



National Tracking Poll #2210200
October 31 - November 02, 2022

Crosstabulation Results

Methodology:

This poll was conducted between October 31-November 2, 2022 among a sample of 2217 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, age, race, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table MCEN1: Which of the following statements comes closest to your view, even if none is exactly right?

Demographic	I enjoy superhero movies and will continue to see them in theaters		I enjoy superhero movies, but I'm getting a little tired of so many of them		I don't enjoy superhero movies, but I still go see some films occasionally		I don't enjoy superhero movies and I don't see them in theaters		Total N
Adults	37%	(813)	25%	(557)	13%	(294)	25%	(553)	2217
Gender: Male	42%	(448)	27%	(293)	10%	(111)	20%	(219)	1071
Gender: Female	32%	(365)	23%	(264)	16%	(183)	29%	(334)	1146
Age: 18-34	51%	(331)	23%	(149)	11%	(69)	15%	(95)	644
Age: 35-44	47%	(173)	29%	(106)	11%	(40)	13%	(47)	367
Age: 45-64	31%	(223)	27%	(196)	15%	(110)	26%	(187)	716
Age: 65+	17%	(85)	22%	(106)	15%	(75)	45%	(223)	490
GenZers: 1997-2012	49%	(86)	24%	(42)	17%	(31)	10%	(17)	176
Millennials: 1981-1996	51%	(375)	25%	(180)	9%	(65)	15%	(111)	731
GenXers: 1965-1980	39%	(213)	27%	(149)	13%	(75)	21%	(116)	553
Baby Boomers: 1946-1964	19%	(132)	25%	(168)	17%	(118)	39%	(264)	681
PID: Dem (no lean)	36%	(299)	26%	(218)	14%	(116)	24%	(198)	831
PID: Ind (no lean)	38%	(250)	25%	(165)	12%	(78)	24%	(159)	653
PID: Rep (no lean)	36%	(263)	24%	(174)	14%	(100)	27%	(196)	734
PID/Gender: Dem Men	46%	(177)	29%	(112)	8%	(32)	16%	(61)	383
PID/Gender: Dem Women	27%	(121)	24%	(106)	19%	(84)	30%	(137)	448
PID/Gender: Ind Men	40%	(126)	28%	(87)	11%	(36)	22%	(68)	317
PID/Gender: Ind Women	37%	(125)	23%	(78)	13%	(42)	27%	(91)	335
PID/Gender: Rep Men	39%	(145)	25%	(94)	11%	(43)	24%	(89)	371
PID/Gender: Rep Women	33%	(119)	22%	(80)	16%	(58)	29%	(106)	363
Ideo: Liberal (1-3)	38%	(245)	26%	(171)	12%	(76)	24%	(157)	649
Ideo: Moderate (4)	37%	(256)	25%	(173)	14%	(97)	24%	(165)	691
Ideo: Conservative (5-7)	34%	(252)	25%	(184)	15%	(108)	26%	(191)	735
Educ: < College	39%	(569)	23%	(337)	12%	(176)	25%	(360)	1442
Educ: Bachelors degree	31%	(154)	30%	(149)	15%	(73)	24%	(117)	492
Educ: Post-grad	32%	(89)	25%	(72)	16%	(46)	27%	(76)	283

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Table MCEN1: Which of the following statements comes closest to your view, even if none is exactly right?

Demographic	I enjoy superhero movies and will continue to see them in theaters		I enjoy superhero movies, but I'm getting a little tired of so many of them		I don't enjoy superhero movies, but I still go see some films occasionally		I don't enjoy superhero movies and I don't see them in theaters		Total N
Adults	37%	(813)	25%	(557)	13%	(294)	25%	(553)	2217
Income: Under 50k	38%	(453)	25%	(306)	11%	(138)	26%	(311)	1209
Income: 50k-100k	36%	(242)	25%	(171)	16%	(106)	24%	(161)	680
Income: 100k+	36%	(117)	24%	(80)	15%	(50)	25%	(81)	328
Ethnicity: White	33%	(574)	24%	(418)	14%	(238)	28%	(486)	1716
Ethnicity: Hispanic	44%	(165)	26%	(96)	12%	(47)	18%	(68)	375
Ethnicity: Black	50%	(142)	24%	(68)	10%	(29)	16%	(44)	283
Ethnicity: Other	44%	(97)	33%	(71)	12%	(27)	11%	(23)	218
All Christian	32%	(315)	25%	(252)	15%	(148)	28%	(277)	992
All Non-Christian	35%	(48)	31%	(42)	12%	(16)	22%	(29)	135
Atheist	36%	(39)	22%	(24)	19%	(21)	23%	(25)	109
Agnostic/Nothing in particular	39%	(237)	24%	(147)	11%	(65)	26%	(155)	604
Something Else	46%	(173)	25%	(93)	12%	(44)	17%	(66)	376
Religious Non-Protestant/Catholic	35%	(53)	32%	(48)	12%	(18)	20%	(30)	149
Evangelical	42%	(227)	22%	(119)	13%	(69)	22%	(120)	534
Non-Evangelical	31%	(252)	26%	(212)	15%	(119)	27%	(219)	802
Community: Urban	43%	(293)	23%	(156)	11%	(76)	22%	(149)	675
Community: Suburban	34%	(339)	26%	(257)	15%	(147)	26%	(257)	1001
Community: Rural	33%	(180)	27%	(144)	13%	(71)	27%	(146)	542
Employ: Private Sector	41%	(311)	28%	(213)	15%	(112)	16%	(123)	759
Employ: Government	49%	(50)	21%	(21)	12%	(12)	18%	(19)	102
Employ: Self-Employed	46%	(89)	27%	(52)	8%	(16)	19%	(36)	193
Employ: Homemaker	36%	(51)	23%	(33)	13%	(19)	28%	(40)	143
Employ: Student	49%	(27)	17%	(10)	15%	(8)	19%	(11)	56
Employ: Retired	18%	(101)	24%	(136)	15%	(84)	43%	(246)	568
Employ: Unemployed	42%	(107)	24%	(62)	11%	(27)	23%	(58)	254
Employ: Other	54%	(76)	21%	(31)	11%	(16)	14%	(20)	142
Military HH: Yes	37%	(120)	27%	(89)	15%	(50)	20%	(67)	326
Military HH: No	37%	(692)	25%	(468)	13%	(244)	26%	(486)	1891

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Table MCEN1: Which of the following statements comes closest to your view, even if none is exactly right?

Demographic	I enjoy superhero movies and will continue to see them in theaters		I enjoy superhero movies, but I'm getting a little tired of so many of them		I don't enjoy superhero movies, but I still go see some films occasionally		I don't enjoy superhero movies and I don't see them in theaters		Total N
Adults	37%	(813)	25%	(557)	13%	(294)	25%	(553)	2217
RD/WT: Right Direction	43%	(263)	25%	(150)	12%	(73)	20%	(118)	604
RD/WT: Wrong Track	34%	(550)	25%	(407)	14%	(221)	27%	(435)	1613
Biden Job Approve	39%	(368)	23%	(216)	14%	(126)	24%	(223)	932
Biden Job Disapprove	34%	(401)	27%	(320)	13%	(160)	26%	(307)	1188
Biden Job Strongly Approve	42%	(171)	20%	(80)	15%	(60)	23%	(93)	404
Biden Job Somewhat Approve	37%	(196)	26%	(135)	13%	(67)	25%	(130)	528
Biden Job Somewhat Disapprove	38%	(126)	31%	(104)	11%	(36)	20%	(66)	333
Biden Job Strongly Disapprove	32%	(275)	25%	(216)	15%	(124)	28%	(240)	855
Favorable of Biden	37%	(353)	25%	(240)	14%	(132)	24%	(227)	953
Unfavorable of Biden	36%	(419)	25%	(293)	13%	(156)	26%	(302)	1171
Very Favorable of Biden	39%	(176)	23%	(102)	15%	(67)	23%	(106)	451
Somewhat Favorable of Biden	35%	(178)	27%	(138)	13%	(65)	24%	(122)	502
Somewhat Unfavorable of Biden	44%	(124)	26%	(73)	11%	(30)	20%	(55)	283
Very Unfavorable of Biden	33%	(294)	25%	(221)	14%	(126)	28%	(247)	888
#1 Issue: Economy	37%	(334)	26%	(239)	13%	(122)	23%	(212)	907
#1 Issue: Security	37%	(86)	24%	(56)	13%	(30)	27%	(63)	235
#1 Issue: Health Care	45%	(75)	17%	(29)	11%	(19)	27%	(45)	168
#1 Issue: Medicare / Social Security	25%	(65)	27%	(68)	17%	(43)	31%	(80)	256
#1 Issue: Women's Issues	41%	(125)	21%	(64)	16%	(50)	21%	(64)	303
#1 Issue: Education	57%	(37)	16%	(11)	8%	(6)	18%	(12)	66
#1 Issue: Energy	35%	(59)	34%	(57)	11%	(18)	19%	(31)	166
#1 Issue: Other	27%	(31)	29%	(33)	6%	(7)	39%	(45)	117
2020 Vote: Joe Biden	37%	(355)	27%	(254)	14%	(129)	22%	(214)	952
2020 Vote: Donald Trump	34%	(257)	24%	(182)	15%	(117)	27%	(202)	758
2020 Vote: Other	36%	(27)	29%	(22)	8%	(6)	27%	(20)	75
2020 Vote: Didn't Vote	40%	(174)	23%	(100)	10%	(41)	27%	(116)	432

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Table MCEN1: Which of the following statements comes closest to your view, even if none is exactly right?

Demographic	I enjoy superhero movies and will continue to see them in theaters		I enjoy superhero movies, but I'm getting a little tired of so many of them		I don't enjoy superhero movies, but I still go see some films occasionally		I don't enjoy superhero movies and I don't see them in theaters		Total N
Adults	37%	(813)	25%	(557)	13%	(294)	25%	(553)	2217
2018 House Vote: Democrat	37%	(280)	28%	(211)	12%	(94)	23%	(170)	755
2018 House Vote: Republican	33%	(210)	25%	(160)	15%	(95)	27%	(173)	639
2018 House Vote: Someone else	38%	(22)	19%	(11)	17%	(10)	27%	(16)	59
2016 Vote: Hillary Clinton	36%	(258)	27%	(190)	13%	(93)	24%	(166)	707
2016 Vote: Donald Trump	34%	(232)	24%	(169)	14%	(98)	28%	(190)	689
2016 Vote: Other	35%	(35)	28%	(28)	11%	(11)	26%	(27)	100
2016 Vote: Didn't Vote	40%	(288)	24%	(170)	13%	(91)	23%	(167)	715
Voted in 2014: Yes	35%	(445)	26%	(326)	13%	(165)	26%	(330)	1266
Voted in 2014: No	39%	(367)	24%	(231)	14%	(129)	23%	(223)	951
4-Region: Northeast	36%	(137)	24%	(91)	12%	(45)	29%	(110)	384
4-Region: Midwest	33%	(153)	27%	(122)	12%	(57)	28%	(126)	458
4-Region: South	38%	(319)	24%	(207)	14%	(118)	24%	(203)	847
4-Region: West	39%	(204)	26%	(137)	14%	(74)	21%	(113)	528
Marvel Comics Fans	58%	(742)	32%	(406)	8%	(98)	3%	(35)	1281
Marvel Movies & TV Shows Fans	56%	(798)	32%	(465)	9%	(124)	3%	(49)	1436
Superhero Fans	55%	(789)	34%	(492)	8%	(121)	3%	(45)	1448

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

Table MCEN2_1: How are you planning to first watch the following movies?*Black Panther: Wakanda Forever*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	22%	(481)	40%	(894)	38%	(842)	2217
Gender: Male	25%	(269)	42%	(452)	33%	(350)	1071
Gender: Female	19%	(212)	39%	(442)	43%	(492)	1146
Age: 18-34	34%	(218)	41%	(262)	25%	(164)	644
Age: 35-44	29%	(106)	40%	(147)	31%	(113)	367
Age: 45-64	15%	(110)	46%	(328)	39%	(278)	716
Age: 65+	10%	(47)	32%	(156)	59%	(288)	490
GenZers: 1997-2012	37%	(65)	31%	(54)	33%	(57)	176
Millennials: 1981-1996	31%	(228)	43%	(314)	26%	(189)	731
GenXers: 1965-1980	21%	(118)	45%	(251)	33%	(184)	553
Baby Boomers: 1946-1964	9%	(62)	37%	(255)	53%	(364)	681
PID: Dem (no lean)	26%	(219)	42%	(348)	32%	(264)	831
PID: Ind (no lean)	21%	(140)	42%	(274)	37%	(239)	653
PID: Rep (no lean)	17%	(123)	37%	(272)	46%	(339)	734
PID/Gender: Dem Men	33%	(126)	43%	(163)	25%	(94)	383
PID/Gender: Dem Women	21%	(93)	41%	(185)	38%	(170)	448
PID/Gender: Ind Men	22%	(69)	46%	(145)	33%	(104)	317
PID/Gender: Ind Women	21%	(71)	38%	(129)	40%	(136)	335
PID/Gender: Rep Men	20%	(74)	39%	(144)	41%	(153)	371
PID/Gender: Rep Women	13%	(49)	35%	(128)	51%	(186)	363
Ideo: Liberal (1-3)	27%	(172)	41%	(265)	33%	(212)	649
Ideo: Moderate (4)	22%	(149)	42%	(289)	37%	(254)	691
Ideo: Conservative (5-7)	18%	(129)	37%	(273)	45%	(332)	735
Educ: < College	20%	(294)	43%	(614)	37%	(533)	1442
Educ: Bachelors degree	25%	(122)	36%	(179)	39%	(191)	492
Educ: Post-grad	23%	(65)	36%	(101)	41%	(117)	283
Income: Under 50k	19%	(232)	44%	(536)	36%	(440)	1209
Income: 50k-100k	23%	(157)	38%	(258)	39%	(266)	680
Income: 100k+	28%	(92)	30%	(100)	42%	(136)	328

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Table MCEN2_1: How are you planning to first watch the following movies?
Black Panther: Wakanda Forever

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	22%	(481)	40%	(894)	38%	(842)	2217
Ethnicity: White	17%	(294)	40%	(687)	43%	(736)	1716
Ethnicity: Hispanic	30%	(111)	40%	(149)	31%	(115)	375
Ethnicity: Black	44%	(124)	39%	(111)	17%	(48)	283
Ethnicity: Other	29%	(63)	44%	(96)	27%	(58)	218
All Christian	19%	(186)	39%	(382)	43%	(424)	992
All Non-Christian	21%	(29)	41%	(56)	38%	(51)	135
Atheist	24%	(26)	37%	(41)	39%	(42)	109
Agnostic/Nothing in particular	23%	(142)	39%	(234)	38%	(228)	604
Something Else	26%	(99)	48%	(181)	26%	(97)	376
Religious Non-Protestant/Catholic	22%	(33)	42%	(63)	36%	(54)	149
Evangelical	20%	(106)	45%	(239)	35%	(190)	534
Non-Evangelical	21%	(170)	39%	(313)	40%	(320)	802
Community: Urban	30%	(201)	41%	(276)	29%	(199)	675
Community: Suburban	20%	(202)	39%	(391)	41%	(408)	1001
Community: Rural	15%	(79)	42%	(227)	44%	(236)	542
Employ: Private Sector	29%	(222)	38%	(288)	33%	(249)	759
Employ: Government	28%	(28)	40%	(41)	32%	(33)	102
Employ: Self-Employed	23%	(45)	47%	(91)	30%	(57)	193
Employ: Homemaker	16%	(23)	43%	(61)	41%	(59)	143
Employ: Student	44%	(24)	35%	(19)	22%	(12)	56
Employ: Retired	9%	(49)	36%	(203)	55%	(315)	568
Employ: Unemployed	21%	(52)	49%	(125)	30%	(77)	254
Employ: Other	26%	(37)	45%	(64)	29%	(41)	142
Military HH: Yes	23%	(76)	41%	(132)	36%	(118)	326
Military HH: No	21%	(406)	40%	(761)	38%	(724)	1891
RD/WT: Right Direction	28%	(172)	41%	(248)	31%	(184)	604
RD/WT: Wrong Track	19%	(309)	40%	(646)	41%	(658)	1613

Continued on next page

Table MCEN2_1: How are you planning to first watch the following movies?
Black Panther: Wakanda Forever

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	22%	(481)	40%	(894)	38%	(842)	2217
Biden Job Approve	28%	(257)	42%	(389)	31%	(286)	932
Biden Job Disapprove	17%	(204)	38%	(453)	45%	(532)	1188
Biden Job Strongly Approve	27%	(110)	41%	(166)	32%	(128)	404
Biden Job Somewhat Approve	28%	(147)	42%	(223)	30%	(158)	528
Biden Job Somewhat Disapprove	22%	(74)	44%	(145)	34%	(113)	333
Biden Job Strongly Disapprove	15%	(129)	36%	(308)	49%	(418)	855
Favorable of Biden	27%	(258)	41%	(391)	32%	(304)	953
Unfavorable of Biden	17%	(203)	39%	(461)	43%	(508)	1171
Very Favorable of Biden	25%	(111)	44%	(200)	31%	(140)	451
Somewhat Favorable of Biden	29%	(148)	38%	(190)	33%	(164)	502
Somewhat Unfavorable of Biden	24%	(67)	48%	(136)	29%	(81)	283
Very Unfavorable of Biden	15%	(136)	37%	(325)	48%	(427)	888
#1 Issue: Economy	21%	(192)	40%	(361)	39%	(354)	907
#1 Issue: Security	19%	(44)	34%	(81)	47%	(110)	235
#1 Issue: Health Care	21%	(35)	47%	(79)	32%	(55)	168
#1 Issue: Medicare / Social Security	15%	(39)	41%	(105)	44%	(112)	256
#1 Issue: Women's Issues	27%	(80)	41%	(125)	32%	(97)	303
#1 Issue: Education	45%	(29)	39%	(26)	16%	(11)	66
#1 Issue: Energy	25%	(41)	47%	(77)	29%	(48)	166
#1 Issue: Other	18%	(21)	35%	(40)	48%	(55)	117
2020 Vote: Joe Biden	28%	(264)	41%	(394)	31%	(293)	952
2020 Vote: Donald Trump	15%	(117)	37%	(279)	48%	(363)	758
2020 Vote: Other	25%	(19)	37%	(28)	38%	(28)	75
2020 Vote: Didn't Vote	19%	(81)	45%	(193)	37%	(158)	432
2018 House Vote: Democrat	29%	(216)	41%	(309)	30%	(230)	755
2018 House Vote: Republican	15%	(94)	39%	(252)	46%	(293)	639
2018 House Vote: Someone else	24%	(14)	28%	(17)	48%	(28)	59

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Table MCEN2_1: How are you planning to first watch the following movies?

Black Panther: Wakanda Forever

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	22%	(481)	40%	(894)	38%	(842)	2217
2016 Vote: Hillary Clinton	27%	(188)	41%	(289)	33%	(230)	707
2016 Vote: Donald Trump	16%	(113)	38%	(258)	46%	(318)	689
2016 Vote: Other	26%	(26)	37%	(37)	38%	(38)	100
2016 Vote: Didn't Vote	22%	(155)	43%	(306)	36%	(254)	715
Voted in 2014: Yes	22%	(277)	39%	(495)	39%	(493)	1266
Voted in 2014: No	21%	(205)	42%	(398)	37%	(349)	951
4-Region: Northeast	19%	(74)	40%	(153)	41%	(156)	384
4-Region: Midwest	18%	(82)	38%	(174)	44%	(202)	458
4-Region: South	23%	(192)	40%	(340)	37%	(315)	847
4-Region: West	25%	(133)	43%	(227)	32%	(169)	528
Marvel Comics Fans	32%	(412)	52%	(664)	16%	(205)	1281
Marvel Movies & TV Shows Fans	31%	(444)	52%	(742)	17%	(250)	1436
Superhero Fans	30%	(440)	51%	(741)	18%	(267)	1448

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

Table MCEN2_2: How are you planning to first watch the following movies?*The Marvels*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	15%	(330)	43%	(957)	42%	(930)	2217
Gender: Male	18%	(197)	46%	(491)	36%	(383)	1071
Gender: Female	12%	(133)	41%	(466)	48%	(547)	1146
Age: 18-34	22%	(143)	45%	(293)	32%	(208)	644
Age: 35-44	22%	(79)	48%	(176)	30%	(111)	367
Age: 45-64	11%	(77)	47%	(334)	43%	(305)	716
Age: 65+	6%	(30)	32%	(155)	62%	(306)	490
GenZers: 1997-2012	20%	(35)	39%	(70)	40%	(71)	176
Millennials: 1981-1996	22%	(158)	49%	(359)	29%	(214)	731
GenXers: 1965-1980	17%	(93)	46%	(255)	37%	(206)	553
Baby Boomers: 1946-1964	6%	(40)	38%	(258)	56%	(382)	681
PID: Dem (no lean)	17%	(143)	41%	(343)	42%	(345)	831
PID: Ind (no lean)	13%	(83)	46%	(299)	41%	(271)	653
PID: Rep (no lean)	14%	(104)	43%	(316)	43%	(314)	734
PID/Gender: Dem Men	24%	(94)	46%	(175)	30%	(114)	383
PID/Gender: Dem Women	11%	(49)	38%	(168)	51%	(230)	448
PID/Gender: Ind Men	12%	(37)	48%	(151)	41%	(129)	317
PID/Gender: Ind Women	14%	(46)	44%	(148)	42%	(142)	335
PID/Gender: Rep Men	18%	(66)	45%	(165)	38%	(140)	371
PID/Gender: Rep Women	11%	(38)	41%	(150)	48%	(174)	363
Ideo: Liberal (1-3)	17%	(108)	40%	(261)	43%	(280)	649
Ideo: Moderate (4)	14%	(99)	46%	(321)	39%	(272)	691
Ideo: Conservative (5-7)	13%	(97)	44%	(323)	43%	(316)	735
Educ: < College	15%	(213)	46%	(657)	40%	(572)	1442
Educ: Bachelors degree	16%	(79)	39%	(192)	45%	(222)	492
Educ: Post-grad	13%	(38)	39%	(109)	48%	(136)	283
Income: Under 50k	13%	(156)	46%	(559)	41%	(494)	1209
Income: 50k-100k	15%	(105)	43%	(291)	42%	(285)	680
Income: 100k+	21%	(69)	33%	(108)	46%	(151)	328

Continued on next page

Table MCEN2_2: How are you planning to first watch the following movies?

The Marvels

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	15%	(330)	43%	(957)	42%	(930)	2217
Ethnicity: White	12%	(212)	42%	(729)	45%	(775)	1716
Ethnicity: Hispanic	20%	(76)	44%	(166)	35%	(132)	375
Ethnicity: Black	27%	(75)	44%	(126)	29%	(82)	283
Ethnicity: Other	19%	(42)	47%	(103)	33%	(73)	218
All Christian	13%	(126)	42%	(418)	45%	(448)	992
All Non-Christian	18%	(24)	34%	(46)	48%	(65)	135
Atheist	15%	(16)	39%	(42)	46%	(51)	109
Agnostic/Nothing in particular	15%	(93)	42%	(251)	43%	(260)	604
Something Else	19%	(71)	53%	(199)	28%	(106)	376
Religious Non-Protestant/Catholic	17%	(26)	38%	(57)	44%	(66)	149
Evangelical	15%	(80)	48%	(257)	37%	(197)	534
Non-Evangelical	14%	(112)	43%	(345)	43%	(345)	802
Community: Urban	21%	(142)	43%	(287)	36%	(246)	675
Community: Suburban	14%	(139)	41%	(415)	45%	(446)	1001
Community: Rural	9%	(49)	47%	(255)	44%	(237)	542
Employ: Private Sector	19%	(145)	44%	(335)	37%	(279)	759
Employ: Government	18%	(18)	45%	(46)	37%	(38)	102
Employ: Self-Employed	17%	(33)	43%	(84)	39%	(76)	193
Employ: Homemaker	12%	(17)	50%	(71)	39%	(55)	143
Employ: Student	29%	(16)	40%	(22)	31%	(17)	56
Employ: Retired	5%	(31)	35%	(200)	59%	(337)	568
Employ: Unemployed	15%	(39)	51%	(130)	33%	(85)	254
Employ: Other	21%	(30)	49%	(69)	30%	(43)	142
Military HH: Yes	14%	(46)	45%	(146)	41%	(134)	326
Military HH: No	15%	(284)	43%	(811)	42%	(796)	1891
RD/WT: Right Direction	20%	(121)	41%	(246)	39%	(237)	604
RD/WT: Wrong Track	13%	(209)	44%	(711)	43%	(693)	1613

Continued on next page

Table MCEN2_2: How are you planning to first watch the following movies?
 The Marvels

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	15%	(330)	43%	(957)	42%	(930)	2217
Biden Job Approve	18%	(169)	42%	(392)	40%	(371)	932
Biden Job Disapprove	13%	(151)	44%	(517)	44%	(520)	1188
Biden Job Strongly Approve	20%	(82)	39%	(157)	41%	(165)	404
Biden Job Somewhat Approve	16%	(87)	45%	(235)	39%	(206)	528
Biden Job Somewhat Disapprove	19%	(62)	45%	(149)	37%	(122)	333
Biden Job Strongly Disapprove	10%	(89)	43%	(367)	47%	(398)	855
Favorable of Biden	18%	(167)	42%	(403)	40%	(383)	953
Unfavorable of Biden	13%	(152)	44%	(513)	43%	(506)	1171
Very Favorable of Biden	18%	(81)	41%	(185)	41%	(185)	451
Somewhat Favorable of Biden	17%	(86)	43%	(218)	39%	(198)	502
Somewhat Unfavorable of Biden	17%	(49)	49%	(139)	34%	(95)	283
Very Unfavorable of Biden	12%	(103)	42%	(374)	46%	(411)	888
#1 Issue: Economy	16%	(145)	43%	(394)	41%	(367)	907
#1 Issue: Security	14%	(32)	41%	(96)	46%	(107)	235
#1 Issue: Health Care	16%	(27)	41%	(69)	43%	(72)	168
#1 Issue: Medicare / Social Security	9%	(22)	42%	(108)	49%	(126)	256
#1 Issue: Women's Issues	18%	(56)	44%	(132)	38%	(115)	303
#1 Issue: Education	28%	(19)	47%	(31)	25%	(16)	66
#1 Issue: Energy	12%	(19)	51%	(84)	38%	(62)	166
#1 Issue: Other	9%	(10)	37%	(43)	54%	(63)	117
2020 Vote: Joe Biden	17%	(160)	42%	(400)	41%	(392)	952
2020 Vote: Donald Trump	13%	(98)	43%	(324)	44%	(336)	758
2020 Vote: Other	12%	(9)	46%	(35)	42%	(32)	75
2020 Vote: Didn't Vote	14%	(62)	46%	(199)	39%	(171)	432
2018 House Vote: Democrat	17%	(132)	42%	(315)	41%	(307)	755
2018 House Vote: Republican	13%	(80)	42%	(272)	45%	(287)	639
2018 House Vote: Someone else	10%	(6)	41%	(24)	49%	(29)	59

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Table MCEN2_2: How are you planning to first watch the following movies?

The Marvels

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	15%	(330)	43%	(957)	42%	(930)	2217
2016 Vote: Hillary Clinton	16%	(113)	42%	(298)	42%	(297)	707
2016 Vote: Donald Trump	14%	(96)	41%	(283)	45%	(309)	689
2016 Vote: Other	17%	(17)	40%	(40)	43%	(43)	100
2016 Vote: Didn't Vote	15%	(104)	47%	(333)	39%	(278)	715
Voted in 2014: Yes	15%	(190)	42%	(529)	43%	(547)	1266
Voted in 2014: No	15%	(140)	45%	(429)	40%	(383)	951
4-Region: Northeast	15%	(56)	39%	(151)	46%	(176)	384
4-Region: Midwest	12%	(56)	43%	(195)	45%	(206)	458
4-Region: South	16%	(136)	43%	(360)	41%	(351)	847
4-Region: West	15%	(82)	47%	(251)	37%	(196)	528
Marvel Comics Fans	23%	(293)	62%	(788)	16%	(199)	1281
Marvel Movies & TV Shows Fans	22%	(318)	60%	(867)	17%	(250)	1436
Superhero Fans	22%	(315)	59%	(854)	19%	(279)	1448

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

Table MCEN2_3: How are you planning to first watch the following movies?
Guardians of the Galaxy: Volume 3

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	20%	(443)	40%	(895)	40%	(879)	2217
Gender: Male	25%	(265)	44%	(469)	31%	(337)	1071
Gender: Female	16%	(178)	37%	(426)	47%	(542)	1146
Age: 18-34	30%	(193)	41%	(264)	29%	(187)	644
Age: 35-44	28%	(104)	47%	(171)	25%	(91)	367
Age: 45-64	14%	(102)	43%	(306)	43%	(308)	716
Age: 65+	9%	(43)	31%	(154)	60%	(293)	490
GenZers: 1997-2012	29%	(52)	36%	(63)	35%	(62)	176
Millennials: 1981-1996	29%	(213)	45%	(331)	26%	(187)	731
GenXers: 1965-1980	20%	(110)	42%	(235)	38%	(209)	553
Baby Boomers: 1946-1964	9%	(64)	37%	(250)	54%	(367)	681
PID: Dem (no lean)	20%	(167)	41%	(341)	39%	(323)	831
PID: Ind (no lean)	19%	(122)	43%	(282)	38%	(248)	653
PID: Rep (no lean)	21%	(153)	37%	(273)	42%	(308)	734
PID/Gender: Dem Men	28%	(108)	45%	(172)	27%	(103)	383
PID/Gender: Dem Women	13%	(60)	38%	(169)	49%	(219)	448
PID/Gender: Ind Men	22%	(68)	47%	(149)	31%	(100)	317
PID/Gender: Ind Women	16%	(54)	40%	(133)	44%	(148)	335
PID/Gender: Rep Men	24%	(89)	40%	(148)	36%	(134)	371
PID/Gender: Rep Women	18%	(64)	34%	(124)	48%	(174)	363
Ideo: Liberal (1-3)	22%	(140)	41%	(266)	37%	(243)	649
Ideo: Moderate (4)	18%	(123)	43%	(294)	40%	(274)	691
Ideo: Conservative (5-7)	20%	(149)	38%	(281)	42%	(305)	735
Educ: < College	19%	(280)	43%	(620)	38%	(541)	1442
Educ: Bachelors degree	21%	(106)	36%	(178)	42%	(209)	492
Educ: Post-grad	20%	(57)	35%	(98)	45%	(129)	283
Income: Under 50k	17%	(202)	43%	(526)	40%	(481)	1209
Income: 50k-100k	23%	(157)	38%	(257)	39%	(266)	680
Income: 100k+	25%	(83)	34%	(113)	40%	(132)	328

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Table MCEN2_3: How are you planning to first watch the following movies?
Guardians of the Galaxy: Volume 3

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	20%	(443)	40%	(895)	40%	(879)	2217
Ethnicity: White	19%	(322)	39%	(665)	42%	(729)	1716
Ethnicity: Hispanic	28%	(105)	42%	(159)	30%	(111)	375
Ethnicity: Black	23%	(65)	43%	(123)	34%	(95)	283
Ethnicity: Other	26%	(56)	49%	(108)	25%	(54)	218
All Christian	18%	(179)	38%	(375)	44%	(438)	992
All Non-Christian	24%	(32)	34%	(46)	42%	(57)	135
Atheist	25%	(28)	36%	(40)	38%	(42)	109
Agnostic/Nothing in particular	21%	(126)	42%	(253)	37%	(224)	604
Something Else	21%	(78)	48%	(181)	31%	(117)	376
Religious Non-Protestant/Catholic	23%	(34)	35%	(53)	42%	(62)	149
Evangelical	19%	(101)	44%	(237)	37%	(197)	534
Non-Evangelical	19%	(150)	38%	(306)	43%	(347)	802
Community: Urban	24%	(161)	41%	(280)	35%	(234)	675
Community: Suburban	21%	(206)	38%	(383)	41%	(412)	1001
Community: Rural	14%	(76)	43%	(232)	43%	(233)	542
Employ: Private Sector	27%	(205)	40%	(304)	33%	(251)	759
Employ: Government	18%	(18)	45%	(46)	37%	(38)	102
Employ: Self-Employed	20%	(39)	51%	(99)	29%	(55)	193
Employ: Homemaker	21%	(30)	40%	(57)	39%	(56)	143
Employ: Student	38%	(21)	28%	(15)	34%	(19)	56
Employ: Retired	8%	(43)	34%	(194)	58%	(330)	568
Employ: Unemployed	20%	(51)	47%	(119)	33%	(84)	254
Employ: Other	24%	(35)	43%	(61)	32%	(46)	142
Military HH: Yes	22%	(70)	40%	(132)	38%	(124)	326
Military HH: No	20%	(373)	40%	(764)	40%	(755)	1891
RD/WT: Right Direction	25%	(149)	40%	(240)	36%	(215)	604
RD/WT: Wrong Track	18%	(294)	41%	(656)	41%	(664)	1613

Continued on next page

Table MCEN2_3: How are you planning to first watch the following movies?
Guardians of the Galaxy: Volume 3

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	20%	(443)	40%	(895)	40%	(879)	2217
Biden Job Approve	23%	(212)	41%	(382)	36%	(338)	932
Biden Job Disapprove	18%	(213)	39%	(468)	43%	(507)	1188
Biden Job Strongly Approve	23%	(91)	43%	(176)	34%	(137)	404
Biden Job Somewhat Approve	23%	(121)	39%	(206)	38%	(201)	528
Biden Job Somewhat Disapprove	19%	(64)	41%	(137)	40%	(132)	333
Biden Job Strongly Disapprove	17%	(148)	39%	(331)	44%	(376)	855
Favorable of Biden	21%	(205)	41%	(394)	37%	(354)	953
Unfavorable of Biden	19%	(220)	39%	(456)	42%	(496)	1171
Very Favorable of Biden	21%	(92)	45%	(204)	34%	(154)	451
Somewhat Favorable of Biden	22%	(112)	38%	(190)	40%	(200)	502
Somewhat Unfavorable of Biden	21%	(60)	42%	(118)	37%	(105)	283
Very Unfavorable of Biden	18%	(160)	38%	(338)	44%	(391)	888
#1 Issue: Economy	20%	(183)	41%	(369)	39%	(355)	907
#1 Issue: Security	19%	(46)	39%	(91)	42%	(98)	235
#1 Issue: Health Care	21%	(35)	39%	(65)	41%	(68)	168
#1 Issue: Medicare / Social Security	11%	(29)	43%	(109)	46%	(118)	256
#1 Issue: Women's Issues	24%	(74)	42%	(128)	33%	(101)	303
#1 Issue: Education	37%	(25)	29%	(19)	33%	(22)	66
#1 Issue: Energy	20%	(32)	46%	(76)	35%	(57)	166
#1 Issue: Other	16%	(19)	32%	(38)	51%	(60)	117
2020 Vote: Joe Biden	22%	(207)	40%	(385)	38%	(360)	952
2020 Vote: Donald Trump	20%	(151)	37%	(282)	43%	(325)	758
2020 Vote: Other	21%	(16)	41%	(31)	39%	(29)	75
2020 Vote: Didn't Vote	16%	(69)	46%	(198)	38%	(165)	432
2018 House Vote: Democrat	22%	(164)	42%	(317)	36%	(274)	755
2018 House Vote: Republican	18%	(113)	38%	(245)	44%	(281)	639
2018 House Vote: Someone else	23%	(14)	34%	(20)	42%	(25)	59

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Table MCEN2_3: How are you planning to first watch the following movies?
Guardians of the Galaxy: Volume 3

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	20%	(443)	40%	(895)	40%	(879)	2217
2016 Vote: Hillary Clinton	20%	(142)	41%	(291)	39%	(274)	707
2016 Vote: Donald Trump	19%	(131)	37%	(257)	44%	(300)	689
2016 Vote: Other	23%	(23)	42%	(42)	35%	(36)	100
2016 Vote: Didn't Vote	20%	(147)	42%	(302)	37%	(266)	715
Voted in 2014: Yes	19%	(240)	40%	(509)	41%	(516)	1266
Voted in 2014: No	21%	(203)	41%	(386)	38%	(362)	951
4-Region: Northeast	20%	(78)	37%	(144)	42%	(162)	384
4-Region: Midwest	17%	(76)	39%	(176)	45%	(206)	458
4-Region: South	21%	(174)	40%	(339)	39%	(334)	847
4-Region: West	22%	(115)	45%	(236)	34%	(177)	528
Marvel Comics Fans	29%	(376)	54%	(697)	16%	(208)	1281
Marvel Movies & TV Shows Fans	29%	(414)	54%	(769)	18%	(254)	1436
Superhero Fans	29%	(414)	53%	(766)	19%	(268)	1448

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

Table MCEN2_4: How are you planning to first watch the following movies?
Ant-Man and the Wasp: Quantumania

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	16%	(348)	38%	(838)	47%	(1031)	2217
Gender: Male	20%	(218)	41%	(444)	38%	(409)	1071
Gender: Female	11%	(130)	34%	(394)	54%	(622)	1146
Age: 18-34	26%	(165)	41%	(261)	34%	(218)	644
Age: 35-44	20%	(74)	44%	(161)	36%	(132)	367
Age: 45-64	10%	(75)	40%	(288)	49%	(354)	716
Age: 65+	7%	(34)	26%	(129)	67%	(328)	490
GenZers: 1997-2012	26%	(45)	35%	(62)	40%	(70)	176
Millennials: 1981-1996	23%	(168)	44%	(318)	33%	(245)	731
GenXers: 1965-1980	16%	(86)	41%	(226)	44%	(242)	553
Baby Boomers: 1946-1964	7%	(45)	32%	(219)	61%	(417)	681
PID: Dem (no lean)	17%	(140)	36%	(301)	47%	(391)	831
PID: Ind (no lean)	14%	(92)	41%	(267)	45%	(294)	653
PID: Rep (no lean)	16%	(116)	37%	(271)	47%	(346)	734
PID/Gender: Dem Men	25%	(96)	42%	(160)	33%	(127)	383
PID/Gender: Dem Women	10%	(44)	31%	(140)	59%	(264)	448
PID/Gender: Ind Men	16%	(52)	43%	(136)	41%	(129)	317
PID/Gender: Ind Women	12%	(40)	39%	(130)	49%	(165)	335
PID/Gender: Rep Men	19%	(70)	40%	(148)	41%	(153)	371
PID/Gender: Rep Women	13%	(46)	34%	(123)	53%	(193)	363
Ideo: Liberal (1-3)	18%	(119)	38%	(250)	43%	(280)	649
Ideo: Moderate (4)	13%	(90)	39%	(271)	48%	(331)	691
Ideo: Conservative (5-7)	14%	(105)	37%	(275)	48%	(355)	735
Educ: < College	15%	(213)	40%	(577)	45%	(652)	1442
Educ: Bachelors degree	17%	(82)	35%	(174)	48%	(236)	492
Educ: Post-grad	19%	(54)	31%	(86)	50%	(143)	283
Income: Under 50k	14%	(166)	40%	(485)	46%	(558)	1209
Income: 50k-100k	17%	(117)	36%	(247)	46%	(316)	680
Income: 100k+	20%	(65)	32%	(106)	48%	(157)	328

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Table MCEN2_4: How are you planning to first watch the following movies?
Ant-Man and the Wasp: Quantumania

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	16%	(348)	38%	(838)	47%	(1031)	2217
Ethnicity: White	14%	(238)	37%	(629)	49%	(849)	1716
Ethnicity: Hispanic	23%	(87)	38%	(144)	39%	(145)	375
Ethnicity: Black	24%	(68)	42%	(120)	34%	(95)	283
Ethnicity: Other	19%	(42)	41%	(89)	40%	(87)	218
All Christian	14%	(139)	36%	(356)	50%	(498)	992
All Non-Christian	20%	(27)	30%	(41)	50%	(67)	135
Atheist	18%	(20)	35%	(39)	46%	(50)	109
Agnostic/Nothing in particular	18%	(107)	36%	(218)	46%	(279)	604
Something Else	15%	(56)	49%	(185)	36%	(136)	376
Religious Non-Protestant/Catholic	20%	(30)	32%	(48)	48%	(72)	149
Evangelical	16%	(83)	43%	(228)	42%	(223)	534
Non-Evangelical	13%	(106)	37%	(300)	49%	(396)	802
Community: Urban	21%	(141)	38%	(259)	41%	(276)	675
Community: Suburban	15%	(155)	36%	(361)	48%	(485)	1001
Community: Rural	10%	(53)	40%	(218)	50%	(270)	542
Employ: Private Sector	21%	(163)	40%	(306)	38%	(290)	759
Employ: Government	16%	(16)	44%	(44)	41%	(41)	102
Employ: Self-Employed	18%	(35)	42%	(81)	40%	(77)	193
Employ: Homemaker	9%	(12)	41%	(59)	50%	(71)	143
Employ: Student	39%	(22)	32%	(18)	29%	(16)	56
Employ: Retired	5%	(29)	31%	(174)	64%	(365)	568
Employ: Unemployed	18%	(46)	36%	(93)	45%	(115)	254
Employ: Other	17%	(25)	45%	(63)	38%	(54)	142
Military HH: Yes	17%	(55)	40%	(130)	43%	(141)	326
Military HH: No	15%	(293)	37%	(708)	47%	(890)	1891
RD/WT: Right Direction	21%	(128)	38%	(229)	41%	(247)	604
RD/WT: Wrong Track	14%	(220)	38%	(609)	49%	(784)	1613

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Table MCEN2_4: How are you planning to first watch the following movies?
Ant-Man and the Wasp: Quantumania

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	16%	(348)	38%	(838)	47%	(1031)	2217
Biden Job Approve	20%	(189)	36%	(337)	44%	(407)	932
Biden Job Disapprove	12%	(146)	39%	(459)	49%	(583)	1188
Biden Job Strongly Approve	20%	(82)	36%	(147)	43%	(175)	404
Biden Job Somewhat Approve	20%	(106)	36%	(190)	44%	(232)	528
Biden Job Somewhat Disapprove	14%	(46)	43%	(143)	43%	(144)	333
Biden Job Strongly Disapprove	12%	(100)	37%	(316)	51%	(439)	855
Favorable of Biden	18%	(172)	37%	(354)	45%	(426)	953
Unfavorable of Biden	13%	(155)	38%	(448)	48%	(568)	1171
Very Favorable of Biden	17%	(78)	38%	(171)	45%	(201)	451
Somewhat Favorable of Biden	19%	(94)	37%	(183)	45%	(225)	502
Somewhat Unfavorable of Biden	16%	(45)	43%	(122)	41%	(116)	283
Very Unfavorable of Biden	12%	(110)	37%	(326)	51%	(452)	888
#1 Issue: Economy	15%	(140)	39%	(352)	46%	(415)	907
#1 Issue: Security	13%	(30)	38%	(90)	49%	(115)	235
#1 Issue: Health Care	18%	(31)	35%	(60)	46%	(78)	168
#1 Issue: Medicare / Social Security	10%	(25)	32%	(82)	58%	(149)	256
#1 Issue: Women's Issues	19%	(58)	37%	(112)	44%	(133)	303
#1 Issue: Education	25%	(17)	49%	(32)	26%	(17)	66
#1 Issue: Energy	19%	(31)	44%	(73)	37%	(62)	166
#1 Issue: Other	15%	(17)	32%	(37)	54%	(63)	117
2020 Vote: Joe Biden	18%	(174)	38%	(360)	44%	(418)	952
2020 Vote: Donald Trump	13%	(102)	37%	(277)	50%	(379)	758
2020 Vote: Other	16%	(12)	42%	(32)	42%	(31)	75
2020 Vote: Didn't Vote	14%	(60)	39%	(169)	47%	(203)	432
2018 House Vote: Democrat	18%	(137)	37%	(281)	45%	(337)	755
2018 House Vote: Republican	13%	(81)	38%	(244)	49%	(314)	639
2018 House Vote: Someone else	16%	(9)	37%	(22)	47%	(28)	59

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Table MCEN2_4: How are you planning to first watch the following movies?
Ant-Man and the Wasp: Quantumania

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	16%	(348)	38%	(838)	47%	(1031)	2217
2016 Vote: Hillary Clinton	18%	(124)	36%	(257)	46%	(326)	707
2016 Vote: Donald Trump	14%	(99)	36%	(247)	50%	(343)	689
2016 Vote: Other	19%	(19)	38%	(38)	43%	(43)	100
2016 Vote: Didn't Vote	15%	(106)	41%	(293)	44%	(316)	715
Voted in 2014: Yes	15%	(195)	37%	(468)	48%	(603)	1266
Voted in 2014: No	16%	(153)	39%	(370)	45%	(428)	951
4-Region: Northeast	15%	(58)	35%	(135)	50%	(191)	384
4-Region: Midwest	12%	(55)	35%	(161)	53%	(242)	458
4-Region: South	16%	(135)	40%	(339)	44%	(373)	847
4-Region: West	19%	(99)	39%	(204)	43%	(225)	528
Marvel Comics Fans	23%	(296)	53%	(684)	23%	(300)	1281
Marvel Movies & TV Shows Fans	22%	(322)	52%	(752)	25%	(362)	1436
Superhero Fans	22%	(320)	52%	(751)	26%	(378)	1448

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

Table MCEN2_5: How are you planning to first watch the following movies?
Fantastic Four

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	15%	(333)	44%	(979)	41%	(905)	2217
Gender: Male	21%	(225)	47%	(505)	32%	(341)	1071
Gender: Female	9%	(108)	41%	(473)	49%	(564)	1146
Age: 18-34	22%	(145)	47%	(301)	31%	(199)	644
Age: 35-44	19%	(71)	51%	(187)	29%	(108)	367
Age: 45-64	12%	(86)	47%	(339)	41%	(291)	716
Age: 65+	6%	(31)	31%	(152)	63%	(307)	490
GenZers: 1997-2012	25%	(44)	35%	(62)	40%	(70)	176
Millennials: 1981-1996	20%	(146)	52%	(376)	28%	(208)	731
GenXers: 1965-1980	16%	(90)	48%	(265)	36%	(198)	553
Baby Boomers: 1946-1964	7%	(50)	38%	(259)	55%	(371)	681
PID: Dem (no lean)	17%	(139)	42%	(349)	41%	(342)	831
PID: Ind (no lean)	13%	(84)	49%	(318)	38%	(251)	653
PID: Rep (no lean)	15%	(110)	42%	(311)	43%	(313)	734
PID/Gender: Dem Men	27%	(103)	47%	(181)	26%	(98)	383
PID/Gender: Dem Women	8%	(36)	38%	(168)	54%	(244)	448
PID/Gender: Ind Men	16%	(52)	51%	(161)	33%	(105)	317
PID/Gender: Ind Women	10%	(32)	47%	(157)	43%	(146)	335
PID/Gender: Rep Men	19%	(70)	44%	(163)	37%	(138)	371
PID/Gender: Rep Women	11%	(40)	41%	(148)	48%	(175)	363
Ideo: Liberal (1-3)	18%	(119)	41%	(264)	41%	(266)	649
Ideo: Moderate (4)	13%	(92)	47%	(327)	39%	(273)	691
Ideo: Conservative (5-7)	14%	(101)	44%	(324)	42%	(310)	735
Educ: < College	14%	(206)	48%	(692)	38%	(543)	1442
Educ: Bachelors degree	18%	(88)	36%	(178)	46%	(226)	492
Educ: Post-grad	14%	(39)	38%	(108)	48%	(136)	283
Income: Under 50k	14%	(166)	46%	(553)	40%	(489)	1209
Income: 50k-100k	15%	(105)	45%	(307)	40%	(269)	680
Income: 100k+	19%	(62)	36%	(119)	45%	(147)	328

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Table MCEN2_5: How are you planning to first watch the following movies?

Fantastic Four

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	15%	(333)	44%	(979)	41%	(905)	2217
Ethnicity: White	13%	(222)	42%	(721)	45%	(774)	1716
Ethnicity: Hispanic	24%	(89)	44%	(165)	32%	(121)	375
Ethnicity: Black	24%	(67)	51%	(145)	25%	(71)	283
Ethnicity: Other	20%	(44)	52%	(113)	28%	(61)	218
All Christian	14%	(139)	42%	(419)	44%	(434)	992
All Non-Christian	20%	(27)	37%	(49)	44%	(59)	135
Atheist	13%	(14)	37%	(41)	50%	(55)	109
Agnostic/Nothing in particular	15%	(89)	45%	(269)	41%	(245)	604
Something Else	17%	(64)	53%	(200)	30%	(113)	376
Religious Non-Protestant/Catholic	20%	(29)	39%	(58)	41%	(62)	149
Evangelical	17%	(91)	48%	(255)	35%	(188)	534
Non-Evangelical	13%	(105)	43%	(345)	44%	(353)	802
Community: Urban	20%	(134)	44%	(294)	37%	(246)	675
Community: Suburban	15%	(147)	42%	(423)	43%	(431)	1001
Community: Rural	10%	(52)	48%	(261)	42%	(228)	542
Employ: Private Sector	20%	(154)	47%	(357)	33%	(249)	759
Employ: Government	12%	(12)	51%	(52)	37%	(38)	102
Employ: Self-Employed	17%	(33)	51%	(98)	32%	(62)	193
Employ: Homemaker	9%	(13)	51%	(72)	40%	(57)	143
Employ: Student	33%	(18)	27%	(15)	40%	(22)	56
Employ: Retired	5%	(28)	37%	(208)	58%	(332)	568
Employ: Unemployed	18%	(46)	44%	(111)	38%	(98)	254
Employ: Other	20%	(29)	46%	(65)	34%	(48)	142
Military HH: Yes	15%	(49)	47%	(152)	38%	(125)	326
Military HH: No	15%	(284)	44%	(827)	41%	(780)	1891
RD/WT: Right Direction	22%	(131)	43%	(259)	35%	(213)	604
RD/WT: Wrong Track	13%	(202)	45%	(719)	43%	(692)	1613

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Table MCEN2_5: How are you planning to first watch the following movies?
Fantastic Four

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	15%	(333)	44%	(979)	41%	(905)	2217
Biden Job Approve	20%	(184)	42%	(389)	39%	(360)	932
Biden Job Disapprove	12%	(139)	45%	(535)	43%	(514)	1188
Biden Job Strongly Approve	21%	(84)	41%	(167)	38%	(153)	404
Biden Job Somewhat Approve	19%	(99)	42%	(222)	39%	(207)	528
Biden Job Somewhat Disapprove	13%	(43)	49%	(164)	38%	(125)	333
Biden Job Strongly Disapprove	11%	(96)	43%	(371)	45%	(389)	855
Favorable of Biden	18%	(176)	42%	(401)	39%	(376)	953
Unfavorable of Biden	12%	(142)	45%	(531)	43%	(498)	1171
Very Favorable of Biden	18%	(83)	43%	(194)	38%	(173)	451
Somewhat Favorable of Biden	18%	(92)	41%	(207)	40%	(203)	502
Somewhat Unfavorable of Biden	14%	(39)	52%	(146)	35%	(98)	283
Very Unfavorable of Biden	12%	(103)	43%	(385)	45%	(400)	888
#1 Issue: Economy	15%	(137)	46%	(421)	38%	(349)	907
#1 Issue: Security	17%	(41)	38%	(88)	45%	(106)	235
#1 Issue: Health Care	18%	(31)	41%	(70)	40%	(68)	168
#1 Issue: Medicare / Social Security	8%	(19)	43%	(110)	49%	(127)	256
#1 Issue: Women's Issues	13%	(41)	45%	(136)	42%	(126)	303
#1 Issue: Education	27%	(18)	41%	(27)	32%	(21)	66
#1 Issue: Energy	19%	(32)	50%	(83)	31%	(51)	166
#1 Issue: Other	13%	(15)	37%	(44)	50%	(58)	117
2020 Vote: Joe Biden	18%	(169)	43%	(412)	39%	(370)	952
2020 Vote: Donald Trump	14%	(105)	42%	(321)	44%	(332)	758
2020 Vote: Other	11%	(8)	52%	(39)	37%	(28)	75
2020 Vote: Didn't Vote	12%	(50)	48%	(206)	41%	(175)	432
2018 House Vote: Democrat	19%	(140)	43%	(323)	39%	(292)	755
2018 House Vote: Republican	13%	(82)	42%	(269)	45%	(288)	639
2018 House Vote: Someone else	10%	(6)	44%	(26)	46%	(27)	59

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Table MCEN2_5: How are you planning to first watch the following movies?

Fantastic Four

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	15%	(333)	44%	(979)	41%	(905)	2217
2016 Vote: Hillary Clinton	18%	(127)	42%	(298)	40%	(282)	707
2016 Vote: Donald Trump	14%	(94)	41%	(285)	45%	(309)	689
2016 Vote: Other	10%	(10)	49%	(49)	42%	(42)	100
2016 Vote: Didn't Vote	14%	(102)	48%	(343)	38%	(270)	715
Voted in 2014: Yes	15%	(189)	43%	(539)	42%	(537)	1266
Voted in 2014: No	15%	(144)	46%	(439)	39%	(368)	951
4-Region: Northeast	16%	(63)	42%	(161)	42%	(159)	384
4-Region: Midwest	12%	(53)	43%	(196)	46%	(208)	458
4-Region: South	16%	(134)	44%	(376)	40%	(338)	847
4-Region: West	16%	(83)	47%	(246)	38%	(200)	528
Marvel Comics Fans	23%	(296)	62%	(793)	15%	(191)	1281
Marvel Movies & TV Shows Fans	22%	(316)	60%	(863)	18%	(258)	1436
Superhero Fans	21%	(311)	60%	(869)	19%	(268)	1448

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

Table MCEN2_6: How are you planning to first watch the following movies?
 Blade

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	13%	(288)	41%	(918)	46%	(1011)	2217
Gender: Male	17%	(182)	46%	(497)	37%	(392)	1071
Gender: Female	9%	(106)	37%	(421)	54%	(619)	1146
Age: 18-34	20%	(128)	43%	(280)	37%	(236)	644
Age: 35-44	18%	(68)	51%	(186)	31%	(113)	367
Age: 45-64	10%	(73)	45%	(321)	45%	(322)	716
Age: 65+	4%	(19)	27%	(131)	69%	(340)	490
GenZers: 1997-2012	15%	(27)	34%	(59)	51%	(90)	176
Millennials: 1981-1996	19%	(142)	50%	(363)	31%	(226)	731
GenXers: 1965-1980	16%	(88)	45%	(251)	39%	(215)	553
Baby Boomers: 1946-1964	4%	(30)	34%	(228)	62%	(423)	681
PID: Dem (no lean)	13%	(110)	42%	(346)	45%	(375)	831
PID: Ind (no lean)	12%	(76)	45%	(291)	44%	(285)	653
PID: Rep (no lean)	14%	(102)	38%	(281)	48%	(350)	734
PID/Gender: Dem Men	20%	(75)	50%	(190)	31%	(119)	383
PID/Gender: Dem Women	8%	(35)	35%	(156)	57%	(257)	448
PID/Gender: Ind Men	13%	(42)	50%	(159)	37%	(116)	317
PID/Gender: Ind Women	10%	(35)	39%	(132)	50%	(169)	335
PID/Gender: Rep Men	18%	(66)	40%	(148)	42%	(157)	371
PID/Gender: Rep Women	10%	(36)	37%	(133)	53%	(194)	363
Ideo: Liberal (1-3)	13%	(82)	41%	(263)	47%	(304)	649
Ideo: Moderate (4)	13%	(92)	44%	(304)	43%	(295)	691
Ideo: Conservative (5-7)	12%	(91)	40%	(293)	48%	(352)	735
Educ: < College	14%	(198)	44%	(635)	42%	(608)	1442
Educ: Bachelors degree	13%	(62)	38%	(185)	50%	(246)	492
Educ: Post-grad	10%	(28)	35%	(98)	55%	(157)	283
Income: Under 50k	13%	(152)	43%	(524)	44%	(532)	1209
Income: 50k-100k	12%	(82)	43%	(289)	45%	(309)	680
Income: 100k+	16%	(54)	32%	(105)	52%	(170)	328

Continued on next page

Table MCEN2_6: How are you planning to first watch the following movies?

Blade

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	13%	(288)	41%	(918)	46%	(1011)	2217
Ethnicity: White	10%	(174)	40%	(682)	50%	(860)	1716
Ethnicity: Hispanic	18%	(67)	44%	(167)	38%	(141)	375
Ethnicity: Black	23%	(66)	50%	(141)	27%	(76)	283
Ethnicity: Other	22%	(48)	44%	(95)	34%	(74)	218
All Christian	10%	(104)	41%	(405)	49%	(483)	992
All Non-Christian	15%	(21)	35%	(47)	50%	(67)	135
Atheist	19%	(21)	35%	(38)	46%	(51)	109
Agnostic/Nothing in particular	13%	(80)	41%	(247)	46%	(277)	604
Something Else	17%	(63)	48%	(181)	35%	(133)	376
Religious Non-Protestant/Catholic	15%	(23)	37%	(55)	48%	(72)	149
Evangelical	13%	(69)	46%	(244)	41%	(221)	534
Non-Evangelical	12%	(95)	40%	(321)	48%	(386)	802
Community: Urban	19%	(126)	43%	(289)	39%	(260)	675
Community: Suburban	13%	(134)	38%	(380)	49%	(486)	1001
Community: Rural	5%	(28)	46%	(249)	49%	(264)	542
Employ: Private Sector	19%	(145)	44%	(332)	37%	(282)	759
Employ: Government	8%	(8)	47%	(48)	45%	(46)	102
Employ: Self-Employed	16%	(32)	51%	(98)	33%	(63)	193
Employ: Homemaker	8%	(11)	44%	(63)	48%	(69)	143
Employ: Student	14%	(8)	35%	(19)	51%	(28)	56
Employ: Retired	4%	(21)	32%	(181)	65%	(366)	568
Employ: Unemployed	13%	(33)	45%	(115)	42%	(106)	254
Employ: Other	22%	(31)	43%	(62)	35%	(49)	142
Military HH: Yes	12%	(38)	43%	(139)	46%	(148)	326
Military HH: No	13%	(250)	41%	(779)	46%	(862)	1891
RD/WT: Right Direction	19%	(114)	42%	(256)	39%	(235)	604
RD/WT: Wrong Track	11%	(174)	41%	(663)	48%	(776)	1613

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Table MCEN2_6: How are you planning to first watch the following movies?
 Blade

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	13%	(288)	41%	(918)	46%	(1011)	2217
Biden Job Approve	15%	(144)	41%	(381)	44%	(407)	932
Biden Job Disapprove	11%	(136)	42%	(493)	47%	(558)	1188
Biden Job Strongly Approve	17%	(69)	43%	(173)	40%	(163)	404
Biden Job Somewhat Approve	14%	(76)	39%	(208)	46%	(244)	528
Biden Job Somewhat Disapprove	12%	(41)	46%	(155)	41%	(137)	333
Biden Job Strongly Disapprove	11%	(95)	40%	(339)	49%	(421)	855
Favorable of Biden	14%	(131)	42%	(401)	44%	(421)	953
Unfavorable of Biden	12%	(143)	41%	(477)	47%	(551)	1171
Very Favorable of Biden	14%	(65)	45%	(203)	41%	(183)	451
Somewhat Favorable of Biden	13%	(66)	39%	(198)	47%	(238)	502
Somewhat Unfavorable of Biden	12%	(34)	48%	(136)	40%	(113)	283
Very Unfavorable of Biden	12%	(109)	38%	(341)	49%	(439)	888
#1 Issue: Economy	13%	(120)	43%	(394)	43%	(392)	907
#1 Issue: Security	13%	(31)	38%	(90)	49%	(114)	235
#1 Issue: Health Care	16%	(27)	41%	(69)	43%	(72)	168
#1 Issue: Medicare / Social Security	8%	(20)	35%	(90)	57%	(146)	256
#1 Issue: Women's Issues	14%	(41)	42%	(127)	44%	(134)	303
#1 Issue: Education	19%	(13)	44%	(29)	37%	(24)	66
#1 Issue: Energy	15%	(25)	47%	(77)	38%	(64)	166
#1 Issue: Other	10%	(12)	36%	(42)	54%	(63)	117
2020 Vote: Joe Biden	14%	(130)	43%	(406)	44%	(416)	952
2020 Vote: Donald Trump	13%	(96)	40%	(305)	47%	(357)	758
2020 Vote: Other	13%	(10)	41%	(31)	46%	(35)	75
2020 Vote: Didn't Vote	12%	(53)	41%	(177)	47%	(202)	432
2018 House Vote: Democrat	14%	(103)	43%	(327)	43%	(325)	755
2018 House Vote: Republican	11%	(73)	39%	(248)	50%	(318)	639
2018 House Vote: Someone else	10%	(6)	38%	(23)	51%	(30)	59

Continued on next page

Table MCEN2_6: How are you planning to first watch the following movies?

Blade

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	13%	(288)	41%	(918)	46%	(1011)	2217
2016 Vote: Hillary Clinton	13%	(92)	43%	(305)	44%	(311)	707
2016 Vote: Donald Trump	12%	(83)	38%	(260)	50%	(346)	689
2016 Vote: Other	14%	(14)	39%	(39)	47%	(47)	100
2016 Vote: Didn't Vote	14%	(99)	44%	(311)	43%	(304)	715
Voted in 2014: Yes	12%	(154)	41%	(524)	46%	(588)	1266
Voted in 2014: No	14%	(134)	41%	(394)	44%	(423)	951
4-Region: Northeast	11%	(43)	40%	(153)	49%	(188)	384
4-Region: Midwest	9%	(43)	40%	(185)	50%	(230)	458
4-Region: South	14%	(122)	44%	(369)	42%	(356)	847
4-Region: West	15%	(80)	40%	(212)	45%	(236)	528
Marvel Comics Fans	19%	(244)	56%	(721)	25%	(316)	1281
Marvel Movies & TV Shows Fans	18%	(264)	55%	(792)	27%	(381)	1436
Superhero Fans	18%	(264)	54%	(788)	27%	(396)	1448

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

Table MCEN2_7: How are you planning to first watch the following movies?*Captain America: New World Order*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(414)	40%	(881)	42%	(922)	2217
Gender: Male	24%	(252)	44%	(470)	33%	(349)	1071
Gender: Female	14%	(162)	36%	(411)	50%	(573)	1146
Age: 18-34	26%	(169)	43%	(277)	31%	(198)	644
Age: 35-44	29%	(108)	43%	(158)	27%	(100)	367
Age: 45-64	14%	(98)	43%	(308)	43%	(310)	716
Age: 65+	8%	(39)	28%	(138)	64%	(313)	490
GenZers: 1997-2012	28%	(49)	37%	(65)	35%	(62)	176
Millennials: 1981-1996	27%	(195)	45%	(329)	28%	(206)	731
GenXers: 1965-1980	20%	(110)	41%	(229)	39%	(214)	553
Baby Boomers: 1946-1964	8%	(54)	36%	(244)	56%	(383)	681
PID: Dem (no lean)	20%	(165)	40%	(328)	41%	(337)	831
PID: Ind (no lean)	17%	(108)	41%	(268)	42%	(276)	653
PID: Rep (no lean)	19%	(140)	39%	(284)	42%	(309)	734
PID/Gender: Dem Men	27%	(104)	45%	(173)	28%	(106)	383
PID/Gender: Dem Women	14%	(62)	35%	(155)	52%	(231)	448
PID/Gender: Ind Men	19%	(61)	45%	(144)	35%	(112)	317
PID/Gender: Ind Women	14%	(47)	37%	(124)	49%	(164)	335
PID/Gender: Rep Men	23%	(87)	41%	(153)	35%	(131)	371
PID/Gender: Rep Women	15%	(53)	36%	(131)	49%	(178)	363
Ideo: Liberal (1-3)	22%	(141)	37%	(238)	42%	(270)	649
Ideo: Moderate (4)	17%	(118)	42%	(289)	41%	(285)	691
Ideo: Conservative (5-7)	17%	(128)	40%	(296)	42%	(311)	735
Educ: < College	18%	(255)	43%	(614)	40%	(573)	1442
Educ: Bachelors degree	20%	(100)	37%	(181)	43%	(211)	492
Educ: Post-grad	21%	(59)	30%	(86)	48%	(137)	283
Income: Under 50k	17%	(202)	41%	(490)	43%	(517)	1209
Income: 50k-100k	20%	(134)	41%	(279)	39%	(267)	680
Income: 100k+	24%	(78)	34%	(112)	42%	(138)	328

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Table MCEN2_7: How are you planning to first watch the following movies?
Captain America: New World Order

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(414)	40%	(881)	42%	(922)	2217
Ethnicity: White	16%	(272)	39%	(666)	45%	(778)	1716
Ethnicity: Hispanic	26%	(97)	39%	(147)	35%	(131)	375
Ethnicity: Black	28%	(79)	45%	(127)	27%	(77)	283
Ethnicity: Other	29%	(63)	40%	(88)	31%	(67)	218
All Christian	17%	(167)	37%	(371)	46%	(454)	992
All Non-Christian	23%	(32)	38%	(51)	39%	(53)	135
Atheist	21%	(22)	34%	(37)	45%	(50)	109
Agnostic/Nothing in particular	20%	(118)	39%	(236)	41%	(249)	604
Something Else	20%	(74)	49%	(186)	31%	(116)	376
Religious Non-Protestant/Catholic	23%	(34)	41%	(61)	36%	(54)	149
Evangelical	21%	(110)	41%	(221)	38%	(203)	534
Non-Evangelical	16%	(126)	40%	(317)	45%	(359)	802
Community: Urban	24%	(164)	41%	(277)	35%	(234)	675
Community: Suburban	18%	(181)	38%	(382)	44%	(438)	1001
Community: Rural	13%	(69)	41%	(222)	46%	(250)	542
Employ: Private Sector	24%	(183)	42%	(316)	34%	(260)	759
Employ: Government	15%	(15)	49%	(50)	36%	(37)	102
Employ: Self-Employed	18%	(35)	47%	(91)	34%	(66)	193
Employ: Homemaker	13%	(19)	43%	(62)	43%	(62)	143
Employ: Student	43%	(24)	28%	(15)	29%	(16)	56
Employ: Retired	8%	(46)	31%	(174)	61%	(348)	568
Employ: Unemployed	22%	(55)	43%	(111)	35%	(89)	254
Employ: Other	26%	(37)	44%	(62)	31%	(43)	142
Military HH: Yes	21%	(70)	40%	(131)	38%	(125)	326
Military HH: No	18%	(344)	40%	(750)	42%	(797)	1891
RD/WT: Right Direction	25%	(151)	38%	(232)	37%	(221)	604
RD/WT: Wrong Track	16%	(263)	40%	(649)	43%	(700)	1613

Continued on next page

Table MCEN2_7: How are you planning to first watch the following movies?
 Captain America: New World Order

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(414)	40%	(881)	42%	(922)	2217
Biden Job Approve	23%	(212)	37%	(346)	40%	(374)	932
Biden Job Disapprove	16%	(192)	41%	(484)	43%	(512)	1188
Biden Job Strongly Approve	25%	(103)	36%	(147)	38%	(154)	404
Biden Job Somewhat Approve	21%	(109)	38%	(199)	42%	(221)	528
Biden Job Somewhat Disapprove	18%	(60)	47%	(157)	35%	(116)	333
Biden Job Strongly Disapprove	15%	(132)	38%	(327)	46%	(396)	855
Favorable of Biden	21%	(204)	38%	(365)	40%	(383)	953
Unfavorable of Biden	17%	(196)	40%	(469)	43%	(507)	1171
Very Favorable of Biden	23%	(104)	38%	(172)	39%	(175)	451
Somewhat Favorable of Biden	20%	(100)	38%	(193)	42%	(209)	502
Somewhat Unfavorable of Biden	18%	(52)	48%	(135)	34%	(95)	283
Very Unfavorable of Biden	16%	(143)	38%	(333)	46%	(411)	888
#1 Issue: Economy	21%	(190)	40%	(359)	39%	(357)	907
#1 Issue: Security	17%	(40)	38%	(88)	45%	(107)	235
#1 Issue: Health Care	19%	(31)	43%	(72)	39%	(65)	168
#1 Issue: Medicare / Social Security	9%	(24)	41%	(104)	50%	(128)	256
#1 Issue: Women's Issues	20%	(60)	38%	(114)	43%	(129)	303
#1 Issue: Education	34%	(23)	38%	(25)	27%	(18)	66
#1 Issue: Energy	19%	(31)	46%	(76)	35%	(58)	166
#1 Issue: Other	13%	(15)	36%	(42)	51%	(60)	117
2020 Vote: Joe Biden	21%	(199)	39%	(371)	40%	(382)	952
2020 Vote: Donald Trump	17%	(129)	40%	(301)	43%	(328)	758
2020 Vote: Other	20%	(15)	36%	(27)	44%	(33)	75
2020 Vote: Didn't Vote	16%	(70)	42%	(182)	42%	(179)	432
2018 House Vote: Democrat	20%	(149)	41%	(311)	39%	(295)	755
2018 House Vote: Republican	17%	(106)	40%	(253)	44%	(281)	639
2018 House Vote: Someone else	16%	(10)	31%	(18)	53%	(31)	59

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Table MCEN2_7: How are you planning to first watch the following movies?
Captain America: New World Order

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(414)	40%	(881)	42%	(922)	2217
2016 Vote: Hillary Clinton	19%	(134)	39%	(278)	42%	(296)	707
2016 Vote: Donald Trump	17%	(118)	39%	(267)	44%	(304)	689
2016 Vote: Other	22%	(22)	36%	(36)	42%	(42)	100
2016 Vote: Didn't Vote	19%	(139)	42%	(298)	39%	(278)	715
Voted in 2014: Yes	18%	(227)	39%	(496)	43%	(542)	1266
Voted in 2014: No	20%	(187)	40%	(385)	40%	(380)	951
4-Region: Northeast	18%	(70)	38%	(147)	44%	(168)	384
4-Region: Midwest	16%	(75)	37%	(170)	46%	(213)	458
4-Region: South	19%	(158)	41%	(344)	41%	(344)	847
4-Region: West	21%	(111)	42%	(220)	37%	(197)	528
Marvel Comics Fans	29%	(371)	55%	(703)	16%	(206)	1281
Marvel Movies & TV Shows Fans	27%	(394)	55%	(785)	18%	(257)	1436
Superhero Fans	27%	(387)	54%	(788)	19%	(274)	1448

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

Table MCEN2_8: How are you planning to first watch the following movies?
 Thunderbolts

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	8%	(182)	38%	(846)	54%	(1190)	2217
Gender: Male	10%	(102)	45%	(480)	46%	(489)	1071
Gender: Female	7%	(80)	32%	(365)	61%	(701)	1146
Age: 18-34	12%	(79)	42%	(268)	46%	(297)	644
Age: 35-44	11%	(41)	49%	(181)	39%	(144)	367
Age: 45-64	7%	(47)	39%	(281)	54%	(387)	716
Age: 65+	3%	(14)	24%	(116)	74%	(361)	490
GenZers: 1997-2012	11%	(19)	32%	(56)	58%	(102)	176
Millennials: 1981-1996	12%	(87)	47%	(344)	41%	(299)	731
GenXers: 1965-1980	9%	(50)	42%	(233)	49%	(270)	553
Baby Boomers: 1946-1964	4%	(24)	30%	(203)	67%	(454)	681
PID: Dem (no lean)	10%	(80)	34%	(285)	56%	(466)	831
PID: Ind (no lean)	8%	(51)	39%	(257)	53%	(345)	653
PID: Rep (no lean)	7%	(51)	41%	(304)	52%	(379)	734
PID/Gender: Dem Men	15%	(57)	43%	(164)	42%	(161)	383
PID/Gender: Dem Women	5%	(23)	27%	(121)	68%	(304)	448
PID/Gender: Ind Men	7%	(21)	43%	(136)	51%	(161)	317
PID/Gender: Ind Women	9%	(30)	36%	(121)	55%	(184)	335
PID/Gender: Rep Men	6%	(24)	49%	(181)	45%	(166)	371
PID/Gender: Rep Women	7%	(27)	34%	(123)	59%	(213)	363
Ideo: Liberal (1-3)	10%	(62)	33%	(214)	57%	(373)	649
Ideo: Moderate (4)	9%	(60)	40%	(273)	52%	(358)	691
Ideo: Conservative (5-7)	6%	(44)	40%	(296)	54%	(394)	735
Educ: < College	8%	(113)	41%	(593)	51%	(735)	1442
Educ: Bachelors degree	10%	(48)	33%	(163)	57%	(281)	492
Educ: Post-grad	7%	(20)	32%	(90)	61%	(173)	283
Income: Under 50k	8%	(100)	39%	(472)	53%	(637)	1209
Income: 50k-100k	7%	(50)	39%	(264)	54%	(367)	680
Income: 100k+	9%	(31)	34%	(111)	57%	(186)	328

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Table MCEN2_8: How are you planning to first watch the following movies?

Thunderbolts

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	8%	(182)	38%	(846)	54%	(1190)	2217
Ethnicity: White	7%	(123)	36%	(621)	57%	(973)	1716
Ethnicity: Hispanic	12%	(47)	42%	(157)	46%	(172)	375
Ethnicity: Black	11%	(30)	46%	(130)	43%	(123)	283
Ethnicity: Other	13%	(28)	44%	(96)	43%	(94)	218
All Christian	8%	(77)	36%	(354)	57%	(561)	992
All Non-Christian	4%	(5)	38%	(52)	58%	(78)	135
Atheist	8%	(8)	33%	(37)	59%	(65)	109
Agnostic/Nothing in particular	9%	(53)	37%	(224)	54%	(327)	604
Something Else	10%	(38)	48%	(180)	42%	(159)	376
Religious Non-Protestant/Catholic	5%	(8)	40%	(59)	55%	(83)	149
Evangelical	12%	(63)	40%	(214)	48%	(256)	534
Non-Evangelical	6%	(48)	38%	(305)	56%	(449)	802
Community: Urban	13%	(85)	39%	(264)	48%	(325)	675
Community: Suburban	7%	(69)	37%	(369)	56%	(562)	1001
Community: Rural	5%	(27)	39%	(212)	56%	(302)	542
Employ: Private Sector	11%	(87)	43%	(323)	46%	(349)	759
Employ: Government	2%	(2)	40%	(41)	57%	(58)	102
Employ: Self-Employed	13%	(25)	46%	(89)	41%	(79)	193
Employ: Homemaker	5%	(6)	41%	(59)	54%	(78)	143
Employ: Student	13%	(7)	30%	(17)	56%	(31)	56
Employ: Retired	4%	(21)	27%	(150)	70%	(396)	568
Employ: Unemployed	9%	(22)	38%	(98)	53%	(135)	254
Employ: Other	7%	(11)	48%	(68)	45%	(64)	142
Military HH: Yes	8%	(25)	45%	(147)	47%	(154)	326
Military HH: No	8%	(157)	37%	(699)	55%	(1036)	1891
RD/WT: Right Direction	12%	(75)	41%	(247)	47%	(282)	604
RD/WT: Wrong Track	7%	(107)	37%	(599)	56%	(907)	1613

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Table MCEN2_8: How are you planning to first watch the following movies?
 Thunderbolts

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	8%	(182)	38%	(846)	54%	(1190)	2217
Biden Job Approve	12%	(108)	37%	(347)	51%	(477)	932
Biden Job Disapprove	6%	(67)	39%	(462)	55%	(659)	1188
Biden Job Strongly Approve	12%	(49)	39%	(156)	49%	(199)	404
Biden Job Somewhat Approve	11%	(59)	36%	(191)	53%	(277)	528
Biden Job Somewhat Disapprove	5%	(17)	42%	(140)	53%	(177)	333
Biden Job Strongly Disapprove	6%	(51)	38%	(322)	56%	(482)	855
Favorable of Biden	10%	(96)	37%	(355)	53%	(502)	953
Unfavorable of Biden	6%	(75)	38%	(448)	55%	(648)	1171
Very Favorable of Biden	10%	(44)	40%	(180)	50%	(227)	451
Somewhat Favorable of Biden	10%	(52)	35%	(175)	55%	(275)	502
Somewhat Unfavorable of Biden	5%	(15)	41%	(117)	53%	(151)	283
Very Unfavorable of Biden	7%	(60)	37%	(331)	56%	(497)	888
#1 Issue: Economy	8%	(68)	41%	(369)	52%	(470)	907
#1 Issue: Security	12%	(28)	34%	(79)	55%	(128)	235
#1 Issue: Health Care	8%	(14)	41%	(69)	51%	(85)	168
#1 Issue: Medicare / Social Security	8%	(20)	32%	(81)	61%	(156)	256
#1 Issue: Women's Issues	8%	(24)	37%	(112)	55%	(166)	303
#1 Issue: Education	12%	(8)	42%	(27)	47%	(31)	66
#1 Issue: Energy	9%	(15)	40%	(67)	50%	(83)	166
#1 Issue: Other	4%	(5)	35%	(41)	61%	(71)	117
2020 Vote: Joe Biden	9%	(88)	38%	(358)	53%	(506)	952
2020 Vote: Donald Trump	7%	(51)	40%	(303)	53%	(404)	758
2020 Vote: Other	9%	(6)	31%	(23)	60%	(45)	75
2020 Vote: Didn't Vote	9%	(37)	37%	(161)	54%	(234)	432
2018 House Vote: Democrat	9%	(70)	38%	(288)	53%	(397)	755
2018 House Vote: Republican	7%	(42)	39%	(250)	54%	(347)	639
2018 House Vote: Someone else	6%	(4)	33%	(20)	61%	(36)	59

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Table MCEN2_8: How are you planning to first watch the following movies?

Thunderbolts

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	8%	(182)	38%	(846)	54%	(1190)	2217
2016 Vote: Hillary Clinton	9%	(66)	37%	(264)	53%	(378)	707
2016 Vote: Donald Trump	7%	(48)	39%	(269)	54%	(371)	689
2016 Vote: Other	9%	(9)	35%	(35)	56%	(56)	100
2016 Vote: Didn't Vote	8%	(59)	38%	(274)	53%	(382)	715
Voted in 2014: Yes	9%	(108)	37%	(468)	55%	(690)	1266
Voted in 2014: No	8%	(74)	40%	(378)	53%	(500)	951
4-Region: Northeast	8%	(32)	35%	(133)	57%	(218)	384
4-Region: Midwest	6%	(28)	34%	(157)	60%	(273)	458
4-Region: South	8%	(66)	41%	(343)	52%	(438)	847
4-Region: West	11%	(56)	40%	(212)	49%	(261)	528
Marvel Comics Fans	12%	(156)	56%	(712)	32%	(413)	1281
Marvel Movies & TV Shows Fans	11%	(163)	53%	(764)	35%	(509)	1436
Superhero Fans	11%	(159)	53%	(761)	37%	(529)	1448

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

Table MCEN2_9: How are you planning to first watch the following movies?
Avengers: The Kang Dynasty

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(419)	38%	(837)	43%	(962)	2217
Gender: Male	25%	(269)	39%	(420)	36%	(382)	1071
Gender: Female	13%	(149)	36%	(417)	51%	(580)	1146
Age: 18-34	30%	(193)	41%	(263)	29%	(188)	644
Age: 35-44	25%	(93)	43%	(159)	31%	(114)	367
Age: 45-64	14%	(97)	42%	(300)	45%	(320)	716
Age: 65+	7%	(36)	23%	(114)	69%	(340)	490
GenZers: 1997-2012	26%	(46)	41%	(72)	33%	(58)	176
Millennials: 1981-1996	28%	(206)	44%	(320)	28%	(205)	731
GenXers: 1965-1980	20%	(113)	39%	(217)	40%	(223)	553
Baby Boomers: 1946-1964	8%	(51)	32%	(215)	61%	(415)	681
PID: Dem (no lean)	19%	(161)	36%	(298)	45%	(371)	831
PID: Ind (no lean)	17%	(109)	43%	(283)	40%	(261)	653
PID: Rep (no lean)	20%	(148)	35%	(256)	45%	(330)	734
PID/Gender: Dem Men	28%	(109)	39%	(150)	32%	(124)	383
PID/Gender: Dem Women	12%	(53)	33%	(148)	55%	(247)	448
PID/Gender: Ind Men	21%	(65)	44%	(139)	36%	(113)	317
PID/Gender: Ind Women	13%	(44)	43%	(144)	44%	(147)	335
PID/Gender: Rep Men	26%	(95)	35%	(130)	39%	(145)	371
PID/Gender: Rep Women	14%	(53)	34%	(125)	51%	(185)	363
Ideo: Liberal (1-3)	22%	(142)	35%	(227)	43%	(280)	649
Ideo: Moderate (4)	16%	(110)	43%	(297)	41%	(284)	691
Ideo: Conservative (5-7)	19%	(139)	35%	(259)	46%	(337)	735
Educ: < College	18%	(257)	41%	(596)	41%	(589)	1442
Educ: Bachelors degree	22%	(107)	32%	(159)	46%	(227)	492
Educ: Post-grad	20%	(55)	29%	(82)	51%	(145)	283
Income: Under 50k	16%	(198)	41%	(490)	43%	(521)	1209
Income: 50k-100k	21%	(143)	36%	(248)	43%	(290)	680
Income: 100k+	24%	(78)	30%	(99)	46%	(151)	328

Continued on next page

Table MCEN2_9: How are you planning to first watch the following movies?
Avengers: The Kang Dynasty

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(419)	38%	(837)	43%	(962)	2217
Ethnicity: White	16%	(280)	36%	(624)	47%	(812)	1716
Ethnicity: Hispanic	29%	(107)	36%	(136)	35%	(132)	375
Ethnicity: Black	29%	(83)	43%	(121)	28%	(79)	283
Ethnicity: Other	25%	(55)	42%	(92)	32%	(71)	218
All Christian	17%	(167)	35%	(345)	48%	(480)	992
All Non-Christian	26%	(35)	26%	(35)	48%	(65)	135
Atheist	21%	(23)	33%	(36)	46%	(50)	109
Agnostic/Nothing in particular	19%	(113)	40%	(240)	41%	(250)	604
Something Else	21%	(81)	48%	(180)	31%	(116)	376
Religious Non-Protestant/Catholic	25%	(37)	30%	(45)	45%	(66)	149
Evangelical	20%	(105)	43%	(227)	38%	(202)	534
Non-Evangelical	17%	(137)	35%	(281)	48%	(384)	802
Community: Urban	26%	(173)	36%	(246)	38%	(257)	675
Community: Suburban	18%	(178)	37%	(367)	46%	(456)	1001
Community: Rural	13%	(69)	41%	(224)	46%	(249)	542
Employ: Private Sector	27%	(205)	39%	(296)	34%	(258)	759
Employ: Government	19%	(19)	43%	(44)	38%	(39)	102
Employ: Self-Employed	18%	(36)	46%	(88)	36%	(69)	193
Employ: Homemaker	13%	(19)	48%	(69)	39%	(55)	143
Employ: Student	34%	(19)	35%	(20)	31%	(17)	56
Employ: Retired	7%	(38)	27%	(155)	66%	(375)	568
Employ: Unemployed	18%	(45)	43%	(108)	40%	(101)	254
Employ: Other	27%	(39)	40%	(56)	33%	(47)	142
Military HH: Yes	22%	(71)	36%	(117)	43%	(139)	326
Military HH: No	18%	(348)	38%	(720)	44%	(823)	1891
RD/WT: Right Direction	26%	(158)	35%	(210)	39%	(236)	604
RD/WT: Wrong Track	16%	(261)	39%	(627)	45%	(725)	1613

Continued on next page

Table MCEN2_9: How are you planning to first watch the following movies?
Avengers: The Kang Dynasty

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(419)	38%	(837)	43%	(962)	2217
Biden Job Approve	23%	(215)	36%	(332)	41%	(386)	932
Biden Job Disapprove	16%	(193)	38%	(450)	46%	(545)	1188
Biden Job Strongly Approve	23%	(93)	36%	(144)	41%	(167)	404
Biden Job Somewhat Approve	23%	(122)	36%	(188)	41%	(218)	528
Biden Job Somewhat Disapprove	17%	(57)	44%	(146)	39%	(130)	333
Biden Job Strongly Disapprove	16%	(136)	36%	(304)	49%	(415)	855
Favorable of Biden	22%	(205)	37%	(352)	42%	(396)	953
Unfavorable of Biden	17%	(197)	38%	(443)	45%	(531)	1171
Very Favorable of Biden	21%	(97)	36%	(164)	42%	(190)	451
Somewhat Favorable of Biden	22%	(108)	37%	(188)	41%	(206)	502
Somewhat Unfavorable of Biden	19%	(54)	43%	(121)	38%	(108)	283
Very Unfavorable of Biden	16%	(143)	36%	(322)	48%	(423)	888
#1 Issue: Economy	19%	(173)	39%	(353)	42%	(380)	907
#1 Issue: Security	18%	(42)	39%	(91)	43%	(102)	235
#1 Issue: Health Care	20%	(34)	38%	(65)	41%	(70)	168
#1 Issue: Medicare / Social Security	11%	(28)	33%	(83)	57%	(145)	256
#1 Issue: Women's Issues	22%	(66)	38%	(115)	40%	(121)	303
#1 Issue: Education	39%	(26)	36%	(23)	25%	(17)	66
#1 Issue: Energy	22%	(37)	37%	(62)	40%	(67)	166
#1 Issue: Other	12%	(14)	37%	(44)	51%	(59)	117
2020 Vote: Joe Biden	21%	(198)	37%	(349)	43%	(405)	952
2020 Vote: Donald Trump	19%	(141)	36%	(270)	46%	(348)	758
2020 Vote: Other	17%	(13)	36%	(27)	47%	(35)	75
2020 Vote: Didn't Vote	16%	(67)	44%	(191)	40%	(174)	432
2018 House Vote: Democrat	20%	(151)	38%	(285)	42%	(318)	755
2018 House Vote: Republican	18%	(116)	35%	(227)	46%	(297)	639
2018 House Vote: Someone else	15%	(9)	35%	(21)	50%	(30)	59

Continued on next page

Table MCEN2_9: How are you planning to first watch the following movies?
Avengers: The Kang Dynasty

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(419)	38%	(837)	43%	(962)	2217
2016 Vote: Hillary Clinton	19%	(134)	38%	(269)	43%	(305)	707
2016 Vote: Donald Trump	19%	(130)	34%	(235)	47%	(323)	689
2016 Vote: Other	20%	(20)	38%	(38)	42%	(42)	100
2016 Vote: Didn't Vote	19%	(135)	41%	(292)	40%	(288)	715
Voted in 2014: Yes	18%	(231)	37%	(464)	45%	(570)	1266
Voted in 2014: No	20%	(188)	39%	(372)	41%	(392)	951
4-Region: Northeast	18%	(68)	35%	(135)	47%	(181)	384
4-Region: Midwest	16%	(72)	36%	(163)	49%	(223)	458
4-Region: South	19%	(162)	38%	(323)	43%	(362)	847
4-Region: West	22%	(117)	41%	(216)	37%	(195)	528
Marvel Comics Fans	29%	(376)	53%	(673)	18%	(232)	1281
Marvel Movies & TV Shows Fans	28%	(403)	53%	(754)	19%	(279)	1436
Superhero Fans	28%	(401)	51%	(742)	21%	(305)	1448

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

Table MCEN2_10: How are you planning to first watch the following movies?
Avengers: Secret Wars

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	20%	(445)	38%	(848)	42%	(923)	2217
Gender: Male	26%	(279)	40%	(429)	34%	(362)	1071
Gender: Female	14%	(166)	37%	(419)	49%	(561)	1146
Age: 18-34	33%	(212)	38%	(244)	29%	(189)	644
Age: 35-44	27%	(98)	44%	(161)	29%	(107)	367
Age: 45-64	14%	(98)	43%	(306)	43%	(311)	716
Age: 65+	8%	(37)	28%	(137)	64%	(316)	490
GenZers: 1997-2012	31%	(55)	36%	(64)	32%	(57)	176
Millennials: 1981-1996	30%	(221)	42%	(305)	28%	(204)	731
GenXers: 1965-1980	20%	(113)	41%	(224)	39%	(216)	553
Baby Boomers: 1946-1964	7%	(51)	35%	(241)	57%	(389)	681
PID: Dem (no lean)	21%	(176)	37%	(308)	42%	(347)	831
PID: Ind (no lean)	19%	(121)	42%	(275)	39%	(257)	653
PID: Rep (no lean)	20%	(149)	36%	(266)	44%	(319)	734
PID/Gender: Dem Men	31%	(118)	40%	(152)	29%	(112)	383
PID/Gender: Dem Women	13%	(57)	35%	(155)	53%	(235)	448
PID/Gender: Ind Men	21%	(66)	45%	(142)	34%	(109)	317
PID/Gender: Ind Women	16%	(55)	40%	(133)	44%	(147)	335
PID/Gender: Rep Men	26%	(95)	36%	(135)	38%	(141)	371
PID/Gender: Rep Women	15%	(54)	36%	(131)	49%	(178)	363
Ideo: Liberal (1-3)	23%	(152)	36%	(234)	40%	(263)	649
Ideo: Moderate (4)	18%	(123)	41%	(287)	41%	(282)	691
Ideo: Conservative (5-7)	19%	(141)	37%	(274)	44%	(320)	735
Educ: < College	19%	(276)	41%	(593)	40%	(572)	1442
Educ: Bachelors degree	23%	(114)	33%	(165)	43%	(214)	492
Educ: Post-grad	20%	(56)	32%	(90)	48%	(137)	283
Income: Under 50k	17%	(206)	41%	(496)	42%	(507)	1209
Income: 50k-100k	22%	(150)	38%	(258)	40%	(272)	680
Income: 100k+	27%	(90)	29%	(94)	44%	(144)	328

Continued on next page

Table MCEN2_10: How are you planning to first watch the following movies?

Avengers: Secret Wars

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	20%	(445)	38%	(848)	42%	(923)	2217
Ethnicity: White	18%	(304)	37%	(634)	45%	(778)	1716
Ethnicity: Hispanic	31%	(116)	36%	(136)	33%	(123)	375
Ethnicity: Black	28%	(80)	44%	(123)	28%	(80)	283
Ethnicity: Other	28%	(62)	42%	(91)	30%	(65)	218
All Christian	17%	(168)	37%	(367)	46%	(457)	992
All Non-Christian	23%	(31)	33%	(45)	44%	(60)	135
Atheist	22%	(24)	35%	(38)	44%	(48)	109
Agnostic/Nothing in particular	23%	(140)	37%	(221)	40%	(243)	604
Something Else	22%	(83)	47%	(178)	31%	(115)	376
Religious Non-Protestant/Catholic	22%	(33)	37%	(55)	41%	(61)	149
Evangelical	19%	(102)	45%	(240)	36%	(193)	534
Non-Evangelical	18%	(143)	36%	(289)	46%	(370)	802
Community: Urban	28%	(191)	36%	(245)	35%	(239)	675
Community: Suburban	19%	(190)	37%	(373)	44%	(438)	1001
Community: Rural	12%	(65)	43%	(231)	45%	(246)	542
Employ: Private Sector	28%	(215)	37%	(282)	35%	(263)	759
Employ: Government	20%	(21)	48%	(48)	32%	(33)	102
Employ: Self-Employed	19%	(38)	48%	(93)	32%	(62)	193
Employ: Homemaker	12%	(18)	49%	(70)	39%	(55)	143
Employ: Student	39%	(22)	33%	(18)	28%	(16)	56
Employ: Retired	7%	(41)	30%	(169)	63%	(357)	568
Employ: Unemployed	20%	(51)	44%	(113)	36%	(91)	254
Employ: Other	29%	(41)	38%	(55)	33%	(47)	142
Military HH: Yes	23%	(74)	39%	(126)	39%	(126)	326
Military HH: No	20%	(371)	38%	(722)	42%	(797)	1891
RD/WT: Right Direction	26%	(154)	36%	(220)	38%	(230)	604
RD/WT: Wrong Track	18%	(291)	39%	(629)	43%	(693)	1613

Continued on next page

Table MCEN2_10: How are you planning to first watch the following movies?
Avengers: Secret Wars

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	20%	(445)	38%	(848)	42%	(923)	2217
Biden Job Approve	24%	(226)	35%	(328)	41%	(379)	932
Biden Job Disapprove	17%	(205)	40%	(473)	43%	(510)	1188
Biden Job Strongly Approve	25%	(100)	34%	(139)	41%	(165)	404
Biden Job Somewhat Approve	24%	(126)	36%	(189)	40%	(213)	528
Biden Job Somewhat Disapprove	20%	(66)	46%	(152)	34%	(114)	333
Biden Job Strongly Disapprove	16%	(139)	37%	(321)	46%	(396)	855
Favorable of Biden	22%	(214)	37%	(355)	40%	(383)	953
Unfavorable of Biden	18%	(217)	38%	(449)	43%	(505)	1171
Very Favorable of Biden	21%	(95)	37%	(166)	42%	(189)	451
Somewhat Favorable of Biden	24%	(119)	38%	(189)	39%	(194)	502
Somewhat Unfavorable of Biden	23%	(65)	42%	(118)	35%	(100)	283
Very Unfavorable of Biden	17%	(152)	37%	(331)	46%	(405)	888
#1 Issue: Economy	21%	(190)	40%	(360)	39%	(357)	907
#1 Issue: Security	18%	(43)	36%	(84)	46%	(108)	235
#1 Issue: Health Care	20%	(34)	40%	(67)	40%	(68)	168
#1 Issue: Medicare / Social Security	11%	(28)	37%	(94)	52%	(134)	256
#1 Issue: Women's Issues	25%	(75)	37%	(111)	39%	(117)	303
#1 Issue: Education	40%	(26)	35%	(23)	25%	(16)	66
#1 Issue: Energy	22%	(37)	40%	(66)	38%	(63)	166
#1 Issue: Other	12%	(13)	37%	(43)	51%	(60)	117
2020 Vote: Joe Biden	23%	(216)	37%	(348)	41%	(387)	952
2020 Vote: Donald Trump	18%	(136)	37%	(282)	45%	(340)	758
2020 Vote: Other	22%	(16)	39%	(29)	40%	(30)	75
2020 Vote: Didn't Vote	18%	(77)	44%	(189)	38%	(166)	432
2018 House Vote: Democrat	23%	(172)	38%	(286)	39%	(297)	755
2018 House Vote: Republican	18%	(114)	37%	(235)	45%	(291)	639
2018 House Vote: Someone else	16%	(10)	36%	(21)	47%	(28)	59

Continued on next page

Table MCEN2_10: How are you planning to first watch the following movies?

Avengers: Secret Wars

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	20%	(445)	38%	(848)	42%	(923)	2217
2016 Vote: Hillary Clinton	21%	(150)	38%	(267)	41%	(290)	707
2016 Vote: Donald Trump	19%	(128)	36%	(249)	45%	(312)	689
2016 Vote: Other	21%	(21)	37%	(37)	42%	(42)	100
2016 Vote: Didn't Vote	20%	(146)	41%	(293)	39%	(276)	715
Voted in 2014: Yes	20%	(248)	38%	(476)	43%	(542)	1266
Voted in 2014: No	21%	(197)	39%	(373)	40%	(381)	951
4-Region: Northeast	20%	(77)	34%	(132)	46%	(175)	384
4-Region: Midwest	16%	(73)	36%	(165)	48%	(219)	458
4-Region: South	20%	(171)	39%	(332)	41%	(345)	847
4-Region: West	23%	(124)	42%	(220)	35%	(185)	528
Marvel Comics Fans	31%	(402)	53%	(674)	16%	(205)	1281
Marvel Movies & TV Shows Fans	30%	(432)	52%	(752)	18%	(252)	1436
Superhero Fans	29%	(424)	52%	(746)	19%	(278)	1448

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

Table MCEN2_11: How are you planning to first watch the following movies?
Bullet Train

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	10%	(212)	44%	(977)	46%	(1028)	2217
Gender: Male	12%	(124)	51%	(543)	38%	(404)	1071
Gender: Female	8%	(89)	38%	(434)	54%	(623)	1146
Age: 18-34	14%	(90)	44%	(282)	42%	(272)	644
Age: 35-44	10%	(36)	52%	(189)	39%	(142)	367
Age: 45-64	8%	(55)	48%	(345)	44%	(316)	716
Age: 65+	6%	(32)	33%	(161)	61%	(298)	490
GenZers: 1997-2012	16%	(28)	34%	(60)	50%	(88)	176
Millennials: 1981-1996	12%	(89)	49%	(355)	39%	(287)	731
GenXers: 1965-1980	8%	(45)	50%	(274)	42%	(234)	553
Baby Boomers: 1946-1964	7%	(44)	39%	(268)	54%	(369)	681
PID: Dem (no lean)	11%	(89)	45%	(372)	44%	(370)	831
PID: Ind (no lean)	6%	(40)	45%	(292)	49%	(320)	653
PID: Rep (no lean)	11%	(83)	43%	(313)	46%	(338)	734
PID/Gender: Dem Men	15%	(57)	54%	(208)	31%	(118)	383
PID/Gender: Dem Women	7%	(32)	37%	(164)	56%	(252)	448
PID/Gender: Ind Men	4%	(14)	54%	(173)	41%	(131)	317
PID/Gender: Ind Women	8%	(26)	36%	(119)	57%	(190)	335
PID/Gender: Rep Men	14%	(53)	44%	(162)	42%	(156)	371
PID/Gender: Rep Women	8%	(31)	41%	(150)	50%	(182)	363
Ideo: Liberal (1-3)	11%	(71)	42%	(275)	47%	(303)	649
Ideo: Moderate (4)	8%	(53)	47%	(328)	45%	(310)	691
Ideo: Conservative (5-7)	10%	(72)	44%	(320)	47%	(343)	735
Educ: < College	9%	(136)	46%	(659)	45%	(646)	1442
Educ: Bachelors degree	9%	(45)	43%	(213)	48%	(234)	492
Educ: Post-grad	11%	(32)	37%	(104)	52%	(147)	283
Income: Under 50k	9%	(104)	45%	(540)	47%	(565)	1209
Income: 50k-100k	9%	(58)	47%	(317)	45%	(305)	680
Income: 100k+	15%	(50)	37%	(120)	48%	(158)	328

Continued on next page

Table MCEN2_11: How are you planning to first watch the following movies?

Bullet Train

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	10%	(212)	44%	(977)	46%	(1028)	2217
Ethnicity: White	8%	(135)	43%	(745)	49%	(836)	1716
Ethnicity: Hispanic	13%	(48)	51%	(193)	36%	(135)	375
Ethnicity: Black	14%	(40)	47%	(132)	39%	(111)	283
Ethnicity: Other	17%	(37)	46%	(100)	37%	(81)	218
All Christian	10%	(102)	43%	(427)	47%	(462)	992
All Non-Christian	14%	(19)	38%	(51)	48%	(65)	135
Atheist	6%	(7)	43%	(48)	51%	(55)	109
Agnostic/Nothing in particular	10%	(59)	42%	(253)	48%	(292)	604
Something Else	7%	(26)	52%	(197)	41%	(153)	376
Religious Non-Protestant/Catholic	14%	(21)	40%	(59)	46%	(69)	149
Evangelical	10%	(53)	46%	(248)	44%	(234)	534
Non-Evangelical	9%	(71)	45%	(363)	46%	(368)	802
Community: Urban	12%	(79)	47%	(317)	41%	(279)	675
Community: Suburban	10%	(104)	41%	(412)	48%	(485)	1001
Community: Rural	6%	(30)	46%	(248)	49%	(264)	542
Employ: Private Sector	11%	(87)	46%	(347)	43%	(325)	759
Employ: Government	10%	(10)	48%	(49)	42%	(43)	102
Employ: Self-Employed	11%	(21)	56%	(109)	33%	(63)	193
Employ: Homemaker	8%	(11)	42%	(60)	50%	(71)	143
Employ: Student	18%	(10)	35%	(20)	47%	(26)	56
Employ: Retired	6%	(35)	38%	(213)	56%	(319)	568
Employ: Unemployed	9%	(24)	41%	(104)	50%	(127)	254
Employ: Other	10%	(14)	53%	(75)	37%	(53)	142
Military HH: Yes	8%	(27)	52%	(170)	40%	(129)	326
Military HH: No	10%	(186)	43%	(807)	48%	(898)	1891
RD/WT: Right Direction	13%	(80)	47%	(282)	40%	(242)	604
RD/WT: Wrong Track	8%	(132)	43%	(695)	49%	(786)	1613

Continued on next page

Table MCEN2_11: How are you planning to first watch the following movies?
 Bullet Train

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	10%	(212)	44%	(977)	46%	(1028)	2217
Biden Job Approve	12%	(107)	45%	(419)	44%	(406)	932
Biden Job Disapprove	8%	(98)	43%	(515)	48%	(575)	1188
Biden Job Strongly Approve	15%	(59)	45%	(182)	40%	(163)	404
Biden Job Somewhat Approve	9%	(48)	45%	(237)	46%	(243)	528
Biden Job Somewhat Disapprove	8%	(27)	47%	(158)	45%	(148)	333
Biden Job Strongly Disapprove	8%	(72)	42%	(357)	50%	(427)	855
Favorable of Biden	12%	(111)	45%	(426)	44%	(415)	953
Unfavorable of Biden	8%	(94)	43%	(509)	49%	(569)	1171
Very Favorable of Biden	13%	(59)	46%	(206)	41%	(186)	451
Somewhat Favorable of Biden	10%	(52)	44%	(221)	46%	(229)	502
Somewhat Unfavorable of Biden	7%	(19)	50%	(140)	44%	(124)	283
Very Unfavorable of Biden	8%	(75)	41%	(368)	50%	(445)	888
#1 Issue: Economy	8%	(77)	45%	(410)	46%	(420)	907
#1 Issue: Security	12%	(28)	40%	(94)	48%	(114)	235
#1 Issue: Health Care	10%	(16)	49%	(82)	42%	(70)	168
#1 Issue: Medicare / Social Security	8%	(21)	42%	(108)	50%	(127)	256
#1 Issue: Women's Issues	10%	(32)	42%	(126)	48%	(145)	303
#1 Issue: Education	16%	(10)	41%	(27)	43%	(28)	66
#1 Issue: Energy	12%	(19)	49%	(82)	39%	(64)	166
#1 Issue: Other	8%	(9)	41%	(48)	51%	(59)	117
2020 Vote: Joe Biden	9%	(89)	47%	(449)	44%	(414)	952
2020 Vote: Donald Trump	10%	(73)	43%	(328)	47%	(357)	758
2020 Vote: Other	10%	(8)	33%	(25)	57%	(43)	75
2020 Vote: Didn't Vote	10%	(44)	41%	(175)	49%	(213)	432
2018 House Vote: Democrat	9%	(71)	47%	(353)	44%	(330)	755
2018 House Vote: Republican	10%	(64)	42%	(270)	48%	(306)	639
2018 House Vote: Someone else	6%	(3)	43%	(25)	51%	(30)	59

Continued on next page

Table MCEN2_11: How are you planning to first watch the following movies?

Bullet Train

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	10%	(212)	44%	(977)	46%	(1028)	2217
2016 Vote: Hillary Clinton	9%	(62)	47%	(330)	45%	(316)	707
2016 Vote: Donald Trump	11%	(79)	43%	(294)	46%	(316)	689
2016 Vote: Other	11%	(12)	40%	(40)	49%	(49)	100
2016 Vote: Didn't Vote	8%	(60)	43%	(311)	48%	(344)	715
Voted in 2014: Yes	10%	(129)	44%	(563)	45%	(574)	1266
Voted in 2014: No	9%	(84)	43%	(414)	48%	(454)	951
4-Region: Northeast	9%	(35)	41%	(158)	50%	(191)	384
4-Region: Midwest	9%	(41)	42%	(191)	49%	(226)	458
4-Region: South	8%	(70)	47%	(396)	45%	(381)	847
4-Region: West	13%	(67)	44%	(232)	43%	(229)	528
Marvel Comics Fans	13%	(172)	58%	(743)	29%	(366)	1281
Marvel Movies & TV Shows Fans	13%	(186)	57%	(815)	30%	(435)	1436
Superhero Fans	13%	(186)	56%	(804)	32%	(457)	1448

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

Table MCEN2_12: How are you planning to first watch the following movies?
Emily the Criminal

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	5%	(113)	35%	(778)	60%	(1326)	2217
Gender: Male	6%	(68)	39%	(419)	55%	(584)	1071
Gender: Female	4%	(44)	31%	(359)	65%	(742)	1146
Age: 18-34	9%	(59)	35%	(225)	56%	(360)	644
Age: 35-44	6%	(22)	43%	(158)	51%	(186)	367
Age: 45-64	3%	(24)	40%	(286)	57%	(405)	716
Age: 65+	1%	(7)	22%	(109)	76%	(375)	490
GenZers: 1997-2012	7%	(12)	24%	(42)	69%	(122)	176
Millennials: 1981-1996	9%	(65)	40%	(296)	51%	(370)	731
GenXers: 1965-1980	4%	(22)	42%	(233)	54%	(298)	553
Baby Boomers: 1946-1964	2%	(12)	28%	(192)	70%	(477)	681
PID: Dem (no lean)	4%	(36)	35%	(290)	61%	(505)	831
PID: Ind (no lean)	5%	(30)	34%	(221)	62%	(401)	653
PID: Rep (no lean)	6%	(46)	36%	(267)	57%	(420)	734
PID/Gender: Dem Men	6%	(22)	43%	(165)	51%	(196)	383
PID/Gender: Dem Women	3%	(14)	28%	(125)	69%	(309)	448
PID/Gender: Ind Men	4%	(14)	35%	(110)	61%	(194)	317
PID/Gender: Ind Women	5%	(17)	33%	(111)	62%	(207)	335
PID/Gender: Rep Men	9%	(32)	39%	(144)	52%	(194)	371
PID/Gender: Rep Women	4%	(14)	34%	(123)	62%	(226)	363
Ideo: Liberal (1-3)	5%	(31)	34%	(221)	61%	(396)	649
Ideo: Moderate (4)	5%	(31)	37%	(256)	58%	(404)	691
Ideo: Conservative (5-7)	5%	(37)	35%	(259)	60%	(438)	735
Educ: < College	5%	(74)	37%	(538)	58%	(830)	1442
Educ: Bachelors degree	5%	(24)	32%	(157)	63%	(312)	492
Educ: Post-grad	5%	(15)	29%	(83)	65%	(185)	283
Income: Under 50k	5%	(59)	36%	(439)	59%	(711)	1209
Income: 50k-100k	4%	(30)	36%	(247)	59%	(403)	680
Income: 100k+	7%	(24)	28%	(92)	65%	(212)	328

Continued on next page

Table MCEN2_12: How are you planning to first watch the following movies?

Emily the Criminal

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	5%	(113)	35%	(778)	60%	(1326)	2217
Ethnicity: White	4%	(75)	33%	(574)	62%	(1067)	1716
Ethnicity: Hispanic	9%	(33)	40%	(150)	51%	(192)	375
Ethnicity: Black	9%	(25)	41%	(116)	50%	(143)	283
Ethnicity: Other	6%	(13)	41%	(88)	53%	(116)	218
All Christian	4%	(43)	35%	(348)	61%	(601)	992
All Non-Christian	12%	(16)	30%	(41)	58%	(78)	135
Atheist	3%	(3)	31%	(34)	66%	(72)	109
Agnostic/Nothing in particular	5%	(32)	33%	(202)	61%	(370)	604
Something Else	5%	(19)	40%	(152)	55%	(206)	376
Religious Non-Protestant/Catholic	11%	(16)	30%	(44)	59%	(89)	149
Evangelical	5%	(28)	40%	(215)	55%	(292)	534
Non-Evangelical	4%	(32)	34%	(272)	62%	(497)	802
Community: Urban	7%	(49)	36%	(243)	57%	(382)	675
Community: Suburban	5%	(47)	34%	(339)	61%	(614)	1001
Community: Rural	3%	(16)	36%	(196)	61%	(330)	542
Employ: Private Sector	7%	(55)	40%	(306)	52%	(397)	759
Employ: Government	1%	(1)	33%	(33)	67%	(68)	102
Employ: Self-Employed	9%	(18)	39%	(76)	51%	(99)	193
Employ: Homemaker	4%	(5)	34%	(49)	62%	(89)	143
Employ: Student	11%	(6)	31%	(17)	58%	(32)	56
Employ: Retired	2%	(9)	26%	(146)	73%	(413)	568
Employ: Unemployed	4%	(11)	37%	(94)	58%	(149)	254
Employ: Other	5%	(7)	40%	(56)	56%	(79)	142
Military HH: Yes	4%	(14)	37%	(121)	59%	(191)	326
Military HH: No	5%	(99)	35%	(657)	60%	(1136)	1891
RD/WT: Right Direction	8%	(46)	40%	(243)	52%	(315)	604
RD/WT: Wrong Track	4%	(67)	33%	(535)	63%	(1012)	1613

Continued on next page

Table MCEN2_12: How are you planning to first watch the following movies?
 Emily the Criminal

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	5%	(113)	35%	(778)	60%	(1326)	2217
Biden Job Approve	6%	(60)	36%	(333)	58%	(540)	932
Biden Job Disapprove	4%	(49)	34%	(407)	62%	(732)	1188
Biden Job Strongly Approve	7%	(28)	40%	(162)	53%	(214)	404
Biden Job Somewhat Approve	6%	(32)	32%	(170)	62%	(326)	528
Biden Job Somewhat Disapprove	4%	(12)	38%	(127)	58%	(194)	333
Biden Job Strongly Disapprove	4%	(37)	33%	(280)	63%	(538)	855
Favorable of Biden	6%	(54)	36%	(344)	58%	(555)	953
Unfavorable of Biden	4%	(49)	34%	(396)	62%	(726)	1171
Very Favorable of Biden	6%	(28)	41%	(185)	53%	(237)	451
Somewhat Favorable of Biden	5%	(26)	32%	(158)	63%	(318)	502
Somewhat Unfavorable of Biden	3%	(10)	37%	(106)	59%	(168)	283
Very Unfavorable of Biden	4%	(39)	33%	(291)	63%	(558)	888
#1 Issue: Economy	5%	(43)	34%	(309)	61%	(554)	907
#1 Issue: Security	5%	(11)	37%	(88)	58%	(136)	235
#1 Issue: Health Care	7%	(11)	35%	(59)	58%	(98)	168
#1 Issue: Medicare / Social Security	4%	(11)	32%	(83)	64%	(163)	256
#1 Issue: Women's Issues	3%	(10)	37%	(112)	60%	(181)	303
#1 Issue: Education	12%	(8)	33%	(22)	55%	(36)	66
#1 Issue: Energy	10%	(17)	41%	(67)	49%	(81)	166
#1 Issue: Other	1%	(1)	33%	(39)	66%	(77)	117
2020 Vote: Joe Biden	5%	(43)	36%	(347)	59%	(561)	952
2020 Vote: Donald Trump	6%	(43)	34%	(259)	60%	(456)	758
2020 Vote: Other	5%	(4)	27%	(21)	67%	(51)	75
2020 Vote: Didn't Vote	5%	(22)	35%	(151)	60%	(258)	432
2018 House Vote: Democrat	5%	(37)	36%	(272)	59%	(446)	755
2018 House Vote: Republican	5%	(34)	34%	(215)	61%	(390)	639
2018 House Vote: Someone else	5%	(3)	34%	(20)	61%	(36)	59

Continued on next page

Table MCEN2_12: How are you planning to first watch the following movies?
Emily the Criminal

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	5%	(113)	35%	(778)	60%	(1326)	2217
2016 Vote: Hillary Clinton	4%	(31)	37%	(259)	59%	(418)	707
2016 Vote: Donald Trump	6%	(40)	34%	(235)	60%	(414)	689
2016 Vote: Other	4%	(4)	28%	(28)	68%	(68)	100
2016 Vote: Didn't Vote	5%	(38)	36%	(254)	59%	(423)	715
Voted in 2014: Yes	5%	(64)	36%	(449)	59%	(752)	1266
Voted in 2014: No	5%	(49)	35%	(329)	60%	(574)	951
4-Region: Northeast	5%	(19)	34%	(131)	61%	(234)	384
4-Region: Midwest	4%	(19)	31%	(144)	64%	(294)	458
4-Region: South	5%	(39)	38%	(323)	57%	(485)	847
4-Region: West	7%	(36)	34%	(180)	59%	(313)	528
Marvel Comics Fans	7%	(89)	48%	(620)	45%	(573)	1281
Marvel Movies & TV Shows Fans	6%	(93)	47%	(679)	46%	(665)	1436
Superhero Fans	7%	(100)	46%	(662)	47%	(686)	1448

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

Table MCEN2_13: How are you planning to first watch the following movies?*Beast*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
	%	(N)	%	(N)	%	(N)	
Adults	9%	(189)	41%	(918)	50%	(1111)	2217
Gender: Male	11%	(114)	45%	(485)	44%	(472)	1071
Gender: Female	7%	(75)	38%	(433)	56%	(639)	1146
Age: 18-34	14%	(90)	43%	(280)	43%	(274)	644
Age: 35-44	11%	(39)	53%	(195)	36%	(133)	367
Age: 45-64	7%	(48)	45%	(321)	49%	(348)	716
Age: 65+	2%	(12)	25%	(123)	73%	(356)	490
GenZers: 1997-2012	15%	(27)	37%	(65)	48%	(84)	176
Millennials: 1981-1996	12%	(88)	49%	(358)	39%	(284)	731
GenXers: 1965-1980	10%	(54)	47%	(262)	43%	(237)	553
Baby Boomers: 1946-1964	3%	(17)	32%	(218)	65%	(446)	681
PID: Dem (no lean)	9%	(76)	42%	(347)	49%	(408)	831
PID: Ind (no lean)	6%	(41)	43%	(284)	50%	(327)	653
PID: Rep (no lean)	10%	(71)	39%	(287)	51%	(376)	734
PID/Gender: Dem Men	13%	(50)	49%	(189)	37%	(144)	383
PID/Gender: Dem Women	6%	(26)	35%	(158)	59%	(264)	448
PID/Gender: Ind Men	6%	(18)	45%	(143)	49%	(157)	317
PID/Gender: Ind Women	7%	(24)	42%	(141)	51%	(170)	335
PID/Gender: Rep Men	12%	(46)	41%	(154)	46%	(171)	371
PID/Gender: Rep Women	7%	(25)	37%	(134)	56%	(204)	363
Ideo: Liberal (1-3)	10%	(62)	40%	(257)	51%	(330)	649
Ideo: Moderate (4)	9%	(61)	44%	(305)	47%	(326)	691
Ideo: Conservative (5-7)	7%	(54)	41%	(298)	52%	(383)	735
Educ: < College	9%	(133)	43%	(625)	47%	(683)	1442
Educ: Bachelors degree	8%	(38)	39%	(193)	53%	(261)	492
Educ: Post-grad	6%	(18)	35%	(99)	59%	(167)	283
Income: Under 50k	8%	(100)	43%	(525)	48%	(583)	1209
Income: 50k-100k	8%	(56)	41%	(279)	51%	(345)	680
Income: 100k+	10%	(32)	35%	(113)	56%	(182)	328

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Table MCEN2_13: How are you planning to first watch the following movies?

Beast

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
	%	(N)	%	(N)	%	(N)	
Adults	9%	(189)	41%	(918)	50%	(1111)	2217
Ethnicity: White	7%	(112)	39%	(674)	54%	(930)	1716
Ethnicity: Hispanic	14%	(54)	45%	(167)	41%	(154)	375
Ethnicity: Black	16%	(44)	52%	(147)	33%	(92)	283
Ethnicity: Other	15%	(32)	45%	(97)	41%	(88)	218
All Christian	7%	(70)	39%	(391)	54%	(531)	992
All Non-Christian	9%	(13)	39%	(53)	51%	(69)	135
Atheist	8%	(8)	38%	(42)	54%	(59)	109
Agnostic/Nothing in particular	10%	(62)	40%	(243)	50%	(299)	604
Something Else	9%	(35)	50%	(189)	40%	(152)	376
Religious Non-Protestant/Catholic	9%	(13)	40%	(60)	51%	(76)	149
Evangelical	10%	(53)	46%	(244)	45%	(238)	534
Non-Evangelical	6%	(50)	40%	(322)	54%	(430)	802
Community: Urban	12%	(81)	44%	(294)	45%	(301)	675
Community: Suburban	9%	(86)	38%	(380)	53%	(534)	1001
Community: Rural	4%	(22)	45%	(244)	51%	(276)	542
Employ: Private Sector	12%	(94)	44%	(338)	43%	(327)	759
Employ: Government	12%	(12)	41%	(42)	47%	(48)	102
Employ: Self-Employed	12%	(23)	48%	(92)	40%	(78)	193
Employ: Homemaker	6%	(9)	43%	(61)	51%	(73)	143
Employ: Student	11%	(6)	28%	(16)	61%	(34)	56
Employ: Retired	2%	(13)	31%	(175)	67%	(380)	568
Employ: Unemployed	7%	(17)	46%	(116)	48%	(121)	254
Employ: Other	11%	(15)	55%	(78)	34%	(49)	142
Military HH: Yes	8%	(25)	40%	(132)	52%	(169)	326
Military HH: No	9%	(164)	42%	(786)	50%	(941)	1891
RD/WT: Right Direction	13%	(80)	43%	(260)	44%	(264)	604
RD/WT: Wrong Track	7%	(109)	41%	(658)	52%	(846)	1613

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Table MCEN2_13: How are you planning to first watch the following movies?
Beast

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
	%	(N)	%	(N)	%	(N)	
Adults	9%	(189)	41%	(918)	50%	(1111)	2217
Biden Job Approve	11%	(102)	42%	(394)	47%	(436)	932
Biden Job Disapprove	7%	(81)	40%	(478)	53%	(629)	1188
Biden Job Strongly Approve	12%	(48)	47%	(191)	41%	(165)	404
Biden Job Somewhat Approve	10%	(54)	38%	(202)	51%	(272)	528
Biden Job Somewhat Disapprove	9%	(29)	45%	(149)	47%	(155)	333
Biden Job Strongly Disapprove	6%	(53)	38%	(329)	55%	(473)	855
Favorable of Biden	9%	(86)	42%	(401)	49%	(466)	953
Unfavorable of Biden	8%	(95)	40%	(467)	52%	(609)	1171
Very Favorable of Biden	10%	(44)	47%	(212)	43%	(194)	451
Somewhat Favorable of Biden	8%	(42)	38%	(189)	54%	(271)	502
Somewhat Unfavorable of Biden	10%	(29)	43%	(122)	47%	(132)	283
Very Unfavorable of Biden	7%	(66)	39%	(345)	54%	(477)	888
#1 Issue: Economy	7%	(63)	43%	(391)	50%	(453)	907
#1 Issue: Security	7%	(17)	37%	(88)	55%	(131)	235
#1 Issue: Health Care	12%	(20)	42%	(70)	46%	(78)	168
#1 Issue: Medicare / Social Security	7%	(17)	35%	(91)	58%	(149)	256
#1 Issue: Women's Issues	12%	(35)	39%	(118)	49%	(149)	303
#1 Issue: Education	19%	(12)	47%	(31)	34%	(23)	66
#1 Issue: Energy	9%	(15)	52%	(86)	39%	(65)	166
#1 Issue: Other	8%	(9)	37%	(43)	55%	(64)	117
2020 Vote: Joe Biden	9%	(87)	42%	(404)	48%	(460)	952
2020 Vote: Donald Trump	8%	(62)	39%	(293)	53%	(403)	758
2020 Vote: Other	6%	(4)	45%	(34)	49%	(37)	75
2020 Vote: Didn't Vote	8%	(35)	43%	(186)	49%	(210)	432
2018 House Vote: Democrat	8%	(62)	43%	(324)	49%	(369)	755
2018 House Vote: Republican	7%	(47)	39%	(247)	54%	(345)	639
2018 House Vote: Someone else	10%	(6)	38%	(22)	53%	(31)	59

Continued on next page

Table MCEN2_13: How are you planning to first watch the following movies?

Beast

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	9%	(189)	41%	(918)	50%	(1111)	2217
2016 Vote: Hillary Clinton	8%	(59)	42%	(297)	50%	(352)	707
2016 Vote: Donald Trump	9%	(62)	37%	(254)	54%	(372)	689
2016 Vote: Other	8%	(8)	41%	(41)	51%	(51)	100
2016 Vote: Didn't Vote	8%	(59)	45%	(323)	46%	(332)	715
Voted in 2014: Yes	8%	(107)	40%	(507)	51%	(652)	1266
Voted in 2014: No	9%	(82)	43%	(411)	48%	(459)	951
4-Region: Northeast	7%	(27)	41%	(156)	52%	(201)	384
4-Region: Midwest	6%	(30)	38%	(174)	55%	(254)	458
4-Region: South	10%	(86)	43%	(363)	47%	(398)	847
4-Region: West	9%	(46)	43%	(225)	49%	(258)	528
Marvel Comics Fans	13%	(163)	57%	(734)	30%	(384)	1281
Marvel Movies & TV Shows Fans	12%	(170)	56%	(806)	32%	(459)	1436
Superhero Fans	12%	(174)	55%	(797)	33%	(477)	1448

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

Table MCEN2_14: How are you planning to first watch the following movies?
Avatar: The Way of Water

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	20%	(434)	39%	(864)	41%	(919)	2217
Gender: Male	22%	(240)	42%	(453)	35%	(378)	1071
Gender: Female	17%	(194)	36%	(411)	47%	(541)	1146
Age: 18-34	32%	(206)	37%	(241)	31%	(197)	644
Age: 35-44	26%	(97)	40%	(148)	33%	(122)	367
Age: 45-64	12%	(85)	43%	(307)	45%	(324)	716
Age: 65+	9%	(47)	34%	(168)	56%	(276)	490
GenZers: 1997-2012	36%	(63)	35%	(61)	30%	(52)	176
Millennials: 1981-1996	29%	(212)	40%	(289)	31%	(230)	731
GenXers: 1965-1980	16%	(89)	42%	(233)	42%	(232)	553
Baby Boomers: 1946-1964	10%	(66)	38%	(261)	52%	(354)	681
PID: Dem (no lean)	20%	(169)	38%	(314)	42%	(348)	831
PID: Ind (no lean)	19%	(127)	41%	(270)	39%	(256)	653
PID: Rep (no lean)	19%	(138)	38%	(280)	43%	(315)	734
PID/Gender: Dem Men	26%	(100)	41%	(157)	33%	(126)	383
PID/Gender: Dem Women	15%	(68)	35%	(157)	50%	(222)	448
PID/Gender: Ind Men	20%	(64)	42%	(134)	38%	(120)	317
PID/Gender: Ind Women	19%	(63)	41%	(136)	41%	(136)	335
PID/Gender: Rep Men	20%	(76)	44%	(163)	36%	(132)	371
PID/Gender: Rep Women	17%	(62)	32%	(117)	50%	(183)	363
Ideo: Liberal (1-3)	21%	(135)	38%	(249)	41%	(266)	649
Ideo: Moderate (4)	19%	(131)	41%	(284)	40%	(277)	691
Ideo: Conservative (5-7)	18%	(131)	38%	(280)	44%	(323)	735
Educ: < College	19%	(278)	40%	(582)	40%	(582)	1442
Educ: Bachelors degree	18%	(90)	39%	(192)	43%	(209)	492
Educ: Post-grad	23%	(66)	32%	(90)	45%	(127)	283
Income: Under 50k	17%	(206)	40%	(486)	43%	(517)	1209
Income: 50k-100k	21%	(143)	39%	(268)	40%	(270)	680
Income: 100k+	26%	(85)	34%	(111)	40%	(132)	328

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Table MCEN2_14: How are you planning to first watch the following movies?
Avatar: The Way of Water

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	20%	(434)	39%	(864)	41%	(919)	2217
Ethnicity: White	18%	(302)	37%	(643)	45%	(770)	1716
Ethnicity: Hispanic	33%	(125)	37%	(140)	29%	(110)	375
Ethnicity: Black	24%	(68)	44%	(123)	32%	(92)	283
Ethnicity: Other	29%	(64)	45%	(97)	26%	(56)	218
All Christian	18%	(175)	39%	(383)	44%	(434)	992
All Non-Christian	21%	(29)	41%	(55)	38%	(52)	135
Atheist	20%	(22)	32%	(35)	48%	(52)	109
Agnostic/Nothing in particular	23%	(137)	36%	(217)	41%	(250)	604
Something Else	19%	(71)	46%	(174)	35%	(131)	376
Religious Non-Protestant/Catholic	21%	(31)	43%	(64)	37%	(55)	149
Evangelical	20%	(107)	40%	(215)	40%	(212)	534
Non-Evangelical	16%	(131)	41%	(330)	43%	(342)	802
Community: Urban	24%	(163)	39%	(266)	36%	(246)	675
Community: Suburban	20%	(199)	38%	(385)	42%	(417)	1001
Community: Rural	13%	(72)	39%	(214)	47%	(256)	542
Employ: Private Sector	26%	(194)	38%	(288)	37%	(277)	759
Employ: Government	21%	(21)	40%	(41)	39%	(40)	102
Employ: Self-Employed	18%	(35)	48%	(93)	33%	(65)	193
Employ: Homemaker	14%	(20)	42%	(60)	44%	(62)	143
Employ: Student	33%	(18)	36%	(20)	32%	(18)	56
Employ: Retired	10%	(59)	35%	(199)	55%	(310)	568
Employ: Unemployed	19%	(47)	42%	(106)	40%	(101)	254
Employ: Other	27%	(39)	40%	(57)	33%	(47)	142
Military HH: Yes	18%	(58)	42%	(138)	40%	(130)	326
Military HH: No	20%	(376)	38%	(726)	42%	(788)	1891
RD/WT: Right Direction	25%	(152)	39%	(236)	36%	(216)	604
RD/WT: Wrong Track	18%	(282)	39%	(628)	44%	(703)	1613

Continued on next page

Table MCEN2_14: How are you planning to first watch the following movies?
Avatar: The Way of Water

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	20%	(434)	39%	(864)	41%	(919)	2217
Biden Job Approve	22%	(207)	39%	(361)	39%	(364)	932
Biden Job Disapprove	17%	(207)	38%	(457)	44%	(524)	1188
Biden Job Strongly Approve	25%	(100)	38%	(153)	37%	(151)	404
Biden Job Somewhat Approve	20%	(107)	39%	(209)	40%	(213)	528
Biden Job Somewhat Disapprove	21%	(70)	44%	(145)	35%	(118)	333
Biden Job Strongly Disapprove	16%	(137)	36%	(312)	48%	(406)	855
Favorable of Biden	21%	(200)	39%	(376)	40%	(377)	953
Unfavorable of Biden	18%	(210)	38%	(448)	44%	(513)	1171
Very Favorable of Biden	22%	(101)	40%	(180)	38%	(170)	451
Somewhat Favorable of Biden	20%	(99)	39%	(196)	41%	(207)	502
Somewhat Unfavorable of Biden	22%	(61)	43%	(121)	36%	(101)	283
Very Unfavorable of Biden	17%	(148)	37%	(327)	46%	(413)	888
#1 Issue: Economy	20%	(179)	39%	(352)	41%	(375)	907
#1 Issue: Security	19%	(44)	39%	(92)	42%	(99)	235
#1 Issue: Health Care	18%	(30)	43%	(72)	39%	(66)	168
#1 Issue: Medicare / Social Security	13%	(34)	40%	(104)	46%	(119)	256
#1 Issue: Women's Issues	23%	(69)	38%	(114)	40%	(120)	303
#1 Issue: Education	38%	(25)	32%	(21)	30%	(20)	66
#1 Issue: Energy	22%	(37)	39%	(65)	38%	(63)	166
#1 Issue: Other	14%	(16)	37%	(44)	49%	(57)	117
2020 Vote: Joe Biden	21%	(201)	39%	(367)	40%	(384)	952
2020 Vote: Donald Trump	16%	(125)	38%	(290)	45%	(344)	758
2020 Vote: Other	29%	(22)	36%	(27)	35%	(26)	75
2020 Vote: Didn't Vote	20%	(87)	42%	(180)	38%	(165)	432
2018 House Vote: Democrat	22%	(163)	39%	(295)	39%	(297)	755
2018 House Vote: Republican	16%	(100)	39%	(248)	46%	(291)	639
2018 House Vote: Someone else	16%	(10)	30%	(18)	53%	(32)	59

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Table MCEN2_14: How are you planning to first watch the following movies?
Avatar: The Way of Water

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	20%	(434)	39%	(864)	41%	(919)	2217
2016 Vote: Hillary Clinton	19%	(134)	39%	(278)	42%	(295)	707
2016 Vote: Donald Trump	18%	(122)	38%	(259)	45%	(309)	689
2016 Vote: Other	18%	(18)	38%	(38)	44%	(44)	100
2016 Vote: Didn't Vote	22%	(160)	40%	(287)	38%	(268)	715
Voted in 2014: Yes	18%	(227)	39%	(493)	43%	(546)	1266
Voted in 2014: No	22%	(208)	39%	(371)	39%	(372)	951
4-Region: Northeast	18%	(70)	39%	(151)	43%	(163)	384
4-Region: Midwest	16%	(75)	37%	(171)	46%	(212)	458
4-Region: South	19%	(159)	40%	(340)	41%	(348)	847
4-Region: West	25%	(130)	38%	(202)	37%	(196)	528
Marvel Comics Fans	27%	(346)	50%	(645)	23%	(289)	1281
Marvel Movies & TV Shows Fans	27%	(384)	49%	(705)	24%	(347)	1436
Superhero Fans	27%	(387)	49%	(711)	24%	(350)	1448

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

Table MCEN2_15: How are you planning to first watch the following movies?
Creed III

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	12%	(272)	39%	(874)	48%	(1070)	2217
Gender: Male	16%	(172)	44%	(474)	40%	(425)	1071
Gender: Female	9%	(100)	35%	(401)	56%	(645)	1146
Age: 18-34	20%	(131)	41%	(261)	39%	(252)	644
Age: 35-44	17%	(63)	46%	(169)	37%	(134)	367
Age: 45-64	9%	(65)	43%	(307)	48%	(344)	716
Age: 65+	3%	(13)	28%	(137)	69%	(340)	490
GenZers: 1997-2012	19%	(33)	40%	(71)	41%	(73)	176
Millennials: 1981-1996	19%	(140)	43%	(314)	38%	(277)	731
GenXers: 1965-1980	13%	(74)	44%	(243)	43%	(236)	553
Baby Boomers: 1946-1964	3%	(22)	34%	(230)	63%	(429)	681
PID: Dem (no lean)	13%	(111)	42%	(345)	45%	(374)	831
PID: Ind (no lean)	10%	(63)	39%	(255)	51%	(335)	653
PID: Rep (no lean)	13%	(98)	37%	(274)	49%	(361)	734
PID/Gender: Dem Men	19%	(73)	49%	(189)	32%	(121)	383
PID/Gender: Dem Women	9%	(38)	35%	(156)	57%	(254)	448
PID/Gender: Ind Men	10%	(32)	42%	(135)	48%	(151)	317
PID/Gender: Ind Women	9%	(30)	36%	(121)	55%	(184)	335
PID/Gender: Rep Men	18%	(67)	41%	(150)	41%	(153)	371
PID/Gender: Rep Women	9%	(31)	34%	(124)	57%	(208)	363
Ideo: Liberal (1-3)	12%	(75)	37%	(241)	51%	(332)	649
Ideo: Moderate (4)	13%	(90)	43%	(298)	44%	(304)	691
Ideo: Conservative (5-7)	12%	(86)	38%	(277)	51%	(372)	735
Educ: < College	12%	(176)	42%	(609)	46%	(657)	1442
Educ: Bachelors degree	13%	(62)	36%	(176)	52%	(254)	492
Educ: Post-grad	12%	(34)	32%	(90)	56%	(159)	283
Income: Under 50k	11%	(135)	42%	(511)	47%	(563)	1209
Income: 50k-100k	12%	(84)	38%	(258)	50%	(338)	680
Income: 100k+	16%	(53)	32%	(105)	52%	(170)	328

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Table MCEN2_15: How are you planning to first watch the following movies?

Creed III

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	12%	(272)	39%	(874)	48%	(1070)	2217
Ethnicity: White	8%	(146)	37%	(637)	54%	(933)	1716
Ethnicity: Hispanic	20%	(75)	47%	(175)	33%	(125)	375
Ethnicity: Black	28%	(79)	47%	(134)	25%	(70)	283
Ethnicity: Other	22%	(47)	47%	(103)	31%	(67)	218
All Christian	11%	(113)	39%	(388)	50%	(491)	992
All Non-Christian	17%	(22)	30%	(41)	53%	(72)	135
Atheist	7%	(7)	31%	(34)	62%	(68)	109
Agnostic/Nothing in particular	12%	(75)	37%	(224)	50%	(305)	604
Something Else	15%	(55)	50%	(187)	36%	(135)	376
Religious Non-Protestant/Catholic	16%	(24)	31%	(46)	53%	(79)	149
Evangelical	12%	(63)	47%	(251)	41%	(221)	534
Non-Evangelical	12%	(99)	39%	(311)	49%	(392)	802
Community: Urban	16%	(111)	42%	(286)	41%	(278)	675
Community: Suburban	12%	(119)	36%	(362)	52%	(520)	1001
Community: Rural	8%	(42)	42%	(227)	50%	(273)	542
Employ: Private Sector	18%	(140)	39%	(293)	43%	(326)	759
Employ: Government	9%	(9)	51%	(52)	40%	(41)	102
Employ: Self-Employed	18%	(35)	48%	(94)	33%	(64)	193
Employ: Homemaker	8%	(11)	38%	(55)	54%	(77)	143
Employ: Student	16%	(9)	45%	(25)	39%	(22)	56
Employ: Retired	3%	(16)	33%	(187)	64%	(364)	568
Employ: Unemployed	12%	(30)	41%	(103)	48%	(121)	254
Employ: Other	16%	(22)	46%	(65)	39%	(55)	142
Military HH: Yes	13%	(41)	43%	(140)	44%	(145)	326
Military HH: No	12%	(231)	39%	(734)	49%	(926)	1891
RD/WT: Right Direction	20%	(119)	39%	(238)	41%	(247)	604
RD/WT: Wrong Track	9%	(153)	39%	(636)	51%	(824)	1613

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Table MCEN2_15: How are you planning to first watch the following movies?
 Creed III

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	12%	(272)	39%	(874)	48%	(1070)	2217
Biden Job Approve	14%	(134)	40%	(375)	45%	(423)	932
Biden Job Disapprove	11%	(127)	38%	(454)	51%	(606)	1188
Biden Job Strongly Approve	16%	(66)	43%	(173)	41%	(166)	404
Biden Job Somewhat Approve	13%	(68)	38%	(203)	49%	(257)	528
Biden Job Somewhat Disapprove	12%	(39)	44%	(146)	45%	(148)	333
Biden Job Strongly Disapprove	10%	(89)	36%	(308)	54%	(458)	855
Favorable of Biden	13%	(128)	40%	(382)	47%	(444)	953
Unfavorable of Biden	12%	(138)	38%	(442)	51%	(592)	1171
Very Favorable of Biden	13%	(58)	45%	(202)	42%	(191)	451
Somewhat Favorable of Biden	14%	(70)	36%	(179)	50%	(253)	502
Somewhat Unfavorable of Biden	13%	(37)	43%	(122)	44%	(124)	283
Very Unfavorable of Biden	11%	(101)	36%	(319)	53%	(468)	888
#1 Issue: Economy	13%	(116)	41%	(367)	47%	(423)	907
#1 Issue: Security	15%	(34)	39%	(92)	46%	(109)	235
#1 Issue: Health Care	10%	(17)	42%	(71)	48%	(80)	168
#1 Issue: Medicare / Social Security	7%	(17)	39%	(99)	55%	(140)	256
#1 Issue: Women's Issues	14%	(41)	35%	(106)	51%	(155)	303
#1 Issue: Education	19%	(12)	37%	(24)	45%	(29)	66
#1 Issue: Energy	13%	(22)	44%	(73)	42%	(70)	166
#1 Issue: Other	11%	(13)	35%	(41)	54%	(63)	117
2020 Vote: Joe Biden	14%	(130)	41%	(386)	46%	(436)	952
2020 Vote: Donald Trump	13%	(96)	36%	(273)	51%	(389)	758
2020 Vote: Other	6%	(5)	35%	(26)	59%	(45)	75
2020 Vote: Didn't Vote	10%	(41)	44%	(189)	47%	(201)	432
2018 House Vote: Democrat	14%	(104)	38%	(287)	48%	(363)	755
2018 House Vote: Republican	11%	(71)	36%	(233)	52%	(335)	639
2018 House Vote: Someone else	15%	(9)	35%	(21)	50%	(30)	59

Continued on next page

Table MCEN2_15: How are you planning to first watch the following movies?

Creed III

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	12%	(272)	39%	(874)	48%	(1070)	2217
2016 Vote: Hillary Clinton	13%	(91)	40%	(280)	48%	(337)	707
2016 Vote: Donald Trump	12%	(81)	36%	(245)	53%	(362)	689
2016 Vote: Other	11%	(11)	37%	(37)	53%	(53)	100
2016 Vote: Didn't Vote	12%	(89)	43%	(310)	44%	(316)	715
Voted in 2014: Yes	12%	(152)	38%	(480)	50%	(634)	1266
Voted in 2014: No	13%	(120)	41%	(394)	46%	(437)	951
4-Region: Northeast	12%	(47)	36%	(138)	52%	(199)	384
4-Region: Midwest	9%	(40)	40%	(182)	52%	(237)	458
4-Region: South	13%	(111)	42%	(353)	45%	(383)	847
4-Region: West	14%	(75)	38%	(202)	48%	(252)	528
Marvel Comics Fans	18%	(230)	51%	(657)	31%	(394)	1281
Marvel Movies & TV Shows Fans	17%	(241)	51%	(725)	33%	(469)	1436
Superhero Fans	17%	(240)	50%	(725)	33%	(483)	1448

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

Table MCEN3_1: Do you have a favorable or unfavorable opinion of the following actors from the Black Panther movies?
 Chadwick Boseman (T'Challa / Black Panther)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (806)	16% (352)	3% (67)	3% (64)	14% (306)	28% (623)	2217
Gender: Male	35% (378)	18% (197)	4% (45)	3% (34)	13% (136)	26% (281)	1071
Gender: Female	37% (428)	14% (155)	2% (22)	3% (29)	15% (170)	30% (342)	1146
Age: 18-34	50% (319)	15% (95)	4% (26)	3% (19)	10% (63)	19% (123)	644
Age: 35-44	37% (137)	21% (76)	4% (16)	5% (20)	13% (48)	19% (70)	367
Age: 45-64	30% (216)	17% (122)	3% (19)	2% (15)	15% (105)	33% (239)	716
Age: 65+	27% (133)	12% (59)	1% (6)	2% (9)	19% (91)	39% (192)	490
GenZers: 1997-2012	56% (99)	12% (22)	4% (7)	2% (3)	10% (17)	16% (28)	176
Millennials: 1981-1996	43% (315)	18% (129)	4% (31)	4% (29)	11% (83)	20% (145)	731
GenXers: 1965-1980	32% (179)	19% (103)	3% (16)	3% (17)	12% (69)	31% (169)	553
Baby Boomers: 1946-1964	28% (194)	13% (91)	2% (12)	2% (14)	19% (130)	35% (240)	681
PID: Dem (no lean)	49% (404)	15% (123)	2% (19)	3% (28)	11% (89)	20% (168)	831
PID: Ind (no lean)	35% (228)	15% (100)	2% (14)	2% (11)	16% (102)	30% (197)	653
PID: Rep (no lean)	24% (174)	17% (128)	5% (34)	3% (25)	16% (115)	35% (258)	734
PID/Gender: Dem Men	48% (185)	17% (66)	3% (12)	4% (15)	9% (36)	18% (69)	383
PID/Gender: Dem Women	49% (220)	13% (58)	2% (7)	3% (13)	12% (53)	22% (99)	448
PID/Gender: Ind Men	32% (102)	19% (59)	3% (9)	2% (7)	16% (50)	29% (90)	317
PID/Gender: Ind Women	38% (126)	12% (42)	2% (5)	1% (4)	16% (52)	32% (106)	335
PID/Gender: Rep Men	25% (91)	20% (72)	7% (24)	3% (12)	14% (50)	33% (121)	371
PID/Gender: Rep Women	23% (82)	15% (56)	3% (10)	4% (13)	18% (65)	38% (137)	363
Ideo: Liberal (1-3)	52% (338)	16% (106)	2% (12)	3% (18)	10% (66)	17% (109)	649
Ideo: Moderate (4)	36% (249)	15% (106)	3% (20)	2% (17)	16% (112)	27% (189)	691
Ideo: Conservative (5-7)	24% (177)	16% (121)	4% (32)	4% (27)	14% (104)	37% (275)	735
Educ: < College	35% (501)	16% (225)	3% (48)	3% (39)	14% (208)	29% (421)	1442
Educ: Bachelors degree	41% (202)	16% (79)	3% (17)	3% (12)	13% (65)	24% (117)	492
Educ: Post-grad	36% (103)	17% (48)	1% (2)	4% (12)	12% (34)	30% (85)	283
Income: Under 50k	36% (438)	15% (177)	3% (35)	3% (33)	15% (177)	29% (348)	1209
Income: 50k-100k	36% (245)	16% (109)	3% (18)	3% (21)	13% (90)	29% (196)	680
Income: 100k+	37% (122)	20% (66)	4% (14)	3% (10)	12% (39)	24% (78)	328
Ethnicity: White	30% (523)	17% (288)	2% (42)	3% (52)	15% (265)	32% (546)	1716
Ethnicity: Hispanic	47% (178)	15% (55)	4% (16)	1% (4)	9% (32)	24% (89)	375

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**Table MCEN3_1: Do you have a favorable or unfavorable opinion of the following actors from the Black Panther movies?
Chadwick Boseman (T'Challa / Black Panther)**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (806)	16% (352)	3% (67)	3% (64)	14% (306)	28% (623)	2217
Ethnicity: Black	62% (177)	11% (32)	7% (19)	3% (9)	6% (17)	11% (31)	283
Ethnicity: Other	49% (106)	15% (32)	3% (7)	1% (2)	11% (24)	21% (46)	218
All Christian	32% (322)	16% (159)	3% (25)	3% (26)	15% (144)	32% (316)	992
All Non-Christian	40% (54)	19% (25)	6% (8)	3% (4)	9% (13)	23% (32)	135
Atheist	43% (47)	15% (16)	2% (2)	4% (5)	13% (14)	23% (25)	109
Agnostic/Nothing in particular	37% (224)	16% (99)	3% (17)	2% (12)	16% (99)	25% (153)	604
Something Else	42% (158)	14% (53)	4% (15)	4% (17)	10% (37)	26% (98)	376
Religious Non-Protestant/Catholic	40% (59)	19% (28)	7% (10)	3% (4)	10% (15)	22% (33)	149
Evangelical	35% (185)	15% (80)	3% (16)	5% (25)	13% (69)	30% (160)	534
Non-Evangelical	35% (283)	16% (126)	3% (20)	2% (18)	13% (108)	31% (247)	802
Community: Urban	44% (295)	16% (109)	2% (15)	4% (29)	12% (83)	21% (144)	675
Community: Suburban	36% (365)	16% (161)	4% (38)	2% (24)	14% (140)	27% (273)	1001
Community: Rural	27% (145)	15% (82)	3% (14)	2% (10)	16% (84)	38% (205)	542
Employ: Private Sector	37% (284)	21% (158)	4% (32)	3% (21)	11% (85)	24% (179)	759
Employ: Government	56% (57)	13% (14)	2% (2)	2% (2)	13% (13)	15% (15)	102
Employ: Self-Employed	35% (67)	16% (31)	3% (6)	5% (10)	13% (26)	28% (55)	193
Employ: Homemaker	32% (46)	16% (23)	— (1)	4% (6)	14% (19)	34% (48)	143
Employ: Student	58% (32)	16% (9)	— (0)	5% (3)	11% (6)	11% (6)	56
Employ: Retired	28% (156)	11% (64)	2% (9)	2% (13)	18% (102)	40% (225)	568
Employ: Unemployed	39% (98)	14% (34)	5% (13)	3% (7)	16% (41)	24% (60)	254
Employ: Other	45% (65)	14% (20)	4% (5)	2% (2)	11% (15)	25% (35)	142
Military HH: Yes	38% (125)	12% (38)	2% (8)	2% (7)	15% (51)	30% (97)	326
Military HH: No	36% (680)	17% (313)	3% (60)	3% (56)	14% (256)	28% (526)	1891
RD/WT: Right Direction	47% (286)	17% (102)	4% (24)	3% (17)	9% (57)	20% (118)	604
RD/WT: Wrong Track	32% (520)	15% (250)	3% (43)	3% (46)	15% (250)	31% (505)	1613
Biden Job Approve	48% (445)	15% (143)	3% (24)	3% (24)	12% (111)	20% (186)	932
Biden Job Disapprove	28% (334)	16% (188)	3% (41)	3% (38)	15% (180)	34% (406)	1188

Continued on next page

Table MCEN3_1: Do you have a favorable or unfavorable opinion of the following actors from the Black Panther movies?
Chadwick Boseman (T'Challa / Black Panther)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (806)	16% (352)	3% (67)	3% (64)	14% (306)	28% (623)	2217
Biden Job Strongly Approve	52% (210)	13% (54)	3% (11)	3% (12)	8% (34)	21% (83)	404
Biden Job Somewhat Approve	44% (235)	17% (89)	2% (13)	2% (12)	15% (78)	19% (102)	528
Biden Job Somewhat Disapprove	35% (115)	19% (64)	6% (19)	2% (8)	12% (41)	26% (86)	333
Biden Job Strongly Disapprove	26% (219)	15% (124)	3% (23)	4% (30)	16% (139)	37% (320)	855
Favorable of Biden	48% (455)	17% (159)	2% (20)	3% (25)	11% (106)	20% (188)	953
Unfavorable of Biden	28% (331)	15% (178)	4% (44)	3% (36)	15% (177)	35% (405)	1171
Very Favorable of Biden	51% (231)	13% (60)	3% (12)	4% (17)	9% (39)	20% (92)	451
Somewhat Favorable of Biden	45% (224)	20% (98)	2% (8)	2% (9)	13% (67)	19% (96)	502
Somewhat Unfavorable of Biden	40% (112)	18% (52)	5% (15)	1% (3)	13% (36)	23% (64)	283
Very Unfavorable of Biden	25% (218)	14% (126)	3% (30)	4% (33)	16% (141)	38% (340)	888
#1 Issue: Economy	35% (321)	18% (164)	3% (26)	3% (31)	13% (122)	27% (242)	907
#1 Issue: Security	25% (59)	14% (32)	3% (8)	4% (10)	17% (39)	37% (86)	235
#1 Issue: Health Care	42% (71)	15% (24)	4% (7)	2% (3)	12% (20)	25% (42)	168
#1 Issue: Medicare / Social Security	30% (77)	13% (34)	3% (6)	2% (4)	15% (39)	38% (97)	256
#1 Issue: Women's Issues	44% (134)	15% (46)	4% (13)	2% (6)	12% (37)	22% (66)	303
#1 Issue: Education	51% (33)	19% (13)	1% (1)	1% (1)	11% (7)	17% (11)	66
#1 Issue: Energy	43% (71)	14% (24)	3% (5)	3% (5)	6% (11)	30% (49)	166
#1 Issue: Other	32% (38)	12% (14)	2% (2)	3% (3)	27% (31)	24% (28)	117
2020 Vote: Joe Biden	49% (468)	15% (147)	2% (20)	3% (29)	12% (111)	19% (177)	952
2020 Vote: Donald Trump	23% (175)	17% (127)	4% (32)	3% (20)	16% (121)	37% (283)	758
2020 Vote: Other	39% (30)	15% (12)	2% (1)	4% (3)	15% (11)	26% (19)	75
2020 Vote: Didn't Vote	31% (133)	15% (67)	3% (14)	3% (12)	15% (63)	33% (143)	432
2018 House Vote: Democrat	51% (382)	15% (117)	2% (17)	3% (21)	11% (86)	18% (132)	755
2018 House Vote: Republican	24% (155)	17% (110)	4% (27)	3% (19)	16% (104)	35% (224)	639
2018 House Vote: Someone else	18% (11)	17% (10)	— (0)	4% (2)	15% (9)	46% (27)	59
2016 Vote: Hillary Clinton	50% (356)	15% (106)	2% (14)	3% (24)	11% (81)	18% (127)	707
2016 Vote: Donald Trump	24% (167)	18% (121)	4% (30)	3% (20)	15% (106)	36% (245)	689
2016 Vote: Other	39% (39)	16% (16)	3% (3)	3% (3)	14% (14)	24% (24)	100
2016 Vote: Didn't Vote	34% (243)	15% (107)	3% (20)	2% (17)	15% (104)	31% (224)	715

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Table MCEN3_1: Do you have a favorable or unfavorable opinion of the following actors from the Black Panther movies?
Chadwick Boseman (T'Challa / Black Panther)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (806)	16% (352)	3% (67)	3% (64)	14% (306)	28% (623)	2217
Voted in 2014: Yes	37% (472)	16% (203)	3% (34)	3% (40)	14% (175)	27% (342)	1266
Voted in 2014: No	35% (334)	16% (149)	3% (33)	3% (24)	14% (131)	29% (280)	951
4-Region: Northeast	40% (154)	16% (60)	3% (10)	3% (12)	12% (47)	26% (101)	384
4-Region: Midwest	34% (153)	14% (65)	3% (15)	3% (12)	16% (72)	30% (140)	458
4-Region: South	36% (302)	17% (141)	4% (30)	3% (27)	13% (111)	28% (236)	847
4-Region: West	37% (196)	16% (85)	2% (12)	2% (13)	14% (76)	28% (146)	528
Marvel Comics Fans	49% (622)	18% (235)	4% (50)	3% (34)	11% (142)	15% (197)	1281
Marvel Movies & TV Shows Fans	48% (683)	19% (273)	4% (53)	3% (38)	11% (160)	16% (229)	1436
Superhero Fans	47% (687)	19% (280)	4% (56)	2% (34)	11% (164)	16% (227)	1448

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

Table MCEN3_2: Do you have a favorable or unfavorable opinion of the following actors from the Black Panther movies?
Lupita Nyong'o (Nakia)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (485)	17% (378)	2% (46)	2% (51)	14% (315)	43% (943)	2217
Gender: Male	19% (202)	20% (219)	2% (24)	2% (27)	13% (139)	43% (460)	1071
Gender: Female	25% (283)	14% (158)	2% (22)	2% (24)	15% (175)	42% (483)	1146
Age: 18-34	31% (197)	19% (120)	3% (18)	3% (17)	14% (90)	31% (202)	644
Age: 35-44	23% (83)	23% (85)	3% (10)	4% (14)	13% (48)	34% (126)	367
Age: 45-64	18% (126)	15% (111)	2% (16)	2% (11)	16% (112)	48% (341)	716
Age: 65+	16% (79)	13% (62)	— (2)	2% (9)	13% (65)	56% (274)	490
GenZers: 1997-2012	34% (61)	13% (23)	3% (6)	2% (3)	15% (26)	33% (58)	176
Millennials: 1981-1996	27% (196)	21% (152)	3% (20)	3% (24)	14% (100)	33% (239)	731
GenXers: 1965-1980	19% (107)	18% (97)	3% (16)	2% (10)	14% (77)	45% (246)	553
Baby Boomers: 1946-1964	16% (110)	14% (96)	1% (5)	2% (13)	15% (104)	52% (353)	681
PID: Dem (no lean)	32% (264)	17% (144)	2% (13)	3% (21)	13% (104)	34% (284)	831
PID: Ind (no lean)	19% (121)	16% (105)	2% (12)	2% (11)	16% (105)	46% (298)	653
PID: Rep (no lean)	14% (99)	18% (129)	3% (22)	3% (18)	14% (105)	49% (361)	734
PID/Gender: Dem Men	29% (112)	20% (76)	2% (8)	3% (13)	13% (49)	33% (125)	383
PID/Gender: Dem Women	34% (152)	15% (68)	1% (5)	2% (8)	12% (55)	35% (159)	448
PID/Gender: Ind Men	13% (41)	21% (67)	2% (6)	2% (7)	14% (45)	48% (152)	317
PID/Gender: Ind Women	24% (81)	11% (38)	2% (5)	1% (4)	18% (61)	43% (146)	335
PID/Gender: Rep Men	13% (50)	21% (76)	3% (10)	2% (7)	12% (46)	49% (182)	371
PID/Gender: Rep Women	14% (49)	14% (52)	3% (12)	3% (11)	16% (59)	49% (179)	363
Ideo: Liberal (1-3)	33% (213)	19% (126)	2% (10)	2% (12)	14% (91)	30% (196)	649
Ideo: Moderate (4)	20% (142)	17% (120)	1% (8)	3% (18)	14% (99)	44% (304)	691
Ideo: Conservative (5-7)	15% (107)	16% (119)	4% (26)	2% (17)	13% (95)	50% (370)	735
Educ: < College	20% (289)	16% (228)	2% (26)	2% (33)	15% (219)	45% (646)	1442
Educ: Bachelors degree	24% (120)	22% (107)	3% (15)	2% (12)	13% (63)	36% (177)	492
Educ: Post-grad	27% (76)	15% (42)	2% (5)	2% (6)	12% (33)	42% (120)	283
Income: Under 50k	22% (262)	16% (189)	1% (17)	2% (29)	16% (189)	43% (523)	1209
Income: 50k-100k	21% (145)	19% (127)	3% (20)	3% (17)	12% (84)	42% (287)	680
Income: 100k+	24% (79)	19% (61)	3% (9)	1% (5)	13% (42)	40% (132)	328
Ethnicity: White	17% (291)	17% (293)	2% (32)	2% (35)	14% (247)	48% (818)	1716
Ethnicity: Hispanic	29% (110)	18% (66)	3% (10)	1% (4)	13% (50)	36% (134)	375

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Table MCEN3_2: Do you have a favorable or unfavorable opinion of the following actors from the Black Panther movies?
Lupita Nyong'o (Nakia)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (485)	17% (378)	2% (46)	2% (51)	14% (315)	43% (943)	2217
Ethnicity: Black	43% (121)	17% (47)	4% (11)	4% (11)	12% (35)	21% (58)	283
Ethnicity: Other	34% (73)	17% (37)	1% (3)	2% (5)	15% (33)	31% (67)	218
All Christian	17% (173)	16% (160)	2% (25)	2% (21)	14% (143)	47% (471)	992
All Non-Christian	30% (40)	25% (34)	2% (3)	— (1)	8% (11)	35% (47)	135
Atheist	33% (37)	19% (20)	— (0)	2% (2)	14% (16)	32% (35)	109
Agnostic/Nothing in particular	24% (143)	17% (101)	2% (9)	2% (13)	15% (91)	41% (246)	604
Something Else	25% (93)	16% (62)	2% (9)	4% (14)	14% (55)	38% (144)	376
Religious Non-Protestant/Catholic	27% (41)	24% (35)	3% (5)	2% (2)	8% (12)	36% (54)	149
Evangelical	21% (113)	16% (85)	3% (14)	3% (17)	15% (79)	42% (226)	534
Non-Evangelical	19% (149)	17% (133)	2% (17)	2% (16)	14% (114)	47% (373)	802
Community: Urban	29% (193)	19% (126)	2% (14)	4% (25)	14% (93)	33% (224)	675
Community: Suburban	21% (212)	17% (172)	3% (27)	2% (20)	14% (139)	43% (431)	1001
Community: Rural	15% (80)	15% (80)	1% (5)	1% (6)	15% (83)	53% (287)	542
Employ: Private Sector	25% (188)	19% (147)	3% (24)	2% (13)	16% (124)	35% (263)	759
Employ: Government	26% (26)	24% (25)	5% (5)	1% (1)	8% (8)	36% (37)	102
Employ: Self-Employed	23% (44)	14% (27)	3% (6)	5% (11)	11% (21)	44% (85)	193
Employ: Homemaker	23% (33)	15% (21)	1% (1)	3% (5)	12% (17)	46% (66)	143
Employ: Student	31% (17)	11% (6)	1% (1)	6% (3)	16% (9)	35% (19)	56
Employ: Retired	14% (79)	14% (79)	1% (3)	2% (11)	14% (79)	56% (317)	568
Employ: Unemployed	24% (60)	18% (47)	2% (5)	2% (6)	14% (35)	40% (101)	254
Employ: Other	27% (38)	18% (25)	1% (1)	1% (2)	15% (21)	39% (55)	142
Military HH: Yes	21% (68)	19% (61)	2% (5)	1% (3)	12% (38)	46% (151)	326
Military HH: No	22% (417)	17% (316)	2% (41)	3% (48)	15% (277)	42% (792)	1891
RD/WT: Right Direction	31% (188)	20% (122)	2% (14)	3% (17)	13% (79)	30% (183)	604
RD/WT: Wrong Track	18% (297)	16% (255)	2% (32)	2% (34)	15% (236)	47% (759)	1613
Biden Job Approve	31% (289)	19% (177)	1% (11)	2% (21)	14% (132)	32% (302)	932
Biden Job Disapprove	15% (178)	16% (186)	3% (32)	2% (29)	14% (165)	50% (598)	1188

Continued on next page

Table MCEN3_2: Do you have a favorable or unfavorable opinion of the following actors from the Black Panther movies?
Lupita Nyong'o (Nakia)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (485)	17% (378)	2% (46)	2% (51)	14% (315)	43% (943)	2217
Biden Job Strongly Approve	36% (145)	17% (68)	1% (5)	3% (10)	13% (54)	30% (123)	404
Biden Job Somewhat Approve	27% (144)	21% (109)	1% (7)	2% (10)	15% (79)	34% (179)	528
Biden Job Somewhat Disapprove	23% (77)	17% (57)	3% (11)	2% (7)	13% (45)	41% (136)	333
Biden Job Strongly Disapprove	12% (101)	15% (129)	2% (21)	2% (21)	14% (120)	54% (463)	855
Favorable of Biden	31% (298)	19% (177)	1% (13)	3% (26)	13% (125)	33% (314)	953
Unfavorable of Biden	15% (177)	16% (184)	3% (33)	2% (25)	14% (164)	50% (587)	1171
Very Favorable of Biden	36% (163)	16% (70)	1% (5)	3% (16)	13% (59)	31% (138)	451
Somewhat Favorable of Biden	27% (135)	21% (107)	2% (8)	2% (10)	13% (66)	35% (175)	502
Somewhat Unfavorable of Biden	25% (71)	17% (49)	3% (7)	1% (3)	13% (37)	41% (115)	283
Very Unfavorable of Biden	12% (106)	15% (135)	3% (26)	2% (22)	14% (128)	53% (472)	888
#1 Issue: Economy	20% (183)	19% (173)	2% (19)	2% (20)	16% (144)	40% (367)	907
#1 Issue: Security	13% (30)	14% (33)	2% (6)	3% (7)	15% (34)	53% (125)	235
#1 Issue: Health Care	31% (53)	16% (26)	4% (7)	2% (4)	9% (16)	38% (64)	168
#1 Issue: Medicare / Social Security	19% (49)	14% (35)	— (1)	1% (2)	11% (28)	55% (141)	256
#1 Issue: Women's Issues	31% (94)	16% (47)	2% (6)	2% (6)	13% (38)	37% (112)	303
#1 Issue: Education	27% (18)	30% (19)	1% (1)	7% (4)	11% (7)	25% (16)	66
#1 Issue: Energy	25% (41)	18% (30)	1% (2)	4% (6)	13% (21)	39% (65)	166
#1 Issue: Other	14% (16)	12% (14)	4% (5)	1% (1)	23% (27)	46% (53)	117
2020 Vote: Joe Biden	33% (312)	18% (172)	1% (11)	2% (23)	15% (138)	31% (296)	952
2020 Vote: Donald Trump	11% (87)	17% (127)	3% (23)	2% (14)	14% (105)	53% (403)	758
2020 Vote: Other	24% (18)	14% (10)	3% (2)	4% (3)	14% (10)	43% (32)	75
2020 Vote: Didn't Vote	16% (68)	16% (68)	3% (11)	3% (12)	14% (61)	49% (212)	432
2018 House Vote: Democrat	34% (254)	18% (138)	2% (14)	2% (17)	13% (99)	31% (234)	755
2018 House Vote: Republican	13% (84)	16% (105)	3% (18)	2% (14)	14% (87)	52% (332)	639
2018 House Vote: Someone else	11% (6)	21% (12)	— (0)	4% (2)	16% (10)	48% (28)	59
2016 Vote: Hillary Clinton	33% (233)	18% (129)	1% (9)	3% (20)	13% (93)	32% (223)	707
2016 Vote: Donald Trump	13% (90)	17% (119)	3% (20)	2% (14)	13% (87)	52% (358)	689
2016 Vote: Other	22% (22)	18% (18)	2% (2)	5% (5)	11% (11)	42% (42)	100
2016 Vote: Didn't Vote	19% (139)	15% (111)	2% (15)	2% (12)	17% (121)	44% (317)	715

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Table MCEN3_2: Do you have a favorable or unfavorable opinion of the following actors from the Black Panther movies?
Lupita Nyong'o (Nakia)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (485)	17% (378)	2% (46)	2% (51)	14% (315)	43% (943)	2217
Voted in 2014: Yes	24% (308)	16% (208)	2% (26)	2% (29)	13% (164)	42% (530)	1266
Voted in 2014: No	19% (177)	18% (169)	2% (20)	2% (22)	16% (151)	43% (413)	951
4-Region: Northeast	23% (88)	20% (77)	2% (10)	2% (7)	12% (46)	41% (156)	384
4-Region: Midwest	22% (100)	12% (57)	3% (12)	2% (10)	14% (62)	47% (216)	458
4-Region: South	22% (184)	16% (134)	2% (14)	3% (21)	16% (136)	42% (358)	847
4-Region: West	21% (113)	21% (109)	2% (11)	2% (12)	13% (70)	40% (213)	528
Marvel Comics Fans	30% (390)	22% (281)	3% (33)	2% (25)	14% (176)	29% (376)	1281
Marvel Movies & TV Shows Fans	29% (420)	22% (316)	2% (34)	2% (29)	14% (199)	31% (439)	1436
Superhero Fans	29% (420)	22% (315)	3% (40)	2% (27)	15% (210)	30% (437)	1448

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

Table MCEN3_3: Do you have a favorable or unfavorable opinion of the following actors from the Black Panther movies?
 Danai Gurira (Okoye)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (374)	14% (312)	3% (77)	2% (47)	13% (296)	50% (1110)	2217
Gender: Male	17% (184)	17% (179)	5% (53)	2% (24)	12% (127)	47% (504)	1071
Gender: Female	17% (190)	12% (133)	2% (24)	2% (23)	15% (169)	53% (606)	1146
Age: 18-34	24% (152)	16% (102)	5% (30)	2% (16)	14% (92)	39% (251)	644
Age: 35-44	19% (71)	16% (57)	5% (20)	3% (11)	16% (57)	41% (150)	367
Age: 45-64	14% (101)	15% (106)	3% (21)	2% (13)	13% (95)	53% (379)	716
Age: 65+	10% (50)	9% (46)	1% (6)	1% (7)	11% (52)	67% (330)	490
GenZers: 1997-2012	23% (40)	13% (23)	5% (10)	3% (5)	13% (23)	43% (75)	176
Millennials: 1981-1996	23% (165)	16% (120)	5% (33)	2% (17)	15% (112)	39% (284)	731
GenXers: 1965-1980	16% (89)	17% (92)	4% (24)	2% (10)	12% (65)	49% (274)	553
Baby Boomers: 1946-1964	11% (74)	11% (73)	2% (11)	2% (13)	13% (86)	62% (425)	681
PID: Dem (no lean)	23% (193)	15% (127)	3% (22)	2% (17)	13% (106)	44% (366)	831
PID: Ind (no lean)	13% (87)	15% (95)	3% (22)	2% (13)	14% (95)	52% (342)	653
PID: Rep (no lean)	13% (94)	12% (91)	5% (34)	2% (18)	13% (96)	55% (402)	734
PID/Gender: Dem Men	26% (101)	18% (69)	5% (17)	2% (9)	10% (38)	39% (149)	383
PID/Gender: Dem Women	21% (92)	13% (58)	1% (5)	2% (8)	15% (68)	49% (218)	448
PID/Gender: Ind Men	10% (33)	18% (59)	5% (14)	2% (6)	15% (47)	50% (159)	317
PID/Gender: Ind Women	16% (54)	11% (36)	2% (7)	2% (7)	14% (47)	55% (183)	335
PID/Gender: Rep Men	13% (50)	14% (51)	6% (21)	2% (9)	11% (42)	53% (197)	371
PID/Gender: Rep Women	12% (44)	11% (39)	3% (13)	2% (9)	15% (54)	56% (205)	363
Ideo: Liberal (1-3)	26% (168)	16% (106)	3% (20)	1% (9)	11% (71)	42% (274)	649
Ideo: Moderate (4)	14% (100)	15% (102)	3% (23)	2% (11)	17% (116)	49% (339)	691
Ideo: Conservative (5-7)	13% (94)	12% (86)	4% (27)	3% (23)	11% (84)	57% (421)	735
Educ: < College	15% (221)	14% (201)	4% (54)	2% (29)	15% (214)	50% (722)	1442
Educ: Bachelors degree	20% (99)	17% (83)	3% (15)	2% (9)	11% (52)	48% (235)	492
Educ: Post-grad	19% (53)	10% (28)	3% (9)	3% (9)	11% (31)	54% (153)	283
Income: Under 50k	15% (187)	14% (169)	3% (37)	2% (27)	16% (190)	50% (599)	1209
Income: 50k-100k	18% (123)	14% (97)	4% (29)	2% (14)	11% (73)	51% (344)	680
Income: 100k+	19% (64)	14% (46)	3% (11)	2% (7)	10% (33)	51% (168)	328
Ethnicity: White	14% (245)	13% (230)	3% (50)	2% (35)	13% (226)	54% (931)	1716
Ethnicity: Hispanic	21% (77)	14% (53)	7% (25)	2% (7)	13% (48)	44% (165)	375

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Table MCEN3_3: Do you have a favorable or unfavorable opinion of the following actors from the Black Panther movies?
Danai Gurira (Okoye)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (374)	14% (312)	3% (77)	2% (47)	13% (296)	50% (1110)	2217
Ethnicity: Black	32% (89)	19% (53)	5% (15)	2% (7)	12% (34)	30% (85)	283
Ethnicity: Other	18% (40)	14% (30)	6% (13)	3% (6)	16% (36)	43% (94)	218
All Christian	14% (138)	14% (137)	4% (39)	2% (19)	13% (126)	54% (533)	992
All Non-Christian	26% (35)	16% (21)	3% (4)	2% (2)	7% (9)	47% (63)	135
Atheist	28% (31)	11% (12)	1% (1)	1% (1)	15% (16)	45% (49)	109
Agnostic/Nothing in particular	16% (96)	14% (86)	3% (18)	2% (13)	15% (89)	50% (301)	604
Something Else	20% (74)	15% (56)	4% (15)	3% (12)	15% (56)	43% (164)	376
Religious Non-Protestant/Catholic	24% (36)	14% (21)	5% (8)	2% (2)	7% (11)	47% (71)	149
Evangelical	16% (84)	15% (82)	4% (23)	3% (17)	14% (74)	48% (254)	534
Non-Evangelical	16% (126)	13% (107)	3% (26)	2% (14)	13% (103)	53% (426)	802
Community: Urban	21% (142)	18% (120)	5% (33)	3% (18)	13% (89)	41% (274)	675
Community: Suburban	16% (157)	14% (136)	3% (27)	2% (23)	13% (134)	52% (523)	1001
Community: Rural	14% (75)	10% (56)	3% (18)	1% (6)	13% (73)	58% (313)	542
Employ: Private Sector	20% (151)	17% (130)	5% (41)	2% (17)	14% (105)	41% (315)	759
Employ: Government	19% (20)	14% (14)	4% (4)	4% (4)	13% (13)	46% (47)	102
Employ: Self-Employed	21% (41)	14% (27)	5% (10)	4% (7)	9% (18)	47% (91)	193
Employ: Homemaker	18% (26)	10% (15)	1% (2)	3% (4)	14% (20)	53% (75)	143
Employ: Student	23% (13)	9% (5)	1% (0)	2% (1)	22% (12)	45% (25)	56
Employ: Retired	9% (53)	10% (59)	2% (10)	1% (8)	11% (63)	66% (374)	568
Employ: Unemployed	14% (36)	15% (37)	4% (10)	2% (5)	18% (47)	47% (119)	254
Employ: Other	24% (34)	17% (24)	1% (1)	1% (1)	12% (18)	45% (64)	142
Military HH: Yes	18% (59)	11% (37)	4% (12)	1% (3)	11% (35)	55% (179)	326
Military HH: No	17% (314)	15% (275)	3% (65)	2% (44)	14% (262)	49% (931)	1891
RD/WT: Right Direction	24% (148)	16% (99)	6% (39)	3% (16)	12% (73)	38% (230)	604
RD/WT: Wrong Track	14% (226)	13% (213)	2% (39)	2% (31)	14% (223)	55% (881)	1613
Biden Job Approve	24% (221)	16% (153)	4% (34)	2% (17)	13% (120)	42% (387)	932
Biden Job Disapprove	12% (143)	12% (147)	4% (43)	2% (28)	13% (158)	56% (669)	1188

Continued on next page

Table MCEN3_3: Do you have a favorable or unfavorable opinion of the following actors from the Black Panther movies?
 Danai Gurira (Okoye)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (374)	14% (312)	3% (77)	2% (47)	13% (296)	50% (1110)	2217
Biden Job Strongly Approve	28% (115)	13% (53)	5% (18)	2% (9)	11% (46)	40% (163)	404
Biden Job Somewhat Approve	20% (106)	19% (100)	3% (15)	2% (8)	14% (74)	43% (225)	528
Biden Job Somewhat Disapprove	16% (54)	15% (49)	6% (19)	1% (4)	15% (49)	48% (158)	333
Biden Job Strongly Disapprove	10% (89)	11% (97)	3% (24)	3% (24)	13% (109)	60% (511)	855
Favorable of Biden	23% (223)	17% (158)	3% (31)	1% (14)	13% (123)	42% (403)	953
Unfavorable of Biden	12% (142)	12% (140)	4% (43)	3% (32)	13% (154)	56% (660)	1171
Very Favorable of Biden	28% (126)	13% (60)	5% (21)	2% (9)	12% (55)	40% (181)	451
Somewhat Favorable of Biden	19% (98)	19% (98)	2% (10)	1% (6)	14% (69)	44% (222)	502
Somewhat Unfavorable of Biden	18% (50)	15% (42)	4% (13)	2% (4)	16% (44)	46% (130)	283
Very Unfavorable of Biden	10% (92)	11% (99)	3% (30)	3% (28)	12% (110)	60% (530)	888
#1 Issue: Economy	15% (138)	16% (142)	3% (32)	3% (25)	14% (127)	49% (443)	907
#1 Issue: Security	11% (25)	11% (26)	4% (10)	4% (10)	10% (24)	59% (139)	235
#1 Issue: Health Care	23% (38)	13% (23)	4% (7)	1% (1)	12% (21)	47% (79)	168
#1 Issue: Medicare / Social Security	15% (38)	10% (26)	4% (10)	1% (2)	11% (28)	59% (152)	256
#1 Issue: Women's Issues	24% (73)	12% (37)	3% (11)	1% (2)	16% (50)	43% (131)	303
#1 Issue: Education	29% (19)	21% (14)	1% (1)	2% (1)	12% (8)	35% (23)	66
#1 Issue: Energy	17% (29)	20% (33)	3% (6)	1% (2)	12% (19)	46% (76)	166
#1 Issue: Other	12% (14)	9% (11)	1% (1)	3% (3)	17% (20)	58% (68)	117
2020 Vote: Joe Biden	24% (228)	15% (145)	3% (30)	2% (21)	15% (140)	41% (389)	952
2020 Vote: Donald Trump	12% (88)	12% (94)	4% (34)	3% (20)	12% (92)	57% (429)	758
2020 Vote: Other	16% (12)	18% (13)	— (0)	2% (2)	11% (8)	53% (40)	75
2020 Vote: Didn't Vote	11% (46)	14% (59)	3% (14)	1% (4)	13% (56)	58% (252)	432
2018 House Vote: Democrat	26% (194)	17% (127)	3% (22)	2% (17)	12% (90)	40% (306)	755
2018 House Vote: Republican	12% (79)	12% (79)	5% (29)	3% (17)	12% (77)	56% (358)	639
2018 House Vote: Someone else	6% (4)	11% (7)	— (0)	2% (1)	20% (12)	60% (36)	59
2016 Vote: Hillary Clinton	25% (175)	15% (107)	2% (18)	3% (18)	14% (97)	41% (293)	707
2016 Vote: Donald Trump	13% (89)	12% (84)	4% (28)	2% (17)	11% (78)	57% (392)	689
2016 Vote: Other	19% (19)	14% (14)	— (0)	4% (4)	9% (9)	54% (54)	100
2016 Vote: Didn't Vote	13% (91)	15% (106)	4% (31)	1% (9)	16% (112)	51% (367)	715

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Table MCEN3_3: Do you have a favorable or unfavorable opinion of the following actors from the Black Panther movies?
Danai Gurira (Okoye)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (374)	14% (312)	3% (77)	2% (47)	13% (296)	50% (1110)	2217
Voted in 2014: Yes	20% (254)	13% (168)	3% (35)	3% (32)	12% (148)	50% (628)	1266
Voted in 2014: No	13% (120)	15% (144)	4% (42)	2% (15)	16% (148)	51% (482)	951
4-Region: Northeast	18% (69)	17% (67)	2% (9)	2% (8)	11% (44)	49% (187)	384
4-Region: Midwest	19% (87)	9% (43)	4% (18)	2% (11)	13% (59)	52% (240)	458
4-Region: South	16% (139)	15% (125)	4% (33)	2% (18)	15% (123)	48% (409)	847
4-Region: West	15% (79)	14% (76)	3% (17)	2% (10)	13% (71)	52% (275)	528
Marvel Comics Fans	25% (326)	19% (248)	5% (60)	2% (27)	15% (193)	33% (427)	1281
Marvel Movies & TV Shows Fans	24% (345)	19% (267)	5% (67)	2% (28)	15% (220)	35% (508)	1436
Superhero Fans	24% (341)	19% (280)	4% (64)	2% (25)	16% (227)	35% (510)	1448

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

Table MCEN3_4: Do you have a favorable or unfavorable opinion of the following actors from the Black Panther movies?
 Winston Duke (M'Baku)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (364)	15% (323)	3% (66)	2% (54)	14% (305)	50% (1105)	2217
Gender: Male	17% (187)	18% (190)	4% (40)	3% (32)	12% (129)	46% (493)	1071
Gender: Female	15% (178)	12% (133)	2% (26)	2% (22)	15% (175)	53% (612)	1146
Age: 18-34	24% (156)	16% (102)	4% (25)	3% (22)	14% (91)	39% (249)	644
Age: 35-44	19% (70)	20% (74)	4% (15)	3% (10)	15% (55)	39% (143)	367
Age: 45-64	14% (99)	15% (108)	3% (18)	2% (14)	14% (99)	53% (377)	716
Age: 65+	8% (39)	8% (39)	2% (8)	2% (8)	12% (61)	68% (336)	490
GenZers: 1997-2012	28% (50)	13% (23)	4% (8)	3% (5)	15% (27)	36% (64)	176
Millennials: 1981-1996	22% (159)	18% (130)	3% (24)	3% (24)	14% (105)	40% (289)	731
GenXers: 1965-1980	15% (80)	18% (102)	4% (20)	2% (10)	13% (71)	49% (271)	553
Baby Boomers: 1946-1964	10% (69)	10% (66)	2% (14)	2% (14)	13% (90)	63% (429)	681
PID: Dem (no lean)	21% (173)	15% (127)	3% (28)	2% (19)	13% (106)	45% (377)	831
PID: Ind (no lean)	15% (96)	16% (102)	2% (10)	2% (10)	16% (103)	51% (332)	653
PID: Rep (no lean)	13% (95)	13% (95)	4% (28)	3% (25)	13% (96)	54% (395)	734
PID/Gender: Dem Men	26% (98)	18% (70)	4% (15)	3% (12)	11% (41)	39% (148)	383
PID/Gender: Dem Women	17% (75)	13% (58)	3% (13)	2% (7)	15% (65)	51% (229)	448
PID/Gender: Ind Men	11% (35)	20% (62)	2% (6)	3% (8)	16% (51)	49% (155)	317
PID/Gender: Ind Women	18% (61)	12% (40)	1% (4)	1% (2)	15% (52)	53% (177)	335
PID/Gender: Rep Men	14% (53)	16% (59)	5% (19)	3% (12)	10% (38)	51% (190)	371
PID/Gender: Rep Women	11% (42)	10% (36)	3% (9)	4% (13)	16% (58)	57% (205)	363
Ideo: Liberal (1-3)	24% (154)	16% (104)	2% (13)	2% (13)	13% (87)	43% (279)	649
Ideo: Moderate (4)	16% (108)	15% (104)	3% (18)	2% (15)	16% (108)	49% (339)	691
Ideo: Conservative (5-7)	12% (87)	13% (95)	4% (33)	3% (22)	12% (90)	56% (408)	735
Educ: < College	16% (236)	14% (208)	3% (40)	3% (39)	14% (209)	49% (709)	1442
Educ: Bachelors degree	16% (80)	18% (87)	3% (16)	2% (8)	12% (57)	50% (244)	492
Educ: Post-grad	17% (48)	10% (28)	4% (10)	3% (7)	13% (38)	53% (151)	283
Income: Under 50k	16% (193)	14% (171)	2% (30)	2% (30)	15% (181)	50% (604)	1209
Income: 50k-100k	16% (110)	17% (115)	3% (23)	3% (19)	12% (84)	48% (330)	680
Income: 100k+	19% (61)	11% (38)	4% (13)	1% (5)	12% (40)	52% (171)	328
Ethnicity: White	13% (223)	14% (237)	3% (43)	2% (41)	13% (228)	55% (943)	1716
Ethnicity: Hispanic	26% (98)	15% (57)	4% (17)	— (2)	17% (62)	37% (140)	375

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**Table MCEN3_4: Do you have a favorable or unfavorable opinion of the following actors from the Black Panther movies?
Winston Duke (M'Baku)**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (364)	15% (323)	3% (66)	2% (54)	14% (305)	50% (1105)	2217
Ethnicity: Black	33% (94)	19% (53)	5% (14)	4% (11)	12% (33)	28% (78)	283
Ethnicity: Other	22% (47)	15% (33)	4% (9)	1% (2)	20% (44)	38% (83)	218
All Christian	14% (137)	13% (131)	3% (32)	2% (25)	13% (134)	54% (534)	992
All Non-Christian	21% (28)	17% (23)	5% (6)	3% (4)	8% (11)	47% (63)	135
Atheist	26% (29)	11% (13)	3% (3)	1% (1)	16% (17)	43% (47)	109
Agnostic/Nothing in particular	16% (94)	15% (89)	2% (10)	2% (13)	15% (89)	51% (309)	604
Something Else	20% (76)	18% (67)	4% (15)	3% (12)	14% (54)	40% (152)	376
Religious Non-Protestant/Catholic	20% (29)	17% (26)	5% (8)	4% (6)	8% (11)	46% (69)	149
Evangelical	17% (90)	16% (84)	4% (22)	4% (19)	13% (71)	46% (247)	534
Non-Evangelical	15% (120)	14% (108)	3% (23)	2% (14)	14% (112)	53% (424)	802
Community: Urban	22% (147)	17% (113)	4% (25)	3% (21)	14% (93)	41% (276)	675
Community: Suburban	15% (151)	14% (138)	3% (28)	2% (25)	14% (143)	52% (515)	1001
Community: Rural	12% (66)	13% (72)	2% (13)	1% (8)	13% (69)	58% (313)	542
Employ: Private Sector	19% (142)	20% (154)	4% (30)	2% (17)	13% (98)	42% (318)	759
Employ: Government	18% (19)	12% (13)	5% (5)	2% (2)	18% (18)	44% (45)	102
Employ: Self-Employed	18% (35)	15% (29)	4% (8)	6% (12)	10% (20)	46% (89)	193
Employ: Homemaker	21% (29)	9% (13)	1% (2)	4% (6)	18% (26)	46% (66)	143
Employ: Student	20% (11)	9% (5)	4% (2)	2% (1)	21% (12)	45% (25)	56
Employ: Retired	9% (51)	9% (50)	2% (9)	2% (9)	12% (70)	67% (378)	568
Employ: Unemployed	16% (42)	15% (38)	3% (8)	2% (5)	17% (44)	47% (118)	254
Employ: Other	25% (35)	15% (22)	2% (2)	2% (2)	11% (16)	45% (65)	142
Military HH: Yes	17% (56)	16% (52)	3% (11)	1% (4)	11% (37)	51% (167)	326
Military HH: No	16% (308)	14% (272)	3% (56)	3% (50)	14% (268)	50% (938)	1891
RD/WT: Right Direction	24% (145)	17% (106)	5% (32)	3% (16)	13% (76)	38% (230)	604
RD/WT: Wrong Track	14% (219)	14% (218)	2% (34)	2% (38)	14% (229)	54% (874)	1613
Biden Job Approve	22% (208)	16% (153)	3% (27)	2% (15)	14% (128)	43% (401)	932
Biden Job Disapprove	12% (140)	13% (157)	3% (38)	3% (37)	13% (159)	55% (656)	1188

Continued on next page

Table MCEN3_4: Do you have a favorable or unfavorable opinion of the following actors from the Black Panther movies?
 Winston Duke (M'Baku)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (364)	15% (323)	3% (66)	2% (54)	14% (305)	50% (1105)	2217
Biden Job Strongly Approve	27% (110)	16% (64)	4% (14)	2% (6)	12% (47)	40% (163)	404
Biden Job Somewhat Approve	19% (99)	17% (89)	2% (12)	2% (9)	15% (81)	45% (238)	528
Biden Job Somewhat Disapprove	17% (56)	15% (50)	5% (16)	4% (12)	15% (50)	45% (149)	333
Biden Job Strongly Disapprove	10% (84)	13% (108)	2% (21)	3% (25)	13% (110)	59% (508)	855
Favorable of Biden	22% (207)	16% (155)	3% (32)	2% (16)	14% (132)	43% (411)	953
Unfavorable of Biden	12% (142)	13% (157)	3% (35)	3% (36)	13% (151)	56% (650)	1171
Very Favorable of Biden	26% (118)	13% (58)	5% (23)	2% (10)	13% (59)	41% (184)	451
Somewhat Favorable of Biden	18% (90)	19% (98)	2% (9)	1% (6)	15% (73)	45% (227)	502
Somewhat Unfavorable of Biden	19% (55)	14% (41)	3% (10)	3% (10)	15% (44)	44% (125)	283
Very Unfavorable of Biden	10% (87)	13% (116)	3% (25)	3% (27)	12% (107)	59% (525)	888
#1 Issue: Economy	16% (146)	17% (157)	3% (25)	2% (21)	14% (129)	47% (428)	907
#1 Issue: Security	12% (28)	11% (26)	2% (6)	4% (10)	11% (27)	59% (139)	235
#1 Issue: Health Care	23% (39)	11% (18)	3% (5)	3% (5)	13% (21)	48% (80)	168
#1 Issue: Medicare / Social Security	11% (29)	9% (23)	4% (11)	1% (3)	13% (33)	61% (156)	256
#1 Issue: Women's Issues	19% (57)	16% (47)	3% (10)	2% (7)	16% (47)	44% (134)	303
#1 Issue: Education	33% (21)	19% (13)	1% (1)	2% (1)	17% (11)	29% (19)	66
#1 Issue: Energy	18% (29)	17% (29)	4% (6)	1% (2)	13% (22)	46% (77)	166
#1 Issue: Other	12% (15)	9% (11)	1% (2)	4% (4)	12% (14)	61% (72)	117
2020 Vote: Joe Biden	22% (213)	15% (141)	3% (31)	2% (19)	15% (145)	42% (403)	952
2020 Vote: Donald Trump	11% (81)	14% (103)	3% (24)	3% (23)	13% (97)	57% (430)	758
2020 Vote: Other	21% (16)	12% (9)	1% (1)	2% (2)	13% (10)	51% (38)	75
2020 Vote: Didn't Vote	13% (54)	17% (71)	3% (11)	2% (10)	12% (53)	54% (233)	432
2018 House Vote: Democrat	24% (182)	16% (117)	3% (25)	2% (16)	13% (100)	42% (315)	755
2018 House Vote: Republican	11% (69)	15% (94)	3% (22)	3% (18)	12% (76)	56% (360)	639
2018 House Vote: Someone else	12% (7)	9% (5)	— (0)	2% (1)	21% (12)	57% (34)	59
2016 Vote: Hillary Clinton	22% (156)	15% (108)	3% (24)	2% (13)	15% (103)	43% (304)	707
2016 Vote: Donald Trump	12% (79)	14% (96)	3% (24)	3% (22)	11% (75)	57% (393)	689
2016 Vote: Other	22% (22)	12% (12)	2% (2)	2% (2)	12% (12)	51% (51)	100
2016 Vote: Didn't Vote	15% (107)	15% (107)	2% (17)	2% (17)	16% (112)	50% (355)	715

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Table MCEN3_4: Do you have a favorable or unfavorable opinion of the following actors from the Black Panther movies?
Winston Duke (M'Baku)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (364)	15% (323)	3% (66)	2% (54)	14% (305)	50% (1105)	2217
Voted in 2014: Yes	18% (226)	14% (180)	3% (37)	3% (32)	12% (151)	50% (639)	1266
Voted in 2014: No	14% (138)	15% (143)	3% (30)	2% (22)	16% (154)	49% (466)	951
4-Region: Northeast	17% (64)	16% (62)	3% (12)	2% (9)	13% (51)	48% (185)	384
4-Region: Midwest	15% (71)	12% (54)	3% (13)	3% (16)	13% (60)	53% (245)	458
4-Region: South	17% (145)	15% (129)	3% (26)	2% (20)	14% (117)	48% (410)	847
4-Region: West	16% (84)	15% (79)	3% (14)	2% (10)	14% (76)	50% (265)	528
Marvel Comics Fans	25% (323)	21% (268)	4% (46)	3% (32)	15% (198)	32% (414)	1281
Marvel Movies & TV Shows Fans	23% (335)	20% (291)	4% (50)	3% (36)	15% (219)	35% (504)	1436
Superhero Fans	24% (340)	20% (290)	4% (55)	3% (37)	16% (226)	35% (500)	1448

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

Table MCEN3_5: Do you have a favorable or unfavorable opinion of the following actors from the Black Panther movies?
Letitia Wright (Shuri)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (380)	14% (318)	4% (82)	3% (62)	13% (288)	49% (1088)	2217
Gender: Male	18% (188)	17% (181)	5% (48)	3% (35)	12% (126)	46% (493)	1071
Gender: Female	17% (191)	12% (137)	3% (34)	2% (27)	14% (162)	52% (595)	1146
Age: 18-34	25% (162)	16% (101)	6% (42)	3% (19)	14% (88)	36% (233)	644
Age: 35-44	20% (74)	18% (68)	6% (24)	4% (14)	12% (43)	39% (144)	367
Age: 45-64	14% (97)	16% (114)	2% (13)	3% (21)	13% (96)	53% (376)	716
Age: 65+	9% (46)	7% (36)	1% (4)	2% (8)	12% (61)	68% (335)	490
GenZers: 1997-2012	28% (49)	17% (30)	6% (11)	2% (4)	12% (21)	35% (62)	176
Millennials: 1981-1996	23% (171)	16% (116)	7% (49)	3% (23)	13% (97)	38% (275)	731
GenXers: 1965-1980	15% (85)	18% (101)	2% (14)	4% (20)	11% (64)	49% (270)	553
Baby Boomers: 1946-1964	10% (70)	10% (67)	1% (8)	2% (14)	14% (95)	63% (428)	681
PID: Dem (no lean)	23% (192)	16% (133)	3% (27)	2% (19)	12% (99)	43% (361)	831
PID: Ind (no lean)	15% (97)	13% (82)	4% (28)	3% (17)	15% (97)	51% (332)	653
PID: Rep (no lean)	12% (91)	14% (103)	4% (27)	4% (26)	12% (91)	54% (395)	734
PID/Gender: Dem Men	24% (91)	21% (82)	4% (14)	4% (14)	10% (37)	38% (144)	383
PID/Gender: Dem Women	22% (100)	11% (51)	3% (12)	1% (5)	14% (63)	48% (217)	448
PID/Gender: Ind Men	13% (42)	15% (47)	4% (14)	3% (8)	16% (50)	49% (156)	317
PID/Gender: Ind Women	16% (55)	10% (35)	4% (14)	3% (9)	14% (46)	52% (176)	335
PID/Gender: Rep Men	15% (55)	14% (52)	5% (20)	3% (13)	10% (39)	52% (192)	371
PID/Gender: Rep Women	10% (36)	14% (51)	2% (7)	4% (13)	15% (53)	56% (203)	363
Ideo: Liberal (1-3)	25% (160)	16% (103)	5% (30)	2% (14)	12% (79)	40% (263)	649
Ideo: Moderate (4)	16% (113)	15% (102)	3% (24)	2% (13)	15% (102)	49% (338)	691
Ideo: Conservative (5-7)	12% (86)	13% (97)	4% (27)	4% (28)	11% (84)	56% (412)	735
Educ: < College	17% (242)	14% (203)	4% (55)	3% (46)	14% (196)	49% (700)	1442
Educ: Bachelors degree	17% (82)	17% (86)	4% (18)	2% (10)	12% (58)	49% (239)	492
Educ: Post-grad	19% (55)	10% (29)	3% (9)	2% (7)	12% (34)	53% (149)	283
Income: Under 50k	16% (198)	14% (174)	3% (42)	3% (36)	15% (175)	48% (584)	1209
Income: 50k-100k	18% (123)	14% (98)	4% (28)	3% (20)	11% (76)	49% (334)	680
Income: 100k+	18% (58)	14% (46)	4% (12)	2% (6)	11% (36)	52% (170)	328
Ethnicity: White	13% (228)	13% (226)	3% (48)	3% (53)	13% (227)	54% (935)	1716
Ethnicity: Hispanic	24% (90)	19% (71)	7% (26)	3% (13)	8% (30)	39% (145)	375

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Table MCEN3_5: Do you have a favorable or unfavorable opinion of the following actors from the Black Panther movies?
Letitia Wright (Shuri)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (380)	14% (318)	4% (82)	3% (62)	13% (288)	49% (1088)	2217
Ethnicity: Black	36% (103)	17% (48)	7% (21)	2% (6)	11% (33)	26% (73)	283
Ethnicity: Other	22% (49)	20% (44)	6% (13)	1% (3)	13% (28)	37% (80)	218
All Christian	15% (153)	14% (136)	2% (23)	2% (24)	12% (122)	54% (534)	992
All Non-Christian	26% (35)	18% (25)	6% (8)	1% (1)	8% (10)	42% (57)	135
Atheist	24% (27)	12% (13)	8% (9)	3% (3)	11% (12)	43% (47)	109
Agnostic/Nothing in particular	15% (93)	13% (78)	4% (23)	3% (21)	15% (93)	49% (296)	604
Something Else	19% (73)	18% (66)	5% (19)	4% (13)	13% (51)	41% (154)	376
Religious Non-Protestant/Catholic	24% (36)	19% (29)	7% (10)	1% (1)	7% (11)	42% (63)	149
Evangelical	16% (85)	17% (93)	4% (23)	3% (15)	12% (66)	47% (252)	534
Non-Evangelical	17% (138)	13% (101)	2% (14)	3% (23)	13% (106)	52% (420)	802
Community: Urban	21% (139)	19% (125)	5% (31)	4% (24)	13% (88)	40% (268)	675
Community: Suburban	17% (173)	13% (131)	4% (39)	3% (29)	13% (127)	50% (502)	1001
Community: Rural	12% (68)	11% (62)	2% (12)	2% (9)	14% (73)	59% (318)	542
Employ: Private Sector	18% (138)	18% (139)	5% (42)	3% (24)	14% (109)	41% (309)	759
Employ: Government	23% (23)	19% (19)	2% (2)	2% (2)	14% (14)	40% (41)	102
Employ: Self-Employed	20% (38)	14% (26)	8% (15)	3% (6)	10% (19)	46% (89)	193
Employ: Homemaker	19% (28)	11% (16)	3% (4)	5% (7)	9% (12)	53% (76)	143
Employ: Student	26% (14)	16% (9)	5% (3)	2% (1)	16% (9)	36% (20)	56
Employ: Retired	9% (53)	9% (52)	1% (6)	2% (11)	13% (71)	66% (376)	568
Employ: Unemployed	16% (40)	16% (41)	4% (9)	4% (11)	14% (36)	46% (117)	254
Employ: Other	32% (45)	11% (16)	2% (2)	1% (1)	13% (18)	42% (60)	142
Military HH: Yes	17% (54)	13% (44)	5% (16)	2% (7)	11% (36)	52% (169)	326
Military HH: No	17% (325)	15% (274)	3% (66)	3% (56)	13% (251)	49% (919)	1891
RD/WT: Right Direction	24% (142)	17% (102)	7% (40)	3% (16)	12% (73)	38% (231)	604
RD/WT: Wrong Track	15% (237)	13% (216)	3% (42)	3% (46)	13% (214)	53% (857)	1613
Biden Job Approve	23% (217)	16% (151)	4% (35)	2% (23)	12% (117)	42% (389)	932
Biden Job Disapprove	12% (147)	13% (157)	3% (41)	3% (39)	13% (157)	54% (647)	1188

Continued on next page

Table MCEN3_5: Do you have a favorable or unfavorable opinion of the following actors from the Black Panther movies?
 Letitia Wright (Shuri)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (380)	14% (318)	4% (82)	3% (62)	13% (288)	49% (1088)	2217
Biden Job Strongly Approve	27% (108)	15% (59)	4% (16)	2% (7)	12% (49)	41% (165)	404
Biden Job Somewhat Approve	21% (109)	17% (92)	4% (19)	3% (16)	13% (67)	42% (224)	528
Biden Job Somewhat Disapprove	16% (54)	17% (55)	8% (26)	1% (5)	14% (45)	44% (148)	333
Biden Job Strongly Disapprove	11% (94)	12% (102)	2% (15)	4% (34)	13% (111)	58% (499)	855
Favorable of Biden	24% (226)	17% (159)	3% (29)	2% (19)	12% (117)	42% (404)	953
Unfavorable of Biden	12% (142)	13% (152)	4% (47)	3% (38)	13% (152)	55% (640)	1171
Very Favorable of Biden	27% (122)	15% (67)	3% (12)	2% (10)	12% (56)	41% (184)	451
Somewhat Favorable of Biden	21% (104)	18% (92)	3% (17)	2% (9)	12% (61)	44% (220)	502
Somewhat Unfavorable of Biden	17% (48)	16% (45)	7% (19)	1% (3)	15% (41)	45% (127)	283
Very Unfavorable of Biden	11% (94)	12% (107)	3% (27)	4% (35)	12% (111)	58% (514)	888
#1 Issue: Economy	16% (144)	16% (149)	3% (27)	3% (32)	14% (127)	47% (427)	907
#1 Issue: Security	10% (22)	12% (29)	6% (14)	4% (9)	8% (19)	61% (143)	235
#1 Issue: Health Care	22% (38)	15% (25)	4% (6)	3% (5)	14% (24)	42% (71)	168
#1 Issue: Medicare / Social Security	15% (37)	10% (26)	2% (5)	1% (3)	13% (34)	59% (151)	256
#1 Issue: Women's Issues	22% (66)	13% (40)	7% (20)	2% (7)	13% (38)	43% (130)	303
#1 Issue: Education	35% (23)	13% (9)	3% (2)	1% (1)	13% (9)	35% (23)	66
#1 Issue: Energy	22% (36)	17% (28)	4% (7)	1% (2)	12% (20)	44% (74)	166
#1 Issue: Other	11% (13)	10% (12)	1% (1)	3% (3)	14% (17)	60% (70)	117
2020 Vote: Joe Biden	24% (231)	15% (141)	3% (33)	2% (23)	14% (134)	41% (389)	952
2020 Vote: Donald Trump	11% (82)	13% (98)	4% (28)	3% (24)	12% (93)	57% (432)	758
2020 Vote: Other	19% (14)	14% (11)	4% (3)	2% (2)	16% (12)	45% (34)	75
2020 Vote: Didn't Vote	12% (52)	16% (68)	4% (18)	3% (13)	11% (49)	54% (233)	432
2018 House Vote: Democrat	25% (188)	16% (119)	3% (24)	2% (16)	13% (99)	41% (308)	755
2018 House Vote: Republican	11% (69)	15% (94)	4% (24)	4% (23)	11% (71)	56% (359)	639
2018 House Vote: Someone else	7% (4)	10% (6)	1% (1)	2% (1)	24% (14)	56% (33)	59
2016 Vote: Hillary Clinton	24% (167)	15% (109)	3% (20)	3% (21)	13% (92)	42% (298)	707
2016 Vote: Donald Trump	12% (84)	13% (92)	4% (25)	4% (25)	11% (73)	57% (391)	689
2016 Vote: Other	17% (17)	15% (15)	1% (1)	2% (2)	20% (20)	45% (46)	100
2016 Vote: Didn't Vote	16% (112)	14% (100)	5% (37)	2% (15)	14% (102)	49% (349)	715

Continued on next page

Table MCEN3_5: Do you have a favorable or unfavorable opinion of the following actors from the Black Panther movies?
Letitia Wright (Shuri)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (380)	14% (318)	4% (82)	3% (62)	13% (288)	49% (1088)	2217
Voted in 2014: Yes	18% (228)	15% (185)	3% (34)	3% (38)	12% (151)	50% (629)	1266
Voted in 2014: No	16% (152)	14% (133)	5% (48)	3% (24)	14% (136)	48% (459)	951
4-Region: Northeast	17% (67)	18% (68)	3% (10)	3% (12)	13% (48)	47% (179)	384
4-Region: Midwest	17% (79)	11% (53)	2% (11)	3% (12)	13% (60)	53% (243)	458
4-Region: South	17% (142)	14% (122)	4% (33)	3% (24)	14% (119)	48% (408)	847
4-Region: West	17% (92)	14% (76)	5% (27)	3% (14)	11% (60)	49% (259)	528
Marvel Comics Fans	25% (324)	21% (264)	5% (68)	2% (31)	14% (180)	32% (413)	1281
Marvel Movies & TV Shows Fans	24% (348)	20% (284)	5% (69)	3% (37)	14% (207)	34% (490)	1436
Superhero Fans	24% (351)	20% (292)	5% (68)	2% (35)	15% (214)	34% (487)	1448

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

Table MCEN3_6: Do you have a favorable or unfavorable opinion of the following actors from the Black Panther movies?
 Tenoch Huerta (Namor)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (292)	14% (316)	3% (64)	2% (50)	14% (320)	53% (1174)	2217
Gender: Male	14% (147)	17% (183)	4% (39)	3% (30)	14% (149)	49% (522)	1071
Gender: Female	13% (145)	12% (133)	2% (25)	2% (20)	15% (171)	57% (652)	1146
Age: 18-34	19% (124)	16% (101)	5% (29)	2% (15)	17% (107)	42% (267)	644
Age: 35-44	16% (58)	19% (69)	3% (12)	3% (13)	15% (55)	44% (160)	367
Age: 45-64	10% (74)	14% (104)	3% (21)	2% (15)	14% (99)	56% (403)	716
Age: 65+	7% (36)	9% (42)	— (2)	1% (7)	12% (60)	70% (344)	490
GenZers: 1997-2012	19% (34)	13% (22)	5% (8)	2% (4)	19% (33)	43% (75)	176
Millennials: 1981-1996	17% (128)	18% (132)	4% (32)	3% (18)	16% (116)	42% (305)	731
GenXers: 1965-1980	12% (67)	15% (85)	3% (15)	3% (15)	13% (70)	54% (301)	553
Baby Boomers: 1946-1964	9% (59)	11% (73)	1% (8)	2% (12)	13% (92)	64% (438)	681
PID: Dem (no lean)	18% (153)	14% (113)	3% (23)	2% (20)	14% (116)	49% (405)	831
PID: Ind (no lean)	10% (64)	15% (101)	2% (14)	1% (8)	16% (103)	56% (363)	653
PID: Rep (no lean)	10% (75)	14% (102)	4% (28)	3% (22)	14% (100)	55% (406)	734
PID/Gender: Dem Men	23% (88)	17% (64)	4% (16)	3% (13)	12% (47)	41% (155)	383
PID/Gender: Dem Women	15% (65)	11% (49)	1% (7)	2% (7)	16% (70)	56% (250)	448
PID/Gender: Ind Men	6% (20)	18% (58)	2% (6)	2% (6)	17% (55)	54% (172)	317
PID/Gender: Ind Women	13% (44)	13% (42)	2% (8)	— (2)	15% (49)	57% (191)	335
PID/Gender: Rep Men	11% (40)	16% (61)	5% (17)	3% (10)	13% (48)	53% (195)	371
PID/Gender: Rep Women	10% (36)	11% (41)	3% (10)	3% (12)	14% (52)	58% (212)	363
Ideo: Liberal (1-3)	19% (124)	16% (103)	1% (8)	2% (10)	15% (97)	47% (305)	649
Ideo: Moderate (4)	12% (82)	16% (113)	2% (14)	2% (15)	16% (110)	52% (358)	691
Ideo: Conservative (5-7)	10% (73)	12% (91)	5% (34)	3% (22)	12% (88)	58% (426)	735
Educ: < College	13% (188)	14% (204)	3% (39)	2% (36)	15% (223)	52% (751)	1442
Educ: Bachelors degree	13% (63)	18% (88)	4% (17)	1% (7)	12% (57)	53% (259)	492
Educ: Post-grad	14% (41)	8% (24)	3% (8)	3% (7)	14% (40)	58% (164)	283
Income: Under 50k	12% (149)	15% (177)	2% (27)	2% (30)	15% (183)	53% (643)	1209
Income: 50k-100k	13% (88)	14% (97)	4% (26)	2% (16)	14% (96)	53% (357)	680
Income: 100k+	17% (54)	13% (42)	4% (12)	2% (5)	13% (41)	53% (174)	328
Ethnicity: White	10% (178)	13% (230)	2% (38)	2% (35)	14% (248)	57% (986)	1716
Ethnicity: Hispanic	20% (74)	16% (60)	6% (23)	1% (5)	15% (57)	41% (155)	375

Continued on next page

Table MCEN3_6: Do you have a favorable or unfavorable opinion of the following actors from the Black Panther movies?
Tenoch Huerta (Namor)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (292)	14% (316)	3% (64)	2% (50)	14% (320)	53% (1174)	2217
Ethnicity: Black	29% (81)	15% (42)	6% (16)	4% (12)	13% (36)	34% (97)	283
Ethnicity: Other	15% (34)	20% (44)	5% (10)	2% (3)	16% (36)	42% (92)	218
All Christian	12% (121)	13% (128)	3% (28)	2% (24)	13% (125)	57% (567)	992
All Non-Christian	23% (31)	15% (21)	5% (6)	2% (3)	8% (11)	46% (63)	135
Atheist	18% (20)	14% (15)	1% (1)	1% (1)	18% (20)	49% (53)	109
Agnostic/Nothing in particular	12% (70)	14% (87)	2% (13)	2% (11)	17% (102)	53% (321)	604
Something Else	13% (50)	18% (66)	4% (17)	3% (12)	16% (62)	45% (170)	376
Religious Non-Protestant/Catholic	22% (32)	14% (21)	5% (8)	3% (5)	9% (13)	47% (70)	149
Evangelical	13% (67)	16% (87)	5% (24)	4% (21)	13% (71)	49% (263)	534
Non-Evangelical	13% (101)	13% (102)	2% (18)	2% (13)	14% (111)	57% (457)	802
Community: Urban	17% (117)	16% (107)	4% (30)	3% (21)	14% (96)	45% (303)	675
Community: Suburban	11% (115)	14% (139)	3% (29)	2% (21)	15% (151)	55% (545)	1001
Community: Rural	11% (60)	13% (69)	1% (6)	2% (8)	13% (73)	60% (325)	542
Employ: Private Sector	14% (110)	19% (143)	4% (34)	2% (16)	15% (114)	45% (343)	759
Employ: Government	15% (15)	13% (14)	6% (6)	1% (1)	15% (15)	49% (50)	102
Employ: Self-Employed	18% (34)	12% (24)	7% (14)	5% (9)	10% (20)	48% (93)	193
Employ: Homemaker	15% (22)	10% (15)	1% (2)	3% (5)	15% (21)	55% (78)	143
Employ: Student	9% (5)	10% (5)	— (0)	2% (1)	26% (14)	53% (30)	56
Employ: Retired	7% (41)	9% (53)	1% (5)	1% (8)	12% (69)	69% (391)	568
Employ: Unemployed	17% (42)	14% (34)	1% (2)	3% (7)	17% (44)	49% (125)	254
Employ: Other	16% (23)	19% (28)	1% (2)	2% (2)	15% (22)	46% (66)	142
Military HH: Yes	13% (43)	14% (45)	4% (13)	1% (3)	13% (44)	55% (180)	326
Military HH: No	13% (249)	14% (271)	3% (52)	3% (48)	15% (276)	53% (994)	1891
RD/WT: Right Direction	21% (129)	18% (107)	4% (23)	3% (17)	12% (73)	42% (256)	604
RD/WT: Wrong Track	10% (163)	13% (209)	3% (41)	2% (34)	15% (247)	57% (918)	1613
Biden Job Approve	19% (177)	16% (152)	2% (21)	2% (16)	14% (132)	47% (434)	932
Biden Job Disapprove	9% (104)	13% (154)	4% (42)	3% (33)	14% (169)	58% (686)	1188

Continued on next page

Table MCEN3_6: Do you have a favorable or unfavorable opinion of the following actors from the Black Panther movies?
 Tenoch Huerta (Namor)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (292)	14% (316)	3% (64)	2% (50)	14% (320)	53% (1174)	2217
Biden Job Strongly Approve	24% (98)	15% (60)	3% (11)	2% (8)	11% (45)	45% (183)	404
Biden Job Somewhat Approve	15% (79)	17% (92)	2% (11)	1% (7)	17% (88)	48% (251)	528
Biden Job Somewhat Disapprove	11% (38)	17% (57)	6% (19)	3% (9)	16% (52)	47% (158)	333
Biden Job Strongly Disapprove	8% (66)	11% (97)	3% (23)	3% (24)	14% (117)	62% (529)	855
Favorable of Biden	18% (171)	17% (160)	2% (18)	2% (22)	14% (134)	47% (448)	953
Unfavorable of Biden	10% (113)	13% (147)	3% (40)	2% (28)	14% (165)	58% (678)	1171
Very Favorable of Biden	23% (102)	15% (69)	3% (13)	3% (11)	11% (52)	45% (204)	451
Somewhat Favorable of Biden	14% (69)	18% (91)	1% (5)	2% (10)	16% (83)	49% (244)	502
Somewhat Unfavorable of Biden	13% (38)	16% (46)	5% (14)	1% (2)	16% (46)	48% (136)	283
Very Unfavorable of Biden	8% (75)	11% (101)	3% (26)	3% (26)	13% (118)	61% (541)	888
#1 Issue: Economy	12% (111)	16% (143)	3% (29)	2% (21)	15% (135)	51% (467)	907
#1 Issue: Security	7% (16)	13% (31)	3% (7)	4% (10)	10% (24)	62% (147)	235
#1 Issue: Health Care	18% (30)	13% (21)	2% (3)	4% (6)	12% (21)	51% (87)	168
#1 Issue: Medicare / Social Security	12% (31)	10% (27)	2% (4)	1% (2)	13% (33)	62% (160)	256
#1 Issue: Women's Issues	16% (48)	14% (44)	4% (12)	1% (4)	17% (51)	47% (143)	303
#1 Issue: Education	26% (17)	19% (12)	1% (1)	1% (1)	18% (12)	35% (23)	66
#1 Issue: Energy	16% (27)	18% (30)	3% (4)	1% (2)	14% (22)	48% (80)	166
#1 Issue: Other	10% (11)	7% (9)	3% (4)	3% (3)	18% (21)	59% (69)	117
2020 Vote: Joe Biden	19% (182)	14% (135)	2% (23)	2% (20)	17% (159)	46% (433)	952
2020 Vote: Donald Trump	8% (63)	15% (110)	3% (25)	2% (17)	13% (100)	59% (444)	758
2020 Vote: Other	10% (7)	12% (9)	1% (1)	2% (2)	14% (11)	61% (46)	75
2020 Vote: Didn't Vote	9% (40)	14% (62)	4% (16)	3% (12)	12% (50)	58% (251)	432
2018 House Vote: Democrat	21% (159)	16% (117)	2% (18)	2% (17)	14% (104)	45% (339)	755
2018 House Vote: Republican	8% (52)	13% (84)	3% (21)	3% (18)	13% (84)	60% (380)	639
2018 House Vote: Someone else	5% (3)	12% (7)	1% (1)	2% (1)	17% (10)	63% (37)	59
2016 Vote: Hillary Clinton	20% (143)	14% (100)	2% (17)	2% (16)	15% (106)	46% (324)	707
2016 Vote: Donald Trump	10% (66)	13% (92)	4% (26)	3% (20)	13% (87)	58% (398)	689
2016 Vote: Other	11% (11)	15% (16)	1% (1)	3% (3)	14% (14)	56% (56)	100
2016 Vote: Didn't Vote	10% (71)	15% (108)	3% (21)	2% (12)	16% (113)	55% (391)	715

Continued on next page

Table MCEN3_6: Do you have a favorable or unfavorable opinion of the following actors from the Black Panther movies?

Tenoch Huerta (Namor)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (292)	14% (316)	3% (64)	2% (50)	14% (320)	53% (1174)	2217
Voted in 2014: Yes	15% (193)	13% (169)	3% (35)	2% (32)	13% (163)	53% (674)	1266
Voted in 2014: No	10% (99)	15% (147)	3% (29)	2% (19)	16% (157)	53% (500)	951
4-Region: Northeast	15% (56)	16% (61)	3% (13)	2% (8)	13% (49)	51% (196)	384
4-Region: Midwest	13% (61)	11% (50)	2% (11)	2% (10)	15% (68)	56% (258)	458
4-Region: South	14% (121)	14% (119)	2% (21)	3% (24)	16% (133)	51% (429)	847
4-Region: West	10% (53)	16% (86)	4% (19)	2% (9)	13% (70)	55% (291)	528
Marvel Comics Fans	20% (254)	22% (277)	4% (45)	2% (27)	17% (216)	36% (462)	1281
Marvel Movies & TV Shows Fans	19% (269)	20% (289)	3% (48)	2% (29)	17% (239)	39% (562)	1436
Superhero Fans	19% (269)	20% (291)	4% (54)	2% (28)	17% (246)	39% (560)	1448

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

Table MCEN4_1: *And specifically, how familiar are you with the following characters and their backstories from the Black Panther movies and comics?*
T'Challa / Black Panther

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	20%	(442)	19%	(428)	16%	(344)	45%	(1003)	2217
Gender: Male	24%	(262)	20%	(219)	16%	(166)	40%	(424)	1071
Gender: Female	16%	(179)	18%	(209)	16%	(178)	51%	(579)	1146
Age: 18-34	31%	(199)	26%	(165)	15%	(95)	29%	(184)	644
Age: 35-44	25%	(92)	26%	(95)	15%	(55)	34%	(124)	367
Age: 45-64	14%	(99)	16%	(113)	19%	(136)	51%	(367)	716
Age: 65+	10%	(51)	11%	(55)	12%	(58)	67%	(327)	490
GenZers: 1997-2012	34%	(59)	29%	(51)	12%	(21)	26%	(45)	176
Millennials: 1981-1996	28%	(207)	25%	(184)	16%	(115)	31%	(225)	731
GenXers: 1965-1980	18%	(98)	19%	(106)	18%	(101)	45%	(249)	553
Baby Boomers: 1946-1964	11%	(74)	12%	(80)	14%	(97)	63%	(431)	681
PID: Dem (no lean)	25%	(212)	19%	(159)	16%	(136)	39%	(324)	831
PID: Ind (no lean)	18%	(114)	21%	(135)	16%	(105)	46%	(298)	653
PID: Rep (no lean)	16%	(116)	18%	(134)	14%	(103)	52%	(381)	734
PID/Gender: Dem Men	32%	(123)	22%	(83)	16%	(61)	30%	(115)	383
PID/Gender: Dem Women	20%	(88)	17%	(76)	17%	(75)	47%	(209)	448
PID/Gender: Ind Men	22%	(71)	21%	(66)	16%	(50)	41%	(131)	317
PID/Gender: Ind Women	13%	(43)	21%	(69)	16%	(55)	50%	(167)	335
PID/Gender: Rep Men	18%	(68)	19%	(70)	15%	(55)	48%	(178)	371
PID/Gender: Rep Women	13%	(48)	17%	(63)	13%	(48)	56%	(203)	363
Ideo: Liberal (1-3)	26%	(169)	21%	(136)	16%	(101)	37%	(243)	649
Ideo: Moderate (4)	19%	(129)	20%	(138)	18%	(122)	44%	(303)	691
Ideo: Conservative (5-7)	16%	(116)	18%	(135)	13%	(98)	52%	(385)	735
Educ: < College	19%	(269)	20%	(293)	16%	(230)	45%	(649)	1442
Educ: Bachelors degree	22%	(107)	19%	(92)	15%	(75)	44%	(218)	492
Educ: Post-grad	23%	(66)	15%	(42)	14%	(40)	48%	(135)	283
Income: Under 50k	17%	(209)	20%	(242)	17%	(207)	46%	(550)	1209
Income: 50k-100k	21%	(140)	19%	(131)	14%	(92)	47%	(317)	680
Income: 100k+	28%	(92)	17%	(54)	14%	(46)	41%	(136)	328
Ethnicity: White	16%	(267)	18%	(308)	15%	(265)	51%	(875)	1716
Ethnicity: Hispanic	27%	(102)	24%	(89)	16%	(62)	33%	(123)	375

Continued on next page

Table MCEN4_1: And specifically, how familiar are you with the following characters and their backstories from the Black Panther movies and comics?
T'Challa / Black Panther

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	20% (442)	19% (428)	16% (344)	45% (1003)	2217
Ethnicity: Black	39% (111)	25% (71)	15% (42)	21% (60)	283
Ethnicity: Other	29% (64)	22% (49)	17% (37)	31% (68)	218
All Christian	17% (168)	16% (158)	16% (159)	51% (507)	992
All Non-Christian	30% (40)	18% (24)	14% (19)	39% (52)	135
Atheist	22% (24)	27% (29)	10% (11)	41% (45)	109
Agnostic/Nothing in particular	21% (126)	20% (120)	17% (101)	43% (258)	604
Something Else	22% (84)	26% (97)	14% (54)	37% (141)	376
Religious Non-Protestant/Catholic	28% (42)	17% (25)	16% (25)	39% (58)	149
Evangelical	20% (106)	20% (105)	17% (90)	44% (233)	534
Non-Evangelical	17% (140)	18% (146)	15% (118)	50% (398)	802
Community: Urban	27% (184)	21% (138)	16% (108)	36% (244)	675
Community: Suburban	18% (178)	18% (183)	17% (166)	47% (474)	1001
Community: Rural	15% (79)	20% (107)	13% (70)	53% (285)	542
Employ: Private Sector	25% (188)	24% (183)	16% (121)	35% (266)	759
Employ: Government	34% (34)	20% (20)	16% (16)	31% (31)	102
Employ: Self-Employed	22% (42)	23% (44)	13% (26)	42% (82)	193
Employ: Homemaker	14% (20)	23% (33)	14% (20)	48% (69)	143
Employ: Student	25% (14)	23% (13)	26% (14)	27% (15)	56
Employ: Retired	9% (54)	11% (63)	15% (83)	65% (368)	568
Employ: Unemployed	22% (55)	18% (45)	17% (43)	44% (111)	254
Employ: Other	24% (35)	18% (26)	15% (22)	42% (60)	142
Military HH: Yes	22% (72)	22% (72)	11% (36)	45% (146)	326
Military HH: No	20% (370)	19% (356)	16% (308)	45% (857)	1891
RD/WT: Right Direction	25% (154)	23% (139)	18% (109)	33% (202)	604
RD/WT: Wrong Track	18% (288)	18% (289)	15% (235)	50% (801)	1613
Biden Job Approve	25% (230)	20% (185)	18% (167)	38% (350)	932
Biden Job Disapprove	16% (192)	18% (216)	14% (164)	52% (616)	1188

Continued on next page

Table MCEN4_1: And specifically, how familiar are you with the following characters and their backstories from the Black Panther movies and comics?
T'Challa / Black Panther

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	20% (442)	19% (428)	16% (344)	45% (1003)	2217
Biden Job Strongly Approve	26% (106)	21% (84)	16% (64)	37% (150)	404
Biden Job Somewhat Approve	23% (123)	19% (101)	19% (103)	38% (201)	528
Biden Job Somewhat Disapprove	18% (62)	28% (92)	10% (33)	44% (146)	333
Biden Job Strongly Disapprove	15% (131)	14% (123)	15% (131)	55% (470)	855
Favorable of Biden	25% (235)	20% (191)	16% (154)	39% (373)	953
Unfavorable of Biden	16% (184)	19% (223)	14% (169)	51% (595)	1171
Very Favorable of Biden	27% (120)	18% (82)	17% (77)	38% (172)	451
Somewhat Favorable of Biden	23% (115)	22% (109)	15% (77)	40% (201)	502
Somewhat Unfavorable of Biden	21% (58)	26% (73)	14% (38)	40% (113)	283
Very Unfavorable of Biden	14% (126)	17% (150)	15% (130)	54% (482)	888
#1 Issue: Economy	20% (181)	21% (192)	15% (139)	44% (394)	907
#1 Issue: Security	16% (37)	16% (37)	13% (31)	55% (130)	235
#1 Issue: Health Care	27% (46)	16% (27)	18% (30)	39% (66)	168
#1 Issue: Medicare / Social Security	11% (27)	14% (35)	20% (50)	56% (144)	256
#1 Issue: Women's Issues	24% (73)	22% (66)	15% (46)	39% (117)	303
#1 Issue: Education	29% (19)	31% (20)	13% (8)	27% (18)	66
#1 Issue: Energy	24% (39)	18% (30)	17% (28)	41% (68)	166
#1 Issue: Other	16% (19)	16% (19)	11% (12)	57% (66)	117
2020 Vote: Joe Biden	26% (247)	19% (185)	16% (148)	39% (371)	952
2020 Vote: Donald Trump	15% (113)	17% (132)	15% (112)	53% (400)	758
2020 Vote: Other	16% (12)	24% (18)	26% (19)	35% (26)	75
2020 Vote: Didn't Vote	16% (69)	21% (92)	15% (65)	48% (206)	432
2018 House Vote: Democrat	27% (201)	20% (148)	16% (121)	38% (284)	755
2018 House Vote: Republican	15% (95)	17% (110)	15% (98)	53% (336)	639
2018 House Vote: Someone else	15% (9)	15% (9)	16% (10)	54% (32)	59
2016 Vote: Hillary Clinton	26% (184)	18% (129)	16% (114)	40% (280)	707
2016 Vote: Donald Trump	15% (102)	17% (115)	16% (108)	53% (364)	689
2016 Vote: Other	23% (23)	22% (22)	19% (19)	36% (36)	100
2016 Vote: Didn't Vote	18% (132)	22% (161)	14% (102)	45% (321)	715

Continued on next page

Table MCEN4_1: And specifically, how familiar are you with the following characters and their backstories from the Black Panther movies and comics?
T'Challa / Black Panther

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	20%	(442)	19%	(428)	16%	(344)	45%	(1003)	2217
Voted in 2014: Yes	21%	(263)	18%	(223)	16%	(200)	46%	(580)	1266
Voted in 2014: No	19%	(179)	22%	(205)	15%	(145)	44%	(423)	951
4-Region: Northeast	21%	(82)	18%	(70)	17%	(66)	43%	(167)	384
4-Region: Midwest	18%	(84)	17%	(79)	13%	(59)	52%	(236)	458
4-Region: South	20%	(170)	21%	(176)	16%	(135)	43%	(366)	847
4-Region: West	20%	(106)	19%	(102)	16%	(86)	44%	(234)	528
Marvel Comics Fans	29%	(375)	28%	(355)	18%	(233)	25%	(317)	1281
Marvel Movies & TV Shows Fans	29%	(411)	26%	(380)	18%	(252)	27%	(393)	1436
Superhero Fans	27%	(397)	27%	(392)	19%	(270)	27%	(389)	1448

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

Table MCEN4_2: And specifically, how familiar are you with the following characters and their backstories from the Black Panther movies and comics?
Nakia

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(209)	18%	(410)	17%	(376)	55%	(1222)	2217
Gender: Male	11%	(118)	22%	(236)	18%	(188)	49%	(529)	1071
Gender: Female	8%	(91)	15%	(174)	16%	(188)	60%	(693)	1146
Age: 18-34	16%	(101)	25%	(160)	18%	(118)	41%	(264)	644
Age: 35-44	12%	(45)	26%	(95)	16%	(58)	46%	(169)	367
Age: 45-64	6%	(44)	16%	(112)	19%	(135)	59%	(426)	716
Age: 65+	4%	(20)	9%	(42)	13%	(65)	74%	(363)	490
GenZers: 1997-2012	20%	(36)	23%	(40)	18%	(32)	39%	(68)	176
Millennials: 1981-1996	13%	(95)	26%	(193)	18%	(128)	43%	(315)	731
GenXers: 1965-1980	9%	(47)	18%	(97)	19%	(103)	55%	(305)	553
Baby Boomers: 1946-1964	4%	(29)	11%	(72)	15%	(103)	70%	(477)	681
PID: Dem (no lean)	11%	(92)	22%	(182)	18%	(146)	49%	(411)	831
PID: Ind (no lean)	9%	(58)	15%	(101)	19%	(125)	56%	(368)	653
PID: Rep (no lean)	8%	(59)	17%	(127)	14%	(105)	60%	(443)	734
PID/Gender: Dem Men	14%	(54)	28%	(108)	18%	(70)	39%	(151)	383
PID/Gender: Dem Women	8%	(38)	16%	(73)	17%	(77)	58%	(260)	448
PID/Gender: Ind Men	8%	(27)	19%	(60)	20%	(63)	53%	(167)	317
PID/Gender: Ind Women	9%	(32)	12%	(41)	18%	(61)	60%	(201)	335
PID/Gender: Rep Men	10%	(37)	18%	(68)	15%	(55)	57%	(211)	371
PID/Gender: Rep Women	6%	(22)	16%	(60)	14%	(50)	64%	(231)	363
Ideo: Liberal (1-3)	12%	(80)	21%	(138)	19%	(120)	48%	(311)	649
Ideo: Moderate (4)	10%	(68)	18%	(122)	19%	(135)	53%	(367)	691
Ideo: Conservative (5-7)	7%	(52)	18%	(131)	14%	(101)	61%	(451)	735
Educ: < College	9%	(134)	19%	(272)	17%	(244)	55%	(792)	1442
Educ: Bachelors degree	10%	(47)	19%	(94)	18%	(89)	53%	(262)	492
Educ: Post-grad	10%	(28)	16%	(44)	15%	(43)	59%	(168)	283
Income: Under 50k	9%	(103)	17%	(208)	19%	(231)	55%	(667)	1209
Income: 50k-100k	10%	(67)	20%	(138)	15%	(101)	55%	(375)	680
Income: 100k+	12%	(39)	20%	(64)	14%	(45)	55%	(180)	328
Ethnicity: White	7%	(122)	16%	(276)	16%	(277)	61%	(1041)	1716
Ethnicity: Hispanic	11%	(40)	30%	(114)	13%	(47)	46%	(173)	375

Continued on next page

Table MCEN4_2: And specifically, how familiar are you with the following characters and their backstories from the Black Panther movies and comics?
Nakia

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	9% (209)	18% (410)	17% (376)	55% (1222)	2217
Ethnicity: Black	22% (62)	28% (79)	20% (58)	30% (85)	283
Ethnicity: Other	11% (25)	25% (55)	19% (42)	44% (96)	218
All Christian	7% (72)	18% (175)	15% (148)	60% (596)	992
All Non-Christian	17% (23)	13% (18)	22% (30)	48% (65)	135
Atheist	12% (13)	17% (18)	15% (16)	57% (62)	109
Agnostic/Nothing in particular	10% (59)	17% (104)	18% (106)	55% (335)	604
Something Else	11% (42)	25% (94)	20% (76)	44% (164)	376
Religious Non-Protestant/Catholic	15% (23)	12% (18)	22% (33)	50% (75)	149
Evangelical	9% (48)	24% (128)	15% (79)	52% (279)	534
Non-Evangelical	8% (64)	17% (136)	18% (140)	58% (461)	802
Community: Urban	13% (90)	22% (147)	17% (116)	48% (322)	675
Community: Suburban	8% (78)	18% (175)	18% (181)	57% (566)	1001
Community: Rural	8% (41)	16% (88)	14% (78)	62% (334)	542
Employ: Private Sector	11% (87)	25% (191)	18% (138)	45% (344)	759
Employ: Government	18% (19)	20% (20)	16% (17)	45% (46)	102
Employ: Self-Employed	13% (25)	22% (42)	15% (28)	51% (98)	193
Employ: Homemaker	9% (13)	16% (23)	18% (26)	57% (81)	143
Employ: Student	16% (9)	9% (5)	21% (12)	54% (30)	56
Employ: Retired	5% (26)	9% (53)	14% (79)	72% (410)	568
Employ: Unemployed	7% (17)	18% (47)	19% (50)	55% (140)	254
Employ: Other	10% (14)	21% (30)	19% (27)	51% (72)	142
Military HH: Yes	9% (30)	18% (58)	14% (46)	59% (193)	326
Military HH: No	9% (179)	19% (352)	17% (331)	54% (1029)	1891
RD/WT: Right Direction	13% (76)	25% (154)	20% (118)	42% (257)	604
RD/WT: Wrong Track	8% (133)	16% (256)	16% (258)	60% (965)	1613
Biden Job Approve	12% (110)	21% (200)	19% (175)	48% (447)	932
Biden Job Disapprove	8% (91)	16% (193)	15% (181)	61% (722)	1188

Continued on next page

Table MCEN4_2: And specifically, how familiar are you with the following characters and their backstories from the Black Panther movies and comics?
 Nakia

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	9% (209)	18% (410)	17% (376)	55% (1222)	2217
Biden Job Strongly Approve	13% (52)	25% (102)	17% (67)	45% (183)	404
Biden Job Somewhat Approve	11% (59)	19% (98)	20% (107)	50% (264)	528
Biden Job Somewhat Disapprove	8% (26)	26% (85)	16% (53)	51% (168)	333
Biden Job Strongly Disapprove	8% (65)	13% (108)	15% (128)	65% (554)	855
Favorable of Biden	12% (112)	20% (193)	19% (179)	49% (469)	953
Unfavorable of Biden	8% (90)	17% (197)	15% (180)	60% (705)	1171
Very Favorable of Biden	12% (56)	23% (105)	18% (80)	46% (209)	451
Somewhat Favorable of Biden	11% (56)	17% (88)	20% (99)	52% (259)	502
Somewhat Unfavorable of Biden	9% (25)	26% (74)	17% (47)	48% (137)	283
Very Unfavorable of Biden	7% (65)	14% (123)	15% (133)	64% (568)	888
#1 Issue: Economy	10% (90)	19% (176)	17% (155)	54% (486)	907
#1 Issue: Security	6% (15)	15% (35)	15% (34)	64% (150)	235
#1 Issue: Health Care	15% (25)	17% (28)	19% (32)	49% (83)	168
#1 Issue: Medicare / Social Security	4% (11)	13% (34)	20% (50)	63% (161)	256
#1 Issue: Women's Issues	12% (36)	19% (58)	17% (52)	52% (156)	303
#1 Issue: Education	16% (11)	30% (20)	20% (13)	34% (22)	66
#1 Issue: Energy	9% (15)	24% (40)	16% (26)	51% (85)	166
#1 Issue: Other	6% (6)	16% (18)	11% (13)	67% (79)	117
2020 Vote: Joe Biden	12% (114)	22% (213)	17% (166)	48% (459)	952
2020 Vote: Donald Trump	8% (58)	15% (116)	15% (117)	62% (467)	758
2020 Vote: Other	13% (10)	11% (8)	28% (21)	49% (37)	75
2020 Vote: Didn't Vote	6% (28)	17% (72)	17% (73)	60% (259)	432
2018 House Vote: Democrat	12% (91)	23% (175)	18% (137)	47% (352)	755
2018 House Vote: Republican	7% (44)	17% (108)	14% (93)	62% (394)	639
2018 House Vote: Someone else	9% (5)	9% (5)	20% (12)	62% (37)	59
2016 Vote: Hillary Clinton	12% (81)	21% (152)	18% (126)	49% (348)	707
2016 Vote: Donald Trump	7% (51)	16% (113)	15% (100)	62% (424)	689
2016 Vote: Other	13% (13)	13% (13)	23% (23)	51% (51)	100
2016 Vote: Didn't Vote	9% (63)	18% (131)	18% (126)	55% (395)	715

Continued on next page

Table MCEN4_2: And specifically, how familiar are you with the following characters and their backstories from the Black Panther movies and comics?
Nakia

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	9%	(209)	18%	(410)	17%	(376)	55%	(1222)	2217
Voted in 2014: Yes	10%	(127)	19%	(243)	16%	(196)	55%	(699)	1266
Voted in 2014: No	9%	(82)	18%	(167)	19%	(180)	55%	(523)	951
4-Region: Northeast	9%	(34)	20%	(78)	19%	(71)	52%	(201)	384
4-Region: Midwest	11%	(52)	15%	(67)	15%	(70)	59%	(269)	458
4-Region: South	10%	(86)	20%	(169)	17%	(146)	53%	(447)	847
4-Region: West	7%	(37)	18%	(96)	17%	(89)	58%	(306)	528
Marvel Comics Fans	14%	(178)	27%	(350)	23%	(299)	35%	(454)	1281
Marvel Movies & TV Shows Fans	13%	(190)	26%	(369)	22%	(317)	39%	(560)	1436
Superhero Fans	13%	(190)	26%	(378)	22%	(324)	38%	(557)	1448

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

Table MCEN4_3: *And specifically, how familiar are you with the following characters and their backstories from the Black Panther movies and comics?*
Okoye

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(187)	19%	(410)	19%	(412)	54%	(1208)	2217
Gender: Male	10%	(109)	21%	(223)	20%	(210)	49%	(529)	1071
Gender: Female	7%	(78)	16%	(187)	18%	(202)	59%	(678)	1146
Age: 18-34	13%	(84)	25%	(162)	22%	(143)	40%	(256)	644
Age: 35-44	13%	(47)	24%	(87)	18%	(67)	45%	(167)	367
Age: 45-64	5%	(36)	16%	(118)	20%	(143)	59%	(420)	716
Age: 65+	4%	(20)	9%	(44)	12%	(60)	75%	(366)	490
GenZers: 1997-2012	12%	(21)	30%	(53)	20%	(36)	37%	(66)	176
Millennials: 1981-1996	13%	(98)	23%	(171)	21%	(157)	42%	(304)	731
GenXers: 1965-1980	7%	(37)	18%	(100)	21%	(113)	55%	(304)	553
Baby Boomers: 1946-1964	4%	(28)	12%	(81)	14%	(95)	70%	(477)	681
PID: Dem (no lean)	11%	(89)	21%	(178)	18%	(151)	50%	(413)	831
PID: Ind (no lean)	8%	(52)	16%	(106)	22%	(143)	54%	(352)	653
PID: Rep (no lean)	6%	(46)	17%	(126)	16%	(118)	60%	(443)	734
PID/Gender: Dem Men	15%	(57)	24%	(94)	20%	(77)	41%	(155)	383
PID/Gender: Dem Women	7%	(32)	19%	(85)	17%	(74)	57%	(257)	448
PID/Gender: Ind Men	7%	(21)	21%	(67)	22%	(70)	50%	(160)	317
PID/Gender: Ind Women	9%	(32)	12%	(39)	22%	(72)	57%	(192)	335
PID/Gender: Rep Men	8%	(31)	17%	(63)	17%	(63)	58%	(214)	371
PID/Gender: Rep Women	4%	(15)	17%	(63)	15%	(56)	63%	(229)	363
Ideo: Liberal (1-3)	12%	(76)	22%	(143)	19%	(121)	48%	(309)	649
Ideo: Moderate (4)	7%	(49)	18%	(127)	22%	(155)	52%	(360)	691
Ideo: Conservative (5-7)	7%	(55)	16%	(118)	15%	(112)	61%	(450)	735
Educ: < College	8%	(115)	19%	(272)	19%	(274)	54%	(780)	1442
Educ: Bachelors degree	9%	(45)	19%	(95)	17%	(86)	54%	(267)	492
Educ: Post-grad	10%	(27)	15%	(43)	18%	(52)	57%	(161)	283
Income: Under 50k	7%	(85)	18%	(216)	21%	(250)	55%	(659)	1209
Income: 50k-100k	9%	(62)	19%	(130)	16%	(109)	56%	(379)	680
Income: 100k+	12%	(40)	20%	(64)	16%	(54)	52%	(170)	328
Ethnicity: White	7%	(112)	16%	(282)	17%	(294)	60%	(1028)	1716
Ethnicity: Hispanic	10%	(36)	28%	(104)	20%	(75)	42%	(159)	375

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Table MCEN4_3: And specifically, how familiar are you with the following characters and their backstories from the Black Panther movies and comics?
Okoye

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	8% (187)	19% (410)	19% (412)	54% (1208)	2217
Ethnicity: Black	17% (49)	29% (82)	23% (64)	31% (88)	283
Ethnicity: Other	12% (26)	21% (46)	25% (54)	42% (92)	218
All Christian	7% (72)	16% (154)	18% (176)	59% (590)	992
All Non-Christian	13% (18)	20% (27)	20% (28)	46% (62)	135
Atheist	12% (13)	17% (19)	17% (19)	54% (59)	109
Agnostic/Nothing in particular	8% (51)	19% (117)	17% (105)	55% (331)	604
Something Else	9% (33)	25% (93)	23% (85)	44% (166)	376
Religious Non-Protestant/Catholic	12% (18)	18% (27)	21% (31)	49% (73)	149
Evangelical	8% (43)	20% (108)	20% (104)	52% (279)	534
Non-Evangelical	7% (60)	17% (139)	19% (149)	57% (454)	802
Community: Urban	13% (85)	21% (143)	19% (127)	47% (320)	675
Community: Suburban	6% (62)	19% (190)	19% (189)	56% (560)	1001
Community: Rural	8% (41)	14% (78)	18% (96)	60% (327)	542
Employ: Private Sector	11% (81)	24% (185)	21% (162)	44% (331)	759
Employ: Government	11% (12)	22% (22)	25% (25)	42% (43)	102
Employ: Self-Employed	14% (28)	20% (38)	14% (26)	52% (101)	193
Employ: Homemaker	7% (10)	15% (21)	22% (31)	56% (80)	143
Employ: Student	6% (3)	22% (12)	25% (14)	48% (26)	56
Employ: Retired	4% (25)	10% (54)	14% (80)	72% (409)	568
Employ: Unemployed	5% (14)	21% (52)	18% (46)	56% (143)	254
Employ: Other	11% (15)	18% (26)	18% (26)	53% (75)	142
Military HH: Yes	10% (33)	18% (59)	14% (46)	58% (188)	326
Military HH: No	8% (154)	19% (351)	19% (366)	54% (1020)	1891
RD/WT: Right Direction	13% (81)	23% (140)	21% (127)	42% (255)	604
RD/WT: Wrong Track	7% (106)	17% (270)	18% (285)	59% (952)	1613
Biden Job Approve	11% (107)	22% (201)	20% (185)	47% (439)	932
Biden Job Disapprove	6% (73)	16% (193)	17% (207)	60% (714)	1188

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Table MCEN4_3: And specifically, how familiar are you with the following characters and their backstories from the Black Panther movies and comics?
 Okoye

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	8% (187)	19% (410)	19% (412)	54% (1208)	2217
Biden Job Strongly Approve	15% (62)	25% (99)	16% (66)	44% (177)	404
Biden Job Somewhat Approve	9% (45)	19% (102)	23% (119)	50% (262)	528
Biden Job Somewhat Disapprove	6% (20)	26% (86)	18% (60)	50% (167)	333
Biden Job Strongly Disapprove	6% (53)	13% (108)	17% (147)	64% (547)	855
Favorable of Biden	11% (109)	21% (199)	19% (177)	49% (467)	953
Unfavorable of Biden	6% (71)	16% (184)	19% (218)	60% (698)	1171
Very Favorable of Biden	14% (61)	23% (106)	18% (80)	45% (204)	451
Somewhat Favorable of Biden	10% (48)	19% (94)	19% (97)	52% (263)	502
Somewhat Unfavorable of Biden	6% (16)	26% (73)	21% (59)	48% (136)	283
Very Unfavorable of Biden	6% (55)	13% (112)	18% (159)	63% (562)	888
#1 Issue: Economy	8% (73)	19% (176)	20% (184)	52% (474)	907
#1 Issue: Security	5% (13)	12% (29)	18% (42)	64% (151)	235
#1 Issue: Health Care	15% (25)	17% (29)	21% (35)	47% (80)	168
#1 Issue: Medicare / Social Security	5% (12)	13% (32)	20% (50)	63% (162)	256
#1 Issue: Women's Issues	11% (34)	21% (65)	16% (49)	51% (154)	303
#1 Issue: Education	7% (5)	42% (28)	12% (8)	38% (25)	66
#1 Issue: Energy	11% (18)	21% (35)	18% (30)	50% (82)	166
#1 Issue: Other	6% (7)	14% (16)	12% (14)	68% (80)	117
2020 Vote: Joe Biden	12% (112)	23% (215)	18% (169)	48% (455)	952
2020 Vote: Donald Trump	6% (47)	15% (116)	18% (135)	61% (460)	758
2020 Vote: Other	6% (5)	14% (11)	34% (26)	45% (34)	75
2020 Vote: Didn't Vote	6% (24)	16% (68)	19% (82)	60% (258)	432
2018 House Vote: Democrat	12% (91)	23% (175)	18% (139)	46% (349)	755
2018 House Vote: Republican	6% (36)	18% (114)	16% (99)	61% (390)	639
2018 House Vote: Someone else	9% (5)	10% (6)	17% (10)	64% (38)	59
2016 Vote: Hillary Clinton	12% (88)	21% (150)	17% (122)	49% (348)	707
2016 Vote: Donald Trump	6% (44)	16% (110)	16% (110)	61% (423)	689
2016 Vote: Other	11% (11)	17% (17)	23% (23)	49% (50)	100
2016 Vote: Didn't Vote	6% (44)	19% (133)	22% (155)	54% (383)	715

Continued on next page

Table MCEN4_3: And specifically, how familiar are you with the following characters and their backstories from the Black Panther movies and comics?
Okoye

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	8%	(187)	19%	(410)	19%	(412)	54%	(1208)	2217
Voted in 2014: Yes	10%	(125)	19%	(243)	16%	(198)	55%	(699)	1266
Voted in 2014: No	7%	(62)	18%	(167)	22%	(214)	53%	(508)	951
4-Region: Northeast	7%	(26)	20%	(75)	21%	(82)	52%	(201)	384
4-Region: Midwest	10%	(46)	16%	(73)	14%	(63)	60%	(276)	458
4-Region: South	8%	(72)	20%	(166)	20%	(169)	52%	(440)	847
4-Region: West	8%	(43)	18%	(96)	19%	(98)	55%	(291)	528
Marvel Comics Fans	13%	(164)	27%	(343)	25%	(321)	35%	(452)	1281
Marvel Movies & TV Shows Fans	12%	(171)	25%	(366)	24%	(347)	38%	(552)	1436
Superhero Fans	12%	(168)	26%	(371)	25%	(356)	38%	(553)	1448

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

Table MCEN4_4: *And specifically, how familiar are you with the following characters and their backstories from the Black Panther movies and comics?*
M'Baku

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	10% (226)	17% (374)	18% (404)	55% (1213)	2217
Gender: Male	12% (133)	19% (204)	19% (202)	50% (532)	1071
Gender: Female	8% (93)	15% (171)	18% (202)	59% (681)	1146
Age: 18-34	18% (115)	23% (148)	19% (120)	41% (261)	644
Age: 35-44	12% (44)	24% (89)	18% (65)	46% (170)	367
Age: 45-64	6% (44)	14% (103)	21% (150)	58% (419)	716
Age: 65+	5% (23)	7% (35)	14% (69)	74% (363)	490
GenZers: 1997-2012	22% (38)	20% (36)	19% (33)	39% (69)	176
Millennials: 1981-1996	15% (110)	24% (177)	18% (134)	42% (310)	731
GenXers: 1965-1980	7% (40)	18% (97)	21% (115)	55% (302)	553
Baby Boomers: 1946-1964	5% (36)	9% (59)	16% (110)	70% (476)	681
PID: Dem (no lean)	11% (93)	20% (169)	19% (157)	50% (411)	831
PID: Ind (no lean)	11% (73)	15% (99)	18% (118)	56% (363)	653
PID: Rep (no lean)	8% (59)	15% (107)	18% (129)	60% (439)	734
PID/Gender: Dem Men	16% (62)	25% (94)	19% (73)	40% (153)	383
PID/Gender: Dem Women	7% (31)	17% (75)	19% (84)	58% (258)	448
PID/Gender: Ind Men	11% (34)	17% (55)	20% (64)	52% (165)	317
PID/Gender: Ind Women	12% (39)	13% (44)	16% (54)	59% (198)	335
PID/Gender: Rep Men	10% (37)	15% (55)	17% (65)	58% (214)	371
PID/Gender: Rep Women	6% (22)	14% (52)	18% (65)	62% (224)	363
Ideo: Liberal (1-3)	14% (92)	21% (135)	18% (117)	47% (304)	649
Ideo: Moderate (4)	9% (61)	17% (116)	21% (142)	54% (373)	691
Ideo: Conservative (5-7)	7% (51)	15% (108)	17% (128)	61% (447)	735
Educ: < College	10% (140)	17% (251)	18% (258)	55% (793)	1442
Educ: Bachelors degree	11% (56)	18% (87)	19% (95)	52% (255)	492
Educ: Post-grad	11% (30)	13% (36)	18% (51)	59% (166)	283
Income: Under 50k	9% (106)	16% (199)	19% (234)	55% (669)	1209
Income: 50k-100k	11% (74)	18% (125)	16% (109)	55% (373)	680
Income: 100k+	14% (46)	15% (50)	19% (61)	52% (172)	328
Ethnicity: White	8% (140)	15% (250)	17% (296)	60% (1030)	1716
Ethnicity: Hispanic	18% (66)	23% (85)	14% (51)	46% (173)	375

Continued on next page

Table MCEN4_4: And specifically, how familiar are you with the following characters and their backstories from the Black Panther movies and comics?
M’Baku

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	10% (226)	17% (374)	18% (404)	55% (1213)	2217
Ethnicity: Black	19% (55)	27% (76)	24% (67)	30% (86)	283
Ethnicity: Other	14% (31)	22% (48)	19% (42)	44% (97)	218
All Christian	8% (78)	15% (146)	17% (173)	60% (594)	992
All Non-Christian	19% (25)	17% (24)	19% (26)	45% (60)	135
Atheist	9% (10)	21% (23)	17% (18)	53% (58)	109
Agnostic/Nothing in particular	11% (68)	16% (98)	17% (102)	55% (335)	604
Something Else	12% (43)	22% (83)	22% (84)	44% (165)	376
Religious Non-Protestant/Catholic	17% (25)	17% (26)	20% (30)	46% (69)	149
Evangelical	10% (52)	20% (105)	18% (94)	53% (283)	534
Non-Evangelical	9% (70)	15% (119)	19% (156)	57% (457)	802
Community: Urban	16% (108)	19% (126)	19% (126)	47% (314)	675
Community: Suburban	8% (81)	17% (171)	18% (182)	57% (567)	1001
Community: Rural	7% (37)	14% (77)	18% (96)	61% (332)	542
Employ: Private Sector	13% (100)	23% (176)	20% (154)	43% (329)	759
Employ: Government	16% (16)	20% (20)	20% (20)	45% (46)	102
Employ: Self-Employed	16% (31)	16% (31)	16% (30)	52% (101)	193
Employ: Homemaker	4% (6)	20% (29)	18% (26)	57% (82)	143
Employ: Student	7% (4)	17% (10)	24% (13)	52% (29)	56
Employ: Retired	4% (24)	7% (42)	16% (90)	72% (412)	568
Employ: Unemployed	9% (23)	18% (45)	18% (45)	56% (142)	254
Employ: Other	15% (21)	16% (23)	18% (25)	51% (73)	142
Military HH: Yes	10% (33)	19% (63)	13% (42)	58% (188)	326
Military HH: No	10% (193)	16% (311)	19% (362)	54% (1025)	1891
RD/WT: Right Direction	14% (86)	22% (133)	20% (123)	43% (262)	604
RD/WT: Wrong Track	9% (140)	15% (241)	17% (281)	59% (951)	1613
Biden Job Approve	13% (120)	19% (180)	19% (180)	48% (452)	932
Biden Job Disapprove	8% (97)	15% (173)	18% (210)	60% (707)	1188

Continued on next page

Table MCEN4_4: And specifically, how familiar are you with the following characters and their backstories from the Black Panther movies and comics?
M'Baku

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	10% (226)	17% (374)	18% (404)	55% (1213)	2217
Biden Job Strongly Approve	15% (61)	21% (85)	18% (73)	46% (185)	404
Biden Job Somewhat Approve	11% (59)	18% (95)	20% (107)	51% (267)	528
Biden Job Somewhat Disapprove	10% (34)	23% (77)	18% (60)	49% (162)	333
Biden Job Strongly Disapprove	7% (63)	11% (97)	18% (150)	64% (546)	855
Favorable of Biden	12% (118)	19% (181)	19% (183)	49% (470)	953
Unfavorable of Biden	8% (88)	15% (176)	18% (208)	60% (699)	1171
Very Favorable of Biden	14% (63)	20% (89)	19% (83)	48% (215)	451
Somewhat Favorable of Biden	11% (55)	18% (92)	20% (99)	51% (255)	502
Somewhat Unfavorable of Biden	9% (26)	23% (66)	19% (55)	48% (136)	283
Very Unfavorable of Biden	7% (62)	12% (110)	17% (154)	63% (562)	888
#1 Issue: Economy	10% (92)	18% (163)	20% (177)	52% (474)	907
#1 Issue: Security	9% (20)	13% (30)	13% (31)	65% (153)	235
#1 Issue: Health Care	14% (24)	16% (27)	23% (38)	47% (79)	168
#1 Issue: Medicare / Social Security	6% (16)	8% (20)	21% (53)	65% (168)	256
#1 Issue: Women's Issues	9% (27)	25% (75)	16% (50)	50% (151)	303
#1 Issue: Education	21% (14)	19% (12)	19% (13)	41% (27)	66
#1 Issue: Energy	15% (25)	17% (29)	16% (27)	51% (85)	166
#1 Issue: Other	6% (7)	15% (18)	12% (14)	66% (77)	117
2020 Vote: Joe Biden	13% (125)	20% (194)	19% (177)	48% (456)	952
2020 Vote: Donald Trump	8% (59)	14% (105)	17% (132)	61% (462)	758
2020 Vote: Other	8% (6)	16% (12)	32% (24)	44% (33)	75
2020 Vote: Didn't Vote	8% (35)	15% (64)	16% (71)	61% (262)	432
2018 House Vote: Democrat	14% (109)	20% (149)	19% (144)	47% (353)	755
2018 House Vote: Republican	6% (39)	15% (98)	18% (115)	61% (387)	639
2018 House Vote: Someone else	9% (5)	10% (6)	19% (11)	62% (37)	59
2016 Vote: Hillary Clinton	14% (96)	20% (141)	18% (128)	48% (342)	707
2016 Vote: Donald Trump	6% (42)	15% (102)	18% (121)	61% (423)	689
2016 Vote: Other	12% (12)	15% (15)	24% (24)	49% (49)	100
2016 Vote: Didn't Vote	11% (76)	16% (115)	18% (129)	55% (395)	715

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Table MCEN4_4: And specifically, how familiar are you with the following characters and their backstories from the Black Panther movies and comics?
M'Baku

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	10%	(226)	17%	(374)	18%	(404)	55%	(1213)	2217
Voted in 2014: Yes	10%	(131)	17%	(218)	17%	(218)	55%	(699)	1266
Voted in 2014: No	10%	(95)	16%	(157)	20%	(186)	54%	(514)	951
4-Region: Northeast	11%	(40)	18%	(69)	18%	(69)	54%	(206)	384
4-Region: Midwest	10%	(45)	15%	(67)	17%	(79)	58%	(266)	458
4-Region: South	10%	(87)	18%	(153)	19%	(160)	53%	(447)	847
4-Region: West	10%	(52)	16%	(86)	18%	(96)	56%	(293)	528
Marvel Comics Fans	15%	(186)	25%	(325)	24%	(313)	36%	(457)	1281
Marvel Movies & TV Shows Fans	14%	(202)	24%	(347)	23%	(337)	38%	(549)	1436
Superhero Fans	14%	(196)	24%	(350)	24%	(349)	38%	(553)	1448

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

Table MCEN4_5: *And specifically, how familiar are you with the following characters and their backstories from the Black Panther movies and comics? Shuri*

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	11%	(240)	17%	(370)	17%	(386)	55%	(1221)	2217
Gender: Male	12%	(134)	19%	(206)	18%	(194)	50%	(538)	1071
Gender: Female	9%	(106)	14%	(165)	17%	(192)	60%	(683)	1146
Age: 18-34	19%	(123)	23%	(146)	17%	(109)	41%	(266)	644
Age: 35-44	13%	(49)	24%	(87)	18%	(67)	45%	(163)	367
Age: 45-64	6%	(45)	15%	(106)	20%	(142)	59%	(424)	716
Age: 65+	5%	(23)	6%	(32)	14%	(69)	75%	(367)	490
GenZers: 1997-2012	25%	(43)	21%	(38)	13%	(23)	41%	(72)	176
Millennials: 1981-1996	16%	(118)	23%	(167)	19%	(139)	42%	(306)	731
GenXers: 1965-1980	8%	(46)	18%	(97)	19%	(105)	55%	(306)	553
Baby Boomers: 1946-1964	5%	(31)	9%	(64)	16%	(107)	70%	(480)	681
PID: Dem (no lean)	13%	(109)	19%	(161)	18%	(153)	49%	(408)	831
PID: Ind (no lean)	10%	(64)	16%	(101)	17%	(113)	57%	(374)	653
PID: Rep (no lean)	9%	(67)	15%	(108)	16%	(119)	60%	(439)	734
PID/Gender: Dem Men	17%	(64)	23%	(89)	20%	(76)	40%	(154)	383
PID/Gender: Dem Women	10%	(45)	16%	(72)	17%	(77)	57%	(254)	448
PID/Gender: Ind Men	9%	(30)	19%	(60)	17%	(55)	54%	(173)	317
PID/Gender: Ind Women	10%	(34)	12%	(41)	17%	(58)	60%	(202)	335
PID/Gender: Rep Men	11%	(40)	15%	(57)	17%	(63)	57%	(211)	371
PID/Gender: Rep Women	8%	(28)	14%	(51)	16%	(57)	63%	(228)	363
Ideo: Liberal (1-3)	15%	(96)	19%	(126)	18%	(117)	48%	(310)	649
Ideo: Moderate (4)	10%	(67)	17%	(120)	19%	(134)	54%	(371)	691
Ideo: Conservative (5-7)	9%	(63)	15%	(109)	15%	(113)	61%	(450)	735
Educ: < College	11%	(156)	16%	(228)	19%	(267)	55%	(791)	1442
Educ: Bachelors degree	11%	(53)	20%	(96)	15%	(76)	54%	(268)	492
Educ: Post-grad	11%	(31)	16%	(46)	15%	(44)	57%	(162)	283
Income: Under 50k	10%	(122)	15%	(177)	20%	(242)	55%	(668)	1209
Income: 50k-100k	11%	(75)	19%	(130)	14%	(95)	56%	(380)	680
Income: 100k+	13%	(43)	19%	(63)	15%	(49)	53%	(173)	328
Ethnicity: White	8%	(136)	15%	(255)	17%	(293)	60%	(1033)	1716
Ethnicity: Hispanic	13%	(48)	26%	(97)	14%	(53)	47%	(177)	375

Continued on next page

Table MCEN4_5: And specifically, how familiar are you with the following characters and their backstories from the Black Panther movies and comics?
Shuri

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	11% (240)	17% (370)	17% (386)	55% (1221)	2217
Ethnicity: Black	23% (66)	24% (69)	20% (56)	33% (92)	283
Ethnicity: Other	17% (38)	22% (47)	17% (37)	44% (96)	218
All Christian	9% (89)	15% (151)	16% (162)	60% (591)	992
All Non-Christian	16% (22)	17% (23)	17% (23)	50% (67)	135
Atheist	15% (16)	17% (19)	18% (20)	50% (54)	109
Agnostic/Nothing in particular	10% (62)	18% (109)	16% (97)	56% (336)	604
Something Else	14% (51)	18% (69)	23% (85)	46% (172)	376
Religious Non-Protestant/Catholic	14% (22)	16% (23)	19% (28)	51% (76)	149
Evangelical	11% (60)	17% (93)	19% (99)	53% (282)	534
Non-Evangelical	10% (76)	16% (127)	17% (138)	58% (462)	802
Community: Urban	14% (94)	22% (146)	17% (118)	47% (317)	675
Community: Suburban	10% (99)	15% (149)	18% (184)	57% (569)	1001
Community: Rural	9% (46)	14% (76)	16% (84)	62% (335)	542
Employ: Private Sector	12% (91)	24% (181)	20% (149)	45% (339)	759
Employ: Government	20% (20)	16% (16)	19% (20)	45% (46)	102
Employ: Self-Employed	16% (30)	18% (35)	14% (27)	53% (101)	193
Employ: Homemaker	8% (12)	17% (24)	17% (24)	58% (83)	143
Employ: Student	12% (7)	23% (13)	12% (6)	53% (29)	56
Employ: Retired	5% (29)	8% (48)	14% (79)	73% (412)	568
Employ: Unemployed	9% (24)	14% (36)	22% (55)	55% (140)	254
Employ: Other	19% (27)	12% (18)	19% (27)	50% (71)	142
Military HH: Yes	11% (35)	17% (56)	12% (40)	60% (194)	326
Military HH: No	11% (204)	17% (314)	18% (346)	54% (1027)	1891
RD/WT: Right Direction	15% (88)	20% (118)	23% (141)	43% (257)	604
RD/WT: Wrong Track	9% (151)	16% (252)	15% (245)	60% (964)	1613
Biden Job Approve	13% (126)	20% (186)	19% (174)	48% (447)	932
Biden Job Disapprove	9% (102)	14% (168)	17% (198)	61% (720)	1188

Continued on next page

Table MCEN4_5: And specifically, how familiar are you with the following characters and their backstories from the Black Panther movies and comics?
 Shuri

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	11% (240)	17% (370)	17% (386)	55% (1221)	2217
Biden Job Strongly Approve	16% (64)	21% (85)	18% (71)	46% (185)	404
Biden Job Somewhat Approve	12% (62)	19% (101)	20% (103)	49% (261)	528
Biden Job Somewhat Disapprove	9% (29)	21% (70)	19% (64)	51% (169)	333
Biden Job Strongly Disapprove	9% (73)	11% (97)	16% (134)	64% (551)	855
Favorable of Biden	14% (129)	19% (183)	18% (174)	49% (466)	953
Unfavorable of Biden	9% (101)	14% (167)	17% (198)	60% (705)	1171
Very Favorable of Biden	14% (64)	21% (96)	18% (79)	47% (211)	451
Somewhat Favorable of Biden	13% (65)	17% (87)	19% (96)	51% (255)	502
Somewhat Unfavorable of Biden	9% (25)	23% (64)	20% (56)	49% (137)	283
Very Unfavorable of Biden	9% (76)	12% (103)	16% (143)	64% (567)	888
#1 Issue: Economy	10% (95)	17% (154)	20% (179)	53% (480)	907
#1 Issue: Security	9% (22)	10% (24)	14% (33)	66% (156)	235
#1 Issue: Health Care	16% (26)	21% (35)	16% (26)	48% (81)	168
#1 Issue: Medicare / Social Security	5% (13)	9% (22)	22% (57)	64% (164)	256
#1 Issue: Women's Issues	15% (44)	19% (58)	17% (51)	50% (150)	303
#1 Issue: Education	18% (12)	33% (22)	9% (6)	40% (26)	66
#1 Issue: Energy	11% (18)	26% (44)	13% (21)	50% (83)	166
#1 Issue: Other	9% (10)	11% (13)	12% (14)	69% (80)	117
2020 Vote: Joe Biden	13% (127)	20% (190)	19% (178)	48% (457)	952
2020 Vote: Donald Trump	8% (64)	14% (106)	16% (121)	62% (468)	758
2020 Vote: Other	12% (9)	14% (10)	30% (23)	45% (34)	75
2020 Vote: Didn't Vote	9% (40)	15% (64)	15% (65)	61% (262)	432
2018 House Vote: Democrat	13% (101)	21% (160)	18% (136)	47% (358)	755
2018 House Vote: Republican	7% (44)	16% (104)	16% (102)	61% (390)	639
2018 House Vote: Someone else	10% (6)	10% (6)	19% (11)	61% (36)	59
2016 Vote: Hillary Clinton	13% (89)	20% (141)	19% (135)	48% (343)	707
2016 Vote: Donald Trump	8% (52)	14% (99)	16% (108)	62% (429)	689
2016 Vote: Other	15% (15)	16% (16)	21% (21)	48% (48)	100
2016 Vote: Didn't Vote	12% (83)	16% (114)	17% (120)	56% (398)	715

Continued on next page

Table MCEN4_5: And specifically, how familiar are you with the following characters and their backstories from the Black Panther movies and comics?
Shuri

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	11%	(240)	17%	(370)	17%	(386)	55%	(1221)	2217
Voted in 2014: Yes	10%	(130)	18%	(224)	16%	(208)	56%	(703)	1266
Voted in 2014: No	12%	(109)	15%	(146)	19%	(179)	54%	(517)	951
4-Region: Northeast	10%	(39)	18%	(70)	17%	(65)	55%	(209)	384
4-Region: Midwest	11%	(51)	14%	(62)	16%	(75)	59%	(270)	458
4-Region: South	11%	(91)	18%	(156)	18%	(152)	53%	(448)	847
4-Region: West	11%	(58)	16%	(83)	18%	(94)	56%	(294)	528
Marvel Comics Fans	16%	(210)	24%	(311)	24%	(303)	36%	(456)	1281
Marvel Movies & TV Shows Fans	15%	(219)	23%	(337)	23%	(326)	39%	(554)	1436
Superhero Fans	15%	(216)	24%	(344)	23%	(335)	38%	(554)	1448

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

Table MCEN4_6: *And specifically, how familiar are you with the following characters and their backstories from the Black Panther movies and comics?*
 Namor

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	9%	(198)	18%	(400)	18%	(389)	55%	(1230)	2217
Gender: Male	12%	(125)	21%	(229)	18%	(191)	49%	(526)	1071
Gender: Female	6%	(73)	15%	(171)	17%	(198)	61%	(704)	1146
Age: 18-34	14%	(89)	26%	(165)	18%	(117)	42%	(273)	644
Age: 35-44	13%	(46)	24%	(88)	18%	(64)	46%	(168)	367
Age: 45-64	6%	(45)	15%	(110)	19%	(135)	59%	(426)	716
Age: 65+	4%	(19)	7%	(37)	15%	(72)	74%	(363)	490
GenZers: 1997-2012	17%	(30)	23%	(40)	19%	(33)	42%	(73)	176
Millennials: 1981-1996	12%	(90)	26%	(192)	17%	(127)	44%	(321)	731
GenXers: 1965-1980	9%	(51)	17%	(94)	19%	(103)	55%	(305)	553
Baby Boomers: 1946-1964	4%	(26)	10%	(68)	16%	(112)	70%	(476)	681
PID: Dem (no lean)	11%	(91)	19%	(161)	19%	(159)	50%	(419)	831
PID: Ind (no lean)	9%	(56)	16%	(108)	17%	(112)	58%	(377)	653
PID: Rep (no lean)	7%	(51)	18%	(131)	16%	(118)	59%	(434)	734
PID/Gender: Dem Men	17%	(65)	24%	(92)	20%	(75)	39%	(151)	383
PID/Gender: Dem Women	6%	(26)	15%	(69)	19%	(84)	60%	(269)	448
PID/Gender: Ind Men	9%	(27)	20%	(64)	17%	(53)	55%	(174)	317
PID/Gender: Ind Women	9%	(29)	13%	(44)	18%	(59)	61%	(203)	335
PID/Gender: Rep Men	9%	(33)	20%	(74)	17%	(62)	54%	(202)	371
PID/Gender: Rep Women	5%	(17)	16%	(58)	15%	(55)	64%	(233)	363
Ideo: Liberal (1-3)	13%	(83)	20%	(130)	19%	(122)	48%	(314)	649
Ideo: Moderate (4)	10%	(66)	16%	(113)	19%	(132)	55%	(381)	691
Ideo: Conservative (5-7)	6%	(41)	18%	(131)	16%	(117)	61%	(446)	735
Educ: < College	9%	(136)	19%	(273)	16%	(235)	55%	(799)	1442
Educ: Bachelors degree	8%	(39)	18%	(89)	21%	(104)	53%	(260)	492
Educ: Post-grad	8%	(24)	13%	(38)	18%	(50)	61%	(171)	283
Income: Under 50k	9%	(104)	17%	(206)	18%	(221)	56%	(677)	1209
Income: 50k-100k	8%	(54)	20%	(137)	16%	(110)	56%	(380)	680
Income: 100k+	12%	(40)	17%	(57)	18%	(58)	53%	(173)	328
Ethnicity: White	7%	(117)	16%	(274)	17%	(286)	61%	(1040)	1716
Ethnicity: Hispanic	10%	(38)	32%	(119)	11%	(40)	47%	(178)	375

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Table MCEN4_6: And specifically, how familiar are you with the following characters and their backstories from the Black Panther movies and comics?
Namor

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	9% (198)	18% (400)	18% (389)	55% (1230)	2217
Ethnicity: Black	20% (57)	29% (81)	21% (60)	30% (85)	283
Ethnicity: Other	11% (24)	21% (45)	20% (43)	48% (105)	218
All Christian	7% (65)	17% (167)	17% (165)	60% (595)	992
All Non-Christian	13% (18)	18% (25)	22% (29)	47% (64)	135
Atheist	14% (15)	16% (18)	12% (13)	57% (63)	109
Agnostic/Nothing in particular	9% (54)	18% (108)	17% (103)	56% (339)	604
Something Else	12% (46)	22% (82)	21% (78)	45% (170)	376
Religious Non-Protestant/Catholic	12% (18)	17% (25)	22% (33)	49% (74)	149
Evangelical	10% (52)	20% (105)	19% (102)	52% (275)	534
Non-Evangelical	7% (59)	17% (140)	17% (136)	58% (468)	802
Community: Urban	13% (85)	22% (148)	17% (117)	48% (325)	675
Community: Suburban	7% (72)	17% (173)	19% (188)	57% (567)	1001
Community: Rural	8% (42)	14% (79)	15% (83)	62% (338)	542
Employ: Private Sector	11% (87)	24% (182)	21% (156)	44% (334)	759
Employ: Government	13% (14)	18% (18)	22% (22)	47% (48)	102
Employ: Self-Employed	14% (27)	21% (40)	16% (30)	50% (96)	193
Employ: Homemaker	7% (11)	18% (26)	15% (22)	59% (84)	143
Employ: Student	5% (3)	15% (9)	20% (11)	59% (33)	56
Employ: Retired	4% (23)	9% (49)	14% (82)	73% (414)	568
Employ: Unemployed	7% (18)	19% (48)	16% (42)	58% (147)	254
Employ: Other	12% (17)	20% (28)	17% (24)	52% (74)	142
Military HH: Yes	9% (29)	19% (63)	13% (44)	58% (191)	326
Military HH: No	9% (169)	18% (337)	18% (345)	55% (1039)	1891
RD/WT: Right Direction	14% (85)	24% (143)	20% (118)	43% (258)	604
RD/WT: Wrong Track	7% (114)	16% (257)	17% (271)	60% (972)	1613
Biden Job Approve	13% (118)	20% (187)	19% (181)	48% (447)	932
Biden Job Disapprove	6% (72)	17% (198)	16% (192)	61% (726)	1188

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Table MCEN4_6: And specifically, how familiar are you with the following characters and their backstories from the Black Panther movies and comics?
 Namor

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	9% (198)	18% (400)	18% (389)	55% (1230)	2217
Biden Job Strongly Approve	15% (61)	22% (90)	17% (70)	45% (183)	404
Biden Job Somewhat Approve	11% (57)	18% (97)	21% (111)	50% (264)	528
Biden Job Somewhat Disapprove	6% (20)	25% (85)	16% (53)	53% (175)	333
Biden Job Strongly Disapprove	6% (52)	13% (113)	16% (138)	64% (551)	855
Favorable of Biden	12% (115)	19% (182)	19% (180)	50% (476)	953
Unfavorable of Biden	7% (77)	16% (192)	17% (195)	60% (708)	1171
Very Favorable of Biden	13% (60)	22% (99)	18% (80)	47% (213)	451
Somewhat Favorable of Biden	11% (55)	17% (84)	20% (101)	52% (263)	502
Somewhat Unfavorable of Biden	7% (21)	26% (72)	16% (45)	51% (144)	283
Very Unfavorable of Biden	6% (56)	13% (119)	17% (149)	63% (564)	888
#1 Issue: Economy	8% (76)	19% (174)	19% (170)	54% (486)	907
#1 Issue: Security	9% (21)	15% (36)	13% (31)	63% (148)	235
#1 Issue: Health Care	16% (27)	18% (30)	18% (31)	48% (81)	168
#1 Issue: Medicare / Social Security	2% (6)	10% (25)	24% (62)	64% (163)	256
#1 Issue: Women's Issues	12% (38)	20% (60)	16% (47)	52% (158)	303
#1 Issue: Education	14% (9)	30% (20)	14% (9)	42% (28)	66
#1 Issue: Energy	10% (16)	24% (39)	15% (25)	51% (85)	166
#1 Issue: Other	5% (6)	13% (15)	12% (14)	70% (82)	117
2020 Vote: Joe Biden	13% (121)	20% (190)	19% (177)	49% (463)	952
2020 Vote: Donald Trump	6% (49)	17% (127)	16% (122)	61% (460)	758
2020 Vote: Other	6% (4)	11% (8)	31% (23)	53% (40)	75
2020 Vote: Didn't Vote	6% (24)	17% (74)	15% (66)	62% (268)	432
2018 House Vote: Democrat	12% (93)	22% (163)	18% (137)	48% (362)	755
2018 House Vote: Republican	6% (36)	17% (107)	17% (111)	60% (385)	639
2018 House Vote: Someone else	11% (6)	5% (3)	22% (13)	62% (37)	59
2016 Vote: Hillary Clinton	12% (86)	21% (147)	18% (126)	49% (348)	707
2016 Vote: Donald Trump	7% (48)	16% (109)	16% (111)	61% (420)	689
2016 Vote: Other	10% (10)	14% (14)	26% (26)	50% (50)	100
2016 Vote: Didn't Vote	8% (54)	18% (129)	17% (124)	57% (408)	715

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Table MCEN4_6: And specifically, how familiar are you with the following characters and their backstories from the Black Panther movies and comics?
Namor

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	9%	(198)	18%	(400)	18%	(389)	55%	(1230)	2217
Voted in 2014: Yes	9%	(119)	18%	(231)	17%	(218)	55%	(697)	1266
Voted in 2014: No	8%	(79)	18%	(169)	18%	(171)	56%	(533)	951
4-Region: Northeast	11%	(41)	18%	(68)	19%	(71)	53%	(204)	384
4-Region: Midwest	9%	(42)	14%	(65)	17%	(76)	60%	(275)	458
4-Region: South	9%	(74)	21%	(175)	18%	(155)	52%	(443)	847
4-Region: West	8%	(41)	17%	(92)	17%	(87)	58%	(308)	528
Marvel Comics Fans	14%	(178)	26%	(337)	24%	(302)	36%	(464)	1281
Marvel Movies & TV Shows Fans	13%	(185)	25%	(357)	23%	(329)	39%	(565)	1436
Superhero Fans	13%	(182)	25%	(366)	23%	(334)	39%	(565)	1448

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

**Table MCEN5_1: How much have you seen, read, or heard about the following?
Actor Chadwick Boseman's death in August of 2020**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	29%	(650)	26%	(575)	14%	(301)	31%	(692)	2217
Gender: Male	29%	(314)	28%	(295)	13%	(139)	30%	(322)	1071
Gender: Female	29%	(335)	24%	(280)	14%	(162)	32%	(369)	1146
Age: 18-34	44%	(282)	26%	(168)	12%	(76)	18%	(119)	644
Age: 35-44	25%	(93)	36%	(131)	14%	(50)	25%	(93)	367
Age: 45-64	23%	(168)	24%	(174)	16%	(116)	36%	(259)	716
Age: 65+	22%	(107)	21%	(101)	12%	(60)	45%	(221)	490
GenZers: 1997-2012	52%	(92)	21%	(38)	15%	(26)	12%	(20)	176
Millennials: 1981-1996	34%	(252)	31%	(229)	11%	(84)	23%	(166)	731
GenXers: 1965-1980	25%	(137)	27%	(147)	16%	(90)	32%	(179)	553
Baby Boomers: 1946-1964	23%	(153)	22%	(152)	14%	(92)	42%	(283)	681
PID: Dem (no lean)	40%	(328)	28%	(231)	11%	(91)	22%	(180)	831
PID: Ind (no lean)	28%	(182)	26%	(169)	13%	(84)	33%	(218)	653
PID: Rep (no lean)	19%	(139)	24%	(175)	17%	(126)	40%	(294)	734
PID/Gender: Dem Men	38%	(145)	33%	(128)	10%	(37)	19%	(73)	383
PID/Gender: Dem Women	41%	(184)	23%	(103)	12%	(54)	24%	(107)	448
PID/Gender: Ind Men	29%	(90)	26%	(84)	13%	(41)	32%	(102)	317
PID/Gender: Ind Women	27%	(92)	25%	(85)	13%	(43)	34%	(115)	335
PID/Gender: Rep Men	21%	(79)	23%	(84)	17%	(61)	40%	(147)	371
PID/Gender: Rep Women	17%	(60)	25%	(91)	18%	(64)	41%	(147)	363
Ideo: Liberal (1-3)	45%	(295)	27%	(175)	10%	(67)	17%	(111)	649
Ideo: Moderate (4)	25%	(173)	26%	(181)	16%	(107)	33%	(230)	691
Ideo: Conservative (5-7)	19%	(137)	26%	(191)	15%	(107)	41%	(299)	735
Educ: < College	28%	(397)	24%	(350)	15%	(210)	34%	(485)	1442
Educ: Bachelors degree	33%	(160)	31%	(155)	11%	(55)	25%	(122)	492
Educ: Post-grad	33%	(92)	25%	(70)	13%	(37)	30%	(84)	283
Income: Under 50k	28%	(340)	26%	(311)	14%	(170)	32%	(388)	1209
Income: 50k-100k	30%	(202)	24%	(163)	15%	(101)	31%	(214)	680
Income: 100k+	33%	(108)	31%	(100)	9%	(30)	27%	(90)	328
Ethnicity: White	25%	(427)	26%	(444)	14%	(241)	35%	(604)	1716
Ethnicity: Hispanic	38%	(141)	25%	(95)	11%	(43)	26%	(96)	375
Ethnicity: Black	53%	(149)	25%	(70)	11%	(31)	12%	(33)	283

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**Table MCEN5_1: How much have you seen, read, or heard about the following?
Actor Chadwick Boseman's death in August of 2020**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	29%	(650)	26%	(575)	14%	(301)	31%	(692)	2217
Ethnicity: Other	34%	(74)	28%	(60)	13%	(29)	25%	(54)	218
All Christian	24%	(234)	26%	(259)	14%	(143)	36%	(356)	992
All Non-Christian	38%	(52)	23%	(31)	13%	(17)	27%	(36)	135
Atheist	38%	(42)	28%	(30)	10%	(11)	24%	(26)	109
Agnostic/Nothing in particular	32%	(194)	26%	(156)	13%	(79)	29%	(174)	604
Something Else	34%	(128)	26%	(98)	14%	(51)	26%	(99)	376
Religious Non-Protestant/Catholic	36%	(53)	25%	(38)	13%	(19)	26%	(39)	149
Evangelical	23%	(125)	25%	(132)	15%	(82)	37%	(196)	534
Non-Evangelical	29%	(229)	27%	(214)	13%	(108)	31%	(251)	802
Community: Urban	38%	(255)	23%	(156)	13%	(87)	26%	(176)	675
Community: Suburban	29%	(288)	29%	(291)	13%	(127)	30%	(295)	1001
Community: Rural	20%	(107)	24%	(127)	16%	(87)	41%	(220)	542
Employ: Private Sector	32%	(243)	30%	(225)	13%	(98)	25%	(192)	759
Employ: Government	45%	(46)	23%	(24)	11%	(11)	21%	(21)	102
Employ: Self-Employed	27%	(53)	28%	(55)	13%	(26)	31%	(60)	193
Employ: Homemaker	22%	(31)	31%	(44)	16%	(22)	31%	(45)	143
Employ: Student	53%	(30)	25%	(14)	9%	(5)	13%	(7)	56
Employ: Retired	19%	(108)	23%	(130)	13%	(75)	45%	(255)	568
Employ: Unemployed	33%	(84)	23%	(58)	17%	(43)	28%	(70)	254
Employ: Other	39%	(55)	17%	(25)	16%	(22)	28%	(40)	142
Military HH: Yes	32%	(103)	24%	(78)	13%	(42)	32%	(103)	326
Military HH: No	29%	(547)	26%	(497)	14%	(259)	31%	(588)	1891
RD/WT: Right Direction	38%	(227)	28%	(170)	14%	(84)	20%	(123)	604
RD/WT: Wrong Track	26%	(423)	25%	(404)	13%	(217)	35%	(568)	1613
Biden Job Approve	39%	(363)	28%	(258)	12%	(111)	21%	(199)	932
Biden Job Disapprove	22%	(264)	25%	(297)	14%	(172)	38%	(455)	1188
Biden Job Strongly Approve	40%	(163)	29%	(115)	10%	(42)	21%	(84)	404
Biden Job Somewhat Approve	38%	(200)	27%	(143)	13%	(69)	22%	(116)	528
Biden Job Somewhat Disapprove	30%	(99)	30%	(98)	15%	(50)	26%	(86)	333
Biden Job Strongly Disapprove	19%	(165)	23%	(199)	14%	(122)	43%	(369)	855

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**Table MCEN5_1: How much have you seen, read, or heard about the following?
 Actor Chadwick Boseman's death in August of 2020**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	29%	(650)	26%	(575)	14%	(301)	31%	(692)	2217
Favorable of Biden	38%	(364)	29%	(272)	12%	(111)	22%	(206)	953
Unfavorable of Biden	22%	(255)	25%	(288)	15%	(172)	39%	(455)	1171
Very Favorable of Biden	40%	(182)	27%	(122)	10%	(46)	22%	(100)	451
Somewhat Favorable of Biden	36%	(182)	30%	(150)	13%	(65)	21%	(106)	502
Somewhat Unfavorable of Biden	31%	(88)	27%	(78)	15%	(43)	26%	(74)	283
Very Unfavorable of Biden	19%	(167)	24%	(211)	15%	(129)	43%	(381)	888
#1 Issue: Economy	30%	(271)	27%	(246)	13%	(115)	30%	(275)	907
#1 Issue: Security	15%	(35)	25%	(60)	16%	(38)	44%	(102)	235
#1 Issue: Health Care	32%	(54)	26%	(43)	14%	(23)	29%	(48)	168
#1 Issue: Medicare / Social Security	20%	(52)	23%	(60)	13%	(34)	43%	(110)	256
#1 Issue: Women's Issues	40%	(121)	24%	(74)	14%	(42)	22%	(66)	303
#1 Issue: Education	48%	(32)	25%	(17)	9%	(6)	17%	(11)	66
#1 Issue: Energy	37%	(61)	22%	(37)	11%	(18)	29%	(49)	166
#1 Issue: Other	21%	(24)	33%	(39)	21%	(24)	26%	(30)	117
2020 Vote: Joe Biden	39%	(371)	29%	(277)	13%	(122)	19%	(182)	952
2020 Vote: Donald Trump	18%	(134)	26%	(196)	15%	(111)	42%	(317)	758
2020 Vote: Other	31%	(23)	26%	(20)	12%	(9)	31%	(24)	75
2020 Vote: Didn't Vote	28%	(121)	19%	(82)	14%	(59)	39%	(169)	432
2018 House Vote: Democrat	41%	(312)	29%	(221)	11%	(83)	18%	(139)	755
2018 House Vote: Republican	19%	(118)	26%	(169)	16%	(101)	39%	(251)	639
2018 House Vote: Someone else	16%	(9)	19%	(11)	16%	(10)	49%	(29)	59
2016 Vote: Hillary Clinton	41%	(290)	30%	(213)	11%	(81)	17%	(123)	707
2016 Vote: Donald Trump	19%	(128)	26%	(178)	16%	(113)	39%	(270)	689
2016 Vote: Other	32%	(33)	30%	(30)	9%	(9)	29%	(29)	100
2016 Vote: Didn't Vote	28%	(198)	21%	(153)	14%	(98)	37%	(265)	715
Voted in 2014: Yes	31%	(393)	27%	(343)	13%	(161)	29%	(368)	1266
Voted in 2014: No	27%	(257)	24%	(231)	15%	(140)	34%	(324)	951
4-Region: Northeast	30%	(115)	27%	(105)	12%	(46)	30%	(117)	384
4-Region: Midwest	27%	(124)	27%	(123)	12%	(53)	34%	(157)	458
4-Region: South	30%	(253)	24%	(203)	15%	(131)	31%	(261)	847
4-Region: West	30%	(158)	27%	(143)	13%	(71)	30%	(157)	528

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Table MCEN5_1: How much have you seen, read, or heard about the following?
Actor Chadwick Boseman's death in August of 2020

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	29%	(650)	26%	(575)	14%	(301)	31%	(692)	2217
Marvel Comics Fans	38%	(492)	29%	(372)	14%	(183)	18%	(233)	1281
Marvel Movies & TV Shows Fans	38%	(542)	28%	(406)	14%	(203)	20%	(284)	1436
Superhero Fans	37%	(543)	29%	(420)	15%	(210)	19%	(275)	1448

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

Table MCEN5_2: How much have you seen, read, or heard about the following?*After his death, Marvel Studios deciding not to recast Chadwick Boseman's character for the Black Panther movie sequel*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	16%	(346)	24%	(534)	17%	(379)	43%	(957)	2217
Gender: Male	17%	(187)	26%	(276)	16%	(176)	40%	(432)	1071
Gender: Female	14%	(159)	23%	(258)	18%	(203)	46%	(525)	1146
Age: 18-34	26%	(169)	28%	(177)	17%	(107)	30%	(190)	644
Age: 35-44	18%	(64)	32%	(117)	20%	(75)	30%	(110)	367
Age: 45-64	11%	(76)	22%	(155)	17%	(121)	51%	(364)	716
Age: 65+	7%	(36)	17%	(85)	16%	(76)	60%	(293)	490
GenZers: 1997-2012	35%	(62)	23%	(40)	17%	(29)	26%	(45)	176
Millennials: 1981-1996	20%	(149)	31%	(224)	18%	(134)	31%	(224)	731
GenXers: 1965-1980	14%	(78)	24%	(132)	18%	(102)	44%	(241)	553
Baby Boomers: 1946-1964	8%	(54)	19%	(129)	15%	(99)	59%	(399)	681
PID: Dem (no lean)	20%	(167)	27%	(227)	18%	(151)	34%	(286)	831
PID: Ind (no lean)	15%	(98)	22%	(146)	17%	(108)	46%	(301)	653
PID: Rep (no lean)	11%	(80)	22%	(162)	16%	(121)	50%	(370)	734
PID/Gender: Dem Men	25%	(96)	29%	(110)	17%	(65)	29%	(111)	383
PID/Gender: Dem Women	16%	(71)	26%	(116)	19%	(85)	39%	(175)	448
PID/Gender: Ind Men	14%	(46)	25%	(80)	15%	(49)	45%	(142)	317
PID/Gender: Ind Women	16%	(53)	19%	(65)	18%	(59)	47%	(159)	335
PID/Gender: Rep Men	12%	(45)	23%	(85)	17%	(62)	48%	(179)	371
PID/Gender: Rep Women	10%	(36)	21%	(77)	16%	(59)	53%	(191)	363
Ideo: Liberal (1-3)	20%	(129)	31%	(199)	16%	(103)	34%	(218)	649
Ideo: Moderate (4)	16%	(114)	21%	(143)	19%	(133)	44%	(302)	691
Ideo: Conservative (5-7)	11%	(84)	22%	(164)	16%	(116)	51%	(371)	735
Educ: < College	15%	(218)	23%	(328)	18%	(260)	44%	(635)	1442
Educ: Bachelors degree	16%	(80)	28%	(139)	17%	(81)	39%	(191)	492
Educ: Post-grad	17%	(48)	24%	(67)	13%	(38)	46%	(131)	283
Income: Under 50k	16%	(192)	21%	(251)	19%	(228)	45%	(538)	1209
Income: 50k-100k	15%	(99)	28%	(190)	16%	(112)	41%	(280)	680
Income: 100k+	17%	(55)	29%	(94)	12%	(40)	43%	(139)	328
Ethnicity: White	12%	(209)	23%	(392)	17%	(290)	48%	(824)	1716
Ethnicity: Hispanic	21%	(77)	32%	(119)	14%	(52)	34%	(127)	375
Ethnicity: Black	31%	(88)	30%	(86)	17%	(49)	21%	(61)	283

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Table MCEN5_2: How much have you seen, read, or heard about the following?
After his death, Marvel Studios deciding not to recast Chadwick Boseman's character for the Black Panther movie sequel

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	16%	(346)	24%	(534)	17%	(379)	43%	(957)	2217
Ethnicity: Other	22%	(48)	26%	(56)	19%	(41)	33%	(73)	218
All Christian	13%	(130)	23%	(224)	17%	(172)	47%	(467)	992
All Non-Christian	24%	(32)	24%	(33)	11%	(15)	41%	(55)	135
Atheist	22%	(24)	34%	(38)	13%	(14)	31%	(34)	109
Agnostic/Nothing in particular	15%	(90)	24%	(148)	17%	(105)	43%	(261)	604
Something Else	19%	(70)	25%	(92)	20%	(74)	37%	(141)	376
Religious Non-Protestant/Catholic	22%	(32)	27%	(40)	11%	(17)	40%	(60)	149
Evangelical	15%	(78)	22%	(120)	16%	(87)	47%	(249)	534
Non-Evangelical	15%	(120)	23%	(184)	19%	(153)	43%	(346)	802
Community: Urban	23%	(153)	24%	(161)	15%	(102)	38%	(258)	675
Community: Suburban	14%	(143)	26%	(259)	18%	(177)	42%	(422)	1001
Community: Rural	9%	(50)	21%	(115)	18%	(100)	51%	(277)	542
Employ: Private Sector	17%	(133)	30%	(226)	18%	(134)	35%	(266)	759
Employ: Government	25%	(26)	32%	(32)	15%	(15)	29%	(29)	102
Employ: Self-Employed	21%	(40)	18%	(35)	15%	(28)	46%	(89)	193
Employ: Homemaker	7%	(11)	27%	(39)	20%	(28)	46%	(65)	143
Employ: Student	27%	(15)	31%	(17)	20%	(11)	22%	(12)	56
Employ: Retired	7%	(38)	17%	(99)	16%	(92)	60%	(339)	568
Employ: Unemployed	22%	(55)	23%	(58)	18%	(45)	38%	(96)	254
Employ: Other	20%	(28)	20%	(28)	17%	(24)	43%	(61)	142
Military HH: Yes	17%	(55)	22%	(72)	17%	(54)	45%	(146)	326
Military HH: No	15%	(291)	24%	(463)	17%	(325)	43%	(812)	1891
RD/WT: Right Direction	22%	(130)	28%	(170)	18%	(110)	32%	(193)	604
RD/WT: Wrong Track	13%	(216)	23%	(364)	17%	(269)	47%	(764)	1613
Biden Job Approve	21%	(196)	28%	(257)	16%	(153)	35%	(326)	932
Biden Job Disapprove	12%	(141)	22%	(258)	17%	(204)	49%	(585)	1188
Biden Job Strongly Approve	23%	(94)	25%	(102)	18%	(71)	34%	(137)	404
Biden Job Somewhat Approve	19%	(103)	29%	(155)	16%	(82)	36%	(189)	528
Biden Job Somewhat Disapprove	17%	(56)	27%	(89)	21%	(69)	36%	(118)	333
Biden Job Strongly Disapprove	10%	(85)	20%	(169)	16%	(135)	55%	(466)	855

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Table MCEN5_2: How much have you seen, read, or heard about the following?
 After his death, Marvel Studios deciding not to recast Chadwick Boseman's character for the Black Panther movie sequel

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	16%	(346)	24%	(534)	17%	(379)	43%	(957)	2217
Favorable of Biden	21%	(200)	28%	(270)	16%	(154)	35%	(330)	953
Unfavorable of Biden	12%	(139)	21%	(244)	18%	(207)	50%	(582)	1171
Very Favorable of Biden	22%	(97)	27%	(120)	17%	(78)	34%	(155)	451
Somewhat Favorable of Biden	20%	(102)	30%	(149)	15%	(76)	35%	(175)	502
Somewhat Unfavorable of Biden	18%	(52)	22%	(62)	21%	(59)	39%	(110)	283
Very Unfavorable of Biden	10%	(87)	20%	(181)	17%	(148)	53%	(472)	888
#1 Issue: Economy	16%	(147)	24%	(220)	17%	(153)	43%	(386)	907
#1 Issue: Security	11%	(25)	18%	(41)	16%	(37)	56%	(133)	235
#1 Issue: Health Care	22%	(36)	23%	(39)	17%	(28)	39%	(65)	168
#1 Issue: Medicare / Social Security	12%	(32)	17%	(43)	15%	(39)	56%	(143)	256
#1 Issue: Women's Issues	19%	(56)	32%	(96)	18%	(54)	32%	(96)	303
#1 Issue: Education	28%	(18)	21%	(14)	18%	(12)	33%	(21)	66
#1 Issue: Energy	14%	(23)	34%	(56)	16%	(26)	37%	(61)	166
#1 Issue: Other	8%	(9)	23%	(26)	25%	(30)	44%	(52)	117
2020 Vote: Joe Biden	21%	(198)	29%	(273)	18%	(173)	32%	(308)	952
2020 Vote: Donald Trump	10%	(74)	20%	(152)	17%	(127)	53%	(405)	758
2020 Vote: Other	22%	(17)	22%	(17)	19%	(14)	37%	(28)	75
2020 Vote: Didn't Vote	13%	(57)	21%	(92)	15%	(65)	50%	(217)	432
2018 House Vote: Democrat	23%	(172)	28%	(208)	18%	(133)	32%	(242)	755
2018 House Vote: Republican	10%	(65)	23%	(145)	17%	(108)	50%	(322)	639
2018 House Vote: Someone else	12%	(7)	17%	(10)	15%	(9)	57%	(33)	59
2016 Vote: Hillary Clinton	21%	(146)	29%	(204)	18%	(128)	32%	(230)	707
2016 Vote: Donald Trump	11%	(73)	21%	(147)	17%	(118)	51%	(351)	689
2016 Vote: Other	19%	(19)	23%	(23)	15%	(15)	42%	(42)	100
2016 Vote: Didn't Vote	15%	(108)	22%	(159)	16%	(118)	46%	(330)	715
Voted in 2014: Yes	16%	(207)	25%	(312)	18%	(223)	41%	(524)	1266
Voted in 2014: No	15%	(139)	23%	(222)	16%	(156)	46%	(434)	951
4-Region: Northeast	17%	(67)	26%	(98)	16%	(62)	41%	(157)	384
4-Region: Midwest	12%	(55)	24%	(112)	16%	(74)	47%	(217)	458
4-Region: South	16%	(133)	24%	(203)	18%	(156)	42%	(356)	847
4-Region: West	17%	(91)	23%	(122)	17%	(88)	43%	(228)	528

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Table MCEN5_2: How much have you seen, read, or heard about the following?
After his death, Marvel Studios deciding not to recast Chadwick Boseman's character for the Black Panther movie sequel

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	16%	(346)	24%	(534)	17%	(379)	43%	(957)	2217
Marvel Comics Fans	24%	(311)	30%	(389)	19%	(240)	27%	(341)	1281
Marvel Movies & TV Shows Fans	23%	(325)	29%	(423)	19%	(279)	28%	(409)	1436
Superhero Fans	22%	(315)	31%	(448)	19%	(275)	28%	(410)	1448

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

Table MCEN5_3: How much have you seen, read, or heard about the following?
Rihanna recording new music for the Black Panther movie sequel soundtrack

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(242)	22%	(481)	19%	(431)	48%	(1063)	2217
Gender: Male	10%	(105)	23%	(244)	20%	(217)	47%	(504)	1071
Gender: Female	12%	(137)	21%	(237)	19%	(214)	49%	(559)	1146
Age: 18-34	18%	(118)	26%	(170)	20%	(131)	35%	(225)	644
Age: 35-44	13%	(48)	27%	(100)	18%	(68)	41%	(150)	367
Age: 45-64	7%	(52)	19%	(136)	20%	(147)	53%	(381)	716
Age: 65+	5%	(23)	15%	(74)	17%	(86)	63%	(307)	490
GenZers: 1997-2012	26%	(47)	23%	(41)	16%	(27)	35%	(62)	176
Millennials: 1981-1996	15%	(110)	27%	(198)	21%	(154)	37%	(269)	731
GenXers: 1965-1980	8%	(47)	22%	(122)	19%	(105)	51%	(280)	553
Baby Boomers: 1946-1964	5%	(37)	16%	(111)	19%	(132)	59%	(401)	681
PID: Dem (no lean)	14%	(117)	28%	(230)	18%	(145)	41%	(338)	831
PID: Ind (no lean)	9%	(59)	20%	(131)	19%	(126)	51%	(336)	653
PID: Rep (no lean)	9%	(65)	16%	(120)	22%	(159)	53%	(390)	734
PID/Gender: Dem Men	13%	(51)	32%	(121)	19%	(71)	36%	(139)	383
PID/Gender: Dem Women	15%	(66)	24%	(109)	17%	(74)	44%	(199)	448
PID/Gender: Ind Men	5%	(17)	21%	(66)	19%	(62)	54%	(173)	317
PID/Gender: Ind Women	13%	(42)	19%	(65)	19%	(64)	49%	(163)	335
PID/Gender: Rep Men	10%	(37)	16%	(58)	23%	(84)	52%	(192)	371
PID/Gender: Rep Women	8%	(29)	17%	(62)	21%	(75)	54%	(197)	363
Ideo: Liberal (1-3)	14%	(89)	29%	(190)	19%	(126)	38%	(244)	649
Ideo: Moderate (4)	12%	(83)	20%	(141)	19%	(131)	49%	(338)	691
Ideo: Conservative (5-7)	8%	(60)	18%	(129)	19%	(139)	55%	(407)	735
Educ: < College	11%	(160)	21%	(305)	19%	(279)	48%	(697)	1442
Educ: Bachelors degree	10%	(51)	23%	(112)	21%	(101)	46%	(228)	492
Educ: Post-grad	11%	(31)	22%	(63)	18%	(51)	49%	(138)	283
Income: Under 50k	11%	(130)	22%	(262)	20%	(239)	48%	(578)	1209
Income: 50k-100k	11%	(73)	21%	(146)	20%	(138)	48%	(323)	680
Income: 100k+	12%	(39)	22%	(73)	16%	(54)	49%	(162)	328
Ethnicity: White	7%	(122)	21%	(357)	20%	(337)	52%	(900)	1716
Ethnicity: Hispanic	19%	(70)	28%	(103)	18%	(66)	36%	(135)	375
Ethnicity: Black	27%	(77)	27%	(77)	18%	(52)	27%	(77)	283

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**Table MCEN5_3: How much have you seen, read, or heard about the following?
Rihanna recording new music for the Black Panther movie sequel soundtrack**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(242)	22%	(481)	19%	(431)	48%	(1063)	2217
Ethnicity: Other	20%	(43)	22%	(47)	19%	(42)	40%	(86)	218
All Christian	9%	(88)	21%	(211)	19%	(193)	50%	(501)	992
All Non-Christian	22%	(30)	22%	(30)	13%	(17)	43%	(58)	135
Atheist	9%	(10)	30%	(33)	20%	(21)	42%	(46)	109
Agnostic/Nothing in particular	11%	(68)	21%	(126)	19%	(116)	49%	(294)	604
Something Else	12%	(47)	22%	(82)	22%	(83)	44%	(165)	376
Religious Non-Protestant/Catholic	20%	(30)	23%	(35)	15%	(22)	42%	(63)	149
Evangelical	11%	(56)	20%	(108)	18%	(98)	51%	(272)	534
Non-Evangelical	10%	(77)	22%	(173)	21%	(167)	48%	(385)	802
Community: Urban	16%	(106)	26%	(176)	18%	(119)	40%	(273)	675
Community: Suburban	10%	(100)	22%	(217)	21%	(208)	47%	(475)	1001
Community: Rural	7%	(35)	16%	(87)	19%	(103)	58%	(316)	542
Employ: Private Sector	11%	(85)	26%	(195)	22%	(167)	41%	(312)	759
Employ: Government	17%	(17)	23%	(24)	17%	(17)	43%	(44)	102
Employ: Self-Employed	15%	(30)	22%	(43)	12%	(23)	50%	(97)	193
Employ: Homemaker	8%	(11)	21%	(29)	21%	(29)	51%	(73)	143
Employ: Student	27%	(15)	22%	(12)	23%	(13)	28%	(16)	56
Employ: Retired	5%	(30)	15%	(86)	18%	(104)	61%	(347)	568
Employ: Unemployed	13%	(33)	25%	(63)	17%	(44)	44%	(113)	254
Employ: Other	14%	(20)	20%	(28)	23%	(32)	43%	(62)	142
Military HH: Yes	14%	(45)	18%	(60)	17%	(57)	51%	(165)	326
Military HH: No	10%	(197)	22%	(421)	20%	(374)	48%	(898)	1891
RD/WT: Right Direction	17%	(101)	27%	(166)	20%	(123)	35%	(214)	604
RD/WT: Wrong Track	9%	(140)	20%	(315)	19%	(308)	53%	(850)	1613
Biden Job Approve	15%	(143)	28%	(261)	17%	(161)	39%	(367)	932
Biden Job Disapprove	8%	(90)	17%	(205)	21%	(247)	54%	(646)	1188
Biden Job Strongly Approve	18%	(74)	27%	(111)	19%	(76)	35%	(143)	404
Biden Job Somewhat Approve	13%	(69)	29%	(151)	16%	(85)	42%	(223)	528
Biden Job Somewhat Disapprove	10%	(34)	24%	(81)	26%	(87)	39%	(131)	333
Biden Job Strongly Disapprove	7%	(56)	15%	(124)	19%	(160)	60%	(515)	855

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**Table MCEN5_3: How much have you seen, read, or heard about the following?
Rihanna recording new music for the Black Panther movie sequel soundtrack**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(242)	22%	(481)	19%	(431)	48%	(1063)	2217
Favorable of Biden	15%	(142)	28%	(263)	19%	(179)	39%	(369)	953
Unfavorable of Biden	8%	(89)	17%	(197)	20%	(237)	55%	(648)	1171
Very Favorable of Biden	16%	(74)	27%	(120)	21%	(97)	36%	(161)	451
Somewhat Favorable of Biden	14%	(68)	28%	(143)	16%	(82)	42%	(208)	502
Somewhat Unfavorable of Biden	11%	(32)	23%	(64)	24%	(67)	42%	(120)	283
Very Unfavorable of Biden	6%	(56)	15%	(133)	19%	(171)	59%	(528)	888
#1 Issue: Economy	11%	(95)	21%	(193)	21%	(187)	48%	(431)	907
#1 Issue: Security	6%	(15)	19%	(45)	17%	(40)	58%	(136)	235
#1 Issue: Health Care	14%	(23)	19%	(32)	18%	(30)	50%	(83)	168
#1 Issue: Medicare / Social Security	8%	(21)	17%	(44)	20%	(51)	55%	(140)	256
#1 Issue: Women's Issues	16%	(47)	29%	(89)	17%	(52)	38%	(115)	303
#1 Issue: Education	21%	(14)	24%	(16)	30%	(19)	25%	(17)	66
#1 Issue: Energy	13%	(22)	27%	(45)	15%	(25)	45%	(74)	166
#1 Issue: Other	4%	(5)	15%	(18)	23%	(27)	57%	(67)	117
2020 Vote: Joe Biden	14%	(135)	29%	(279)	19%	(180)	38%	(358)	952
2020 Vote: Donald Trump	7%	(53)	14%	(106)	20%	(153)	59%	(445)	758
2020 Vote: Other	16%	(12)	18%	(14)	12%	(9)	54%	(41)	75
2020 Vote: Didn't Vote	10%	(42)	19%	(82)	20%	(88)	51%	(220)	432
2018 House Vote: Democrat	16%	(120)	28%	(214)	18%	(135)	38%	(285)	755
2018 House Vote: Republican	7%	(46)	15%	(95)	20%	(125)	58%	(374)	639
2018 House Vote: Someone else	7%	(4)	13%	(8)	24%	(14)	57%	(34)	59
2016 Vote: Hillary Clinton	14%	(100)	30%	(212)	17%	(119)	39%	(277)	707
2016 Vote: Donald Trump	7%	(51)	16%	(112)	21%	(142)	56%	(383)	689
2016 Vote: Other	12%	(12)	13%	(13)	21%	(21)	54%	(54)	100
2016 Vote: Didn't Vote	11%	(79)	20%	(143)	20%	(145)	49%	(347)	715
Voted in 2014: Yes	11%	(141)	22%	(283)	19%	(241)	47%	(601)	1266
Voted in 2014: No	11%	(101)	21%	(198)	20%	(190)	49%	(462)	951
4-Region: Northeast	11%	(43)	26%	(98)	19%	(71)	45%	(171)	384
4-Region: Midwest	10%	(48)	17%	(76)	20%	(92)	53%	(243)	458
4-Region: South	10%	(87)	23%	(192)	20%	(167)	47%	(401)	847
4-Region: West	12%	(64)	22%	(115)	19%	(101)	47%	(248)	528

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Table MCEN5_3: How much have you seen, read, or heard about the following?
Rihanna recording new music for the Black Panther movie sequel soundtrack

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(242)	22%	(481)	19%	(431)	48%	(1063)	2217
Marvel Comics Fans	15%	(197)	28%	(354)	23%	(296)	34%	(433)	1281
Marvel Movies & TV Shows Fans	15%	(214)	26%	(380)	22%	(320)	36%	(522)	1436
Superhero Fans	15%	(211)	26%	(380)	23%	(331)	36%	(527)	1448

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

Table MCEN6: Considering the main character of Black Panther, played by Chadwick Boseman, has not been recast for the sequel after Boseman's death, how interested are you in watching Black Panther: Wakanda Forever?

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Don't know / No opinion	Total N
Adults	24% (538)	25% (555)	12% (271)	25% (554)	14% (300)	2217
Gender: Male	26% (276)	28% (298)	12% (126)	25% (263)	10% (108)	1071
Gender: Female	23% (262)	22% (256)	13% (144)	25% (291)	17% (192)	1146
Age: 18-34	36% (232)	29% (185)	11% (72)	13% (82)	11% (72)	644
Age: 35-44	28% (103)	26% (97)	16% (57)	15% (54)	15% (55)	367
Age: 45-64	20% (141)	26% (187)	11% (80)	27% (195)	16% (113)	716
Age: 65+	12% (61)	17% (86)	13% (62)	46% (223)	12% (59)	490
GenZers: 1997-2012	37% (65)	27% (48)	15% (27)	12% (21)	9% (16)	176
Millennials: 1981-1996	33% (241)	28% (206)	12% (84)	13% (99)	14% (101)	731
GenXers: 1965-1980	23% (128)	28% (154)	12% (66)	21% (114)	17% (92)	553
Baby Boomers: 1946-1964	14% (99)	20% (133)	13% (85)	42% (286)	11% (78)	681
PID: Dem (no lean)	32% (266)	24% (200)	13% (112)	18% (147)	13% (106)	831
PID: Ind (no lean)	22% (144)	27% (178)	11% (74)	24% (157)	15% (100)	653
PID: Rep (no lean)	17% (128)	24% (177)	12% (85)	34% (250)	13% (95)	734
PID/Gender: Dem Men	36% (138)	28% (108)	12% (46)	15% (57)	9% (34)	383
PID/Gender: Dem Women	29% (128)	21% (92)	15% (66)	20% (89)	16% (72)	448
PID/Gender: Ind Men	19% (62)	33% (105)	11% (34)	25% (78)	12% (38)	317
PID/Gender: Ind Women	24% (82)	22% (73)	12% (39)	24% (79)	19% (62)	335
PID/Gender: Rep Men	21% (76)	23% (85)	12% (46)	34% (127)	10% (37)	371
PID/Gender: Rep Women	14% (52)	25% (91)	11% (39)	34% (123)	16% (58)	363
Ideo: Liberal (1-3)	31% (201)	26% (171)	12% (78)	19% (122)	12% (78)	649
Ideo: Moderate (4)	24% (166)	28% (194)	13% (88)	21% (145)	14% (99)	691
Ideo: Conservative (5-7)	18% (134)	22% (165)	13% (93)	35% (256)	12% (87)	735
Educ: < College	23% (328)	26% (377)	12% (179)	25% (357)	14% (200)	1442
Educ: Bachelors degree	26% (130)	24% (120)	13% (62)	23% (114)	13% (66)	492
Educ: Post-grad	28% (79)	20% (58)	10% (29)	29% (83)	12% (34)	283
Income: Under 50k	23% (278)	27% (323)	12% (145)	24% (289)	14% (175)	1209
Income: 50k-100k	24% (164)	24% (166)	12% (82)	26% (176)	13% (92)	680
Income: 100k+	29% (96)	20% (66)	13% (44)	27% (89)	10% (34)	328
Ethnicity: White	19% (321)	25% (422)	13% (224)	29% (489)	15% (259)	1716
Ethnicity: Hispanic	31% (117)	30% (112)	11% (41)	19% (72)	9% (33)	375

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Table MCEN6: *Considering the main character of Black Panther, played by Chadwick Boseman, has not been recast for the sequel after Boseman's death, how interested are you in watching Black Panther: Wakanda Forever?*

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Don't know / No opinion	Total N
Adults	24% (538)	25% (555)	12% (271)	25% (554)	14% (300)	2217
Ethnicity: Black	51% (144)	21% (59)	10% (27)	11% (32)	7% (20)	283
Ethnicity: Other	33% (72)	33% (73)	9% (19)	15% (33)	10% (21)	218
All Christian	20% (198)	24% (242)	13% (129)	30% (295)	13% (128)	992
All Non-Christian	30% (41)	20% (28)	11% (15)	24% (33)	14% (19)	135
Atheist	32% (35)	20% (22)	11% (12)	25% (28)	12% (13)	109
Agnostic/Nothing in particular	23% (139)	26% (159)	12% (70)	24% (142)	16% (94)	604
Something Else	33% (124)	28% (105)	12% (44)	15% (57)	12% (47)	376
Religious Non-Protestant/Catholic	28% (42)	23% (35)	10% (15)	24% (35)	15% (22)	149
Evangelical	26% (141)	27% (142)	11% (57)	25% (132)	12% (62)	534
Non-Evangelical	22% (177)	24% (194)	14% (109)	27% (214)	13% (108)	802
Community: Urban	33% (224)	24% (163)	11% (75)	19% (130)	12% (82)	675
Community: Suburban	22% (223)	25% (252)	12% (125)	27% (265)	14% (136)	1001
Community: Rural	17% (90)	26% (140)	13% (71)	29% (158)	15% (83)	542
Employ: Private Sector	30% (226)	28% (215)	12% (93)	20% (149)	10% (76)	759
Employ: Government	34% (34)	23% (23)	14% (14)	18% (18)	12% (12)	102
Employ: Self-Employed	24% (47)	24% (47)	15% (29)	23% (44)	14% (27)	193
Employ: Homemaker	24% (34)	26% (37)	7% (10)	24% (34)	19% (28)	143
Employ: Student	37% (21)	26% (15)	10% (6)	6% (3)	21% (12)	56
Employ: Retired	12% (66)	20% (113)	12% (71)	43% (242)	14% (77)	568
Employ: Unemployed	26% (65)	27% (69)	12% (32)	18% (45)	17% (44)	254
Employ: Other	31% (44)	26% (37)	11% (16)	13% (19)	18% (26)	142
Military HH: Yes	24% (80)	23% (74)	14% (46)	29% (94)	10% (32)	326
Military HH: No	24% (458)	25% (480)	12% (224)	24% (460)	14% (268)	1891
RD/WT: Right Direction	36% (217)	25% (152)	13% (76)	17% (103)	9% (56)	604
RD/WT: Wrong Track	20% (321)	25% (402)	12% (194)	28% (451)	15% (244)	1613
Biden Job Approve	33% (312)	25% (237)	12% (108)	19% (180)	10% (97)	932
Biden Job Disapprove	17% (204)	25% (293)	13% (157)	30% (359)	15% (174)	1188

Continued on next page

Table MCEN6: Considering the main character of Black Panther, played by Chadwick Boseman, has not been recast for the sequel after Boseman's death, how interested are you in watching Black Panther: Wakanda Forever?

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Don't know / No opinion	Total N
Adults	24% (538)	25% (555)	12% (271)	25% (554)	14% (300)	2217
Biden Job Strongly Approve	36% (147)	23% (93)	11% (46)	21% (85)	8% (33)	404
Biden Job Somewhat Approve	31% (164)	27% (144)	12% (61)	18% (95)	12% (64)	528
Biden Job Somewhat Disapprove	23% (76)	30% (99)	16% (52)	16% (53)	16% (52)	333
Biden Job Strongly Disapprove	15% (128)	23% (194)	12% (104)	36% (306)	14% (123)	855
Favorable of Biden	33% (317)	25% (242)	12% (116)	18% (176)	11% (102)	953
Unfavorable of Biden	17% (204)	25% (291)	12% (146)	31% (361)	14% (169)	1171
Very Favorable of Biden	36% (162)	23% (105)	12% (56)	20% (89)	9% (39)	451
Somewhat Favorable of Biden	31% (155)	27% (137)	12% (61)	17% (87)	13% (63)	502
Somewhat Unfavorable of Biden	25% (71)	29% (83)	15% (43)	15% (41)	16% (45)	283
Very Unfavorable of Biden	15% (133)	23% (208)	12% (103)	36% (320)	14% (124)	888
#1 Issue: Economy	24% (221)	25% (227)	12% (105)	25% (226)	14% (129)	907
#1 Issue: Security	18% (43)	24% (56)	12% (28)	35% (82)	11% (27)	235
#1 Issue: Health Care	32% (54)	18% (30)	13% (22)	20% (34)	17% (28)	168
#1 Issue: Medicare / Social Security	19% (49)	19% (49)	13% (33)	37% (94)	12% (31)	256
#1 Issue: Women's Issues	29% (89)	26% (79)	14% (41)	17% (51)	14% (42)	303
#1 Issue: Education	38% (25)	33% (21)	12% (8)	5% (3)	12% (8)	66
#1 Issue: Energy	22% (36)	36% (59)	16% (26)	13% (22)	13% (22)	166
#1 Issue: Other	18% (21)	28% (33)	7% (8)	36% (42)	12% (14)	117
2020 Vote: Joe Biden	33% (317)	25% (239)	13% (124)	18% (168)	11% (104)	952
2020 Vote: Donald Trump	14% (106)	25% (191)	12% (87)	35% (263)	15% (111)	758
2020 Vote: Other	27% (21)	30% (22)	13% (10)	22% (17)	8% (6)	75
2020 Vote: Didn't Vote	22% (94)	24% (103)	12% (50)	25% (107)	18% (79)	432
2018 House Vote: Democrat	34% (253)	25% (189)	14% (102)	18% (134)	10% (76)	755
2018 House Vote: Republican	15% (94)	27% (173)	11% (72)	34% (218)	13% (82)	639
2018 House Vote: Someone else	18% (11)	20% (12)	10% (6)	31% (18)	21% (12)	59
2016 Vote: Hillary Clinton	33% (235)	24% (167)	13% (94)	18% (129)	12% (83)	707
2016 Vote: Donald Trump	16% (109)	24% (168)	12% (85)	34% (232)	14% (94)	689
2016 Vote: Other	27% (27)	28% (28)	11% (11)	23% (23)	11% (11)	100
2016 Vote: Didn't Vote	23% (166)	27% (190)	11% (79)	24% (169)	15% (110)	715

Continued on next page

Table MCEN6: Considering the main character of *Black Panther*, played by Chadwick Boseman, has not been recast for the sequel after Boseman's death, how interested are you in watching *Black Panther: Wakanda Forever*?

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	24%	(538)	25%	(555)	12%	(271)	25%	(554)	14%	(300)	2217
Voted in 2014: Yes	26%	(323)	24%	(303)	12%	(148)	27%	(339)	12%	(153)	1266
Voted in 2014: No	23%	(214)	27%	(252)	13%	(122)	23%	(216)	15%	(147)	951
4-Region: Northeast	24%	(93)	24%	(92)	15%	(56)	26%	(101)	11%	(41)	384
4-Region: Midwest	24%	(109)	21%	(98)	13%	(58)	28%	(126)	15%	(67)	458
4-Region: South	25%	(213)	26%	(220)	10%	(88)	25%	(209)	14%	(118)	847
4-Region: West	23%	(123)	27%	(145)	13%	(68)	22%	(119)	14%	(74)	528
Marvel Comics Fans	35%	(454)	33%	(421)	12%	(153)	9%	(113)	11%	(141)	1281
Marvel Movies & TV Shows Fans	35%	(501)	32%	(462)	12%	(168)	10%	(143)	11%	(161)	1436
Superhero Fans	34%	(493)	33%	(480)	12%	(173)	10%	(150)	11%	(153)	1448

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

Table MCEN7: *In your opinion, do you think the main character in Black Panther should have been recast for the sequel following Chadwick Boseman's death?*

Demographic	Yes, definitely	Yes, probably	No, probably not	No, definitely not	Don't know / No opinion	Total N
Adults	12% (257)	18% (408)	15% (340)	18% (397)	37% (815)	2217
Gender: Male	16% (170)	22% (237)	15% (160)	13% (144)	34% (359)	1071
Gender: Female	8% (86)	15% (171)	16% (180)	22% (253)	40% (456)	1146
Age: 18-34	16% (100)	20% (128)	18% (114)	24% (155)	23% (146)	644
Age: 35-44	15% (54)	18% (67)	17% (64)	19% (71)	30% (110)	367
Age: 45-64	11% (78)	19% (138)	14% (99)	15% (107)	41% (295)	716
Age: 65+	5% (25)	15% (76)	13% (63)	13% (64)	54% (263)	490
GenZers: 1997-2012	20% (35)	15% (26)	23% (40)	28% (49)	15% (26)	176
Millennials: 1981-1996	14% (102)	21% (150)	16% (119)	22% (160)	27% (200)	731
GenXers: 1965-1980	13% (71)	21% (114)	15% (82)	16% (91)	35% (195)	553
Baby Boomers: 1946-1964	7% (46)	16% (110)	13% (87)	13% (91)	51% (347)	681
PID: Dem (no lean)	14% (117)	19% (161)	16% (132)	18% (150)	33% (271)	831
PID: Ind (no lean)	9% (56)	15% (97)	18% (117)	20% (133)	38% (250)	653
PID: Rep (no lean)	12% (84)	20% (150)	13% (92)	16% (114)	40% (293)	734
PID/Gender: Dem Men	21% (81)	23% (88)	13% (51)	13% (49)	30% (114)	383
PID/Gender: Dem Women	8% (36)	16% (73)	18% (81)	23% (102)	35% (157)	448
PID/Gender: Ind Men	10% (33)	19% (59)	20% (62)	15% (49)	36% (114)	317
PID/Gender: Ind Women	7% (22)	11% (38)	16% (55)	25% (84)	41% (136)	335
PID/Gender: Rep Men	15% (57)	24% (90)	13% (48)	12% (46)	35% (131)	371
PID/Gender: Rep Women	8% (28)	17% (60)	12% (45)	19% (68)	45% (163)	363
Ideo: Liberal (1-3)	12% (76)	17% (110)	19% (121)	21% (139)	31% (203)	649
Ideo: Moderate (4)	11% (78)	21% (145)	17% (117)	17% (120)	34% (233)	691
Ideo: Conservative (5-7)	12% (91)	19% (140)	13% (92)	14% (104)	42% (308)	735
Educ: < College	12% (171)	19% (272)	15% (214)	19% (276)	35% (508)	1442
Educ: Bachelors degree	9% (47)	19% (93)	18% (88)	17% (81)	37% (183)	492
Educ: Post-grad	14% (39)	15% (43)	14% (38)	14% (39)	44% (124)	283
Income: Under 50k	12% (143)	17% (208)	16% (190)	20% (243)	35% (425)	1209
Income: 50k-100k	10% (67)	22% (151)	14% (95)	15% (105)	38% (262)	680
Income: 100k+	14% (47)	15% (49)	17% (55)	15% (48)	39% (129)	328
Ethnicity: White	9% (147)	18% (301)	16% (275)	17% (295)	41% (698)	1716
Ethnicity: Hispanic	20% (75)	20% (77)	14% (54)	18% (68)	27% (101)	375

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Table MCEN7: *In your opinion, do you think the main character in Black Panther should have been recast for the sequel following Chadwick Boseman's death?*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	12%	(257)	18%	(408)	15%	(340)	18%	(397)	37%	(815)	2217
Ethnicity: Black	25%	(70)	21%	(58)	12%	(34)	22%	(62)	21%	(59)	283
Ethnicity: Other	18%	(39)	22%	(49)	15%	(32)	18%	(40)	27%	(58)	218
All Christian	12%	(116)	20%	(201)	14%	(137)	14%	(140)	40%	(398)	992
All Non-Christian	23%	(31)	14%	(19)	16%	(22)	13%	(18)	34%	(46)	135
Atheist	10%	(10)	21%	(23)	16%	(17)	25%	(28)	28%	(31)	109
Agnostic/Nothing in particular	10%	(60)	13%	(79)	16%	(97)	24%	(145)	37%	(223)	604
Something Else	10%	(39)	23%	(86)	18%	(68)	18%	(66)	31%	(118)	376
Religious Non-Protestant/Catholic	23%	(34)	15%	(22)	17%	(26)	12%	(18)	33%	(49)	149
Evangelical	13%	(71)	23%	(123)	14%	(75)	13%	(68)	37%	(197)	534
Non-Evangelical	10%	(79)	20%	(157)	15%	(120)	17%	(136)	39%	(310)	802
Community: Urban	16%	(111)	19%	(126)	14%	(95)	20%	(135)	31%	(208)	675
Community: Suburban	9%	(90)	17%	(172)	17%	(171)	18%	(183)	38%	(384)	1001
Community: Rural	10%	(56)	20%	(110)	14%	(74)	15%	(79)	41%	(223)	542
Employ: Private Sector	14%	(107)	22%	(166)	17%	(126)	18%	(134)	30%	(226)	759
Employ: Government	8%	(9)	17%	(17)	21%	(22)	28%	(28)	26%	(26)	102
Employ: Self-Employed	18%	(34)	20%	(38)	12%	(24)	15%	(29)	35%	(68)	193
Employ: Homemaker	9%	(13)	23%	(32)	11%	(16)	19%	(28)	38%	(54)	143
Employ: Student	8%	(4)	16%	(9)	16%	(9)	30%	(16)	31%	(17)	56
Employ: Retired	7%	(39)	15%	(87)	12%	(70)	13%	(72)	53%	(301)	568
Employ: Unemployed	14%	(35)	13%	(32)	18%	(45)	26%	(65)	30%	(77)	254
Employ: Other	12%	(17)	18%	(26)	21%	(30)	17%	(25)	32%	(45)	142
Military HH: Yes	18%	(58)	18%	(58)	12%	(40)	15%	(50)	37%	(121)	326
Military HH: No	11%	(199)	19%	(351)	16%	(300)	18%	(347)	37%	(694)	1891
RD/WT: Right Direction	20%	(120)	20%	(123)	16%	(97)	16%	(99)	27%	(165)	604
RD/WT: Wrong Track	8%	(137)	18%	(285)	15%	(244)	18%	(298)	40%	(649)	1613
Biden Job Approve	15%	(140)	18%	(170)	16%	(152)	19%	(174)	32%	(297)	932
Biden Job Disapprove	9%	(111)	19%	(222)	15%	(176)	18%	(209)	40%	(470)	1188

Continued on next page

Table MCEN7: In your opinion, do you think the main character in Black Panther should have been recast for the sequel following Chadwick Boseman's death?

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	12%	(257)	18%	(408)	15%	(340)	18%	(397)	37%	(815)	2217
Biden Job Strongly Approve	22%	(90)	19%	(77)	12%	(50)	17%	(69)	29%	(119)	404
Biden Job Somewhat Approve	10%	(50)	18%	(93)	19%	(102)	20%	(105)	34%	(179)	528
Biden Job Somewhat Disapprove	8%	(28)	21%	(69)	23%	(75)	15%	(51)	33%	(109)	333
Biden Job Strongly Disapprove	10%	(82)	18%	(153)	12%	(101)	18%	(157)	42%	(361)	855
Favorable of Biden	15%	(142)	19%	(180)	16%	(156)	18%	(170)	32%	(304)	953
Unfavorable of Biden	9%	(104)	19%	(218)	15%	(174)	18%	(211)	40%	(464)	1171
Very Favorable of Biden	20%	(92)	20%	(92)	13%	(57)	16%	(73)	30%	(137)	451
Somewhat Favorable of Biden	10%	(49)	18%	(88)	20%	(99)	20%	(98)	33%	(167)	502
Somewhat Unfavorable of Biden	8%	(23)	21%	(60)	20%	(57)	18%	(50)	33%	(93)	283
Very Unfavorable of Biden	9%	(81)	18%	(158)	13%	(117)	18%	(162)	42%	(371)	888
#1 Issue: Economy	10%	(95)	18%	(167)	15%	(139)	18%	(160)	38%	(346)	907
#1 Issue: Security	12%	(29)	20%	(47)	11%	(25)	19%	(45)	38%	(89)	235
#1 Issue: Health Care	10%	(17)	19%	(33)	19%	(32)	23%	(38)	29%	(49)	168
#1 Issue: Medicare / Social Security	11%	(29)	17%	(43)	14%	(37)	10%	(26)	47%	(122)	256
#1 Issue: Women's Issues	13%	(38)	16%	(50)	15%	(47)	27%	(83)	28%	(85)	303
#1 Issue: Education	22%	(14)	23%	(15)	26%	(17)	10%	(7)	18%	(12)	66
#1 Issue: Energy	15%	(24)	23%	(38)	16%	(26)	14%	(24)	32%	(54)	166
#1 Issue: Other	9%	(10)	13%	(15)	15%	(18)	13%	(15)	50%	(58)	117
2020 Vote: Joe Biden	14%	(130)	19%	(182)	17%	(166)	18%	(172)	32%	(302)	952
2020 Vote: Donald Trump	10%	(78)	20%	(153)	11%	(84)	15%	(114)	43%	(329)	758
2020 Vote: Other	10%	(7)	10%	(7)	21%	(16)	24%	(18)	36%	(27)	75
2020 Vote: Didn't Vote	10%	(41)	15%	(66)	17%	(75)	21%	(93)	36%	(157)	432
2018 House Vote: Democrat	15%	(115)	20%	(150)	17%	(125)	18%	(133)	31%	(232)	755
2018 House Vote: Republican	11%	(70)	19%	(120)	13%	(83)	14%	(89)	43%	(277)	639
2018 House Vote: Someone else	14%	(9)	10%	(6)	15%	(9)	20%	(12)	41%	(24)	59
2016 Vote: Hillary Clinton	14%	(100)	19%	(131)	17%	(118)	18%	(128)	33%	(231)	707
2016 Vote: Donald Trump	12%	(79)	19%	(128)	13%	(92)	14%	(96)	43%	(293)	689
2016 Vote: Other	16%	(16)	11%	(11)	18%	(18)	18%	(18)	38%	(38)	100
2016 Vote: Didn't Vote	9%	(62)	19%	(136)	16%	(112)	21%	(153)	35%	(251)	715

Continued on next page

Table MCEN7: *In your opinion, do you think the main character in Black Panther should have been recast for the sequel following Chadwick Boseman's death?*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	12%	(257)	18%	(408)	15%	(340)	18%	(397)	37%	(815)	2217
Voted in 2014: Yes	14%	(175)	18%	(232)	14%	(181)	15%	(190)	39%	(488)	1266
Voted in 2014: No	9%	(82)	19%	(176)	17%	(159)	22%	(207)	34%	(327)	951
4-Region: Northeast	11%	(44)	16%	(62)	18%	(69)	19%	(74)	35%	(135)	384
4-Region: Midwest	8%	(35)	18%	(83)	16%	(74)	18%	(81)	41%	(186)	458
4-Region: South	13%	(110)	19%	(165)	13%	(113)	18%	(154)	36%	(305)	847
4-Region: West	13%	(67)	19%	(99)	16%	(85)	17%	(88)	36%	(188)	528
Marvel Comics Fans	17%	(212)	24%	(302)	17%	(224)	18%	(232)	24%	(311)	1281
Marvel Movies & TV Shows Fans	16%	(230)	23%	(329)	18%	(252)	18%	(253)	26%	(373)	1436
Superhero Fans	16%	(235)	23%	(326)	18%	(266)	17%	(250)	26%	(371)	1448

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

Table MCEN10: Considering the remaining main characters, who would you most want to see wear the Black Panther suit next?

Demographic	Nakia (Lupita Nyong'o)		Okoye (Danai Gurira)		M'Baku (Winston Duke)		Shuri (Letitia Wright)		Another character		There should not be another Black Panther	Total N	
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)			
Adults	11%	(252)	6%	(130)	9%	(202)	11%	(242)	18%	(405)	44%	(986)	2217
Gender: Male	9%	(100)	7%	(76)	12%	(131)	12%	(133)	21%	(230)	37%	(400)	1071
Gender: Female	13%	(152)	5%	(53)	6%	(71)	9%	(109)	15%	(175)	51%	(586)	1146
Age: 18-34	15%	(98)	7%	(44)	10%	(67)	18%	(118)	15%	(94)	35%	(223)	644
Age: 35-44	12%	(43)	7%	(25)	13%	(49)	14%	(50)	18%	(65)	37%	(135)	367
Age: 45-64	11%	(77)	5%	(39)	10%	(70)	8%	(55)	20%	(146)	46%	(329)	716
Age: 65+	7%	(35)	4%	(21)	3%	(16)	4%	(19)	20%	(99)	61%	(300)	490
GenZers: 1997-2012	19%	(34)	3%	(6)	10%	(18)	18%	(32)	15%	(26)	34%	(60)	176
Millennials: 1981-1996	13%	(95)	8%	(57)	12%	(90)	16%	(118)	15%	(113)	35%	(259)	731
GenXers: 1965-1980	12%	(64)	5%	(27)	11%	(64)	11%	(61)	20%	(112)	41%	(226)	553
Baby Boomers: 1946-1964	8%	(57)	6%	(40)	4%	(27)	4%	(31)	21%	(145)	56%	(381)	681
PID: Dem (no lean)	15%	(129)	8%	(63)	9%	(75)	14%	(112)	14%	(113)	41%	(338)	831
PID: Ind (no lean)	11%	(73)	4%	(29)	8%	(53)	11%	(69)	22%	(145)	43%	(284)	653
PID: Rep (no lean)	7%	(51)	5%	(37)	10%	(74)	8%	(61)	20%	(146)	50%	(364)	734
PID/Gender: Dem Men	14%	(55)	11%	(42)	14%	(53)	15%	(56)	17%	(66)	29%	(112)	383
PID/Gender: Dem Women	17%	(74)	5%	(21)	5%	(23)	13%	(57)	11%	(47)	50%	(226)	448
PID/Gender: Ind Men	8%	(26)	5%	(16)	9%	(30)	13%	(42)	26%	(83)	38%	(121)	317
PID/Gender: Ind Women	14%	(47)	4%	(13)	7%	(23)	8%	(27)	19%	(62)	49%	(163)	335
PID/Gender: Rep Men	5%	(19)	5%	(19)	13%	(49)	10%	(36)	22%	(81)	45%	(167)	371
PID/Gender: Rep Women	9%	(32)	5%	(18)	7%	(25)	7%	(25)	18%	(65)	54%	(198)	363
Ideo: Liberal (1-3)	15%	(99)	7%	(48)	9%	(59)	15%	(100)	13%	(87)	40%	(257)	649
Ideo: Moderate (4)	12%	(81)	5%	(36)	8%	(54)	11%	(79)	21%	(148)	43%	(294)	691
Ideo: Conservative (5-7)	8%	(59)	6%	(43)	10%	(73)	7%	(52)	19%	(143)	50%	(365)	735
Educ: < College	10%	(146)	5%	(68)	10%	(142)	11%	(153)	20%	(281)	45%	(652)	1442
Educ: Bachelors degree	13%	(66)	10%	(47)	8%	(40)	10%	(51)	16%	(77)	43%	(211)	492
Educ: Post-grad	14%	(40)	5%	(14)	7%	(20)	14%	(38)	16%	(46)	44%	(124)	283
Income: Under 50k	12%	(145)	5%	(61)	9%	(104)	9%	(111)	19%	(229)	46%	(558)	1209
Income: 50k-100k	10%	(66)	7%	(47)	9%	(62)	14%	(95)	18%	(123)	42%	(287)	680
Income: 100k+	13%	(42)	6%	(21)	11%	(36)	11%	(35)	16%	(53)	43%	(141)	328

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Table MCEN10: Considering the remaining main characters, who would you most want to see wear the Black Panther suit next?

Demographic							There should	Total N
	Nakia (Lupita Nyong'o)	Okoye (Danai Gurira)	M'Baku (Winston Duke)	Shuri (Letitia Wright)	Another character	not be another Black Panther		
Adults	11% (252)	6% (130)	9% (202)	11% (242)	18% (405)	44% (986)	2217	
Ethnicity: White	9% (159)	6% (100)	9% (154)	9% (163)	18% (307)	49% (835)	1716	
Ethnicity: Hispanic	9% (34)	8% (28)	12% (43)	14% (51)	18% (67)	40% (151)	375	
Ethnicity: Black	20% (57)	6% (18)	12% (34)	15% (43)	18% (50)	29% (82)	283	
Ethnicity: Other	17% (36)	6% (12)	7% (15)	17% (36)	22% (48)	32% (70)	218	
All Christian	9% (90)	6% (60)	9% (88)	10% (100)	19% (186)	47% (468)	992	
All Non-Christian	18% (24)	9% (13)	13% (17)	11% (15)	16% (22)	33% (45)	135	
Atheist	12% (13)	7% (7)	11% (12)	18% (20)	16% (17)	37% (40)	109	
Agnostic/Nothing in particular	12% (72)	6% (38)	7% (44)	10% (61)	18% (111)	46% (277)	604	
Something Else	14% (53)	3% (11)	11% (41)	12% (46)	18% (69)	41% (156)	376	
Religious Non-Protestant/Catholic	17% (25)	8% (13)	11% (17)	13% (20)	16% (23)	35% (52)	149	
Evangelical	12% (63)	5% (29)	10% (52)	10% (54)	19% (101)	44% (236)	534	
Non-Evangelical	10% (76)	5% (39)	10% (77)	11% (85)	18% (148)	47% (376)	802	
Community: Urban	13% (85)	7% (48)	10% (65)	13% (86)	17% (114)	41% (275)	675	
Community: Suburban	13% (127)	6% (57)	8% (84)	11% (105)	18% (177)	45% (451)	1001	
Community: Rural	7% (40)	4% (24)	10% (53)	9% (51)	21% (114)	48% (260)	542	
Employ: Private Sector	14% (104)	7% (54)	12% (91)	14% (103)	17% (125)	37% (282)	759	
Employ: Government	19% (20)	6% (6)	10% (10)	13% (14)	10% (10)	41% (42)	102	
Employ: Self-Employed	11% (22)	7% (13)	13% (25)	10% (19)	19% (37)	40% (77)	193	
Employ: Homemaker	11% (15)	1% (2)	10% (15)	9% (13)	18% (26)	51% (72)	143	
Employ: Student	14% (8)	— (0)	6% (4)	33% (18)	22% (12)	25% (14)	56	
Employ: Retired	6% (32)	5% (28)	5% (29)	4% (24)	22% (123)	58% (332)	568	
Employ: Unemployed	15% (38)	7% (17)	8% (20)	11% (28)	16% (42)	43% (110)	254	
Employ: Other	10% (14)	8% (11)	6% (9)	15% (22)	21% (30)	40% (57)	142	
Military HH: Yes	7% (23)	9% (28)	9% (29)	9% (28)	23% (76)	43% (141)	326	
Military HH: No	12% (229)	5% (101)	9% (173)	11% (214)	17% (329)	45% (845)	1891	
RD/WT: Right Direction	15% (93)	8% (49)	11% (66)	15% (92)	16% (96)	34% (208)	604	
RD/WT: Wrong Track	10% (160)	5% (81)	8% (136)	9% (150)	19% (308)	48% (778)	1613	

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Table MCEN10: Considering the remaining main characters, who would you most want to see wear the Black Panther suit next?

Demographic	Nakia (Lupita Nyong'o)	Okoye (Danai Gurira)	M'Baku (Winston Duke)	Shuri (Letitia Wright)	Another character	There should not be another Black Panther	Total N
Adults	11% (252)	6% (130)	9% (202)	11% (242)	18% (405)	44% (986)	2217
Biden Job Approve	15% (141)	7% (67)	10% (91)	15% (135)	16% (146)	38% (352)	932
Biden Job Disapprove	8% (100)	5% (60)	9% (104)	8% (95)	20% (234)	50% (594)	1188
Biden Job Strongly Approve	15% (62)	8% (34)	12% (47)	13% (54)	15% (62)	36% (146)	404
Biden Job Somewhat Approve	15% (78)	6% (33)	8% (44)	15% (82)	16% (85)	39% (206)	528
Biden Job Somewhat Disapprove	14% (47)	7% (22)	8% (26)	9% (31)	23% (75)	39% (130)	333
Biden Job Strongly Disapprove	6% (53)	4% (38)	9% (77)	7% (64)	19% (159)	54% (464)	855
Favorable of Biden	14% (137)	8% (72)	9% (86)	15% (140)	16% (154)	38% (363)	953
Unfavorable of Biden	9% (106)	4% (50)	9% (108)	8% (95)	20% (237)	49% (574)	1171
Very Favorable of Biden	16% (74)	9% (40)	11% (51)	12% (56)	15% (66)	37% (165)	451
Somewhat Favorable of Biden	13% (63)	6% (32)	7% (36)	17% (85)	18% (88)	39% (198)	502
Somewhat Unfavorable of Biden	17% (48)	5% (13)	8% (23)	11% (32)	21% (61)	37% (106)	283
Very Unfavorable of Biden	7% (59)	4% (37)	10% (85)	7% (63)	20% (176)	53% (468)	888
#1 Issue: Economy	11% (99)	6% (52)	9% (85)	11% (102)	19% (172)	44% (397)	907
#1 Issue: Security	10% (24)	4% (10)	7% (16)	6% (15)	22% (52)	50% (118)	235
#1 Issue: Health Care	14% (23)	6% (11)	9% (15)	14% (24)	13% (22)	44% (74)	168
#1 Issue: Medicare / Social Security	9% (24)	5% (14)	9% (24)	6% (15)	19% (48)	51% (132)	256
#1 Issue: Women's Issues	16% (48)	7% (22)	7% (22)	17% (52)	10% (31)	42% (126)	303
#1 Issue: Education	14% (9)	4% (2)	15% (10)	19% (13)	21% (13)	27% (18)	66
#1 Issue: Energy	10% (17)	8% (14)	14% (22)	9% (14)	27% (44)	33% (54)	166
#1 Issue: Other	7% (8)	4% (4)	5% (6)	6% (7)	19% (22)	59% (69)	117
2020 Vote: Joe Biden	16% (154)	7% (71)	9% (86)	15% (140)	15% (145)	37% (356)	952
2020 Vote: Donald Trump	6% (46)	5% (36)	10% (76)	8% (58)	20% (149)	52% (394)	758
2020 Vote: Other	18% (13)	2% (1)	9% (7)	14% (10)	15% (11)	43% (32)	75
2020 Vote: Didn't Vote	9% (39)	5% (22)	8% (34)	8% (34)	23% (100)	47% (204)	432
2018 House Vote: Democrat	18% (132)	8% (62)	11% (80)	14% (102)	14% (109)	36% (269)	755
2018 House Vote: Republican	7% (44)	5% (33)	9% (61)	8% (50)	19% (122)	52% (330)	639
2018 House Vote: Someone else	7% (4)	3% (2)	14% (8)	9% (5)	17% (10)	51% (30)	59

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Table MCEN10: Considering the remaining main characters, who would you most want to see wear the Black Panther suit next?

Demographic	Nakia (Lupita Nyong'o)	Okoye (Danai Gurira)	M'Baku (Winston Duke)	Shuri (Letitia Wright)	Another character	There should not be another Black Panther	Total N
Adults	11% (252)	6% (130)	9% (202)	11% (242)	18% (405)	44% (986)	2217
2016 Vote: Hillary Clinton	18% (127)	8% (56)	9% (62)	12% (88)	14% (96)	39% (278)	707
2016 Vote: Donald Trump	5% (38)	6% (38)	10% (69)	8% (54)	19% (133)	52% (356)	689
2016 Vote: Other	15% (15)	5% (5)	11% (11)	12% (12)	20% (20)	38% (38)	100
2016 Vote: Didn't Vote	10% (72)	4% (31)	8% (60)	12% (87)	22% (155)	43% (310)	715
Voted in 2014: Yes	12% (158)	7% (86)	10% (129)	10% (127)	17% (215)	44% (551)	1266
Voted in 2014: No	10% (94)	5% (44)	8% (74)	12% (115)	20% (189)	46% (435)	951
4-Region: Northeast	13% (50)	7% (28)	8% (30)	12% (45)	14% (54)	46% (176)	384
4-Region: Midwest	11% (51)	7% (31)	9% (40)	8% (36)	19% (89)	46% (212)	458
4-Region: South	11% (92)	5% (46)	11% (93)	10% (88)	19% (163)	43% (364)	847
4-Region: West	11% (59)	5% (24)	7% (39)	14% (73)	19% (98)	44% (234)	528
Marvel Comics Fans	14% (184)	8% (101)	13% (161)	16% (204)	18% (235)	31% (396)	1281
Marvel Movies & TV Shows Fans	14% (201)	7% (106)	12% (166)	15% (221)	19% (275)	33% (468)	1436
Superhero Fans	14% (199)	8% (109)	13% (181)	16% (231)	19% (273)	31% (454)	1448

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

Table MCEN11: Consider when an actor known for portraying a specific character has died. Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	Movie studios should prioritize recasting the character and ensuring the character remains a role model and part of pop culture		Movie studios should prioritize honoring the memory of the actor and ensure their legacy is respected by not recasting roles they played		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	23%	(515)	38%	(833)	39%	(869)	2217
Gender: Male	29%	(315)	34%	(366)	36%	(390)	1071
Gender: Female	17%	(200)	41%	(468)	42%	(479)	1146
Age: 18-34	19%	(120)	49%	(318)	32%	(206)	644
Age: 35-44	28%	(102)	39%	(142)	34%	(123)	367
Age: 45-64	25%	(182)	32%	(228)	43%	(306)	716
Age: 65+	23%	(112)	30%	(145)	48%	(234)	490
GenZers: 1997-2012	18%	(31)	54%	(95)	28%	(50)	176
Millennials: 1981-1996	22%	(163)	44%	(320)	34%	(247)	731
GenXers: 1965-1980	27%	(148)	35%	(196)	38%	(209)	553
Baby Boomers: 1946-1964	24%	(162)	29%	(200)	47%	(319)	681
PID: Dem (no lean)	24%	(201)	43%	(354)	33%	(275)	831
PID: Ind (no lean)	20%	(134)	36%	(234)	44%	(285)	653
PID: Rep (no lean)	25%	(181)	33%	(245)	42%	(308)	734
PID/Gender: Dem Men	32%	(121)	40%	(153)	28%	(108)	383
PID/Gender: Dem Women	18%	(80)	45%	(201)	37%	(167)	448
PID/Gender: Ind Men	28%	(90)	29%	(92)	43%	(136)	317
PID/Gender: Ind Women	13%	(44)	42%	(142)	44%	(149)	335
PID/Gender: Rep Men	28%	(105)	32%	(120)	39%	(146)	371
PID/Gender: Rep Women	21%	(76)	34%	(124)	45%	(163)	363
Ideo: Liberal (1-3)	21%	(135)	47%	(302)	33%	(212)	649
Ideo: Moderate (4)	23%	(160)	36%	(248)	41%	(283)	691
Ideo: Conservative (5-7)	27%	(196)	34%	(250)	39%	(289)	735
Educ: < College	23%	(334)	38%	(544)	39%	(564)	1442
Educ: Bachelors degree	22%	(108)	41%	(200)	38%	(185)	492
Educ: Post-grad	26%	(73)	32%	(89)	43%	(120)	283

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Table MCEN11: Consider when an actor known for portraying a specific character has died. Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	Movie studios should prioritize recasting the character and ensuring the character remains a role model and part of pop culture	Movie studios should prioritize honoring the memory of the actor and ensure their legacy is respected by not recasting roles they played	Don't know / No opinion	Total N
Adults	23% (515)	38% (833)	39% (869)	2217
Income: Under 50k	24% (292)	36% (440)	39% (476)	1209
Income: 50k-100k	21% (145)	40% (269)	39% (266)	680
Income: 100k+	24% (78)	38% (123)	38% (126)	328
Ethnicity: White	22% (385)	36% (618)	42% (713)	1716
Ethnicity: Hispanic	26% (97)	39% (148)	35% (130)	375
Ethnicity: Black	25% (71)	43% (122)	32% (90)	283
Ethnicity: Other	27% (59)	43% (93)	30% (66)	218
All Christian	26% (260)	35% (351)	38% (380)	992
All Non-Christian	27% (37)	38% (51)	35% (47)	135
Atheist	22% (24)	43% (47)	35% (38)	109
Agnostic/Nothing in particular	20% (119)	39% (238)	41% (247)	604
Something Else	20% (75)	39% (145)	42% (157)	376
Religious Non-Protestant/Catholic	27% (41)	37% (55)	36% (53)	149
Evangelical	24% (130)	37% (198)	39% (206)	534
Non-Evangelical	24% (191)	36% (289)	40% (322)	802
Community: Urban	25% (167)	39% (263)	36% (245)	675
Community: Suburban	21% (212)	39% (393)	40% (395)	1001
Community: Rural	25% (137)	33% (177)	42% (228)	542
Employ: Private Sector	26% (199)	40% (302)	34% (259)	759
Employ: Government	26% (27)	47% (48)	27% (27)	102
Employ: Self-Employed	28% (54)	30% (57)	42% (82)	193
Employ: Homemaker	20% (28)	36% (52)	44% (63)	143
Employ: Student	21% (12)	49% (27)	30% (16)	56
Employ: Retired	23% (129)	31% (176)	46% (264)	568
Employ: Unemployed	16% (40)	43% (111)	41% (104)	254
Employ: Other	19% (28)	43% (61)	38% (54)	142

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Table MCEN11: Consider when an actor known for portraying a specific character has died. Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	Movie studios should prioritize recasting the character and ensuring the character remains a role model and part of pop culture	Movie studios should prioritize honoring the memory of the actor and ensure their legacy is respected by not recasting roles they played	Don't know / No opinion	Total N
Adults	23% (515)	38% (833)	39% (869)	2217
Military HH: Yes	28% (92)	35% (115)	36% (119)	326
Military HH: No	22% (423)	38% (718)	40% (750)	1891
RD/WT: Right Direction	29% (172)	43% (258)	29% (174)	604
RD/WT: Wrong Track	21% (343)	36% (575)	43% (695)	1613
Biden Job Approve	25% (230)	44% (406)	32% (296)	932
Biden Job Disapprove	23% (278)	34% (402)	43% (509)	1188
Biden Job Strongly Approve	27% (110)	45% (181)	28% (112)	404
Biden Job Somewhat Approve	23% (120)	43% (225)	35% (184)	528
Biden Job Somewhat Disapprove	23% (78)	37% (124)	40% (131)	333
Biden Job Strongly Disapprove	23% (200)	33% (278)	44% (377)	855
Favorable of Biden	25% (242)	42% (397)	33% (314)	953
Unfavorable of Biden	22% (256)	36% (422)	42% (493)	1171
Very Favorable of Biden	30% (137)	39% (177)	30% (137)	451
Somewhat Favorable of Biden	21% (106)	44% (220)	35% (176)	502
Somewhat Unfavorable of Biden	21% (58)	44% (124)	36% (101)	283
Very Unfavorable of Biden	22% (198)	34% (298)	44% (392)	888
#1 Issue: Economy	23% (210)	37% (333)	40% (363)	907
#1 Issue: Security	30% (70)	27% (63)	44% (103)	235
#1 Issue: Health Care	22% (37)	43% (73)	35% (58)	168
#1 Issue: Medicare / Social Security	22% (56)	39% (100)	39% (101)	256
#1 Issue: Women's Issues	19% (57)	51% (154)	30% (92)	303
#1 Issue: Education	20% (13)	44% (29)	36% (24)	66
#1 Issue: Energy	32% (54)	30% (50)	37% (62)	166
#1 Issue: Other	16% (19)	27% (32)	57% (66)	117

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Table MCEN11: Consider when an actor known for portraying a specific character has died. Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	Movie studios should prioritize recasting the character and ensuring the character remains a role model and part of pop culture	Movie studios should prioritize honoring the memory of the actor and ensure their legacy is respected by not recasting roles they played	Don't know / No opinion	Total N
Adults	23% (515)	38% (833)	39% (869)	2217
2020 Vote: Joe Biden	25% (236)	43% (406)	32% (309)	952
2020 Vote: Donald Trump	24% (183)	34% (254)	42% (320)	758
2020 Vote: Other	14% (11)	45% (34)	41% (31)	75
2020 Vote: Didn't Vote	20% (85)	32% (139)	48% (208)	432
2018 House Vote: Democrat	26% (193)	41% (312)	33% (249)	755
2018 House Vote: Republican	25% (160)	35% (223)	40% (256)	639
2018 House Vote: Someone else	13% (8)	38% (23)	49% (29)	59
2016 Vote: Hillary Clinton	26% (180)	40% (284)	34% (243)	707
2016 Vote: Donald Trump	26% (177)	35% (244)	39% (267)	689
2016 Vote: Other	15% (15)	46% (46)	38% (39)	100
2016 Vote: Didn't Vote	20% (142)	36% (257)	44% (317)	715
Voted in 2014: Yes	26% (325)	36% (458)	38% (483)	1266
Voted in 2014: No	20% (190)	39% (376)	41% (386)	951
4-Region: Northeast	25% (96)	40% (155)	35% (133)	384
4-Region: Midwest	20% (90)	39% (181)	41% (187)	458
4-Region: South	24% (205)	36% (302)	40% (339)	847
4-Region: West	23% (124)	37% (195)	40% (210)	528
Marvel Comics Fans	29% (373)	45% (580)	26% (328)	1281
Marvel Movies & TV Shows Fans	29% (412)	43% (624)	28% (400)	1436
Superhero Fans	29% (418)	43% (626)	28% (403)	1448

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

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	33%	(736)	52%	(1160)	14%	(321)	2217
Gender: Male	35%	(377)	53%	(565)	12%	(129)	1071
Gender: Female	31%	(359)	52%	(594)	17%	(192)	1146
Age: 18-34	36%	(232)	50%	(325)	14%	(88)	644
Age: 35-44	39%	(141)	51%	(185)	11%	(40)	367
Age: 45-64	30%	(218)	54%	(386)	16%	(112)	716
Age: 65+	30%	(145)	54%	(264)	17%	(82)	490
GenZers: 1997-2012	30%	(52)	56%	(98)	15%	(26)	176
Millennials: 1981-1996	39%	(285)	49%	(357)	12%	(88)	731
GenXers: 1965-1980	34%	(187)	51%	(282)	15%	(85)	553
Baby Boomers: 1946-1964	29%	(198)	56%	(383)	15%	(101)	681
PID: Dem (no lean)	40%	(333)	49%	(409)	11%	(88)	831
PID: Ind (no lean)	30%	(199)	54%	(352)	16%	(102)	653
PID: Rep (no lean)	28%	(204)	54%	(399)	18%	(130)	734
PID/Gender: Dem Men	44%	(168)	47%	(181)	9%	(34)	383
PID/Gender: Dem Women	37%	(165)	51%	(228)	12%	(55)	448
PID/Gender: Ind Men	31%	(97)	55%	(175)	14%	(45)	317
PID/Gender: Ind Women	30%	(102)	53%	(176)	17%	(57)	335
PID/Gender: Rep Men	30%	(112)	57%	(210)	13%	(50)	371
PID/Gender: Rep Women	26%	(93)	52%	(190)	22%	(81)	363
Ideo: Liberal (1-3)	43%	(282)	48%	(312)	9%	(55)	649
Ideo: Moderate (4)	32%	(218)	53%	(367)	15%	(106)	691
Ideo: Conservative (5-7)	27%	(200)	56%	(408)	17%	(127)	735
Educ: < College	32%	(457)	52%	(755)	16%	(229)	1442
Educ: Bachelors degree	35%	(175)	52%	(258)	12%	(60)	492
Educ: Post-grad	37%	(105)	52%	(146)	11%	(32)	283
Income: Under 50k	33%	(404)	51%	(618)	15%	(186)	1209
Income: 50k-100k	32%	(215)	54%	(366)	15%	(99)	680
Income: 100k+	35%	(116)	53%	(175)	11%	(36)	328
Ethnicity: White	32%	(556)	53%	(910)	15%	(251)	1716
Ethnicity: Hispanic	34%	(126)	53%	(199)	13%	(50)	375
Ethnicity: Black	37%	(105)	47%	(133)	16%	(45)	283

Continued on next page

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

Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	33%	(736)	52%	(1160)	14%	(321)	2217
Ethnicity: Other	35%	(75)	54%	(117)	12%	(26)	218
All Christian	31%	(309)	54%	(537)	15%	(146)	992
All Non-Christian	45%	(61)	41%	(56)	13%	(18)	135
Atheist	42%	(46)	48%	(53)	10%	(11)	109
Agnostic/Nothing in particular	32%	(193)	54%	(325)	14%	(85)	604
Something Else	34%	(127)	50%	(188)	16%	(62)	376
Religious Non-Protestant/Catholic	43%	(65)	45%	(67)	12%	(18)	149
Evangelical	30%	(160)	53%	(284)	17%	(90)	534
Non-Evangelical	33%	(264)	53%	(422)	15%	(116)	802
Community: Urban	37%	(249)	50%	(336)	13%	(89)	675
Community: Suburban	33%	(331)	53%	(535)	13%	(135)	1001
Community: Rural	29%	(155)	53%	(289)	18%	(97)	542
Employ: Private Sector	35%	(265)	52%	(396)	13%	(98)	759
Employ: Government	26%	(26)	62%	(63)	12%	(13)	102
Employ: Self-Employed	35%	(68)	46%	(90)	18%	(35)	193
Employ: Homemaker	31%	(45)	51%	(72)	18%	(26)	143
Employ: Student	37%	(21)	52%	(29)	11%	(6)	56
Employ: Retired	28%	(158)	54%	(307)	18%	(102)	568
Employ: Unemployed	36%	(92)	53%	(135)	11%	(27)	254
Employ: Other	43%	(61)	47%	(67)	10%	(14)	142
Military HH: Yes	34%	(110)	53%	(172)	13%	(44)	326
Military HH: No	33%	(626)	52%	(988)	15%	(278)	1891
RD/WT: Right Direction	40%	(241)	48%	(290)	12%	(72)	604
RD/WT: Wrong Track	31%	(495)	54%	(869)	15%	(249)	1613
Biden Job Approve	40%	(377)	48%	(450)	11%	(105)	932
Biden Job Disapprove	28%	(333)	55%	(657)	17%	(198)	1188
Biden Job Strongly Approve	46%	(186)	44%	(176)	11%	(42)	404
Biden Job Somewhat Approve	36%	(191)	52%	(274)	12%	(63)	528
Biden Job Somewhat Disapprove	31%	(104)	53%	(176)	16%	(53)	333
Biden Job Strongly Disapprove	27%	(228)	56%	(481)	17%	(145)	855

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	33%	(736)	52%	(1160)	14%	(321)	2217
Favorable of Biden	39%	(374)	50%	(475)	11%	(104)	953
Unfavorable of Biden	29%	(337)	55%	(643)	16%	(192)	1171
Very Favorable of Biden	41%	(187)	46%	(209)	12%	(55)	451
Somewhat Favorable of Biden	37%	(187)	53%	(266)	10%	(49)	502
Somewhat Unfavorable of Biden	34%	(96)	54%	(154)	12%	(33)	283
Very Unfavorable of Biden	27%	(241)	55%	(489)	18%	(158)	888
#1 Issue: Economy	33%	(303)	52%	(475)	14%	(128)	907
#1 Issue: Security	26%	(61)	54%	(128)	20%	(47)	235
#1 Issue: Health Care	38%	(65)	46%	(78)	15%	(26)	168
#1 Issue: Medicare / Social Security	29%	(73)	53%	(136)	18%	(47)	256
#1 Issue: Women's Issues	38%	(116)	52%	(157)	10%	(30)	303
#1 Issue: Education	38%	(25)	56%	(37)	6%	(4)	66
#1 Issue: Energy	34%	(57)	51%	(84)	15%	(24)	166
#1 Issue: Other	32%	(37)	55%	(65)	13%	(15)	117
2020 Vote: Joe Biden	40%	(385)	50%	(475)	10%	(92)	952
2020 Vote: Donald Trump	25%	(190)	58%	(436)	17%	(132)	758
2020 Vote: Other	36%	(27)	49%	(37)	15%	(11)	75
2020 Vote: Didn't Vote	31%	(133)	49%	(212)	20%	(86)	432
2018 House Vote: Democrat	41%	(313)	49%	(372)	9%	(70)	755
2018 House Vote: Republican	29%	(183)	55%	(349)	17%	(107)	639
2018 House Vote: Someone else	28%	(17)	63%	(37)	9%	(5)	59
2016 Vote: Hillary Clinton	44%	(309)	49%	(346)	7%	(52)	707
2016 Vote: Donald Trump	28%	(192)	55%	(381)	17%	(116)	689
2016 Vote: Other	39%	(39)	49%	(49)	13%	(13)	100
2016 Vote: Didn't Vote	27%	(196)	53%	(380)	19%	(139)	715
Voted in 2014: Yes	37%	(466)	52%	(654)	11%	(145)	1266
Voted in 2014: No	28%	(270)	53%	(506)	18%	(176)	951
4-Region: Northeast	34%	(130)	51%	(196)	15%	(58)	384
4-Region: Midwest	31%	(144)	55%	(250)	14%	(64)	458
4-Region: South	32%	(274)	52%	(444)	15%	(130)	847
4-Region: West	36%	(188)	51%	(270)	13%	(70)	528

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

Film

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	33% (736)	52% (1160)	14% (321)	2217
Marvel Comics Fans	43% (551)	51% (650)	6% (80)	1281
Marvel Movies & TV Shows Fans	42% (597)	52% (744)	7% (95)	1436
Superhero Fans	42% (607)	52% (750)	6% (91)	1448

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

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	49%	(1075)	42%	(941)	9%	(200)	2217
Gender: Male	48%	(519)	43%	(462)	8%	(91)	1071
Gender: Female	49%	(557)	42%	(479)	10%	(110)	1146
Age: 18-34	40%	(256)	46%	(297)	14%	(91)	644
Age: 35-44	44%	(163)	47%	(173)	8%	(30)	367
Age: 45-64	54%	(386)	40%	(284)	6%	(46)	716
Age: 65+	55%	(270)	38%	(187)	7%	(33)	490
GenZers: 1997-2012	37%	(65)	48%	(85)	15%	(26)	176
Millennials: 1981-1996	42%	(307)	46%	(340)	12%	(84)	731
GenXers: 1965-1980	51%	(284)	42%	(231)	7%	(39)	553
Baby Boomers: 1946-1964	55%	(374)	38%	(260)	7%	(47)	681
PID: Dem (no lean)	55%	(453)	40%	(334)	5%	(44)	831
PID: Ind (no lean)	36%	(235)	49%	(319)	15%	(98)	653
PID: Rep (no lean)	53%	(387)	39%	(289)	8%	(58)	734
PID/Gender: Dem Men	56%	(216)	38%	(145)	6%	(22)	383
PID/Gender: Dem Women	53%	(237)	42%	(188)	5%	(22)	448
PID/Gender: Ind Men	33%	(104)	55%	(173)	13%	(40)	317
PID/Gender: Ind Women	39%	(131)	44%	(146)	17%	(58)	335
PID/Gender: Rep Men	54%	(199)	39%	(143)	8%	(28)	371
PID/Gender: Rep Women	52%	(188)	40%	(145)	8%	(30)	363
Ideo: Liberal (1-3)	53%	(343)	40%	(257)	7%	(48)	649
Ideo: Moderate (4)	46%	(321)	44%	(302)	10%	(69)	691
Ideo: Conservative (5-7)	49%	(361)	43%	(315)	8%	(59)	735
Educ: < College	49%	(709)	42%	(601)	9%	(132)	1442
Educ: Bachelors degree	48%	(234)	44%	(215)	9%	(44)	492
Educ: Post-grad	47%	(132)	44%	(126)	9%	(25)	283
Income: Under 50k	49%	(590)	41%	(493)	10%	(126)	1209
Income: 50k-100k	49%	(336)	44%	(298)	7%	(46)	680
Income: 100k+	45%	(149)	46%	(151)	9%	(28)	328
Ethnicity: White	49%	(840)	42%	(723)	9%	(154)	1716
Ethnicity: Hispanic	44%	(165)	43%	(163)	13%	(47)	375
Ethnicity: Black	54%	(153)	37%	(106)	9%	(24)	283

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

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	49%	(1075)	42%	(941)	9%	(200)	2217
Ethnicity: Other	38%	(83)	52%	(113)	10%	(22)	218
All Christian	54%	(537)	41%	(405)	5%	(51)	992
All Non-Christian	52%	(70)	35%	(47)	14%	(19)	135
Atheist	44%	(49)	46%	(50)	10%	(11)	109
Agnostic/Nothing in particular	40%	(242)	46%	(278)	14%	(84)	604
Something Else	47%	(178)	43%	(162)	10%	(36)	376
Religious Non-Protestant/Catholic	53%	(80)	33%	(49)	14%	(20)	149
Evangelical	47%	(249)	46%	(245)	8%	(41)	534
Non-Evangelical	56%	(449)	39%	(309)	6%	(44)	802
Community: Urban	47%	(317)	43%	(289)	10%	(68)	675
Community: Suburban	50%	(505)	42%	(421)	7%	(75)	1001
Community: Rural	47%	(253)	43%	(232)	11%	(57)	542
Employ: Private Sector	48%	(363)	42%	(317)	10%	(78)	759
Employ: Government	35%	(35)	54%	(55)	11%	(11)	102
Employ: Self-Employed	46%	(88)	42%	(81)	12%	(24)	193
Employ: Homemaker	49%	(70)	46%	(65)	5%	(7)	143
Employ: Student	37%	(20)	54%	(30)	10%	(5)	56
Employ: Retired	55%	(313)	40%	(224)	5%	(30)	568
Employ: Unemployed	45%	(113)	42%	(106)	14%	(35)	254
Employ: Other	50%	(71)	44%	(62)	6%	(9)	142
Military HH: Yes	48%	(157)	43%	(140)	9%	(29)	326
Military HH: No	49%	(918)	42%	(801)	9%	(171)	1891
RD/WT: Right Direction	52%	(314)	40%	(243)	8%	(47)	604
RD/WT: Wrong Track	47%	(762)	43%	(698)	9%	(153)	1613
Biden Job Approve	53%	(492)	40%	(371)	7%	(69)	932
Biden Job Disapprove	47%	(554)	44%	(521)	10%	(113)	1188
Biden Job Strongly Approve	55%	(220)	38%	(154)	7%	(29)	404
Biden Job Somewhat Approve	51%	(271)	41%	(217)	8%	(40)	528
Biden Job Somewhat Disapprove	46%	(153)	45%	(149)	9%	(30)	333
Biden Job Strongly Disapprove	47%	(401)	43%	(371)	10%	(83)	855

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

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	49% (1075)	42% (941)	9% (200)	2217
Favorable of Biden	52% (499)	40% (385)	7% (69)	953
Unfavorable of Biden	46% (544)	44% (520)	9% (108)	1171
Very Favorable of Biden	57% (255)	35% (159)	8% (37)	451
Somewhat Favorable of Biden	49% (244)	45% (226)	6% (32)	502
Somewhat Unfavorable of Biden	44% (125)	50% (141)	6% (17)	283
Very Unfavorable of Biden	47% (419)	43% (379)	10% (90)	888
#1 Issue: Economy	48% (431)	43% (389)	10% (86)	907
#1 Issue: Security	51% (120)	42% (98)	8% (18)	235
#1 Issue: Health Care	49% (83)	40% (67)	11% (18)	168
#1 Issue: Medicare / Social Security	64% (165)	30% (78)	5% (13)	256
#1 Issue: Women's Issues	45% (137)	46% (138)	9% (27)	303
#1 Issue: Education	42% (28)	48% (31)	10% (7)	66
#1 Issue: Energy	43% (71)	47% (77)	11% (18)	166
#1 Issue: Other	35% (41)	54% (63)	11% (13)	117
2020 Vote: Joe Biden	53% (506)	41% (388)	6% (58)	952
2020 Vote: Donald Trump	48% (361)	45% (337)	8% (60)	758
2020 Vote: Other	36% (27)	47% (36)	17% (13)	75
2020 Vote: Didn't Vote	42% (181)	42% (181)	16% (70)	432
2018 House Vote: Democrat	54% (404)	40% (301)	7% (50)	755
2018 House Vote: Republican	52% (333)	40% (258)	8% (49)	639
2018 House Vote: Someone else	32% (19)	53% (31)	15% (9)	59
2016 Vote: Hillary Clinton	55% (387)	39% (278)	6% (42)	707
2016 Vote: Donald Trump	52% (357)	41% (283)	7% (49)	689
2016 Vote: Other	46% (47)	45% (45)	9% (9)	100
2016 Vote: Didn't Vote	40% (284)	46% (331)	14% (100)	715
Voted in 2014: Yes	55% (696)	39% (499)	6% (71)	1266
Voted in 2014: No	40% (379)	47% (443)	14% (129)	951
4-Region: Northeast	53% (203)	38% (146)	9% (35)	384
4-Region: Midwest	52% (239)	40% (182)	8% (37)	458
4-Region: South	47% (397)	44% (375)	9% (74)	847
4-Region: West	45% (236)	45% (238)	10% (55)	528

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

Television

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	49% (1075)	42% (941)	9% (200)	2217
Marvel Comics Fans	54% (687)	41% (530)	5% (63)	1281
Marvel Movies & TV Shows Fans	53% (755)	42% (607)	5% (74)	1436
Superhero Fans	52% (757)	42% (615)	5% (77)	1448

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

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

DC Comics

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	16% (348)	38% (847)	46% (1022)	2217
Gender: Male	20% (211)	42% (450)	38% (409)	1071
Gender: Female	12% (136)	35% (397)	53% (613)	1146
Age: 18-34	23% (150)	38% (246)	38% (248)	644
Age: 35-44	19% (71)	49% (178)	32% (117)	367
Age: 45-64	14% (97)	40% (288)	46% (331)	716
Age: 65+	6% (29)	28% (135)	67% (326)	490
GenZers: 1997-2012	22% (38)	36% (64)	42% (74)	176
Millennials: 1981-1996	23% (167)	42% (306)	35% (258)	731
GenXers: 1965-1980	17% (96)	43% (240)	39% (217)	553
Baby Boomers: 1946-1964	6% (44)	33% (223)	61% (414)	681
PID: Dem (no lean)	19% (157)	33% (278)	48% (396)	831
PID: Ind (no lean)	12% (80)	45% (291)	43% (281)	653
PID: Rep (no lean)	15% (111)	38% (278)	47% (345)	734
PID/Gender: Dem Men	27% (102)	40% (154)	33% (127)	383
PID/Gender: Dem Women	12% (55)	28% (124)	60% (269)	448
PID/Gender: Ind Men	12% (39)	46% (147)	42% (132)	317
PID/Gender: Ind Women	12% (42)	43% (145)	44% (149)	335
PID/Gender: Rep Men	19% (71)	40% (150)	40% (150)	371
PID/Gender: Rep Women	11% (40)	35% (128)	54% (195)	363
Ideo: Liberal (1-3)	20% (130)	33% (214)	47% (305)	649
Ideo: Moderate (4)	14% (94)	42% (292)	44% (305)	691
Ideo: Conservative (5-7)	14% (102)	39% (290)	47% (344)	735
Educ: < College	17% (246)	40% (573)	43% (623)	1442
Educ: Bachelors degree	14% (70)	37% (180)	49% (242)	492
Educ: Post-grad	11% (32)	33% (95)	55% (157)	283
Income: Under 50k	18% (219)	38% (457)	44% (533)	1209
Income: 50k-100k	12% (81)	41% (279)	47% (320)	680
Income: 100k+	14% (47)	34% (112)	52% (169)	328
Ethnicity: White	14% (234)	36% (623)	50% (859)	1716
Ethnicity: Hispanic	18% (69)	41% (153)	41% (153)	375
Ethnicity: Black	25% (72)	40% (115)	34% (96)	283

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

DC Comics

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	16%	(348)	38%	(847)	46%	(1022)	2217
Ethnicity: Other	19%	(41)	50%	(110)	31%	(67)	218
All Christian	14%	(140)	37%	(369)	49%	(483)	992
All Non-Christian	15%	(21)	35%	(48)	49%	(67)	135
Atheist	18%	(19)	29%	(31)	54%	(59)	109
Agnostic/Nothing in particular	17%	(104)	39%	(235)	44%	(264)	604
Something Else	17%	(64)	44%	(164)	39%	(148)	376
Religious Non-Protestant/Catholic	16%	(23)	35%	(53)	49%	(73)	149
Evangelical	17%	(91)	41%	(219)	42%	(224)	534
Non-Evangelical	13%	(107)	37%	(299)	49%	(397)	802
Community: Urban	21%	(141)	37%	(249)	42%	(285)	675
Community: Suburban	14%	(141)	38%	(385)	47%	(475)	1001
Community: Rural	12%	(66)	39%	(213)	48%	(262)	542
Employ: Private Sector	17%	(128)	44%	(334)	39%	(297)	759
Employ: Government	14%	(14)	40%	(41)	46%	(47)	102
Employ: Self-Employed	24%	(45)	41%	(79)	36%	(69)	193
Employ: Homemaker	14%	(20)	37%	(53)	49%	(70)	143
Employ: Student	17%	(9)	36%	(20)	47%	(26)	56
Employ: Retired	7%	(39)	30%	(169)	63%	(360)	568
Employ: Unemployed	20%	(52)	38%	(98)	41%	(105)	254
Employ: Other	28%	(40)	38%	(54)	33%	(48)	142
Military HH: Yes	14%	(46)	43%	(141)	43%	(139)	326
Military HH: No	16%	(302)	37%	(706)	47%	(883)	1891
RD/WT: Right Direction	20%	(123)	38%	(227)	42%	(254)	604
RD/WT: Wrong Track	14%	(224)	38%	(620)	48%	(768)	1613
Biden Job Approve	18%	(172)	37%	(345)	45%	(416)	932
Biden Job Disapprove	14%	(160)	40%	(471)	47%	(556)	1188
Biden Job Strongly Approve	24%	(95)	31%	(126)	45%	(183)	404
Biden Job Somewhat Approve	14%	(76)	41%	(219)	44%	(233)	528
Biden Job Somewhat Disapprove	14%	(47)	43%	(144)	43%	(142)	333
Biden Job Strongly Disapprove	13%	(114)	38%	(327)	48%	(414)	855

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	16%	(348)	38%	(847)	46%	(1022)	2217
Favorable of Biden	17%	(162)	38%	(358)	45%	(433)	953
Unfavorable of Biden	15%	(171)	39%	(454)	47%	(546)	1171
Very Favorable of Biden	22%	(98)	33%	(148)	45%	(205)	451
Somewhat Favorable of Biden	13%	(64)	42%	(210)	45%	(228)	502
Somewhat Unfavorable of Biden	17%	(48)	41%	(115)	42%	(120)	283
Very Unfavorable of Biden	14%	(123)	38%	(339)	48%	(426)	888
#1 Issue: Economy	17%	(153)	37%	(338)	46%	(415)	907
#1 Issue: Security	14%	(33)	37%	(88)	49%	(114)	235
#1 Issue: Health Care	17%	(29)	42%	(70)	41%	(69)	168
#1 Issue: Medicare / Social Security	9%	(22)	38%	(98)	53%	(137)	256
#1 Issue: Women's Issues	15%	(46)	40%	(120)	45%	(137)	303
#1 Issue: Education	27%	(18)	36%	(24)	37%	(24)	66
#1 Issue: Energy	20%	(33)	37%	(61)	43%	(72)	166
#1 Issue: Other	12%	(14)	42%	(49)	46%	(54)	117
2020 Vote: Joe Biden	17%	(161)	37%	(355)	46%	(435)	952
2020 Vote: Donald Trump	13%	(98)	41%	(308)	47%	(353)	758
2020 Vote: Other	11%	(9)	39%	(29)	50%	(37)	75
2020 Vote: Didn't Vote	19%	(80)	36%	(155)	45%	(196)	432
2018 House Vote: Democrat	16%	(124)	38%	(283)	46%	(347)	755
2018 House Vote: Republican	13%	(84)	38%	(241)	49%	(314)	639
2018 House Vote: Someone else	14%	(9)	35%	(21)	50%	(30)	59
2016 Vote: Hillary Clinton	17%	(118)	36%	(257)	47%	(333)	707
2016 Vote: Donald Trump	14%	(96)	38%	(259)	48%	(333)	689
2016 Vote: Other	14%	(14)	40%	(40)	46%	(47)	100
2016 Vote: Didn't Vote	17%	(120)	40%	(289)	43%	(306)	715
Voted in 2014: Yes	15%	(185)	38%	(476)	48%	(605)	1266
Voted in 2014: No	17%	(162)	39%	(371)	44%	(418)	951
4-Region: Northeast	17%	(66)	35%	(134)	48%	(184)	384
4-Region: Midwest	15%	(68)	36%	(163)	49%	(227)	458
4-Region: South	15%	(126)	39%	(334)	46%	(387)	847
4-Region: West	17%	(88)	41%	(216)	43%	(225)	528

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

DC Comics

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	16%	(348)	38%	(847)	46%	(1022)	2217
Marvel Comics Fans	26%	(339)	61%	(780)	13%	(162)	1281
Marvel Movies & TV Shows Fans	24%	(338)	56%	(802)	21%	(296)	1436
Superhero Fans	24%	(341)	55%	(796)	21%	(311)	1448

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

Table MCENdem1_4: In general, what kind of fan do you consider yourself of the following?*Marvel Comics*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(413)	39%	(868)	42%	(936)	2217
Gender: Male	24%	(257)	39%	(419)	37%	(395)	1071
Gender: Female	14%	(156)	39%	(448)	47%	(541)	1146
Age: 18-34	27%	(177)	41%	(267)	31%	(200)	644
Age: 35-44	25%	(93)	44%	(159)	31%	(114)	367
Age: 45-64	15%	(109)	43%	(305)	42%	(302)	716
Age: 65+	7%	(35)	28%	(136)	65%	(320)	490
GenZers: 1997-2012	25%	(44)	46%	(82)	29%	(51)	176
Millennials: 1981-1996	28%	(201)	41%	(299)	32%	(231)	731
GenXers: 1965-1980	21%	(116)	43%	(238)	36%	(200)	553
Baby Boomers: 1946-1964	7%	(50)	34%	(234)	58%	(398)	681
PID: Dem (no lean)	21%	(172)	38%	(316)	41%	(343)	831
PID: Ind (no lean)	17%	(113)	40%	(263)	42%	(277)	653
PID: Rep (no lean)	18%	(128)	39%	(289)	43%	(317)	734
PID/Gender: Dem Men	30%	(115)	41%	(157)	29%	(110)	383
PID/Gender: Dem Women	13%	(57)	35%	(159)	52%	(233)	448
PID/Gender: Ind Men	19%	(59)	38%	(121)	43%	(137)	317
PID/Gender: Ind Women	16%	(54)	42%	(142)	42%	(139)	335
PID/Gender: Rep Men	22%	(83)	38%	(141)	40%	(147)	371
PID/Gender: Rep Women	13%	(46)	41%	(148)	47%	(169)	363
Ideo: Liberal (1-3)	23%	(152)	36%	(233)	41%	(264)	649
Ideo: Moderate (4)	17%	(120)	41%	(284)	41%	(287)	691
Ideo: Conservative (5-7)	16%	(118)	40%	(297)	44%	(320)	735
Educ: < College	20%	(288)	41%	(585)	39%	(569)	1442
Educ: Bachelors degree	19%	(93)	36%	(177)	45%	(222)	492
Educ: Post-grad	12%	(33)	37%	(106)	51%	(145)	283
Income: Under 50k	20%	(238)	41%	(494)	39%	(477)	1209
Income: 50k-100k	18%	(119)	39%	(267)	43%	(294)	680
Income: 100k+	17%	(56)	33%	(107)	50%	(165)	328
Ethnicity: White	17%	(290)	37%	(629)	46%	(798)	1716
Ethnicity: Hispanic	20%	(76)	47%	(176)	33%	(124)	375
Ethnicity: Black	27%	(78)	42%	(119)	31%	(86)	283

Continued on next page

Table MCENdem1_4: In general, what kind of fan do you consider yourself of the following?

Marvel Comics

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(413)	39%	(868)	42%	(936)	2217
Ethnicity: Other	21%	(46)	55%	(120)	24%	(52)	218
All Christian	16%	(158)	39%	(386)	45%	(448)	992
All Non-Christian	18%	(24)	38%	(52)	44%	(59)	135
Atheist	22%	(24)	33%	(36)	46%	(50)	109
Agnostic/Nothing in particular	20%	(118)	39%	(234)	42%	(251)	604
Something Else	24%	(89)	42%	(160)	34%	(127)	376
Religious Non-Protestant/Catholic	18%	(27)	40%	(60)	42%	(62)	149
Evangelical	20%	(106)	45%	(238)	36%	(191)	534
Non-Evangelical	17%	(135)	37%	(293)	47%	(373)	802
Community: Urban	26%	(177)	36%	(246)	37%	(252)	675
Community: Suburban	15%	(152)	40%	(399)	45%	(450)	1001
Community: Rural	15%	(84)	41%	(223)	43%	(235)	542
Employ: Private Sector	22%	(166)	42%	(318)	36%	(275)	759
Employ: Government	17%	(17)	47%	(48)	36%	(37)	102
Employ: Self-Employed	25%	(49)	46%	(88)	29%	(56)	193
Employ: Homemaker	18%	(25)	44%	(63)	38%	(55)	143
Employ: Student	28%	(16)	34%	(19)	38%	(21)	56
Employ: Retired	7%	(38)	31%	(174)	63%	(355)	568
Employ: Unemployed	24%	(62)	41%	(106)	34%	(87)	254
Employ: Other	28%	(40)	37%	(53)	35%	(49)	142
Military HH: Yes	17%	(54)	41%	(132)	43%	(140)	326
Military HH: No	19%	(359)	39%	(735)	42%	(796)	1891
RD/WT: Right Direction	24%	(143)	40%	(242)	36%	(219)	604
RD/WT: Wrong Track	17%	(270)	39%	(625)	44%	(717)	1613
Biden Job Approve	20%	(188)	39%	(368)	40%	(377)	932
Biden Job Disapprove	17%	(208)	39%	(460)	44%	(520)	1188
Biden Job Strongly Approve	22%	(90)	39%	(157)	39%	(157)	404
Biden Job Somewhat Approve	18%	(97)	40%	(211)	42%	(219)	528
Biden Job Somewhat Disapprove	21%	(69)	43%	(143)	36%	(121)	333
Biden Job Strongly Disapprove	16%	(139)	37%	(316)	47%	(400)	855

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Table MCENdem1_4: In general, what kind of fan do you consider yourself of the following?

Marvel Comics

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(413)	39%	(868)	42%	(936)	2217
Favorable of Biden	19%	(184)	40%	(383)	40%	(386)	953
Unfavorable of Biden	18%	(210)	39%	(455)	43%	(506)	1171
Very Favorable of Biden	21%	(93)	40%	(181)	39%	(176)	451
Somewhat Favorable of Biden	18%	(90)	40%	(202)	42%	(210)	502
Somewhat Unfavorable of Biden	21%	(59)	45%	(126)	35%	(98)	283
Very Unfavorable of Biden	17%	(152)	37%	(329)	46%	(408)	888
#1 Issue: Economy	20%	(180)	39%	(352)	41%	(374)	907
#1 Issue: Security	19%	(46)	39%	(91)	42%	(99)	235
#1 Issue: Health Care	21%	(35)	40%	(67)	40%	(66)	168
#1 Issue: Medicare / Social Security	9%	(23)	40%	(103)	51%	(130)	256
#1 Issue: Women's Issues	18%	(56)	44%	(132)	38%	(114)	303
#1 Issue: Education	29%	(19)	41%	(27)	30%	(20)	66
#1 Issue: Energy	22%	(37)	33%	(55)	45%	(74)	166
#1 Issue: Other	15%	(17)	35%	(41)	50%	(58)	117
2020 Vote: Joe Biden	19%	(184)	40%	(380)	41%	(388)	952
2020 Vote: Donald Trump	16%	(124)	39%	(298)	44%	(336)	758
2020 Vote: Other	13%	(10)	39%	(29)	48%	(36)	75
2020 Vote: Didn't Vote	22%	(96)	37%	(160)	41%	(176)	432
2018 House Vote: Democrat	20%	(150)	39%	(296)	41%	(308)	755
2018 House Vote: Republican	17%	(106)	37%	(237)	46%	(296)	639
2018 House Vote: Someone else	16%	(9)	33%	(19)	51%	(30)	59
2016 Vote: Hillary Clinton	19%	(133)	39%	(279)	42%	(295)	707
2016 Vote: Donald Trump	17%	(117)	37%	(254)	46%	(318)	689
2016 Vote: Other	21%	(21)	35%	(35)	45%	(45)	100
2016 Vote: Didn't Vote	20%	(143)	41%	(296)	39%	(276)	715
Voted in 2014: Yes	17%	(218)	39%	(493)	44%	(554)	1266
Voted in 2014: No	21%	(195)	39%	(374)	40%	(382)	951
4-Region: Northeast	20%	(77)	35%	(133)	45%	(174)	384
4-Region: Midwest	16%	(73)	35%	(161)	49%	(224)	458
4-Region: South	19%	(163)	40%	(341)	41%	(343)	847
4-Region: West	19%	(101)	44%	(232)	37%	(195)	528

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Table MCENdem1_4: In general, what kind of fan do you consider yourself of the following?

Marvel Comics

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(413)	39%	(868)	42%	(936)	2217
Marvel Comics Fans	32%	(413)	68%	(868)	—	(0)	1281
Marvel Movies & TV Shows Fans	28%	(408)	57%	(815)	15%	(213)	1436
Superhero Fans	28%	(401)	56%	(809)	16%	(238)	1448

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

**Table MCENdem1_5: In general, what kind of fan do you consider yourself of the following?
Marvel movies and TV shows**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	24%	(539)	40%	(897)	35%	(781)	2217
Gender: Male	29%	(310)	41%	(442)	30%	(319)	1071
Gender: Female	20%	(229)	40%	(455)	40%	(462)	1146
Age: 18-34	34%	(216)	41%	(263)	26%	(165)	644
Age: 35-44	33%	(121)	46%	(168)	21%	(78)	367
Age: 45-64	21%	(147)	43%	(310)	36%	(259)	716
Age: 65+	11%	(55)	32%	(157)	57%	(279)	490
GenZers: 1997-2012	29%	(51)	48%	(84)	23%	(41)	176
Millennials: 1981-1996	34%	(252)	41%	(299)	25%	(180)	731
GenXers: 1965-1980	27%	(147)	44%	(244)	29%	(162)	553
Baby Boomers: 1946-1964	12%	(84)	36%	(247)	51%	(350)	681
PID: Dem (no lean)	27%	(222)	39%	(327)	34%	(281)	831
PID: Ind (no lean)	23%	(152)	42%	(277)	34%	(223)	653
PID: Rep (no lean)	22%	(164)	40%	(293)	38%	(277)	734
PID/Gender: Dem Men	36%	(136)	41%	(158)	23%	(89)	383
PID/Gender: Dem Women	19%	(86)	38%	(170)	43%	(192)	448
PID/Gender: Ind Men	25%	(81)	41%	(132)	33%	(105)	317
PID/Gender: Ind Women	21%	(72)	43%	(146)	35%	(118)	335
PID/Gender: Rep Men	25%	(93)	41%	(153)	34%	(125)	371
PID/Gender: Rep Women	20%	(72)	38%	(139)	42%	(152)	363
Ideo: Liberal (1-3)	29%	(186)	37%	(240)	34%	(222)	649
Ideo: Moderate (4)	24%	(164)	42%	(290)	34%	(238)	691
Ideo: Conservative (5-7)	21%	(152)	42%	(307)	38%	(276)	735
Educ: < College	25%	(359)	42%	(605)	33%	(477)	1442
Educ: Bachelors degree	25%	(123)	38%	(186)	37%	(183)	492
Educ: Post-grad	20%	(56)	37%	(106)	43%	(121)	283
Income: Under 50k	24%	(295)	42%	(508)	34%	(406)	1209
Income: 50k-100k	23%	(154)	41%	(282)	36%	(244)	680
Income: 100k+	27%	(90)	33%	(107)	40%	(131)	328
Ethnicity: White	22%	(381)	39%	(667)	39%	(669)	1716
Ethnicity: Hispanic	30%	(112)	42%	(158)	28%	(105)	375
Ethnicity: Black	33%	(93)	42%	(118)	25%	(72)	283

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Table MCENdem1_5: In general, what kind of fan do you consider yourself of the following?
Marvel movies and TV shows

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	24%	(539)	40%	(897)	35%	(781)	2217
Ethnicity: Other	30%	(65)	52%	(113)	18%	(40)	218
All Christian	22%	(221)	38%	(380)	39%	(391)	992
All Non-Christian	19%	(26)	43%	(58)	38%	(52)	135
Atheist	32%	(35)	31%	(34)	37%	(41)	109
Agnostic/Nothing in particular	24%	(144)	44%	(264)	32%	(195)	604
Something Else	30%	(113)	43%	(161)	27%	(102)	376
Religious Non-Protestant/Catholic	21%	(31)	44%	(65)	36%	(53)	149
Evangelical	26%	(136)	42%	(224)	33%	(174)	534
Non-Evangelical	23%	(188)	38%	(301)	39%	(313)	802
Community: Urban	31%	(206)	40%	(268)	30%	(201)	675
Community: Suburban	22%	(222)	40%	(397)	38%	(382)	1001
Community: Rural	20%	(111)	43%	(232)	37%	(199)	542
Employ: Private Sector	28%	(210)	44%	(335)	28%	(213)	759
Employ: Government	22%	(22)	48%	(49)	30%	(31)	102
Employ: Self-Employed	29%	(55)	43%	(83)	28%	(55)	193
Employ: Homemaker	22%	(31)	41%	(59)	37%	(53)	143
Employ: Student	39%	(21)	30%	(17)	31%	(17)	56
Employ: Retired	12%	(70)	33%	(190)	54%	(308)	568
Employ: Unemployed	31%	(80)	41%	(104)	28%	(70)	254
Employ: Other	34%	(49)	43%	(61)	23%	(33)	142
Military HH: Yes	24%	(80)	43%	(140)	32%	(106)	326
Military HH: No	24%	(459)	40%	(757)	36%	(675)	1891
RD/WT: Right Direction	30%	(179)	39%	(237)	31%	(189)	604
RD/WT: Wrong Track	22%	(360)	41%	(661)	37%	(592)	1613
Biden Job Approve	27%	(249)	40%	(370)	34%	(313)	932
Biden Job Disapprove	22%	(262)	42%	(493)	36%	(432)	1188
Biden Job Strongly Approve	28%	(113)	38%	(156)	34%	(135)	404
Biden Job Somewhat Approve	26%	(136)	41%	(214)	34%	(178)	528
Biden Job Somewhat Disapprove	24%	(81)	47%	(157)	28%	(95)	333
Biden Job Strongly Disapprove	21%	(181)	39%	(336)	39%	(338)	855

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**Table MCENdem1_5: In general, what kind of fan do you consider yourself of the following?
Marvel movies and TV shows**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	24%	(539)	40%	(897)	35%	(781)	2217
Favorable of Biden	26%	(246)	41%	(388)	33%	(319)	953
Unfavorable of Biden	23%	(266)	41%	(478)	36%	(427)	1171
Very Favorable of Biden	28%	(127)	38%	(173)	34%	(151)	451
Somewhat Favorable of Biden	24%	(119)	43%	(215)	33%	(168)	502
Somewhat Unfavorable of Biden	25%	(70)	50%	(141)	25%	(71)	283
Very Unfavorable of Biden	22%	(196)	38%	(337)	40%	(356)	888
#1 Issue: Economy	28%	(254)	38%	(347)	34%	(305)	907
#1 Issue: Security	22%	(52)	41%	(97)	37%	(87)	235
#1 Issue: Health Care	29%	(49)	37%	(63)	33%	(56)	168
#1 Issue: Medicare / Social Security	14%	(35)	42%	(107)	45%	(114)	256
#1 Issue: Women's Issues	21%	(62)	48%	(146)	31%	(94)	303
#1 Issue: Education	28%	(19)	47%	(31)	25%	(16)	66
#1 Issue: Energy	29%	(48)	36%	(60)	35%	(58)	166
#1 Issue: Other	17%	(20)	40%	(47)	43%	(50)	117
2020 Vote: Joe Biden	26%	(247)	40%	(385)	34%	(320)	952
2020 Vote: Donald Trump	20%	(150)	42%	(315)	39%	(293)	758
2020 Vote: Other	27%	(20)	39%	(30)	34%	(26)	75
2020 Vote: Didn't Vote	28%	(122)	39%	(168)	33%	(142)	432
2018 House Vote: Democrat	25%	(187)	42%	(314)	34%	(254)	755
2018 House Vote: Republican	22%	(143)	39%	(247)	39%	(249)	639
2018 House Vote: Someone else	20%	(12)	42%	(25)	39%	(23)	59
2016 Vote: Hillary Clinton	25%	(178)	42%	(294)	33%	(235)	707
2016 Vote: Donald Trump	22%	(153)	38%	(259)	40%	(277)	689
2016 Vote: Other	27%	(28)	37%	(37)	35%	(36)	100
2016 Vote: Didn't Vote	25%	(180)	43%	(305)	32%	(230)	715
Voted in 2014: Yes	23%	(291)	40%	(509)	37%	(465)	1266
Voted in 2014: No	26%	(248)	41%	(388)	33%	(316)	951
4-Region: Northeast	27%	(103)	34%	(130)	39%	(151)	384
4-Region: Midwest	21%	(98)	38%	(176)	40%	(184)	458
4-Region: South	24%	(201)	43%	(364)	33%	(283)	847
4-Region: West	26%	(138)	43%	(227)	31%	(163)	528

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Table MCENdem1_5: In general, what kind of fan do you consider yourself of the following?

Marvel movies and TV shows

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	24% (539)	40% (897)	35% (781)	2217
Marvel Comics Fans	39% (499)	57% (724)	5% (58)	1281
Marvel Movies & TV Shows Fans	38% (539)	62% (897)	— (0)	1436
Superhero Fans	36% (526)	56% (808)	8% (114)	1448

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

Table MCENdem1_6: In general, what kind of fan do you consider yourself of the following?

DC movies and TV shows

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(411)	42%	(930)	40%	(876)	2217
Gender: Male	23%	(247)	44%	(475)	33%	(349)	1071
Gender: Female	14%	(164)	40%	(455)	46%	(527)	1146
Age: 18-34	26%	(170)	41%	(266)	32%	(208)	644
Age: 35-44	24%	(87)	50%	(183)	26%	(97)	367
Age: 45-64	15%	(106)	45%	(321)	40%	(289)	716
Age: 65+	10%	(48)	33%	(160)	58%	(282)	490
GenZers: 1997-2012	24%	(42)	41%	(72)	35%	(62)	176
Millennials: 1981-1996	26%	(192)	44%	(324)	29%	(215)	731
GenXers: 1965-1980	19%	(106)	48%	(266)	33%	(181)	553
Baby Boomers: 1946-1964	10%	(66)	36%	(243)	55%	(372)	681
PID: Dem (no lean)	20%	(169)	39%	(324)	41%	(337)	831
PID: Ind (no lean)	17%	(108)	46%	(299)	38%	(245)	653
PID: Rep (no lean)	18%	(134)	42%	(307)	40%	(293)	734
PID/Gender: Dem Men	29%	(110)	43%	(165)	28%	(107)	383
PID/Gender: Dem Women	13%	(59)	36%	(159)	51%	(230)	448
PID/Gender: Ind Men	17%	(53)	48%	(152)	36%	(113)	317
PID/Gender: Ind Women	16%	(55)	44%	(147)	40%	(133)	335
PID/Gender: Rep Men	23%	(84)	43%	(158)	35%	(128)	371
PID/Gender: Rep Women	14%	(50)	41%	(148)	45%	(165)	363
Ideo: Liberal (1-3)	20%	(129)	40%	(258)	40%	(262)	649
Ideo: Moderate (4)	19%	(128)	44%	(304)	37%	(259)	691
Ideo: Conservative (5-7)	17%	(124)	42%	(310)	41%	(301)	735
Educ: < College	20%	(286)	43%	(614)	38%	(541)	1442
Educ: Bachelors degree	16%	(81)	42%	(207)	42%	(205)	492
Educ: Post-grad	16%	(45)	38%	(109)	46%	(130)	283
Income: Under 50k	19%	(230)	43%	(524)	38%	(455)	1209
Income: 50k-100k	18%	(125)	41%	(282)	40%	(274)	680
Income: 100k+	17%	(56)	38%	(125)	45%	(148)	328
Ethnicity: White	17%	(287)	41%	(703)	42%	(726)	1716
Ethnicity: Hispanic	26%	(96)	39%	(147)	35%	(133)	375
Ethnicity: Black	27%	(78)	41%	(116)	32%	(90)	283

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Table MCENdem1_6: *In general, what kind of fan do you consider yourself of the following?
DC movies and TV shows*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(411)	42%	(930)	40%	(876)	2217
Ethnicity: Other	21%	(46)	51%	(111)	28%	(60)	218
All Christian	17%	(170)	41%	(408)	42%	(414)	992
All Non-Christian	22%	(30)	35%	(47)	43%	(58)	135
Atheist	22%	(24)	33%	(36)	46%	(50)	109
Agnostic/Nothing in particular	18%	(109)	43%	(261)	39%	(233)	604
Something Else	21%	(78)	47%	(177)	32%	(121)	376
Religious Non-Protestant/Catholic	22%	(33)	39%	(58)	39%	(59)	149
Evangelical	20%	(107)	46%	(244)	34%	(184)	534
Non-Evangelical	17%	(136)	40%	(323)	43%	(343)	802
Community: Urban	23%	(156)	41%	(275)	36%	(245)	675
Community: Suburban	17%	(170)	42%	(417)	41%	(414)	1001
Community: Rural	16%	(86)	44%	(239)	40%	(217)	542
Employ: Private Sector	21%	(163)	45%	(340)	34%	(256)	759
Employ: Government	14%	(14)	50%	(51)	36%	(37)	102
Employ: Self-Employed	24%	(46)	46%	(89)	30%	(58)	193
Employ: Homemaker	15%	(21)	44%	(63)	41%	(58)	143
Employ: Student	19%	(10)	39%	(22)	42%	(23)	56
Employ: Retired	10%	(58)	35%	(200)	54%	(309)	568
Employ: Unemployed	22%	(57)	40%	(101)	38%	(96)	254
Employ: Other	29%	(41)	44%	(63)	27%	(38)	142
Military HH: Yes	18%	(58)	45%	(148)	37%	(120)	326
Military HH: No	19%	(353)	41%	(782)	40%	(756)	1891
RD/WT: Right Direction	25%	(149)	40%	(243)	35%	(213)	604
RD/WT: Wrong Track	16%	(263)	43%	(688)	41%	(663)	1613
Biden Job Approve	21%	(198)	40%	(370)	39%	(365)	932
Biden Job Disapprove	16%	(194)	44%	(522)	40%	(472)	1188
Biden Job Strongly Approve	25%	(101)	33%	(134)	42%	(169)	404
Biden Job Somewhat Approve	18%	(97)	45%	(235)	37%	(196)	528
Biden Job Somewhat Disapprove	19%	(62)	49%	(163)	33%	(108)	333
Biden Job Strongly Disapprove	16%	(133)	42%	(359)	43%	(363)	855

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Table MCENdem1_6: In general, what kind of fan do you consider yourself of the following?

DC movies and TV shows

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(411)	42%	(930)	40%	(876)	2217
Favorable of Biden	19%	(183)	41%	(394)	39%	(376)	953
Unfavorable of Biden	17%	(199)	43%	(507)	40%	(465)	1171
Very Favorable of Biden	22%	(101)	36%	(163)	41%	(186)	451
Somewhat Favorable of Biden	16%	(82)	46%	(230)	38%	(190)	502
Somewhat Unfavorable of Biden	21%	(58)	48%	(137)	31%	(88)	283
Very Unfavorable of Biden	16%	(141)	42%	(370)	42%	(377)	888
#1 Issue: Economy	18%	(163)	42%	(383)	40%	(361)	907
#1 Issue: Security	18%	(43)	39%	(92)	42%	(100)	235
#1 Issue: Health Care	21%	(35)	43%	(72)	36%	(60)	168
#1 Issue: Medicare / Social Security	14%	(36)	44%	(112)	42%	(108)	256
#1 Issue: Women's Issues	16%	(47)	47%	(141)	38%	(114)	303
#1 Issue: Education	33%	(22)	40%	(26)	27%	(18)	66
#1 Issue: Energy	30%	(50)	29%	(49)	40%	(67)	166
#1 Issue: Other	13%	(15)	46%	(54)	41%	(48)	117
2020 Vote: Joe Biden	19%	(185)	42%	(396)	39%	(371)	952
2020 Vote: Donald Trump	16%	(123)	42%	(319)	42%	(317)	758
2020 Vote: Other	19%	(14)	41%	(31)	40%	(30)	75
2020 Vote: Didn't Vote	21%	(90)	43%	(185)	36%	(157)	432
2018 House Vote: Democrat	19%	(146)	41%	(310)	40%	(299)	755
2018 House Vote: Republican	17%	(106)	42%	(268)	42%	(265)	639
2018 House Vote: Someone else	14%	(9)	40%	(24)	45%	(27)	59
2016 Vote: Hillary Clinton	18%	(131)	42%	(296)	40%	(281)	707
2016 Vote: Donald Trump	17%	(120)	41%	(281)	42%	(288)	689
2016 Vote: Other	18%	(18)	42%	(42)	40%	(40)	100
2016 Vote: Didn't Vote	20%	(142)	43%	(309)	37%	(263)	715
Voted in 2014: Yes	17%	(220)	42%	(534)	40%	(512)	1266
Voted in 2014: No	20%	(191)	42%	(397)	38%	(364)	951
4-Region: Northeast	20%	(78)	36%	(138)	44%	(168)	384
4-Region: Midwest	18%	(82)	42%	(191)	40%	(185)	458
4-Region: South	18%	(152)	43%	(365)	39%	(331)	847
4-Region: West	19%	(99)	45%	(237)	36%	(192)	528

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Table MCENdem1_6: *In general, what kind of fan do you consider yourself of the following?
DC movies and TV shows*

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	19% (411)	42% (930)	40% (876)	2217
Marvel Comics Fans	29% (372)	60% (774)	11% (135)	1281
Marvel Movies & TV Shows Fans	27% (393)	59% (851)	13% (192)	1436
Superhero Fans	27% (389)	59% (848)	15% (212)	1448

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

Table MCENdem1_7: In general, what kind of fan do you consider yourself of the following?
Superheroes in general

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(482)	44%	(966)	35%	(769)	2217
Gender: Male	27%	(291)	44%	(467)	29%	(313)	1071
Gender: Female	17%	(192)	44%	(499)	40%	(455)	1146
Age: 18-34	32%	(209)	43%	(279)	24%	(156)	644
Age: 35-44	30%	(111)	46%	(167)	24%	(89)	367
Age: 45-64	17%	(122)	48%	(341)	35%	(253)	716
Age: 65+	8%	(40)	36%	(179)	55%	(272)	490
GenZers: 1997-2012	29%	(52)	50%	(87)	21%	(37)	176
Millennials: 1981-1996	33%	(238)	42%	(310)	25%	(182)	731
GenXers: 1965-1980	23%	(129)	48%	(263)	29%	(162)	553
Baby Boomers: 1946-1964	9%	(60)	41%	(282)	50%	(339)	681
PID: Dem (no lean)	24%	(196)	42%	(349)	34%	(286)	831
PID: Ind (no lean)	21%	(136)	45%	(295)	34%	(222)	653
PID: Rep (no lean)	20%	(150)	44%	(322)	36%	(261)	734
PID/Gender: Dem Men	33%	(125)	44%	(168)	23%	(89)	383
PID/Gender: Dem Women	16%	(71)	40%	(180)	44%	(197)	448
PID/Gender: Ind Men	22%	(70)	45%	(144)	33%	(104)	317
PID/Gender: Ind Women	20%	(67)	45%	(151)	35%	(118)	335
PID/Gender: Rep Men	26%	(96)	42%	(155)	32%	(120)	371
PID/Gender: Rep Women	15%	(54)	46%	(168)	39%	(141)	363
Ideo: Liberal (1-3)	27%	(175)	41%	(264)	32%	(209)	649
Ideo: Moderate (4)	19%	(132)	46%	(318)	35%	(242)	691
Ideo: Conservative (5-7)	19%	(141)	44%	(325)	37%	(269)	735
Educ: < College	23%	(333)	44%	(628)	33%	(480)	1442
Educ: Bachelors degree	22%	(111)	42%	(208)	35%	(174)	492
Educ: Post-grad	14%	(39)	46%	(130)	40%	(115)	283
Income: Under 50k	23%	(277)	43%	(525)	34%	(407)	1209
Income: 50k-100k	19%	(131)	46%	(314)	35%	(235)	680
Income: 100k+	23%	(74)	39%	(127)	39%	(127)	328
Ethnicity: White	19%	(333)	42%	(719)	39%	(664)	1716
Ethnicity: Hispanic	29%	(108)	45%	(167)	27%	(100)	375
Ethnicity: Black	31%	(87)	47%	(132)	22%	(63)	283

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**Table MCENdem1_7: In general, what kind of fan do you consider yourself of the following?
Superheroes in general**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(482)	44%	(966)	35%	(769)	2217
Ethnicity: Other	28%	(62)	53%	(114)	19%	(41)	218
All Christian	19%	(193)	42%	(419)	38%	(380)	992
All Non-Christian	22%	(29)	40%	(55)	38%	(51)	135
Atheist	31%	(34)	33%	(36)	36%	(40)	109
Agnostic/Nothing in particular	21%	(127)	46%	(276)	33%	(200)	604
Something Else	26%	(99)	48%	(180)	26%	(97)	376
Religious Non-Protestant/Catholic	21%	(32)	43%	(65)	35%	(52)	149
Evangelical	23%	(121)	47%	(249)	31%	(164)	534
Non-Evangelical	20%	(163)	41%	(332)	38%	(307)	802
Community: Urban	29%	(193)	39%	(264)	32%	(219)	675
Community: Suburban	20%	(196)	45%	(451)	35%	(354)	1001
Community: Rural	17%	(93)	46%	(252)	36%	(197)	542
Employ: Private Sector	26%	(199)	46%	(349)	28%	(212)	759
Employ: Government	15%	(15)	55%	(56)	30%	(31)	102
Employ: Self-Employed	27%	(53)	46%	(89)	27%	(52)	193
Employ: Homemaker	18%	(26)	48%	(69)	34%	(49)	143
Employ: Student	35%	(19)	36%	(20)	29%	(16)	56
Employ: Retired	8%	(47)	40%	(228)	52%	(293)	568
Employ: Unemployed	28%	(72)	39%	(100)	32%	(82)	254
Employ: Other	37%	(53)	38%	(54)	25%	(35)	142
Military HH: Yes	20%	(65)	49%	(161)	31%	(100)	326
Military HH: No	22%	(417)	43%	(804)	35%	(669)	1891
RD/WT: Right Direction	27%	(166)	42%	(253)	31%	(185)	604
RD/WT: Wrong Track	20%	(316)	44%	(713)	36%	(584)	1613
Biden Job Approve	24%	(226)	43%	(397)	33%	(310)	932
Biden Job Disapprove	19%	(230)	45%	(532)	36%	(425)	1188
Biden Job Strongly Approve	25%	(103)	41%	(164)	34%	(138)	404
Biden Job Somewhat Approve	23%	(123)	44%	(233)	33%	(172)	528
Biden Job Somewhat Disapprove	23%	(77)	47%	(156)	30%	(100)	333
Biden Job Strongly Disapprove	18%	(153)	44%	(377)	38%	(325)	855

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**Table MCENdem1_7: In general, what kind of fan do you consider yourself of the following?
Superheroes in general**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(482)	44%	(966)	35%	(769)	2217
Favorable of Biden	24%	(224)	43%	(413)	33%	(315)	953
Unfavorable of Biden	20%	(233)	45%	(522)	36%	(416)	1171
Very Favorable of Biden	25%	(113)	41%	(183)	34%	(154)	451
Somewhat Favorable of Biden	22%	(111)	46%	(230)	32%	(161)	502
Somewhat Unfavorable of Biden	25%	(71)	48%	(137)	27%	(75)	283
Very Unfavorable of Biden	18%	(162)	43%	(385)	38%	(341)	888
#1 Issue: Economy	23%	(207)	43%	(392)	34%	(307)	907
#1 Issue: Security	21%	(49)	44%	(103)	36%	(84)	235
#1 Issue: Health Care	28%	(47)	41%	(68)	31%	(52)	168
#1 Issue: Medicare / Social Security	11%	(29)	48%	(122)	41%	(105)	256
#1 Issue: Women's Issues	22%	(66)	47%	(141)	32%	(96)	303
#1 Issue: Education	45%	(30)	29%	(19)	26%	(17)	66
#1 Issue: Energy	22%	(37)	44%	(72)	34%	(56)	166
#1 Issue: Other	14%	(17)	41%	(48)	44%	(52)	117
2020 Vote: Joe Biden	23%	(223)	42%	(402)	34%	(327)	952
2020 Vote: Donald Trump	18%	(137)	46%	(348)	36%	(274)	758
2020 Vote: Other	16%	(12)	49%	(37)	35%	(26)	75
2020 Vote: Didn't Vote	26%	(111)	42%	(179)	33%	(142)	432
2018 House Vote: Democrat	24%	(178)	44%	(330)	33%	(247)	755
2018 House Vote: Republican	19%	(124)	45%	(286)	36%	(230)	639
2018 House Vote: Someone else	17%	(10)	37%	(22)	46%	(27)	59
2016 Vote: Hillary Clinton	23%	(161)	44%	(314)	33%	(232)	707
2016 Vote: Donald Trump	19%	(133)	43%	(294)	38%	(261)	689
2016 Vote: Other	26%	(26)	37%	(37)	37%	(37)	100
2016 Vote: Didn't Vote	23%	(162)	44%	(317)	33%	(235)	715
Voted in 2014: Yes	21%	(261)	44%	(558)	35%	(447)	1266
Voted in 2014: No	23%	(221)	43%	(408)	34%	(322)	951
4-Region: Northeast	24%	(93)	39%	(149)	37%	(141)	384
4-Region: Midwest	19%	(87)	42%	(195)	38%	(176)	458
4-Region: South	21%	(178)	47%	(396)	32%	(274)	847
4-Region: West	23%	(124)	43%	(226)	34%	(178)	528

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**Table MCENdem1_7: In general, what kind of fan do you consider yourself of the following?
Superheroes in general**

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	22% (482)	44% (966)	35% (769)	2217
Marvel Comics Fans	36% (462)	58% (748)	5% (70)	1281
Marvel Movies & TV Shows Fans	33% (477)	60% (857)	7% (102)	1436
Superhero Fans	33% (482)	67% (966)	— (0)	1448

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	2217	100%
xdemGender	Gender: Male	1071	48%
	Gender: Female	1146	52%
	N	2217	
age	Age: 18-34	644	29%
	Age: 35-44	367	17%
	Age: 45-64	716	32%
	Age: 65+	490	22%
	N	2217	
demAgeGeneration	GenZers: 1997-2012	176	8%
	Millennials: 1981-1996	731	33%
	GenXers: 1965-1980	553	25%
	Baby Boomers: 1946-1964	681	31%
	N	2141	
xpid3	PID: Dem (no lean)	831	37%
	PID: Ind (no lean)	653	29%
	PID: Rep (no lean)	734	33%
	N	2217	
xpidGender	PID/Gender: Dem Men	383	17%
	PID/Gender: Dem Women	448	20%
	PID/Gender: Ind Men	317	14%
	PID/Gender: Ind Women	335	15%
	PID/Gender: Rep Men	371	17%
	PID/Gender: Rep Women	363	16%
	N	2217	
xdemIdeo3	Ideo: Liberal (1-3)	649	29%
	Ideo: Moderate (4)	691	31%
	Ideo: Conservative (5-7)	735	33%
	N	2075	
xeduc3	Educ: < College	1442	65%
	Educ: Bachelors degree	492	22%
	Educ: Post-grad	283	13%
	N	2217	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1209	55%
	Income: 50k-100k	680	31%
	Income: 100k+	328	15%
	N	2217	
xdemWhite	Ethnicity: White	1716	77%
xdemHispBin	Ethnicity: Hispanic	375	17%
demBlackBin	Ethnicity: Black	283	13%
demRaceOther	Ethnicity: Other	218	10%
xdemReligion	All Christian	992	45%
	All Non-Christian	135	6%
	Atheist	109	5%
	Agnostic/Nothing in particular	604	27%
	Something Else	376	17%
	N	2217	
xdemReligOther	Religious Non-Protestant/Catholic	149	7%
xdemEvang	Evangelical	534	24%
	Non-Evangelical	802	36%
	N	1336	
xdemUsr	Community: Urban	675	30%
	Community: Suburban	1001	45%
	Community: Rural	542	24%
	N	2217	
xdemEmploy	Employ: Private Sector	759	34%
	Employ: Government	102	5%
	Employ: Self-Employed	193	9%
	Employ: Homemaker	143	6%
	Employ: Student	56	3%
	Employ: Retired	568	26%
	Employ: Unemployed	254	11%
	Employ: Other	142	6%
	N	2217	
xdemMilHH1	Military HH: Yes	326	15%
	Military HH: No	1891	85%
	N	2217	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	604	27%
	RD/WT: Wrong Track	1613	73%
	N	2217	
xdemBidenApprove	Biden Job Approve	932	42%
	Biden Job Disapprove	1188	54%
	N	2120	
xdemBidenApprove2	Biden Job Strongly Approve	404	18%
	Biden Job Somewhat Approve	528	24%
	Biden Job Somewhat Disapprove	333	15%
	Biden Job Strongly Disapprove	855	39%
	N	2120	
xdemBidenFav	Favorable of Biden	953	43%
	Unfavorable of Biden	1171	53%
	N	2124	
xdemBidenFavFull	Very Favorable of Biden	451	20%
	Somewhat Favorable of Biden	502	23%
	Somewhat Unfavorable of Biden	283	13%
	Very Unfavorable of Biden	888	40%
	N	2124	
xnr3	#1 Issue: Economy	907	41%
	#1 Issue: Security	235	11%
	#1 Issue: Health Care	168	8%
	#1 Issue: Medicare / Social Security	256	12%
	#1 Issue: Women's Issues	303	14%
	#1 Issue: Education	66	3%
	#1 Issue: Energy	166	7%
	#1 Issue: Other	117	5%
	N	2217	
xsubVote20O	2020 Vote: Joe Biden	952	43%
	2020 Vote: Donald Trump	758	34%
	2020 Vote: Other	75	3%
	2020 Vote: Didn't Vote	432	19%
	N	2217	
xsubVote18O	2018 House Vote: Democrat	755	34%
	2018 House Vote: Republican	639	29%
	2018 House Vote: Someone else	59	3%
	N	1453	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	707	32%
	2016 Vote: Donald Trump	689	31%
	2016 Vote: Other	100	5%
	2016 Vote: Didn't Vote	715	32%
	<i>N</i>	2211	
xsubVote14O	Voted in 2014: Yes	1266	57%
	Voted in 2014: No	951	43%
	<i>N</i>	2217	
xreg4	4-Region: Northeast	384	17%
	4-Region: Midwest	458	21%
	4-Region: South	847	38%
	4-Region: West	528	24%
	<i>N</i>	2217	
MCENxdem1	Marvel Comics Fans	1281	58%
MCENxdem2	Marvel Movies & TV Shows Fans	1436	65%
MCENxdem3	Superhero Fans	1448	65%

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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