	(238)	10%	(99)	3%	(26)	52%	(506)	971
Biden Job Disapprove	5%	(54)	15%	(174)	12%	(141)	4%	(49)	63%	(708)	1125

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Table MCEN1_5: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? George Lazenby*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(166)	19%	(421)	11%	(243)	4%	(83)	59%	(1297)	2210
Biden Job Strongly Approve	17%	(76)	26%	(118)	11%	(50)	3%	(13)	42%	(187)	445
Biden Job Somewhat Approve	5%	(26)	23%	(120)	9%	(49)	2%	(13)	60%	(318)	527
Biden Job Somewhat Disapprove	5%	(17)	16%	(54)	12%	(42)	4%	(13)	63%	(214)	340
Biden Job Strongly Disapprove	5%	(37)	15%	(120)	13%	(99)	5%	(36)	63%	(494)	785
Favorable of Biden	11%	(114)	23%	(229)	10%	(104)	3%	(32)	52%	(528)	1008
Unfavorable of Biden	4%	(45)	17%	(187)	12%	(137)	4%	(47)	62%	(689)	1105
Very Favorable of Biden	15%	(68)	26%	(120)	11%	(54)	3%	(14)	45%	(212)	467
Somewhat Favorable of Biden	9%	(46)	20%	(109)	9%	(51)	3%	(18)	59%	(317)	541
Somewhat Unfavorable of Biden	3%	(9)	17%	(48)	13%	(36)	4%	(10)	64%	(187)	290
Very Unfavorable of Biden	4%	(36)	17%	(139)	12%	(101)	4%	(37)	62%	(502)	815
#1 Issue: Economy	8%	(66)	20%	(174)	11%	(101)	4%	(37)	57%	(498)	876
#1 Issue: Security	10%	(24)	21%	(51)	12%	(29)	3%	(6)	55%	(134)	244
#1 Issue: Health Care	8%	(15)	24%	(42)	13%	(24)	2%	(4)	52%	(93)	177
#1 Issue: Medicare / Social Security	5%	(11)	19%	(45)	14%	(34)	4%	(10)	58%	(140)	240
#1 Issue: Women's Issues	6%	(19)	14%	(47)	8%	(26)	3%	(8)	70%	(230)	331
#1 Issue: Education	7%	(6)	31%	(24)	10%	(8)	9%	(7)	42%	(32)	76
#1 Issue: Energy	16%	(22)	19%	(26)	10%	(13)	3%	(4)	52%	(69)	134
#1 Issue: Other	3%	(4)	9%	(12)	7%	(9)	4%	(6)	76%	(101)	132
2020 Vote: Joe Biden	10%	(93)	23%	(219)	11%	(105)	3%	(28)	54%	(515)	960
2020 Vote: Donald Trump	6%	(40)	18%	(129)	13%	(93)	4%	(27)	59%	(419)	708
2020 Vote: Other	2%	(1)	14%	(8)	11%	(7)	10%	(6)	63%	(39)	61
2020 Vote: Didn't Vote	7%	(32)	13%	(65)	8%	(39)	4%	(21)	67%	(324)	481
2018 House Vote: Democrat	9%	(75)	24%	(189)	11%	(86)	3%	(27)	53%	(417)	794
2018 House Vote: Republican	8%	(44)	18%	(105)	12%	(70)	3%	(18)	58%	(333)	570
2016 Vote: Hillary Clinton	9%	(63)	23%	(162)	10%	(72)	3%	(22)	55%	(388)	708
2016 Vote: Donald Trump	6%	(39)	19%	(120)	13%	(79)	4%	(27)	58%	(360)	625
2016 Vote: Other	8%	(7)	15%	(14)	12%	(12)	2%	(2)	63%	(60)	95
2016 Vote: Didn't Vote	7%	(55)	16%	(123)	10%	(80)	4%	(31)	63%	(482)	771
Voted in 2014: Yes	8%	(99)	22%	(268)	11%	(139)	3%	(37)	55%	(668)	1211
Voted in 2014: No	7%	(67)	15%	(153)	10%	(105)	5%	(46)	63%	(629)	999

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Table MCEN1_5: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? George Lazenby*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(166)	19%	(421)	11%	(243)	4%	(83)	59%	(1297)	2210
4-Region: Northeast	7%	(26)	23%	(90)	8%	(31)	3%	(10)	59%	(226)	383
4-Region: Midwest	5%	(22)	15%	(71)	11%	(48)	5%	(22)	64%	(294)	456
4-Region: South	8%	(64)	17%	(143)	11%	(95)	4%	(37)	60%	(506)	844
4-Region: West	10%	(55)	22%	(118)	13%	(69)	3%	(14)	51%	(270)	527
James Bond Fans	11%	(150)	25%	(351)	13%	(181)	4%	(50)	47%	(646)	1379

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

Table MCEN1_6: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? David Niven*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	11%	(253)	24%	(535)	10%	(217)	4%	(84)	51%	(1121)	2210
Gender: Male	13%	(140)	28%	(301)	15%	(155)	5%	(49)	40%	(423)	1068
Gender: Female	10%	(113)	20%	(234)	5%	(62)	3%	(35)	61%	(699)	1142
Age: 18-34	10%	(64)	15%	(99)	9%	(58)	4%	(26)	61%	(395)	642
Age: 35-44	7%	(25)	24%	(86)	10%	(35)	3%	(11)	57%	(208)	365
Age: 45-64	13%	(90)	23%	(166)	9%	(68)	3%	(23)	52%	(368)	714
Age: 65+	15%	(74)	38%	(184)	12%	(56)	5%	(24)	31%	(150)	489
GenZers: 1997-2012	8%	(21)	14%	(37)	10%	(25)	3%	(7)	65%	(167)	256
Millennials: 1981-1996	10%	(64)	19%	(122)	10%	(64)	4%	(26)	58%	(378)	655
GenXers: 1965-1980	10%	(49)	20%	(101)	7%	(34)	3%	(16)	61%	(310)	510
Baby Boomers: 1946-1964	15%	(107)	35%	(246)	13%	(91)	4%	(30)	33%	(236)	710
PID: Dem (no lean)	14%	(121)	28%	(253)	9%	(76)	4%	(33)	46%	(407)	890
PID: Ind (no lean)	10%	(67)	17%	(113)	9%	(61)	4%	(24)	60%	(404)	670
PID: Rep (no lean)	10%	(65)	26%	(169)	12%	(80)	4%	(26)	48%	(310)	650
PID/Gender: Dem Men	15%	(65)	33%	(141)	12%	(50)	4%	(18)	35%	(149)	424
PID/Gender: Dem Women	12%	(55)	24%	(112)	6%	(26)	3%	(15)	55%	(258)	466
PID/Gender: Ind Men	10%	(34)	22%	(73)	14%	(46)	5%	(16)	50%	(166)	336
PID/Gender: Ind Women	10%	(33)	12%	(40)	4%	(15)	2%	(8)	71%	(238)	334
PID/Gender: Rep Men	13%	(40)	28%	(87)	19%	(59)	5%	(15)	35%	(107)	308
PID/Gender: Rep Women	7%	(25)	24%	(82)	6%	(21)	3%	(12)	59%	(203)	342
Ideo: Liberal (1-3)	14%	(94)	26%	(167)	9%	(56)	3%	(19)	48%	(313)	649
Ideo: Moderate (4)	11%	(85)	25%	(186)	11%	(79)	4%	(31)	49%	(363)	743
Ideo: Conservative (5-7)	10%	(68)	27%	(175)	12%	(76)	4%	(25)	48%	(314)	659
Educ: < College	9%	(132)	21%	(306)	9%	(136)	4%	(52)	56%	(812)	1437
Educ: Bachelors degree	14%	(68)	28%	(140)	10%	(51)	4%	(20)	43%	(211)	491
Educ: Post-grad	19%	(53)	32%	(90)	10%	(29)	4%	(12)	35%	(98)	282
Income: Under 50k	11%	(132)	20%	(246)	8%	(104)	3%	(32)	59%	(730)	1244
Income: 50k-100k	11%	(74)	28%	(184)	12%	(76)	6%	(38)	43%	(278)	651
Income: 100k+	15%	(47)	33%	(105)	12%	(37)	4%	(14)	36%	(113)	315
Ethnicity: White	11%	(195)	26%	(447)	11%	(181)	4%	(63)	48%	(824)	1711
Ethnicity: Hispanic	15%	(55)	16%	(60)	8%	(29)	3%	(11)	58%	(218)	374

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Table MCEN1_6: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? David Niven*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	11%	(253)	24%	(535)	10%	(217)	4%	(84)	51%	(1121)	2210
Ethnicity: Black	14%	(39)	21%	(59)	9%	(24)	4%	(12)	52%	(148)	282
Ethnicity: Other	9%	(19)	13%	(29)	5%	(12)	4%	(9)	69%	(149)	217
All Christian	14%	(137)	31%	(307)	10%	(103)	3%	(30)	42%	(409)	985
All Non-Christian	20%	(27)	28%	(38)	8%	(11)	3%	(3)	41%	(55)	134
Atheist	8%	(8)	21%	(21)	5%	(5)	8%	(8)	58%	(58)	100
Agnostic/Nothing in particular	7%	(47)	17%	(111)	9%	(60)	4%	(28)	61%	(387)	634
Something Else	10%	(34)	17%	(59)	11%	(38)	4%	(14)	59%	(212)	357
Religious Non-Protestant/Catholic	19%	(29)	28%	(42)	8%	(12)	3%	(4)	43%	(65)	151
Evangelical	16%	(92)	25%	(148)	11%	(64)	3%	(16)	46%	(269)	588
Non-Evangelical	10%	(73)	29%	(207)	10%	(74)	3%	(23)	47%	(337)	715
Community: Urban	14%	(93)	26%	(175)	10%	(65)	4%	(24)	47%	(317)	674
Community: Suburban	12%	(117)	23%	(223)	10%	(103)	4%	(41)	51%	(507)	992
Community: Rural	8%	(43)	25%	(137)	9%	(48)	3%	(18)	55%	(297)	544
Employ: Private Sector	12%	(80)	29%	(192)	11%	(73)	4%	(25)	44%	(295)	665
Employ: Government	16%	(17)	24%	(27)	8%	(9)	2%	(2)	50%	(55)	110
Employ: Self-Employed	10%	(19)	22%	(44)	11%	(21)	5%	(10)	53%	(106)	200
Employ: Homemaker	9%	(16)	12%	(22)	5%	(9)	4%	(7)	69%	(123)	178
Employ: Student	10%	(7)	11%	(8)	7%	(5)	1%	(1)	71%	(50)	70
Employ: Retired	14%	(81)	36%	(203)	11%	(64)	4%	(22)	34%	(195)	566
Employ: Unemployed	7%	(20)	10%	(28)	8%	(24)	3%	(9)	72%	(212)	293
Employ: Other	10%	(13)	9%	(12)	8%	(10)	5%	(6)	67%	(86)	127
Military HH: Yes	14%	(41)	30%	(86)	10%	(30)	3%	(10)	42%	(119)	286
Military HH: No	11%	(212)	23%	(450)	10%	(187)	4%	(74)	52%	(1002)	1924
RD/WT: Right Direction	15%	(109)	34%	(240)	10%	(73)	3%	(19)	37%	(265)	707
RD/WT: Wrong Track	10%	(144)	20%	(295)	10%	(144)	4%	(64)	57%	(856)	1503
Biden Job Approve	15%	(147)	29%	(286)	8%	(78)	3%	(29)	44%	(432)	971
Biden Job Disapprove	9%	(104)	21%	(236)	12%	(132)	5%	(51)	53%	(601)	1125

Continued on next page

Table MCEN1_6: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? David Niven*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	11%	(253)	24%	(535)	10%	(217)	4%	(84)	51%	(1121)	2210
Biden Job Strongly Approve	23%	(102)	36%	(159)	8%	(37)	3%	(15)	30%	(132)	445
Biden Job Somewhat Approve	9%	(45)	24%	(127)	8%	(41)	3%	(14)	57%	(299)	527
Biden Job Somewhat Disapprove	9%	(29)	19%	(63)	12%	(41)	4%	(15)	56%	(191)	340
Biden Job Strongly Disapprove	10%	(75)	22%	(173)	12%	(92)	5%	(36)	52%	(410)	785
Favorable of Biden	15%	(152)	29%	(288)	8%	(86)	3%	(29)	45%	(454)	1008
Unfavorable of Biden	8%	(93)	22%	(241)	12%	(130)	5%	(53)	53%	(587)	1105
Very Favorable of Biden	21%	(96)	32%	(151)	9%	(41)	3%	(16)	35%	(163)	467
Somewhat Favorable of Biden	10%	(55)	25%	(137)	8%	(45)	2%	(13)	54%	(291)	541
Somewhat Unfavorable of Biden	6%	(17)	21%	(60)	11%	(32)	6%	(17)	57%	(164)	290
Very Unfavorable of Biden	9%	(77)	22%	(181)	12%	(98)	4%	(36)	52%	(423)	815
#1 Issue: Economy	8%	(68)	23%	(199)	12%	(104)	4%	(35)	54%	(470)	876
#1 Issue: Security	16%	(38)	27%	(66)	12%	(28)	3%	(8)	42%	(103)	244
#1 Issue: Health Care	14%	(25)	27%	(47)	7%	(12)	3%	(5)	50%	(88)	177
#1 Issue: Medicare / Social Security	18%	(42)	33%	(80)	9%	(22)	6%	(14)	34%	(82)	240
#1 Issue: Women's Issues	12%	(39)	15%	(50)	6%	(19)	3%	(11)	64%	(212)	331
#1 Issue: Education	10%	(8)	31%	(24)	8%	(6)	3%	(2)	48%	(36)	76
#1 Issue: Energy	13%	(17)	30%	(40)	14%	(19)	3%	(4)	41%	(54)	134
#1 Issue: Other	12%	(16)	22%	(29)	5%	(7)	4%	(5)	57%	(75)	132
2020 Vote: Joe Biden	15%	(142)	29%	(274)	10%	(93)	3%	(32)	44%	(419)	960
2020 Vote: Donald Trump	11%	(79)	26%	(183)	12%	(83)	5%	(33)	46%	(329)	708
2020 Vote: Other	8%	(5)	21%	(13)	8%	(5)	2%	(1)	61%	(37)	61
2020 Vote: Didn't Vote	6%	(27)	14%	(65)	7%	(35)	4%	(17)	70%	(336)	481
2018 House Vote: Democrat	15%	(118)	31%	(247)	10%	(77)	4%	(29)	41%	(323)	794
2018 House Vote: Republican	11%	(65)	28%	(161)	13%	(74)	4%	(21)	44%	(250)	570
2016 Vote: Hillary Clinton	16%	(111)	30%	(214)	9%	(63)	4%	(26)	41%	(294)	708
2016 Vote: Donald Trump	10%	(63)	29%	(180)	14%	(85)	5%	(29)	43%	(269)	625
2016 Vote: Other	8%	(7)	28%	(27)	7%	(7)	1%	(1)	56%	(53)	95
2016 Vote: Didn't Vote	9%	(70)	15%	(112)	8%	(61)	4%	(28)	65%	(500)	771
Voted in 2014: Yes	14%	(167)	30%	(369)	11%	(136)	4%	(43)	41%	(496)	1211
Voted in 2014: No	9%	(85)	17%	(167)	8%	(81)	4%	(41)	63%	(625)	999

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Table MCEN1_6: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? David Niven*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	11%	(253)	24%	(535)	10%	(217)	4%	(84)	51%	(1121)	2210
4-Region: Northeast	12%	(46)	27%	(102)	10%	(36)	3%	(11)	49%	(187)	383
4-Region: Midwest	7%	(30)	25%	(113)	9%	(41)	3%	(14)	56%	(258)	456
4-Region: South	13%	(106)	21%	(180)	11%	(93)	4%	(35)	51%	(432)	844
4-Region: West	13%	(71)	27%	(140)	9%	(47)	5%	(24)	46%	(245)	527
James Bond Fans	15%	(208)	30%	(410)	12%	(166)	4%	(54)	39%	(542)	1379

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

Table MCEN1_7: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? Sean Connery*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	48%	(1066)	25%	(543)	5%	(100)	3%	(77)	19%	(424)	2210
Gender: Male	57%	(604)	23%	(243)	5%	(54)	3%	(31)	13%	(136)	1068
Gender: Female	40%	(462)	26%	(300)	4%	(46)	4%	(47)	25%	(288)	1142
Age: 18-34	25%	(162)	26%	(165)	6%	(40)	5%	(35)	37%	(241)	642
Age: 35-44	38%	(138)	33%	(121)	10%	(36)	2%	(9)	17%	(62)	365
Age: 45-64	58%	(413)	24%	(173)	3%	(18)	4%	(31)	11%	(79)	714
Age: 65+	72%	(352)	17%	(85)	1%	(6)	1%	(3)	9%	(43)	489
GenZers: 1997-2012	9%	(24)	23%	(58)	8%	(20)	8%	(20)	53%	(134)	256
Millennials: 1981-1996	36%	(238)	29%	(192)	8%	(50)	3%	(21)	24%	(155)	655
GenXers: 1965-1980	50%	(253)	31%	(156)	4%	(20)	4%	(21)	12%	(60)	510
Baby Boomers: 1946-1964	70%	(498)	18%	(127)	1%	(9)	2%	(15)	9%	(60)	710
PID: Dem (no lean)	49%	(434)	25%	(226)	5%	(47)	4%	(39)	16%	(145)	890
PID: Ind (no lean)	43%	(289)	24%	(163)	5%	(32)	3%	(21)	25%	(165)	670
PID: Rep (no lean)	53%	(343)	24%	(154)	3%	(22)	3%	(17)	18%	(115)	650
PID/Gender: Dem Men	53%	(226)	26%	(108)	5%	(23)	3%	(13)	12%	(53)	424
PID/Gender: Dem Women	45%	(208)	25%	(117)	5%	(24)	6%	(26)	20%	(92)	466
PID/Gender: Ind Men	56%	(188)	21%	(71)	5%	(15)	4%	(12)	15%	(49)	336
PID/Gender: Ind Women	30%	(101)	28%	(92)	5%	(16)	3%	(9)	35%	(116)	334
PID/Gender: Rep Men	61%	(189)	21%	(64)	5%	(16)	2%	(6)	11%	(34)	308
PID/Gender: Rep Women	45%	(154)	26%	(90)	2%	(6)	3%	(11)	24%	(81)	342
Ideo: Liberal (1-3)	48%	(314)	24%	(158)	4%	(29)	4%	(29)	19%	(121)	649
Ideo: Moderate (4)	46%	(342)	28%	(206)	4%	(33)	3%	(21)	19%	(141)	743
Ideo: Conservative (5-7)	58%	(385)	22%	(145)	4%	(27)	2%	(15)	13%	(87)	659
Educ: < College	44%	(631)	24%	(347)	4%	(63)	4%	(58)	24%	(338)	1437
Educ: Bachelors degree	55%	(271)	25%	(123)	5%	(25)	2%	(12)	12%	(60)	491
Educ: Post-grad	58%	(163)	26%	(72)	5%	(13)	3%	(7)	9%	(27)	282
Income: Under 50k	43%	(533)	26%	(320)	4%	(54)	3%	(41)	24%	(296)	1244
Income: 50k-100k	51%	(330)	24%	(159)	5%	(35)	4%	(26)	15%	(101)	651
Income: 100k+	64%	(202)	20%	(64)	4%	(11)	3%	(10)	9%	(28)	315
Ethnicity: White	52%	(885)	25%	(431)	4%	(72)	3%	(49)	16%	(274)	1711
Ethnicity: Hispanic	30%	(112)	28%	(104)	9%	(32)	6%	(21)	28%	(104)	374

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Table MCEN1_7: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? Sean Connery*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	48%	(1066)	25%	(543)	5%	(100)	3%	(77)	19%	(424)	2210
Ethnicity: Black	41%	(115)	19%	(53)	7%	(19)	7%	(20)	27%	(75)	282
Ethnicity: Other	30%	(66)	27%	(59)	4%	(10)	3%	(7)	35%	(75)	217
All Christian	57%	(563)	23%	(231)	4%	(43)	2%	(22)	13%	(126)	985
All Non-Christian	51%	(68)	22%	(29)	8%	(10)	4%	(5)	16%	(21)	134
Atheist	54%	(54)	21%	(21)	1%	(1)	1%	(1)	22%	(22)	100
Agnostic/Nothing in particular	38%	(243)	25%	(156)	4%	(28)	6%	(37)	27%	(171)	634
Something Else	39%	(138)	29%	(105)	5%	(18)	3%	(12)	24%	(85)	357
Religious Non-Protestant/Catholic	50%	(76)	21%	(32)	10%	(15)	3%	(5)	15%	(23)	151
Evangelical	49%	(287)	26%	(155)	5%	(27)	3%	(15)	18%	(104)	588
Non-Evangelical	55%	(397)	24%	(171)	4%	(27)	3%	(18)	14%	(102)	715
Community: Urban	44%	(295)	28%	(190)	6%	(39)	3%	(18)	20%	(132)	674
Community: Suburban	52%	(516)	20%	(200)	5%	(49)	4%	(39)	19%	(187)	992
Community: Rural	47%	(254)	28%	(152)	2%	(12)	4%	(20)	19%	(105)	544
Employ: Private Sector	47%	(311)	28%	(185)	7%	(43)	4%	(24)	15%	(101)	665
Employ: Government	34%	(38)	30%	(34)	6%	(7)	6%	(7)	23%	(25)	110
Employ: Self-Employed	43%	(86)	28%	(57)	6%	(11)	2%	(4)	21%	(41)	200
Employ: Homemaker	32%	(56)	32%	(57)	8%	(14)	9%	(16)	19%	(35)	178
Employ: Student	22%	(16)	16%	(11)	2%	(1)	2%	(2)	57%	(40)	70
Employ: Retired	69%	(393)	18%	(102)	2%	(11)	2%	(10)	9%	(51)	566
Employ: Unemployed	39%	(116)	22%	(63)	1%	(3)	2%	(6)	36%	(105)	293
Employ: Other	39%	(50)	27%	(34)	7%	(9)	6%	(8)	21%	(26)	127
Military HH: Yes	61%	(176)	19%	(55)	2%	(5)	2%	(7)	15%	(43)	286
Military HH: No	46%	(890)	25%	(487)	5%	(95)	4%	(70)	20%	(381)	1924
RD/WT: Right Direction	50%	(352)	25%	(178)	6%	(42)	3%	(21)	16%	(113)	707
RD/WT: Wrong Track	47%	(713)	24%	(365)	4%	(58)	4%	(56)	21%	(311)	1503
Biden Job Approve	51%	(495)	25%	(244)	5%	(44)	3%	(31)	16%	(158)	971
Biden Job Disapprove	49%	(554)	24%	(268)	5%	(52)	3%	(37)	19%	(215)	1125

Continued on next page

Table MCEN1_7: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? Sean Connery*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	48%	(1066)	25%	(543)	5%	(100)	3%	(77)	19%	(424)	2210
Biden Job Strongly Approve	56%	(251)	24%	(104)	5%	(22)	4%	(18)	11%	(50)	445
Biden Job Somewhat Approve	46%	(244)	26%	(139)	4%	(22)	3%	(13)	20%	(108)	527
Biden Job Somewhat Disapprove	41%	(139)	25%	(86)	6%	(21)	4%	(13)	24%	(81)	340
Biden Job Strongly Disapprove	53%	(415)	23%	(182)	4%	(31)	3%	(23)	17%	(134)	785
Favorable of Biden	50%	(506)	26%	(261)	5%	(48)	3%	(34)	16%	(159)	1008
Unfavorable of Biden	49%	(540)	24%	(262)	4%	(49)	3%	(38)	20%	(216)	1105
Very Favorable of Biden	58%	(269)	22%	(103)	4%	(20)	5%	(22)	11%	(53)	467
Somewhat Favorable of Biden	44%	(237)	29%	(158)	5%	(28)	2%	(13)	20%	(106)	541
Somewhat Unfavorable of Biden	42%	(121)	23%	(65)	5%	(15)	4%	(13)	26%	(77)	290
Very Unfavorable of Biden	52%	(420)	24%	(196)	4%	(35)	3%	(25)	17%	(139)	815
#1 Issue: Economy	46%	(404)	27%	(233)	4%	(32)	4%	(32)	20%	(175)	876
#1 Issue: Security	54%	(131)	27%	(65)	6%	(14)	2%	(6)	11%	(27)	244
#1 Issue: Health Care	42%	(75)	25%	(45)	7%	(12)	7%	(12)	19%	(33)	177
#1 Issue: Medicare / Social Security	64%	(154)	18%	(43)	2%	(5)	2%	(6)	14%	(33)	240
#1 Issue: Women's Issues	38%	(126)	26%	(86)	6%	(19)	4%	(12)	26%	(88)	331
#1 Issue: Education	32%	(25)	22%	(17)	15%	(12)	3%	(2)	28%	(21)	76
#1 Issue: Energy	58%	(77)	19%	(26)	4%	(5)	2%	(3)	17%	(22)	134
#1 Issue: Other	55%	(73)	21%	(28)	2%	(2)	3%	(3)	19%	(25)	132
2020 Vote: Joe Biden	53%	(512)	24%	(234)	5%	(48)	3%	(30)	14%	(136)	960
2020 Vote: Donald Trump	55%	(387)	25%	(175)	4%	(29)	2%	(13)	15%	(104)	708
2020 Vote: Other	48%	(30)	23%	(14)	—	(0)	3%	(2)	25%	(16)	61
2020 Vote: Didn't Vote	29%	(137)	25%	(120)	5%	(23)	7%	(32)	35%	(169)	481
2018 House Vote: Democrat	54%	(433)	25%	(199)	5%	(42)	3%	(21)	12%	(99)	794
2018 House Vote: Republican	60%	(344)	23%	(130)	3%	(18)	2%	(12)	12%	(67)	570
2016 Vote: Hillary Clinton	57%	(401)	25%	(175)	5%	(34)	2%	(16)	12%	(82)	708
2016 Vote: Donald Trump	59%	(368)	24%	(151)	4%	(23)	2%	(12)	11%	(71)	625
2016 Vote: Other	55%	(52)	21%	(20)	—	(0)	1%	(1)	23%	(22)	95
2016 Vote: Didn't Vote	31%	(239)	25%	(196)	6%	(44)	6%	(48)	32%	(244)	771
Voted in 2014: Yes	59%	(714)	24%	(290)	4%	(46)	2%	(29)	11%	(132)	1211
Voted in 2014: No	35%	(352)	25%	(253)	5%	(54)	5%	(48)	29%	(292)	999

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Table MCEN1_7: *Generally speaking, do you have a favorable or unfavorable opinion of the following actors who previously played James Bond? Sean Connery*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	48%	(1066)	25%	(543)	5%	(100)	3%	(77)	19%	(424)	2210
4-Region: Northeast	52%	(198)	28%	(106)	4%	(15)	1%	(5)	15%	(59)	383
4-Region: Midwest	44%	(200)	26%	(119)	5%	(24)	3%	(15)	22%	(98)	456
4-Region: South	49%	(415)	24%	(200)	4%	(32)	3%	(29)	20%	(169)	844
4-Region: West	48%	(253)	22%	(117)	6%	(29)	5%	(28)	19%	(99)	527
James Bond Fans	61%	(835)	22%	(305)	4%	(55)	3%	(41)	10%	(142)	1379

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

Table MCEN2: *If you had to pick, which actor would you say was your favorite to play James Bond?*

Demographic	Daniel Craig	Pierce Brosnan	Timothy Dalton	Roger Moore	George Lazenby	David Niven	Sean Connery	Don't know / No opinion	Total N
Adults	12% (256)	12% (265)	2% (47)	10% (229)	2% (42)	2% (52)	43% (949)	17% (369)	2210
Gender: Male	13% (142)	10% (111)	3% (32)	13% (136)	3% (32)	3% (30)	46% (487)	9% (98)	1068
Gender: Female	10% (115)	13% (154)	1% (15)	8% (94)	1% (9)	2% (22)	40% (462)	24% (272)	1142
Age: 18-34	15% (99)	13% (86)	4% (28)	5% (35)	4% (24)	5% (34)	22% (141)	30% (194)	642
Age: 35-44	17% (60)	18% (64)	2% (9)	6% (20)	3% (10)	4% (13)	36% (133)	15% (55)	365
Age: 45-64	9% (68)	12% (84)	1% (9)	17% (124)	1% (7)	— (3)	48% (340)	11% (79)	714
Age: 65+	6% (29)	6% (31)	— (0)	10% (50)	— (0)	— (1)	69% (335)	9% (42)	489
GenZers: 1997-2012	15% (39)	11% (27)	4% (10)	3% (9)	5% (12)	7% (18)	15% (38)	40% (103)	256
Millennials: 1981-1996	17% (111)	16% (108)	4% (26)	6% (39)	4% (23)	4% (28)	30% (195)	19% (124)	655
GenXers: 1965-1980	11% (55)	13% (68)	2% (9)	14% (70)	1% (6)	1% (3)	45% (229)	14% (69)	510
Baby Boomers: 1946-1964	7% (47)	8% (59)	— (1)	15% (107)	— (1)	— (1)	61% (435)	8% (58)	710
PID: Dem (no lean)	13% (119)	13% (118)	2% (16)	10% (90)	2% (22)	3% (26)	42% (375)	14% (124)	890
PID: Ind (no lean)	12% (79)	11% (73)	2% (13)	7% (48)	2% (11)	3% (18)	39% (264)	24% (163)	670
PID: Rep (no lean)	9% (58)	11% (74)	3% (17)	14% (92)	1% (9)	1% (8)	48% (310)	13% (83)	650
PID/Gender: Dem Men	16% (70)	13% (53)	3% (12)	12% (52)	4% (17)	4% (18)	40% (170)	8% (32)	424
PID/Gender: Dem Women	11% (50)	14% (65)	1% (4)	8% (38)	1% (5)	2% (7)	44% (206)	20% (91)	466
PID/Gender: Ind Men	11% (38)	11% (38)	3% (9)	7% (25)	3% (9)	2% (7)	49% (164)	13% (45)	336
PID/Gender: Ind Women	12% (41)	10% (35)	1% (4)	7% (23)	1% (2)	3% (11)	30% (100)	35% (118)	334
PID/Gender: Rep Men	11% (34)	7% (20)	3% (10)	19% (59)	2% (7)	1% (4)	50% (153)	6% (20)	308
PID/Gender: Rep Women	7% (23)	16% (54)	2% (7)	9% (32)	1% (2)	1% (4)	46% (157)	18% (63)	342
Ideo: Liberal (1-3)	14% (91)	14% (93)	2% (15)	9% (58)	2% (10)	1% (9)	42% (275)	15% (99)	649
Ideo: Moderate (4)	12% (88)	12% (89)	2% (17)	10% (77)	3% (22)	4% (29)	42% (314)	14% (107)	743
Ideo: Conservative (5-7)	10% (64)	11% (76)	2% (11)	13% (87)	1% (5)	2% (10)	49% (325)	12% (80)	659
Educ: < College	10% (150)	13% (180)	2% (22)	10% (140)	1% (20)	2% (22)	42% (603)	21% (299)	1437
Educ: Bachelors degree	15% (71)	13% (63)	4% (19)	12% (59)	3% (14)	3% (14)	42% (205)	9% (45)	491
Educ: Post-grad	12% (35)	8% (22)	2% (5)	11% (31)	3% (8)	6% (16)	50% (141)	9% (25)	282
Income: Under 50k	9% (116)	12% (154)	2% (23)	9% (112)	1% (18)	1% (19)	42% (522)	22% (279)	1244
Income: 50k-100k	15% (99)	12% (76)	2% (12)	14% (89)	2% (11)	3% (21)	42% (272)	11% (71)	651
Income: 100k+	13% (42)	11% (35)	4% (12)	9% (28)	4% (13)	4% (12)	49% (155)	6% (19)	315
Ethnicity: White	10% (179)	12% (213)	2% (35)	11% (189)	2% (28)	2% (38)	46% (788)	14% (241)	1711
Ethnicity: Hispanic	19% (69)	12% (46)	3% (10)	6% (22)	2% (8)	3% (13)	32% (120)	23% (87)	374

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Table MCEN2: *If you had to pick, which actor would you say was your favorite to play James Bond?*

Demographic	Daniel Craig	Pierce Brosnan	Timothy Dalton	Roger Moore	George Lazenby	David Niven	Sean Connery	Don't know / No opinion	Total N
Adults	12% (256)	12% (265)	2% (47)	10% (229)	2% (42)	2% (52)	43% (949)	17% (369)	2210
Ethnicity: Black	13% (37)	12% (35)	3% (9)	8% (23)	5% (14)	3% (8)	35% (98)	21% (59)	282
Ethnicity: Other	19% (41)	8% (17)	1% (3)	8% (17)	— (0)	3% (6)	29% (63)	32% (70)	217
All Christian	11% (106)	12% (117)	2% (20)	13% (130)	2% (18)	3% (31)	48% (471)	9% (91)	985
All Non-Christian	11% (14)	13% (17)	2% (3)	11% (15)	5% (6)	3% (4)	41% (55)	14% (19)	134
Atheist	11% (11)	19% (19)	3% (3)	6% (6)	5% (5)	— (0)	43% (43)	13% (13)	100
Agnostic/Nothing in particular	13% (83)	12% (75)	2% (12)	7% (42)	1% (7)	1% (8)	38% (240)	26% (167)	634
Something Else	12% (42)	10% (37)	2% (8)	10% (36)	1% (5)	3% (10)	39% (140)	22% (79)	357
Religious Non-Protestant/Catholic	10% (15)	14% (21)	2% (3)	11% (16)	5% (7)	3% (4)	41% (61)	16% (24)	151
Evangelical	8% (49)	13% (76)	3% (15)	14% (79)	3% (16)	5% (28)	41% (243)	14% (82)	588
Non-Evangelical	13% (96)	10% (70)	2% (13)	12% (82)	1% (5)	1% (10)	50% (356)	12% (83)	715
Community: Urban	13% (89)	11% (72)	4% (28)	11% (76)	5% (32)	4% (27)	36% (241)	16% (110)	674
Community: Suburban	13% (126)	11% (110)	1% (14)	10% (96)	— (3)	2% (17)	47% (467)	16% (158)	992
Community: Rural	8% (42)	15% (83)	1% (5)	10% (57)	1% (7)	1% (8)	44% (242)	19% (101)	544
Employ: Private Sector	15% (101)	14% (94)	4% (23)	13% (89)	4% (29)	4% (25)	35% (236)	10% (67)	665
Employ: Government	19% (21)	10% (11)	2% (2)	5% (6)	2% (2)	11% (13)	38% (42)	13% (14)	110
Employ: Self-Employed	15% (31)	15% (29)	3% (5)	10% (20)	1% (3)	2% (3)	40% (79)	15% (29)	200
Employ: Homemaker	12% (22)	12% (21)	2% (4)	6% (10)	2% (3)	1% (1)	40% (71)	25% (45)	178
Employ: Student	9% (6)	14% (10)	1% (0)	4% (3)	3% (2)	2% (2)	18% (12)	51% (36)	70
Employ: Retired	6% (33)	10% (56)	1% (4)	11% (61)	— (0)	— (1)	64% (364)	8% (48)	566
Employ: Unemployed	9% (26)	12% (35)	3% (7)	7% (20)	1% (3)	1% (2)	37% (108)	31% (92)	293
Employ: Other	13% (17)	7% (10)	— (0)	16% (20)	— (0)	4% (5)	29% (37)	30% (39)	127
Military HH: Yes	8% (22)	11% (32)	3% (7)	10% (30)	2% (5)	2% (5)	52% (148)	13% (37)	286
Military HH: No	12% (234)	12% (234)	2% (39)	10% (200)	2% (36)	2% (47)	42% (802)	17% (332)	1924
RD/WT: Right Direction	13% (94)	11% (78)	4% (28)	11% (76)	4% (28)	4% (31)	40% (285)	12% (86)	707
RD/WT: Wrong Track	11% (162)	12% (188)	1% (19)	10% (153)	1% (14)	1% (20)	44% (664)	19% (284)	1503
Biden Job Approve	13% (124)	12% (119)	2% (23)	10% (94)	3% (29)	3% (32)	43% (422)	13% (129)	971
Biden Job Disapprove	10% (115)	13% (142)	2% (18)	12% (130)	1% (8)	1% (14)	45% (504)	17% (194)	1125

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Table MCEN2: *If you had to pick, which actor would you say was your favorite to play James Bond?*

Demographic	Daniel Craig	Pierce Brosnan	Timothy Dalton	Roger Moore	George Lazenby	David Niven	Sean Connery	Don't know / No opinion	Total N
Adults	12% (256)	12% (265)	2% (47)	10% (229)	2% (42)	2% (52)	43% (949)	17% (369)	2210
Biden Job Strongly Approve	10% (45)	13% (60)	3% (12)	10% (44)	5% (22)	4% (17)	47% (209)	8% (35)	445
Biden Job Somewhat Approve	15% (78)	11% (59)	2% (12)	9% (49)	1% (7)	3% (15)	40% (213)	18% (93)	527
Biden Job Somewhat Disapprove	15% (50)	15% (51)	— (2)	11% (38)	1% (3)	1% (3)	34% (115)	23% (78)	340
Biden Job Strongly Disapprove	8% (65)	12% (91)	2% (17)	12% (92)	1% (4)	1% (11)	50% (389)	15% (115)	785
Favorable of Biden	12% (123)	12% (123)	3% (28)	9% (95)	3% (32)	3% (34)	43% (432)	14% (141)	1008
Unfavorable of Biden	11% (121)	12% (136)	2% (18)	12% (129)	1% (9)	2% (17)	44% (489)	17% (186)	1105
Very Favorable of Biden	11% (49)	13% (61)	2% (9)	10% (47)	3% (16)	5% (22)	46% (216)	10% (46)	467
Somewhat Favorable of Biden	14% (73)	12% (62)	3% (18)	9% (48)	3% (17)	2% (12)	40% (216)	18% (95)	541
Somewhat Unfavorable of Biden	17% (49)	13% (37)	1% (2)	12% (36)	1% (2)	2% (6)	32% (94)	22% (64)	290
Very Unfavorable of Biden	9% (73)	12% (98)	2% (16)	11% (93)	1% (8)	1% (11)	48% (395)	15% (121)	815
#1 Issue: Economy	13% (113)	14% (119)	2% (21)	10% (89)	2% (20)	3% (23)	40% (349)	16% (141)	876
#1 Issue: Security	9% (21)	11% (27)	3% (7)	14% (35)	1% (3)	5% (12)	44% (108)	12% (30)	244
#1 Issue: Health Care	11% (19)	9% (16)	4% (7)	13% (22)	3% (6)	4% (7)	40% (71)	16% (28)	177
#1 Issue: Medicare / Social Security	5% (13)	7% (17)	1% (3)	11% (26)	— (0)	— (1)	62% (148)	13% (32)	240
#1 Issue: Women's Issues	16% (52)	13% (41)	2% (6)	5% (18)	1% (3)	2% (5)	37% (122)	25% (84)	331
#1 Issue: Education	12% (9)	20% (15)	— (0)	13% (10)	4% (3)	2% (1)	31% (23)	19% (14)	76
#1 Issue: Energy	9% (12)	17% (22)	1% (1)	11% (14)	4% (5)	1% (1)	46% (62)	12% (16)	134
#1 Issue: Other	13% (17)	5% (7)	1% (1)	12% (16)	1% (1)	1% (1)	50% (66)	18% (24)	132
2020 Vote: Joe Biden	13% (128)	12% (117)	2% (21)	10% (100)	2% (21)	3% (28)	44% (420)	13% (125)	960
2020 Vote: Donald Trump	9% (67)	12% (88)	2% (11)	13% (89)	2% (11)	1% (10)	50% (354)	11% (78)	708
2020 Vote: Other	15% (9)	9% (6)	2% (1)	11% (7)	— (0)	— (0)	41% (25)	23% (14)	61
2020 Vote: Didn't Vote	11% (52)	11% (55)	3% (14)	7% (34)	2% (9)	3% (13)	31% (150)	32% (153)	481
2018 House Vote: Democrat	14% (112)	14% (108)	2% (16)	9% (72)	2% (17)	3% (22)	46% (361)	11% (86)	794
2018 House Vote: Republican	8% (48)	11% (65)	2% (14)	13% (74)	2% (10)	1% (8)	53% (301)	9% (51)	570
2016 Vote: Hillary Clinton	13% (94)	11% (81)	2% (15)	10% (74)	3% (18)	2% (17)	46% (326)	12% (82)	708
2016 Vote: Donald Trump	9% (53)	12% (76)	2% (13)	13% (80)	1% (9)	2% (14)	52% (327)	8% (53)	625
2016 Vote: Other	14% (13)	8% (8)	3% (3)	7% (7)	— (0)	— (0)	50% (47)	18% (17)	95
2016 Vote: Didn't Vote	12% (94)	13% (98)	2% (16)	9% (68)	2% (13)	3% (20)	32% (248)	28% (213)	771
Voted in 2014: Yes	11% (132)	12% (150)	3% (30)	12% (140)	2% (22)	2% (23)	50% (600)	9% (114)	1211
Voted in 2014: No	13% (125)	12% (116)	2% (16)	9% (89)	2% (20)	3% (29)	35% (349)	26% (256)	999

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Table MCEN2: *If you had to pick, which actor would you say was your favorite to play James Bond?*

Demographic	Daniel Craig	Pierce Brosnan	Timothy Dalton	Roger Moore	George Lazenby	David Niven	Sean Connery	Don't know / No opinion	Total N
Adults	12%(256)	12%(265)	2% (47)	10%(229)	2% (42)	2% (52)	43%(949)	17%(369)	2210
4-Region: Northeast	12% (44)	13% (48)	2% (9)	13% (48)	1% (5)	1% (4)	45%(172)	13% (51)	383
4-Region: Midwest	10% (45)	11% (52)	2% (8)	11% (50)	1% (5)	1% (3)	46%(209)	19% (85)	456
4-Region: South	11% (90)	12%(103)	2% (20)	11% (94)	2% (16)	2% (19)	42%(351)	18%(153)	844
4-Region: West	15% (77)	12% (62)	2% (10)	7% (38)	3% (16)	5% (26)	41%(217)	15% (80)	527
James Bond Fans	15%(207)	11%(158)	3% (38)	12%(164)	3% (35)	3% (47)	46%(635)	7% (95)	1379

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

Table MCEN3: *Regardless of what actor plays the next James Bond, how interested are you in seeing the next film in the James Bond Franchise?*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	25%	(551)	31%	(694)	18%	(407)	19%	(411)	7%	(147)	2210
Gender: Male	33%	(351)	33%	(353)	17%	(184)	12%	(127)	5%	(54)	1068
Gender: Female	18%	(200)	30%	(341)	20%	(223)	25%	(285)	8%	(94)	1142
Age: 18-34	24%	(157)	28%	(177)	19%	(121)	16%	(101)	13%	(86)	642
Age: 35-44	27%	(100)	35%	(129)	14%	(53)	18%	(66)	5%	(18)	365
Age: 45-64	25%	(180)	32%	(231)	20%	(139)	19%	(138)	4%	(26)	714
Age: 65+	23%	(114)	32%	(158)	19%	(94)	22%	(107)	3%	(17)	489
GenZers: 1997-2012	13%	(34)	34%	(87)	20%	(50)	17%	(44)	16%	(41)	256
Millennials: 1981-1996	31%	(203)	28%	(187)	16%	(106)	15%	(100)	9%	(60)	655
GenXers: 1965-1980	24%	(123)	34%	(171)	19%	(96)	19%	(97)	5%	(23)	510
Baby Boomers: 1946-1964	25%	(179)	33%	(232)	18%	(131)	20%	(145)	3%	(24)	710
PID: Dem (no lean)	31%	(275)	30%	(271)	19%	(165)	16%	(138)	5%	(40)	890
PID: Ind (no lean)	18%	(121)	31%	(208)	19%	(125)	21%	(141)	11%	(75)	670
PID: Rep (no lean)	24%	(155)	33%	(215)	18%	(117)	20%	(132)	5%	(32)	650
PID/Gender: Dem Men	39%	(166)	33%	(142)	16%	(66)	9%	(36)	3%	(13)	424
PID/Gender: Dem Women	23%	(109)	28%	(130)	21%	(99)	22%	(102)	6%	(27)	466
PID/Gender: Ind Men	24%	(82)	33%	(110)	20%	(66)	15%	(51)	8%	(27)	336
PID/Gender: Ind Women	12%	(39)	29%	(97)	18%	(59)	27%	(90)	15%	(49)	334
PID/Gender: Rep Men	33%	(103)	33%	(100)	17%	(51)	13%	(39)	4%	(14)	308
PID/Gender: Rep Women	15%	(52)	33%	(114)	19%	(65)	27%	(92)	5%	(18)	342
Ideo: Liberal (1-3)	29%	(190)	29%	(190)	19%	(125)	18%	(120)	4%	(26)	649
Ideo: Moderate (4)	27%	(200)	31%	(231)	19%	(141)	16%	(121)	7%	(51)	743
Ideo: Conservative (5-7)	22%	(146)	36%	(235)	18%	(119)	20%	(129)	5%	(30)	659
Educ: < College	20%	(287)	32%	(455)	18%	(263)	21%	(306)	9%	(126)	1437
Educ: Bachelors degree	34%	(165)	31%	(153)	19%	(92)	13%	(64)	3%	(16)	491
Educ: Post-grad	35%	(98)	30%	(86)	18%	(52)	15%	(42)	2%	(5)	282
Income: Under 50k	20%	(249)	30%	(370)	20%	(247)	21%	(261)	9%	(117)	1244
Income: 50k-100k	28%	(182)	34%	(223)	18%	(117)	17%	(109)	3%	(21)	651
Income: 100k+	38%	(120)	32%	(101)	14%	(43)	13%	(42)	3%	(9)	315
Ethnicity: White	25%	(426)	32%	(546)	18%	(309)	19%	(333)	6%	(97)	1711
Ethnicity: Hispanic	29%	(109)	27%	(100)	16%	(62)	19%	(69)	9%	(34)	374
Ethnicity: Black	31%	(88)	28%	(80)	20%	(58)	12%	(33)	8%	(24)	282

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Table MCEN3: *Regardless of what actor plays the next James Bond, how interested are you in seeing the next film in the James Bond Franchise?*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	25%	(551)	31%	(694)	18%	(407)	19%	(411)	7%	(147)	2210
Ethnicity: Other	17%	(37)	31%	(68)	18%	(40)	21%	(45)	12%	(27)	217
All Christian	29%	(285)	34%	(331)	16%	(162)	18%	(179)	3%	(29)	985
All Non-Christian	29%	(39)	33%	(44)	20%	(27)	13%	(18)	4%	(6)	134
Atheist	31%	(31)	24%	(24)	20%	(21)	19%	(20)	5%	(5)	100
Agnostic/Nothing in particular	19%	(119)	28%	(177)	20%	(128)	21%	(134)	12%	(77)	634
Something Else	22%	(77)	33%	(119)	19%	(69)	17%	(62)	9%	(30)	357
Religious Non-Protestant/Catholic	31%	(46)	31%	(46)	19%	(29)	16%	(24)	4%	(6)	151
Evangelical	26%	(156)	34%	(197)	17%	(98)	18%	(104)	6%	(34)	588
Non-Evangelical	26%	(185)	34%	(245)	18%	(131)	18%	(128)	4%	(26)	715
Community: Urban	34%	(231)	28%	(191)	17%	(111)	15%	(103)	6%	(39)	674
Community: Suburban	22%	(216)	33%	(325)	19%	(189)	20%	(195)	7%	(66)	992
Community: Rural	19%	(104)	33%	(179)	19%	(106)	21%	(114)	8%	(42)	544
Employ: Private Sector	34%	(229)	32%	(216)	16%	(106)	14%	(94)	3%	(21)	665
Employ: Government	20%	(22)	34%	(38)	24%	(27)	16%	(18)	6%	(6)	110
Employ: Self-Employed	24%	(47)	34%	(67)	19%	(39)	16%	(32)	7%	(14)	200
Employ: Homemaker	13%	(23)	31%	(56)	23%	(40)	22%	(38)	12%	(21)	178
Employ: Student	14%	(10)	25%	(18)	19%	(13)	23%	(16)	19%	(13)	70
Employ: Retired	25%	(144)	31%	(173)	20%	(116)	21%	(121)	2%	(13)	566
Employ: Unemployed	21%	(61)	25%	(73)	17%	(49)	24%	(71)	14%	(40)	293
Employ: Other	12%	(15)	42%	(54)	14%	(18)	17%	(21)	15%	(20)	127
Military HH: Yes	29%	(82)	29%	(82)	19%	(55)	19%	(54)	4%	(12)	286
Military HH: No	24%	(468)	32%	(612)	18%	(351)	19%	(358)	7%	(135)	1924
RD/WT: Right Direction	35%	(250)	32%	(226)	15%	(105)	13%	(90)	5%	(35)	707
RD/WT: Wrong Track	20%	(301)	31%	(468)	20%	(301)	21%	(322)	7%	(112)	1503
Biden Job Approve	32%	(310)	31%	(298)	18%	(173)	16%	(155)	4%	(35)	971
Biden Job Disapprove	20%	(224)	33%	(368)	19%	(218)	21%	(240)	7%	(75)	1125
Biden Job Strongly Approve	42%	(186)	28%	(122)	16%	(71)	13%	(56)	2%	(9)	445
Biden Job Somewhat Approve	24%	(124)	33%	(176)	19%	(102)	19%	(99)	5%	(26)	527
Biden Job Somewhat Disapprove	20%	(69)	33%	(114)	23%	(78)	17%	(59)	6%	(20)	340
Biden Job Strongly Disapprove	20%	(155)	32%	(254)	18%	(140)	23%	(181)	7%	(54)	785

Continued on next page

Table MCEN3: *Regardless of what actor plays the next James Bond, how interested are you in seeing the next film in the James Bond Franchise?*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	25%	(551)	31%	(694)	18%	(407)	19%	(411)	7%	(147)	2210
Favorable of Biden	31%	(317)	32%	(321)	18%	(177)	15%	(150)	4%	(43)	1008
Unfavorable of Biden	20%	(221)	32%	(354)	20%	(217)	22%	(244)	6%	(70)	1105
Very Favorable of Biden	38%	(176)	29%	(136)	18%	(84)	12%	(56)	3%	(16)	467
Somewhat Favorable of Biden	26%	(142)	34%	(185)	17%	(93)	17%	(95)	5%	(27)	541
Somewhat Unfavorable of Biden	21%	(61)	28%	(80)	26%	(75)	20%	(58)	5%	(16)	290
Very Unfavorable of Biden	20%	(160)	34%	(273)	17%	(142)	23%	(185)	7%	(54)	815
#1 Issue: Economy	27%	(236)	31%	(271)	18%	(158)	17%	(149)	7%	(62)	876
#1 Issue: Security	22%	(53)	38%	(92)	18%	(43)	18%	(44)	5%	(11)	244
#1 Issue: Health Care	34%	(61)	31%	(55)	15%	(27)	13%	(23)	7%	(12)	177
#1 Issue: Medicare / Social Security	22%	(53)	33%	(79)	19%	(45)	22%	(54)	4%	(9)	240
#1 Issue: Women's Issues	19%	(64)	25%	(84)	21%	(70)	25%	(82)	9%	(31)	331
#1 Issue: Education	24%	(19)	39%	(30)	16%	(12)	8%	(6)	12%	(10)	76
#1 Issue: Energy	31%	(41)	39%	(52)	16%	(22)	12%	(16)	2%	(2)	134
#1 Issue: Other	18%	(24)	23%	(31)	23%	(30)	29%	(38)	7%	(10)	132
2020 Vote: Joe Biden	30%	(290)	32%	(309)	19%	(178)	15%	(142)	4%	(40)	960
2020 Vote: Donald Trump	22%	(157)	34%	(242)	18%	(129)	21%	(151)	4%	(29)	708
2020 Vote: Other	26%	(16)	31%	(19)	19%	(11)	15%	(9)	9%	(6)	61
2020 Vote: Didn't Vote	18%	(88)	26%	(124)	18%	(88)	23%	(109)	15%	(72)	481
2018 House Vote: Democrat	33%	(261)	33%	(263)	17%	(138)	14%	(108)	3%	(25)	794
2018 House Vote: Republican	25%	(143)	34%	(195)	16%	(93)	20%	(115)	4%	(25)	570
2016 Vote: Hillary Clinton	33%	(236)	30%	(213)	18%	(130)	15%	(107)	3%	(22)	708
2016 Vote: Donald Trump	23%	(147)	35%	(220)	18%	(114)	19%	(120)	4%	(24)	625
2016 Vote: Other	22%	(21)	29%	(27)	21%	(20)	21%	(20)	8%	(8)	95
2016 Vote: Didn't Vote	19%	(143)	30%	(233)	19%	(143)	21%	(160)	12%	(93)	771
Voted in 2014: Yes	29%	(354)	32%	(384)	18%	(221)	18%	(217)	3%	(35)	1211
Voted in 2014: No	20%	(197)	31%	(310)	19%	(186)	19%	(195)	11%	(112)	999
4-Region: Northeast	25%	(97)	35%	(133)	16%	(63)	18%	(69)	6%	(21)	383
4-Region: Midwest	18%	(83)	31%	(143)	18%	(84)	24%	(111)	8%	(35)	456
4-Region: South	26%	(216)	30%	(252)	19%	(164)	19%	(157)	7%	(56)	844
4-Region: West	29%	(155)	32%	(166)	18%	(97)	14%	(74)	7%	(35)	527
James Bond Fans	38%	(522)	41%	(566)	13%	(185)	3%	(47)	4%	(59)	1379

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

Table MCEN4: *How much of a factor will the casting decision of the next James Bond actor be in you seeing the next James Bond film?*

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	24%	(526)	37%	(811)	39%	(872)	2210
Gender: Male	30%	(315)	40%	(422)	31%	(330)	1068
Gender: Female	18%	(211)	34%	(389)	47%	(542)	1142
Age: 18-34	24%	(155)	39%	(252)	36%	(234)	642
Age: 35-44	28%	(104)	39%	(141)	33%	(121)	365
Age: 45-64	24%	(174)	35%	(247)	41%	(293)	714
Age: 65+	19%	(94)	35%	(171)	46%	(224)	489
GenZers: 1997-2012	19%	(50)	41%	(105)	40%	(101)	256
Millennials: 1981-1996	28%	(187)	38%	(250)	33%	(219)	655
GenXers: 1965-1980	24%	(125)	37%	(188)	39%	(197)	510
Baby Boomers: 1946-1964	23%	(162)	34%	(240)	43%	(308)	710
PID: Dem (no lean)	26%	(234)	37%	(328)	37%	(328)	890
PID: Ind (no lean)	22%	(145)	36%	(242)	42%	(283)	670
PID: Rep (no lean)	23%	(147)	37%	(242)	40%	(261)	650
PID/Gender: Dem Men	33%	(139)	39%	(165)	28%	(120)	424
PID/Gender: Dem Women	20%	(96)	35%	(163)	45%	(208)	466
PID/Gender: Ind Men	28%	(94)	40%	(133)	32%	(108)	336
PID/Gender: Ind Women	15%	(50)	33%	(109)	52%	(175)	334
PID/Gender: Rep Men	27%	(82)	40%	(124)	33%	(102)	308
PID/Gender: Rep Women	19%	(65)	34%	(117)	47%	(159)	342
Ideo: Liberal (1-3)	25%	(165)	35%	(228)	39%	(256)	649
Ideo: Moderate (4)	22%	(166)	41%	(304)	37%	(273)	743
Ideo: Conservative (5-7)	26%	(170)	35%	(231)	39%	(257)	659
Educ: < College	21%	(305)	36%	(511)	43%	(621)	1437
Educ: Bachelors degree	28%	(139)	40%	(194)	32%	(157)	491
Educ: Post-grad	29%	(82)	37%	(106)	33%	(94)	282
Income: Under 50k	22%	(268)	36%	(443)	43%	(533)	1244
Income: 50k-100k	25%	(161)	38%	(248)	37%	(242)	651
Income: 100k+	31%	(97)	38%	(120)	31%	(98)	315
Ethnicity: White	22%	(376)	37%	(630)	41%	(705)	1711
Ethnicity: Hispanic	28%	(105)	35%	(130)	37%	(138)	374
Ethnicity: Black	33%	(93)	38%	(107)	29%	(82)	282
Ethnicity: Other	27%	(58)	34%	(74)	39%	(85)	217

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Table MCEN4: *How much of a factor will the casting decision of the next James Bond actor be in you seeing the next James Bond film?*

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	24%	(526)	37%	(811)	39%	(872)	2210
All Christian	26%	(260)	36%	(357)	37%	(367)	985
All Non-Christian	21%	(28)	35%	(47)	44%	(59)	134
Atheist	19%	(19)	37%	(37)	44%	(44)	100
Agnostic/Nothing in particular	21%	(130)	37%	(235)	42%	(269)	634
Something Else	25%	(89)	38%	(135)	37%	(133)	357
Religious Non-Protestant/Catholic	21%	(32)	35%	(53)	44%	(67)	151
Evangelical	30%	(174)	35%	(208)	35%	(206)	588
Non-Evangelical	22%	(160)	38%	(269)	40%	(286)	715
Community: Urban	30%	(205)	36%	(241)	34%	(228)	674
Community: Suburban	23%	(230)	36%	(360)	41%	(402)	992
Community: Rural	17%	(92)	39%	(210)	45%	(242)	544
Employ: Private Sector	31%	(203)	40%	(267)	29%	(195)	665
Employ: Government	30%	(33)	39%	(43)	31%	(34)	110
Employ: Self-Employed	28%	(55)	38%	(75)	35%	(69)	200
Employ: Homemaker	18%	(31)	35%	(62)	48%	(85)	178
Employ: Student	22%	(15)	34%	(24)	44%	(31)	70
Employ: Retired	19%	(108)	34%	(193)	47%	(265)	566
Employ: Unemployed	18%	(51)	36%	(106)	46%	(136)	293
Employ: Other	23%	(29)	32%	(41)	45%	(58)	127
Military HH: Yes	21%	(60)	38%	(109)	41%	(117)	286
Military HH: No	24%	(467)	36%	(702)	39%	(756)	1924
RD/WT: Right Direction	31%	(216)	38%	(267)	32%	(224)	707
RD/WT: Wrong Track	21%	(310)	36%	(544)	43%	(649)	1503
Biden Job Approve	27%	(263)	36%	(350)	37%	(358)	971
Biden Job Disapprove	21%	(240)	37%	(414)	42%	(470)	1125
Biden Job Strongly Approve	32%	(142)	34%	(153)	34%	(150)	445
Biden Job Somewhat Approve	23%	(121)	37%	(197)	40%	(208)	527
Biden Job Somewhat Disapprove	21%	(73)	39%	(134)	39%	(133)	340
Biden Job Strongly Disapprove	21%	(167)	36%	(280)	43%	(338)	785
Favorable of Biden	26%	(259)	37%	(376)	37%	(373)	1008
Unfavorable of Biden	22%	(248)	37%	(406)	41%	(451)	1105

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Table MCEN4: *How much of a factor will the casting decision of the next James Bond actor be in you seeing the next James Bond film?*

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	24%	(526)	37%	(811)	39%	(872)	2210
Very Favorable of Biden	33%	(152)	31%	(147)	36%	(168)	467
Somewhat Favorable of Biden	20%	(107)	42%	(229)	38%	(205)	541
Somewhat Unfavorable of Biden	19%	(57)	41%	(118)	40%	(116)	290
Very Unfavorable of Biden	23%	(191)	35%	(289)	41%	(335)	815
#1 Issue: Economy	24%	(214)	37%	(325)	38%	(337)	876
#1 Issue: Security	28%	(68)	39%	(96)	33%	(80)	244
#1 Issue: Health Care	34%	(60)	33%	(58)	34%	(60)	177
#1 Issue: Medicare / Social Security	19%	(45)	37%	(89)	44%	(107)	240
#1 Issue: Women's Issues	21%	(68)	30%	(98)	50%	(165)	331
#1 Issue: Education	26%	(20)	46%	(35)	28%	(21)	76
#1 Issue: Energy	19%	(26)	53%	(71)	27%	(37)	134
#1 Issue: Other	20%	(26)	30%	(39)	51%	(67)	132
2020 Vote: Joe Biden	26%	(254)	37%	(358)	36%	(349)	960
2020 Vote: Donald Trump	22%	(158)	39%	(277)	38%	(272)	708
2020 Vote: Other	24%	(15)	37%	(23)	39%	(24)	61
2020 Vote: Didn't Vote	21%	(99)	32%	(153)	47%	(228)	481
2018 House Vote: Democrat	27%	(218)	38%	(301)	35%	(274)	794
2018 House Vote: Republican	24%	(137)	37%	(209)	39%	(224)	570
2016 Vote: Hillary Clinton	28%	(198)	35%	(247)	37%	(262)	708
2016 Vote: Donald Trump	24%	(151)	39%	(242)	37%	(232)	625
2016 Vote: Other	18%	(17)	40%	(38)	42%	(40)	95
2016 Vote: Didn't Vote	20%	(158)	36%	(279)	43%	(334)	771
Voted in 2014: Yes	26%	(317)	37%	(443)	37%	(451)	1211
Voted in 2014: No	21%	(209)	37%	(369)	42%	(421)	999
4-Region: Northeast	22%	(85)	43%	(163)	35%	(135)	383
4-Region: Midwest	18%	(83)	35%	(162)	46%	(212)	456
4-Region: South	23%	(192)	39%	(327)	39%	(325)	844
4-Region: West	31%	(166)	30%	(160)	38%	(201)	527
James Bond Fans	32%	(438)	45%	(614)	24%	(327)	1379

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

Table MCEN5_1: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Rege-Jean Page

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	9%	(142)	11%	(175)	5%	(84)	4%	(71)	71%	(1150)	1622
Gender: Male	11%	(88)	12%	(92)	8%	(63)	6%	(43)	63%	(488)	774
Gender: Female	6%	(54)	10%	(83)	2%	(20)	3%	(28)	78%	(662)	848
Age: 18-34	12%	(55)	15%	(70)	7%	(33)	5%	(23)	61%	(287)	467
Age: 35-44	15%	(40)	16%	(44)	6%	(16)	7%	(19)	56%	(152)	270
Age: 45-64	8%	(42)	9%	(47)	5%	(25)	4%	(21)	74%	(387)	523
Age: 65+	2%	(6)	4%	(14)	3%	(10)	2%	(9)	89%	(324)	362
GenZers: 1997-2012	8%	(15)	15%	(29)	6%	(11)	5%	(9)	67%	(128)	191
Millennials: 1981-1996	14%	(66)	16%	(76)	7%	(34)	5%	(24)	58%	(275)	475
GenXers: 1965-1980	10%	(38)	10%	(39)	5%	(19)	6%	(24)	68%	(257)	376
Baby Boomers: 1946-1964	4%	(23)	6%	(29)	3%	(17)	3%	(15)	84%	(431)	516
PID: Dem (no lean)	13%	(86)	14%	(96)	5%	(31)	5%	(31)	63%	(418)	661
PID: Ind (no lean)	4%	(17)	9%	(42)	5%	(26)	4%	(18)	79%	(383)	486
PID: Rep (no lean)	8%	(40)	8%	(37)	6%	(26)	5%	(21)	74%	(349)	474
PID/Gender: Dem Men	16%	(50)	15%	(47)	7%	(23)	5%	(16)	56%	(177)	314
PID/Gender: Dem Women	10%	(35)	14%	(48)	2%	(8)	4%	(15)	69%	(241)	347
PID/Gender: Ind Men	6%	(13)	10%	(24)	9%	(20)	7%	(16)	69%	(165)	238
PID/Gender: Ind Women	2%	(4)	7%	(18)	2%	(6)	1%	(3)	88%	(218)	248
PID/Gender: Rep Men	11%	(24)	9%	(20)	9%	(20)	5%	(11)	66%	(146)	222
PID/Gender: Rep Women	6%	(15)	7%	(17)	3%	(7)	4%	(10)	81%	(203)	252
Ideo: Liberal (1-3)	14%	(67)	13%	(63)	4%	(17)	4%	(18)	65%	(311)	476
Ideo: Moderate (4)	8%	(40)	12%	(64)	6%	(34)	4%	(24)	70%	(377)	539
Ideo: Conservative (5-7)	7%	(33)	8%	(39)	6%	(29)	5%	(22)	75%	(361)	484
Educ: < College	7%	(71)	10%	(105)	4%	(44)	3%	(36)	75%	(788)	1045
Educ: Bachelors degree	10%	(36)	12%	(43)	8%	(31)	7%	(25)	64%	(234)	368
Educ: Post-grad	17%	(36)	13%	(27)	4%	(8)	5%	(10)	61%	(128)	208
Income: Under 50k	7%	(60)	9%	(80)	4%	(35)	3%	(29)	77%	(683)	887
Income: 50k-100k	10%	(50)	13%	(67)	6%	(31)	7%	(34)	64%	(317)	499
Income: 100k+	14%	(32)	12%	(28)	8%	(18)	3%	(8)	64%	(150)	235
Ethnicity: White	8%	(102)	10%	(125)	6%	(70)	4%	(56)	72%	(911)	1264

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Table MCEN5_1: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Rege-Jean Page

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	9%	(142)	11%	(175)	5%	(84)	4%	(71)	71%	(1150)	1622
Ethnicity: Hispanic	13%	(37)	12%	(32)	5%	(13)	5%	(14)	65%	(181)	277
Ethnicity: Black	14%	(29)	17%	(35)	6%	(12)	5%	(10)	59%	(125)	210
Ethnicity: Other	8%	(12)	10%	(15)	1%	(2)	4%	(5)	77%	(114)	147
All Christian	10%	(70)	13%	(94)	6%	(44)	5%	(33)	67%	(490)	730
All Non-Christian	6%	(6)	14%	(13)	10%	(10)	5%	(5)	66%	(64)	98
Atheist	6%	(5)	9%	(7)	3%	(2)	5%	(4)	77%	(62)	81
Agnostic/Nothing in particular	9%	(43)	7%	(35)	4%	(17)	5%	(21)	75%	(355)	471
Something Else	8%	(18)	11%	(25)	5%	(12)	3%	(8)	74%	(179)	242
Religious Non-Protestant/Catholic	6%	(7)	13%	(15)	10%	(11)	4%	(5)	66%	(74)	111
Evangelical	12%	(50)	13%	(53)	5%	(22)	5%	(19)	65%	(270)	414
Non-Evangelical	7%	(36)	11%	(56)	6%	(30)	4%	(19)	73%	(384)	526
Community: Urban	12%	(59)	15%	(73)	7%	(34)	5%	(24)	61%	(301)	490
Community: Suburban	8%	(60)	9%	(67)	4%	(28)	5%	(34)	74%	(547)	735
Community: Rural	6%	(24)	9%	(36)	5%	(21)	3%	(13)	76%	(303)	396
Employ: Private Sector	15%	(76)	16%	(79)	8%	(41)	5%	(27)	55%	(271)	494
Employ: Government	11%	(9)	16%	(14)	3%	(3)	12%	(10)	57%	(47)	83
Employ: Self-Employed	8%	(12)	11%	(18)	5%	(8)	6%	(10)	69%	(108)	155
Employ: Homemaker	5%	(7)	7%	(9)	3%	(4)	4%	(6)	80%	(106)	132
Employ: Student	12%	(6)	11%	(6)	4%	(2)	5%	(2)	67%	(34)	51
Employ: Retired	3%	(13)	5%	(22)	3%	(11)	2%	(8)	87%	(354)	408
Employ: Unemployed	6%	(13)	7%	(15)	5%	(10)	3%	(6)	79%	(169)	214
Employ: Other	6%	(5)	15%	(12)	6%	(5)	2%	(2)	72%	(60)	84
Military HH: Yes	10%	(20)	8%	(17)	7%	(14)	4%	(8)	72%	(149)	208
Military HH: No	9%	(122)	11%	(158)	5%	(69)	4%	(63)	71%	(1001)	1414
RD/WT: Right Direction	15%	(76)	16%	(85)	5%	(25)	5%	(27)	59%	(307)	519
RD/WT: Wrong Track	6%	(67)	8%	(90)	5%	(59)	4%	(45)	76%	(843)	1103
Biden Job Approve	14%	(96)	14%	(99)	4%	(26)	5%	(32)	64%	(453)	706
Biden Job Disapprove	6%	(46)	8%	(65)	6%	(53)	4%	(36)	76%	(625)	826

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Table MCEN5_1: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Rege-Jean Page

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	9%	(142)	11%	(175)	5%	(84)	4%	(71)	71%	(1150)	1622
Biden Job Strongly Approve	19%	(62)	17%	(56)	3%	(10)	5%	(15)	55%	(178)	321
Biden Job Somewhat Approve	9%	(34)	11%	(43)	4%	(16)	4%	(17)	72%	(275)	385
Biden Job Somewhat Disapprove	6%	(16)	12%	(30)	7%	(17)	3%	(6)	73%	(186)	255
Biden Job Strongly Disapprove	5%	(31)	6%	(34)	6%	(37)	5%	(30)	77%	(439)	571
Favorable of Biden	12%	(90)	15%	(110)	4%	(28)	4%	(33)	65%	(478)	739
Unfavorable of Biden	5%	(44)	7%	(59)	7%	(55)	5%	(37)	76%	(614)	809
Very Favorable of Biden	15%	(51)	17%	(58)	3%	(10)	6%	(22)	59%	(201)	342
Somewhat Favorable of Biden	10%	(38)	13%	(52)	5%	(18)	3%	(11)	70%	(277)	396
Somewhat Unfavorable of Biden	5%	(11)	9%	(19)	7%	(15)	3%	(7)	76%	(160)	212
Very Unfavorable of Biden	5%	(33)	7%	(41)	7%	(39)	5%	(30)	76%	(454)	597
#1 Issue: Economy	7%	(42)	14%	(86)	6%	(38)	4%	(27)	69%	(431)	624
#1 Issue: Security	8%	(14)	12%	(22)	9%	(16)	4%	(7)	67%	(121)	180
#1 Issue: Health Care	14%	(19)	14%	(18)	3%	(4)	8%	(10)	61%	(79)	130
#1 Issue: Medicare / Social Security	3%	(6)	2%	(3)	2%	(3)	2%	(4)	91%	(158)	173
#1 Issue: Women's Issues	14%	(34)	10%	(24)	2%	(6)	5%	(12)	69%	(168)	244
#1 Issue: Education	12%	(7)	10%	(6)	9%	(5)	8%	(5)	62%	(37)	60
#1 Issue: Energy	18%	(19)	11%	(12)	6%	(7)	4%	(4)	61%	(66)	108
#1 Issue: Other	1%	(1)	5%	(5)	5%	(5)	2%	(2)	88%	(90)	102
2020 Vote: Joe Biden	12%	(81)	13%	(95)	5%	(33)	4%	(31)	66%	(465)	706
2020 Vote: Donald Trump	7%	(37)	8%	(42)	7%	(37)	4%	(18)	74%	(378)	512
2020 Vote: Didn't Vote	7%	(24)	10%	(36)	4%	(13)	5%	(18)	75%	(274)	365
2018 House Vote: Democrat	12%	(73)	13%	(79)	5%	(28)	4%	(25)	65%	(384)	589
2018 House Vote: Republican	6%	(26)	9%	(37)	7%	(29)	5%	(20)	74%	(310)	422
2016 Vote: Hillary Clinton	12%	(64)	14%	(76)	5%	(29)	5%	(26)	63%	(336)	531
2016 Vote: Donald Trump	7%	(31)	7%	(34)	7%	(34)	3%	(16)	75%	(342)	457
2016 Vote: Other	1%	(1)	—	(0)	2%	(1)	5%	(3)	92%	(60)	65
2016 Vote: Didn't Vote	8%	(43)	12%	(65)	3%	(18)	5%	(26)	73%	(406)	558
Voted in 2014: Yes	9%	(83)	10%	(89)	6%	(53)	5%	(41)	70%	(628)	895
Voted in 2014: No	8%	(59)	12%	(85)	4%	(31)	4%	(30)	72%	(521)	726

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Table MCEN5_1: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Rege-Jean Page

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	9%	(142)	11%	(175)	5%	(84)	4%	(71)	71%	(1150)	1622
4-Region: Northeast	9%	(25)	10%	(30)	4%	(11)	2%	(6)	75%	(212)	284
4-Region: Midwest	9%	(30)	7%	(24)	4%	(13)	4%	(13)	76%	(251)	331
4-Region: South	9%	(52)	11%	(69)	6%	(36)	5%	(27)	70%	(419)	603
4-Region: West	9%	(36)	13%	(52)	6%	(24)	6%	(25)	66%	(267)	403
James Bond Fans	11%	(114)	13%	(134)	6%	(59)	6%	(56)	64%	(642)	1006

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

Table MCEN5_2: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Henry Golding

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(129)	14%	(213)	5%	(80)	4%	(60)	69%	(1073)	1555
Gender: Male	10%	(74)	16%	(112)	7%	(50)	4%	(32)	63%	(453)	721
Gender: Female	7%	(55)	12%	(101)	4%	(30)	3%	(28)	74%	(621)	834
Age: 18-34	14%	(60)	19%	(81)	7%	(32)	3%	(14)	57%	(246)	434
Age: 35-44	9%	(23)	18%	(48)	7%	(18)	7%	(19)	59%	(155)	264
Age: 45-64	8%	(40)	12%	(59)	4%	(21)	5%	(23)	72%	(357)	500
Age: 65+	2%	(6)	7%	(26)	2%	(8)	1%	(3)	88%	(314)	358
GenZers: 1997-2012	9%	(15)	17%	(28)	10%	(17)	5%	(8)	59%	(99)	166
Millennials: 1981-1996	13%	(62)	19%	(88)	7%	(32)	4%	(18)	57%	(266)	467
GenXers: 1965-1980	9%	(32)	15%	(52)	5%	(18)	4%	(14)	66%	(224)	340
Baby Boomers: 1946-1964	4%	(20)	8%	(43)	2%	(10)	4%	(20)	82%	(430)	522
PID: Dem (no lean)	12%	(75)	16%	(97)	6%	(36)	4%	(27)	63%	(392)	626
PID: Ind (no lean)	6%	(26)	12%	(53)	4%	(17)	3%	(16)	76%	(345)	456
PID: Rep (no lean)	6%	(29)	13%	(63)	6%	(27)	4%	(18)	71%	(336)	473
PID/Gender: Dem Men	14%	(39)	19%	(54)	5%	(15)	4%	(12)	57%	(160)	280
PID/Gender: Dem Women	10%	(36)	13%	(44)	6%	(21)	4%	(14)	67%	(232)	346
PID/Gender: Ind Men	7%	(16)	12%	(27)	7%	(15)	2%	(5)	71%	(157)	221
PID/Gender: Ind Women	4%	(9)	11%	(26)	1%	(1)	4%	(10)	80%	(188)	235
PID/Gender: Rep Men	8%	(19)	14%	(31)	9%	(20)	6%	(14)	62%	(136)	219
PID/Gender: Rep Women	4%	(10)	13%	(32)	3%	(8)	1%	(3)	79%	(200)	254
Ideo: Liberal (1-3)	11%	(53)	13%	(63)	6%	(30)	4%	(18)	66%	(312)	476
Ideo: Moderate (4)	7%	(38)	18%	(89)	5%	(24)	4%	(18)	67%	(337)	506
Ideo: Conservative (5-7)	7%	(34)	10%	(50)	5%	(23)	4%	(18)	74%	(351)	475
Educ: < College	7%	(66)	13%	(132)	6%	(55)	4%	(42)	70%	(706)	1002
Educ: Bachelors degree	9%	(33)	17%	(58)	5%	(19)	3%	(9)	66%	(229)	348
Educ: Post-grad	15%	(30)	11%	(23)	3%	(6)	5%	(9)	67%	(138)	206
Income: Under 50k	7%	(61)	13%	(108)	5%	(45)	4%	(36)	71%	(608)	859
Income: 50k-100k	9%	(44)	13%	(63)	5%	(26)	3%	(15)	69%	(322)	469
Income: 100k+	10%	(24)	18%	(42)	4%	(9)	4%	(9)	63%	(144)	228
Ethnicity: White	7%	(87)	14%	(165)	5%	(55)	4%	(51)	71%	(861)	1219

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Table MCEN5_2: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Henry Golding

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(129)	14%	(213)	5%	(80)	4%	(60)	69%	(1073)	1555
Ethnicity: Hispanic	14%	(33)	15%	(36)	11%	(27)	10%	(25)	50%	(122)	243
Ethnicity: Black	15%	(28)	14%	(26)	10%	(20)	2%	(5)	59%	(114)	193
Ethnicity: Other	10%	(14)	15%	(22)	3%	(5)	3%	(4)	69%	(98)	143
All Christian	9%	(61)	14%	(100)	4%	(25)	5%	(31)	69%	(477)	694
All Non-Christian	7%	(7)	24%	(24)	12%	(11)	4%	(4)	53%	(52)	98
Atheist	3%	(2)	16%	(9)	—	(0)	9%	(5)	73%	(43)	59
Agnostic/Nothing in particular	8%	(35)	9%	(41)	8%	(34)	3%	(13)	72%	(320)	443
Something Else	9%	(25)	15%	(39)	4%	(10)	3%	(7)	69%	(181)	261
Religious Non-Protestant/Catholic	6%	(7)	24%	(26)	10%	(11)	4%	(4)	56%	(61)	109
Evangelical	12%	(51)	16%	(65)	6%	(24)	3%	(12)	63%	(261)	413
Non-Evangelical	6%	(31)	13%	(67)	2%	(9)	5%	(24)	75%	(384)	515
Community: Urban	12%	(54)	20%	(94)	4%	(20)	7%	(34)	57%	(267)	469
Community: Suburban	8%	(54)	11%	(78)	6%	(44)	3%	(19)	72%	(504)	698
Community: Rural	5%	(21)	11%	(41)	4%	(16)	2%	(7)	78%	(303)	388
Employ: Private Sector	13%	(59)	22%	(97)	7%	(30)	4%	(16)	55%	(247)	449
Employ: Government	16%	(12)	14%	(10)	7%	(6)	12%	(9)	51%	(38)	75
Employ: Self-Employed	7%	(10)	18%	(26)	5%	(7)	4%	(6)	66%	(95)	144
Employ: Homemaker	7%	(8)	11%	(14)	6%	(7)	4%	(5)	73%	(91)	125
Employ: Retired	4%	(18)	7%	(31)	3%	(11)	3%	(13)	83%	(352)	425
Employ: Unemployed	7%	(14)	8%	(16)	3%	(5)	3%	(6)	79%	(155)	195
Employ: Other	5%	(4)	14%	(12)	10%	(9)	3%	(3)	69%	(63)	92
Military HH: Yes	11%	(23)	9%	(18)	5%	(10)	3%	(6)	73%	(152)	209
Military HH: No	8%	(106)	14%	(195)	5%	(70)	4%	(54)	68%	(922)	1346
RD/WT: Right Direction	12%	(59)	18%	(90)	7%	(36)	4%	(17)	59%	(286)	488
RD/WT: Wrong Track	7%	(70)	12%	(123)	4%	(44)	4%	(43)	74%	(787)	1067
Biden Job Approve	11%	(79)	16%	(109)	5%	(34)	5%	(32)	63%	(436)	690
Biden Job Disapprove	6%	(49)	12%	(96)	6%	(45)	3%	(26)	73%	(582)	798

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Table MCEN5_2: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Henry Golding

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(129)	14%	(213)	5%	(80)	4%	(60)	69%	(1073)	1555
Biden Job Strongly Approve	16%	(53)	16%	(52)	6%	(21)	5%	(17)	57%	(187)	330
Biden Job Somewhat Approve	7%	(26)	16%	(56)	4%	(13)	4%	(15)	69%	(249)	360
Biden Job Somewhat Disapprove	7%	(19)	12%	(31)	8%	(20)	3%	(8)	69%	(172)	249
Biden Job Strongly Disapprove	6%	(30)	12%	(65)	4%	(25)	3%	(18)	75%	(410)	549
Favorable of Biden	11%	(81)	16%	(113)	5%	(38)	4%	(28)	63%	(444)	704
Unfavorable of Biden	6%	(46)	12%	(98)	5%	(41)	4%	(29)	73%	(574)	787
Very Favorable of Biden	15%	(49)	15%	(50)	4%	(13)	5%	(18)	61%	(206)	336
Somewhat Favorable of Biden	9%	(32)	17%	(62)	7%	(25)	3%	(11)	65%	(238)	368
Somewhat Unfavorable of Biden	6%	(14)	13%	(29)	7%	(15)	4%	(8)	70%	(156)	221
Very Unfavorable of Biden	6%	(32)	12%	(69)	5%	(26)	4%	(20)	74%	(418)	565
#1 Issue: Economy	6%	(39)	17%	(104)	5%	(31)	4%	(23)	68%	(419)	616
#1 Issue: Security	12%	(20)	17%	(29)	5%	(8)	3%	(6)	63%	(109)	172
#1 Issue: Health Care	8%	(10)	16%	(20)	9%	(11)	6%	(7)	61%	(75)	123
#1 Issue: Medicare / Social Security	6%	(9)	6%	(11)	2%	(4)	4%	(6)	82%	(137)	168
#1 Issue: Women's Issues	10%	(24)	8%	(20)	3%	(8)	4%	(10)	74%	(177)	239
#1 Issue: Energy	16%	(14)	11%	(10)	9%	(8)	5%	(4)	60%	(52)	87
#1 Issue: Other	4%	(4)	15%	(15)	2%	(2)	1%	(1)	77%	(78)	102
2020 Vote: Joe Biden	12%	(80)	14%	(97)	5%	(35)	4%	(28)	65%	(444)	684
2020 Vote: Donald Trump	6%	(30)	14%	(67)	6%	(30)	2%	(9)	72%	(357)	494
2020 Vote: Didn't Vote	6%	(20)	14%	(45)	4%	(15)	6%	(19)	70%	(230)	329
2018 House Vote: Democrat	14%	(77)	13%	(76)	6%	(32)	3%	(19)	64%	(358)	562
2018 House Vote: Republican	5%	(22)	14%	(55)	6%	(22)	3%	(11)	73%	(296)	407
2016 Vote: Hillary Clinton	12%	(59)	15%	(75)	4%	(21)	4%	(20)	66%	(334)	510
2016 Vote: Donald Trump	8%	(34)	11%	(51)	6%	(25)	2%	(8)	73%	(325)	444
2016 Vote: Other	1%	(1)	1%	(1)	2%	(1)	—	(0)	96%	(60)	62
2016 Vote: Didn't Vote	7%	(36)	16%	(85)	6%	(30)	6%	(32)	66%	(349)	532
Voted in 2014: Yes	9%	(78)	13%	(114)	4%	(38)	3%	(25)	70%	(604)	859
Voted in 2014: No	7%	(51)	14%	(99)	6%	(42)	5%	(35)	67%	(469)	697

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Table MCEN5_2: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Henry Golding

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(129)	14%	(213)	5%	(80)	4%	(60)	69%	(1073)	1555
4-Region: Northeast	5%	(13)	13%	(35)	3%	(9)	3%	(7)	76%	(203)	267
4-Region: Midwest	5%	(17)	11%	(36)	6%	(19)	2%	(6)	76%	(243)	321
4-Region: South	9%	(54)	13%	(80)	5%	(28)	3%	(20)	70%	(423)	606
4-Region: West	12%	(45)	17%	(62)	7%	(24)	7%	(26)	57%	(205)	362
James Bond Fans	11%	(109)	18%	(172)	4%	(42)	4%	(39)	63%	(607)	968

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

Table MCEN5_3: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Richard Madden

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(134)	15%	(233)	5%	(76)	3%	(55)	69%	(1105)	1603
Gender: Male	11%	(87)	18%	(137)	7%	(51)	3%	(26)	61%	(466)	767
Gender: Female	6%	(48)	12%	(96)	3%	(25)	3%	(28)	76%	(639)	836
Age: 18-34	11%	(53)	18%	(85)	8%	(37)	5%	(23)	58%	(271)	468
Age: 35-44	13%	(35)	21%	(56)	7%	(18)	2%	(6)	57%	(149)	264
Age: 45-64	7%	(35)	13%	(68)	3%	(17)	4%	(19)	73%	(374)	514
Age: 65+	3%	(11)	7%	(24)	1%	(4)	2%	(7)	87%	(311)	357
GenZers: 1997-2012	5%	(9)	20%	(37)	8%	(14)	8%	(14)	60%	(110)	184
Millennials: 1981-1996	15%	(71)	19%	(90)	8%	(36)	3%	(12)	57%	(273)	482
GenXers: 1965-1980	9%	(32)	17%	(61)	5%	(19)	3%	(12)	66%	(236)	361
Baby Boomers: 1946-1964	4%	(23)	7%	(39)	1%	(6)	3%	(16)	84%	(438)	522
PID: Dem (no lean)	11%	(72)	18%	(115)	6%	(36)	3%	(22)	62%	(402)	647
PID: Ind (no lean)	6%	(30)	13%	(62)	5%	(25)	4%	(18)	72%	(354)	489
PID: Rep (no lean)	7%	(31)	12%	(57)	3%	(16)	3%	(15)	75%	(348)	467
PID/Gender: Dem Men	15%	(46)	22%	(68)	9%	(27)	2%	(7)	52%	(157)	305
PID/Gender: Dem Women	8%	(27)	14%	(46)	3%	(9)	4%	(15)	72%	(245)	342
PID/Gender: Ind Men	9%	(23)	14%	(35)	6%	(15)	5%	(13)	65%	(157)	242
PID/Gender: Ind Women	3%	(8)	11%	(27)	4%	(10)	2%	(5)	80%	(198)	247
PID/Gender: Rep Men	8%	(18)	15%	(34)	4%	(10)	3%	(7)	69%	(152)	220
PID/Gender: Rep Women	5%	(13)	9%	(23)	2%	(6)	3%	(9)	80%	(197)	247
Ideo: Liberal (1-3)	12%	(53)	14%	(63)	5%	(25)	4%	(19)	65%	(297)	456
Ideo: Moderate (4)	8%	(43)	17%	(92)	6%	(31)	3%	(14)	67%	(370)	551
Ideo: Conservative (5-7)	7%	(33)	14%	(67)	3%	(15)	3%	(13)	74%	(353)	480
Educ: < College	6%	(66)	14%	(144)	4%	(43)	4%	(42)	72%	(744)	1039
Educ: Bachelors degree	11%	(40)	16%	(57)	7%	(25)	2%	(9)	63%	(219)	350
Educ: Post-grad	13%	(28)	15%	(33)	4%	(8)	2%	(4)	66%	(142)	215
Income: Under 50k	7%	(67)	15%	(131)	4%	(35)	4%	(36)	70%	(636)	905
Income: 50k-100k	7%	(34)	13%	(63)	6%	(30)	3%	(15)	71%	(339)	481
Income: 100k+	16%	(34)	18%	(40)	5%	(11)	2%	(4)	59%	(129)	218
Ethnicity: White	8%	(103)	14%	(171)	4%	(53)	3%	(31)	71%	(873)	1231

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Table MCEN5_3: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Richard Madden

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(134)	15%	(233)	5%	(76)	3%	(55)	69%	(1105)	1603
Ethnicity: Hispanic	12%	(34)	17%	(47)	5%	(14)	6%	(18)	60%	(174)	287
Ethnicity: Black	10%	(21)	18%	(38)	8%	(16)	8%	(16)	56%	(117)	209
Ethnicity: Other	6%	(11)	15%	(24)	4%	(7)	4%	(7)	70%	(115)	163
All Christian	10%	(69)	16%	(114)	5%	(32)	3%	(24)	67%	(480)	719
All Non-Christian	7%	(7)	17%	(17)	8%	(8)	3%	(3)	65%	(65)	101
Atheist	8%	(5)	20%	(14)	2%	(1)	1%	(1)	69%	(49)	71
Agnostic/Nothing in particular	7%	(33)	11%	(49)	5%	(24)	5%	(22)	72%	(326)	453
Something Else	8%	(20)	15%	(40)	4%	(11)	2%	(5)	71%	(184)	259
Religious Non-Protestant/Catholic	7%	(7)	18%	(20)	9%	(10)	3%	(3)	64%	(73)	114
Evangelical	12%	(50)	17%	(74)	5%	(23)	3%	(12)	63%	(268)	426
Non-Evangelical	7%	(34)	14%	(73)	3%	(16)	3%	(16)	73%	(386)	526
Community: Urban	13%	(64)	19%	(94)	5%	(25)	2%	(11)	61%	(301)	495
Community: Suburban	7%	(47)	11%	(81)	5%	(39)	4%	(31)	72%	(513)	711
Community: Rural	6%	(23)	15%	(58)	3%	(12)	3%	(13)	73%	(291)	397
Employ: Private Sector	13%	(59)	22%	(103)	8%	(35)	3%	(12)	55%	(261)	471
Employ: Government	12%	(10)	17%	(14)	9%	(7)	6%	(5)	56%	(46)	82
Employ: Self-Employed	13%	(18)	13%	(18)	9%	(12)	4%	(5)	61%	(83)	137
Employ: Homemaker	5%	(6)	7%	(9)	4%	(5)	7%	(10)	77%	(101)	130
Employ: Student	8%	(4)	16%	(9)	4%	(2)	13%	(7)	59%	(32)	55
Employ: Retired	4%	(18)	10%	(39)	1%	(4)	2%	(9)	83%	(339)	409
Employ: Unemployed	5%	(11)	13%	(27)	2%	(5)	2%	(3)	78%	(167)	214
Employ: Other	8%	(8)	14%	(15)	5%	(6)	3%	(3)	70%	(75)	106
Military HH: Yes	10%	(20)	15%	(30)	2%	(4)	1%	(3)	71%	(144)	201
Military HH: No	8%	(114)	15%	(203)	5%	(72)	4%	(52)	69%	(961)	1402
RD/WT: Right Direction	15%	(75)	20%	(101)	5%	(25)	2%	(9)	57%	(283)	494
RD/WT: Wrong Track	5%	(59)	12%	(133)	5%	(51)	4%	(45)	74%	(821)	1109
Biden Job Approve	12%	(87)	18%	(126)	4%	(28)	3%	(20)	63%	(449)	710
Biden Job Disapprove	6%	(45)	12%	(94)	6%	(45)	3%	(27)	74%	(596)	807

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Table MCEN5_3: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Richard Madden

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(134)	15%	(233)	5%	(76)	3%	(55)	69%	(1105)	1603
Biden Job Strongly Approve	17%	(52)	21%	(66)	4%	(13)	4%	(13)	53%	(164)	308
Biden Job Somewhat Approve	9%	(35)	15%	(59)	4%	(15)	2%	(7)	71%	(285)	402
Biden Job Somewhat Disapprove	6%	(15)	11%	(27)	10%	(24)	2%	(5)	70%	(164)	236
Biden Job Strongly Disapprove	5%	(30)	12%	(67)	4%	(21)	4%	(22)	76%	(432)	572
Favorable of Biden	12%	(88)	18%	(130)	5%	(34)	3%	(23)	62%	(453)	728
Unfavorable of Biden	5%	(42)	12%	(99)	5%	(40)	4%	(30)	74%	(592)	803
Very Favorable of Biden	16%	(51)	20%	(65)	4%	(12)	5%	(17)	55%	(179)	324
Somewhat Favorable of Biden	9%	(37)	16%	(65)	5%	(22)	1%	(6)	68%	(274)	404
Somewhat Unfavorable of Biden	4%	(9)	12%	(25)	9%	(19)	2%	(4)	73%	(148)	204
Very Unfavorable of Biden	5%	(33)	12%	(74)	4%	(21)	4%	(26)	74%	(444)	599
#1 Issue: Economy	10%	(63)	16%	(101)	6%	(35)	2%	(16)	66%	(421)	636
#1 Issue: Security	10%	(17)	14%	(25)	4%	(7)	3%	(6)	69%	(123)	178
#1 Issue: Health Care	10%	(14)	16%	(21)	6%	(8)	6%	(8)	62%	(83)	134
#1 Issue: Medicare / Social Security	4%	(7)	9%	(15)	1%	(2)	2%	(3)	84%	(138)	165
#1 Issue: Women's Issues	7%	(17)	14%	(33)	2%	(5)	4%	(9)	73%	(173)	237
#1 Issue: Education	11%	(6)	24%	(14)	12%	(7)	12%	(7)	42%	(25)	59
#1 Issue: Energy	10%	(10)	18%	(18)	9%	(9)	4%	(4)	59%	(59)	99
#1 Issue: Other	—	(0)	8%	(8)	2%	(2)	3%	(3)	87%	(83)	96
2020 Vote: Joe Biden	11%	(78)	16%	(115)	5%	(37)	2%	(13)	65%	(459)	702
2020 Vote: Donald Trump	7%	(37)	13%	(66)	4%	(22)	3%	(15)	72%	(368)	508
2020 Vote: Didn't Vote	5%	(19)	13%	(45)	4%	(14)	8%	(27)	70%	(239)	343
2018 House Vote: Democrat	12%	(67)	18%	(104)	5%	(28)	2%	(12)	63%	(359)	571
2018 House Vote: Republican	7%	(29)	12%	(49)	3%	(14)	3%	(11)	75%	(311)	416
2016 Vote: Hillary Clinton	11%	(59)	18%	(91)	5%	(26)	2%	(10)	64%	(329)	515
2016 Vote: Donald Trump	8%	(36)	11%	(52)	4%	(19)	2%	(10)	74%	(340)	457
2016 Vote: Other	2%	(2)	7%	(5)	4%	(3)	2%	(2)	84%	(62)	73
2016 Vote: Didn't Vote	7%	(37)	15%	(84)	5%	(27)	6%	(33)	67%	(369)	550
Voted in 2014: Yes	10%	(86)	15%	(130)	3%	(30)	2%	(20)	70%	(609)	875
Voted in 2014: No	7%	(48)	14%	(103)	6%	(46)	5%	(35)	68%	(496)	728

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Table MCEN5_3: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Richard Madden

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(134)	15%	(233)	5%	(76)	3%	(55)	69%	(1105)	1603
4-Region: Northeast	6%	(17)	16%	(45)	2%	(6)	2%	(4)	74%	(205)	277
4-Region: Midwest	6%	(19)	11%	(36)	6%	(20)	4%	(14)	73%	(244)	333
4-Region: South	8%	(51)	12%	(73)	5%	(32)	4%	(24)	71%	(446)	624
4-Region: West	13%	(48)	22%	(80)	5%	(19)	3%	(13)	57%	(209)	368
James Bond Fans	12%	(120)	18%	(181)	5%	(55)	3%	(32)	61%	(612)	1000

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

Table MCEN5_4: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
James Norton

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(115)	15%	(225)	7%	(104)	5%	(72)	66%	(1021)	1538
Gender: Male	11%	(79)	18%	(133)	8%	(57)	6%	(42)	58%	(426)	737
Gender: Female	5%	(36)	12%	(93)	6%	(47)	4%	(30)	74%	(595)	801
Age: 18-34	10%	(45)	19%	(85)	8%	(36)	6%	(27)	57%	(258)	451
Age: 35-44	11%	(27)	23%	(57)	8%	(19)	6%	(15)	52%	(126)	244
Age: 45-64	7%	(34)	12%	(58)	8%	(42)	4%	(22)	69%	(351)	508
Age: 65+	3%	(9)	7%	(25)	2%	(7)	2%	(7)	85%	(286)	335
GenZers: 1997-2012	6%	(11)	18%	(34)	10%	(18)	9%	(18)	58%	(110)	191
Millennials: 1981-1996	12%	(54)	22%	(96)	8%	(34)	4%	(19)	54%	(239)	442
GenXers: 1965-1980	10%	(34)	15%	(52)	8%	(30)	4%	(13)	64%	(228)	357
Baby Boomers: 1946-1964	3%	(16)	8%	(39)	4%	(21)	5%	(22)	80%	(392)	491
PID: Dem (no lean)	10%	(64)	17%	(108)	7%	(41)	4%	(27)	62%	(386)	627
PID: Ind (no lean)	5%	(22)	9%	(42)	8%	(36)	6%	(25)	72%	(319)	444
PID: Rep (no lean)	6%	(29)	16%	(75)	6%	(27)	4%	(19)	68%	(317)	467
PID/Gender: Dem Men	16%	(46)	21%	(62)	8%	(23)	5%	(14)	50%	(147)	292
PID/Gender: Dem Women	6%	(19)	14%	(46)	5%	(18)	4%	(14)	71%	(239)	334
PID/Gender: Ind Men	7%	(16)	12%	(27)	9%	(22)	6%	(14)	66%	(152)	230
PID/Gender: Ind Women	3%	(6)	7%	(16)	7%	(15)	5%	(11)	78%	(166)	214
PID/Gender: Rep Men	8%	(18)	20%	(44)	6%	(13)	7%	(14)	59%	(126)	215
PID/Gender: Rep Women	4%	(11)	12%	(32)	6%	(14)	2%	(5)	75%	(190)	252
Ideo: Liberal (1-3)	10%	(45)	15%	(63)	6%	(27)	5%	(20)	64%	(279)	434
Ideo: Moderate (4)	7%	(38)	18%	(92)	7%	(39)	5%	(26)	63%	(330)	525
Ideo: Conservative (5-7)	6%	(28)	13%	(61)	7%	(30)	4%	(18)	70%	(326)	464
Educ: < College	6%	(58)	14%	(143)	6%	(66)	5%	(50)	69%	(698)	1015
Educ: Bachelors degree	10%	(32)	15%	(50)	8%	(27)	4%	(15)	63%	(210)	334
Educ: Post-grad	13%	(25)	17%	(32)	6%	(11)	4%	(8)	60%	(113)	189
Income: Under 50k	7%	(57)	12%	(106)	6%	(51)	4%	(37)	71%	(606)	856
Income: 50k-100k	8%	(36)	17%	(80)	7%	(32)	6%	(30)	62%	(295)	473
Income: 100k+	11%	(22)	19%	(39)	10%	(21)	3%	(6)	58%	(121)	209
Ethnicity: White	7%	(89)	14%	(169)	6%	(76)	4%	(48)	68%	(808)	1191

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Table MCEN5_4: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
James Norton

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(115)	15%	(225)	7%	(104)	5%	(72)	66%	(1021)	1538
Ethnicity: Hispanic	9%	(23)	14%	(36)	9%	(23)	10%	(26)	59%	(155)	264
Ethnicity: Black	10%	(19)	18%	(35)	12%	(24)	5%	(9)	54%	(103)	190
Ethnicity: Other	5%	(7)	14%	(21)	3%	(4)	9%	(14)	70%	(110)	156
All Christian	10%	(63)	17%	(113)	7%	(46)	3%	(22)	63%	(421)	665
All Non-Christian	12%	(10)	15%	(13)	5%	(4)	8%	(7)	61%	(55)	90
Atheist	7%	(5)	11%	(7)	1%	(1)	7%	(5)	74%	(51)	69
Agnostic/Nothing in particular	4%	(19)	12%	(52)	8%	(37)	6%	(26)	70%	(320)	454
Something Else	7%	(18)	15%	(40)	6%	(16)	5%	(12)	67%	(175)	261
Religious Non-Protestant/Catholic	10%	(10)	18%	(18)	7%	(7)	7%	(7)	57%	(57)	99
Evangelical	13%	(53)	16%	(69)	6%	(27)	4%	(19)	60%	(256)	424
Non-Evangelical	6%	(26)	15%	(70)	6%	(31)	3%	(16)	70%	(334)	477
Community: Urban	11%	(54)	22%	(104)	7%	(33)	6%	(27)	54%	(254)	472
Community: Suburban	5%	(32)	12%	(82)	7%	(47)	5%	(35)	71%	(474)	670
Community: Rural	7%	(29)	10%	(40)	6%	(23)	3%	(10)	74%	(293)	395
Employ: Private Sector	12%	(56)	21%	(98)	9%	(42)	4%	(17)	54%	(246)	458
Employ: Government	8%	(6)	27%	(22)	11%	(9)	11%	(9)	43%	(34)	80
Employ: Self-Employed	10%	(15)	17%	(25)	7%	(10)	3%	(5)	62%	(90)	144
Employ: Homemaker	4%	(5)	7%	(8)	11%	(13)	6%	(7)	73%	(88)	120
Employ: Student	9%	(5)	14%	(7)	10%	(5)	9%	(5)	57%	(29)	50
Employ: Retired	4%	(15)	9%	(36)	2%	(7)	4%	(14)	81%	(315)	387
Employ: Unemployed	5%	(9)	11%	(23)	6%	(12)	2%	(4)	76%	(155)	204
Employ: Other	6%	(6)	8%	(7)	5%	(5)	12%	(11)	69%	(64)	93
Military HH: Yes	9%	(18)	15%	(30)	6%	(12)	2%	(4)	69%	(142)	206
Military HH: No	7%	(97)	15%	(195)	7%	(92)	5%	(68)	66%	(879)	1332
RD/WT: Right Direction	14%	(67)	22%	(106)	6%	(27)	4%	(20)	55%	(270)	490
RD/WT: Wrong Track	5%	(48)	11%	(120)	7%	(77)	5%	(52)	72%	(752)	1048
Biden Job Approve	11%	(75)	17%	(110)	6%	(37)	6%	(38)	60%	(399)	659
Biden Job Disapprove	4%	(35)	14%	(107)	8%	(60)	4%	(29)	71%	(563)	795

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Table MCEN5_4: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
James Norton

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(115)	15%	(225)	7%	(104)	5%	(72)	66%	(1021)	1538
Biden Job Strongly Approve	20%	(58)	16%	(48)	5%	(15)	7%	(20)	52%	(155)	296
Biden Job Somewhat Approve	5%	(17)	17%	(62)	6%	(22)	5%	(18)	67%	(244)	363
Biden Job Somewhat Disapprove	6%	(14)	16%	(38)	10%	(23)	2%	(6)	66%	(156)	237
Biden Job Strongly Disapprove	4%	(21)	12%	(69)	7%	(37)	4%	(24)	73%	(407)	558
Favorable of Biden	12%	(84)	16%	(111)	7%	(47)	5%	(32)	60%	(414)	687
Unfavorable of Biden	3%	(26)	14%	(113)	7%	(55)	5%	(38)	70%	(553)	785
Very Favorable of Biden	17%	(53)	15%	(45)	6%	(18)	8%	(24)	55%	(172)	312
Somewhat Favorable of Biden	8%	(31)	17%	(65)	8%	(29)	2%	(8)	65%	(242)	376
Somewhat Unfavorable of Biden	2%	(4)	17%	(36)	7%	(14)	5%	(10)	69%	(146)	211
Very Unfavorable of Biden	4%	(21)	13%	(77)	7%	(40)	5%	(28)	71%	(407)	574
#1 Issue: Economy	7%	(41)	18%	(108)	8%	(51)	4%	(24)	64%	(393)	617
#1 Issue: Security	11%	(18)	14%	(24)	7%	(12)	5%	(8)	63%	(108)	170
#1 Issue: Health Care	9%	(11)	18%	(23)	9%	(11)	6%	(8)	58%	(74)	128
#1 Issue: Medicare / Social Security	6%	(10)	6%	(11)	1%	(2)	3%	(6)	83%	(141)	170
#1 Issue: Women's Issues	7%	(16)	12%	(28)	5%	(12)	6%	(13)	70%	(159)	228
#1 Issue: Education	15%	(8)	28%	(14)	10%	(5)	12%	(6)	35%	(17)	50
#1 Issue: Energy	11%	(10)	14%	(13)	8%	(7)	3%	(3)	62%	(55)	88
#1 Issue: Other	—	(0)	5%	(4)	3%	(3)	6%	(5)	86%	(74)	86
2020 Vote: Joe Biden	10%	(65)	17%	(109)	6%	(37)	5%	(36)	62%	(401)	649
2020 Vote: Donald Trump	6%	(32)	13%	(65)	7%	(38)	3%	(16)	71%	(362)	514
2020 Vote: Didn't Vote	5%	(18)	13%	(44)	8%	(25)	6%	(19)	68%	(222)	328
2018 House Vote: Democrat	11%	(58)	18%	(98)	6%	(33)	5%	(26)	60%	(328)	543
2018 House Vote: Republican	7%	(30)	13%	(53)	7%	(29)	3%	(13)	70%	(289)	414
2016 Vote: Hillary Clinton	11%	(52)	19%	(91)	5%	(26)	5%	(22)	60%	(288)	479
2016 Vote: Donald Trump	7%	(30)	12%	(54)	8%	(35)	3%	(14)	71%	(332)	466
2016 Vote: Other	2%	(1)	4%	(2)	10%	(6)	6%	(3)	79%	(48)	60
2016 Vote: Didn't Vote	6%	(30)	15%	(78)	7%	(37)	6%	(32)	66%	(350)	527
Voted in 2014: Yes	9%	(76)	14%	(118)	6%	(53)	4%	(35)	67%	(568)	849
Voted in 2014: No	6%	(40)	16%	(108)	7%	(51)	5%	(37)	66%	(454)	689

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Table MCEN5_4: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
James Norton

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(115)	15%	(225)	7%	(104)	5%	(72)	66%	(1021)	1538
4-Region: Northeast	6%	(14)	16%	(43)	5%	(12)	3%	(9)	70%	(180)	258
4-Region: Midwest	6%	(18)	14%	(47)	6%	(21)	2%	(8)	71%	(233)	326
4-Region: South	9%	(54)	12%	(70)	7%	(41)	5%	(29)	67%	(402)	595
4-Region: West	8%	(29)	19%	(66)	8%	(30)	8%	(27)	57%	(206)	358
James Bond Fans	9%	(90)	18%	(168)	8%	(77)	4%	(42)	61%	(580)	957

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

Table MCEN5_5: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Dev Patel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(122)	14%	(214)	8%	(116)	5%	(77)	65%	(1003)	1533
Gender: Male	10%	(78)	15%	(113)	11%	(82)	6%	(43)	58%	(432)	749
Gender: Female	6%	(44)	13%	(101)	4%	(34)	4%	(33)	73%	(571)	783
Age: 18-34	11%	(47)	19%	(82)	9%	(39)	7%	(31)	54%	(235)	435
Age: 35-44	13%	(32)	18%	(45)	9%	(22)	7%	(17)	54%	(135)	252
Age: 45-64	7%	(33)	14%	(71)	7%	(33)	4%	(19)	69%	(343)	498
Age: 65+	3%	(10)	5%	(16)	6%	(22)	3%	(10)	83%	(290)	348
GenZers: 1997-2012	11%	(18)	16%	(26)	14%	(22)	9%	(14)	51%	(84)	165
Millennials: 1981-1996	11%	(50)	20%	(91)	8%	(36)	6%	(29)	55%	(253)	459
GenXers: 1965-1980	11%	(36)	16%	(56)	7%	(24)	4%	(14)	62%	(216)	346
Baby Boomers: 1946-1964	3%	(17)	8%	(39)	6%	(32)	4%	(18)	79%	(410)	517
PID: Dem (no lean)	11%	(70)	18%	(116)	8%	(51)	5%	(34)	57%	(365)	637
PID: Ind (no lean)	6%	(25)	11%	(49)	7%	(33)	4%	(20)	72%	(325)	453
PID: Rep (no lean)	6%	(27)	11%	(48)	7%	(33)	5%	(22)	71%	(313)	443
PID/Gender: Dem Men	13%	(42)	20%	(63)	12%	(38)	5%	(16)	50%	(159)	318
PID/Gender: Dem Women	9%	(28)	17%	(53)	4%	(13)	6%	(18)	65%	(206)	319
PID/Gender: Ind Men	7%	(15)	12%	(26)	11%	(25)	7%	(17)	64%	(146)	229
PID/Gender: Ind Women	5%	(10)	10%	(23)	4%	(8)	1%	(3)	80%	(179)	224
PID/Gender: Rep Men	11%	(21)	12%	(24)	10%	(20)	5%	(10)	63%	(128)	202
PID/Gender: Rep Women	2%	(6)	10%	(25)	5%	(13)	5%	(12)	77%	(186)	241
Ideo: Liberal (1-3)	11%	(49)	18%	(85)	9%	(39)	5%	(23)	57%	(262)	458
Ideo: Moderate (4)	8%	(40)	15%	(75)	8%	(41)	5%	(24)	65%	(333)	513
Ideo: Conservative (5-7)	7%	(30)	10%	(47)	6%	(29)	4%	(20)	72%	(330)	455
Educ: < College	6%	(60)	12%	(116)	7%	(69)	5%	(51)	70%	(694)	990
Educ: Bachelors degree	10%	(36)	21%	(73)	9%	(30)	4%	(12)	56%	(193)	344
Educ: Post-grad	14%	(27)	12%	(25)	9%	(18)	7%	(13)	58%	(115)	198
Income: Under 50k	7%	(58)	13%	(110)	7%	(62)	5%	(42)	68%	(586)	858
Income: 50k-100k	9%	(41)	16%	(71)	6%	(27)	6%	(25)	64%	(288)	452
Income: 100k+	11%	(24)	15%	(34)	12%	(27)	4%	(9)	58%	(130)	223
Ethnicity: White	7%	(87)	13%	(156)	8%	(90)	4%	(50)	67%	(788)	1172

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Table MCEN5_5: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Dev Patel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(122)	14%	(214)	8%	(116)	5%	(77)	65%	(1003)	1533
Ethnicity: Hispanic	14%	(36)	17%	(45)	7%	(17)	9%	(24)	53%	(140)	263
Ethnicity: Black	14%	(28)	15%	(32)	10%	(20)	6%	(13)	55%	(112)	205
Ethnicity: Other	4%	(7)	17%	(26)	4%	(6)	9%	(13)	66%	(103)	155
All Christian	8%	(55)	14%	(99)	8%	(57)	4%	(30)	65%	(443)	685
All Non-Christian	13%	(11)	20%	(17)	7%	(6)	6%	(5)	54%	(46)	86
Atheist	10%	(7)	24%	(17)	3%	(2)	7%	(5)	56%	(39)	69
Agnostic/Nothing in particular	8%	(32)	11%	(46)	8%	(34)	6%	(24)	68%	(286)	423
Something Else	6%	(17)	13%	(35)	6%	(16)	5%	(13)	70%	(188)	270
Religious Non-Protestant/Catholic	12%	(12)	20%	(20)	8%	(8)	5%	(5)	55%	(56)	101
Evangelical	10%	(43)	16%	(66)	6%	(25)	5%	(22)	62%	(258)	415
Non-Evangelical	5%	(26)	12%	(61)	9%	(47)	4%	(19)	70%	(359)	512
Community: Urban	14%	(60)	20%	(88)	8%	(34)	4%	(18)	55%	(246)	446
Community: Suburban	6%	(44)	12%	(85)	8%	(56)	5%	(38)	69%	(500)	724
Community: Rural	5%	(18)	11%	(41)	7%	(26)	6%	(21)	71%	(257)	363
Employ: Private Sector	13%	(59)	21%	(97)	9%	(43)	7%	(31)	50%	(230)	460
Employ: Government	17%	(13)	13%	(10)	8%	(6)	9%	(7)	54%	(41)	76
Employ: Self-Employed	8%	(11)	18%	(25)	8%	(11)	6%	(8)	61%	(85)	139
Employ: Homemaker	10%	(13)	9%	(11)	9%	(11)	4%	(5)	68%	(85)	125
Employ: Student	6%	(3)	14%	(7)	10%	(5)	15%	(7)	56%	(28)	50
Employ: Retired	3%	(11)	7%	(29)	6%	(24)	2%	(8)	82%	(337)	409
Employ: Unemployed	5%	(11)	9%	(18)	7%	(14)	4%	(8)	75%	(145)	194
Employ: Other	4%	(3)	23%	(18)	3%	(3)	3%	(3)	66%	(52)	79
Military HH: Yes	11%	(24)	11%	(24)	10%	(21)	3%	(6)	65%	(141)	216
Military HH: No	7%	(99)	14%	(190)	7%	(96)	5%	(70)	65%	(862)	1317
RD/WT: Right Direction	12%	(58)	21%	(103)	9%	(46)	5%	(26)	53%	(263)	496
RD/WT: Wrong Track	6%	(65)	11%	(111)	7%	(70)	5%	(51)	71%	(740)	1037
Biden Job Approve	12%	(80)	18%	(123)	8%	(53)	5%	(34)	58%	(399)	688
Biden Job Disapprove	5%	(41)	10%	(78)	7%	(57)	5%	(35)	72%	(551)	762

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Table MCEN5_5: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Dev Patel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(122)	14%	(214)	8%	(116)	5%	(77)	65%	(1003)	1533
Biden Job Strongly Approve	15%	(45)	21%	(64)	8%	(24)	5%	(16)	52%	(157)	306
Biden Job Somewhat Approve	9%	(35)	15%	(59)	8%	(29)	5%	(18)	63%	(241)	383
Biden Job Somewhat Disapprove	7%	(16)	14%	(31)	9%	(20)	2%	(5)	68%	(148)	219
Biden Job Strongly Disapprove	5%	(25)	9%	(47)	7%	(37)	6%	(30)	74%	(404)	543
Favorable of Biden	12%	(84)	19%	(135)	8%	(56)	5%	(36)	57%	(411)	721
Unfavorable of Biden	5%	(35)	10%	(79)	8%	(59)	5%	(39)	72%	(540)	751
Very Favorable of Biden	14%	(46)	20%	(66)	7%	(22)	6%	(19)	54%	(178)	331
Somewhat Favorable of Biden	10%	(38)	18%	(68)	8%	(33)	4%	(17)	60%	(233)	390
Somewhat Unfavorable of Biden	2%	(4)	14%	(27)	11%	(21)	2%	(4)	71%	(138)	195
Very Unfavorable of Biden	5%	(30)	9%	(52)	7%	(38)	6%	(35)	72%	(401)	556
#1 Issue: Economy	8%	(49)	17%	(107)	8%	(49)	4%	(26)	63%	(389)	620
#1 Issue: Security	7%	(13)	11%	(19)	10%	(17)	6%	(10)	66%	(114)	172
#1 Issue: Health Care	14%	(16)	16%	(18)	8%	(9)	6%	(6)	55%	(62)	112
#1 Issue: Medicare / Social Security	4%	(8)	5%	(9)	4%	(7)	4%	(7)	83%	(152)	183
#1 Issue: Women's Issues	6%	(13)	17%	(37)	7%	(14)	5%	(11)	65%	(140)	215
#1 Issue: Education	17%	(10)	10%	(6)	11%	(7)	11%	(7)	50%	(30)	59
#1 Issue: Energy	9%	(7)	14%	(12)	13%	(11)	6%	(5)	59%	(50)	85
#1 Issue: Other	7%	(6)	6%	(6)	3%	(3)	7%	(6)	77%	(67)	87
2020 Vote: Joe Biden	9%	(62)	18%	(122)	8%	(56)	5%	(34)	59%	(395)	669
2020 Vote: Donald Trump	6%	(31)	11%	(53)	7%	(36)	3%	(16)	72%	(353)	489
2020 Vote: Didn't Vote	9%	(29)	10%	(34)	7%	(22)	8%	(26)	67%	(222)	333
2018 House Vote: Democrat	12%	(67)	17%	(100)	8%	(46)	5%	(27)	58%	(332)	574
2018 House Vote: Republican	5%	(20)	11%	(40)	8%	(32)	4%	(15)	72%	(275)	383
2016 Vote: Hillary Clinton	10%	(53)	20%	(101)	7%	(36)	4%	(23)	58%	(294)	507
2016 Vote: Donald Trump	6%	(27)	9%	(39)	7%	(31)	4%	(18)	73%	(309)	424
2016 Vote: Other	4%	(3)	10%	(7)	9%	(6)	3%	(2)	75%	(55)	74
2016 Vote: Didn't Vote	8%	(39)	13%	(66)	8%	(41)	7%	(34)	65%	(342)	523
Voted in 2014: Yes	9%	(76)	14%	(119)	8%	(65)	3%	(30)	66%	(557)	847
Voted in 2014: No	7%	(46)	14%	(95)	7%	(51)	7%	(47)	65%	(446)	685

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Table MCEN5_5: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Dev Patel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(122)	14%	(214)	8%	(116)	5%	(77)	65%	(1003)	1533
4-Region: Northeast	5%	(14)	17%	(44)	8%	(21)	3%	(7)	67%	(177)	263
4-Region: Midwest	6%	(19)	10%	(33)	7%	(23)	5%	(16)	72%	(234)	325
4-Region: South	9%	(52)	12%	(74)	8%	(49)	6%	(39)	65%	(389)	602
4-Region: West	11%	(38)	19%	(64)	7%	(23)	4%	(15)	59%	(204)	343
James Bond Fans	10%	(98)	17%	(165)	9%	(87)	5%	(47)	59%	(566)	964

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

Table MCEN5_6: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Daryl McCormack

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(87)	12%	(197)	7%	(114)	4%	(56)	71%	(1122)	1577
Gender: Male	9%	(69)	15%	(114)	9%	(69)	5%	(37)	62%	(462)	751
Gender: Female	2%	(18)	10%	(83)	5%	(45)	2%	(20)	80%	(661)	826
Age: 18-34	9%	(40)	18%	(80)	11%	(49)	3%	(12)	60%	(269)	450
Age: 35-44	10%	(27)	18%	(48)	10%	(26)	4%	(11)	59%	(160)	272
Age: 45-64	3%	(15)	10%	(51)	6%	(29)	6%	(30)	75%	(386)	511
Age: 65+	1%	(5)	5%	(18)	3%	(10)	1%	(3)	89%	(308)	344
GenZers: 1997-2012	7%	(14)	17%	(33)	14%	(26)	2%	(3)	60%	(112)	187
Millennials: 1981-1996	11%	(49)	17%	(78)	9%	(43)	3%	(15)	60%	(275)	460
GenXers: 1965-1980	4%	(15)	15%	(55)	7%	(28)	5%	(20)	69%	(255)	371
Baby Boomers: 1946-1964	2%	(10)	6%	(28)	3%	(15)	4%	(19)	86%	(430)	502
PID: Dem (no lean)	9%	(56)	14%	(91)	8%	(53)	3%	(22)	66%	(425)	647
PID: Ind (no lean)	2%	(9)	10%	(45)	7%	(31)	2%	(11)	80%	(374)	470
PID: Rep (no lean)	5%	(23)	13%	(61)	6%	(30)	5%	(24)	70%	(323)	460
PID/Gender: Dem Men	14%	(43)	16%	(50)	10%	(30)	4%	(11)	57%	(175)	309
PID/Gender: Dem Women	4%	(13)	12%	(41)	7%	(23)	3%	(11)	74%	(251)	338
PID/Gender: Ind Men	3%	(8)	13%	(30)	9%	(20)	3%	(8)	72%	(164)	229
PID/Gender: Ind Women	—	(1)	6%	(15)	5%	(11)	1%	(3)	88%	(210)	240
PID/Gender: Rep Men	9%	(19)	16%	(34)	9%	(19)	8%	(18)	58%	(123)	213
PID/Gender: Rep Women	2%	(4)	11%	(27)	4%	(11)	2%	(6)	81%	(200)	247
Ideo: Liberal (1-3)	6%	(30)	10%	(47)	8%	(37)	3%	(16)	72%	(343)	474
Ideo: Moderate (4)	5%	(29)	16%	(83)	9%	(46)	3%	(16)	67%	(355)	528
Ideo: Conservative (5-7)	5%	(23)	13%	(60)	5%	(25)	4%	(20)	73%	(336)	464
Educ: < College	4%	(37)	12%	(121)	8%	(78)	4%	(41)	73%	(734)	1011
Educ: Bachelors degree	9%	(30)	14%	(51)	7%	(27)	3%	(11)	67%	(236)	355
Educ: Post-grad	9%	(20)	12%	(25)	4%	(9)	2%	(4)	72%	(152)	211
Income: Under 50k	4%	(34)	11%	(98)	7%	(63)	4%	(35)	74%	(669)	899
Income: 50k-100k	7%	(32)	14%	(64)	8%	(37)	4%	(17)	67%	(304)	454
Income: 100k+	10%	(22)	15%	(34)	6%	(14)	2%	(5)	67%	(149)	224
Ethnicity: White	5%	(57)	11%	(132)	7%	(87)	4%	(45)	73%	(873)	1195

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Table MCEN5_6: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Daryl McCormack

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(87)	12%	(197)	7%	(114)	4%	(56)	71%	(1122)	1577
Ethnicity: Hispanic	8%	(22)	12%	(34)	14%	(40)	7%	(19)	59%	(165)	280
Ethnicity: Black	10%	(22)	20%	(45)	9%	(20)	4%	(8)	57%	(124)	218
Ethnicity: Other	5%	(8)	12%	(20)	4%	(7)	2%	(3)	77%	(126)	164
All Christian	7%	(46)	14%	(96)	7%	(45)	4%	(26)	69%	(473)	685
All Non-Christian	9%	(10)	9%	(10)	13%	(13)	5%	(6)	63%	(67)	105
Atheist	2%	(1)	20%	(15)	6%	(5)	5%	(4)	67%	(49)	73
Agnostic/Nothing in particular	4%	(17)	9%	(42)	7%	(29)	2%	(10)	78%	(347)	446
Something Else	5%	(13)	13%	(34)	8%	(22)	4%	(11)	70%	(187)	268
Religious Non-Protestant/Catholic	9%	(10)	11%	(12)	14%	(16)	5%	(6)	62%	(72)	116
Evangelical	9%	(39)	17%	(71)	8%	(33)	5%	(23)	61%	(260)	426
Non-Evangelical	4%	(18)	10%	(52)	5%	(25)	3%	(14)	78%	(390)	500
Community: Urban	10%	(50)	16%	(76)	7%	(33)	5%	(23)	62%	(302)	485
Community: Suburban	4%	(29)	11%	(75)	7%	(52)	3%	(19)	75%	(532)	707
Community: Rural	2%	(8)	12%	(45)	7%	(29)	4%	(14)	75%	(288)	385
Employ: Private Sector	11%	(51)	19%	(91)	9%	(44)	3%	(16)	58%	(273)	474
Employ: Government	3%	(2)	19%	(15)	12%	(9)	6%	(5)	61%	(48)	79
Employ: Self-Employed	9%	(13)	13%	(19)	7%	(10)	5%	(7)	66%	(95)	144
Employ: Homemaker	3%	(4)	6%	(8)	11%	(15)	5%	(7)	74%	(99)	134
Employ: Student	3%	(1)	15%	(7)	6%	(3)	5%	(3)	71%	(35)	50
Employ: Retired	1%	(5)	6%	(24)	3%	(11)	4%	(14)	86%	(346)	400
Employ: Unemployed	4%	(7)	9%	(18)	5%	(10)	1%	(2)	81%	(158)	195
Employ: Other	4%	(4)	14%	(14)	12%	(12)	2%	(2)	68%	(68)	101
Military HH: Yes	6%	(12)	11%	(23)	7%	(14)	4%	(7)	73%	(149)	206
Military HH: No	5%	(75)	13%	(174)	7%	(100)	4%	(49)	71%	(973)	1371
RD/WT: Right Direction	13%	(65)	19%	(95)	7%	(38)	3%	(16)	58%	(292)	506
RD/WT: Wrong Track	2%	(22)	10%	(102)	7%	(76)	4%	(41)	78%	(830)	1071
Biden Job Approve	10%	(68)	15%	(103)	7%	(48)	4%	(27)	65%	(453)	699
Biden Job Disapprove	2%	(16)	10%	(81)	8%	(63)	3%	(26)	77%	(608)	794

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Table MCEN5_6: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Daryl McCormack

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(87)	12%	(197)	7%	(114)	4%	(56)	71%	(1122)	1577
Biden Job Strongly Approve	14%	(47)	19%	(63)	5%	(18)	4%	(14)	57%	(185)	327
Biden Job Somewhat Approve	6%	(21)	11%	(40)	8%	(30)	4%	(13)	72%	(268)	373
Biden Job Somewhat Disapprove	2%	(5)	12%	(29)	9%	(21)	2%	(5)	76%	(186)	246
Biden Job Strongly Disapprove	2%	(11)	10%	(52)	8%	(42)	4%	(21)	77%	(422)	548
Favorable of Biden	10%	(69)	15%	(109)	7%	(52)	4%	(30)	64%	(467)	727
Unfavorable of Biden	2%	(18)	11%	(84)	8%	(62)	3%	(24)	76%	(596)	783
Very Favorable of Biden	12%	(42)	17%	(60)	6%	(22)	5%	(17)	60%	(209)	351
Somewhat Favorable of Biden	7%	(27)	13%	(49)	8%	(30)	3%	(12)	69%	(258)	376
Somewhat Unfavorable of Biden	3%	(6)	11%	(23)	9%	(18)	2%	(4)	76%	(161)	211
Very Unfavorable of Biden	2%	(12)	11%	(61)	8%	(44)	4%	(20)	76%	(436)	572
#1 Issue: Economy	5%	(32)	16%	(99)	9%	(55)	3%	(17)	68%	(427)	630
#1 Issue: Security	9%	(15)	13%	(22)	8%	(13)	4%	(6)	66%	(113)	170
#1 Issue: Health Care	8%	(10)	12%	(16)	12%	(17)	6%	(8)	61%	(81)	132
#1 Issue: Medicare / Social Security	3%	(5)	4%	(7)	1%	(1)	3%	(5)	89%	(147)	165
#1 Issue: Women's Issues	2%	(5)	10%	(24)	4%	(10)	4%	(9)	79%	(186)	235
#1 Issue: Education	13%	(7)	27%	(14)	12%	(6)	7%	(3)	43%	(22)	53
#1 Issue: Energy	12%	(11)	12%	(11)	11%	(10)	4%	(4)	62%	(59)	96
#1 Issue: Other	1%	(1)	3%	(3)	1%	(1)	4%	(3)	91%	(88)	96
2020 Vote: Joe Biden	7%	(50)	13%	(94)	7%	(52)	4%	(26)	69%	(487)	708
2020 Vote: Donald Trump	5%	(24)	13%	(64)	8%	(39)	2%	(9)	72%	(353)	489
2020 Vote: Didn't Vote	4%	(14)	11%	(37)	7%	(24)	5%	(18)	73%	(245)	336
2018 House Vote: Democrat	8%	(46)	15%	(86)	7%	(42)	3%	(15)	68%	(396)	584
2018 House Vote: Republican	4%	(17)	12%	(47)	6%	(23)	3%	(11)	75%	(292)	390
2016 Vote: Hillary Clinton	7%	(38)	14%	(72)	6%	(32)	4%	(18)	69%	(362)	523
2016 Vote: Donald Trump	5%	(19)	14%	(58)	6%	(26)	2%	(10)	73%	(311)	424
2016 Vote: Other	—	(0)	4%	(3)	6%	(4)	1%	(1)	90%	(63)	71
2016 Vote: Didn't Vote	5%	(27)	12%	(63)	9%	(51)	5%	(28)	69%	(381)	550
Voted in 2014: Yes	6%	(52)	12%	(103)	5%	(46)	3%	(24)	74%	(629)	854
Voted in 2014: No	5%	(35)	13%	(93)	9%	(69)	4%	(32)	68%	(493)	722

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Table MCEN5_6: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Daryl McCormack

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(87)	12%	(197)	7%	(114)	4%	(56)	71%	(1122)	1577
4-Region: Northeast	4%	(10)	15%	(41)	4%	(11)	3%	(7)	75%	(207)	275
4-Region: Midwest	2%	(7)	9%	(28)	5%	(17)	4%	(12)	80%	(255)	319
4-Region: South	7%	(43)	11%	(65)	7%	(45)	3%	(16)	72%	(427)	596
4-Region: West	7%	(27)	16%	(62)	11%	(42)	6%	(22)	60%	(233)	386
James Bond Fans	7%	(72)	16%	(159)	8%	(83)	4%	(39)	65%	(647)	1001

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

Table MCEN5_7: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Joe Alwyn

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	5%	(83)	13%	(210)	6%	(90)	4%	(69)	72%	(1175)	1627
Gender: Male	8%	(61)	15%	(116)	8%	(60)	5%	(41)	64%	(493)	771
Gender: Female	3%	(22)	11%	(93)	4%	(31)	3%	(28)	80%	(682)	856
Age: 18-34	8%	(37)	19%	(89)	7%	(31)	5%	(24)	61%	(286)	467
Age: 35-44	7%	(20)	19%	(52)	7%	(20)	4%	(12)	62%	(169)	274
Age: 45-64	4%	(22)	10%	(50)	6%	(31)	5%	(28)	75%	(392)	522
Age: 65+	1%	(4)	5%	(18)	2%	(8)	1%	(5)	90%	(328)	363
GenZers: 1997-2012	3%	(6)	17%	(30)	9%	(17)	8%	(15)	63%	(115)	183
Millennials: 1981-1996	10%	(47)	20%	(98)	6%	(31)	4%	(17)	60%	(290)	483
GenXers: 1965-1980	4%	(16)	15%	(54)	6%	(22)	4%	(15)	71%	(261)	369
Baby Boomers: 1946-1964	3%	(14)	5%	(25)	3%	(19)	4%	(22)	85%	(459)	538
PID: Dem (no lean)	8%	(51)	15%	(103)	7%	(47)	3%	(23)	67%	(451)	674
PID: Ind (no lean)	2%	(12)	10%	(49)	4%	(19)	5%	(25)	78%	(382)	487
PID: Rep (no lean)	4%	(19)	12%	(57)	5%	(24)	5%	(22)	74%	(343)	466
PID/Gender: Dem Men	11%	(36)	18%	(57)	9%	(28)	3%	(9)	58%	(183)	313
PID/Gender: Dem Women	4%	(16)	13%	(46)	5%	(18)	4%	(13)	74%	(268)	361
PID/Gender: Ind Men	5%	(11)	9%	(22)	5%	(13)	6%	(15)	74%	(178)	240
PID/Gender: Ind Women	—	(1)	11%	(27)	3%	(6)	4%	(9)	82%	(204)	247
PID/Gender: Rep Men	6%	(14)	17%	(37)	8%	(18)	8%	(17)	60%	(132)	218
PID/Gender: Rep Women	2%	(5)	8%	(20)	2%	(6)	2%	(5)	85%	(211)	247
Ideo: Liberal (1-3)	7%	(34)	15%	(77)	7%	(32)	4%	(19)	67%	(334)	497
Ideo: Moderate (4)	5%	(27)	13%	(66)	6%	(30)	4%	(19)	73%	(377)	519
Ideo: Conservative (5-7)	4%	(22)	11%	(52)	6%	(27)	4%	(21)	75%	(366)	489
Educ: < College	3%	(33)	12%	(131)	5%	(51)	5%	(52)	75%	(803)	1072
Educ: Bachelors degree	7%	(25)	15%	(53)	8%	(30)	3%	(12)	66%	(234)	352
Educ: Post-grad	12%	(25)	13%	(26)	5%	(9)	3%	(5)	68%	(138)	203
Income: Under 50k	4%	(33)	12%	(113)	5%	(43)	4%	(36)	76%	(700)	925
Income: 50k-100k	6%	(30)	14%	(66)	7%	(32)	4%	(21)	68%	(318)	466
Income: 100k+	8%	(20)	13%	(31)	6%	(15)	5%	(12)	67%	(158)	235
Ethnicity: White	5%	(59)	12%	(150)	5%	(65)	4%	(54)	74%	(939)	1266

Continued on next page

Table MCEN5_7: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Joe Alwyn

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	5%	(83)	13%	(210)	6%	(90)	4%	(69)	72%	(1175)	1627
Ethnicity: Hispanic	8%	(22)	19%	(53)	5%	(14)	8%	(23)	60%	(166)	278
Ethnicity: Black	9%	(18)	18%	(35)	7%	(14)	4%	(8)	61%	(118)	194
Ethnicity: Other	3%	(6)	15%	(25)	7%	(11)	4%	(7)	71%	(118)	167
All Christian	7%	(54)	14%	(104)	5%	(36)	4%	(28)	69%	(495)	716
All Non-Christian	4%	(4)	18%	(18)	7%	(7)	4%	(4)	67%	(67)	100
Atheist	5%	(4)	12%	(9)	2%	(2)	6%	(4)	74%	(54)	73
Agnostic/Nothing in particular	3%	(14)	11%	(56)	6%	(30)	4%	(22)	75%	(368)	490
Something Else	3%	(7)	10%	(24)	6%	(16)	4%	(10)	77%	(191)	249
Religious Non-Protestant/Catholic	3%	(4)	19%	(22)	6%	(7)	5%	(6)	67%	(77)	115
Evangelical	8%	(33)	16%	(66)	6%	(26)	4%	(16)	66%	(276)	417
Non-Evangelical	5%	(24)	11%	(55)	4%	(23)	4%	(21)	76%	(397)	521
Community: Urban	10%	(46)	16%	(76)	7%	(31)	4%	(20)	64%	(304)	477
Community: Suburban	3%	(25)	11%	(85)	5%	(37)	5%	(34)	76%	(565)	745
Community: Rural	3%	(12)	12%	(49)	5%	(22)	4%	(16)	76%	(306)	405
Employ: Private Sector	10%	(50)	20%	(94)	9%	(44)	2%	(12)	58%	(275)	475
Employ: Government	10%	(8)	15%	(12)	10%	(9)	10%	(8)	54%	(45)	82
Employ: Self-Employed	4%	(7)	18%	(28)	4%	(6)	8%	(12)	66%	(104)	157
Employ: Homemaker	3%	(4)	10%	(14)	3%	(4)	4%	(6)	80%	(109)	137
Employ: Student	6%	(4)	9%	(5)	7%	(4)	15%	(8)	62%	(35)	56
Employ: Retired	1%	(6)	5%	(23)	4%	(16)	3%	(12)	86%	(364)	422
Employ: Unemployed	2%	(4)	9%	(19)	3%	(7)	3%	(6)	83%	(176)	211
Employ: Other	—	(0)	16%	(14)	1%	(1)	5%	(5)	77%	(68)	88
Military HH: Yes	6%	(11)	14%	(27)	4%	(8)	5%	(11)	71%	(138)	195
Military HH: No	5%	(71)	13%	(183)	6%	(82)	4%	(59)	72%	(1037)	1431
RD/WT: Right Direction	10%	(52)	20%	(100)	6%	(32)	3%	(17)	61%	(312)	513
RD/WT: Wrong Track	3%	(30)	10%	(109)	5%	(58)	5%	(53)	78%	(863)	1114
Biden Job Approve	8%	(56)	16%	(117)	5%	(37)	4%	(30)	67%	(492)	733
Biden Job Disapprove	3%	(27)	10%	(79)	6%	(51)	4%	(33)	77%	(621)	810

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Table MCEN5_7: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Joe Alwyn

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	5%	(83)	13%	(210)	6%	(90)	4%	(69)	72%	(1175)	1627
Biden Job Strongly Approve	12%	(39)	19%	(64)	5%	(17)	6%	(19)	58%	(190)	328
Biden Job Somewhat Approve	4%	(17)	13%	(53)	5%	(20)	3%	(11)	75%	(303)	405
Biden Job Somewhat Disapprove	5%	(14)	10%	(25)	6%	(16)	4%	(9)	75%	(191)	256
Biden Job Strongly Disapprove	2%	(13)	10%	(53)	6%	(35)	4%	(24)	77%	(430)	555
Favorable of Biden	8%	(57)	16%	(119)	5%	(38)	4%	(30)	67%	(509)	755
Unfavorable of Biden	3%	(22)	10%	(84)	6%	(49)	5%	(37)	76%	(607)	798
Very Favorable of Biden	10%	(34)	19%	(67)	4%	(15)	5%	(17)	62%	(216)	350
Somewhat Favorable of Biden	6%	(23)	13%	(53)	6%	(23)	3%	(13)	72%	(293)	405
Somewhat Unfavorable of Biden	2%	(5)	9%	(20)	6%	(13)	6%	(12)	77%	(164)	215
Very Unfavorable of Biden	3%	(17)	11%	(63)	6%	(36)	4%	(25)	76%	(442)	583
#1 Issue: Economy	5%	(33)	13%	(82)	6%	(40)	3%	(22)	72%	(456)	633
#1 Issue: Security	5%	(9)	16%	(27)	6%	(11)	3%	(5)	69%	(115)	166
#1 Issue: Health Care	8%	(10)	17%	(21)	6%	(8)	6%	(8)	62%	(79)	126
#1 Issue: Medicare / Social Security	3%	(6)	5%	(9)	2%	(4)	2%	(5)	87%	(170)	194
#1 Issue: Women's Issues	5%	(12)	11%	(28)	6%	(15)	5%	(13)	74%	(195)	262
#1 Issue: Education	12%	(7)	38%	(22)	6%	(3)	8%	(5)	35%	(20)	57
#1 Issue: Energy	5%	(4)	14%	(13)	7%	(6)	9%	(8)	66%	(62)	93
#1 Issue: Other	1%	(1)	8%	(8)	3%	(3)	4%	(4)	83%	(79)	95
2020 Vote: Joe Biden	8%	(55)	13%	(94)	7%	(48)	3%	(23)	69%	(487)	707
2020 Vote: Donald Trump	4%	(21)	13%	(64)	5%	(27)	5%	(23)	73%	(369)	505
2020 Vote: Other	—	(0)	5%	(3)	2%	(1)	9%	(5)	84%	(43)	51
2020 Vote: Didn't Vote	2%	(6)	14%	(49)	4%	(14)	5%	(19)	76%	(276)	364
2018 House Vote: Democrat	8%	(48)	15%	(87)	6%	(36)	3%	(19)	68%	(402)	593
2018 House Vote: Republican	5%	(19)	11%	(43)	6%	(25)	5%	(20)	74%	(304)	411
2016 Vote: Hillary Clinton	8%	(41)	14%	(76)	6%	(31)	4%	(20)	68%	(358)	525
2016 Vote: Donald Trump	4%	(19)	11%	(50)	6%	(29)	4%	(17)	74%	(336)	451
2016 Vote: Other	2%	(1)	7%	(5)	—	(0)	3%	(2)	89%	(64)	73
2016 Vote: Didn't Vote	3%	(19)	14%	(78)	5%	(29)	5%	(30)	73%	(413)	569

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Table MCEN5_7: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Joe Alwyn

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	5%	(83)	13%	(210)	6%	(90)	4%	(69)	72%	(1175)	1627
Voted in 2014: Yes	6%	(56)	12%	(109)	5%	(44)	4%	(35)	73%	(659)	903
Voted in 2014: No	4%	(27)	14%	(100)	6%	(46)	5%	(34)	71%	(517)	724
4-Region: Northeast	3%	(9)	14%	(39)	6%	(16)	2%	(5)	75%	(207)	275
4-Region: Midwest	4%	(13)	9%	(32)	4%	(14)	4%	(13)	79%	(271)	343
4-Region: South	5%	(32)	12%	(69)	7%	(40)	3%	(17)	74%	(437)	594
4-Region: West	7%	(29)	17%	(71)	5%	(20)	8%	(35)	63%	(260)	415
James Bond Fans	8%	(75)	16%	(154)	6%	(60)	4%	(35)	67%	(661)	985

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

Table MCEN5_8: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Jacob Elordi

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(102)	12%	(200)	6%	(90)	6%	(93)	70%	(1136)	1620
Gender: Male	8%	(64)	14%	(106)	9%	(65)	7%	(54)	62%	(475)	764
Gender: Female	4%	(37)	11%	(94)	3%	(25)	5%	(39)	77%	(661)	857
Age: 18-34	10%	(47)	19%	(92)	7%	(31)	9%	(44)	55%	(263)	477
Age: 35-44	9%	(25)	16%	(45)	9%	(24)	5%	(15)	60%	(167)	277
Age: 45-64	5%	(25)	10%	(54)	5%	(26)	6%	(30)	74%	(378)	513
Age: 65+	1%	(4)	3%	(9)	2%	(8)	1%	(4)	93%	(328)	354
GenZers: 1997-2012	9%	(17)	19%	(37)	7%	(14)	14%	(28)	51%	(102)	199
Millennials: 1981-1996	9%	(45)	18%	(90)	8%	(40)	6%	(30)	58%	(283)	489
GenXers: 1965-1980	7%	(26)	14%	(50)	4%	(15)	4%	(14)	71%	(260)	365
Baby Boomers: 1946-1964	3%	(13)	4%	(20)	3%	(17)	4%	(21)	86%	(431)	502
PID: Dem (no lean)	8%	(51)	15%	(96)	5%	(34)	6%	(36)	65%	(412)	630
PID: Ind (no lean)	5%	(24)	8%	(42)	5%	(27)	6%	(31)	75%	(379)	504
PID: Rep (no lean)	5%	(27)	13%	(62)	6%	(28)	5%	(25)	71%	(345)	487
PID/Gender: Dem Men	11%	(32)	18%	(53)	9%	(26)	6%	(18)	56%	(163)	291
PID/Gender: Dem Women	6%	(19)	13%	(43)	3%	(9)	5%	(18)	74%	(249)	339
PID/Gender: Ind Men	6%	(15)	9%	(21)	7%	(18)	7%	(17)	70%	(169)	240
PID/Gender: Ind Women	3%	(9)	8%	(21)	3%	(9)	5%	(14)	80%	(210)	263
PID/Gender: Rep Men	8%	(18)	14%	(31)	9%	(21)	8%	(18)	62%	(143)	232
PID/Gender: Rep Women	3%	(9)	12%	(30)	3%	(7)	3%	(7)	79%	(202)	255
Ideo: Liberal (1-3)	9%	(41)	12%	(58)	4%	(20)	6%	(29)	69%	(324)	472
Ideo: Moderate (4)	6%	(34)	14%	(75)	6%	(33)	6%	(30)	67%	(356)	527
Ideo: Conservative (5-7)	4%	(20)	11%	(57)	7%	(36)	5%	(24)	73%	(366)	503
Educ: < College	5%	(50)	12%	(122)	5%	(49)	7%	(70)	73%	(770)	1062
Educ: Bachelors degree	8%	(28)	15%	(53)	9%	(32)	4%	(15)	63%	(220)	348
Educ: Post-grad	11%	(24)	12%	(25)	4%	(9)	4%	(8)	69%	(145)	210
Income: Under 50k	6%	(54)	11%	(96)	4%	(35)	6%	(59)	73%	(672)	917
Income: 50k-100k	5%	(25)	15%	(68)	7%	(32)	5%	(25)	67%	(312)	462
Income: 100k+	9%	(22)	15%	(36)	9%	(22)	4%	(9)	63%	(152)	241
Ethnicity: White	6%	(79)	11%	(139)	6%	(75)	4%	(46)	73%	(908)	1247

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Table MCEN5_8: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Jacob Elordi

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(102)	12%	(200)	6%	(90)	6%	(93)	70%	(1136)	1620
Ethnicity: Hispanic	11%	(28)	13%	(35)	7%	(18)	15%	(39)	55%	(146)	267
Ethnicity: Black	7%	(15)	20%	(42)	4%	(9)	10%	(20)	59%	(121)	207
Ethnicity: Other	5%	(8)	11%	(19)	3%	(6)	16%	(27)	64%	(107)	166
All Christian	8%	(55)	13%	(95)	7%	(53)	4%	(29)	68%	(485)	717
All Non-Christian	4%	(4)	20%	(19)	6%	(6)	8%	(8)	62%	(62)	99
Atheist	5%	(4)	9%	(8)	2%	(1)	4%	(3)	81%	(66)	82
Agnostic/Nothing in particular	6%	(27)	11%	(50)	4%	(18)	9%	(41)	71%	(334)	470
Something Else	5%	(12)	11%	(29)	5%	(12)	5%	(12)	75%	(189)	253
Religious Non-Protestant/Catholic	4%	(4)	21%	(24)	5%	(6)	7%	(8)	63%	(71)	113
Evangelical	9%	(39)	16%	(70)	8%	(34)	5%	(22)	62%	(274)	439
Non-Evangelical	5%	(26)	9%	(47)	6%	(29)	3%	(15)	77%	(387)	505
Community: Urban	12%	(59)	18%	(87)	5%	(26)	6%	(30)	59%	(286)	489
Community: Suburban	4%	(27)	8%	(61)	6%	(44)	7%	(50)	75%	(541)	723
Community: Rural	4%	(16)	13%	(52)	5%	(20)	3%	(13)	76%	(309)	409
Employ: Private Sector	10%	(51)	21%	(103)	9%	(43)	5%	(25)	55%	(271)	494
Employ: Government	11%	(9)	15%	(12)	7%	(5)	10%	(8)	57%	(44)	78
Employ: Self-Employed	6%	(8)	15%	(22)	8%	(11)	7%	(9)	65%	(95)	145
Employ: Homemaker	2%	(3)	8%	(10)	2%	(3)	6%	(7)	82%	(106)	130
Employ: Student	15%	(8)	20%	(10)	4%	(2)	15%	(8)	45%	(23)	51
Employ: Retired	2%	(9)	5%	(22)	3%	(14)	3%	(12)	86%	(359)	416
Employ: Unemployed	3%	(7)	7%	(15)	4%	(8)	6%	(12)	80%	(171)	214
Employ: Other	7%	(6)	7%	(7)	4%	(3)	12%	(11)	71%	(66)	94
Military HH: Yes	7%	(15)	11%	(24)	6%	(13)	4%	(9)	72%	(154)	214
Military HH: No	6%	(87)	13%	(176)	6%	(77)	6%	(84)	70%	(983)	1407
RD/WT: Right Direction	12%	(59)	18%	(90)	6%	(31)	6%	(29)	59%	(302)	510
RD/WT: Wrong Track	4%	(42)	10%	(111)	5%	(59)	6%	(64)	75%	(834)	1110
Biden Job Approve	10%	(66)	15%	(102)	6%	(39)	6%	(40)	64%	(448)	696
Biden Job Disapprove	4%	(30)	11%	(90)	6%	(50)	5%	(40)	75%	(625)	835

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Table MCEN5_8: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Jacob Elordi

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(102)	12%	(200)	6%	(90)	6%	(93)	70%	(1136)	1620
Biden Job Strongly Approve	14%	(46)	14%	(47)	4%	(15)	8%	(28)	59%	(198)	333
Biden Job Somewhat Approve	6%	(20)	15%	(56)	7%	(24)	3%	(12)	69%	(250)	362
Biden Job Somewhat Disapprove	4%	(10)	15%	(38)	5%	(14)	3%	(7)	73%	(185)	254
Biden Job Strongly Disapprove	4%	(21)	9%	(52)	6%	(36)	6%	(33)	76%	(440)	582
Favorable of Biden	10%	(72)	14%	(103)	6%	(41)	6%	(40)	64%	(465)	722
Unfavorable of Biden	3%	(27)	12%	(96)	6%	(46)	6%	(47)	74%	(611)	826
Very Favorable of Biden	14%	(46)	13%	(43)	4%	(14)	6%	(21)	63%	(216)	340
Somewhat Favorable of Biden	7%	(26)	16%	(60)	7%	(28)	5%	(19)	65%	(249)	382
Somewhat Unfavorable of Biden	3%	(7)	16%	(35)	5%	(11)	3%	(6)	74%	(161)	219
Very Unfavorable of Biden	3%	(21)	10%	(61)	6%	(35)	7%	(41)	74%	(450)	607
#1 Issue: Economy	6%	(40)	14%	(94)	7%	(44)	5%	(35)	67%	(437)	650
#1 Issue: Security	6%	(11)	13%	(23)	5%	(9)	7%	(12)	69%	(120)	175
#1 Issue: Health Care	9%	(12)	14%	(19)	8%	(11)	5%	(6)	64%	(87)	135
#1 Issue: Medicare / Social Security	3%	(5)	4%	(7)	2%	(3)	5%	(8)	87%	(146)	169
#1 Issue: Women's Issues	6%	(15)	11%	(28)	4%	(10)	7%	(18)	72%	(178)	249
#1 Issue: Education	18%	(10)	24%	(13)	12%	(7)	13%	(7)	33%	(18)	55
#1 Issue: Energy	10%	(9)	15%	(14)	6%	(5)	1%	(1)	67%	(61)	91
#1 Issue: Other	—	(0)	3%	(3)	1%	(1)	6%	(6)	90%	(88)	97
2020 Vote: Joe Biden	8%	(57)	13%	(95)	6%	(45)	6%	(41)	67%	(475)	714
2020 Vote: Donald Trump	5%	(28)	13%	(68)	6%	(34)	4%	(22)	72%	(382)	533
2020 Vote: Didn't Vote	5%	(17)	11%	(36)	3%	(9)	7%	(24)	74%	(243)	329
2018 House Vote: Democrat	8%	(44)	16%	(92)	5%	(32)	5%	(30)	66%	(386)	585
2018 House Vote: Republican	4%	(19)	12%	(53)	7%	(29)	4%	(17)	73%	(315)	433
2016 Vote: Hillary Clinton	8%	(42)	15%	(78)	6%	(31)	5%	(24)	66%	(339)	514
2016 Vote: Donald Trump	4%	(20)	13%	(60)	6%	(29)	3%	(14)	73%	(340)	463
2016 Vote: Other	1%	(1)	5%	(4)	2%	(2)	3%	(2)	88%	(65)	73
2016 Vote: Didn't Vote	7%	(39)	10%	(56)	5%	(27)	9%	(52)	69%	(386)	561
Voted in 2014: Yes	6%	(57)	13%	(114)	5%	(43)	3%	(30)	73%	(647)	891
Voted in 2014: No	6%	(45)	12%	(86)	7%	(47)	9%	(62)	67%	(489)	729

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Table MCEN5_8: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Jacob Elordi

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(102)	12%	(200)	6%	(90)	6%	(93)	70%	(1136)	1620
4-Region: Northeast	5%	(12)	12%	(31)	4%	(11)	5%	(12)	75%	(196)	262
4-Region: Midwest	5%	(17)	10%	(33)	3%	(10)	4%	(13)	78%	(265)	338
4-Region: South	5%	(33)	12%	(73)	8%	(48)	5%	(32)	71%	(445)	630
4-Region: West	10%	(40)	16%	(63)	5%	(21)	9%	(35)	59%	(231)	390
James Bond Fans	8%	(77)	15%	(152)	6%	(64)	5%	(55)	65%	(652)	999

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

Table MCEN5_9: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
John Boyega

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	9%	(143)	14%	(219)	6%	(100)	5%	(75)	66%	(1028)	1565
Gender: Male	13%	(97)	18%	(139)	8%	(60)	6%	(48)	54%	(409)	754
Gender: Female	6%	(46)	10%	(80)	5%	(40)	3%	(27)	76%	(619)	811
Age: 18-34	16%	(76)	21%	(96)	10%	(46)	4%	(20)	49%	(231)	470
Age: 35-44	10%	(26)	19%	(46)	5%	(13)	7%	(18)	59%	(147)	250
Age: 45-64	7%	(33)	12%	(59)	6%	(32)	7%	(34)	69%	(352)	510
Age: 65+	2%	(7)	5%	(17)	3%	(9)	1%	(3)	89%	(297)	334
GenZers: 1997-2012	18%	(35)	16%	(31)	10%	(19)	4%	(7)	53%	(103)	195
Millennials: 1981-1996	13%	(59)	21%	(98)	8%	(35)	6%	(27)	52%	(240)	459
GenXers: 1965-1980	9%	(32)	16%	(56)	7%	(25)	7%	(24)	61%	(217)	354
Baby Boomers: 1946-1964	4%	(18)	6%	(30)	4%	(18)	4%	(18)	83%	(415)	499
PID: Dem (no lean)	13%	(82)	20%	(127)	5%	(30)	4%	(28)	58%	(365)	632
PID: Ind (no lean)	6%	(29)	10%	(48)	7%	(33)	5%	(21)	72%	(338)	469
PID: Rep (no lean)	7%	(32)	10%	(45)	8%	(36)	5%	(25)	70%	(325)	463
PID/Gender: Dem Men	19%	(55)	26%	(75)	5%	(14)	6%	(17)	44%	(129)	290
PID/Gender: Dem Women	8%	(27)	15%	(52)	5%	(16)	3%	(11)	69%	(236)	342
PID/Gender: Ind Men	8%	(19)	15%	(36)	10%	(24)	6%	(15)	61%	(149)	243
PID/Gender: Ind Women	4%	(10)	5%	(12)	4%	(9)	3%	(6)	84%	(189)	226
PID/Gender: Rep Men	10%	(22)	13%	(29)	10%	(22)	7%	(16)	59%	(131)	221
PID/Gender: Rep Women	4%	(9)	7%	(17)	6%	(14)	4%	(9)	80%	(194)	243
Ideo: Liberal (1-3)	15%	(69)	19%	(87)	4%	(19)	4%	(20)	57%	(263)	457
Ideo: Moderate (4)	9%	(47)	14%	(73)	10%	(50)	4%	(23)	63%	(333)	526
Ideo: Conservative (5-7)	5%	(24)	11%	(52)	6%	(29)	6%	(30)	71%	(335)	470
Educ: < College	7%	(71)	12%	(121)	7%	(72)	5%	(50)	69%	(712)	1026
Educ: Bachelors degree	14%	(48)	19%	(65)	6%	(20)	4%	(13)	58%	(198)	345
Educ: Post-grad	12%	(24)	17%	(33)	4%	(8)	6%	(12)	61%	(117)	194
Income: Under 50k	8%	(69)	12%	(105)	7%	(59)	4%	(34)	70%	(617)	885
Income: 50k-100k	10%	(46)	15%	(71)	5%	(24)	6%	(28)	64%	(296)	465
Income: 100k+	12%	(27)	20%	(43)	8%	(17)	6%	(12)	54%	(115)	215
Ethnicity: White	8%	(91)	12%	(149)	6%	(76)	5%	(57)	69%	(829)	1202

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Table MCEN5_9: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
John Boyega

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	9%	(143)	14%	(219)	6%	(100)	5%	(75)	66%	(1028)	1565
Ethnicity: Hispanic	13%	(35)	19%	(52)	10%	(26)	7%	(19)	51%	(139)	272
Ethnicity: Black	17%	(32)	27%	(51)	4%	(8)	6%	(11)	47%	(90)	193
Ethnicity: Other	11%	(19)	11%	(19)	9%	(16)	4%	(7)	64%	(108)	170
All Christian	9%	(63)	14%	(95)	6%	(41)	5%	(33)	66%	(451)	683
All Non-Christian	7%	(7)	17%	(17)	8%	(8)	3%	(3)	65%	(64)	99
Atheist	17%	(12)	21%	(14)	6%	(4)	5%	(3)	52%	(36)	70
Agnostic/Nothing in particular	10%	(44)	14%	(64)	4%	(20)	5%	(25)	66%	(301)	454
Something Else	6%	(17)	12%	(30)	10%	(27)	4%	(10)	68%	(175)	259
Religious Non-Protestant/Catholic	7%	(8)	16%	(19)	8%	(9)	3%	(3)	66%	(76)	116
Evangelical	10%	(44)	15%	(63)	9%	(37)	5%	(21)	61%	(257)	422
Non-Evangelical	6%	(30)	11%	(55)	6%	(30)	4%	(22)	72%	(352)	488
Community: Urban	14%	(66)	22%	(109)	5%	(26)	6%	(30)	53%	(255)	485
Community: Suburban	8%	(53)	10%	(74)	7%	(51)	4%	(30)	70%	(494)	702
Community: Rural	6%	(24)	10%	(37)	6%	(23)	4%	(15)	74%	(279)	377
Employ: Private Sector	14%	(65)	20%	(92)	9%	(42)	6%	(28)	52%	(245)	472
Employ: Government	22%	(14)	25%	(16)	10%	(6)	6%	(4)	38%	(25)	65
Employ: Self-Employed	6%	(9)	16%	(24)	10%	(14)	6%	(9)	62%	(92)	148
Employ: Homemaker	8%	(10)	11%	(14)	4%	(4)	5%	(7)	72%	(93)	128
Employ: Student	16%	(8)	11%	(6)	4%	(2)	9%	(5)	60%	(32)	52
Employ: Retired	2%	(8)	8%	(32)	3%	(11)	3%	(10)	85%	(345)	407
Employ: Unemployed	8%	(16)	14%	(30)	4%	(9)	4%	(8)	70%	(146)	209
Employ: Other	14%	(12)	6%	(5)	13%	(11)	6%	(5)	61%	(51)	84
Military HH: Yes	9%	(17)	18%	(33)	4%	(7)	3%	(6)	65%	(120)	184
Military HH: No	9%	(125)	14%	(186)	7%	(93)	5%	(68)	66%	(908)	1380
RD/WT: Right Direction	18%	(90)	22%	(111)	5%	(23)	3%	(14)	53%	(271)	509
RD/WT: Wrong Track	5%	(52)	10%	(108)	7%	(77)	6%	(61)	72%	(757)	1055
Biden Job Approve	15%	(104)	19%	(135)	5%	(36)	5%	(35)	55%	(384)	694
Biden Job Disapprove	5%	(37)	9%	(74)	8%	(62)	5%	(39)	73%	(580)	792

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Table MCEN5_9: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
John Boyega

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	9%	(143)	14%	(219)	6%	(100)	5%	(75)	66%	(1028)	1565
Biden Job Strongly Approve	20%	(65)	24%	(78)	2%	(5)	8%	(25)	47%	(154)	327
Biden Job Somewhat Approve	11%	(39)	16%	(57)	8%	(31)	3%	(10)	63%	(230)	367
Biden Job Somewhat Disapprove	5%	(12)	11%	(28)	8%	(20)	3%	(7)	73%	(179)	246
Biden Job Strongly Disapprove	5%	(25)	8%	(45)	8%	(42)	6%	(33)	73%	(401)	546
Favorable of Biden	15%	(104)	20%	(140)	5%	(34)	5%	(33)	56%	(400)	711
Unfavorable of Biden	5%	(38)	10%	(77)	8%	(64)	5%	(41)	72%	(565)	785
Very Favorable of Biden	18%	(60)	22%	(73)	3%	(9)	6%	(19)	51%	(168)	329
Somewhat Favorable of Biden	12%	(44)	18%	(67)	7%	(25)	4%	(14)	61%	(232)	382
Somewhat Unfavorable of Biden	5%	(10)	12%	(25)	8%	(16)	2%	(4)	73%	(152)	207
Very Unfavorable of Biden	5%	(28)	9%	(52)	8%	(47)	6%	(37)	72%	(413)	578
#1 Issue: Economy	9%	(57)	16%	(98)	7%	(42)	5%	(29)	64%	(400)	626
#1 Issue: Security	9%	(14)	8%	(13)	11%	(19)	5%	(8)	67%	(112)	167
#1 Issue: Health Care	9%	(12)	22%	(28)	8%	(10)	6%	(8)	55%	(71)	128
#1 Issue: Medicare / Social Security	4%	(6)	6%	(10)	3%	(5)	3%	(4)	85%	(135)	160
#1 Issue: Women's Issues	10%	(24)	13%	(31)	4%	(9)	6%	(15)	68%	(168)	247
#1 Issue: Education	14%	(8)	29%	(16)	9%	(5)	4%	(3)	44%	(25)	57
#1 Issue: Energy	17%	(17)	19%	(19)	9%	(9)	5%	(5)	50%	(50)	100
#1 Issue: Other	5%	(4)	5%	(4)	1%	(1)	4%	(4)	84%	(67)	80
2020 Vote: Joe Biden	14%	(92)	18%	(117)	4%	(29)	5%	(33)	59%	(395)	666
2020 Vote: Donald Trump	7%	(32)	9%	(46)	9%	(45)	4%	(21)	71%	(346)	491
2020 Vote: Didn't Vote	5%	(18)	14%	(51)	7%	(24)	4%	(13)	71%	(257)	364
2018 House Vote: Democrat	15%	(81)	18%	(96)	4%	(24)	6%	(31)	57%	(313)	546
2018 House Vote: Republican	7%	(27)	10%	(39)	6%	(24)	5%	(20)	73%	(290)	400
2016 Vote: Hillary Clinton	13%	(63)	18%	(86)	4%	(21)	5%	(26)	60%	(293)	489
2016 Vote: Donald Trump	5%	(22)	10%	(46)	7%	(30)	5%	(20)	73%	(317)	436
2016 Vote: Other	6%	(4)	8%	(5)	5%	(3)	6%	(4)	75%	(50)	67
2016 Vote: Didn't Vote	9%	(51)	14%	(80)	8%	(45)	4%	(25)	64%	(365)	566
Voted in 2014: Yes	9%	(76)	13%	(109)	5%	(40)	5%	(42)	68%	(569)	837
Voted in 2014: No	9%	(66)	15%	(110)	8%	(60)	4%	(33)	63%	(459)	727

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Table MCEN5_9: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
John Boyega

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	9%	(143)	14%	(219)	6%	(100)	5%	(75)	66%	(1028)	1565
4-Region: Northeast	8%	(21)	15%	(41)	6%	(16)	4%	(12)	66%	(178)	268
4-Region: Midwest	6%	(20)	9%	(30)	5%	(15)	4%	(13)	75%	(239)	317
4-Region: South	10%	(60)	12%	(70)	7%	(43)	5%	(28)	66%	(397)	599
4-Region: West	11%	(41)	21%	(78)	7%	(26)	6%	(22)	56%	(214)	381
James Bond Fans	12%	(117)	18%	(169)	8%	(80)	5%	(43)	57%	(546)	956

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

Table MCEN5_10: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Jonathan Bailey

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(103)	14%	(215)	6%	(95)	4%	(60)	70%	(1102)	1575
Gender: Male	9%	(69)	17%	(134)	8%	(59)	4%	(30)	63%	(489)	781
Gender: Female	4%	(34)	10%	(81)	5%	(37)	4%	(29)	77%	(613)	793
Age: 18-34	11%	(48)	17%	(76)	11%	(50)	4%	(18)	56%	(249)	442
Age: 35-44	8%	(22)	23%	(63)	5%	(13)	5%	(13)	59%	(158)	268
Age: 45-64	5%	(27)	10%	(55)	5%	(25)	4%	(21)	76%	(398)	526
Age: 65+	2%	(7)	6%	(22)	2%	(7)	2%	(7)	87%	(297)	340
GenZers: 1997-2012	11%	(19)	17%	(29)	13%	(23)	5%	(10)	54%	(95)	176
Millennials: 1981-1996	9%	(44)	20%	(94)	8%	(38)	4%	(17)	58%	(270)	463
GenXers: 1965-1980	7%	(26)	15%	(56)	5%	(18)	3%	(10)	71%	(265)	374
Baby Boomers: 1946-1964	3%	(14)	7%	(33)	3%	(15)	5%	(23)	83%	(424)	510
PID: Dem (no lean)	10%	(65)	19%	(119)	6%	(35)	3%	(18)	63%	(397)	634
PID: Ind (no lean)	4%	(17)	10%	(48)	7%	(32)	4%	(19)	76%	(369)	484
PID: Rep (no lean)	5%	(21)	11%	(49)	6%	(29)	5%	(23)	73%	(335)	456
PID/Gender: Dem Men	15%	(46)	25%	(78)	7%	(22)	1%	(3)	52%	(164)	313
PID/Gender: Dem Women	6%	(18)	13%	(41)	4%	(13)	5%	(15)	73%	(234)	321
PID/Gender: Ind Men	4%	(11)	11%	(28)	8%	(19)	5%	(11)	72%	(178)	246
PID/Gender: Ind Women	3%	(6)	8%	(20)	5%	(13)	3%	(8)	80%	(192)	239
PID/Gender: Rep Men	5%	(12)	13%	(29)	8%	(18)	7%	(16)	66%	(147)	222
PID/Gender: Rep Women	4%	(9)	9%	(20)	5%	(11)	3%	(7)	80%	(188)	234
Ideo: Liberal (1-3)	9%	(42)	15%	(69)	5%	(25)	3%	(15)	67%	(302)	453
Ideo: Moderate (4)	7%	(40)	16%	(89)	8%	(42)	3%	(18)	65%	(353)	542
Ideo: Conservative (5-7)	3%	(12)	11%	(53)	5%	(23)	4%	(21)	77%	(363)	472
Educ: < College	5%	(55)	12%	(123)	6%	(58)	5%	(48)	72%	(723)	1008
Educ: Bachelors degree	7%	(24)	16%	(59)	8%	(30)	1%	(4)	67%	(243)	361
Educ: Post-grad	11%	(24)	16%	(33)	3%	(7)	3%	(7)	66%	(136)	206
Income: Under 50k	5%	(41)	13%	(116)	5%	(45)	5%	(42)	72%	(639)	884
Income: 50k-100k	8%	(38)	14%	(62)	7%	(31)	4%	(17)	67%	(298)	446
Income: 100k+	10%	(24)	15%	(37)	8%	(19)	—	(1)	67%	(164)	245
Ethnicity: White	6%	(75)	13%	(154)	6%	(71)	4%	(46)	72%	(883)	1228

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Table MCEN5_10: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Jonathan Bailey

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(103)	14%	(215)	6%	(95)	4%	(60)	70%	(1102)	1575
Ethnicity: Hispanic	10%	(27)	18%	(47)	8%	(21)	5%	(14)	59%	(157)	266
Ethnicity: Black	8%	(16)	19%	(37)	8%	(17)	6%	(12)	58%	(114)	196
Ethnicity: Other	8%	(11)	16%	(24)	5%	(8)	1%	(2)	70%	(105)	150
All Christian	7%	(50)	15%	(105)	6%	(42)	4%	(29)	67%	(470)	697
All Non-Christian	9%	(8)	20%	(18)	6%	(5)	4%	(4)	61%	(56)	92
Atheist	3%	(2)	19%	(14)	5%	(4)	1%	(0)	72%	(53)	74
Agnostic/Nothing in particular	7%	(31)	10%	(47)	5%	(22)	4%	(20)	74%	(344)	464
Something Else	5%	(11)	12%	(30)	9%	(22)	2%	(6)	72%	(178)	248
Religious Non-Protestant/Catholic	10%	(10)	19%	(20)	5%	(5)	3%	(4)	63%	(66)	105
Evangelical	9%	(40)	15%	(65)	7%	(28)	5%	(20)	64%	(270)	422
Non-Evangelical	3%	(17)	13%	(65)	7%	(33)	3%	(16)	74%	(365)	495
Community: Urban	11%	(54)	21%	(105)	8%	(42)	4%	(22)	56%	(278)	501
Community: Suburban	5%	(35)	10%	(66)	5%	(32)	3%	(22)	77%	(525)	680
Community: Rural	4%	(14)	11%	(44)	6%	(22)	4%	(15)	76%	(299)	394
Employ: Private Sector	11%	(49)	20%	(92)	8%	(37)	3%	(13)	59%	(271)	462
Employ: Government	7%	(6)	19%	(17)	15%	(13)	7%	(6)	52%	(47)	90
Employ: Self-Employed	6%	(10)	15%	(22)	7%	(11)	5%	(7)	67%	(100)	148
Employ: Homemaker	6%	(8)	4%	(6)	4%	(6)	4%	(5)	81%	(109)	134
Employ: Retired	3%	(12)	7%	(29)	2%	(9)	4%	(18)	83%	(332)	399
Employ: Unemployed	4%	(8)	14%	(28)	4%	(8)	2%	(3)	77%	(162)	210
Employ: Other	4%	(3)	14%	(12)	10%	(8)	6%	(5)	66%	(56)	85
Military HH: Yes	7%	(13)	9%	(18)	5%	(11)	4%	(7)	75%	(147)	195
Military HH: No	7%	(90)	14%	(198)	6%	(85)	4%	(52)	69%	(955)	1380
RD/WT: Right Direction	13%	(68)	23%	(115)	6%	(29)	3%	(14)	56%	(284)	510
RD/WT: Wrong Track	3%	(35)	9%	(100)	6%	(67)	4%	(46)	77%	(818)	1065
Biden Job Approve	11%	(78)	19%	(132)	4%	(29)	4%	(28)	61%	(420)	687
Biden Job Disapprove	3%	(23)	9%	(71)	8%	(64)	3%	(28)	77%	(619)	805

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Table MCEN5_10: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Jonathan Bailey

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(103)	14%	(215)	6%	(95)	4%	(60)	70%	(1102)	1575
Biden Job Strongly Approve	15%	(48)	21%	(68)	4%	(13)	5%	(16)	55%	(174)	318
Biden Job Somewhat Approve	8%	(30)	17%	(64)	5%	(17)	3%	(12)	67%	(246)	369
Biden Job Somewhat Disapprove	3%	(6)	9%	(22)	10%	(25)	5%	(13)	72%	(175)	242
Biden Job Strongly Disapprove	3%	(17)	9%	(49)	7%	(38)	3%	(14)	79%	(444)	563
Favorable of Biden	10%	(75)	19%	(136)	5%	(34)	4%	(29)	62%	(441)	714
Unfavorable of Biden	3%	(26)	10%	(77)	7%	(59)	3%	(27)	76%	(605)	794
Very Favorable of Biden	13%	(44)	21%	(70)	3%	(9)	5%	(16)	57%	(186)	324
Somewhat Favorable of Biden	8%	(31)	17%	(66)	7%	(25)	3%	(13)	65%	(255)	390
Somewhat Unfavorable of Biden	4%	(8)	11%	(24)	8%	(16)	6%	(13)	71%	(148)	209
Very Unfavorable of Biden	3%	(17)	9%	(53)	7%	(43)	2%	(14)	78%	(457)	585
#1 Issue: Economy	6%	(40)	16%	(103)	7%	(43)	3%	(18)	68%	(432)	636
#1 Issue: Security	4%	(7)	12%	(20)	9%	(16)	5%	(8)	70%	(119)	170
#1 Issue: Health Care	14%	(16)	18%	(20)	6%	(7)	2%	(3)	60%	(69)	115
#1 Issue: Medicare / Social Security	2%	(4)	7%	(12)	2%	(4)	4%	(8)	85%	(152)	179
#1 Issue: Women's Issues	6%	(13)	11%	(25)	4%	(9)	7%	(17)	72%	(166)	230
#1 Issue: Education	9%	(5)	20%	(11)	12%	(7)	3%	(2)	55%	(31)	56
#1 Issue: Energy	16%	(18)	17%	(19)	8%	(8)	2%	(2)	57%	(61)	107
#1 Issue: Other	—	(0)	6%	(5)	3%	(3)	2%	(2)	88%	(73)	82
2020 Vote: Joe Biden	9%	(61)	16%	(112)	6%	(39)	3%	(23)	66%	(447)	681
2020 Vote: Donald Trump	5%	(27)	11%	(56)	8%	(39)	3%	(16)	73%	(366)	504
2020 Vote: Didn't Vote	4%	(14)	13%	(45)	4%	(15)	6%	(21)	73%	(255)	350
2018 House Vote: Democrat	11%	(61)	17%	(97)	6%	(34)	2%	(12)	64%	(362)	565
2018 House Vote: Republican	5%	(20)	11%	(46)	6%	(24)	3%	(10)	75%	(299)	400
2016 Vote: Hillary Clinton	10%	(50)	18%	(91)	6%	(30)	3%	(14)	64%	(323)	507
2016 Vote: Donald Trump	5%	(23)	11%	(47)	6%	(26)	3%	(12)	76%	(335)	443
2016 Vote: Other	—	(0)	12%	(9)	2%	(1)	1%	(1)	85%	(58)	69
2016 Vote: Didn't Vote	5%	(28)	12%	(68)	7%	(38)	6%	(33)	70%	(383)	551
Voted in 2014: Yes	7%	(60)	14%	(125)	5%	(46)	3%	(24)	71%	(608)	862
Voted in 2014: No	6%	(42)	13%	(91)	7%	(50)	5%	(36)	69%	(494)	713

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Table MCEN5_10: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Jonathan Bailey

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(103)	14%	(215)	6%	(95)	4%	(60)	70%	(1102)	1575
4-Region: Northeast	6%	(17)	16%	(42)	3%	(8)	2%	(5)	73%	(199)	272
4-Region: Midwest	3%	(10)	7%	(23)	7%	(22)	3%	(10)	80%	(257)	322
4-Region: South	6%	(34)	13%	(76)	6%	(33)	5%	(29)	71%	(423)	594
4-Region: West	11%	(42)	19%	(74)	8%	(33)	4%	(16)	58%	(223)	387
James Bond Fans	8%	(81)	17%	(169)	7%	(72)	4%	(36)	64%	(635)	993

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

Table MCEN5_11: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Will Poulter

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(104)	13%	(198)	6%	(89)	5%	(79)	70%	(1110)	1579
Gender: Male	9%	(74)	16%	(122)	8%	(61)	6%	(44)	61%	(476)	776
Gender: Female	4%	(30)	10%	(77)	3%	(27)	4%	(35)	79%	(634)	803
Age: 18-34	11%	(48)	15%	(68)	9%	(38)	6%	(27)	59%	(264)	445
Age: 35-44	7%	(20)	22%	(59)	6%	(16)	6%	(17)	59%	(161)	272
Age: 45-64	6%	(32)	11%	(55)	6%	(30)	6%	(31)	72%	(372)	520
Age: 65+	1%	(5)	5%	(17)	1%	(5)	1%	(4)	91%	(313)	343
GenZers: 1997-2012	8%	(14)	14%	(25)	7%	(12)	9%	(15)	62%	(107)	172
Millennials: 1981-1996	10%	(47)	19%	(89)	8%	(40)	4%	(21)	58%	(273)	469
GenXers: 1965-1980	8%	(30)	12%	(46)	7%	(26)	6%	(22)	67%	(256)	380
Baby Boomers: 1946-1964	2%	(12)	7%	(35)	2%	(9)	4%	(21)	84%	(414)	491
PID: Dem (no lean)	8%	(55)	14%	(91)	5%	(33)	4%	(27)	68%	(439)	645
PID: Ind (no lean)	5%	(23)	12%	(57)	6%	(28)	4%	(18)	73%	(347)	472
PID: Rep (no lean)	6%	(26)	11%	(50)	6%	(28)	7%	(33)	70%	(324)	462
PID/Gender: Dem Men	13%	(41)	17%	(52)	7%	(20)	4%	(12)	59%	(180)	306
PID/Gender: Dem Women	4%	(14)	11%	(38)	4%	(13)	4%	(15)	76%	(259)	339
PID/Gender: Ind Men	5%	(11)	16%	(38)	7%	(18)	5%	(13)	67%	(162)	243
PID/Gender: Ind Women	5%	(12)	8%	(19)	4%	(9)	2%	(5)	80%	(184)	230
PID/Gender: Rep Men	10%	(22)	14%	(31)	10%	(23)	8%	(18)	59%	(133)	227
PID/Gender: Rep Women	2%	(4)	8%	(19)	2%	(5)	7%	(15)	81%	(191)	235
Ideo: Liberal (1-3)	10%	(46)	14%	(63)	6%	(27)	5%	(26)	65%	(306)	468
Ideo: Moderate (4)	5%	(29)	16%	(83)	6%	(32)	4%	(21)	69%	(366)	530
Ideo: Conservative (5-7)	5%	(24)	10%	(46)	5%	(25)	5%	(25)	74%	(340)	461
Educ: < College	6%	(66)	10%	(104)	6%	(58)	5%	(54)	73%	(753)	1035
Educ: Bachelors degree	7%	(23)	18%	(62)	7%	(23)	4%	(15)	63%	(213)	336
Educ: Post-grad	7%	(15)	16%	(33)	3%	(7)	5%	(10)	69%	(144)	208
Income: Under 50k	7%	(58)	10%	(90)	4%	(36)	6%	(50)	74%	(655)	888
Income: 50k-100k	7%	(31)	14%	(63)	8%	(35)	5%	(23)	66%	(297)	450
Income: 100k+	6%	(14)	19%	(45)	7%	(18)	2%	(6)	66%	(158)	241
Ethnicity: White	5%	(67)	13%	(158)	5%	(59)	5%	(60)	72%	(895)	1238

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Table MCEN5_11: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Will Poulter

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(104)	13%	(198)	6%	(89)	5%	(79)	70%	(1110)	1579
Ethnicity: Hispanic	9%	(24)	12%	(31)	11%	(28)	10%	(26)	59%	(160)	269
Ethnicity: Black	12%	(25)	13%	(27)	11%	(22)	4%	(9)	59%	(120)	203
Ethnicity: Other	9%	(12)	10%	(13)	5%	(7)	7%	(10)	69%	(95)	138
All Christian	7%	(51)	14%	(99)	6%	(40)	4%	(31)	69%	(485)	706
All Non-Christian	5%	(5)	15%	(15)	4%	(4)	7%	(7)	69%	(70)	101
Atheist	5%	(4)	12%	(8)	3%	(2)	7%	(5)	72%	(49)	68
Agnostic/Nothing in particular	5%	(24)	11%	(48)	6%	(26)	6%	(28)	72%	(324)	450
Something Else	8%	(20)	11%	(28)	7%	(17)	3%	(8)	71%	(182)	255
Religious Non-Protestant/Catholic	6%	(6)	16%	(18)	3%	(4)	6%	(7)	68%	(74)	108
Evangelical	11%	(45)	14%	(60)	7%	(28)	6%	(26)	63%	(264)	423
Non-Evangelical	5%	(24)	12%	(62)	4%	(23)	3%	(13)	76%	(395)	517
Community: Urban	9%	(43)	16%	(77)	7%	(33)	6%	(31)	62%	(304)	489
Community: Suburban	5%	(37)	9%	(65)	5%	(38)	4%	(31)	75%	(528)	700
Community: Rural	6%	(24)	14%	(56)	5%	(18)	4%	(16)	71%	(277)	390
Employ: Private Sector	11%	(53)	20%	(97)	9%	(43)	5%	(24)	55%	(265)	482
Employ: Government	10%	(8)	17%	(14)	10%	(8)	11%	(8)	52%	(42)	80
Employ: Self-Employed	7%	(9)	17%	(24)	5%	(7)	6%	(9)	65%	(93)	143
Employ: Homemaker	3%	(4)	7%	(10)	9%	(12)	5%	(7)	76%	(105)	137
Employ: Retired	2%	(8)	7%	(27)	2%	(6)	3%	(11)	87%	(348)	401
Employ: Unemployed	6%	(13)	8%	(17)	2%	(4)	3%	(7)	80%	(167)	209
Employ: Other	5%	(4)	4%	(3)	9%	(7)	7%	(6)	76%	(64)	84
Military HH: Yes	8%	(17)	13%	(27)	3%	(7)	2%	(5)	73%	(156)	212
Military HH: No	6%	(87)	13%	(171)	6%	(81)	5%	(74)	70%	(954)	1367
RD/WT: Right Direction	10%	(51)	18%	(91)	6%	(30)	4%	(22)	62%	(321)	514
RD/WT: Wrong Track	5%	(53)	10%	(108)	6%	(59)	5%	(57)	74%	(789)	1065
Biden Job Approve	8%	(58)	15%	(105)	6%	(39)	5%	(35)	66%	(464)	701
Biden Job Disapprove	6%	(46)	11%	(84)	6%	(47)	5%	(37)	73%	(587)	802

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Table MCEN5_11: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Will Poulter

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(104)	13%	(198)	6%	(89)	5%	(79)	70%	(1110)	1579
Biden Job Strongly Approve	12%	(40)	18%	(57)	6%	(21)	6%	(19)	58%	(184)	321
Biden Job Somewhat Approve	5%	(18)	13%	(48)	5%	(18)	4%	(16)	74%	(280)	380
Biden Job Somewhat Disapprove	8%	(18)	13%	(31)	8%	(18)	2%	(5)	69%	(163)	236
Biden Job Strongly Disapprove	5%	(28)	9%	(53)	5%	(29)	6%	(32)	75%	(424)	566
Favorable of Biden	8%	(62)	15%	(109)	5%	(35)	5%	(38)	67%	(491)	735
Unfavorable of Biden	5%	(37)	11%	(86)	6%	(50)	5%	(40)	73%	(571)	785
Very Favorable of Biden	11%	(35)	16%	(55)	6%	(21)	7%	(22)	60%	(202)	335
Somewhat Favorable of Biden	7%	(26)	14%	(54)	4%	(14)	4%	(16)	72%	(289)	401
Somewhat Unfavorable of Biden	4%	(8)	15%	(30)	9%	(18)	2%	(4)	70%	(142)	202
Very Unfavorable of Biden	5%	(29)	10%	(56)	6%	(32)	6%	(35)	74%	(429)	582
#1 Issue: Economy	7%	(42)	17%	(108)	5%	(34)	4%	(26)	67%	(416)	626
#1 Issue: Security	7%	(12)	11%	(20)	7%	(13)	6%	(11)	69%	(125)	180
#1 Issue: Health Care	7%	(9)	9%	(12)	13%	(17)	8%	(11)	63%	(86)	135
#1 Issue: Medicare / Social Security	3%	(5)	5%	(8)	—	(1)	3%	(5)	89%	(159)	178
#1 Issue: Women's Issues	6%	(14)	9%	(22)	6%	(13)	5%	(12)	74%	(173)	234
#1 Issue: Education	13%	(7)	15%	(8)	15%	(8)	14%	(8)	43%	(23)	55
#1 Issue: Energy	17%	(15)	16%	(14)	1%	(1)	1%	(1)	65%	(57)	88
#1 Issue: Other	—	(0)	7%	(6)	3%	(2)	6%	(5)	84%	(71)	84
2020 Vote: Joe Biden	8%	(56)	15%	(103)	4%	(25)	5%	(34)	68%	(472)	690
2020 Vote: Donald Trump	6%	(28)	11%	(54)	6%	(30)	5%	(24)	73%	(361)	497
2020 Vote: Didn't Vote	6%	(20)	11%	(40)	8%	(29)	5%	(19)	69%	(244)	352
2018 House Vote: Democrat	8%	(47)	14%	(81)	4%	(25)	5%	(26)	68%	(389)	568
2018 House Vote: Republican	6%	(23)	11%	(46)	6%	(23)	5%	(20)	73%	(300)	411
2016 Vote: Hillary Clinton	9%	(44)	15%	(76)	5%	(25)	4%	(21)	68%	(345)	511
2016 Vote: Donald Trump	5%	(22)	11%	(50)	6%	(26)	4%	(20)	74%	(337)	455
2016 Vote: Other	4%	(2)	6%	(4)	—	(0)	3%	(2)	87%	(56)	65
2016 Vote: Didn't Vote	6%	(34)	12%	(68)	7%	(37)	6%	(35)	68%	(371)	545
Voted in 2014: Yes	7%	(58)	13%	(114)	4%	(33)	4%	(36)	72%	(629)	871
Voted in 2014: No	6%	(45)	12%	(84)	8%	(55)	6%	(42)	68%	(481)	708

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Table MCEN5_11: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Will Poulter

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(104)	13%	(198)	6%	(89)	5%	(79)	70%	(1110)	1579
4-Region: Northeast	2%	(6)	13%	(34)	6%	(15)	3%	(8)	76%	(204)	267
4-Region: Midwest	5%	(17)	9%	(30)	7%	(22)	4%	(13)	74%	(240)	323
4-Region: South	8%	(49)	11%	(66)	5%	(28)	5%	(30)	71%	(431)	604
4-Region: West	8%	(31)	18%	(68)	6%	(23)	7%	(27)	61%	(235)	385
James Bond Fans	8%	(80)	17%	(164)	6%	(61)	5%	(44)	64%	(625)	974

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

Table MCEN5_12: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
ọpẹ Dìrisù

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(89)	9%	(145)	6%	(104)	5%	(83)	74%	(1186)	1608
Gender: Male	8%	(68)	12%	(97)	9%	(69)	7%	(57)	64%	(509)	800
Gender: Female	3%	(22)	6%	(48)	4%	(36)	3%	(26)	84%	(676)	808
Age: 18-34	10%	(48)	13%	(62)	10%	(46)	5%	(23)	62%	(297)	476
Age: 35-44	8%	(22)	14%	(37)	7%	(18)	7%	(18)	64%	(169)	264
Age: 45-64	3%	(16)	7%	(34)	7%	(34)	6%	(31)	77%	(385)	500
Age: 65+	1%	(3)	4%	(13)	2%	(7)	3%	(11)	91%	(334)	368
GenZers: 1997-2012	11%	(20)	12%	(23)	9%	(18)	5%	(10)	63%	(122)	193
Millennials: 1981-1996	9%	(42)	14%	(68)	9%	(42)	5%	(24)	63%	(300)	476
GenXers: 1965-1980	5%	(19)	9%	(34)	8%	(30)	5%	(17)	72%	(256)	356
Baby Boomers: 1946-1964	2%	(8)	3%	(18)	2%	(13)	5%	(29)	87%	(456)	524
PID: Dem (no lean)	9%	(55)	11%	(72)	6%	(38)	5%	(31)	69%	(440)	637
PID: Ind (no lean)	3%	(17)	6%	(32)	8%	(37)	4%	(22)	78%	(387)	495
PID: Rep (no lean)	4%	(18)	9%	(41)	6%	(29)	6%	(30)	75%	(358)	476
PID/Gender: Dem Men	13%	(41)	16%	(53)	7%	(22)	5%	(17)	59%	(192)	326
PID/Gender: Dem Women	4%	(13)	6%	(19)	5%	(16)	4%	(14)	80%	(248)	310
PID/Gender: Ind Men	5%	(12)	7%	(18)	11%	(28)	6%	(16)	70%	(175)	249
PID/Gender: Ind Women	2%	(5)	5%	(13)	4%	(9)	2%	(6)	86%	(212)	246
PID/Gender: Rep Men	6%	(14)	11%	(26)	8%	(18)	11%	(24)	63%	(142)	225
PID/Gender: Rep Women	2%	(4)	6%	(16)	4%	(10)	2%	(6)	86%	(216)	252
Ideo: Liberal (1-3)	7%	(35)	11%	(54)	7%	(32)	4%	(20)	71%	(345)	486
Ideo: Moderate (4)	6%	(33)	11%	(58)	8%	(42)	5%	(27)	70%	(369)	529
Ideo: Conservative (5-7)	4%	(19)	7%	(32)	5%	(25)	6%	(29)	78%	(371)	476
Educ: < College	5%	(48)	8%	(84)	6%	(63)	5%	(57)	76%	(798)	1052
Educ: Bachelors degree	7%	(24)	12%	(42)	8%	(31)	5%	(18)	68%	(246)	360
Educ: Post-grad	9%	(17)	10%	(19)	5%	(10)	4%	(7)	73%	(142)	196
Income: Under 50k	5%	(44)	8%	(75)	6%	(50)	4%	(41)	77%	(694)	903
Income: 50k-100k	5%	(22)	10%	(46)	7%	(34)	6%	(29)	72%	(333)	464
Income: 100k+	10%	(23)	10%	(24)	8%	(20)	6%	(14)	66%	(159)	240
Ethnicity: White	5%	(65)	9%	(115)	6%	(70)	5%	(61)	75%	(947)	1258

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Table MCEN5_12: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
ọpẹ Dìrisù

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(89)	9%	(145)	6%	(104)	5%	(83)	74%	(1186)	1608
Ethnicity: Hispanic	10%	(26)	9%	(23)	12%	(31)	10%	(26)	59%	(151)	257
Ethnicity: Black	9%	(18)	9%	(19)	11%	(22)	9%	(18)	62%	(126)	202
Ethnicity: Other	4%	(6)	8%	(12)	8%	(12)	3%	(4)	77%	(113)	147
All Christian	6%	(47)	10%	(75)	7%	(51)	5%	(35)	72%	(524)	732
All Non-Christian	4%	(3)	13%	(11)	8%	(7)	5%	(4)	70%	(60)	85
Atheist	11%	(8)	5%	(4)	2%	(2)	10%	(7)	72%	(52)	72
Agnostic/Nothing in particular	4%	(16)	8%	(34)	7%	(30)	4%	(18)	78%	(343)	441
Something Else	6%	(15)	8%	(23)	5%	(14)	7%	(19)	74%	(207)	278
Religious Non-Protestant/Catholic	3%	(3)	13%	(13)	7%	(7)	5%	(5)	72%	(71)	100
Evangelical	9%	(42)	12%	(55)	6%	(27)	7%	(29)	66%	(295)	448
Non-Evangelical	3%	(17)	7%	(36)	7%	(35)	4%	(22)	79%	(420)	530
Community: Urban	10%	(48)	15%	(74)	8%	(41)	6%	(28)	62%	(313)	506
Community: Suburban	3%	(22)	6%	(44)	7%	(50)	5%	(35)	79%	(553)	704
Community: Rural	5%	(19)	7%	(27)	3%	(13)	5%	(19)	80%	(319)	398
Employ: Private Sector	10%	(49)	13%	(64)	10%	(51)	5%	(25)	61%	(296)	486
Employ: Government	11%	(9)	16%	(14)	5%	(5)	11%	(9)	57%	(48)	85
Employ: Self-Employed	3%	(4)	10%	(13)	8%	(10)	9%	(12)	70%	(94)	134
Employ: Homemaker	7%	(8)	4%	(5)	10%	(12)	6%	(7)	73%	(90)	123
Employ: Retired	1%	(6)	4%	(18)	3%	(11)	4%	(18)	87%	(365)	419
Employ: Unemployed	1%	(3)	9%	(20)	3%	(6)	3%	(7)	84%	(186)	222
Employ: Other	8%	(7)	6%	(5)	6%	(6)	3%	(3)	77%	(72)	93
Military HH: Yes	8%	(16)	11%	(23)	7%	(14)	3%	(6)	71%	(143)	202
Military HH: No	5%	(74)	9%	(122)	6%	(90)	5%	(77)	74%	(1043)	1406
RD/WT: Right Direction	12%	(64)	15%	(78)	7%	(37)	5%	(28)	61%	(329)	536
RD/WT: Wrong Track	2%	(25)	6%	(68)	6%	(67)	5%	(54)	80%	(857)	1072
Biden Job Approve	8%	(58)	12%	(87)	6%	(43)	5%	(39)	68%	(478)	704
Biden Job Disapprove	4%	(30)	7%	(54)	7%	(55)	5%	(39)	78%	(645)	822

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Table MCEN5_12: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
ọpẹ Dìrisù

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(89)	9%	(145)	6%	(104)	5%	(83)	74%	(1186)	1608
Biden Job Strongly Approve	13%	(41)	16%	(51)	6%	(21)	6%	(19)	60%	(197)	329
Biden Job Somewhat Approve	4%	(17)	10%	(36)	6%	(22)	5%	(20)	75%	(281)	375
Biden Job Somewhat Disapprove	7%	(19)	9%	(23)	6%	(16)	4%	(10)	73%	(186)	254
Biden Job Strongly Disapprove	2%	(11)	5%	(31)	7%	(38)	5%	(28)	81%	(459)	569
Favorable of Biden	8%	(62)	12%	(91)	6%	(46)	6%	(41)	67%	(493)	732
Unfavorable of Biden	3%	(22)	7%	(52)	7%	(57)	5%	(39)	79%	(628)	798
Very Favorable of Biden	10%	(34)	14%	(49)	7%	(23)	8%	(27)	62%	(218)	350
Somewhat Favorable of Biden	7%	(28)	11%	(42)	6%	(23)	4%	(14)	72%	(275)	382
Somewhat Unfavorable of Biden	4%	(9)	5%	(12)	8%	(17)	5%	(10)	78%	(169)	216
Very Unfavorable of Biden	2%	(14)	7%	(40)	7%	(40)	5%	(29)	79%	(458)	582
#1 Issue: Economy	5%	(33)	10%	(65)	7%	(48)	5%	(30)	73%	(474)	649
#1 Issue: Security	5%	(8)	13%	(22)	7%	(12)	7%	(12)	69%	(118)	171
#1 Issue: Health Care	9%	(13)	8%	(11)	10%	(14)	6%	(8)	66%	(91)	136
#1 Issue: Medicare / Social Security	3%	(5)	2%	(4)	1%	(2)	4%	(7)	89%	(155)	174
#1 Issue: Women's Issues	5%	(12)	6%	(14)	4%	(10)	6%	(13)	78%	(180)	231
#1 Issue: Education	7%	(4)	23%	(12)	9%	(5)	15%	(8)	46%	(25)	54
#1 Issue: Energy	14%	(15)	13%	(14)	9%	(9)	4%	(4)	61%	(64)	105
#1 Issue: Other	—	(0)	4%	(3)	5%	(4)	1%	(1)	90%	(80)	89
2020 Vote: Joe Biden	7%	(51)	10%	(71)	6%	(42)	5%	(35)	71%	(495)	694
2020 Vote: Donald Trump	5%	(27)	9%	(47)	6%	(33)	5%	(25)	75%	(383)	514
2020 Vote: Didn't Vote	3%	(12)	8%	(28)	8%	(29)	5%	(19)	75%	(263)	351
2018 House Vote: Democrat	7%	(42)	11%	(65)	6%	(35)	5%	(30)	70%	(400)	572
2018 House Vote: Republican	5%	(22)	8%	(33)	6%	(25)	4%	(17)	77%	(318)	415
2016 Vote: Hillary Clinton	7%	(38)	12%	(61)	6%	(33)	5%	(27)	69%	(360)	518
2016 Vote: Donald Trump	4%	(17)	8%	(37)	7%	(31)	5%	(20)	76%	(345)	451
2016 Vote: Other	1%	(1)	—	(0)	2%	(1)	6%	(5)	90%	(63)	70
2016 Vote: Didn't Vote	6%	(31)	8%	(47)	7%	(37)	6%	(31)	74%	(411)	558
Voted in 2014: Yes	6%	(52)	10%	(86)	6%	(51)	4%	(38)	74%	(640)	867
Voted in 2014: No	5%	(38)	8%	(60)	7%	(53)	6%	(45)	74%	(545)	741

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Table MCEN5_12: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
ọpẹ Dìrisù

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(89)	9%	(145)	6%	(104)	5%	(83)	74%	(1186)	1608
4-Region: Northeast	3%	(8)	12%	(35)	6%	(18)	2%	(6)	77%	(218)	285
4-Region: Midwest	4%	(12)	5%	(17)	4%	(13)	5%	(15)	83%	(274)	332
4-Region: South	5%	(28)	7%	(46)	6%	(38)	6%	(39)	75%	(466)	617
4-Region: West	11%	(41)	13%	(49)	9%	(35)	6%	(22)	61%	(227)	374
James Bond Fans	7%	(74)	12%	(121)	8%	(83)	6%	(59)	67%	(689)	1026

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

Table MCEN5_13: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Aaron Taylor-Johnson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(108)	13%	(202)	6%	(97)	4%	(65)	70%	(1102)	1573
Gender: Male	9%	(74)	15%	(119)	8%	(66)	5%	(40)	62%	(479)	777
Gender: Female	4%	(34)	10%	(83)	4%	(31)	3%	(26)	78%	(623)	797
Age: 18-34	12%	(56)	18%	(86)	9%	(40)	6%	(29)	55%	(257)	468
Age: 35-44	11%	(29)	19%	(50)	8%	(20)	6%	(14)	56%	(145)	258
Age: 45-64	4%	(20)	11%	(53)	5%	(27)	3%	(17)	77%	(389)	506
Age: 65+	1%	(3)	4%	(12)	3%	(10)	2%	(5)	91%	(311)	341
GenZers: 1997-2012	10%	(18)	19%	(35)	5%	(9)	8%	(15)	58%	(106)	183
Millennials: 1981-1996	13%	(62)	17%	(80)	10%	(49)	5%	(24)	55%	(258)	474
GenXers: 1965-1980	5%	(20)	14%	(53)	6%	(21)	3%	(11)	72%	(263)	367
Baby Boomers: 1946-1964	2%	(8)	7%	(32)	3%	(17)	3%	(15)	85%	(419)	491
PID: Dem (no lean)	10%	(58)	15%	(93)	7%	(42)	5%	(29)	63%	(381)	604
PID: Ind (no lean)	5%	(22)	11%	(55)	6%	(30)	3%	(16)	75%	(371)	494
PID: Rep (no lean)	6%	(27)	11%	(54)	5%	(25)	4%	(21)	73%	(349)	475
PID/Gender: Dem Men	13%	(38)	19%	(57)	9%	(27)	5%	(15)	54%	(159)	295
PID/Gender: Dem Women	7%	(20)	12%	(37)	5%	(16)	5%	(14)	72%	(223)	309
PID/Gender: Ind Men	6%	(14)	13%	(33)	9%	(22)	4%	(10)	69%	(173)	252
PID/Gender: Ind Women	3%	(8)	9%	(21)	3%	(8)	3%	(6)	82%	(198)	242
PID/Gender: Rep Men	9%	(21)	13%	(29)	7%	(17)	7%	(15)	64%	(147)	230
PID/Gender: Rep Women	2%	(6)	10%	(25)	3%	(8)	2%	(6)	82%	(202)	246
Ideo: Liberal (1-3)	9%	(42)	14%	(61)	7%	(30)	5%	(22)	66%	(294)	449
Ideo: Moderate (4)	8%	(42)	14%	(76)	8%	(43)	4%	(21)	67%	(364)	545
Ideo: Conservative (5-7)	4%	(19)	12%	(58)	5%	(23)	4%	(17)	75%	(352)	469
Educ: < College	5%	(49)	13%	(130)	6%	(58)	5%	(52)	72%	(734)	1023
Educ: Bachelors degree	11%	(39)	14%	(52)	9%	(32)	2%	(9)	64%	(237)	368
Educ: Post-grad	11%	(20)	11%	(20)	4%	(8)	2%	(4)	72%	(131)	182
Income: Under 50k	5%	(43)	11%	(101)	6%	(52)	5%	(41)	73%	(645)	882
Income: 50k-100k	7%	(35)	15%	(74)	6%	(30)	4%	(22)	67%	(327)	489
Income: 100k+	15%	(29)	13%	(26)	7%	(14)	1%	(3)	64%	(130)	202
Ethnicity: White	7%	(82)	11%	(135)	6%	(75)	4%	(50)	72%	(870)	1212

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Table MCEN5_13: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Aaron Taylor-Johnson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(108)	13%	(202)	6%	(97)	4%	(65)	70%	(1102)	1573
Ethnicity: Hispanic	8%	(22)	19%	(52)	7%	(19)	8%	(21)	57%	(153)	267
Ethnicity: Black	10%	(21)	22%	(43)	6%	(12)	4%	(8)	58%	(115)	199
Ethnicity: Other	3%	(5)	14%	(23)	6%	(10)	5%	(8)	72%	(116)	162
All Christian	8%	(55)	14%	(97)	5%	(32)	4%	(26)	70%	(484)	694
All Non-Christian	6%	(6)	16%	(15)	11%	(10)	9%	(8)	57%	(53)	92
Atheist	3%	(2)	17%	(12)	5%	(3)	2%	(1)	73%	(51)	70
Agnostic/Nothing in particular	7%	(32)	10%	(46)	5%	(26)	5%	(24)	73%	(342)	469
Something Else	5%	(13)	13%	(32)	10%	(25)	2%	(6)	69%	(172)	248
Religious Non-Protestant/Catholic	7%	(7)	16%	(16)	10%	(10)	8%	(8)	57%	(57)	100
Evangelical	11%	(43)	15%	(62)	8%	(32)	4%	(15)	63%	(258)	411
Non-Evangelical	3%	(17)	13%	(65)	4%	(21)	3%	(15)	77%	(390)	508
Community: Urban	12%	(58)	18%	(84)	7%	(34)	5%	(25)	58%	(271)	471
Community: Suburban	4%	(31)	10%	(70)	6%	(43)	4%	(29)	76%	(534)	706
Community: Rural	5%	(19)	12%	(48)	5%	(20)	3%	(12)	75%	(297)	396
Employ: Private Sector	12%	(58)	19%	(93)	8%	(40)	4%	(20)	57%	(277)	489
Employ: Government	18%	(13)	17%	(12)	6%	(4)	5%	(4)	53%	(36)	69
Employ: Self-Employed	8%	(11)	16%	(23)	9%	(12)	5%	(7)	63%	(88)	141
Employ: Homemaker	4%	(5)	8%	(10)	3%	(3)	4%	(5)	81%	(95)	118
Employ: Student	6%	(3)	19%	(10)	2%	(1)	2%	(1)	71%	(38)	53
Employ: Retired	1%	(6)	5%	(22)	4%	(14)	3%	(12)	86%	(343)	397
Employ: Unemployed	4%	(9)	9%	(19)	6%	(13)	3%	(7)	78%	(167)	214
Employ: Other	3%	(3)	15%	(14)	10%	(9)	10%	(10)	62%	(57)	93
Military HH: Yes	8%	(14)	14%	(26)	4%	(8)	3%	(6)	71%	(136)	190
Military HH: No	7%	(93)	13%	(176)	6%	(89)	4%	(59)	70%	(966)	1383
RD/WT: Right Direction	13%	(69)	19%	(95)	8%	(41)	3%	(17)	56%	(288)	510
RD/WT: Wrong Track	4%	(39)	10%	(106)	5%	(56)	5%	(49)	77%	(814)	1063
Biden Job Approve	11%	(76)	14%	(98)	6%	(43)	4%	(30)	64%	(431)	678
Biden Job Disapprove	4%	(29)	11%	(94)	6%	(51)	4%	(33)	75%	(618)	825

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Table MCEN5_13: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Aaron Taylor-Johnson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(108)	13%	(202)	6%	(97)	4%	(65)	70%	(1102)	1573
Biden Job Strongly Approve	17%	(52)	13%	(42)	6%	(19)	5%	(17)	58%	(182)	312
Biden Job Somewhat Approve	7%	(25)	15%	(56)	7%	(24)	3%	(13)	68%	(249)	366
Biden Job Somewhat Disapprove	7%	(19)	14%	(37)	6%	(17)	3%	(8)	69%	(181)	262
Biden Job Strongly Disapprove	2%	(11)	10%	(57)	6%	(34)	4%	(25)	78%	(437)	563
Favorable of Biden	11%	(76)	15%	(103)	6%	(44)	5%	(32)	64%	(449)	703
Unfavorable of Biden	3%	(28)	12%	(96)	6%	(50)	4%	(31)	74%	(592)	796
Very Favorable of Biden	13%	(43)	14%	(45)	6%	(18)	6%	(21)	60%	(194)	321
Somewhat Favorable of Biden	9%	(33)	15%	(57)	7%	(26)	3%	(11)	67%	(255)	382
Somewhat Unfavorable of Biden	7%	(14)	13%	(28)	5%	(11)	5%	(10)	70%	(151)	214
Very Unfavorable of Biden	2%	(14)	12%	(68)	7%	(39)	4%	(21)	76%	(441)	582
#1 Issue: Economy	7%	(48)	15%	(98)	6%	(40)	4%	(25)	67%	(430)	640
#1 Issue: Security	7%	(12)	15%	(25)	6%	(10)	3%	(4)	69%	(114)	165
#1 Issue: Health Care	9%	(10)	14%	(17)	9%	(11)	5%	(6)	63%	(74)	118
#1 Issue: Medicare / Social Security	2%	(3)	4%	(6)	2%	(3)	4%	(6)	89%	(154)	172
#1 Issue: Women's Issues	5%	(13)	10%	(24)	5%	(12)	6%	(13)	74%	(177)	240
#1 Issue: Education	17%	(10)	27%	(15)	16%	(9)	4%	(2)	36%	(21)	57
#1 Issue: Energy	10%	(9)	16%	(14)	9%	(8)	7%	(6)	58%	(51)	88
#1 Issue: Other	4%	(4)	3%	(2)	5%	(5)	2%	(2)	86%	(80)	93
2020 Vote: Joe Biden	9%	(58)	14%	(93)	6%	(39)	5%	(32)	67%	(449)	670
2020 Vote: Donald Trump	6%	(29)	12%	(60)	7%	(39)	2%	(12)	73%	(382)	522
2020 Vote: Didn't Vote	6%	(20)	12%	(41)	5%	(18)	7%	(22)	70%	(236)	336
2018 House Vote: Democrat	10%	(57)	14%	(79)	6%	(34)	5%	(25)	64%	(350)	545
2018 House Vote: Republican	6%	(23)	12%	(47)	7%	(29)	2%	(10)	73%	(301)	409
2016 Vote: Hillary Clinton	10%	(48)	15%	(75)	7%	(37)	3%	(15)	65%	(321)	496
2016 Vote: Donald Trump	6%	(27)	11%	(49)	6%	(27)	3%	(14)	74%	(331)	447
2016 Vote: Other	4%	(3)	2%	(2)	1%	(1)	2%	(1)	91%	(65)	71
2016 Vote: Didn't Vote	5%	(26)	14%	(75)	6%	(32)	6%	(36)	69%	(379)	549
Voted in 2014: Yes	8%	(69)	13%	(107)	6%	(50)	3%	(24)	71%	(603)	854
Voted in 2014: No	5%	(38)	13%	(94)	7%	(47)	6%	(41)	69%	(498)	719

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Table MCEN5_13: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Aaron Taylor-Johnson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(108)	13%	(202)	6%	(97)	4%	(65)	70%	(1102)	1573
4-Region: Northeast	5%	(15)	16%	(43)	4%	(11)	2%	(6)	73%	(200)	275
4-Region: Midwest	5%	(16)	10%	(32)	6%	(19)	4%	(13)	76%	(250)	329
4-Region: South	7%	(42)	11%	(64)	6%	(36)	5%	(30)	72%	(433)	605
4-Region: West	9%	(34)	17%	(62)	9%	(31)	5%	(18)	60%	(219)	364
James Bond Fans	9%	(87)	16%	(160)	8%	(75)	4%	(41)	64%	(632)	994

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

Table MCEN5_14: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Nikesh Patel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(93)	12%	(186)	6%	(93)	5%	(76)	71%	(1112)	1560
Gender: Male	9%	(68)	14%	(110)	8%	(58)	6%	(49)	62%	(472)	756
Gender: Female	3%	(25)	10%	(77)	4%	(35)	3%	(27)	80%	(640)	804
Age: 18-34	10%	(45)	19%	(86)	4%	(19)	6%	(28)	61%	(274)	452
Age: 35-44	9%	(24)	20%	(53)	9%	(25)	6%	(16)	56%	(149)	266
Age: 45-64	5%	(22)	7%	(35)	7%	(36)	5%	(23)	76%	(374)	490
Age: 65+	1%	(2)	3%	(12)	4%	(13)	3%	(9)	90%	(314)	351
GenZers: 1997-2012	6%	(11)	18%	(32)	5%	(8)	7%	(12)	65%	(116)	179
Millennials: 1981-1996	11%	(52)	19%	(90)	7%	(33)	6%	(28)	57%	(270)	473
GenXers: 1965-1980	6%	(20)	12%	(39)	8%	(28)	4%	(15)	70%	(239)	340
Baby Boomers: 1946-1964	2%	(10)	5%	(23)	4%	(21)	4%	(20)	85%	(434)	509
PID: Dem (no lean)	8%	(50)	16%	(107)	6%	(38)	4%	(26)	66%	(430)	652
PID: Ind (no lean)	5%	(22)	6%	(29)	6%	(26)	5%	(25)	78%	(359)	460
PID: Rep (no lean)	5%	(21)	11%	(50)	7%	(29)	6%	(25)	72%	(323)	449
PID/Gender: Dem Men	11%	(34)	21%	(66)	7%	(22)	4%	(13)	56%	(171)	306
PID/Gender: Dem Women	5%	(16)	12%	(42)	5%	(16)	4%	(14)	75%	(259)	346
PID/Gender: Ind Men	8%	(18)	6%	(15)	8%	(20)	8%	(18)	70%	(161)	231
PID/Gender: Ind Women	2%	(4)	6%	(14)	3%	(6)	3%	(6)	87%	(198)	229
PID/Gender: Rep Men	7%	(16)	13%	(29)	7%	(16)	8%	(18)	64%	(140)	219
PID/Gender: Rep Women	2%	(5)	9%	(21)	6%	(13)	3%	(7)	80%	(183)	229
Ideo: Liberal (1-3)	7%	(32)	13%	(63)	6%	(26)	3%	(13)	71%	(331)	466
Ideo: Moderate (4)	6%	(33)	14%	(77)	6%	(31)	5%	(29)	68%	(363)	532
Ideo: Conservative (5-7)	4%	(20)	10%	(43)	6%	(28)	6%	(28)	73%	(332)	452
Educ: < College	5%	(46)	10%	(95)	6%	(57)	5%	(53)	75%	(752)	1003
Educ: Bachelors degree	8%	(27)	15%	(53)	7%	(24)	5%	(16)	65%	(227)	348
Educ: Post-grad	10%	(20)	18%	(38)	5%	(11)	3%	(7)	64%	(133)	209
Income: Under 50k	5%	(44)	10%	(86)	6%	(53)	5%	(40)	74%	(640)	863
Income: 50k-100k	6%	(28)	14%	(66)	5%	(22)	6%	(26)	70%	(325)	466
Income: 100k+	9%	(22)	15%	(35)	8%	(18)	4%	(10)	64%	(147)	231
Ethnicity: White	6%	(72)	11%	(131)	6%	(72)	5%	(56)	73%	(888)	1219

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Table MCEN5_14: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Nikesh Patel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(93)	12%	(186)	6%	(93)	5%	(76)	71%	(1112)	1560
Ethnicity: Hispanic	9%	(23)	14%	(38)	7%	(18)	9%	(23)	61%	(162)	265
Ethnicity: Black	5%	(10)	19%	(36)	7%	(14)	6%	(11)	63%	(121)	193
Ethnicity: Other	7%	(11)	13%	(19)	4%	(6)	6%	(9)	69%	(103)	148
All Christian	6%	(46)	13%	(91)	7%	(50)	4%	(31)	70%	(499)	717
All Non-Christian	12%	(11)	19%	(18)	3%	(3)	3%	(3)	62%	(59)	95
Atheist	—	(0)	6%	(4)	2%	(1)	7%	(4)	85%	(54)	63
Agnostic/Nothing in particular	5%	(22)	11%	(48)	6%	(25)	5%	(22)	74%	(335)	453
Something Else	6%	(13)	11%	(24)	6%	(14)	7%	(16)	71%	(165)	232
Religious Non-Protestant/Catholic	11%	(11)	20%	(20)	3%	(4)	3%	(3)	63%	(65)	103
Evangelical	11%	(42)	16%	(65)	7%	(29)	6%	(24)	60%	(240)	398
Non-Evangelical	3%	(15)	9%	(45)	6%	(32)	4%	(22)	78%	(415)	530
Community: Urban	9%	(41)	16%	(78)	8%	(37)	6%	(29)	61%	(292)	476
Community: Suburban	5%	(34)	10%	(69)	5%	(36)	5%	(36)	75%	(537)	713
Community: Rural	5%	(19)	11%	(40)	6%	(21)	3%	(10)	76%	(282)	371
Employ: Private Sector	10%	(47)	18%	(84)	9%	(43)	5%	(25)	57%	(267)	466
Employ: Government	8%	(6)	20%	(16)	5%	(4)	10%	(8)	56%	(45)	80
Employ: Self-Employed	6%	(8)	15%	(21)	3%	(5)	5%	(7)	72%	(101)	142
Employ: Homemaker	5%	(6)	9%	(9)	7%	(7)	3%	(3)	76%	(81)	106
Employ: Retired	1%	(5)	5%	(20)	4%	(15)	4%	(18)	86%	(350)	408
Employ: Unemployed	3%	(7)	10%	(22)	6%	(13)	3%	(7)	78%	(171)	219
Employ: Other	9%	(9)	8%	(8)	5%	(5)	6%	(6)	71%	(66)	92
Military HH: Yes	7%	(15)	9%	(19)	7%	(15)	5%	(10)	72%	(150)	210
Military HH: No	6%	(78)	12%	(167)	6%	(78)	5%	(66)	71%	(962)	1350
RD/WT: Right Direction	11%	(56)	19%	(99)	6%	(30)	4%	(23)	60%	(315)	523
RD/WT: Wrong Track	4%	(37)	8%	(87)	6%	(63)	5%	(53)	77%	(797)	1038
Biden Job Approve	8%	(59)	15%	(110)	5%	(35)	5%	(33)	67%	(475)	711
Biden Job Disapprove	4%	(33)	9%	(72)	7%	(53)	5%	(39)	75%	(577)	773

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Table MCEN5_14: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Nikesh Patel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(93)	12%	(186)	6%	(93)	5%	(76)	71%	(1112)	1560
Biden Job Strongly Approve	12%	(42)	20%	(68)	6%	(19)	5%	(16)	57%	(194)	339
Biden Job Somewhat Approve	5%	(17)	11%	(42)	4%	(16)	4%	(16)	76%	(281)	372
Biden Job Somewhat Disapprove	5%	(12)	12%	(28)	8%	(20)	5%	(13)	69%	(165)	238
Biden Job Strongly Disapprove	4%	(20)	8%	(45)	6%	(33)	5%	(26)	77%	(412)	536
Favorable of Biden	8%	(57)	16%	(114)	5%	(40)	5%	(37)	66%	(485)	733
Unfavorable of Biden	4%	(29)	10%	(72)	7%	(52)	5%	(38)	75%	(564)	755
Very Favorable of Biden	10%	(36)	18%	(63)	5%	(19)	5%	(19)	61%	(218)	354
Somewhat Favorable of Biden	6%	(21)	13%	(51)	6%	(21)	5%	(18)	71%	(268)	378
Somewhat Unfavorable of Biden	4%	(8)	11%	(22)	8%	(17)	4%	(9)	73%	(146)	201
Very Unfavorable of Biden	4%	(21)	9%	(50)	6%	(36)	5%	(29)	75%	(417)	553
#1 Issue: Economy	7%	(44)	14%	(90)	8%	(53)	4%	(26)	66%	(412)	624
#1 Issue: Security	8%	(12)	12%	(19)	6%	(10)	6%	(9)	68%	(107)	158
#1 Issue: Health Care	9%	(10)	13%	(16)	9%	(11)	7%	(8)	63%	(77)	122
#1 Issue: Medicare / Social Security	2%	(4)	5%	(9)	1%	(2)	4%	(7)	88%	(153)	174
#1 Issue: Women's Issues	6%	(13)	8%	(19)	2%	(5)	6%	(14)	78%	(180)	231
#1 Issue: Education	11%	(6)	32%	(16)	8%	(4)	1%	(1)	48%	(24)	50
#1 Issue: Energy	4%	(4)	14%	(13)	6%	(6)	10%	(9)	66%	(64)	96
#1 Issue: Other	—	(0)	5%	(5)	3%	(3)	2%	(2)	91%	(95)	105
2020 Vote: Joe Biden	8%	(53)	14%	(100)	5%	(38)	5%	(34)	68%	(483)	708
2020 Vote: Donald Trump	5%	(24)	11%	(52)	7%	(33)	4%	(18)	74%	(358)	486
2020 Vote: Didn't Vote	5%	(16)	10%	(33)	7%	(22)	7%	(23)	72%	(239)	333
2018 House Vote: Democrat	8%	(45)	15%	(88)	7%	(37)	3%	(19)	67%	(382)	570
2018 House Vote: Republican	4%	(17)	10%	(41)	7%	(29)	5%	(19)	73%	(287)	393
2016 Vote: Hillary Clinton	7%	(37)	15%	(77)	6%	(33)	3%	(18)	69%	(361)	527
2016 Vote: Donald Trump	4%	(19)	10%	(44)	8%	(33)	4%	(19)	73%	(316)	432
2016 Vote: Other	—	(0)	1%	(0)	3%	(2)	2%	(1)	94%	(58)	62
2016 Vote: Didn't Vote	7%	(36)	12%	(64)	5%	(25)	7%	(37)	70%	(372)	534
Voted in 2014: Yes	6%	(52)	12%	(100)	6%	(55)	3%	(28)	73%	(631)	865
Voted in 2014: No	6%	(42)	12%	(86)	6%	(38)	7%	(48)	69%	(481)	695

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Table MCEN5_14: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Nikesh Patel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(93)	12%	(186)	6%	(93)	5%	(76)	71%	(1112)	1560
4-Region: Northeast	5%	(12)	13%	(34)	5%	(14)	3%	(7)	73%	(187)	255
4-Region: Midwest	4%	(13)	7%	(23)	5%	(16)	4%	(14)	79%	(256)	322
4-Region: South	6%	(38)	12%	(73)	6%	(36)	6%	(34)	71%	(443)	624
4-Region: West	8%	(30)	16%	(57)	7%	(27)	5%	(20)	63%	(225)	358
James Bond Fans	8%	(82)	16%	(153)	6%	(62)	5%	(46)	65%	(637)	980

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

Table MCEN5_15: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Kedar Williams-Stirling

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	4%	(65)	10%	(165)	7%	(107)	3%	(53)	75%	(1194)	1585
Gender: Male	6%	(49)	12%	(90)	9%	(68)	5%	(36)	68%	(517)	760
Gender: Female	2%	(16)	9%	(75)	5%	(39)	2%	(17)	82%	(677)	824
Age: 18-34	8%	(36)	16%	(75)	10%	(46)	4%	(17)	63%	(299)	474
Age: 35-44	6%	(14)	17%	(42)	10%	(25)	3%	(8)	65%	(165)	254
Age: 45-64	3%	(13)	8%	(40)	5%	(28)	5%	(23)	79%	(406)	510
Age: 65+	—	(2)	2%	(8)	2%	(8)	1%	(4)	94%	(324)	346
GenZers: 1997-2012	7%	(12)	13%	(22)	14%	(24)	5%	(9)	62%	(110)	178
Millennials: 1981-1996	7%	(33)	17%	(82)	9%	(45)	3%	(14)	64%	(308)	482
GenXers: 1965-1980	5%	(17)	12%	(42)	6%	(21)	4%	(14)	74%	(275)	369
Baby Boomers: 1946-1964	1%	(4)	3%	(16)	3%	(14)	3%	(16)	90%	(443)	493
PID: Dem (no lean)	6%	(38)	14%	(87)	7%	(42)	3%	(20)	70%	(440)	627
PID: Ind (no lean)	3%	(15)	6%	(29)	7%	(34)	3%	(13)	81%	(382)	473
PID: Rep (no lean)	3%	(12)	10%	(49)	6%	(31)	4%	(20)	77%	(373)	485
PID/Gender: Dem Men	9%	(27)	17%	(52)	9%	(28)	4%	(11)	61%	(181)	298
PID/Gender: Dem Women	3%	(10)	11%	(36)	4%	(14)	3%	(10)	79%	(259)	329
PID/Gender: Ind Men	5%	(12)	5%	(12)	9%	(21)	5%	(11)	75%	(172)	229
PID/Gender: Ind Women	1%	(3)	7%	(17)	5%	(13)	1%	(2)	86%	(210)	244
PID/Gender: Rep Men	4%	(9)	11%	(26)	8%	(19)	6%	(14)	70%	(164)	233
PID/Gender: Rep Women	1%	(3)	9%	(22)	5%	(12)	2%	(6)	83%	(208)	252
Ideo: Liberal (1-3)	4%	(18)	14%	(63)	6%	(27)	3%	(12)	74%	(334)	454
Ideo: Moderate (4)	5%	(28)	10%	(55)	8%	(44)	3%	(15)	73%	(382)	524
Ideo: Conservative (5-7)	3%	(17)	8%	(41)	7%	(34)	4%	(20)	78%	(385)	496
Educ: < College	3%	(33)	10%	(104)	6%	(64)	4%	(39)	77%	(801)	1041
Educ: Bachelors degree	6%	(20)	11%	(39)	10%	(35)	3%	(10)	70%	(244)	347
Educ: Post-grad	6%	(11)	12%	(23)	4%	(8)	2%	(4)	76%	(149)	196
Income: Under 50k	3%	(28)	10%	(91)	6%	(50)	4%	(33)	78%	(704)	904
Income: 50k-100k	4%	(21)	10%	(49)	9%	(42)	3%	(13)	73%	(343)	467
Income: 100k+	8%	(17)	12%	(26)	7%	(15)	4%	(8)	69%	(147)	213
Ethnicity: White	3%	(42)	10%	(119)	7%	(82)	3%	(40)	77%	(960)	1244

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Table MCEN5_15: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Kedar Williams-Stirling

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	4%	(65)	10%	(165)	7%	(107)	3%	(53)	75%	(1194)	1585
Ethnicity: Hispanic	3%	(9)	12%	(30)	10%	(25)	7%	(18)	69%	(176)	257
Ethnicity: Black	8%	(16)	14%	(27)	9%	(18)	2%	(5)	66%	(128)	194
Ethnicity: Other	5%	(7)	12%	(18)	4%	(6)	6%	(8)	73%	(107)	147
All Christian	4%	(28)	11%	(74)	8%	(58)	4%	(27)	73%	(517)	704
All Non-Christian	7%	(8)	11%	(11)	5%	(5)	4%	(4)	72%	(72)	101
Atheist	6%	(4)	13%	(9)	5%	(4)	—	(0)	76%	(53)	70
Agnostic/Nothing in particular	3%	(15)	10%	(43)	5%	(23)	3%	(15)	79%	(356)	451
Something Else	4%	(11)	11%	(28)	7%	(18)	3%	(7)	76%	(196)	259
Religious Non-Protestant/Catholic	7%	(8)	13%	(15)	5%	(5)	4%	(4)	72%	(82)	114
Evangelical	7%	(31)	13%	(57)	10%	(42)	3%	(13)	67%	(283)	426
Non-Evangelical	1%	(6)	7%	(38)	6%	(32)	4%	(21)	81%	(413)	511
Community: Urban	8%	(39)	14%	(66)	9%	(43)	5%	(22)	65%	(313)	483
Community: Suburban	3%	(18)	7%	(47)	6%	(41)	3%	(22)	82%	(572)	700
Community: Rural	2%	(8)	13%	(52)	6%	(23)	2%	(9)	77%	(310)	401
Employ: Private Sector	7%	(35)	16%	(74)	10%	(49)	3%	(14)	63%	(298)	472
Employ: Government	5%	(4)	17%	(12)	11%	(7)	5%	(3)	62%	(43)	69
Employ: Self-Employed	4%	(7)	15%	(23)	8%	(12)	5%	(7)	69%	(107)	156
Employ: Homemaker	2%	(2)	10%	(12)	1%	(1)	3%	(3)	84%	(95)	113
Employ: Student	10%	(6)	13%	(7)	13%	(7)	8%	(4)	57%	(31)	55
Employ: Retired	1%	(4)	4%	(15)	3%	(12)	3%	(12)	89%	(358)	401
Employ: Unemployed	2%	(5)	7%	(16)	5%	(12)	2%	(4)	84%	(188)	225
Employ: Other	3%	(2)	7%	(6)	7%	(7)	5%	(5)	79%	(74)	94
Military HH: Yes	2%	(4)	9%	(18)	9%	(19)	2%	(5)	78%	(162)	208
Military HH: No	4%	(61)	11%	(147)	6%	(88)	4%	(49)	75%	(1032)	1376
RD/WT: Right Direction	9%	(44)	17%	(80)	7%	(31)	3%	(15)	64%	(304)	473
RD/WT: Wrong Track	2%	(21)	8%	(85)	7%	(76)	3%	(39)	80%	(890)	1111
Biden Job Approve	7%	(48)	13%	(91)	6%	(40)	4%	(27)	70%	(471)	677
Biden Job Disapprove	2%	(17)	8%	(67)	8%	(66)	2%	(20)	80%	(669)	839

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Table MCEN5_15: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Kedar Williams-Stirling

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	4%	(65)	10%	(165)	7%	(107)	3%	(53)	75%	(1194)	1585
Biden Job Strongly Approve	10%	(33)	17%	(54)	6%	(19)	6%	(18)	60%	(188)	313
Biden Job Somewhat Approve	4%	(16)	10%	(36)	6%	(20)	2%	(9)	78%	(283)	364
Biden Job Somewhat Disapprove	2%	(4)	9%	(23)	9%	(23)	—	(1)	80%	(202)	253
Biden Job Strongly Disapprove	2%	(12)	8%	(44)	7%	(43)	3%	(19)	80%	(467)	586
Favorable of Biden	7%	(49)	13%	(93)	6%	(42)	4%	(28)	70%	(487)	698
Unfavorable of Biden	2%	(15)	9%	(71)	7%	(62)	3%	(24)	79%	(653)	825
Very Favorable of Biden	9%	(29)	17%	(53)	5%	(15)	6%	(20)	63%	(202)	318
Somewhat Favorable of Biden	5%	(20)	10%	(40)	7%	(27)	2%	(8)	75%	(285)	380
Somewhat Unfavorable of Biden	1%	(3)	8%	(18)	8%	(18)	1%	(2)	81%	(174)	214
Very Unfavorable of Biden	2%	(12)	9%	(53)	7%	(44)	4%	(22)	78%	(479)	611
#1 Issue: Economy	4%	(25)	12%	(74)	7%	(45)	2%	(15)	74%	(460)	620
#1 Issue: Security	3%	(5)	12%	(22)	11%	(21)	4%	(7)	70%	(130)	185
#1 Issue: Health Care	10%	(13)	10%	(12)	5%	(6)	4%	(5)	72%	(92)	127
#1 Issue: Medicare / Social Security	—	(0)	4%	(6)	—	(1)	3%	(4)	93%	(146)	157
#1 Issue: Women's Issues	4%	(11)	7%	(17)	7%	(16)	5%	(13)	77%	(194)	251
#1 Issue: Education	5%	(3)	30%	(16)	16%	(9)	8%	(4)	41%	(22)	54
#1 Issue: Energy	8%	(9)	13%	(14)	8%	(8)	3%	(3)	67%	(69)	102
#1 Issue: Other	—	(0)	5%	(5)	1%	(1)	1%	(1)	92%	(81)	88
2020 Vote: Joe Biden	6%	(40)	12%	(79)	6%	(39)	4%	(27)	73%	(492)	677
2020 Vote: Donald Trump	3%	(14)	10%	(54)	10%	(50)	1%	(7)	76%	(394)	519
2020 Vote: Didn't Vote	3%	(11)	9%	(30)	5%	(18)	5%	(16)	78%	(268)	344
2018 House Vote: Democrat	6%	(33)	12%	(67)	7%	(37)	3%	(16)	73%	(412)	566
2018 House Vote: Republican	3%	(13)	10%	(40)	9%	(37)	2%	(9)	77%	(323)	422
2016 Vote: Hillary Clinton	6%	(29)	11%	(58)	6%	(30)	3%	(18)	73%	(369)	504
2016 Vote: Donald Trump	4%	(17)	8%	(36)	9%	(42)	1%	(6)	78%	(355)	456
2016 Vote: Other	2%	(1)	2%	(1)	—	(0)	4%	(2)	92%	(54)	59
2016 Vote: Didn't Vote	3%	(16)	12%	(68)	6%	(35)	5%	(27)	74%	(411)	557
Voted in 2014: Yes	4%	(38)	10%	(86)	7%	(59)	3%	(23)	77%	(672)	878
Voted in 2014: No	4%	(27)	11%	(79)	7%	(48)	4%	(30)	74%	(522)	706

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Table MCEN5_15: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Kedar Williams-Stirling

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	4%	(65)	10%	(165)	7%	(107)	3%	(53)	75%	(1194)	1585
4-Region: Northeast	3%	(9)	9%	(26)	6%	(17)	2%	(5)	79%	(223)	281
4-Region: Midwest	3%	(9)	8%	(27)	4%	(14)	2%	(6)	83%	(277)	333
4-Region: South	4%	(25)	10%	(60)	7%	(41)	4%	(22)	75%	(444)	592
4-Region: West	6%	(22)	14%	(53)	9%	(34)	5%	(20)	66%	(249)	378
James Bond Fans	5%	(53)	13%	(130)	8%	(80)	3%	(31)	70%	(695)	989

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

Table MCEN5_16: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Joseph Quinn

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	9%	(141)	13%	(204)	5%	(85)	3%	(48)	70%	(1097)	1575
Gender: Male	10%	(78)	17%	(126)	8%	(58)	3%	(21)	63%	(480)	763
Gender: Female	8%	(63)	10%	(78)	3%	(28)	3%	(27)	76%	(618)	812
Age: 18-34	16%	(77)	19%	(91)	7%	(35)	3%	(15)	55%	(269)	487
Age: 35-44	13%	(34)	19%	(48)	7%	(18)	5%	(14)	56%	(145)	258
Age: 45-64	5%	(25)	11%	(52)	5%	(23)	3%	(14)	77%	(375)	488
Age: 65+	2%	(5)	4%	(14)	3%	(9)	1%	(5)	90%	(308)	341
GenZers: 1997-2012	12%	(25)	16%	(32)	10%	(20)	4%	(8)	57%	(115)	200
Millennials: 1981-1996	16%	(78)	19%	(92)	6%	(30)	4%	(17)	54%	(258)	476
GenXers: 1965-1980	7%	(26)	13%	(47)	5%	(18)	3%	(11)	72%	(256)	357
Baby Boomers: 1946-1964	2%	(10)	6%	(32)	3%	(15)	2%	(12)	86%	(422)	491
PID: Dem (no lean)	11%	(68)	16%	(103)	5%	(31)	2%	(15)	66%	(414)	631
PID: Ind (no lean)	7%	(35)	9%	(46)	6%	(29)	4%	(19)	74%	(368)	497
PID: Rep (no lean)	8%	(37)	12%	(55)	6%	(26)	3%	(13)	70%	(315)	447
PID/Gender: Dem Men	13%	(40)	22%	(67)	6%	(18)	2%	(6)	56%	(168)	299
PID/Gender: Dem Women	9%	(29)	11%	(36)	4%	(13)	3%	(9)	74%	(246)	332
PID/Gender: Ind Men	6%	(15)	11%	(28)	8%	(21)	4%	(11)	70%	(178)	255
PID/Gender: Ind Women	8%	(20)	7%	(18)	3%	(7)	3%	(8)	78%	(190)	243
PID/Gender: Rep Men	11%	(23)	15%	(31)	9%	(18)	2%	(3)	64%	(134)	209
PID/Gender: Rep Women	6%	(14)	10%	(25)	3%	(7)	4%	(10)	76%	(181)	238
Ideo: Liberal (1-3)	10%	(47)	13%	(57)	6%	(27)	3%	(13)	68%	(309)	454
Ideo: Moderate (4)	10%	(58)	15%	(84)	6%	(33)	4%	(20)	65%	(356)	550
Ideo: Conservative (5-7)	6%	(26)	12%	(55)	5%	(21)	2%	(10)	75%	(333)	446
Educ: < College	8%	(84)	11%	(115)	5%	(55)	3%	(32)	72%	(733)	1019
Educ: Bachelors degree	10%	(37)	16%	(57)	6%	(22)	3%	(10)	64%	(228)	355
Educ: Post-grad	10%	(20)	16%	(32)	4%	(8)	3%	(6)	68%	(136)	202
Income: Under 50k	9%	(76)	12%	(103)	5%	(42)	3%	(27)	72%	(637)	885
Income: 50k-100k	8%	(39)	14%	(66)	6%	(28)	3%	(16)	68%	(320)	469
Income: 100k+	12%	(26)	16%	(35)	7%	(15)	2%	(4)	64%	(141)	221
Ethnicity: White	8%	(96)	12%	(143)	5%	(61)	3%	(36)	72%	(865)	1202

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Table MCEN5_16: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Joseph Quinn

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	9%	(141)	13%	(204)	5%	(85)	3%	(48)	70%	(1097)	1575
Ethnicity: Hispanic	15%	(40)	12%	(32)	9%	(25)	3%	(8)	62%	(171)	276
Ethnicity: Black	15%	(30)	21%	(42)	6%	(13)	3%	(6)	55%	(112)	203
Ethnicity: Other	9%	(15)	11%	(19)	6%	(11)	3%	(5)	71%	(120)	170
All Christian	9%	(66)	15%	(104)	4%	(31)	3%	(19)	69%	(480)	700
All Non-Christian	6%	(5)	18%	(16)	6%	(6)	4%	(4)	66%	(61)	92
Atheist	11%	(8)	4%	(3)	2%	(1)	3%	(2)	81%	(56)	70
Agnostic/Nothing in particular	8%	(38)	10%	(44)	5%	(24)	4%	(19)	73%	(333)	458
Something Else	9%	(23)	14%	(37)	9%	(23)	2%	(4)	66%	(167)	255
Religious Non-Protestant/Catholic	7%	(7)	17%	(19)	6%	(6)	5%	(5)	65%	(70)	107
Evangelical	14%	(58)	17%	(71)	8%	(32)	3%	(11)	59%	(248)	420
Non-Evangelical	5%	(27)	12%	(60)	4%	(21)	2%	(11)	76%	(386)	505
Community: Urban	15%	(73)	19%	(91)	5%	(27)	2%	(11)	59%	(286)	488
Community: Suburban	6%	(41)	11%	(76)	6%	(40)	3%	(22)	75%	(541)	720
Community: Rural	7%	(26)	10%	(37)	5%	(18)	4%	(14)	74%	(270)	367
Employ: Private Sector	16%	(74)	17%	(81)	8%	(36)	3%	(16)	56%	(267)	474
Employ: Government	3%	(2)	25%	(19)	9%	(7)	5%	(4)	59%	(45)	77
Employ: Self-Employed	9%	(12)	17%	(22)	7%	(9)	6%	(8)	61%	(79)	130
Employ: Homemaker	12%	(17)	6%	(9)	3%	(4)	5%	(6)	73%	(100)	136
Employ: Student	16%	(8)	15%	(8)	7%	(4)	2%	(1)	60%	(31)	52
Employ: Retired	3%	(12)	6%	(26)	3%	(11)	1%	(5)	86%	(344)	398
Employ: Unemployed	6%	(12)	13%	(27)	2%	(5)	3%	(6)	76%	(160)	211
Employ: Other	3%	(3)	12%	(11)	10%	(10)	2%	(2)	73%	(70)	97
Military HH: Yes	11%	(22)	13%	(26)	4%	(8)	3%	(7)	69%	(141)	204
Military HH: No	9%	(119)	13%	(178)	6%	(77)	3%	(41)	70%	(956)	1371
RD/WT: Right Direction	15%	(74)	19%	(95)	6%	(28)	3%	(14)	58%	(292)	504
RD/WT: Wrong Track	6%	(67)	10%	(109)	5%	(57)	3%	(33)	75%	(805)	1071
Biden Job Approve	12%	(80)	16%	(107)	4%	(27)	2%	(17)	66%	(454)	686
Biden Job Disapprove	7%	(53)	11%	(89)	7%	(56)	3%	(27)	72%	(576)	801

Continued on next page

Table MCEN5_16: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Joseph Quinn

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	9%	(141)	13%	(204)	5%	(85)	3%	(48)	70%	(1097)	1575
Biden Job Strongly Approve	17%	(55)	17%	(53)	3%	(9)	3%	(10)	60%	(189)	315
Biden Job Somewhat Approve	7%	(26)	15%	(54)	5%	(19)	2%	(7)	71%	(264)	370
Biden Job Somewhat Disapprove	11%	(28)	12%	(31)	10%	(25)	1%	(3)	65%	(163)	250
Biden Job Strongly Disapprove	5%	(25)	10%	(58)	6%	(31)	4%	(24)	75%	(414)	551
Favorable of Biden	12%	(84)	15%	(110)	4%	(30)	3%	(19)	66%	(474)	717
Unfavorable of Biden	7%	(52)	12%	(92)	6%	(51)	3%	(27)	72%	(570)	792
Very Favorable of Biden	14%	(48)	17%	(59)	4%	(13)	3%	(11)	61%	(206)	336
Somewhat Favorable of Biden	10%	(37)	14%	(52)	5%	(18)	2%	(7)	70%	(267)	381
Somewhat Unfavorable of Biden	8%	(17)	13%	(29)	8%	(17)	2%	(5)	69%	(151)	218
Very Unfavorable of Biden	6%	(35)	11%	(63)	6%	(34)	4%	(23)	73%	(420)	574
#1 Issue: Economy	11%	(68)	15%	(95)	6%	(39)	4%	(23)	65%	(423)	648
#1 Issue: Security	11%	(18)	12%	(20)	7%	(12)	3%	(5)	67%	(110)	166
#1 Issue: Health Care	8%	(9)	18%	(22)	4%	(5)	2%	(2)	68%	(84)	124
#1 Issue: Medicare / Social Security	4%	(6)	8%	(13)	1%	(1)	3%	(5)	84%	(134)	159
#1 Issue: Women's Issues	9%	(20)	7%	(17)	5%	(11)	3%	(7)	76%	(176)	231
#1 Issue: Education	11%	(6)	23%	(13)	13%	(7)	1%	(0)	53%	(30)	58
#1 Issue: Energy	13%	(12)	20%	(19)	5%	(5)	3%	(3)	59%	(56)	96
#1 Issue: Other	1%	(1)	4%	(4)	5%	(5)	2%	(2)	88%	(83)	94
2020 Vote: Joe Biden	10%	(69)	15%	(104)	4%	(25)	3%	(21)	68%	(456)	674
2020 Vote: Donald Trump	7%	(37)	12%	(59)	8%	(41)	3%	(14)	70%	(358)	509
2020 Vote: Didn't Vote	10%	(33)	11%	(39)	5%	(19)	4%	(13)	70%	(244)	347
2018 House Vote: Democrat	11%	(61)	17%	(93)	6%	(32)	3%	(19)	63%	(355)	560
2018 House Vote: Republican	8%	(30)	11%	(44)	4%	(18)	3%	(10)	75%	(300)	402
2016 Vote: Hillary Clinton	12%	(59)	16%	(79)	5%	(22)	3%	(15)	64%	(317)	492
2016 Vote: Donald Trump	7%	(29)	12%	(55)	6%	(26)	3%	(13)	72%	(322)	444
2016 Vote: Other	—	(0)	1%	(1)	—	(0)	2%	(1)	97%	(65)	67
2016 Vote: Didn't Vote	9%	(52)	12%	(68)	6%	(37)	3%	(19)	69%	(392)	568
Voted in 2014: Yes	9%	(79)	13%	(109)	4%	(33)	3%	(23)	71%	(592)	837
Voted in 2014: No	8%	(62)	13%	(95)	7%	(52)	3%	(25)	68%	(505)	738

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Table MCEN5_16: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Joseph Quinn

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	9%	(141)	13%	(204)	5%	(85)	3%	(48)	70%	(1097)	1575
4-Region: Northeast	8%	(23)	16%	(44)	5%	(14)	1%	(3)	70%	(199)	282
4-Region: Midwest	5%	(15)	6%	(18)	7%	(23)	4%	(12)	78%	(247)	315
4-Region: South	10%	(61)	13%	(78)	5%	(30)	4%	(24)	68%	(415)	608
4-Region: West	11%	(42)	17%	(64)	5%	(19)	3%	(9)	64%	(236)	370
James Bond Fans	11%	(108)	16%	(161)	6%	(59)	3%	(27)	64%	(623)	978

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

Table MCEN5_17: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Jason Wong

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(101)	12%	(186)	8%	(126)	7%	(102)	67%	(1045)	1560
Gender: Male	9%	(64)	15%	(110)	9%	(63)	8%	(62)	59%	(436)	735
Gender: Female	4%	(36)	9%	(76)	8%	(63)	5%	(40)	74%	(609)	825
Age: 18-34	11%	(46)	15%	(64)	10%	(45)	5%	(21)	59%	(258)	436
Age: 35-44	12%	(32)	19%	(49)	10%	(26)	11%	(28)	48%	(126)	260
Age: 45-64	4%	(20)	11%	(55)	8%	(43)	7%	(38)	69%	(354)	511
Age: 65+	1%	(2)	5%	(18)	3%	(12)	4%	(15)	87%	(306)	353
GenZers: 1997-2012	7%	(12)	11%	(20)	13%	(24)	6%	(11)	62%	(111)	179
Millennials: 1981-1996	12%	(55)	19%	(87)	9%	(41)	6%	(29)	53%	(237)	448
GenXers: 1965-1980	7%	(25)	13%	(47)	10%	(38)	6%	(23)	64%	(232)	365
Baby Boomers: 1946-1964	2%	(9)	6%	(28)	5%	(24)	7%	(37)	81%	(417)	514
PID: Dem (no lean)	7%	(45)	14%	(90)	10%	(64)	7%	(44)	62%	(392)	636
PID: Ind (no lean)	5%	(24)	12%	(54)	7%	(34)	5%	(21)	71%	(331)	465
PID: Rep (no lean)	7%	(31)	9%	(42)	6%	(28)	8%	(37)	70%	(321)	459
PID/Gender: Dem Men	10%	(28)	17%	(50)	12%	(35)	7%	(21)	53%	(153)	287
PID/Gender: Dem Women	5%	(17)	12%	(40)	8%	(29)	7%	(24)	69%	(239)	349
PID/Gender: Ind Men	7%	(16)	14%	(32)	6%	(15)	6%	(13)	67%	(157)	234
PID/Gender: Ind Women	3%	(8)	10%	(22)	8%	(19)	4%	(8)	75%	(175)	232
PID/Gender: Rep Men	9%	(20)	13%	(28)	6%	(13)	13%	(28)	59%	(126)	214
PID/Gender: Rep Women	5%	(11)	6%	(14)	6%	(15)	3%	(9)	80%	(195)	245
Ideo: Liberal (1-3)	7%	(32)	12%	(55)	10%	(47)	6%	(26)	65%	(295)	455
Ideo: Moderate (4)	7%	(38)	16%	(86)	7%	(39)	6%	(31)	64%	(343)	537
Ideo: Conservative (5-7)	6%	(28)	8%	(37)	7%	(32)	8%	(39)	71%	(331)	466
Educ: < College	6%	(60)	11%	(112)	8%	(83)	7%	(70)	68%	(700)	1025
Educ: Bachelors degree	7%	(23)	14%	(48)	8%	(27)	7%	(24)	64%	(218)	341
Educ: Post-grad	9%	(17)	14%	(27)	8%	(16)	4%	(8)	65%	(127)	195
Income: Under 50k	6%	(57)	12%	(107)	8%	(70)	6%	(54)	68%	(612)	900
Income: 50k-100k	6%	(26)	11%	(49)	9%	(41)	9%	(40)	65%	(294)	449
Income: 100k+	8%	(17)	14%	(30)	7%	(15)	4%	(9)	66%	(139)	211
Ethnicity: White	6%	(72)	11%	(136)	7%	(79)	6%	(69)	70%	(830)	1187

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Table MCEN5_17: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Jason Wong

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(101)	12%	(186)	8%	(126)	7%	(102)	67%	(1045)	1560
Ethnicity: Hispanic	10%	(25)	8%	(20)	14%	(34)	10%	(26)	57%	(142)	247
Ethnicity: Black	10%	(23)	15%	(34)	15%	(34)	11%	(24)	49%	(108)	223
Ethnicity: Other	4%	(6)	10%	(16)	9%	(13)	6%	(10)	71%	(106)	150
All Christian	7%	(49)	12%	(84)	9%	(60)	7%	(45)	66%	(453)	691
All Non-Christian	10%	(11)	10%	(10)	7%	(7)	10%	(10)	62%	(64)	103
Atheist	4%	(3)	14%	(11)	6%	(5)	8%	(6)	68%	(52)	76
Agnostic/Nothing in particular	4%	(17)	12%	(50)	9%	(39)	5%	(22)	70%	(305)	433
Something Else	8%	(21)	12%	(31)	6%	(15)	7%	(19)	67%	(172)	257
Religious Non-Protestant/Catholic	11%	(12)	12%	(13)	8%	(9)	9%	(10)	61%	(69)	113
Evangelical	10%	(41)	14%	(62)	9%	(40)	6%	(28)	60%	(257)	428
Non-Evangelical	5%	(25)	9%	(46)	7%	(33)	7%	(33)	72%	(359)	496
Community: Urban	11%	(53)	19%	(96)	8%	(41)	9%	(43)	53%	(267)	501
Community: Suburban	3%	(22)	8%	(56)	9%	(60)	6%	(38)	74%	(495)	672
Community: Rural	7%	(25)	9%	(34)	6%	(25)	6%	(21)	73%	(282)	387
Employ: Private Sector	12%	(57)	18%	(83)	12%	(57)	6%	(30)	51%	(233)	460
Employ: Government	11%	(9)	19%	(15)	6%	(4)	15%	(12)	49%	(38)	77
Employ: Self-Employed	9%	(13)	9%	(14)	4%	(7)	7%	(11)	70%	(102)	146
Employ: Homemaker	3%	(4)	4%	(5)	13%	(16)	7%	(9)	72%	(90)	125
Employ: Retired	1%	(3)	8%	(32)	4%	(16)	6%	(26)	81%	(328)	404
Employ: Unemployed	4%	(7)	11%	(22)	5%	(9)	3%	(7)	78%	(159)	204
Employ: Other	5%	(5)	13%	(12)	11%	(10)	8%	(7)	63%	(59)	94
Military HH: Yes	7%	(13)	11%	(21)	6%	(11)	6%	(11)	71%	(136)	191
Military HH: No	6%	(88)	12%	(165)	8%	(115)	7%	(92)	66%	(909)	1369
RD/WT: Right Direction	10%	(52)	17%	(85)	8%	(42)	7%	(35)	58%	(295)	508
RD/WT: Wrong Track	5%	(49)	10%	(101)	8%	(84)	6%	(68)	71%	(750)	1051
Biden Job Approve	9%	(59)	15%	(105)	9%	(59)	8%	(53)	60%	(416)	692
Biden Job Disapprove	5%	(42)	9%	(71)	8%	(62)	6%	(47)	72%	(569)	791

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Table MCEN5_17: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Jason Wong

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(101)	12%	(186)	8%	(126)	7%	(102)	67%	(1045)	1560
Biden Job Strongly Approve	11%	(37)	13%	(43)	11%	(36)	10%	(32)	54%	(175)	323
Biden Job Somewhat Approve	6%	(22)	17%	(62)	6%	(23)	6%	(22)	65%	(241)	369
Biden Job Somewhat Disapprove	9%	(21)	12%	(30)	7%	(16)	5%	(13)	67%	(163)	243
Biden Job Strongly Disapprove	4%	(21)	7%	(41)	8%	(46)	6%	(34)	74%	(406)	548
Favorable of Biden	8%	(56)	16%	(114)	9%	(62)	7%	(53)	60%	(431)	716
Unfavorable of Biden	5%	(38)	9%	(70)	8%	(63)	6%	(47)	72%	(555)	773
Very Favorable of Biden	9%	(31)	15%	(50)	10%	(33)	9%	(30)	58%	(200)	345
Somewhat Favorable of Biden	7%	(25)	17%	(64)	8%	(28)	6%	(23)	62%	(231)	371
Somewhat Unfavorable of Biden	6%	(12)	13%	(28)	7%	(16)	7%	(15)	67%	(147)	217
Very Unfavorable of Biden	5%	(25)	8%	(42)	8%	(47)	6%	(32)	74%	(409)	555
#1 Issue: Economy	7%	(42)	15%	(90)	8%	(50)	6%	(35)	65%	(396)	613
#1 Issue: Security	8%	(15)	12%	(23)	9%	(16)	8%	(15)	62%	(114)	183
#1 Issue: Health Care	8%	(10)	9%	(11)	15%	(17)	7%	(9)	60%	(70)	117
#1 Issue: Medicare / Social Security	2%	(4)	8%	(13)	5%	(8)	7%	(13)	78%	(132)	169
#1 Issue: Women's Issues	6%	(15)	10%	(23)	7%	(16)	6%	(15)	71%	(165)	233
#1 Issue: Education	8%	(4)	21%	(12)	18%	(10)	16%	(9)	37%	(20)	54
#1 Issue: Energy	8%	(7)	12%	(10)	6%	(5)	3%	(2)	71%	(63)	89
#1 Issue: Other	4%	(4)	5%	(6)	4%	(4)	4%	(5)	82%	(84)	102
2020 Vote: Joe Biden	6%	(45)	14%	(96)	9%	(59)	7%	(47)	64%	(443)	689
2020 Vote: Donald Trump	7%	(35)	8%	(37)	9%	(45)	6%	(31)	69%	(338)	487
2020 Vote: Didn't Vote	6%	(20)	14%	(48)	6%	(21)	6%	(20)	68%	(231)	341
2018 House Vote: Democrat	7%	(41)	14%	(80)	8%	(46)	7%	(41)	63%	(352)	559
2018 House Vote: Republican	5%	(21)	9%	(33)	8%	(32)	5%	(21)	73%	(285)	392
2016 Vote: Hillary Clinton	7%	(33)	15%	(74)	9%	(45)	6%	(32)	63%	(319)	504
2016 Vote: Donald Trump	6%	(27)	9%	(38)	7%	(30)	6%	(28)	72%	(315)	438
2016 Vote: Other	5%	(3)	3%	(2)	5%	(3)	9%	(6)	78%	(49)	63
2016 Vote: Didn't Vote	6%	(35)	13%	(72)	9%	(46)	7%	(36)	65%	(355)	545
Voted in 2014: Yes	6%	(53)	11%	(97)	7%	(62)	6%	(50)	69%	(593)	855
Voted in 2014: No	7%	(48)	13%	(89)	9%	(64)	7%	(52)	64%	(452)	705

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Table MCEN5_17: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Jason Wong

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(101)	12%	(186)	8%	(126)	7%	(102)	67%	(1045)	1560
4-Region: Northeast	6%	(17)	13%	(36)	7%	(19)	5%	(14)	69%	(194)	280
4-Region: Midwest	5%	(16)	8%	(24)	8%	(25)	6%	(18)	74%	(236)	319
4-Region: South	6%	(36)	12%	(70)	7%	(42)	7%	(42)	68%	(405)	595
4-Region: West	9%	(31)	15%	(56)	11%	(40)	8%	(28)	57%	(210)	366
James Bond Fans	8%	(83)	15%	(147)	9%	(85)	7%	(63)	61%	(595)	972

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

Table MCEN5_18: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Alfred Enoch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(95)	12%	(195)	6%	(94)	4%	(59)	72%	(1162)	1605
Gender: Male	8%	(63)	16%	(124)	8%	(59)	4%	(33)	64%	(503)	782
Gender: Female	4%	(32)	9%	(71)	4%	(35)	3%	(26)	80%	(659)	823
Age: 18-34	10%	(45)	16%	(75)	9%	(45)	5%	(25)	60%	(281)	470
Age: 35-44	9%	(25)	20%	(55)	7%	(19)	4%	(12)	60%	(168)	280
Age: 45-64	4%	(19)	10%	(52)	5%	(26)	4%	(19)	77%	(386)	502
Age: 65+	1%	(5)	4%	(13)	1%	(5)	1%	(3)	93%	(327)	353
GenZers: 1997-2012	10%	(17)	12%	(22)	12%	(22)	8%	(14)	58%	(106)	182
Millennials: 1981-1996	10%	(47)	19%	(91)	8%	(40)	3%	(17)	60%	(295)	488
GenXers: 1965-1980	6%	(24)	13%	(50)	6%	(21)	4%	(13)	71%	(264)	373
Baby Boomers: 1946-1964	1%	(7)	6%	(29)	2%	(10)	3%	(15)	88%	(437)	497
PID: Dem (no lean)	8%	(54)	17%	(112)	5%	(31)	4%	(26)	66%	(430)	653
PID: Ind (no lean)	3%	(15)	8%	(39)	7%	(34)	4%	(18)	79%	(398)	504
PID: Rep (no lean)	6%	(26)	10%	(44)	7%	(29)	3%	(15)	74%	(334)	448
PID/Gender: Dem Men	13%	(40)	21%	(65)	5%	(15)	4%	(13)	58%	(183)	316
PID/Gender: Dem Women	4%	(14)	14%	(47)	5%	(17)	4%	(13)	73%	(247)	337
PID/Gender: Ind Men	4%	(9)	11%	(27)	10%	(26)	4%	(10)	71%	(178)	250
PID/Gender: Ind Women	2%	(6)	5%	(13)	3%	(8)	3%	(8)	86%	(220)	254
PID/Gender: Rep Men	6%	(13)	15%	(32)	9%	(19)	5%	(10)	65%	(142)	217
PID/Gender: Rep Women	5%	(13)	5%	(12)	4%	(10)	2%	(5)	83%	(192)	232
Ideo: Liberal (1-3)	7%	(34)	16%	(76)	5%	(23)	3%	(16)	68%	(323)	473
Ideo: Moderate (4)	6%	(34)	14%	(74)	7%	(40)	4%	(20)	69%	(376)	544
Ideo: Conservative (5-7)	5%	(24)	9%	(44)	5%	(22)	3%	(16)	78%	(370)	476
Educ: < College	5%	(54)	11%	(115)	6%	(67)	4%	(43)	74%	(778)	1058
Educ: Bachelors degree	7%	(26)	15%	(52)	6%	(20)	4%	(15)	68%	(242)	354
Educ: Post-grad	8%	(15)	14%	(27)	4%	(7)	1%	(1)	74%	(142)	193
Income: Under 50k	6%	(52)	11%	(103)	5%	(47)	4%	(37)	74%	(673)	912
Income: 50k-100k	4%	(21)	13%	(60)	7%	(35)	4%	(18)	72%	(343)	478
Income: 100k+	10%	(22)	15%	(32)	6%	(12)	1%	(3)	68%	(146)	215
Ethnicity: White	5%	(64)	10%	(122)	5%	(64)	4%	(44)	76%	(918)	1213

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Table MCEN5_18: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Alfred Enoch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(95)	12%	(195)	6%	(94)	4%	(59)	72%	(1162)	1605
Ethnicity: Hispanic	6%	(17)	16%	(44)	8%	(23)	7%	(18)	63%	(174)	277
Ethnicity: Black	10%	(23)	20%	(44)	10%	(23)	4%	(9)	56%	(125)	223
Ethnicity: Other	4%	(8)	17%	(29)	4%	(7)	3%	(6)	71%	(119)	168
All Christian	6%	(42)	14%	(97)	5%	(38)	3%	(20)	72%	(508)	705
All Non-Christian	14%	(13)	13%	(12)	9%	(9)	2%	(2)	61%	(56)	92
Atheist	6%	(5)	5%	(4)	4%	(3)	8%	(6)	77%	(62)	81
Agnostic/Nothing in particular	3%	(16)	10%	(48)	6%	(30)	4%	(19)	76%	(359)	472
Something Else	8%	(20)	13%	(34)	6%	(15)	4%	(11)	69%	(177)	256
Religious Non-Protestant/Catholic	12%	(13)	14%	(15)	9%	(9)	2%	(2)	63%	(68)	107
Evangelical	12%	(47)	17%	(67)	5%	(20)	4%	(17)	63%	(256)	407
Non-Evangelical	2%	(13)	11%	(56)	5%	(27)	3%	(14)	79%	(415)	525
Community: Urban	11%	(56)	16%	(82)	6%	(33)	5%	(26)	61%	(307)	503
Community: Suburban	3%	(20)	10%	(73)	6%	(41)	3%	(24)	78%	(554)	713
Community: Rural	5%	(19)	10%	(40)	5%	(21)	2%	(9)	77%	(301)	389
Employ: Private Sector	11%	(51)	19%	(91)	8%	(36)	3%	(13)	59%	(280)	471
Employ: Government	6%	(5)	16%	(13)	13%	(10)	8%	(6)	58%	(48)	82
Employ: Self-Employed	3%	(4)	14%	(18)	3%	(5)	7%	(9)	73%	(97)	133
Employ: Homemaker	3%	(5)	8%	(11)	7%	(9)	4%	(6)	77%	(104)	134
Employ: Retired	2%	(10)	5%	(22)	3%	(12)	2%	(8)	87%	(361)	414
Employ: Unemployed	5%	(12)	10%	(23)	6%	(14)	2%	(5)	77%	(181)	235
Employ: Other	4%	(4)	14%	(13)	5%	(5)	6%	(6)	70%	(66)	94
Military HH: Yes	6%	(13)	13%	(26)	6%	(11)	3%	(5)	73%	(145)	200
Military HH: No	6%	(82)	12%	(169)	6%	(83)	4%	(54)	72%	(1017)	1405
RD/WT: Right Direction	11%	(56)	19%	(97)	6%	(32)	3%	(16)	61%	(321)	523
RD/WT: Wrong Track	4%	(39)	9%	(98)	6%	(62)	4%	(43)	78%	(841)	1082
Biden Job Approve	8%	(60)	16%	(116)	4%	(30)	4%	(31)	67%	(476)	714
Biden Job Disapprove	4%	(33)	9%	(74)	7%	(57)	3%	(25)	76%	(615)	805

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Table MCEN5_18: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Alfred Enoch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(95)	12%	(195)	6%	(94)	4%	(59)	72%	(1162)	1605
Biden Job Strongly Approve	15%	(48)	20%	(67)	3%	(11)	6%	(18)	56%	(188)	333
Biden Job Somewhat Approve	3%	(12)	13%	(49)	5%	(19)	3%	(13)	76%	(288)	381
Biden Job Somewhat Disapprove	5%	(13)	14%	(35)	6%	(15)	3%	(6)	72%	(178)	248
Biden Job Strongly Disapprove	4%	(20)	7%	(39)	8%	(43)	3%	(19)	78%	(436)	557
Favorable of Biden	8%	(57)	15%	(113)	5%	(38)	5%	(35)	67%	(488)	730
Unfavorable of Biden	4%	(32)	10%	(79)	7%	(55)	3%	(23)	76%	(604)	794
Very Favorable of Biden	12%	(41)	17%	(60)	4%	(14)	6%	(21)	61%	(208)	344
Somewhat Favorable of Biden	4%	(16)	14%	(53)	6%	(24)	4%	(14)	72%	(279)	386
Somewhat Unfavorable of Biden	4%	(9)	13%	(28)	7%	(15)	2%	(4)	74%	(163)	219
Very Unfavorable of Biden	4%	(23)	9%	(51)	7%	(40)	3%	(19)	77%	(441)	574
#1 Issue: Economy	7%	(43)	15%	(93)	7%	(46)	3%	(19)	68%	(428)	628
#1 Issue: Security	9%	(16)	10%	(17)	5%	(10)	5%	(9)	70%	(124)	176
#1 Issue: Health Care	8%	(11)	18%	(23)	4%	(5)	7%	(8)	63%	(82)	129
#1 Issue: Medicare / Social Security	1%	(2)	2%	(3)	2%	(3)	2%	(4)	93%	(162)	174
#1 Issue: Women's Issues	3%	(8)	10%	(24)	6%	(14)	5%	(12)	76%	(183)	241
#1 Issue: Education	8%	(4)	36%	(19)	13%	(7)	—	(0)	42%	(22)	53
#1 Issue: Energy	9%	(9)	14%	(14)	6%	(6)	5%	(5)	66%	(67)	100
#1 Issue: Other	1%	(1)	3%	(3)	3%	(4)	2%	(2)	91%	(94)	104
2020 Vote: Joe Biden	7%	(51)	16%	(110)	5%	(37)	4%	(25)	68%	(479)	701
2020 Vote: Donald Trump	5%	(27)	10%	(48)	7%	(35)	3%	(15)	75%	(380)	506
2020 Vote: Didn't Vote	5%	(16)	10%	(33)	6%	(20)	5%	(19)	75%	(261)	349
2018 House Vote: Democrat	8%	(47)	17%	(95)	5%	(30)	4%	(20)	67%	(383)	575
2018 House Vote: Republican	5%	(19)	9%	(34)	8%	(30)	2%	(7)	77%	(309)	399
2016 Vote: Hillary Clinton	7%	(37)	17%	(87)	5%	(27)	3%	(16)	67%	(335)	502
2016 Vote: Donald Trump	4%	(19)	8%	(37)	8%	(34)	2%	(7)	78%	(345)	442
2016 Vote: Other	2%	(2)	2%	(2)	4%	(3)	2%	(2)	89%	(65)	73
2016 Vote: Didn't Vote	6%	(35)	12%	(68)	5%	(31)	6%	(34)	71%	(410)	577
Voted in 2014: Yes	6%	(53)	12%	(102)	5%	(42)	3%	(23)	75%	(643)	862
Voted in 2014: No	6%	(42)	13%	(93)	7%	(52)	5%	(36)	70%	(520)	743

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Table MCEN5_18: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Alfred Enoch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(95)	12%	(195)	6%	(94)	4%	(59)	72%	(1162)	1605
4-Region: Northeast	5%	(14)	10%	(29)	5%	(13)	3%	(9)	77%	(227)	293
4-Region: Midwest	4%	(14)	7%	(22)	7%	(22)	3%	(10)	79%	(260)	328
4-Region: South	7%	(40)	11%	(65)	7%	(42)	3%	(18)	73%	(440)	604
4-Region: West	7%	(26)	21%	(78)	4%	(17)	6%	(22)	62%	(236)	379
James Bond Fans	8%	(76)	15%	(152)	6%	(63)	4%	(39)	67%	(669)	1000

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

Table MCEN5_19: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Nicholas Hoult

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(117)	14%	(219)	6%	(91)	3%	(51)	70%	(1090)	1568
Gender: Male	10%	(75)	16%	(121)	9%	(66)	3%	(26)	62%	(472)	761
Gender: Female	5%	(42)	12%	(97)	3%	(25)	3%	(25)	77%	(618)	807
Age: 18-34	11%	(52)	19%	(89)	8%	(34)	3%	(15)	58%	(266)	456
Age: 35-44	9%	(22)	19%	(47)	12%	(30)	5%	(12)	55%	(134)	244
Age: 45-64	7%	(34)	13%	(67)	4%	(22)	4%	(19)	72%	(371)	513
Age: 65+	3%	(9)	5%	(16)	1%	(5)	1%	(5)	90%	(318)	354
GenZers: 1997-2012	6%	(10)	19%	(33)	8%	(14)	3%	(6)	64%	(109)	171
Millennials: 1981-1996	12%	(56)	19%	(89)	10%	(46)	4%	(18)	55%	(253)	462
GenXers: 1965-1980	9%	(34)	17%	(64)	6%	(21)	4%	(13)	65%	(242)	373
Baby Boomers: 1946-1964	3%	(16)	6%	(32)	2%	(11)	3%	(14)	86%	(439)	512
PID: Dem (no lean)	10%	(60)	18%	(113)	6%	(38)	3%	(22)	63%	(392)	625
PID: Ind (no lean)	6%	(30)	8%	(37)	6%	(30)	3%	(15)	76%	(363)	475
PID: Rep (no lean)	6%	(28)	15%	(68)	5%	(23)	3%	(14)	72%	(335)	468
PID/Gender: Dem Men	14%	(40)	22%	(63)	10%	(29)	3%	(10)	51%	(149)	291
PID/Gender: Dem Women	6%	(19)	15%	(50)	3%	(9)	4%	(12)	73%	(243)	333
PID/Gender: Ind Men	7%	(17)	10%	(25)	9%	(21)	3%	(7)	72%	(178)	248
PID/Gender: Ind Women	6%	(13)	6%	(13)	4%	(9)	4%	(8)	81%	(185)	227
PID/Gender: Rep Men	8%	(18)	15%	(33)	7%	(17)	4%	(9)	65%	(144)	222
PID/Gender: Rep Women	4%	(9)	14%	(35)	3%	(7)	2%	(5)	77%	(190)	246
Ideo: Liberal (1-3)	10%	(46)	18%	(83)	6%	(27)	4%	(17)	62%	(286)	459
Ideo: Moderate (4)	8%	(41)	13%	(69)	6%	(31)	3%	(19)	70%	(376)	537
Ideo: Conservative (5-7)	5%	(23)	14%	(63)	6%	(26)	2%	(11)	74%	(343)	466
Educ: < College	6%	(60)	13%	(131)	5%	(53)	4%	(36)	72%	(726)	1006
Educ: Bachelors degree	10%	(37)	16%	(60)	7%	(27)	3%	(9)	63%	(229)	362
Educ: Post-grad	10%	(19)	14%	(28)	5%	(11)	3%	(6)	68%	(136)	200
Income: Under 50k	7%	(58)	14%	(120)	4%	(37)	3%	(27)	73%	(641)	883
Income: 50k-100k	7%	(31)	14%	(64)	9%	(40)	4%	(19)	66%	(305)	459
Income: 100k+	12%	(27)	15%	(34)	6%	(14)	2%	(5)	64%	(144)	225
Ethnicity: White	7%	(88)	13%	(158)	5%	(62)	3%	(39)	71%	(856)	1203

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Table MCEN5_19: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Nicholas Hoult

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(117)	14%	(219)	6%	(91)	3%	(51)	70%	(1090)	1568
Ethnicity: Hispanic	8%	(22)	22%	(58)	9%	(25)	3%	(7)	58%	(157)	268
Ethnicity: Black	11%	(24)	17%	(36)	10%	(21)	4%	(9)	58%	(126)	216
Ethnicity: Other	3%	(5)	16%	(24)	5%	(7)	2%	(3)	73%	(109)	148
All Christian	8%	(56)	16%	(107)	5%	(36)	3%	(23)	67%	(460)	683
All Non-Christian	10%	(9)	15%	(14)	7%	(7)	2%	(2)	66%	(62)	94
Atheist	6%	(5)	14%	(11)	8%	(6)	1%	(1)	71%	(56)	78
Agnostic/Nothing in particular	6%	(28)	12%	(57)	6%	(25)	3%	(15)	73%	(333)	458
Something Else	7%	(18)	12%	(30)	7%	(17)	4%	(10)	71%	(179)	254
Religious Non-Protestant/Catholic	10%	(10)	14%	(15)	6%	(7)	2%	(2)	68%	(73)	107
Evangelical	11%	(46)	17%	(67)	7%	(29)	2%	(8)	63%	(256)	406
Non-Evangelical	5%	(26)	12%	(61)	4%	(21)	5%	(25)	74%	(371)	505
Community: Urban	11%	(52)	18%	(85)	7%	(32)	4%	(17)	60%	(280)	466
Community: Suburban	6%	(44)	12%	(84)	5%	(35)	3%	(20)	74%	(528)	712
Community: Rural	5%	(21)	13%	(50)	6%	(23)	3%	(14)	72%	(282)	389
Employ: Private Sector	12%	(56)	19%	(92)	10%	(47)	3%	(15)	56%	(266)	475
Employ: Government	7%	(6)	23%	(19)	11%	(9)	6%	(5)	54%	(45)	84
Employ: Self-Employed	8%	(13)	16%	(24)	6%	(9)	5%	(8)	64%	(98)	151
Employ: Homemaker	5%	(6)	9%	(11)	3%	(4)	5%	(6)	77%	(95)	123
Employ: Retired	4%	(16)	7%	(27)	1%	(6)	2%	(6)	86%	(339)	394
Employ: Unemployed	5%	(9)	12%	(24)	4%	(7)	3%	(5)	76%	(146)	191
Employ: Other	6%	(6)	15%	(15)	4%	(4)	4%	(4)	71%	(73)	103
Military HH: Yes	8%	(17)	10%	(20)	4%	(8)	2%	(5)	76%	(157)	207
Military HH: No	7%	(100)	15%	(199)	6%	(83)	3%	(46)	69%	(933)	1360
RD/WT: Right Direction	13%	(68)	19%	(95)	7%	(35)	4%	(19)	57%	(289)	505
RD/WT: Wrong Track	5%	(49)	12%	(124)	5%	(56)	3%	(32)	75%	(802)	1063
Biden Job Approve	12%	(80)	17%	(113)	5%	(37)	4%	(26)	63%	(432)	687
Biden Job Disapprove	4%	(32)	13%	(102)	6%	(51)	3%	(25)	73%	(584)	795

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Table MCEN5_19: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Nicholas Hoult

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(117)	14%	(219)	6%	(91)	3%	(51)	70%	(1090)	1568
Biden Job Strongly Approve	16%	(49)	20%	(62)	4%	(13)	6%	(17)	53%	(162)	302
Biden Job Somewhat Approve	8%	(30)	13%	(52)	6%	(23)	2%	(9)	70%	(270)	385
Biden Job Somewhat Disapprove	4%	(10)	13%	(31)	10%	(23)	1%	(4)	71%	(168)	237
Biden Job Strongly Disapprove	4%	(22)	13%	(71)	5%	(28)	4%	(22)	75%	(416)	558
Favorable of Biden	12%	(82)	16%	(115)	5%	(39)	4%	(25)	63%	(453)	714
Unfavorable of Biden	4%	(33)	13%	(101)	7%	(51)	3%	(23)	73%	(570)	778
Very Favorable of Biden	15%	(48)	20%	(66)	4%	(12)	6%	(19)	55%	(180)	325
Somewhat Favorable of Biden	9%	(35)	13%	(49)	7%	(27)	2%	(6)	70%	(273)	389
Somewhat Unfavorable of Biden	5%	(9)	11%	(22)	9%	(19)	1%	(3)	74%	(150)	203
Very Unfavorable of Biden	4%	(24)	14%	(79)	6%	(32)	3%	(20)	73%	(421)	575
#1 Issue: Economy	9%	(53)	15%	(89)	7%	(43)	3%	(17)	66%	(398)	599
#1 Issue: Security	9%	(16)	12%	(21)	6%	(11)	2%	(3)	70%	(121)	172
#1 Issue: Health Care	4%	(5)	26%	(35)	9%	(12)	5%	(7)	55%	(72)	131
#1 Issue: Medicare / Social Security	4%	(7)	4%	(7)	1%	(2)	4%	(7)	87%	(151)	174
#1 Issue: Women's Issues	7%	(15)	12%	(29)	4%	(9)	5%	(11)	73%	(170)	234
#1 Issue: Education	7%	(4)	24%	(14)	15%	(9)	3%	(2)	52%	(30)	59
#1 Issue: Energy	14%	(14)	14%	(14)	3%	(3)	3%	(3)	66%	(65)	99
#1 Issue: Other	2%	(2)	11%	(11)	3%	(3)	1%	(1)	83%	(84)	101
2020 Vote: Joe Biden	9%	(64)	15%	(101)	7%	(48)	3%	(22)	66%	(451)	685
2020 Vote: Donald Trump	6%	(29)	15%	(75)	4%	(22)	3%	(14)	72%	(364)	504
2020 Vote: Didn't Vote	7%	(24)	12%	(41)	6%	(21)	4%	(12)	71%	(237)	335
2018 House Vote: Democrat	11%	(59)	15%	(86)	7%	(41)	4%	(21)	63%	(354)	561
2018 House Vote: Republican	5%	(19)	13%	(53)	5%	(19)	3%	(14)	74%	(304)	409
2016 Vote: Hillary Clinton	11%	(55)	15%	(75)	7%	(36)	4%	(20)	63%	(315)	500
2016 Vote: Donald Trump	5%	(23)	13%	(57)	5%	(22)	3%	(13)	74%	(333)	448
2016 Vote: Other	1%	(1)	3%	(2)	—	(0)	4%	(3)	92%	(61)	66
2016 Vote: Didn't Vote	7%	(39)	15%	(84)	6%	(32)	3%	(16)	69%	(375)	545
Voted in 2014: Yes	8%	(70)	14%	(120)	5%	(41)	3%	(28)	70%	(600)	858
Voted in 2014: No	7%	(47)	14%	(99)	7%	(50)	3%	(23)	69%	(490)	710

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Table MCEN5_19: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Nicholas Hoult

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(117)	14%	(219)	6%	(91)	3%	(51)	70%	(1090)	1568
4-Region: Northeast	5%	(15)	13%	(37)	4%	(11)	3%	(9)	75%	(214)	286
4-Region: Midwest	8%	(28)	9%	(31)	6%	(19)	4%	(12)	72%	(234)	324
4-Region: South	8%	(49)	12%	(72)	7%	(41)	3%	(20)	70%	(419)	601
4-Region: West	7%	(25)	22%	(79)	5%	(20)	3%	(10)	63%	(223)	357
James Bond Fans	10%	(98)	17%	(166)	6%	(58)	4%	(35)	63%	(612)	968

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

Table MCEN5_20: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Fabien Frankel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(104)	12%	(192)	6%	(102)	4%	(68)	71%	(1131)	1597
Gender: Male	10%	(83)	15%	(121)	8%	(61)	5%	(42)	61%	(484)	792
Gender: Female	3%	(21)	9%	(70)	5%	(42)	3%	(25)	80%	(647)	806
Age: 18-34	11%	(52)	16%	(72)	9%	(41)	6%	(28)	58%	(268)	461
Age: 35-44	10%	(26)	18%	(44)	9%	(23)	4%	(10)	58%	(144)	246
Age: 45-64	4%	(24)	11%	(58)	6%	(32)	5%	(25)	74%	(396)	535
Age: 65+	1%	(3)	5%	(18)	2%	(6)	1%	(5)	91%	(323)	356
GenZers: 1997-2012	12%	(21)	14%	(26)	10%	(19)	6%	(11)	58%	(107)	183
Millennials: 1981-1996	11%	(50)	17%	(77)	9%	(42)	5%	(22)	59%	(269)	459
GenXers: 1965-1980	6%	(23)	16%	(59)	7%	(24)	4%	(13)	68%	(250)	369
Baby Boomers: 1946-1964	2%	(10)	5%	(25)	3%	(17)	4%	(22)	86%	(456)	531
PID: Dem (no lean)	10%	(62)	14%	(93)	7%	(44)	4%	(25)	65%	(419)	643
PID: Ind (no lean)	4%	(17)	10%	(46)	6%	(31)	4%	(21)	76%	(362)	477
PID: Rep (no lean)	5%	(26)	11%	(52)	6%	(28)	4%	(21)	73%	(350)	478
PID/Gender: Dem Men	16%	(49)	19%	(59)	7%	(22)	4%	(12)	53%	(161)	302
PID/Gender: Dem Women	4%	(13)	10%	(34)	6%	(21)	4%	(13)	76%	(259)	340
PID/Gender: Ind Men	6%	(14)	13%	(32)	8%	(21)	5%	(13)	68%	(170)	249
PID/Gender: Ind Women	1%	(3)	6%	(15)	4%	(10)	4%	(8)	84%	(192)	228
PID/Gender: Rep Men	8%	(20)	13%	(31)	7%	(18)	7%	(17)	64%	(154)	240
PID/Gender: Rep Women	2%	(5)	9%	(22)	4%	(10)	2%	(4)	83%	(196)	237
Ideo: Liberal (1-3)	10%	(47)	14%	(68)	6%	(27)	5%	(22)	65%	(305)	469
Ideo: Moderate (4)	6%	(35)	14%	(74)	9%	(46)	2%	(12)	69%	(375)	542
Ideo: Conservative (5-7)	4%	(20)	9%	(43)	5%	(25)	5%	(21)	77%	(359)	467
Educ: < College	4%	(40)	12%	(120)	7%	(69)	5%	(47)	73%	(757)	1033
Educ: Bachelors degree	9%	(31)	16%	(56)	6%	(23)	4%	(14)	65%	(226)	351
Educ: Post-grad	15%	(33)	7%	(15)	5%	(11)	3%	(7)	69%	(148)	213
Income: Under 50k	5%	(44)	11%	(98)	5%	(46)	5%	(42)	74%	(663)	893
Income: 50k-100k	6%	(30)	13%	(62)	7%	(35)	5%	(23)	68%	(320)	469
Income: 100k+	13%	(31)	13%	(32)	9%	(21)	1%	(4)	63%	(148)	235
Ethnicity: White	6%	(77)	11%	(137)	6%	(75)	4%	(48)	73%	(905)	1242

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Table MCEN5_20: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Fabien Frankel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(104)	12%	(192)	6%	(102)	4%	(68)	71%	(1131)	1597
Ethnicity: Hispanic	12%	(35)	14%	(40)	9%	(25)	7%	(19)	59%	(171)	289
Ethnicity: Black	9%	(18)	17%	(35)	10%	(19)	6%	(13)	58%	(117)	202
Ethnicity: Other	6%	(10)	13%	(20)	5%	(8)	4%	(6)	72%	(109)	153
All Christian	9%	(63)	12%	(84)	8%	(56)	3%	(24)	68%	(485)	712
All Non-Christian	7%	(7)	16%	(16)	5%	(5)	5%	(4)	66%	(65)	98
Atheist	9%	(7)	13%	(9)	3%	(2)	10%	(7)	66%	(49)	74
Agnostic/Nothing in particular	4%	(19)	10%	(44)	6%	(27)	5%	(24)	75%	(346)	458
Something Else	3%	(8)	15%	(38)	5%	(13)	3%	(9)	73%	(187)	255
Religious Non-Protestant/Catholic	7%	(8)	19%	(20)	6%	(7)	4%	(4)	63%	(67)	106
Evangelical	11%	(47)	15%	(64)	6%	(26)	4%	(18)	64%	(277)	432
Non-Evangelical	5%	(24)	9%	(45)	8%	(39)	3%	(14)	76%	(390)	512
Community: Urban	12%	(56)	15%	(73)	9%	(41)	5%	(25)	59%	(283)	476
Community: Suburban	4%	(29)	11%	(83)	5%	(35)	4%	(27)	76%	(563)	738
Community: Rural	5%	(19)	10%	(36)	7%	(26)	4%	(16)	74%	(285)	383
Employ: Private Sector	11%	(53)	17%	(80)	10%	(49)	4%	(19)	59%	(283)	484
Employ: Government	13%	(10)	17%	(13)	9%	(7)	10%	(7)	52%	(41)	78
Employ: Self-Employed	8%	(11)	13%	(19)	6%	(9)	3%	(4)	70%	(101)	145
Employ: Homemaker	8%	(10)	8%	(10)	4%	(5)	4%	(6)	76%	(99)	129
Employ: Student	12%	(6)	10%	(5)	14%	(7)	10%	(5)	54%	(27)	50
Employ: Retired	1%	(5)	6%	(26)	2%	(8)	4%	(16)	87%	(359)	413
Employ: Unemployed	4%	(8)	10%	(20)	7%	(15)	3%	(7)	76%	(158)	208
Employ: Other	3%	(2)	21%	(19)	3%	(3)	4%	(4)	69%	(62)	90
Military HH: Yes	9%	(17)	8%	(16)	7%	(14)	3%	(5)	73%	(142)	194
Military HH: No	6%	(88)	13%	(176)	6%	(88)	4%	(62)	71%	(989)	1403
RD/WT: Right Direction	14%	(71)	16%	(84)	5%	(25)	4%	(22)	61%	(315)	517
RD/WT: Wrong Track	3%	(33)	10%	(108)	7%	(77)	4%	(46)	76%	(817)	1080
Biden Job Approve	11%	(79)	13%	(96)	6%	(41)	5%	(34)	65%	(462)	713
Biden Job Disapprove	3%	(25)	11%	(87)	7%	(58)	3%	(27)	75%	(602)	799

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Table MCEN5_20: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Fabien Frankel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(104)	12%	(192)	6%	(102)	4%	(68)	71%	(1131)	1597
Biden Job Strongly Approve	16%	(52)	17%	(54)	6%	(18)	4%	(14)	56%	(179)	317
Biden Job Somewhat Approve	7%	(27)	11%	(42)	6%	(23)	5%	(20)	72%	(283)	396
Biden Job Somewhat Disapprove	5%	(11)	12%	(28)	9%	(21)	2%	(5)	72%	(169)	234
Biden Job Strongly Disapprove	2%	(14)	10%	(59)	7%	(37)	4%	(22)	77%	(433)	564
Favorable of Biden	11%	(78)	14%	(104)	6%	(43)	5%	(36)	65%	(482)	745
Unfavorable of Biden	3%	(21)	11%	(84)	7%	(55)	4%	(31)	76%	(590)	781
Very Favorable of Biden	12%	(41)	16%	(55)	4%	(14)	7%	(24)	60%	(203)	336
Somewhat Favorable of Biden	9%	(38)	12%	(50)	7%	(29)	3%	(12)	68%	(279)	408
Somewhat Unfavorable of Biden	3%	(5)	8%	(16)	8%	(16)	2%	(4)	79%	(154)	195
Very Unfavorable of Biden	3%	(16)	12%	(69)	7%	(39)	5%	(27)	74%	(436)	586
#1 Issue: Economy	5%	(34)	15%	(92)	9%	(54)	2%	(14)	68%	(418)	612
#1 Issue: Security	9%	(16)	11%	(21)	8%	(14)	3%	(5)	69%	(125)	180
#1 Issue: Health Care	7%	(8)	16%	(20)	4%	(5)	6%	(8)	67%	(85)	127
#1 Issue: Medicare / Social Security	2%	(3)	4%	(7)	1%	(2)	4%	(7)	89%	(163)	183
#1 Issue: Women's Issues	6%	(16)	6%	(16)	5%	(13)	7%	(17)	76%	(190)	251
#1 Issue: Education	10%	(6)	26%	(16)	15%	(9)	10%	(6)	39%	(24)	61
#1 Issue: Energy	19%	(18)	16%	(15)	5%	(4)	9%	(8)	52%	(49)	94
#1 Issue: Other	4%	(4)	5%	(4)	1%	(1)	4%	(3)	86%	(77)	90
2020 Vote: Joe Biden	9%	(61)	13%	(86)	6%	(44)	4%	(29)	68%	(469)	688
2020 Vote: Donald Trump	6%	(30)	12%	(62)	6%	(34)	2%	(11)	74%	(392)	528
2020 Vote: Didn't Vote	4%	(13)	12%	(42)	7%	(23)	8%	(27)	69%	(235)	339
2018 House Vote: Democrat	9%	(50)	12%	(71)	8%	(43)	3%	(19)	68%	(387)	570
2018 House Vote: Republican	6%	(27)	11%	(45)	5%	(21)	2%	(9)	75%	(313)	415
2016 Vote: Hillary Clinton	8%	(39)	13%	(67)	7%	(36)	4%	(18)	68%	(338)	499
2016 Vote: Donald Trump	5%	(25)	10%	(47)	6%	(25)	2%	(9)	77%	(354)	462
2016 Vote: Other	—	(0)	5%	(4)	5%	(3)	2%	(1)	88%	(61)	69
2016 Vote: Didn't Vote	7%	(39)	13%	(72)	7%	(36)	7%	(39)	67%	(371)	557
Voted in 2014: Yes	7%	(61)	11%	(98)	6%	(50)	3%	(28)	73%	(650)	887
Voted in 2014: No	6%	(43)	13%	(94)	7%	(53)	6%	(40)	68%	(481)	711

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Table MCEN5_20: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Fabien Frankel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(104)	12%	(192)	6%	(102)	4%	(68)	71%	(1131)	1597
4-Region: Northeast	5%	(14)	16%	(44)	5%	(14)	2%	(6)	72%	(200)	278
4-Region: Midwest	4%	(14)	6%	(20)	7%	(24)	4%	(14)	79%	(260)	330
4-Region: South	6%	(36)	8%	(51)	8%	(48)	4%	(25)	74%	(450)	610
4-Region: West	11%	(41)	20%	(77)	4%	(17)	6%	(22)	58%	(221)	379
James Bond Fans	9%	(93)	15%	(153)	8%	(76)	4%	(42)	64%	(636)	1000

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

Table MCEN5_21: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Michaela Coel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(107)	10%	(165)	6%	(94)	5%	(79)	72%	(1133)	1577
Gender: Male	9%	(72)	13%	(100)	8%	(61)	8%	(58)	62%	(470)	761
Gender: Female	4%	(35)	8%	(66)	4%	(33)	3%	(21)	81%	(662)	817
Age: 18-34	12%	(55)	13%	(59)	8%	(35)	5%	(24)	61%	(272)	445
Age: 35-44	10%	(25)	20%	(52)	8%	(22)	6%	(15)	57%	(148)	263
Age: 45-64	4%	(23)	8%	(41)	6%	(33)	6%	(29)	76%	(389)	515
Age: 65+	1%	(4)	4%	(14)	1%	(4)	3%	(10)	91%	(323)	354
GenZers: 1997-2012	12%	(23)	11%	(20)	12%	(22)	5%	(9)	61%	(115)	189
Millennials: 1981-1996	11%	(50)	17%	(77)	7%	(32)	6%	(26)	59%	(261)	446
GenXers: 1965-1980	6%	(22)	11%	(41)	7%	(25)	5%	(19)	71%	(263)	370
Baby Boomers: 1946-1964	2%	(12)	5%	(24)	3%	(15)	5%	(24)	85%	(439)	514
PID: Dem (no lean)	9%	(60)	13%	(82)	5%	(35)	5%	(34)	67%	(429)	641
PID: Ind (no lean)	5%	(22)	8%	(37)	8%	(36)	4%	(17)	76%	(357)	469
PID: Rep (no lean)	5%	(25)	10%	(45)	5%	(23)	6%	(27)	74%	(346)	467
PID/Gender: Dem Men	15%	(46)	17%	(50)	7%	(20)	8%	(24)	54%	(164)	304
PID/Gender: Dem Women	4%	(15)	10%	(32)	4%	(14)	3%	(11)	79%	(265)	337
PID/Gender: Ind Men	4%	(10)	10%	(24)	11%	(27)	6%	(14)	69%	(164)	240
PID/Gender: Ind Women	5%	(11)	6%	(13)	4%	(9)	1%	(3)	84%	(193)	230
PID/Gender: Rep Men	8%	(16)	11%	(25)	7%	(14)	9%	(20)	65%	(142)	217
PID/Gender: Rep Women	4%	(9)	8%	(21)	4%	(9)	3%	(8)	82%	(204)	250
Ideo: Liberal (1-3)	9%	(41)	9%	(42)	5%	(23)	5%	(21)	72%	(321)	448
Ideo: Moderate (4)	7%	(38)	13%	(71)	7%	(37)	5%	(25)	68%	(357)	526
Ideo: Conservative (5-7)	5%	(26)	9%	(47)	4%	(22)	6%	(29)	75%	(369)	494
Educ: < College	5%	(55)	9%	(94)	7%	(72)	4%	(42)	74%	(749)	1012
Educ: Bachelors degree	9%	(32)	13%	(45)	4%	(14)	6%	(22)	68%	(241)	354
Educ: Post-grad	9%	(20)	13%	(27)	4%	(8)	7%	(15)	67%	(142)	212
Income: Under 50k	6%	(55)	9%	(77)	5%	(49)	4%	(35)	76%	(676)	892
Income: 50k-100k	7%	(32)	13%	(59)	7%	(30)	7%	(31)	67%	(316)	468
Income: 100k+	9%	(20)	13%	(29)	7%	(14)	6%	(13)	65%	(141)	217
Ethnicity: White	6%	(69)	11%	(130)	6%	(68)	5%	(62)	73%	(897)	1226

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Table MCEN5_21: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Michaela Coel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(107)	10%	(165)	6%	(94)	5%	(79)	72%	(1133)	1577
Ethnicity: Hispanic	10%	(24)	10%	(24)	9%	(23)	8%	(20)	63%	(157)	247
Ethnicity: Black	12%	(23)	11%	(22)	7%	(15)	5%	(11)	64%	(125)	195
Ethnicity: Other	10%	(15)	8%	(13)	7%	(11)	4%	(6)	71%	(111)	156
All Christian	8%	(59)	12%	(85)	5%	(39)	5%	(32)	70%	(498)	712
All Non-Christian	6%	(5)	13%	(12)	6%	(6)	12%	(11)	63%	(61)	96
Atheist	2%	(2)	13%	(9)	4%	(3)	9%	(7)	72%	(53)	74
Agnostic/Nothing in particular	5%	(22)	9%	(38)	5%	(23)	5%	(22)	76%	(328)	434
Something Else	7%	(20)	8%	(21)	9%	(23)	2%	(6)	74%	(193)	262
Religious Non-Protestant/Catholic	6%	(6)	13%	(15)	5%	(6)	10%	(11)	66%	(73)	111
Evangelical	13%	(52)	12%	(51)	7%	(31)	2%	(8)	66%	(276)	419
Non-Evangelical	4%	(21)	9%	(47)	6%	(29)	5%	(27)	76%	(398)	523
Community: Urban	11%	(56)	15%	(73)	8%	(39)	5%	(24)	62%	(311)	503
Community: Suburban	4%	(29)	9%	(59)	5%	(34)	5%	(35)	77%	(538)	695
Community: Rural	6%	(22)	9%	(33)	6%	(21)	5%	(20)	75%	(284)	380
Employ: Private Sector	12%	(55)	16%	(75)	9%	(41)	6%	(27)	58%	(275)	473
Employ: Government	7%	(6)	14%	(11)	9%	(7)	16%	(13)	54%	(44)	81
Employ: Self-Employed	8%	(12)	17%	(24)	4%	(6)	6%	(9)	65%	(96)	147
Employ: Homemaker	2%	(3)	4%	(5)	4%	(5)	5%	(6)	84%	(99)	118
Employ: Student	7%	(3)	6%	(3)	12%	(7)	4%	(2)	71%	(38)	53
Employ: Retired	3%	(11)	5%	(21)	1%	(6)	3%	(13)	87%	(354)	405
Employ: Unemployed	5%	(9)	10%	(19)	5%	(9)	3%	(7)	78%	(154)	199
Employ: Other	8%	(8)	5%	(5)	13%	(14)	2%	(2)	71%	(72)	101
Military HH: Yes	7%	(15)	9%	(18)	4%	(9)	5%	(10)	75%	(153)	204
Military HH: No	7%	(92)	11%	(148)	6%	(85)	5%	(69)	71%	(980)	1374
RD/WT: Right Direction	13%	(67)	14%	(71)	5%	(27)	5%	(26)	62%	(312)	503
RD/WT: Wrong Track	4%	(40)	9%	(94)	6%	(67)	5%	(53)	76%	(820)	1074
Biden Job Approve	11%	(72)	12%	(82)	5%	(33)	5%	(33)	68%	(462)	681
Biden Job Disapprove	4%	(35)	9%	(77)	7%	(53)	5%	(44)	75%	(612)	821

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Table MCEN5_21: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Michaela Coel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(107)	10%	(165)	6%	(94)	5%	(79)	72%	(1133)	1577
Biden Job Strongly Approve	17%	(51)	12%	(36)	4%	(12)	6%	(20)	61%	(187)	306
Biden Job Somewhat Approve	6%	(21)	12%	(46)	6%	(21)	4%	(14)	73%	(274)	375
Biden Job Somewhat Disapprove	4%	(11)	12%	(28)	6%	(13)	4%	(9)	75%	(181)	242
Biden Job Strongly Disapprove	4%	(24)	8%	(49)	7%	(40)	6%	(36)	74%	(430)	579
Favorable of Biden	10%	(70)	12%	(86)	6%	(42)	5%	(34)	67%	(478)	711
Unfavorable of Biden	4%	(35)	10%	(78)	6%	(51)	5%	(43)	75%	(607)	814
Very Favorable of Biden	14%	(47)	13%	(44)	5%	(17)	5%	(16)	62%	(203)	326
Somewhat Favorable of Biden	6%	(23)	11%	(43)	7%	(25)	5%	(18)	72%	(275)	385
Somewhat Unfavorable of Biden	4%	(8)	11%	(22)	5%	(11)	3%	(5)	78%	(159)	205
Very Unfavorable of Biden	4%	(27)	9%	(56)	7%	(40)	6%	(38)	74%	(448)	609
#1 Issue: Economy	7%	(43)	13%	(82)	9%	(57)	5%	(31)	65%	(404)	618
#1 Issue: Security	6%	(12)	10%	(19)	8%	(16)	7%	(12)	68%	(128)	187
#1 Issue: Health Care	7%	(9)	15%	(19)	3%	(4)	6%	(8)	69%	(90)	130
#1 Issue: Medicare / Social Security	3%	(5)	4%	(7)	—	(1)	3%	(6)	89%	(154)	172
#1 Issue: Women's Issues	7%	(16)	8%	(17)	3%	(8)	3%	(7)	79%	(180)	227
#1 Issue: Energy	15%	(14)	9%	(9)	4%	(4)	10%	(9)	62%	(58)	94
#1 Issue: Other	1%	(1)	4%	(4)	1%	(1)	3%	(3)	90%	(92)	102
2020 Vote: Joe Biden	9%	(63)	13%	(89)	5%	(36)	5%	(34)	68%	(468)	691
2020 Vote: Donald Trump	6%	(32)	9%	(47)	7%	(35)	4%	(23)	74%	(382)	519
2020 Vote: Didn't Vote	3%	(10)	9%	(28)	6%	(21)	6%	(20)	76%	(249)	328
2018 House Vote: Democrat	9%	(52)	13%	(73)	6%	(31)	5%	(26)	68%	(385)	568
2018 House Vote: Republican	5%	(20)	10%	(42)	5%	(19)	6%	(26)	74%	(310)	417
2016 Vote: Hillary Clinton	9%	(48)	13%	(68)	5%	(24)	5%	(28)	67%	(343)	511
2016 Vote: Donald Trump	4%	(17)	10%	(44)	5%	(25)	5%	(21)	76%	(344)	451
2016 Vote: Other	—	(0)	1%	(1)	—	(0)	4%	(2)	95%	(62)	65
2016 Vote: Didn't Vote	8%	(41)	10%	(52)	8%	(43)	5%	(28)	70%	(380)	544
Voted in 2014: Yes	6%	(56)	12%	(102)	5%	(40)	5%	(44)	72%	(629)	870
Voted in 2014: No	7%	(51)	9%	(64)	8%	(53)	5%	(35)	71%	(504)	707

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Table MCEN5_21: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Michaela Coel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(107)	10%	(165)	6%	(94)	5%	(79)	72%	(1133)	1577
4-Region: Northeast	5%	(13)	12%	(31)	7%	(19)	3%	(9)	73%	(197)	268
4-Region: Midwest	5%	(17)	10%	(32)	3%	(9)	5%	(16)	78%	(258)	333
4-Region: South	6%	(35)	9%	(57)	7%	(44)	5%	(32)	72%	(441)	609
4-Region: West	11%	(42)	12%	(45)	6%	(22)	6%	(22)	64%	(237)	368
James Bond Fans	9%	(83)	13%	(131)	7%	(66)	6%	(58)	65%	(638)	976

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

Table MCEN5_22: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Lashana Lynch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(103)	10%	(160)	6%	(92)	6%	(95)	71%	(1089)	1539
Gender: Male	10%	(72)	15%	(110)	8%	(62)	7%	(51)	60%	(449)	744
Gender: Female	4%	(31)	6%	(50)	4%	(30)	5%	(43)	80%	(640)	795
Age: 18-34	11%	(51)	16%	(73)	9%	(41)	3%	(14)	61%	(279)	458
Age: 35-44	11%	(26)	19%	(47)	7%	(16)	8%	(20)	55%	(135)	243
Age: 45-64	4%	(22)	7%	(33)	6%	(29)	8%	(42)	75%	(377)	503
Age: 65+	2%	(5)	2%	(7)	2%	(6)	5%	(18)	89%	(298)	335
GenZers: 1997-2012	12%	(22)	12%	(22)	10%	(19)	3%	(5)	63%	(115)	183
Millennials: 1981-1996	11%	(51)	19%	(87)	8%	(35)	5%	(22)	57%	(258)	453
GenXers: 1965-1980	6%	(21)	11%	(39)	5%	(17)	12%	(42)	67%	(244)	363
Baby Boomers: 1946-1964	2%	(9)	2%	(11)	4%	(21)	5%	(22)	87%	(420)	484
PID: Dem (no lean)	10%	(65)	14%	(86)	7%	(42)	6%	(38)	63%	(397)	628
PID: Ind (no lean)	4%	(19)	8%	(38)	5%	(23)	5%	(23)	78%	(372)	476
PID: Rep (no lean)	4%	(19)	8%	(36)	6%	(27)	8%	(34)	73%	(320)	435
PID/Gender: Dem Men	15%	(46)	18%	(56)	9%	(29)	5%	(16)	52%	(161)	308
PID/Gender: Dem Women	6%	(19)	9%	(30)	4%	(13)	7%	(23)	74%	(235)	320
PID/Gender: Ind Men	5%	(11)	10%	(25)	6%	(15)	7%	(17)	71%	(167)	236
PID/Gender: Ind Women	3%	(8)	6%	(13)	3%	(8)	2%	(5)	85%	(205)	240
PID/Gender: Rep Men	7%	(15)	15%	(29)	9%	(18)	9%	(18)	60%	(120)	200
PID/Gender: Rep Women	2%	(4)	3%	(7)	4%	(9)	7%	(15)	85%	(199)	235
Ideo: Liberal (1-3)	10%	(46)	14%	(67)	6%	(27)	5%	(25)	66%	(312)	476
Ideo: Moderate (4)	6%	(31)	14%	(73)	7%	(36)	3%	(17)	70%	(358)	515
Ideo: Conservative (5-7)	4%	(19)	5%	(20)	6%	(26)	10%	(43)	75%	(326)	433
Educ: < College	6%	(61)	9%	(90)	6%	(55)	6%	(59)	73%	(732)	997
Educ: Bachelors degree	9%	(31)	12%	(42)	8%	(26)	7%	(24)	64%	(222)	345
Educ: Post-grad	6%	(11)	14%	(28)	6%	(11)	6%	(12)	68%	(135)	197
Income: Under 50k	6%	(56)	9%	(79)	5%	(42)	6%	(53)	73%	(630)	859
Income: 50k-100k	7%	(33)	10%	(43)	7%	(30)	7%	(29)	70%	(312)	448
Income: 100k+	6%	(14)	16%	(37)	9%	(20)	5%	(13)	64%	(147)	232
Ethnicity: White	6%	(71)	10%	(119)	6%	(72)	6%	(72)	72%	(856)	1190

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Table MCEN5_22: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Lashana Lynch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(103)	10%	(160)	6%	(92)	6%	(95)	71%	(1089)	1539
Ethnicity: Hispanic	11%	(27)	11%	(28)	8%	(22)	9%	(22)	61%	(154)	254
Ethnicity: Black	14%	(27)	12%	(23)	7%	(13)	10%	(19)	57%	(109)	192
Ethnicity: Other	3%	(5)	11%	(18)	4%	(7)	3%	(4)	78%	(123)	157
All Christian	7%	(50)	12%	(83)	7%	(50)	6%	(41)	68%	(477)	700
All Non-Christian	12%	(11)	13%	(11)	6%	(5)	2%	(2)	66%	(58)	87
Atheist	8%	(6)	10%	(7)	7%	(5)	8%	(5)	67%	(48)	71
Agnostic/Nothing in particular	5%	(22)	6%	(28)	3%	(14)	8%	(36)	78%	(354)	455
Something Else	7%	(15)	13%	(30)	8%	(18)	4%	(10)	68%	(153)	226
Religious Non-Protestant/Catholic	11%	(11)	14%	(14)	6%	(6)	3%	(3)	67%	(66)	100
Evangelical	10%	(40)	15%	(58)	10%	(39)	6%	(23)	60%	(237)	397
Non-Evangelical	4%	(19)	10%	(48)	6%	(28)	5%	(25)	76%	(379)	500
Community: Urban	11%	(50)	18%	(86)	8%	(37)	6%	(29)	57%	(263)	465
Community: Suburban	5%	(35)	7%	(44)	4%	(29)	6%	(42)	78%	(527)	678
Community: Rural	5%	(18)	7%	(30)	7%	(26)	6%	(24)	75%	(298)	396
Employ: Private Sector	10%	(48)	18%	(85)	10%	(45)	6%	(26)	57%	(266)	470
Employ: Government	13%	(10)	13%	(11)	10%	(8)	10%	(8)	55%	(45)	82
Employ: Self-Employed	3%	(4)	12%	(14)	8%	(10)	7%	(8)	71%	(87)	123
Employ: Homemaker	6%	(7)	5%	(6)	1%	(2)	16%	(19)	72%	(90)	125
Employ: Retired	3%	(10)	4%	(14)	3%	(10)	5%	(18)	86%	(328)	380
Employ: Unemployed	6%	(13)	8%	(17)	4%	(8)	5%	(11)	77%	(170)	219
Employ: Other	9%	(8)	10%	(9)	8%	(7)	3%	(2)	71%	(64)	91
Military HH: Yes	4%	(9)	10%	(21)	7%	(15)	6%	(12)	73%	(151)	207
Military HH: No	7%	(94)	10%	(139)	6%	(77)	6%	(83)	70%	(938)	1331
RD/WT: Right Direction	13%	(65)	17%	(87)	6%	(31)	5%	(24)	59%	(300)	507
RD/WT: Wrong Track	4%	(38)	7%	(73)	6%	(61)	7%	(71)	76%	(788)	1032
Biden Job Approve	10%	(70)	15%	(105)	5%	(35)	6%	(39)	64%	(448)	697
Biden Job Disapprove	4%	(27)	7%	(52)	7%	(54)	7%	(54)	75%	(572)	759

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Table MCEN5_22: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Lashana Lynch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(103)	10%	(160)	6%	(92)	6%	(95)	71%	(1089)	1539
Biden Job Strongly Approve	15%	(48)	18%	(57)	4%	(12)	7%	(21)	57%	(181)	320
Biden Job Somewhat Approve	6%	(23)	13%	(48)	6%	(22)	5%	(18)	71%	(267)	377
Biden Job Somewhat Disapprove	7%	(16)	7%	(16)	9%	(20)	3%	(7)	74%	(165)	224
Biden Job Strongly Disapprove	2%	(11)	7%	(36)	6%	(34)	9%	(47)	76%	(407)	536
Favorable of Biden	10%	(73)	14%	(101)	5%	(38)	6%	(41)	65%	(471)	724
Unfavorable of Biden	3%	(25)	7%	(56)	7%	(52)	7%	(52)	75%	(556)	741
Very Favorable of Biden	12%	(40)	15%	(53)	4%	(13)	8%	(27)	61%	(206)	339
Somewhat Favorable of Biden	9%	(33)	13%	(49)	6%	(24)	4%	(14)	69%	(265)	385
Somewhat Unfavorable of Biden	5%	(9)	8%	(16)	7%	(14)	3%	(6)	76%	(145)	191
Very Unfavorable of Biden	3%	(16)	7%	(40)	7%	(38)	8%	(46)	75%	(411)	551
#1 Issue: Economy	8%	(49)	12%	(72)	8%	(46)	5%	(31)	67%	(410)	608
#1 Issue: Security	6%	(9)	11%	(18)	11%	(18)	6%	(9)	67%	(111)	166
#1 Issue: Health Care	6%	(7)	14%	(18)	3%	(4)	17%	(21)	61%	(78)	129
#1 Issue: Medicare / Social Security	1%	(2)	4%	(7)	2%	(4)	5%	(9)	87%	(150)	173
#1 Issue: Women's Issues	6%	(12)	10%	(23)	5%	(10)	4%	(9)	76%	(167)	221
#1 Issue: Energy	15%	(14)	13%	(12)	5%	(5)	4%	(4)	62%	(58)	93
#1 Issue: Other	2%	(2)	2%	(2)	2%	(2)	9%	(9)	86%	(87)	101
2020 Vote: Joe Biden	8%	(58)	14%	(98)	6%	(42)	4%	(28)	67%	(457)	682
2020 Vote: Donald Trump	4%	(19)	8%	(36)	7%	(32)	7%	(36)	74%	(356)	479
2020 Vote: Didn't Vote	7%	(24)	7%	(24)	5%	(16)	8%	(27)	73%	(243)	335
2018 House Vote: Democrat	10%	(57)	13%	(71)	6%	(33)	6%	(35)	65%	(371)	567
2018 House Vote: Republican	3%	(13)	7%	(27)	7%	(25)	7%	(27)	75%	(284)	376
2016 Vote: Hillary Clinton	8%	(42)	13%	(68)	6%	(28)	5%	(27)	67%	(337)	501
2016 Vote: Donald Trump	4%	(14)	8%	(31)	6%	(25)	8%	(33)	74%	(303)	408
2016 Vote: Other	1%	(1)	1%	(1)	4%	(3)	4%	(3)	89%	(65)	73
2016 Vote: Didn't Vote	8%	(45)	11%	(59)	6%	(35)	6%	(31)	69%	(377)	548
Voted in 2014: Yes	6%	(51)	9%	(79)	6%	(51)	6%	(51)	72%	(610)	842
Voted in 2014: No	7%	(52)	12%	(81)	6%	(41)	6%	(44)	69%	(478)	696

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Table MCEN5_22: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Lashana Lynch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(103)	10%	(160)	6%	(92)	6%	(95)	71%	(1089)	1539
4-Region: Northeast	4%	(11)	11%	(32)	5%	(13)	6%	(16)	74%	(211)	284
4-Region: Midwest	7%	(22)	5%	(16)	6%	(18)	4%	(12)	78%	(244)	313
4-Region: South	7%	(41)	9%	(50)	7%	(41)	6%	(35)	71%	(411)	576
4-Region: West	8%	(30)	17%	(62)	5%	(20)	9%	(32)	61%	(222)	366
James Bond Fans	9%	(83)	14%	(135)	7%	(69)	6%	(62)	64%	(611)	960

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

Table MCEN5_23: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Jodie Turner-Smith

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(129)	11%	(179)	7%	(108)	5%	(82)	70%	(1141)	1639
Gender: Male	11%	(90)	14%	(108)	9%	(70)	6%	(46)	60%	(479)	794
Gender: Female	5%	(39)	8%	(71)	4%	(37)	4%	(35)	78%	(662)	845
Age: 18-34	15%	(69)	18%	(83)	8%	(39)	3%	(15)	56%	(263)	471
Age: 35-44	11%	(30)	14%	(39)	9%	(24)	6%	(17)	60%	(162)	271
Age: 45-64	5%	(26)	8%	(43)	7%	(35)	7%	(38)	73%	(384)	526
Age: 65+	1%	(4)	4%	(14)	3%	(10)	3%	(12)	89%	(332)	372
GenZers: 1997-2012	16%	(29)	17%	(29)	6%	(10)	3%	(6)	58%	(102)	176
Millennials: 1981-1996	12%	(60)	18%	(88)	10%	(50)	5%	(23)	55%	(275)	496
GenXers: 1965-1980	8%	(29)	9%	(34)	6%	(20)	7%	(26)	70%	(262)	372
Baby Boomers: 1946-1964	2%	(11)	5%	(25)	5%	(27)	5%	(25)	83%	(446)	534
PID: Dem (no lean)	12%	(77)	14%	(91)	7%	(45)	3%	(23)	64%	(423)	658
PID: Ind (no lean)	4%	(22)	8%	(40)	6%	(32)	4%	(22)	77%	(373)	488
PID: Rep (no lean)	6%	(31)	10%	(49)	6%	(31)	8%	(37)	70%	(345)	493
PID/Gender: Dem Men	18%	(57)	17%	(53)	8%	(26)	2%	(8)	54%	(167)	310
PID/Gender: Dem Women	6%	(19)	11%	(38)	5%	(19)	4%	(15)	74%	(256)	348
PID/Gender: Ind Men	6%	(14)	9%	(22)	10%	(24)	7%	(17)	69%	(171)	248
PID/Gender: Ind Women	3%	(8)	7%	(18)	3%	(7)	2%	(5)	84%	(202)	240
PID/Gender: Rep Men	8%	(19)	14%	(34)	8%	(20)	9%	(22)	60%	(141)	236
PID/Gender: Rep Women	5%	(12)	6%	(15)	4%	(11)	6%	(15)	79%	(204)	257
Ideo: Liberal (1-3)	12%	(57)	12%	(58)	8%	(38)	4%	(20)	65%	(316)	488
Ideo: Moderate (4)	8%	(41)	12%	(66)	8%	(42)	4%	(21)	68%	(369)	539
Ideo: Conservative (5-7)	6%	(29)	9%	(43)	5%	(24)	7%	(37)	73%	(364)	497
Educ: < College	6%	(69)	10%	(111)	5%	(59)	5%	(52)	73%	(774)	1065
Educ: Bachelors degree	9%	(33)	13%	(49)	10%	(35)	5%	(18)	63%	(230)	366
Educ: Post-grad	13%	(27)	9%	(19)	7%	(14)	6%	(12)	65%	(136)	209
Income: Under 50k	6%	(60)	10%	(95)	5%	(51)	5%	(49)	73%	(678)	933
Income: 50k-100k	9%	(42)	12%	(58)	7%	(34)	4%	(19)	68%	(324)	477
Income: 100k+	12%	(27)	12%	(27)	10%	(23)	6%	(13)	61%	(139)	228
Ethnicity: White	6%	(82)	9%	(119)	7%	(91)	5%	(65)	72%	(925)	1281

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Table MCEN5_23: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Jodie Turner-Smith

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(129)	11%	(179)	7%	(108)	5%	(82)	70%	(1141)	1639
Ethnicity: Hispanic	13%	(39)	15%	(45)	6%	(19)	9%	(27)	55%	(163)	293
Ethnicity: Black	14%	(28)	18%	(36)	5%	(10)	7%	(13)	56%	(108)	194
Ethnicity: Other	12%	(20)	15%	(25)	4%	(7)	2%	(4)	66%	(108)	163
All Christian	9%	(63)	11%	(79)	7%	(52)	5%	(39)	68%	(499)	733
All Non-Christian	12%	(12)	13%	(14)	8%	(9)	5%	(5)	62%	(65)	104
Atheist	11%	(8)	9%	(7)	7%	(5)	6%	(4)	67%	(49)	74
Agnostic/Nothing in particular	7%	(33)	10%	(47)	4%	(21)	6%	(28)	73%	(342)	471
Something Else	5%	(13)	13%	(32)	8%	(21)	2%	(6)	72%	(185)	258
Religious Non-Protestant/Catholic	10%	(12)	14%	(16)	8%	(9)	5%	(6)	63%	(74)	117
Evangelical	11%	(48)	13%	(57)	7%	(31)	5%	(22)	64%	(283)	441
Non-Evangelical	5%	(25)	9%	(47)	7%	(38)	4%	(21)	75%	(389)	521
Community: Urban	11%	(54)	14%	(69)	9%	(42)	6%	(27)	60%	(292)	484
Community: Suburban	5%	(40)	11%	(80)	6%	(46)	5%	(39)	72%	(542)	748
Community: Rural	9%	(35)	7%	(30)	5%	(19)	4%	(16)	75%	(307)	407
Employ: Private Sector	12%	(62)	15%	(78)	12%	(62)	5%	(24)	55%	(281)	507
Employ: Government	21%	(15)	12%	(9)	7%	(5)	11%	(8)	48%	(35)	72
Employ: Self-Employed	12%	(17)	11%	(16)	6%	(8)	5%	(7)	67%	(98)	146
Employ: Homemaker	8%	(11)	9%	(13)	—	(1)	9%	(12)	73%	(100)	136
Employ: Student	7%	(4)	14%	(7)	3%	(1)	2%	(1)	75%	(40)	53
Employ: Retired	2%	(7)	5%	(23)	4%	(15)	4%	(17)	85%	(364)	427
Employ: Unemployed	5%	(11)	10%	(22)	5%	(10)	4%	(10)	76%	(167)	219
Employ: Other	4%	(3)	14%	(11)	7%	(5)	3%	(2)	72%	(56)	78
Military HH: Yes	8%	(16)	8%	(16)	5%	(11)	4%	(8)	75%	(155)	206
Military HH: No	8%	(113)	11%	(163)	7%	(97)	5%	(74)	69%	(986)	1433
RD/WT: Right Direction	16%	(80)	17%	(85)	7%	(38)	3%	(15)	58%	(294)	512
RD/WT: Wrong Track	4%	(49)	8%	(95)	6%	(69)	6%	(67)	75%	(846)	1127
Biden Job Approve	12%	(88)	14%	(100)	5%	(35)	5%	(34)	65%	(467)	724
Biden Job Disapprove	5%	(42)	8%	(70)	8%	(69)	5%	(46)	73%	(608)	834

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Table MCEN5_23: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Jodie Turner-Smith

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(129)	11%	(179)	7%	(108)	5%	(82)	70%	(1141)	1639
Biden Job Strongly Approve	17%	(57)	15%	(51)	5%	(17)	8%	(26)	56%	(192)	342
Biden Job Somewhat Approve	8%	(31)	13%	(49)	5%	(18)	2%	(8)	72%	(276)	381
Biden Job Somewhat Disapprove	7%	(18)	9%	(23)	12%	(29)	3%	(7)	68%	(167)	244
Biden Job Strongly Disapprove	4%	(24)	8%	(46)	7%	(39)	7%	(39)	75%	(441)	589
Favorable of Biden	12%	(86)	14%	(101)	5%	(39)	5%	(38)	64%	(480)	744
Unfavorable of Biden	5%	(40)	9%	(75)	8%	(64)	5%	(44)	73%	(601)	823
Very Favorable of Biden	16%	(54)	14%	(48)	5%	(17)	7%	(23)	59%	(200)	342
Somewhat Favorable of Biden	8%	(33)	13%	(54)	6%	(22)	4%	(14)	70%	(280)	402
Somewhat Unfavorable of Biden	5%	(11)	11%	(23)	11%	(22)	2%	(5)	70%	(144)	205
Very Unfavorable of Biden	5%	(29)	8%	(52)	7%	(42)	6%	(39)	74%	(457)	618
#1 Issue: Economy	6%	(40)	13%	(83)	9%	(57)	5%	(32)	67%	(421)	632
#1 Issue: Security	9%	(18)	7%	(14)	7%	(12)	6%	(11)	71%	(131)	185
#1 Issue: Health Care	9%	(12)	16%	(20)	9%	(11)	6%	(8)	60%	(73)	123
#1 Issue: Medicare / Social Security	3%	(5)	5%	(9)	1%	(2)	3%	(5)	89%	(163)	184
#1 Issue: Women's Issues	8%	(20)	10%	(25)	3%	(7)	6%	(15)	74%	(185)	251
#1 Issue: Education	20%	(11)	23%	(13)	9%	(5)	—	(0)	47%	(27)	56
#1 Issue: Energy	22%	(22)	13%	(13)	7%	(7)	1%	(1)	56%	(56)	99
#1 Issue: Other	2%	(3)	3%	(3)	7%	(7)	9%	(10)	79%	(85)	108
2020 Vote: Joe Biden	11%	(75)	12%	(89)	6%	(45)	5%	(32)	66%	(471)	713
2020 Vote: Donald Trump	7%	(35)	10%	(51)	7%	(36)	6%	(32)	71%	(381)	535
2020 Vote: Other	—	(0)	2%	(1)	6%	(3)	7%	(3)	85%	(43)	50
2020 Vote: Didn't Vote	6%	(19)	11%	(38)	7%	(24)	4%	(14)	72%	(246)	341
2018 House Vote: Democrat	12%	(70)	13%	(78)	7%	(45)	3%	(19)	65%	(393)	604
2018 House Vote: Republican	5%	(23)	9%	(37)	6%	(26)	6%	(26)	74%	(315)	426
2016 Vote: Hillary Clinton	11%	(56)	13%	(71)	7%	(37)	3%	(17)	66%	(346)	527
2016 Vote: Donald Trump	5%	(24)	8%	(38)	7%	(34)	7%	(31)	73%	(338)	464
2016 Vote: Other	4%	(3)	2%	(1)	2%	(2)	4%	(3)	87%	(65)	74
2016 Vote: Didn't Vote	8%	(45)	12%	(68)	6%	(34)	6%	(31)	68%	(386)	565

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Table MCEN5_23: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Jodie Turner-Smith

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(129)	11%	(179)	7%	(108)	5%	(82)	70%	(1141)	1639
Voted in 2014: Yes	8%	(72)	9%	(86)	7%	(62)	4%	(40)	71%	(644)	905
Voted in 2014: No	8%	(57)	13%	(94)	6%	(45)	6%	(41)	68%	(497)	734
4-Region: Northeast	4%	(10)	14%	(39)	6%	(17)	4%	(10)	72%	(196)	273
4-Region: Midwest	5%	(18)	8%	(26)	6%	(21)	4%	(12)	77%	(260)	336
4-Region: South	7%	(44)	11%	(69)	7%	(43)	5%	(29)	71%	(446)	632
4-Region: West	14%	(57)	11%	(45)	7%	(27)	8%	(32)	60%	(238)	399
James Bond Fans	10%	(107)	13%	(134)	8%	(81)	5%	(53)	64%	(660)	1035

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

Table MCEN5_24: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Tom Hardy

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	18%	(295)	22%	(349)	6%	(97)	4%	(66)	50%	(804)	1613
Gender: Male	23%	(180)	23%	(181)	8%	(62)	4%	(34)	41%	(322)	779
Gender: Female	14%	(116)	20%	(168)	4%	(35)	4%	(32)	58%	(483)	834
Age: 18-34	29%	(138)	25%	(123)	7%	(34)	4%	(18)	35%	(172)	485
Age: 35-44	27%	(75)	27%	(74)	7%	(19)	6%	(16)	33%	(91)	275
Age: 45-64	12%	(61)	22%	(109)	7%	(38)	5%	(26)	54%	(270)	503
Age: 65+	6%	(22)	12%	(43)	2%	(7)	2%	(6)	78%	(271)	349
GenZers: 1997-2012	25%	(52)	24%	(50)	7%	(14)	3%	(6)	41%	(85)	206
Millennials: 1981-1996	30%	(144)	26%	(125)	7%	(35)	4%	(21)	32%	(156)	481
GenXers: 1965-1980	16%	(58)	24%	(90)	8%	(31)	5%	(18)	47%	(172)	368
Baby Boomers: 1946-1964	8%	(40)	15%	(77)	3%	(18)	4%	(21)	69%	(348)	504
PID: Dem (no lean)	25%	(158)	21%	(136)	7%	(42)	4%	(23)	44%	(284)	642
PID: Ind (no lean)	14%	(71)	22%	(112)	7%	(37)	4%	(22)	52%	(263)	505
PID: Rep (no lean)	14%	(66)	22%	(102)	4%	(18)	5%	(22)	55%	(258)	465
PID/Gender: Dem Men	32%	(98)	24%	(73)	7%	(22)	3%	(10)	33%	(101)	305
PID/Gender: Dem Women	18%	(60)	19%	(63)	6%	(20)	4%	(12)	54%	(182)	338
PID/Gender: Ind Men	17%	(43)	24%	(59)	11%	(28)	4%	(9)	44%	(111)	251
PID/Gender: Ind Women	11%	(28)	21%	(53)	3%	(9)	5%	(13)	60%	(152)	254
PID/Gender: Rep Men	17%	(38)	22%	(50)	5%	(12)	7%	(15)	49%	(109)	224
PID/Gender: Rep Women	12%	(28)	22%	(52)	3%	(6)	3%	(7)	61%	(148)	242
Ideo: Liberal (1-3)	24%	(114)	22%	(102)	6%	(28)	5%	(23)	43%	(202)	469
Ideo: Moderate (4)	18%	(100)	25%	(137)	9%	(52)	3%	(14)	45%	(247)	550
Ideo: Conservative (5-7)	14%	(65)	20%	(92)	3%	(16)	6%	(26)	57%	(271)	471
Educ: < College	17%	(178)	22%	(232)	5%	(55)	4%	(44)	52%	(557)	1065
Educ: Bachelors degree	21%	(72)	24%	(82)	6%	(20)	4%	(14)	44%	(150)	339
Educ: Post-grad	22%	(45)	17%	(36)	11%	(22)	4%	(8)	46%	(96)	208
Income: Under 50k	15%	(139)	21%	(197)	4%	(39)	4%	(37)	55%	(506)	918
Income: 50k-100k	22%	(103)	21%	(99)	8%	(37)	5%	(22)	44%	(206)	467
Income: 100k+	23%	(53)	23%	(53)	9%	(22)	3%	(6)	41%	(93)	228
Ethnicity: White	17%	(214)	22%	(273)	6%	(73)	4%	(52)	51%	(634)	1246

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Table MCEN5_24: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Tom Hardy

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	18%	(295)	22%	(349)	6%	(97)	4%	(66)	50%	(804)	1613
Ethnicity: Hispanic	25%	(74)	21%	(62)	9%	(27)	5%	(16)	39%	(112)	292
Ethnicity: Black	25%	(52)	20%	(40)	6%	(12)	4%	(8)	46%	(95)	207
Ethnicity: Other	18%	(29)	23%	(36)	8%	(13)	4%	(6)	47%	(75)	160
All Christian	16%	(118)	23%	(167)	5%	(36)	5%	(36)	50%	(357)	714
All Non-Christian	21%	(19)	21%	(19)	7%	(6)	3%	(3)	47%	(43)	92
Atheist	19%	(14)	29%	(21)	8%	(6)	2%	(2)	41%	(30)	73
Agnostic/Nothing in particular	21%	(99)	19%	(92)	6%	(30)	5%	(23)	49%	(233)	478
Something Else	17%	(45)	19%	(50)	7%	(19)	1%	(2)	55%	(141)	256
Religious Non-Protestant/Catholic	21%	(23)	22%	(24)	7%	(8)	7%	(8)	42%	(46)	108
Evangelical	20%	(87)	21%	(90)	6%	(24)	4%	(18)	49%	(209)	429
Non-Evangelical	13%	(67)	23%	(119)	6%	(29)	3%	(13)	55%	(283)	511
Community: Urban	25%	(124)	25%	(121)	7%	(34)	5%	(25)	38%	(183)	487
Community: Suburban	14%	(102)	20%	(149)	7%	(50)	4%	(30)	55%	(407)	739
Community: Rural	18%	(69)	20%	(79)	4%	(14)	3%	(11)	55%	(214)	387
Employ: Private Sector	25%	(123)	29%	(142)	9%	(43)	5%	(23)	33%	(162)	493
Employ: Government	23%	(19)	25%	(21)	11%	(9)	5%	(4)	37%	(32)	85
Employ: Self-Employed	22%	(32)	24%	(35)	7%	(10)	2%	(3)	45%	(66)	146
Employ: Homemaker	14%	(19)	15%	(20)	7%	(9)	11%	(14)	54%	(73)	136
Employ: Student	31%	(19)	16%	(10)	4%	(3)	3%	(2)	46%	(28)	61
Employ: Retired	8%	(31)	15%	(61)	3%	(10)	3%	(12)	71%	(284)	398
Employ: Unemployed	21%	(42)	18%	(37)	3%	(6)	2%	(3)	56%	(114)	203
Employ: Other	11%	(10)	26%	(24)	8%	(7)	5%	(5)	50%	(45)	91
Military HH: Yes	14%	(31)	23%	(51)	3%	(7)	4%	(9)	56%	(126)	224
Military HH: No	19%	(265)	21%	(298)	6%	(90)	4%	(57)	49%	(679)	1389
RD/WT: Right Direction	28%	(143)	24%	(120)	5%	(26)	3%	(16)	39%	(199)	504
RD/WT: Wrong Track	14%	(152)	21%	(229)	6%	(72)	4%	(50)	55%	(605)	1108
Biden Job Approve	25%	(179)	20%	(141)	7%	(46)	5%	(34)	43%	(307)	707
Biden Job Disapprove	13%	(109)	22%	(178)	6%	(49)	4%	(32)	55%	(451)	819

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Table MCEN5_24: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Tom Hardy

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	18%	(295)	22%	(349)	6%	(97)	4%	(66)	50%	(804)	1613
Biden Job Strongly Approve	31%	(98)	21%	(64)	8%	(24)	6%	(18)	35%	(109)	314
Biden Job Somewhat Approve	20%	(80)	20%	(77)	6%	(22)	4%	(16)	50%	(198)	392
Biden Job Somewhat Disapprove	15%	(37)	27%	(65)	7%	(16)	3%	(6)	49%	(119)	243
Biden Job Strongly Disapprove	12%	(72)	20%	(113)	6%	(33)	4%	(25)	58%	(332)	575
Favorable of Biden	24%	(179)	21%	(156)	6%	(45)	5%	(35)	44%	(325)	739
Unfavorable of Biden	14%	(112)	22%	(179)	6%	(49)	4%	(31)	54%	(433)	805
Very Favorable of Biden	29%	(97)	20%	(66)	5%	(18)	5%	(17)	41%	(137)	334
Somewhat Favorable of Biden	20%	(81)	22%	(90)	7%	(28)	4%	(18)	46%	(187)	405
Somewhat Unfavorable of Biden	17%	(33)	25%	(51)	8%	(17)	4%	(8)	46%	(92)	201
Very Unfavorable of Biden	13%	(79)	21%	(128)	5%	(32)	4%	(23)	56%	(341)	604
#1 Issue: Economy	21%	(133)	25%	(159)	5%	(31)	4%	(24)	45%	(289)	638
#1 Issue: Security	12%	(23)	23%	(44)	7%	(14)	2%	(4)	55%	(105)	188
#1 Issue: Health Care	19%	(25)	19%	(26)	17%	(22)	3%	(4)	42%	(56)	133
#1 Issue: Medicare / Social Security	11%	(18)	14%	(24)	1%	(2)	3%	(5)	70%	(116)	164
#1 Issue: Women's Issues	19%	(43)	20%	(45)	5%	(11)	7%	(17)	49%	(109)	225
#1 Issue: Education	27%	(14)	20%	(10)	8%	(4)	3%	(2)	42%	(22)	52
#1 Issue: Energy	25%	(28)	19%	(22)	10%	(11)	6%	(7)	39%	(44)	111
#1 Issue: Other	11%	(11)	20%	(21)	2%	(2)	5%	(5)	63%	(64)	102
2020 Vote: Joe Biden	23%	(158)	20%	(140)	8%	(52)	5%	(31)	44%	(305)	686
2020 Vote: Donald Trump	14%	(72)	23%	(116)	5%	(28)	3%	(14)	55%	(283)	513
2020 Vote: Didn't Vote	17%	(62)	23%	(83)	4%	(16)	5%	(20)	50%	(184)	366
2018 House Vote: Democrat	23%	(132)	22%	(126)	7%	(40)	4%	(23)	44%	(256)	577
2018 House Vote: Republican	14%	(59)	23%	(94)	5%	(23)	3%	(14)	55%	(228)	418
2016 Vote: Hillary Clinton	24%	(121)	20%	(100)	7%	(33)	5%	(24)	44%	(220)	499
2016 Vote: Donald Trump	14%	(63)	23%	(104)	6%	(26)	3%	(14)	55%	(249)	455
2016 Vote: Other	10%	(7)	15%	(10)	6%	(4)	1%	(1)	67%	(45)	66
2016 Vote: Didn't Vote	18%	(102)	23%	(135)	6%	(34)	5%	(28)	49%	(284)	583
Voted in 2014: Yes	18%	(155)	22%	(190)	6%	(50)	4%	(36)	51%	(440)	872
Voted in 2014: No	19%	(141)	21%	(159)	6%	(47)	4%	(30)	49%	(364)	741

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Table MCEN5_24: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Tom Hardy

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	18%	(295)	22%	(349)	6%	(97)	4%	(66)	50%	(804)	1613
4-Region: Northeast	16%	(46)	24%	(70)	5%	(15)	2%	(7)	52%	(149)	288
4-Region: Midwest	16%	(52)	18%	(58)	5%	(15)	6%	(18)	55%	(177)	320
4-Region: South	19%	(111)	20%	(121)	5%	(30)	4%	(22)	52%	(312)	596
4-Region: West	21%	(86)	25%	(101)	9%	(37)	5%	(20)	40%	(165)	409
James Bond Fans	23%	(236)	26%	(259)	7%	(66)	3%	(35)	41%	(419)	1015

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

Table MCEN5_25: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Tom Hiddleston

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	13%	(195)	18%	(270)	7%	(104)	5%	(72)	57%	(855)	1496
Gender: Male	15%	(108)	22%	(157)	8%	(61)	4%	(33)	51%	(369)	727
Gender: Female	11%	(87)	15%	(113)	6%	(43)	5%	(40)	63%	(487)	769
Age: 18-34	21%	(94)	23%	(103)	9%	(42)	6%	(25)	40%	(179)	443
Age: 35-44	18%	(43)	20%	(48)	9%	(21)	6%	(14)	48%	(117)	243
Age: 45-64	9%	(41)	18%	(85)	7%	(36)	5%	(24)	61%	(291)	477
Age: 65+	5%	(17)	10%	(34)	2%	(5)	3%	(9)	80%	(268)	333
GenZers: 1997-2012	21%	(37)	20%	(34)	10%	(17)	7%	(13)	41%	(70)	171
Millennials: 1981-1996	20%	(88)	23%	(104)	8%	(36)	5%	(24)	43%	(192)	444
GenXers: 1965-1980	12%	(44)	20%	(72)	9%	(31)	4%	(13)	55%	(195)	354
Baby Boomers: 1946-1964	5%	(23)	12%	(55)	4%	(19)	5%	(22)	75%	(353)	472
PID: Dem (no lean)	18%	(111)	20%	(122)	7%	(44)	5%	(30)	49%	(294)	600
PID: Ind (no lean)	10%	(44)	17%	(78)	7%	(32)	6%	(25)	60%	(271)	450
PID: Rep (no lean)	9%	(40)	16%	(70)	6%	(27)	4%	(18)	65%	(291)	446
PID/Gender: Dem Men	20%	(56)	27%	(76)	9%	(26)	3%	(7)	42%	(120)	286
PID/Gender: Dem Women	17%	(54)	15%	(46)	6%	(18)	7%	(23)	55%	(174)	315
PID/Gender: Ind Men	12%	(28)	19%	(43)	9%	(22)	6%	(13)	54%	(125)	230
PID/Gender: Ind Women	7%	(16)	16%	(35)	5%	(11)	5%	(12)	66%	(146)	220
PID/Gender: Rep Men	12%	(24)	18%	(37)	6%	(13)	6%	(13)	59%	(124)	211
PID/Gender: Rep Women	7%	(16)	14%	(32)	6%	(14)	2%	(5)	71%	(167)	235
Ideo: Liberal (1-3)	19%	(87)	20%	(88)	8%	(36)	5%	(24)	48%	(215)	450
Ideo: Moderate (4)	13%	(64)	21%	(107)	7%	(34)	4%	(21)	56%	(281)	506
Ideo: Conservative (5-7)	8%	(35)	14%	(63)	6%	(27)	4%	(17)	68%	(297)	440
Educ: < College	12%	(113)	16%	(150)	7%	(62)	6%	(53)	60%	(576)	953
Educ: Bachelors degree	14%	(48)	22%	(78)	8%	(28)	4%	(14)	52%	(182)	351
Educ: Post-grad	18%	(34)	22%	(43)	7%	(13)	3%	(6)	50%	(97)	192
Income: Under 50k	13%	(103)	16%	(130)	5%	(43)	6%	(45)	61%	(495)	816
Income: 50k-100k	13%	(60)	21%	(94)	9%	(42)	3%	(15)	54%	(245)	456
Income: 100k+	14%	(32)	21%	(46)	8%	(19)	5%	(12)	51%	(115)	224
Ethnicity: White	12%	(139)	18%	(213)	7%	(79)	4%	(52)	59%	(704)	1187

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Table MCEN5_25: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Tom Hiddleston

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	13%	(195)	18%	(270)	7%	(104)	5%	(72)	57%	(855)	1496
Ethnicity: Hispanic	22%	(52)	18%	(43)	8%	(18)	12%	(29)	40%	(96)	239
Ethnicity: Black	19%	(34)	15%	(26)	7%	(13)	6%	(11)	53%	(94)	179
Ethnicity: Other	17%	(22)	24%	(31)	9%	(12)	7%	(9)	43%	(56)	131
All Christian	12%	(81)	19%	(128)	5%	(35)	4%	(30)	59%	(393)	667
All Non-Christian	17%	(15)	19%	(17)	13%	(12)	2%	(2)	50%	(46)	92
Atheist	8%	(6)	33%	(27)	12%	(9)	4%	(3)	43%	(35)	80
Agnostic/Nothing in particular	14%	(60)	14%	(59)	9%	(40)	7%	(30)	55%	(236)	425
Something Else	14%	(33)	17%	(38)	3%	(8)	3%	(7)	63%	(146)	232
Religious Non-Protestant/Catholic	16%	(16)	20%	(20)	12%	(12)	4%	(4)	49%	(49)	101
Evangelical	17%	(70)	19%	(77)	6%	(25)	3%	(13)	54%	(219)	403
Non-Evangelical	8%	(40)	17%	(83)	4%	(18)	5%	(22)	66%	(312)	475
Community: Urban	18%	(81)	22%	(101)	7%	(32)	5%	(24)	47%	(213)	451
Community: Suburban	11%	(78)	16%	(110)	7%	(47)	5%	(37)	60%	(410)	682
Community: Rural	10%	(37)	16%	(59)	7%	(24)	3%	(12)	64%	(232)	363
Employ: Private Sector	16%	(74)	23%	(107)	11%	(52)	4%	(19)	45%	(208)	460
Employ: Government	18%	(13)	20%	(15)	12%	(9)	7%	(5)	42%	(31)	73
Employ: Self-Employed	16%	(20)	17%	(22)	3%	(4)	9%	(11)	54%	(67)	124
Employ: Homemaker	12%	(15)	16%	(20)	7%	(9)	9%	(11)	57%	(72)	126
Employ: Student	25%	(13)	19%	(10)	10%	(5)	12%	(6)	35%	(19)	54
Employ: Retired	6%	(22)	11%	(42)	3%	(12)	4%	(14)	77%	(294)	383
Employ: Unemployed	12%	(23)	19%	(36)	5%	(10)	1%	(2)	63%	(120)	190
Employ: Other	17%	(15)	22%	(19)	4%	(3)	4%	(4)	53%	(46)	86
Military HH: Yes	11%	(22)	15%	(29)	4%	(7)	5%	(9)	66%	(128)	195
Military HH: No	13%	(173)	19%	(241)	7%	(96)	5%	(63)	56%	(727)	1301
RD/WT: Right Direction	21%	(99)	23%	(110)	6%	(28)	4%	(18)	46%	(217)	472
RD/WT: Wrong Track	9%	(96)	16%	(160)	7%	(75)	5%	(54)	62%	(639)	1024
Biden Job Approve	19%	(126)	21%	(138)	8%	(53)	6%	(39)	47%	(314)	671
Biden Job Disapprove	8%	(60)	15%	(108)	6%	(47)	4%	(26)	67%	(499)	740

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Table MCEN5_25: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Tom Hiddleston

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	13%	(195)	18%	(270)	7%	(104)	5%	(72)	57%	(855)	1496
Biden Job Strongly Approve	22%	(68)	22%	(65)	6%	(18)	8%	(25)	42%	(127)	303
Biden Job Somewhat Approve	16%	(58)	20%	(73)	10%	(35)	4%	(14)	51%	(187)	367
Biden Job Somewhat Disapprove	11%	(23)	16%	(35)	5%	(11)	5%	(10)	63%	(134)	212
Biden Job Strongly Disapprove	7%	(37)	14%	(73)	7%	(35)	3%	(17)	69%	(365)	528
Favorable of Biden	18%	(127)	22%	(155)	7%	(47)	6%	(42)	47%	(325)	696
Unfavorable of Biden	8%	(61)	15%	(108)	7%	(53)	4%	(29)	66%	(482)	734
Very Favorable of Biden	23%	(76)	20%	(65)	5%	(16)	9%	(31)	42%	(138)	327
Somewhat Favorable of Biden	14%	(51)	24%	(90)	8%	(31)	3%	(11)	51%	(187)	370
Somewhat Unfavorable of Biden	11%	(21)	18%	(34)	8%	(14)	4%	(8)	58%	(109)	188
Very Unfavorable of Biden	7%	(40)	13%	(74)	7%	(39)	4%	(21)	68%	(373)	546
#1 Issue: Economy	14%	(81)	22%	(131)	6%	(34)	4%	(22)	55%	(332)	600
#1 Issue: Security	11%	(18)	16%	(24)	11%	(18)	4%	(6)	57%	(89)	155
#1 Issue: Health Care	7%	(9)	17%	(20)	13%	(16)	9%	(10)	54%	(64)	119
#1 Issue: Medicare / Social Security	5%	(9)	9%	(15)	5%	(8)	2%	(4)	79%	(128)	163
#1 Issue: Women's Issues	17%	(39)	18%	(41)	6%	(13)	9%	(20)	51%	(117)	230
#1 Issue: Education	27%	(15)	16%	(9)	8%	(4)	12%	(6)	37%	(20)	53
#1 Issue: Energy	20%	(18)	18%	(16)	8%	(8)	2%	(2)	51%	(46)	90
#1 Issue: Other	9%	(8)	16%	(14)	4%	(3)	2%	(2)	68%	(58)	85
2020 Vote: Joe Biden	17%	(112)	22%	(146)	7%	(46)	5%	(31)	49%	(319)	654
2020 Vote: Donald Trump	8%	(37)	14%	(68)	8%	(41)	2%	(11)	68%	(329)	487
2020 Vote: Didn't Vote	13%	(42)	15%	(46)	5%	(15)	9%	(29)	58%	(184)	317
2018 House Vote: Democrat	16%	(85)	21%	(108)	8%	(45)	4%	(23)	51%	(267)	528
2018 House Vote: Republican	9%	(36)	15%	(61)	6%	(25)	2%	(10)	67%	(262)	394
2016 Vote: Hillary Clinton	15%	(69)	22%	(102)	8%	(39)	4%	(18)	51%	(234)	462
2016 Vote: Donald Trump	9%	(39)	14%	(63)	7%	(29)	3%	(13)	67%	(296)	439
2016 Vote: Other	13%	(9)	13%	(9)	5%	(3)	—	(0)	69%	(46)	67
2016 Vote: Didn't Vote	15%	(76)	18%	(95)	6%	(33)	8%	(41)	53%	(279)	523
Voted in 2014: Yes	13%	(105)	18%	(150)	7%	(58)	3%	(27)	59%	(495)	835
Voted in 2014: No	14%	(90)	18%	(120)	7%	(46)	7%	(45)	54%	(360)	661

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Table MCEN5_25: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Tom Hiddleston

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	13%	(195)	18%	(270)	7%	(104)	5%	(72)	57%	(855)	1496
4-Region: Northeast	7%	(19)	21%	(55)	9%	(23)	3%	(7)	60%	(159)	263
4-Region: Midwest	13%	(39)	12%	(37)	8%	(25)	3%	(10)	63%	(190)	301
4-Region: South	13%	(74)	16%	(92)	5%	(27)	5%	(26)	61%	(344)	563
4-Region: West	17%	(64)	23%	(86)	8%	(28)	8%	(29)	44%	(162)	369
James Bond Fans	16%	(154)	22%	(211)	7%	(68)	4%	(42)	50%	(474)	949

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

Table MCEN5_26: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Henry Cavill

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	15%	(226)	20%	(309)	7%	(106)	3%	(54)	55%	(843)	1538
Gender: Male	20%	(147)	23%	(167)	9%	(69)	4%	(29)	44%	(321)	733
Gender: Female	10%	(80)	18%	(142)	5%	(37)	3%	(25)	65%	(521)	805
Age: 18-34	21%	(90)	20%	(87)	9%	(38)	5%	(23)	45%	(194)	432
Age: 35-44	21%	(54)	28%	(72)	9%	(22)	4%	(10)	39%	(101)	260
Age: 45-64	12%	(61)	21%	(109)	8%	(40)	3%	(17)	56%	(289)	516
Age: 65+	6%	(21)	12%	(41)	2%	(6)	1%	(4)	78%	(258)	329
GenZers: 1997-2012	17%	(28)	20%	(33)	9%	(16)	7%	(12)	47%	(78)	167
Millennials: 1981-1996	22%	(98)	24%	(109)	9%	(41)	4%	(19)	41%	(186)	454
GenXers: 1965-1980	14%	(53)	23%	(85)	9%	(34)	3%	(13)	50%	(187)	371
Baby Boomers: 1946-1964	9%	(47)	16%	(78)	3%	(13)	2%	(10)	70%	(346)	494
PID: Dem (no lean)	18%	(112)	24%	(147)	8%	(49)	3%	(20)	47%	(294)	622
PID: Ind (no lean)	10%	(45)	17%	(80)	8%	(39)	2%	(11)	62%	(284)	458
PID: Rep (no lean)	15%	(69)	18%	(82)	4%	(19)	5%	(23)	58%	(265)	458
PID/Gender: Dem Men	24%	(73)	27%	(80)	11%	(34)	4%	(11)	33%	(100)	298
PID/Gender: Dem Women	12%	(39)	21%	(67)	5%	(15)	3%	(9)	60%	(194)	324
PID/Gender: Ind Men	12%	(27)	20%	(43)	12%	(25)	3%	(7)	53%	(114)	216
PID/Gender: Ind Women	7%	(18)	15%	(36)	6%	(13)	2%	(4)	71%	(171)	242
PID/Gender: Rep Men	22%	(47)	20%	(43)	4%	(9)	5%	(10)	49%	(108)	218
PID/Gender: Rep Women	9%	(22)	16%	(39)	4%	(9)	5%	(12)	65%	(157)	240
Ideo: Liberal (1-3)	22%	(97)	24%	(109)	6%	(28)	4%	(17)	44%	(200)	452
Ideo: Moderate (4)	13%	(64)	19%	(98)	10%	(48)	3%	(16)	55%	(278)	506
Ideo: Conservative (5-7)	13%	(60)	19%	(91)	5%	(26)	3%	(16)	59%	(280)	473
Educ: < College	12%	(117)	17%	(173)	7%	(65)	4%	(35)	61%	(599)	989
Educ: Bachelors degree	17%	(61)	26%	(93)	9%	(32)	4%	(15)	43%	(151)	351
Educ: Post-grad	24%	(48)	22%	(44)	5%	(10)	2%	(4)	47%	(94)	199
Income: Under 50k	12%	(99)	18%	(152)	6%	(51)	3%	(29)	61%	(519)	850
Income: 50k-100k	18%	(83)	21%	(99)	9%	(43)	3%	(16)	48%	(224)	464
Income: 100k+	20%	(44)	26%	(58)	6%	(12)	4%	(9)	45%	(100)	224
Ethnicity: White	15%	(178)	20%	(236)	6%	(76)	3%	(40)	55%	(662)	1194

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Table MCEN5_26: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Henry Cavill

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	15%	(226)	20%	(309)	7%	(106)	3%	(54)	55%	(843)	1538
Ethnicity: Hispanic	23%	(54)	20%	(47)	7%	(16)	5%	(11)	46%	(108)	236
Ethnicity: Black	13%	(24)	23%	(43)	9%	(18)	5%	(9)	50%	(95)	190
Ethnicity: Other	15%	(24)	19%	(30)	8%	(12)	3%	(4)	55%	(86)	155
All Christian	14%	(99)	23%	(162)	7%	(48)	3%	(21)	54%	(382)	711
All Non-Christian	18%	(15)	22%	(19)	10%	(9)	4%	(4)	46%	(40)	87
Atheist	25%	(16)	15%	(10)	8%	(5)	3%	(2)	49%	(32)	66
Agnostic/Nothing in particular	17%	(73)	16%	(68)	6%	(26)	5%	(20)	56%	(232)	419
Something Else	9%	(23)	20%	(50)	7%	(19)	3%	(7)	61%	(157)	256
Religious Non-Protestant/Catholic	18%	(19)	22%	(22)	9%	(9)	4%	(4)	48%	(49)	102
Evangelical	15%	(62)	22%	(94)	9%	(37)	2%	(8)	52%	(221)	422
Non-Evangelical	10%	(53)	22%	(112)	6%	(29)	4%	(20)	59%	(305)	518
Community: Urban	18%	(84)	23%	(106)	10%	(46)	4%	(18)	45%	(207)	461
Community: Suburban	12%	(85)	20%	(139)	6%	(45)	4%	(28)	57%	(400)	695
Community: Rural	15%	(58)	17%	(64)	4%	(16)	2%	(8)	62%	(236)	382
Employ: Private Sector	20%	(98)	25%	(121)	11%	(54)	4%	(19)	41%	(201)	492
Employ: Government	20%	(15)	22%	(17)	13%	(10)	5%	(4)	40%	(31)	77
Employ: Self-Employed	17%	(24)	21%	(29)	5%	(8)	5%	(7)	52%	(73)	141
Employ: Homemaker	13%	(15)	17%	(19)	3%	(4)	5%	(5)	61%	(67)	110
Employ: Retired	8%	(33)	15%	(56)	3%	(10)	1%	(4)	73%	(283)	386
Employ: Unemployed	12%	(24)	19%	(37)	4%	(8)	6%	(11)	60%	(117)	197
Employ: Other	10%	(9)	22%	(20)	12%	(11)	3%	(2)	54%	(48)	90
Military HH: Yes	16%	(35)	23%	(48)	3%	(7)	2%	(5)	56%	(118)	212
Military HH: No	14%	(192)	20%	(262)	7%	(99)	4%	(49)	55%	(725)	1326
RD/WT: Right Direction	23%	(114)	27%	(136)	7%	(38)	3%	(13)	40%	(205)	506
RD/WT: Wrong Track	11%	(112)	17%	(173)	7%	(68)	4%	(40)	62%	(638)	1032
Biden Job Approve	20%	(138)	25%	(167)	6%	(44)	3%	(21)	46%	(311)	682
Biden Job Disapprove	11%	(85)	17%	(134)	7%	(57)	4%	(33)	61%	(490)	798

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Table MCEN5_26: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Henry Cavill

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	15%	(226)	20%	(309)	7%	(106)	3%	(54)	55%	(843)	1538
Biden Job Strongly Approve	27%	(84)	25%	(77)	6%	(17)	3%	(9)	40%	(122)	309
Biden Job Somewhat Approve	15%	(55)	24%	(91)	7%	(27)	3%	(12)	51%	(189)	373
Biden Job Somewhat Disapprove	10%	(24)	22%	(51)	9%	(20)	3%	(8)	56%	(130)	233
Biden Job Strongly Disapprove	11%	(61)	15%	(83)	7%	(37)	4%	(25)	64%	(360)	565
Favorable of Biden	20%	(137)	24%	(168)	7%	(49)	3%	(21)	46%	(319)	694
Unfavorable of Biden	11%	(85)	18%	(139)	7%	(53)	4%	(30)	61%	(475)	782
Very Favorable of Biden	23%	(74)	26%	(81)	4%	(14)	3%	(11)	44%	(139)	319
Somewhat Favorable of Biden	17%	(62)	23%	(87)	10%	(36)	3%	(11)	48%	(180)	376
Somewhat Unfavorable of Biden	12%	(23)	24%	(46)	6%	(12)	3%	(6)	55%	(109)	196
Very Unfavorable of Biden	10%	(61)	16%	(92)	7%	(41)	4%	(25)	63%	(366)	586
#1 Issue: Economy	15%	(90)	22%	(130)	9%	(51)	2%	(15)	52%	(313)	599
#1 Issue: Security	11%	(20)	19%	(34)	9%	(15)	4%	(6)	57%	(100)	176
#1 Issue: Health Care	17%	(21)	22%	(28)	8%	(9)	3%	(4)	50%	(62)	124
#1 Issue: Medicare / Social Security	9%	(14)	14%	(22)	3%	(4)	3%	(5)	71%	(113)	159
#1 Issue: Women's Issues	17%	(39)	22%	(51)	5%	(11)	1%	(3)	55%	(130)	235
#1 Issue: Education	33%	(18)	20%	(11)	11%	(6)	7%	(4)	29%	(16)	54
#1 Issue: Energy	14%	(14)	25%	(25)	4%	(4)	12%	(12)	46%	(46)	100
#1 Issue: Other	11%	(10)	9%	(8)	6%	(6)	5%	(4)	70%	(64)	91
2020 Vote: Joe Biden	18%	(120)	25%	(169)	8%	(55)	3%	(18)	45%	(302)	665
2020 Vote: Donald Trump	13%	(66)	17%	(88)	6%	(31)	4%	(21)	60%	(310)	516
2020 Vote: Didn't Vote	12%	(38)	15%	(47)	6%	(18)	5%	(15)	63%	(204)	322
2018 House Vote: Democrat	18%	(98)	26%	(145)	8%	(44)	3%	(16)	45%	(249)	553
2018 House Vote: Republican	15%	(61)	16%	(64)	6%	(24)	3%	(13)	60%	(247)	410
2016 Vote: Hillary Clinton	18%	(87)	26%	(131)	8%	(39)	2%	(11)	46%	(227)	495
2016 Vote: Donald Trump	15%	(69)	17%	(80)	5%	(24)	3%	(13)	59%	(270)	456
2016 Vote: Other	10%	(7)	14%	(10)	7%	(5)	4%	(3)	64%	(45)	69
2016 Vote: Didn't Vote	12%	(63)	17%	(88)	7%	(37)	5%	(27)	58%	(294)	509
Voted in 2014: Yes	16%	(134)	21%	(177)	8%	(65)	2%	(20)	54%	(464)	860
Voted in 2014: No	14%	(93)	19%	(132)	6%	(41)	5%	(34)	56%	(379)	679

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Table MCEN5_26: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Henry Cavill

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	15%	(226)	20%	(309)	7%	(106)	3%	(54)	55%	(843)	1538
4-Region: Northeast	11%	(27)	23%	(59)	8%	(21)	4%	(10)	54%	(137)	254
4-Region: Midwest	10%	(32)	17%	(56)	5%	(18)	3%	(9)	66%	(223)	338
4-Region: South	16%	(93)	19%	(110)	6%	(38)	4%	(22)	55%	(328)	591
4-Region: West	21%	(74)	24%	(84)	8%	(29)	4%	(13)	44%	(156)	355
James Bond Fans	18%	(175)	25%	(243)	8%	(74)	3%	(31)	46%	(440)	964

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

Table MCEN5_27: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Andrew Garfield

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	11%	(180)	19%	(292)	8%	(133)	6%	(94)	56%	(874)	1573
Gender: Male	13%	(101)	20%	(153)	10%	(75)	7%	(52)	49%	(373)	754
Gender: Female	10%	(79)	17%	(139)	7%	(58)	5%	(42)	61%	(501)	819
Age: 18-34	22%	(100)	24%	(111)	9%	(42)	7%	(33)	38%	(172)	459
Age: 35-44	15%	(39)	26%	(67)	8%	(20)	8%	(20)	44%	(113)	260
Age: 45-64	6%	(29)	17%	(84)	12%	(61)	6%	(29)	60%	(304)	508
Age: 65+	3%	(11)	9%	(30)	3%	(10)	3%	(11)	82%	(285)	347
GenZers: 1997-2012	26%	(47)	23%	(40)	9%	(15)	11%	(19)	31%	(55)	176
Millennials: 1981-1996	18%	(84)	26%	(125)	9%	(42)	6%	(29)	41%	(198)	479
GenXers: 1965-1980	8%	(29)	18%	(66)	14%	(50)	6%	(21)	53%	(190)	357
Baby Boomers: 1946-1964	3%	(17)	11%	(57)	5%	(23)	5%	(24)	76%	(383)	504
PID: Dem (no lean)	16%	(103)	21%	(134)	9%	(58)	6%	(40)	47%	(291)	625
PID: Ind (no lean)	8%	(39)	17%	(83)	7%	(35)	5%	(26)	62%	(297)	481
PID: Rep (no lean)	8%	(38)	16%	(75)	9%	(41)	6%	(28)	61%	(286)	468
PID/Gender: Dem Men	19%	(58)	22%	(67)	9%	(26)	8%	(23)	42%	(128)	302
PID/Gender: Dem Women	14%	(45)	21%	(67)	10%	(31)	5%	(17)	50%	(163)	323
PID/Gender: Ind Men	10%	(23)	18%	(42)	9%	(22)	7%	(15)	56%	(132)	234
PID/Gender: Ind Women	7%	(16)	17%	(41)	5%	(13)	4%	(11)	67%	(165)	247
PID/Gender: Rep Men	9%	(20)	20%	(44)	12%	(27)	6%	(14)	52%	(113)	218
PID/Gender: Rep Women	7%	(17)	12%	(31)	5%	(14)	6%	(14)	70%	(174)	249
Ideo: Liberal (1-3)	15%	(67)	22%	(100)	10%	(46)	6%	(27)	46%	(210)	451
Ideo: Moderate (4)	11%	(60)	18%	(100)	9%	(48)	7%	(41)	55%	(299)	548
Ideo: Conservative (5-7)	9%	(41)	16%	(75)	7%	(32)	4%	(20)	64%	(293)	461
Educ: < College	11%	(116)	16%	(172)	8%	(86)	5%	(57)	59%	(614)	1046
Educ: Bachelors degree	12%	(40)	22%	(73)	11%	(35)	8%	(28)	47%	(156)	332
Educ: Post-grad	12%	(24)	24%	(47)	6%	(12)	4%	(8)	53%	(104)	196
Income: Under 50k	12%	(109)	15%	(136)	8%	(72)	6%	(54)	59%	(544)	914
Income: 50k-100k	11%	(47)	25%	(112)	9%	(40)	6%	(29)	49%	(222)	449
Income: 100k+	11%	(23)	21%	(45)	10%	(22)	5%	(11)	52%	(109)	210
Ethnicity: White	10%	(118)	18%	(223)	9%	(105)	6%	(75)	57%	(686)	1208

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Table MCEN5_27: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Andrew Garfield

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	11%	(180)	19%	(292)	8%	(133)	6%	(94)	56%	(874)	1573
Ethnicity: Hispanic	22%	(59)	22%	(58)	7%	(20)	12%	(32)	37%	(99)	268
Ethnicity: Black	18%	(38)	18%	(38)	11%	(23)	6%	(12)	48%	(102)	213
Ethnicity: Other	16%	(24)	20%	(31)	3%	(5)	4%	(6)	56%	(86)	153
All Christian	10%	(71)	20%	(139)	8%	(57)	6%	(43)	56%	(393)	702
All Non-Christian	19%	(19)	18%	(18)	9%	(9)	7%	(7)	47%	(47)	100
Atheist	17%	(11)	18%	(12)	7%	(5)	11%	(8)	47%	(32)	68
Agnostic/Nothing in particular	13%	(56)	17%	(76)	11%	(48)	5%	(23)	54%	(242)	444
Something Else	9%	(23)	18%	(48)	6%	(15)	5%	(13)	62%	(161)	260
Religious Non-Protestant/Catholic	17%	(20)	18%	(21)	9%	(10)	6%	(7)	49%	(57)	115
Evangelical	13%	(53)	19%	(77)	7%	(27)	6%	(24)	56%	(228)	409
Non-Evangelical	7%	(36)	20%	(104)	8%	(41)	6%	(31)	59%	(311)	523
Community: Urban	15%	(77)	23%	(113)	9%	(46)	7%	(33)	46%	(230)	500
Community: Suburban	9%	(65)	18%	(124)	7%	(47)	6%	(43)	60%	(421)	700
Community: Rural	10%	(38)	15%	(56)	11%	(40)	5%	(18)	60%	(223)	374
Employ: Private Sector	16%	(71)	26%	(115)	12%	(52)	6%	(26)	40%	(178)	441
Employ: Government	9%	(8)	26%	(23)	8%	(7)	12%	(10)	45%	(40)	89
Employ: Self-Employed	14%	(19)	22%	(31)	10%	(14)	9%	(12)	45%	(63)	140
Employ: Homemaker	14%	(20)	8%	(11)	12%	(17)	6%	(9)	59%	(82)	138
Employ: Retired	5%	(19)	11%	(44)	4%	(18)	3%	(14)	77%	(319)	412
Employ: Unemployed	10%	(22)	19%	(42)	6%	(14)	5%	(11)	60%	(134)	223
Employ: Other	13%	(11)	16%	(13)	11%	(9)	7%	(6)	53%	(44)	84
Military HH: Yes	9%	(19)	17%	(35)	7%	(14)	6%	(12)	61%	(125)	205
Military HH: No	12%	(160)	19%	(257)	9%	(119)	6%	(82)	55%	(749)	1368
RD/WT: Right Direction	18%	(88)	23%	(115)	9%	(45)	6%	(31)	44%	(218)	496
RD/WT: Wrong Track	9%	(92)	16%	(178)	8%	(89)	6%	(63)	61%	(656)	1078
Biden Job Approve	16%	(107)	21%	(143)	9%	(61)	8%	(51)	46%	(312)	673
Biden Job Disapprove	7%	(61)	17%	(140)	8%	(66)	5%	(41)	62%	(507)	814

Continued on next page

Table MCEN5_27: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Andrew Garfield

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	11%	(180)	19%	(292)	8%	(133)	6%	(94)	56%	(874)	1573
Biden Job Strongly Approve	19%	(57)	19%	(56)	10%	(29)	8%	(24)	45%	(137)	303
Biden Job Somewhat Approve	13%	(50)	23%	(86)	9%	(32)	7%	(28)	47%	(175)	370
Biden Job Somewhat Disapprove	10%	(24)	23%	(56)	9%	(21)	3%	(7)	56%	(138)	247
Biden Job Strongly Disapprove	6%	(37)	15%	(84)	8%	(44)	6%	(34)	65%	(369)	567
Favorable of Biden	16%	(118)	21%	(152)	9%	(65)	8%	(56)	46%	(330)	721
Unfavorable of Biden	7%	(55)	17%	(134)	8%	(66)	5%	(37)	63%	(492)	783
Very Favorable of Biden	18%	(59)	17%	(57)	9%	(29)	9%	(31)	47%	(159)	335
Somewhat Favorable of Biden	15%	(59)	25%	(95)	9%	(36)	7%	(25)	44%	(171)	386
Somewhat Unfavorable of Biden	8%	(17)	19%	(38)	9%	(19)	3%	(5)	60%	(121)	200
Very Unfavorable of Biden	7%	(38)	16%	(96)	8%	(47)	5%	(32)	64%	(371)	584
#1 Issue: Economy	13%	(80)	19%	(118)	8%	(52)	5%	(34)	55%	(351)	637
#1 Issue: Security	10%	(17)	17%	(29)	9%	(15)	8%	(13)	57%	(97)	171
#1 Issue: Health Care	12%	(14)	20%	(24)	16%	(20)	7%	(8)	46%	(55)	121
#1 Issue: Medicare / Social Security	5%	(8)	9%	(16)	5%	(9)	5%	(8)	75%	(126)	168
#1 Issue: Women's Issues	14%	(33)	22%	(53)	9%	(22)	7%	(18)	48%	(115)	240
#1 Issue: Education	14%	(8)	36%	(20)	8%	(4)	7%	(4)	35%	(20)	55
#1 Issue: Energy	13%	(12)	30%	(27)	7%	(6)	5%	(5)	45%	(40)	90
#1 Issue: Other	8%	(7)	7%	(7)	6%	(6)	3%	(3)	75%	(69)	92
2020 Vote: Joe Biden	15%	(103)	21%	(146)	9%	(58)	8%	(52)	47%	(324)	685
2020 Vote: Donald Trump	8%	(40)	17%	(80)	8%	(41)	3%	(17)	63%	(309)	487
2020 Vote: Didn't Vote	10%	(35)	16%	(59)	8%	(29)	7%	(24)	59%	(213)	360
2018 House Vote: Democrat	15%	(87)	22%	(127)	8%	(44)	6%	(34)	49%	(275)	567
2018 House Vote: Republican	9%	(34)	15%	(60)	9%	(36)	3%	(11)	64%	(256)	398
2016 Vote: Hillary Clinton	14%	(74)	23%	(116)	9%	(47)	6%	(30)	48%	(248)	515
2016 Vote: Donald Trump	7%	(30)	16%	(68)	8%	(34)	3%	(14)	66%	(285)	432
2016 Vote: Other	1%	(1)	13%	(8)	10%	(7)	4%	(3)	72%	(46)	64
2016 Vote: Didn't Vote	13%	(74)	18%	(99)	8%	(46)	8%	(46)	52%	(288)	554
Voted in 2014: Yes	11%	(92)	19%	(159)	8%	(71)	5%	(43)	57%	(493)	858
Voted in 2014: No	12%	(88)	19%	(133)	9%	(62)	7%	(51)	53%	(381)	715

Continued on next page

Table MCEN5_27: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Andrew Garfield

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	11%	(180)	19%	(292)	8%	(133)	6%	(94)	56%	(874)	1573
4-Region: Northeast	8%	(21)	21%	(55)	10%	(25)	5%	(13)	55%	(142)	256
4-Region: Midwest	7%	(23)	17%	(53)	7%	(23)	4%	(14)	65%	(206)	319
4-Region: South	12%	(74)	19%	(117)	7%	(45)	6%	(40)	55%	(342)	617
4-Region: West	16%	(61)	18%	(68)	11%	(40)	7%	(27)	49%	(185)	381
James Bond Fans	14%	(139)	21%	(212)	10%	(95)	7%	(67)	48%	(475)	989

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

Table MCEN5_28: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Daniel Kaluuya

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(122)	11%	(177)	7%	(108)	4%	(65)	71%	(1130)	1602
Gender: Male	10%	(81)	13%	(104)	9%	(71)	5%	(37)	63%	(500)	792
Gender: Female	5%	(41)	9%	(73)	5%	(37)	3%	(28)	78%	(630)	810
Age: 18-34	14%	(65)	14%	(63)	9%	(41)	5%	(23)	58%	(268)	460
Age: 35-44	10%	(25)	21%	(54)	7%	(18)	3%	(7)	60%	(154)	258
Age: 45-64	5%	(27)	9%	(47)	6%	(34)	6%	(32)	73%	(388)	528
Age: 65+	1%	(5)	3%	(12)	4%	(15)	1%	(3)	90%	(321)	356
GenZers: 1997-2012	10%	(18)	15%	(28)	9%	(17)	8%	(14)	58%	(109)	187
Millennials: 1981-1996	15%	(70)	16%	(74)	9%	(41)	3%	(14)	57%	(268)	468
GenXers: 1965-1980	5%	(18)	12%	(44)	7%	(27)	6%	(21)	71%	(265)	375
Baby Boomers: 1946-1964	3%	(14)	6%	(30)	4%	(23)	3%	(16)	84%	(432)	515
PID: Dem (no lean)	10%	(63)	15%	(95)	6%	(34)	4%	(25)	65%	(402)	620
PID: Ind (no lean)	6%	(29)	8%	(44)	6%	(33)	4%	(19)	76%	(390)	515
PID: Rep (no lean)	6%	(29)	8%	(38)	9%	(41)	4%	(20)	72%	(338)	467
PID/Gender: Dem Men	13%	(41)	20%	(63)	7%	(22)	3%	(10)	56%	(175)	311
PID/Gender: Dem Women	7%	(23)	10%	(32)	4%	(13)	5%	(15)	73%	(227)	310
PID/Gender: Ind Men	8%	(20)	9%	(24)	8%	(21)	5%	(13)	70%	(182)	261
PID/Gender: Ind Women	4%	(9)	8%	(20)	5%	(12)	2%	(6)	82%	(208)	254
PID/Gender: Rep Men	9%	(20)	8%	(17)	13%	(28)	6%	(13)	64%	(142)	221
PID/Gender: Rep Women	4%	(9)	9%	(21)	5%	(13)	3%	(7)	80%	(196)	246
Ideo: Liberal (1-3)	11%	(53)	13%	(62)	6%	(29)	4%	(17)	66%	(307)	468
Ideo: Moderate (4)	8%	(44)	12%	(62)	7%	(37)	3%	(18)	70%	(367)	528
Ideo: Conservative (5-7)	5%	(22)	10%	(47)	7%	(34)	5%	(25)	73%	(351)	478
Educ: < College	5%	(52)	10%	(105)	7%	(72)	5%	(49)	74%	(773)	1050
Educ: Bachelors degree	12%	(44)	13%	(46)	7%	(24)	3%	(12)	64%	(227)	352
Educ: Post-grad	13%	(27)	13%	(26)	6%	(12)	2%	(4)	65%	(130)	200
Income: Under 50k	5%	(44)	12%	(106)	6%	(56)	4%	(40)	73%	(659)	905
Income: 50k-100k	10%	(45)	11%	(49)	7%	(34)	4%	(16)	69%	(318)	462
Income: 100k+	14%	(33)	10%	(22)	7%	(17)	3%	(8)	66%	(154)	235
Ethnicity: White	7%	(83)	10%	(131)	6%	(78)	4%	(45)	73%	(911)	1248

Continued on next page

Table MCEN5_28: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Daniel Kaluuya

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(122)	11%	(177)	7%	(108)	4%	(65)	71%	(1130)	1602
Ethnicity: Hispanic	12%	(32)	13%	(35)	10%	(29)	9%	(25)	57%	(157)	277
Ethnicity: Black	13%	(26)	12%	(25)	10%	(20)	8%	(16)	57%	(115)	203
Ethnicity: Other	9%	(13)	14%	(21)	6%	(9)	2%	(3)	69%	(104)	151
All Christian	8%	(60)	14%	(103)	8%	(56)	3%	(23)	66%	(479)	721
All Non-Christian	13%	(12)	11%	(10)	7%	(6)	4%	(3)	66%	(63)	95
Atheist	4%	(3)	7%	(5)	5%	(3)	1%	(1)	83%	(53)	64
Agnostic/Nothing in particular	7%	(33)	7%	(30)	4%	(20)	6%	(27)	76%	(342)	453
Something Else	5%	(14)	11%	(29)	8%	(23)	4%	(10)	72%	(193)	270
Religious Non-Protestant/Catholic	12%	(13)	12%	(13)	7%	(8)	3%	(3)	65%	(70)	107
Evangelical	10%	(44)	15%	(63)	10%	(43)	3%	(14)	62%	(268)	432
Non-Evangelical	5%	(26)	12%	(61)	6%	(33)	4%	(19)	74%	(391)	531
Community: Urban	13%	(61)	17%	(78)	6%	(29)	3%	(14)	61%	(284)	466
Community: Suburban	6%	(44)	8%	(56)	7%	(48)	5%	(37)	74%	(536)	722
Community: Rural	4%	(17)	10%	(43)	7%	(31)	3%	(13)	75%	(311)	415
Employ: Private Sector	12%	(58)	17%	(84)	9%	(44)	3%	(14)	60%	(294)	494
Employ: Government	20%	(15)	17%	(13)	6%	(4)	4%	(3)	54%	(40)	75
Employ: Self-Employed	9%	(12)	12%	(17)	7%	(10)	7%	(11)	65%	(92)	142
Employ: Homemaker	1%	(1)	8%	(10)	6%	(8)	8%	(10)	77%	(98)	127
Employ: Student	8%	(4)	10%	(5)	10%	(5)	13%	(6)	59%	(31)	52
Employ: Retired	3%	(10)	6%	(23)	4%	(16)	3%	(12)	85%	(345)	406
Employ: Unemployed	7%	(16)	7%	(16)	4%	(9)	3%	(7)	78%	(171)	218
Employ: Other	6%	(5)	11%	(9)	14%	(12)	2%	(2)	68%	(59)	87
Military HH: Yes	6%	(13)	12%	(26)	8%	(16)	1%	(3)	72%	(153)	211
Military HH: No	8%	(109)	11%	(151)	7%	(92)	4%	(62)	70%	(978)	1392
RD/WT: Right Direction	15%	(70)	16%	(79)	7%	(36)	2%	(9)	60%	(289)	483
RD/WT: Wrong Track	5%	(52)	9%	(98)	6%	(72)	5%	(55)	75%	(842)	1119
Biden Job Approve	13%	(89)	14%	(94)	5%	(33)	4%	(26)	64%	(426)	667
Biden Job Disapprove	4%	(32)	9%	(75)	8%	(64)	4%	(35)	76%	(637)	843

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Table MCEN5_28: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Daniel Kaluuya

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(122)	11%	(177)	7%	(108)	4%	(65)	71%	(1130)	1602
Biden Job Strongly Approve	19%	(56)	16%	(46)	3%	(10)	7%	(21)	55%	(165)	298
Biden Job Somewhat Approve	9%	(33)	13%	(47)	6%	(22)	1%	(5)	71%	(261)	368
Biden Job Somewhat Disapprove	4%	(11)	11%	(28)	5%	(14)	5%	(13)	75%	(194)	260
Biden Job Strongly Disapprove	4%	(22)	8%	(47)	9%	(50)	4%	(22)	76%	(443)	583
Favorable of Biden	12%	(83)	14%	(98)	6%	(40)	5%	(32)	64%	(450)	702
Unfavorable of Biden	5%	(38)	9%	(71)	8%	(65)	4%	(30)	75%	(616)	821
Very Favorable of Biden	16%	(49)	15%	(48)	4%	(14)	6%	(19)	59%	(184)	314
Somewhat Favorable of Biden	9%	(34)	13%	(50)	7%	(27)	3%	(12)	68%	(266)	388
Somewhat Unfavorable of Biden	5%	(11)	9%	(19)	7%	(15)	4%	(8)	75%	(162)	214
Very Unfavorable of Biden	4%	(27)	9%	(53)	8%	(51)	4%	(22)	75%	(455)	607
#1 Issue: Economy	7%	(46)	13%	(83)	8%	(53)	4%	(23)	68%	(441)	646
#1 Issue: Security	10%	(19)	13%	(25)	6%	(12)	3%	(6)	67%	(125)	187
#1 Issue: Health Care	11%	(14)	12%	(16)	8%	(10)	7%	(9)	63%	(84)	134
#1 Issue: Medicare / Social Security	3%	(5)	7%	(12)	2%	(3)	2%	(4)	87%	(154)	177
#1 Issue: Women's Issues	10%	(23)	9%	(20)	5%	(11)	4%	(10)	72%	(170)	234
#1 Issue: Energy	5%	(5)	15%	(13)	12%	(10)	10%	(9)	58%	(51)	88
#1 Issue: Other	6%	(5)	2%	(2)	3%	(3)	4%	(3)	85%	(75)	88
2020 Vote: Joe Biden	11%	(74)	15%	(98)	6%	(38)	3%	(19)	66%	(440)	669
2020 Vote: Donald Trump	7%	(34)	9%	(46)	8%	(41)	4%	(19)	72%	(367)	507
2020 Vote: Didn't Vote	4%	(14)	8%	(32)	8%	(28)	6%	(21)	75%	(281)	376
2018 House Vote: Democrat	12%	(68)	15%	(81)	6%	(33)	2%	(9)	66%	(365)	556
2018 House Vote: Republican	6%	(26)	8%	(33)	7%	(31)	4%	(15)	75%	(319)	424
2016 Vote: Hillary Clinton	12%	(59)	14%	(70)	6%	(31)	2%	(8)	66%	(321)	490
2016 Vote: Donald Trump	6%	(26)	9%	(41)	7%	(31)	3%	(13)	76%	(344)	455
2016 Vote: Other	2%	(2)	6%	(4)	2%	(1)	3%	(2)	87%	(64)	74
2016 Vote: Didn't Vote	6%	(34)	11%	(61)	7%	(43)	7%	(42)	69%	(394)	574
Voted in 2014: Yes	8%	(71)	11%	(93)	6%	(51)	2%	(14)	74%	(640)	870
Voted in 2014: No	7%	(51)	11%	(84)	8%	(57)	7%	(50)	67%	(491)	732

Continued on next page

Table MCEN5_28: *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*
Daniel Kaluuya

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(122)	11%	(177)	7%	(108)	4%	(65)	71%	(1130)	1602
4-Region: Northeast	6%	(17)	12%	(34)	6%	(18)	3%	(8)	73%	(205)	282
4-Region: Midwest	7%	(24)	5%	(15)	6%	(20)	3%	(10)	80%	(270)	340
4-Region: South	7%	(39)	11%	(67)	8%	(49)	4%	(23)	70%	(420)	599
4-Region: West	11%	(42)	16%	(61)	6%	(21)	6%	(23)	61%	(234)	382
James Bond Fans	11%	(108)	14%	(140)	7%	(71)	4%	(40)	63%	(619)	979

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

Table MCEN6: *Of the following actors, who would you be most interested in seeing star as James Bond in the next James Bond movie?*

Demographic	Rege-Jean Page		Henry Gold-ing		Richard Mad-den		James Nor-ton		Dev Pa-tel		Daryl Mc-Cor-mack		Joe Al-wyn		Jacob Elordi		John Boyega		Jonathan Bai-ley		Will Poul-ter		ọpẹ Dìrisù	
Adults	1%	(32)	1%	(33)	1%	(23)	2%	(48)	1%	(22)	1%	(19)	1%	(14)	1%	(23)	2%	(36)	1%	(21)	1%	(23)	—	(5)
Gender: Male	1%	(6)	1%	(13)	1%	(9)	3%	(30)	—	(5)	1%	(10)	1%	(10)	1%	(9)	2%	(26)	1%	(14)	1%	(16)	—	(1)
Gender: Female	2%	(26)	2%	(20)	1%	(14)	2%	(18)	1%	(16)	1%	(9)	—	(4)	1%	(14)	1%	(10)	1%	(8)	1%	(7)	—	(5)
Age: 18-34	1%	(6)	2%	(10)	—	(3)	2%	(10)	1%	(9)	1%	(9)	1%	(6)	3%	(18)	4%	(23)	2%	(13)	1%	(5)	1%	(4)
Age: 35-44	3%	(10)	1%	(4)	2%	(7)	4%	(13)	1%	(3)	—	(0)	1%	(5)	1%	(2)	1%	(4)	—	(2)	1%	(5)	—	(0)
Age: 45-64	1%	(9)	2%	(16)	1%	(9)	3%	(19)	1%	(4)	1%	(7)	—	(3)	—	(3)	1%	(9)	1%	(5)	1%	(9)	—	(1)
Age: 65+	1%	(6)	1%	(3)	1%	(4)	1%	(6)	1%	(6)	1%	(3)	—	(0)	—	(0)	—	(1)	—	(1)	1%	(3)	—	(0)
GenZers: 1997-2012	—	(1)	1%	(2)	—	(0)	2%	(4)	2%	(6)	2%	(5)	1%	(2)	4%	(12)	4%	(10)	3%	(7)	1%	(2)	—	(0)
Millennials: 1981-1996	2%	(11)	1%	(10)	1%	(9)	3%	(18)	1%	(5)	1%	(4)	1%	(8)	1%	(9)	2%	(16)	1%	(8)	1%	(6)	1%	(4)
GenXers: 1965-1980	2%	(9)	3%	(14)	2%	(8)	3%	(14)	1%	(4)	1%	(3)	—	(1)	1%	(3)	1%	(7)	1%	(3)	1%	(7)	—	(0)
Baby Boomers: 1946-1964	2%	(12)	1%	(6)	1%	(5)	2%	(12)	1%	(6)	1%	(6)	—	(2)	—	(0)	1%	(4)	—	(3)	1%	(5)	—	(1)
PID: Dem (no lean)	3%	(23)	2%	(17)	2%	(17)	2%	(18)	1%	(9)	1%	(6)	1%	(11)	1%	(11)	3%	(26)	1%	(9)	1%	(12)	—	(2)
PID: Ind (no lean)	1%	(5)	1%	(6)	—	(3)	3%	(17)	1%	(9)	1%	(6)	—	(2)	1%	(6)	—	(2)	—	(3)	1%	(4)	—	(1)
PID: Rep (no lean)	1%	(4)	1%	(9)	1%	(3)	2%	(14)	1%	(4)	1%	(7)	—	(0)	1%	(5)	1%	(8)	1%	(9)	1%	(7)	—	(2)
PID/Gender: Dem Men	1%	(4)	1%	(4)	1%	(6)	3%	(11)	1%	(4)	1%	(5)	2%	(8)	1%	(4)	4%	(18)	2%	(8)	2%	(9)	—	(1)
PID/Gender: Dem Women	4%	(19)	3%	(13)	2%	(11)	1%	(6)	1%	(5)	—	(0)	1%	(3)	2%	(7)	2%	(8)	—	(2)	1%	(3)	—	(2)
PID/Gender: Ind Men	1%	(2)	1%	(3)	—	(2)	4%	(13)	—	(1)	—	(1)	1%	(2)	1%	(4)	—	(0)	—	(2)	—	(2)	—	(0)
PID/Gender: Ind Women	1%	(3)	1%	(3)	—	(1)	1%	(4)	2%	(7)	2%	(5)	—	(0)	1%	(3)	1%	(2)	—	(2)	1%	(2)	—	(1)
PID/Gender: Rep Men	—	(1)	2%	(6)	1%	(2)	2%	(6)	—	(0)	1%	(3)	—	(0)	—	(1)	2%	(8)	1%	(4)	2%	(5)	—	(0)
PID/Gender: Rep Women	1%	(4)	1%	(3)	1%	(2)	2%	(8)	1%	(4)	1%	(4)	—	(0)	1%	(4)	—	(0)	1%	(4)	1%	(2)	1%	(2)
Ideo: Liberal (1-3)	2%	(16)	1%	(3)	1%	(9)	2%	(14)	2%	(11)	—	(1)	1%	(6)	1%	(9)	3%	(21)	1%	(6)	1%	(9)	—	(1)
Ideo: Moderate (4)	1%	(11)	3%	(22)	1%	(7)	2%	(16)	1%	(9)	2%	(13)	1%	(6)	1%	(11)	1%	(8)	1%	(10)	1%	(6)	—	(3)
Ideo: Conservative (5-7)	1%	(5)	1%	(7)	1%	(6)	3%	(17)	—	(1)	1%	(5)	—	(2)	—	(3)	1%	(7)	1%	(4)	1%	(8)	—	(0)
Educ: < College	1%	(14)	1%	(16)	1%	(14)	2%	(29)	1%	(12)	1%	(13)	1%	(10)	1%	(20)	1%	(21)	1%	(14)	1%	(12)	—	(2)
Educ: Bachelors degree	2%	(8)	3%	(13)	1%	(7)	3%	(13)	1%	(5)	1%	(5)	—	(1)	—	(2)	2%	(8)	1%	(6)	2%	(9)	1%	(3)
Educ: Post-grad	4%	(10)	1%	(4)	1%	(2)	2%	(6)	2%	(5)	—	(1)	1%	(3)	—	(1)	3%	(7)	—	(1)	1%	(2)	—	(0)
Income: Under 50k	1%	(11)	1%	(15)	1%	(13)	2%	(22)	1%	(15)	1%	(11)	—	(6)	1%	(12)	1%	(18)	1%	(11)	1%	(7)	—	(4)
Income: 50k-100k	3%	(17)	2%	(13)	1%	(7)	3%	(18)	1%	(6)	1%	(5)	1%	(6)	1%	(8)	2%	(10)	1%	(4)	2%	(10)	—	(0)
Income: 100k+	1%	(4)	1%	(4)	1%	(3)	2%	(8)	—	(0)	1%	(3)	1%	(2)	1%	(3)	2%	(8)	2%	(6)	2%	(5)	—	(1)
Ethnicity: White	1%	(23)	2%	(27)	1%	(19)	2%	(37)	1%	(18)	1%	(11)	—	(8)	1%	(19)	1%	(23)	1%	(18)	1%	(19)	—	(4)
Ethnicity: Hispanic	1%	(4)	1%	(5)	1%	(3)	1%	(4)	2%	(7)	1%	(4)	2%	(7)	2%	(9)	3%	(11)	1%	(3)	—	(0)	—	(2)
Ethnicity: Black	2%	(7)	1%	(2)	1%	(3)	3%	(9)	—	(1)	1%	(4)	1%	(3)	1%	(4)	3%	(9)	—	(1)	1%	(2)	1%	(2)
Ethnicity: Other	1%	(2)	2%	(3)	—	(1)	1%	(2)	1%	(3)	2%	(4)	1%	(3)	—	(1)	2%	(5)	1%	(2)	1%	(2)	—	(0)
All Christian	1%	(13)	1%	(9)	1%	(8)	3%	(31)	1%	(8)	1%	(8)	1%	(9)	1%	(13)	1%	(11)	1%	(11)	1%	(14)	—	(3)
All Non-Christian	1%	(1)	2%	(2)	1%	(1)	3%	(4)	2%	(3)	—	(0)	—	(0)	1%	(1)	1%	(1)	2%	(3)	—	(0)	—	(0)
Atheist	—	(0)	1%	(1)	—	(0)	3%	(3)	—	(0)	—	(0)	—	(0)	1%	(1)	5%	(5)	—	(0)	—	(0)	—	(0)
Agnostic/Nothing in particular	2%	(14)	1%	(9)	1%	(9)	1%	(5)	1%	(7)	—	(0)	1%	(4)	1%	(6)	2%	(15)	1%	(6)	1%	(6)	—	(2)
Something Else	1%	(3)	3%	(11)	1%	(4)	2%	(6)	1%	(4)	3%	(10)	—	(0)	—	(1)	1%	(4)	1%	(2)	1%	(3)	—	(1)
Religious Non-Protestant/Catholic	1%	(1)	2%	(2)	2%	(3)	4%	(6)	2%	(3)	—	(0)	—	(0)	1%	(1)	1%	(1)	2%	(3)	—	(0)	—	(0)
Evangelical	1%	(3)	2%	(13)	1%	(8)	3%	(18)	1%	(6)	2%	(13)	1%	(3)	—	(3)	1%	(9)	1%	(7)	2%	(12)	—	(3)
Non-Evangelical	2%	(13)	1%	(7)	1%	(4)	2%	(17)	1%	(6)	1%	(5)	1%	(5)	1%	(10)	1%	(6)	1%	(6)	1%	(5)	—	(0)
Community: Urban	1%	(8)	2%	(16)	1%	(6)	3%	(23)	1%	(5)	—	(2)	1%	(5)	1%	(9)	2%	(15)	1%	(10)	1%	(8)	—	(1)
Community: Suburban	2%	(21)	1%	(12)	1%	(12)	2%	(18)	1%	(12)	1%	(9)	—	(4)	1%	(8)	1%	(14)	1%	(8)	1%	(9)	—	(2)
Community: Rural	—	(3)	1%	(5)	1%	(5)	1%	(8)	1%	(4)	1%	(8)	1%	(5)	1%	(5)	1%	(7)	1%	(4)	1%	(6)	1%	(3)

Table MCEN6: *Of the following actors, who would you be most interested in seeing star as James Bond in the next James Bond movie?*

Demographic	Rege-Jean Page	Henry Gold-ing	Richard Mad-den	James Nor-ton	Dev Pa-tel	Daryl Mc-Cor-mack	Joe Al-wyn	Jacob Elordi	John Boyega	Jonathan Bai-ley	Will Poul-ter	⊠opę⊠ Dìrisù	A Ta Jo
Adults	1% (32)	1% (33)	1% (23)	2% (48)	1% (22)	1% (19)	1% (14)	1% (23)	2% (36)	1% (21)	1% (23)	— (5)	
Employ: Private Sector	2% (11)	2% (14)	1% (8)	4% (24)	2% (10)	1% (6)	1% (4)	1% (7)	2% (15)	1% (7)	2% (11)	— (2)	
Employ: Government	1% (1)	2% (2)	— (0)	— (0)	— (0)	— (0)	2% (2)	5% (6)	3% (4)	2% (2)	2% (2)	— (0)	
Employ: Self-Employed	1% (2)	1% (2)	2% (3)	2% (5)	1% (2)	1% (2)	1% (1)	— (0)	1% (3)	2% (4)	1% (2)	1% (2)	
Employ: Homemaker	2% (4)	5% (8)	— (0)	— (1)	1% (2)	— (0)	2% (3)	1% (1)	3% (6)	1% (2)	— (0)	— (0)	
Employ: Student	— (0)	1% (1)	— (0)	4% (3)	— (0)	— (0)	1% (0)	5% (3)	— (0)	4% (3)	2% (1)	1% (1)	
Employ: Retired	1% (7)	1% (4)	1% (5)	1% (7)	1% (6)	— (2)	— (0)	— (0)	— (1)	— (2)	1% (3)	— (1)	
Employ: Unemployed	1% (4)	1% (2)	2% (6)	1% (2)	— (1)	1% (3)	— (1)	2% (6)	2% (5)	— (1)	1% (3)	— (0)	
Employ: Other	2% (3)	— (0)	— (1)	6% (7)	1% (1)	5% (6)	1% (1)	— (0)	3% (3)	1% (1)	— (0)	— (0)	
Military HH: Yes	3% (7)	2% (6)	1% (4)	1% (3)	— (1)	1% (2)	— (0)	— (1)	1% (4)	1% (2)	1% (4)	— (1)	
Military HH: No	1% (24)	1% (27)	1% (19)	2% (45)	1% (21)	1% (17)	1% (13)	1% (22)	2% (32)	1% (20)	1% (18)	— (5)	
RD/WT: Right Direction	2% (14)	2% (12)	1% (7)	3% (19)	1% (8)	1% (4)	1% (6)	1% (8)	4% (26)	1% (9)	1% (6)	1% (5)	
RD/WT: Wrong Track	1% (18)	1% (21)	1% (16)	2% (29)	1% (14)	1% (14)	— (8)	1% (15)	1% (10)	1% (12)	1% (16)	— (1)	
Biden Job Approve	3% (24)	2% (17)	2% (16)	2% (23)	1% (9)	— (4)	1% (5)	1% (13)	3% (27)	1% (13)	1% (8)	— (3)	
Biden Job Disapprove	1% (7)	1% (15)	1% (7)	2% (25)	1% (13)	1% (14)	1% (8)	1% (10)	1% (9)	1% (8)	1% (15)	— (0)	
Biden Job Strongly Approve	3% (11)	2% (7)	1% (6)	3% (15)	1% (3)	— (0)	1% (3)	1% (4)	4% (18)	2% (7)	1% (5)	1% (2)	
Biden Job Somewhat Approve	3% (13)	2% (10)	2% (10)	1% (8)	1% (6)	1% (4)	— (2)	2% (8)	2% (9)	1% (6)	1% (3)	— (1)	
Biden Job Somewhat Disapprove	1% (3)	2% (6)	1% (4)	3% (11)	3% (10)	2% (6)	2% (8)	1% (4)	1% (5)	— (1)	2% (7)	— (0)	
Biden Job Strongly Disapprove	1% (5)	1% (10)	— (3)	2% (14)	— (2)	1% (8)	— (0)	1% (6)	1% (5)	1% (7)	1% (8)	— (0)	
Favorable of Biden	2% (24)	2% (18)	2% (18)	2% (24)	1% (9)	— (3)	1% (7)	1% (14)	3% (26)	1% (13)	1% (9)	— (4)	
Unfavorable of Biden	1% (7)	1% (14)	— (5)	2% (21)	1% (13)	1% (16)	— (3)	1% (9)	1% (11)	1% (9)	1% (14)	— (0)	
Very Favorable of Biden	1% (6)	1% (5)	1% (3)	3% (12)	1% (4)	— (0)	1% (4)	1% (7)	3% (16)	1% (4)	1% (7)	1% (3)	
Somewhat Favorable of Biden	3% (18)	2% (13)	3% (14)	2% (12)	1% (5)	— (3)	1% (3)	1% (7)	2% (10)	2% (9)	— (2)	— (1)	
Somewhat Unfavorable of Biden	1% (1)	3% (8)	1% (2)	2% (6)	2% (4)	3% (8)	1% (3)	2% (6)	2% (5)	1% (1)	1% (4)	— (0)	
Very Unfavorable of Biden	1% (5)	1% (7)	— (3)	2% (15)	1% (8)	1% (8)	— (0)	— (3)	1% (6)	1% (7)	1% (10)	— (0)	
#1 Issue: Economy	1% (8)	2% (15)	1% (9)	2% (13)	1% (7)	1% (12)	1% (6)	1% (10)	2% (15)	1% (13)	1% (10)	— (1)	
#1 Issue: Security	— (1)	1% (3)	1% (4)	4% (10)	— (1)	2% (4)	— (0)	1% (2)	1% (4)	1% (2)	1% (3)	1% (2)	
#1 Issue: Health Care	— (0)	1% (2)	1% (1)	3% (5)	1% (2)	1% (1)	— (0)	1% (2)	3% (5)	— (0)	2% (3)	— (0)	
#1 Issue: Medicare / Social Security	2% (4)	1% (2)	— (0)	2% (4)	1% (3)	— (0)	— (0)	— (0)	1% (1)	— (1)	— (0)	— (0)	
#1 Issue: Women's Issues	3% (11)	2% (7)	1% (4)	2% (8)	— (2)	— (0)	1% (3)	2% (8)	1% (4)	— (1)	1% (3)	— (1)	
#1 Issue: Education	4% (3)	1% (1)	2% (1)	— (0)	4% (3)	— (0)	— (0)	— (0)	1% (1)	— (0)	2% (1)	1% (1)	
#1 Issue: Energy	2% (2)	2% (2)	2% (2)	5% (7)	— (0)	1% (1)	3% (4)	— (0)	4% (5)	4% (6)	2% (2)	1% (1)	
#1 Issue: Other	2% (3)	1% (1)	1% (1)	1% (1)	3% (4)	— (0)	1% (1)	1% (1)	1% (1)	— (0)	— (0)	— (0)	
2020 Vote: Joe Biden	2% (23)	2% (20)	2% (16)	3% (24)	1% (11)	1% (7)	1% (9)	1% (9)	3% (27)	1% (6)	1% (11)	— (3)	
2020 Vote: Donald Trump	1% (4)	1% (9)	— (2)	2% (13)	1% (5)	1% (8)	— (0)	1% (6)	1% (8)	2% (11)	1% (8)	— (0)	
2020 Vote: Other	— (0)	1% (1)	2% (1)	— (0)	2% (1)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	
2020 Vote: Didn't Vote	1% (5)	1% (3)	1% (3)	2% (11)	1% (5)	1% (4)	1% (5)	2% (7)	— (2)	1% (4)	1% (3)	— (2)	
2018 House Vote: Democrat	3% (22)	2% (16)	2% (15)	3% (20)	2% (13)	1% (4)	1% (6)	1% (7)	3% (24)	1% (7)	1% (7)	— (2)	
2018 House Vote: Republican	1% (3)	2% (9)	— (2)	2% (12)	— (2)	1% (5)	— (2)	— (3)	1% (7)	1% (8)	1% (7)	— (0)	
2016 Vote: Hillary Clinton	3% (19)	1% (10)	2% (13)	2% (18)	2% (11)	— (3)	1% (5)	1% (7)	2% (15)	— (3)	1% (7)	— (1)	
2016 Vote: Donald Trump	1% (5)	2% (15)	— (2)	2% (15)	— (2)	1% (5)	— (1)	1% (3)	1% (9)	1% (8)	1% (8)	— (0)	
2016 Vote: Other	— (0)	— (0)	1% (1)	4% (4)	1% (1)	2% (2)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	
2016 Vote: Didn't Vote	1% (7)	1% (7)	1% (7)	2% (12)	1% (8)	1% (8)	1% (8)	2% (13)	2% (13)	1% (10)	1% (8)	— (3)	
Voted in 2014: Yes	2% (22)	2% (23)	1% (16)	2% (30)	1% (11)	1% (9)	— (5)	1% (8)	1% (17)	1% (10)	1% (13)	— (1)	
Voted in 2014: No	1% (10)	1% (10)	1% (7)	2% (19)	1% (10)	1% (10)	1% (9)	2% (15)	2% (19)	1% (11)	1% (9)	— (4)	

Table MCEN6: *Of the following actors, who would you be most interested in seeing star as James Bond in the next James Bond movie?*

Demographic	Rege-Jean Page		Henry Gold-ing		Richard Mad-den		James Nor-ton		Dev Pa-tel		Daryl Mc-Cor-mack		Joe Al-wyn		Jacob Elordi		John Boyega		Jonathan Bai-ley		Will Poul-ter		⊠opę⊠ Dìrisù		A Ta Jo
Adults	1%	(32)	1%	(33)	1%	(23)	2%	(48)	1%	(22)	1%	(19)	1%	(14)	1%	(23)	2%	(36)	1%	(21)	1%	(23)	—	(5)	
4-Region: Northeast	1%	(5)	2%	(6)	2%	(6)	3%	(10)	2%	(6)	1%	(3)	1%	(3)	1%	(3)	2%	(6)	2%	(7)	—	(1)	—	(1)	
4-Region: Midwest	2%	(9)	1%	(5)	—	(2)	2%	(9)	2%	(7)	1%	(3)	—	(1)	1%	(4)	1%	(4)	1%	(3)	2%	(7)	—	(0)	
4-Region: South	1%	(11)	1%	(8)	1%	(9)	2%	(20)	—	(4)	1%	(8)	1%	(7)	1%	(11)	2%	(16)	1%	(8)	1%	(7)	—	(4)	
4-Region: West	1%	(6)	3%	(14)	1%	(6)	2%	(9)	1%	(5)	1%	(5)	—	(2)	1%	(5)	2%	(10)	1%	(4)	1%	(7)	—	(1)	
James Bond Fans	1%	(21)	2%	(21)	1%	(17)	2%	(31)	1%	(11)	1%	(16)	1%	(10)	1%	(16)	2%	(33)	1%	(14)	1%	(16)	—	(4)	

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

Table MCEN7_1: *How interested are you in the following portrayals of James Bond in future Bond movies?*
A Black James Bond

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	18%	(403)	25%	(558)	13%	(276)	27%	(598)	17%	(374)	2210
Gender: Male	19%	(202)	25%	(266)	16%	(169)	28%	(295)	13%	(135)	1068
Gender: Female	18%	(201)	26%	(292)	9%	(107)	27%	(303)	21%	(239)	1142
Age: 18-34	30%	(190)	29%	(186)	10%	(62)	15%	(95)	17%	(110)	642
Age: 35-44	19%	(68)	29%	(107)	12%	(45)	23%	(82)	17%	(63)	365
Age: 45-64	15%	(108)	23%	(167)	11%	(79)	34%	(240)	17%	(119)	714
Age: 65+	8%	(38)	20%	(98)	18%	(89)	37%	(181)	17%	(83)	489
GenZers: 1997-2012	29%	(73)	32%	(81)	10%	(25)	12%	(30)	18%	(47)	256
Millennials: 1981-1996	25%	(167)	28%	(182)	11%	(75)	19%	(122)	17%	(110)	655
GenXers: 1965-1980	18%	(91)	25%	(129)	10%	(49)	29%	(150)	18%	(92)	510
Baby Boomers: 1946-1964	10%	(70)	22%	(155)	16%	(115)	37%	(260)	15%	(109)	710
PID: Dem (no lean)	30%	(271)	31%	(273)	12%	(108)	15%	(129)	12%	(109)	890
PID: Ind (no lean)	12%	(79)	25%	(168)	11%	(74)	29%	(193)	23%	(156)	670
PID: Rep (no lean)	8%	(54)	18%	(117)	14%	(94)	43%	(277)	17%	(109)	650
PID/Gender: Dem Men	32%	(134)	31%	(131)	16%	(69)	12%	(53)	9%	(38)	424
PID/Gender: Dem Women	29%	(137)	31%	(142)	8%	(39)	16%	(77)	15%	(72)	466
PID/Gender: Ind Men	10%	(35)	24%	(81)	15%	(49)	33%	(111)	18%	(60)	336
PID/Gender: Ind Women	13%	(44)	26%	(87)	8%	(26)	24%	(81)	29%	(96)	334
PID/Gender: Rep Men	11%	(34)	17%	(54)	17%	(51)	43%	(131)	12%	(37)	308
PID/Gender: Rep Women	6%	(20)	18%	(63)	12%	(43)	42%	(145)	21%	(72)	342
Ideo: Liberal (1-3)	29%	(190)	33%	(216)	10%	(68)	14%	(92)	13%	(83)	649
Ideo: Moderate (4)	19%	(139)	25%	(189)	13%	(96)	24%	(179)	19%	(141)	743
Ideo: Conservative (5-7)	8%	(54)	19%	(126)	16%	(103)	44%	(287)	14%	(90)	659
Educ: < College	17%	(246)	24%	(345)	11%	(156)	29%	(421)	19%	(268)	1437
Educ: Bachelors degree	21%	(102)	27%	(134)	16%	(79)	23%	(114)	13%	(61)	491
Educ: Post-grad	19%	(55)	28%	(79)	15%	(42)	22%	(63)	16%	(44)	282
Income: Under 50k	19%	(236)	23%	(292)	11%	(136)	28%	(344)	19%	(236)	1244
Income: 50k-100k	18%	(115)	25%	(165)	15%	(96)	27%	(177)	15%	(97)	651
Income: 100k+	16%	(52)	32%	(101)	14%	(44)	25%	(78)	13%	(41)	315
Ethnicity: White	14%	(233)	26%	(437)	14%	(234)	30%	(508)	17%	(299)	1711
Ethnicity: Hispanic	23%	(88)	27%	(100)	7%	(26)	23%	(85)	20%	(75)	374

Continued on next page

Table MCEN7_1: *How interested are you in the following portrayals of James Bond in future Bond movies?*
A Black James Bond

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	18%	(403)	25%	(558)	13%	(276)	27%	(598)	17%	(374)	2210
Ethnicity: Black	45%	(128)	22%	(62)	8%	(22)	13%	(37)	12%	(33)	282
Ethnicity: Other	20%	(43)	27%	(58)	9%	(20)	25%	(53)	19%	(42)	217
All Christian	15%	(152)	25%	(246)	15%	(148)	31%	(304)	14%	(134)	985
All Non-Christian	18%	(24)	29%	(39)	18%	(24)	20%	(27)	15%	(20)	134
Atheist	21%	(22)	32%	(33)	6%	(6)	22%	(22)	18%	(18)	100
Agnostic/Nothing in particular	20%	(130)	26%	(162)	9%	(60)	23%	(146)	21%	(136)	634
Something Else	21%	(75)	22%	(78)	11%	(38)	28%	(99)	19%	(66)	357
Religious Non-Protestant/Catholic	18%	(28)	28%	(42)	18%	(27)	22%	(33)	15%	(22)	151
Evangelical	19%	(111)	24%	(139)	13%	(77)	29%	(173)	15%	(89)	588
Non-Evangelical	15%	(106)	25%	(177)	14%	(103)	31%	(220)	15%	(109)	715
Community: Urban	26%	(175)	26%	(175)	12%	(79)	22%	(148)	14%	(97)	674
Community: Suburban	15%	(153)	27%	(267)	13%	(127)	27%	(267)	18%	(178)	992
Community: Rural	14%	(76)	21%	(116)	13%	(70)	34%	(183)	18%	(99)	544
Employ: Private Sector	22%	(143)	30%	(201)	14%	(96)	22%	(149)	11%	(76)	665
Employ: Government	23%	(26)	26%	(29)	12%	(13)	25%	(28)	14%	(16)	110
Employ: Self-Employed	22%	(44)	24%	(48)	13%	(26)	26%	(52)	15%	(30)	200
Employ: Homemaker	22%	(40)	22%	(39)	4%	(8)	31%	(55)	20%	(36)	178
Employ: Student	22%	(16)	34%	(24)	8%	(6)	9%	(6)	27%	(19)	70
Employ: Retired	10%	(59)	19%	(110)	16%	(89)	38%	(218)	16%	(91)	566
Employ: Unemployed	15%	(45)	27%	(79)	9%	(27)	23%	(67)	26%	(75)	293
Employ: Other	25%	(31)	22%	(28)	9%	(12)	20%	(25)	24%	(31)	127
Military HH: Yes	12%	(35)	24%	(69)	11%	(32)	35%	(101)	17%	(49)	286
Military HH: No	19%	(369)	25%	(489)	13%	(245)	26%	(497)	17%	(325)	1924
RD/WT: Right Direction	28%	(195)	31%	(221)	13%	(92)	13%	(91)	15%	(107)	707
RD/WT: Wrong Track	14%	(209)	22%	(337)	12%	(184)	34%	(507)	18%	(267)	1503
Biden Job Approve	27%	(266)	32%	(308)	12%	(117)	15%	(148)	14%	(133)	971
Biden Job Disapprove	10%	(115)	21%	(233)	14%	(154)	39%	(440)	16%	(183)	1125

Continued on next page

Table MCEN7_1: *How interested are you in the following portrayals of James Bond in future Bond movies?*
A Black James Bond

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	18%	(403)	25%	(558)	13%	(276)	27%	(598)	17%	(374)	2210
Biden Job Strongly Approve	31%	(137)	33%	(146)	12%	(51)	14%	(63)	10%	(47)	445
Biden Job Somewhat Approve	24%	(129)	31%	(162)	12%	(65)	16%	(85)	16%	(86)	527
Biden Job Somewhat Disapprove	16%	(55)	29%	(97)	16%	(55)	24%	(80)	15%	(53)	340
Biden Job Strongly Disapprove	8%	(60)	17%	(136)	13%	(100)	46%	(360)	17%	(131)	785
Favorable of Biden	28%	(282)	32%	(325)	11%	(114)	15%	(152)	13%	(135)	1008
Unfavorable of Biden	10%	(108)	20%	(223)	14%	(158)	39%	(432)	17%	(184)	1105
Very Favorable of Biden	32%	(149)	30%	(140)	11%	(49)	16%	(76)	11%	(53)	467
Somewhat Favorable of Biden	25%	(133)	34%	(185)	12%	(65)	14%	(76)	15%	(82)	541
Somewhat Unfavorable of Biden	14%	(40)	28%	(81)	18%	(51)	23%	(68)	17%	(50)	290
Very Unfavorable of Biden	8%	(68)	17%	(142)	13%	(107)	45%	(364)	16%	(134)	815
#1 Issue: Economy	16%	(141)	24%	(215)	14%	(122)	29%	(252)	17%	(147)	876
#1 Issue: Security	10%	(25)	25%	(60)	14%	(35)	36%	(88)	15%	(35)	244
#1 Issue: Health Care	22%	(40)	26%	(46)	11%	(19)	24%	(43)	16%	(29)	177
#1 Issue: Medicare / Social Security	13%	(32)	19%	(45)	13%	(30)	36%	(86)	20%	(48)	240
#1 Issue: Women's Issues	26%	(87)	32%	(105)	6%	(21)	17%	(58)	18%	(60)	331
#1 Issue: Education	31%	(24)	24%	(19)	22%	(17)	7%	(5)	15%	(12)	76
#1 Issue: Energy	24%	(32)	31%	(41)	15%	(20)	20%	(27)	11%	(14)	134
#1 Issue: Other	18%	(23)	21%	(28)	9%	(12)	31%	(40)	22%	(29)	132
2020 Vote: Joe Biden	26%	(246)	32%	(303)	13%	(128)	16%	(152)	14%	(133)	960
2020 Vote: Donald Trump	9%	(61)	19%	(133)	14%	(100)	44%	(311)	15%	(103)	708
2020 Vote: Other	12%	(7)	22%	(14)	12%	(8)	26%	(16)	28%	(17)	61
2020 Vote: Didn't Vote	19%	(90)	23%	(109)	9%	(42)	25%	(119)	25%	(122)	481
2018 House Vote: Democrat	27%	(212)	31%	(248)	14%	(109)	16%	(124)	13%	(101)	794
2018 House Vote: Republican	9%	(53)	18%	(100)	13%	(76)	44%	(252)	16%	(89)	570
2016 Vote: Hillary Clinton	27%	(188)	30%	(214)	14%	(99)	16%	(110)	14%	(96)	708
2016 Vote: Donald Trump	8%	(48)	19%	(119)	14%	(86)	46%	(286)	14%	(86)	625
2016 Vote: Other	7%	(7)	29%	(27)	11%	(10)	27%	(26)	26%	(25)	95
2016 Vote: Didn't Vote	20%	(153)	26%	(197)	10%	(79)	23%	(176)	22%	(166)	771
Voted in 2014: Yes	18%	(221)	24%	(293)	14%	(169)	29%	(354)	14%	(175)	1211
Voted in 2014: No	18%	(182)	27%	(265)	11%	(107)	24%	(244)	20%	(199)	999

Continued on next page

Table MCEN7_1: *How interested are you in the following portrayals of James Bond in future Bond movies?*
A Black James Bond

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	18%	(403)	25%	(558)	13%	(276)	27%	(598)	17%	(374)	2210
4-Region: Northeast	15%	(58)	29%	(110)	13%	(50)	26%	(101)	17%	(64)	383
4-Region: Midwest	16%	(73)	26%	(119)	11%	(50)	27%	(124)	20%	(90)	456
4-Region: South	20%	(171)	22%	(188)	13%	(106)	29%	(245)	16%	(134)	844
4-Region: West	19%	(102)	27%	(141)	13%	(70)	24%	(128)	16%	(86)	527
James Bond Fans	21%	(294)	29%	(404)	14%	(196)	23%	(313)	12%	(172)	1379

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

Table MCEN7_2: *How interested are you in the following portrayals of James Bond in future Bond movies?*
A Hispanic James Bond

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(267)	20%	(449)	16%	(350)	34%	(741)	18%	(403)	2210
Gender: Male	11%	(118)	19%	(208)	19%	(201)	37%	(390)	14%	(150)	1068
Gender: Female	13%	(149)	21%	(241)	13%	(148)	31%	(351)	22%	(253)	1142
Age: 18-34	21%	(138)	24%	(154)	14%	(91)	22%	(140)	19%	(120)	642
Age: 35-44	15%	(55)	20%	(75)	15%	(54)	29%	(107)	20%	(75)	365
Age: 45-64	9%	(61)	20%	(140)	15%	(107)	40%	(287)	17%	(120)	714
Age: 65+	3%	(13)	17%	(81)	20%	(98)	43%	(208)	18%	(89)	489
GenZers: 1997-2012	26%	(67)	26%	(65)	12%	(32)	16%	(40)	20%	(52)	256
Millennials: 1981-1996	17%	(109)	21%	(140)	16%	(105)	27%	(175)	19%	(127)	655
GenXers: 1965-1980	11%	(56)	21%	(110)	14%	(69)	37%	(186)	17%	(89)	510
Baby Boomers: 1946-1964	5%	(32)	18%	(124)	18%	(130)	43%	(303)	17%	(120)	710
PID: Dem (no lean)	19%	(167)	26%	(231)	16%	(147)	23%	(207)	16%	(139)	890
PID: Ind (no lean)	10%	(66)	19%	(126)	16%	(107)	33%	(218)	23%	(153)	670
PID: Rep (no lean)	5%	(34)	14%	(92)	15%	(96)	49%	(317)	17%	(111)	650
PID/Gender: Dem Men	18%	(76)	25%	(105)	20%	(87)	25%	(105)	12%	(51)	424
PID/Gender: Dem Women	20%	(91)	27%	(127)	13%	(60)	22%	(101)	19%	(87)	466
PID/Gender: Ind Men	8%	(28)	18%	(60)	19%	(64)	37%	(125)	17%	(59)	336
PID/Gender: Ind Women	11%	(38)	20%	(66)	13%	(43)	28%	(93)	28%	(95)	334
PID/Gender: Rep Men	5%	(14)	14%	(43)	17%	(51)	52%	(160)	13%	(40)	308
PID/Gender: Rep Women	6%	(20)	14%	(49)	13%	(45)	46%	(157)	21%	(71)	342
Ideo: Liberal (1-3)	22%	(142)	26%	(168)	16%	(106)	21%	(134)	15%	(99)	649
Ideo: Moderate (4)	11%	(82)	21%	(159)	16%	(121)	31%	(231)	20%	(150)	743
Ideo: Conservative (5-7)	4%	(28)	15%	(97)	17%	(111)	49%	(326)	15%	(98)	659
Educ: < College	12%	(169)	18%	(264)	15%	(209)	36%	(515)	19%	(280)	1437
Educ: Bachelors degree	13%	(63)	24%	(120)	19%	(91)	30%	(146)	14%	(70)	491
Educ: Post-grad	12%	(35)	23%	(65)	18%	(50)	28%	(80)	19%	(53)	282
Income: Under 50k	13%	(165)	19%	(234)	14%	(176)	34%	(425)	20%	(244)	1244
Income: 50k-100k	10%	(63)	21%	(138)	18%	(120)	33%	(217)	17%	(113)	651
Income: 100k+	13%	(40)	24%	(77)	17%	(54)	32%	(99)	15%	(46)	315
Ethnicity: White	10%	(168)	20%	(348)	17%	(286)	35%	(596)	18%	(312)	1711
Ethnicity: Hispanic	31%	(115)	18%	(69)	12%	(44)	22%	(82)	17%	(64)	374

Continued on next page

Table MCEN7_2: *How interested are you in the following portrayals of James Bond in future Bond movies?*
A Hispanic James Bond

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(267)	20%	(449)	16%	(350)	34%	(741)	18%	(403)	2210
Ethnicity: Black	22%	(62)	20%	(55)	12%	(33)	29%	(83)	18%	(50)	282
Ethnicity: Other	17%	(36)	21%	(46)	14%	(31)	29%	(63)	19%	(41)	217
All Christian	11%	(111)	20%	(193)	18%	(180)	36%	(355)	15%	(147)	985
All Non-Christian	12%	(16)	20%	(26)	16%	(21)	35%	(46)	18%	(24)	134
Atheist	20%	(20)	24%	(24)	12%	(12)	27%	(27)	18%	(18)	100
Agnostic/Nothing in particular	13%	(84)	21%	(133)	14%	(87)	30%	(189)	22%	(141)	634
Something Else	10%	(36)	21%	(73)	14%	(49)	35%	(124)	21%	(74)	357
Religious Non-Protestant/Catholic	11%	(17)	18%	(27)	17%	(25)	37%	(56)	18%	(27)	151
Evangelical	12%	(69)	19%	(111)	16%	(94)	36%	(214)	17%	(100)	588
Non-Evangelical	10%	(73)	21%	(151)	18%	(126)	35%	(251)	16%	(115)	715
Community: Urban	19%	(128)	22%	(150)	14%	(96)	28%	(191)	16%	(109)	674
Community: Suburban	9%	(87)	21%	(205)	18%	(174)	33%	(330)	20%	(195)	992
Community: Rural	9%	(52)	17%	(94)	15%	(79)	40%	(220)	18%	(100)	544
Employ: Private Sector	16%	(108)	24%	(159)	18%	(117)	29%	(195)	13%	(86)	665
Employ: Government	14%	(16)	18%	(20)	22%	(25)	26%	(29)	19%	(21)	110
Employ: Self-Employed	16%	(33)	18%	(36)	13%	(25)	35%	(70)	18%	(35)	200
Employ: Homemaker	16%	(29)	18%	(31)	10%	(18)	37%	(67)	19%	(33)	178
Employ: Student	19%	(14)	32%	(22)	17%	(12)	12%	(9)	20%	(14)	70
Employ: Retired	4%	(22)	17%	(98)	17%	(99)	45%	(253)	17%	(95)	566
Employ: Unemployed	11%	(31)	20%	(58)	12%	(36)	29%	(86)	28%	(82)	293
Employ: Other	11%	(14)	18%	(23)	14%	(18)	27%	(34)	30%	(38)	127
Military HH: Yes	8%	(24)	21%	(61)	13%	(36)	39%	(112)	18%	(53)	286
Military HH: No	13%	(243)	20%	(388)	16%	(313)	33%	(629)	18%	(351)	1924
RD/WT: Right Direction	16%	(113)	27%	(191)	17%	(124)	22%	(156)	17%	(123)	707
RD/WT: Wrong Track	10%	(154)	17%	(258)	15%	(226)	39%	(585)	19%	(280)	1503
Biden Job Approve	17%	(164)	26%	(255)	17%	(170)	23%	(228)	16%	(155)	971
Biden Job Disapprove	8%	(88)	16%	(177)	15%	(168)	44%	(498)	17%	(193)	1125

Continued on next page

Table MCEN7_2: *How interested are you in the following portrayals of James Bond in future Bond movies?*
A Hispanic James Bond

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(267)	20%	(449)	16%	(350)	34%	(741)	18%	(403)	2210
Biden Job Strongly Approve	20%	(88)	28%	(122)	17%	(73)	24%	(106)	12%	(55)	445
Biden Job Somewhat Approve	14%	(76)	25%	(132)	18%	(96)	23%	(122)	19%	(100)	527
Biden Job Somewhat Disapprove	15%	(52)	24%	(80)	16%	(55)	28%	(95)	17%	(58)	340
Biden Job Strongly Disapprove	5%	(36)	12%	(97)	14%	(114)	51%	(404)	17%	(135)	785
Favorable of Biden	18%	(180)	26%	(261)	17%	(176)	23%	(235)	16%	(157)	1008
Unfavorable of Biden	7%	(76)	16%	(182)	15%	(165)	44%	(489)	18%	(194)	1105
Very Favorable of Biden	20%	(96)	26%	(123)	16%	(75)	24%	(111)	13%	(63)	467
Somewhat Favorable of Biden	16%	(84)	26%	(138)	19%	(100)	23%	(125)	17%	(94)	541
Somewhat Unfavorable of Biden	13%	(38)	24%	(70)	16%	(46)	28%	(81)	19%	(56)	290
Very Unfavorable of Biden	5%	(39)	14%	(112)	15%	(119)	50%	(408)	17%	(137)	815
#1 Issue: Economy	12%	(102)	18%	(158)	18%	(155)	35%	(303)	18%	(157)	876
#1 Issue: Security	7%	(17)	18%	(45)	15%	(35)	46%	(112)	14%	(34)	244
#1 Issue: Health Care	14%	(24)	19%	(34)	19%	(33)	30%	(52)	19%	(34)	177
#1 Issue: Medicare / Social Security	5%	(13)	16%	(38)	16%	(38)	43%	(103)	20%	(48)	240
#1 Issue: Women's Issues	17%	(55)	28%	(91)	12%	(41)	23%	(75)	21%	(69)	331
#1 Issue: Education	16%	(12)	24%	(18)	16%	(12)	28%	(21)	17%	(13)	76
#1 Issue: Energy	18%	(24)	28%	(38)	17%	(23)	24%	(32)	13%	(17)	134
#1 Issue: Other	14%	(19)	20%	(26)	10%	(13)	33%	(43)	23%	(31)	132
2020 Vote: Joe Biden	16%	(155)	26%	(245)	19%	(182)	23%	(222)	16%	(156)	960
2020 Vote: Donald Trump	5%	(35)	15%	(105)	15%	(104)	49%	(350)	16%	(114)	708
2020 Vote: Other	10%	(6)	16%	(10)	15%	(9)	30%	(18)	29%	(18)	61
2020 Vote: Didn't Vote	15%	(71)	18%	(89)	11%	(54)	31%	(150)	24%	(116)	481
2018 House Vote: Democrat	16%	(124)	27%	(211)	18%	(141)	25%	(195)	16%	(123)	794
2018 House Vote: Republican	5%	(27)	14%	(79)	16%	(92)	50%	(282)	16%	(90)	570
2016 Vote: Hillary Clinton	13%	(94)	27%	(192)	18%	(130)	25%	(176)	16%	(116)	708
2016 Vote: Donald Trump	5%	(31)	14%	(90)	15%	(95)	51%	(321)	14%	(88)	625
2016 Vote: Other	6%	(5)	19%	(18)	19%	(18)	27%	(26)	29%	(28)	95
2016 Vote: Didn't Vote	17%	(130)	19%	(146)	14%	(106)	28%	(218)	22%	(170)	771
Voted in 2014: Yes	10%	(120)	20%	(244)	17%	(205)	37%	(444)	16%	(197)	1211
Voted in 2014: No	15%	(146)	21%	(205)	14%	(145)	30%	(297)	21%	(206)	999

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Table MCEN7_2: *How interested are you in the following portrayals of James Bond in future Bond movies?*
A Hispanic James Bond

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(267)	20%	(449)	16%	(350)	34%	(741)	18%	(403)	2210
4-Region: Northeast	11%	(41)	23%	(90)	15%	(58)	34%	(129)	17%	(65)	383
4-Region: Midwest	8%	(38)	19%	(88)	15%	(68)	35%	(161)	22%	(101)	456
4-Region: South	11%	(90)	19%	(159)	17%	(141)	36%	(301)	18%	(153)	844
4-Region: West	19%	(98)	21%	(112)	16%	(82)	29%	(150)	16%	(85)	527
James Bond Fans	13%	(183)	25%	(341)	18%	(250)	30%	(413)	14%	(193)	1379

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

Table MCEN7_3: *How interested are you in the following portrayals of James Bond in future Bond movies?*
An Asian James Bond

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	11%	(234)	21%	(460)	17%	(370)	33%	(740)	18%	(406)	2210
Gender: Male	10%	(106)	20%	(215)	20%	(214)	36%	(386)	14%	(147)	1068
Gender: Female	11%	(127)	21%	(245)	14%	(157)	31%	(354)	23%	(259)	1142
Age: 18-34	18%	(115)	27%	(173)	13%	(87)	22%	(140)	20%	(127)	642
Age: 35-44	14%	(50)	23%	(85)	14%	(50)	30%	(110)	19%	(70)	365
Age: 45-64	8%	(54)	18%	(128)	19%	(134)	38%	(274)	17%	(123)	714
Age: 65+	3%	(14)	15%	(73)	20%	(99)	44%	(216)	18%	(86)	489
GenZers: 1997-2012	21%	(53)	27%	(69)	12%	(32)	17%	(44)	22%	(57)	256
Millennials: 1981-1996	15%	(97)	26%	(168)	14%	(94)	26%	(173)	19%	(123)	655
GenXers: 1965-1980	11%	(55)	20%	(103)	16%	(81)	35%	(177)	18%	(93)	510
Baby Boomers: 1946-1964	4%	(26)	16%	(113)	21%	(150)	43%	(304)	16%	(116)	710
PID: Dem (no lean)	16%	(146)	26%	(234)	19%	(172)	22%	(199)	16%	(139)	890
PID: Ind (no lean)	8%	(54)	20%	(131)	15%	(97)	33%	(223)	25%	(165)	670
PID: Rep (no lean)	5%	(34)	15%	(96)	16%	(101)	49%	(317)	16%	(102)	650
PID/Gender: Dem Men	14%	(61)	29%	(121)	22%	(95)	23%	(96)	12%	(50)	424
PID/Gender: Dem Women	18%	(85)	24%	(113)	17%	(77)	22%	(103)	19%	(89)	466
PID/Gender: Ind Men	9%	(29)	16%	(53)	19%	(65)	38%	(127)	19%	(63)	336
PID/Gender: Ind Women	8%	(25)	23%	(78)	10%	(33)	29%	(97)	31%	(102)	334
PID/Gender: Rep Men	5%	(16)	13%	(41)	18%	(54)	53%	(163)	11%	(34)	308
PID/Gender: Rep Women	5%	(18)	16%	(54)	14%	(47)	45%	(154)	20%	(68)	342
Ideo: Liberal (1-3)	17%	(113)	26%	(171)	19%	(126)	22%	(141)	15%	(98)	649
Ideo: Moderate (4)	11%	(80)	21%	(153)	18%	(130)	31%	(234)	20%	(146)	743
Ideo: Conservative (5-7)	4%	(27)	17%	(110)	16%	(105)	49%	(323)	14%	(93)	659
Educ: < College	9%	(132)	19%	(272)	16%	(229)	36%	(521)	20%	(283)	1437
Educ: Bachelors degree	13%	(63)	24%	(116)	19%	(92)	29%	(144)	16%	(77)	491
Educ: Post-grad	14%	(39)	26%	(73)	18%	(50)	26%	(75)	16%	(46)	282
Income: Under 50k	11%	(132)	20%	(249)	16%	(197)	33%	(414)	20%	(252)	1244
Income: 50k-100k	10%	(63)	21%	(138)	18%	(118)	34%	(222)	17%	(110)	651
Income: 100k+	12%	(39)	23%	(73)	18%	(55)	33%	(103)	14%	(44)	315
Ethnicity: White	8%	(140)	20%	(344)	18%	(307)	36%	(612)	18%	(308)	1711
Ethnicity: Hispanic	20%	(76)	21%	(80)	13%	(48)	25%	(94)	21%	(77)	374

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Table MCEN7_3: *How interested are you in the following portrayals of James Bond in future Bond movies?*
An Asian James Bond

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	11%	(234)	21%	(460)	17%	(370)	33%	(740)	18%	(406)	2210
Ethnicity: Black	21%	(60)	23%	(64)	14%	(39)	26%	(73)	17%	(47)	282
Ethnicity: Other	16%	(34)	24%	(52)	11%	(25)	25%	(55)	24%	(51)	217
All Christian	10%	(101)	19%	(187)	20%	(195)	36%	(358)	15%	(144)	985
All Non-Christian	13%	(18)	27%	(36)	15%	(21)	26%	(34)	19%	(25)	134
Atheist	18%	(18)	25%	(25)	14%	(14)	24%	(24)	19%	(19)	100
Agnostic/Nothing in particular	11%	(70)	23%	(144)	13%	(85)	30%	(189)	23%	(147)	634
Something Else	7%	(27)	19%	(68)	16%	(55)	38%	(135)	20%	(72)	357
Religious Non-Protestant/Catholic	12%	(19)	25%	(38)	16%	(24)	28%	(43)	18%	(28)	151
Evangelical	11%	(63)	18%	(107)	19%	(110)	37%	(218)	15%	(90)	588
Non-Evangelical	8%	(60)	20%	(141)	19%	(133)	37%	(261)	17%	(121)	715
Community: Urban	15%	(101)	25%	(171)	16%	(105)	28%	(186)	17%	(112)	674
Community: Suburban	10%	(95)	20%	(196)	17%	(167)	34%	(335)	20%	(198)	992
Community: Rural	7%	(38)	17%	(93)	18%	(98)	40%	(219)	18%	(96)	544
Employ: Private Sector	14%	(91)	26%	(170)	18%	(117)	30%	(201)	13%	(86)	665
Employ: Government	20%	(22)	18%	(20)	17%	(19)	29%	(31)	16%	(18)	110
Employ: Self-Employed	11%	(22)	21%	(43)	16%	(32)	32%	(64)	20%	(39)	200
Employ: Homemaker	17%	(31)	18%	(33)	11%	(20)	34%	(61)	19%	(33)	178
Employ: Student	15%	(11)	21%	(15)	18%	(12)	16%	(11)	30%	(21)	70
Employ: Retired	4%	(21)	16%	(89)	19%	(110)	45%	(254)	16%	(92)	566
Employ: Unemployed	6%	(19)	24%	(70)	13%	(39)	29%	(86)	27%	(79)	293
Employ: Other	13%	(17)	17%	(21)	16%	(21)	24%	(31)	30%	(38)	127
Military HH: Yes	6%	(17)	22%	(63)	12%	(35)	42%	(120)	18%	(50)	286
Military HH: No	11%	(217)	21%	(397)	17%	(336)	32%	(620)	19%	(356)	1924
RD/WT: Right Direction	15%	(103)	28%	(197)	21%	(149)	20%	(143)	16%	(115)	707
RD/WT: Wrong Track	9%	(130)	18%	(263)	15%	(222)	40%	(597)	19%	(291)	1503
Biden Job Approve	15%	(147)	27%	(259)	20%	(193)	23%	(220)	16%	(152)	971
Biden Job Disapprove	6%	(70)	16%	(185)	15%	(173)	45%	(507)	17%	(191)	1125

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Table MCEN7_3: *How interested are you in the following portrayals of James Bond in future Bond movies?*
An Asian James Bond

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	11%	(234)	21%	(460)	17%	(370)	33%	(740)	18%	(406)	2210
Biden Job Strongly Approve	16%	(73)	27%	(122)	21%	(92)	24%	(105)	12%	(53)	445
Biden Job Somewhat Approve	14%	(74)	26%	(137)	19%	(101)	22%	(115)	19%	(99)	527
Biden Job Somewhat Disapprove	11%	(39)	21%	(72)	20%	(67)	31%	(105)	17%	(57)	340
Biden Job Strongly Disapprove	4%	(31)	14%	(114)	13%	(105)	51%	(402)	17%	(134)	785
Favorable of Biden	16%	(157)	27%	(271)	20%	(200)	22%	(221)	16%	(160)	1008
Unfavorable of Biden	6%	(68)	16%	(178)	15%	(165)	45%	(501)	17%	(193)	1105
Very Favorable of Biden	18%	(84)	26%	(120)	20%	(94)	24%	(113)	12%	(57)	467
Somewhat Favorable of Biden	13%	(73)	28%	(151)	20%	(106)	20%	(109)	19%	(103)	541
Somewhat Unfavorable of Biden	11%	(33)	19%	(56)	18%	(52)	32%	(93)	20%	(57)	290
Very Unfavorable of Biden	4%	(35)	15%	(122)	14%	(113)	50%	(408)	17%	(136)	815
#1 Issue: Economy	9%	(81)	20%	(171)	18%	(158)	35%	(308)	18%	(158)	876
#1 Issue: Security	5%	(12)	21%	(50)	15%	(37)	44%	(108)	15%	(36)	244
#1 Issue: Health Care	14%	(25)	21%	(37)	25%	(44)	24%	(42)	17%	(30)	177
#1 Issue: Medicare / Social Security	7%	(17)	15%	(36)	16%	(37)	42%	(100)	21%	(49)	240
#1 Issue: Women's Issues	15%	(50)	26%	(85)	14%	(48)	23%	(78)	21%	(71)	331
#1 Issue: Education	22%	(17)	18%	(14)	23%	(17)	17%	(13)	20%	(15)	76
#1 Issue: Energy	14%	(19)	30%	(40)	14%	(19)	30%	(40)	12%	(16)	134
#1 Issue: Other	9%	(12)	20%	(27)	8%	(11)	38%	(50)	24%	(32)	132
2020 Vote: Joe Biden	15%	(141)	26%	(247)	21%	(202)	22%	(215)	16%	(156)	960
2020 Vote: Donald Trump	4%	(31)	16%	(114)	14%	(101)	50%	(354)	15%	(107)	708
2020 Vote: Other	6%	(4)	18%	(11)	12%	(7)	33%	(20)	31%	(19)	61
2020 Vote: Didn't Vote	12%	(57)	18%	(88)	12%	(60)	31%	(151)	26%	(124)	481
2018 House Vote: Democrat	14%	(109)	28%	(219)	19%	(153)	24%	(194)	15%	(120)	794
2018 House Vote: Republican	6%	(32)	15%	(87)	15%	(84)	49%	(282)	15%	(85)	570
2016 Vote: Hillary Clinton	14%	(96)	26%	(186)	21%	(151)	22%	(159)	16%	(115)	708
2016 Vote: Donald Trump	4%	(28)	16%	(101)	14%	(87)	52%	(323)	14%	(87)	625
2016 Vote: Other	6%	(5)	16%	(15)	21%	(20)	29%	(27)	29%	(27)	95
2016 Vote: Didn't Vote	14%	(104)	20%	(153)	15%	(112)	29%	(225)	23%	(176)	771
Voted in 2014: Yes	9%	(115)	22%	(265)	17%	(205)	36%	(434)	16%	(193)	1211
Voted in 2014: No	12%	(119)	20%	(195)	17%	(165)	31%	(306)	21%	(214)	999

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Table MCEN7_3: *How interested are you in the following portrayals of James Bond in future Bond movies?*
An Asian James Bond

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	11%	(234)	21%	(460)	17%	(370)	33%	(740)	18%	(406)	2210
4-Region: Northeast	9%	(35)	25%	(95)	17%	(64)	33%	(126)	17%	(63)	383
4-Region: Midwest	8%	(36)	18%	(83)	17%	(77)	34%	(156)	23%	(103)	456
4-Region: South	11%	(92)	19%	(163)	17%	(140)	35%	(299)	18%	(150)	844
4-Region: West	13%	(70)	22%	(118)	17%	(90)	30%	(159)	17%	(90)	527
James Bond Fans	12%	(169)	26%	(355)	19%	(260)	29%	(406)	14%	(189)	1379

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

Table MCEN7_4: *How interested are you in the following portrayals of James Bond in future Bond movies?*
A female James Bond

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	15%	(323)	19%	(414)	13%	(292)	39%	(860)	14%	(320)	2210
Gender: Male	14%	(154)	21%	(223)	14%	(147)	39%	(421)	12%	(123)	1068
Gender: Female	15%	(169)	17%	(191)	13%	(145)	38%	(439)	17%	(197)	1142
Age: 18-34	24%	(154)	21%	(137)	13%	(83)	25%	(158)	17%	(110)	642
Age: 35-44	18%	(65)	25%	(91)	10%	(36)	32%	(115)	16%	(58)	365
Age: 45-64	11%	(82)	17%	(119)	15%	(105)	45%	(319)	12%	(89)	714
Age: 65+	5%	(23)	14%	(66)	14%	(69)	55%	(267)	13%	(64)	489
GenZers: 1997-2012	26%	(66)	19%	(49)	14%	(36)	23%	(58)	18%	(46)	256
Millennials: 1981-1996	20%	(132)	23%	(152)	11%	(73)	29%	(190)	16%	(107)	655
GenXers: 1965-1980	17%	(88)	18%	(90)	14%	(71)	36%	(186)	15%	(75)	510
Baby Boomers: 1946-1964	5%	(37)	16%	(115)	14%	(103)	52%	(372)	12%	(83)	710
PID: Dem (no lean)	22%	(193)	26%	(229)	14%	(125)	27%	(236)	12%	(106)	890
PID: Ind (no lean)	11%	(71)	16%	(110)	14%	(93)	39%	(264)	20%	(133)	670
PID: Rep (no lean)	9%	(59)	12%	(75)	11%	(75)	55%	(359)	12%	(81)	650
PID/Gender: Dem Men	21%	(89)	30%	(126)	14%	(60)	26%	(111)	9%	(38)	424
PID/Gender: Dem Women	22%	(105)	22%	(103)	14%	(65)	27%	(126)	15%	(68)	466
PID/Gender: Ind Men	10%	(32)	15%	(52)	16%	(53)	43%	(144)	16%	(55)	336
PID/Gender: Ind Women	12%	(39)	17%	(58)	12%	(40)	36%	(120)	23%	(78)	334
PID/Gender: Rep Men	11%	(33)	14%	(44)	11%	(34)	54%	(166)	10%	(30)	308
PID/Gender: Rep Women	8%	(26)	9%	(31)	12%	(40)	57%	(194)	15%	(51)	342
Ideo: Liberal (1-3)	24%	(153)	23%	(149)	15%	(98)	26%	(166)	13%	(82)	649
Ideo: Moderate (4)	14%	(102)	20%	(150)	15%	(112)	36%	(267)	15%	(112)	743
Ideo: Conservative (5-7)	9%	(57)	12%	(78)	11%	(71)	59%	(386)	10%	(67)	659
Educ: < College	14%	(195)	17%	(245)	14%	(195)	40%	(576)	16%	(226)	1437
Educ: Bachelors degree	17%	(85)	23%	(111)	12%	(59)	37%	(181)	11%	(55)	491
Educ: Post-grad	16%	(44)	21%	(59)	13%	(38)	37%	(103)	14%	(38)	282
Income: Under 50k	16%	(199)	18%	(221)	13%	(161)	37%	(459)	16%	(204)	1244
Income: 50k-100k	13%	(83)	18%	(117)	15%	(99)	42%	(271)	12%	(81)	651
Income: 100k+	13%	(41)	24%	(76)	10%	(32)	41%	(130)	11%	(35)	315
Ethnicity: White	13%	(218)	18%	(308)	13%	(228)	42%	(714)	14%	(243)	1711
Ethnicity: Hispanic	20%	(74)	23%	(86)	10%	(37)	30%	(111)	18%	(65)	374

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Table MCEN7_4: *How interested are you in the following portrayals of James Bond in future Bond movies?*
A female James Bond

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	15%	(323)	19%	(414)	13%	(292)	39%	(860)	14%	(320)	2210
Ethnicity: Black	26%	(75)	22%	(62)	15%	(42)	25%	(70)	12%	(33)	282
Ethnicity: Other	14%	(31)	20%	(43)	10%	(23)	35%	(76)	20%	(44)	217
All Christian	12%	(114)	21%	(202)	14%	(138)	43%	(427)	10%	(103)	985
All Non-Christian	18%	(24)	18%	(24)	13%	(17)	37%	(50)	13%	(18)	134
Atheist	33%	(33)	14%	(14)	15%	(15)	23%	(23)	14%	(14)	100
Agnostic/Nothing in particular	17%	(106)	20%	(126)	11%	(70)	33%	(207)	20%	(125)	634
Something Else	13%	(46)	13%	(47)	14%	(52)	43%	(152)	17%	(60)	357
Religious Non-Protestant/Catholic	16%	(25)	20%	(31)	14%	(21)	37%	(56)	12%	(19)	151
Evangelical	12%	(72)	17%	(101)	14%	(80)	45%	(265)	12%	(71)	588
Non-Evangelical	12%	(85)	19%	(137)	15%	(104)	42%	(301)	12%	(88)	715
Community: Urban	21%	(140)	23%	(158)	13%	(89)	30%	(201)	13%	(86)	674
Community: Suburban	12%	(119)	17%	(164)	14%	(138)	42%	(419)	15%	(152)	992
Community: Rural	12%	(64)	17%	(93)	12%	(65)	44%	(241)	15%	(82)	544
Employ: Private Sector	20%	(133)	22%	(144)	14%	(92)	35%	(230)	10%	(67)	665
Employ: Government	17%	(19)	22%	(24)	16%	(18)	31%	(34)	14%	(16)	110
Employ: Self-Employed	16%	(32)	16%	(32)	13%	(26)	41%	(82)	13%	(26)	200
Employ: Homemaker	16%	(29)	19%	(34)	12%	(21)	35%	(63)	18%	(31)	178
Employ: Student	19%	(13)	17%	(12)	16%	(11)	19%	(14)	29%	(20)	70
Employ: Retired	6%	(35)	16%	(89)	12%	(69)	55%	(310)	11%	(64)	566
Employ: Unemployed	14%	(41)	20%	(58)	14%	(40)	30%	(89)	22%	(66)	293
Employ: Other	18%	(23)	16%	(20)	12%	(16)	30%	(39)	23%	(30)	127
Military HH: Yes	10%	(27)	16%	(46)	14%	(39)	46%	(131)	15%	(41)	286
Military HH: No	15%	(296)	19%	(368)	13%	(253)	38%	(728)	14%	(279)	1924
RD/WT: Right Direction	21%	(148)	26%	(183)	15%	(106)	25%	(177)	13%	(93)	707
RD/WT: Wrong Track	12%	(175)	15%	(231)	12%	(186)	45%	(683)	15%	(227)	1503
Biden Job Approve	22%	(213)	25%	(240)	15%	(143)	26%	(257)	12%	(119)	971
Biden Job Disapprove	8%	(96)	14%	(155)	13%	(144)	52%	(584)	13%	(147)	1125

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Table MCEN7_4: *How interested are you in the following portrayals of James Bond in future Bond movies?*
A female James Bond

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	15%	(323)	19%	(414)	13%	(292)	39%	(860)	14%	(320)	2210
Biden Job Strongly Approve	24%	(105)	26%	(117)	12%	(55)	27%	(121)	10%	(46)	445
Biden Job Somewhat Approve	20%	(107)	23%	(122)	17%	(88)	26%	(136)	14%	(73)	527
Biden Job Somewhat Disapprove	13%	(45)	18%	(61)	19%	(64)	35%	(120)	14%	(49)	340
Biden Job Strongly Disapprove	6%	(50)	12%	(94)	10%	(80)	59%	(464)	12%	(98)	785
Favorable of Biden	21%	(214)	26%	(260)	15%	(147)	26%	(264)	12%	(123)	1008
Unfavorable of Biden	9%	(100)	13%	(142)	13%	(139)	52%	(578)	13%	(145)	1105
Very Favorable of Biden	23%	(106)	28%	(133)	11%	(50)	27%	(127)	11%	(51)	467
Somewhat Favorable of Biden	20%	(108)	23%	(127)	18%	(97)	25%	(136)	13%	(72)	541
Somewhat Unfavorable of Biden	13%	(39)	16%	(46)	19%	(54)	38%	(110)	14%	(41)	290
Very Unfavorable of Biden	7%	(61)	12%	(96)	10%	(85)	58%	(469)	13%	(104)	815
#1 Issue: Economy	13%	(117)	17%	(151)	13%	(110)	43%	(373)	14%	(125)	876
#1 Issue: Security	12%	(28)	12%	(29)	14%	(34)	52%	(126)	11%	(26)	244
#1 Issue: Health Care	21%	(37)	29%	(52)	14%	(24)	21%	(36)	16%	(28)	177
#1 Issue: Medicare / Social Security	9%	(21)	15%	(37)	15%	(37)	45%	(107)	16%	(39)	240
#1 Issue: Women's Issues	22%	(71)	24%	(79)	12%	(40)	25%	(84)	17%	(57)	331
#1 Issue: Education	21%	(16)	30%	(23)	11%	(9)	20%	(16)	17%	(13)	76
#1 Issue: Energy	15%	(20)	22%	(30)	18%	(25)	34%	(46)	10%	(14)	134
#1 Issue: Other	10%	(14)	10%	(13)	11%	(15)	54%	(71)	14%	(19)	132
2020 Vote: Joe Biden	20%	(193)	24%	(230)	16%	(153)	28%	(266)	12%	(118)	960
2020 Vote: Donald Trump	8%	(54)	11%	(79)	11%	(75)	60%	(421)	11%	(79)	708
2020 Vote: Other	8%	(5)	7%	(4)	11%	(6)	44%	(27)	30%	(19)	61
2020 Vote: Didn't Vote	15%	(72)	21%	(100)	12%	(58)	30%	(146)	22%	(105)	481
2018 House Vote: Democrat	20%	(162)	24%	(188)	15%	(116)	29%	(231)	12%	(97)	794
2018 House Vote: Republican	9%	(49)	12%	(71)	10%	(56)	59%	(334)	11%	(61)	570
2016 Vote: Hillary Clinton	20%	(141)	23%	(163)	16%	(114)	28%	(198)	13%	(91)	708
2016 Vote: Donald Trump	7%	(45)	13%	(82)	10%	(60)	60%	(377)	10%	(61)	625
2016 Vote: Other	7%	(7)	17%	(16)	11%	(10)	40%	(38)	25%	(24)	95
2016 Vote: Didn't Vote	17%	(128)	20%	(151)	14%	(106)	31%	(243)	19%	(144)	771
Voted in 2014: Yes	14%	(164)	18%	(214)	13%	(155)	44%	(529)	12%	(150)	1211
Voted in 2014: No	16%	(160)	20%	(200)	14%	(137)	33%	(331)	17%	(170)	999

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Table MCEN7_4: *How interested are you in the following portrayals of James Bond in future Bond movies?*
A female James Bond

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	15%	(323)	19%	(414)	13%	(292)	39%	(860)	14%	(320)	2210
4-Region: Northeast	12%	(46)	22%	(84)	13%	(51)	38%	(146)	15%	(56)	383
4-Region: Midwest	11%	(51)	21%	(96)	10%	(47)	38%	(176)	19%	(86)	456
4-Region: South	14%	(120)	17%	(141)	15%	(124)	41%	(345)	14%	(115)	844
4-Region: West	20%	(107)	18%	(93)	13%	(70)	37%	(193)	12%	(63)	527
James Bond Fans	18%	(243)	21%	(292)	15%	(205)	37%	(508)	9%	(131)	1379

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

Table MCEN7_5: *How interested are you in the following portrayals of James Bond in future Bond movies?*
A gay James Bond

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	9%	(202)	14%	(306)	13%	(278)	48%	(1068)	16%	(356)	2210
Gender: Male	9%	(95)	13%	(136)	12%	(133)	53%	(569)	13%	(134)	1068
Gender: Female	9%	(107)	15%	(170)	13%	(145)	44%	(499)	19%	(222)	1142
Age: 18-34	17%	(107)	19%	(124)	14%	(92)	32%	(202)	18%	(118)	642
Age: 35-44	11%	(39)	19%	(68)	10%	(38)	43%	(158)	17%	(62)	365
Age: 45-64	6%	(40)	11%	(82)	11%	(78)	57%	(408)	15%	(106)	714
Age: 65+	3%	(16)	7%	(33)	15%	(71)	61%	(300)	14%	(70)	489
GenZers: 1997-2012	20%	(52)	16%	(41)	14%	(35)	30%	(76)	20%	(51)	256
Millennials: 1981-1996	13%	(82)	20%	(134)	12%	(81)	37%	(245)	17%	(113)	655
GenXers: 1965-1980	8%	(41)	13%	(68)	12%	(61)	52%	(263)	15%	(77)	510
Baby Boomers: 1946-1964	3%	(22)	9%	(62)	13%	(93)	60%	(428)	15%	(104)	710
PID: Dem (no lean)	15%	(131)	21%	(184)	15%	(137)	34%	(305)	15%	(134)	890
PID: Ind (no lean)	7%	(50)	11%	(76)	13%	(90)	47%	(317)	21%	(138)	670
PID: Rep (no lean)	3%	(21)	7%	(47)	8%	(52)	69%	(447)	13%	(83)	650
PID/Gender: Dem Men	15%	(63)	21%	(89)	15%	(62)	38%	(162)	11%	(47)	424
PID/Gender: Dem Women	14%	(67)	20%	(94)	16%	(75)	31%	(143)	19%	(87)	466
PID/Gender: Ind Men	6%	(20)	8%	(28)	15%	(50)	53%	(179)	17%	(58)	336
PID/Gender: Ind Women	9%	(29)	14%	(47)	12%	(40)	41%	(138)	24%	(80)	334
PID/Gender: Rep Men	4%	(11)	6%	(19)	7%	(21)	74%	(229)	9%	(29)	308
PID/Gender: Rep Women	3%	(11)	8%	(28)	9%	(31)	64%	(218)	16%	(54)	342
Ideo: Liberal (1-3)	17%	(112)	24%	(154)	16%	(105)	29%	(185)	14%	(94)	649
Ideo: Moderate (4)	8%	(60)	12%	(91)	16%	(116)	46%	(339)	19%	(138)	743
Ideo: Conservative (5-7)	3%	(20)	6%	(43)	7%	(44)	73%	(482)	11%	(70)	659
Educ: < College	9%	(123)	12%	(169)	11%	(161)	51%	(733)	17%	(251)	1437
Educ: Bachelors degree	10%	(48)	18%	(91)	14%	(68)	45%	(221)	13%	(63)	491
Educ: Post-grad	11%	(31)	17%	(47)	17%	(49)	40%	(114)	15%	(42)	282
Income: Under 50k	10%	(121)	13%	(161)	12%	(148)	48%	(594)	18%	(219)	1244
Income: 50k-100k	7%	(44)	16%	(101)	12%	(80)	50%	(327)	15%	(98)	651
Income: 100k+	12%	(36)	14%	(44)	16%	(50)	47%	(147)	12%	(39)	315
Ethnicity: White	9%	(146)	14%	(237)	13%	(224)	49%	(833)	16%	(272)	1711
Ethnicity: Hispanic	13%	(47)	17%	(62)	12%	(44)	41%	(152)	18%	(69)	374

Continued on next page

Table MCEN7_5: *How interested are you in the following portrayals of James Bond in future Bond movies?*
A gay James Bond

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	9%	(202)	14%	(306)	13%	(278)	48%	(1068)	16%	(356)	2210
Ethnicity: Black	13%	(37)	12%	(34)	9%	(24)	52%	(147)	14%	(39)	282
Ethnicity: Other	8%	(18)	16%	(35)	14%	(31)	41%	(89)	21%	(45)	217
All Christian	7%	(68)	14%	(133)	12%	(123)	54%	(534)	13%	(126)	985
All Non-Christian	13%	(17)	10%	(13)	19%	(25)	43%	(57)	16%	(21)	134
Atheist	21%	(21)	20%	(20)	14%	(14)	30%	(30)	16%	(16)	100
Agnostic/Nothing in particular	12%	(75)	17%	(107)	10%	(63)	42%	(265)	20%	(126)	634
Something Else	6%	(21)	9%	(32)	15%	(54)	51%	(182)	19%	(67)	357
Religious Non-Protestant/Catholic	12%	(18)	9%	(13)	19%	(29)	46%	(70)	14%	(22)	151
Evangelical	7%	(40)	12%	(73)	11%	(67)	56%	(330)	13%	(78)	588
Non-Evangelical	6%	(46)	13%	(90)	15%	(106)	50%	(360)	16%	(113)	715
Community: Urban	15%	(100)	18%	(121)	13%	(86)	40%	(269)	15%	(98)	674
Community: Suburban	7%	(70)	12%	(124)	13%	(132)	50%	(492)	18%	(174)	992
Community: Rural	6%	(32)	11%	(62)	11%	(60)	56%	(307)	15%	(84)	544
Employ: Private Sector	13%	(85)	18%	(120)	14%	(91)	43%	(283)	13%	(85)	665
Employ: Government	9%	(10)	17%	(18)	16%	(17)	44%	(48)	15%	(17)	110
Employ: Self-Employed	10%	(21)	15%	(31)	12%	(23)	49%	(99)	13%	(26)	200
Employ: Homemaker	10%	(18)	14%	(25)	8%	(15)	54%	(97)	14%	(25)	178
Employ: Student	18%	(13)	20%	(14)	14%	(10)	18%	(13)	29%	(20)	70
Employ: Retired	4%	(21)	9%	(50)	13%	(71)	61%	(346)	14%	(79)	566
Employ: Unemployed	5%	(14)	13%	(37)	13%	(37)	45%	(131)	26%	(75)	293
Employ: Other	16%	(20)	9%	(11)	11%	(14)	41%	(52)	23%	(30)	127
Military HH: Yes	6%	(16)	11%	(32)	11%	(30)	58%	(165)	15%	(43)	286
Military HH: No	10%	(186)	14%	(274)	13%	(248)	47%	(904)	16%	(313)	1924
RD/WT: Right Direction	14%	(97)	20%	(142)	15%	(105)	35%	(250)	16%	(112)	707
RD/WT: Wrong Track	7%	(105)	11%	(164)	12%	(173)	54%	(818)	16%	(244)	1503
Biden Job Approve	15%	(142)	20%	(193)	16%	(153)	35%	(336)	15%	(147)	971
Biden Job Disapprove	4%	(48)	9%	(98)	11%	(118)	63%	(704)	14%	(156)	1125

Continued on next page

Table MCEN7_5: *How interested are you in the following portrayals of James Bond in future Bond movies?*
A gay James Bond

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	9%	(202)	14%	(306)	13%	(278)	48%	(1068)	16%	(356)	2210
Biden Job Strongly Approve	19%	(84)	21%	(93)	14%	(62)	33%	(149)	13%	(57)	445
Biden Job Somewhat Approve	11%	(58)	19%	(100)	17%	(91)	36%	(188)	17%	(90)	527
Biden Job Somewhat Disapprove	8%	(28)	15%	(50)	16%	(56)	45%	(154)	15%	(52)	340
Biden Job Strongly Disapprove	3%	(20)	6%	(48)	8%	(62)	70%	(550)	13%	(104)	785
Favorable of Biden	15%	(148)	20%	(206)	15%	(150)	36%	(359)	15%	(146)	1008
Unfavorable of Biden	5%	(50)	8%	(88)	11%	(121)	62%	(685)	14%	(160)	1105
Very Favorable of Biden	16%	(74)	22%	(104)	12%	(56)	36%	(170)	13%	(63)	467
Somewhat Favorable of Biden	14%	(74)	19%	(102)	17%	(94)	35%	(188)	15%	(84)	541
Somewhat Unfavorable of Biden	9%	(27)	13%	(36)	17%	(51)	45%	(131)	16%	(45)	290
Very Unfavorable of Biden	3%	(23)	6%	(51)	9%	(71)	68%	(555)	14%	(115)	815
#1 Issue: Economy	8%	(66)	13%	(110)	14%	(127)	50%	(435)	16%	(138)	876
#1 Issue: Security	6%	(15)	7%	(18)	10%	(25)	66%	(161)	10%	(25)	244
#1 Issue: Health Care	10%	(17)	13%	(23)	10%	(17)	46%	(82)	21%	(37)	177
#1 Issue: Medicare / Social Security	5%	(13)	9%	(20)	12%	(29)	57%	(138)	16%	(39)	240
#1 Issue: Women's Issues	14%	(47)	23%	(78)	12%	(40)	31%	(103)	19%	(63)	331
#1 Issue: Education	14%	(10)	21%	(16)	11%	(8)	35%	(26)	20%	(15)	76
#1 Issue: Energy	16%	(22)	22%	(29)	13%	(17)	35%	(47)	15%	(19)	134
#1 Issue: Other	9%	(11)	9%	(12)	11%	(14)	57%	(76)	14%	(19)	132
2020 Vote: Joe Biden	14%	(135)	20%	(195)	16%	(155)	35%	(332)	15%	(143)	960
2020 Vote: Donald Trump	3%	(24)	7%	(47)	8%	(59)	70%	(496)	11%	(81)	708
2020 Vote: Other	6%	(3)	4%	(2)	13%	(8)	45%	(28)	32%	(20)	61
2020 Vote: Didn't Vote	8%	(39)	13%	(62)	12%	(56)	44%	(212)	23%	(113)	481
2018 House Vote: Democrat	13%	(106)	19%	(152)	18%	(142)	35%	(276)	15%	(117)	794
2018 House Vote: Republican	4%	(21)	6%	(34)	7%	(41)	73%	(414)	11%	(61)	570
2016 Vote: Hillary Clinton	12%	(85)	20%	(143)	17%	(121)	35%	(248)	16%	(111)	708
2016 Vote: Donald Trump	3%	(22)	7%	(45)	8%	(52)	72%	(447)	9%	(59)	625
2016 Vote: Other	6%	(6)	8%	(7)	13%	(13)	47%	(45)	25%	(24)	95
2016 Vote: Didn't Vote	11%	(86)	14%	(111)	11%	(88)	42%	(326)	21%	(160)	771
Voted in 2014: Yes	8%	(103)	14%	(165)	13%	(152)	52%	(632)	13%	(159)	1211
Voted in 2014: No	10%	(99)	14%	(141)	13%	(126)	44%	(436)	20%	(197)	999

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Table MCEN7_5: *How interested are you in the following portrayals of James Bond in future Bond movies?*
A gay James Bond

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	9%	(202)	14%	(306)	13%	(278)	48%	(1068)	16%	(356)	2210
4-Region: Northeast	11%	(40)	18%	(67)	11%	(41)	47%	(178)	15%	(56)	383
4-Region: Midwest	7%	(34)	12%	(55)	12%	(53)	49%	(223)	20%	(91)	456
4-Region: South	8%	(66)	13%	(106)	13%	(113)	51%	(433)	15%	(126)	844
4-Region: West	12%	(61)	15%	(77)	13%	(71)	44%	(234)	16%	(84)	527
James Bond Fans	9%	(131)	16%	(219)	14%	(199)	48%	(659)	12%	(171)	1379

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

Table MCEN7_6: *How interested are you in the following portrayals of James Bond in future Bond movies?*
An American James Bond

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	21%	(461)	27%	(606)	14%	(318)	20%	(452)	17%	(373)	2210
Gender: Male	23%	(250)	28%	(297)	16%	(174)	21%	(223)	12%	(125)	1068
Gender: Female	18%	(211)	27%	(310)	13%	(144)	20%	(230)	22%	(248)	1142
Age: 18-34	23%	(150)	29%	(185)	14%	(88)	15%	(97)	19%	(121)	642
Age: 35-44	25%	(92)	29%	(107)	11%	(40)	15%	(55)	20%	(71)	365
Age: 45-64	20%	(141)	25%	(181)	15%	(106)	25%	(175)	16%	(111)	714
Age: 65+	16%	(77)	27%	(133)	17%	(84)	25%	(125)	14%	(70)	489
GenZers: 1997-2012	21%	(53)	27%	(70)	17%	(42)	14%	(35)	22%	(56)	256
Millennials: 1981-1996	25%	(166)	29%	(188)	12%	(80)	15%	(100)	18%	(120)	655
GenXers: 1965-1980	22%	(110)	27%	(138)	12%	(63)	22%	(111)	17%	(86)	510
Baby Boomers: 1946-1964	16%	(113)	27%	(193)	17%	(122)	26%	(182)	14%	(99)	710
PID: Dem (no lean)	24%	(213)	30%	(270)	14%	(125)	18%	(156)	14%	(126)	890
PID: Ind (no lean)	15%	(99)	23%	(153)	16%	(106)	24%	(158)	23%	(153)	670
PID: Rep (no lean)	23%	(149)	28%	(183)	13%	(86)	21%	(138)	14%	(94)	650
PID/Gender: Dem Men	28%	(119)	30%	(128)	17%	(71)	16%	(67)	9%	(38)	424
PID/Gender: Dem Women	20%	(94)	31%	(142)	12%	(54)	19%	(89)	19%	(87)	466
PID/Gender: Ind Men	17%	(56)	21%	(72)	20%	(66)	25%	(84)	17%	(58)	336
PID/Gender: Ind Women	13%	(44)	24%	(81)	12%	(40)	22%	(74)	28%	(95)	334
PID/Gender: Rep Men	24%	(75)	31%	(97)	12%	(37)	23%	(72)	9%	(28)	308
PID/Gender: Rep Women	22%	(74)	25%	(86)	15%	(50)	20%	(67)	19%	(65)	342
Ideo: Liberal (1-3)	20%	(129)	30%	(196)	16%	(102)	20%	(133)	14%	(90)	649
Ideo: Moderate (4)	23%	(172)	28%	(211)	13%	(94)	19%	(139)	17%	(128)	743
Ideo: Conservative (5-7)	22%	(145)	24%	(161)	17%	(110)	24%	(156)	13%	(87)	659
Educ: < College	22%	(309)	26%	(376)	13%	(187)	20%	(287)	19%	(278)	1437
Educ: Bachelors degree	18%	(89)	31%	(151)	17%	(85)	22%	(106)	12%	(59)	491
Educ: Post-grad	22%	(62)	28%	(80)	16%	(46)	21%	(59)	13%	(36)	282
Income: Under 50k	21%	(256)	26%	(321)	12%	(152)	21%	(267)	20%	(248)	1244
Income: 50k-100k	21%	(136)	30%	(195)	17%	(111)	19%	(123)	13%	(85)	651
Income: 100k+	22%	(69)	28%	(90)	18%	(56)	20%	(62)	12%	(39)	315
Ethnicity: White	19%	(329)	29%	(490)	15%	(260)	20%	(350)	16%	(282)	1711
Ethnicity: Hispanic	20%	(76)	27%	(102)	12%	(47)	20%	(74)	20%	(74)	374

Continued on next page

Table MCEN7_6: *How interested are you in the following portrayals of James Bond in future Bond movies?*
An American James Bond

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	21%	(461)	27%	(606)	14%	(318)	20%	(452)	17%	(373)	2210
Ethnicity: Black	35%	(100)	22%	(61)	13%	(36)	16%	(45)	14%	(40)	282
Ethnicity: Other	15%	(32)	25%	(54)	10%	(22)	27%	(58)	23%	(50)	217
All Christian	23%	(230)	30%	(292)	15%	(149)	20%	(199)	12%	(115)	985
All Non-Christian	23%	(30)	27%	(37)	14%	(19)	20%	(27)	16%	(22)	134
Atheist	19%	(19)	27%	(27)	14%	(14)	24%	(24)	16%	(16)	100
Agnostic/Nothing in particular	18%	(113)	25%	(157)	14%	(89)	20%	(129)	23%	(147)	634
Something Else	19%	(68)	26%	(94)	13%	(48)	21%	(74)	20%	(73)	357
Religious Non-Protestant/Catholic	22%	(33)	26%	(40)	13%	(20)	24%	(36)	15%	(23)	151
Evangelical	24%	(140)	32%	(186)	11%	(66)	19%	(110)	14%	(85)	588
Non-Evangelical	21%	(148)	27%	(193)	17%	(122)	21%	(151)	14%	(102)	715
Community: Urban	27%	(182)	29%	(197)	13%	(85)	18%	(121)	13%	(89)	674
Community: Suburban	18%	(181)	26%	(254)	16%	(162)	21%	(212)	18%	(183)	992
Community: Rural	18%	(97)	29%	(156)	13%	(72)	22%	(119)	18%	(101)	544
Employ: Private Sector	26%	(174)	31%	(204)	14%	(95)	17%	(112)	12%	(80)	665
Employ: Government	20%	(22)	27%	(29)	20%	(22)	17%	(19)	16%	(17)	110
Employ: Self-Employed	26%	(52)	21%	(42)	13%	(27)	25%	(49)	15%	(30)	200
Employ: Homemaker	15%	(27)	27%	(47)	14%	(25)	24%	(43)	20%	(35)	178
Employ: Student	14%	(10)	26%	(18)	14%	(10)	17%	(12)	29%	(20)	70
Employ: Retired	17%	(97)	27%	(155)	16%	(90)	26%	(148)	13%	(76)	566
Employ: Unemployed	18%	(53)	27%	(80)	11%	(31)	17%	(51)	27%	(78)	293
Employ: Other	20%	(25)	24%	(30)	14%	(18)	14%	(17)	28%	(36)	127
Military HH: Yes	14%	(39)	27%	(76)	17%	(48)	25%	(70)	18%	(53)	286
Military HH: No	22%	(421)	28%	(530)	14%	(271)	20%	(382)	17%	(320)	1924
RD/WT: Right Direction	24%	(169)	32%	(229)	14%	(102)	15%	(106)	14%	(101)	707
RD/WT: Wrong Track	19%	(291)	25%	(378)	14%	(217)	23%	(346)	18%	(271)	1503
Biden Job Approve	23%	(226)	30%	(294)	14%	(140)	19%	(184)	13%	(128)	971
Biden Job Disapprove	20%	(221)	26%	(289)	15%	(169)	23%	(261)	16%	(184)	1125

Continued on next page

Table MCEN7_6: *How interested are you in the following portrayals of James Bond in future Bond movies?*
An American James Bond

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	21%	(461)	27%	(606)	14%	(318)	20%	(452)	17%	(373)	2210
Biden Job Strongly Approve	30%	(133)	29%	(129)	13%	(57)	18%	(82)	10%	(43)	445
Biden Job Somewhat Approve	18%	(93)	31%	(165)	16%	(83)	19%	(102)	16%	(85)	527
Biden Job Somewhat Disapprove	19%	(64)	30%	(101)	14%	(49)	19%	(65)	18%	(61)	340
Biden Job Strongly Disapprove	20%	(157)	24%	(188)	15%	(121)	25%	(197)	16%	(122)	785
Favorable of Biden	23%	(231)	31%	(308)	14%	(145)	19%	(190)	13%	(134)	1008
Unfavorable of Biden	20%	(218)	25%	(282)	15%	(169)	23%	(254)	17%	(183)	1105
Very Favorable of Biden	27%	(126)	30%	(140)	14%	(64)	19%	(87)	11%	(50)	467
Somewhat Favorable of Biden	20%	(106)	31%	(167)	15%	(82)	19%	(102)	15%	(84)	541
Somewhat Unfavorable of Biden	15%	(45)	30%	(87)	17%	(49)	19%	(55)	19%	(54)	290
Very Unfavorable of Biden	21%	(173)	24%	(194)	15%	(121)	24%	(199)	16%	(128)	815
#1 Issue: Economy	22%	(192)	28%	(245)	15%	(135)	18%	(157)	17%	(147)	876
#1 Issue: Security	27%	(66)	29%	(70)	12%	(29)	21%	(51)	12%	(28)	244
#1 Issue: Health Care	23%	(40)	31%	(56)	12%	(21)	18%	(32)	16%	(28)	177
#1 Issue: Medicare / Social Security	23%	(54)	22%	(54)	17%	(40)	21%	(50)	18%	(42)	240
#1 Issue: Women's Issues	13%	(41)	26%	(85)	15%	(49)	25%	(84)	21%	(71)	331
#1 Issue: Education	33%	(25)	27%	(20)	12%	(9)	8%	(6)	19%	(15)	76
#1 Issue: Energy	19%	(26)	35%	(47)	13%	(18)	21%	(28)	12%	(16)	134
#1 Issue: Other	12%	(16)	22%	(29)	13%	(17)	34%	(44)	20%	(26)	132
2020 Vote: Joe Biden	20%	(196)	30%	(293)	15%	(148)	20%	(191)	14%	(133)	960
2020 Vote: Donald Trump	21%	(150)	28%	(198)	15%	(106)	22%	(156)	14%	(97)	708
2020 Vote: Other	15%	(9)	10%	(6)	15%	(9)	30%	(18)	31%	(19)	61
2020 Vote: Didn't Vote	22%	(105)	23%	(109)	12%	(56)	18%	(87)	26%	(124)	481
2018 House Vote: Democrat	21%	(169)	30%	(234)	16%	(131)	19%	(155)	13%	(105)	794
2018 House Vote: Republican	21%	(120)	28%	(161)	16%	(89)	22%	(128)	12%	(71)	570
2016 Vote: Hillary Clinton	20%	(144)	30%	(213)	16%	(113)	21%	(146)	13%	(92)	708
2016 Vote: Donald Trump	21%	(131)	29%	(181)	15%	(92)	23%	(144)	12%	(77)	625
2016 Vote: Other	10%	(10)	14%	(13)	18%	(17)	29%	(27)	29%	(28)	95
2016 Vote: Didn't Vote	22%	(172)	26%	(198)	12%	(95)	17%	(131)	23%	(176)	771
Voted in 2014: Yes	20%	(245)	28%	(335)	16%	(197)	22%	(266)	14%	(167)	1211
Voted in 2014: No	22%	(215)	27%	(271)	12%	(121)	19%	(186)	21%	(206)	999

Continued on next page

Table MCEN7_6: *How interested are you in the following portrayals of James Bond in future Bond movies?*
An American James Bond

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	21%	(461)	27%	(606)	14%	(318)	20%	(452)	17%	(373)	2210
4-Region: Northeast	18%	(70)	31%	(120)	15%	(56)	19%	(71)	17%	(65)	383
4-Region: Midwest	17%	(76)	28%	(126)	15%	(69)	20%	(93)	20%	(93)	456
4-Region: South	24%	(203)	24%	(203)	15%	(128)	20%	(171)	17%	(139)	844
4-Region: West	21%	(112)	30%	(157)	12%	(65)	22%	(118)	14%	(76)	527
James Bond Fans	26%	(354)	33%	(449)	15%	(204)	16%	(227)	11%	(146)	1379

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

Table MCEN8: *Which of the following statements comes closest to your view, even if neither are exactly right?*

Demographic	The James Bond series should change with the times and have a more diverse cast and lead character		The James Bond series is a classic and nothing about it should change		Don't know / No opinion		Total N
Adults	30%	(671)	50%	(1095)	20%	(444)	2210
Gender: Male	29%	(314)	57%	(604)	14%	(150)	1068
Gender: Female	31%	(358)	43%	(491)	26%	(294)	1142
Age: 18-34	40%	(259)	34%	(219)	26%	(164)	642
Age: 35-44	33%	(119)	45%	(166)	22%	(80)	365
Age: 45-64	27%	(191)	55%	(395)	18%	(127)	714
Age: 65+	21%	(101)	64%	(315)	15%	(73)	489
GenZers: 1997-2012	37%	(96)	29%	(74)	34%	(86)	256
Millennials: 1981-1996	38%	(247)	41%	(269)	21%	(139)	655
GenXers: 1965-1980	30%	(153)	53%	(268)	17%	(89)	510
Baby Boomers: 1946-1964	23%	(163)	61%	(431)	16%	(115)	710
PID: Dem (no lean)	44%	(392)	40%	(353)	16%	(145)	890
PID: Ind (no lean)	25%	(166)	48%	(320)	27%	(183)	670
PID: Rep (no lean)	17%	(113)	65%	(421)	18%	(116)	650
PID/Gender: Dem Men	42%	(179)	46%	(196)	11%	(49)	424
PID/Gender: Dem Women	46%	(213)	34%	(157)	21%	(97)	466
PID/Gender: Ind Men	21%	(70)	59%	(200)	20%	(66)	336
PID/Gender: Ind Women	29%	(97)	36%	(120)	35%	(117)	334
PID/Gender: Rep Men	21%	(65)	68%	(208)	11%	(35)	308
PID/Gender: Rep Women	14%	(48)	62%	(213)	23%	(80)	342
Ideo: Liberal (1-3)	46%	(299)	36%	(232)	18%	(118)	649
Ideo: Moderate (4)	32%	(237)	49%	(362)	19%	(144)	743
Ideo: Conservative (5-7)	15%	(101)	68%	(451)	16%	(107)	659
Educ: < College	26%	(378)	50%	(715)	24%	(344)	1437
Educ: Bachelors degree	39%	(191)	48%	(237)	13%	(63)	491
Educ: Post-grad	36%	(102)	51%	(143)	13%	(37)	282
Income: Under 50k	28%	(351)	47%	(586)	25%	(307)	1244
Income: 50k-100k	33%	(212)	52%	(339)	15%	(100)	651
Income: 100k+	34%	(108)	54%	(170)	12%	(38)	315

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Table MCEN8: *Which of the following statements comes closest to your view, even if neither are exactly right?*

Demographic	The James Bond series should change with the times and have a more diverse cast and lead character		The James Bond series is a classic and nothing about it should change		Don't know / No opinion		Total N
Adults	30%	(671)	50%	(1095)	20%	(444)	2210
Ethnicity: White	28%	(475)	53%	(904)	19%	(332)	1711
Ethnicity: Hispanic	35%	(132)	42%	(158)	22%	(84)	374
Ethnicity: Black	43%	(120)	38%	(107)	19%	(55)	282
Ethnicity: Other	35%	(76)	38%	(83)	27%	(58)	217
All Christian	29%	(283)	57%	(564)	14%	(138)	985
All Non-Christian	30%	(41)	52%	(69)	18%	(24)	134
Atheist	41%	(41)	33%	(34)	25%	(26)	100
Agnostic/Nothing in particular	32%	(203)	41%	(259)	27%	(173)	634
Something Else	29%	(104)	47%	(169)	24%	(84)	357
Religious Non-Protestant/Catholic	30%	(45)	50%	(76)	20%	(30)	151
Evangelical	27%	(159)	57%	(334)	16%	(95)	588
Non-Evangelical	30%	(213)	54%	(383)	17%	(119)	715
Community: Urban	40%	(270)	42%	(283)	18%	(121)	674
Community: Suburban	28%	(279)	51%	(506)	21%	(207)	992
Community: Rural	23%	(123)	56%	(305)	21%	(116)	544
Employ: Private Sector	37%	(243)	48%	(322)	15%	(100)	665
Employ: Government	37%	(41)	46%	(51)	17%	(18)	110
Employ: Self-Employed	32%	(63)	51%	(102)	17%	(35)	200
Employ: Homemaker	27%	(47)	45%	(80)	28%	(50)	178
Employ: Student	30%	(21)	25%	(18)	44%	(31)	70
Employ: Retired	23%	(129)	62%	(352)	15%	(86)	566
Employ: Unemployed	27%	(79)	42%	(122)	32%	(93)	293
Employ: Other	37%	(47)	38%	(49)	25%	(31)	127
Military HH: Yes	25%	(70)	60%	(171)	15%	(44)	286
Military HH: No	31%	(601)	48%	(923)	21%	(400)	1924
RD/WT: Right Direction	43%	(304)	42%	(295)	15%	(107)	707
RD/WT: Wrong Track	24%	(367)	53%	(799)	22%	(337)	1503

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Table MCEN8: *Which of the following statements comes closest to your view, even if neither are exactly right?*

Demographic	The James Bond series should change with the times and have a more diverse cast and lead character		The James Bond series is a classic and nothing about it should change		Don't know / No opinion		Total N
Adults	30%	(671)	50%	(1095)	20%	(444)	2210
Biden Job Approve	43%	(418)	41%	(396)	16%	(158)	971
Biden Job Disapprove	21%	(232)	60%	(670)	20%	(224)	1125
Biden Job Strongly Approve	44%	(197)	43%	(193)	12%	(55)	445
Biden Job Somewhat Approve	42%	(221)	38%	(202)	20%	(103)	527
Biden Job Somewhat Disapprove	35%	(119)	43%	(146)	22%	(75)	340
Biden Job Strongly Disapprove	14%	(113)	67%	(524)	19%	(148)	785
Favorable of Biden	43%	(431)	41%	(411)	16%	(166)	1008
Unfavorable of Biden	20%	(226)	59%	(650)	21%	(229)	1105
Very Favorable of Biden	44%	(207)	44%	(203)	12%	(56)	467
Somewhat Favorable of Biden	41%	(224)	38%	(208)	20%	(110)	541
Somewhat Unfavorable of Biden	34%	(99)	41%	(119)	25%	(72)	290
Very Unfavorable of Biden	16%	(127)	65%	(531)	19%	(157)	815
#1 Issue: Economy	28%	(246)	52%	(452)	20%	(178)	876
#1 Issue: Security	18%	(43)	66%	(160)	17%	(41)	244
#1 Issue: Health Care	39%	(69)	41%	(73)	20%	(36)	177
#1 Issue: Medicare / Social Security	19%	(45)	62%	(149)	19%	(45)	240
#1 Issue: Women's Issues	45%	(149)	30%	(100)	25%	(82)	331
#1 Issue: Education	27%	(21)	52%	(40)	20%	(15)	76
#1 Issue: Energy	44%	(59)	39%	(52)	17%	(23)	134
#1 Issue: Other	30%	(40)	52%	(69)	18%	(24)	132
2020 Vote: Joe Biden	43%	(414)	41%	(398)	15%	(148)	960
2020 Vote: Donald Trump	17%	(123)	66%	(470)	16%	(115)	708
2020 Vote: Other	20%	(12)	50%	(31)	30%	(18)	61
2020 Vote: Didn't Vote	25%	(122)	41%	(196)	34%	(163)	481
2018 House Vote: Democrat	44%	(353)	41%	(325)	15%	(115)	794
2018 House Vote: Republican	17%	(97)	69%	(392)	14%	(81)	570

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Table MCEN8: *Which of the following statements comes closest to your view, even if neither are exactly right?*

Demographic	The James Bond series should change with the times and have a more diverse cast and lead character		The James Bond series is a classic and nothing about it should change		Don't know / No opinion		Total N
Adults	30%	(671)	50%	(1095)	20%	(444)	2210
2016 Vote: Hillary Clinton	44%	(311)	40%	(286)	16%	(111)	708
2016 Vote: Donald Trump	17%	(104)	70%	(437)	14%	(85)	625
2016 Vote: Other	22%	(21)	51%	(48)	27%	(26)	95
2016 Vote: Didn't Vote	29%	(227)	42%	(322)	29%	(222)	771
Voted in 2014: Yes	31%	(380)	54%	(656)	14%	(175)	1211
Voted in 2014: No	29%	(291)	44%	(438)	27%	(270)	999
4-Region: Northeast	28%	(109)	54%	(205)	18%	(69)	383
4-Region: Midwest	29%	(132)	47%	(213)	24%	(111)	456
4-Region: South	29%	(244)	52%	(440)	19%	(160)	844
4-Region: West	35%	(186)	45%	(237)	20%	(104)	527
James Bond Fans	34%	(471)	55%	(756)	11%	(152)	1379

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

Table MCEN9_1: *Some movie franchises are working to diversify by casting actors in leading roles who are a different gender or race from the main characters portrayed in the original screenplay. To what extent would you be interested in seeing a new movie in an existing movie franchise, such as Star Wars or James Bond, if the following changes were made?*
Casting female actors for roles that were originally intended to be played by men

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	14%	(311)	27%	(588)	27%	(589)	33%	(722)	2210
Gender: Male	14%	(146)	28%	(295)	27%	(286)	32%	(340)	1068
Gender: Female	14%	(165)	26%	(293)	26%	(302)	33%	(382)	1142
Age: 18-34	23%	(147)	34%	(221)	22%	(142)	21%	(132)	642
Age: 35-44	16%	(60)	36%	(131)	24%	(88)	24%	(87)	365
Age: 45-64	11%	(82)	21%	(151)	29%	(206)	38%	(275)	714
Age: 65+	4%	(22)	18%	(86)	31%	(152)	47%	(229)	489
GenZers: 1997-2012	22%	(57)	31%	(78)	25%	(64)	22%	(56)	256
Millennials: 1981-1996	20%	(132)	36%	(235)	22%	(145)	22%	(143)	655
GenXers: 1965-1980	15%	(74)	27%	(136)	27%	(138)	32%	(161)	510
Baby Boomers: 1946-1964	7%	(46)	19%	(131)	30%	(216)	44%	(316)	710
PID: Dem (no lean)	21%	(188)	35%	(313)	26%	(228)	18%	(161)	890
PID: Ind (no lean)	11%	(70)	26%	(175)	29%	(192)	35%	(232)	670
PID: Rep (no lean)	8%	(52)	15%	(100)	26%	(169)	51%	(330)	650
PID/Gender: Dem Men	18%	(77)	40%	(168)	25%	(106)	17%	(73)	424
PID/Gender: Dem Women	24%	(112)	31%	(145)	26%	(122)	19%	(87)	466
PID/Gender: Ind Men	10%	(34)	23%	(76)	31%	(104)	36%	(122)	336
PID/Gender: Ind Women	11%	(36)	30%	(99)	26%	(88)	33%	(111)	334
PID/Gender: Rep Men	12%	(35)	17%	(52)	25%	(76)	47%	(145)	308
PID/Gender: Rep Women	5%	(17)	14%	(48)	27%	(92)	54%	(185)	342
Ideo: Liberal (1-3)	24%	(154)	36%	(231)	22%	(145)	18%	(119)	649
Ideo: Moderate (4)	13%	(93)	30%	(220)	30%	(221)	28%	(208)	743
Ideo: Conservative (5-7)	8%	(50)	13%	(87)	28%	(181)	52%	(341)	659
Educ: < College	13%	(187)	26%	(368)	26%	(369)	36%	(512)	1437
Educ: Bachelors degree	15%	(75)	30%	(148)	27%	(135)	27%	(133)	491
Educ: Post-grad	17%	(49)	25%	(71)	30%	(84)	27%	(77)	282
Income: Under 50k	14%	(176)	27%	(333)	26%	(319)	33%	(416)	1244
Income: 50k-100k	13%	(87)	27%	(173)	29%	(189)	31%	(201)	651
Income: 100k+	15%	(48)	26%	(81)	26%	(81)	34%	(106)	315

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Table MCEN9_1: *Some movie franchises are working to diversify by casting actors in leading roles who are a different gender or race from the main characters portrayed in the original screenplay. To what extent would you be interested in seeing a new movie in an existing movie franchise, such as Star Wars or James Bond, if the following changes were made?*
Casting female actors for roles that were originally intended to be played by men

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	14%	(311)	27%	(588)	27%	(589)	33%	(722)	2210
Ethnicity: White	12%	(198)	26%	(442)	27%	(466)	35%	(605)	1711
Ethnicity: Hispanic	21%	(80)	30%	(113)	24%	(89)	25%	(92)	374
Ethnicity: Black	26%	(73)	31%	(87)	23%	(66)	20%	(57)	282
Ethnicity: Other	19%	(40)	27%	(59)	26%	(56)	28%	(61)	217
All Christian	12%	(123)	24%	(235)	27%	(267)	37%	(361)	985
All Non-Christian	16%	(21)	23%	(30)	41%	(55)	20%	(26)	134
Atheist	17%	(17)	32%	(32)	20%	(20)	31%	(31)	100
Agnostic/Nothing in particular	15%	(92)	33%	(211)	25%	(157)	27%	(174)	634
Something Else	16%	(57)	22%	(80)	25%	(90)	36%	(130)	357
Religious Non-Protestant/Catholic	16%	(24)	25%	(38)	39%	(59)	20%	(30)	151
Evangelical	15%	(89)	21%	(124)	27%	(159)	37%	(217)	588
Non-Evangelical	12%	(84)	25%	(177)	26%	(189)	37%	(265)	715
Community: Urban	19%	(127)	34%	(232)	24%	(162)	23%	(154)	674
Community: Suburban	13%	(126)	24%	(237)	29%	(284)	35%	(345)	992
Community: Rural	11%	(59)	22%	(119)	26%	(143)	41%	(223)	544
Employ: Private Sector	18%	(120)	27%	(181)	29%	(195)	25%	(169)	665
Employ: Government	14%	(15)	38%	(42)	26%	(28)	23%	(26)	110
Employ: Self-Employed	17%	(33)	24%	(48)	29%	(58)	30%	(60)	200
Employ: Homemaker	16%	(28)	28%	(50)	24%	(44)	32%	(57)	178
Employ: Student	21%	(15)	36%	(26)	24%	(17)	19%	(13)	70
Employ: Retired	6%	(34)	18%	(100)	28%	(159)	48%	(273)	566
Employ: Unemployed	13%	(38)	36%	(106)	19%	(57)	32%	(93)	293
Employ: Other	21%	(27)	29%	(36)	25%	(32)	25%	(32)	127
Military HH: Yes	9%	(27)	22%	(62)	26%	(73)	43%	(123)	286
Military HH: No	15%	(284)	27%	(526)	27%	(515)	31%	(599)	1924
RD/WT: Right Direction	21%	(147)	36%	(256)	26%	(185)	17%	(119)	707
RD/WT: Wrong Track	11%	(164)	22%	(332)	27%	(404)	40%	(603)	1503

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Table MCEN9_1: *Some movie franchises are working to diversify by casting actors in leading roles who are a different gender or race from the main characters portrayed in the original screenplay. To what extent would you be interested in seeing a new movie in an existing movie franchise, such as Star Wars or James Bond, if the following changes were made?*
Casting female actors for roles that were originally intended to be played by men

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	14%	(311)	27%	(588)	27%	(589)	33%	(722)	2210
Biden Job Approve	22%	(209)	35%	(337)	24%	(238)	19%	(187)	971
Biden Job Disapprove	8%	(86)	19%	(215)	28%	(319)	45%	(505)	1125
Biden Job Strongly Approve	29%	(129)	30%	(134)	20%	(91)	21%	(91)	445
Biden Job Somewhat Approve	15%	(80)	39%	(203)	28%	(147)	18%	(96)	527
Biden Job Somewhat Disapprove	11%	(37)	33%	(112)	30%	(104)	26%	(88)	340
Biden Job Strongly Disapprove	6%	(49)	13%	(104)	27%	(216)	53%	(417)	785
Favorable of Biden	20%	(206)	36%	(362)	25%	(250)	19%	(189)	1008
Unfavorable of Biden	8%	(89)	18%	(199)	28%	(309)	46%	(508)	1105
Very Favorable of Biden	26%	(120)	34%	(158)	20%	(93)	21%	(96)	467
Somewhat Favorable of Biden	16%	(86)	38%	(204)	29%	(158)	17%	(93)	541
Somewhat Unfavorable of Biden	12%	(34)	31%	(90)	28%	(82)	29%	(85)	290
Very Unfavorable of Biden	7%	(56)	13%	(110)	28%	(227)	52%	(423)	815
#1 Issue: Economy	12%	(106)	26%	(228)	27%	(240)	34%	(302)	876
#1 Issue: Security	13%	(32)	13%	(31)	27%	(65)	48%	(116)	244
#1 Issue: Health Care	19%	(33)	34%	(60)	24%	(43)	23%	(41)	177
#1 Issue: Medicare / Social Security	8%	(18)	21%	(50)	31%	(75)	40%	(96)	240
#1 Issue: Women's Issues	23%	(78)	33%	(110)	21%	(68)	23%	(75)	331
#1 Issue: Education	23%	(17)	42%	(32)	19%	(15)	16%	(12)	76
#1 Issue: Energy	11%	(14)	36%	(48)	27%	(36)	26%	(35)	134
#1 Issue: Other	10%	(13)	21%	(28)	35%	(46)	34%	(45)	132
2020 Vote: Joe Biden	19%	(187)	34%	(322)	25%	(241)	22%	(210)	960
2020 Vote: Donald Trump	7%	(52)	16%	(115)	28%	(198)	48%	(342)	708
2020 Vote: Other	9%	(6)	17%	(10)	35%	(22)	39%	(24)	61
2020 Vote: Didn't Vote	14%	(66)	29%	(141)	27%	(127)	30%	(146)	481
2018 House Vote: Democrat	20%	(157)	33%	(264)	26%	(208)	21%	(165)	794
2018 House Vote: Republican	6%	(36)	15%	(86)	28%	(158)	51%	(290)	570

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Table MCEN9_1: *Some movie franchises are working to diversify by casting actors in leading roles who are a different gender or race from the main characters portrayed in the original screenplay. To what extent would you be interested in seeing a new movie in an existing movie franchise, such as Star Wars or James Bond, if the following changes were made?*
Casting female actors for roles that were originally intended to be played by men

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	14%	(311)	27%	(588)	27%	(589)	33%	(722)	2210
2016 Vote: Hillary Clinton	19%	(132)	33%	(235)	27%	(190)	21%	(151)	708
2016 Vote: Donald Trump	7%	(44)	15%	(94)	28%	(172)	50%	(314)	625
2016 Vote: Other	7%	(7)	24%	(22)	28%	(27)	42%	(40)	95
2016 Vote: Didn't Vote	16%	(124)	30%	(230)	26%	(199)	28%	(217)	771
Voted in 2014: Yes	13%	(154)	25%	(299)	27%	(330)	35%	(428)	1211
Voted in 2014: No	16%	(157)	29%	(289)	26%	(258)	30%	(295)	999
4-Region: Northeast	10%	(37)	29%	(112)	29%	(109)	33%	(125)	383
4-Region: Midwest	13%	(61)	25%	(114)	25%	(116)	36%	(165)	456
4-Region: South	14%	(119)	25%	(209)	26%	(216)	36%	(301)	844
4-Region: West	18%	(94)	29%	(154)	28%	(147)	25%	(131)	527
James Bond Fans	15%	(207)	29%	(405)	28%	(390)	27%	(377)	1379

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

Table MCEN9_2: *Some movie franchises are working to diversify by casting actors in leading roles who are a different gender or race from the main characters portrayed in the original screenplay. To what extent would you be interested in seeing a new movie in an existing movie franchise, such as Star Wars or James Bond, if the following changes were made?*
Casting male actors for roles that were originally intended to be played by women

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	11%	(235)	23%	(501)	31%	(675)	36%	(798)	2210
Gender: Male	13%	(138)	22%	(239)	32%	(340)	33%	(351)	1068
Gender: Female	9%	(98)	23%	(262)	29%	(335)	39%	(447)	1142
Age: 18-34	17%	(107)	29%	(184)	25%	(162)	29%	(189)	642
Age: 35-44	17%	(61)	30%	(108)	32%	(117)	22%	(79)	365
Age: 45-64	8%	(54)	20%	(142)	31%	(224)	41%	(295)	714
Age: 65+	3%	(13)	14%	(68)	35%	(172)	48%	(235)	489
GenZers: 1997-2012	11%	(29)	25%	(64)	29%	(75)	34%	(88)	256
Millennials: 1981-1996	19%	(123)	30%	(195)	27%	(177)	24%	(160)	655
GenXers: 1965-1980	11%	(58)	25%	(130)	30%	(153)	33%	(169)	510
Baby Boomers: 1946-1964	3%	(24)	15%	(108)	34%	(242)	47%	(336)	710
PID: Dem (no lean)	16%	(145)	29%	(261)	32%	(288)	22%	(196)	890
PID: Ind (no lean)	5%	(37)	24%	(164)	31%	(209)	39%	(260)	670
PID: Rep (no lean)	8%	(53)	12%	(76)	27%	(179)	53%	(342)	650
PID/Gender: Dem Men	19%	(81)	31%	(130)	32%	(136)	18%	(77)	424
PID/Gender: Dem Women	14%	(65)	28%	(131)	33%	(152)	25%	(119)	466
PID/Gender: Ind Men	6%	(20)	22%	(75)	35%	(117)	37%	(123)	336
PID/Gender: Ind Women	5%	(17)	27%	(89)	27%	(92)	41%	(137)	334
PID/Gender: Rep Men	12%	(37)	11%	(34)	28%	(87)	49%	(150)	308
PID/Gender: Rep Women	5%	(17)	12%	(42)	27%	(92)	56%	(192)	342
Ideo: Liberal (1-3)	16%	(106)	30%	(193)	30%	(195)	24%	(155)	649
Ideo: Moderate (4)	9%	(70)	26%	(193)	32%	(241)	32%	(239)	743
Ideo: Conservative (5-7)	7%	(48)	11%	(76)	29%	(190)	52%	(346)	659
Educ: < College	9%	(131)	21%	(302)	30%	(435)	40%	(568)	1437
Educ: Bachelors degree	13%	(63)	26%	(129)	30%	(146)	31%	(153)	491
Educ: Post-grad	15%	(41)	25%	(70)	33%	(94)	27%	(77)	282
Income: Under 50k	9%	(118)	23%	(287)	30%	(371)	38%	(468)	1244
Income: 50k-100k	11%	(74)	22%	(145)	33%	(214)	34%	(218)	651
Income: 100k+	14%	(44)	22%	(70)	29%	(91)	35%	(111)	315

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Table MCEN9_2: *Some movie franchises are working to diversify by casting actors in leading roles who are a different gender or race from the main characters portrayed in the original screenplay. To what extent would you be interested in seeing a new movie in an existing movie franchise, such as Star Wars or James Bond, if the following changes were made?*
Casting male actors for roles that were originally intended to be played by women

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	11%	(235)	23%	(501)	31%	(675)	36%	(798)	2210
Ethnicity: White	9%	(149)	21%	(364)	32%	(547)	38%	(651)	1711
Ethnicity: Hispanic	14%	(52)	27%	(100)	30%	(112)	29%	(110)	374
Ethnicity: Black	22%	(62)	26%	(75)	25%	(69)	27%	(77)	282
Ethnicity: Other	11%	(24)	29%	(63)	27%	(60)	32%	(70)	217
All Christian	9%	(93)	22%	(219)	30%	(295)	38%	(377)	985
All Non-Christian	12%	(16)	22%	(29)	39%	(52)	28%	(37)	134
Atheist	14%	(14)	20%	(20)	32%	(32)	35%	(35)	100
Agnostic/Nothing in particular	10%	(61)	26%	(163)	32%	(203)	33%	(208)	634
Something Else	14%	(51)	20%	(70)	26%	(94)	40%	(142)	357
Religious Non-Protestant/Catholic	11%	(17)	23%	(34)	38%	(57)	29%	(43)	151
Evangelical	14%	(82)	19%	(113)	28%	(164)	39%	(230)	588
Non-Evangelical	8%	(57)	23%	(163)	30%	(216)	39%	(278)	715
Community: Urban	16%	(109)	27%	(182)	30%	(202)	27%	(181)	674
Community: Suburban	8%	(76)	21%	(213)	33%	(323)	38%	(380)	992
Community: Rural	9%	(51)	19%	(106)	28%	(150)	44%	(237)	544
Employ: Private Sector	17%	(112)	26%	(171)	32%	(210)	26%	(172)	665
Employ: Government	16%	(17)	29%	(32)	32%	(35)	24%	(26)	110
Employ: Self-Employed	10%	(19)	27%	(54)	23%	(46)	40%	(80)	200
Employ: Homemaker	13%	(22)	19%	(33)	34%	(61)	35%	(61)	178
Employ: Student	5%	(3)	30%	(21)	30%	(21)	35%	(24)	70
Employ: Retired	5%	(28)	13%	(74)	32%	(184)	49%	(280)	566
Employ: Unemployed	8%	(23)	27%	(80)	28%	(83)	36%	(107)	293
Employ: Other	8%	(10)	27%	(35)	27%	(35)	37%	(48)	127
Military HH: Yes	9%	(27)	16%	(47)	31%	(88)	44%	(125)	286
Military HH: No	11%	(209)	24%	(454)	31%	(588)	35%	(673)	1924
RD/WT: Right Direction	18%	(125)	32%	(223)	32%	(227)	19%	(132)	707
RD/WT: Wrong Track	7%	(111)	19%	(278)	30%	(449)	44%	(666)	1503

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Table MCEN9_2: *Some movie franchises are working to diversify by casting actors in leading roles who are a different gender or race from the main characters portrayed in the original screenplay. To what extent would you be interested in seeing a new movie in an existing movie franchise, such as Star Wars or James Bond, if the following changes were made?*
Casting male actors for roles that were originally intended to be played by women

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	11%	(235)	23%	(501)	31%	(675)	36%	(798)	2210
Biden Job Approve	16%	(154)	30%	(289)	30%	(293)	24%	(235)	971
Biden Job Disapprove	6%	(70)	16%	(179)	31%	(346)	47%	(530)	1125
Biden Job Strongly Approve	24%	(108)	29%	(127)	25%	(111)	22%	(99)	445
Biden Job Somewhat Approve	9%	(46)	31%	(163)	35%	(183)	26%	(135)	527
Biden Job Somewhat Disapprove	8%	(27)	22%	(76)	39%	(133)	31%	(104)	340
Biden Job Strongly Disapprove	5%	(43)	13%	(103)	27%	(213)	54%	(426)	785
Favorable of Biden	16%	(162)	30%	(304)	30%	(307)	23%	(235)	1008
Unfavorable of Biden	6%	(66)	16%	(175)	30%	(329)	48%	(535)	1105
Very Favorable of Biden	24%	(110)	30%	(139)	25%	(115)	22%	(102)	467
Somewhat Favorable of Biden	10%	(52)	30%	(165)	35%	(192)	24%	(132)	541
Somewhat Unfavorable of Biden	8%	(24)	23%	(66)	34%	(98)	35%	(102)	290
Very Unfavorable of Biden	5%	(42)	13%	(109)	28%	(231)	53%	(433)	815
#1 Issue: Economy	10%	(88)	23%	(199)	31%	(275)	36%	(313)	876
#1 Issue: Security	10%	(24)	12%	(28)	27%	(66)	51%	(125)	244
#1 Issue: Health Care	18%	(32)	31%	(55)	25%	(44)	26%	(45)	177
#1 Issue: Medicare / Social Security	6%	(13)	16%	(37)	35%	(83)	44%	(106)	240
#1 Issue: Women's Issues	12%	(41)	29%	(96)	28%	(93)	31%	(102)	331
#1 Issue: Education	25%	(19)	30%	(23)	24%	(18)	21%	(16)	76
#1 Issue: Energy	8%	(11)	27%	(36)	36%	(47)	29%	(39)	134
#1 Issue: Other	5%	(6)	20%	(27)	36%	(48)	39%	(52)	132
2020 Vote: Joe Biden	15%	(139)	28%	(271)	31%	(300)	26%	(250)	960
2020 Vote: Donald Trump	7%	(50)	13%	(91)	28%	(201)	52%	(365)	708
2020 Vote: Other	1%	(1)	19%	(12)	36%	(22)	44%	(27)	61
2020 Vote: Didn't Vote	9%	(45)	26%	(127)	32%	(152)	32%	(156)	481
2018 House Vote: Democrat	15%	(122)	28%	(224)	32%	(257)	24%	(191)	794
2018 House Vote: Republican	6%	(36)	12%	(68)	29%	(167)	53%	(300)	570

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Table MCEN9_2: *Some movie franchises are working to diversify by casting actors in leading roles who are a different gender or race from the main characters portrayed in the original screenplay. To what extent would you be interested in seeing a new movie in an existing movie franchise, such as Star Wars or James Bond, if the following changes were made?*
Casting male actors for roles that were originally intended to be played by women

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	11%	(235)	23%	(501)	31%	(675)	36%	(798)	2210
2016 Vote: Hillary Clinton	15%	(104)	29%	(207)	32%	(227)	24%	(169)	708
2016 Vote: Donald Trump	8%	(48)	11%	(72)	29%	(179)	52%	(327)	625
2016 Vote: Other	1%	(1)	21%	(20)	35%	(33)	43%	(41)	95
2016 Vote: Didn't Vote	10%	(78)	25%	(196)	31%	(236)	34%	(261)	771
Voted in 2014: Yes	11%	(131)	21%	(253)	31%	(375)	37%	(453)	1211
Voted in 2014: No	10%	(105)	25%	(248)	30%	(301)	35%	(345)	999
4-Region: Northeast	7%	(27)	24%	(91)	34%	(129)	35%	(136)	383
4-Region: Midwest	10%	(46)	21%	(94)	29%	(134)	40%	(182)	456
4-Region: South	11%	(93)	22%	(182)	29%	(244)	39%	(326)	844
4-Region: West	13%	(70)	25%	(133)	32%	(169)	29%	(155)	527
James Bond Fans	12%	(170)	25%	(347)	33%	(453)	30%	(410)	1379

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

Table MCEN9_3: *Some movie franchises are working to diversify by casting actors in leading roles who are a different gender or race from the main characters portrayed in the original screenplay. To what extent would you be interested in seeing a new movie in an existing movie franchise, such as Star Wars or James Bond, if the following changes were made?*
Casting actors of color for roles that were originally intended to be played by white actors

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	16%	(360)	32%	(709)	23%	(507)	29%	(634)	2210
Gender: Male	15%	(160)	34%	(366)	24%	(257)	27%	(285)	1068
Gender: Female	18%	(200)	30%	(343)	22%	(250)	31%	(349)	1142
Age: 18-34	24%	(157)	38%	(242)	18%	(113)	20%	(130)	642
Age: 35-44	21%	(75)	35%	(126)	24%	(87)	21%	(77)	365
Age: 45-64	13%	(92)	30%	(213)	23%	(165)	34%	(244)	714
Age: 65+	7%	(36)	26%	(128)	29%	(142)	37%	(183)	489
GenZers: 1997-2012	23%	(60)	35%	(90)	20%	(51)	21%	(55)	256
Millennials: 1981-1996	23%	(149)	38%	(246)	20%	(130)	20%	(129)	655
GenXers: 1965-1980	18%	(89)	30%	(155)	22%	(111)	30%	(154)	510
Baby Boomers: 1946-1964	8%	(57)	29%	(203)	27%	(192)	36%	(258)	710
PID: Dem (no lean)	25%	(219)	42%	(377)	18%	(156)	16%	(139)	890
PID: Ind (no lean)	13%	(85)	27%	(183)	28%	(187)	32%	(215)	670
PID: Rep (no lean)	9%	(57)	23%	(149)	25%	(164)	43%	(280)	650
PID/Gender: Dem Men	22%	(92)	48%	(203)	17%	(73)	13%	(56)	424
PID/Gender: Dem Women	27%	(126)	37%	(174)	18%	(83)	18%	(83)	466
PID/Gender: Ind Men	10%	(34)	28%	(93)	30%	(102)	32%	(107)	336
PID/Gender: Ind Women	15%	(51)	27%	(91)	25%	(85)	32%	(107)	334
PID/Gender: Rep Men	11%	(34)	23%	(71)	27%	(82)	39%	(122)	308
PID/Gender: Rep Women	7%	(23)	23%	(78)	24%	(82)	46%	(159)	342
Ideo: Liberal (1-3)	27%	(178)	42%	(273)	14%	(94)	16%	(104)	649
Ideo: Moderate (4)	15%	(114)	36%	(267)	23%	(171)	26%	(192)	743
Ideo: Conservative (5-7)	8%	(54)	20%	(129)	29%	(192)	43%	(284)	659
Educ: < College	15%	(220)	29%	(418)	23%	(330)	33%	(469)	1437
Educ: Bachelors degree	17%	(85)	38%	(187)	23%	(110)	22%	(108)	491
Educ: Post-grad	19%	(55)	37%	(104)	23%	(66)	20%	(57)	282
Income: Under 50k	16%	(193)	30%	(374)	23%	(285)	31%	(391)	1244
Income: 50k-100k	18%	(118)	33%	(216)	24%	(157)	25%	(160)	651
Income: 100k+	16%	(49)	38%	(119)	21%	(65)	26%	(82)	315

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Table MCEN9_3: *Some movie franchises are working to diversify by casting actors in leading roles who are a different gender or race from the main characters portrayed in the original screenplay. To what extent would you be interested in seeing a new movie in an existing movie franchise, such as Star Wars or James Bond, if the following changes were made?*
Casting actors of color for roles that were originally intended to be played by white actors

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	16%	(360)	32%	(709)	23%	(507)	29%	(634)	2210
Ethnicity: White	13%	(218)	33%	(561)	24%	(412)	30%	(520)	1711
Ethnicity: Hispanic	23%	(87)	34%	(127)	20%	(76)	22%	(84)	374
Ethnicity: Black	34%	(97)	32%	(90)	15%	(42)	19%	(54)	282
Ethnicity: Other	21%	(46)	27%	(58)	24%	(53)	28%	(60)	217
All Christian	15%	(145)	31%	(310)	24%	(232)	30%	(298)	985
All Non-Christian	18%	(24)	35%	(46)	27%	(37)	20%	(27)	134
Atheist	19%	(19)	43%	(43)	11%	(11)	27%	(27)	100
Agnostic/Nothing in particular	16%	(99)	33%	(209)	25%	(158)	27%	(169)	634
Something Else	21%	(74)	28%	(101)	19%	(69)	32%	(113)	357
Religious Non-Protestant/Catholic	19%	(29)	32%	(48)	26%	(40)	23%	(35)	151
Evangelical	17%	(101)	30%	(177)	21%	(125)	32%	(186)	588
Non-Evangelical	15%	(107)	32%	(227)	24%	(169)	30%	(212)	715
Community: Urban	24%	(161)	36%	(243)	19%	(131)	21%	(140)	674
Community: Suburban	14%	(140)	32%	(322)	24%	(243)	29%	(287)	992
Community: Rural	11%	(60)	26%	(144)	24%	(133)	38%	(207)	544
Employ: Private Sector	21%	(139)	36%	(241)	21%	(142)	21%	(142)	665
Employ: Government	21%	(23)	37%	(41)	18%	(20)	24%	(27)	110
Employ: Self-Employed	14%	(29)	34%	(67)	26%	(53)	26%	(51)	200
Employ: Homemaker	14%	(25)	31%	(55)	23%	(41)	31%	(56)	178
Employ: Student	27%	(19)	36%	(25)	17%	(12)	19%	(14)	70
Employ: Retired	9%	(51)	24%	(138)	27%	(151)	40%	(226)	566
Employ: Unemployed	15%	(45)	35%	(104)	19%	(57)	30%	(88)	293
Employ: Other	23%	(29)	30%	(38)	24%	(30)	24%	(31)	127
Military HH: Yes	12%	(34)	28%	(81)	26%	(73)	34%	(98)	286
Military HH: No	17%	(327)	33%	(628)	23%	(434)	28%	(535)	1924
RD/WT: Right Direction	23%	(160)	42%	(297)	20%	(142)	15%	(107)	707
RD/WT: Wrong Track	13%	(200)	27%	(412)	24%	(365)	35%	(526)	1503

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Table MCEN9_3: *Some movie franchises are working to diversify by casting actors in leading roles who are a different gender or race from the main characters portrayed in the original screenplay. To what extent would you be interested in seeing a new movie in an existing movie franchise, such as Star Wars or James Bond, if the following changes were made?*
Casting actors of color for roles that were originally intended to be played by white actors

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	16%	(360)	32%	(709)	23%	(507)	29%	(634)	2210
Biden Job Approve	24%	(238)	41%	(400)	18%	(174)	16%	(159)	971
Biden Job Disapprove	10%	(107)	24%	(272)	27%	(304)	39%	(442)	1125
Biden Job Strongly Approve	26%	(117)	42%	(185)	16%	(70)	16%	(72)	445
Biden Job Somewhat Approve	23%	(121)	41%	(215)	20%	(104)	17%	(87)	527
Biden Job Somewhat Disapprove	14%	(49)	36%	(124)	26%	(89)	23%	(78)	340
Biden Job Strongly Disapprove	7%	(58)	19%	(148)	27%	(215)	46%	(364)	785
Favorable of Biden	24%	(245)	42%	(420)	18%	(182)	16%	(160)	1008
Unfavorable of Biden	9%	(103)	23%	(258)	27%	(301)	40%	(444)	1105
Very Favorable of Biden	28%	(133)	40%	(185)	16%	(74)	16%	(75)	467
Somewhat Favorable of Biden	21%	(112)	43%	(235)	20%	(108)	16%	(85)	541
Somewhat Unfavorable of Biden	14%	(42)	34%	(98)	27%	(78)	25%	(73)	290
Very Unfavorable of Biden	8%	(61)	20%	(159)	27%	(223)	46%	(371)	815
#1 Issue: Economy	15%	(129)	31%	(274)	25%	(222)	29%	(251)	876
#1 Issue: Security	8%	(20)	25%	(60)	28%	(69)	39%	(95)	244
#1 Issue: Health Care	16%	(29)	44%	(78)	17%	(31)	22%	(39)	177
#1 Issue: Medicare / Social Security	8%	(18)	26%	(61)	30%	(71)	37%	(89)	240
#1 Issue: Women's Issues	27%	(90)	37%	(123)	14%	(46)	22%	(73)	331
#1 Issue: Education	28%	(21)	36%	(27)	13%	(10)	23%	(17)	76
#1 Issue: Energy	19%	(26)	39%	(52)	21%	(28)	20%	(27)	134
#1 Issue: Other	21%	(28)	25%	(33)	22%	(29)	32%	(42)	132
2020 Vote: Joe Biden	24%	(231)	39%	(379)	18%	(174)	18%	(176)	960
2020 Vote: Donald Trump	8%	(58)	22%	(155)	28%	(199)	42%	(296)	708
2020 Vote: Other	14%	(8)	22%	(13)	28%	(17)	37%	(23)	61
2020 Vote: Didn't Vote	13%	(62)	34%	(162)	24%	(117)	29%	(139)	481
2018 House Vote: Democrat	25%	(195)	39%	(312)	18%	(145)	18%	(142)	794
2018 House Vote: Republican	8%	(44)	22%	(128)	28%	(158)	42%	(241)	570

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Table MCEN9_3: *Some movie franchises are working to diversify by casting actors in leading roles who are a different gender or race from the main characters portrayed in the original screenplay. To what extent would you be interested in seeing a new movie in an existing movie franchise, such as Star Wars or James Bond, if the following changes were made?*
Casting actors of color for roles that were originally intended to be played by white actors

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	16%	(360)	32%	(709)	23%	(507)	29%	(634)	2210
2016 Vote: Hillary Clinton	23%	(165)	41%	(288)	18%	(124)	19%	(131)	708
2016 Vote: Donald Trump	8%	(50)	22%	(135)	28%	(176)	42%	(265)	625
2016 Vote: Other	9%	(8)	27%	(25)	29%	(28)	35%	(34)	95
2016 Vote: Didn't Vote	17%	(130)	33%	(258)	23%	(179)	26%	(204)	771
Voted in 2014: Yes	16%	(197)	32%	(382)	22%	(272)	30%	(360)	1211
Voted in 2014: No	16%	(163)	33%	(327)	24%	(235)	27%	(274)	999
4-Region: Northeast	12%	(45)	36%	(138)	24%	(92)	28%	(107)	383
4-Region: Midwest	14%	(62)	32%	(145)	22%	(100)	33%	(149)	456
4-Region: South	18%	(149)	29%	(243)	23%	(197)	30%	(256)	844
4-Region: West	20%	(105)	35%	(183)	22%	(117)	23%	(122)	527
James Bond Fans	17%	(239)	37%	(505)	24%	(329)	22%	(307)	1379

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

Table MCEN9_4: *Some movie franchises are working to diversify by casting actors in leading roles who are a different gender or race from the main characters portrayed in the original screenplay. To what extent would you be interested in seeing a new movie in an existing movie franchise, such as Star Wars or James Bond, if the following changes were made?*
Casting white actors for roles that were originally intended to be played by actors of color

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	11%	(235)	25%	(561)	29%	(639)	35%	(774)	2210
Gender: Male	13%	(138)	25%	(270)	32%	(340)	30%	(320)	1068
Gender: Female	9%	(97)	26%	(292)	26%	(300)	40%	(454)	1142
Age: 18-34	16%	(105)	25%	(160)	24%	(152)	35%	(226)	642
Age: 35-44	14%	(49)	32%	(118)	29%	(104)	26%	(93)	365
Age: 45-64	9%	(65)	25%	(181)	29%	(204)	37%	(263)	714
Age: 65+	3%	(16)	21%	(102)	37%	(180)	39%	(192)	489
GenZers: 1997-2012	7%	(19)	24%	(62)	24%	(60)	45%	(115)	256
Millennials: 1981-1996	18%	(119)	29%	(189)	26%	(168)	27%	(179)	655
GenXers: 1965-1980	13%	(65)	26%	(134)	29%	(149)	32%	(162)	510
Baby Boomers: 1946-1964	4%	(29)	23%	(165)	33%	(237)	39%	(278)	710
PID: Dem (no lean)	14%	(127)	30%	(270)	29%	(257)	27%	(236)	890
PID: Ind (no lean)	8%	(53)	24%	(161)	30%	(202)	38%	(254)	670
PID: Rep (no lean)	8%	(55)	20%	(131)	28%	(180)	44%	(284)	650
PID/Gender: Dem Men	17%	(73)	32%	(135)	32%	(134)	19%	(82)	424
PID/Gender: Dem Women	12%	(54)	29%	(135)	26%	(123)	33%	(154)	466
PID/Gender: Ind Men	8%	(26)	23%	(78)	34%	(115)	35%	(116)	336
PID/Gender: Ind Women	8%	(27)	25%	(83)	26%	(87)	41%	(137)	334
PID/Gender: Rep Men	13%	(39)	18%	(56)	29%	(90)	40%	(122)	308
PID/Gender: Rep Women	5%	(16)	22%	(74)	26%	(90)	47%	(162)	342
Ideo: Liberal (1-3)	14%	(92)	30%	(192)	26%	(172)	30%	(193)	649
Ideo: Moderate (4)	11%	(82)	28%	(205)	30%	(221)	32%	(235)	743
Ideo: Conservative (5-7)	7%	(46)	19%	(122)	31%	(206)	43%	(284)	659
Educ: < College	10%	(139)	24%	(341)	27%	(394)	39%	(563)	1437
Educ: Bachelors degree	12%	(60)	30%	(147)	29%	(144)	29%	(140)	491
Educ: Post-grad	13%	(36)	26%	(74)	36%	(102)	25%	(71)	282
Income: Under 50k	10%	(120)	24%	(303)	27%	(338)	39%	(482)	1244
Income: 50k-100k	11%	(75)	26%	(167)	32%	(209)	31%	(200)	651
Income: 100k+	13%	(40)	29%	(91)	29%	(92)	29%	(91)	315

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Table MCEN9_4: *Some movie franchises are working to diversify by casting actors in leading roles who are a different gender or race from the main characters portrayed in the original screenplay. To what extent would you be interested in seeing a new movie in an existing movie franchise, such as Star Wars or James Bond, if the following changes were made?*
Casting white actors for roles that were originally intended to be played by actors of color

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	11%	(235)	25%	(561)	29%	(639)	35%	(774)	2210
Ethnicity: White	9%	(156)	27%	(462)	29%	(502)	35%	(591)	1711
Ethnicity: Hispanic	14%	(52)	24%	(89)	28%	(106)	34%	(126)	374
Ethnicity: Black	19%	(55)	22%	(61)	25%	(70)	34%	(96)	282
Ethnicity: Other	11%	(25)	18%	(38)	31%	(67)	40%	(87)	217
All Christian	11%	(106)	26%	(258)	29%	(290)	34%	(331)	985
All Non-Christian	10%	(14)	31%	(41)	35%	(46)	24%	(33)	134
Atheist	9%	(9)	26%	(26)	24%	(24)	41%	(42)	100
Agnostic/Nothing in particular	9%	(59)	25%	(157)	30%	(189)	36%	(229)	634
Something Else	13%	(47)	22%	(80)	25%	(89)	39%	(140)	357
Religious Non-Protestant/Catholic	11%	(16)	27%	(42)	34%	(51)	28%	(42)	151
Evangelical	16%	(93)	24%	(140)	26%	(154)	34%	(202)	588
Non-Evangelical	8%	(56)	27%	(190)	31%	(219)	35%	(251)	715
Community: Urban	16%	(106)	28%	(190)	27%	(184)	29%	(194)	674
Community: Suburban	8%	(79)	26%	(263)	30%	(299)	35%	(351)	992
Community: Rural	9%	(51)	20%	(108)	29%	(157)	42%	(229)	544
Employ: Private Sector	16%	(109)	27%	(179)	30%	(200)	27%	(177)	665
Employ: Government	8%	(9)	41%	(45)	21%	(23)	30%	(34)	110
Employ: Self-Employed	11%	(23)	24%	(48)	33%	(66)	31%	(63)	200
Employ: Homemaker	12%	(22)	23%	(41)	25%	(44)	40%	(71)	178
Employ: Student	6%	(4)	25%	(17)	26%	(19)	42%	(30)	70
Employ: Retired	5%	(28)	21%	(118)	32%	(180)	42%	(241)	566
Employ: Unemployed	10%	(28)	27%	(79)	26%	(75)	38%	(111)	293
Employ: Other	10%	(12)	27%	(34)	26%	(33)	38%	(48)	127
Military HH: Yes	7%	(21)	25%	(73)	29%	(82)	39%	(110)	286
Military HH: No	11%	(214)	25%	(489)	29%	(558)	34%	(663)	1924
RD/WT: Right Direction	17%	(123)	33%	(234)	28%	(196)	22%	(154)	707
RD/WT: Wrong Track	7%	(112)	22%	(328)	29%	(443)	41%	(620)	1503

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Table MCEN9_4: *Some movie franchises are working to diversify by casting actors in leading roles who are a different gender or race from the main characters portrayed in the original screenplay. To what extent would you be interested in seeing a new movie in an existing movie franchise, such as Star Wars or James Bond, if the following changes were made?*
Casting white actors for roles that were originally intended to be played by actors of color

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	11%	(235)	25%	(561)	29%	(639)	35%	(774)	2210
Biden Job Approve	15%	(142)	31%	(297)	28%	(271)	27%	(261)	971
Biden Job Disapprove	7%	(83)	20%	(229)	30%	(341)	42%	(471)	1125
Biden Job Strongly Approve	23%	(101)	29%	(130)	25%	(113)	23%	(101)	445
Biden Job Somewhat Approve	8%	(41)	32%	(167)	30%	(158)	30%	(160)	527
Biden Job Somewhat Disapprove	9%	(31)	26%	(88)	34%	(114)	31%	(106)	340
Biden Job Strongly Disapprove	7%	(52)	18%	(141)	29%	(227)	47%	(365)	785
Favorable of Biden	14%	(145)	31%	(317)	28%	(283)	26%	(262)	1008
Unfavorable of Biden	7%	(80)	20%	(217)	30%	(329)	43%	(479)	1105
Very Favorable of Biden	19%	(90)	33%	(154)	24%	(113)	23%	(109)	467
Somewhat Favorable of Biden	10%	(55)	30%	(163)	31%	(170)	28%	(153)	541
Somewhat Unfavorable of Biden	10%	(29)	25%	(73)	30%	(88)	35%	(101)	290
Very Unfavorable of Biden	6%	(51)	18%	(145)	30%	(241)	46%	(378)	815
#1 Issue: Economy	10%	(91)	24%	(214)	32%	(281)	33%	(290)	876
#1 Issue: Security	11%	(26)	21%	(50)	31%	(75)	38%	(92)	244
#1 Issue: Health Care	15%	(27)	38%	(68)	22%	(40)	24%	(42)	177
#1 Issue: Medicare / Social Security	6%	(14)	21%	(51)	30%	(72)	43%	(103)	240
#1 Issue: Women's Issues	9%	(30)	25%	(84)	25%	(84)	40%	(133)	331
#1 Issue: Education	28%	(21)	32%	(24)	17%	(13)	24%	(18)	76
#1 Issue: Energy	13%	(17)	31%	(42)	30%	(40)	26%	(35)	134
#1 Issue: Other	7%	(9)	21%	(28)	26%	(34)	46%	(60)	132
2020 Vote: Joe Biden	12%	(115)	30%	(284)	29%	(283)	29%	(278)	960
2020 Vote: Donald Trump	10%	(69)	19%	(134)	30%	(212)	41%	(293)	708
2020 Vote: Other	4%	(2)	20%	(12)	32%	(20)	44%	(27)	61
2020 Vote: Didn't Vote	10%	(49)	27%	(131)	26%	(125)	37%	(176)	481
2018 House Vote: Democrat	13%	(100)	30%	(234)	30%	(241)	27%	(218)	794
2018 House Vote: Republican	8%	(46)	19%	(109)	30%	(173)	43%	(243)	570

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Table MCEN9_4: *Some movie franchises are working to diversify by casting actors in leading roles who are a different gender or race from the main characters portrayed in the original screenplay. To what extent would you be interested in seeing a new movie in an existing movie franchise, such as Star Wars or James Bond, if the following changes were made?*
Casting white actors for roles that were originally intended to be played by actors of color

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	11%	(235)	25%	(561)	29%	(639)	35%	(774)	2210
2016 Vote: Hillary Clinton	13%	(92)	31%	(221)	29%	(208)	26%	(187)	708
2016 Vote: Donald Trump	9%	(56)	19%	(122)	29%	(182)	42%	(265)	625
2016 Vote: Other	3%	(3)	20%	(19)	35%	(33)	41%	(39)	95
2016 Vote: Didn't Vote	11%	(81)	25%	(193)	28%	(215)	37%	(282)	771
Voted in 2014: Yes	10%	(127)	26%	(313)	30%	(358)	34%	(413)	1211
Voted in 2014: No	11%	(109)	25%	(248)	28%	(282)	36%	(361)	999
4-Region: Northeast	8%	(30)	28%	(108)	30%	(116)	33%	(128)	383
4-Region: Midwest	11%	(52)	24%	(108)	25%	(115)	40%	(181)	456
4-Region: South	9%	(74)	25%	(207)	32%	(269)	35%	(294)	844
4-Region: West	15%	(79)	26%	(138)	26%	(138)	32%	(171)	527
James Bond Fans	13%	(179)	29%	(403)	31%	(432)	27%	(366)	1379

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

Table MCEN10_1: *The following are a few statements about the possibility of casting a woman to play James Bond. For each, please indicate to which extent you agree or disagree.*
A woman should be cast as James Bond to help diversity roles in Hollywood and entertainment

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	13%	(280)	19%	(429)	15%	(335)	34%	(756)	19%	(410)	2210
Gender: Male	11%	(118)	22%	(231)	16%	(175)	36%	(388)	14%	(155)	1068
Gender: Female	14%	(161)	17%	(198)	14%	(160)	32%	(368)	22%	(255)	1142
Age: 18-34	21%	(136)	27%	(173)	13%	(86)	19%	(119)	20%	(129)	642
Age: 35-44	16%	(59)	24%	(88)	18%	(64)	27%	(98)	15%	(56)	365
Age: 45-64	8%	(58)	16%	(116)	15%	(108)	42%	(300)	18%	(132)	714
Age: 65+	6%	(27)	11%	(53)	16%	(77)	49%	(239)	19%	(93)	489
GenZers: 1997-2012	22%	(58)	24%	(62)	12%	(31)	18%	(46)	23%	(59)	256
Millennials: 1981-1996	17%	(114)	27%	(174)	15%	(101)	23%	(149)	18%	(117)	655
GenXers: 1965-1980	13%	(64)	20%	(102)	17%	(87)	34%	(173)	16%	(84)	510
Baby Boomers: 1946-1964	5%	(38)	13%	(89)	15%	(110)	48%	(340)	19%	(133)	710
PID: Dem (no lean)	18%	(162)	24%	(218)	19%	(169)	20%	(180)	18%	(161)	890
PID: Ind (no lean)	10%	(66)	19%	(127)	14%	(93)	36%	(240)	22%	(145)	670
PID: Rep (no lean)	8%	(52)	13%	(85)	11%	(73)	52%	(336)	16%	(104)	650
PID/Gender: Dem Men	14%	(61)	31%	(131)	21%	(90)	20%	(86)	13%	(56)	424
PID/Gender: Dem Women	22%	(101)	19%	(87)	17%	(80)	20%	(94)	23%	(105)	466
PID/Gender: Ind Men	8%	(27)	16%	(55)	16%	(54)	42%	(140)	18%	(60)	336
PID/Gender: Ind Women	12%	(39)	21%	(72)	12%	(39)	30%	(99)	25%	(85)	334
PID/Gender: Rep Men	10%	(30)	15%	(45)	10%	(32)	53%	(162)	13%	(39)	308
PID/Gender: Rep Women	6%	(21)	12%	(40)	12%	(41)	51%	(175)	19%	(65)	342
Ideo: Liberal (1-3)	19%	(123)	27%	(178)	18%	(115)	19%	(123)	17%	(111)	649
Ideo: Moderate (4)	13%	(93)	19%	(142)	17%	(124)	32%	(235)	20%	(148)	743
Ideo: Conservative (5-7)	7%	(47)	12%	(79)	12%	(76)	56%	(367)	14%	(90)	659
Educ: < College	12%	(176)	19%	(268)	13%	(190)	35%	(509)	20%	(294)	1437
Educ: Bachelors degree	13%	(63)	22%	(106)	19%	(92)	32%	(157)	15%	(73)	491
Educ: Post-grad	14%	(40)	20%	(56)	19%	(53)	32%	(90)	15%	(43)	282
Income: Under 50k	13%	(164)	20%	(255)	12%	(153)	32%	(393)	22%	(279)	1244
Income: 50k-100k	12%	(75)	17%	(110)	19%	(125)	38%	(246)	15%	(95)	651
Income: 100k+	13%	(41)	21%	(65)	18%	(57)	37%	(117)	11%	(35)	315
Ethnicity: White	11%	(190)	18%	(313)	15%	(261)	38%	(643)	18%	(304)	1711

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Table MCEN10_1: *The following are a few statements about the possibility of casting a woman to play James Bond. For each, please indicate to which extent you agree or disagree.*
A woman should be cast as James Bond to help diversity roles in Hollywood and entertainment

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	13%	(280)	19%	(429)	15%	(335)	34%	(756)	19%	(410)	2210
Ethnicity: Hispanic	15%	(57)	23%	(87)	17%	(65)	26%	(96)	19%	(69)	374
Ethnicity: Black	22%	(62)	23%	(64)	17%	(47)	20%	(57)	18%	(52)	282
Ethnicity: Other	13%	(28)	24%	(53)	12%	(27)	26%	(56)	25%	(54)	217
All Christian	11%	(112)	19%	(186)	17%	(164)	40%	(392)	13%	(131)	985
All Non-Christian	13%	(17)	26%	(35)	16%	(21)	29%	(39)	15%	(21)	134
Atheist	15%	(15)	21%	(21)	20%	(20)	24%	(25)	20%	(20)	100
Agnostic/Nothing in particular	14%	(90)	21%	(133)	13%	(81)	29%	(182)	23%	(149)	634
Something Else	13%	(46)	15%	(54)	14%	(50)	33%	(118)	25%	(89)	357
Religious Non-Protestant/Catholic	12%	(18)	27%	(41)	16%	(24)	31%	(47)	15%	(22)	151
Evangelical	13%	(77)	18%	(104)	15%	(91)	39%	(230)	15%	(87)	588
Non-Evangelical	11%	(76)	18%	(125)	16%	(117)	37%	(267)	18%	(130)	715
Community: Urban	17%	(118)	26%	(178)	15%	(104)	26%	(173)	15%	(102)	674
Community: Suburban	10%	(102)	15%	(153)	15%	(150)	38%	(378)	21%	(208)	992
Community: Rural	11%	(59)	18%	(99)	15%	(81)	38%	(205)	18%	(100)	544
Employ: Private Sector	17%	(110)	23%	(151)	17%	(115)	32%	(213)	11%	(76)	665
Employ: Government	13%	(15)	25%	(28)	27%	(29)	21%	(24)	13%	(15)	110
Employ: Self-Employed	14%	(29)	21%	(43)	14%	(28)	31%	(62)	19%	(38)	200
Employ: Homemaker	11%	(19)	21%	(38)	12%	(21)	33%	(58)	23%	(41)	178
Employ: Student	11%	(7)	21%	(15)	10%	(7)	18%	(13)	41%	(29)	70
Employ: Retired	7%	(38)	12%	(66)	14%	(80)	50%	(282)	18%	(101)	566
Employ: Unemployed	11%	(32)	22%	(65)	12%	(34)	25%	(74)	30%	(87)	293
Employ: Other	23%	(29)	19%	(24)	16%	(21)	24%	(30)	18%	(23)	127
Military HH: Yes	7%	(19)	15%	(44)	18%	(51)	41%	(118)	19%	(53)	286
Military HH: No	14%	(261)	20%	(385)	15%	(284)	33%	(638)	19%	(357)	1924
RD/WT: Right Direction	17%	(123)	29%	(202)	16%	(113)	20%	(143)	18%	(125)	707
RD/WT: Wrong Track	10%	(157)	15%	(227)	15%	(222)	41%	(613)	19%	(285)	1503
Biden Job Approve	18%	(170)	27%	(258)	17%	(166)	21%	(206)	18%	(171)	971
Biden Job Disapprove	8%	(90)	13%	(149)	14%	(160)	48%	(541)	16%	(185)	1125

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Table MCEN10_1: *The following are a few statements about the possibility of casting a woman to play James Bond. For each, please indicate to which extent you agree or disagree.*
A woman should be cast as James Bond to help diversity roles in Hollywood and entertainment

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	13%	(280)	19%	(429)	15%	(335)	34%	(756)	19%	(410)	2210
Biden Job Strongly Approve	23%	(103)	28%	(124)	13%	(59)	20%	(91)	15%	(67)	445
Biden Job Somewhat Approve	13%	(67)	25%	(134)	20%	(107)	22%	(115)	20%	(103)	527
Biden Job Somewhat Disapprove	10%	(34)	18%	(61)	22%	(75)	31%	(105)	19%	(65)	340
Biden Job Strongly Disapprove	7%	(57)	11%	(88)	11%	(85)	56%	(436)	15%	(120)	785
Favorable of Biden	17%	(173)	27%	(268)	18%	(183)	21%	(208)	17%	(175)	1008
Unfavorable of Biden	8%	(92)	13%	(144)	13%	(145)	49%	(537)	17%	(187)	1105
Very Favorable of Biden	24%	(111)	26%	(123)	13%	(61)	21%	(97)	16%	(75)	467
Somewhat Favorable of Biden	12%	(63)	27%	(145)	23%	(122)	20%	(111)	19%	(101)	541
Somewhat Unfavorable of Biden	10%	(30)	18%	(51)	18%	(53)	32%	(94)	22%	(63)	290
Very Unfavorable of Biden	8%	(62)	11%	(93)	11%	(92)	54%	(443)	15%	(124)	815
#1 Issue: Economy	11%	(97)	18%	(155)	17%	(145)	37%	(327)	17%	(151)	876
#1 Issue: Security	12%	(30)	13%	(32)	11%	(26)	50%	(121)	14%	(35)	244
#1 Issue: Health Care	18%	(31)	32%	(56)	15%	(26)	15%	(27)	21%	(37)	177
#1 Issue: Medicare / Social Security	7%	(18)	10%	(25)	14%	(34)	44%	(106)	24%	(57)	240
#1 Issue: Women's Issues	18%	(60)	23%	(75)	16%	(52)	21%	(70)	23%	(75)	331
#1 Issue: Education	17%	(13)	29%	(22)	18%	(14)	17%	(13)	19%	(14)	76
#1 Issue: Energy	13%	(17)	29%	(39)	14%	(19)	28%	(37)	16%	(21)	134
#1 Issue: Other	10%	(14)	19%	(26)	13%	(18)	41%	(54)	16%	(21)	132
2020 Vote: Joe Biden	16%	(158)	24%	(229)	19%	(179)	23%	(218)	18%	(177)	960
2020 Vote: Donald Trump	8%	(53)	13%	(90)	11%	(80)	55%	(388)	14%	(97)	708
2020 Vote: Other	9%	(6)	8%	(5)	19%	(11)	41%	(25)	23%	(14)	61
2020 Vote: Didn't Vote	13%	(63)	22%	(106)	13%	(65)	26%	(125)	25%	(122)	481
2018 House Vote: Democrat	15%	(121)	25%	(198)	19%	(151)	24%	(188)	17%	(136)	794
2018 House Vote: Republican	9%	(50)	11%	(65)	12%	(66)	56%	(317)	12%	(71)	570
2016 Vote: Hillary Clinton	15%	(109)	23%	(165)	20%	(141)	21%	(151)	20%	(142)	708
2016 Vote: Donald Trump	8%	(51)	13%	(79)	12%	(72)	57%	(354)	11%	(70)	625
2016 Vote: Other	4%	(4)	13%	(12)	15%	(14)	44%	(42)	24%	(23)	95
2016 Vote: Didn't Vote	15%	(113)	21%	(166)	14%	(106)	27%	(210)	23%	(176)	771

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Table MCEN10_1: *The following are a few statements about the possibility of casting a woman to play James Bond. For each, please indicate to which extent you agree or disagree.*
A woman should be cast as James Bond to help diversity roles in Hollywood and entertainment

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	13%	(280)	19%	(429)	15%	(335)	34%	(756)	19%	(410)	2210
Voted in 2014: Yes	12%	(150)	17%	(207)	16%	(195)	39%	(468)	16%	(190)	1211
Voted in 2014: No	13%	(130)	22%	(222)	14%	(140)	29%	(288)	22%	(220)	999
4-Region: Northeast	9%	(36)	22%	(83)	18%	(68)	36%	(137)	15%	(58)	383
4-Region: Midwest	11%	(49)	18%	(82)	17%	(77)	32%	(146)	22%	(103)	456
4-Region: South	13%	(110)	19%	(158)	14%	(115)	36%	(300)	19%	(162)	844
4-Region: West	16%	(85)	20%	(107)	14%	(75)	33%	(172)	17%	(87)	527
James Bond Fans	13%	(183)	22%	(298)	17%	(235)	35%	(479)	13%	(185)	1379

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

Table MCEN10_2: *The following are a few statements about the possibility of casting a woman to play James Bond. For each, please indicate to which extent you agree or disagree.*
Casting a woman as James Bond would help promote equality in Hollywood and entertainment because the franchise is a huge blockbuster that has access to a large audience and marketing budget

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	14%	(299)	20%	(448)	15%	(331)	31%	(692)	20%	(440)	2210
Gender: Male	12%	(129)	23%	(243)	16%	(169)	34%	(363)	15%	(163)	1068
Gender: Female	15%	(170)	18%	(205)	14%	(162)	29%	(328)	24%	(277)	1142
Age: 18-34	21%	(136)	28%	(181)	13%	(83)	17%	(110)	21%	(132)	642
Age: 35-44	17%	(64)	25%	(90)	16%	(60)	23%	(86)	18%	(66)	365
Age: 45-64	10%	(73)	17%	(124)	15%	(104)	38%	(274)	20%	(140)	714
Age: 65+	5%	(27)	11%	(53)	17%	(85)	45%	(221)	21%	(103)	489
GenZers: 1997-2012	21%	(53)	28%	(71)	12%	(31)	15%	(38)	24%	(62)	256
Millennials: 1981-1996	19%	(127)	26%	(173)	14%	(94)	22%	(143)	18%	(118)	655
GenXers: 1965-1980	14%	(73)	22%	(112)	15%	(75)	29%	(146)	20%	(103)	510
Baby Boomers: 1946-1964	6%	(42)	12%	(87)	17%	(123)	45%	(318)	20%	(139)	710
PID: Dem (no lean)	21%	(184)	27%	(237)	17%	(149)	16%	(143)	20%	(177)	890
PID: Ind (no lean)	9%	(59)	20%	(132)	15%	(99)	33%	(222)	24%	(158)	670
PID: Rep (no lean)	8%	(55)	12%	(80)	13%	(83)	50%	(327)	16%	(105)	650
PID/Gender: Dem Men	20%	(83)	31%	(133)	17%	(74)	17%	(72)	15%	(62)	424
PID/Gender: Dem Women	22%	(101)	22%	(104)	16%	(75)	15%	(71)	25%	(116)	466
PID/Gender: Ind Men	5%	(18)	20%	(68)	16%	(54)	39%	(131)	19%	(65)	336
PID/Gender: Ind Women	12%	(41)	19%	(64)	14%	(46)	27%	(90)	28%	(93)	334
PID/Gender: Rep Men	9%	(28)	14%	(43)	13%	(41)	52%	(160)	12%	(37)	308
PID/Gender: Rep Women	8%	(27)	11%	(37)	12%	(42)	49%	(167)	20%	(69)	342
Ideo: Liberal (1-3)	22%	(144)	27%	(174)	16%	(104)	17%	(108)	18%	(120)	649
Ideo: Moderate (4)	13%	(98)	21%	(158)	15%	(115)	28%	(207)	22%	(165)	743
Ideo: Conservative (5-7)	6%	(41)	12%	(82)	14%	(91)	53%	(352)	14%	(93)	659
Educ: < College	14%	(194)	19%	(276)	13%	(187)	32%	(464)	22%	(316)	1437
Educ: Bachelors degree	15%	(72)	22%	(107)	18%	(91)	30%	(146)	15%	(75)	491
Educ: Post-grad	12%	(33)	23%	(66)	19%	(53)	29%	(82)	17%	(49)	282
Income: Under 50k	15%	(182)	20%	(253)	13%	(164)	29%	(361)	23%	(283)	1244
Income: 50k-100k	12%	(78)	20%	(131)	16%	(104)	34%	(220)	18%	(118)	651
Income: 100k+	12%	(39)	20%	(64)	20%	(63)	35%	(110)	12%	(39)	315

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Table MCEN10_2: *The following are a few statements about the possibility of casting a woman to play James Bond. For each, please indicate to which extent you agree or disagree.*
Casting a woman as James Bond would help promote equality in Hollywood and entertainment because the franchise is a huge blockbuster that has access to a large audience and marketing budget

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	14%	(299)	20%	(448)	15%	(331)	31%	(692)	20%	(440)	2210
Ethnicity: White	12%	(204)	18%	(314)	16%	(271)	35%	(591)	19%	(331)	1711
Ethnicity: Hispanic	16%	(59)	26%	(96)	16%	(60)	22%	(81)	21%	(78)	374
Ethnicity: Black	26%	(72)	25%	(71)	12%	(35)	19%	(54)	18%	(51)	282
Ethnicity: Other	10%	(23)	29%	(63)	12%	(26)	22%	(47)	27%	(58)	217
All Christian	11%	(110)	20%	(197)	16%	(161)	38%	(370)	15%	(147)	985
All Non-Christian	18%	(24)	20%	(27)	16%	(22)	26%	(35)	19%	(25)	134
Atheist	17%	(17)	26%	(26)	15%	(15)	21%	(21)	22%	(22)	100
Agnostic/Nothing in particular	16%	(103)	22%	(137)	13%	(80)	26%	(164)	24%	(151)	634
Something Else	12%	(44)	17%	(61)	15%	(54)	29%	(102)	27%	(95)	357
Religious Non-Protestant/Catholic	17%	(26)	22%	(33)	15%	(23)	28%	(42)	18%	(27)	151
Evangelical	14%	(80)	19%	(112)	16%	(92)	35%	(207)	17%	(99)	588
Non-Evangelical	10%	(70)	19%	(136)	16%	(116)	36%	(254)	19%	(139)	715
Community: Urban	19%	(127)	28%	(189)	13%	(87)	23%	(154)	17%	(117)	674
Community: Suburban	11%	(111)	17%	(173)	15%	(153)	35%	(346)	21%	(209)	992
Community: Rural	11%	(60)	16%	(87)	17%	(91)	35%	(192)	21%	(114)	544
Employ: Private Sector	17%	(112)	24%	(162)	15%	(97)	31%	(206)	13%	(89)	665
Employ: Government	12%	(14)	33%	(37)	21%	(23)	19%	(21)	15%	(16)	110
Employ: Self-Employed	13%	(26)	21%	(42)	19%	(37)	26%	(52)	21%	(42)	200
Employ: Homemaker	15%	(27)	19%	(33)	18%	(31)	25%	(45)	23%	(41)	178
Employ: Student	16%	(11)	21%	(15)	13%	(9)	14%	(10)	37%	(26)	70
Employ: Retired	7%	(37)	12%	(67)	15%	(85)	47%	(266)	20%	(111)	566
Employ: Unemployed	15%	(45)	22%	(66)	11%	(33)	23%	(66)	29%	(84)	293
Employ: Other	21%	(26)	21%	(27)	13%	(17)	20%	(26)	25%	(31)	127
Military HH: Yes	7%	(21)	17%	(47)	18%	(50)	38%	(110)	20%	(58)	286
Military HH: No	14%	(278)	21%	(401)	15%	(281)	30%	(582)	20%	(382)	1924
RD/WT: Right Direction	19%	(137)	30%	(211)	14%	(101)	16%	(114)	20%	(143)	707
RD/WT: Wrong Track	11%	(161)	16%	(237)	15%	(230)	38%	(577)	20%	(298)	1503

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Table MCEN10_2: *The following are a few statements about the possibility of casting a woman to play James Bond. For each, please indicate to which extent you agree or disagree.*
Casting a woman as James Bond would help promote equality in Hollywood and entertainment because the franchise is a huge blockbuster that has access to a large audience and marketing budget

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	14%	(299)	20%	(448)	15%	(331)	31%	(692)	20%	(440)	2210
Biden Job Approve	20%	(191)	28%	(273)	15%	(149)	18%	(173)	19%	(185)	971
Biden Job Disapprove	8%	(93)	13%	(150)	16%	(175)	46%	(512)	17%	(196)	1125
Biden Job Strongly Approve	26%	(117)	28%	(125)	12%	(55)	17%	(74)	17%	(74)	445
Biden Job Somewhat Approve	14%	(74)	28%	(149)	18%	(94)	19%	(99)	21%	(111)	527
Biden Job Somewhat Disapprove	14%	(47)	20%	(67)	22%	(76)	25%	(84)	20%	(66)	340
Biden Job Strongly Disapprove	6%	(46)	11%	(83)	13%	(99)	54%	(428)	16%	(129)	785
Favorable of Biden	19%	(192)	29%	(290)	17%	(169)	17%	(169)	19%	(188)	1008
Unfavorable of Biden	8%	(93)	13%	(140)	14%	(157)	47%	(518)	18%	(197)	1105
Very Favorable of Biden	26%	(119)	30%	(138)	11%	(52)	17%	(80)	17%	(78)	467
Somewhat Favorable of Biden	13%	(73)	28%	(151)	22%	(118)	16%	(89)	20%	(110)	541
Somewhat Unfavorable of Biden	12%	(35)	19%	(54)	19%	(56)	29%	(85)	20%	(59)	290
Very Unfavorable of Biden	7%	(58)	11%	(86)	12%	(101)	53%	(433)	17%	(138)	815
#1 Issue: Economy	12%	(109)	19%	(163)	16%	(138)	35%	(305)	18%	(160)	876
#1 Issue: Security	7%	(18)	14%	(35)	14%	(35)	50%	(121)	15%	(36)	244
#1 Issue: Health Care	16%	(29)	30%	(54)	15%	(26)	18%	(32)	21%	(37)	177
#1 Issue: Medicare / Social Security	8%	(18)	13%	(31)	15%	(37)	41%	(97)	23%	(56)	240
#1 Issue: Women's Issues	22%	(73)	25%	(83)	12%	(40)	17%	(55)	24%	(80)	331
#1 Issue: Education	20%	(15)	28%	(22)	14%	(11)	17%	(13)	20%	(16)	76
#1 Issue: Energy	17%	(22)	29%	(39)	17%	(23)	17%	(23)	20%	(27)	134
#1 Issue: Other	11%	(14)	16%	(21)	17%	(22)	35%	(46)	22%	(29)	132
2020 Vote: Joe Biden	18%	(175)	25%	(240)	17%	(168)	19%	(182)	20%	(196)	960
2020 Vote: Donald Trump	7%	(52)	12%	(83)	13%	(90)	54%	(380)	14%	(103)	708
2020 Vote: Other	7%	(4)	11%	(6)	20%	(12)	37%	(23)	25%	(15)	61
2020 Vote: Didn't Vote	14%	(67)	25%	(119)	13%	(61)	22%	(107)	26%	(126)	481
2018 House Vote: Democrat	19%	(152)	25%	(201)	18%	(141)	19%	(151)	19%	(149)	794
2018 House Vote: Republican	8%	(44)	11%	(62)	13%	(74)	55%	(315)	13%	(76)	570

Continued on next page

Table MCEN10_2: *The following are a few statements about the possibility of casting a woman to play James Bond. For each, please indicate to which extent you agree or disagree.*
Casting a woman as James Bond would help promote equality in Hollywood and entertainment because the franchise is a huge blockbuster that has access to a large audience and marketing budget

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	14%	(299)	20%	(448)	15%	(331)	31%	(692)	20%	(440)	2210
2016 Vote: Hillary Clinton	18%	(128)	25%	(177)	17%	(121)	19%	(133)	21%	(149)	708
2016 Vote: Donald Trump	7%	(45)	11%	(71)	14%	(88)	54%	(340)	13%	(80)	625
2016 Vote: Other	3%	(3)	16%	(15)	16%	(15)	35%	(33)	30%	(28)	95
2016 Vote: Didn't Vote	15%	(117)	24%	(181)	14%	(105)	24%	(185)	24%	(183)	771
Voted in 2014: Yes	14%	(164)	17%	(210)	16%	(190)	36%	(435)	18%	(212)	1211
Voted in 2014: No	13%	(134)	24%	(239)	14%	(142)	26%	(257)	23%	(228)	999
4-Region: Northeast	12%	(45)	21%	(79)	16%	(62)	33%	(126)	18%	(70)	383
4-Region: Midwest	10%	(46)	19%	(85)	17%	(77)	32%	(145)	22%	(103)	456
4-Region: South	14%	(116)	21%	(175)	13%	(112)	32%	(271)	20%	(171)	844
4-Region: West	17%	(92)	21%	(109)	15%	(79)	28%	(149)	18%	(96)	527
James Bond Fans	15%	(204)	23%	(318)	16%	(218)	32%	(445)	14%	(194)	1379

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

Table MCEN10_3: *The following are a few statements about the possibility of casting a woman to play James Bond. For each, please indicate to which extent you agree or disagree.*
A woman should not be cast as James Bond and men actors should continue to portray James Bond as originally intended

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	39%	(852)	19%	(424)	13%	(278)	13%	(298)	16%	(358)	2210
Gender: Male	43%	(454)	20%	(213)	14%	(148)	11%	(114)	13%	(139)	1068
Gender: Female	35%	(398)	18%	(210)	11%	(130)	16%	(184)	19%	(219)	1142
Age: 18-34	23%	(148)	24%	(151)	15%	(96)	20%	(128)	18%	(118)	642
Age: 35-44	31%	(111)	22%	(81)	17%	(63)	16%	(58)	14%	(53)	365
Age: 45-64	47%	(339)	17%	(121)	9%	(67)	11%	(75)	16%	(112)	714
Age: 65+	52%	(254)	14%	(71)	11%	(52)	8%	(37)	15%	(75)	489
GenZers: 1997-2012	19%	(49)	19%	(49)	15%	(37)	25%	(64)	22%	(56)	256
Millennials: 1981-1996	28%	(185)	25%	(165)	15%	(98)	15%	(100)	16%	(108)	655
GenXers: 1965-1980	39%	(200)	19%	(99)	13%	(66)	14%	(73)	14%	(71)	510
Baby Boomers: 1946-1964	52%	(368)	15%	(105)	10%	(73)	7%	(53)	16%	(110)	710
PID: Dem (no lean)	30%	(268)	21%	(188)	17%	(153)	17%	(156)	14%	(126)	890
PID: Ind (no lean)	37%	(251)	19%	(127)	11%	(71)	13%	(86)	20%	(135)	670
PID: Rep (no lean)	51%	(334)	17%	(109)	8%	(53)	9%	(56)	15%	(97)	650
PID/Gender: Dem Men	33%	(138)	23%	(98)	20%	(87)	13%	(54)	11%	(47)	424
PID/Gender: Dem Women	28%	(130)	19%	(90)	14%	(67)	22%	(101)	17%	(79)	466
PID/Gender: Ind Men	45%	(153)	18%	(60)	10%	(33)	9%	(32)	18%	(59)	336
PID/Gender: Ind Women	29%	(98)	20%	(67)	11%	(38)	16%	(55)	23%	(76)	334
PID/Gender: Rep Men	53%	(163)	18%	(56)	9%	(28)	9%	(28)	11%	(33)	308
PID/Gender: Rep Women	50%	(171)	16%	(53)	7%	(25)	8%	(28)	19%	(64)	342
Ideo: Liberal (1-3)	26%	(167)	21%	(139)	17%	(112)	22%	(143)	14%	(88)	649
Ideo: Moderate (4)	37%	(273)	24%	(176)	11%	(85)	11%	(82)	17%	(126)	743
Ideo: Conservative (5-7)	57%	(378)	14%	(89)	8%	(51)	9%	(59)	12%	(81)	659
Educ: < College	39%	(559)	17%	(251)	11%	(161)	14%	(207)	18%	(259)	1437
Educ: Bachelors degree	36%	(178)	24%	(119)	15%	(75)	12%	(60)	12%	(58)	491
Educ: Post-grad	41%	(115)	19%	(54)	15%	(42)	11%	(31)	15%	(41)	282
Income: Under 50k	36%	(442)	17%	(216)	12%	(152)	15%	(192)	19%	(242)	1244
Income: 50k-100k	41%	(269)	20%	(133)	13%	(82)	13%	(84)	13%	(83)	651
Income: 100k+	45%	(141)	24%	(74)	14%	(43)	7%	(23)	11%	(33)	315
Ethnicity: White	41%	(709)	19%	(327)	13%	(217)	11%	(196)	15%	(263)	1711

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Table MCEN10_3: *The following are a few statements about the possibility of casting a woman to play James Bond. For each, please indicate to which extent you agree or disagree.*
A woman should not be cast as James Bond and men actors should continue to portray James Bond as originally intended

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	39%	(852)	19%	(424)	13%	(278)	13%	(298)	16%	(358)	2210
Ethnicity: Hispanic	34%	(126)	19%	(72)	13%	(49)	19%	(69)	15%	(57)	374
Ethnicity: Black	28%	(80)	21%	(60)	12%	(35)	23%	(65)	15%	(42)	282
Ethnicity: Other	30%	(64)	17%	(36)	12%	(26)	17%	(37)	25%	(53)	217
All Christian	44%	(435)	21%	(209)	13%	(124)	11%	(111)	11%	(105)	985
All Non-Christian	38%	(51)	20%	(27)	12%	(16)	13%	(17)	17%	(23)	134
Atheist	31%	(31)	13%	(13)	19%	(19)	24%	(24)	13%	(13)	100
Agnostic/Nothing in particular	31%	(200)	17%	(108)	13%	(85)	16%	(102)	22%	(140)	634
Something Else	38%	(136)	19%	(67)	9%	(33)	12%	(44)	22%	(77)	357
Religious Non-Protestant/Catholic	37%	(57)	20%	(30)	12%	(19)	14%	(21)	16%	(24)	151
Evangelical	45%	(265)	20%	(118)	11%	(62)	11%	(66)	13%	(77)	588
Non-Evangelical	41%	(295)	21%	(149)	13%	(91)	11%	(79)	14%	(102)	715
Community: Urban	34%	(231)	24%	(161)	13%	(86)	15%	(99)	14%	(96)	674
Community: Suburban	41%	(402)	17%	(173)	13%	(124)	12%	(121)	17%	(172)	992
Community: Rural	40%	(219)	16%	(90)	12%	(67)	14%	(78)	17%	(90)	544
Employ: Private Sector	37%	(243)	23%	(154)	15%	(98)	15%	(99)	11%	(70)	665
Employ: Government	27%	(30)	29%	(32)	12%	(14)	15%	(17)	15%	(17)	110
Employ: Self-Employed	37%	(73)	19%	(38)	14%	(28)	14%	(28)	16%	(32)	200
Employ: Homemaker	34%	(60)	15%	(27)	15%	(26)	18%	(33)	18%	(32)	178
Employ: Student	15%	(10)	17%	(12)	11%	(8)	19%	(14)	37%	(26)	70
Employ: Retired	53%	(300)	13%	(72)	10%	(58)	9%	(51)	15%	(86)	566
Employ: Unemployed	33%	(97)	21%	(62)	11%	(31)	12%	(34)	24%	(69)	293
Employ: Other	30%	(38)	21%	(26)	12%	(15)	18%	(22)	20%	(25)	127
Military HH: Yes	49%	(140)	15%	(42)	12%	(35)	7%	(21)	17%	(48)	286
Military HH: No	37%	(712)	20%	(381)	13%	(243)	14%	(277)	16%	(310)	1924
RD/WT: Right Direction	29%	(204)	24%	(172)	17%	(121)	15%	(104)	15%	(105)	707
RD/WT: Wrong Track	43%	(648)	17%	(252)	10%	(156)	13%	(194)	17%	(253)	1503
Biden Job Approve	31%	(297)	22%	(218)	16%	(157)	17%	(161)	14%	(138)	971
Biden Job Disapprove	48%	(544)	17%	(191)	9%	(105)	11%	(123)	14%	(162)	1125

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Table MCEN10_3: *The following are a few statements about the possibility of casting a woman to play James Bond. For each, please indicate to which extent you agree or disagree.*
A woman should not be cast as James Bond and men actors should continue to portray James Bond as originally intended

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	39%	(852)	19%	(424)	13%	(278)	13%	(298)	16%	(358)	2210
Biden Job Strongly Approve	34%	(150)	21%	(92)	15%	(67)	17%	(77)	13%	(60)	445
Biden Job Somewhat Approve	28%	(147)	24%	(126)	17%	(91)	16%	(85)	15%	(78)	527
Biden Job Somewhat Disapprove	33%	(113)	24%	(81)	15%	(52)	13%	(45)	15%	(50)	340
Biden Job Strongly Disapprove	55%	(431)	14%	(111)	7%	(54)	10%	(78)	14%	(112)	785
Favorable of Biden	30%	(305)	22%	(225)	17%	(167)	17%	(172)	14%	(140)	1008
Unfavorable of Biden	48%	(536)	17%	(187)	9%	(97)	11%	(118)	15%	(167)	1105
Very Favorable of Biden	33%	(156)	19%	(90)	16%	(73)	18%	(84)	14%	(65)	467
Somewhat Favorable of Biden	27%	(149)	25%	(135)	17%	(94)	16%	(88)	14%	(75)	541
Somewhat Unfavorable of Biden	34%	(99)	23%	(67)	14%	(40)	12%	(36)	17%	(49)	290
Very Unfavorable of Biden	54%	(437)	15%	(120)	7%	(57)	10%	(83)	14%	(118)	815
#1 Issue: Economy	41%	(363)	21%	(180)	11%	(100)	12%	(105)	15%	(128)	876
#1 Issue: Security	54%	(132)	21%	(51)	8%	(19)	6%	(15)	11%	(27)	244
#1 Issue: Health Care	23%	(41)	24%	(42)	19%	(34)	14%	(25)	20%	(35)	177
#1 Issue: Medicare / Social Security	51%	(123)	12%	(28)	10%	(24)	7%	(18)	20%	(47)	240
#1 Issue: Women's Issues	21%	(71)	17%	(57)	13%	(44)	27%	(90)	21%	(69)	331
#1 Issue: Education	24%	(18)	27%	(20)	13%	(10)	19%	(14)	17%	(13)	76
#1 Issue: Energy	32%	(43)	19%	(25)	26%	(35)	11%	(15)	11%	(15)	134
#1 Issue: Other	47%	(61)	16%	(21)	8%	(11)	12%	(16)	18%	(23)	132
2020 Vote: Joe Biden	32%	(308)	21%	(201)	16%	(152)	17%	(159)	15%	(141)	960
2020 Vote: Donald Trump	55%	(389)	17%	(122)	7%	(52)	8%	(57)	12%	(87)	708
2020 Vote: Other	41%	(25)	15%	(9)	14%	(8)	10%	(6)	21%	(13)	61
2020 Vote: Didn't Vote	27%	(131)	19%	(91)	14%	(65)	16%	(77)	24%	(117)	481
2018 House Vote: Democrat	33%	(261)	20%	(158)	17%	(138)	16%	(128)	14%	(109)	794
2018 House Vote: Republican	56%	(320)	16%	(94)	7%	(40)	9%	(54)	11%	(63)	570
2016 Vote: Hillary Clinton	32%	(228)	22%	(154)	16%	(116)	13%	(95)	16%	(116)	708
2016 Vote: Donald Trump	57%	(356)	17%	(105)	8%	(48)	8%	(52)	10%	(64)	625
2016 Vote: Other	43%	(41)	15%	(15)	10%	(10)	11%	(11)	21%	(20)	95
2016 Vote: Didn't Vote	29%	(227)	19%	(144)	13%	(102)	18%	(139)	21%	(158)	771

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Table MCEN10_3: *The following are a few statements about the possibility of casting a woman to play James Bond. For each, please indicate to which extent you agree or disagree.*
A woman should not be cast as James Bond and men actors should continue to portray James Bond as originally intended

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	39%	(852)	19%	(424)	13%	(278)	13%	(298)	16%	(358)	2210
Voted in 2014: Yes	44%	(535)	19%	(227)	12%	(148)	11%	(133)	14%	(168)	1211
Voted in 2014: No	32%	(317)	20%	(197)	13%	(130)	17%	(166)	19%	(190)	999
4-Region: Northeast	42%	(161)	22%	(85)	11%	(43)	12%	(46)	12%	(47)	383
4-Region: Midwest	35%	(159)	18%	(83)	13%	(61)	14%	(65)	19%	(88)	456
4-Region: South	39%	(331)	17%	(142)	15%	(123)	13%	(111)	16%	(137)	844
4-Region: West	38%	(201)	21%	(113)	10%	(51)	14%	(76)	16%	(86)	527
James Bond Fans	42%	(576)	22%	(299)	14%	(188)	12%	(166)	11%	(150)	1379

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

Table MCEN10_4: *The following are a few statements about the possibility of casting a woman to play James Bond. For each, please indicate to which extent you agree or disagree.*
A woman should not be cast as James Bond, but instead new franchises should be developed to portray women as main characters and cast women actors in leading roles

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	32%	(705)	25%	(559)	12%	(265)	13%	(278)	18%	(403)	2210
Gender: Male	36%	(389)	25%	(265)	15%	(157)	11%	(115)	13%	(143)	1068
Gender: Female	28%	(317)	26%	(294)	10%	(109)	14%	(163)	23%	(260)	1142
Age: 18-34	28%	(183)	23%	(147)	12%	(79)	15%	(99)	21%	(135)	642
Age: 35-44	29%	(106)	25%	(91)	16%	(59)	13%	(49)	16%	(60)	365
Age: 45-64	32%	(231)	27%	(193)	10%	(74)	13%	(90)	18%	(126)	714
Age: 65+	38%	(185)	26%	(129)	11%	(53)	8%	(40)	17%	(82)	489
GenZers: 1997-2012	28%	(71)	18%	(46)	12%	(30)	19%	(49)	23%	(60)	256
Millennials: 1981-1996	29%	(193)	27%	(176)	13%	(84)	12%	(79)	19%	(124)	655
GenXers: 1965-1980	29%	(147)	26%	(131)	13%	(66)	16%	(81)	16%	(83)	510
Baby Boomers: 1946-1964	38%	(267)	26%	(183)	11%	(81)	8%	(58)	17%	(120)	710
PID: Dem (no lean)	26%	(233)	29%	(260)	15%	(130)	15%	(136)	15%	(131)	890
PID: Ind (no lean)	35%	(232)	20%	(133)	11%	(71)	11%	(75)	24%	(159)	670
PID: Rep (no lean)	37%	(240)	25%	(165)	10%	(65)	10%	(67)	17%	(113)	650
PID/Gender: Dem Men	30%	(125)	29%	(123)	20%	(83)	11%	(47)	11%	(45)	424
PID/Gender: Dem Women	23%	(108)	29%	(137)	10%	(47)	19%	(89)	18%	(86)	466
PID/Gender: Ind Men	42%	(139)	20%	(66)	12%	(39)	10%	(32)	18%	(59)	336
PID/Gender: Ind Women	28%	(93)	20%	(68)	10%	(32)	13%	(42)	30%	(100)	334
PID/Gender: Rep Men	40%	(124)	25%	(76)	11%	(35)	11%	(35)	12%	(38)	308
PID/Gender: Rep Women	34%	(116)	26%	(90)	9%	(30)	9%	(32)	22%	(74)	342
Ideo: Liberal (1-3)	27%	(172)	26%	(172)	15%	(94)	17%	(112)	15%	(99)	649
Ideo: Moderate (4)	32%	(236)	26%	(191)	12%	(92)	11%	(83)	19%	(140)	743
Ideo: Conservative (5-7)	39%	(260)	26%	(174)	9%	(63)	11%	(69)	14%	(93)	659
Educ: < College	31%	(448)	24%	(339)	11%	(157)	14%	(198)	21%	(295)	1437
Educ: Bachelors degree	31%	(151)	30%	(149)	15%	(73)	11%	(53)	13%	(65)	491
Educ: Post-grad	38%	(107)	25%	(71)	13%	(35)	9%	(27)	15%	(43)	282
Income: Under 50k	30%	(369)	23%	(287)	11%	(133)	14%	(178)	22%	(277)	1244
Income: 50k-100k	35%	(227)	26%	(172)	13%	(87)	12%	(77)	13%	(87)	651
Income: 100k+	35%	(109)	32%	(100)	14%	(45)	7%	(23)	12%	(38)	315

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Table MCEN10_4: *The following are a few statements about the possibility of casting a woman to play James Bond. For each, please indicate to which extent you agree or disagree.*
A woman should not be cast as James Bond, but instead new franchises should be developed to portray women as main characters and cast women actors in leading roles

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	32%	(705)	25%	(559)	12%	(265)	13%	(278)	18%	(403)	2210
Ethnicity: White	33%	(567)	26%	(453)	12%	(208)	11%	(194)	17%	(289)	1711
Ethnicity: Hispanic	30%	(111)	25%	(92)	9%	(35)	17%	(64)	19%	(72)	374
Ethnicity: Black	28%	(78)	24%	(68)	11%	(31)	20%	(56)	18%	(49)	282
Ethnicity: Other	28%	(60)	18%	(38)	12%	(26)	13%	(28)	29%	(64)	217
All Christian	35%	(344)	28%	(276)	12%	(123)	11%	(110)	13%	(133)	985
All Non-Christian	29%	(39)	26%	(34)	16%	(22)	15%	(20)	14%	(18)	134
Atheist	30%	(30)	17%	(17)	24%	(24)	15%	(15)	13%	(13)	100
Agnostic/Nothing in particular	32%	(201)	20%	(125)	11%	(70)	15%	(94)	23%	(144)	634
Something Else	26%	(92)	30%	(106)	7%	(26)	11%	(38)	26%	(94)	357
Religious Non-Protestant/Catholic	29%	(44)	25%	(38)	16%	(25)	17%	(25)	13%	(20)	151
Evangelical	33%	(194)	31%	(180)	10%	(60)	10%	(59)	16%	(96)	588
Non-Evangelical	33%	(234)	27%	(193)	11%	(78)	11%	(82)	18%	(127)	715
Community: Urban	31%	(209)	27%	(183)	12%	(81)	14%	(91)	16%	(110)	674
Community: Suburban	34%	(335)	25%	(243)	11%	(104)	12%	(115)	19%	(193)	992
Community: Rural	30%	(161)	24%	(133)	15%	(80)	13%	(71)	18%	(100)	544
Employ: Private Sector	33%	(218)	29%	(194)	15%	(98)	11%	(74)	12%	(81)	665
Employ: Government	24%	(26)	28%	(31)	24%	(26)	10%	(11)	15%	(16)	110
Employ: Self-Employed	26%	(52)	25%	(50)	17%	(33)	15%	(29)	18%	(35)	200
Employ: Homemaker	28%	(50)	27%	(47)	5%	(9)	19%	(33)	22%	(39)	178
Employ: Student	29%	(20)	13%	(9)	11%	(8)	12%	(9)	35%	(24)	70
Employ: Retired	39%	(223)	24%	(133)	10%	(56)	10%	(59)	17%	(95)	566
Employ: Unemployed	30%	(87)	23%	(68)	6%	(17)	13%	(37)	29%	(85)	293
Employ: Other	23%	(29)	21%	(27)	15%	(19)	21%	(26)	21%	(27)	127
Military HH: Yes	34%	(98)	25%	(72)	13%	(37)	8%	(24)	20%	(56)	286
Military HH: No	32%	(608)	25%	(487)	12%	(229)	13%	(254)	18%	(347)	1924
RD/WT: Right Direction	28%	(195)	28%	(201)	15%	(108)	12%	(88)	16%	(115)	707
RD/WT: Wrong Track	34%	(510)	24%	(358)	10%	(158)	13%	(190)	19%	(288)	1503

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Table MCEN10_4: *The following are a few statements about the possibility of casting a woman to play James Bond. For each, please indicate to which extent you agree or disagree.*
A woman should not be cast as James Bond, but instead new franchises should be developed to portray women as main characters and cast women actors in leading roles

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	32%	(705)	25%	(559)	12%	(265)	13%	(278)	18%	(403)	2210
Biden Job Approve	28%	(275)	28%	(269)	14%	(135)	14%	(137)	16%	(155)	971
Biden Job Disapprove	36%	(408)	24%	(271)	11%	(119)	12%	(137)	17%	(191)	1125
Biden Job Strongly Approve	32%	(142)	26%	(114)	13%	(59)	15%	(67)	14%	(62)	445
Biden Job Somewhat Approve	25%	(133)	29%	(155)	14%	(75)	13%	(71)	18%	(93)	527
Biden Job Somewhat Disapprove	30%	(102)	26%	(89)	15%	(50)	11%	(39)	18%	(60)	340
Biden Job Strongly Disapprove	39%	(305)	23%	(182)	9%	(69)	13%	(98)	17%	(130)	785
Favorable of Biden	29%	(293)	27%	(272)	15%	(147)	14%	(137)	16%	(159)	1008
Unfavorable of Biden	36%	(398)	24%	(270)	10%	(109)	12%	(136)	17%	(192)	1105
Very Favorable of Biden	31%	(144)	25%	(115)	14%	(66)	15%	(71)	15%	(72)	467
Somewhat Favorable of Biden	28%	(150)	29%	(157)	15%	(81)	12%	(66)	16%	(88)	541
Somewhat Unfavorable of Biden	30%	(88)	26%	(77)	12%	(36)	12%	(34)	19%	(55)	290
Very Unfavorable of Biden	38%	(310)	24%	(193)	9%	(73)	12%	(101)	17%	(137)	815
#1 Issue: Economy	33%	(290)	27%	(239)	12%	(103)	11%	(95)	17%	(148)	876
#1 Issue: Security	41%	(99)	24%	(57)	12%	(28)	10%	(25)	14%	(34)	244
#1 Issue: Health Care	24%	(43)	23%	(41)	14%	(26)	21%	(37)	18%	(31)	177
#1 Issue: Medicare / Social Security	38%	(90)	21%	(50)	11%	(26)	10%	(23)	21%	(51)	240
#1 Issue: Women's Issues	26%	(87)	22%	(74)	10%	(34)	19%	(62)	22%	(74)	331
#1 Issue: Education	22%	(17)	39%	(30)	12%	(9)	8%	(6)	19%	(14)	76
#1 Issue: Energy	25%	(34)	28%	(37)	22%	(30)	13%	(18)	12%	(15)	134
#1 Issue: Other	34%	(45)	23%	(31)	7%	(10)	9%	(12)	26%	(34)	132
2020 Vote: Joe Biden	30%	(286)	27%	(260)	14%	(132)	13%	(125)	16%	(157)	960
2020 Vote: Donald Trump	36%	(255)	27%	(189)	10%	(72)	12%	(86)	15%	(105)	708
2020 Vote: Other	37%	(23)	15%	(9)	14%	(9)	11%	(7)	23%	(14)	61
2020 Vote: Didn't Vote	29%	(142)	21%	(100)	11%	(52)	12%	(60)	26%	(126)	481
2018 House Vote: Democrat	29%	(233)	27%	(211)	15%	(123)	14%	(110)	15%	(117)	794
2018 House Vote: Republican	40%	(228)	26%	(148)	9%	(49)	12%	(69)	13%	(76)	570

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Table MCEN10_4: *The following are a few statements about the possibility of casting a woman to play James Bond. For each, please indicate to which extent you agree or disagree.*
A woman should not be cast as James Bond, but instead new franchises should be developed to portray women as main characters and cast women actors in leading roles

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	32%	(705)	25%	(559)	12%	(265)	13%	(278)	18%	(403)	2210
2016 Vote: Hillary Clinton	30%	(210)	27%	(191)	15%	(103)	12%	(85)	17%	(119)	708
2016 Vote: Donald Trump	39%	(244)	27%	(171)	10%	(60)	11%	(71)	13%	(79)	625
2016 Vote: Other	33%	(31)	25%	(23)	15%	(14)	6%	(6)	22%	(21)	95
2016 Vote: Didn't Vote	28%	(216)	22%	(169)	11%	(88)	15%	(114)	24%	(184)	771
Voted in 2014: Yes	34%	(416)	26%	(320)	13%	(153)	12%	(140)	15%	(182)	1211
Voted in 2014: No	29%	(289)	24%	(239)	11%	(112)	14%	(138)	22%	(220)	999
4-Region: Northeast	32%	(121)	27%	(104)	12%	(47)	13%	(52)	16%	(59)	383
4-Region: Midwest	28%	(126)	25%	(116)	14%	(64)	12%	(56)	21%	(94)	456
4-Region: South	33%	(278)	24%	(202)	12%	(101)	11%	(96)	20%	(167)	844
4-Region: West	34%	(181)	26%	(136)	10%	(54)	14%	(74)	16%	(82)	527
James Bond Fans	36%	(499)	27%	(372)	13%	(174)	12%	(159)	13%	(174)	1379

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 for each of the following?*
Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	33%	(733)	53%	(1164)	14%	(313)	2210
Gender: Male	39%	(415)	50%	(539)	11%	(114)	1068
Gender: Female	28%	(317)	55%	(625)	17%	(200)	1142
Age: 18-34	38%	(244)	51%	(329)	11%	(70)	642
Age: 35-44	38%	(138)	50%	(183)	12%	(44)	365
Age: 45-64	31%	(224)	51%	(365)	17%	(124)	714
Age: 65+	26%	(126)	59%	(287)	15%	(75)	489
GenZers: 1997-2012	33%	(85)	53%	(136)	13%	(34)	256
Millennials: 1981-1996	40%	(265)	50%	(326)	10%	(65)	655
GenXers: 1965-1980	34%	(175)	49%	(251)	16%	(84)	510
Baby Boomers: 1946-1964	27%	(191)	57%	(407)	16%	(112)	710
PID: Dem (no lean)	39%	(343)	50%	(446)	11%	(101)	890
PID: Ind (no lean)	31%	(210)	54%	(365)	14%	(95)	670
PID: Rep (no lean)	28%	(180)	54%	(353)	18%	(117)	650
PID/Gender: Dem Men	46%	(195)	47%	(198)	7%	(30)	424
PID/Gender: Dem Women	32%	(148)	53%	(248)	15%	(71)	466
PID/Gender: Ind Men	35%	(116)	54%	(182)	11%	(38)	336
PID/Gender: Ind Women	28%	(94)	55%	(183)	17%	(57)	334
PID/Gender: Rep Men	34%	(104)	52%	(159)	15%	(45)	308
PID/Gender: Rep Women	22%	(76)	57%	(194)	21%	(72)	342
Ideo: Liberal (1-3)	38%	(249)	51%	(333)	10%	(67)	649
Ideo: Moderate (4)	37%	(275)	50%	(371)	13%	(97)	743
Ideo: Conservative (5-7)	25%	(166)	56%	(368)	19%	(124)	659
Educ: < College	31%	(450)	52%	(744)	17%	(244)	1437
Educ: Bachelors degree	34%	(165)	56%	(277)	10%	(49)	491
Educ: Post-grad	42%	(118)	51%	(143)	7%	(21)	282
Income: Under 50k	31%	(391)	51%	(632)	18%	(221)	1244
Income: 50k-100k	34%	(221)	58%	(377)	8%	(54)	651
Income: 100k+	39%	(121)	49%	(156)	12%	(38)	315
Ethnicity: White	33%	(559)	54%	(924)	13%	(229)	1711
Ethnicity: Hispanic	39%	(146)	46%	(173)	15%	(55)	374
Ethnicity: Black	39%	(111)	43%	(121)	18%	(51)	282

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	33%	(733)	53%	(1164)	14%	(313)	2210
Ethnicity: Other	29%	(63)	55%	(120)	16%	(34)	217
All Christian	32%	(316)	54%	(528)	14%	(140)	985
All Non-Christian	42%	(56)	52%	(69)	6%	(9)	134
Atheist	42%	(42)	51%	(51)	8%	(8)	100
Agnostic/Nothing in particular	33%	(210)	54%	(340)	13%	(84)	634
Something Else	30%	(108)	49%	(176)	20%	(73)	357
Religious Non-Protestant/Catholic	41%	(62)	50%	(76)	9%	(14)	151
Evangelical	32%	(191)	48%	(280)	20%	(118)	588
Non-Evangelical	31%	(218)	57%	(409)	12%	(88)	715
Community: Urban	41%	(275)	47%	(314)	13%	(85)	674
Community: Suburban	30%	(302)	57%	(566)	12%	(123)	992
Community: Rural	28%	(155)	52%	(284)	19%	(105)	544
Employ: Private Sector	39%	(257)	52%	(343)	10%	(65)	665
Employ: Government	38%	(42)	55%	(61)	7%	(8)	110
Employ: Self-Employed	34%	(67)	52%	(104)	14%	(29)	200
Employ: Homemaker	26%	(46)	51%	(91)	23%	(41)	178
Employ: Student	28%	(20)	58%	(41)	14%	(10)	70
Employ: Retired	28%	(157)	55%	(310)	17%	(99)	566
Employ: Unemployed	35%	(103)	53%	(154)	12%	(36)	293
Employ: Other	32%	(41)	47%	(60)	21%	(27)	127
Military HH: Yes	28%	(81)	57%	(163)	15%	(42)	286
Military HH: No	34%	(652)	52%	(1001)	14%	(271)	1924
RD/WT: Right Direction	44%	(309)	46%	(327)	10%	(70)	707
RD/WT: Wrong Track	28%	(424)	56%	(837)	16%	(243)	1503
Biden Job Approve	38%	(372)	50%	(487)	12%	(112)	971
Biden Job Disapprove	28%	(320)	55%	(622)	16%	(183)	1125
Biden Job Strongly Approve	43%	(193)	45%	(201)	11%	(50)	445
Biden Job Somewhat Approve	34%	(179)	54%	(286)	12%	(61)	527
Biden Job Somewhat Disapprove	31%	(105)	59%	(200)	10%	(36)	340
Biden Job Strongly Disapprove	27%	(215)	54%	(422)	19%	(147)	785

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	33%	(733)	53%	(1164)	14%	(313)	2210
Favorable of Biden	39%	(388)	50%	(505)	11%	(115)	1008
Unfavorable of Biden	29%	(316)	55%	(611)	16%	(178)	1105
Very Favorable of Biden	43%	(201)	45%	(210)	12%	(56)	467
Somewhat Favorable of Biden	35%	(188)	54%	(295)	11%	(59)	541
Somewhat Unfavorable of Biden	34%	(97)	57%	(167)	9%	(26)	290
Very Unfavorable of Biden	27%	(218)	55%	(445)	19%	(152)	815
#1 Issue: Economy	36%	(312)	51%	(447)	13%	(117)	876
#1 Issue: Security	30%	(74)	52%	(127)	17%	(42)	244
#1 Issue: Health Care	38%	(67)	48%	(85)	14%	(25)	177
#1 Issue: Medicare / Social Security	29%	(69)	52%	(125)	19%	(46)	240
#1 Issue: Women's Issues	29%	(96)	56%	(187)	15%	(48)	331
#1 Issue: Education	36%	(27)	59%	(45)	5%	(4)	76
#1 Issue: Energy	35%	(47)	53%	(71)	12%	(16)	134
#1 Issue: Other	30%	(40)	58%	(77)	11%	(15)	132
2020 Vote: Joe Biden	40%	(381)	50%	(480)	10%	(99)	960
2020 Vote: Donald Trump	25%	(177)	59%	(418)	16%	(113)	708
2020 Vote: Other	37%	(23)	55%	(34)	7%	(4)	61
2020 Vote: Didn't Vote	32%	(152)	48%	(231)	20%	(97)	481
2018 House Vote: Democrat	40%	(320)	51%	(405)	9%	(69)	794
2018 House Vote: Republican	28%	(159)	57%	(325)	15%	(86)	570
2016 Vote: Hillary Clinton	42%	(294)	50%	(352)	9%	(62)	708
2016 Vote: Donald Trump	26%	(165)	60%	(375)	14%	(85)	625
2016 Vote: Other	21%	(20)	61%	(58)	18%	(17)	95
2016 Vote: Didn't Vote	32%	(249)	49%	(374)	19%	(148)	771
Voted in 2014: Yes	35%	(420)	53%	(648)	12%	(143)	1211
Voted in 2014: No	31%	(313)	52%	(516)	17%	(170)	999
4-Region: Northeast	34%	(129)	54%	(207)	12%	(47)	383
4-Region: Midwest	30%	(138)	54%	(247)	16%	(72)	456
4-Region: South	32%	(270)	52%	(441)	16%	(133)	844
4-Region: West	37%	(195)	51%	(269)	12%	(62)	527
James Bond Fans	40%	(556)	53%	(733)	7%	(90)	1379

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 for each of the following?*
Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	47%	(1043)	45%	(1002)	7%	(164)	2210
Gender: Male	49%	(519)	44%	(471)	7%	(77)	1068
Gender: Female	46%	(524)	47%	(531)	8%	(87)	1142
Age: 18-34	40%	(259)	51%	(326)	9%	(58)	642
Age: 35-44	46%	(169)	47%	(171)	7%	(24)	365
Age: 45-64	52%	(369)	41%	(295)	7%	(50)	714
Age: 65+	50%	(246)	43%	(210)	7%	(33)	489
GenZers: 1997-2012	29%	(75)	57%	(147)	13%	(34)	256
Millennials: 1981-1996	46%	(302)	47%	(308)	7%	(45)	655
GenXers: 1965-1980	51%	(259)	43%	(217)	7%	(34)	510
Baby Boomers: 1946-1964	52%	(367)	43%	(304)	5%	(39)	710
PID: Dem (no lean)	54%	(484)	40%	(359)	5%	(47)	890
PID: Ind (no lean)	38%	(253)	52%	(346)	11%	(71)	670
PID: Rep (no lean)	47%	(306)	46%	(297)	7%	(46)	650
PID/Gender: Dem Men	54%	(230)	40%	(168)	6%	(26)	424
PID/Gender: Dem Women	54%	(253)	41%	(191)	5%	(22)	466
PID/Gender: Ind Men	39%	(130)	51%	(170)	11%	(36)	336
PID/Gender: Ind Women	37%	(124)	52%	(175)	11%	(35)	334
PID/Gender: Rep Men	52%	(159)	43%	(133)	5%	(16)	308
PID/Gender: Rep Women	43%	(147)	48%	(165)	9%	(30)	342
Ideo: Liberal (1-3)	54%	(350)	40%	(258)	6%	(42)	649
Ideo: Moderate (4)	46%	(341)	48%	(357)	6%	(45)	743
Ideo: Conservative (5-7)	46%	(301)	45%	(299)	9%	(59)	659
Educ: < College	46%	(664)	46%	(661)	8%	(112)	1437
Educ: Bachelors degree	49%	(241)	45%	(223)	5%	(27)	491
Educ: Post-grad	49%	(139)	42%	(118)	9%	(25)	282
Income: Under 50k	47%	(587)	44%	(551)	9%	(107)	1244
Income: 50k-100k	47%	(303)	47%	(308)	6%	(40)	651
Income: 100k+	49%	(154)	45%	(143)	6%	(18)	315
Ethnicity: White	49%	(830)	44%	(759)	7%	(121)	1711
Ethnicity: Hispanic	41%	(154)	47%	(175)	12%	(44)	374
Ethnicity: Black	51%	(144)	42%	(117)	7%	(21)	282

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	47%	(1043)	45%	(1002)	7%	(164)	2210
Ethnicity: Other	32%	(69)	58%	(126)	10%	(22)	217
All Christian	51%	(507)	43%	(419)	6%	(59)	985
All Non-Christian	46%	(61)	40%	(53)	14%	(19)	134
Atheist	40%	(40)	52%	(52)	9%	(9)	100
Agnostic/Nothing in particular	42%	(268)	50%	(315)	8%	(52)	634
Something Else	47%	(167)	46%	(164)	7%	(26)	357
Religious Non-Protestant/Catholic	45%	(69)	41%	(63)	13%	(20)	151
Evangelical	54%	(319)	39%	(232)	6%	(38)	588
Non-Evangelical	47%	(336)	47%	(336)	6%	(44)	715
Community: Urban	50%	(335)	41%	(278)	9%	(62)	674
Community: Suburban	47%	(470)	46%	(459)	6%	(62)	992
Community: Rural	44%	(239)	49%	(266)	7%	(40)	544
Employ: Private Sector	49%	(324)	45%	(299)	6%	(43)	665
Employ: Government	45%	(50)	46%	(51)	8%	(9)	110
Employ: Self-Employed	38%	(75)	50%	(99)	13%	(25)	200
Employ: Homemaker	38%	(68)	55%	(99)	6%	(11)	178
Employ: Student	36%	(25)	57%	(40)	7%	(5)	70
Employ: Retired	56%	(315)	40%	(225)	5%	(27)	566
Employ: Unemployed	45%	(131)	46%	(136)	9%	(26)	293
Employ: Other	43%	(55)	42%	(54)	14%	(18)	127
Military HH: Yes	48%	(137)	43%	(124)	9%	(25)	286
Military HH: No	47%	(906)	46%	(878)	7%	(140)	1924
RD/WT: Right Direction	52%	(365)	42%	(300)	6%	(42)	707
RD/WT: Wrong Track	45%	(679)	47%	(702)	8%	(123)	1503
Biden Job Approve	53%	(518)	41%	(396)	6%	(57)	971
Biden Job Disapprove	44%	(492)	48%	(542)	8%	(91)	1125
Biden Job Strongly Approve	60%	(268)	34%	(150)	6%	(27)	445
Biden Job Somewhat Approve	47%	(249)	47%	(247)	6%	(30)	527
Biden Job Somewhat Disapprove	44%	(150)	49%	(166)	7%	(24)	340
Biden Job Strongly Disapprove	44%	(342)	48%	(376)	8%	(67)	785

Continued on next page

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	47%	(1043)	45%	(1002)	7%	(164)	2210
Favorable of Biden	53%	(532)	41%	(413)	6%	(63)	1008
Unfavorable of Biden	43%	(476)	49%	(539)	8%	(90)	1105
Very Favorable of Biden	60%	(280)	34%	(160)	6%	(27)	467
Somewhat Favorable of Biden	47%	(252)	47%	(253)	7%	(36)	541
Somewhat Unfavorable of Biden	42%	(121)	51%	(149)	7%	(21)	290
Very Unfavorable of Biden	44%	(355)	48%	(391)	8%	(69)	815
#1 Issue: Economy	46%	(404)	47%	(416)	6%	(56)	876
#1 Issue: Security	49%	(118)	44%	(107)	7%	(18)	244
#1 Issue: Health Care	43%	(75)	51%	(90)	6%	(11)	177
#1 Issue: Medicare / Social Security	53%	(127)	39%	(94)	8%	(19)	240
#1 Issue: Women's Issues	48%	(159)	45%	(148)	7%	(24)	331
#1 Issue: Education	45%	(34)	52%	(39)	4%	(3)	76
#1 Issue: Energy	46%	(61)	47%	(63)	7%	(10)	134
#1 Issue: Other	49%	(65)	34%	(44)	17%	(23)	132
2020 Vote: Joe Biden	55%	(524)	39%	(378)	6%	(58)	960
2020 Vote: Donald Trump	43%	(301)	51%	(358)	7%	(49)	708
2020 Vote: Other	40%	(25)	48%	(29)	12%	(7)	61
2020 Vote: Didn't Vote	40%	(194)	49%	(236)	10%	(50)	481
2018 House Vote: Democrat	55%	(436)	40%	(314)	6%	(44)	794
2018 House Vote: Republican	47%	(270)	45%	(259)	7%	(41)	570
2016 Vote: Hillary Clinton	54%	(383)	40%	(285)	6%	(39)	708
2016 Vote: Donald Trump	47%	(292)	46%	(291)	7%	(42)	625
2016 Vote: Other	37%	(35)	49%	(46)	14%	(13)	95
2016 Vote: Didn't Vote	43%	(329)	49%	(377)	8%	(65)	771
Voted in 2014: Yes	52%	(626)	42%	(504)	7%	(81)	1211
Voted in 2014: No	42%	(417)	50%	(498)	8%	(83)	999
4-Region: Northeast	50%	(192)	42%	(161)	8%	(30)	383
4-Region: Midwest	45%	(206)	48%	(220)	7%	(30)	456
4-Region: South	47%	(396)	47%	(393)	7%	(55)	844
4-Region: West	47%	(249)	43%	(229)	9%	(49)	527
James Bond Fans	52%	(716)	43%	(592)	5%	(71)	1379

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 for each of the following?*
Action movies

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	38%	(835)	47%	(1049)	15%	(325)	2210
Gender: Male	47%	(506)	44%	(471)	9%	(91)	1068
Gender: Female	29%	(330)	51%	(578)	21%	(234)	1142
Age: 18-34	42%	(271)	48%	(311)	9%	(60)	642
Age: 35-44	45%	(164)	44%	(163)	11%	(39)	365
Age: 45-64	38%	(269)	45%	(323)	17%	(122)	714
Age: 65+	27%	(131)	52%	(253)	21%	(105)	489
GenZers: 1997-2012	38%	(97)	53%	(135)	9%	(24)	256
Millennials: 1981-1996	45%	(295)	45%	(296)	10%	(64)	655
GenXers: 1965-1980	43%	(218)	45%	(227)	13%	(65)	510
Baby Boomers: 1946-1964	30%	(210)	51%	(359)	20%	(140)	710
PID: Dem (no lean)	42%	(372)	45%	(397)	14%	(121)	890
PID: Ind (no lean)	34%	(229)	51%	(341)	15%	(99)	670
PID: Rep (no lean)	36%	(234)	48%	(311)	16%	(105)	650
PID/Gender: Dem Men	52%	(220)	41%	(173)	7%	(31)	424
PID/Gender: Dem Women	33%	(152)	48%	(224)	19%	(90)	466
PID/Gender: Ind Men	41%	(139)	49%	(166)	9%	(31)	336
PID/Gender: Ind Women	27%	(90)	52%	(175)	21%	(69)	334
PID/Gender: Rep Men	48%	(147)	43%	(132)	9%	(29)	308
PID/Gender: Rep Women	25%	(87)	52%	(179)	22%	(76)	342
Ideo: Liberal (1-3)	38%	(248)	46%	(297)	16%	(105)	649
Ideo: Moderate (4)	42%	(312)	47%	(346)	11%	(85)	743
Ideo: Conservative (5-7)	35%	(229)	48%	(316)	17%	(114)	659
Educ: < College	37%	(537)	48%	(686)	15%	(215)	1437
Educ: Bachelors degree	42%	(205)	44%	(217)	14%	(69)	491
Educ: Post-grad	33%	(94)	52%	(147)	15%	(42)	282
Income: Under 50k	37%	(464)	47%	(586)	16%	(195)	1244
Income: 50k-100k	39%	(255)	48%	(315)	12%	(81)	651
Income: 100k+	37%	(117)	47%	(148)	16%	(50)	315
Ethnicity: White	34%	(585)	50%	(855)	16%	(270)	1711
Ethnicity: Hispanic	45%	(166)	43%	(162)	12%	(45)	374
Ethnicity: Black	59%	(166)	35%	(98)	6%	(18)	282

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	38%	(835)	47%	(1049)	15%	(325)	2210
Ethnicity: Other	39%	(84)	44%	(96)	17%	(37)	217
All Christian	38%	(370)	47%	(460)	16%	(155)	985
All Non-Christian	33%	(44)	51%	(68)	16%	(21)	134
Atheist	27%	(28)	48%	(48)	25%	(25)	100
Agnostic/Nothing in particular	38%	(238)	51%	(321)	12%	(75)	634
Something Else	44%	(155)	43%	(153)	14%	(49)	357
Religious Non-Protestant/Catholic	35%	(53)	48%	(72)	17%	(26)	151
Evangelical	42%	(246)	43%	(253)	15%	(89)	588
Non-Evangelical	36%	(260)	48%	(346)	15%	(109)	715
Community: Urban	45%	(306)	43%	(290)	12%	(78)	674
Community: Suburban	34%	(334)	50%	(491)	17%	(166)	992
Community: Rural	36%	(195)	49%	(268)	15%	(81)	544
Employ: Private Sector	44%	(294)	46%	(304)	10%	(67)	665
Employ: Government	39%	(43)	48%	(53)	13%	(15)	110
Employ: Self-Employed	38%	(75)	50%	(100)	12%	(24)	200
Employ: Homemaker	27%	(48)	50%	(89)	23%	(41)	178
Employ: Student	42%	(29)	49%	(34)	9%	(7)	70
Employ: Retired	31%	(175)	48%	(271)	21%	(120)	566
Employ: Unemployed	40%	(117)	47%	(139)	13%	(37)	293
Employ: Other	42%	(54)	47%	(59)	11%	(14)	127
Military HH: Yes	39%	(112)	48%	(136)	13%	(38)	286
Military HH: No	38%	(724)	47%	(913)	15%	(287)	1924
RD/WT: Right Direction	44%	(313)	43%	(303)	13%	(90)	707
RD/WT: Wrong Track	35%	(522)	50%	(746)	16%	(235)	1503
Biden Job Approve	41%	(400)	44%	(423)	15%	(148)	971
Biden Job Disapprove	35%	(394)	51%	(572)	14%	(159)	1125
Biden Job Strongly Approve	46%	(204)	40%	(177)	14%	(63)	445
Biden Job Somewhat Approve	37%	(196)	47%	(246)	16%	(85)	527
Biden Job Somewhat Disapprove	38%	(131)	50%	(170)	12%	(40)	340
Biden Job Strongly Disapprove	34%	(264)	51%	(402)	15%	(119)	785

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	38%	(835)	47%	(1049)	15%	(325)	2210
Favorable of Biden	42%	(420)	44%	(441)	15%	(148)	1008
Unfavorable of Biden	34%	(378)	51%	(566)	15%	(161)	1105
Very Favorable of Biden	45%	(212)	40%	(189)	14%	(66)	467
Somewhat Favorable of Biden	38%	(207)	47%	(252)	15%	(82)	541
Somewhat Unfavorable of Biden	35%	(102)	50%	(144)	15%	(45)	290
Very Unfavorable of Biden	34%	(277)	52%	(422)	14%	(116)	815
#1 Issue: Economy	41%	(363)	47%	(413)	11%	(100)	876
#1 Issue: Security	35%	(84)	50%	(123)	15%	(36)	244
#1 Issue: Health Care	42%	(75)	48%	(84)	10%	(18)	177
#1 Issue: Medicare / Social Security	30%	(72)	48%	(115)	22%	(53)	240
#1 Issue: Women's Issues	34%	(112)	46%	(152)	20%	(67)	331
#1 Issue: Education	48%	(36)	48%	(37)	4%	(3)	76
#1 Issue: Energy	41%	(55)	49%	(65)	10%	(13)	134
#1 Issue: Other	29%	(38)	46%	(60)	26%	(34)	132
2020 Vote: Joe Biden	40%	(389)	44%	(426)	15%	(145)	960
2020 Vote: Donald Trump	34%	(241)	51%	(364)	15%	(103)	708
2020 Vote: Other	38%	(23)	44%	(27)	18%	(11)	61
2020 Vote: Didn't Vote	38%	(183)	48%	(232)	14%	(66)	481
2018 House Vote: Democrat	41%	(327)	46%	(363)	13%	(104)	794
2018 House Vote: Republican	34%	(195)	50%	(287)	15%	(87)	570
2016 Vote: Hillary Clinton	41%	(288)	46%	(324)	14%	(96)	708
2016 Vote: Donald Trump	35%	(218)	52%	(325)	13%	(82)	625
2016 Vote: Other	26%	(25)	47%	(44)	27%	(26)	95
2016 Vote: Didn't Vote	39%	(298)	46%	(356)	15%	(117)	771
Voted in 2014: Yes	38%	(458)	47%	(567)	15%	(185)	1211
Voted in 2014: No	38%	(377)	48%	(482)	14%	(140)	999
4-Region: Northeast	32%	(124)	53%	(202)	15%	(57)	383
4-Region: Midwest	31%	(144)	51%	(232)	18%	(81)	456
4-Region: South	42%	(352)	46%	(385)	13%	(108)	844
4-Region: West	41%	(216)	44%	(232)	15%	(79)	527
James Bond Fans	48%	(661)	47%	(645)	5%	(73)	1379

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 for each of the following?*
Spy movies

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	21%	(466)	50%	(1111)	29%	(633)	2210
Gender: Male	28%	(296)	53%	(567)	19%	(205)	1068
Gender: Female	15%	(171)	48%	(543)	37%	(428)	1142
Age: 18-34	21%	(132)	54%	(347)	25%	(163)	642
Age: 35-44	25%	(90)	51%	(186)	24%	(89)	365
Age: 45-64	20%	(142)	47%	(334)	33%	(237)	714
Age: 65+	21%	(102)	50%	(243)	29%	(144)	489
GenZers: 1997-2012	16%	(41)	55%	(140)	29%	(75)	256
Millennials: 1981-1996	24%	(160)	53%	(347)	23%	(148)	655
GenXers: 1965-1980	21%	(107)	47%	(237)	33%	(166)	510
Baby Boomers: 1946-1964	21%	(146)	50%	(356)	29%	(207)	710
PID: Dem (no lean)	25%	(220)	48%	(431)	27%	(239)	890
PID: Ind (no lean)	19%	(126)	52%	(350)	29%	(193)	670
PID: Rep (no lean)	18%	(120)	51%	(330)	31%	(200)	650
PID/Gender: Dem Men	33%	(140)	50%	(210)	17%	(73)	424
PID/Gender: Dem Women	17%	(80)	47%	(221)	36%	(166)	466
PID/Gender: Ind Men	22%	(75)	57%	(191)	21%	(70)	336
PID/Gender: Ind Women	15%	(51)	48%	(159)	37%	(124)	334
PID/Gender: Rep Men	26%	(80)	54%	(166)	20%	(62)	308
PID/Gender: Rep Women	12%	(39)	48%	(164)	41%	(139)	342
Ideo: Liberal (1-3)	24%	(158)	48%	(312)	28%	(179)	649
Ideo: Moderate (4)	22%	(164)	52%	(390)	25%	(189)	743
Ideo: Conservative (5-7)	19%	(124)	49%	(324)	32%	(211)	659
Educ: < College	18%	(259)	50%	(713)	32%	(465)	1437
Educ: Bachelors degree	26%	(127)	53%	(260)	21%	(103)	491
Educ: Post-grad	28%	(80)	49%	(137)	23%	(65)	282
Income: Under 50k	19%	(238)	48%	(599)	33%	(408)	1244
Income: 50k-100k	22%	(142)	54%	(354)	24%	(155)	651
Income: 100k+	28%	(87)	50%	(158)	22%	(70)	315
Ethnicity: White	20%	(346)	51%	(875)	29%	(490)	1711
Ethnicity: Hispanic	26%	(97)	51%	(189)	24%	(88)	374
Ethnicity: Black	25%	(71)	47%	(133)	28%	(79)	282

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Table MCENdem1_4: *In general, what kind of fan do you consider yourself for each of the following?*
Spy movies

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	21%	(466)	50%	(1111)	29%	(633)	2210
Ethnicity: Other	23%	(50)	47%	(103)	30%	(64)	217
All Christian	24%	(235)	48%	(474)	28%	(275)	985
All Non-Christian	25%	(34)	50%	(67)	25%	(33)	134
Atheist	14%	(14)	59%	(59)	28%	(28)	100
Agnostic/Nothing in particular	17%	(109)	53%	(339)	29%	(187)	634
Something Else	21%	(74)	48%	(173)	31%	(110)	357
Religious Non-Protestant/Catholic	27%	(41)	46%	(70)	27%	(40)	151
Evangelical	24%	(144)	45%	(262)	31%	(182)	588
Non-Evangelical	21%	(151)	52%	(372)	27%	(192)	715
Community: Urban	26%	(178)	49%	(331)	24%	(165)	674
Community: Suburban	20%	(194)	52%	(514)	29%	(284)	992
Community: Rural	17%	(94)	49%	(266)	34%	(184)	544
Employ: Private Sector	25%	(168)	52%	(343)	23%	(153)	665
Employ: Government	24%	(26)	51%	(56)	26%	(28)	110
Employ: Self-Employed	18%	(36)	58%	(115)	24%	(48)	200
Employ: Homemaker	12%	(22)	47%	(84)	40%	(72)	178
Employ: Student	20%	(14)	45%	(31)	35%	(25)	70
Employ: Retired	21%	(118)	46%	(262)	33%	(187)	566
Employ: Unemployed	17%	(49)	55%	(161)	29%	(84)	293
Employ: Other	26%	(33)	46%	(58)	28%	(36)	127
Military HH: Yes	23%	(65)	50%	(142)	28%	(79)	286
Military HH: No	21%	(401)	50%	(969)	29%	(554)	1924
RD/WT: Right Direction	29%	(206)	49%	(348)	22%	(152)	707
RD/WT: Wrong Track	17%	(260)	51%	(763)	32%	(480)	1503
Biden Job Approve	25%	(240)	49%	(480)	26%	(251)	971
Biden Job Disapprove	18%	(205)	51%	(576)	31%	(345)	1125
Biden Job Strongly Approve	30%	(135)	46%	(205)	23%	(104)	445
Biden Job Somewhat Approve	20%	(105)	52%	(275)	28%	(147)	527
Biden Job Somewhat Disapprove	20%	(68)	50%	(172)	29%	(100)	340
Biden Job Strongly Disapprove	17%	(137)	51%	(404)	31%	(245)	785

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Table MCENdem1_4: *In general, what kind of fan do you consider yourself for each of the following?*
Spy movies

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	21%	(466)	50%	(1111)	29%	(633)	2210
Favorable of Biden	25%	(255)	50%	(501)	25%	(252)	1008
Unfavorable of Biden	17%	(191)	51%	(564)	32%	(350)	1105
Very Favorable of Biden	30%	(140)	46%	(214)	24%	(113)	467
Somewhat Favorable of Biden	21%	(115)	53%	(287)	26%	(139)	541
Somewhat Unfavorable of Biden	17%	(48)	51%	(147)	33%	(95)	290
Very Unfavorable of Biden	18%	(143)	51%	(417)	31%	(255)	815
#1 Issue: Economy	23%	(206)	49%	(429)	28%	(241)	876
#1 Issue: Security	21%	(51)	51%	(125)	28%	(68)	244
#1 Issue: Health Care	25%	(43)	54%	(95)	22%	(39)	177
#1 Issue: Medicare / Social Security	19%	(44)	48%	(114)	34%	(82)	240
#1 Issue: Women's Issues	16%	(53)	51%	(168)	33%	(110)	331
#1 Issue: Education	26%	(19)	51%	(39)	24%	(18)	76
#1 Issue: Energy	19%	(26)	60%	(80)	21%	(28)	134
#1 Issue: Other	18%	(24)	46%	(60)	36%	(48)	132
2020 Vote: Joe Biden	25%	(240)	51%	(486)	24%	(234)	960
2020 Vote: Donald Trump	19%	(135)	49%	(348)	32%	(225)	708
2020 Vote: Other	24%	(15)	54%	(33)	22%	(14)	61
2020 Vote: Didn't Vote	16%	(77)	51%	(244)	33%	(160)	481
2018 House Vote: Democrat	27%	(212)	51%	(404)	22%	(178)	794
2018 House Vote: Republican	20%	(114)	52%	(294)	28%	(162)	570
2016 Vote: Hillary Clinton	26%	(185)	50%	(350)	24%	(172)	708
2016 Vote: Donald Trump	20%	(125)	52%	(327)	28%	(173)	625
2016 Vote: Other	14%	(13)	59%	(56)	28%	(26)	95
2016 Vote: Didn't Vote	18%	(141)	49%	(375)	33%	(255)	771
Voted in 2014: Yes	24%	(285)	50%	(609)	26%	(316)	1211
Voted in 2014: No	18%	(181)	50%	(502)	32%	(316)	999
4-Region: Northeast	20%	(78)	50%	(191)	30%	(114)	383
4-Region: Midwest	18%	(81)	49%	(225)	33%	(151)	456
4-Region: South	21%	(181)	49%	(416)	29%	(247)	844
4-Region: West	24%	(127)	53%	(279)	23%	(121)	527
James Bond Fans	30%	(417)	60%	(826)	10%	(135)	1379

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

Table MCENdem1_5: *In general, what kind of fan do you consider yourself for each of the following?*
The James Bond franchise

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(419)	43%	(960)	38%	(831)	2210
Gender: Male	28%	(296)	48%	(515)	24%	(257)	1068
Gender: Female	11%	(123)	39%	(444)	50%	(574)	1142
Age: 18-34	16%	(104)	45%	(289)	39%	(249)	642
Age: 35-44	21%	(75)	44%	(161)	36%	(130)	365
Age: 45-64	20%	(144)	40%	(288)	40%	(282)	714
Age: 65+	20%	(96)	46%	(223)	35%	(170)	489
GenZers: 1997-2012	11%	(28)	43%	(110)	46%	(118)	256
Millennials: 1981-1996	20%	(130)	46%	(301)	34%	(224)	655
GenXers: 1965-1980	19%	(95)	40%	(204)	41%	(210)	510
Baby Boomers: 1946-1964	22%	(157)	43%	(308)	35%	(245)	710
PID: Dem (no lean)	22%	(197)	42%	(373)	36%	(320)	890
PID: Ind (no lean)	16%	(106)	46%	(310)	38%	(253)	670
PID: Rep (no lean)	18%	(116)	43%	(276)	40%	(258)	650
PID/Gender: Dem Men	31%	(130)	48%	(203)	22%	(92)	424
PID/Gender: Dem Women	14%	(67)	37%	(171)	49%	(229)	466
PID/Gender: Ind Men	26%	(86)	50%	(169)	24%	(81)	336
PID/Gender: Ind Women	6%	(21)	42%	(142)	51%	(172)	334
PID/Gender: Rep Men	26%	(80)	47%	(144)	27%	(84)	308
PID/Gender: Rep Women	10%	(36)	39%	(132)	51%	(174)	342
Ideo: Liberal (1-3)	21%	(135)	43%	(279)	36%	(236)	649
Ideo: Moderate (4)	20%	(152)	46%	(341)	34%	(251)	743
Ideo: Conservative (5-7)	18%	(121)	42%	(280)	39%	(258)	659
Educ: < College	15%	(211)	41%	(595)	44%	(630)	1437
Educ: Bachelors degree	27%	(131)	47%	(232)	26%	(128)	491
Educ: Post-grad	27%	(77)	47%	(132)	26%	(73)	282
Income: Under 50k	16%	(197)	41%	(507)	43%	(540)	1244
Income: 50k-100k	22%	(141)	45%	(292)	34%	(218)	651
Income: 100k+	26%	(82)	51%	(161)	23%	(73)	315
Ethnicity: White	19%	(324)	44%	(751)	37%	(635)	1711
Ethnicity: Hispanic	19%	(70)	39%	(147)	42%	(157)	374
Ethnicity: Black	21%	(58)	42%	(120)	37%	(105)	282

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Table MCENdem1_5: *In general, what kind of fan do you consider yourself for each of the following?*
The James Bond franchise

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(419)	43%	(960)	38%	(831)	2210
Ethnicity: Other	17%	(37)	41%	(89)	42%	(91)	217
All Christian	21%	(208)	44%	(429)	35%	(348)	985
All Non-Christian	29%	(38)	43%	(58)	28%	(37)	134
Atheist	20%	(20)	46%	(46)	34%	(34)	100
Agnostic/Nothing in particular	16%	(98)	43%	(271)	42%	(265)	634
Something Else	15%	(54)	44%	(157)	41%	(146)	357
Religious Non-Protestant/Catholic	28%	(43)	43%	(64)	29%	(44)	151
Evangelical	19%	(110)	44%	(260)	37%	(219)	588
Non-Evangelical	19%	(139)	44%	(311)	37%	(265)	715
Community: Urban	23%	(157)	43%	(291)	34%	(226)	674
Community: Suburban	17%	(171)	46%	(455)	37%	(366)	992
Community: Rural	17%	(92)	39%	(214)	44%	(239)	544
Employ: Private Sector	24%	(163)	46%	(306)	29%	(196)	665
Employ: Government	15%	(16)	45%	(50)	40%	(44)	110
Employ: Self-Employed	21%	(41)	46%	(92)	33%	(67)	200
Employ: Homemaker	8%	(14)	37%	(65)	55%	(98)	178
Employ: Student	12%	(9)	34%	(24)	53%	(38)	70
Employ: Retired	21%	(120)	42%	(235)	37%	(211)	566
Employ: Unemployed	12%	(36)	47%	(137)	41%	(120)	293
Employ: Other	16%	(20)	40%	(50)	44%	(56)	127
Military HH: Yes	20%	(58)	47%	(135)	32%	(93)	286
Military HH: No	19%	(361)	43%	(825)	38%	(738)	1924
RD/WT: Right Direction	26%	(182)	47%	(335)	27%	(190)	707
RD/WT: Wrong Track	16%	(238)	42%	(625)	43%	(641)	1503
Biden Job Approve	22%	(213)	44%	(426)	34%	(331)	971
Biden Job Disapprove	16%	(185)	43%	(487)	40%	(453)	1125
Biden Job Strongly Approve	26%	(118)	45%	(199)	29%	(128)	445
Biden Job Somewhat Approve	18%	(96)	43%	(228)	39%	(203)	527
Biden Job Somewhat Disapprove	15%	(51)	45%	(154)	40%	(135)	340
Biden Job Strongly Disapprove	17%	(134)	42%	(333)	41%	(318)	785

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Table MCENdem1_5: *In general, what kind of fan do you consider yourself for each of the following?*
The James Bond franchise

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(419)	43%	(960)	38%	(831)	2210
Favorable of Biden	22%	(224)	43%	(436)	35%	(348)	1008
Unfavorable of Biden	16%	(179)	44%	(485)	40%	(440)	1105
Very Favorable of Biden	26%	(122)	44%	(206)	30%	(138)	467
Somewhat Favorable of Biden	19%	(101)	43%	(230)	39%	(210)	541
Somewhat Unfavorable of Biden	15%	(43)	45%	(130)	40%	(117)	290
Very Unfavorable of Biden	17%	(136)	44%	(355)	40%	(324)	815
#1 Issue: Economy	21%	(183)	44%	(384)	35%	(309)	876
#1 Issue: Security	20%	(48)	47%	(115)	33%	(80)	244
#1 Issue: Health Care	24%	(42)	41%	(73)	35%	(62)	177
#1 Issue: Medicare / Social Security	19%	(47)	44%	(104)	37%	(89)	240
#1 Issue: Women's Issues	13%	(42)	38%	(124)	50%	(165)	331
#1 Issue: Education	19%	(14)	45%	(34)	37%	(28)	76
#1 Issue: Energy	17%	(23)	55%	(74)	28%	(37)	134
#1 Issue: Other	15%	(20)	39%	(51)	46%	(61)	132
2020 Vote: Joe Biden	23%	(221)	43%	(417)	34%	(322)	960
2020 Vote: Donald Trump	18%	(129)	44%	(310)	38%	(270)	708
2020 Vote: Other	14%	(9)	61%	(38)	24%	(15)	61
2020 Vote: Didn't Vote	13%	(61)	41%	(195)	47%	(224)	481
2018 House Vote: Democrat	24%	(187)	46%	(363)	31%	(244)	794
2018 House Vote: Republican	19%	(108)	45%	(255)	36%	(207)	570
2016 Vote: Hillary Clinton	23%	(165)	45%	(316)	32%	(227)	708
2016 Vote: Donald Trump	19%	(117)	45%	(282)	36%	(225)	625
2016 Vote: Other	21%	(20)	47%	(45)	32%	(31)	95
2016 Vote: Didn't Vote	15%	(113)	41%	(315)	45%	(344)	771
Voted in 2014: Yes	22%	(268)	45%	(545)	33%	(398)	1211
Voted in 2014: No	15%	(151)	42%	(415)	43%	(433)	999
4-Region: Northeast	20%	(75)	44%	(170)	36%	(138)	383
4-Region: Midwest	16%	(71)	40%	(183)	44%	(202)	456
4-Region: South	19%	(161)	42%	(356)	39%	(328)	844
4-Region: West	21%	(112)	48%	(252)	31%	(163)	527
James Bond Fans	30%	(419)	70%	(960)	—	(0)	1379

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	256	12%
	Millennials: 1981-1996	655	30%
	GenXers: 1965-1980	510	23%
	Baby Boomers: 1946-1964	710	32%
	N	2130	
xpid3	PID: Dem (no lean)	890	40%
	PID: Ind (no lean)	670	30%
	PID: Rep (no lean)	650	29%
	N	2210	
xpidGender	PID/Gender: Dem Men	424	19%
	PID/Gender: Dem Women	466	21%
	PID/Gender: Ind Men	336	15%
	PID/Gender: Ind Women	334	15%
	PID/Gender: Rep Men	308	14%
	PID/Gender: Rep Women	342	15%
	N	2210	
xdemIdeo3	Ideo: Liberal (1-3)	649	29%
	Ideo: Moderate (4)	743	34%
	Ideo: Conservative (5-7)	659	30%
	N	2052	
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	1244	56%
	Income: 50k-100k	651	29%
	Income: 100k+	315	14%
	N	2210	
xdemWhite	Ethnicity: White	1711	77%
xdemHispBin	Ethnicity: Hispanic	374	17%
demBlackBin	Ethnicity: Black	282	13%
demRaceOther	Ethnicity: Other	217	10%
xdemReligion	All Christian	985	45%
	All Non-Christian	134	6%
	Atheist	100	5%
	Agnostic/Nothing in particular	634	29%
	Something Else	357	16%
	N	2210	
xdemReligOther	Religious Non-Protestant/Catholic	151	7%
xdemEvang	Evangelical	588	27%
	Non-Evangelical	715	32%
	N	1304	
xdemUsr	Community: Urban	674	31%
	Community: Suburban	992	45%
	Community: Rural	544	25%
	N	2210	
xdemEmploy	Employ: Private Sector	665	30%
	Employ: Government	110	5%
	Employ: Self-Employed	200	9%
	Employ: Homemaker	178	8%
	Employ: Student	70	3%
	Employ: Retired	566	26%
	Employ: Unemployed	293	13%
	Employ: Other	127	6%
	N	2210	
xdemMilHH1	Military HH: Yes	286	13%
	Military HH: No	1924	87%
	N	2210	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	707	32%
	RD/WT: Wrong Track	1503	68%
	N	2210	
xdemBidenApprove	Biden Job Approve	971	44%
	Biden Job Disapprove	1125	51%
	N	2096	
xdemBidenApprove2	Biden Job Strongly Approve	445	20%
	Biden Job Somewhat Approve	527	24%
	Biden Job Somewhat Disapprove	340	15%
	Biden Job Strongly Disapprove	785	36%
	N	2096	
xdemBidenFav	Favorable of Biden	1008	46%
	Unfavorable of Biden	1105	50%
	N	2113	
xdemBidenFavFull	Very Favorable of Biden	467	21%
	Somewhat Favorable of Biden	541	24%
	Somewhat Unfavorable of Biden	290	13%
	Very Unfavorable of Biden	815	37%
	N	2113	
xnr3	#1 Issue: Economy	876	40%
	#1 Issue: Security	244	11%
	#1 Issue: Health Care	177	8%
	#1 Issue: Medicare / Social Security	240	11%
	#1 Issue: Women's Issues	331	15%
	#1 Issue: Education	76	3%
	#1 Issue: Energy	134	6%
	#1 Issue: Other	132	6%
	N	2210	
xsubVote20O	2020 Vote: Joe Biden	960	43%
	2020 Vote: Donald Trump	708	32%
	2020 Vote: Other	61	3%
	2020 Vote: Didn't Vote	481	22%
	N	2210	
xsubVote18O	2018 House Vote: Democrat	794	36%
	2018 House Vote: Republican	570	26%
	2018 House Vote: Someone else	40	2%
	N	1404	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	708	32%
	2016 Vote: Donald Trump	625	28%
	2016 Vote: Other	95	4%
	2016 Vote: Didn't Vote	771	35%
	N	2199	
xsubVote14O	Voted in 2014: Yes	1211	55%
	Voted in 2014: No	999	45%
	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	James Bond Fans	1379	62%

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

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