



National Tracking Poll #2211008  
November 02-08, 2022

*Crosstabulation Results*

*Methodology:*

This poll was conducted between November 2-November 8, 2022 among a sample of 1000 GenZers, and was weighted based on age, gender, and race. The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 3 percentage points.

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374	<b>Table MCFE39_14:</b> <i>And in general, what kind of fan, if at all, do you consider yourself to be of the following? Fall Guys</i> . . . . .	777
375	<b>Table MCFE39_15:</b> <i>And in general, what kind of fan, if at all, do you consider yourself to be of the following? Destiny</i> . . . . .	779
376	<b>Table MCFE39_16:</b> <i>And in general, what kind of fan, if at all, do you consider yourself to be of the following? Zelda</i> . . . . .	781
377	<b>Table MCFE39_17:</b> <i>And in general, what kind of fan, if at all, do you consider yourself to be of the following? Dota</i> . . . . .	783
378	<b>Table MCFE39_18:</b> <i>And in general, what kind of fan, if at all, do you consider yourself to be of the following? The Last of Us</i> . . . . .	785
379	<b>Table MCFE39_19:</b> <i>And in general, what kind of fan, if at all, do you consider yourself to be of the following? Animal Crossing</i> . . . . .	787
380	<b>Table MCFE39_20:</b> <i>And in general, what kind of fan, if at all, do you consider yourself to be of the following? Red Dead</i> . . . . .	789
381	<b>Table MCFE39_21:</b> <i>And in general, what kind of fan, if at all, do you consider yourself to be of the following? Among Us</i> . . . . .	791

382	<b>Table MCFE40_1:</b> Moving on to another topicHow often did you do the following in the past month? Listen to podcasts . . . . .	793
383	<b>Table MCFE40_2:</b> Moving on to another topicHow often did you do the following in the past month? Listen to content on live audio services with public chat rooms, such as Clubhouse or Twitter Spaces . . . . .	795
384	<b>Table MCFE40_3:</b> Moving on to another topicHow often did you do the following in the past month? Stream music on a audio streaming service, such as Spotify or Apple Music . . . . .	797
385	<b>Table MCFE40_4:</b> Moving on to another topicHow often did you do the following in the past month? Read a book . . . . .	799
386	<b>Table MCFE40_5:</b> Moving on to another topicHow often did you do the following in the past month? Play video games, including app-based games, online and offline games . . . . .	801
387	<b>Table MCFE40_6:</b> Moving on to another topicHow often did you do the following in the past month? Watched live TV using my cable or satellite TV subscription . . . . .	803
388	<b>Table MCFE40_7:</b> Moving on to another topicHow often did you do the following in the past month? Watched content on a video streaming service, such as Netflix or Hulu . . . . .	805
389	<b>Table MCFE40_8:</b> Moving on to another topicHow often did you do the following in the past month? Play board games . . . . .	807
390	<b>Table MCFE40_9:</b> Moving on to another topicHow often did you do the following in the past month? Listen to AM or FM radio . . . . .	809
391	<b>Table MCFE40_10:</b> Moving on to another topicHow often did you do the following in the past month? Listen to an audiobook . . . . .	811
392	<b>Table MCFE41_1:</b> How often did you use the following services in the past month? Cable television . . . . .	813
393	<b>Table MCFE41_2:</b> How often did you use the following services in the past month? Satellite television . . . . .	815
394	<b>Table MCFE41_3:</b> How often did you use the following services in the past month? Netflix .	817
395	<b>Table MCFE41_4:</b> How often did you use the following services in the past month? Prime Video . . . . .	819
396	<b>Table MCFE41_5:</b> How often did you use the following services in the past month? Hulu with ads . . . . .	821
397	<b>Table MCFE41_6:</b> How often did you use the following services in the past month? Hulu without ads . . . . .	823
398	<b>Table MCFE41_7:</b> How often did you use the following services in the past month? Apple TV+	825
399	<b>Table MCFE41_8:</b> How often did you use the following services in the past month? Disney+	827

400	<b>Table MCFE41_9:</b> How often did you use the following services in the past month? Peacock (free tier with ads) . . . . .	829
401	<b>Table MCFE41_10:</b> How often did you use the following services in the past month? Peacock Premium or Peacock Premium Plus . . . . .	831
402	<b>Table MCFE41_11:</b> How often did you use the following services in the past month? HBO Max with ads . . . . .	833
403	<b>Table MCFE41_12:</b> How often did you use the following services in the past month? HBO Max without ads . . . . .	835
404	<b>Table MCFE41_13:</b> How often did you use the following services in the past month? Discovery+ with ads . . . . .	837
405	<b>Table MCFE41_14:</b> How often did you use the following services in the past month? Discovery+ without ads . . . . .	839
406	<b>Table MCFE41_15:</b> How often did you use the following services in the past month? Paramount+ with ads . . . . .	841
407	<b>Table MCFE41_16:</b> How often did you use the following services in the past month? Paramount+ without ads . . . . .	843
408	<b>Table MCFE41_17:</b> How often did you use the following services in the past month? Showtime	845
409	<b>Table MCFE41_18:</b> How often did you use the following services in the past month? Starz .	847
410	<b>Table MCFE41_19:</b> How often did you use the following services in the past month? Tubi .	849
411	<b>Table MCFE41_20:</b> How often did you use the following services in the past month? Pluto TV	851
412	<b>Table MCFE41_21:</b> How often did you use the following services in the past month? The Roku Channel . . . . .	853
413	<b>Table MCFE41_22:</b> How often did you use the following services in the past month? Freevee (formerly IMDbTV) . . . . .	855
414	<b>Table MCFE41_23:</b> How often did you use the following services in the past month? Redbox	857
415	<b>Table MCFE41_24:</b> How often did you use the following services in the past month? Sling Free	859
416	<b>Table MCFE41_25:</b> How often did you use the following services in the past month? Plex . .	861
417	<b>Table MCFE41_26:</b> How often did you use the following services in the past month? Crackle	863
418	<b>Table MCFE41_27:</b> How often did you use the following services in the past month? Vudu .	865
419	<b>Table MCFE41_28:</b> How often did you use the following services in the past month? Xumo .	867
420	<b>Table MCFE41_29:</b> How often did you use the following services in the past month? YouTube	869

421	<b>Table MCFE42:</b> <i>If you had to guess, over the course of your lifetime do you think you will be better or worse off financially than your parents were, or do you think you will be doing the same as them?</i> . . . . .	871
422	<b>Table MCFE43:</b> <i>How do you typically prefer to shop?</i> . . . . .	873
423	<b>Table MCFE44_1:</b> <i>When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.' Grocery and household goods</i> . . . . .	875
424	<b>Table MCFE44_2:</b> <i>When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.' Apparel, shoes, or accessories</i> . . . . .	877
425	<b>Table MCFE44_3:</b> <i>When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.' Personal electronics</i> . . . . .	879
426	<b>Table MCFE44_4:</b> <i>When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.' Beauty and/or personal care products</i> . . . . .	881
427	<b>Table MCFE45_1:</b> <i>The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores. Have you had any of the following experiences shopping for, buying, or selling secondhand items? I bought secondhand item(s) online</i> . . . . .	883
428	<b>Table MCFE45_2:</b> <i>The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores. Have you had any of the following experiences shopping for, buying, or selling secondhand items? I bought secondhand item(s) in a store</i> . . . . .	885
429	<b>Table MCFE45_3:</b> <i>The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores. Have you had any of the following experiences shopping for, buying, or selling secondhand items? I shopped for secondhand item(s) online</i> . . . . .	887
430	<b>Table MCFE45_4:</b> <i>The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores. Have you had any of the following experiences shopping for, buying, or selling secondhand items? I shopped for secondhand item(s) in a store</i> . . . . .	889
431	<b>Table MCFE45_5:</b> <i>The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores. Have you had any of the following experiences shopping for, buying, or selling secondhand items? I sold secondhand item(s) online</i> . . . . .	891
432	<b>Table MCFE45_6:</b> <i>The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores. Have you had any of the following experiences shopping for, buying, or selling secondhand items? I sold secondhand item(s) in a store</i> . . . . .	893

433	<b>Table MCFE46_1:</b> To what extent are the following reasons why you choose to shop for/buy secondhand products? I save money . . . . .	895
434	<b>Table MCFE46_2:</b> To what extent are the following reasons why you choose to shop for/buy secondhand products? I can get one-of-a-kind or unique items . . . . .	897
435	<b>Table MCFE46_3:</b> To what extent are the following reasons why you choose to shop for/buy secondhand products? I like being a part of the resale community . . . . .	899
436	<b>Table MCFE46_4:</b> To what extent are the following reasons why you choose to shop for/buy secondhand products? I like shopping sustainably . . . . .	901
437	<b>Table MCFE46_5:</b> To what extent are the following reasons why you choose to shop for/buy secondhand products? I like shopping for older/classic fashions . . . . .	903
438	<b>Table MCFE46_6:</b> To what extent are the following reasons why you choose to shop for/buy secondhand products? I like shopping for harder-to-find items . . . . .	905
439	<b>Table MCFE46_7:</b> To what extent are the following reasons why you choose to shop for/buy secondhand products? I like shopping peer to peer, where I communicate with and purchase products directly from individual sellers . . . . .	907
440	<b>Table MCFE46_8:</b> To what extent are the following reasons why you choose to shop for/buy secondhand products? I like being able to shop multiple brands at secondhand clothing stores . . . . .	909
441	<b>Table MCFE49_1NET:</b> Which of the following describes your diet? Please select all that apply. Vegetarian - eat eggs and milk products, but no meat . . . . .	911
442	<b>Table MCFE49_2NET:</b> Which of the following describes your diet? Please select all that apply. Vegan - do not eat meat (including fish or chicken), milk products, eggs, or any other animal products . . . . .	913
443	<b>Table MCFE49_3NET:</b> Which of the following describes your diet? Please select all that apply. Pescatarian - eat fish, but no meat . . . . .	915
444	<b>Table MCFE49_4NET:</b> Which of the following describes your diet? Please select all that apply. Meat reduction - eat meat, but trying to reduce the amount you eat while eating more fruits and vegetables . . . . .	917
445	<b>Table MCFE49_5NET:</b> Which of the following describes your diet? Please select all that apply. Gluten-free - avoid eating foods that contain gluten . . . . .	919
446	<b>Table MCFE49_6NET:</b> Which of the following describes your diet? Please select all that apply. Lactose-free - avoid eating foods that contain dairy . . . . .	921
447	<b>Table MCFE49_7NET:</b> Which of the following describes your diet? Please select all that apply. No specific diet . . . . .	923
448	<b>Table MCFE50_1:</b> How many of the following have you tried for the first time in the past month, if you have tried this at all? A new restaurant or bar . . . . .	925

449	<b>Table MCFE50_2:</b> <i>How many of the following have you tried for the first time in the past month, if you have tried this at all? A new coffee shop or bakery . . . . .</i>	927
450	<b>Table MCFE50_3:</b> <i>How many of the following have you tried for the first time in the past month, if you have tried this at all? A new packaged food product . . . . .</i>	929
451	<b>Table MCFE50_4:</b> <i>How many of the following have you tried for the first time in the past month, if you have tried this at all? A new dish on a restaurant menu . . . . .</i>	931
452	<b>Table MCFE50_5:</b> <i>How many of the following have you tried for the first time in the past month, if you have tried this at all? A new beverage . . . . .</i>	933
453	<b>Table MCFE50_6:</b> <i>How many of the following have you tried for the first time in the past month, if you have tried this at all? A new recipe . . . . .</i>	935
454	<b>Summary Statistics of Survey Respondent Demographics . . . . .</b>	937



## Crosstabulation Results by Respondent Demographics

**Table MCFE1\_1:** *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*

*At school*

Demographic	None	Less than 1 hour / week	About 1-3 hours / week	About 4-6 hours / week	About 7-9 hours / week	About 10 or more hours / week	Total N
GenZers	36% (356)	6% (59)	7% (71)	12% (119)	12% (121)	27% (275)	1000
Gender: Male	33% (168)	6% (31)	8% (39)	12% (61)	14% (72)	26% (134)	506
Gender: Female	38% (188)	6% (28)	6% (31)	12% (57)	10% (49)	29% (141)	494
Age: 18-34	52% (314)	7% (43)	7% (40)	12% (73)	9% (54)	14% (85)	609
GenZers: 1997-2012	36% (356)	6% (59)	7% (71)	12% (119)	12% (121)	27% (275)	1000
Ideo: Liberal (1-3)	33% (100)	6% (18)	7% (20)	11% (34)	15% (44)	29% (88)	304
Ideo: Moderate (4)	45% (104)	7% (15)	8% (19)	10% (23)	10% (22)	21% (48)	232
Ideo: Conservative (5-7)	35% (58)	8% (13)	6% (10)	13% (22)	7% (12)	30% (50)	165
Educ: < College	35% (315)	6% (51)	6% (57)	12% (107)	12% (112)	29% (266)	910
Educ: Bachelors degree	52% (34)	7% (4)	14% (9)	13% (8)	7% (4)	8% (5)	65
Ethnicity: White	37% (269)	6% (42)	7% (49)	11% (84)	12% (86)	28% (201)	731
Ethnicity: Hispanic	38% (92)	8% (19)	8% (19)	10% (25)	16% (38)	20% (49)	242
Ethnicity: Black	39% (58)	6% (9)	9% (13)	13% (19)	12% (18)	22% (32)	148
Ethnicity: Other	24% (29)	7% (8)	7% (8)	13% (16)	14% (18)	34% (41)	121
All Christian	28% (68)	7% (16)	10% (23)	14% (33)	10% (24)	31% (74)	237
All Non-Christian	33% (17)	9% (4)	2% (1)	15% (8)	12% (6)	29% (14)	50
Atheist	39% (45)	4% (5)	5% (6)	9% (10)	24% (27)	19% (22)	116
Agnostic/Nothing in particular	38% (153)	6% (23)	8% (32)	10% (40)	11% (46)	27% (110)	405
Something Else	38% (73)	5% (10)	5% (9)	15% (29)	9% (18)	28% (54)	193
Religious Non-Protestant/Catholic	28% (19)	8% (6)	15% (10)	12% (8)	9% (6)	27% (18)	68
Evangelical	29% (49)	5% (8)	7% (13)	19% (32)	8% (14)	32% (55)	172
Non-Evangelical	36% (83)	7% (16)	4% (8)	11% (26)	11% (26)	30% (69)	228
Community: Urban	34% (97)	8% (23)	11% (31)	12% (34)	8% (23)	28% (79)	288
Community: Suburban	34% (146)	4% (18)	7% (32)	15% (63)	13% (55)	28% (121)	435
Community: Rural	41% (112)	6% (17)	3% (8)	8% (21)	16% (43)	27% (75)	276

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**Table MCFE1\_1:** *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*

At school

Demographic	None	Less than 1 hour / week	About 1-3 hours / week	About 4-6 hours / week	About 7-9 hours / week	About 10 or more hours / week	Total N
GenZers	36% (356)	6% (59)	7% (71)	12% (119)	12% (121)	27% (275)	1000
Military HH: Yes	32% (31)	7% (7)	9% (9)	13% (13)	10% (10)	29% (28)	97
Military HH: No	36% (325)	6% (52)	7% (62)	12% (106)	12% (111)	27% (247)	903
4-Region: Northeast	38% (62)	9% (15)	4% (6)	17% (28)	12% (19)	21% (35)	164
4-Region: Midwest	33% (78)	2% (5)	6% (14)	8% (18)	18% (42)	33% (77)	233
4-Region: South	39% (168)	5% (24)	6% (28)	13% (54)	11% (48)	26% (110)	432
4-Region: West	28% (48)	9% (16)	14% (23)	11% (19)	7% (12)	31% (53)	172
TikTok Users	34% (229)	5% (34)	6% (41)	14% (92)	11% (77)	31% (207)	680
Twitch Users	29% (69)	7% (16)	7% (17)	15% (36)	12% (29)	29% (68)	236
2022 Sports Viewers/Attendees	31% (184)	6% (35)	8% (45)	14% (81)	11% (67)	31% (185)	597
Monthly Moviegoers	27% (46)	9% (15)	9% (15)	13% (23)	13% (21)	28% (48)	168
Few Times per Year + Moviegoers	27% (154)	7% (38)	9% (49)	13% (71)	13% (75)	32% (184)	571
Heard Smile Campaign	35% (148)	6% (24)	7% (30)	13% (57)	11% (45)	28% (121)	425
Heard Minion Campaign	29% (146)	5% (27)	8% (38)	12% (59)	13% (68)	33% (167)	505
Listens to Podcasts	30% (166)	7% (40)	10% (54)	13% (70)	13% (74)	27% (150)	552
Streaming Services User	35% (312)	6% (51)	7% (64)	13% (116)	11% (102)	28% (254)	898
Netflix User	34% (291)	5% (47)	7% (61)	12% (107)	12% (102)	30% (255)	864
Disney+ User	33% (206)	6% (37)	9% (55)	12% (77)	11% (65)	29% (178)	617
Heterosexual or straight	36% (255)	6% (42)	7% (48)	14% (97)	10% (68)	27% (192)	702
Bisexual	37% (52)	5% (8)	9% (12)	8% (12)	17% (24)	24% (34)	141
Something else	12% (7)	11% (6)	4% (2)	9% (5)	27% (15)	35% (20)	56
Yes	24% (33)	6% (9)	13% (19)	15% (21)	13% (18)	29% (40)	140
No	37% (323)	6% (50)	6% (52)	11% (98)	12% (103)	27% (235)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE1\_2:** *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*  
*On social media (such as Instagram, Twitter)*

Demographic	None	Less than 1 hour / week	About 1-3 hours / week	About 4-6 hours / week	About 7-9 hours / week	About 10 or more hours / week	Total N
GenZers	12% (124)	17% (168)	20% (205)	18% (185)	12% (122)	20% (197)	1000
Gender: Male	12% (61)	18% (93)	20% (101)	20% (102)	10% (49)	20% (101)	506
Gender: Female	13% (63)	15% (75)	21% (104)	17% (83)	15% (73)	19% (96)	494
Age: 18-34	10% (63)	15% (93)	23% (138)	20% (124)	12% (72)	20% (119)	609
GenZers: 1997-2012	12% (124)	17% (168)	20% (205)	18% (185)	12% (122)	20% (197)	1000
Ideo: Liberal (1-3)	10% (30)	14% (41)	25% (75)	19% (58)	16% (49)	17% (51)	304
Ideo: Moderate (4)	7% (17)	19% (43)	23% (53)	19% (43)	12% (28)	20% (47)	232
Ideo: Conservative (5-7)	13% (22)	13% (22)	19% (32)	23% (39)	8% (14)	23% (37)	165
Educ: < College	13% (116)	17% (156)	20% (178)	18% (166)	12% (105)	21% (189)	910
Educ: Bachelors degree	10% (7)	14% (9)	33% (22)	18% (12)	17% (11)	8% (6)	65
Ethnicity: White	13% (97)	16% (116)	20% (149)	18% (129)	12% (86)	21% (154)	731
Ethnicity: Hispanic	12% (28)	18% (44)	23% (56)	12% (29)	13% (31)	22% (54)	242
Ethnicity: Black	8% (12)	14% (21)	21% (31)	22% (32)	13% (20)	21% (32)	148
Ethnicity: Other	12% (14)	26% (31)	21% (25)	19% (23)	13% (16)	9% (11)	121
All Christian	12% (28)	11% (26)	24% (58)	21% (50)	10% (25)	21% (50)	237
All Non-Christian	7% (4)	25% (12)	12% (6)	21% (10)	24% (12)	11% (6)	50
Atheist	25% (29)	19% (22)	15% (18)	10% (12)	15% (17)	16% (18)	116
Agnostic/Nothing in particular	9% (36)	19% (77)	22% (88)	20% (80)	13% (52)	18% (73)	405
Something Else	14% (27)	16% (31)	18% (35)	17% (33)	9% (17)	26% (49)	193
Religious Non-Protestant/Catholic	16% (11)	19% (13)	16% (11)	20% (14)	18% (12)	10% (7)	68
Evangelical	9% (16)	13% (22)	16% (28)	23% (39)	11% (19)	28% (48)	172
Non-Evangelical	13% (30)	15% (34)	26% (59)	17% (38)	9% (21)	20% (47)	228
Community: Urban	12% (35)	14% (39)	22% (63)	19% (55)	16% (46)	17% (49)	288
Community: Suburban	9% (41)	17% (75)	22% (97)	20% (89)	11% (48)	20% (86)	435
Community: Rural	17% (48)	20% (54)	16% (44)	15% (41)	10% (28)	22% (61)	276
Military HH: Yes	12% (12)	21% (20)	28% (27)	12% (12)	15% (15)	12% (12)	97
Military HH: No	12% (112)	16% (148)	20% (177)	19% (173)	12% (108)	20% (185)	903

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**Table MCFE1\_2:** *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*  
*On social media (such as Instagram, Twitter)*

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
GenZers	12%	(124)	17%	(168)	20%	(205)	18%	(185)	12%	(122)	20%	(197)	1000
4-Region: Northeast	7%	(12)	12%	(20)	21%	(34)	20%	(32)	16%	(27)	24%	(39)	164
4-Region: Midwest	17%	(40)	10%	(24)	20%	(47)	17%	(41)	9%	(20)	26%	(61)	233
4-Region: South	10%	(44)	22%	(93)	19%	(81)	20%	(86)	13%	(56)	17%	(72)	432
4-Region: West	17%	(29)	18%	(31)	25%	(42)	15%	(26)	11%	(19)	14%	(25)	172
TikTok Users	7%	(45)	16%	(111)	21%	(144)	19%	(126)	14%	(94)	23%	(159)	680
Twitch Users	7%	(17)	14%	(33)	21%	(49)	18%	(43)	18%	(43)	22%	(51)	236
2022 Sports Viewers/Attendees	8%	(48)	17%	(101)	24%	(143)	20%	(118)	11%	(65)	20%	(122)	597
Monthly Moviegoers	9%	(15)	18%	(31)	18%	(31)	16%	(26)	13%	(23)	25%	(43)	168
Few Times per Year + Moviegoers	10%	(55)	16%	(92)	22%	(128)	17%	(99)	13%	(72)	22%	(126)	571
Heard Smile Campaign	7%	(32)	13%	(57)	23%	(98)	21%	(89)	13%	(55)	22%	(94)	425
Heard Minion Campaign	9%	(44)	14%	(69)	25%	(124)	20%	(99)	14%	(70)	20%	(99)	505
Listens to Podcasts	9%	(52)	15%	(81)	24%	(130)	19%	(104)	14%	(75)	20%	(110)	552
Streaming Services User	10%	(94)	16%	(147)	21%	(188)	20%	(176)	12%	(108)	21%	(186)	898
Netflix User	11%	(95)	17%	(148)	21%	(181)	19%	(163)	12%	(102)	20%	(176)	864
Disney+ User	10%	(65)	16%	(97)	22%	(135)	17%	(108)	13%	(81)	21%	(131)	617
Heterosexual or straight	12%	(86)	19%	(130)	20%	(138)	19%	(131)	12%	(83)	19%	(135)	702
Bisexual	6%	(9)	14%	(20)	21%	(30)	15%	(21)	16%	(23)	28%	(39)	141
Something else	21%	(12)	9%	(5)	28%	(16)	22%	(12)	9%	(5)	11%	(6)	56
Yes	16%	(23)	14%	(19)	19%	(26)	16%	(22)	11%	(15)	25%	(34)	140
No	12%	(101)	17%	(149)	21%	(179)	19%	(162)	12%	(107)	19%	(162)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE1\_3:** *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*

By text

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
GenZers	6%	(61)	17%	(171)	26%	(260)	22%	(217)	11%	(112)	18%	(180)	1000
Gender: Male	6%	(29)	18%	(93)	27%	(136)	24%	(124)	9%	(47)	15%	(78)	506
Gender: Female	7%	(32)	16%	(77)	25%	(123)	19%	(94)	13%	(65)	21%	(102)	494
Age: 18-34	7%	(40)	16%	(95)	24%	(146)	25%	(151)	11%	(65)	18%	(112)	609
GenZers: 1997-2012	6%	(61)	17%	(171)	26%	(260)	22%	(217)	11%	(112)	18%	(180)	1000
Ideo: Liberal (1-3)	5%	(16)	18%	(54)	24%	(73)	24%	(73)	11%	(32)	18%	(56)	304
Ideo: Moderate (4)	5%	(12)	19%	(44)	29%	(67)	22%	(51)	10%	(23)	15%	(35)	232
Ideo: Conservative (5-7)	4%	(7)	11%	(18)	29%	(48)	24%	(40)	11%	(18)	20%	(33)	165
Educ: < College	7%	(60)	18%	(162)	25%	(231)	20%	(185)	11%	(102)	19%	(169)	910
Educ: Bachelors degree	—	(0)	9%	(6)	37%	(24)	34%	(22)	12%	(8)	8%	(5)	65
Ethnicity: White	6%	(43)	16%	(118)	27%	(194)	22%	(161)	11%	(83)	18%	(131)	731
Ethnicity: Hispanic	6%	(14)	21%	(50)	22%	(53)	23%	(57)	9%	(22)	19%	(47)	242
Ethnicity: Black	8%	(11)	20%	(29)	23%	(34)	15%	(22)	13%	(20)	21%	(32)	148
Ethnicity: Other	6%	(7)	19%	(23)	27%	(32)	28%	(33)	7%	(9)	14%	(17)	121
All Christian	3%	(8)	17%	(40)	27%	(63)	24%	(57)	13%	(32)	16%	(37)	237
All Non-Christian	13%	(6)	25%	(12)	17%	(9)	20%	(10)	14%	(7)	10%	(5)	50
Atheist	9%	(11)	19%	(22)	29%	(33)	26%	(30)	7%	(9)	9%	(11)	116
Agnostic/Nothing in particular	6%	(23)	18%	(72)	24%	(96)	20%	(82)	11%	(45)	21%	(86)	405
Something Else	7%	(13)	12%	(24)	31%	(59)	19%	(37)	10%	(19)	21%	(40)	193
Religious Non-Protestant/Catholic	9%	(6)	23%	(16)	25%	(17)	19%	(13)	13%	(9)	11%	(7)	68
Evangelical	3%	(4)	11%	(19)	29%	(50)	22%	(38)	14%	(23)	22%	(37)	172
Non-Evangelical	7%	(15)	17%	(39)	26%	(60)	24%	(54)	10%	(23)	16%	(37)	228
Community: Urban	6%	(17)	15%	(43)	25%	(73)	22%	(65)	14%	(42)	17%	(50)	288
Community: Suburban	6%	(26)	17%	(75)	29%	(126)	22%	(98)	9%	(41)	16%	(70)	435
Community: Rural	7%	(19)	19%	(52)	22%	(61)	20%	(55)	11%	(29)	22%	(60)	276
Military HH: Yes	1%	(1)	22%	(21)	28%	(27)	22%	(21)	12%	(12)	16%	(16)	97
Military HH: No	7%	(61)	17%	(150)	26%	(233)	22%	(196)	11%	(100)	18%	(164)	903

Continued on next page

**Table MCFE1\_3:** *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*

By text

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
GenZers	6%	(61)	17%	(171)	26%	(260)	22%	(217)	11%	(112)	18%	(180)	1000
4-Region: Northeast	4%	(7)	17%	(29)	21%	(35)	20%	(32)	16%	(26)	21%	(35)	164
4-Region: Midwest	6%	(15)	17%	(41)	23%	(53)	23%	(53)	12%	(28)	19%	(43)	233
4-Region: South	6%	(27)	18%	(76)	25%	(108)	24%	(102)	8%	(34)	20%	(85)	432
4-Region: West	7%	(13)	15%	(26)	37%	(63)	18%	(30)	14%	(24)	10%	(17)	172
TikTok Users	3%	(19)	14%	(97)	25%	(172)	23%	(159)	14%	(94)	20%	(138)	680
Twitch Users	5%	(11)	15%	(35)	22%	(51)	23%	(54)	12%	(29)	24%	(55)	236
2022 Sports Viewers/Attendees	2%	(14)	14%	(84)	28%	(168)	25%	(150)	12%	(71)	18%	(109)	597
Monthly Moviegoers	8%	(13)	9%	(16)	28%	(46)	24%	(41)	12%	(21)	19%	(32)	168
Few Times per Year + Moviegoers	4%	(23)	14%	(77)	26%	(146)	25%	(146)	12%	(66)	20%	(113)	571
Heard Smile Campaign	4%	(19)	14%	(57)	25%	(106)	27%	(115)	13%	(55)	17%	(73)	425
Heard Minion Campaign	3%	(13)	17%	(84)	25%	(128)	24%	(123)	14%	(70)	17%	(87)	505
Listens to Podcasts	4%	(22)	15%	(83)	24%	(132)	25%	(141)	12%	(65)	20%	(111)	552
Streaming Services User	4%	(37)	16%	(147)	27%	(240)	23%	(206)	11%	(102)	19%	(166)	898
Netflix User	4%	(38)	16%	(142)	27%	(229)	22%	(189)	12%	(100)	19%	(166)	864
Disney+ User	4%	(24)	15%	(94)	25%	(155)	24%	(151)	11%	(68)	20%	(125)	617
Heterosexual or straight	6%	(40)	18%	(124)	28%	(195)	23%	(163)	10%	(67)	16%	(112)	702
Bisexual	4%	(6)	10%	(15)	22%	(31)	18%	(26)	15%	(21)	30%	(42)	141
Something else	18%	(10)	6%	(4)	36%	(20)	5%	(3)	19%	(11)	16%	(9)	56
Yes	6%	(8)	25%	(35)	19%	(26)	17%	(24)	7%	(10)	26%	(36)	140
No	6%	(53)	16%	(136)	27%	(233)	22%	(193)	12%	(101)	17%	(144)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE1\_4:** *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*  
*Over phone calls*

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
GenZers	11%	(113)	33%	(330)	25%	(255)	17%	(166)	7%	(68)	7%	(67)	1000
Gender: Male	11%	(57)	36%	(180)	24%	(121)	19%	(97)	5%	(27)	5%	(24)	506
Gender: Female	11%	(57)	30%	(150)	27%	(134)	14%	(69)	8%	(41)	9%	(44)	494
Age: 18-34	11%	(65)	31%	(188)	28%	(168)	17%	(101)	6%	(39)	8%	(48)	609
GenZers: 1997-2012	11%	(113)	33%	(330)	25%	(255)	17%	(166)	7%	(68)	7%	(67)	1000
Ideo: Liberal (1-3)	14%	(43)	33%	(101)	23%	(71)	14%	(43)	8%	(23)	7%	(22)	304
Ideo: Moderate (4)	9%	(20)	36%	(84)	22%	(51)	21%	(48)	6%	(13)	7%	(16)	232
Ideo: Conservative (5-7)	8%	(14)	30%	(50)	32%	(53)	19%	(31)	6%	(9)	5%	(9)	165
Educ: < College	11%	(104)	34%	(305)	26%	(234)	16%	(144)	7%	(61)	7%	(61)	910
Educ: Bachelors degree	10%	(6)	36%	(23)	20%	(13)	24%	(16)	7%	(4)	4%	(3)	65
Ethnicity: White	11%	(82)	33%	(245)	27%	(195)	16%	(117)	6%	(46)	6%	(45)	731
Ethnicity: Hispanic	10%	(24)	36%	(88)	23%	(55)	15%	(35)	8%	(20)	9%	(21)	242
Ethnicity: Black	11%	(16)	29%	(42)	24%	(35)	18%	(26)	9%	(14)	10%	(15)	148
Ethnicity: Other	12%	(15)	36%	(43)	20%	(25)	18%	(22)	7%	(9)	6%	(8)	121
All Christian	8%	(20)	33%	(78)	24%	(56)	22%	(51)	6%	(14)	7%	(17)	237
All Non-Christian	12%	(6)	34%	(17)	23%	(12)	12%	(6)	17%	(8)	2%	(1)	50
Atheist	15%	(17)	37%	(43)	23%	(27)	14%	(17)	5%	(5)	6%	(7)	116
Agnostic/Nothing in particular	12%	(48)	30%	(122)	29%	(118)	16%	(64)	6%	(26)	7%	(27)	405
Something Else	12%	(23)	37%	(71)	22%	(42)	14%	(28)	7%	(14)	8%	(15)	193
Religious Non-Protestant/Catholic	11%	(8)	40%	(27)	20%	(13)	15%	(10)	12%	(8)	2%	(1)	68
Evangelical	8%	(14)	32%	(54)	19%	(32)	28%	(48)	7%	(12)	7%	(12)	172
Non-Evangelical	12%	(26)	36%	(82)	26%	(60)	11%	(25)	7%	(17)	8%	(19)	228
Community: Urban	9%	(26)	30%	(86)	30%	(86)	19%	(55)	7%	(21)	5%	(15)	288
Community: Suburban	10%	(42)	33%	(145)	27%	(118)	14%	(62)	7%	(30)	9%	(38)	435
Community: Rural	16%	(46)	36%	(100)	19%	(51)	18%	(49)	6%	(17)	5%	(14)	276
Military HH: Yes	3%	(3)	40%	(39)	23%	(23)	15%	(15)	11%	(11)	7%	(7)	97
Military HH: No	12%	(110)	32%	(292)	26%	(232)	17%	(151)	6%	(57)	7%	(61)	903

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**Table MCFE1\_4:** *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*  
Over phone calls

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
GenZers	11%	(113)	33%	(330)	25%	(255)	17%	(166)	7%	(68)	7%	(67)	1000
4-Region: Northeast	9%	(16)	30%	(50)	22%	(36)	20%	(32)	10%	(16)	9%	(15)	164
4-Region: Midwest	11%	(25)	29%	(68)	28%	(64)	14%	(34)	8%	(20)	9%	(22)	233
4-Region: South	14%	(60)	35%	(151)	22%	(95)	18%	(78)	6%	(24)	5%	(23)	432
4-Region: West	7%	(12)	36%	(62)	35%	(60)	13%	(22)	5%	(9)	4%	(8)	172
TikTok Users	8%	(53)	31%	(212)	28%	(189)	17%	(116)	9%	(59)	8%	(51)	680
Twitch Users	8%	(18)	33%	(78)	24%	(56)	15%	(36)	9%	(21)	11%	(26)	236
2022 Sports Viewers/Attendees	8%	(45)	34%	(205)	27%	(160)	16%	(95)	8%	(47)	7%	(44)	597
Monthly Moviegoers	8%	(14)	25%	(43)	26%	(44)	22%	(37)	8%	(13)	10%	(17)	168
Few Times per Year + Moviegoers	8%	(45)	31%	(180)	29%	(163)	17%	(100)	7%	(43)	7%	(40)	571
Heard Smile Campaign	8%	(33)	29%	(125)	27%	(114)	19%	(82)	9%	(37)	8%	(34)	425
Heard Minion Campaign	8%	(43)	32%	(160)	28%	(142)	18%	(90)	8%	(42)	5%	(28)	505
Listens to Podcasts	10%	(57)	31%	(170)	28%	(152)	18%	(101)	6%	(35)	7%	(38)	552
Streaming Services User	9%	(82)	33%	(300)	26%	(231)	18%	(158)	7%	(66)	7%	(61)	898
Netflix User	9%	(77)	33%	(286)	27%	(230)	17%	(146)	7%	(62)	7%	(62)	864
Disney+ User	7%	(45)	33%	(206)	26%	(163)	18%	(111)	8%	(51)	7%	(41)	617
Heterosexual or straight	11%	(75)	35%	(249)	24%	(169)	18%	(129)	6%	(44)	5%	(36)	702
Bisexual	8%	(11)	26%	(36)	25%	(36)	17%	(23)	9%	(13)	16%	(22)	141
Something else	16%	(9)	34%	(19)	31%	(17)	7%	(4)	5%	(3)	6%	(3)	56
Yes	11%	(15)	41%	(58)	22%	(31)	12%	(17)	4%	(6)	9%	(13)	140
No	11%	(98)	32%	(273)	26%	(224)	17%	(149)	7%	(62)	6%	(55)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE1\_5:** *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*  
*Inside video games*

Demographic	None	Less than 1 hour / week	About 1-3 hours / week	About 4-6 hours / week	About 7-9 hours / week	About 10 or more hours / week	Total N
GenZers	35% (346)	14% (140)	15% (151)	16% (163)	8% (77)	12% (122)	1000
Gender: Male	17% (85)	15% (74)	18% (90)	22% (113)	11% (56)	17% (88)	506
Gender: Female	53% (261)	13% (66)	12% (61)	10% (50)	4% (22)	7% (34)	494
Age: 18-34	35% (211)	13% (81)	17% (102)	16% (95)	8% (49)	12% (71)	609
GenZers: 1997-2012	35% (346)	14% (140)	15% (151)	16% (163)	8% (77)	12% (122)	1000
Ideo: Liberal (1-3)	29% (89)	16% (50)	19% (58)	18% (56)	7% (21)	10% (29)	304
Ideo: Moderate (4)	33% (78)	16% (37)	15% (35)	17% (39)	8% (20)	11% (25)	232
Ideo: Conservative (5-7)	41% (67)	10% (17)	11% (18)	16% (26)	9% (15)	14% (22)	165
Educ: < College	34% (311)	14% (123)	16% (143)	16% (148)	8% (72)	12% (113)	910
Educ: Bachelors degree	45% (29)	18% (12)	10% (6)	15% (10)	5% (3)	7% (5)	65
Ethnicity: White	38% (278)	13% (99)	14% (100)	16% (115)	7% (52)	12% (86)	731
Ethnicity: Hispanic	30% (73)	13% (31)	18% (43)	18% (43)	8% (19)	14% (34)	242
Ethnicity: Black	27% (40)	14% (21)	15% (23)	16% (24)	12% (18)	15% (23)	148
Ethnicity: Other	23% (28)	18% (21)	23% (28)	20% (25)	6% (7)	11% (13)	121
All Christian	34% (82)	11% (26)	14% (33)	21% (50)	9% (22)	10% (25)	237
All Non-Christian	24% (12)	19% (10)	20% (10)	9% (5)	8% (4)	19% (10)	50
Atheist	32% (37)	16% (19)	17% (20)	18% (20)	3% (4)	14% (16)	116
Agnostic/Nothing in particular	34% (136)	14% (55)	18% (72)	14% (58)	9% (35)	12% (50)	405
Something Else	41% (79)	16% (32)	9% (17)	16% (30)	7% (13)	11% (22)	193
Religious Non-Protestant/Catholic	34% (23)	19% (13)	18% (12)	7% (5)	7% (5)	15% (10)	68
Evangelical	35% (60)	11% (20)	11% (18)	24% (41)	8% (13)	11% (19)	172
Non-Evangelical	39% (90)	14% (33)	12% (27)	17% (38)	8% (17)	10% (23)	228
Community: Urban	37% (105)	13% (36)	16% (46)	14% (41)	9% (25)	12% (35)	288
Community: Suburban	31% (137)	17% (72)	15% (65)	18% (77)	8% (36)	11% (48)	435
Community: Rural	38% (104)	12% (32)	14% (40)	17% (46)	6% (16)	14% (38)	276
Military HH: Yes	16% (16)	8% (8)	27% (26)	16% (16)	13% (12)	20% (19)	97
Military HH: No	37% (330)	15% (133)	14% (125)	16% (148)	7% (65)	11% (103)	903

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**Table MCFE1\_5:** *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*  
*Inside video games*

Demographic	None	Less than 1 hour / week	About 1-3 hours / week	About 4-6 hours / week	About 7-9 hours / week	About 10 or more hours / week	Total N
GenZers	35% (346)	14% (140)	15% (151)	16% (163)	8% (77)	12% (122)	1000
4-Region: Northeast	32% (52)	18% (29)	16% (26)	16% (27)	6% (11)	12% (20)	164
4-Region: Midwest	29% (68)	10% (24)	19% (45)	18% (41)	8% (20)	15% (35)	233
4-Region: South	36% (156)	15% (64)	13% (56)	17% (74)	8% (33)	11% (50)	432
4-Region: West	41% (71)	14% (24)	14% (25)	12% (21)	9% (15)	10% (17)	172
TikTok Users	34% (233)	14% (96)	16% (107)	16% (109)	8% (52)	12% (84)	680
Twitch Users	16% (37)	13% (31)	16% (39)	24% (57)	10% (24)	21% (49)	236
2022 Sports Viewers/Attendees	34% (201)	13% (78)	17% (100)	19% (111)	8% (47)	10% (59)	597
Monthly Moviegoers	31% (52)	10% (17)	12% (20)	17% (29)	13% (21)	17% (28)	168
Few Times per Year + Moviegoers	31% (178)	14% (81)	15% (83)	19% (107)	9% (51)	12% (71)	571
Heard Smile Campaign	31% (133)	15% (64)	16% (69)	18% (77)	8% (35)	11% (46)	425
Heard Minion Campaign	28% (139)	16% (78)	17% (84)	20% (102)	9% (44)	12% (59)	505
Listens to Podcasts	31% (169)	13% (72)	17% (93)	18% (102)	9% (50)	12% (66)	552
Streaming Services User	34% (306)	14% (130)	15% (135)	16% (145)	8% (73)	12% (109)	898
Netflix User	34% (297)	14% (120)	15% (127)	16% (141)	8% (70)	13% (110)	864
Disney+ User	33% (204)	15% (93)	15% (93)	17% (103)	7% (45)	13% (80)	617
Heterosexual or straight	35% (244)	13% (92)	16% (114)	17% (121)	7% (50)	12% (82)	702
Bisexual	28% (40)	17% (24)	15% (21)	13% (18)	13% (19)	13% (19)	141
Something else	38% (21)	16% (9)	9% (5)	20% (11)	9% (5)	8% (4)	56
Yes	38% (53)	14% (20)	10% (15)	14% (19)	7% (10)	17% (24)	140
No	34% (293)	14% (121)	16% (137)	17% (144)	8% (68)	11% (98)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE1\_6:** *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*  
*In-person activities (not including time spent at work or school)*

Demographic	None	Less than 1 hour / week	About 1-3 hours / week	About 4-6 hours / week	About 7-9 hours / week	About 10 or more hours / week	Total N
GenZers	17% (172)	13% (130)	23% (233)	23% (229)	9% (92)	14% (144)	1000
Gender: Male	15% (75)	14% (71)	23% (118)	24% (120)	10% (50)	14% (72)	506
Gender: Female	20% (97)	12% (60)	23% (115)	22% (109)	8% (42)	15% (72)	494
Age: 18-34	17% (104)	14% (82)	24% (145)	21% (126)	9% (57)	16% (96)	609
GenZers: 1997-2012	17% (172)	13% (130)	23% (233)	23% (229)	9% (92)	14% (144)	1000
Ideo: Liberal (1-3)	15% (46)	14% (43)	26% (80)	22% (66)	10% (30)	13% (39)	304
Ideo: Moderate (4)	20% (47)	11% (26)	25% (57)	21% (48)	8% (19)	15% (35)	232
Ideo: Conservative (5-7)	8% (14)	13% (22)	17% (28)	34% (56)	7% (12)	20% (33)	165
Educ: < College	18% (165)	13% (122)	23% (210)	22% (200)	9% (83)	14% (129)	910
Educ: Bachelors degree	7% (5)	7% (4)	27% (18)	33% (22)	14% (9)	11% (7)	65
Ethnicity: White	17% (125)	12% (90)	23% (166)	25% (180)	9% (65)	14% (104)	731
Ethnicity: Hispanic	21% (51)	16% (38)	27% (65)	19% (47)	6% (16)	10% (25)	242
Ethnicity: Black	20% (30)	13% (19)	23% (34)	18% (26)	13% (19)	14% (21)	148
Ethnicity: Other	14% (17)	18% (21)	26% (32)	19% (23)	7% (8)	16% (20)	121
All Christian	12% (29)	12% (29)	17% (41)	29% (69)	11% (25)	18% (44)	237
All Non-Christian	17% (8)	11% (6)	28% (14)	18% (9)	15% (7)	10% (5)	50
Atheist	24% (28)	15% (17)	26% (30)	19% (22)	9% (11)	7% (8)	116
Agnostic/Nothing in particular	18% (73)	13% (51)	28% (112)	20% (81)	8% (31)	14% (57)	405
Something Else	18% (34)	14% (27)	18% (35)	25% (48)	9% (18)	16% (30)	193
Religious Non-Protestant/Catholic	23% (16)	8% (6)	26% (18)	15% (10)	13% (9)	15% (10)	68
Evangelical	9% (15)	13% (22)	14% (24)	35% (60)	13% (22)	16% (28)	172
Non-Evangelical	17% (39)	13% (31)	21% (47)	24% (54)	8% (19)	17% (38)	228
Community: Urban	18% (51)	15% (42)	22% (62)	22% (64)	10% (29)	14% (39)	288
Community: Suburban	15% (64)	15% (65)	23% (101)	22% (97)	10% (45)	14% (63)	435
Community: Rural	20% (56)	9% (24)	25% (69)	25% (68)	6% (18)	15% (42)	276
Military HH: Yes	7% (7)	16% (15)	28% (27)	26% (25)	14% (14)	9% (9)	97
Military HH: No	18% (165)	13% (115)	23% (205)	23% (204)	9% (78)	15% (136)	903

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**Table MCFE1\_6:** *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*  
*In-person activities (not including time spent at work or school)*

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
GenZers	17%	(172)	13%	(130)	23%	(233)	23%	(229)	9%	(92)	14%	(144)	1000
4-Region: Northeast	16%	(26)	18%	(29)	26%	(43)	15%	(24)	9%	(15)	16%	(27)	164
4-Region: Midwest	19%	(44)	9%	(22)	20%	(47)	26%	(61)	9%	(20)	17%	(39)	233
4-Region: South	16%	(69)	13%	(57)	23%	(101)	25%	(108)	10%	(44)	12%	(52)	432
4-Region: West	19%	(33)	13%	(22)	24%	(41)	21%	(36)	8%	(14)	15%	(26)	172
TikTok Users	14%	(92)	13%	(88)	25%	(170)	24%	(162)	10%	(65)	15%	(103)	680
Twitch Users	13%	(31)	16%	(38)	25%	(58)	20%	(46)	10%	(23)	17%	(39)	236
2022 Sports Viewers/Attendees	11%	(66)	11%	(65)	24%	(144)	26%	(153)	10%	(59)	18%	(110)	597
Monthly Moviegoers	15%	(26)	8%	(14)	19%	(31)	30%	(50)	15%	(25)	13%	(22)	168
Few Times per Year + Moviegoers	12%	(69)	11%	(62)	24%	(134)	27%	(152)	11%	(65)	15%	(88)	571
Heard Smile Campaign	14%	(58)	12%	(52)	23%	(99)	26%	(111)	9%	(39)	16%	(66)	425
Heard Minion Campaign	13%	(66)	13%	(63)	25%	(125)	27%	(134)	9%	(43)	14%	(73)	505
Listens to Podcasts	13%	(74)	14%	(75)	22%	(119)	26%	(142)	10%	(57)	15%	(84)	552
Streaming Services User	15%	(138)	13%	(118)	23%	(206)	24%	(215)	10%	(86)	15%	(135)	898
Netflix User	16%	(135)	13%	(108)	24%	(209)	24%	(205)	10%	(83)	14%	(124)	864
Disney+ User	14%	(88)	13%	(80)	23%	(145)	24%	(149)	11%	(69)	14%	(86)	617
Heterosexual or straight	16%	(114)	12%	(87)	23%	(163)	24%	(166)	9%	(64)	15%	(108)	702
Bisexual	13%	(18)	16%	(23)	27%	(39)	24%	(34)	11%	(15)	9%	(13)	141
Something else	22%	(12)	19%	(10)	20%	(11)	16%	(9)	2%	(1)	22%	(12)	56
Yes	25%	(34)	10%	(14)	16%	(22)	24%	(34)	16%	(22)	10%	(14)	140
No	16%	(137)	14%	(117)	24%	(211)	23%	(195)	8%	(70)	15%	(130)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE1\_7:** *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*

*At work*

Demographic	None	Less than 1 hour / week	About 1-3 hours / week	About 4-6 hours / week	About 7-9 hours / week	About 10 or more hours / week	Total N
GenZers	49% (490)	8% (75)	7% (70)	10% (104)	8% (78)	18% (183)	1000
Gender: Male	49% (248)	9% (45)	8% (40)	11% (57)	7% (36)	16% (80)	506
Gender: Female	49% (241)	6% (30)	6% (31)	10% (47)	8% (42)	21% (103)	494
Age: 18-34	36% (221)	8% (51)	9% (56)	12% (73)	9% (55)	25% (152)	609
GenZers: 1997-2012	49% (490)	8% (75)	7% (70)	10% (104)	8% (78)	18% (183)	1000
Ideo: Liberal (1-3)	43% (130)	6% (19)	8% (25)	12% (36)	11% (35)	19% (59)	304
Ideo: Moderate (4)	41% (96)	10% (22)	8% (19)	13% (30)	6% (14)	22% (51)	232
Ideo: Conservative (5-7)	46% (76)	8% (14)	7% (12)	13% (22)	6% (10)	19% (32)	165
Educ: < College	52% (477)	7% (66)	6% (57)	9% (86)	7% (68)	17% (156)	910
Educ: Bachelors degree	15% (10)	9% (6)	13% (8)	21% (14)	10% (7)	32% (21)	65
Ethnicity: White	48% (347)	8% (55)	7% (49)	10% (73)	8% (56)	21% (150)	731
Ethnicity: Hispanic	48% (117)	5% (13)	11% (27)	12% (28)	6% (15)	17% (42)	242
Ethnicity: Black	49% (73)	5% (8)	10% (15)	14% (21)	8% (11)	13% (20)	148
Ethnicity: Other	57% (69)	10% (12)	5% (6)	8% (10)	9% (11)	11% (13)	121
All Christian	42% (99)	6% (14)	9% (21)	15% (36)	7% (16)	22% (52)	237
All Non-Christian	36% (18)	8% (4)	13% (6)	9% (4)	16% (8)	18% (9)	50
Atheist	53% (61)	15% (17)	9% (11)	3% (4)	6% (7)	14% (17)	116
Agnostic/Nothing in particular	54% (220)	6% (25)	6% (23)	10% (42)	8% (33)	15% (63)	405
Something Else	48% (92)	8% (16)	5% (9)	10% (19)	7% (14)	22% (43)	193
Religious Non-Protestant/Catholic	40% (27)	7% (5)	9% (6)	13% (9)	15% (10)	16% (11)	68
Evangelical	41% (70)	7% (12)	8% (13)	17% (29)	7% (12)	21% (36)	172
Non-Evangelical	47% (107)	7% (16)	7% (16)	9% (21)	6% (15)	24% (54)	228
Community: Urban	46% (132)	8% (22)	6% (18)	11% (33)	11% (32)	18% (51)	288
Community: Suburban	45% (198)	7% (31)	9% (41)	11% (48)	6% (28)	21% (90)	435
Community: Rural	58% (160)	8% (23)	4% (11)	8% (23)	7% (18)	15% (41)	276
Military HH: Yes	52% (50)	8% (8)	6% (6)	10% (10)	7% (6)	17% (16)	97
Military HH: No	49% (439)	7% (67)	7% (64)	10% (94)	8% (71)	18% (167)	903

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**Table MCFE1\_7:** *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*

At work

Demographic	None	Less than 1 hour / week	About 1-3 hours / week	About 4-6 hours / week	About 7-9 hours / week	About 10 or more hours / week	Total N
GenZers	49% (490)	8% (75)	7% (70)	10% (104)	8% (78)	18% (183)	1000
4-Region: Northeast	46% (76)	8% (13)	7% (12)	11% (18)	9% (14)	19% (31)	164
4-Region: Midwest	46% (106)	6% (13)	9% (20)	10% (23)	9% (21)	21% (49)	233
4-Region: South	50% (215)	9% (37)	7% (30)	11% (47)	7% (31)	17% (72)	432
4-Region: West	54% (93)	7% (13)	5% (8)	9% (16)	6% (11)	18% (31)	172
TikTok Users	46% (314)	7% (49)	7% (45)	11% (74)	9% (59)	20% (139)	680
Twitch Users	53% (126)	8% (18)	7% (17)	8% (18)	7% (16)	17% (39)	236
2022 Sports Viewers/Attendees	40% (241)	9% (52)	8% (48)	13% (75)	9% (51)	22% (130)	597
Monthly Moviegoers	37% (63)	10% (16)	11% (18)	14% (23)	9% (15)	20% (34)	168
Few Times per Year + Moviegoers	44% (250)	8% (46)	8% (45)	13% (75)	8% (46)	19% (109)	571
Heard Smile Campaign	44% (185)	8% (36)	7% (32)	15% (63)	7% (28)	19% (81)	425
Heard Minion Campaign	47% (237)	6% (31)	9% (44)	13% (64)	9% (43)	17% (85)	505
Listens to Podcasts	40% (221)	9% (50)	8% (46)	13% (70)	10% (53)	20% (111)	552
Streaming Services User	47% (419)	8% (70)	7% (62)	11% (101)	8% (74)	19% (174)	898
Netflix User	48% (414)	8% (69)	7% (59)	10% (87)	8% (71)	19% (164)	864
Disney+ User	44% (273)	8% (46)	9% (53)	12% (72)	8% (50)	20% (124)	617
Heterosexual or straight	48% (335)	8% (58)	8% (53)	12% (83)	8% (54)	17% (118)	702
Bisexual	44% (62)	5% (8)	5% (7)	8% (12)	10% (14)	27% (38)	141
Something else	61% (34)	9% (5)	3% (2)	12% (7)	6% (3)	9% (5)	56
Yes	51% (72)	7% (10)	10% (15)	9% (13)	9% (13)	13% (18)	140
No	49% (418)	8% (66)	6% (56)	11% (91)	8% (65)	19% (165)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE2\_1NET:** Do you use any of the following social media platforms? Please select all that you use.

Twitter

Demographic	Selected		Not Selected		Total N
GenZers	47%	(471)	53%	(529)	1000
Gender: Male	54%	(272)	46%	(234)	506
Gender: Female	40%	(199)	60%	(295)	494
Age: 18-34	51%	(308)	49%	(301)	609
GenZers: 1997-2012	47%	(471)	53%	(529)	1000
Ideo: Liberal (1-3)	60%	(181)	40%	(122)	304
Ideo: Moderate (4)	53%	(124)	47%	(109)	232
Ideo: Conservative (5-7)	36%	(60)	64%	(106)	165
Educ: < College	46%	(419)	54%	(491)	910
Educ: Bachelors degree	60%	(39)	40%	(26)	65
Ethnicity: White	45%	(331)	55%	(400)	731
Ethnicity: Hispanic	55%	(132)	45%	(110)	242
Ethnicity: Black	54%	(80)	46%	(68)	148
Ethnicity: Other	49%	(59)	51%	(62)	121
All Christian	48%	(113)	52%	(124)	237
All Non-Christian	53%	(27)	47%	(23)	50
Atheist	48%	(55)	52%	(60)	116
Agnostic/Nothing in particular	49%	(199)	51%	(206)	405
Something Else	40%	(77)	60%	(115)	193
Religious Non-Protestant/Catholic	44%	(30)	56%	(38)	68
Evangelical	44%	(75)	56%	(97)	172
Non-Evangelical	46%	(105)	54%	(123)	228
Community: Urban	52%	(150)	48%	(138)	288
Community: Suburban	47%	(205)	53%	(230)	435
Community: Rural	42%	(116)	58%	(160)	276
Military HH: Yes	42%	(41)	58%	(56)	97
Military HH: No	48%	(430)	52%	(473)	903
4-Region: Northeast	54%	(89)	46%	(75)	164
4-Region: Midwest	47%	(108)	53%	(124)	233
4-Region: South	48%	(207)	52%	(225)	432
4-Region: West	39%	(67)	61%	(105)	172
TikTok Users	56%	(380)	44%	(300)	680

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**Table MCFE2\_1NET:** Do you use any of the following social media platforms? Please select all that you use.

Twitter

Demographic	Selected		Not Selected		Total N
GenZers	47%	(471)	53%	(529)	1000
Twitch Users	79%	(186)	21%	(50)	236
2022 Sports Viewers/Attendees	52%	(310)	48%	(287)	597
Monthly Moviegoers	54%	(91)	46%	(77)	168
Few Times per Year + Moviegoers	50%	(283)	50%	(288)	571
Heard Smile Campaign	50%	(211)	50%	(214)	425
Heard Minion Campaign	54%	(274)	46%	(231)	505
Listens to Podcasts	51%	(282)	49%	(271)	552
Streaming Services User	49%	(440)	51%	(458)	898
Netflix User	49%	(422)	51%	(442)	864
Disney+ User	50%	(308)	50%	(309)	617
Heterosexual or straight	46%	(323)	54%	(379)	702
Bisexual	47%	(67)	53%	(74)	141
Something else	41%	(23)	59%	(33)	56
Yes	53%	(74)	47%	(66)	140
No	46%	(398)	54%	(463)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE2\_2NET:** Do you use any of the following social media platforms? Please select all that you use.

Facebook

Demographic	Selected		Not Selected		Total N
GenZers	49%	(494)	51%	(506)	1000
Gender: Male	45%	(229)	55%	(277)	506
Gender: Female	54%	(264)	46%	(230)	494
Age: 18-34	61%	(371)	39%	(238)	609
GenZers: 1997-2012	49%	(494)	51%	(506)	1000
Ideo: Liberal (1-3)	49%	(150)	51%	(154)	304
Ideo: Moderate (4)	59%	(137)	41%	(95)	232
Ideo: Conservative (5-7)	52%	(85)	48%	(80)	165
Educ: < College	49%	(442)	51%	(468)	910
Educ: Bachelors degree	59%	(39)	41%	(27)	65
Ethnicity: White	53%	(387)	47%	(344)	731
Ethnicity: Hispanic	47%	(113)	53%	(129)	242
Ethnicity: Black	43%	(64)	57%	(84)	148
Ethnicity: Other	35%	(43)	65%	(78)	121
All Christian	47%	(112)	53%	(125)	237
All Non-Christian	46%	(23)	54%	(27)	50
Atheist	42%	(48)	58%	(67)	116
Agnostic/Nothing in particular	51%	(205)	49%	(200)	405
Something Else	55%	(105)	45%	(88)	193
Religious Non-Protestant/Catholic	41%	(28)	59%	(40)	68
Evangelical	58%	(100)	42%	(72)	172
Non-Evangelical	46%	(105)	54%	(123)	228
Community: Urban	50%	(143)	50%	(145)	288
Community: Suburban	45%	(197)	55%	(238)	435
Community: Rural	55%	(153)	45%	(124)	276
Military HH: Yes	48%	(47)	52%	(50)	97
Military HH: No	49%	(447)	51%	(457)	903
4-Region: Northeast	53%	(87)	47%	(77)	164
4-Region: Midwest	52%	(122)	48%	(111)	233
4-Region: South	53%	(227)	47%	(205)	432
4-Region: West	34%	(58)	66%	(114)	172
TikTok Users	54%	(368)	46%	(312)	680

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**Table MCFE2\_2NET:** Do you use any of the following social media platforms? Please select all that you use.

Facebook

Demographic	Selected		Not Selected		Total N
GenZers	49%	(494)	51%	(506)	1000
Twitch Users	57%	(133)	43%	(102)	236
2022 Sports Viewers/Attendees	50%	(297)	50%	(300)	597
Monthly Moviegoers	46%	(77)	54%	(91)	168
Few Times per Year + Moviegoers	51%	(289)	49%	(282)	571
Heard Smile Campaign	51%	(217)	49%	(207)	425
Heard Minion Campaign	49%	(246)	51%	(259)	505
Listens to Podcasts	51%	(284)	49%	(268)	552
Streaming Services User	51%	(459)	49%	(439)	898
Netflix User	50%	(433)	50%	(431)	864
Disney+ User	52%	(322)	48%	(295)	617
Heterosexual or straight	51%	(356)	49%	(345)	702
Bisexual	55%	(77)	45%	(64)	141
Something else	23%	(13)	77%	(43)	56
Yes	45%	(63)	55%	(77)	140
No	50%	(431)	50%	(429)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE2\_3NET:** Do you use any of the following social media platforms? Please select all that you use.

*Snapchat*

Demographic	Selected		Not Selected		Total N
GenZers	67%	(667)	33%	(333)	1000
Gender: Male	64%	(324)	36%	(182)	506
Gender: Female	70%	(344)	30%	(150)	494
Age: 18-34	66%	(403)	34%	(206)	609
GenZers: 1997-2012	67%	(667)	33%	(333)	1000
Ideo: Liberal (1-3)	62%	(188)	38%	(115)	304
Ideo: Moderate (4)	71%	(166)	29%	(67)	232
Ideo: Conservative (5-7)	71%	(117)	29%	(48)	165
Educ: < College	67%	(608)	33%	(302)	910
Educ: Bachelors degree	71%	(46)	29%	(19)	65
Ethnicity: White	70%	(508)	30%	(223)	731
Ethnicity: Hispanic	65%	(158)	35%	(84)	242
Ethnicity: Black	61%	(90)	39%	(58)	148
Ethnicity: Other	58%	(70)	42%	(51)	121
All Christian	68%	(162)	32%	(75)	237
All Non-Christian	65%	(32)	35%	(18)	50
Atheist	57%	(66)	43%	(50)	116
Agnostic/Nothing in particular	68%	(275)	32%	(130)	405
Something Else	69%	(133)	31%	(60)	193
Religious Non-Protestant/Catholic	55%	(37)	45%	(30)	68
Evangelical	72%	(124)	28%	(48)	172
Non-Evangelical	69%	(158)	31%	(70)	228
Community: Urban	66%	(191)	34%	(97)	288
Community: Suburban	64%	(280)	36%	(155)	435
Community: Rural	71%	(196)	29%	(81)	276
Military HH: Yes	73%	(70)	27%	(26)	97
Military HH: No	66%	(597)	34%	(306)	903
4-Region: Northeast	71%	(117)	29%	(48)	164
4-Region: Midwest	72%	(166)	28%	(66)	233
4-Region: South	66%	(283)	34%	(149)	432
4-Region: West	59%	(102)	41%	(70)	172
TikTok Users	80%	(544)	20%	(136)	680

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**Table MCFE2\_3NET:** Do you use any of the following social media platforms? Please select all that you use.

*Snapchat*

Demographic	Selected		Not Selected		Total N
GenZers	67%	(667)	33%	(333)	1000
Twitch Users	74%	(174)	26%	(62)	236
2022 Sports Viewers/Attendees	72%	(430)	28%	(167)	597
Monthly Moviegoers	70%	(118)	30%	(50)	168
Few Times per Year + Moviegoers	69%	(395)	31%	(175)	571
Heard Smile Campaign	74%	(314)	26%	(111)	425
Heard Minion Campaign	74%	(374)	26%	(131)	505
Listens to Podcasts	69%	(380)	31%	(172)	552
Streaming Services User	70%	(627)	30%	(271)	898
Netflix User	71%	(611)	29%	(253)	864
Disney+ User	71%	(435)	29%	(182)	617
Heterosexual or straight	69%	(487)	31%	(215)	702
Bisexual	73%	(102)	27%	(39)	141
Something else	48%	(27)	52%	(29)	56
Yes	59%	(83)	41%	(57)	140
No	68%	(585)	32%	(275)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE2\_4NET:** Do you use any of the following social media platforms? Please select all that you use.

*Instagram*

Demographic	Selected		Not Selected		Total N
GenZers	76%	(764)	24%	(236)	1000
Gender: Male	73%	(368)	27%	(138)	506
Gender: Female	80%	(396)	20%	(98)	494
Age: 18-34	79%	(481)	21%	(128)	609
GenZers: 1997-2012	76%	(764)	24%	(236)	1000
Ideo: Liberal (1-3)	82%	(248)	18%	(56)	304
Ideo: Moderate (4)	79%	(184)	21%	(49)	232
Ideo: Conservative (5-7)	75%	(123)	25%	(42)	165
Educ: < College	76%	(689)	24%	(221)	910
Educ: Bachelors degree	83%	(54)	17%	(11)	65
Ethnicity: White	75%	(551)	25%	(180)	731
Ethnicity: Hispanic	82%	(198)	18%	(44)	242
Ethnicity: Black	82%	(121)	18%	(27)	148
Ethnicity: Other	75%	(91)	25%	(30)	121
All Christian	78%	(184)	22%	(53)	237
All Non-Christian	75%	(37)	25%	(12)	50
Atheist	71%	(82)	29%	(34)	116
Agnostic/Nothing in particular	79%	(318)	21%	(87)	405
Something Else	74%	(143)	26%	(50)	193
Religious Non-Protestant/Catholic	70%	(48)	30%	(20)	68
Evangelical	79%	(135)	21%	(37)	172
Non-Evangelical	76%	(173)	24%	(55)	228
Community: Urban	77%	(223)	23%	(65)	288
Community: Suburban	77%	(335)	23%	(101)	435
Community: Rural	74%	(206)	26%	(71)	276
Military HH: Yes	73%	(71)	27%	(26)	97
Military HH: No	77%	(693)	23%	(211)	903
4-Region: Northeast	83%	(136)	17%	(29)	164
4-Region: Midwest	75%	(175)	25%	(58)	233
4-Region: South	75%	(323)	25%	(108)	432
4-Region: West	76%	(130)	24%	(42)	172
TikTok Users	87%	(591)	13%	(89)	680

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**Table MCFE2\_4NET:** Do you use any of the following social media platforms? Please select all that you use.

Instagram

Demographic	Selected		Not Selected		Total N
GenZers	76%	(764)	24%	(236)	1000
Twitch Users	84%	(198)	16%	(38)	236
2022 Sports Viewers/Attendees	81%	(486)	19%	(111)	597
Monthly Moviegoers	84%	(142)	16%	(27)	168
Few Times per Year + Moviegoers	80%	(457)	20%	(114)	571
Heard Smile Campaign	84%	(357)	16%	(68)	425
Heard Minion Campaign	79%	(400)	21%	(106)	505
Listens to Podcasts	80%	(443)	20%	(109)	552
Streaming Services User	79%	(710)	21%	(189)	898
Netflix User	79%	(680)	21%	(184)	864
Disney+ User	78%	(482)	22%	(135)	617
Heterosexual or straight	77%	(539)	23%	(163)	702
Bisexual	82%	(115)	18%	(26)	141
Something else	70%	(39)	30%	(17)	56
Yes	72%	(101)	28%	(39)	140
No	77%	(663)	23%	(198)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE2\_5NET:** Do you use any of the following social media platforms? Please select all that you use.

TikTok

Demographic	Selected		Not Selected		Total N
GenZers	68%	(680)	32%	(320)	1000
Gender: Male	62%	(312)	38%	(194)	506
Gender: Female	75%	(368)	25%	(126)	494
Age: 18-34	66%	(405)	34%	(204)	609
GenZers: 1997-2012	68%	(680)	32%	(320)	1000
Ideo: Liberal (1-3)	72%	(220)	28%	(84)	304
Ideo: Moderate (4)	67%	(155)	33%	(78)	232
Ideo: Conservative (5-7)	57%	(94)	43%	(72)	165
Educ: < College	69%	(623)	31%	(286)	910
Educ: Bachelors degree	61%	(40)	39%	(25)	65
Ethnicity: White	67%	(492)	33%	(239)	731
Ethnicity: Hispanic	74%	(179)	26%	(63)	242
Ethnicity: Black	71%	(105)	29%	(43)	148
Ethnicity: Other	68%	(83)	32%	(38)	121
All Christian	58%	(138)	42%	(99)	237
All Non-Christian	72%	(36)	28%	(14)	50
Atheist	65%	(75)	35%	(40)	116
Agnostic/Nothing in particular	72%	(292)	28%	(112)	405
Something Else	72%	(138)	28%	(54)	193
Religious Non-Protestant/Catholic	60%	(41)	40%	(27)	68
Evangelical	64%	(110)	36%	(61)	172
Non-Evangelical	68%	(155)	32%	(73)	228
Community: Urban	69%	(199)	31%	(89)	288
Community: Suburban	66%	(289)	34%	(147)	435
Community: Rural	70%	(193)	30%	(84)	276
Military HH: Yes	66%	(64)	34%	(33)	97
Military HH: No	68%	(616)	32%	(287)	903
4-Region: Northeast	72%	(119)	28%	(46)	164
4-Region: Midwest	69%	(160)	31%	(73)	233
4-Region: South	67%	(289)	33%	(143)	432
4-Region: West	66%	(113)	34%	(59)	172
TikTok Users	100%	(680)	—	(0)	680

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**Table MCFE2\_5NET:** Do you use any of the following social media platforms? Please select all that you use.

TikTok

Demographic	Selected		Not Selected		Total N
GenZers	68%	(680)	32%	(320)	1000
Twitch Users	82%	(192)	18%	(43)	236
2022 Sports Viewers/Attendees	68%	(404)	32%	(193)	597
Monthly Moviegoers	76%	(128)	24%	(40)	168
Few Times per Year + Moviegoers	72%	(411)	28%	(159)	571
Heard Smile Campaign	75%	(318)	25%	(106)	425
Heard Minion Campaign	74%	(376)	26%	(130)	505
Listens to Podcasts	71%	(393)	29%	(159)	552
Streaming Services User	70%	(632)	30%	(267)	898
Netflix User	72%	(618)	28%	(246)	864
Disney+ User	74%	(457)	26%	(160)	617
Heterosexual or straight	66%	(465)	34%	(237)	702
Bisexual	76%	(107)	24%	(34)	141
Something else	65%	(36)	35%	(20)	56
Yes	65%	(91)	35%	(49)	140
No	68%	(589)	32%	(271)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE2\_6NET:** Do you use any of the following social media platforms? Please select all that you use.  
*Reddit*

Demographic	Selected		Not Selected		Total N
GenZers	30%	(304)	70%	(696)	1000
Gender: Male	40%	(200)	60%	(306)	506
Gender: Female	21%	(103)	79%	(391)	494
Age: 18-34	31%	(191)	69%	(418)	609
GenZers: 1997-2012	30%	(304)	70%	(696)	1000
Ideo: Liberal (1-3)	43%	(131)	57%	(173)	304
Ideo: Moderate (4)	32%	(75)	68%	(158)	232
Ideo: Conservative (5-7)	18%	(30)	82%	(135)	165
Educ: < College	30%	(276)	70%	(634)	910
Educ: Bachelors degree	36%	(23)	64%	(42)	65
Ethnicity: White	31%	(226)	69%	(505)	731
Ethnicity: Hispanic	33%	(80)	67%	(162)	242
Ethnicity: Black	30%	(45)	70%	(103)	148
Ethnicity: Other	28%	(33)	72%	(88)	121
All Christian	29%	(68)	71%	(169)	237
All Non-Christian	37%	(18)	63%	(31)	50
Atheist	39%	(45)	61%	(70)	116
Agnostic/Nothing in particular	33%	(132)	67%	(273)	405
Something Else	21%	(40)	79%	(153)	193
Religious Non-Protestant/Catholic	30%	(20)	70%	(48)	68
Evangelical	24%	(42)	76%	(130)	172
Non-Evangelical	26%	(59)	74%	(169)	228
Community: Urban	25%	(73)	75%	(215)	288
Community: Suburban	35%	(154)	65%	(281)	435
Community: Rural	28%	(77)	72%	(200)	276
Military HH: Yes	33%	(32)	67%	(65)	97
Military HH: No	30%	(272)	70%	(631)	903
4-Region: Northeast	31%	(51)	69%	(113)	164
4-Region: Midwest	33%	(77)	67%	(155)	233
4-Region: South	29%	(123)	71%	(308)	432
4-Region: West	30%	(51)	70%	(120)	172
TikTok Users	33%	(222)	67%	(458)	680

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**Table MCFE2\_6NET:** Do you use any of the following social media platforms? Please select all that you use.

Reddit

Demographic	Selected		Not Selected		Total N
GenZers	30%	(304)	70%	(696)	1000
Twitch Users	59%	(139)	41%	(97)	236
2022 Sports Viewers/Attendees	34%	(204)	66%	(394)	597
Monthly Moviegoers	30%	(50)	70%	(118)	168
Few Times per Year + Moviegoers	31%	(177)	69%	(393)	571
Heard Smile Campaign	30%	(129)	70%	(296)	425
Heard Minion Campaign	34%	(171)	66%	(335)	505
Listens to Podcasts	34%	(189)	66%	(364)	552
Streaming Services User	32%	(284)	68%	(614)	898
Netflix User	30%	(263)	70%	(601)	864
Disney+ User	30%	(188)	70%	(430)	617
Heterosexual or straight	27%	(189)	73%	(513)	702
Bisexual	34%	(48)	66%	(93)	141
Something else	24%	(13)	76%	(43)	56
Yes	36%	(50)	64%	(90)	140
No	29%	(253)	71%	(607)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE2\_7NET:** Do you use any of the following social media platforms? Please select all that you use.

*YouTube*

Demographic	Selected		Not Selected		Total N
GenZers	88%	(884)	12%	(116)	1000
Gender: Male	93%	(471)	7%	(35)	506
Gender: Female	84%	(413)	16%	(81)	494
Age: 18-34	87%	(530)	13%	(79)	609
GenZers: 1997-2012	88%	(884)	12%	(116)	1000
Ideo: Liberal (1-3)	94%	(285)	6%	(19)	304
Ideo: Moderate (4)	88%	(203)	12%	(29)	232
Ideo: Conservative (5-7)	84%	(138)	16%	(27)	165
Educ: < College	89%	(807)	11%	(103)	910
Educ: Bachelors degree	84%	(55)	16%	(10)	65
Ethnicity: White	88%	(642)	12%	(89)	731
Ethnicity: Hispanic	86%	(209)	14%	(33)	242
Ethnicity: Black	90%	(133)	10%	(15)	148
Ethnicity: Other	90%	(109)	10%	(12)	121
All Christian	87%	(206)	13%	(31)	237
All Non-Christian	87%	(43)	13%	(6)	50
Atheist	92%	(107)	8%	(9)	116
Agnostic/Nothing in particular	91%	(368)	9%	(37)	405
Something Else	83%	(160)	17%	(33)	193
Religious Non-Protestant/Catholic	86%	(59)	14%	(9)	68
Evangelical	91%	(157)	9%	(15)	172
Non-Evangelical	80%	(182)	20%	(46)	228
Community: Urban	89%	(257)	11%	(31)	288
Community: Suburban	89%	(389)	11%	(47)	435
Community: Rural	86%	(238)	14%	(38)	276
Military HH: Yes	93%	(90)	7%	(6)	97
Military HH: No	88%	(794)	12%	(109)	903
4-Region: Northeast	90%	(148)	10%	(16)	164
4-Region: Midwest	89%	(206)	11%	(27)	233
4-Region: South	87%	(376)	13%	(56)	432
4-Region: West	90%	(154)	10%	(18)	172
TikTok Users	90%	(615)	10%	(65)	680

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**Table MCFE2\_7NET:** Do you use any of the following social media platforms? Please select all that you use.

YouTube

Demographic	Selected		Not Selected		Total N
GenZers	88%	(884)	12%	(116)	1000
Twitch Users	98%	(232)	2%	(4)	236
2022 Sports Viewers/Attendees	90%	(538)	10%	(60)	597
Monthly Moviegoers	85%	(143)	15%	(25)	168
Few Times per Year + Moviegoers	90%	(513)	10%	(58)	571
Heard Smile Campaign	87%	(369)	13%	(56)	425
Heard Minion Campaign	90%	(455)	10%	(51)	505
Listens to Podcasts	91%	(501)	9%	(52)	552
Streaming Services User	89%	(803)	11%	(95)	898
Netflix User	89%	(765)	11%	(99)	864
Disney+ User	88%	(545)	12%	(72)	617
Heterosexual or straight	87%	(613)	13%	(89)	702
Bisexual	89%	(125)	11%	(16)	141
Something else	90%	(51)	10%	(5)	56
Yes	92%	(128)	8%	(11)	140
No	88%	(756)	12%	(104)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE2\_8NET:** Do you use any of the following social media platforms? Please select all that you use.

*Twitch*

Demographic	Selected		Not Selected		Total N
GenZers	24%	(236)	76%	(764)	1000
Gender: Male	30%	(151)	70%	(355)	506
Gender: Female	17%	(84)	83%	(410)	494
Age: 18-34	23%	(142)	77%	(467)	609
GenZers: 1997-2012	24%	(236)	76%	(764)	1000
Ideo: Liberal (1-3)	29%	(87)	71%	(217)	304
Ideo: Moderate (4)	22%	(52)	78%	(181)	232
Ideo: Conservative (5-7)	17%	(27)	83%	(138)	165
Educ: < College	24%	(222)	76%	(688)	910
Educ: Bachelors degree	20%	(13)	80%	(52)	65
Ethnicity: White	22%	(160)	78%	(571)	731
Ethnicity: Hispanic	25%	(61)	75%	(181)	242
Ethnicity: Black	28%	(41)	72%	(107)	148
Ethnicity: Other	29%	(35)	71%	(86)	121
All Christian	19%	(45)	81%	(192)	237
All Non-Christian	34%	(17)	66%	(33)	50
Atheist	29%	(34)	71%	(82)	116
Agnostic/Nothing in particular	27%	(108)	73%	(297)	405
Something Else	17%	(32)	83%	(161)	193
Religious Non-Protestant/Catholic	25%	(17)	75%	(51)	68
Evangelical	16%	(27)	84%	(144)	172
Non-Evangelical	20%	(46)	80%	(182)	228
Community: Urban	21%	(61)	79%	(227)	288
Community: Suburban	27%	(119)	73%	(316)	435
Community: Rural	20%	(56)	80%	(221)	276
Military HH: Yes	33%	(32)	67%	(65)	97
Military HH: No	23%	(204)	77%	(699)	903
4-Region: Northeast	30%	(49)	70%	(115)	164
4-Region: Midwest	28%	(65)	72%	(167)	233
4-Region: South	19%	(82)	81%	(350)	432
4-Region: West	23%	(40)	77%	(132)	172
TikTok Users	28%	(192)	72%	(488)	680

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**Table MCFE2\_8NET:** Do you use any of the following social media platforms? Please select all that you use.

*Twitch*

Demographic	Selected		Not Selected		Total N
GenZers	24%	(236)	76%	(764)	1000
Twitch Users	100%	(236)	—	(0)	236
2022 Sports Viewers/Attendees	27%	(163)	73%	(434)	597
Monthly Moviegoers	26%	(44)	74%	(124)	168
Few Times per Year + Moviegoers	26%	(146)	74%	(425)	571
Heard Smile Campaign	24%	(103)	76%	(321)	425
Heard Minion Campaign	27%	(135)	73%	(370)	505
Listens to Podcasts	29%	(160)	71%	(392)	552
Streaming Services User	25%	(222)	75%	(677)	898
Netflix User	25%	(214)	75%	(650)	864
Disney+ User	25%	(156)	75%	(461)	617
Heterosexual or straight	23%	(161)	77%	(541)	702
Bisexual	25%	(36)	75%	(105)	141
Something else	27%	(15)	73%	(41)	56
Yes	27%	(38)	73%	(102)	140
No	23%	(198)	77%	(663)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE2\_9NET:** Do you use any of the following social media platforms? Please select all that you use.

Discord

Demographic	Selected		Not Selected		Total N
GenZers	35%	(346)	65%	(654)	1000
Gender: Male	45%	(227)	55%	(279)	506
Gender: Female	24%	(119)	76%	(375)	494
Age: 18-34	32%	(197)	68%	(412)	609
GenZers: 1997-2012	35%	(346)	65%	(654)	1000
Ideo: Liberal (1-3)	38%	(116)	62%	(188)	304
Ideo: Moderate (4)	33%	(77)	67%	(156)	232
Ideo: Conservative (5-7)	31%	(51)	69%	(114)	165
Educ: < College	35%	(321)	65%	(588)	910
Educ: Bachelors degree	30%	(20)	70%	(46)	65
Ethnicity: White	34%	(249)	66%	(482)	731
Ethnicity: Hispanic	36%	(87)	64%	(155)	242
Ethnicity: Black	30%	(44)	70%	(104)	148
Ethnicity: Other	44%	(53)	56%	(68)	121
All Christian	32%	(76)	68%	(162)	237
All Non-Christian	43%	(21)	57%	(28)	50
Atheist	39%	(46)	61%	(70)	116
Agnostic/Nothing in particular	39%	(159)	61%	(246)	405
Something Else	23%	(45)	77%	(148)	193
Religious Non-Protestant/Catholic	40%	(27)	60%	(41)	68
Evangelical	22%	(38)	78%	(133)	172
Non-Evangelical	32%	(72)	68%	(156)	228
Community: Urban	29%	(83)	71%	(205)	288
Community: Suburban	39%	(170)	61%	(266)	435
Community: Rural	34%	(94)	66%	(183)	276
Military HH: Yes	42%	(40)	58%	(57)	97
Military HH: No	34%	(306)	66%	(597)	903
4-Region: Northeast	39%	(64)	61%	(100)	164
4-Region: Midwest	33%	(77)	67%	(155)	233
4-Region: South	33%	(142)	67%	(289)	432
4-Region: West	37%	(63)	63%	(109)	172
TikTok Users	38%	(259)	62%	(421)	680

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**Table MCFE2\_9NET:** Do you use any of the following social media platforms? Please select all that you use.

Discord

Demographic	Selected		Not Selected		Total N
GenZers	35%	(346)	65%	(654)	1000
Twitch Users	71%	(168)	29%	(67)	236
2022 Sports Viewers/Attendees	34%	(201)	66%	(396)	597
Monthly Moviegoers	32%	(54)	68%	(114)	168
Few Times per Year + Moviegoers	34%	(196)	66%	(375)	571
Heard Smile Campaign	31%	(131)	69%	(294)	425
Heard Minion Campaign	38%	(191)	62%	(314)	505
Listens to Podcasts	36%	(198)	64%	(354)	552
Streaming Services User	35%	(315)	65%	(583)	898
Netflix User	35%	(305)	65%	(559)	864
Disney+ User	35%	(216)	65%	(401)	617
Heterosexual or straight	31%	(217)	69%	(485)	702
Bisexual	46%	(65)	54%	(76)	141
Something else	30%	(17)	70%	(39)	56
Yes	46%	(64)	54%	(76)	140
No	33%	(282)	67%	(578)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE2\_10NET:** Do you use any of the following social media platforms? Please select all that you use.  
*BeReal*

Demographic	Selected		Not Selected		Total N
GenZers	15%	(154)	85%	(846)	1000
Gender: Male	10%	(49)	90%	(457)	506
Gender: Female	21%	(104)	79%	(390)	494
Age: 18-34	11%	(67)	89%	(542)	609
GenZers: 1997-2012	15%	(154)	85%	(846)	1000
Ideo: Liberal (1-3)	19%	(59)	81%	(245)	304
Ideo: Moderate (4)	8%	(19)	92%	(214)	232
Ideo: Conservative (5-7)	17%	(29)	83%	(137)	165
Educ: < College	15%	(139)	85%	(770)	910
Educ: Bachelors degree	16%	(11)	84%	(54)	65
Ethnicity: White	18%	(132)	82%	(599)	731
Ethnicity: Hispanic	9%	(23)	91%	(219)	242
Ethnicity: Black	6%	(10)	94%	(138)	148
Ethnicity: Other	10%	(12)	90%	(109)	121
All Christian	21%	(51)	79%	(186)	237
All Non-Christian	11%	(6)	89%	(44)	50
Atheist	12%	(14)	88%	(102)	116
Agnostic/Nothing in particular	11%	(44)	89%	(361)	405
Something Else	20%	(39)	80%	(153)	193
Religious Non-Protestant/Catholic	11%	(7)	89%	(61)	68
Evangelical	24%	(41)	76%	(131)	172
Non-Evangelical	20%	(46)	80%	(182)	228
Community: Urban	16%	(47)	84%	(241)	288
Community: Suburban	14%	(62)	86%	(373)	435
Community: Rural	16%	(44)	84%	(232)	276
Military HH: Yes	20%	(19)	80%	(78)	97
Military HH: No	15%	(135)	85%	(769)	903
4-Region: Northeast	17%	(28)	83%	(136)	164
4-Region: Midwest	17%	(39)	83%	(193)	233
4-Region: South	13%	(57)	87%	(374)	432
4-Region: West	17%	(29)	83%	(143)	172
TikTok Users	20%	(135)	80%	(545)	680

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**Table MCFE2\_10NET:** Do you use any of the following social media platforms? Please select all that you use.

BeReal

Demographic	Selected		Not Selected		Total N
GenZers	15%	(154)	85%	(846)	1000
Twitch Users	18%	(43)	82%	(193)	236
2022 Sports Viewers/Attendees	20%	(122)	80%	(475)	597
Monthly Moviegoers	24%	(40)	76%	(128)	168
Few Times per Year + Moviegoers	20%	(117)	80%	(454)	571
Heard Smile Campaign	21%	(90)	79%	(335)	425
Heard Minion Campaign	18%	(90)	82%	(415)	505
Listens to Podcasts	19%	(102)	81%	(450)	552
Streaming Services User	17%	(151)	83%	(747)	898
Netflix User	17%	(147)	83%	(717)	864
Disney+ User	18%	(113)	82%	(504)	617
Heterosexual or straight	15%	(103)	85%	(598)	702
Bisexual	15%	(21)	85%	(120)	141
Something else	22%	(12)	78%	(44)	56
Yes	18%	(25)	82%	(115)	140
No	15%	(129)	85%	(732)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE2\_11NET:** Do you use any of the following social media platforms? Please select all that you use.  
None of the above

Demographic	Selected		Not Selected		Total N
GenZers	1%	(11)	99%	(989)	1000
Gender: Male	1%	(3)	99%	(503)	506
Gender: Female	2%	(9)	98%	(485)	494
Age: 18-34	1%	(5)	99%	(604)	609
GenZers: 1997-2012	1%	(11)	99%	(989)	1000
Ideo: Liberal (1-3)	—	(0)	100%	(304)	304
Ideo: Moderate (4)	1%	(2)	99%	(230)	232
Ideo: Conservative (5-7)	—	(0)	100%	(165)	165
Educ: < College	1%	(11)	99%	(898)	910
Educ: Bachelors degree	—	(0)	100%	(65)	65
Ethnicity: White	1%	(8)	99%	(723)	731
Ethnicity: Hispanic	1%	(3)	99%	(239)	242
Ethnicity: Black	1%	(2)	99%	(146)	148
Ethnicity: Other	2%	(2)	98%	(119)	121
All Christian	—	(0)	100%	(237)	237
All Non-Christian	3%	(1)	97%	(48)	50
Atheist	—	(0)	100%	(115)	116
Agnostic/Nothing in particular	—	(2)	100%	(403)	405
Something Else	4%	(8)	96%	(185)	193
Religious Non-Protestant/Catholic	2%	(1)	98%	(67)	68
Evangelical	1%	(1)	99%	(170)	172
Non-Evangelical	3%	(7)	97%	(222)	228
Community: Urban	2%	(7)	98%	(281)	288
Community: Suburban	1%	(4)	99%	(431)	435
Community: Rural	—	(0)	100%	(276)	276
Military HH: Yes	1%	(1)	99%	(95)	97
Military HH: No	1%	(10)	99%	(893)	903
4-Region: Northeast	2%	(3)	98%	(161)	164
4-Region: Midwest	—	(0)	100%	(232)	233
4-Region: South	2%	(7)	98%	(424)	432
4-Region: West	—	(0)	100%	(171)	172
TikTok Users	—	(0)	100%	(680)	680

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**Table MCFE2\_11NET:** Do you use any of the following social media platforms? Please select all that you use.  
None of the above

Demographic	Selected		Not Selected		Total N
GenZers	1%	(11)	99%	(989)	1000
Twitch Users	—	(0)	100%	(236)	236
2022 Sports Viewers/Attendees	—	(0)	100%	(597)	597
Monthly Moviegoers	4%	(7)	96%	(162)	168
Few Times per Year + Moviegoers	1%	(7)	99%	(564)	571
Heard Smile Campaign	2%	(7)	98%	(418)	425
Heard Minion Campaign	1%	(3)	99%	(503)	505
Listens to Podcasts	—	(2)	100%	(551)	552
Streaming Services User	—	(2)	100%	(897)	898
Netflix User	1%	(6)	99%	(858)	864
Disney+ User	—	(2)	100%	(615)	617
Heterosexual or straight	2%	(11)	98%	(690)	702
Bisexual	—	(0)	100%	(141)	141
Something else	—	(0)	100%	(56)	56
Yes	—	(0)	100%	(140)	140
No	1%	(11)	99%	(849)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE3\_1:** *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*  
*Twitter*

Demographic	Yes	No	Total N
GenZers	49% (232)	51% (239)	471
Gender: Male	52% (141)	48% (131)	272
Gender: Female	46% (91)	54% (108)	199
Age: 18-34	55% (168)	45% (139)	308
GenZers: 1997-2012	49% (232)	51% (239)	471
Ideo: Liberal (1-3)	59% (108)	41% (74)	181
Ideo: Moderate (4)	47% (57)	53% (66)	124
Ideo: Conservative (5-7)	43% (26)	57% (34)	60
Educ: < College	48% (202)	52% (217)	419
Ethnicity: White	49% (162)	51% (170)	331
Ethnicity: Hispanic	51% (67)	49% (65)	132
Ethnicity: Black	56% (45)	44% (35)	80
Ethnicity: Other	44% (26)	56% (33)	59
All Christian	45% (51)	55% (62)	113
Atheist	57% (31)	43% (24)	55
Agnostic/Nothing in particular	47% (93)	53% (106)	199
Something Else	51% (39)	49% (38)	77
Evangelical	54% (41)	46% (34)	75
Non-Evangelical	40% (42)	60% (62)	105
Community: Urban	52% (78)	48% (72)	150
Community: Suburban	50% (102)	50% (103)	205
Community: Rural	45% (53)	55% (63)	116
Military HH: No	49% (212)	51% (218)	430
4-Region: Northeast	49% (43)	51% (46)	89
4-Region: Midwest	47% (51)	53% (57)	108
4-Region: South	53% (110)	47% (97)	207
4-Region: West	42% (28)	58% (39)	67
TikTok Users	51% (193)	49% (187)	380
Twitch Users	56% (105)	44% (81)	186
2022 Sports Viewers/Attendees	50% (156)	50% (154)	310
Monthly Moviegoers	59% (53)	41% (38)	91
Few Times per Year + Moviegoers	50% (142)	50% (140)	283

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**Table MCFE3\_1:** In the past year, have you shared something positive about a brand you liked on the following platform(s)?

Twitter

Demographic	Yes		No		Total N
GenZers	49%	(232)	51%	(239)	471
Heard Smile Campaign	61%	(129)	39%	(82)	211
Heard Minion Campaign	50%	(138)	50%	(136)	274
Listens to Podcasts	57%	(161)	43%	(121)	282
Streaming Services User	49%	(217)	51%	(223)	440
Netflix User	50%	(210)	50%	(212)	422
Disney+ User	51%	(157)	49%	(150)	308
Heterosexual or straight	49%	(157)	51%	(166)	323
Bisexual	52%	(34)	48%	(32)	67
Yes	61%	(45)	39%	(28)	74
No	47%	(187)	53%	(210)	398

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE3\_2:** *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*  
*Facebook*

Demographic	Yes	No	Total N
GenZers	49% (242)	51% (251)	494
Gender: Male	51% (117)	49% (112)	229
Gender: Female	47% (125)	53% (139)	264
Age: 18-34	56% (207)	44% (164)	371
GenZers: 1997-2012	49% (242)	51% (251)	494
Ideo: Liberal (1-3)	47% (71)	53% (79)	150
Ideo: Moderate (4)	56% (77)	44% (60)	137
Ideo: Conservative (5-7)	49% (42)	51% (43)	85
Educ: < College	49% (217)	51% (225)	442
Ethnicity: White	48% (185)	52% (201)	387
Ethnicity: Hispanic	50% (56)	50% (57)	113
Ethnicity: Black	63% (40)	37% (24)	64
All Christian	50% (56)	50% (56)	112
Agnostic/Nothing in particular	50% (103)	50% (102)	205
Something Else	48% (51)	52% (54)	105
Evangelical	54% (54)	46% (46)	100
Non-Evangelical	45% (47)	55% (58)	105
Community: Urban	57% (82)	43% (61)	143
Community: Suburban	43% (85)	57% (112)	197
Community: Rural	49% (75)	51% (78)	153
Military HH: No	50% (224)	50% (222)	447
4-Region: Northeast	56% (49)	44% (38)	87
4-Region: Midwest	41% (50)	59% (72)	122
4-Region: South	52% (118)	48% (109)	227
4-Region: West	43% (25)	57% (33)	58
TikTok Users	50% (182)	50% (186)	368
Twitch Users	43% (57)	57% (77)	133
2022 Sports Viewers/Attendees	51% (151)	49% (146)	297
Monthly Moviegoers	60% (46)	40% (31)	77
Few Times per Year + Moviegoers	54% (157)	46% (133)	289
Heard Smile Campaign	59% (129)	41% (89)	217
Heard Minion Campaign	56% (138)	44% (108)	246

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**Table MCFE3\_2:** *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*

Facebook

Demographic	Yes		No		Total N
GenZers	49%	(242)	51%	(251)	494
Listens to Podcasts	50%	(142)	50%	(142)	284
Streaming Services User	49%	(227)	51%	(232)	459
Netflix User	49%	(212)	51%	(220)	433
Disney+ User	51%	(165)	49%	(157)	322
Heterosexual or straight	52%	(185)	48%	(171)	356
Bisexual	44%	(34)	56%	(43)	77
Yes	43%	(27)	57%	(35)	63
No	50%	(215)	50%	(216)	431

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE3\_3:** *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*  
*Snapshot*

Demographic	Yes	No	Total N
GenZers	61% (407)	39% (261)	667
Gender: Male	61% (197)	39% (126)	324
Gender: Female	61% (209)	39% (134)	344
Age: 18-34	62% (249)	38% (153)	403
GenZers: 1997-2012	61% (407)	39% (261)	667
Ideo: Liberal (1-3)	58% (109)	42% (80)	188
Ideo: Moderate (4)	68% (113)	32% (53)	166
Ideo: Conservative (5-7)	60% (70)	40% (47)	117
Educ: < College	61% (373)	39% (235)	608
Ethnicity: White	61% (308)	39% (200)	508
Ethnicity: Hispanic	60% (94)	40% (64)	158
Ethnicity: Black	62% (56)	38% (34)	90
Ethnicity: Other	62% (43)	38% (26)	70
All Christian	62% (100)	38% (62)	162
Atheist	56% (37)	44% (29)	66
Agnostic/Nothing in particular	60% (165)	40% (110)	275
Something Else	62% (82)	38% (51)	133
Evangelical	71% (88)	29% (35)	124
Non-Evangelical	55% (87)	45% (72)	158
Community: Urban	66% (126)	34% (65)	191
Community: Suburban	57% (161)	43% (119)	280
Community: Rural	61% (120)	39% (76)	196
Military HH: Yes	73% (51)	27% (19)	70
Military HH: No	60% (356)	40% (241)	597
4-Region: Northeast	64% (75)	36% (42)	117
4-Region: Midwest	63% (104)	37% (62)	166
4-Region: South	60% (169)	40% (114)	283
4-Region: West	58% (59)	42% (43)	102
TikTok Users	62% (339)	38% (205)	544
Twitch Users	66% (115)	34% (59)	174
2022 Sports Viewers/Attendees	63% (272)	37% (158)	430
Monthly Moviegoers	74% (88)	26% (31)	118

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**Table MCFE3\_3:** *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*  
Snapchat

Demographic	Yes		No		Total N
GenZers	61%	(407)	39%	(261)	667
Few Times per Year + Moviegoers	64%	(254)	36%	(141)	395
Heard Smile Campaign	73%	(229)	27%	(85)	314
Heard Minion Campaign	65%	(242)	35%	(133)	374
Listens to Podcasts	66%	(252)	34%	(128)	380
Streaming Services User	61%	(381)	39%	(246)	627
Netflix User	61%	(375)	39%	(236)	611
Disney+ User	63%	(276)	37%	(159)	435
Heterosexual or straight	63%	(306)	37%	(181)	487
Bisexual	61%	(63)	39%	(40)	102
Yes	60%	(50)	40%	(33)	83
No	61%	(357)	39%	(228)	585

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE3\_4:** *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*  
*Instagram*

Demographic	Yes		No		Total N
GenZers	61%	(467)	39%	(297)	764
Gender: Male	64%	(236)	36%	(132)	368
Gender: Female	58%	(231)	42%	(165)	396
Age: 18-34	64%	(309)	36%	(172)	481
GenZers: 1997-2012	61%	(467)	39%	(297)	764
Ideo: Liberal (1-3)	63%	(157)	37%	(91)	248
Ideo: Moderate (4)	65%	(120)	35%	(64)	184
Ideo: Conservative (5-7)	59%	(72)	41%	(51)	123
Educ: < College	60%	(416)	40%	(273)	689
Educ: Bachelors degree	69%	(37)	31%	(17)	54
Ethnicity: White	60%	(330)	40%	(221)	551
Ethnicity: Hispanic	62%	(123)	38%	(75)	198
Ethnicity: Black	71%	(86)	29%	(35)	121
Ethnicity: Other	55%	(50)	45%	(41)	91
All Christian	61%	(112)	39%	(72)	184
Atheist	64%	(52)	36%	(29)	82
Agnostic/Nothing in particular	59%	(188)	41%	(130)	318
Something Else	63%	(90)	37%	(53)	143
Evangelical	67%	(90)	33%	(45)	135
Non-Evangelical	59%	(101)	41%	(72)	173
Community: Urban	65%	(145)	35%	(78)	223
Community: Suburban	59%	(196)	41%	(139)	335
Community: Rural	61%	(125)	39%	(81)	206
Military HH: Yes	66%	(47)	34%	(24)	71
Military HH: No	61%	(420)	39%	(273)	693
4-Region: Northeast	62%	(84)	38%	(51)	136
4-Region: Midwest	59%	(103)	41%	(72)	175
4-Region: South	63%	(204)	37%	(119)	323
4-Region: West	58%	(76)	42%	(54)	130
TikTok Users	62%	(368)	38%	(224)	591
Twitch Users	63%	(125)	37%	(73)	198
2022 Sports Viewers/Attendees	63%	(307)	37%	(179)	486

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**Table MCFE3\_4:** *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*  
*Instagram*

Demographic	Yes		No		Total N
GenZers	61%	(467)	39%	(297)	764
Monthly Moviegoers	69%	(97)	31%	(44)	142
Few Times per Year + Moviegoers	63%	(287)	37%	(169)	457
Heard Smile Campaign	69%	(248)	31%	(109)	357
Heard Minion Campaign	71%	(284)	29%	(116)	400
Listens to Podcasts	65%	(289)	35%	(154)	443
Streaming Services User	62%	(437)	38%	(273)	710
Netflix User	62%	(424)	38%	(256)	680
Disney+ User	65%	(314)	35%	(167)	482
Heterosexual or straight	62%	(335)	38%	(204)	539
Bisexual	62%	(71)	38%	(44)	115
Yes	65%	(65)	35%	(36)	101
No	61%	(402)	39%	(261)	663

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE3\_5:** *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*  
*TikTok*

Demographic	Yes	No	Total N
GenZers	59% (404)	41% (276)	680
Gender: Male	58% (182)	42% (130)	312
Gender: Female	60% (222)	40% (146)	368
Age: 18-34	59% (241)	41% (164)	405
GenZers: 1997-2012	59% (404)	41% (276)	680
Ideo: Liberal (1-3)	63% (138)	37% (82)	220
Ideo: Moderate (4)	58% (89)	42% (66)	155
Ideo: Conservative (5-7)	59% (55)	41% (38)	94
Educ: < College	59% (366)	41% (258)	623
Ethnicity: White	58% (287)	42% (205)	492
Ethnicity: Hispanic	57% (103)	43% (76)	179
Ethnicity: Black	68% (72)	32% (33)	105
Ethnicity: Other	54% (45)	46% (38)	83
All Christian	59% (82)	41% (56)	138
Atheist	57% (43)	43% (32)	75
Agnostic/Nothing in particular	57% (165)	43% (127)	292
Something Else	65% (91)	35% (48)	138
Evangelical	75% (83)	25% (27)	110
Non-Evangelical	53% (82)	47% (73)	155
Community: Urban	65% (129)	35% (69)	199
Community: Suburban	57% (165)	43% (123)	289
Community: Rural	57% (110)	43% (83)	193
Military HH: Yes	63% (40)	37% (24)	64
Military HH: No	59% (364)	41% (252)	616
4-Region: Northeast	61% (73)	39% (46)	119
4-Region: Midwest	56% (89)	44% (71)	160
4-Region: South	63% (181)	37% (108)	289
4-Region: West	55% (62)	45% (51)	113
TikTok Users	59% (404)	41% (276)	680
Twitch Users	64% (124)	36% (69)	192
2022 Sports Viewers/Attendees	61% (248)	39% (156)	404
Monthly Moviegoers	73% (94)	27% (34)	128

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**Table MCFE3\_5:** *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*  
*TikTok*

Demographic	Yes	No	Total N
GenZers	59% (404)	41% (276)	680
Few Times per Year + Moviegoers	62% (255)	38% (156)	411
Heard Smile Campaign	70% (222)	30% (97)	318
Heard Minion Campaign	63% (237)	37% (138)	376
Listens to Podcasts	67% (262)	33% (131)	393
Streaming Services User	60% (377)	40% (255)	632
Netflix User	61% (374)	39% (244)	618
Disney+ User	63% (288)	37% (170)	457
Heterosexual or straight	59% (275)	41% (189)	465
Bisexual	62% (67)	38% (41)	107
Yes	68% (62)	32% (29)	91
No	58% (343)	42% (246)	589

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE3\_6:** *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*  
*Reddit*

Demographic	Yes		No		Total N
GenZers	47%	(143)	53%	(161)	304
Gender: Male	47%	(93)	53%	(107)	200
Gender: Female	48%	(49)	52%	(54)	103
Age: 18-34	50%	(96)	50%	(95)	191
GenZers: 1997-2012	47%	(143)	53%	(161)	304
Ideo: Liberal (1-3)	45%	(59)	55%	(72)	131
Ideo: Moderate (4)	46%	(34)	54%	(40)	75
Educ: < College	48%	(132)	52%	(143)	276
Ethnicity: White	47%	(105)	53%	(120)	226
Ethnicity: Hispanic	46%	(37)	54%	(43)	80
All Christian	57%	(39)	43%	(29)	68
Agnostic/Nothing in particular	42%	(56)	58%	(76)	132
Non-Evangelical	54%	(32)	46%	(27)	59
Community: Urban	39%	(29)	61%	(44)	73
Community: Suburban	49%	(75)	51%	(79)	154
Community: Rural	51%	(39)	49%	(38)	77
Military HH: No	45%	(121)	55%	(150)	272
4-Region: Northeast	35%	(18)	65%	(33)	51
4-Region: Midwest	43%	(33)	57%	(44)	77
4-Region: South	47%	(58)	53%	(65)	123
4-Region: West	63%	(32)	37%	(19)	51
TikTok Users	45%	(101)	55%	(121)	222
Twitch Users	58%	(81)	42%	(58)	139
2022 Sports Viewers/Attendees	46%	(93)	54%	(111)	204
Monthly Moviegoers	49%	(25)	51%	(25)	50
Few Times per Year + Moviegoers	50%	(89)	50%	(89)	177
Heard Smile Campaign	50%	(64)	50%	(65)	129
Heard Minion Campaign	52%	(88)	48%	(83)	171
Listens to Podcasts	50%	(94)	50%	(95)	189
Streaming Services User	48%	(135)	52%	(149)	284
Netflix User	48%	(125)	52%	(137)	263
Disney+ User	53%	(100)	47%	(88)	188

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**Table MCFE3\_6:** *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*

*Reddit*

Demographic	Yes		No		Total N
GenZers	47%	(143)	53%	(161)	304
Heterosexual or straight	49%	(92)	51%	(97)	189
Yes	48%	(24)	52%	(26)	50
No	47%	(119)	53%	(135)	253

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE3\_7:** *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*  
*YouTube*

Demographic	Yes		No		Total N
GenZers	52%	(464)	48%	(420)	884
Gender: Male	60%	(282)	40%	(189)	471
Gender: Female	44%	(182)	56%	(231)	413
Age: 18-34	55%	(294)	45%	(236)	530
GenZers: 1997-2012	52%	(464)	48%	(420)	884
Ideo: Liberal (1-3)	51%	(146)	49%	(138)	285
Ideo: Moderate (4)	56%	(114)	44%	(90)	203
Ideo: Conservative (5-7)	56%	(77)	44%	(61)	138
Educ: < College	52%	(418)	48%	(389)	807
Educ: Bachelors degree	60%	(33)	40%	(22)	55
Ethnicity: White	52%	(332)	48%	(309)	642
Ethnicity: Hispanic	55%	(115)	45%	(94)	209
Ethnicity: Black	59%	(79)	41%	(54)	133
Ethnicity: Other	48%	(53)	52%	(57)	109
All Christian	52%	(107)	48%	(100)	206
Atheist	61%	(66)	39%	(41)	107
Agnostic/Nothing in particular	48%	(177)	52%	(191)	368
Something Else	54%	(86)	46%	(74)	160
Religious Non-Protestant/Catholic	66%	(39)	34%	(20)	59
Evangelical	62%	(97)	38%	(60)	157
Non-Evangelical	43%	(79)	57%	(103)	182
Community: Urban	53%	(137)	47%	(120)	257
Community: Suburban	53%	(206)	47%	(183)	389
Community: Rural	51%	(121)	49%	(117)	238
Military HH: Yes	51%	(46)	49%	(44)	90
Military HH: No	53%	(418)	47%	(376)	794
4-Region: Northeast	54%	(80)	46%	(68)	148
4-Region: Midwest	47%	(96)	53%	(110)	206
4-Region: South	55%	(205)	45%	(171)	376
4-Region: West	54%	(83)	46%	(71)	154
TikTok Users	55%	(337)	45%	(278)	615
Twitch Users	62%	(144)	38%	(87)	232

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**Table MCFE3\_7:** *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*  
*YouTube*

Demographic	Yes		No		Total N
GenZers	52%	(464)	48%	(420)	884
2022 Sports Viewers/Attendees	51%	(275)	49%	(263)	538
Monthly Moviegoers	71%	(101)	29%	(42)	143
Few Times per Year + Moviegoers	56%	(290)	44%	(223)	513
Heard Smile Campaign	62%	(228)	38%	(141)	369
Heard Minion Campaign	56%	(254)	44%	(201)	455
Listens to Podcasts	57%	(284)	43%	(217)	501
Streaming Services User	53%	(425)	47%	(378)	803
Netflix User	53%	(409)	47%	(356)	765
Disney+ User	55%	(301)	45%	(244)	545
Heterosexual or straight	55%	(335)	45%	(278)	613
Bisexual	47%	(58)	53%	(67)	125
Something else	52%	(27)	48%	(24)	51
Yes	62%	(80)	38%	(49)	128
No	51%	(384)	49%	(372)	756

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE3\_8:** *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*  
*Twitch*

Demographic	Yes		No		Total N
GenZers	44%	(104)	56%	(131)	236
Gender: Male	50%	(76)	50%	(75)	151
Gender: Female	33%	(28)	67%	(56)	84
Age: 18-34	51%	(72)	49%	(70)	142
GenZers: 1997-2012	44%	(104)	56%	(131)	236
Ideo: Liberal (1-3)	41%	(36)	59%	(51)	87
Ideo: Moderate (4)	50%	(26)	50%	(26)	52
Educ: < College	44%	(97)	56%	(125)	222
Ethnicity: White	42%	(67)	58%	(93)	160
Ethnicity: Hispanic	42%	(26)	58%	(36)	61
Agnostic/Nothing in particular	38%	(41)	62%	(67)	108
Community: Urban	45%	(27)	55%	(34)	61
Community: Suburban	41%	(49)	59%	(71)	119
Community: Rural	51%	(28)	49%	(27)	56
Military HH: No	46%	(93)	54%	(111)	204
4-Region: Midwest	34%	(22)	66%	(43)	65
4-Region: South	48%	(40)	52%	(42)	82
TikTok Users	44%	(85)	56%	(107)	192
Twitch Users	44%	(104)	56%	(131)	236
2022 Sports Viewers/Attendees	43%	(70)	57%	(93)	163
Few Times per Year + Moviegoers	46%	(67)	54%	(79)	146
Heard Smile Campaign	50%	(52)	50%	(51)	103
Heard Minion Campaign	46%	(62)	54%	(74)	135
Listens to Podcasts	44%	(71)	56%	(89)	160
Streaming Services User	43%	(96)	57%	(126)	222
Netflix User	43%	(93)	57%	(121)	214
Disney+ User	45%	(71)	55%	(85)	156
Heterosexual or straight	46%	(74)	54%	(87)	161
No	43%	(84)	57%	(113)	198

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE3\_9:** *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*

*Discord*

Demographic	Yes		No		Total N
GenZers	56%	(192)	44%	(154)	346
Gender: Male	58%	(131)	42%	(96)	227
Gender: Female	52%	(61)	48%	(58)	119
Age: 18-34	60%	(119)	40%	(78)	197
GenZers: 1997-2012	56%	(192)	44%	(154)	346
Ideo: Liberal (1-3)	58%	(67)	42%	(49)	116
Ideo: Moderate (4)	62%	(48)	38%	(29)	77
Ideo: Conservative (5-7)	58%	(30)	42%	(21)	51
Educ: < College	56%	(179)	44%	(142)	321
Ethnicity: White	55%	(137)	45%	(112)	249
Ethnicity: Hispanic	52%	(45)	48%	(42)	87
Ethnicity: Other	60%	(32)	40%	(21)	53
All Christian	54%	(41)	46%	(35)	76
Agnostic/Nothing in particular	54%	(86)	46%	(73)	159
Non-Evangelical	53%	(38)	47%	(34)	72
Community: Urban	61%	(50)	39%	(33)	83
Community: Suburban	60%	(103)	40%	(67)	170
Community: Rural	42%	(40)	58%	(54)	94
Military HH: No	55%	(170)	45%	(136)	306
4-Region: Northeast	64%	(41)	36%	(23)	64
4-Region: Midwest	45%	(35)	55%	(42)	77
4-Region: South	57%	(81)	43%	(61)	142
4-Region: West	57%	(36)	43%	(27)	63
TikTok Users	54%	(140)	46%	(120)	259
Twitch Users	62%	(105)	38%	(63)	168
2022 Sports Viewers/Attendees	54%	(108)	46%	(93)	201
Monthly Moviegoers	74%	(40)	26%	(14)	54
Few Times per Year + Moviegoers	58%	(113)	42%	(83)	196
Heard Smile Campaign	66%	(86)	34%	(44)	131
Heard Minion Campaign	54%	(104)	46%	(87)	191
Listens to Podcasts	57%	(114)	43%	(84)	198
Streaming Services User	55%	(172)	45%	(143)	315

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**Table MCFE3\_9:** *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*  
Discord

Demographic	Yes		No		Total N
GenZers	56%	(192)	44%	(154)	346
Netflix User	56%	(170)	44%	(136)	305
Disney+ User	57%	(124)	43%	(92)	216
Heterosexual or straight	56%	(122)	44%	(95)	217
Bisexual	52%	(34)	48%	(32)	65
Yes	70%	(45)	30%	(19)	64
No	52%	(148)	48%	(134)	282

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE3\_10:** *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*

BeReal

Demographic	Yes		No		Total N
GenZers	50%	(76)	50%	(77)	154
Gender: Female	52%	(54)	48%	(50)	104
Age: 18-34	58%	(39)	42%	(28)	67
GenZers: 1997-2012	50%	(76)	50%	(77)	154
Ideo: Liberal (1-3)	55%	(32)	45%	(27)	59
Educ: < College	48%	(67)	52%	(73)	139
Ethnicity: White	48%	(63)	52%	(68)	132
All Christian	63%	(32)	37%	(19)	51
Community: Suburban	49%	(31)	51%	(32)	62
Military HH: No	47%	(64)	53%	(71)	135
4-Region: South	53%	(30)	47%	(27)	57
TikTok Users	47%	(64)	53%	(71)	135
2022 Sports Viewers/Attendees	50%	(61)	50%	(61)	122
Few Times per Year + Moviegoers	53%	(62)	47%	(55)	117
Heard Smile Campaign	61%	(55)	39%	(35)	90
Heard Minion Campaign	54%	(49)	46%	(41)	90
Listens to Podcasts	48%	(49)	52%	(54)	102
Streaming Services User	50%	(75)	50%	(76)	151
Netflix User	49%	(73)	51%	(74)	147
Disney+ User	55%	(62)	45%	(50)	113
Heterosexual or straight	49%	(51)	51%	(52)	103
No	52%	(67)	48%	(61)	129

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE4:** *On average, how many hours a day do you usually spend on social media?*

Demographic	Less than one hour	Around 1 hour	Around 2 hours	Around 3 hours	Around 4 hours	More than 4 hours	I do not use social media	Total N
GenZers	4% (37)	9% (87)	14% (143)	17% (173)	16% (162)	38% (378)	2% (19)	1000
Gender: Male	4% (21)	8% (40)	15% (77)	17% (86)	16% (83)	38% (192)	1% (7)	506
Gender: Female	3% (16)	9% (47)	14% (67)	18% (87)	16% (79)	38% (186)	2% (12)	494
Age: 18-34	4% (27)	7% (40)	16% (96)	17% (107)	17% (101)	38% (231)	1% (8)	609
GenZers: 1997-2012	4% (37)	9% (87)	14% (143)	17% (173)	16% (162)	38% (378)	2% (19)	1000
Ideo: Liberal (1-3)	5% (15)	7% (21)	12% (36)	19% (59)	16% (48)	40% (122)	1% (2)	304
Ideo: Moderate (4)	3% (7)	5% (12)	18% (42)	16% (38)	18% (43)	38% (89)	— (1)	232
Ideo: Conservative (5-7)	5% (8)	8% (13)	13% (21)	17% (28)	21% (34)	36% (59)	1% (2)	165
Educ: < College	4% (34)	9% (84)	13% (121)	17% (150)	16% (147)	39% (355)	2% (19)	910
Educ: Bachelors degree	5% (3)	4% (3)	27% (18)	25% (17)	20% (13)	19% (12)	— (0)	65
Ethnicity: White	4% (29)	9% (69)	14% (99)	18% (128)	15% (113)	38% (279)	2% (14)	731
Ethnicity: Hispanic	4% (10)	6% (14)	17% (40)	12% (30)	16% (38)	45% (109)	1% (1)	242
Ethnicity: Black	3% (4)	8% (12)	16% (24)	14% (21)	20% (30)	36% (54)	2% (3)	148
Ethnicity: Other	3% (4)	5% (6)	17% (20)	20% (24)	17% (20)	37% (45)	1% (2)	121
All Christian	5% (11)	11% (26)	17% (40)	17% (39)	17% (41)	33% (77)	1% (2)	237
All Non-Christian	— (0)	13% (6)	12% (6)	16% (8)	11% (5)	48% (24)	— (0)	50
Atheist	9% (10)	9% (10)	16% (18)	22% (25)	12% (14)	32% (37)	1% (1)	116
Agnostic/Nothing in particular	2% (7)	7% (29)	14% (58)	17% (67)	18% (74)	40% (161)	2% (8)	405
Something Else	4% (9)	8% (15)	11% (20)	17% (34)	15% (28)	41% (79)	4% (8)	193
Religious Non-Protestant/Catholic	— (0)	20% (14)	9% (6)	15% (10)	13% (9)	43% (29)	— (0)	68
Evangelical	3% (5)	9% (15)	14% (24)	13% (22)	21% (37)	38% (66)	2% (3)	172
Non-Evangelical	6% (13)	8% (17)	15% (35)	21% (49)	12% (28)	35% (79)	3% (7)	228
Community: Urban	4% (10)	10% (29)	13% (37)	17% (50)	16% (45)	38% (108)	3% (9)	288
Community: Suburban	5% (21)	7% (29)	14% (60)	18% (80)	18% (80)	37% (161)	1% (4)	435
Community: Rural	2% (6)	11% (29)	17% (46)	16% (43)	14% (37)	39% (109)	2% (6)	276
Military HH: Yes	4% (4)	13% (13)	4% (4)	21% (20)	15% (15)	41% (40)	1% (1)	97
Military HH: No	4% (34)	8% (74)	15% (139)	17% (153)	16% (148)	37% (338)	2% (18)	903
4-Region: Northeast	3% (4)	5% (8)	16% (27)	18% (30)	15% (24)	42% (69)	1% (2)	164
4-Region: Midwest	6% (15)	10% (22)	12% (27)	14% (33)	12% (28)	44% (102)	2% (6)	233
4-Region: South	3% (13)	8% (35)	15% (65)	18% (76)	19% (84)	35% (149)	2% (10)	432
4-Region: West	3% (5)	13% (22)	14% (25)	20% (35)	15% (26)	34% (58)	1% (1)	172
TikTok Users	2% (11)	5% (35)	12% (83)	19% (132)	18% (123)	43% (295)	— (1)	680

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**Table MCFE4:** *On average, how many hours a day do you usually spend on social media?*

Demographic	Less than one hour	Around 1 hour	Around 2 hours	Around 3 hours	Around 4 hours	More than 4 hours	I do not use social media	Total N
GenZers	4% (37)	9% (87)	14% (143)	17% (173)	16% (162)	38% (378)	2% (19)	1000
Twitch Users	1% (3)	4% (10)	12% (27)	21% (50)	13% (32)	47% (111)	1% (3)	236
2022 Sports Viewers/Attendees	3% (16)	10% (57)	16% (93)	20% (117)	19% (114)	33% (197)	1% (4)	597
Monthly Moviegoers	3% (5)	8% (14)	15% (25)	20% (34)	15% (26)	34% (58)	4% (7)	168
Few Times per Year + Moviegoers	4% (22)	8% (48)	14% (81)	20% (114)	17% (100)	35% (198)	1% (8)	571
Heard Smile Campaign	2% (7)	5% (23)	11% (48)	20% (84)	20% (86)	40% (170)	2% (7)	425
Heard Minion Campaign	1% (5)	5% (27)	14% (71)	21% (106)	19% (97)	39% (195)	1% (4)	505
Listens to Podcasts	4% (21)	7% (36)	15% (84)	19% (105)	16% (87)	39% (213)	1% (6)	552
Streaming Services User	3% (26)	9% (78)	15% (131)	18% (160)	17% (148)	39% (348)	1% (7)	898
Netflix User	3% (23)	9% (78)	15% (132)	18% (157)	16% (136)	38% (326)	1% (11)	864
Disney+ User	3% (21)	9% (58)	13% (81)	19% (120)	17% (105)	36% (224)	1% (8)	617
Heterosexual or straight	4% (26)	9% (64)	15% (108)	17% (117)	17% (122)	35% (246)	3% (19)	702
Bisexual	2% (3)	3% (4)	10% (13)	21% (29)	13% (18)	52% (73)	— (0)	141
Something else	13% (7)	12% (7)	14% (8)	20% (11)	20% (11)	21% (12)	— (0)	56
Yes	2% (3)	14% (19)	7% (10)	15% (20)	15% (21)	46% (64)	2% (3)	140
No	4% (35)	8% (68)	16% (134)	18% (153)	16% (142)	36% (314)	2% (16)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsultintelligence.com).



**Table MCFE5\_1:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Influencers in general

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	15%	(150)	32%	(325)	23%	(235)	7%	(66)	15%	(153)	7%	(71)	1000
Gender: Male	16%	(79)	32%	(164)	24%	(124)	6%	(32)	15%	(76)	6%	(31)	506
Gender: Female	14%	(71)	33%	(161)	23%	(111)	7%	(34)	16%	(77)	8%	(40)	494
Age: 18-34	18%	(110)	32%	(193)	23%	(137)	7%	(41)	13%	(81)	8%	(48)	609
GenZers: 1997-2012	15%	(150)	32%	(325)	23%	(235)	7%	(66)	15%	(153)	7%	(71)	1000
Ideo: Liberal (1-3)	13%	(41)	35%	(106)	33%	(99)	8%	(25)	7%	(21)	4%	(12)	304
Ideo: Moderate (4)	19%	(44)	30%	(69)	23%	(53)	5%	(11)	16%	(37)	8%	(18)	232
Ideo: Conservative (5-7)	12%	(20)	25%	(42)	32%	(53)	11%	(19)	15%	(25)	4%	(7)	165
Educ: < College	15%	(133)	33%	(297)	23%	(209)	6%	(56)	16%	(147)	7%	(68)	910
Educ: Bachelors degree	20%	(13)	29%	(19)	33%	(22)	12%	(8)	4%	(3)	1%	(1)	65
Ethnicity: White	15%	(109)	33%	(244)	25%	(180)	6%	(47)	15%	(106)	6%	(45)	731
Ethnicity: Hispanic	22%	(54)	32%	(78)	18%	(45)	3%	(8)	17%	(41)	7%	(17)	242
Ethnicity: Black	20%	(30)	27%	(40)	20%	(30)	6%	(9)	15%	(23)	11%	(17)	148
Ethnicity: Other	9%	(11)	34%	(41)	21%	(25)	8%	(10)	20%	(24)	8%	(9)	121
All Christian	15%	(36)	37%	(88)	25%	(59)	7%	(18)	11%	(26)	5%	(11)	237
All Non-Christian	29%	(14)	21%	(11)	19%	(10)	8%	(4)	18%	(9)	5%	(2)	50
Atheist	7%	(8)	38%	(44)	31%	(35)	6%	(7)	14%	(16)	5%	(6)	116
Agnostic/Nothing in particular	15%	(62)	32%	(130)	20%	(83)	8%	(32)	16%	(65)	8%	(33)	405
Something Else	16%	(30)	27%	(52)	25%	(48)	3%	(5)	20%	(38)	10%	(18)	193
Religious Non-Protestant/Catholic	24%	(17)	21%	(14)	18%	(12)	8%	(6)	25%	(17)	3%	(2)	68
Evangelical	18%	(30)	38%	(65)	17%	(30)	4%	(6)	18%	(31)	5%	(9)	172
Non-Evangelical	14%	(31)	31%	(70)	31%	(71)	6%	(14)	10%	(23)	8%	(18)	228
Community: Urban	14%	(39)	34%	(98)	23%	(65)	5%	(15)	17%	(48)	8%	(22)	288
Community: Suburban	17%	(72)	32%	(139)	26%	(115)	9%	(39)	10%	(44)	6%	(27)	435
Community: Rural	14%	(39)	32%	(88)	20%	(54)	4%	(12)	22%	(62)	8%	(21)	276
Military HH: Yes	14%	(13)	41%	(40)	15%	(14)	8%	(8)	13%	(13)	9%	(9)	97
Military HH: No	15%	(137)	32%	(285)	24%	(220)	6%	(58)	16%	(141)	7%	(62)	903

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**Table MCFE5\_1:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Influencers in general

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	15%	(150)	32%	(325)	23%	(235)	7%	(66)	15%	(153)	7%	(71)	1000
4-Region: Northeast	17%	(27)	35%	(58)	21%	(34)	4%	(7)	13%	(21)	10%	(17)	164
4-Region: Midwest	18%	(42)	36%	(85)	23%	(53)	7%	(17)	11%	(26)	4%	(9)	233
4-Region: South	15%	(66)	28%	(123)	25%	(109)	7%	(29)	16%	(71)	8%	(34)	432
4-Region: West	9%	(15)	35%	(60)	22%	(38)	8%	(13)	20%	(35)	6%	(11)	172
TikTok Users	16%	(112)	34%	(234)	23%	(155)	6%	(39)	15%	(100)	6%	(40)	680
Twitch Users	18%	(42)	41%	(96)	19%	(45)	7%	(18)	11%	(26)	4%	(9)	236
2022 Sports Viewers/Attendees	18%	(106)	33%	(199)	24%	(143)	8%	(45)	14%	(85)	3%	(20)	597
Monthly Moviegoers	20%	(34)	34%	(58)	15%	(25)	8%	(13)	13%	(22)	9%	(16)	168
Few Times per Year + Moviegoers	16%	(94)	32%	(181)	27%	(152)	7%	(37)	14%	(77)	5%	(29)	571
Heard Smile Campaign	20%	(84)	37%	(156)	22%	(93)	5%	(22)	10%	(42)	7%	(29)	425
Heard Minion Campaign	17%	(87)	34%	(173)	26%	(129)	7%	(36)	12%	(59)	4%	(22)	505
Listens to Podcasts	18%	(99)	34%	(188)	22%	(119)	7%	(40)	15%	(83)	4%	(23)	552
Streaming Services User	16%	(143)	34%	(306)	23%	(209)	7%	(61)	15%	(135)	5%	(44)	898
Netflix User	16%	(138)	33%	(289)	23%	(197)	6%	(52)	15%	(133)	6%	(54)	864
Disney+ User	19%	(120)	33%	(203)	22%	(133)	6%	(38)	14%	(88)	6%	(35)	617
Heterosexual or straight	16%	(111)	32%	(223)	22%	(156)	6%	(45)	17%	(118)	7%	(49)	702
Bisexual	17%	(24)	32%	(45)	24%	(34)	6%	(8)	14%	(19)	8%	(11)	141
Something else	10%	(6)	40%	(23)	29%	(16)	3%	(2)	5%	(3)	13%	(7)	56
Yes	15%	(21)	22%	(31)	26%	(37)	7%	(10)	20%	(29)	9%	(12)	140
No	15%	(129)	34%	(293)	23%	(198)	7%	(56)	15%	(125)	7%	(59)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE5\_2:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Charli D'Amelio

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	9%	(95)	17%	(166)	13%	(126)	22%	(216)	23%	(232)	16%	(165)	1000
Gender: Male	9%	(46)	14%	(73)	13%	(65)	21%	(104)	24%	(123)	18%	(93)	506
Gender: Female	10%	(48)	19%	(93)	12%	(61)	23%	(111)	22%	(109)	14%	(71)	494
Age: 18-34	9%	(56)	17%	(106)	13%	(78)	17%	(106)	22%	(136)	21%	(125)	609
GenZers: 1997-2012	9%	(95)	17%	(166)	13%	(126)	22%	(216)	23%	(232)	16%	(165)	1000
Ideo: Liberal (1-3)	10%	(30)	19%	(57)	15%	(46)	24%	(74)	20%	(62)	12%	(35)	304
Ideo: Moderate (4)	8%	(19)	17%	(40)	14%	(33)	17%	(39)	25%	(59)	19%	(44)	232
Ideo: Conservative (5-7)	9%	(14)	16%	(27)	12%	(20)	24%	(40)	19%	(31)	20%	(33)	165
Educ: < College	9%	(85)	16%	(146)	12%	(109)	22%	(202)	23%	(212)	17%	(157)	910
Educ: Bachelors degree	10%	(7)	23%	(15)	19%	(13)	20%	(13)	20%	(13)	7%	(4)	65
Ethnicity: White	9%	(68)	18%	(128)	13%	(96)	21%	(156)	23%	(166)	16%	(117)	731
Ethnicity: Hispanic	11%	(27)	12%	(30)	14%	(33)	23%	(55)	24%	(58)	16%	(39)	242
Ethnicity: Black	11%	(17)	16%	(24)	11%	(17)	21%	(31)	21%	(32)	19%	(28)	148
Ethnicity: Other	8%	(10)	12%	(14)	11%	(14)	24%	(28)	29%	(35)	17%	(20)	121
All Christian	14%	(33)	16%	(38)	13%	(31)	22%	(53)	19%	(45)	16%	(38)	237
All Non-Christian	16%	(8)	23%	(11)	14%	(7)	17%	(8)	17%	(8)	14%	(7)	50
Atheist	4%	(4)	14%	(16)	14%	(16)	33%	(38)	21%	(24)	15%	(17)	116
Agnostic/Nothing in particular	7%	(29)	17%	(67)	13%	(53)	20%	(81)	24%	(99)	19%	(75)	405
Something Else	11%	(20)	18%	(34)	10%	(19)	19%	(36)	29%	(56)	14%	(28)	193
Religious Non-Protestant/Catholic	14%	(10)	17%	(12)	13%	(9)	15%	(10)	27%	(18)	14%	(10)	68
Evangelical	10%	(17)	18%	(31)	12%	(21)	14%	(23)	26%	(45)	19%	(33)	172
Non-Evangelical	15%	(34)	17%	(39)	11%	(26)	26%	(60)	19%	(44)	11%	(26)	228
Community: Urban	12%	(33)	18%	(53)	9%	(25)	24%	(71)	22%	(64)	15%	(43)	288
Community: Suburban	9%	(39)	18%	(79)	17%	(73)	19%	(83)	22%	(95)	15%	(67)	435
Community: Rural	8%	(23)	12%	(34)	10%	(29)	23%	(62)	27%	(73)	20%	(55)	276
Military HH: Yes	20%	(19)	19%	(18)	16%	(16)	13%	(13)	23%	(22)	9%	(9)	97
Military HH: No	8%	(76)	16%	(148)	12%	(111)	22%	(203)	23%	(210)	17%	(156)	903

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**Table MCFE5\_2:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Charli D'Amelio

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	9%	(95)	17%	(166)	13%	(126)	22%	(216)	23%	(232)	16%	(165)	1000
4-Region: Northeast	15%	(24)	19%	(31)	12%	(19)	14%	(23)	25%	(41)	15%	(25)	164
4-Region: Midwest	11%	(24)	14%	(33)	12%	(28)	27%	(62)	18%	(43)	18%	(42)	233
4-Region: South	8%	(34)	16%	(68)	14%	(59)	23%	(97)	24%	(103)	16%	(70)	432
4-Region: West	7%	(12)	19%	(33)	12%	(21)	19%	(33)	26%	(45)	16%	(27)	172
TikTok Users	11%	(73)	19%	(132)	14%	(97)	22%	(152)	21%	(146)	12%	(81)	680
Twitch Users	14%	(33)	17%	(41)	11%	(26)	21%	(51)	24%	(56)	12%	(29)	236
2022 Sports Viewers/Attendees	13%	(80)	21%	(125)	13%	(80)	17%	(104)	23%	(138)	12%	(71)	597
Monthly Moviegoers	15%	(25)	19%	(32)	11%	(19)	21%	(36)	20%	(33)	14%	(23)	168
Few Times per Year + Moviegoers	12%	(66)	19%	(106)	13%	(76)	21%	(123)	23%	(129)	12%	(70)	571
Heard Smile Campaign	15%	(65)	22%	(93)	12%	(51)	22%	(94)	20%	(84)	9%	(37)	425
Heard Minion Campaign	13%	(65)	21%	(104)	16%	(79)	22%	(112)	21%	(104)	8%	(40)	505
Listens to Podcasts	11%	(60)	20%	(109)	14%	(75)	19%	(103)	23%	(128)	14%	(77)	552
Streaming Services User	10%	(91)	17%	(155)	13%	(120)	21%	(192)	24%	(213)	14%	(128)	898
Netflix User	10%	(88)	17%	(148)	13%	(112)	22%	(193)	24%	(205)	14%	(118)	864
Disney+ User	11%	(66)	19%	(118)	14%	(85)	21%	(132)	21%	(128)	14%	(87)	617
Heterosexual or straight	11%	(78)	16%	(113)	12%	(86)	20%	(141)	24%	(169)	16%	(115)	702
Bisexual	9%	(13)	20%	(28)	15%	(22)	18%	(26)	23%	(32)	15%	(21)	141
Something else	2%	(1)	25%	(14)	7%	(4)	22%	(12)	24%	(13)	21%	(12)	56
Yes	4%	(6)	10%	(13)	14%	(20)	18%	(26)	32%	(45)	22%	(30)	140
No	10%	(89)	18%	(153)	12%	(106)	22%	(190)	22%	(188)	16%	(134)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE5\_3:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Addison Rae

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	10%	(100)	14%	(144)	15%	(155)	18%	(184)	24%	(236)	18%	(181)	1000
Gender: Male	12%	(61)	15%	(78)	13%	(66)	15%	(78)	25%	(124)	20%	(99)	506
Gender: Female	8%	(39)	14%	(67)	18%	(89)	21%	(105)	23%	(112)	17%	(82)	494
Age: 18-34	10%	(62)	15%	(93)	16%	(95)	15%	(92)	21%	(129)	23%	(139)	609
GenZers: 1997-2012	10%	(100)	14%	(144)	15%	(155)	18%	(184)	24%	(236)	18%	(181)	1000
Ideo: Liberal (1-3)	10%	(29)	15%	(46)	19%	(59)	21%	(63)	22%	(67)	13%	(41)	304
Ideo: Moderate (4)	12%	(28)	13%	(30)	14%	(33)	15%	(36)	24%	(56)	21%	(49)	232
Ideo: Conservative (5-7)	7%	(12)	19%	(32)	13%	(21)	24%	(40)	14%	(24)	22%	(37)	165
Educ: < College	10%	(94)	13%	(120)	15%	(139)	18%	(168)	24%	(217)	19%	(171)	910
Educ: Bachelors degree	4%	(3)	30%	(20)	21%	(13)	20%	(13)	17%	(11)	8%	(5)	65
Ethnicity: White	10%	(74)	15%	(107)	16%	(115)	19%	(137)	23%	(166)	18%	(131)	731
Ethnicity: Hispanic	13%	(31)	11%	(27)	14%	(34)	19%	(46)	30%	(71)	13%	(32)	242
Ethnicity: Black	11%	(16)	15%	(21)	12%	(18)	17%	(25)	26%	(38)	20%	(30)	148
Ethnicity: Other	8%	(10)	13%	(16)	18%	(21)	18%	(22)	27%	(32)	16%	(20)	121
All Christian	9%	(23)	20%	(49)	14%	(34)	22%	(52)	16%	(38)	18%	(42)	237
All Non-Christian	12%	(6)	25%	(12)	12%	(6)	15%	(8)	24%	(12)	12%	(6)	50
Atheist	7%	(8)	17%	(19)	16%	(19)	26%	(30)	23%	(26)	12%	(14)	116
Agnostic/Nothing in particular	8%	(34)	9%	(38)	18%	(74)	17%	(71)	25%	(102)	21%	(87)	405
Something Else	15%	(29)	14%	(27)	11%	(22)	12%	(24)	30%	(58)	17%	(33)	193
Religious Non-Protestant/Catholic	10%	(7)	20%	(14)	10%	(7)	14%	(9)	31%	(21)	15%	(10)	68
Evangelical	13%	(22)	19%	(32)	14%	(24)	9%	(16)	27%	(46)	18%	(32)	172
Non-Evangelical	12%	(27)	18%	(41)	14%	(31)	24%	(55)	18%	(40)	15%	(34)	228
Community: Urban	11%	(33)	14%	(41)	15%	(42)	17%	(49)	25%	(73)	17%	(49)	288
Community: Suburban	10%	(42)	17%	(73)	17%	(74)	19%	(84)	20%	(88)	17%	(74)	435
Community: Rural	9%	(25)	11%	(30)	14%	(38)	18%	(51)	27%	(75)	21%	(58)	276
Military HH: Yes	16%	(16)	11%	(11)	24%	(23)	12%	(12)	28%	(27)	9%	(9)	97
Military HH: No	9%	(84)	15%	(133)	15%	(131)	19%	(172)	23%	(210)	19%	(172)	903

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**Table MCFE5\_3:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Addison Rae

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	10%	(100)	14%	(144)	15%	(155)	18%	(184)	24%	(236)	18%	(181)	1000
4-Region: Northeast	12%	(20)	19%	(30)	18%	(29)	12%	(20)	23%	(38)	16%	(26)	164
4-Region: Midwest	8%	(20)	22%	(50)	16%	(37)	19%	(45)	16%	(37)	19%	(43)	233
4-Region: South	10%	(45)	10%	(42)	14%	(62)	20%	(87)	26%	(114)	19%	(81)	432
4-Region: West	9%	(15)	13%	(21)	16%	(27)	18%	(31)	28%	(47)	18%	(30)	172
TikTok Users	11%	(74)	16%	(108)	19%	(126)	20%	(134)	22%	(153)	12%	(85)	680
Twitch Users	16%	(37)	15%	(35)	19%	(44)	16%	(38)	21%	(50)	13%	(31)	236
2022 Sports Viewers/Attendees	12%	(74)	19%	(116)	18%	(107)	15%	(92)	22%	(130)	13%	(79)	597
Monthly Moviegoers	17%	(29)	15%	(24)	21%	(35)	16%	(27)	19%	(31)	12%	(21)	168
Few Times per Year + Moviegoers	11%	(65)	17%	(98)	17%	(99)	18%	(103)	25%	(141)	12%	(66)	571
Heard Smile Campaign	14%	(61)	19%	(81)	18%	(77)	19%	(81)	20%	(83)	10%	(42)	425
Heard Minion Campaign	13%	(65)	17%	(86)	19%	(98)	20%	(103)	22%	(109)	9%	(45)	505
Listens to Podcasts	13%	(70)	16%	(89)	16%	(90)	16%	(86)	25%	(137)	15%	(81)	552
Streaming Services User	10%	(90)	15%	(135)	16%	(145)	19%	(167)	24%	(215)	16%	(147)	898
Netflix User	11%	(94)	14%	(125)	16%	(142)	18%	(156)	25%	(214)	15%	(133)	864
Disney+ User	11%	(65)	16%	(97)	17%	(106)	18%	(109)	23%	(142)	16%	(98)	617
Heterosexual or straight	12%	(82)	17%	(117)	14%	(95)	16%	(114)	23%	(165)	18%	(129)	702
Bisexual	8%	(11)	11%	(15)	22%	(32)	20%	(28)	28%	(39)	12%	(16)	141
Something else	4%	(2)	6%	(3)	20%	(11)	22%	(12)	18%	(10)	29%	(16)	56
Yes	6%	(9)	11%	(15)	11%	(15)	15%	(21)	32%	(44)	26%	(36)	140
No	11%	(91)	15%	(129)	16%	(139)	19%	(163)	22%	(192)	17%	(145)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE5\_4:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Jimmy Donaldson (MrBeast)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
GenZers	34% (343)	20% (205)	6% (64)	4% (43)	13% (127)	22% (218)	1000
Gender: Male	44% (223)	21% (108)	7% (34)	5% (25)	10% (51)	13% (65)	506
Gender: Female	24% (120)	20% (97)	6% (30)	4% (18)	15% (76)	31% (153)	494
Age: 18-34	30% (183)	20% (119)	6% (40)	4% (27)	13% (79)	26% (161)	609
GenZers: 1997-2012	34% (343)	20% (205)	6% (64)	4% (43)	13% (127)	22% (218)	1000
Ideo: Liberal (1-3)	36% (108)	23% (71)	10% (32)	6% (17)	10% (32)	14% (44)	304
Ideo: Moderate (4)	31% (71)	20% (46)	6% (14)	4% (10)	13% (30)	26% (60)	232
Ideo: Conservative (5-7)	33% (54)	22% (36)	3% (5)	4% (7)	14% (24)	24% (39)	165
Educ: < College	35% (322)	20% (181)	6% (55)	4% (38)	13% (114)	22% (200)	910
Educ: Bachelors degree	22% (15)	29% (19)	11% (7)	6% (4)	10% (7)	21% (14)	65
Ethnicity: White	33% (239)	20% (149)	7% (51)	5% (34)	12% (91)	23% (167)	731
Ethnicity: Hispanic	35% (85)	19% (46)	6% (14)	5% (12)	14% (35)	21% (50)	242
Ethnicity: Black	35% (52)	18% (26)	5% (7)	4% (5)	16% (24)	22% (33)	148
Ethnicity: Other	43% (52)	25% (30)	4% (5)	3% (4)	10% (12)	15% (18)	121
All Christian	34% (82)	23% (54)	5% (12)	4% (9)	11% (27)	23% (54)	237
All Non-Christian	41% (20)	13% (6)	9% (4)	14% (7)	8% (4)	16% (8)	50
Atheist	45% (51)	22% (26)	6% (7)	2% (3)	9% (11)	16% (18)	116
Agnostic/Nothing in particular	32% (131)	22% (90)	7% (29)	4% (15)	14% (57)	21% (83)	405
Something Else	30% (58)	15% (29)	6% (11)	5% (10)	15% (29)	28% (55)	193
Religious Non-Protestant/Catholic	39% (27)	11% (8)	6% (4)	10% (7)	17% (12)	15% (10)	68
Evangelical	32% (55)	19% (33)	6% (10)	3% (6)	12% (21)	28% (47)	172
Non-Evangelical	34% (77)	21% (48)	6% (13)	5% (12)	11% (25)	24% (54)	228
Community: Urban	32% (91)	14% (41)	6% (16)	5% (16)	15% (43)	28% (80)	288
Community: Suburban	34% (147)	26% (115)	6% (25)	4% (18)	13% (55)	18% (76)	435
Community: Rural	38% (105)	18% (49)	8% (22)	3% (9)	11% (29)	22% (61)	276
Military HH: Yes	53% (51)	20% (19)	3% (3)	3% (3)	5% (5)	16% (15)	97
Military HH: No	32% (292)	21% (185)	7% (61)	4% (39)	14% (122)	22% (203)	903

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**Table MCFE5\_4:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Jimmy Donaldson (MrBeast)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	34%	(343)	20%	(205)	6%	(64)	4%	(43)	13%	(127)	22%	(218)	1000
4-Region: Northeast	34%	(55)	22%	(37)	6%	(11)	7%	(11)	12%	(19)	19%	(32)	164
4-Region: Midwest	42%	(97)	15%	(35)	8%	(18)	4%	(10)	11%	(26)	20%	(47)	233
4-Region: South	32%	(136)	21%	(90)	7%	(30)	5%	(19)	11%	(47)	25%	(108)	432
4-Region: West	32%	(55)	25%	(43)	3%	(5)	1%	(2)	20%	(34)	19%	(32)	172
TikTok Users	36%	(243)	20%	(135)	7%	(46)	5%	(34)	12%	(80)	21%	(141)	680
Twitch Users	50%	(118)	23%	(54)	6%	(13)	5%	(13)	8%	(18)	8%	(20)	236
2022 Sports Viewers/Attendees	40%	(242)	21%	(126)	6%	(35)	4%	(21)	11%	(63)	19%	(111)	597
Monthly Moviegoers	41%	(69)	17%	(29)	7%	(11)	7%	(11)	5%	(9)	23%	(39)	168
Few Times per Year + Moviegoers	40%	(230)	20%	(115)	6%	(34)	5%	(29)	10%	(59)	18%	(105)	571
Heard Smile Campaign	40%	(170)	19%	(82)	6%	(25)	5%	(20)	11%	(48)	19%	(80)	425
Heard Minion Campaign	42%	(213)	23%	(114)	7%	(35)	5%	(25)	10%	(51)	13%	(68)	505
Listens to Podcasts	36%	(201)	21%	(117)	8%	(46)	3%	(19)	13%	(74)	17%	(96)	552
Streaming Services User	35%	(318)	21%	(191)	6%	(56)	5%	(41)	13%	(114)	20%	(177)	898
Netflix User	36%	(312)	20%	(169)	7%	(58)	4%	(37)	13%	(110)	21%	(179)	864
Disney+ User	37%	(226)	20%	(126)	6%	(39)	4%	(24)	13%	(77)	20%	(124)	617
Heterosexual or straight	36%	(250)	19%	(132)	6%	(42)	4%	(27)	12%	(87)	23%	(163)	702
Bisexual	32%	(45)	28%	(39)	3%	(5)	6%	(8)	14%	(20)	17%	(24)	141
Something else	41%	(23)	19%	(11)	9%	(5)	2%	(1)	6%	(3)	22%	(12)	56
Yes	21%	(30)	24%	(33)	7%	(10)	5%	(7)	22%	(31)	20%	(29)	140
No	36%	(313)	20%	(172)	6%	(53)	4%	(36)	11%	(96)	22%	(190)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE5\_5:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Alexandra Cooper

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	4%	(40)	6%	(63)	3%	(35)	3%	(30)	13%	(134)	70%	(698)	1000
Gender: Male	4%	(21)	7%	(36)	4%	(19)	3%	(16)	15%	(75)	67%	(340)	506
Gender: Female	4%	(19)	5%	(27)	3%	(16)	3%	(14)	12%	(60)	73%	(359)	494
Age: 18-34	5%	(30)	8%	(51)	5%	(28)	4%	(23)	14%	(87)	64%	(390)	609
GenZers: 1997-2012	4%	(40)	6%	(63)	3%	(35)	3%	(30)	13%	(134)	70%	(698)	1000
Ideo: Liberal (1-3)	6%	(19)	5%	(15)	4%	(11)	4%	(11)	12%	(38)	69%	(209)	304
Ideo: Moderate (4)	4%	(10)	8%	(18)	3%	(7)	4%	(8)	14%	(33)	67%	(157)	232
Ideo: Conservative (5-7)	3%	(5)	14%	(24)	5%	(8)	2%	(4)	11%	(18)	65%	(107)	165
Educ: < College	3%	(30)	5%	(50)	3%	(27)	3%	(27)	13%	(119)	72%	(657)	910
Educ: Bachelors degree	13%	(8)	14%	(9)	11%	(7)	5%	(3)	16%	(10)	42%	(27)	65
Ethnicity: White	4%	(31)	7%	(51)	3%	(21)	3%	(18)	13%	(95)	70%	(514)	731
Ethnicity: Hispanic	6%	(14)	5%	(12)	4%	(9)	4%	(11)	14%	(35)	67%	(161)	242
Ethnicity: Black	3%	(5)	5%	(8)	5%	(8)	5%	(8)	15%	(22)	66%	(98)	148
Ethnicity: Other	3%	(4)	4%	(4)	5%	(6)	3%	(4)	13%	(16)	72%	(87)	121
All Christian	5%	(12)	11%	(26)	3%	(7)	3%	(8)	12%	(29)	65%	(155)	237
All Non-Christian	3%	(1)	14%	(7)	9%	(5)	5%	(3)	12%	(6)	56%	(28)	50
Atheist	3%	(3)	3%	(4)	1%	(1)	1%	(2)	10%	(12)	81%	(93)	116
Agnostic/Nothing in particular	3%	(14)	4%	(14)	4%	(15)	3%	(12)	15%	(59)	72%	(291)	405
Something Else	5%	(9)	6%	(11)	4%	(7)	3%	(6)	15%	(29)	68%	(131)	193
Religious Non-Protestant/Catholic	3%	(2)	11%	(7)	8%	(6)	4%	(3)	20%	(13)	55%	(37)	68
Evangelical	4%	(7)	13%	(23)	3%	(5)	3%	(5)	14%	(24)	62%	(106)	172
Non-Evangelical	6%	(13)	5%	(12)	3%	(8)	4%	(8)	10%	(23)	72%	(164)	228
Community: Urban	6%	(17)	7%	(20)	2%	(6)	3%	(8)	16%	(46)	66%	(191)	288
Community: Suburban	3%	(14)	7%	(31)	5%	(20)	3%	(11)	13%	(56)	70%	(304)	435
Community: Rural	3%	(9)	5%	(13)	3%	(8)	4%	(11)	12%	(32)	74%	(204)	276
Military HH: Yes	6%	(6)	9%	(8)	4%	(3)	2%	(2)	20%	(19)	60%	(58)	97
Military HH: No	4%	(34)	6%	(55)	3%	(31)	3%	(28)	13%	(115)	71%	(640)	903

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**Table MCFE5\_5:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Alexandra Cooper

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	4%	(40)	6%	(63)	3%	(35)	3%	(30)	13%	(134)	70%	(698)	1000
4-Region: Northeast	3%	(5)	11%	(18)	4%	(6)	3%	(5)	14%	(23)	64%	(106)	164
4-Region: Midwest	3%	(7)	6%	(15)	3%	(7)	4%	(10)	10%	(23)	73%	(170)	233
4-Region: South	5%	(23)	5%	(22)	4%	(18)	3%	(11)	14%	(60)	69%	(298)	432
4-Region: West	3%	(4)	5%	(8)	2%	(3)	2%	(3)	16%	(28)	73%	(125)	172
TikTok Users	4%	(29)	6%	(41)	4%	(24)	3%	(23)	13%	(88)	70%	(474)	680
Twitch Users	3%	(8)	8%	(19)	4%	(9)	1%	(3)	12%	(29)	71%	(167)	236
2022 Sports Viewers/Attendees	5%	(33)	8%	(51)	4%	(25)	3%	(21)	14%	(84)	64%	(384)	597
Monthly Moviegoers	6%	(11)	9%	(16)	5%	(8)	5%	(8)	12%	(21)	62%	(105)	168
Few Times per Year + Moviegoers	5%	(26)	8%	(43)	4%	(22)	4%	(20)	13%	(75)	67%	(385)	571
Heard Smile Campaign	5%	(23)	11%	(46)	5%	(21)	4%	(17)	15%	(64)	60%	(253)	425
Heard Minion Campaign	4%	(19)	9%	(45)	4%	(20)	3%	(17)	12%	(60)	68%	(344)	505
Listens to Podcasts	6%	(36)	8%	(45)	5%	(27)	2%	(14)	16%	(88)	62%	(343)	552
Streaming Services User	4%	(39)	7%	(61)	4%	(32)	3%	(27)	13%	(120)	69%	(620)	898
Netflix User	4%	(38)	6%	(53)	3%	(30)	3%	(29)	13%	(116)	69%	(598)	864
Disney+ User	5%	(29)	6%	(40)	4%	(25)	3%	(17)	13%	(79)	69%	(427)	617
Heterosexual or straight	4%	(30)	8%	(55)	4%	(27)	3%	(21)	14%	(99)	67%	(470)	702
Bisexual	4%	(5)	5%	(7)	3%	(4)	1%	(2)	16%	(23)	71%	(100)	141
Something else	3%	(2)	1%	(0)	4%	(2)	5%	(3)	8%	(4)	80%	(45)	56
Yes	2%	(3)	3%	(4)	2%	(3)	2%	(3)	16%	(22)	75%	(104)	140
No	4%	(37)	7%	(59)	4%	(32)	3%	(27)	13%	(112)	69%	(594)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE5\_6:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Emma Chamberlain

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	13%	(130)	14%	(139)	6%	(61)	6%	(63)	23%	(228)	38%	(379)	1000
Gender: Male	6%	(32)	12%	(61)	5%	(27)	6%	(28)	22%	(112)	48%	(245)	506
Gender: Female	20%	(98)	16%	(78)	7%	(34)	7%	(34)	23%	(116)	27%	(134)	494
Age: 18-34	13%	(76)	16%	(98)	7%	(42)	6%	(38)	22%	(135)	36%	(220)	609
GenZers: 1997-2012	13%	(130)	14%	(139)	6%	(61)	6%	(63)	23%	(228)	38%	(379)	1000
Ideo: Liberal (1-3)	17%	(51)	17%	(52)	9%	(28)	8%	(24)	23%	(70)	26%	(78)	304
Ideo: Moderate (4)	12%	(28)	13%	(31)	6%	(14)	5%	(12)	22%	(52)	41%	(96)	232
Ideo: Conservative (5-7)	14%	(23)	17%	(28)	3%	(5)	6%	(9)	16%	(26)	44%	(73)	165
Educ: < College	13%	(119)	12%	(110)	6%	(53)	6%	(55)	23%	(209)	40%	(364)	910
Educ: Bachelors degree	14%	(9)	37%	(24)	7%	(5)	10%	(7)	20%	(13)	11%	(7)	65
Ethnicity: White	15%	(109)	15%	(113)	6%	(47)	6%	(47)	22%	(159)	35%	(256)	731
Ethnicity: Hispanic	16%	(38)	17%	(40)	8%	(19)	8%	(20)	20%	(49)	31%	(76)	242
Ethnicity: Black	9%	(13)	9%	(13)	5%	(7)	4%	(6)	25%	(37)	48%	(72)	148
Ethnicity: Other	6%	(8)	11%	(13)	5%	(7)	7%	(9)	27%	(32)	43%	(52)	121
All Christian	18%	(42)	19%	(46)	4%	(9)	6%	(14)	19%	(46)	34%	(80)	237
All Non-Christian	13%	(7)	19%	(9)	7%	(4)	7%	(3)	19%	(9)	35%	(17)	50
Atheist	10%	(11)	14%	(16)	5%	(6)	6%	(7)	26%	(30)	39%	(45)	116
Agnostic/Nothing in particular	10%	(42)	13%	(54)	7%	(27)	7%	(28)	24%	(99)	38%	(154)	405
Something Else	15%	(28)	7%	(13)	8%	(15)	5%	(9)	23%	(44)	43%	(83)	193
Religious Non-Protestant/Catholic	16%	(11)	14%	(9)	6%	(4)	5%	(3)	28%	(19)	31%	(21)	68
Evangelical	14%	(23)	12%	(20)	5%	(9)	5%	(8)	20%	(35)	45%	(77)	172
Non-Evangelical	18%	(42)	17%	(38)	7%	(15)	7%	(15)	19%	(42)	33%	(76)	228
Community: Urban	13%	(39)	13%	(38)	9%	(25)	5%	(14)	25%	(72)	35%	(100)	288
Community: Suburban	13%	(56)	14%	(63)	6%	(26)	8%	(36)	23%	(102)	35%	(153)	435
Community: Rural	13%	(35)	14%	(38)	4%	(11)	5%	(13)	19%	(54)	46%	(127)	276
Military HH: Yes	12%	(11)	20%	(20)	4%	(4)	6%	(6)	26%	(25)	32%	(31)	97
Military HH: No	13%	(119)	13%	(119)	6%	(57)	6%	(57)	22%	(202)	39%	(348)	903

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**Table MCFE5\_6:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Emma Chamberlain

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	13%	(130)	14%	(139)	6%	(61)	6%	(63)	23%	(228)	38%	(379)	1000
4-Region: Northeast	18%	(29)	14%	(24)	6%	(10)	5%	(8)	21%	(34)	36%	(59)	164
4-Region: Midwest	12%	(29)	15%	(36)	5%	(11)	7%	(17)	22%	(51)	38%	(89)	233
4-Region: South	12%	(52)	14%	(60)	7%	(31)	7%	(29)	20%	(85)	40%	(174)	432
4-Region: West	12%	(20)	11%	(19)	5%	(9)	5%	(8)	34%	(58)	34%	(58)	172
TikTok Users	16%	(112)	15%	(99)	7%	(45)	7%	(48)	23%	(153)	33%	(223)	680
Twitch Users	14%	(33)	16%	(39)	4%	(9)	7%	(17)	26%	(60)	33%	(78)	236
2022 Sports Viewers/Attendees	15%	(91)	17%	(104)	6%	(38)	5%	(33)	24%	(144)	31%	(187)	597
Monthly Moviegoers	17%	(28)	18%	(30)	12%	(20)	8%	(13)	18%	(31)	28%	(47)	168
Few Times per Year + Moviegoers	15%	(84)	18%	(100)	7%	(41)	6%	(37)	21%	(120)	33%	(188)	571
Heard Smile Campaign	19%	(80)	20%	(84)	8%	(35)	6%	(27)	21%	(91)	25%	(108)	425
Heard Minion Campaign	17%	(84)	17%	(85)	7%	(34)	8%	(40)	22%	(112)	30%	(150)	505
Listens to Podcasts	16%	(89)	16%	(87)	6%	(35)	6%	(34)	24%	(132)	32%	(175)	552
Streaming Services User	14%	(124)	15%	(132)	6%	(52)	7%	(61)	23%	(208)	36%	(322)	898
Netflix User	14%	(120)	14%	(122)	7%	(58)	6%	(53)	24%	(205)	35%	(305)	864
Disney+ User	15%	(94)	15%	(93)	6%	(39)	6%	(40)	23%	(140)	34%	(211)	617
Heterosexual or straight	13%	(89)	14%	(97)	5%	(38)	6%	(40)	21%	(147)	41%	(291)	702
Bisexual	16%	(22)	17%	(24)	6%	(8)	5%	(7)	28%	(39)	29%	(40)	141
Something else	13%	(7)	6%	(3)	6%	(3)	1%	(1)	29%	(16)	45%	(25)	56
Yes	9%	(12)	9%	(12)	7%	(9)	11%	(16)	25%	(34)	40%	(55)	140
No	14%	(118)	15%	(127)	6%	(52)	5%	(47)	22%	(193)	38%	(324)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE5\_7:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Khaby Lame

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
GenZers	14% (142)	12% (123)	6% (60)	5% (47)	14% (139)	49% (489)	1000
Gender: Male	20% (100)	18% (90)	7% (36)	4% (20)	16% (79)	36% (181)	506
Gender: Female	8% (42)	7% (33)	5% (24)	5% (27)	12% (60)	62% (308)	494
Age: 18-34	13% (79)	10% (63)	5% (31)	4% (25)	12% (71)	56% (339)	609
GenZers: 1997-2012	14% (142)	12% (123)	6% (60)	5% (47)	14% (139)	49% (489)	1000
Ideo: Liberal (1-3)	16% (49)	11% (33)	7% (21)	4% (14)	14% (44)	47% (144)	304
Ideo: Moderate (4)	12% (29)	12% (27)	5% (11)	3% (7)	14% (33)	54% (126)	232
Ideo: Conservative (5-7)	15% (25)	19% (31)	3% (6)	6% (9)	10% (17)	47% (78)	165
Educ: < College	14% (131)	12% (110)	6% (53)	5% (45)	14% (125)	49% (446)	910
Educ: Bachelors degree	12% (8)	14% (9)	8% (5)	3% (2)	13% (9)	49% (32)	65
Ethnicity: White	13% (92)	12% (89)	6% (41)	5% (34)	12% (90)	53% (384)	731
Ethnicity: Hispanic	13% (30)	16% (39)	8% (19)	5% (11)	12% (29)	47% (114)	242
Ethnicity: Black	19% (28)	12% (18)	7% (11)	6% (8)	19% (29)	36% (54)	148
Ethnicity: Other	18% (22)	13% (16)	7% (8)	4% (4)	17% (20)	42% (51)	121
All Christian	17% (39)	14% (32)	4% (10)	6% (14)	11% (25)	49% (117)	237
All Non-Christian	18% (9)	22% (11)	3% (1)	9% (5)	14% (7)	34% (17)	50
Atheist	12% (14)	9% (11)	11% (13)	5% (5)	12% (14)	50% (58)	116
Agnostic/Nothing in particular	14% (58)	11% (46)	7% (28)	4% (16)	15% (62)	48% (194)	405
Something Else	11% (21)	12% (22)	5% (9)	4% (8)	16% (30)	53% (103)	193
Religious Non-Protestant/Catholic	16% (11)	20% (13)	2% (1)	7% (5)	20% (14)	35% (24)	68
Evangelical	17% (29)	15% (25)	6% (10)	2% (4)	10% (18)	50% (86)	172
Non-Evangelical	13% (29)	11% (26)	4% (9)	8% (18)	13% (29)	52% (118)	228
Community: Urban	16% (46)	8% (24)	4% (12)	5% (13)	16% (47)	50% (145)	288
Community: Suburban	15% (66)	14% (63)	7% (31)	4% (17)	13% (55)	47% (203)	435
Community: Rural	11% (29)	13% (36)	6% (17)	6% (17)	13% (37)	51% (140)	276
Military HH: Yes	23% (22)	9% (9)	2% (2)	8% (8)	17% (17)	40% (39)	97
Military HH: No	13% (120)	13% (114)	6% (58)	4% (39)	14% (122)	50% (450)	903

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**Table MCFE5\_7:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Khaby Lame

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	14%	(142)	12%	(123)	6%	(60)	5%	(47)	14%	(139)	49%	(489)	1000
4-Region: Northeast	13%	(21)	8%	(12)	6%	(10)	7%	(11)	17%	(29)	49%	(81)	164
4-Region: Midwest	15%	(35)	15%	(35)	5%	(12)	6%	(14)	11%	(25)	48%	(112)	233
4-Region: South	14%	(61)	12%	(54)	7%	(28)	3%	(13)	14%	(61)	50%	(214)	432
4-Region: West	15%	(25)	13%	(22)	5%	(9)	5%	(9)	14%	(25)	48%	(82)	172
TikTok Users	15%	(105)	10%	(71)	8%	(52)	5%	(35)	14%	(95)	47%	(323)	680
Twitch Users	18%	(42)	17%	(39)	9%	(22)	6%	(14)	12%	(29)	38%	(90)	236
2022 Sports Viewers/Attendees	16%	(96)	16%	(95)	6%	(38)	6%	(34)	14%	(81)	42%	(254)	597
Monthly Moviegoers	19%	(32)	17%	(28)	4%	(6)	4%	(7)	10%	(17)	46%	(78)	168
Few Times per Year + Moviegoers	17%	(98)	12%	(67)	7%	(41)	5%	(26)	14%	(79)	45%	(259)	571
Heard Smile Campaign	16%	(69)	15%	(66)	6%	(26)	7%	(30)	14%	(61)	41%	(174)	425
Heard Minion Campaign	18%	(89)	16%	(83)	7%	(35)	7%	(35)	14%	(72)	38%	(191)	505
Listens to Podcasts	18%	(99)	12%	(69)	8%	(42)	3%	(17)	15%	(82)	44%	(243)	552
Streaming Services User	14%	(122)	13%	(118)	6%	(54)	5%	(46)	14%	(128)	48%	(430)	898
Netflix User	15%	(125)	12%	(105)	6%	(50)	5%	(42)	14%	(122)	49%	(420)	864
Disney+ User	15%	(95)	14%	(84)	5%	(34)	5%	(30)	13%	(81)	48%	(294)	617
Heterosexual or straight	14%	(98)	13%	(93)	6%	(40)	6%	(39)	14%	(96)	48%	(335)	702
Bisexual	11%	(16)	6%	(9)	7%	(10)	3%	(5)	20%	(29)	52%	(73)	141
Something else	32%	(18)	8%	(5)	6%	(3)	1%	(1)	13%	(7)	39%	(22)	56
Yes	9%	(12)	9%	(13)	7%	(9)	3%	(5)	19%	(27)	53%	(75)	140
No	15%	(130)	13%	(110)	6%	(51)	5%	(42)	13%	(112)	48%	(415)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE5\_8:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Jake Paul

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	7%	(73)	11%	(114)	14%	(143)	36%	(363)	19%	(188)	12%	(119)	1000
Gender: Male	10%	(50)	15%	(76)	15%	(74)	33%	(168)	19%	(95)	9%	(43)	506
Gender: Female	5%	(23)	8%	(38)	14%	(69)	39%	(195)	19%	(93)	15%	(76)	494
Age: 18-34	9%	(52)	12%	(71)	15%	(90)	37%	(223)	17%	(101)	12%	(71)	609
GenZers: 1997-2012	7%	(73)	11%	(114)	14%	(143)	36%	(363)	19%	(188)	12%	(119)	1000
Ideo: Liberal (1-3)	9%	(27)	8%	(23)	16%	(48)	50%	(152)	10%	(30)	8%	(24)	304
Ideo: Moderate (4)	8%	(18)	12%	(28)	17%	(39)	31%	(73)	20%	(47)	12%	(27)	232
Ideo: Conservative (5-7)	5%	(8)	18%	(30)	13%	(22)	28%	(46)	20%	(33)	17%	(27)	165
Educ: < College	7%	(68)	11%	(102)	14%	(127)	36%	(327)	19%	(175)	12%	(111)	910
Educ: Bachelors degree	5%	(3)	14%	(9)	22%	(14)	40%	(26)	13%	(8)	6%	(4)	65
Ethnicity: White	6%	(44)	11%	(77)	15%	(106)	39%	(285)	18%	(132)	12%	(86)	731
Ethnicity: Hispanic	9%	(21)	11%	(26)	16%	(38)	38%	(91)	18%	(43)	10%	(23)	242
Ethnicity: Black	16%	(23)	13%	(19)	10%	(15)	27%	(41)	21%	(31)	13%	(19)	148
Ethnicity: Other	5%	(6)	14%	(17)	18%	(22)	31%	(37)	20%	(25)	12%	(14)	121
All Christian	8%	(19)	15%	(35)	13%	(30)	34%	(81)	17%	(40)	14%	(32)	237
All Non-Christian	9%	(5)	8%	(4)	21%	(11)	38%	(19)	8%	(4)	15%	(8)	50
Atheist	8%	(9)	10%	(12)	14%	(16)	47%	(54)	14%	(16)	7%	(8)	116
Agnostic/Nothing in particular	8%	(33)	10%	(41)	13%	(54)	38%	(152)	22%	(90)	9%	(35)	405
Something Else	4%	(8)	11%	(21)	17%	(33)	29%	(57)	20%	(38)	19%	(36)	193
Religious Non-Protestant/Catholic	11%	(7)	8%	(5)	18%	(12)	33%	(23)	17%	(11)	14%	(9)	68
Evangelical	7%	(11)	17%	(28)	9%	(16)	26%	(44)	23%	(39)	19%	(32)	172
Non-Evangelical	5%	(11)	11%	(25)	19%	(43)	39%	(89)	12%	(28)	14%	(32)	228
Community: Urban	7%	(21)	13%	(36)	10%	(29)	37%	(106)	22%	(64)	11%	(31)	288
Community: Suburban	7%	(31)	11%	(49)	17%	(74)	38%	(167)	17%	(72)	10%	(42)	435
Community: Rural	7%	(21)	10%	(28)	14%	(40)	33%	(90)	19%	(52)	17%	(46)	276
Military HH: Yes	11%	(10)	10%	(10)	13%	(13)	39%	(37)	20%	(19)	7%	(7)	97
Military HH: No	7%	(63)	12%	(104)	14%	(130)	36%	(326)	19%	(169)	12%	(112)	903

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**Table MCFE5\_8:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Jake Paul

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	7%	(73)	11%	(114)	14%	(143)	36%	(363)	19%	(188)	12%	(119)	1000
4-Region: Northeast	8%	(13)	10%	(17)	16%	(27)	37%	(60)	15%	(24)	14%	(23)	164
4-Region: Midwest	7%	(15)	15%	(34)	13%	(30)	40%	(93)	17%	(40)	9%	(21)	233
4-Region: South	9%	(37)	10%	(45)	15%	(63)	35%	(153)	19%	(81)	12%	(52)	432
4-Region: West	4%	(8)	10%	(18)	14%	(24)	33%	(57)	25%	(43)	14%	(23)	172
TikTok Users	8%	(56)	12%	(83)	15%	(104)	38%	(258)	18%	(120)	9%	(58)	680
Twitch Users	9%	(21)	16%	(38)	14%	(33)	43%	(101)	13%	(31)	5%	(12)	236
2022 Sports Viewers/Attendees	9%	(56)	15%	(90)	16%	(98)	35%	(206)	17%	(101)	8%	(45)	597
Monthly Moviegoers	18%	(30)	12%	(21)	15%	(26)	31%	(52)	8%	(14)	15%	(25)	168
Few Times per Year + Moviegoers	9%	(53)	13%	(76)	15%	(86)	36%	(206)	17%	(98)	9%	(52)	571
Heard Smile Campaign	11%	(45)	15%	(66)	14%	(60)	38%	(160)	15%	(64)	7%	(30)	425
Heard Minion Campaign	8%	(38)	15%	(77)	16%	(83)	39%	(197)	15%	(77)	7%	(33)	505
Listens to Podcasts	10%	(54)	15%	(82)	16%	(87)	33%	(184)	18%	(102)	8%	(43)	552
Streaming Services User	7%	(67)	12%	(109)	15%	(132)	38%	(340)	18%	(159)	10%	(92)	898
Netflix User	8%	(66)	12%	(100)	15%	(131)	37%	(321)	18%	(157)	10%	(90)	864
Disney+ User	8%	(52)	12%	(71)	16%	(98)	38%	(233)	16%	(101)	10%	(63)	617
Heterosexual or straight	8%	(58)	14%	(99)	14%	(100)	30%	(212)	20%	(143)	13%	(90)	702
Bisexual	3%	(5)	7%	(9)	20%	(28)	49%	(69)	14%	(19)	8%	(11)	141
Something else	12%	(7)	2%	(1)	13%	(7)	30%	(17)	30%	(17)	13%	(7)	56
Yes	3%	(5)	7%	(10)	8%	(11)	44%	(61)	23%	(33)	15%	(21)	140
No	8%	(68)	12%	(103)	15%	(133)	35%	(302)	18%	(155)	11%	(99)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE5\_9:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Logan Paul

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	9%	(90)	17%	(168)	16%	(156)	30%	(297)	17%	(172)	12%	(117)	1000
Gender: Male	12%	(63)	23%	(117)	16%	(81)	23%	(119)	17%	(86)	8%	(41)	506
Gender: Female	6%	(27)	10%	(52)	15%	(74)	36%	(178)	17%	(86)	15%	(76)	494
Age: 18-34	12%	(73)	17%	(101)	16%	(96)	28%	(170)	16%	(98)	12%	(72)	609
GenZers: 1997-2012	9%	(90)	17%	(168)	16%	(156)	30%	(297)	17%	(172)	12%	(117)	1000
Ideo: Liberal (1-3)	9%	(28)	17%	(53)	19%	(59)	40%	(120)	7%	(21)	7%	(21)	304
Ideo: Moderate (4)	12%	(27)	16%	(37)	12%	(29)	24%	(57)	24%	(55)	12%	(27)	232
Ideo: Conservative (5-7)	9%	(14)	18%	(29)	19%	(31)	22%	(37)	19%	(32)	13%	(22)	165
Educ: < College	9%	(80)	17%	(153)	15%	(138)	30%	(271)	17%	(159)	12%	(108)	910
Educ: Bachelors degree	11%	(7)	18%	(12)	24%	(16)	28%	(18)	12%	(8)	8%	(5)	65
Ethnicity: White	7%	(53)	17%	(123)	16%	(115)	32%	(237)	17%	(123)	11%	(80)	731
Ethnicity: Hispanic	11%	(26)	19%	(46)	20%	(47)	26%	(62)	18%	(43)	8%	(18)	242
Ethnicity: Black	18%	(27)	15%	(22)	11%	(17)	22%	(32)	22%	(32)	13%	(19)	148
Ethnicity: Other	8%	(10)	19%	(23)	20%	(24)	23%	(28)	14%	(17)	15%	(18)	121
All Christian	11%	(26)	17%	(41)	19%	(44)	25%	(60)	18%	(44)	9%	(22)	237
All Non-Christian	12%	(6)	24%	(12)	14%	(7)	25%	(12)	10%	(5)	15%	(8)	50
Atheist	5%	(6)	23%	(26)	11%	(13)	44%	(51)	9%	(10)	8%	(9)	116
Agnostic/Nothing in particular	11%	(43)	15%	(61)	15%	(60)	33%	(133)	17%	(67)	10%	(40)	405
Something Else	5%	(10)	15%	(28)	17%	(32)	21%	(40)	24%	(45)	20%	(38)	193
Religious Non-Protestant/Catholic	12%	(8)	18%	(13)	13%	(9)	21%	(15)	23%	(15)	12%	(8)	68
Evangelical	10%	(17)	18%	(30)	14%	(24)	16%	(27)	24%	(42)	19%	(32)	172
Non-Evangelical	7%	(15)	16%	(36)	20%	(47)	31%	(70)	15%	(35)	11%	(25)	228
Community: Urban	9%	(25)	15%	(42)	16%	(47)	32%	(92)	17%	(49)	12%	(34)	288
Community: Suburban	9%	(41)	19%	(83)	16%	(69)	30%	(131)	16%	(69)	10%	(44)	435
Community: Rural	9%	(24)	16%	(44)	15%	(40)	27%	(75)	20%	(54)	14%	(40)	276
Military HH: Yes	14%	(13)	25%	(24)	12%	(11)	26%	(25)	16%	(16)	8%	(7)	97
Military HH: No	8%	(77)	16%	(145)	16%	(144)	30%	(272)	17%	(156)	12%	(109)	903

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**Table MCFE5\_9:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Logan Paul

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	9%	(90)	17%	(168)	16%	(156)	30%	(297)	17%	(172)	12%	(117)	1000
4-Region: Northeast	13%	(22)	11%	(18)	21%	(34)	24%	(39)	19%	(31)	12%	(20)	164
4-Region: Midwest	8%	(19)	23%	(54)	10%	(24)	35%	(81)	13%	(30)	11%	(25)	233
4-Region: South	9%	(40)	15%	(65)	18%	(76)	29%	(127)	16%	(70)	13%	(54)	432
4-Region: West	6%	(10)	18%	(32)	13%	(22)	29%	(50)	24%	(41)	10%	(18)	172
TikTok Users	9%	(63)	19%	(129)	16%	(108)	30%	(203)	17%	(118)	9%	(59)	680
Twitch Users	10%	(24)	27%	(64)	17%	(41)	32%	(74)	11%	(25)	3%	(8)	236
2022 Sports Viewers/Attendees	12%	(71)	21%	(127)	17%	(100)	27%	(164)	15%	(89)	8%	(47)	597
Monthly Moviegoers	17%	(28)	20%	(34)	18%	(30)	21%	(35)	10%	(17)	14%	(24)	168
Few Times per Year + Moviegoers	11%	(64)	19%	(107)	16%	(94)	29%	(168)	15%	(85)	9%	(53)	571
Heard Smile Campaign	14%	(61)	21%	(88)	17%	(73)	28%	(117)	13%	(55)	7%	(31)	425
Heard Minion Campaign	11%	(57)	21%	(105)	18%	(90)	31%	(154)	14%	(72)	5%	(27)	505
Listens to Podcasts	12%	(68)	18%	(100)	19%	(102)	29%	(160)	15%	(81)	7%	(40)	552
Streaming Services User	9%	(84)	18%	(159)	17%	(149)	30%	(270)	17%	(149)	10%	(88)	898
Netflix User	10%	(83)	17%	(149)	17%	(145)	29%	(253)	17%	(148)	10%	(86)	864
Disney+ User	10%	(61)	18%	(113)	16%	(101)	30%	(185)	15%	(94)	10%	(62)	617
Heterosexual or straight	11%	(74)	19%	(136)	15%	(108)	23%	(164)	19%	(133)	12%	(87)	702
Bisexual	4%	(5)	17%	(24)	19%	(27)	36%	(50)	17%	(24)	7%	(10)	141
Something else	7%	(4)	7%	(4)	14%	(8)	46%	(26)	14%	(8)	12%	(7)	56
Yes	8%	(11)	10%	(14)	9%	(12)	35%	(49)	23%	(33)	15%	(21)	140
No	9%	(79)	18%	(154)	17%	(144)	29%	(248)	16%	(139)	11%	(96)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE5\_10:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Josh Richards

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	5%	(51)	7%	(72)	6%	(60)	6%	(56)	14%	(135)	63%	(625)	1000
Gender: Male	3%	(14)	9%	(45)	5%	(25)	4%	(22)	15%	(74)	64%	(326)	506
Gender: Female	8%	(38)	5%	(27)	7%	(35)	7%	(34)	12%	(62)	61%	(299)	494
Age: 18-34	5%	(31)	8%	(47)	6%	(37)	6%	(34)	15%	(89)	61%	(371)	609
GenZers: 1997-2012	5%	(51)	7%	(72)	6%	(60)	6%	(56)	14%	(135)	63%	(625)	1000
Ideo: Liberal (1-3)	5%	(16)	6%	(17)	8%	(25)	7%	(21)	12%	(37)	62%	(188)	304
Ideo: Moderate (4)	6%	(13)	8%	(19)	4%	(10)	4%	(9)	16%	(37)	62%	(144)	232
Ideo: Conservative (5-7)	5%	(9)	16%	(26)	7%	(12)	4%	(6)	12%	(20)	55%	(92)	165
Educ: < College	5%	(42)	7%	(64)	6%	(52)	5%	(49)	13%	(118)	64%	(584)	910
Educ: Bachelors degree	14%	(9)	8%	(5)	8%	(5)	9%	(6)	18%	(12)	43%	(28)	65
Ethnicity: White	6%	(42)	7%	(52)	6%	(46)	6%	(45)	13%	(97)	61%	(449)	731
Ethnicity: Hispanic	7%	(16)	5%	(11)	6%	(15)	5%	(11)	18%	(43)	60%	(145)	242
Ethnicity: Black	4%	(6)	7%	(11)	6%	(9)	4%	(5)	17%	(25)	62%	(92)	148
Ethnicity: Other	2%	(3)	8%	(10)	4%	(5)	5%	(6)	11%	(13)	69%	(83)	121
All Christian	7%	(16)	14%	(33)	6%	(13)	7%	(17)	14%	(32)	53%	(126)	237
All Non-Christian	6%	(3)	6%	(3)	10%	(5)	6%	(3)	10%	(5)	62%	(31)	50
Atheist	—	(0)	5%	(5)	8%	(9)	5%	(6)	9%	(10)	74%	(85)	116
Agnostic/Nothing in particular	5%	(19)	5%	(19)	6%	(23)	4%	(17)	14%	(58)	66%	(268)	405
Something Else	7%	(14)	6%	(12)	5%	(9)	7%	(13)	15%	(30)	60%	(115)	193
Religious Non-Protestant/Catholic	5%	(3)	5%	(3)	8%	(6)	6%	(4)	19%	(13)	57%	(39)	68
Evangelical	7%	(13)	16%	(27)	4%	(7)	2%	(3)	13%	(22)	59%	(101)	172
Non-Evangelical	7%	(16)	7%	(16)	7%	(15)	11%	(26)	13%	(29)	55%	(126)	228
Community: Urban	6%	(16)	5%	(15)	4%	(11)	8%	(24)	16%	(47)	61%	(175)	288
Community: Suburban	4%	(19)	9%	(39)	7%	(32)	3%	(15)	13%	(55)	63%	(275)	435
Community: Rural	6%	(16)	7%	(19)	6%	(16)	6%	(17)	12%	(32)	63%	(175)	276
Military HH: Yes	4%	(4)	9%	(9)	4%	(4)	8%	(8)	16%	(16)	59%	(57)	97
Military HH: No	5%	(48)	7%	(64)	6%	(56)	5%	(48)	13%	(119)	63%	(568)	903

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**Table MCFE5\_10:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Josh Richards

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	5%	(51)	7%	(72)	6%	(60)	6%	(56)	14%	(135)	63%	(625)	1000
4-Region: Northeast	7%	(11)	9%	(15)	9%	(15)	4%	(7)	20%	(33)	51%	(84)	164
4-Region: Midwest	5%	(11)	7%	(16)	4%	(10)	10%	(24)	10%	(24)	63%	(147)	233
4-Region: South	6%	(25)	7%	(31)	5%	(21)	4%	(18)	12%	(52)	66%	(284)	432
4-Region: West	2%	(3)	6%	(10)	8%	(14)	4%	(7)	15%	(26)	64%	(111)	172
TikTok Users	7%	(45)	8%	(54)	8%	(53)	5%	(34)	13%	(92)	59%	(403)	680
Twitch Users	5%	(11)	8%	(19)	10%	(23)	6%	(13)	16%	(38)	56%	(132)	236
2022 Sports Viewers/Attendees	6%	(36)	10%	(61)	8%	(47)	6%	(36)	15%	(87)	55%	(329)	597
Monthly Moviegoers	9%	(15)	12%	(19)	5%	(9)	7%	(12)	16%	(27)	51%	(86)	168
Few Times per Year + Moviegoers	7%	(39)	8%	(48)	7%	(41)	6%	(37)	15%	(86)	56%	(319)	571
Heard Smile Campaign	6%	(26)	11%	(47)	7%	(31)	9%	(37)	15%	(65)	52%	(219)	425
Heard Minion Campaign	6%	(32)	10%	(48)	8%	(40)	6%	(31)	12%	(61)	58%	(292)	505
Listens to Podcasts	6%	(33)	9%	(50)	7%	(40)	5%	(28)	16%	(91)	56%	(311)	552
Streaming Services User	6%	(50)	8%	(72)	6%	(56)	5%	(48)	14%	(128)	61%	(544)	898
Netflix User	6%	(50)	7%	(62)	6%	(53)	6%	(52)	14%	(123)	61%	(524)	864
Disney+ User	6%	(38)	8%	(48)	7%	(42)	6%	(35)	15%	(93)	58%	(361)	617
Heterosexual or straight	5%	(34)	9%	(62)	5%	(38)	7%	(46)	15%	(105)	59%	(416)	702
Bisexual	7%	(9)	5%	(6)	10%	(14)	5%	(6)	13%	(18)	62%	(87)	141
Something else	7%	(4)	1%	(1)	3%	(2)	1%	(1)	8%	(4)	79%	(45)	56
Yes	2%	(3)	5%	(8)	7%	(10)	2%	(3)	17%	(24)	66%	(92)	140
No	6%	(48)	8%	(65)	6%	(50)	6%	(53)	13%	(111)	62%	(533)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE5\_11:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Bryce Hall

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	6%	(56)	11%	(107)	9%	(92)	17%	(174)	21%	(208)	36%	(363)	1000
Gender: Male	6%	(32)	11%	(57)	8%	(41)	16%	(79)	22%	(110)	37%	(187)	506
Gender: Female	5%	(24)	10%	(50)	10%	(51)	19%	(95)	20%	(98)	36%	(176)	494
Age: 18-34	6%	(39)	10%	(62)	10%	(59)	14%	(86)	21%	(125)	39%	(237)	609
GenZers: 1997-2012	6%	(56)	11%	(107)	9%	(92)	17%	(174)	21%	(208)	36%	(363)	1000
Ideo: Liberal (1-3)	5%	(16)	11%	(32)	11%	(33)	26%	(78)	19%	(57)	29%	(87)	304
Ideo: Moderate (4)	4%	(9)	12%	(29)	11%	(25)	11%	(26)	24%	(55)	38%	(89)	232
Ideo: Conservative (5-7)	7%	(12)	12%	(20)	10%	(16)	10%	(17)	21%	(34)	40%	(66)	165
Educ: < College	5%	(50)	10%	(92)	9%	(81)	17%	(158)	21%	(187)	38%	(342)	910
Educ: Bachelors degree	5%	(3)	18%	(12)	13%	(9)	17%	(11)	24%	(16)	23%	(15)	65
Ethnicity: White	5%	(37)	12%	(86)	9%	(66)	18%	(132)	18%	(131)	38%	(279)	731
Ethnicity: Hispanic	8%	(18)	17%	(41)	10%	(23)	15%	(37)	24%	(58)	26%	(64)	242
Ethnicity: Black	9%	(14)	7%	(11)	13%	(19)	15%	(22)	26%	(39)	29%	(44)	148
Ethnicity: Other	5%	(5)	9%	(10)	6%	(8)	17%	(20)	31%	(37)	33%	(40)	121
All Christian	6%	(13)	17%	(39)	8%	(19)	17%	(39)	19%	(45)	34%	(81)	237
All Non-Christian	12%	(6)	20%	(10)	13%	(6)	10%	(5)	12%	(6)	33%	(16)	50
Atheist	5%	(6)	5%	(6)	8%	(10)	31%	(36)	13%	(15)	37%	(43)	116
Agnostic/Nothing in particular	5%	(21)	9%	(36)	9%	(36)	15%	(62)	22%	(89)	40%	(162)	405
Something Else	5%	(10)	9%	(17)	11%	(21)	17%	(32)	27%	(52)	31%	(60)	193
Religious Non-Protestant/Catholic	10%	(7)	15%	(10)	11%	(7)	11%	(8)	21%	(14)	32%	(22)	68
Evangelical	6%	(10)	14%	(24)	10%	(17)	12%	(20)	24%	(42)	34%	(58)	172
Non-Evangelical	5%	(11)	13%	(30)	10%	(23)	20%	(46)	20%	(45)	32%	(73)	228
Community: Urban	5%	(15)	11%	(32)	9%	(27)	17%	(50)	21%	(62)	36%	(103)	288
Community: Suburban	6%	(26)	12%	(52)	10%	(43)	18%	(81)	21%	(93)	33%	(142)	435
Community: Rural	5%	(15)	9%	(24)	8%	(22)	16%	(44)	19%	(53)	43%	(118)	276
Military HH: Yes	9%	(9)	8%	(7)	8%	(7)	25%	(24)	17%	(16)	34%	(33)	97
Military HH: No	5%	(47)	11%	(100)	9%	(85)	17%	(150)	21%	(192)	37%	(330)	903

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**Table MCFE5\_11:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Bryce Hall

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	6%	(56)	11%	(107)	9%	(92)	17%	(174)	21%	(208)	36%	(363)	1000
4-Region: Northeast	6%	(10)	13%	(22)	10%	(17)	15%	(25)	22%	(36)	33%	(54)	164
4-Region: Midwest	4%	(9)	8%	(18)	12%	(28)	24%	(55)	18%	(41)	35%	(82)	233
4-Region: South	6%	(28)	12%	(51)	7%	(32)	16%	(69)	20%	(87)	38%	(165)	432
4-Region: West	5%	(9)	10%	(17)	9%	(16)	14%	(25)	25%	(44)	36%	(61)	172
TikTok Users	6%	(41)	13%	(86)	11%	(77)	18%	(124)	21%	(141)	31%	(211)	680
Twitch Users	9%	(22)	12%	(29)	9%	(22)	22%	(51)	17%	(40)	31%	(72)	236
2022 Sports Viewers/Attendees	7%	(41)	15%	(90)	11%	(66)	16%	(99)	21%	(127)	29%	(174)	597
Monthly Moviegoers	9%	(15)	17%	(28)	10%	(17)	21%	(35)	15%	(26)	28%	(46)	168
Few Times per Year + Moviegoers	7%	(39)	13%	(74)	10%	(56)	21%	(119)	21%	(122)	28%	(160)	571
Heard Smile Campaign	7%	(29)	15%	(65)	12%	(49)	21%	(89)	21%	(89)	24%	(103)	425
Heard Minion Campaign	6%	(30)	16%	(82)	10%	(53)	21%	(106)	18%	(89)	29%	(145)	505
Listens to Podcasts	6%	(34)	13%	(73)	9%	(52)	19%	(104)	21%	(116)	32%	(175)	552
Streaming Services User	6%	(52)	11%	(102)	9%	(83)	17%	(157)	21%	(191)	35%	(313)	898
Netflix User	6%	(51)	11%	(97)	10%	(83)	18%	(154)	21%	(184)	34%	(295)	864
Disney+ User	6%	(36)	12%	(72)	11%	(71)	17%	(106)	19%	(115)	35%	(218)	617
Heterosexual or straight	6%	(42)	12%	(86)	10%	(67)	15%	(108)	21%	(150)	35%	(249)	702
Bisexual	4%	(6)	10%	(14)	12%	(16)	17%	(24)	21%	(29)	36%	(51)	141
Something else	8%	(4)	4%	(2)	4%	(2)	21%	(12)	21%	(12)	42%	(23)	56
Yes	6%	(8)	6%	(8)	6%	(8)	21%	(29)	27%	(38)	35%	(49)	140
No	6%	(48)	12%	(99)	10%	(84)	17%	(145)	20%	(170)	36%	(314)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE5\_12:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Tyler Blevins (Ninja)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	7%	(73)	14%	(142)	10%	(96)	9%	(94)	21%	(207)	39%	(389)	1000
Gender: Male	12%	(60)	22%	(112)	13%	(66)	13%	(67)	17%	(87)	23%	(114)	506
Gender: Female	2%	(12)	6%	(30)	6%	(30)	5%	(27)	24%	(120)	56%	(275)	494
Age: 18-34	8%	(47)	13%	(81)	11%	(66)	9%	(54)	19%	(114)	41%	(247)	609
GenZers: 1997-2012	7%	(73)	14%	(142)	10%	(96)	9%	(94)	21%	(207)	39%	(389)	1000
Ideo: Liberal (1-3)	7%	(22)	14%	(41)	12%	(36)	14%	(43)	20%	(59)	34%	(102)	304
Ideo: Moderate (4)	8%	(18)	19%	(45)	9%	(20)	9%	(21)	17%	(40)	38%	(88)	232
Ideo: Conservative (5-7)	8%	(12)	15%	(25)	11%	(18)	8%	(13)	18%	(29)	41%	(68)	165
Educ: < College	7%	(68)	14%	(130)	9%	(83)	9%	(83)	21%	(187)	39%	(358)	910
Educ: Bachelors degree	5%	(4)	15%	(10)	13%	(9)	14%	(9)	17%	(11)	36%	(23)	65
Ethnicity: White	7%	(51)	12%	(88)	9%	(65)	10%	(70)	22%	(158)	41%	(299)	731
Ethnicity: Hispanic	8%	(20)	15%	(37)	10%	(23)	10%	(23)	22%	(53)	35%	(85)	242
Ethnicity: Black	11%	(16)	18%	(27)	9%	(14)	9%	(14)	20%	(30)	32%	(48)	148
Ethnicity: Other	5%	(6)	22%	(27)	14%	(17)	9%	(10)	15%	(18)	35%	(42)	121
All Christian	10%	(23)	16%	(37)	10%	(23)	6%	(15)	20%	(48)	38%	(91)	237
All Non-Christian	9%	(5)	24%	(12)	13%	(7)	14%	(7)	10%	(5)	29%	(14)	50
Atheist	1%	(1)	8%	(9)	18%	(20)	19%	(21)	26%	(30)	29%	(33)	116
Agnostic/Nothing in particular	9%	(35)	13%	(53)	8%	(33)	9%	(35)	21%	(84)	41%	(164)	405
Something Else	5%	(9)	16%	(30)	6%	(12)	8%	(16)	20%	(39)	45%	(86)	193
Religious Non-Protestant/Catholic	10%	(7)	19%	(13)	10%	(7)	10%	(7)	22%	(15)	29%	(20)	68
Evangelical	11%	(20)	15%	(27)	6%	(10)	7%	(12)	15%	(26)	45%	(78)	172
Non-Evangelical	4%	(10)	17%	(40)	11%	(24)	8%	(18)	20%	(45)	40%	(91)	228
Community: Urban	6%	(18)	9%	(27)	8%	(23)	9%	(25)	24%	(70)	44%	(125)	288
Community: Suburban	9%	(39)	18%	(76)	11%	(46)	11%	(47)	19%	(85)	33%	(142)	435
Community: Rural	6%	(15)	14%	(38)	10%	(27)	8%	(22)	19%	(52)	44%	(122)	276
Military HH: Yes	7%	(7)	15%	(15)	12%	(11)	8%	(8)	22%	(22)	36%	(34)	97
Military HH: No	7%	(66)	14%	(127)	9%	(85)	10%	(86)	20%	(185)	39%	(355)	903

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**Table MCFE5\_12:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Tyler Blevins (Ninja)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	7%	(73)	14%	(142)	10%	(96)	9%	(94)	21%	(207)	39%	(389)	1000
4-Region: Northeast	10%	(16)	9%	(15)	15%	(25)	6%	(11)	22%	(36)	37%	(61)	164
4-Region: Midwest	6%	(14)	17%	(40)	9%	(21)	13%	(31)	19%	(44)	36%	(83)	233
4-Region: South	8%	(35)	14%	(59)	9%	(38)	8%	(34)	19%	(80)	43%	(185)	432
4-Region: West	5%	(8)	16%	(28)	7%	(12)	11%	(18)	27%	(46)	35%	(60)	172
TikTok Users	8%	(56)	15%	(100)	10%	(65)	8%	(54)	21%	(143)	38%	(262)	680
Twitch Users	11%	(26)	24%	(57)	17%	(41)	10%	(24)	19%	(45)	18%	(43)	236
2022 Sports Viewers/Attendees	9%	(54)	19%	(113)	11%	(63)	9%	(51)	17%	(104)	35%	(212)	597
Monthly Moviegoers	14%	(24)	15%	(25)	11%	(19)	10%	(17)	20%	(33)	30%	(50)	168
Few Times per Year + Moviegoers	9%	(51)	16%	(91)	9%	(54)	10%	(57)	20%	(116)	35%	(201)	571
Heard Smile Campaign	10%	(44)	18%	(74)	10%	(40)	9%	(38)	19%	(81)	35%	(148)	425
Heard Minion Campaign	9%	(44)	20%	(100)	11%	(58)	9%	(45)	20%	(101)	31%	(158)	505
Listens to Podcasts	9%	(51)	14%	(80)	10%	(53)	11%	(59)	23%	(125)	33%	(185)	552
Streaming Services User	8%	(69)	15%	(132)	10%	(93)	9%	(85)	21%	(193)	36%	(326)	898
Netflix User	8%	(68)	14%	(120)	10%	(89)	9%	(74)	21%	(182)	38%	(332)	864
Disney+ User	8%	(49)	14%	(84)	11%	(67)	8%	(50)	21%	(127)	39%	(240)	617
Heterosexual or straight	9%	(61)	16%	(111)	10%	(71)	8%	(56)	17%	(118)	41%	(285)	702
Bisexual	3%	(4)	10%	(14)	10%	(13)	7%	(10)	38%	(53)	33%	(46)	141
Something else	6%	(3)	10%	(5)	6%	(3)	24%	(13)	19%	(11)	36%	(20)	56
Yes	7%	(9)	9%	(12)	10%	(14)	11%	(16)	28%	(39)	36%	(51)	140
No	7%	(63)	15%	(129)	10%	(82)	9%	(78)	20%	(168)	39%	(339)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE5\_13:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Olajide Olatunji (KSI)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	13%	(132)	16%	(158)	7%	(71)	5%	(47)	14%	(141)	45%	(451)	1000
Gender: Male	22%	(114)	21%	(107)	8%	(40)	4%	(21)	14%	(69)	31%	(155)	506
Gender: Female	4%	(18)	10%	(51)	6%	(32)	5%	(26)	14%	(71)	60%	(295)	494
Age: 18-34	13%	(77)	15%	(89)	8%	(49)	5%	(31)	13%	(81)	46%	(282)	609
GenZers: 1997-2012	13%	(132)	16%	(158)	7%	(71)	5%	(47)	14%	(141)	45%	(451)	1000
Ideo: Liberal (1-3)	12%	(36)	21%	(62)	11%	(33)	5%	(14)	12%	(36)	40%	(122)	304
Ideo: Moderate (4)	18%	(42)	14%	(33)	7%	(16)	3%	(6)	13%	(30)	45%	(105)	232
Ideo: Conservative (5-7)	12%	(20)	25%	(41)	5%	(8)	7%	(11)	14%	(23)	38%	(63)	165
Educ: < College	13%	(119)	16%	(146)	6%	(59)	5%	(42)	14%	(128)	46%	(416)	910
Educ: Bachelors degree	18%	(12)	14%	(9)	14%	(9)	7%	(5)	9%	(6)	38%	(25)	65
Ethnicity: White	9%	(67)	16%	(120)	7%	(54)	5%	(34)	15%	(107)	48%	(349)	731
Ethnicity: Hispanic	18%	(43)	12%	(28)	8%	(19)	9%	(21)	16%	(38)	38%	(93)	242
Ethnicity: Black	22%	(33)	16%	(23)	7%	(10)	5%	(7)	14%	(20)	37%	(55)	148
Ethnicity: Other	27%	(32)	12%	(15)	6%	(7)	5%	(6)	12%	(14)	39%	(47)	121
All Christian	16%	(38)	17%	(41)	8%	(18)	4%	(9)	12%	(29)	43%	(102)	237
All Non-Christian	25%	(12)	15%	(8)	10%	(5)	5%	(2)	19%	(9)	26%	(13)	50
Atheist	11%	(13)	20%	(23)	12%	(14)	4%	(4)	18%	(21)	34%	(39)	116
Agnostic/Nothing in particular	13%	(51)	14%	(55)	5%	(19)	5%	(21)	14%	(55)	50%	(203)	405
Something Else	9%	(17)	16%	(30)	8%	(16)	6%	(11)	13%	(26)	48%	(93)	193
Religious Non-Protestant/Catholic	22%	(15)	11%	(8)	7%	(5)	4%	(2)	26%	(17)	30%	(20)	68
Evangelical	13%	(22)	23%	(39)	5%	(8)	3%	(6)	11%	(18)	46%	(78)	172
Non-Evangelical	13%	(30)	14%	(31)	10%	(24)	6%	(13)	12%	(28)	45%	(104)	228
Community: Urban	13%	(36)	14%	(40)	8%	(23)	2%	(5)	16%	(47)	48%	(137)	288
Community: Suburban	15%	(66)	17%	(76)	6%	(27)	5%	(24)	13%	(57)	43%	(186)	435
Community: Rural	11%	(29)	15%	(42)	8%	(22)	7%	(19)	13%	(36)	46%	(128)	276
Military HH: Yes	17%	(16)	15%	(15)	5%	(4)	4%	(4)	15%	(14)	45%	(43)	97
Military HH: No	13%	(116)	16%	(143)	7%	(67)	5%	(43)	14%	(127)	45%	(407)	903

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**Table MCFE5\_13:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Olajide Olatunji (KSI)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	13%	(132)	16%	(158)	7%	(71)	5%	(47)	14%	(141)	45%	(451)	1000
4-Region: Northeast	13%	(21)	17%	(28)	7%	(11)	7%	(11)	13%	(21)	44%	(72)	164
4-Region: Midwest	9%	(21)	18%	(42)	6%	(15)	6%	(13)	14%	(32)	46%	(108)	233
4-Region: South	16%	(69)	15%	(64)	7%	(29)	4%	(16)	12%	(51)	47%	(203)	432
4-Region: West	12%	(20)	14%	(24)	9%	(16)	4%	(7)	21%	(37)	39%	(68)	172
TikTok Users	15%	(105)	16%	(110)	7%	(50)	4%	(29)	12%	(85)	44%	(302)	680
Twitch Users	21%	(49)	25%	(58)	7%	(17)	6%	(14)	12%	(28)	29%	(68)	236
2022 Sports Viewers/Attendees	16%	(98)	17%	(104)	7%	(39)	5%	(29)	13%	(78)	42%	(249)	597
Monthly Moviegoers	24%	(40)	11%	(19)	9%	(14)	4%	(7)	11%	(18)	41%	(70)	168
Few Times per Year + Moviegoers	16%	(92)	17%	(96)	7%	(39)	4%	(24)	13%	(72)	43%	(248)	571
Heard Smile Campaign	18%	(76)	18%	(77)	9%	(37)	5%	(22)	12%	(50)	38%	(162)	425
Heard Minion Campaign	19%	(95)	18%	(92)	9%	(48)	5%	(25)	15%	(75)	34%	(171)	505
Listens to Podcasts	15%	(83)	17%	(95)	9%	(48)	5%	(26)	13%	(74)	41%	(226)	552
Streaming Services User	13%	(120)	16%	(141)	7%	(67)	5%	(46)	15%	(131)	44%	(392)	898
Netflix User	13%	(115)	16%	(136)	8%	(65)	5%	(44)	14%	(118)	45%	(386)	864
Disney+ User	14%	(84)	15%	(90)	7%	(44)	5%	(31)	14%	(88)	45%	(279)	617
Heterosexual or straight	16%	(112)	16%	(110)	7%	(46)	4%	(31)	12%	(87)	45%	(315)	702
Bisexual	7%	(10)	20%	(28)	11%	(16)	5%	(8)	22%	(31)	35%	(49)	141
Something else	6%	(3)	23%	(13)	2%	(1)	6%	(3)	8%	(5)	54%	(31)	56
Yes	5%	(7)	17%	(24)	7%	(9)	4%	(6)	19%	(27)	47%	(66)	140
No	15%	(125)	16%	(134)	7%	(62)	5%	(41)	13%	(113)	45%	(385)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE5\_14:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Noah Beck

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	8%	(76)	12%	(119)	7%	(74)	10%	(103)	24%	(237)	39%	(390)	1000
Gender: Male	7%	(36)	12%	(59)	6%	(33)	10%	(51)	22%	(111)	43%	(216)	506
Gender: Female	8%	(40)	12%	(60)	8%	(42)	11%	(52)	25%	(126)	35%	(174)	494
Age: 18-34	9%	(57)	12%	(70)	8%	(47)	9%	(55)	21%	(129)	41%	(250)	609
GenZers: 1997-2012	8%	(76)	12%	(119)	7%	(74)	10%	(103)	24%	(237)	39%	(390)	1000
Ideo: Liberal (1-3)	7%	(21)	12%	(37)	10%	(31)	12%	(36)	19%	(58)	40%	(120)	304
Ideo: Moderate (4)	10%	(23)	11%	(26)	7%	(17)	7%	(17)	25%	(57)	40%	(92)	232
Ideo: Conservative (5-7)	10%	(16)	18%	(30)	6%	(10)	9%	(15)	24%	(39)	34%	(56)	165
Educ: < College	7%	(66)	11%	(104)	7%	(60)	11%	(96)	24%	(217)	40%	(367)	910
Educ: Bachelors degree	9%	(6)	20%	(13)	19%	(12)	5%	(4)	23%	(15)	23%	(15)	65
Ethnicity: White	8%	(56)	13%	(92)	8%	(55)	11%	(77)	23%	(171)	38%	(280)	731
Ethnicity: Hispanic	7%	(16)	14%	(34)	8%	(20)	14%	(35)	25%	(62)	31%	(76)	242
Ethnicity: Black	9%	(14)	11%	(17)	6%	(9)	10%	(15)	22%	(32)	42%	(62)	148
Ethnicity: Other	6%	(7)	8%	(10)	9%	(11)	10%	(12)	28%	(33)	40%	(48)	121
All Christian	10%	(24)	18%	(44)	9%	(20)	7%	(16)	23%	(54)	34%	(80)	237
All Non-Christian	8%	(4)	25%	(12)	13%	(6)	12%	(6)	12%	(6)	30%	(15)	50
Atheist	2%	(3)	7%	(8)	7%	(8)	13%	(15)	28%	(32)	43%	(50)	116
Agnostic/Nothing in particular	8%	(31)	9%	(35)	7%	(27)	11%	(43)	23%	(93)	43%	(175)	405
Something Else	8%	(15)	11%	(21)	6%	(12)	12%	(23)	27%	(52)	36%	(70)	193
Religious Non-Protestant/Catholic	9%	(6)	18%	(12)	11%	(7)	9%	(6)	23%	(16)	30%	(20)	68
Evangelical	9%	(16)	15%	(26)	5%	(8)	7%	(11)	27%	(47)	37%	(64)	172
Non-Evangelical	9%	(20)	17%	(39)	10%	(23)	11%	(26)	21%	(48)	32%	(72)	228
Community: Urban	9%	(25)	13%	(38)	5%	(15)	14%	(40)	24%	(70)	35%	(100)	288
Community: Suburban	8%	(37)	10%	(45)	9%	(38)	10%	(45)	23%	(101)	39%	(169)	435
Community: Rural	5%	(14)	13%	(36)	8%	(22)	7%	(19)	24%	(66)	43%	(120)	276
Military HH: Yes	7%	(7)	16%	(16)	11%	(11)	12%	(11)	27%	(26)	27%	(26)	97
Military HH: No	8%	(70)	11%	(103)	7%	(64)	10%	(92)	23%	(210)	40%	(364)	903

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**Table MCFE5\_14:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Noah Beck

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	8%	(76)	12%	(119)	7%	(74)	10%	(103)	24%	(237)	39%	(390)	1000
4-Region: Northeast	8%	(13)	12%	(19)	11%	(19)	10%	(16)	26%	(42)	34%	(56)	164
4-Region: Midwest	8%	(18)	16%	(38)	7%	(16)	7%	(17)	19%	(45)	43%	(99)	233
4-Region: South	8%	(33)	10%	(44)	6%	(24)	12%	(52)	23%	(100)	41%	(177)	432
4-Region: West	7%	(12)	10%	(18)	9%	(16)	10%	(18)	29%	(50)	34%	(59)	172
TikTok Users	9%	(60)	14%	(95)	9%	(60)	12%	(81)	23%	(159)	33%	(225)	680
Twitch Users	8%	(19)	11%	(27)	8%	(19)	14%	(34)	24%	(56)	34%	(81)	236
2022 Sports Viewers/Attendees	10%	(59)	16%	(94)	9%	(56)	9%	(54)	24%	(144)	32%	(190)	597
Monthly Moviegoers	13%	(22)	19%	(31)	11%	(19)	8%	(13)	20%	(34)	29%	(49)	168
Few Times per Year + Moviegoers	9%	(51)	15%	(88)	9%	(50)	9%	(53)	25%	(143)	33%	(187)	571
Heard Smile Campaign	10%	(42)	18%	(74)	10%	(40)	13%	(57)	24%	(102)	26%	(109)	425
Heard Minion Campaign	9%	(46)	17%	(84)	10%	(50)	13%	(64)	21%	(106)	31%	(156)	505
Listens to Podcasts	11%	(59)	13%	(70)	8%	(45)	9%	(52)	22%	(124)	37%	(202)	552
Streaming Services User	8%	(74)	13%	(117)	7%	(66)	10%	(92)	25%	(220)	37%	(328)	898
Netflix User	8%	(73)	13%	(109)	8%	(65)	11%	(92)	25%	(218)	36%	(307)	864
Disney+ User	9%	(56)	15%	(93)	8%	(50)	11%	(65)	23%	(140)	35%	(213)	617
Heterosexual or straight	8%	(54)	12%	(86)	7%	(50)	10%	(69)	26%	(181)	37%	(262)	702
Bisexual	9%	(12)	11%	(16)	12%	(17)	12%	(16)	18%	(26)	38%	(53)	141
Something else	6%	(3)	6%	(3)	5%	(3)	7%	(4)	17%	(10)	60%	(34)	56
Yes	5%	(7)	6%	(8)	7%	(9)	13%	(19)	27%	(38)	42%	(59)	140
No	8%	(70)	13%	(111)	8%	(65)	10%	(85)	23%	(198)	39%	(331)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE5\_15:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Bella Poarch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	8%	(83)	16%	(164)	10%	(105)	11%	(108)	25%	(246)	29%	(294)	1000
Gender: Male	10%	(51)	15%	(78)	10%	(51)	10%	(48)	26%	(132)	29%	(146)	506
Gender: Female	7%	(32)	17%	(86)	11%	(54)	12%	(59)	23%	(114)	30%	(149)	494
Age: 18-34	10%	(64)	16%	(96)	9%	(52)	9%	(55)	20%	(121)	36%	(221)	609
GenZers: 1997-2012	8%	(83)	16%	(164)	10%	(105)	11%	(108)	25%	(246)	29%	(294)	1000
Ideo: Liberal (1-3)	11%	(33)	18%	(55)	12%	(36)	14%	(41)	24%	(73)	21%	(65)	304
Ideo: Moderate (4)	11%	(25)	13%	(29)	9%	(21)	6%	(14)	22%	(52)	39%	(90)	232
Ideo: Conservative (5-7)	7%	(12)	19%	(31)	9%	(15)	11%	(18)	21%	(34)	34%	(56)	165
Educ: < College	8%	(75)	16%	(145)	10%	(93)	11%	(97)	25%	(226)	30%	(273)	910
Educ: Bachelors degree	7%	(4)	23%	(15)	14%	(9)	13%	(8)	20%	(13)	24%	(16)	65
Ethnicity: White	8%	(56)	16%	(117)	10%	(69)	12%	(84)	25%	(185)	30%	(220)	731
Ethnicity: Hispanic	10%	(25)	20%	(48)	14%	(33)	10%	(23)	22%	(53)	25%	(60)	242
Ethnicity: Black	11%	(16)	15%	(22)	12%	(18)	7%	(11)	22%	(32)	33%	(49)	148
Ethnicity: Other	10%	(12)	21%	(25)	14%	(17)	10%	(13)	23%	(28)	21%	(26)	121
All Christian	8%	(19)	18%	(43)	9%	(21)	13%	(31)	22%	(52)	30%	(72)	237
All Non-Christian	10%	(5)	32%	(16)	11%	(5)	6%	(3)	13%	(7)	29%	(14)	50
Atheist	10%	(12)	19%	(22)	13%	(15)	13%	(15)	24%	(28)	21%	(24)	116
Agnostic/Nothing in particular	8%	(34)	14%	(56)	11%	(45)	10%	(38)	27%	(111)	30%	(121)	405
Something Else	7%	(14)	14%	(27)	10%	(20)	11%	(21)	25%	(48)	33%	(63)	193
Religious Non-Protestant/Catholic	9%	(6)	27%	(18)	9%	(6)	4%	(3)	23%	(16)	28%	(19)	68
Evangelical	8%	(14)	17%	(29)	7%	(12)	7%	(13)	24%	(41)	37%	(63)	172
Non-Evangelical	7%	(16)	16%	(37)	12%	(27)	16%	(37)	22%	(50)	27%	(62)	228
Community: Urban	8%	(22)	16%	(45)	10%	(29)	14%	(40)	25%	(72)	28%	(81)	288
Community: Suburban	10%	(42)	18%	(80)	11%	(49)	8%	(35)	25%	(111)	27%	(118)	435
Community: Rural	7%	(19)	14%	(39)	10%	(27)	12%	(32)	23%	(63)	34%	(95)	276
Military HH: Yes	10%	(10)	29%	(28)	2%	(2)	16%	(15)	22%	(22)	21%	(20)	97
Military HH: No	8%	(73)	15%	(136)	11%	(103)	10%	(92)	25%	(224)	30%	(274)	903

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**Table MCFE5\_15:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Bella Poarch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	8%	(83)	16%	(164)	10%	(105)	11%	(108)	25%	(246)	29%	(294)	1000
4-Region: Northeast	8%	(12)	23%	(38)	8%	(13)	12%	(19)	24%	(39)	26%	(43)	164
4-Region: Midwest	7%	(15)	14%	(31)	13%	(31)	14%	(34)	23%	(52)	30%	(69)	233
4-Region: South	10%	(42)	17%	(75)	10%	(43)	8%	(36)	23%	(98)	32%	(137)	432
4-Region: West	8%	(14)	11%	(19)	11%	(18)	11%	(19)	33%	(56)	26%	(45)	172
TikTok Users	10%	(69)	16%	(111)	13%	(88)	12%	(82)	24%	(163)	25%	(167)	680
Twitch Users	10%	(23)	21%	(50)	11%	(27)	9%	(21)	26%	(62)	22%	(53)	236
2022 Sports Viewers/Attendees	10%	(58)	18%	(110)	12%	(69)	9%	(56)	21%	(128)	29%	(176)	597
Monthly Moviegoers	17%	(29)	16%	(26)	12%	(21)	8%	(14)	17%	(29)	30%	(50)	168
Few Times per Year + Moviegoers	10%	(56)	20%	(112)	11%	(61)	10%	(56)	24%	(137)	26%	(150)	571
Heard Smile Campaign	14%	(61)	22%	(93)	11%	(48)	12%	(50)	22%	(91)	19%	(81)	425
Heard Minion Campaign	10%	(53)	19%	(94)	15%	(74)	14%	(71)	22%	(113)	20%	(100)	505
Listens to Podcasts	10%	(54)	17%	(92)	12%	(66)	7%	(41)	28%	(155)	26%	(144)	552
Streaming Services User	9%	(78)	17%	(149)	11%	(100)	12%	(104)	24%	(216)	28%	(251)	898
Netflix User	9%	(77)	17%	(143)	11%	(97)	11%	(97)	24%	(211)	28%	(238)	864
Disney+ User	9%	(58)	18%	(112)	10%	(62)	10%	(60)	22%	(137)	31%	(188)	617
Heterosexual or straight	8%	(59)	16%	(113)	9%	(66)	11%	(77)	23%	(159)	32%	(228)	702
Bisexual	9%	(12)	18%	(25)	18%	(26)	9%	(13)	28%	(40)	18%	(25)	141
Something else	5%	(3)	8%	(4)	15%	(8)	6%	(4)	48%	(27)	19%	(11)	56
Yes	6%	(8)	14%	(19)	7%	(10)	10%	(14)	37%	(52)	26%	(37)	140
No	9%	(75)	17%	(145)	11%	(95)	11%	(94)	23%	(194)	30%	(258)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE5\_16:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Lele Pons

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	5%	(55)	11%	(113)	11%	(109)	13%	(133)	20%	(203)	39%	(388)	1000
Gender: Male	5%	(26)	11%	(54)	9%	(46)	11%	(56)	21%	(105)	43%	(219)	506
Gender: Female	6%	(29)	12%	(58)	13%	(62)	16%	(77)	20%	(98)	34%	(169)	494
Age: 18-34	7%	(45)	11%	(68)	11%	(66)	14%	(83)	19%	(118)	38%	(229)	609
GenZers: 1997-2012	5%	(55)	11%	(113)	11%	(109)	13%	(133)	20%	(203)	39%	(388)	1000
Ideo: Liberal (1-3)	7%	(21)	10%	(29)	18%	(55)	23%	(70)	14%	(41)	29%	(87)	304
Ideo: Moderate (4)	4%	(10)	13%	(29)	8%	(19)	9%	(20)	22%	(51)	44%	(103)	232
Ideo: Conservative (5-7)	5%	(8)	17%	(28)	8%	(13)	7%	(12)	21%	(35)	41%	(68)	165
Educ: < College	5%	(50)	11%	(97)	11%	(96)	13%	(115)	20%	(186)	40%	(365)	910
Educ: Bachelors degree	3%	(2)	20%	(13)	17%	(11)	18%	(11)	16%	(10)	26%	(17)	65
Ethnicity: White	5%	(36)	10%	(75)	11%	(79)	14%	(101)	21%	(150)	40%	(290)	731
Ethnicity: Hispanic	9%	(21)	15%	(37)	8%	(20)	16%	(39)	24%	(59)	27%	(66)	242
Ethnicity: Black	7%	(11)	14%	(20)	9%	(13)	10%	(15)	22%	(32)	37%	(55)	148
Ethnicity: Other	6%	(8)	14%	(17)	14%	(16)	14%	(17)	17%	(20)	35%	(43)	121
All Christian	6%	(13)	18%	(43)	10%	(25)	10%	(23)	22%	(52)	34%	(81)	237
All Non-Christian	8%	(4)	25%	(12)	3%	(2)	20%	(10)	13%	(6)	31%	(15)	50
Atheist	2%	(2)	9%	(10)	13%	(15)	17%	(20)	15%	(17)	44%	(51)	116
Agnostic/Nothing in particular	6%	(23)	7%	(28)	12%	(49)	16%	(64)	22%	(87)	38%	(154)	405
Something Else	7%	(13)	10%	(20)	9%	(18)	9%	(17)	21%	(41)	44%	(85)	193
Religious Non-Protestant/Catholic	6%	(4)	24%	(16)	3%	(2)	15%	(10)	24%	(16)	29%	(20)	68
Evangelical	8%	(14)	21%	(36)	8%	(13)	5%	(9)	18%	(31)	40%	(69)	172
Non-Evangelical	5%	(11)	9%	(22)	12%	(27)	13%	(29)	22%	(51)	39%	(89)	228
Community: Urban	8%	(22)	12%	(34)	11%	(32)	14%	(41)	21%	(61)	34%	(98)	288
Community: Suburban	4%	(17)	13%	(55)	11%	(49)	14%	(62)	20%	(88)	38%	(165)	435
Community: Rural	6%	(16)	9%	(24)	10%	(28)	11%	(30)	20%	(54)	45%	(125)	276
Military HH: Yes	5%	(5)	12%	(12)	26%	(25)	10%	(10)	18%	(18)	29%	(28)	97
Military HH: No	6%	(50)	11%	(101)	9%	(84)	14%	(123)	21%	(185)	40%	(360)	903

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**Table MCFE5\_16:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Lele Pons

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	5%	(55)	11%	(113)	11%	(109)	13%	(133)	20%	(203)	39%	(388)	1000
4-Region: Northeast	6%	(9)	15%	(24)	13%	(21)	13%	(21)	21%	(34)	33%	(54)	164
4-Region: Midwest	5%	(12)	12%	(28)	12%	(27)	14%	(33)	17%	(40)	40%	(93)	233
4-Region: South	7%	(29)	11%	(46)	10%	(43)	13%	(57)	17%	(72)	43%	(185)	432
4-Region: West	3%	(5)	9%	(15)	10%	(17)	14%	(23)	33%	(56)	32%	(56)	172
TikTok Users	6%	(44)	13%	(86)	10%	(70)	14%	(98)	22%	(148)	34%	(233)	680
Twitch Users	8%	(19)	17%	(40)	13%	(31)	17%	(41)	17%	(40)	27%	(64)	236
2022 Sports Viewers/Attendees	7%	(41)	14%	(83)	13%	(79)	13%	(76)	20%	(120)	33%	(197)	597
Monthly Moviegoers	10%	(16)	12%	(19)	10%	(17)	17%	(29)	16%	(27)	36%	(60)	168
Few Times per Year + Moviegoers	6%	(37)	12%	(66)	13%	(73)	13%	(73)	20%	(113)	37%	(208)	571
Heard Smile Campaign	8%	(33)	17%	(74)	14%	(57)	16%	(68)	20%	(85)	25%	(107)	425
Heard Minion Campaign	7%	(35)	15%	(77)	13%	(66)	16%	(82)	18%	(93)	30%	(152)	505
Listens to Podcasts	6%	(36)	12%	(69)	13%	(70)	14%	(76)	23%	(125)	32%	(177)	552
Streaming Services User	6%	(52)	12%	(106)	11%	(102)	14%	(128)	21%	(187)	36%	(323)	898
Netflix User	6%	(52)	11%	(96)	11%	(94)	14%	(121)	21%	(180)	37%	(321)	864
Disney+ User	6%	(36)	14%	(84)	11%	(70)	12%	(74)	21%	(130)	36%	(222)	617
Heterosexual or straight	5%	(38)	12%	(86)	10%	(72)	12%	(85)	20%	(140)	40%	(280)	702
Bisexual	5%	(7)	9%	(13)	16%	(23)	17%	(24)	20%	(29)	32%	(45)	141
Something else	9%	(5)	10%	(6)	7%	(4)	6%	(3)	26%	(15)	42%	(24)	56
Yes	2%	(2)	5%	(7)	8%	(11)	16%	(22)	33%	(47)	37%	(51)	140
No	6%	(52)	12%	(106)	11%	(98)	13%	(111)	18%	(156)	39%	(336)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE5\_17:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Remi Bader

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	3%	(30)	4%	(40)	3%	(35)	4%	(37)	9%	(92)	77%	(766)	1000
Gender: Male	3%	(16)	5%	(26)	3%	(16)	5%	(25)	10%	(50)	74%	(373)	506
Gender: Female	3%	(15)	3%	(14)	4%	(19)	2%	(12)	8%	(42)	80%	(393)	494
Age: 18-34	4%	(25)	5%	(29)	4%	(25)	4%	(27)	11%	(68)	72%	(436)	609
GenZers: 1997-2012	3%	(30)	4%	(40)	3%	(35)	4%	(37)	9%	(92)	77%	(766)	1000
Ideo: Liberal (1-3)	4%	(12)	6%	(18)	5%	(16)	3%	(10)	9%	(27)	73%	(221)	304
Ideo: Moderate (4)	4%	(9)	4%	(10)	3%	(8)	4%	(10)	8%	(18)	76%	(177)	232
Ideo: Conservative (5-7)	3%	(4)	6%	(10)	6%	(10)	3%	(4)	8%	(14)	75%	(123)	165
Educ: < College	3%	(26)	4%	(32)	3%	(32)	3%	(29)	8%	(76)	78%	(714)	910
Educ: Bachelors degree	6%	(4)	6%	(4)	5%	(3)	9%	(6)	21%	(13)	54%	(35)	65
Ethnicity: White	3%	(24)	4%	(27)	3%	(25)	3%	(25)	9%	(62)	78%	(567)	731
Ethnicity: Hispanic	3%	(7)	5%	(11)	2%	(6)	4%	(10)	13%	(31)	73%	(178)	242
Ethnicity: Black	3%	(5)	5%	(7)	5%	(7)	5%	(7)	13%	(19)	69%	(103)	148
Ethnicity: Other	1%	(1)	5%	(5)	3%	(3)	4%	(4)	8%	(10)	80%	(96)	121
All Christian	3%	(7)	9%	(21)	2%	(5)	3%	(7)	14%	(32)	69%	(164)	237
All Non-Christian	3%	(1)	11%	(5)	3%	(1)	12%	(6)	11%	(6)	61%	(30)	50
Atheist	3%	(4)	4%	(5)	1%	(2)	5%	(6)	5%	(5)	82%	(94)	116
Agnostic/Nothing in particular	4%	(15)	1%	(6)	4%	(17)	3%	(11)	8%	(32)	80%	(324)	405
Something Else	2%	(3)	1%	(3)	5%	(10)	4%	(7)	9%	(17)	80%	(154)	193
Religious Non-Protestant/Catholic	3%	(2)	9%	(6)	2%	(1)	9%	(6)	18%	(13)	58%	(40)	68
Evangelical	3%	(4)	10%	(17)	5%	(8)	3%	(6)	7%	(13)	72%	(124)	172
Non-Evangelical	2%	(5)	3%	(6)	3%	(7)	3%	(7)	12%	(28)	76%	(174)	228
Community: Urban	3%	(10)	5%	(15)	2%	(7)	2%	(6)	11%	(31)	76%	(220)	288
Community: Suburban	4%	(16)	4%	(18)	4%	(17)	5%	(22)	9%	(41)	74%	(320)	435
Community: Rural	2%	(4)	2%	(7)	4%	(11)	3%	(9)	7%	(19)	82%	(226)	276
Military HH: Yes	3%	(3)	7%	(7)	2%	(2)	5%	(5)	9%	(8)	75%	(72)	97
Military HH: No	3%	(28)	4%	(33)	4%	(33)	4%	(32)	9%	(84)	77%	(694)	903

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**Table MCFE5\_17:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Remi Bader

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	3%	(30)	4%	(40)	3%	(35)	4%	(37)	9%	(92)	77%	(766)	1000
4-Region: Northeast	3%	(4)	5%	(8)	5%	(8)	5%	(8)	13%	(21)	70%	(115)	164
4-Region: Midwest	2%	(6)	2%	(5)	3%	(8)	4%	(9)	10%	(23)	78%	(182)	233
4-Region: South	4%	(17)	5%	(23)	4%	(17)	3%	(13)	7%	(31)	77%	(331)	432
4-Region: West	2%	(4)	3%	(4)	2%	(3)	4%	(7)	10%	(17)	80%	(137)	172
TikTok Users	3%	(22)	4%	(25)	4%	(28)	4%	(29)	9%	(62)	76%	(515)	680
Twitch Users	2%	(4)	5%	(13)	3%	(7)	5%	(12)	9%	(21)	76%	(178)	236
2022 Sports Viewers/Attendees	4%	(26)	5%	(32)	5%	(28)	4%	(25)	11%	(64)	71%	(422)	597
Monthly Moviegoers	6%	(10)	7%	(11)	6%	(10)	4%	(8)	12%	(21)	65%	(109)	168
Few Times per Year + Moviegoers	4%	(25)	4%	(26)	5%	(26)	4%	(22)	11%	(64)	71%	(407)	571
Heard Smile Campaign	4%	(18)	7%	(29)	5%	(21)	5%	(23)	11%	(47)	68%	(287)	425
Heard Minion Campaign	3%	(13)	6%	(31)	5%	(26)	4%	(22)	9%	(45)	73%	(368)	505
Listens to Podcasts	4%	(23)	5%	(26)	5%	(25)	4%	(22)	12%	(64)	71%	(392)	552
Streaming Services User	3%	(29)	4%	(38)	4%	(32)	4%	(34)	9%	(85)	76%	(681)	898
Netflix User	3%	(28)	4%	(31)	4%	(32)	4%	(33)	9%	(81)	76%	(660)	864
Disney+ User	4%	(26)	4%	(24)	4%	(23)	3%	(20)	10%	(63)	75%	(461)	617
Heterosexual or straight	3%	(21)	5%	(32)	4%	(28)	3%	(24)	10%	(67)	75%	(529)	702
Bisexual	5%	(7)	3%	(4)	3%	(4)	2%	(3)	13%	(18)	74%	(105)	141
Something else	2%	(1)	2%	(1)	1%	(0)	9%	(5)	3%	(2)	83%	(47)	56
Yes	—	(0)	3%	(5)	3%	(4)	3%	(4)	14%	(20)	76%	(107)	140
No	4%	(30)	4%	(35)	4%	(31)	4%	(33)	8%	(72)	77%	(659)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE5\_18:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Sommer Ray

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	8%	(78)	11%	(111)	7%	(70)	9%	(92)	19%	(188)	46%	(461)	1000
Gender: Male	12%	(62)	15%	(76)	7%	(35)	7%	(37)	18%	(90)	41%	(206)	506
Gender: Female	3%	(16)	7%	(35)	7%	(34)	11%	(56)	20%	(98)	52%	(255)	494
Age: 18-34	9%	(56)	12%	(72)	8%	(51)	10%	(59)	19%	(117)	42%	(255)	609
GenZers: 1997-2012	8%	(78)	11%	(111)	7%	(70)	9%	(92)	19%	(188)	46%	(461)	1000
Ideo: Liberal (1-3)	9%	(29)	10%	(32)	7%	(22)	10%	(32)	19%	(57)	44%	(133)	304
Ideo: Moderate (4)	6%	(13)	13%	(29)	10%	(22)	10%	(22)	23%	(54)	39%	(91)	232
Ideo: Conservative (5-7)	10%	(17)	18%	(29)	7%	(11)	10%	(16)	13%	(21)	43%	(71)	165
Educ: < College	8%	(72)	11%	(99)	6%	(52)	9%	(80)	19%	(169)	48%	(437)	910
Educ: Bachelors degree	6%	(4)	15%	(10)	21%	(14)	14%	(9)	18%	(12)	25%	(17)	65
Ethnicity: White	7%	(53)	10%	(76)	7%	(53)	10%	(73)	18%	(131)	47%	(346)	731
Ethnicity: Hispanic	10%	(24)	12%	(29)	8%	(20)	11%	(26)	21%	(50)	39%	(94)	242
Ethnicity: Black	12%	(17)	13%	(20)	6%	(9)	7%	(10)	23%	(35)	39%	(58)	148
Ethnicity: Other	6%	(7)	12%	(15)	7%	(8)	8%	(10)	19%	(23)	48%	(58)	121
All Christian	9%	(20)	17%	(40)	8%	(20)	9%	(21)	20%	(48)	37%	(89)	237
All Non-Christian	12%	(6)	18%	(9)	8%	(4)	9%	(4)	11%	(6)	42%	(21)	50
Atheist	7%	(8)	5%	(5)	6%	(7)	6%	(7)	15%	(18)	61%	(71)	116
Agnostic/Nothing in particular	7%	(30)	8%	(32)	6%	(25)	9%	(38)	22%	(91)	47%	(189)	405
Something Else	7%	(13)	13%	(24)	7%	(14)	12%	(23)	14%	(27)	48%	(92)	193
Religious Non-Protestant/Catholic	12%	(8)	13%	(9)	6%	(4)	8%	(5)	20%	(14)	41%	(28)	68
Evangelical	8%	(14)	18%	(32)	6%	(11)	5%	(9)	15%	(26)	47%	(80)	172
Non-Evangelical	7%	(17)	13%	(31)	10%	(22)	14%	(32)	17%	(39)	38%	(88)	228
Community: Urban	6%	(17)	11%	(33)	8%	(23)	11%	(30)	22%	(62)	43%	(123)	288
Community: Suburban	9%	(39)	12%	(50)	8%	(34)	8%	(36)	18%	(80)	45%	(196)	435
Community: Rural	8%	(22)	10%	(27)	5%	(13)	9%	(26)	16%	(45)	51%	(142)	276
Military HH: Yes	8%	(7)	14%	(13)	9%	(9)	11%	(10)	16%	(15)	43%	(42)	97
Military HH: No	8%	(70)	11%	(97)	7%	(61)	9%	(82)	19%	(173)	46%	(420)	903

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**Table MCFE5\_18:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Sommer Ray

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	8%	(78)	11%	(111)	7%	(70)	9%	(92)	19%	(188)	46%	(461)	1000
4-Region: Northeast	5%	(9)	13%	(21)	8%	(14)	10%	(16)	20%	(33)	43%	(71)	164
4-Region: Midwest	7%	(17)	10%	(23)	10%	(23)	10%	(23)	18%	(42)	45%	(105)	233
4-Region: South	8%	(33)	11%	(50)	7%	(30)	10%	(42)	15%	(63)	50%	(214)	432
4-Region: West	11%	(19)	10%	(17)	2%	(3)	7%	(11)	29%	(50)	42%	(72)	172
TikTok Users	9%	(59)	13%	(87)	8%	(54)	10%	(66)	19%	(126)	42%	(288)	680
Twitch Users	14%	(32)	14%	(32)	7%	(18)	9%	(22)	18%	(42)	38%	(90)	236
2022 Sports Viewers/Attendees	11%	(65)	14%	(85)	9%	(55)	11%	(64)	20%	(121)	35%	(208)	597
Monthly Moviegoers	11%	(18)	13%	(22)	10%	(16)	17%	(28)	14%	(23)	36%	(61)	168
Few Times per Year + Moviegoers	9%	(50)	12%	(70)	9%	(51)	12%	(67)	18%	(105)	40%	(227)	571
Heard Smile Campaign	10%	(44)	15%	(64)	9%	(38)	11%	(48)	21%	(89)	33%	(141)	425
Heard Minion Campaign	10%	(48)	16%	(81)	8%	(40)	10%	(52)	18%	(91)	38%	(193)	505
Listens to Podcasts	10%	(56)	13%	(74)	8%	(43)	9%	(48)	20%	(112)	40%	(219)	552
Streaming Services User	8%	(74)	12%	(106)	7%	(64)	10%	(90)	19%	(168)	44%	(396)	898
Netflix User	8%	(72)	12%	(100)	7%	(61)	10%	(85)	20%	(169)	44%	(377)	864
Disney+ User	8%	(50)	12%	(77)	7%	(44)	10%	(64)	18%	(111)	44%	(271)	617
Heterosexual or straight	9%	(65)	14%	(99)	8%	(54)	10%	(71)	19%	(131)	40%	(281)	702
Bisexual	5%	(7)	4%	(6)	8%	(11)	8%	(11)	27%	(38)	48%	(68)	141
Something else	7%	(4)	4%	(2)	3%	(2)	9%	(5)	8%	(4)	70%	(39)	56
Yes	4%	(6)	7%	(10)	3%	(4)	8%	(11)	16%	(23)	61%	(86)	140
No	8%	(72)	12%	(100)	8%	(66)	9%	(81)	19%	(165)	44%	(376)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE5\_19:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
David Dobrik

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	13%	(125)	12%	(122)	10%	(97)	22%	(225)	18%	(183)	25%	(249)	1000
Gender: Male	14%	(72)	14%	(70)	8%	(40)	18%	(91)	22%	(110)	24%	(123)	506
Gender: Female	11%	(53)	10%	(52)	12%	(57)	27%	(134)	15%	(73)	25%	(126)	494
Age: 18-34	13%	(77)	14%	(84)	12%	(74)	17%	(105)	17%	(102)	28%	(168)	609
GenZers: 1997-2012	13%	(125)	12%	(122)	10%	(97)	22%	(225)	18%	(183)	25%	(249)	1000
Ideo: Liberal (1-3)	9%	(28)	11%	(33)	17%	(52)	33%	(101)	12%	(35)	18%	(55)	304
Ideo: Moderate (4)	16%	(37)	14%	(33)	5%	(12)	15%	(34)	22%	(50)	29%	(66)	232
Ideo: Conservative (5-7)	12%	(20)	17%	(28)	13%	(21)	17%	(28)	16%	(27)	25%	(41)	165
Educ: < College	13%	(115)	12%	(109)	9%	(79)	23%	(205)	19%	(171)	25%	(230)	910
Educ: Bachelors degree	14%	(9)	17%	(11)	20%	(13)	23%	(15)	9%	(6)	16%	(11)	65
Ethnicity: White	13%	(93)	13%	(95)	10%	(73)	25%	(181)	16%	(120)	23%	(170)	731
Ethnicity: Hispanic	15%	(35)	14%	(33)	7%	(18)	26%	(64)	18%	(44)	20%	(48)	242
Ethnicity: Black	12%	(17)	10%	(15)	9%	(13)	15%	(23)	23%	(34)	30%	(45)	148
Ethnicity: Other	12%	(15)	9%	(11)	9%	(11)	17%	(21)	24%	(29)	28%	(34)	121
All Christian	14%	(33)	18%	(42)	10%	(24)	19%	(45)	19%	(45)	20%	(48)	237
All Non-Christian	12%	(6)	17%	(8)	11%	(5)	20%	(10)	14%	(7)	26%	(13)	50
Atheist	11%	(13)	8%	(10)	11%	(13)	39%	(45)	10%	(11)	21%	(24)	116
Agnostic/Nothing in particular	12%	(48)	10%	(42)	10%	(39)	22%	(88)	19%	(76)	28%	(112)	405
Something Else	13%	(25)	10%	(20)	8%	(16)	20%	(38)	22%	(43)	27%	(51)	193
Religious Non-Protestant/Catholic	14%	(9)	12%	(8)	9%	(6)	17%	(12)	23%	(16)	25%	(17)	68
Evangelical	13%	(23)	13%	(22)	9%	(15)	14%	(23)	20%	(34)	32%	(55)	172
Non-Evangelical	13%	(31)	17%	(40)	10%	(23)	24%	(56)	19%	(43)	16%	(36)	228
Community: Urban	11%	(33)	13%	(39)	9%	(25)	21%	(61)	21%	(61)	24%	(69)	288
Community: Suburban	12%	(53)	13%	(55)	9%	(38)	26%	(112)	20%	(86)	21%	(91)	435
Community: Rural	14%	(40)	10%	(28)	12%	(34)	19%	(52)	13%	(36)	32%	(88)	276
Military HH: Yes	12%	(12)	17%	(17)	10%	(9)	18%	(17)	21%	(20)	22%	(21)	97
Military HH: No	13%	(113)	12%	(105)	10%	(88)	23%	(207)	18%	(162)	25%	(228)	903

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**Table MCFE5\_19:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
David Dobrik

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	13%	(125)	12%	(122)	10%	(97)	22%	(225)	18%	(183)	25%	(249)	1000
4-Region: Northeast	12%	(19)	14%	(23)	18%	(29)	17%	(29)	16%	(26)	23%	(38)	164
4-Region: Midwest	14%	(33)	17%	(39)	11%	(26)	22%	(50)	11%	(25)	25%	(58)	233
4-Region: South	11%	(48)	10%	(45)	6%	(28)	25%	(110)	19%	(81)	28%	(120)	432
4-Region: West	14%	(24)	9%	(15)	8%	(14)	21%	(36)	29%	(50)	19%	(32)	172
TikTok Users	16%	(107)	12%	(82)	10%	(69)	24%	(166)	17%	(118)	20%	(138)	680
Twitch Users	16%	(37)	12%	(28)	11%	(25)	27%	(64)	18%	(42)	16%	(39)	236
2022 Sports Viewers/Attendees	16%	(96)	15%	(88)	11%	(66)	20%	(119)	18%	(110)	20%	(118)	597
Monthly Moviegoers	18%	(30)	15%	(25)	8%	(14)	24%	(40)	18%	(30)	18%	(30)	168
Few Times per Year + Moviegoers	15%	(84)	14%	(80)	10%	(59)	25%	(142)	17%	(99)	19%	(108)	571
Heard Smile Campaign	16%	(69)	15%	(65)	12%	(49)	23%	(96)	19%	(82)	15%	(64)	425
Heard Minion Campaign	16%	(81)	14%	(72)	12%	(62)	24%	(124)	18%	(92)	15%	(75)	505
Listens to Podcasts	16%	(88)	11%	(63)	11%	(59)	22%	(123)	19%	(104)	21%	(114)	552
Streaming Services User	13%	(120)	12%	(112)	10%	(93)	22%	(201)	19%	(168)	23%	(204)	898
Netflix User	14%	(121)	12%	(106)	10%	(88)	23%	(198)	18%	(157)	23%	(195)	864
Disney+ User	15%	(92)	13%	(80)	10%	(61)	23%	(139)	19%	(117)	21%	(128)	617
Heterosexual or straight	14%	(97)	13%	(91)	10%	(70)	18%	(126)	19%	(133)	26%	(184)	702
Bisexual	12%	(16)	15%	(21)	9%	(12)	28%	(39)	17%	(24)	20%	(28)	141
Something else	13%	(8)	6%	(3)	12%	(7)	24%	(14)	22%	(13)	21%	(12)	56
Yes	8%	(11)	6%	(9)	6%	(8)	31%	(43)	18%	(26)	31%	(43)	140
No	13%	(114)	13%	(113)	10%	(89)	21%	(182)	18%	(157)	24%	(205)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE5\_20:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
James Charles

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	5%	(54)	10%	(104)	16%	(159)	38%	(379)	15%	(153)	15%	(151)	1000
Gender: Male	5%	(26)	8%	(41)	14%	(71)	37%	(187)	20%	(103)	16%	(79)	506
Gender: Female	6%	(28)	13%	(63)	18%	(89)	39%	(192)	10%	(49)	15%	(73)	494
Age: 18-34	6%	(38)	10%	(64)	16%	(96)	35%	(214)	15%	(89)	18%	(107)	609
GenZers: 1997-2012	5%	(54)	10%	(104)	16%	(159)	38%	(379)	15%	(153)	15%	(151)	1000
Ideo: Liberal (1-3)	7%	(22)	11%	(33)	22%	(66)	41%	(126)	9%	(28)	10%	(29)	304
Ideo: Moderate (4)	5%	(12)	9%	(21)	15%	(36)	33%	(76)	18%	(41)	20%	(47)	232
Ideo: Conservative (5-7)	7%	(11)	12%	(20)	13%	(21)	40%	(66)	10%	(17)	19%	(32)	165
Educ: < College	5%	(46)	10%	(93)	15%	(140)	38%	(348)	15%	(140)	16%	(142)	910
Educ: Bachelors degree	9%	(6)	6%	(4)	26%	(17)	37%	(24)	11%	(7)	11%	(7)	65
Ethnicity: White	6%	(41)	12%	(84)	16%	(117)	40%	(291)	13%	(94)	14%	(104)	731
Ethnicity: Hispanic	5%	(13)	11%	(26)	17%	(42)	38%	(92)	19%	(46)	9%	(22)	242
Ethnicity: Black	7%	(10)	9%	(13)	14%	(21)	27%	(41)	23%	(34)	20%	(29)	148
Ethnicity: Other	3%	(4)	5%	(7)	17%	(21)	40%	(48)	20%	(24)	15%	(18)	121
All Christian	8%	(18)	10%	(23)	16%	(38)	37%	(87)	12%	(30)	18%	(42)	237
All Non-Christian	4%	(2)	22%	(11)	21%	(10)	21%	(10)	22%	(11)	10%	(5)	50
Atheist	3%	(4)	5%	(6)	16%	(18)	56%	(65)	10%	(11)	10%	(12)	116
Agnostic/Nothing in particular	5%	(20)	12%	(49)	17%	(69)	35%	(141)	17%	(70)	14%	(56)	405
Something Else	6%	(11)	8%	(16)	12%	(24)	39%	(76)	16%	(31)	19%	(36)	193
Religious Non-Protestant/Catholic	4%	(3)	17%	(11)	19%	(13)	21%	(14)	28%	(19)	11%	(7)	68
Evangelical	7%	(12)	12%	(21)	10%	(18)	30%	(52)	14%	(23)	26%	(45)	172
Non-Evangelical	6%	(14)	6%	(14)	17%	(40)	46%	(105)	12%	(28)	12%	(27)	228
Community: Urban	6%	(17)	13%	(37)	13%	(37)	36%	(105)	18%	(52)	14%	(40)	288
Community: Suburban	5%	(23)	11%	(49)	17%	(76)	40%	(173)	15%	(63)	12%	(51)	435
Community: Rural	5%	(14)	7%	(18)	17%	(46)	37%	(102)	13%	(37)	22%	(60)	276
Military HH: Yes	4%	(4)	15%	(15)	25%	(24)	31%	(30)	18%	(17)	7%	(7)	97
Military HH: No	6%	(50)	10%	(89)	15%	(135)	39%	(349)	15%	(136)	16%	(144)	903

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**Table MCFE5\_20:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
James Charles

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	5%	(54)	10%	(104)	16%	(159)	38%	(379)	15%	(153)	15%	(151)	1000
4-Region: Northeast	6%	(11)	13%	(21)	18%	(30)	32%	(52)	16%	(27)	14%	(23)	164
4-Region: Midwest	5%	(11)	9%	(20)	20%	(47)	39%	(91)	12%	(29)	15%	(34)	233
4-Region: South	6%	(24)	11%	(49)	14%	(60)	37%	(160)	15%	(65)	17%	(72)	432
4-Region: West	5%	(8)	8%	(13)	12%	(21)	44%	(75)	19%	(32)	13%	(22)	172
TikTok Users	6%	(43)	11%	(74)	20%	(133)	38%	(258)	15%	(100)	11%	(73)	680
Twitch Users	6%	(15)	11%	(27)	15%	(36)	42%	(100)	17%	(39)	8%	(18)	236
2022 Sports Viewers/Attendees	6%	(39)	12%	(71)	18%	(108)	37%	(219)	16%	(95)	11%	(65)	597
Monthly Moviegoers	9%	(16)	8%	(14)	20%	(34)	33%	(55)	15%	(25)	15%	(25)	168
Few Times per Year + Moviegoers	7%	(37)	11%	(60)	18%	(105)	40%	(226)	14%	(79)	11%	(63)	571
Heard Smile Campaign	9%	(37)	13%	(54)	20%	(85)	37%	(157)	14%	(61)	7%	(31)	425
Heard Minion Campaign	7%	(35)	12%	(60)	19%	(97)	40%	(202)	15%	(77)	7%	(34)	505
Listens to Podcasts	8%	(43)	13%	(70)	17%	(96)	34%	(187)	17%	(92)	12%	(65)	552
Streaming Services User	6%	(50)	11%	(97)	16%	(147)	39%	(349)	15%	(137)	13%	(118)	898
Netflix User	6%	(50)	10%	(87)	17%	(145)	39%	(338)	16%	(134)	13%	(110)	864
Disney+ User	7%	(40)	12%	(75)	19%	(114)	34%	(212)	16%	(98)	13%	(78)	617
Heterosexual or straight	5%	(36)	9%	(65)	16%	(113)	35%	(244)	18%	(126)	17%	(117)	702
Bisexual	7%	(9)	10%	(14)	17%	(24)	48%	(67)	9%	(13)	9%	(13)	141
Something else	5%	(3)	15%	(9)	12%	(7)	36%	(20)	13%	(7)	19%	(11)	56
Yes	3%	(4)	17%	(24)	11%	(16)	34%	(48)	20%	(27)	15%	(21)	140
No	6%	(50)	9%	(80)	17%	(143)	38%	(331)	15%	(126)	15%	(130)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE5\_21:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Kayla Itsines

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	4%	(37)	4%	(38)	3%	(30)	3%	(33)	10%	(104)	76%	(758)	1000
Gender: Male	4%	(21)	4%	(22)	3%	(15)	4%	(18)	12%	(60)	73%	(370)	506
Gender: Female	3%	(16)	3%	(16)	3%	(16)	3%	(14)	9%	(44)	79%	(389)	494
Age: 18-34	5%	(31)	4%	(27)	5%	(28)	4%	(26)	12%	(73)	70%	(424)	609
GenZers: 1997-2012	4%	(37)	4%	(38)	3%	(30)	3%	(33)	10%	(104)	76%	(758)	1000
Ideo: Liberal (1-3)	6%	(18)	4%	(11)	4%	(13)	5%	(14)	9%	(28)	72%	(220)	304
Ideo: Moderate (4)	5%	(11)	3%	(7)	5%	(11)	3%	(7)	13%	(30)	71%	(166)	232
Ideo: Conservative (5-7)	4%	(6)	11%	(18)	3%	(5)	4%	(6)	7%	(11)	72%	(119)	165
Educ: < College	3%	(31)	3%	(31)	2%	(20)	3%	(26)	10%	(92)	78%	(709)	910
Educ: Bachelors degree	6%	(4)	9%	(6)	14%	(9)	8%	(5)	9%	(6)	55%	(36)	65
Ethnicity: White	4%	(28)	4%	(29)	3%	(21)	3%	(22)	9%	(67)	77%	(564)	731
Ethnicity: Hispanic	5%	(12)	3%	(6)	6%	(14)	3%	(8)	15%	(37)	68%	(165)	242
Ethnicity: Black	5%	(7)	4%	(6)	3%	(5)	5%	(7)	16%	(24)	67%	(100)	148
Ethnicity: Other	2%	(2)	2%	(2)	4%	(5)	3%	(4)	11%	(13)	78%	(95)	121
All Christian	7%	(16)	7%	(16)	2%	(6)	4%	(8)	13%	(32)	67%	(159)	237
All Non-Christian	5%	(2)	8%	(4)	6%	(3)	6%	(3)	14%	(7)	61%	(30)	50
Atheist	1%	(1)	3%	(3)	4%	(4)	2%	(3)	6%	(7)	84%	(97)	116
Agnostic/Nothing in particular	3%	(12)	2%	(7)	2%	(9)	4%	(15)	11%	(44)	78%	(318)	405
Something Else	3%	(6)	4%	(8)	4%	(8)	2%	(3)	7%	(14)	80%	(154)	193
Religious Non-Protestant/Catholic	6%	(4)	5%	(4)	5%	(3)	5%	(3)	23%	(15)	57%	(38)	68
Evangelical	6%	(10)	10%	(18)	4%	(6)	2%	(3)	9%	(15)	69%	(119)	172
Non-Evangelical	4%	(8)	3%	(6)	3%	(7)	4%	(8)	9%	(20)	78%	(178)	228
Community: Urban	5%	(13)	2%	(6)	5%	(15)	3%	(8)	13%	(37)	73%	(210)	288
Community: Suburban	5%	(20)	5%	(21)	2%	(8)	4%	(16)	10%	(42)	75%	(327)	435
Community: Rural	1%	(4)	4%	(11)	3%	(7)	3%	(8)	9%	(25)	80%	(222)	276
Military HH: Yes	8%	(8)	1%	(1)	3%	(3)	3%	(3)	15%	(15)	70%	(68)	97
Military HH: No	3%	(29)	4%	(37)	3%	(27)	3%	(29)	10%	(89)	76%	(691)	903

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**Table MCFE5\_21:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Kayla Itsines

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	4%	(37)	4%	(38)	3%	(30)	3%	(33)	10%	(104)	76%	(758)	1000
4-Region: Northeast	4%	(6)	4%	(7)	3%	(5)	6%	(10)	13%	(22)	70%	(115)	164
4-Region: Midwest	2%	(5)	3%	(7)	4%	(9)	3%	(6)	11%	(25)	78%	(181)	233
4-Region: South	5%	(22)	5%	(22)	3%	(13)	2%	(9)	9%	(37)	76%	(328)	432
4-Region: West	2%	(4)	1%	(2)	2%	(3)	4%	(8)	12%	(21)	78%	(134)	172
TikTok Users	3%	(24)	3%	(23)	3%	(21)	3%	(23)	10%	(68)	77%	(522)	680
Twitch Users	4%	(8)	3%	(7)	3%	(7)	4%	(8)	14%	(33)	73%	(172)	236
2022 Sports Viewers/Attendees	5%	(29)	5%	(29)	4%	(24)	3%	(20)	12%	(73)	71%	(422)	597
Monthly Moviegoers	6%	(10)	3%	(6)	6%	(11)	6%	(9)	12%	(20)	67%	(112)	168
Few Times per Year + Moviegoers	5%	(29)	4%	(23)	4%	(23)	3%	(19)	12%	(67)	72%	(410)	571
Heard Smile Campaign	6%	(24)	6%	(25)	5%	(21)	4%	(18)	12%	(51)	67%	(286)	425
Heard Minion Campaign	4%	(18)	5%	(27)	4%	(22)	4%	(18)	11%	(57)	72%	(363)	505
Listens to Podcasts	6%	(31)	4%	(24)	4%	(24)	3%	(18)	13%	(71)	70%	(384)	552
Streaming Services User	4%	(34)	4%	(37)	3%	(28)	3%	(31)	11%	(95)	75%	(673)	898
Netflix User	4%	(33)	3%	(27)	3%	(28)	3%	(30)	10%	(89)	76%	(657)	864
Disney+ User	5%	(29)	3%	(21)	3%	(20)	3%	(21)	12%	(74)	73%	(452)	617
Heterosexual or straight	4%	(28)	4%	(27)	4%	(25)	3%	(23)	11%	(79)	74%	(519)	702
Bisexual	4%	(6)	4%	(5)	2%	(4)	3%	(4)	12%	(17)	74%	(105)	141
Something else	2%	(1)	4%	(2)	1%	(1)	4%	(2)	6%	(3)	82%	(46)	56
Yes	3%	(4)	2%	(3)	—	(0)	3%	(4)	17%	(23)	76%	(106)	140
No	4%	(33)	4%	(35)	3%	(30)	3%	(29)	9%	(81)	76%	(652)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE5\_22:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Danielle Bernstein

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	3%	(28)	5%	(48)	3%	(33)	4%	(36)	12%	(116)	74%	(739)	1000
Gender: Male	4%	(21)	6%	(28)	4%	(18)	5%	(23)	13%	(64)	69%	(351)	506
Gender: Female	1%	(7)	4%	(19)	3%	(15)	3%	(13)	10%	(52)	78%	(388)	494
Age: 18-34	4%	(27)	6%	(37)	4%	(25)	4%	(27)	12%	(75)	69%	(418)	609
GenZers: 1997-2012	3%	(28)	5%	(48)	3%	(33)	4%	(36)	12%	(116)	74%	(739)	1000
Ideo: Liberal (1-3)	3%	(9)	6%	(17)	4%	(13)	5%	(14)	11%	(34)	71%	(216)	304
Ideo: Moderate (4)	4%	(10)	5%	(12)	3%	(7)	4%	(10)	10%	(22)	73%	(171)	232
Ideo: Conservative (5-7)	4%	(6)	9%	(15)	3%	(5)	4%	(6)	11%	(18)	70%	(115)	165
Educ: < College	3%	(24)	4%	(37)	3%	(26)	4%	(33)	12%	(108)	75%	(683)	910
Educ: Bachelors degree	5%	(4)	14%	(9)	10%	(6)	3%	(2)	7%	(5)	61%	(40)	65
Ethnicity: White	3%	(21)	5%	(35)	3%	(22)	3%	(23)	11%	(77)	76%	(552)	731
Ethnicity: Hispanic	4%	(9)	7%	(16)	5%	(12)	2%	(6)	12%	(30)	70%	(169)	242
Ethnicity: Black	4%	(6)	6%	(8)	3%	(4)	6%	(8)	18%	(26)	64%	(95)	148
Ethnicity: Other	1%	(1)	3%	(4)	6%	(7)	4%	(4)	11%	(13)	76%	(92)	121
All Christian	5%	(11)	8%	(20)	2%	(6)	3%	(8)	16%	(38)	65%	(155)	237
All Non-Christian	5%	(2)	8%	(4)	8%	(4)	5%	(2)	15%	(8)	59%	(29)	50
Atheist	1%	(1)	4%	(4)	6%	(6)	7%	(8)	5%	(6)	78%	(90)	116
Agnostic/Nothing in particular	3%	(12)	2%	(10)	3%	(14)	4%	(14)	9%	(36)	79%	(318)	405
Something Else	1%	(2)	5%	(9)	2%	(4)	2%	(3)	15%	(29)	76%	(146)	193
Religious Non-Protestant/Catholic	3%	(2)	8%	(5)	6%	(4)	4%	(2)	23%	(15)	57%	(39)	68
Evangelical	6%	(10)	9%	(15)	3%	(4)	2%	(3)	13%	(23)	68%	(116)	172
Non-Evangelical	1%	(3)	6%	(13)	2%	(5)	3%	(6)	15%	(34)	73%	(167)	228
Community: Urban	4%	(11)	4%	(12)	5%	(14)	4%	(11)	14%	(40)	69%	(200)	288
Community: Suburban	3%	(14)	4%	(19)	3%	(12)	3%	(12)	12%	(51)	75%	(327)	435
Community: Rural	1%	(2)	6%	(17)	3%	(8)	5%	(13)	9%	(25)	76%	(211)	276
Military HH: Yes	6%	(5)	3%	(3)	7%	(7)	3%	(3)	18%	(18)	63%	(61)	97
Military HH: No	2%	(22)	5%	(45)	3%	(27)	4%	(33)	11%	(98)	75%	(678)	903

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**Table MCFE5\_22:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Danielle Bernstein

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	3%	(28)	5%	(48)	3%	(33)	4%	(36)	12%	(116)	74%	(739)	1000
4-Region: Northeast	3%	(5)	7%	(11)	6%	(11)	4%	(6)	12%	(19)	68%	(112)	164
4-Region: Midwest	2%	(6)	4%	(9)	2%	(6)	5%	(12)	12%	(29)	74%	(172)	233
4-Region: South	3%	(15)	6%	(24)	3%	(15)	2%	(10)	11%	(49)	74%	(319)	432
4-Region: West	1%	(3)	2%	(4)	1%	(2)	5%	(8)	11%	(19)	79%	(136)	172
TikTok Users	2%	(13)	5%	(33)	4%	(28)	4%	(28)	10%	(71)	75%	(507)	680
Twitch Users	3%	(6)	6%	(13)	5%	(11)	5%	(11)	12%	(29)	70%	(165)	236
2022 Sports Viewers/Attendees	3%	(20)	6%	(36)	5%	(27)	5%	(29)	14%	(81)	68%	(403)	597
Monthly Moviegoers	7%	(12)	5%	(9)	6%	(10)	6%	(11)	13%	(22)	63%	(106)	168
Few Times per Year + Moviegoers	3%	(20)	6%	(33)	4%	(25)	5%	(27)	14%	(77)	68%	(389)	571
Heard Smile Campaign	3%	(14)	8%	(35)	4%	(18)	6%	(26)	14%	(59)	64%	(273)	425
Heard Minion Campaign	2%	(11)	7%	(34)	5%	(24)	4%	(22)	12%	(62)	70%	(353)	505
Listens to Podcasts	4%	(23)	6%	(34)	5%	(29)	4%	(20)	13%	(71)	68%	(376)	552
Streaming Services User	3%	(25)	5%	(48)	3%	(29)	4%	(34)	12%	(107)	73%	(655)	898
Netflix User	3%	(25)	4%	(39)	3%	(28)	4%	(34)	12%	(103)	74%	(635)	864
Disney+ User	3%	(20)	5%	(34)	4%	(23)	4%	(23)	13%	(78)	71%	(439)	617
Heterosexual or straight	3%	(22)	5%	(38)	4%	(28)	4%	(31)	12%	(84)	71%	(500)	702
Bisexual	2%	(3)	2%	(3)	3%	(4)	3%	(4)	16%	(23)	74%	(104)	141
Something else	2%	(1)	5%	(3)	2%	(1)	2%	(1)	7%	(4)	82%	(46)	56
Yes	1%	(2)	1%	(2)	2%	(3)	1%	(2)	15%	(22)	78%	(109)	140
No	3%	(26)	5%	(46)	4%	(30)	4%	(34)	11%	(95)	73%	(630)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE5\_23:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Loren Gray

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	7%	(70)	11%	(112)	6%	(62)	5%	(55)	20%	(204)	50%	(497)	1000
Gender: Male	5%	(27)	9%	(43)	4%	(21)	4%	(21)	18%	(89)	61%	(306)	506
Gender: Female	9%	(44)	14%	(69)	8%	(41)	7%	(34)	23%	(115)	39%	(191)	494
Age: 18-34	8%	(46)	14%	(83)	6%	(35)	6%	(36)	19%	(115)	48%	(294)	609
GenZers: 1997-2012	7%	(70)	11%	(112)	6%	(62)	5%	(55)	20%	(204)	50%	(497)	1000
Ideo: Liberal (1-3)	8%	(25)	13%	(41)	7%	(22)	9%	(28)	18%	(55)	44%	(133)	304
Ideo: Moderate (4)	7%	(17)	10%	(24)	5%	(12)	4%	(9)	17%	(40)	56%	(130)	232
Ideo: Conservative (5-7)	9%	(14)	15%	(25)	7%	(11)	4%	(6)	15%	(25)	50%	(83)	165
Educ: < College	7%	(61)	10%	(95)	6%	(53)	5%	(47)	20%	(185)	52%	(469)	910
Educ: Bachelors degree	9%	(6)	18%	(12)	12%	(8)	10%	(7)	18%	(12)	31%	(20)	65
Ethnicity: White	8%	(57)	11%	(84)	7%	(50)	5%	(40)	20%	(144)	49%	(356)	731
Ethnicity: Hispanic	8%	(18)	13%	(31)	7%	(16)	5%	(11)	23%	(57)	45%	(109)	242
Ethnicity: Black	5%	(7)	11%	(17)	5%	(7)	5%	(8)	22%	(32)	52%	(77)	148
Ethnicity: Other	5%	(6)	10%	(12)	4%	(5)	6%	(7)	23%	(28)	52%	(63)	121
All Christian	6%	(13)	17%	(39)	6%	(14)	3%	(7)	25%	(59)	44%	(105)	237
All Non-Christian	11%	(6)	14%	(7)	8%	(4)	6%	(3)	16%	(8)	45%	(22)	50
Atheist	2%	(3)	7%	(8)	6%	(7)	9%	(10)	14%	(16)	62%	(71)	116
Agnostic/Nothing in particular	6%	(26)	9%	(38)	5%	(21)	7%	(29)	22%	(88)	50%	(203)	405
Something Else	12%	(23)	11%	(20)	8%	(16)	3%	(5)	17%	(32)	49%	(95)	193
Religious Non-Protestant/Catholic	10%	(7)	10%	(7)	7%	(5)	4%	(3)	26%	(18)	42%	(28)	68
Evangelical	9%	(16)	15%	(27)	3%	(6)	1%	(2)	14%	(25)	56%	(96)	172
Non-Evangelical	8%	(19)	14%	(33)	10%	(24)	4%	(9)	23%	(53)	40%	(91)	228
Community: Urban	8%	(23)	11%	(33)	6%	(17)	6%	(18)	25%	(73)	43%	(124)	288
Community: Suburban	7%	(31)	12%	(52)	5%	(23)	6%	(27)	19%	(81)	51%	(221)	435
Community: Rural	6%	(16)	10%	(28)	8%	(22)	3%	(10)	18%	(49)	55%	(152)	276
Military HH: Yes	12%	(12)	15%	(15)	4%	(3)	5%	(5)	28%	(27)	36%	(35)	97
Military HH: No	6%	(58)	11%	(98)	7%	(59)	5%	(50)	20%	(176)	51%	(462)	903

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**Table MCFE5\_23:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Loren Gray

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	7%	(70)	11%	(112)	6%	(62)	5%	(55)	20%	(204)	50%	(497)	1000
4-Region: Northeast	8%	(12)	10%	(17)	11%	(18)	4%	(6)	25%	(41)	42%	(68)	164
4-Region: Midwest	5%	(11)	14%	(32)	4%	(8)	6%	(15)	19%	(43)	53%	(123)	233
4-Region: South	9%	(38)	11%	(47)	7%	(28)	6%	(25)	17%	(72)	51%	(221)	432
4-Region: West	5%	(9)	9%	(15)	4%	(7)	5%	(9)	27%	(47)	49%	(84)	172
TikTok Users	8%	(56)	12%	(83)	7%	(47)	5%	(37)	22%	(153)	45%	(304)	680
Twitch Users	9%	(21)	11%	(26)	7%	(17)	7%	(16)	20%	(47)	46%	(109)	236
2022 Sports Viewers/Attendees	9%	(55)	14%	(81)	8%	(45)	4%	(24)	21%	(125)	45%	(267)	597
Monthly Moviegoers	8%	(13)	13%	(22)	11%	(19)	7%	(12)	13%	(22)	48%	(80)	168
Few Times per Year + Moviegoers	8%	(43)	13%	(72)	8%	(46)	5%	(30)	20%	(113)	47%	(266)	571
Heard Smile Campaign	10%	(44)	15%	(65)	7%	(31)	6%	(24)	21%	(90)	40%	(171)	425
Heard Minion Campaign	8%	(43)	13%	(66)	8%	(40)	6%	(32)	20%	(103)	44%	(222)	505
Listens to Podcasts	9%	(50)	14%	(75)	7%	(39)	6%	(32)	20%	(112)	44%	(245)	552
Streaming Services User	7%	(64)	12%	(108)	6%	(55)	6%	(53)	21%	(190)	48%	(428)	898
Netflix User	7%	(65)	11%	(95)	7%	(59)	6%	(48)	22%	(187)	47%	(410)	864
Disney+ User	7%	(45)	13%	(77)	7%	(42)	6%	(36)	22%	(133)	46%	(283)	617
Heterosexual or straight	8%	(53)	12%	(84)	7%	(46)	4%	(28)	19%	(131)	51%	(361)	702
Bisexual	6%	(9)	13%	(18)	10%	(14)	8%	(11)	28%	(39)	36%	(50)	141
Something else	8%	(4)	1%	(1)	3%	(2)	4%	(2)	28%	(16)	56%	(31)	56
Yes	3%	(4)	8%	(11)	3%	(5)	11%	(16)	23%	(32)	52%	(72)	140
No	8%	(66)	12%	(101)	7%	(57)	5%	(39)	20%	(172)	49%	(424)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE5\_24:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Zach King

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	15%	(146)	17%	(166)	4%	(41)	3%	(34)	18%	(177)	44%	(435)	1000
Gender: Male	19%	(98)	20%	(100)	4%	(21)	4%	(19)	19%	(97)	34%	(170)	506
Gender: Female	10%	(48)	13%	(66)	4%	(20)	3%	(15)	16%	(80)	54%	(265)	494
Age: 18-34	11%	(67)	14%	(83)	5%	(29)	4%	(25)	16%	(99)	50%	(306)	609
GenZers: 1997-2012	15%	(146)	17%	(166)	4%	(41)	3%	(34)	18%	(177)	44%	(435)	1000
Ideo: Liberal (1-3)	15%	(46)	19%	(57)	6%	(17)	5%	(15)	15%	(44)	41%	(125)	304
Ideo: Moderate (4)	15%	(35)	12%	(29)	3%	(8)	4%	(9)	20%	(46)	45%	(106)	232
Ideo: Conservative (5-7)	10%	(17)	20%	(33)	3%	(5)	2%	(3)	19%	(32)	46%	(75)	165
Educ: < College	15%	(132)	17%	(155)	4%	(35)	3%	(29)	18%	(160)	44%	(399)	910
Educ: Bachelors degree	15%	(10)	13%	(9)	4%	(3)	8%	(5)	22%	(14)	37%	(24)	65
Ethnicity: White	13%	(97)	17%	(127)	4%	(26)	4%	(26)	16%	(115)	47%	(340)	731
Ethnicity: Hispanic	16%	(39)	18%	(44)	3%	(7)	5%	(11)	19%	(46)	38%	(93)	242
Ethnicity: Black	15%	(22)	14%	(20)	6%	(8)	3%	(5)	26%	(38)	37%	(54)	148
Ethnicity: Other	23%	(27)	15%	(18)	6%	(7)	3%	(4)	20%	(24)	33%	(40)	121
All Christian	17%	(41)	21%	(50)	2%	(6)	2%	(4)	15%	(37)	42%	(100)	237
All Non-Christian	14%	(7)	18%	(9)	9%	(4)	5%	(2)	15%	(8)	38%	(19)	50
Atheist	21%	(24)	14%	(16)	4%	(5)	5%	(6)	11%	(12)	45%	(52)	116
Agnostic/Nothing in particular	13%	(52)	16%	(65)	4%	(16)	4%	(16)	21%	(83)	43%	(174)	405
Something Else	11%	(22)	14%	(26)	6%	(11)	3%	(6)	19%	(38)	47%	(90)	193
Religious Non-Protestant/Catholic	14%	(9)	16%	(11)	7%	(4)	4%	(2)	24%	(16)	36%	(24)	68
Evangelical	16%	(27)	18%	(31)	5%	(9)	2%	(3)	15%	(26)	44%	(76)	172
Non-Evangelical	14%	(33)	18%	(41)	3%	(6)	3%	(8)	17%	(38)	45%	(102)	228
Community: Urban	15%	(44)	14%	(42)	5%	(14)	4%	(11)	19%	(55)	43%	(123)	288
Community: Suburban	16%	(68)	20%	(87)	5%	(21)	3%	(13)	17%	(75)	39%	(171)	435
Community: Rural	12%	(33)	14%	(38)	3%	(7)	4%	(11)	17%	(47)	51%	(141)	276
Military HH: Yes	28%	(27)	19%	(18)	4%	(4)	5%	(5)	16%	(15)	28%	(27)	97
Military HH: No	13%	(119)	16%	(148)	4%	(38)	3%	(29)	18%	(162)	45%	(408)	903

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**Table MCFE5\_24:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Zach King

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	15%	(146)	17%	(166)	4%	(41)	3%	(34)	18%	(177)	44%	(435)	1000
4-Region: Northeast	10%	(17)	20%	(33)	7%	(11)	3%	(5)	19%	(32)	41%	(67)	164
4-Region: Midwest	15%	(36)	16%	(37)	6%	(13)	6%	(13)	17%	(39)	41%	(95)	233
4-Region: South	16%	(70)	15%	(65)	3%	(13)	3%	(13)	16%	(69)	47%	(202)	432
4-Region: West	14%	(24)	18%	(31)	2%	(4)	2%	(3)	22%	(38)	41%	(71)	172
TikTok Users	15%	(99)	17%	(118)	4%	(30)	4%	(26)	16%	(112)	43%	(295)	680
Twitch Users	19%	(44)	20%	(47)	5%	(12)	4%	(10)	20%	(47)	32%	(75)	236
2022 Sports Viewers/Attendees	16%	(97)	17%	(103)	5%	(32)	4%	(21)	17%	(101)	41%	(243)	597
Monthly Moviegoers	18%	(31)	20%	(34)	6%	(10)	6%	(10)	14%	(23)	36%	(60)	168
Few Times per Year + Moviegoers	16%	(92)	18%	(101)	5%	(27)	4%	(21)	19%	(107)	39%	(222)	571
Heard Smile Campaign	17%	(73)	20%	(86)	5%	(21)	5%	(19)	17%	(73)	36%	(153)	425
Heard Minion Campaign	18%	(90)	21%	(107)	5%	(24)	4%	(22)	18%	(89)	34%	(173)	505
Listens to Podcasts	17%	(96)	19%	(104)	5%	(29)	4%	(20)	20%	(108)	35%	(196)	552
Streaming Services User	14%	(123)	17%	(155)	4%	(36)	4%	(34)	19%	(167)	43%	(384)	898
Netflix User	14%	(125)	17%	(146)	4%	(36)	4%	(31)	18%	(156)	43%	(370)	864
Disney+ User	15%	(94)	19%	(114)	5%	(31)	4%	(23)	15%	(95)	42%	(261)	617
Heterosexual or straight	14%	(101)	16%	(113)	4%	(31)	3%	(22)	18%	(127)	44%	(307)	702
Bisexual	12%	(17)	19%	(27)	4%	(6)	4%	(6)	23%	(32)	37%	(52)	141
Something else	34%	(19)	18%	(10)	2%	(1)	—	(0)	5%	(3)	40%	(23)	56
Yes	6%	(8)	14%	(20)	5%	(7)	5%	(7)	30%	(42)	40%	(56)	140
No	16%	(138)	17%	(146)	4%	(35)	3%	(27)	16%	(135)	44%	(379)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE5\_25:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Michael Le (JustMaiko)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	3%	(29)	5%	(50)	2%	(21)	4%	(40)	14%	(135)	72%	(724)	1000
Gender: Male	3%	(16)	6%	(33)	3%	(14)	4%	(22)	16%	(79)	68%	(342)	506
Gender: Female	3%	(13)	3%	(17)	1%	(7)	4%	(18)	11%	(56)	77%	(382)	494
Age: 18-34	4%	(24)	6%	(39)	3%	(19)	5%	(33)	14%	(82)	68%	(412)	609
GenZers: 1997-2012	3%	(29)	5%	(50)	2%	(21)	4%	(40)	14%	(135)	72%	(724)	1000
Ideo: Liberal (1-3)	3%	(9)	5%	(16)	2%	(6)	6%	(19)	12%	(37)	72%	(217)	304
Ideo: Moderate (4)	4%	(9)	5%	(12)	3%	(7)	5%	(10)	16%	(37)	67%	(156)	232
Ideo: Conservative (5-7)	3%	(5)	9%	(15)	3%	(5)	6%	(9)	7%	(12)	72%	(119)	165
Educ: < College	3%	(23)	5%	(43)	2%	(15)	4%	(32)	14%	(123)	74%	(673)	910
Educ: Bachelors degree	7%	(4)	9%	(6)	6%	(4)	11%	(7)	15%	(10)	52%	(34)	65
Ethnicity: White	3%	(21)	5%	(35)	1%	(10)	4%	(32)	12%	(89)	75%	(545)	731
Ethnicity: Hispanic	5%	(11)	7%	(18)	2%	(4)	5%	(13)	14%	(34)	67%	(162)	242
Ethnicity: Black	4%	(7)	7%	(10)	4%	(6)	4%	(6)	17%	(25)	63%	(94)	148
Ethnicity: Other	2%	(2)	4%	(5)	4%	(5)	2%	(3)	18%	(21)	70%	(85)	121
All Christian	4%	(9)	11%	(26)	3%	(7)	3%	(7)	16%	(39)	63%	(150)	237
All Non-Christian	2%	(1)	21%	(11)	3%	(2)	9%	(4)	11%	(6)	53%	(26)	50
Atheist	4%	(5)	2%	(2)	—	(0)	3%	(4)	12%	(14)	79%	(91)	116
Agnostic/Nothing in particular	2%	(10)	2%	(8)	2%	(7)	4%	(15)	14%	(55)	76%	(310)	405
Something Else	3%	(5)	2%	(4)	3%	(5)	5%	(10)	11%	(21)	76%	(147)	193
Religious Non-Protestant/Catholic	2%	(1)	16%	(11)	4%	(3)	6%	(4)	19%	(13)	52%	(35)	68
Evangelical	2%	(4)	10%	(17)	5%	(8)	3%	(5)	9%	(16)	71%	(122)	172
Non-Evangelical	4%	(10)	5%	(12)	1%	(2)	5%	(11)	16%	(36)	69%	(158)	228
Community: Urban	3%	(9)	5%	(16)	3%	(7)	3%	(10)	18%	(51)	68%	(196)	288
Community: Suburban	3%	(12)	7%	(31)	2%	(9)	4%	(16)	12%	(53)	72%	(315)	435
Community: Rural	3%	(9)	1%	(4)	2%	(5)	5%	(14)	12%	(32)	77%	(212)	276
Military HH: Yes	5%	(5)	5%	(5)	5%	(4)	1%	(1)	21%	(20)	63%	(61)	97
Military HH: No	3%	(25)	5%	(45)	2%	(17)	4%	(39)	13%	(116)	73%	(662)	903

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**Table MCFE5\_25:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Michael Le (JustMaiko)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	3%	(29)	5%	(50)	2%	(21)	4%	(40)	14%	(135)	72%	(724)	1000
4-Region: Northeast	4%	(7)	6%	(11)	5%	(8)	7%	(11)	13%	(22)	64%	(105)	164
4-Region: Midwest	2%	(4)	4%	(10)	1%	(2)	5%	(11)	12%	(29)	76%	(177)	233
4-Region: South	3%	(12)	5%	(22)	2%	(7)	4%	(15)	13%	(55)	74%	(320)	432
4-Region: West	3%	(6)	4%	(8)	2%	(3)	2%	(3)	18%	(30)	71%	(122)	172
TikTok Users	3%	(23)	5%	(32)	2%	(14)	5%	(34)	12%	(82)	73%	(495)	680
Twitch Users	4%	(10)	8%	(18)	3%	(6)	5%	(11)	13%	(31)	68%	(160)	236
2022 Sports Viewers/Attendees	4%	(23)	7%	(44)	3%	(18)	5%	(29)	14%	(84)	67%	(400)	597
Monthly Moviegoers	6%	(10)	10%	(17)	6%	(9)	5%	(9)	12%	(19)	62%	(105)	168
Few Times per Year + Moviegoers	4%	(21)	6%	(33)	3%	(18)	4%	(23)	13%	(77)	70%	(399)	571
Heard Smile Campaign	4%	(16)	7%	(31)	3%	(15)	7%	(30)	17%	(73)	61%	(260)	425
Heard Minion Campaign	3%	(15)	7%	(35)	3%	(15)	6%	(28)	16%	(82)	65%	(331)	505
Listens to Podcasts	4%	(22)	6%	(36)	3%	(15)	5%	(25)	15%	(84)	67%	(370)	552
Streaming Services User	3%	(28)	5%	(47)	2%	(18)	4%	(38)	14%	(122)	72%	(644)	898
Netflix User	3%	(28)	5%	(39)	2%	(18)	4%	(37)	13%	(115)	72%	(626)	864
Disney+ User	4%	(22)	6%	(35)	2%	(15)	4%	(28)	13%	(82)	71%	(436)	617
Heterosexual or straight	3%	(22)	5%	(37)	3%	(18)	4%	(30)	14%	(99)	71%	(495)	702
Bisexual	2%	(3)	6%	(8)	1%	(2)	5%	(7)	15%	(21)	71%	(100)	141
Something else	3%	(1)	4%	(2)	1%	(1)	4%	(2)	8%	(4)	81%	(46)	56
Yes	1%	(2)	3%	(4)	2%	(2)	4%	(5)	16%	(23)	75%	(104)	140
No	3%	(27)	5%	(46)	2%	(19)	4%	(35)	13%	(113)	72%	(620)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE5\_26:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Brent Rivera

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	8%	(78)	13%	(135)	8%	(78)	9%	(90)	19%	(194)	43%	(425)	1000
Gender: Male	6%	(32)	10%	(48)	7%	(37)	8%	(41)	19%	(95)	50%	(253)	506
Gender: Female	9%	(46)	17%	(86)	8%	(41)	10%	(49)	20%	(99)	35%	(172)	494
Age: 18-34	9%	(52)	12%	(70)	8%	(50)	7%	(45)	20%	(120)	45%	(271)	609
GenZers: 1997-2012	8%	(78)	13%	(135)	8%	(78)	9%	(90)	19%	(194)	43%	(425)	1000
Ideo: Liberal (1-3)	8%	(26)	14%	(43)	13%	(39)	8%	(26)	20%	(62)	36%	(109)	304
Ideo: Moderate (4)	7%	(15)	10%	(23)	9%	(21)	7%	(15)	23%	(53)	45%	(105)	232
Ideo: Conservative (5-7)	8%	(14)	16%	(26)	8%	(13)	7%	(12)	15%	(25)	46%	(76)	165
Educ: < College	7%	(65)	13%	(120)	6%	(59)	9%	(82)	20%	(178)	45%	(406)	910
Educ: Bachelors degree	11%	(7)	19%	(12)	21%	(14)	8%	(5)	16%	(10)	25%	(16)	65
Ethnicity: White	8%	(56)	13%	(95)	8%	(59)	9%	(67)	18%	(131)	44%	(323)	731
Ethnicity: Hispanic	6%	(16)	12%	(29)	7%	(16)	13%	(31)	23%	(55)	39%	(96)	242
Ethnicity: Black	8%	(12)	15%	(22)	7%	(11)	5%	(8)	24%	(35)	41%	(60)	148
Ethnicity: Other	8%	(10)	15%	(18)	6%	(8)	12%	(14)	24%	(29)	35%	(42)	121
All Christian	11%	(26)	16%	(37)	7%	(17)	7%	(17)	22%	(52)	38%	(90)	237
All Non-Christian	13%	(6)	14%	(7)	14%	(7)	7%	(3)	14%	(7)	38%	(19)	50
Atheist	3%	(3)	7%	(9)	8%	(9)	19%	(23)	18%	(21)	44%	(51)	116
Agnostic/Nothing in particular	8%	(32)	14%	(56)	9%	(35)	9%	(36)	17%	(71)	43%	(175)	405
Something Else	5%	(11)	13%	(25)	6%	(11)	6%	(11)	23%	(44)	47%	(91)	193
Religious Non-Protestant/Catholic	16%	(11)	11%	(8)	11%	(8)	5%	(3)	25%	(17)	31%	(21)	68
Evangelical	12%	(21)	16%	(28)	4%	(7)	4%	(7)	14%	(25)	49%	(84)	172
Non-Evangelical	4%	(9)	15%	(34)	9%	(20)	9%	(20)	26%	(59)	38%	(86)	228
Community: Urban	12%	(35)	13%	(39)	5%	(13)	4%	(12)	24%	(70)	41%	(119)	288
Community: Suburban	5%	(23)	16%	(71)	11%	(46)	11%	(46)	20%	(85)	38%	(165)	435
Community: Rural	7%	(20)	9%	(25)	7%	(19)	11%	(32)	14%	(39)	51%	(142)	276
Military HH: Yes	10%	(10)	24%	(23)	8%	(8)	8%	(8)	14%	(13)	36%	(35)	97
Military HH: No	8%	(68)	12%	(111)	8%	(70)	9%	(82)	20%	(181)	43%	(391)	903

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**Table MCFE5\_26:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Brent Rivera

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	8%	(78)	13%	(135)	8%	(78)	9%	(90)	19%	(194)	43%	(425)	1000
4-Region: Northeast	8%	(12)	12%	(20)	12%	(20)	10%	(16)	17%	(27)	42%	(68)	164
4-Region: Midwest	9%	(20)	15%	(34)	6%	(13)	11%	(27)	21%	(49)	39%	(90)	233
4-Region: South	8%	(34)	13%	(58)	7%	(31)	7%	(29)	18%	(76)	47%	(204)	432
4-Region: West	7%	(12)	13%	(23)	7%	(12)	10%	(18)	25%	(43)	37%	(64)	172
TikTok Users	8%	(57)	14%	(96)	8%	(55)	10%	(65)	20%	(139)	39%	(268)	680
Twitch Users	7%	(16)	12%	(29)	9%	(21)	13%	(31)	16%	(37)	43%	(101)	236
2022 Sports Viewers/Attendees	9%	(54)	14%	(85)	10%	(62)	9%	(53)	20%	(119)	38%	(225)	597
Monthly Moviegoers	9%	(15)	16%	(27)	10%	(16)	11%	(18)	18%	(31)	36%	(61)	168
Few Times per Year + Moviegoers	9%	(52)	16%	(92)	9%	(50)	9%	(50)	19%	(109)	38%	(218)	571
Heard Smile Campaign	10%	(45)	20%	(86)	9%	(40)	8%	(35)	18%	(79)	33%	(140)	425
Heard Minion Campaign	9%	(48)	17%	(84)	9%	(47)	11%	(58)	19%	(94)	35%	(174)	505
Listens to Podcasts	10%	(56)	14%	(75)	9%	(50)	8%	(42)	19%	(106)	40%	(223)	552
Streaming Services User	8%	(70)	14%	(125)	8%	(70)	9%	(83)	20%	(178)	41%	(372)	898
Netflix User	9%	(76)	13%	(116)	8%	(69)	10%	(84)	20%	(171)	40%	(348)	864
Disney+ User	9%	(56)	14%	(87)	8%	(50)	10%	(60)	20%	(121)	39%	(243)	617
Heterosexual or straight	8%	(54)	13%	(94)	7%	(51)	9%	(60)	18%	(130)	45%	(313)	702
Bisexual	7%	(10)	12%	(17)	11%	(16)	9%	(12)	28%	(39)	33%	(47)	141
Something else	19%	(11)	14%	(8)	5%	(3)	3%	(2)	15%	(8)	44%	(25)	56
Yes	5%	(7)	8%	(11)	7%	(9)	9%	(13)	25%	(35)	46%	(64)	140
No	8%	(71)	14%	(123)	8%	(68)	9%	(77)	18%	(159)	42%	(361)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE5\_27:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Chase Hudson (Lil Huddy)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	3%	(34)	8%	(81)	11%	(110)	18%	(181)	18%	(177)	42%	(417)	1000
Gender: Male	3%	(17)	7%	(35)	9%	(46)	14%	(72)	18%	(92)	48%	(244)	506
Gender: Female	4%	(18)	9%	(46)	13%	(64)	22%	(110)	17%	(84)	35%	(173)	494
Age: 18-34	5%	(29)	8%	(47)	11%	(67)	14%	(86)	18%	(110)	44%	(270)	609
GenZers: 1997-2012	3%	(34)	8%	(81)	11%	(110)	18%	(181)	18%	(177)	42%	(417)	1000
Ideo: Liberal (1-3)	4%	(13)	6%	(18)	14%	(41)	25%	(77)	14%	(44)	36%	(110)	304
Ideo: Moderate (4)	4%	(10)	8%	(19)	10%	(22)	13%	(30)	19%	(44)	46%	(107)	232
Ideo: Conservative (5-7)	2%	(4)	11%	(18)	14%	(23)	11%	(19)	19%	(32)	42%	(70)	165
Educ: < College	3%	(30)	8%	(69)	11%	(98)	18%	(168)	17%	(153)	43%	(392)	910
Educ: Bachelors degree	5%	(3)	17%	(11)	13%	(8)	16%	(10)	21%	(14)	28%	(18)	65
Ethnicity: White	3%	(19)	9%	(66)	12%	(84)	19%	(142)	17%	(125)	40%	(294)	731
Ethnicity: Hispanic	4%	(10)	7%	(17)	13%	(30)	18%	(44)	19%	(46)	39%	(95)	242
Ethnicity: Black	6%	(8)	5%	(7)	11%	(16)	15%	(22)	20%	(29)	44%	(65)	148
Ethnicity: Other	5%	(6)	6%	(8)	7%	(9)	15%	(18)	19%	(22)	48%	(58)	121
All Christian	5%	(12)	13%	(31)	13%	(30)	14%	(33)	18%	(44)	37%	(88)	237
All Non-Christian	4%	(2)	8%	(4)	16%	(8)	26%	(13)	18%	(9)	29%	(14)	50
Atheist	2%	(2)	5%	(6)	8%	(10)	28%	(33)	14%	(16)	42%	(49)	116
Agnostic/Nothing in particular	2%	(10)	7%	(28)	10%	(40)	17%	(67)	19%	(77)	45%	(184)	405
Something Else	4%	(8)	7%	(13)	12%	(22)	18%	(35)	16%	(31)	43%	(83)	193
Religious Non-Protestant/Catholic	5%	(4)	6%	(4)	13%	(9)	21%	(14)	26%	(18)	28%	(19)	68
Evangelical	6%	(11)	15%	(25)	6%	(11)	9%	(16)	18%	(31)	46%	(78)	172
Non-Evangelical	3%	(8)	8%	(17)	17%	(40)	21%	(48)	15%	(34)	36%	(82)	228
Community: Urban	4%	(11)	9%	(27)	10%	(29)	17%	(50)	21%	(59)	39%	(113)	288
Community: Suburban	4%	(17)	9%	(40)	12%	(50)	18%	(78)	17%	(73)	41%	(178)	435
Community: Rural	2%	(7)	5%	(15)	11%	(31)	19%	(53)	16%	(45)	46%	(126)	276
Military HH: Yes	4%	(4)	6%	(6)	10%	(10)	27%	(27)	15%	(15)	37%	(36)	97
Military HH: No	3%	(30)	8%	(75)	11%	(100)	17%	(155)	18%	(162)	42%	(381)	903

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**Table MCFE5\_27:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Chase Hudson (Lil Huddy)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	3%	(34)	8%	(81)	11%	(110)	18%	(181)	18%	(177)	42%	(417)	1000
4-Region: Northeast	3%	(6)	9%	(16)	12%	(20)	13%	(21)	22%	(36)	40%	(66)	164
4-Region: Midwest	3%	(7)	10%	(23)	10%	(23)	22%	(51)	14%	(31)	42%	(97)	233
4-Region: South	4%	(19)	9%	(37)	11%	(47)	18%	(76)	16%	(69)	43%	(184)	432
4-Region: West	1%	(2)	3%	(6)	11%	(19)	20%	(34)	23%	(40)	41%	(70)	172
TikTok Users	4%	(24)	9%	(63)	12%	(84)	21%	(145)	18%	(119)	36%	(244)	680
Twitch Users	5%	(11)	8%	(18)	11%	(27)	24%	(57)	16%	(37)	37%	(87)	236
2022 Sports Viewers/Attendees	5%	(27)	11%	(63)	13%	(77)	18%	(106)	18%	(105)	37%	(219)	597
Monthly Moviegoers	6%	(10)	9%	(15)	15%	(26)	17%	(29)	19%	(32)	34%	(58)	168
Few Times per Year + Moviegoers	4%	(25)	9%	(52)	14%	(77)	18%	(105)	17%	(95)	38%	(217)	571
Heard Smile Campaign	4%	(19)	12%	(49)	13%	(55)	23%	(97)	19%	(82)	29%	(123)	425
Heard Minion Campaign	4%	(19)	10%	(52)	12%	(60)	25%	(124)	18%	(89)	32%	(161)	505
Listens to Podcasts	5%	(27)	10%	(55)	12%	(67)	16%	(88)	21%	(115)	36%	(201)	552
Streaming Services User	4%	(33)	9%	(81)	11%	(99)	19%	(170)	18%	(164)	39%	(351)	898
Netflix User	3%	(29)	8%	(72)	12%	(103)	19%	(162)	19%	(161)	39%	(337)	864
Disney+ User	4%	(23)	10%	(61)	10%	(63)	19%	(120)	18%	(110)	39%	(240)	617
Heterosexual or straight	3%	(24)	8%	(54)	10%	(70)	16%	(109)	19%	(134)	44%	(310)	702
Bisexual	2%	(2)	15%	(21)	16%	(23)	22%	(31)	12%	(17)	34%	(47)	141
Something else	8%	(4)	—	(0)	10%	(6)	9%	(5)	22%	(13)	50%	(28)	56
Yes	2%	(2)	8%	(12)	8%	(11)	20%	(28)	25%	(35)	38%	(53)	140
No	4%	(32)	8%	(69)	12%	(99)	18%	(153)	17%	(142)	42%	(364)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE5\_28:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Felix Kjellberg (PewDiePie)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	20%	(204)	19%	(188)	9%	(89)	9%	(91)	15%	(153)	28%	(275)	1000
Gender: Male	29%	(144)	23%	(117)	9%	(45)	6%	(32)	13%	(63)	21%	(105)	506
Gender: Female	12%	(60)	14%	(71)	9%	(43)	12%	(59)	18%	(90)	35%	(171)	494
Age: 18-34	20%	(123)	20%	(119)	8%	(52)	10%	(60)	12%	(74)	30%	(182)	609
GenZers: 1997-2012	20%	(204)	19%	(188)	9%	(89)	9%	(91)	15%	(153)	28%	(275)	1000
Ideo: Liberal (1-3)	23%	(68)	21%	(63)	13%	(40)	15%	(47)	12%	(37)	16%	(48)	304
Ideo: Moderate (4)	18%	(43)	18%	(42)	9%	(21)	5%	(12)	17%	(39)	33%	(76)	232
Ideo: Conservative (5-7)	22%	(37)	23%	(38)	8%	(13)	5%	(8)	14%	(23)	28%	(47)	165
Educ: < College	21%	(190)	19%	(170)	8%	(75)	9%	(79)	16%	(143)	28%	(253)	910
Educ: Bachelors degree	17%	(11)	18%	(12)	18%	(12)	13%	(9)	8%	(5)	27%	(17)	65
Ethnicity: White	21%	(157)	19%	(135)	9%	(64)	9%	(64)	14%	(99)	29%	(212)	731
Ethnicity: Hispanic	21%	(50)	18%	(43)	10%	(24)	9%	(21)	16%	(39)	27%	(65)	242
Ethnicity: Black	12%	(18)	19%	(28)	8%	(12)	12%	(17)	21%	(31)	28%	(42)	148
Ethnicity: Other	25%	(30)	20%	(25)	10%	(12)	8%	(9)	19%	(23)	18%	(22)	121
All Christian	18%	(44)	25%	(60)	7%	(17)	6%	(13)	18%	(42)	26%	(62)	237
All Non-Christian	23%	(11)	7%	(4)	14%	(7)	17%	(8)	11%	(5)	29%	(14)	50
Atheist	31%	(36)	20%	(23)	8%	(9)	12%	(14)	8%	(9)	21%	(24)	116
Agnostic/Nothing in particular	19%	(75)	19%	(76)	9%	(37)	9%	(36)	17%	(71)	27%	(109)	405
Something Else	20%	(38)	13%	(25)	10%	(18)	10%	(19)	13%	(26)	34%	(66)	193
Religious Non-Protestant/Catholic	20%	(14)	11%	(7)	10%	(7)	15%	(10)	18%	(12)	27%	(18)	68
Evangelical	19%	(33)	21%	(36)	7%	(11)	6%	(10)	14%	(23)	33%	(57)	172
Non-Evangelical	20%	(45)	19%	(43)	10%	(24)	9%	(20)	16%	(37)	26%	(60)	228
Community: Urban	15%	(42)	20%	(57)	8%	(23)	10%	(29)	18%	(52)	30%	(85)	288
Community: Suburban	24%	(104)	21%	(89)	9%	(39)	10%	(43)	14%	(62)	22%	(98)	435
Community: Rural	21%	(59)	15%	(41)	9%	(26)	7%	(19)	14%	(40)	33%	(92)	276
Military HH: Yes	21%	(20)	30%	(29)	6%	(6)	5%	(5)	16%	(16)	21%	(21)	97
Military HH: No	20%	(184)	18%	(159)	9%	(83)	10%	(86)	15%	(137)	28%	(255)	903

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**Table MCFE5\_28:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Felix Kjellberg (PewDiePie)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	20%	(204)	19%	(188)	9%	(89)	9%	(91)	15%	(153)	28%	(275)	1000
4-Region: Northeast	18%	(30)	19%	(31)	9%	(14)	11%	(18)	14%	(23)	28%	(47)	164
4-Region: Midwest	23%	(54)	20%	(46)	7%	(16)	12%	(29)	10%	(24)	27%	(62)	233
4-Region: South	20%	(86)	20%	(88)	11%	(45)	7%	(31)	14%	(60)	28%	(120)	432
4-Region: West	19%	(33)	13%	(22)	7%	(13)	8%	(13)	26%	(45)	27%	(46)	172
TikTok Users	20%	(134)	19%	(129)	9%	(63)	10%	(70)	15%	(102)	27%	(183)	680
Twitch Users	29%	(69)	25%	(59)	10%	(25)	9%	(22)	12%	(28)	14%	(33)	236
2022 Sports Viewers/Attendees	21%	(124)	22%	(131)	9%	(56)	8%	(51)	16%	(97)	23%	(139)	597
Monthly Moviegoers	21%	(35)	19%	(32)	8%	(13)	12%	(20)	13%	(22)	27%	(46)	168
Few Times per Year + Moviegoers	22%	(126)	21%	(122)	11%	(63)	8%	(43)	13%	(75)	25%	(142)	571
Heard Smile Campaign	23%	(98)	20%	(86)	9%	(40)	11%	(48)	14%	(59)	22%	(94)	425
Heard Minion Campaign	25%	(128)	22%	(112)	11%	(53)	10%	(50)	14%	(69)	19%	(94)	505
Listens to Podcasts	23%	(125)	20%	(109)	10%	(58)	9%	(49)	16%	(91)	22%	(120)	552
Streaming Services User	20%	(184)	20%	(182)	9%	(79)	10%	(88)	15%	(139)	25%	(227)	898
Netflix User	21%	(179)	19%	(163)	8%	(71)	9%	(81)	16%	(140)	27%	(230)	864
Disney+ User	20%	(124)	21%	(129)	9%	(53)	9%	(59)	14%	(84)	27%	(168)	617
Heterosexual or straight	20%	(138)	21%	(146)	6%	(45)	8%	(53)	15%	(107)	30%	(212)	702
Bisexual	22%	(30)	16%	(22)	15%	(20)	14%	(20)	18%	(25)	16%	(23)	141
Something else	20%	(11)	19%	(11)	7%	(4)	10%	(5)	17%	(10)	27%	(15)	56
Yes	20%	(27)	16%	(22)	13%	(18)	14%	(20)	13%	(18)	25%	(35)	140
No	21%	(177)	19%	(166)	8%	(71)	8%	(71)	16%	(135)	28%	(240)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).



**Table MCFE5\_29:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Dream

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	10%	(99)	12%	(124)	10%	(99)	17%	(168)	22%	(218)	29%	(292)	1000
Gender: Male	12%	(61)	14%	(72)	13%	(66)	22%	(111)	21%	(104)	18%	(91)	506
Gender: Female	8%	(38)	10%	(51)	7%	(33)	12%	(57)	23%	(114)	41%	(201)	494
Age: 18-34	11%	(65)	12%	(72)	9%	(52)	14%	(84)	19%	(116)	36%	(220)	609
GenZers: 1997-2012	10%	(99)	12%	(124)	10%	(99)	17%	(168)	22%	(218)	29%	(292)	1000
Ideo: Liberal (1-3)	16%	(48)	16%	(48)	11%	(35)	22%	(66)	17%	(51)	18%	(56)	304
Ideo: Moderate (4)	9%	(20)	8%	(19)	13%	(30)	12%	(29)	21%	(49)	37%	(85)	232
Ideo: Conservative (5-7)	7%	(12)	16%	(27)	6%	(10)	13%	(22)	24%	(40)	33%	(54)	165
Educ: < College	9%	(85)	12%	(113)	10%	(89)	17%	(156)	22%	(200)	29%	(266)	910
Educ: Bachelors degree	18%	(12)	7%	(4)	13%	(8)	17%	(11)	18%	(12)	27%	(18)	65
Ethnicity: White	10%	(70)	11%	(83)	10%	(71)	17%	(123)	22%	(159)	31%	(225)	731
Ethnicity: Hispanic	9%	(21)	12%	(28)	11%	(27)	15%	(36)	26%	(62)	28%	(67)	242
Ethnicity: Black	11%	(16)	17%	(26)	8%	(12)	15%	(23)	19%	(28)	30%	(44)	148
Ethnicity: Other	11%	(13)	13%	(15)	14%	(17)	19%	(23)	25%	(31)	19%	(22)	121
All Christian	10%	(23)	14%	(34)	10%	(23)	11%	(25)	25%	(59)	30%	(72)	237
All Non-Christian	25%	(12)	17%	(9)	6%	(3)	9%	(5)	23%	(11)	19%	(9)	50
Atheist	10%	(12)	9%	(10)	7%	(8)	34%	(40)	22%	(25)	18%	(21)	116
Agnostic/Nothing in particular	9%	(36)	12%	(48)	13%	(51)	18%	(72)	20%	(82)	28%	(115)	405
Something Else	8%	(15)	12%	(22)	7%	(14)	14%	(27)	21%	(40)	39%	(75)	193
Religious Non-Protestant/Catholic	22%	(15)	14%	(9)	6%	(4)	7%	(5)	32%	(22)	19%	(13)	68
Evangelical	7%	(12)	16%	(28)	9%	(16)	9%	(15)	19%	(33)	40%	(68)	172
Non-Evangelical	10%	(22)	12%	(27)	9%	(20)	15%	(35)	23%	(53)	31%	(71)	228
Community: Urban	9%	(27)	10%	(29)	6%	(19)	15%	(43)	27%	(76)	33%	(94)	288
Community: Suburban	10%	(45)	15%	(65)	11%	(50)	19%	(83)	20%	(89)	24%	(104)	435
Community: Rural	10%	(27)	11%	(31)	11%	(31)	15%	(42)	19%	(53)	34%	(94)	276
Military HH: Yes	15%	(14)	14%	(14)	9%	(8)	16%	(16)	27%	(27)	19%	(18)	97
Military HH: No	9%	(85)	12%	(110)	10%	(91)	17%	(153)	21%	(191)	30%	(274)	903

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**Table MCFE5\_29:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Dream

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	10%	(99)	12%	(124)	10%	(99)	17%	(168)	22%	(218)	29%	(292)	1000
4-Region: Northeast	11%	(19)	13%	(22)	13%	(22)	13%	(22)	20%	(32)	29%	(48)	164
4-Region: Midwest	15%	(35)	12%	(29)	10%	(23)	18%	(42)	18%	(41)	27%	(64)	233
4-Region: South	8%	(34)	12%	(50)	10%	(42)	18%	(76)	20%	(87)	33%	(142)	432
4-Region: West	7%	(11)	14%	(23)	8%	(13)	17%	(29)	33%	(57)	22%	(38)	172
TikTok Users	10%	(69)	11%	(75)	11%	(75)	19%	(126)	21%	(139)	29%	(196)	680
Twitch Users	17%	(39)	19%	(45)	14%	(33)	21%	(49)	19%	(44)	11%	(26)	236
2022 Sports Viewers/Attendees	10%	(62)	16%	(93)	10%	(62)	14%	(87)	22%	(131)	27%	(162)	597
Monthly Moviegoers	10%	(17)	19%	(32)	11%	(19)	17%	(29)	14%	(23)	29%	(48)	168
Few Times per Year + Moviegoers	11%	(65)	15%	(84)	11%	(65)	16%	(93)	21%	(119)	25%	(145)	571
Heard Smile Campaign	10%	(43)	15%	(62)	10%	(41)	18%	(77)	22%	(92)	26%	(109)	425
Heard Minion Campaign	12%	(59)	14%	(73)	13%	(65)	20%	(100)	21%	(105)	21%	(104)	505
Listens to Podcasts	13%	(73)	13%	(70)	13%	(73)	14%	(75)	23%	(127)	24%	(135)	552
Streaming Services User	10%	(86)	13%	(113)	10%	(91)	18%	(160)	23%	(206)	27%	(243)	898
Netflix User	10%	(85)	12%	(107)	10%	(90)	18%	(152)	23%	(197)	27%	(233)	864
Disney+ User	10%	(63)	14%	(83)	10%	(64)	17%	(104)	21%	(129)	28%	(173)	617
Heterosexual or straight	9%	(64)	11%	(75)	10%	(68)	15%	(106)	23%	(159)	33%	(230)	702
Bisexual	10%	(14)	22%	(32)	9%	(13)	15%	(21)	24%	(33)	20%	(29)	141
Something else	18%	(10)	18%	(10)	10%	(5)	18%	(10)	18%	(10)	20%	(11)	56
Yes	10%	(13)	8%	(12)	14%	(20)	23%	(33)	23%	(33)	21%	(29)	140
No	10%	(86)	13%	(112)	9%	(79)	16%	(135)	22%	(185)	31%	(262)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE5\_30:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Olivia Dunne

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	4%	(39)	8%	(81)	4%	(36)	3%	(34)	15%	(148)	66%	(662)	1000
Gender: Male	6%	(31)	9%	(46)	4%	(19)	5%	(23)	15%	(76)	62%	(312)	506
Gender: Female	2%	(8)	7%	(35)	3%	(17)	2%	(11)	15%	(72)	71%	(350)	494
Age: 18-34	5%	(29)	10%	(58)	5%	(27)	4%	(27)	16%	(97)	61%	(370)	609
GenZers: 1997-2012	4%	(39)	8%	(81)	4%	(36)	3%	(34)	15%	(148)	66%	(662)	1000
Ideo: Liberal (1-3)	5%	(15)	9%	(26)	4%	(13)	5%	(14)	15%	(46)	63%	(191)	304
Ideo: Moderate (4)	6%	(13)	8%	(19)	3%	(8)	4%	(10)	12%	(29)	66%	(153)	232
Ideo: Conservative (5-7)	4%	(7)	14%	(23)	3%	(6)	5%	(8)	18%	(29)	56%	(93)	165
Educ: < College	4%	(36)	7%	(67)	3%	(28)	3%	(30)	14%	(130)	68%	(618)	910
Educ: Bachelors degree	3%	(2)	18%	(12)	10%	(7)	3%	(2)	19%	(12)	47%	(31)	65
Ethnicity: White	4%	(30)	8%	(62)	3%	(22)	3%	(24)	14%	(106)	67%	(488)	731
Ethnicity: Hispanic	4%	(9)	9%	(21)	4%	(10)	3%	(7)	15%	(37)	65%	(158)	242
Ethnicity: Black	4%	(5)	7%	(10)	6%	(9)	5%	(7)	17%	(26)	62%	(91)	148
Ethnicity: Other	3%	(3)	8%	(9)	5%	(6)	3%	(3)	14%	(16)	69%	(83)	121
All Christian	7%	(17)	13%	(30)	1%	(2)	1%	(3)	23%	(54)	55%	(131)	237
All Non-Christian	5%	(2)	13%	(7)	11%	(5)	10%	(5)	8%	(4)	52%	(26)	50
Atheist	1%	(2)	6%	(7)	5%	(6)	5%	(6)	11%	(13)	71%	(82)	116
Agnostic/Nothing in particular	4%	(15)	5%	(21)	4%	(15)	3%	(12)	14%	(55)	71%	(286)	405
Something Else	1%	(2)	8%	(16)	4%	(7)	4%	(8)	11%	(22)	71%	(137)	193
Religious Non-Protestant/Catholic	5%	(4)	10%	(7)	9%	(6)	8%	(5)	19%	(13)	49%	(33)	68
Evangelical	4%	(7)	13%	(22)	3%	(4)	3%	(5)	17%	(30)	61%	(104)	172
Non-Evangelical	5%	(10)	10%	(22)	2%	(4)	3%	(7)	16%	(36)	65%	(149)	228
Community: Urban	4%	(10)	7%	(20)	3%	(9)	3%	(10)	19%	(55)	64%	(185)	288
Community: Suburban	5%	(20)	8%	(36)	4%	(17)	3%	(14)	13%	(57)	67%	(292)	435
Community: Rural	3%	(8)	9%	(25)	4%	(10)	4%	(11)	13%	(36)	67%	(186)	276
Military HH: Yes	6%	(6)	8%	(8)	7%	(7)	4%	(4)	15%	(15)	60%	(58)	97
Military HH: No	4%	(33)	8%	(73)	3%	(29)	3%	(31)	15%	(133)	67%	(604)	903

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**Table MCFE5\_30:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Olivia Dunne

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	4%	(39)	8%	(81)	4%	(36)	3%	(34)	15%	(148)	66%	(662)	1000
4-Region: Northeast	3%	(4)	11%	(19)	5%	(9)	2%	(4)	18%	(29)	61%	(100)	164
4-Region: Midwest	4%	(10)	6%	(14)	3%	(7)	4%	(10)	14%	(32)	68%	(159)	233
4-Region: South	4%	(18)	9%	(40)	3%	(13)	3%	(14)	14%	(61)	66%	(285)	432
4-Region: West	4%	(7)	5%	(8)	4%	(7)	3%	(6)	15%	(26)	69%	(118)	172
TikTok Users	4%	(27)	8%	(56)	4%	(30)	4%	(25)	15%	(101)	65%	(441)	680
Twitch Users	6%	(15)	7%	(16)	6%	(14)	3%	(8)	14%	(34)	63%	(149)	236
2022 Sports Viewers/Attendees	6%	(34)	11%	(65)	5%	(28)	4%	(24)	16%	(96)	58%	(349)	597
Monthly Moviegoers	8%	(13)	8%	(14)	5%	(8)	4%	(7)	14%	(24)	60%	(101)	168
Few Times per Year + Moviegoers	6%	(31)	11%	(61)	4%	(23)	4%	(22)	15%	(88)	60%	(345)	571
Heard Smile Campaign	5%	(23)	13%	(57)	5%	(19)	6%	(24)	18%	(75)	54%	(228)	425
Heard Minion Campaign	4%	(23)	11%	(56)	5%	(27)	4%	(19)	15%	(73)	61%	(307)	505
Listens to Podcasts	6%	(31)	10%	(56)	4%	(24)	4%	(21)	16%	(90)	60%	(329)	552
Streaming Services User	4%	(35)	9%	(80)	4%	(34)	3%	(31)	15%	(134)	65%	(585)	898
Netflix User	4%	(33)	8%	(72)	4%	(32)	4%	(31)	15%	(130)	66%	(566)	864
Disney+ User	4%	(27)	8%	(50)	4%	(24)	3%	(21)	16%	(96)	65%	(399)	617
Heterosexual or straight	4%	(30)	10%	(67)	4%	(26)	4%	(28)	16%	(110)	63%	(440)	702
Bisexual	3%	(4)	7%	(10)	4%	(6)	2%	(3)	17%	(24)	67%	(94)	141
Something else	5%	(3)	3%	(2)	2%	(1)	1%	(1)	7%	(4)	82%	(46)	56
Yes	1%	(1)	3%	(4)	3%	(4)	—	(0)	19%	(26)	74%	(103)	140
No	4%	(37)	9%	(77)	4%	(32)	4%	(34)	14%	(121)	65%	(559)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE5\_31:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Ryan Kaji

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	3%	(34)	4%	(39)	5%	(50)	3%	(35)	10%	(103)	74%	(740)	1000
Gender: Male	4%	(19)	4%	(18)	6%	(31)	4%	(22)	12%	(61)	70%	(355)	506
Gender: Female	3%	(15)	4%	(20)	4%	(18)	3%	(12)	9%	(43)	78%	(385)	494
Age: 18-34	4%	(24)	5%	(28)	6%	(35)	5%	(29)	11%	(67)	70%	(426)	609
GenZers: 1997-2012	3%	(34)	4%	(39)	5%	(50)	3%	(35)	10%	(103)	74%	(740)	1000
Ideo: Liberal (1-3)	4%	(11)	4%	(13)	6%	(19)	4%	(12)	9%	(28)	73%	(221)	304
Ideo: Moderate (4)	5%	(11)	4%	(9)	5%	(11)	5%	(11)	11%	(26)	71%	(165)	232
Ideo: Conservative (5-7)	2%	(3)	7%	(11)	7%	(12)	3%	(6)	7%	(11)	74%	(122)	165
Educ: < College	3%	(28)	4%	(35)	4%	(39)	3%	(28)	10%	(91)	76%	(688)	910
Educ: Bachelors degree	8%	(5)	3%	(2)	10%	(7)	8%	(5)	13%	(8)	58%	(38)	65
Ethnicity: White	3%	(24)	4%	(32)	4%	(32)	3%	(21)	10%	(72)	75%	(550)	731
Ethnicity: Hispanic	3%	(8)	4%	(10)	8%	(18)	5%	(11)	16%	(39)	64%	(155)	242
Ethnicity: Black	5%	(8)	2%	(3)	7%	(11)	4%	(6)	14%	(21)	67%	(99)	148
Ethnicity: Other	2%	(2)	3%	(3)	6%	(7)	6%	(7)	8%	(10)	76%	(92)	121
All Christian	4%	(9)	9%	(20)	4%	(10)	4%	(9)	11%	(27)	68%	(162)	237
All Non-Christian	5%	(3)	7%	(4)	10%	(5)	9%	(5)	7%	(4)	61%	(30)	50
Atheist	2%	(2)	2%	(2)	13%	(15)	3%	(4)	4%	(5)	76%	(88)	116
Agnostic/Nothing in particular	4%	(17)	2%	(8)	2%	(10)	3%	(13)	11%	(46)	77%	(311)	405
Something Else	2%	(4)	2%	(4)	5%	(10)	2%	(3)	11%	(22)	77%	(149)	193
Religious Non-Protestant/Catholic	4%	(3)	5%	(4)	9%	(6)	7%	(5)	18%	(12)	57%	(39)	68
Evangelical	3%	(6)	7%	(13)	5%	(8)	3%	(6)	10%	(17)	72%	(123)	172
Non-Evangelical	3%	(6)	5%	(11)	4%	(9)	3%	(7)	10%	(23)	75%	(172)	228
Community: Urban	5%	(15)	4%	(11)	4%	(13)	4%	(13)	14%	(41)	68%	(197)	288
Community: Suburban	3%	(13)	5%	(21)	6%	(24)	4%	(17)	9%	(39)	74%	(321)	435
Community: Rural	2%	(6)	2%	(7)	5%	(13)	2%	(5)	9%	(24)	80%	(222)	276
Military HH: Yes	2%	(2)	5%	(5)	4%	(4)	3%	(3)	13%	(12)	73%	(71)	97
Military HH: No	3%	(31)	4%	(34)	5%	(46)	4%	(32)	10%	(91)	74%	(669)	903

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**Table MCFE5\_31:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Ryan Kaji

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	3%	(34)	4%	(39)	5%	(50)	3%	(35)	10%	(103)	74%	(740)	1000
4-Region: Northeast	4%	(7)	4%	(7)	4%	(7)	6%	(10)	14%	(24)	67%	(110)	164
4-Region: Midwest	1%	(3)	2%	(5)	7%	(16)	5%	(12)	10%	(24)	74%	(173)	233
4-Region: South	4%	(16)	5%	(23)	5%	(22)	2%	(9)	9%	(39)	75%	(323)	432
4-Region: West	5%	(8)	2%	(4)	3%	(5)	2%	(4)	10%	(17)	78%	(134)	172
TikTok Users	3%	(23)	4%	(24)	5%	(32)	4%	(28)	9%	(62)	75%	(511)	680
Twitch Users	3%	(7)	6%	(13)	4%	(8)	5%	(13)	12%	(28)	70%	(166)	236
2022 Sports Viewers/Attendees	4%	(24)	5%	(30)	5%	(31)	4%	(22)	12%	(71)	70%	(419)	597
Monthly Moviegoers	6%	(10)	5%	(8)	7%	(12)	6%	(11)	7%	(13)	69%	(115)	168
Few Times per Year + Moviegoers	3%	(20)	4%	(25)	6%	(34)	4%	(21)	11%	(65)	71%	(405)	571
Heard Smile Campaign	6%	(23)	6%	(25)	7%	(30)	6%	(24)	10%	(44)	66%	(279)	425
Heard Minion Campaign	5%	(23)	5%	(28)	6%	(32)	5%	(24)	11%	(54)	68%	(345)	505
Listens to Podcasts	5%	(30)	4%	(25)	7%	(41)	4%	(21)	13%	(72)	66%	(364)	552
Streaming Services User	3%	(31)	4%	(36)	4%	(40)	4%	(33)	11%	(97)	74%	(662)	898
Netflix User	3%	(29)	3%	(29)	5%	(40)	3%	(30)	11%	(93)	74%	(642)	864
Disney+ User	4%	(24)	4%	(27)	5%	(33)	3%	(21)	11%	(70)	72%	(442)	617
Heterosexual or straight	3%	(19)	4%	(25)	5%	(33)	4%	(26)	11%	(81)	74%	(517)	702
Bisexual	2%	(3)	8%	(12)	4%	(6)	3%	(4)	11%	(16)	72%	(101)	141
Something else	13%	(7)	2%	(1)	17%	(10)	2%	(1)	3%	(2)	63%	(35)	56
Yes	1%	(1)	2%	(3)	3%	(4)	2%	(3)	13%	(19)	79%	(110)	140
No	4%	(33)	4%	(35)	5%	(46)	4%	(31)	10%	(85)	73%	(630)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE5\_32:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Felix Lengyel (xQc)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	6%	(57)	8%	(81)	5%	(55)	4%	(43)	11%	(111)	65%	(653)	1000
Gender: Male	9%	(46)	13%	(64)	8%	(40)	6%	(31)	15%	(74)	50%	(251)	506
Gender: Female	2%	(11)	4%	(17)	3%	(15)	3%	(13)	7%	(37)	81%	(402)	494
Age: 18-34	8%	(47)	7%	(46)	7%	(40)	4%	(27)	11%	(67)	63%	(382)	609
GenZers: 1997-2012	6%	(57)	8%	(81)	5%	(55)	4%	(43)	11%	(111)	65%	(653)	1000
Ideo: Liberal (1-3)	8%	(26)	7%	(20)	7%	(21)	7%	(20)	9%	(27)	62%	(189)	304
Ideo: Moderate (4)	8%	(19)	11%	(26)	3%	(8)	5%	(11)	11%	(27)	61%	(142)	232
Ideo: Conservative (5-7)	3%	(5)	13%	(21)	6%	(11)	3%	(4)	10%	(17)	65%	(108)	165
Educ: < College	5%	(49)	8%	(77)	5%	(44)	4%	(37)	11%	(101)	66%	(602)	910
Educ: Bachelors degree	10%	(7)	7%	(4)	15%	(10)	8%	(5)	8%	(5)	52%	(34)	65
Ethnicity: White	5%	(38)	8%	(59)	5%	(38)	4%	(28)	9%	(69)	68%	(499)	731
Ethnicity: Hispanic	6%	(15)	9%	(23)	6%	(16)	4%	(10)	10%	(25)	64%	(154)	242
Ethnicity: Black	6%	(8)	9%	(13)	7%	(11)	5%	(8)	16%	(24)	57%	(84)	148
Ethnicity: Other	9%	(11)	8%	(10)	5%	(6)	6%	(7)	15%	(18)	58%	(70)	121
All Christian	5%	(11)	12%	(29)	3%	(8)	3%	(7)	15%	(36)	62%	(146)	237
All Non-Christian	13%	(7)	13%	(7)	4%	(2)	13%	(7)	10%	(5)	46%	(23)	50
Atheist	8%	(9)	4%	(5)	6%	(7)	7%	(9)	12%	(14)	63%	(72)	116
Agnostic/Nothing in particular	5%	(21)	8%	(30)	6%	(23)	4%	(17)	11%	(44)	67%	(270)	405
Something Else	5%	(10)	5%	(10)	8%	(15)	2%	(4)	6%	(12)	73%	(141)	193
Religious Non-Protestant/Catholic	10%	(7)	10%	(7)	4%	(3)	10%	(7)	19%	(13)	48%	(33)	68
Evangelical	4%	(6)	11%	(20)	6%	(10)	2%	(3)	12%	(20)	66%	(113)	172
Non-Evangelical	6%	(14)	9%	(20)	5%	(11)	3%	(8)	7%	(17)	69%	(158)	228
Community: Urban	4%	(11)	6%	(16)	5%	(13)	5%	(13)	16%	(46)	65%	(188)	288
Community: Suburban	8%	(35)	10%	(44)	6%	(25)	4%	(15)	11%	(46)	62%	(270)	435
Community: Rural	4%	(12)	7%	(21)	6%	(17)	5%	(15)	7%	(19)	70%	(194)	276
Military HH: Yes	6%	(6)	11%	(11)	4%	(4)	2%	(2)	17%	(17)	58%	(56)	97
Military HH: No	6%	(51)	8%	(70)	6%	(50)	5%	(41)	10%	(94)	66%	(596)	903

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**Table MCFE5\_32:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Felix Lengyel (xQc)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	6%	(57)	8%	(81)	5%	(55)	4%	(43)	11%	(111)	65%	(653)	1000
4-Region: Northeast	7%	(12)	5%	(8)	7%	(11)	3%	(5)	17%	(28)	61%	(100)	164
4-Region: Midwest	5%	(11)	8%	(19)	6%	(14)	6%	(15)	7%	(17)	67%	(157)	233
4-Region: South	6%	(27)	10%	(43)	5%	(21)	4%	(16)	10%	(42)	65%	(282)	432
4-Region: West	4%	(7)	6%	(11)	5%	(8)	4%	(8)	15%	(25)	66%	(114)	172
TikTok Users	5%	(37)	9%	(60)	5%	(34)	5%	(35)	8%	(56)	67%	(457)	680
Twitch Users	13%	(30)	12%	(28)	7%	(17)	5%	(12)	11%	(26)	52%	(122)	236
2022 Sports Viewers/Attendees	6%	(39)	11%	(68)	6%	(36)	5%	(31)	11%	(63)	60%	(360)	597
Monthly Moviegoers	8%	(14)	15%	(26)	4%	(7)	5%	(9)	11%	(18)	56%	(95)	168
Few Times per Year + Moviegoers	6%	(36)	10%	(55)	5%	(30)	5%	(29)	10%	(59)	63%	(362)	571
Heard Smile Campaign	6%	(26)	12%	(53)	7%	(31)	6%	(27)	11%	(45)	57%	(242)	425
Heard Minion Campaign	6%	(32)	13%	(65)	7%	(34)	4%	(23)	10%	(52)	59%	(300)	505
Listens to Podcasts	6%	(35)	9%	(51)	7%	(37)	4%	(22)	12%	(67)	62%	(340)	552
Streaming Services User	6%	(52)	9%	(78)	6%	(51)	5%	(42)	11%	(98)	64%	(577)	898
Netflix User	6%	(50)	8%	(71)	6%	(50)	4%	(35)	11%	(92)	65%	(565)	864
Disney+ User	5%	(34)	9%	(55)	6%	(37)	5%	(31)	9%	(56)	65%	(404)	617
Heterosexual or straight	6%	(43)	10%	(68)	5%	(38)	4%	(30)	11%	(77)	64%	(446)	702
Bisexual	5%	(7)	7%	(9)	4%	(6)	4%	(6)	18%	(25)	62%	(87)	141
Something else	6%	(3)	5%	(3)	5%	(3)	1%	(1)	11%	(6)	73%	(41)	56
Yes	3%	(4)	4%	(6)	8%	(11)	3%	(4)	15%	(22)	66%	(93)	140
No	6%	(52)	9%	(76)	5%	(43)	5%	(40)	10%	(90)	65%	(560)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE5\_33:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Adin Ross

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	11%	(105)	10%	(98)	4%	(40)	6%	(58)	13%	(129)	57%	(569)	1000
Gender: Male	17%	(88)	16%	(79)	6%	(28)	7%	(36)	15%	(78)	39%	(197)	506
Gender: Female	4%	(18)	4%	(19)	2%	(11)	4%	(22)	10%	(51)	75%	(373)	494
Age: 18-34	11%	(70)	9%	(55)	5%	(33)	8%	(48)	12%	(75)	54%	(328)	609
GenZers: 1997-2012	11%	(105)	10%	(98)	4%	(40)	6%	(58)	13%	(129)	57%	(569)	1000
Ideo: Liberal (1-3)	10%	(31)	11%	(34)	5%	(15)	6%	(19)	11%	(33)	57%	(172)	304
Ideo: Moderate (4)	13%	(31)	13%	(29)	4%	(9)	6%	(15)	17%	(39)	47%	(109)	232
Ideo: Conservative (5-7)	8%	(13)	10%	(17)	4%	(7)	9%	(15)	9%	(16)	59%	(98)	165
Educ: < College	11%	(96)	10%	(92)	3%	(31)	6%	(51)	13%	(115)	58%	(525)	910
Educ: Bachelors degree	13%	(8)	8%	(5)	11%	(7)	7%	(5)	14%	(9)	47%	(31)	65
Ethnicity: White	8%	(59)	9%	(64)	3%	(23)	6%	(43)	12%	(86)	62%	(455)	731
Ethnicity: Hispanic	13%	(33)	12%	(28)	4%	(10)	6%	(14)	18%	(44)	47%	(114)	242
Ethnicity: Black	20%	(29)	12%	(18)	7%	(10)	8%	(12)	21%	(31)	33%	(48)	148
Ethnicity: Other	14%	(17)	14%	(17)	5%	(6)	2%	(3)	10%	(12)	55%	(66)	121
All Christian	10%	(24)	13%	(32)	3%	(7)	6%	(15)	13%	(30)	55%	(130)	237
All Non-Christian	15%	(7)	15%	(8)	3%	(2)	14%	(7)	15%	(7)	38%	(19)	50
Atheist	7%	(8)	8%	(9)	6%	(7)	3%	(4)	6%	(7)	69%	(80)	116
Agnostic/Nothing in particular	12%	(49)	7%	(29)	4%	(15)	6%	(24)	14%	(57)	57%	(231)	405
Something Else	9%	(17)	11%	(21)	4%	(9)	5%	(9)	14%	(27)	57%	(110)	193
Religious Non-Protestant/Catholic	12%	(8)	14%	(9)	2%	(2)	10%	(7)	21%	(14)	40%	(27)	68
Evangelical	8%	(13)	16%	(28)	2%	(4)	6%	(10)	14%	(24)	54%	(93)	172
Non-Evangelical	11%	(26)	10%	(23)	5%	(10)	6%	(13)	11%	(24)	58%	(132)	228
Community: Urban	8%	(24)	9%	(25)	3%	(10)	5%	(15)	17%	(48)	58%	(166)	288
Community: Suburban	13%	(59)	9%	(38)	6%	(25)	6%	(25)	12%	(54)	54%	(235)	435
Community: Rural	8%	(23)	13%	(36)	2%	(5)	7%	(18)	10%	(27)	61%	(169)	276
Military HH: Yes	15%	(15)	7%	(7)	4%	(3)	4%	(4)	9%	(8)	62%	(60)	97
Military HH: No	10%	(91)	10%	(92)	4%	(36)	6%	(54)	13%	(121)	56%	(510)	903

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**Table MCFE5\_33:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Adin Ross

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	11%	(105)	10%	(98)	4%	(40)	6%	(58)	13%	(129)	57%	(569)	1000
4-Region: Northeast	10%	(17)	7%	(12)	5%	(9)	7%	(11)	16%	(27)	54%	(88)	164
4-Region: Midwest	10%	(24)	9%	(21)	4%	(10)	8%	(17)	12%	(29)	57%	(132)	233
4-Region: South	10%	(41)	13%	(54)	4%	(17)	5%	(21)	11%	(47)	58%	(252)	432
4-Region: West	13%	(23)	6%	(10)	3%	(5)	5%	(9)	16%	(27)	57%	(98)	172
TikTok Users	13%	(87)	9%	(64)	5%	(31)	6%	(40)	12%	(79)	56%	(379)	680
Twitch Users	18%	(42)	10%	(25)	7%	(16)	9%	(21)	13%	(31)	43%	(101)	236
2022 Sports Viewers/Attendees	14%	(82)	12%	(74)	5%	(30)	7%	(42)	16%	(93)	46%	(276)	597
Monthly Moviegoers	17%	(29)	18%	(31)	5%	(9)	9%	(15)	4%	(8)	46%	(77)	168
Few Times per Year + Moviegoers	12%	(69)	12%	(70)	5%	(31)	5%	(29)	13%	(75)	52%	(297)	571
Heard Smile Campaign	13%	(56)	14%	(61)	6%	(26)	8%	(35)	12%	(49)	47%	(197)	425
Heard Minion Campaign	12%	(63)	14%	(71)	4%	(23)	6%	(31)	12%	(63)	50%	(255)	505
Listens to Podcasts	13%	(72)	11%	(61)	4%	(23)	7%	(39)	16%	(86)	49%	(273)	552
Streaming Services User	11%	(97)	11%	(95)	4%	(39)	6%	(56)	13%	(118)	55%	(494)	898
Netflix User	11%	(95)	10%	(87)	4%	(35)	6%	(51)	13%	(114)	56%	(482)	864
Disney+ User	11%	(69)	11%	(66)	5%	(28)	6%	(39)	12%	(76)	55%	(339)	617
Heterosexual or straight	13%	(93)	13%	(90)	5%	(32)	6%	(44)	13%	(93)	50%	(350)	702
Bisexual	6%	(8)	3%	(4)	4%	(6)	6%	(8)	15%	(21)	66%	(94)	141
Something else	4%	(2)	1%	(0)	4%	(2)	4%	(2)	6%	(3)	82%	(46)	56
Yes	4%	(6)	5%	(8)	2%	(3)	4%	(5)	15%	(20)	70%	(98)	140
No	12%	(100)	11%	(91)	4%	(37)	6%	(53)	13%	(109)	55%	(471)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE5\_34:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Guy Beahm (Dr Disrespect)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	10%	(100)	13%	(125)	4%	(41)	3%	(33)	15%	(146)	56%	(555)	1000
Gender: Male	18%	(89)	22%	(110)	6%	(28)	3%	(16)	17%	(84)	35%	(178)	506
Gender: Female	2%	(10)	3%	(15)	3%	(13)	3%	(17)	13%	(62)	76%	(377)	494
Age: 18-34	10%	(58)	12%	(75)	5%	(29)	4%	(25)	14%	(86)	55%	(335)	609
GenZers: 1997-2012	10%	(100)	13%	(125)	4%	(41)	3%	(33)	15%	(146)	56%	(555)	1000
Ideo: Liberal (1-3)	7%	(23)	9%	(29)	5%	(17)	5%	(15)	11%	(34)	61%	(186)	304
Ideo: Moderate (4)	13%	(30)	16%	(36)	5%	(12)	2%	(5)	15%	(36)	49%	(114)	232
Ideo: Conservative (5-7)	10%	(17)	18%	(30)	3%	(5)	5%	(8)	14%	(23)	51%	(84)	165
Educ: < College	10%	(91)	13%	(115)	4%	(34)	3%	(26)	14%	(131)	56%	(512)	910
Educ: Bachelors degree	9%	(6)	13%	(9)	8%	(5)	9%	(6)	17%	(11)	43%	(28)	65
Ethnicity: White	9%	(64)	13%	(97)	4%	(28)	4%	(26)	13%	(98)	57%	(418)	731
Ethnicity: Hispanic	13%	(30)	16%	(40)	5%	(12)	5%	(12)	15%	(35)	47%	(113)	242
Ethnicity: Black	13%	(19)	10%	(15)	5%	(7)	3%	(4)	19%	(28)	51%	(75)	148
Ethnicity: Other	14%	(17)	11%	(13)	5%	(7)	3%	(3)	16%	(19)	51%	(62)	121
All Christian	11%	(26)	15%	(36)	3%	(6)	3%	(6)	17%	(40)	52%	(123)	237
All Non-Christian	16%	(8)	10%	(5)	16%	(8)	3%	(2)	15%	(7)	40%	(20)	50
Atheist	15%	(17)	11%	(13)	1%	(2)	6%	(7)	7%	(8)	60%	(70)	116
Agnostic/Nothing in particular	10%	(42)	11%	(46)	5%	(19)	3%	(14)	14%	(55)	57%	(230)	405
Something Else	4%	(8)	13%	(26)	3%	(7)	2%	(5)	18%	(35)	59%	(114)	193
Religious Non-Protestant/Catholic	13%	(9)	10%	(7)	12%	(8)	2%	(2)	22%	(15)	41%	(28)	68
Evangelical	8%	(14)	17%	(29)	3%	(5)	1%	(1)	19%	(33)	52%	(89)	172
Non-Evangelical	8%	(18)	13%	(29)	3%	(7)	4%	(9)	15%	(33)	58%	(132)	228
Community: Urban	8%	(23)	8%	(23)	5%	(13)	3%	(9)	19%	(54)	58%	(166)	288
Community: Suburban	13%	(58)	12%	(53)	5%	(20)	3%	(14)	13%	(54)	54%	(236)	435
Community: Rural	7%	(19)	18%	(49)	3%	(8)	4%	(10)	13%	(37)	55%	(153)	276
Military HH: Yes	17%	(16)	8%	(8)	4%	(4)	2%	(2)	16%	(15)	53%	(51)	97
Military HH: No	9%	(83)	13%	(118)	4%	(37)	3%	(31)	14%	(131)	56%	(504)	903

Continued on next page

**Table MCFE5\_34:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Guy Beahm (Dr Disrespect)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	10%	(100)	13%	(125)	4%	(41)	3%	(33)	15%	(146)	56%	(555)	1000
4-Region: Northeast	7%	(12)	9%	(15)	6%	(10)	4%	(6)	18%	(30)	55%	(90)	164
4-Region: Midwest	7%	(17)	14%	(32)	2%	(6)	5%	(13)	12%	(29)	59%	(136)	233
4-Region: South	12%	(51)	14%	(60)	4%	(19)	3%	(11)	13%	(58)	54%	(232)	432
4-Region: West	11%	(19)	11%	(19)	3%	(6)	2%	(3)	17%	(29)	56%	(97)	172
TikTok Users	11%	(74)	11%	(74)	4%	(29)	4%	(27)	14%	(93)	56%	(384)	680
Twitch Users	18%	(43)	20%	(48)	4%	(8)	5%	(12)	17%	(40)	36%	(84)	236
2022 Sports Viewers/Attendees	13%	(78)	15%	(88)	5%	(32)	4%	(24)	14%	(82)	49%	(294)	597
Monthly Moviegoers	17%	(28)	9%	(15)	8%	(13)	6%	(11)	8%	(14)	52%	(87)	168
Few Times per Year + Moviegoers	12%	(71)	10%	(59)	6%	(32)	4%	(25)	15%	(86)	52%	(299)	571
Heard Smile Campaign	13%	(56)	15%	(63)	6%	(23)	5%	(19)	14%	(57)	48%	(206)	425
Heard Minion Campaign	13%	(65)	17%	(85)	6%	(29)	4%	(20)	14%	(69)	47%	(238)	505
Listens to Podcasts	10%	(55)	16%	(91)	5%	(25)	4%	(21)	17%	(91)	49%	(270)	552
Streaming Services User	10%	(90)	13%	(121)	4%	(37)	4%	(32)	15%	(137)	54%	(482)	898
Netflix User	10%	(87)	13%	(109)	4%	(36)	4%	(31)	15%	(128)	55%	(474)	864
Disney+ User	9%	(57)	12%	(72)	5%	(31)	4%	(25)	13%	(82)	57%	(349)	617
Heterosexual or straight	12%	(86)	16%	(111)	4%	(27)	4%	(27)	15%	(104)	49%	(346)	702
Bisexual	6%	(9)	4%	(6)	3%	(4)	4%	(5)	18%	(25)	65%	(92)	141
Something else	3%	(2)	6%	(4)	2%	(1)	—	(0)	10%	(6)	78%	(44)	56
Yes	6%	(8)	9%	(12)	4%	(6)	1%	(2)	19%	(27)	61%	(86)	140
No	11%	(92)	13%	(113)	4%	(35)	4%	(31)	14%	(119)	55%	(470)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE5\_35:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Rachell Hofstetter (Valkyrae)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	7%	(73)	14%	(141)	4%	(36)	4%	(42)	19%	(193)	52%	(515)	1000
Gender: Male	9%	(46)	17%	(85)	4%	(20)	5%	(25)	20%	(99)	46%	(231)	506
Gender: Female	6%	(28)	11%	(55)	3%	(16)	4%	(18)	19%	(93)	57%	(284)	494
Age: 18-34	9%	(56)	13%	(77)	4%	(24)	4%	(24)	16%	(99)	54%	(329)	609
GenZers: 1997-2012	7%	(73)	14%	(141)	4%	(36)	4%	(42)	19%	(193)	52%	(515)	1000
Ideo: Liberal (1-3)	11%	(34)	19%	(59)	4%	(11)	8%	(24)	18%	(54)	40%	(121)	304
Ideo: Moderate (4)	7%	(17)	13%	(30)	4%	(9)	2%	(5)	19%	(45)	55%	(127)	232
Ideo: Conservative (5-7)	5%	(8)	13%	(21)	3%	(6)	3%	(5)	21%	(35)	55%	(90)	165
Educ: < College	7%	(62)	14%	(125)	3%	(29)	4%	(36)	20%	(178)	53%	(479)	910
Educ: Bachelors degree	14%	(9)	20%	(13)	8%	(6)	4%	(3)	16%	(10)	38%	(25)	65
Ethnicity: White	7%	(53)	14%	(99)	3%	(24)	4%	(28)	18%	(135)	54%	(392)	731
Ethnicity: Hispanic	12%	(28)	12%	(29)	2%	(5)	3%	(7)	24%	(59)	47%	(114)	242
Ethnicity: Black	6%	(8)	16%	(24)	4%	(6)	6%	(9)	19%	(28)	49%	(73)	148
Ethnicity: Other	10%	(12)	15%	(18)	5%	(5)	4%	(5)	25%	(30)	42%	(51)	121
All Christian	7%	(17)	15%	(36)	3%	(7)	3%	(8)	23%	(55)	48%	(115)	237
All Non-Christian	14%	(7)	15%	(8)	4%	(2)	3%	(2)	26%	(13)	38%	(19)	50
Atheist	12%	(13)	14%	(16)	9%	(10)	8%	(9)	12%	(14)	46%	(53)	116
Agnostic/Nothing in particular	6%	(23)	17%	(69)	3%	(11)	4%	(18)	16%	(64)	54%	(220)	405
Something Else	7%	(13)	7%	(13)	3%	(7)	3%	(6)	24%	(46)	56%	(108)	193
Religious Non-Protestant/Catholic	10%	(7)	14%	(9)	5%	(4)	2%	(2)	35%	(24)	33%	(22)	68
Evangelical	8%	(14)	11%	(19)	3%	(5)	2%	(3)	15%	(26)	61%	(105)	172
Non-Evangelical	7%	(15)	12%	(28)	3%	(6)	5%	(10)	26%	(60)	47%	(108)	228
Community: Urban	9%	(25)	9%	(27)	2%	(6)	3%	(9)	24%	(70)	52%	(150)	288
Community: Suburban	7%	(30)	16%	(72)	4%	(16)	6%	(24)	18%	(78)	49%	(215)	435
Community: Rural	6%	(18)	15%	(42)	5%	(13)	3%	(9)	16%	(45)	54%	(149)	276
Military HH: Yes	7%	(7)	18%	(18)	4%	(4)	3%	(3)	24%	(24)	43%	(42)	97
Military HH: No	7%	(66)	14%	(123)	4%	(32)	4%	(40)	19%	(169)	52%	(473)	903

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**Table MCFE5\_35:** Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Rachell Hofstetter (Valkyrae)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	7%	(73)	14%	(141)	4%	(36)	4%	(42)	19%	(193)	52%	(515)	1000
4-Region: Northeast	11%	(18)	14%	(23)	3%	(4)	3%	(5)	16%	(26)	53%	(87)	164
4-Region: Midwest	5%	(13)	16%	(38)	7%	(15)	7%	(16)	14%	(32)	51%	(119)	233
4-Region: South	7%	(32)	14%	(61)	2%	(10)	4%	(16)	20%	(86)	52%	(226)	432
4-Region: West	6%	(10)	11%	(19)	3%	(6)	4%	(6)	28%	(49)	48%	(82)	172
TikTok Users	9%	(59)	15%	(105)	3%	(22)	4%	(25)	17%	(116)	52%	(354)	680
Twitch Users	12%	(29)	23%	(55)	5%	(13)	3%	(8)	19%	(45)	37%	(87)	236
2022 Sports Viewers/Attendees	8%	(49)	16%	(98)	4%	(21)	4%	(25)	21%	(126)	47%	(279)	597
Monthly Moviegoers	12%	(19)	17%	(29)	6%	(10)	5%	(8)	17%	(28)	44%	(74)	168
Few Times per Year + Moviegoers	7%	(40)	17%	(99)	4%	(22)	5%	(27)	20%	(116)	47%	(266)	571
Heard Smile Campaign	12%	(49)	17%	(72)	4%	(19)	5%	(20)	23%	(98)	39%	(166)	425
Heard Minion Campaign	10%	(49)	18%	(91)	5%	(26)	4%	(23)	19%	(97)	44%	(220)	505
Listens to Podcasts	9%	(49)	16%	(91)	4%	(21)	5%	(26)	20%	(109)	46%	(257)	552
Streaming Services User	7%	(67)	15%	(138)	4%	(32)	4%	(35)	20%	(175)	50%	(452)	898
Netflix User	7%	(65)	14%	(125)	4%	(32)	4%	(32)	20%	(172)	51%	(438)	864
Disney+ User	8%	(50)	16%	(96)	4%	(25)	4%	(22)	17%	(104)	52%	(320)	617
Heterosexual or straight	7%	(51)	14%	(95)	3%	(23)	3%	(22)	19%	(133)	54%	(378)	702
Bisexual	10%	(14)	18%	(26)	3%	(4)	4%	(6)	22%	(31)	43%	(60)	141
Something else	4%	(2)	13%	(7)	1%	(0)	14%	(8)	27%	(15)	42%	(23)	56
Yes	5%	(7)	11%	(16)	3%	(4)	3%	(5)	26%	(36)	52%	(72)	140
No	8%	(67)	15%	(125)	4%	(32)	4%	(38)	18%	(157)	51%	(443)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE6\_1:** *How interested or uninterested are you in seeing online influencers appear in the following?  
Movies in an acting role*

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	17%	(173)	32%	(325)	14%	(140)	22%	(219)	14%	(143)	1000
Gender: Male	18%	(91)	36%	(180)	14%	(72)	18%	(91)	14%	(72)	506
Gender: Female	17%	(82)	29%	(145)	14%	(68)	26%	(128)	14%	(71)	494
Age: 18-34	19%	(115)	32%	(195)	13%	(80)	22%	(136)	14%	(84)	609
GenZers: 1997-2012	17%	(173)	32%	(325)	14%	(140)	22%	(219)	14%	(143)	1000
Ideo: Liberal (1-3)	18%	(54)	32%	(98)	15%	(46)	28%	(84)	7%	(22)	304
Ideo: Moderate (4)	19%	(45)	32%	(74)	13%	(30)	22%	(52)	13%	(31)	232
Ideo: Conservative (5-7)	12%	(20)	35%	(58)	18%	(29)	22%	(37)	13%	(22)	165
Educ: < College	17%	(158)	32%	(293)	14%	(130)	21%	(194)	15%	(135)	910
Educ: Bachelors degree	15%	(9)	42%	(27)	9%	(6)	28%	(18)	6%	(4)	65
Ethnicity: White	15%	(107)	34%	(252)	13%	(98)	23%	(167)	15%	(107)	731
Ethnicity: Hispanic	19%	(46)	35%	(86)	15%	(37)	16%	(38)	15%	(36)	242
Ethnicity: Black	29%	(42)	24%	(36)	15%	(22)	20%	(29)	13%	(19)	148
Ethnicity: Other	19%	(24)	30%	(37)	17%	(20)	19%	(23)	14%	(17)	121
All Christian	17%	(41)	33%	(79)	15%	(36)	22%	(51)	12%	(29)	237
All Non-Christian	36%	(18)	21%	(10)	16%	(8)	21%	(10)	7%	(4)	50
Atheist	8%	(10)	28%	(33)	18%	(21)	32%	(37)	13%	(16)	116
Agnostic/Nothing in particular	18%	(73)	35%	(140)	12%	(48)	22%	(88)	14%	(55)	405
Something Else	16%	(31)	32%	(62)	14%	(28)	17%	(32)	20%	(39)	193
Religious Non-Protestant/Catholic	30%	(20)	19%	(13)	15%	(10)	21%	(14)	16%	(11)	68
Evangelical	20%	(35)	38%	(66)	14%	(24)	15%	(26)	13%	(21)	172
Non-Evangelical	15%	(34)	30%	(68)	16%	(36)	24%	(54)	16%	(37)	228
Community: Urban	20%	(59)	30%	(86)	13%	(37)	21%	(59)	16%	(46)	288
Community: Suburban	17%	(72)	31%	(136)	16%	(68)	24%	(103)	13%	(56)	435
Community: Rural	15%	(42)	37%	(103)	13%	(35)	20%	(57)	15%	(40)	276
Military HH: Yes	21%	(20)	36%	(35)	21%	(20)	16%	(15)	7%	(7)	97
Military HH: No	17%	(153)	32%	(290)	13%	(120)	23%	(204)	15%	(136)	903
4-Region: Northeast	26%	(43)	35%	(58)	9%	(15)	18%	(29)	12%	(20)	164
4-Region: Midwest	17%	(40)	33%	(77)	14%	(32)	22%	(51)	14%	(33)	233
4-Region: South	15%	(66)	31%	(136)	16%	(68)	23%	(101)	14%	(61)	432
4-Region: West	15%	(25)	32%	(54)	15%	(26)	22%	(38)	17%	(29)	172

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**Table MCFE6\_1: How interested or uninterested are you in seeing online influencers appear in the following?  
Movies in an acting role**

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	17%	(173)	32%	(325)	14%	(140)	22%	(219)	14%	(143)	1000
TikTok Users	20%	(135)	35%	(235)	15%	(104)	19%	(131)	11%	(74)	680
Twitch Users	24%	(57)	35%	(83)	15%	(35)	21%	(50)	5%	(11)	236
2022 Sports Viewers/Attendees	21%	(125)	33%	(197)	16%	(96)	21%	(126)	9%	(54)	597
Monthly Moviegoers	25%	(43)	36%	(61)	10%	(17)	17%	(29)	11%	(19)	168
Few Times per Year + Moviegoers	20%	(116)	34%	(195)	16%	(89)	20%	(115)	10%	(54)	571
Heard Smile Campaign	23%	(97)	35%	(147)	15%	(63)	17%	(74)	10%	(43)	425
Heard Minion Campaign	20%	(103)	34%	(170)	16%	(82)	20%	(103)	9%	(48)	505
Listens to Podcasts	21%	(117)	34%	(186)	15%	(83)	17%	(96)	13%	(69)	552
Streaming Services User	18%	(162)	34%	(308)	14%	(123)	22%	(198)	12%	(106)	898
Netflix User	18%	(155)	34%	(296)	15%	(126)	22%	(186)	12%	(101)	864
Disney+ User	19%	(116)	36%	(224)	14%	(87)	20%	(123)	11%	(68)	617
Heterosexual or straight	18%	(123)	33%	(233)	15%	(102)	20%	(141)	15%	(103)	702
Bisexual	18%	(25)	39%	(55)	11%	(16)	24%	(34)	8%	(11)	141
Something else	22%	(12)	26%	(14)	10%	(6)	11%	(6)	31%	(18)	56
Yes	12%	(17)	39%	(54)	7%	(10)	27%	(38)	14%	(20)	140
No	18%	(156)	31%	(270)	15%	(130)	21%	(181)	14%	(123)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE6\_2:** *How interested or uninterested are you in seeing online influencers appear in the following?*  
*Movies as themselves*

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	19%	(187)	26%	(260)	18%	(178)	23%	(231)	14%	(144)	1000
Gender: Male	18%	(93)	31%	(155)	17%	(86)	18%	(94)	15%	(78)	506
Gender: Female	19%	(94)	21%	(105)	19%	(91)	28%	(138)	13%	(66)	494
Age: 18-34	20%	(121)	26%	(157)	16%	(99)	23%	(143)	15%	(89)	609
GenZers: 1997-2012	19%	(187)	26%	(260)	18%	(178)	23%	(231)	14%	(144)	1000
Ideo: Liberal (1-3)	16%	(50)	23%	(69)	22%	(65)	32%	(96)	8%	(24)	304
Ideo: Moderate (4)	20%	(47)	28%	(64)	15%	(36)	20%	(46)	17%	(40)	232
Ideo: Conservative (5-7)	17%	(28)	29%	(49)	15%	(25)	28%	(47)	10%	(17)	165
Educ: < College	19%	(172)	26%	(241)	17%	(154)	23%	(208)	15%	(135)	910
Educ: Bachelors degree	14%	(9)	26%	(17)	24%	(16)	28%	(18)	8%	(5)	65
Ethnicity: White	18%	(131)	26%	(189)	18%	(135)	24%	(174)	14%	(102)	731
Ethnicity: Hispanic	16%	(38)	28%	(68)	24%	(58)	18%	(44)	14%	(34)	242
Ethnicity: Black	25%	(37)	26%	(38)	13%	(19)	21%	(31)	15%	(22)	148
Ethnicity: Other	16%	(19)	27%	(33)	19%	(23)	22%	(26)	16%	(19)	121
All Christian	18%	(42)	34%	(81)	17%	(40)	20%	(47)	11%	(26)	237
All Non-Christian	31%	(16)	18%	(9)	19%	(10)	23%	(11)	8%	(4)	50
Atheist	9%	(10)	20%	(23)	19%	(22)	34%	(39)	19%	(22)	116
Agnostic/Nothing in particular	19%	(79)	26%	(106)	17%	(69)	24%	(96)	14%	(55)	405
Something Else	21%	(41)	21%	(41)	19%	(37)	19%	(37)	19%	(37)	193
Religious Non-Protestant/Catholic	31%	(21)	13%	(9)	17%	(11)	23%	(15)	17%	(11)	68
Evangelical	28%	(48)	27%	(46)	20%	(35)	15%	(25)	11%	(18)	172
Non-Evangelical	12%	(28)	32%	(73)	17%	(40)	24%	(54)	15%	(34)	228
Community: Urban	24%	(70)	25%	(73)	16%	(45)	20%	(57)	15%	(43)	288
Community: Suburban	14%	(60)	29%	(128)	20%	(86)	24%	(102)	14%	(60)	435
Community: Rural	21%	(57)	21%	(59)	17%	(47)	26%	(72)	15%	(41)	276
Military HH: Yes	14%	(14)	39%	(37)	15%	(14)	19%	(19)	13%	(13)	97
Military HH: No	19%	(173)	25%	(223)	18%	(163)	24%	(212)	15%	(131)	903
4-Region: Northeast	24%	(40)	31%	(50)	14%	(23)	18%	(30)	13%	(22)	164
4-Region: Midwest	18%	(41)	25%	(58)	18%	(43)	22%	(51)	17%	(39)	233
4-Region: South	19%	(80)	26%	(113)	19%	(84)	23%	(99)	13%	(56)	432
4-Region: West	15%	(27)	22%	(38)	16%	(28)	30%	(51)	16%	(27)	172

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**Table MCFE6\_2:** How interested or uninterested are you in seeing online influencers appear in the following?  
Movies as themselves

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	19%	(187)	26%	(260)	18%	(178)	23%	(231)	14%	(144)	1000
TikTok Users	21%	(145)	26%	(176)	20%	(138)	22%	(152)	10%	(69)	680
Twitch Users	20%	(47)	29%	(67)	18%	(43)	24%	(57)	9%	(21)	236
2022 Sports Viewers/Attendees	20%	(122)	30%	(177)	19%	(112)	22%	(130)	9%	(56)	597
Monthly Moviegoers	23%	(39)	24%	(40)	21%	(36)	20%	(33)	12%	(21)	168
Few Times per Year + Moviegoers	20%	(115)	26%	(147)	21%	(119)	22%	(123)	12%	(67)	571
Heard Smile Campaign	23%	(99)	31%	(130)	16%	(68)	20%	(85)	10%	(43)	425
Heard Minion Campaign	20%	(100)	32%	(159)	18%	(92)	22%	(113)	8%	(41)	505
Listens to Podcasts	21%	(115)	27%	(151)	20%	(108)	22%	(120)	11%	(58)	552
Streaming Services User	19%	(171)	27%	(247)	19%	(170)	23%	(206)	12%	(105)	898
Netflix User	20%	(172)	27%	(236)	18%	(156)	23%	(196)	12%	(104)	864
Disney+ User	20%	(123)	28%	(172)	20%	(125)	21%	(130)	11%	(66)	617
Heterosexual or straight	20%	(138)	28%	(195)	16%	(112)	21%	(151)	15%	(106)	702
Bisexual	16%	(23)	28%	(39)	25%	(35)	25%	(36)	6%	(9)	141
Something else	28%	(16)	17%	(10)	19%	(11)	14%	(8)	22%	(12)	56
Yes	21%	(30)	20%	(28)	17%	(23)	27%	(38)	14%	(20)	140
No	18%	(157)	27%	(232)	18%	(154)	22%	(193)	14%	(124)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE6\_3:** *How interested or uninterested are you in seeing online influencers appear in the following?  
TV shows in an acting role*

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	15%	(154)	32%	(324)	14%	(144)	23%	(229)	15%	(148)	1000
Gender: Male	15%	(76)	36%	(183)	14%	(73)	19%	(95)	16%	(79)	506
Gender: Female	16%	(78)	29%	(141)	14%	(71)	27%	(135)	14%	(69)	494
Age: 18-34	17%	(104)	31%	(186)	15%	(93)	21%	(130)	16%	(95)	609
GenZers: 1997-2012	15%	(154)	32%	(324)	14%	(144)	23%	(229)	15%	(148)	1000
Ideo: Liberal (1-3)	14%	(43)	28%	(84)	21%	(65)	26%	(80)	10%	(32)	304
Ideo: Moderate (4)	17%	(39)	34%	(79)	12%	(29)	22%	(52)	14%	(33)	232
Ideo: Conservative (5-7)	9%	(16)	36%	(60)	17%	(28)	25%	(41)	13%	(21)	165
Educ: < College	16%	(141)	33%	(296)	14%	(130)	22%	(204)	15%	(139)	910
Educ: Bachelors degree	11%	(7)	34%	(22)	14%	(9)	30%	(19)	12%	(8)	65
Ethnicity: White	13%	(99)	32%	(237)	14%	(103)	24%	(178)	16%	(114)	731
Ethnicity: Hispanic	15%	(37)	38%	(92)	15%	(36)	19%	(47)	13%	(30)	242
Ethnicity: Black	28%	(41)	25%	(37)	16%	(23)	19%	(28)	12%	(18)	148
Ethnicity: Other	12%	(15)	41%	(49)	15%	(18)	19%	(23)	13%	(16)	121
All Christian	15%	(35)	33%	(79)	15%	(36)	24%	(56)	13%	(31)	237
All Non-Christian	25%	(12)	17%	(9)	25%	(13)	22%	(11)	11%	(5)	50
Atheist	9%	(10)	28%	(32)	16%	(18)	30%	(35)	18%	(21)	116
Agnostic/Nothing in particular	17%	(69)	33%	(135)	13%	(53)	23%	(93)	14%	(55)	405
Something Else	14%	(28)	36%	(69)	13%	(25)	18%	(35)	19%	(36)	193
Religious Non-Protestant/Catholic	22%	(15)	17%	(12)	19%	(13)	23%	(15)	20%	(13)	68
Evangelical	18%	(30)	39%	(67)	15%	(25)	16%	(27)	13%	(22)	172
Non-Evangelical	13%	(29)	33%	(75)	14%	(32)	26%	(59)	14%	(33)	228
Community: Urban	20%	(58)	28%	(80)	14%	(40)	20%	(59)	18%	(51)	288
Community: Suburban	14%	(61)	34%	(149)	15%	(64)	24%	(105)	13%	(57)	435
Community: Rural	13%	(36)	34%	(95)	14%	(40)	24%	(66)	15%	(41)	276
Military HH: Yes	17%	(16)	37%	(36)	20%	(19)	15%	(14)	12%	(11)	97
Military HH: No	15%	(138)	32%	(288)	14%	(125)	24%	(215)	15%	(137)	903
4-Region: Northeast	18%	(30)	35%	(58)	16%	(26)	15%	(24)	16%	(27)	164
4-Region: Midwest	14%	(33)	34%	(79)	14%	(33)	21%	(48)	17%	(39)	233
4-Region: South	15%	(65)	31%	(134)	15%	(64)	26%	(111)	13%	(58)	432
4-Region: West	16%	(27)	30%	(52)	13%	(22)	27%	(46)	14%	(24)	172

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**Table MCFE6\_3: How interested or uninterested are you in seeing online influencers appear in the following?  
TV shows in an acting role**

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	15%	(154)	32%	(324)	14%	(144)	23%	(229)	15%	(148)	1000
TikTok Users	18%	(122)	34%	(229)	16%	(109)	21%	(143)	11%	(77)	680
Twitch Users	21%	(50)	36%	(84)	14%	(33)	23%	(54)	6%	(14)	236
2022 Sports Viewers/Attendees	18%	(107)	34%	(204)	16%	(95)	22%	(132)	10%	(59)	597
Monthly Moviegoers	21%	(36)	34%	(58)	11%	(18)	17%	(29)	16%	(27)	168
Few Times per Year + Moviegoers	16%	(89)	35%	(200)	16%	(93)	21%	(118)	12%	(71)	571
Heard Smile Campaign	18%	(79)	36%	(155)	16%	(67)	18%	(75)	12%	(49)	425
Heard Minion Campaign	18%	(91)	34%	(171)	19%	(95)	22%	(109)	8%	(40)	505
Listens to Podcasts	19%	(104)	34%	(188)	17%	(92)	17%	(96)	13%	(72)	552
Streaming Services User	15%	(139)	35%	(315)	14%	(129)	23%	(204)	12%	(112)	898
Netflix User	16%	(140)	35%	(302)	14%	(123)	22%	(192)	12%	(108)	864
Disney+ User	18%	(111)	36%	(223)	15%	(90)	20%	(121)	12%	(72)	617
Heterosexual or straight	16%	(109)	34%	(237)	14%	(98)	20%	(143)	16%	(115)	702
Bisexual	13%	(18)	39%	(55)	16%	(22)	25%	(36)	7%	(10)	141
Something else	28%	(16)	22%	(12)	15%	(8)	15%	(8)	20%	(11)	56
Yes	15%	(21)	32%	(45)	11%	(15)	25%	(35)	17%	(23)	140
No	16%	(133)	32%	(279)	15%	(129)	23%	(194)	15%	(125)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE6\_4:** *How interested or uninterested are you in seeing online influencers appear in the following?  
TV shows as themselves*

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	18%	(183)	27%	(267)	18%	(184)	23%	(231)	14%	(136)	1000
Gender: Male	17%	(87)	30%	(152)	17%	(87)	21%	(106)	15%	(74)	506
Gender: Female	19%	(96)	23%	(116)	19%	(96)	25%	(125)	12%	(61)	494
Age: 18-34	19%	(117)	26%	(160)	17%	(106)	23%	(140)	14%	(87)	609
GenZers: 1997-2012	18%	(183)	27%	(267)	18%	(184)	23%	(231)	14%	(136)	1000
Ideo: Liberal (1-3)	16%	(48)	25%	(77)	18%	(56)	31%	(94)	9%	(29)	304
Ideo: Moderate (4)	18%	(42)	33%	(76)	15%	(36)	21%	(48)	13%	(31)	232
Ideo: Conservative (5-7)	18%	(30)	25%	(41)	19%	(31)	28%	(46)	11%	(18)	165
Educ: < College	18%	(162)	27%	(249)	18%	(161)	23%	(211)	14%	(126)	910
Educ: Bachelors degree	22%	(14)	20%	(13)	23%	(15)	25%	(16)	10%	(7)	65
Ethnicity: White	17%	(127)	28%	(203)	18%	(130)	24%	(176)	13%	(95)	731
Ethnicity: Hispanic	18%	(43)	28%	(68)	21%	(51)	20%	(49)	13%	(31)	242
Ethnicity: Black	26%	(38)	24%	(35)	16%	(23)	21%	(31)	14%	(21)	148
Ethnicity: Other	15%	(18)	24%	(29)	25%	(30)	20%	(24)	17%	(20)	121
All Christian	20%	(48)	32%	(76)	15%	(36)	21%	(51)	11%	(26)	237
All Non-Christian	25%	(13)	26%	(13)	14%	(7)	27%	(13)	8%	(4)	50
Atheist	10%	(12)	22%	(25)	16%	(18)	31%	(36)	21%	(24)	116
Agnostic/Nothing in particular	18%	(73)	26%	(105)	21%	(83)	23%	(94)	12%	(50)	405
Something Else	19%	(37)	25%	(49)	20%	(39)	19%	(37)	16%	(31)	193
Religious Non-Protestant/Catholic	26%	(17)	19%	(13)	12%	(8)	27%	(18)	16%	(11)	68
Evangelical	24%	(42)	34%	(58)	18%	(31)	14%	(24)	10%	(18)	172
Non-Evangelical	16%	(37)	28%	(65)	17%	(39)	25%	(57)	13%	(29)	228
Community: Urban	25%	(72)	27%	(78)	17%	(49)	19%	(55)	12%	(35)	288
Community: Suburban	14%	(61)	26%	(114)	22%	(95)	25%	(109)	13%	(57)	435
Community: Rural	18%	(49)	27%	(75)	15%	(41)	24%	(67)	16%	(44)	276
Military HH: Yes	26%	(25)	21%	(20)	21%	(20)	25%	(24)	7%	(7)	97
Military HH: No	17%	(157)	27%	(247)	18%	(163)	23%	(207)	14%	(129)	903
4-Region: Northeast	20%	(32)	35%	(58)	16%	(27)	16%	(26)	13%	(21)	164
4-Region: Midwest	17%	(40)	24%	(55)	20%	(47)	19%	(45)	20%	(45)	233
4-Region: South	19%	(83)	26%	(113)	19%	(82)	24%	(105)	11%	(49)	432
4-Region: West	16%	(28)	24%	(41)	16%	(28)	32%	(55)	12%	(20)	172

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**Table MCFE6\_4:** *How interested or uninterested are you in seeing online influencers appear in the following?  
TV shows as themselves*

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	18%	(183)	27%	(267)	18%	(184)	23%	(231)	14%	(136)	1000
TikTok Users	20%	(136)	28%	(189)	20%	(135)	22%	(149)	10%	(70)	680
Twitch Users	21%	(49)	30%	(70)	18%	(42)	26%	(61)	6%	(14)	236
2022 Sports Viewers/Attendees	21%	(125)	30%	(180)	18%	(108)	22%	(132)	9%	(52)	597
Monthly Moviegoers	23%	(38)	31%	(53)	16%	(26)	20%	(34)	10%	(17)	168
Few Times per Year + Moviegoers	21%	(118)	28%	(161)	19%	(110)	21%	(119)	11%	(62)	571
Heard Smile Campaign	23%	(97)	31%	(133)	17%	(73)	20%	(83)	9%	(40)	425
Heard Minion Campaign	19%	(98)	29%	(147)	20%	(102)	23%	(116)	8%	(42)	505
Listens to Podcasts	21%	(119)	26%	(145)	20%	(110)	21%	(117)	11%	(61)	552
Streaming Services User	19%	(167)	28%	(249)	19%	(175)	23%	(206)	11%	(101)	898
Netflix User	20%	(169)	28%	(245)	18%	(159)	23%	(195)	11%	(96)	864
Disney+ User	19%	(118)	29%	(181)	20%	(125)	20%	(122)	12%	(71)	617
Heterosexual or straight	20%	(137)	28%	(198)	18%	(128)	21%	(145)	13%	(93)	702
Bisexual	12%	(17)	30%	(42)	26%	(37)	22%	(31)	10%	(14)	141
Something else	30%	(17)	15%	(9)	13%	(7)	19%	(11)	22%	(12)	56
Yes	20%	(28)	25%	(35)	12%	(16)	28%	(39)	16%	(22)	140
No	18%	(155)	27%	(232)	19%	(167)	22%	(192)	13%	(114)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE6\_5:** *How interested or uninterested are you in seeing online influencers appear in the following?*  
*Music videos*

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	15%	(155)	33%	(331)	18%	(175)	20%	(196)	14%	(143)	1000
Gender: Male	17%	(84)	33%	(165)	19%	(96)	19%	(97)	13%	(64)	506
Gender: Female	14%	(71)	34%	(166)	16%	(80)	20%	(99)	16%	(79)	494
Age: 18-34	18%	(107)	32%	(196)	14%	(85)	21%	(126)	15%	(94)	609
GenZers: 1997-2012	15%	(155)	33%	(331)	18%	(175)	20%	(196)	14%	(143)	1000
Ideo: Liberal (1-3)	14%	(41)	31%	(95)	22%	(66)	24%	(73)	9%	(28)	304
Ideo: Moderate (4)	19%	(44)	32%	(74)	13%	(31)	19%	(44)	17%	(39)	232
Ideo: Conservative (5-7)	14%	(23)	28%	(46)	22%	(37)	21%	(35)	15%	(24)	165
Educ: < College	16%	(142)	33%	(302)	17%	(154)	20%	(179)	15%	(133)	910
Educ: Bachelors degree	10%	(6)	38%	(25)	20%	(13)	21%	(14)	11%	(7)	65
Ethnicity: White	14%	(102)	33%	(241)	17%	(125)	21%	(156)	15%	(107)	731
Ethnicity: Hispanic	15%	(37)	36%	(86)	14%	(34)	21%	(50)	14%	(34)	242
Ethnicity: Black	23%	(35)	33%	(49)	17%	(25)	13%	(19)	14%	(20)	148
Ethnicity: Other	15%	(18)	33%	(40)	21%	(25)	18%	(22)	13%	(15)	121
All Christian	19%	(46)	33%	(78)	17%	(41)	18%	(42)	13%	(30)	237
All Non-Christian	23%	(11)	20%	(10)	21%	(10)	21%	(11)	16%	(8)	50
Atheist	6%	(7)	33%	(38)	23%	(27)	24%	(28)	13%	(16)	116
Agnostic/Nothing in particular	15%	(60)	37%	(151)	14%	(58)	19%	(77)	14%	(57)	405
Something Else	16%	(31)	28%	(54)	20%	(38)	20%	(38)	16%	(32)	193
Religious Non-Protestant/Catholic	21%	(14)	18%	(12)	18%	(12)	21%	(14)	22%	(15)	68
Evangelical	18%	(31)	38%	(65)	19%	(33)	14%	(24)	11%	(18)	172
Non-Evangelical	18%	(41)	27%	(61)	19%	(44)	21%	(49)	15%	(34)	228
Community: Urban	20%	(57)	28%	(81)	16%	(47)	19%	(54)	17%	(48)	288
Community: Suburban	12%	(53)	37%	(162)	18%	(78)	19%	(85)	13%	(58)	435
Community: Rural	16%	(44)	32%	(87)	18%	(50)	21%	(57)	13%	(37)	276
Military HH: Yes	21%	(20)	40%	(38)	12%	(12)	15%	(15)	12%	(12)	97
Military HH: No	15%	(135)	32%	(292)	18%	(164)	20%	(181)	15%	(131)	903
4-Region: Northeast	22%	(36)	31%	(51)	17%	(28)	17%	(28)	13%	(22)	164
4-Region: Midwest	17%	(39)	38%	(88)	17%	(40)	13%	(31)	15%	(34)	233
4-Region: South	15%	(66)	30%	(130)	19%	(83)	23%	(98)	13%	(56)	432
4-Region: West	9%	(15)	36%	(62)	15%	(25)	23%	(39)	18%	(31)	172

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**Table MCFE6\_5: How interested or uninterested are you in seeing online influencers appear in the following?**  
*Music videos*

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	15%	(155)	33%	(331)	18%	(175)	20%	(196)	14%	(143)	1000
TikTok Users	17%	(118)	34%	(233)	20%	(133)	18%	(120)	11%	(76)	680
Twitch Users	18%	(42)	35%	(82)	21%	(49)	21%	(49)	6%	(13)	236
2022 Sports Viewers/Attendees	17%	(103)	36%	(215)	18%	(110)	19%	(111)	10%	(58)	597
Monthly Moviegoers	28%	(47)	32%	(54)	16%	(26)	14%	(23)	11%	(18)	168
Few Times per Year + Moviegoers	19%	(106)	36%	(205)	17%	(100)	17%	(96)	11%	(65)	571
Heard Smile Campaign	20%	(87)	39%	(166)	16%	(69)	12%	(52)	12%	(50)	425
Heard Minion Campaign	16%	(80)	39%	(196)	18%	(93)	18%	(92)	9%	(45)	505
Listens to Podcasts	17%	(94)	33%	(180)	21%	(116)	18%	(100)	11%	(63)	552
Streaming Services User	16%	(139)	34%	(308)	19%	(168)	19%	(175)	12%	(109)	898
Netflix User	17%	(144)	34%	(295)	18%	(158)	19%	(167)	12%	(101)	864
Disney+ User	17%	(102)	36%	(222)	17%	(106)	19%	(117)	11%	(71)	617
Heterosexual or straight	17%	(120)	33%	(229)	18%	(123)	19%	(132)	14%	(98)	702
Bisexual	14%	(19)	45%	(64)	13%	(19)	19%	(27)	9%	(12)	141
Something else	15%	(9)	22%	(13)	24%	(13)	5%	(3)	34%	(19)	56
Yes	13%	(19)	27%	(38)	20%	(28)	24%	(33)	15%	(22)	140
No	16%	(136)	34%	(292)	17%	(147)	19%	(163)	14%	(121)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE7\_1:** Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?  
*Beauty products*

Demographic	Yes		No		Total N
GenZers	32%	(324)	68%	(676)	1000
Gender: Male	13%	(64)	87%	(442)	506
Gender: Female	53%	(260)	47%	(234)	494
Age: 18-34	37%	(224)	63%	(385)	609
GenZers: 1997-2012	32%	(324)	68%	(676)	1000
Ideo: Liberal (1-3)	40%	(122)	60%	(181)	304
Ideo: Moderate (4)	33%	(76)	67%	(157)	232
Ideo: Conservative (5-7)	29%	(48)	71%	(118)	165
Educ: < College	31%	(286)	69%	(623)	910
Educ: Bachelors degree	42%	(27)	58%	(38)	65
Ethnicity: White	34%	(251)	66%	(480)	731
Ethnicity: Hispanic	33%	(80)	67%	(162)	242
Ethnicity: Black	29%	(43)	71%	(105)	148
Ethnicity: Other	24%	(29)	76%	(92)	121
All Christian	35%	(84)	65%	(153)	237
All Non-Christian	32%	(16)	68%	(34)	50
Atheist	22%	(25)	78%	(90)	116
Agnostic/Nothing in particular	33%	(133)	67%	(272)	405
Something Else	34%	(66)	66%	(127)	193
Religious Non-Protestant/Catholic	30%	(21)	70%	(47)	68
Evangelical	36%	(62)	64%	(110)	172
Non-Evangelical	33%	(76)	67%	(152)	228
Community: Urban	41%	(119)	59%	(169)	288
Community: Suburban	26%	(114)	74%	(322)	435
Community: Rural	33%	(91)	67%	(186)	276
Military HH: Yes	32%	(31)	68%	(66)	97
Military HH: No	32%	(292)	68%	(611)	903
4-Region: Northeast	38%	(62)	62%	(102)	164
4-Region: Midwest	27%	(62)	73%	(170)	233
4-Region: South	33%	(141)	67%	(291)	432
4-Region: West	34%	(58)	66%	(113)	172
TikTok Users	40%	(270)	60%	(410)	680

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**Table MCFE7\_1:** Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?

Beauty products

Demographic	Yes		No		Total N
GenZers	32%	(324)	68%	(676)	1000
Twitch Users	32%	(75)	68%	(161)	236
2022 Sports Viewers/Attendees	35%	(207)	65%	(390)	597
Monthly Moviegoers	44%	(73)	56%	(95)	168
Few Times per Year + Moviegoers	34%	(196)	66%	(375)	571
Heard Smile Campaign	39%	(167)	61%	(257)	425
Heard Minion Campaign	36%	(184)	64%	(322)	505
Listens to Podcasts	39%	(214)	61%	(338)	552
Streaming Services User	34%	(308)	66%	(591)	898
Netflix User	35%	(303)	65%	(561)	864
Disney+ User	39%	(242)	61%	(375)	617
Heterosexual or straight	30%	(212)	70%	(490)	702
Bisexual	45%	(64)	55%	(77)	141
Something else	27%	(15)	73%	(41)	56
Yes	29%	(40)	71%	(100)	140
No	33%	(283)	67%	(577)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE7\_2:** Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?  
Home decor

Demographic	Yes		No		Total N
GenZers	22%	(216)	78%	(784)	1000
Gender: Male	17%	(87)	83%	(419)	506
Gender: Female	26%	(129)	74%	(365)	494
Age: 18-34	27%	(163)	73%	(446)	609
GenZers: 1997-2012	22%	(216)	78%	(784)	1000
Ideo: Liberal (1-3)	22%	(67)	78%	(237)	304
Ideo: Moderate (4)	23%	(54)	77%	(179)	232
Ideo: Conservative (5-7)	26%	(43)	74%	(122)	165
Educ: < College	21%	(188)	79%	(722)	910
Educ: Bachelors degree	28%	(18)	72%	(47)	65
Ethnicity: White	21%	(156)	79%	(575)	731
Ethnicity: Hispanic	25%	(60)	75%	(182)	242
Ethnicity: Black	30%	(44)	70%	(104)	148
Ethnicity: Other	14%	(17)	86%	(104)	121
All Christian	26%	(62)	74%	(176)	237
All Non-Christian	25%	(13)	75%	(37)	50
Atheist	16%	(18)	84%	(98)	116
Agnostic/Nothing in particular	21%	(86)	79%	(319)	405
Something Else	20%	(38)	80%	(155)	193
Religious Non-Protestant/Catholic	25%	(17)	75%	(51)	68
Evangelical	25%	(42)	75%	(129)	172
Non-Evangelical	22%	(50)	78%	(178)	228
Community: Urban	24%	(68)	76%	(220)	288
Community: Suburban	19%	(84)	81%	(351)	435
Community: Rural	23%	(64)	77%	(213)	276
Military HH: Yes	25%	(24)	75%	(73)	97
Military HH: No	21%	(192)	79%	(711)	903
4-Region: Northeast	27%	(45)	73%	(120)	164
4-Region: Midwest	18%	(42)	82%	(191)	233
4-Region: South	25%	(107)	75%	(325)	432
4-Region: West	13%	(23)	87%	(149)	172
TikTok Users	23%	(158)	77%	(522)	680

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**Table MCFE7\_2:** Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?

Home decor

Demographic	Yes		No		Total N
GenZers	22%	(216)	78%	(784)	1000
Twitch Users	25%	(58)	75%	(177)	236
2022 Sports Viewers/Attendees	25%	(151)	75%	(447)	597
Monthly Moviegoers	31%	(52)	69%	(117)	168
Few Times per Year + Moviegoers	25%	(141)	75%	(430)	571
Heard Smile Campaign	27%	(117)	73%	(308)	425
Heard Minion Campaign	24%	(122)	76%	(383)	505
Listens to Podcasts	27%	(148)	73%	(405)	552
Streaming Services User	23%	(205)	77%	(693)	898
Netflix User	23%	(201)	77%	(663)	864
Disney+ User	27%	(168)	73%	(449)	617
Heterosexual or straight	23%	(162)	77%	(540)	702
Bisexual	26%	(37)	74%	(104)	141
Something else	15%	(9)	85%	(48)	56
Yes	18%	(25)	82%	(115)	140
No	22%	(191)	78%	(669)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE7\_3:** Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?  
*Electronics*

Demographic	Yes	No	Total N
GenZers	24% (243)	76% (757)	1000
Gender: Male	30% (150)	70% (356)	506
Gender: Female	19% (93)	81% (401)	494
Age: 18-34	30% (185)	70% (424)	609
GenZers: 1997-2012	24% (243)	76% (757)	1000
Ideo: Liberal (1-3)	27% (81)	73% (223)	304
Ideo: Moderate (4)	34% (79)	66% (153)	232
Ideo: Conservative (5-7)	24% (39)	76% (126)	165
Educ: < College	24% (214)	76% (696)	910
Educ: Bachelors degree	30% (20)	70% (45)	65
Ethnicity: White	21% (155)	79% (576)	731
Ethnicity: Hispanic	29% (71)	71% (171)	242
Ethnicity: Black	38% (56)	62% (92)	148
Ethnicity: Other	27% (33)	73% (88)	121
All Christian	23% (55)	77% (182)	237
All Non-Christian	36% (18)	64% (32)	50
Atheist	18% (21)	82% (95)	116
Agnostic/Nothing in particular	25% (103)	75% (302)	405
Something Else	24% (46)	76% (147)	193
Religious Non-Protestant/Catholic	32% (22)	68% (46)	68
Evangelical	29% (49)	71% (123)	172
Non-Evangelical	19% (44)	81% (184)	228
Community: Urban	27% (77)	73% (211)	288
Community: Suburban	24% (105)	76% (331)	435
Community: Rural	22% (61)	78% (215)	276
Military HH: Yes	30% (29)	70% (68)	97
Military HH: No	24% (214)	76% (689)	903
4-Region: Northeast	30% (49)	70% (115)	164
4-Region: Midwest	26% (61)	74% (171)	233
4-Region: South	22% (94)	78% (337)	432
4-Region: West	22% (38)	78% (133)	172
TikTok Users	27% (182)	73% (498)	680

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**Table MCFE7\_3:** Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?

Electronics

Demographic	Yes		No		Total N
GenZers	24%	(243)	76%	(757)	1000
Twitch Users	36%	(84)	64%	(152)	236
2022 Sports Viewers/Attendees	28%	(166)	72%	(431)	597
Monthly Moviegoers	40%	(68)	60%	(101)	168
Few Times per Year + Moviegoers	29%	(166)	71%	(404)	571
Heard Smile Campaign	34%	(143)	66%	(282)	425
Heard Minion Campaign	30%	(151)	70%	(354)	505
Listens to Podcasts	31%	(169)	69%	(383)	552
Streaming Services User	25%	(228)	75%	(670)	898
Netflix User	26%	(226)	74%	(638)	864
Disney+ User	29%	(181)	71%	(436)	617
Heterosexual or straight	26%	(184)	74%	(518)	702
Bisexual	23%	(32)	77%	(108)	141
Something else	19%	(11)	81%	(45)	56
Yes	21%	(30)	79%	(110)	140
No	25%	(214)	75%	(647)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE7\_4:** Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?  
Clothes

Demographic	Yes		No		Total N
GenZers	45%	(450)	55%	(550)	1000
Gender: Male	41%	(208)	59%	(298)	506
Gender: Female	49%	(242)	51%	(252)	494
Age: 18-34	49%	(300)	51%	(309)	609
GenZers: 1997-2012	45%	(450)	55%	(550)	1000
Ideo: Liberal (1-3)	51%	(154)	49%	(149)	304
Ideo: Moderate (4)	48%	(111)	52%	(121)	232
Ideo: Conservative (5-7)	41%	(68)	59%	(97)	165
Educ: < College	44%	(404)	56%	(506)	910
Educ: Bachelors degree	51%	(33)	49%	(32)	65
Ethnicity: White	44%	(320)	56%	(411)	731
Ethnicity: Hispanic	51%	(124)	49%	(118)	242
Ethnicity: Black	53%	(79)	47%	(69)	148
Ethnicity: Other	43%	(52)	57%	(69)	121
All Christian	46%	(109)	54%	(128)	237
All Non-Christian	54%	(27)	46%	(23)	50
Atheist	41%	(47)	59%	(69)	116
Agnostic/Nothing in particular	43%	(173)	57%	(232)	405
Something Else	49%	(94)	51%	(98)	193
Religious Non-Protestant/Catholic	47%	(32)	53%	(36)	68
Evangelical	49%	(84)	51%	(88)	172
Non-Evangelical	47%	(108)	53%	(121)	228
Community: Urban	46%	(133)	54%	(155)	288
Community: Suburban	41%	(179)	59%	(257)	435
Community: Rural	50%	(138)	50%	(138)	276
Military HH: Yes	49%	(48)	51%	(49)	97
Military HH: No	45%	(403)	55%	(501)	903
4-Region: Northeast	53%	(87)	47%	(77)	164
4-Region: Midwest	47%	(109)	53%	(123)	233
4-Region: South	43%	(185)	57%	(247)	432
4-Region: West	41%	(70)	59%	(102)	172
TikTok Users	52%	(352)	48%	(328)	680

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**Table MCFE7\_4:** Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?

*Clothes*

Demographic	Yes		No		Total N
GenZers	45%	(450)	55%	(550)	1000
Twitch Users	56%	(133)	44%	(103)	236
2022 Sports Viewers/Attendees	50%	(301)	50%	(296)	597
Monthly Moviegoers	54%	(92)	46%	(77)	168
Few Times per Year + Moviegoers	48%	(273)	52%	(298)	571
Heard Smile Campaign	55%	(232)	45%	(193)	425
Heard Minion Campaign	51%	(259)	49%	(246)	505
Listens to Podcasts	53%	(290)	47%	(262)	552
Streaming Services User	47%	(426)	53%	(472)	898
Netflix User	48%	(417)	52%	(447)	864
Disney+ User	52%	(318)	48%	(299)	617
Heterosexual or straight	45%	(315)	55%	(387)	702
Bisexual	50%	(71)	50%	(70)	141
Something else	40%	(23)	60%	(33)	56
Yes	37%	(52)	63%	(88)	140
No	46%	(399)	54%	(462)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE7\_5:** Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?  
Shoes

Demographic	Yes		No		Total N
GenZers	33%	(329)	67%	(671)	1000
Gender: Male	32%	(161)	68%	(345)	506
Gender: Female	34%	(168)	66%	(326)	494
Age: 18-34	37%	(226)	63%	(383)	609
GenZers: 1997-2012	33%	(329)	67%	(671)	1000
Ideo: Liberal (1-3)	33%	(101)	67%	(202)	304
Ideo: Moderate (4)	36%	(83)	64%	(149)	232
Ideo: Conservative (5-7)	31%	(52)	69%	(113)	165
Educ: < College	32%	(292)	68%	(617)	910
Educ: Bachelors degree	41%	(27)	59%	(39)	65
Ethnicity: White	31%	(226)	69%	(505)	731
Ethnicity: Hispanic	42%	(101)	58%	(141)	242
Ethnicity: Black	44%	(65)	56%	(83)	148
Ethnicity: Other	32%	(39)	68%	(82)	121
All Christian	33%	(79)	67%	(158)	237
All Non-Christian	37%	(18)	63%	(31)	50
Atheist	22%	(26)	78%	(90)	116
Agnostic/Nothing in particular	32%	(131)	68%	(273)	405
Something Else	39%	(75)	61%	(118)	193
Religious Non-Protestant/Catholic	34%	(23)	66%	(45)	68
Evangelical	45%	(76)	55%	(95)	172
Non-Evangelical	30%	(68)	70%	(160)	228
Community: Urban	35%	(102)	65%	(186)	288
Community: Suburban	31%	(135)	69%	(300)	435
Community: Rural	33%	(92)	67%	(184)	276
Military HH: Yes	38%	(37)	62%	(60)	97
Military HH: No	32%	(292)	68%	(611)	903
4-Region: Northeast	39%	(63)	61%	(101)	164
4-Region: Midwest	34%	(78)	66%	(155)	233
4-Region: South	33%	(141)	67%	(291)	432
4-Region: West	27%	(47)	73%	(125)	172
TikTok Users	40%	(271)	60%	(409)	680

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**Table MCFE7\_5:** Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?

Shoes

Demographic	Yes		No		Total N
GenZers	33%	(329)	67%	(671)	1000
Twitch Users	38%	(90)	62%	(146)	236
2022 Sports Viewers/Attendees	39%	(232)	61%	(365)	597
Monthly Moviegoers	47%	(80)	53%	(88)	168
Few Times per Year + Moviegoers	38%	(219)	62%	(352)	571
Heard Smile Campaign	46%	(194)	54%	(231)	425
Heard Minion Campaign	39%	(199)	61%	(307)	505
Listens to Podcasts	41%	(225)	59%	(327)	552
Streaming Services User	34%	(304)	66%	(594)	898
Netflix User	35%	(305)	65%	(559)	864
Disney+ User	40%	(246)	60%	(371)	617
Heterosexual or straight	36%	(253)	64%	(449)	702
Bisexual	29%	(41)	71%	(100)	141
Something else	32%	(18)	68%	(38)	56
Yes	23%	(33)	77%	(107)	140
No	34%	(297)	66%	(563)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE7\_6:** Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?  
Fashion accessories, including watches and jewelry

Demographic	Yes	No	Total N
GenZers	28% (277)	72% (723)	1000
Gender: Male	21% (104)	79% (402)	506
Gender: Female	35% (173)	65% (321)	494
Age: 18-34	31% (191)	69% (418)	609
GenZers: 1997-2012	28% (277)	72% (723)	1000
Ideo: Liberal (1-3)	32% (96)	68% (207)	304
Ideo: Moderate (4)	28% (66)	72% (167)	232
Ideo: Conservative (5-7)	25% (42)	75% (123)	165
Educ: < College	27% (246)	73% (664)	910
Educ: Bachelors degree	36% (23)	64% (42)	65
Ethnicity: White	26% (188)	74% (543)	731
Ethnicity: Hispanic	30% (72)	70% (170)	242
Ethnicity: Black	38% (56)	62% (92)	148
Ethnicity: Other	28% (34)	72% (87)	121
All Christian	25% (60)	75% (178)	237
All Non-Christian	36% (18)	64% (32)	50
Atheist	21% (25)	79% (91)	116
Agnostic/Nothing in particular	29% (116)	71% (289)	405
Something Else	31% (59)	69% (133)	193
Religious Non-Protestant/Catholic	31% (21)	69% (47)	68
Evangelical	32% (56)	68% (116)	172
Non-Evangelical	23% (53)	77% (175)	228
Community: Urban	28% (81)	72% (207)	288
Community: Suburban	28% (121)	72% (314)	435
Community: Rural	27% (75)	73% (202)	276
Military HH: Yes	38% (37)	62% (60)	97
Military HH: No	27% (240)	73% (663)	903
4-Region: Northeast	31% (51)	69% (114)	164
4-Region: Midwest	26% (60)	74% (172)	233
4-Region: South	28% (121)	72% (311)	432
4-Region: West	27% (46)	73% (126)	172
TikTok Users	33% (221)	67% (459)	680

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**Table MCFE7\_6:** Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?  
Fashion accessories, including watches and jewelry

Demographic	Yes		No		Total N
GenZers	28%	(277)	72%	(723)	1000
Twitch Users	33%	(77)	67%	(158)	236
2022 Sports Viewers/Attendees	32%	(188)	68%	(409)	597
Monthly Moviegoers	43%	(73)	57%	(95)	168
Few Times per Year + Moviegoers	33%	(190)	67%	(381)	571
Heard Smile Campaign	36%	(152)	64%	(273)	425
Heard Minion Campaign	31%	(158)	69%	(348)	505
Listens to Podcasts	34%	(189)	66%	(364)	552
Streaming Services User	29%	(263)	71%	(635)	898
Netflix User	30%	(258)	70%	(606)	864
Disney+ User	35%	(218)	65%	(399)	617
Heterosexual or straight	27%	(186)	73%	(515)	702
Bisexual	41%	(58)	59%	(83)	141
Something else	23%	(13)	77%	(43)	56
Yes	22%	(31)	78%	(109)	140
No	29%	(246)	71%	(614)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE7\_7:** Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?  
Books / games

Demographic	Yes		No		Total N
GenZers	43%	(430)	57%	(570)	1000
Gender: Male	48%	(242)	52%	(264)	506
Gender: Female	38%	(188)	62%	(306)	494
Age: 18-34	43%	(261)	57%	(348)	609
GenZers: 1997-2012	43%	(430)	57%	(570)	1000
Ideo: Liberal (1-3)	47%	(143)	53%	(161)	304
Ideo: Moderate (4)	39%	(91)	61%	(142)	232
Ideo: Conservative (5-7)	46%	(77)	54%	(89)	165
Educ: < College	42%	(387)	58%	(523)	910
Educ: Bachelors degree	48%	(32)	52%	(34)	65
Ethnicity: White	41%	(299)	59%	(432)	731
Ethnicity: Hispanic	50%	(120)	50%	(122)	242
Ethnicity: Black	50%	(75)	50%	(73)	148
Ethnicity: Other	47%	(57)	53%	(64)	121
All Christian	43%	(101)	57%	(136)	237
All Non-Christian	44%	(22)	56%	(28)	50
Atheist	49%	(57)	51%	(58)	116
Agnostic/Nothing in particular	43%	(173)	57%	(232)	405
Something Else	40%	(77)	60%	(116)	193
Religious Non-Protestant/Catholic	38%	(26)	62%	(42)	68
Evangelical	39%	(66)	61%	(106)	172
Non-Evangelical	45%	(103)	55%	(126)	228
Community: Urban	42%	(121)	58%	(167)	288
Community: Suburban	42%	(182)	58%	(254)	435
Community: Rural	46%	(128)	54%	(149)	276
Military HH: Yes	57%	(55)	43%	(42)	97
Military HH: No	42%	(375)	58%	(528)	903
4-Region: Northeast	45%	(74)	55%	(90)	164
4-Region: Midwest	49%	(114)	51%	(118)	233
4-Region: South	41%	(178)	59%	(254)	432
4-Region: West	37%	(63)	63%	(108)	172
TikTok Users	45%	(306)	55%	(374)	680

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**Table MCFE7\_7:** Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?

Books / games

Demographic	Yes		No		Total N
GenZers	43%	(430)	57%	(570)	1000
Twitch Users	60%	(140)	40%	(95)	236
2022 Sports Viewers/Attendees	47%	(283)	53%	(314)	597
Monthly Moviegoers	57%	(96)	43%	(72)	168
Few Times per Year + Moviegoers	50%	(287)	50%	(284)	571
Heard Smile Campaign	52%	(220)	48%	(204)	425
Heard Minion Campaign	52%	(261)	48%	(244)	505
Listens to Podcasts	48%	(263)	52%	(289)	552
Streaming Services User	45%	(401)	55%	(498)	898
Netflix User	46%	(398)	54%	(466)	864
Disney+ User	48%	(296)	52%	(321)	617
Heterosexual or straight	42%	(294)	58%	(407)	702
Bisexual	48%	(68)	52%	(73)	141
Something else	39%	(22)	61%	(34)	56
Yes	34%	(48)	66%	(92)	140
No	44%	(382)	56%	(478)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE7\_8:** Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?  
*Exercise equipment*

Demographic	Yes		No		Total N
GenZers	16%	(156)	84%	(844)	1000
Gender: Male	16%	(82)	84%	(424)	506
Gender: Female	15%	(75)	85%	(419)	494
Age: 18-34	19%	(118)	81%	(491)	609
GenZers: 1997-2012	16%	(156)	84%	(844)	1000
Ideo: Liberal (1-3)	19%	(58)	81%	(245)	304
Ideo: Moderate (4)	17%	(38)	83%	(194)	232
Ideo: Conservative (5-7)	20%	(34)	80%	(131)	165
Educ: < College	15%	(137)	85%	(772)	910
Educ: Bachelors degree	19%	(13)	81%	(53)	65
Ethnicity: White	14%	(102)	86%	(629)	731
Ethnicity: Hispanic	15%	(37)	85%	(205)	242
Ethnicity: Black	25%	(37)	75%	(111)	148
Ethnicity: Other	14%	(17)	86%	(104)	121
All Christian	18%	(42)	82%	(195)	237
All Non-Christian	23%	(11)	77%	(38)	50
Atheist	4%	(5)	96%	(111)	116
Agnostic/Nothing in particular	14%	(55)	86%	(349)	405
Something Else	22%	(43)	78%	(150)	193
Religious Non-Protestant/Catholic	22%	(15)	78%	(53)	68
Evangelical	28%	(48)	72%	(123)	172
Non-Evangelical	13%	(29)	87%	(199)	228
Community: Urban	18%	(51)	82%	(237)	288
Community: Suburban	14%	(63)	86%	(372)	435
Community: Rural	15%	(43)	85%	(234)	276
Military HH: Yes	20%	(20)	80%	(77)	97
Military HH: No	15%	(137)	85%	(766)	903
4-Region: Northeast	18%	(30)	82%	(135)	164
4-Region: Midwest	11%	(26)	89%	(207)	233
4-Region: South	18%	(76)	82%	(356)	432
4-Region: West	15%	(26)	85%	(146)	172
TikTok Users	18%	(125)	82%	(555)	680

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**Table MCFE7\_8:** Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?  
Exercise equipment

Demographic	Yes		No		Total N
GenZers	16%	(156)	84%	(844)	1000
Twitch Users	16%	(38)	84%	(197)	236
2022 Sports Viewers/Attendees	19%	(113)	81%	(484)	597
Monthly Moviegoers	30%	(51)	70%	(117)	168
Few Times per Year + Moviegoers	19%	(110)	81%	(461)	571
Heard Smile Campaign	22%	(93)	78%	(332)	425
Heard Minion Campaign	19%	(96)	81%	(409)	505
Listens to Podcasts	20%	(112)	80%	(440)	552
Streaming Services User	16%	(148)	84%	(751)	898
Netflix User	17%	(146)	83%	(718)	864
Disney+ User	19%	(119)	81%	(498)	617
Heterosexual or straight	17%	(119)	83%	(583)	702
Bisexual	13%	(18)	87%	(123)	141
Something else	18%	(10)	82%	(46)	56
Yes	12%	(16)	88%	(124)	140
No	16%	(140)	84%	(720)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE8\_1:** *Have you ever boycotted a brand because they partnered with an influencer / celebrity who had done something? you did not agree with prior to the partnership, and the brand partnered with them anyway*

Demographic	Yes		No		Total N
GenZers	23%	(228)	77%	(772)	1000
Gender: Male	19%	(98)	81%	(408)	506
Gender: Female	26%	(129)	74%	(365)	494
Age: 18-34	23%	(139)	77%	(470)	609
GenZers: 1997-2012	23%	(228)	77%	(772)	1000
Ideo: Liberal (1-3)	34%	(102)	66%	(201)	304
Ideo: Moderate (4)	19%	(43)	81%	(189)	232
Ideo: Conservative (5-7)	23%	(39)	77%	(127)	165
Educ: < College	22%	(200)	78%	(709)	910
Educ: Bachelors degree	31%	(20)	69%	(45)	65
Ethnicity: White	23%	(171)	77%	(560)	731
Ethnicity: Hispanic	30%	(73)	70%	(169)	242
Ethnicity: Black	24%	(35)	76%	(113)	148
Ethnicity: Other	18%	(22)	82%	(99)	121
All Christian	23%	(54)	77%	(183)	237
All Non-Christian	31%	(16)	69%	(34)	50
Atheist	16%	(18)	84%	(97)	116
Agnostic/Nothing in particular	24%	(97)	76%	(308)	405
Something Else	22%	(43)	78%	(150)	193
Religious Non-Protestant/Catholic	28%	(19)	72%	(49)	68
Evangelical	16%	(28)	84%	(144)	172
Non-Evangelical	27%	(63)	73%	(166)	228
Community: Urban	23%	(66)	77%	(222)	288
Community: Suburban	21%	(93)	79%	(342)	435
Community: Rural	25%	(69)	75%	(208)	276
Military HH: Yes	32%	(31)	68%	(66)	97
Military HH: No	22%	(197)	78%	(707)	903
4-Region: Northeast	21%	(35)	79%	(129)	164
4-Region: Midwest	22%	(52)	78%	(180)	233
4-Region: South	24%	(105)	76%	(327)	432
4-Region: West	21%	(36)	79%	(136)	172
TikTok Users	27%	(183)	73%	(497)	680

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**Table MCFE8\_1:** *Have you ever boycotted a brand because they partnered with an influencer / celebrity who had done something? you did not agree with prior to the partnership, and the brand partnered with them anyway*

Demographic	Yes		No		Total N
GenZers	23%	(228)	77%	(772)	1000
Twitch Users	29%	(68)	71%	(168)	236
2022 Sports Viewers/Attendees	27%	(159)	73%	(439)	597
Monthly Moviegoers	29%	(49)	71%	(119)	168
Few Times per Year + Moviegoers	26%	(149)	74%	(422)	571
Heard Smile Campaign	31%	(133)	69%	(291)	425
Heard Minion Campaign	30%	(150)	70%	(355)	505
Listens to Podcasts	28%	(155)	72%	(397)	552
Streaming Services User	25%	(220)	75%	(678)	898
Netflix User	24%	(205)	76%	(659)	864
Disney+ User	26%	(159)	74%	(458)	617
Heterosexual or straight	20%	(141)	80%	(560)	702
Bisexual	25%	(35)	75%	(106)	141
Something else	33%	(18)	67%	(38)	56
Yes	23%	(32)	77%	(108)	140
No	23%	(196)	77%	(664)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE8\_2:** *Have you ever boycotted a brand because they partnered with an influencer / celebrity who had done something? you did not agree with during the partnership, and the brand did not end the partnership*

Demographic	Yes		No		Total N
GenZers	20%	(204)	80%	(796)	1000
Gender: Male	14%	(73)	86%	(433)	506
Gender: Female	26%	(130)	74%	(364)	494
Age: 18-34	20%	(123)	80%	(486)	609
GenZers: 1997-2012	20%	(204)	80%	(796)	1000
Ideo: Liberal (1-3)	33%	(99)	67%	(204)	304
Ideo: Moderate (4)	17%	(40)	83%	(192)	232
Ideo: Conservative (5-7)	22%	(36)	78%	(129)	165
Educ: < College	20%	(181)	80%	(728)	910
Educ: Bachelors degree	24%	(16)	76%	(49)	65
Ethnicity: White	20%	(147)	80%	(584)	731
Ethnicity: Hispanic	24%	(57)	76%	(185)	242
Ethnicity: Black	26%	(38)	74%	(110)	148
Ethnicity: Other	16%	(19)	84%	(102)	121
All Christian	20%	(48)	80%	(190)	237
All Non-Christian	26%	(13)	74%	(37)	50
Atheist	15%	(17)	85%	(98)	116
Agnostic/Nothing in particular	20%	(79)	80%	(326)	405
Something Else	24%	(47)	76%	(146)	193
Religious Non-Protestant/Catholic	22%	(15)	78%	(53)	68
Evangelical	18%	(31)	82%	(140)	172
Non-Evangelical	26%	(59)	74%	(169)	228
Community: Urban	19%	(55)	81%	(234)	288
Community: Suburban	19%	(84)	81%	(351)	435
Community: Rural	23%	(65)	77%	(212)	276
Military HH: Yes	17%	(16)	83%	(80)	97
Military HH: No	21%	(187)	79%	(716)	903
4-Region: Northeast	24%	(40)	76%	(125)	164
4-Region: Midwest	19%	(44)	81%	(189)	233
4-Region: South	21%	(90)	79%	(342)	432
4-Region: West	18%	(31)	82%	(141)	172
TikTok Users	24%	(160)	76%	(520)	680

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**Table MCFE8\_2:** *Have you ever boycotted a brand because they partnered with an influencer / celebrity who had done something? you did not agree with during the partnership, and the brand did not end the partnership*

Demographic	Yes		No		Total N
GenZers	20%	(204)	80%	(796)	1000
Twitch Users	25%	(59)	75%	(176)	236
2022 Sports Viewers/Attendees	23%	(137)	77%	(460)	597
Monthly Moviegoers	27%	(46)	73%	(122)	168
Few Times per Year + Moviegoers	23%	(131)	77%	(439)	571
Heard Smile Campaign	26%	(112)	74%	(313)	425
Heard Minion Campaign	27%	(137)	73%	(369)	505
Listens to Podcasts	25%	(138)	75%	(414)	552
Streaming Services User	21%	(191)	79%	(708)	898
Netflix User	21%	(181)	79%	(683)	864
Disney+ User	23%	(142)	77%	(475)	617
Heterosexual or straight	18%	(124)	82%	(577)	702
Bisexual	24%	(34)	76%	(106)	141
Something else	26%	(14)	74%	(42)	56
Yes	23%	(32)	77%	(108)	140
No	20%	(172)	80%	(689)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE9:** Which of the following comes closest to your opinion?

Demographic	I prefer it when companies update their branding (such as through packaging, logos) every so often to something more trendy		I prefer it when companies keep their branding (such as their packaging, logos) the same over time		Total N
GenZers	50%	(496)	50%	(504)	1000
Gender: Male	47%	(239)	53%	(267)	506
Gender: Female	52%	(257)	48%	(237)	494
Age: 18-34	54%	(329)	46%	(280)	609
GenZers: 1997-2012	50%	(496)	50%	(504)	1000
Ideo: Liberal (1-3)	49%	(148)	51%	(156)	304
Ideo: Moderate (4)	57%	(133)	43%	(100)	232
Ideo: Conservative (5-7)	39%	(65)	61%	(100)	165
Educ: < College	49%	(445)	51%	(464)	910
Educ: Bachelors degree	55%	(36)	45%	(29)	65
Ethnicity: White	48%	(347)	52%	(384)	731
Ethnicity: Hispanic	51%	(125)	49%	(117)	242
Ethnicity: Black	58%	(86)	42%	(62)	148
Ethnicity: Other	52%	(63)	48%	(58)	121
All Christian	44%	(105)	56%	(132)	237
All Non-Christian	64%	(32)	36%	(18)	50
Atheist	42%	(48)	58%	(68)	116
Agnostic/Nothing in particular	50%	(203)	50%	(201)	405
Something Else	56%	(108)	44%	(85)	193
Religious Non-Protestant/Catholic	54%	(37)	46%	(31)	68
Evangelical	50%	(85)	50%	(86)	172
Non-Evangelical	50%	(115)	50%	(113)	228
Community: Urban	49%	(140)	51%	(148)	288
Community: Suburban	52%	(225)	48%	(210)	435
Community: Rural	47%	(130)	53%	(146)	276
Military HH: Yes	56%	(54)	44%	(43)	97
Military HH: No	49%	(442)	51%	(461)	903

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**Table MCFE9:** Which of the following comes closest to your opinion?

Demographic	I prefer it when companies update their branding (such as through packaging, logos) every so often to something more trendy		I prefer it when companies keep their branding (such as their packaging, logos) the same over time		Total N
GenZers	50%	(496)	50%	(504)	1000
4-Region: Northeast	50%	(82)	50%	(83)	164
4-Region: Midwest	51%	(118)	49%	(115)	233
4-Region: South	51%	(221)	49%	(210)	432
4-Region: West	44%	(75)	56%	(97)	172
TikTok Users	54%	(368)	46%	(312)	680
Twitch Users	53%	(125)	47%	(111)	236
2022 Sports Viewers/Attendees	52%	(310)	48%	(288)	597
Monthly Moviegoers	49%	(82)	51%	(86)	168
Few Times per Year + Moviegoers	54%	(308)	46%	(262)	571
Heard Smile Campaign	52%	(222)	48%	(203)	425
Heard Minion Campaign	50%	(252)	50%	(254)	505
Listens to Podcasts	52%	(287)	48%	(266)	552
Streaming Services User	51%	(454)	49%	(444)	898
Netflix User	52%	(452)	48%	(412)	864
Disney+ User	54%	(333)	46%	(284)	617
Heterosexual or straight	53%	(372)	47%	(329)	702
Bisexual	44%	(61)	56%	(80)	141
Something else	27%	(15)	73%	(41)	56
Yes	47%	(66)	53%	(74)	140
No	50%	(430)	50%	(430)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE10:** Which of the following comes closest to your opinion?

Demographic	It is always an invasion of privacy to receive targeted ads on social media		It can be an invasion of privacy when I receive targeted ads on social media, but it depends		It is never an invasion of privacy to receive targeted ads on social media		Don't know / No opinion		Total N
GenZers	17%	(174)	56%	(556)	11%	(109)	16%	(161)	1000
Gender: Male	16%	(83)	54%	(276)	14%	(71)	15%	(76)	506
Gender: Female	18%	(91)	57%	(281)	8%	(38)	17%	(85)	494
Age: 18-34	21%	(126)	54%	(327)	13%	(78)	13%	(79)	609
GenZers: 1997-2012	17%	(174)	56%	(556)	11%	(109)	16%	(161)	1000
Ideo: Liberal (1-3)	20%	(59)	63%	(191)	10%	(31)	7%	(22)	304
Ideo: Moderate (4)	18%	(41)	53%	(124)	15%	(34)	14%	(33)	232
Ideo: Conservative (5-7)	20%	(33)	57%	(94)	9%	(15)	14%	(24)	165
Educ: < College	17%	(152)	55%	(503)	11%	(102)	17%	(153)	910
Educ: Bachelors degree	29%	(19)	59%	(38)	8%	(5)	4%	(2)	65
Ethnicity: White	18%	(133)	56%	(410)	11%	(80)	15%	(108)	731
Ethnicity: Hispanic	17%	(42)	53%	(129)	15%	(36)	14%	(35)	242
Ethnicity: Black	18%	(27)	48%	(72)	13%	(19)	21%	(30)	148
Ethnicity: Other	11%	(14)	62%	(75)	8%	(10)	18%	(22)	121
All Christian	21%	(50)	57%	(135)	10%	(24)	12%	(29)	237
All Non-Christian	13%	(6)	61%	(30)	14%	(7)	12%	(6)	50
Atheist	17%	(20)	56%	(65)	17%	(19)	11%	(12)	116
Agnostic/Nothing in particular	16%	(64)	57%	(229)	11%	(44)	16%	(67)	405
Something Else	17%	(34)	50%	(97)	7%	(14)	25%	(48)	193
Religious Non-Protestant/Catholic	11%	(7)	65%	(44)	14%	(10)	9%	(6)	68
Evangelical	18%	(31)	52%	(90)	9%	(15)	21%	(36)	172
Non-Evangelical	22%	(50)	53%	(121)	9%	(20)	17%	(38)	228
Community: Urban	19%	(55)	57%	(163)	9%	(26)	15%	(44)	288
Community: Suburban	18%	(76)	58%	(251)	11%	(49)	14%	(59)	435
Community: Rural	15%	(42)	51%	(142)	12%	(34)	21%	(58)	276
Military HH: Yes	19%	(18)	53%	(51)	13%	(12)	15%	(15)	97
Military HH: No	17%	(156)	56%	(505)	11%	(97)	16%	(146)	903

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**Table MCFE10:** Which of the following comes closest to your opinion?

Demographic	It is always an invasion of privacy to receive targeted ads on social media		It can be an invasion of privacy when I receive targeted ads on social media, but it depends		It is never an invasion of privacy to receive targeted ads on social media		Don't know / No opinion		Total N
GenZers	17%	(174)	56%	(556)	11%	(109)	16%	(161)	1000
4-Region: Northeast	21%	(35)	55%	(90)	9%	(15)	15%	(24)	164
4-Region: Midwest	16%	(38)	58%	(135)	14%	(33)	12%	(27)	233
4-Region: South	18%	(79)	49%	(210)	12%	(53)	21%	(89)	432
4-Region: West	13%	(22)	70%	(121)	5%	(8)	12%	(21)	172
TikTok Users	16%	(112)	57%	(389)	10%	(67)	17%	(113)	680
Twitch Users	19%	(46)	62%	(146)	8%	(18)	11%	(27)	236
2022 Sports Viewers/Attendees	18%	(109)	60%	(359)	11%	(65)	11%	(64)	597
Monthly Moviegoers	20%	(34)	51%	(85)	11%	(19)	18%	(30)	168
Few Times per Year + Moviegoers	18%	(105)	57%	(323)	11%	(61)	14%	(82)	571
Heard Smile Campaign	19%	(82)	56%	(237)	12%	(49)	13%	(56)	425
Heard Minion Campaign	18%	(91)	60%	(304)	10%	(51)	12%	(59)	505
Listens to Podcasts	16%	(91)	59%	(325)	12%	(64)	13%	(72)	552
Streaming Services User	18%	(160)	58%	(524)	10%	(89)	14%	(125)	898
Netflix User	17%	(146)	58%	(498)	10%	(88)	15%	(132)	864
Disney+ User	17%	(106)	58%	(358)	11%	(68)	14%	(85)	617
Heterosexual or straight	18%	(124)	54%	(377)	11%	(80)	17%	(121)	702
Bisexual	13%	(19)	65%	(92)	8%	(11)	14%	(19)	141
Something else	14%	(8)	55%	(31)	16%	(9)	15%	(8)	56
Yes	18%	(26)	53%	(74)	11%	(15)	18%	(25)	140
No	17%	(148)	56%	(482)	11%	(94)	16%	(136)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE11\_1:** *To what extent do you enjoy engaging with the following types of content online, if at all? If you have never seen this kind of content, select 'I have never seen online content like this before.'*  
*Day in the life videos (where a creator takes you through their day from start to finish)*

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before	Total N
GenZers	21%	(213)	28%	(284)	24%	(235)	21%	(205)	6% (63)	1000
Gender: Male	15%	(77)	31%	(155)	25%	(125)	24%	(120)	6% (29)	506
Gender: Female	27%	(136)	26%	(129)	22%	(110)	17%	(85)	7% (34)	494
Age: 18-34	24%	(144)	31%	(187)	23%	(143)	15%	(89)	8% (46)	609
GenZers: 1997-2012	21%	(213)	28%	(284)	24%	(235)	21%	(205)	6% (63)	1000
Ideo: Liberal (1-3)	24%	(72)	30%	(92)	25%	(76)	17%	(50)	4% (13)	304
Ideo: Moderate (4)	21%	(49)	32%	(74)	24%	(57)	15%	(34)	8% (18)	232
Ideo: Conservative (5-7)	19%	(32)	26%	(44)	26%	(44)	21%	(35)	7% (11)	165
Educ: < College	20%	(183)	29%	(262)	23%	(212)	21%	(193)	6% (59)	910
Educ: Bachelors degree	32%	(21)	27%	(18)	28%	(18)	12%	(8)	1% (1)	65
Ethnicity: White	21%	(155)	29%	(209)	23%	(171)	21%	(150)	6% (46)	731
Ethnicity: Hispanic	25%	(60)	28%	(68)	20%	(49)	21%	(51)	6% (14)	242
Ethnicity: Black	24%	(36)	29%	(43)	25%	(37)	14%	(21)	8% (12)	148
Ethnicity: Other	18%	(22)	27%	(33)	22%	(27)	28%	(34)	4% (5)	121
All Christian	30%	(71)	23%	(55)	22%	(51)	17%	(41)	8% (18)	237
All Non-Christian	16%	(8)	37%	(19)	25%	(12)	17%	(9)	4% (2)	50
Atheist	12%	(14)	28%	(32)	23%	(26)	34%	(39)	4% (5)	116
Agnostic/Nothing in particular	21%	(86)	28%	(115)	25%	(103)	18%	(72)	7% (29)	405
Something Else	18%	(34)	33%	(63)	22%	(42)	23%	(45)	5% (9)	193
Religious Non-Protestant/Catholic	15%	(10)	33%	(22)	24%	(17)	25%	(17)	3% (2)	68
Evangelical	26%	(45)	26%	(45)	21%	(37)	20%	(35)	6% (10)	172
Non-Evangelical	24%	(56)	29%	(67)	22%	(51)	17%	(40)	6% (15)	228
Community: Urban	25%	(71)	31%	(88)	17%	(48)	22%	(64)	6% (17)	288
Community: Suburban	20%	(89)	29%	(126)	28%	(120)	17%	(75)	6% (26)	435
Community: Rural	19%	(53)	25%	(70)	24%	(67)	24%	(66)	7% (20)	276
Military HH: Yes	24%	(24)	30%	(29)	28%	(27)	11%	(11)	7% (7)	97
Military HH: No	21%	(189)	28%	(255)	23%	(208)	22%	(194)	6% (56)	903

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**Table MCFE11\_1:** To what extent do you enjoy engaging with the following types of content online, if at all? If you have never seen this kind of content, select 'I have never seen online content like this before.'

*Day in the life videos (where a creator takes you through their day from start to finish)*

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before	Total N
GenZers	21%	(213)	28%	(284)	24%	(235)	21%	(205)	6% (63)	1000
4-Region: Northeast	27%	(44)	27%	(45)	22%	(35)	15%	(24)	9% (15)	164
4-Region: Midwest	22%	(51)	24%	(56)	27%	(63)	21%	(48)	6% (14)	233
4-Region: South	20%	(85)	31%	(134)	23%	(99)	21%	(92)	5% (22)	432
4-Region: West	18%	(32)	29%	(49)	22%	(38)	24%	(41)	7% (12)	172
TikTok Users	25%	(170)	29%	(199)	23%	(155)	18%	(124)	5% (32)	680
Twitch Users	23%	(54)	30%	(70)	25%	(58)	20%	(46)	3% (7)	236
2022 Sports Viewers/Attendees	25%	(148)	32%	(192)	24%	(144)	15%	(92)	4% (22)	597
Monthly Moviegoers	24%	(40)	32%	(54)	20%	(34)	16%	(27)	8% (13)	168
Few Times per Year + Moviegoers	21%	(120)	30%	(171)	25%	(143)	18%	(102)	6% (36)	571
Heard Smile Campaign	27%	(114)	36%	(154)	21%	(91)	12%	(52)	3% (14)	425
Heard Minion Campaign	25%	(126)	31%	(158)	24%	(122)	17%	(84)	3% (15)	505
Listens to Podcasts	23%	(129)	31%	(173)	25%	(137)	17%	(93)	4% (21)	552
Streaming Services User	22%	(195)	30%	(268)	24%	(217)	19%	(172)	5% (46)	898
Netflix User	22%	(191)	29%	(248)	24%	(211)	19%	(168)	5% (45)	864
Disney+ User	24%	(149)	30%	(184)	23%	(142)	17%	(106)	6% (37)	617
Heterosexual or straight	23%	(159)	28%	(197)	23%	(160)	20%	(141)	6% (44)	702
Bisexual	24%	(34)	28%	(40)	32%	(45)	12%	(17)	3% (5)	141
Something else	8%	(4)	37%	(21)	17%	(9)	29%	(16)	10% (5)	56
Yes	16%	(22)	24%	(34)	27%	(38)	25%	(35)	8% (11)	140
No	22%	(190)	29%	(251)	23%	(197)	20%	(170)	6% (52)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE11\_2:** *To what extent do you enjoy engaging with the following types of content online, if at all? If you have never seen this kind of content, select 'I have never seen online content like this before.'*

*Routine videos (where a creator shows a particular routine of theirs, such as a morning routine or a workout routine)*

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before	Total N
GenZers	21%	(211)	25%	(252)	22%	(221)	24%	(240)	8% (76)	1000
Gender: Male	15%	(77)	23%	(118)	21%	(108)	31%	(156)	9% (47)	506
Gender: Female	27%	(134)	27%	(134)	23%	(113)	17%	(85)	6% (29)	494
Age: 18-34	24%	(148)	27%	(166)	22%	(132)	19%	(113)	8% (50)	609
GenZers: 1997-2012	21%	(211)	25%	(252)	22%	(221)	24%	(240)	8% (76)	1000
Ideo: Liberal (1-3)	25%	(75)	22%	(68)	25%	(75)	24%	(74)	4% (11)	304
Ideo: Moderate (4)	23%	(54)	24%	(56)	23%	(54)	20%	(46)	10% (24)	232
Ideo: Conservative (5-7)	20%	(33)	23%	(38)	26%	(42)	25%	(42)	6% (10)	165
Educ: < College	20%	(185)	25%	(227)	22%	(200)	25%	(223)	8% (75)	910
Educ: Bachelors degree	30%	(20)	26%	(17)	26%	(17)	18%	(11)	— (0)	65
Ethnicity: White	22%	(162)	24%	(176)	22%	(160)	25%	(181)	7% (53)	731
Ethnicity: Hispanic	18%	(45)	29%	(70)	22%	(54)	26%	(63)	4% (10)	242
Ethnicity: Black	22%	(33)	30%	(45)	21%	(31)	17%	(25)	9% (13)	148
Ethnicity: Other	13%	(16)	26%	(31)	24%	(30)	29%	(35)	8% (10)	121
All Christian	30%	(71)	21%	(51)	16%	(38)	24%	(56)	9% (22)	237
All Non-Christian	16%	(8)	33%	(16)	32%	(16)	13%	(7)	6% (3)	50
Atheist	11%	(13)	22%	(25)	31%	(36)	29%	(33)	7% (8)	116
Agnostic/Nothing in particular	20%	(79)	26%	(104)	22%	(88)	25%	(102)	8% (32)	405
Something Else	20%	(39)	29%	(56)	23%	(44)	22%	(43)	6% (11)	193
Religious Non-Protestant/Catholic	15%	(10)	28%	(19)	28%	(19)	25%	(17)	4% (3)	68
Evangelical	27%	(47)	26%	(45)	21%	(37)	18%	(31)	7% (12)	172
Non-Evangelical	26%	(59)	25%	(56)	17%	(39)	24%	(54)	9% (20)	228
Community: Urban	26%	(76)	23%	(65)	19%	(55)	24%	(68)	8% (23)	288
Community: Suburban	18%	(80)	26%	(114)	23%	(101)	25%	(110)	7% (30)	435
Community: Rural	20%	(55)	26%	(73)	23%	(65)	22%	(62)	8% (22)	276
Military HH: Yes	26%	(25)	30%	(29)	21%	(21)	15%	(15)	7% (6)	97
Military HH: No	21%	(185)	25%	(222)	22%	(200)	25%	(226)	8% (70)	903

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**Table MCFE11\_2:** To what extent do you enjoy engaging with the following types of content online, if at all? If you have never seen this kind of content, select 'I have never seen online content like this before.'

*Routine videos (where a creator shows a particular routine of theirs, such as a morning routine or a workout routine)*

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before	Total N
GenZers	21%	(211)	25%	(252)	22%	(221)	24%	(240)	8% (76)	1000
4-Region: Northeast	31%	(52)	20%	(32)	17%	(28)	20%	(32)	12% (20)	164
4-Region: Midwest	23%	(54)	17%	(40)	24%	(57)	28%	(64)	7% (17)	233
4-Region: South	18%	(79)	30%	(129)	22%	(96)	22%	(97)	7% (31)	432
4-Region: West	15%	(26)	29%	(50)	24%	(41)	28%	(47)	4% (7)	172
TikTok Users	24%	(165)	27%	(182)	22%	(152)	20%	(139)	6% (41)	680
Twitch Users	21%	(49)	23%	(54)	25%	(59)	26%	(60)	5% (13)	236
2022 Sports Viewers/Attendees	24%	(145)	28%	(165)	22%	(129)	22%	(133)	4% (25)	597
Monthly Moviegoers	21%	(36)	26%	(44)	20%	(34)	25%	(41)	8% (13)	168
Few Times per Year + Moviegoers	20%	(116)	26%	(150)	23%	(129)	25%	(142)	6% (34)	571
Heard Smile Campaign	29%	(122)	29%	(124)	20%	(86)	18%	(77)	4% (16)	425
Heard Minion Campaign	25%	(124)	27%	(136)	22%	(109)	23%	(115)	4% (21)	505
Listens to Podcasts	22%	(123)	29%	(163)	21%	(117)	22%	(122)	5% (28)	552
Streaming Services User	22%	(200)	27%	(238)	23%	(204)	22%	(200)	6% (57)	898
Netflix User	23%	(196)	26%	(227)	22%	(189)	23%	(195)	7% (58)	864
Disney+ User	24%	(145)	28%	(172)	22%	(134)	20%	(125)	7% (40)	617
Heterosexual or straight	22%	(155)	25%	(178)	20%	(143)	23%	(164)	9% (62)	702
Bisexual	20%	(28)	26%	(37)	29%	(40)	21%	(30)	4% (5)	141
Something else	11%	(6)	26%	(14)	13%	(8)	42%	(24)	8% (5)	56
Yes	21%	(29)	16%	(23)	22%	(30)	33%	(46)	8% (11)	140
No	21%	(182)	27%	(229)	22%	(191)	23%	(194)	8% (65)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE11\_3:** *To what extent do you enjoy engaging with the following types of content online, if at all? If you have never seen this kind of content, select 'I have never seen online content like this before.'*

*Get ready with me videos (where a creator talks to the camera as they get ready for an event, usually when applying makeup or picking out an outfit)*

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before	Total N
GenZers	18%	(184)	28%	(277)	19%	(191)	26%	(256)	9% (92)	1000
Gender: Male	10%	(52)	25%	(128)	20%	(100)	34%	(173)	10% (53)	506
Gender: Female	27%	(132)	30%	(150)	18%	(91)	17%	(83)	8% (39)	494
Age: 18-34	21%	(125)	29%	(179)	21%	(125)	20%	(124)	9% (55)	609
GenZers: 1997-2012	18%	(184)	28%	(277)	19%	(191)	26%	(256)	9% (92)	1000
Ideo: Liberal (1-3)	20%	(61)	31%	(95)	21%	(64)	21%	(65)	6% (19)	304
Ideo: Moderate (4)	19%	(43)	27%	(62)	21%	(49)	22%	(51)	12% (27)	232
Ideo: Conservative (5-7)	14%	(22)	28%	(46)	20%	(32)	29%	(47)	10% (17)	165
Educ: < College	18%	(163)	27%	(249)	19%	(174)	26%	(234)	10% (89)	910
Educ: Bachelors degree	25%	(16)	32%	(21)	18%	(12)	23%	(15)	2% (1)	65
Ethnicity: White	19%	(137)	28%	(206)	18%	(130)	26%	(191)	9% (67)	731
Ethnicity: Hispanic	23%	(55)	27%	(66)	14%	(35)	30%	(72)	6% (14)	242
Ethnicity: Black	19%	(29)	31%	(46)	22%	(33)	19%	(28)	9% (13)	148
Ethnicity: Other	15%	(19)	21%	(25)	23%	(28)	31%	(37)	10% (12)	121
All Christian	25%	(59)	23%	(55)	16%	(39)	25%	(59)	11% (25)	237
All Non-Christian	16%	(8)	40%	(20)	19%	(10)	18%	(9)	6% (3)	50
Atheist	14%	(16)	23%	(26)	22%	(25)	32%	(37)	9% (11)	116
Agnostic/Nothing in particular	17%	(68)	30%	(121)	20%	(82)	24%	(98)	9% (37)	405
Something Else	17%	(33)	28%	(55)	18%	(35)	28%	(54)	8% (16)	193
Religious Non-Protestant/Catholic	15%	(10)	31%	(21)	22%	(15)	28%	(19)	4% (3)	68
Evangelical	23%	(39)	28%	(49)	17%	(30)	21%	(36)	11% (19)	172
Non-Evangelical	22%	(50)	26%	(60)	15%	(35)	28%	(64)	9% (21)	228
Community: Urban	25%	(71)	26%	(74)	16%	(47)	25%	(73)	8% (22)	288
Community: Suburban	13%	(55)	30%	(131)	21%	(92)	27%	(116)	9% (41)	435
Community: Rural	21%	(57)	26%	(71)	19%	(52)	24%	(67)	10% (29)	276
Military HH: Yes	20%	(19)	28%	(28)	26%	(25)	19%	(18)	7% (7)	97
Military HH: No	18%	(165)	28%	(250)	18%	(166)	26%	(238)	9% (85)	903

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**Table MCFE11\_3:** To what extent do you enjoy engaging with the following types of content online, if at all? If you have never seen this kind of content, select 'I have never seen online content like this before.'

*Get ready with me videos (where a creator talks to the camera as they get ready for an event, usually when applying makeup or picking out an outfit)*

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before	Total N
GenZers	18%	(184)	28%	(277)	19%	(191)	26%	(256)	9% (92)	1000
4-Region: Northeast	30%	(49)	26%	(43)	17%	(28)	17%	(27)	10% (17)	164
4-Region: Midwest	19%	(44)	22%	(52)	22%	(50)	29%	(68)	8% (19)	233
4-Region: South	15%	(64)	30%	(130)	20%	(87)	26%	(113)	9% (38)	432
4-Region: West	16%	(27)	31%	(53)	15%	(26)	28%	(47)	10% (18)	172
TikTok Users	22%	(152)	30%	(207)	19%	(132)	20%	(139)	7% (50)	680
Twitch Users	17%	(40)	32%	(76)	20%	(47)	26%	(61)	5% (11)	236
2022 Sports Viewers/Attendees	21%	(128)	30%	(178)	19%	(114)	24%	(140)	6% (37)	597
Monthly Moviegoers	20%	(34)	29%	(49)	19%	(32)	23%	(38)	10% (16)	168
Few Times per Year + Moviegoers	19%	(107)	28%	(162)	19%	(110)	27%	(154)	7% (38)	571
Heard Smile Campaign	26%	(110)	32%	(134)	18%	(78)	20%	(84)	4% (18)	425
Heard Minion Campaign	24%	(120)	32%	(160)	16%	(82)	24%	(120)	5% (24)	505
Listens to Podcasts	19%	(105)	33%	(182)	17%	(94)	24%	(133)	7% (40)	552
Streaming Services User	19%	(174)	29%	(258)	20%	(179)	24%	(215)	8% (73)	898
Netflix User	20%	(172)	29%	(248)	19%	(164)	25%	(213)	8% (67)	864
Disney+ User	21%	(129)	29%	(177)	20%	(123)	22%	(134)	9% (54)	617
Heterosexual or straight	19%	(134)	29%	(201)	17%	(118)	25%	(176)	11% (74)	702
Bisexual	20%	(28)	23%	(32)	33%	(46)	21%	(30)	3% (5)	141
Something else	11%	(6)	33%	(18)	9%	(5)	38%	(21)	10% (6)	56
Yes	15%	(21)	17%	(23)	23%	(32)	36%	(50)	9% (13)	140
No	19%	(163)	30%	(254)	18%	(159)	24%	(206)	9% (78)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE11\_4:** *To what extent do you enjoy engaging with the following types of content online, if at all? If you have never seen this kind of content, select 'I have never seen online content like this before.'*  
*Haul videos (where a creator shows recent products they purchased from a brand)*

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before	Total N
GenZers	23%	(232)	31%	(309)	18%	(180)	19%	(187)	9% (92)	1000
Gender: Male	12%	(61)	35%	(178)	20%	(102)	22%	(113)	10% (52)	506
Gender: Female	35%	(171)	27%	(131)	16%	(78)	15%	(74)	8% (40)	494
Age: 18-34	23%	(138)	32%	(195)	20%	(123)	17%	(101)	8% (52)	609
GenZers: 1997-2012	23%	(232)	31%	(309)	18%	(180)	19%	(187)	9% (92)	1000
Ideo: Liberal (1-3)	25%	(76)	36%	(109)	16%	(47)	15%	(44)	9% (27)	304
Ideo: Moderate (4)	22%	(51)	29%	(67)	22%	(52)	16%	(38)	11% (25)	232
Ideo: Conservative (5-7)	19%	(32)	26%	(42)	23%	(38)	24%	(40)	8% (13)	165
Educ: < College	23%	(212)	31%	(279)	17%	(153)	19%	(175)	10% (90)	910
Educ: Bachelors degree	17%	(11)	39%	(25)	33%	(21)	11%	(7)	1% (0)	65
Ethnicity: White	24%	(177)	31%	(227)	17%	(124)	19%	(137)	9% (66)	731
Ethnicity: Hispanic	22%	(54)	38%	(93)	16%	(39)	19%	(45)	5% (12)	242
Ethnicity: Black	18%	(27)	34%	(50)	21%	(31)	17%	(25)	10% (15)	148
Ethnicity: Other	23%	(28)	27%	(32)	20%	(25)	21%	(25)	9% (11)	121
All Christian	27%	(63)	25%	(60)	18%	(42)	20%	(47)	11% (25)	237
All Non-Christian	15%	(7)	49%	(24)	20%	(10)	11%	(5)	6% (3)	50
Atheist	20%	(23)	31%	(36)	16%	(18)	22%	(26)	11% (13)	116
Agnostic/Nothing in particular	23%	(92)	33%	(133)	19%	(76)	17%	(69)	9% (35)	405
Something Else	24%	(46)	29%	(56)	18%	(34)	21%	(40)	9% (17)	193
Religious Non-Protestant/Catholic	14%	(10)	39%	(27)	17%	(11)	26%	(18)	4% (3)	68
Evangelical	25%	(43)	29%	(50)	19%	(32)	18%	(31)	9% (16)	172
Non-Evangelical	27%	(61)	27%	(61)	18%	(40)	18%	(41)	11% (25)	228
Community: Urban	30%	(85)	29%	(83)	13%	(38)	21%	(60)	8% (22)	288
Community: Suburban	19%	(83)	34%	(149)	21%	(93)	16%	(71)	9% (39)	435
Community: Rural	23%	(63)	28%	(78)	18%	(49)	20%	(56)	11% (31)	276
Military HH: Yes	31%	(30)	32%	(31)	17%	(17)	12%	(12)	8% (7)	97
Military HH: No	22%	(202)	31%	(278)	18%	(164)	19%	(175)	9% (85)	903

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**Table MCFE11\_4:** *To what extent do you enjoy engaging with the following types of content online, if at all? If you have never seen this kind of content, select 'I have never seen online content like this before.'*  
*Haul videos (where a creator shows recent products they purchased from a brand)*

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before	Total N
GenZers	23%	(232)	31%	(309)	18%	(180)	19%	(187)	9% (92)	1000
4-Region: Northeast	33%	(55)	24%	(39)	22%	(36)	13%	(21)	8% (13)	164
4-Region: Midwest	24%	(56)	28%	(64)	20%	(47)	20%	(48)	8% (17)	233
4-Region: South	20%	(84)	35%	(149)	15%	(66)	19%	(83)	11% (48)	432
4-Region: West	21%	(36)	33%	(56)	18%	(31)	20%	(35)	8% (13)	172
TikTok Users	27%	(181)	34%	(233)	18%	(121)	14%	(95)	7% (51)	680
Twitch Users	26%	(61)	35%	(82)	19%	(45)	13%	(30)	8% (18)	236
2022 Sports Viewers/Attendees	27%	(164)	33%	(197)	18%	(107)	16%	(98)	5% (32)	597
Monthly Moviegoers	29%	(49)	25%	(42)	17%	(29)	19%	(31)	10% (16)	168
Few Times per Year + Moviegoers	25%	(145)	31%	(178)	16%	(90)	19%	(110)	8% (48)	571
Heard Smile Campaign	28%	(121)	35%	(148)	17%	(71)	15%	(64)	5% (22)	425
Heard Minion Campaign	25%	(129)	35%	(175)	17%	(85)	17%	(88)	6% (28)	505
Listens to Podcasts	24%	(135)	34%	(189)	18%	(98)	17%	(91)	7% (39)	552
Streaming Services User	25%	(223)	31%	(279)	19%	(170)	17%	(155)	8% (72)	898
Netflix User	25%	(214)	32%	(275)	17%	(149)	18%	(156)	8% (71)	864
Disney+ User	27%	(164)	30%	(188)	18%	(112)	17%	(104)	8% (49)	617
Heterosexual or straight	21%	(148)	32%	(223)	18%	(129)	19%	(132)	10% (69)	702
Bisexual	33%	(46)	31%	(44)	18%	(26)	15%	(20)	3% (4)	141
Something else	30%	(17)	19%	(11)	17%	(10)	20%	(11)	14% (8)	56
Yes	19%	(26)	22%	(30)	19%	(26)	32%	(45)	9% (12)	140
No	24%	(205)	32%	(279)	18%	(154)	17%	(142)	9% (80)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE11\_5:** *To what extent do you enjoy engaging with the following types of content online, if at all? If you have never seen this kind of content, select 'I have never seen online content like this before.'*  
*Storytime videos (where a creator details a story from an event/ situation in their life)*

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before	Total N
GenZers	28%	(279)	36%	(358)	17%	(173)	13%	(133)	6% (57)	1000
Gender: Male	26%	(132)	39%	(196)	17%	(88)	14%	(69)	4% (22)	506
Gender: Female	30%	(148)	33%	(162)	17%	(86)	13%	(64)	7% (35)	494
Age: 18-34	28%	(171)	36%	(220)	18%	(111)	10%	(60)	8% (47)	609
GenZers: 1997-2012	28%	(279)	36%	(358)	17%	(173)	13%	(133)	6% (57)	1000
Ideo: Liberal (1-3)	29%	(88)	42%	(127)	16%	(47)	11%	(33)	3% (9)	304
Ideo: Moderate (4)	23%	(52)	38%	(87)	20%	(47)	12%	(28)	8% (18)	232
Ideo: Conservative (5-7)	28%	(46)	37%	(62)	16%	(27)	11%	(18)	7% (12)	165
Educ: < College	28%	(256)	36%	(325)	17%	(151)	14%	(125)	6% (51)	910
Educ: Bachelors degree	22%	(14)	38%	(25)	26%	(17)	7%	(5)	6% (4)	65
Ethnicity: White	28%	(203)	36%	(262)	17%	(127)	14%	(99)	5% (39)	731
Ethnicity: Hispanic	29%	(71)	36%	(88)	18%	(44)	14%	(33)	3% (6)	242
Ethnicity: Black	29%	(44)	38%	(56)	15%	(22)	11%	(17)	6% (9)	148
Ethnicity: Other	27%	(33)	32%	(39)	20%	(24)	14%	(17)	7% (8)	121
All Christian	30%	(72)	32%	(76)	17%	(40)	13%	(32)	8% (18)	237
All Non-Christian	29%	(14)	43%	(21)	15%	(8)	5%	(2)	8% (4)	50
Atheist	23%	(27)	32%	(37)	17%	(20)	24%	(28)	3% (4)	116
Agnostic/Nothing in particular	29%	(116)	37%	(148)	18%	(73)	11%	(45)	6% (22)	405
Something Else	26%	(50)	39%	(75)	17%	(33)	13%	(25)	4% (8)	193
Religious Non-Protestant/Catholic	24%	(17)	37%	(25)	14%	(9)	18%	(12)	7% (5)	68
Evangelical	28%	(48)	37%	(64)	16%	(28)	12%	(21)	6% (11)	172
Non-Evangelical	30%	(69)	34%	(78)	18%	(42)	11%	(25)	6% (14)	228
Community: Urban	31%	(90)	34%	(97)	14%	(42)	14%	(41)	6% (19)	288
Community: Suburban	25%	(110)	36%	(157)	19%	(85)	13%	(57)	6% (27)	435
Community: Rural	29%	(79)	37%	(103)	17%	(47)	13%	(35)	4% (11)	276
Military HH: Yes	35%	(34)	27%	(26)	25%	(24)	5%	(5)	8% (8)	97
Military HH: No	27%	(245)	37%	(332)	17%	(149)	14%	(128)	5% (49)	903

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**Table MCFE11\_5:** To what extent do you enjoy engaging with the following types of content online, if at all? If you have never seen this kind of content, select 'I have never seen online content like this before.'

Storytime videos (where a creator details a story from an event/ situation in their life)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before	Total N
GenZers	28%	(279)	36%	(358)	17%	(173)	13%	(133)	6% (57)	1000
4-Region: Northeast	30%	(49)	33%	(53)	22%	(37)	8%	(13)	8% (12)	164
4-Region: Midwest	31%	(73)	34%	(78)	15%	(36)	15%	(34)	5% (11)	233
4-Region: South	26%	(112)	38%	(166)	16%	(70)	14%	(58)	6% (26)	432
4-Region: West	27%	(46)	35%	(60)	18%	(31)	16%	(27)	4% (7)	172
TikTok Users	34%	(233)	36%	(242)	17%	(115)	8%	(57)	5% (33)	680
Twitch Users	28%	(67)	39%	(92)	21%	(49)	9%	(20)	3% (8)	236
2022 Sports Viewers/Attendees	30%	(180)	36%	(216)	19%	(113)	11%	(69)	3% (19)	597
Monthly Moviegoers	26%	(44)	30%	(50)	15%	(25)	21%	(35)	8% (13)	168
Few Times per Year + Moviegoers	27%	(151)	38%	(216)	17%	(99)	14%	(77)	5% (27)	571
Heard Smile Campaign	35%	(150)	36%	(153)	14%	(59)	10%	(41)	5% (22)	425
Heard Minion Campaign	34%	(173)	36%	(183)	16%	(81)	11%	(53)	3% (16)	505
Listens to Podcasts	30%	(165)	39%	(215)	17%	(93)	11%	(59)	4% (20)	552
Streaming Services User	29%	(264)	37%	(331)	17%	(157)	12%	(106)	4% (40)	898
Netflix User	29%	(252)	36%	(313)	17%	(150)	12%	(107)	5% (42)	864
Disney+ User	29%	(176)	35%	(218)	18%	(112)	12%	(76)	6% (35)	617
Heterosexual or straight	28%	(194)	36%	(250)	17%	(119)	13%	(89)	7% (50)	702
Bisexual	29%	(41)	37%	(52)	19%	(27)	13%	(18)	2% (3)	141
Something else	24%	(13)	31%	(17)	19%	(10)	22%	(13)	5% (3)	56
Yes	24%	(34)	36%	(50)	19%	(26)	18%	(26)	3% (4)	140
No	29%	(246)	36%	(308)	17%	(147)	12%	(107)	6% (52)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE11\_6:** *To what extent do you enjoy engaging with the following types of content online, if at all? If you have never seen this kind of content, select 'I have never seen online content like this before.'*  
*Fun fact videos (where a creator provides an interesting piece of information about a topic)*

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before	Total N
GenZers	27%	(266)	36%	(356)	20%	(201)	12%	(118)	6% (59)	1000
Gender: Male	28%	(144)	38%	(194)	18%	(93)	10%	(53)	4% (23)	506
Gender: Female	25%	(122)	33%	(162)	22%	(107)	13%	(65)	7% (37)	494
Age: 18-34	27%	(164)	38%	(231)	18%	(107)	9%	(57)	8% (50)	609
GenZers: 1997-2012	27%	(266)	36%	(356)	20%	(201)	12%	(118)	6% (59)	1000
Ideo: Liberal (1-3)	30%	(90)	39%	(119)	19%	(57)	10%	(29)	3% (9)	304
Ideo: Moderate (4)	30%	(69)	35%	(82)	18%	(42)	8%	(19)	9% (21)	232
Ideo: Conservative (5-7)	22%	(36)	36%	(59)	22%	(37)	14%	(23)	6% (10)	165
Educ: < College	27%	(242)	35%	(322)	20%	(177)	12%	(112)	6% (56)	910
Educ: Bachelors degree	31%	(20)	38%	(25)	25%	(16)	4%	(3)	2% (2)	65
Ethnicity: White	26%	(186)	37%	(270)	20%	(147)	11%	(84)	6% (44)	731
Ethnicity: Hispanic	27%	(65)	35%	(85)	25%	(61)	10%	(24)	3% (6)	242
Ethnicity: Black	31%	(45)	31%	(46)	20%	(29)	11%	(17)	7% (11)	148
Ethnicity: Other	29%	(35)	33%	(40)	20%	(25)	14%	(17)	3% (4)	121
All Christian	25%	(60)	36%	(86)	15%	(35)	16%	(39)	8% (18)	237
All Non-Christian	28%	(14)	36%	(18)	23%	(11)	5%	(3)	8% (4)	50
Atheist	31%	(36)	37%	(43)	13%	(15)	17%	(20)	1% (1)	116
Agnostic/Nothing in particular	28%	(112)	32%	(129)	25%	(102)	8%	(34)	7% (28)	405
Something Else	23%	(44)	42%	(80)	19%	(37)	12%	(23)	4% (8)	193
Religious Non-Protestant/Catholic	27%	(18)	33%	(23)	20%	(14)	14%	(9)	6% (4)	68
Evangelical	29%	(50)	35%	(60)	18%	(31)	13%	(22)	6% (10)	172
Non-Evangelical	21%	(48)	41%	(94)	16%	(37)	15%	(34)	7% (15)	228
Community: Urban	25%	(72)	37%	(107)	18%	(53)	13%	(36)	7% (19)	288
Community: Suburban	27%	(119)	36%	(156)	20%	(89)	11%	(49)	5% (22)	435
Community: Rural	27%	(75)	34%	(93)	21%	(59)	12%	(32)	6% (18)	276
Military HH: Yes	29%	(28)	37%	(36)	22%	(21)	8%	(7)	4% (4)	97
Military HH: No	26%	(238)	35%	(320)	20%	(179)	12%	(111)	6% (56)	903

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**Table MCFE11\_6:** To what extent do you enjoy engaging with the following types of content online, if at all? If you have never seen this kind of content, select 'I have never seen online content like this before.'

*Fun fact videos (where a creator provides an interesting piece of information about a topic)*

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before	Total N
GenZers	27%	(266)	36%	(356)	20%	(201)	12%	(118)	6% (59)	1000
4-Region: Northeast	27%	(45)	32%	(53)	26%	(42)	8%	(13)	7% (11)	164
4-Region: Midwest	22%	(51)	37%	(86)	23%	(53)	13%	(29)	5% (13)	233
4-Region: South	30%	(128)	34%	(147)	18%	(76)	11%	(48)	7% (31)	432
4-Region: West	24%	(42)	40%	(69)	17%	(29)	16%	(28)	3% (4)	172
TikTok Users	29%	(197)	34%	(229)	22%	(147)	10%	(69)	6% (38)	680
Twitch Users	31%	(73)	37%	(88)	21%	(51)	6%	(15)	4% (9)	236
2022 Sports Viewers/Attendees	30%	(176)	38%	(226)	21%	(124)	9%	(54)	3% (17)	597
Monthly Moviegoers	27%	(45)	26%	(44)	24%	(41)	14%	(24)	9% (15)	168
Few Times per Year + Moviegoers	27%	(156)	34%	(196)	22%	(124)	12%	(68)	5% (26)	571
Heard Smile Campaign	30%	(129)	38%	(160)	18%	(77)	9%	(40)	4% (18)	425
Heard Minion Campaign	32%	(160)	40%	(203)	18%	(93)	7%	(37)	3% (13)	505
Listens to Podcasts	31%	(169)	37%	(206)	18%	(100)	10%	(54)	4% (24)	552
Streaming Services User	28%	(248)	37%	(336)	21%	(185)	10%	(87)	5% (42)	898
Netflix User	29%	(251)	35%	(300)	20%	(176)	11%	(92)	5% (45)	864
Disney+ User	27%	(166)	36%	(224)	23%	(139)	9%	(53)	6% (35)	617
Heterosexual or straight	26%	(184)	34%	(241)	20%	(143)	12%	(84)	7% (49)	702
Bisexual	30%	(42)	39%	(55)	22%	(30)	7%	(9)	3% (4)	141
Something else	10%	(6)	46%	(26)	18%	(10)	21%	(12)	5% (3)	56
Yes	26%	(36)	34%	(48)	22%	(30)	14%	(19)	4% (6)	140
No	27%	(230)	36%	(308)	20%	(170)	11%	(99)	6% (54)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE11\_7:** *To what extent do you enjoy engaging with the following types of content online, if at all? If you have never seen this kind of content, select 'I have never seen online content like this before.'*  
*News videos (where a creator explains current news events)*

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before	Total N
GenZers	17%	(165)	33%	(332)	25%	(246)	17%	(174)	8% (84)	1000
Gender: Male	20%	(102)	38%	(191)	21%	(106)	14%	(71)	7% (37)	506
Gender: Female	13%	(64)	29%	(141)	28%	(140)	21%	(103)	10% (47)	494
Age: 18-34	20%	(123)	33%	(203)	22%	(133)	15%	(91)	10% (59)	609
GenZers: 1997-2012	17%	(165)	33%	(332)	25%	(246)	17%	(174)	8% (84)	1000
Ideo: Liberal (1-3)	21%	(65)	38%	(114)	26%	(78)	11%	(35)	4% (12)	304
Ideo: Moderate (4)	18%	(41)	35%	(82)	20%	(46)	16%	(38)	11% (25)	232
Ideo: Conservative (5-7)	15%	(25)	33%	(55)	27%	(45)	17%	(28)	8% (13)	165
Educ: < College	16%	(146)	32%	(295)	24%	(219)	18%	(167)	9% (83)	910
Educ: Bachelors degree	22%	(14)	48%	(31)	22%	(14)	8%	(5)	— (0)	65
Ethnicity: White	17%	(122)	34%	(246)	24%	(172)	17%	(127)	9% (63)	731
Ethnicity: Hispanic	18%	(43)	38%	(92)	19%	(46)	17%	(41)	8% (19)	242
Ethnicity: Black	20%	(30)	24%	(36)	28%	(41)	19%	(28)	9% (13)	148
Ethnicity: Other	10%	(13)	41%	(49)	27%	(33)	15%	(18)	7% (8)	121
All Christian	16%	(38)	33%	(79)	28%	(66)	13%	(31)	9% (23)	237
All Non-Christian	19%	(10)	37%	(18)	21%	(10)	17%	(9)	6% (3)	50
Atheist	15%	(17)	40%	(46)	22%	(25)	21%	(25)	3% (3)	116
Agnostic/Nothing in particular	18%	(72)	31%	(124)	26%	(106)	15%	(62)	10% (41)	405
Something Else	15%	(28)	33%	(65)	20%	(39)	24%	(47)	8% (15)	193
Religious Non-Protestant/Catholic	15%	(10)	32%	(22)	25%	(17)	23%	(16)	4% (3)	68
Evangelical	19%	(33)	37%	(63)	21%	(36)	16%	(27)	8% (13)	172
Non-Evangelical	14%	(32)	32%	(72)	26%	(59)	18%	(42)	10% (23)	228
Community: Urban	20%	(57)	32%	(92)	22%	(63)	20%	(57)	7% (19)	288
Community: Suburban	16%	(70)	34%	(147)	26%	(113)	15%	(64)	10% (42)	435
Community: Rural	14%	(38)	34%	(93)	25%	(70)	19%	(52)	8% (23)	276
Military HH: Yes	20%	(19)	31%	(30)	31%	(30)	13%	(13)	6% (6)	97
Military HH: No	16%	(146)	33%	(302)	24%	(216)	18%	(161)	9% (78)	903

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**Table MCFE11\_7:** *To what extent do you enjoy engaging with the following types of content online, if at all? If you have never seen this kind of content, select 'I have never seen online content like this before.'*  
*News videos (where a creator explains current news events)*

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before	Total N
GenZers	17%	(165)	33%	(332)	25%	(246)	17%	(174)	8% (84)	1000
4-Region: Northeast	20%	(33)	34%	(56)	18%	(30)	15%	(24)	13% (21)	164
4-Region: Midwest	15%	(34)	29%	(67)	33%	(76)	17%	(39)	7% (17)	233
4-Region: South	18%	(76)	34%	(148)	24%	(105)	16%	(67)	8% (36)	432
4-Region: West	13%	(22)	36%	(61)	21%	(35)	25%	(43)	6% (11)	172
TikTok Users	19%	(128)	33%	(223)	25%	(169)	16%	(110)	7% (50)	680
Twitch Users	23%	(54)	37%	(88)	23%	(54)	11%	(25)	6% (15)	236
2022 Sports Viewers/Attendees	19%	(116)	34%	(203)	26%	(156)	16%	(95)	5% (28)	597
Monthly Moviegoers	19%	(33)	34%	(56)	23%	(38)	15%	(26)	9% (15)	168
Few Times per Year + Moviegoers	19%	(107)	33%	(190)	26%	(151)	15%	(87)	6% (36)	571
Heard Smile Campaign	22%	(93)	33%	(142)	24%	(101)	15%	(65)	6% (24)	425
Heard Minion Campaign	19%	(98)	37%	(189)	25%	(127)	13%	(67)	5% (24)	505
Listens to Podcasts	20%	(109)	38%	(212)	23%	(129)	14%	(75)	5% (27)	552
Streaming Services User	17%	(152)	35%	(317)	25%	(220)	16%	(145)	7% (64)	898
Netflix User	18%	(153)	34%	(290)	25%	(213)	16%	(142)	8% (67)	864
Disney+ User	17%	(104)	32%	(197)	26%	(163)	16%	(99)	9% (54)	617
Heterosexual or straight	16%	(114)	35%	(242)	24%	(169)	16%	(110)	9% (66)	702
Bisexual	20%	(29)	27%	(38)	27%	(39)	20%	(28)	5% (7)	141
Something else	7%	(4)	33%	(19)	21%	(12)	30%	(17)	8% (5)	56
Yes	14%	(20)	38%	(53)	21%	(29)	19%	(27)	8% (11)	140
No	17%	(145)	32%	(278)	25%	(217)	17%	(147)	8% (73)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE11\_8:** *To what extent do you enjoy engaging with the following types of content online, if at all? If you have never seen this kind of content, select 'I have never seen online content like this before.'*

*Nostalgia videos (where a creator discusses products, brands or experiences from their past, most often in relation to childhood)*

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before	Total N
GenZers	20%	(201)	35%	(345)	20%	(200)	15%	(149)	11% (105)	1000
Gender: Male	20%	(101)	36%	(185)	18%	(93)	15%	(77)	10% (50)	506
Gender: Female	20%	(100)	33%	(161)	22%	(107)	15%	(72)	11% (55)	494
Age: 18-34	22%	(132)	34%	(209)	19%	(118)	14%	(86)	11% (64)	609
GenZers: 1997-2012	20%	(201)	35%	(345)	20%	(200)	15%	(149)	11% (105)	1000
Ideo: Liberal (1-3)	21%	(62)	38%	(117)	20%	(60)	10%	(31)	11% (34)	304
Ideo: Moderate (4)	22%	(51)	29%	(68)	22%	(51)	14%	(33)	13% (30)	232
Ideo: Conservative (5-7)	14%	(22)	45%	(75)	17%	(27)	17%	(28)	8% (13)	165
Educ: < College	20%	(183)	34%	(308)	20%	(179)	15%	(138)	11% (102)	910
Educ: Bachelors degree	23%	(15)	40%	(26)	24%	(15)	11%	(7)	3% (2)	65
Ethnicity: White	19%	(138)	35%	(255)	20%	(147)	15%	(111)	11% (80)	731
Ethnicity: Hispanic	21%	(51)	34%	(83)	22%	(54)	15%	(37)	7% (16)	242
Ethnicity: Black	27%	(40)	34%	(51)	15%	(23)	13%	(20)	10% (15)	148
Ethnicity: Other	19%	(23)	33%	(40)	25%	(30)	15%	(18)	8% (10)	121
All Christian	14%	(34)	36%	(86)	19%	(46)	20%	(47)	10% (25)	237
All Non-Christian	33%	(16)	28%	(14)	25%	(12)	10%	(5)	4% (2)	50
Atheist	23%	(27)	32%	(37)	23%	(27)	12%	(14)	10% (11)	116
Agnostic/Nothing in particular	20%	(79)	37%	(151)	18%	(75)	13%	(51)	12% (49)	405
Something Else	23%	(45)	30%	(58)	21%	(40)	16%	(32)	9% (18)	193
Religious Non-Protestant/Catholic	26%	(17)	28%	(19)	20%	(14)	23%	(16)	3% (2)	68
Evangelical	22%	(38)	36%	(61)	18%	(30)	16%	(28)	8% (14)	172
Non-Evangelical	17%	(38)	32%	(74)	22%	(51)	16%	(38)	12% (28)	228
Community: Urban	25%	(72)	32%	(92)	18%	(51)	16%	(45)	10% (28)	288
Community: Suburban	19%	(85)	37%	(160)	19%	(81)	15%	(67)	10% (43)	435
Community: Rural	16%	(45)	34%	(93)	24%	(67)	14%	(37)	12% (34)	276
Military HH: Yes	21%	(20)	36%	(35)	25%	(24)	10%	(10)	7% (7)	97
Military HH: No	20%	(181)	34%	(310)	19%	(175)	15%	(139)	11% (98)	903

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**Table MCFE11\_8:** To what extent do you enjoy engaging with the following types of content online, if at all? If you have never seen this kind of content, select 'I have never seen online content like this before.'

*Nostalgia videos (where a creator discusses products, brands or experiences from their past, most often in relation to childhood)*

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before	Total N
GenZers	20%	(201)	35%	(345)	20%	(200)	15%	(149)	11% (105)	1000
4-Region: Northeast	26%	(43)	33%	(55)	16%	(27)	15%	(24)	9% (15)	164
4-Region: Midwest	16%	(37)	37%	(86)	24%	(55)	15%	(36)	8% (18)	233
4-Region: South	21%	(92)	33%	(143)	18%	(79)	14%	(61)	13% (56)	432
4-Region: West	16%	(28)	36%	(62)	22%	(38)	16%	(28)	9% (16)	172
TikTok Users	23%	(156)	36%	(246)	19%	(132)	12%	(82)	9% (64)	680
Twitch Users	24%	(57)	39%	(92)	21%	(50)	10%	(23)	6% (15)	236
2022 Sports Viewers/Attendees	23%	(140)	36%	(214)	19%	(113)	14%	(85)	8% (45)	597
Monthly Moviegoers	23%	(38)	32%	(53)	14%	(24)	20%	(34)	11% (18)	168
Few Times per Year + Moviegoers	20%	(115)	36%	(205)	20%	(115)	15%	(86)	9% (50)	571
Heard Smile Campaign	26%	(111)	36%	(155)	20%	(86)	11%	(48)	6% (25)	425
Heard Minion Campaign	25%	(125)	39%	(198)	20%	(102)	10%	(48)	6% (32)	505
Listens to Podcasts	22%	(119)	37%	(205)	20%	(109)	12%	(67)	9% (52)	552
Streaming Services User	21%	(191)	36%	(326)	21%	(185)	12%	(109)	10% (87)	898
Netflix User	21%	(183)	35%	(303)	20%	(175)	13%	(116)	10% (87)	864
Disney+ User	23%	(139)	34%	(209)	20%	(125)	12%	(73)	12% (71)	617
Heterosexual or straight	20%	(139)	34%	(241)	20%	(142)	15%	(103)	11% (77)	702
Bisexual	20%	(29)	47%	(66)	16%	(23)	11%	(16)	5% (8)	141
Something else	27%	(15)	26%	(15)	10%	(5)	29%	(16)	8% (4)	56
Yes	19%	(27)	32%	(45)	20%	(28)	17%	(24)	12% (17)	140
No	20%	(174)	35%	(301)	20%	(172)	15%	(125)	10% (88)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE12\_1:** *And have you ever purchased a product that was shown in the following types of online content?  
Day in the life videos (where a creator takes you through their day from start to finish)*

Demographic	Yes		No		Total N
GenZers	26%	(242)	74%	(695)	937
Gender: Male	21%	(103)	79%	(375)	477
Gender: Female	30%	(140)	70%	(320)	460
Age: 18-34	31%	(177)	69%	(386)	563
GenZers: 1997-2012	26%	(242)	74%	(695)	937
Ideo: Liberal (1-3)	28%	(83)	72%	(208)	290
Ideo: Moderate (4)	30%	(64)	70%	(151)	215
Ideo: Conservative (5-7)	25%	(39)	75%	(115)	154
Educ: < College	24%	(205)	76%	(645)	851
Educ: Bachelors degree	40%	(26)	60%	(38)	64
Ethnicity: White	24%	(161)	76%	(524)	685
Ethnicity: Hispanic	26%	(60)	74%	(169)	228
Ethnicity: Black	37%	(50)	63%	(86)	136
Ethnicity: Other	26%	(30)	74%	(86)	116
All Christian	34%	(75)	66%	(144)	219
Atheist	11%	(13)	89%	(98)	111
Agnostic/Nothing in particular	26%	(98)	74%	(277)	376
Something Else	25%	(46)	75%	(138)	184
Religious Non-Protestant/Catholic	23%	(15)	77%	(51)	66
Evangelical	35%	(57)	65%	(105)	161
Non-Evangelical	27%	(57)	73%	(157)	213
Community: Urban	27%	(72)	73%	(199)	271
Community: Suburban	26%	(105)	74%	(304)	410
Community: Rural	25%	(65)	75%	(192)	257
Military HH: Yes	28%	(25)	72%	(65)	90
Military HH: No	26%	(217)	74%	(630)	847
4-Region: Northeast	30%	(45)	70%	(104)	149
4-Region: Midwest	23%	(51)	77%	(167)	218
4-Region: South	28%	(114)	72%	(295)	410
4-Region: West	20%	(31)	80%	(128)	160
TikTok Users	30%	(192)	70%	(456)	648
Twitch Users	22%	(51)	78%	(177)	228

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**Table MCFE12\_1:** *And have you ever purchased a product that was shown in the following types of online content?  
Day in the life videos (where a creator takes you through their day from start to finish)*

Demographic	Yes		No		Total N
GenZers	26%	(242)	74%	(695)	937
2022 Sports Viewers/Attendees	30%	(171)	70%	(404)	575
Monthly Moviegoers	36%	(57)	64%	(99)	156
Few Times per Year + Moviegoers	29%	(156)	71%	(379)	535
Heard Smile Campaign	35%	(145)	65%	(265)	411
Heard Minion Campaign	30%	(149)	70%	(342)	491
Listens to Podcasts	32%	(173)	68%	(359)	532
Streaming Services User	26%	(223)	74%	(629)	852
Netflix User	27%	(222)	73%	(596)	819
Disney+ User	30%	(175)	70%	(405)	580
Heterosexual or straight	28%	(183)	72%	(474)	657
Bisexual	24%	(32)	76%	(104)	136
Something else	21%	(11)	79%	(40)	51
Yes	18%	(23)	82%	(105)	129
No	27%	(219)	73%	(590)	808

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE12\_2:** *And have you ever purchased a product that was shown in the following types of online content?  
Routine videos (where a creator shows a particular routine of theirs, such as a morning routine or a workout routine)*

Demographic	Yes		No		Total N
GenZers	30%	(277)	70%	(647)	924
Gender: Male	25%	(115)	75%	(343)	459
Gender: Female	35%	(162)	65%	(303)	465
Age: 18-34	36%	(202)	64%	(357)	559
GenZers: 1997-2012	30%	(277)	70%	(647)	924
Ideo: Liberal (1-3)	37%	(107)	63%	(186)	292
Ideo: Moderate (4)	33%	(69)	67%	(140)	209
Ideo: Conservative (5-7)	32%	(50)	68%	(105)	155
Educ: < College	28%	(237)	72%	(598)	835
Educ: Bachelors degree	41%	(27)	59%	(38)	65
Ethnicity: White	30%	(204)	70%	(474)	678
Ethnicity: Hispanic	31%	(72)	69%	(160)	232
Ethnicity: Black	33%	(45)	67%	(90)	135
Ethnicity: Other	25%	(28)	75%	(83)	111
All Christian	37%	(80)	63%	(136)	215
Atheist	18%	(19)	82%	(89)	108
Agnostic/Nothing in particular	27%	(102)	73%	(270)	372
Something Else	35%	(64)	65%	(118)	182
Religious Non-Protestant/Catholic	26%	(17)	74%	(48)	65
Evangelical	40%	(64)	60%	(95)	159
Non-Evangelical	34%	(71)	66%	(138)	209
Community: Urban	35%	(93)	65%	(172)	265
Community: Suburban	27%	(111)	73%	(295)	405
Community: Rural	29%	(73)	71%	(181)	254
Military HH: Yes	31%	(28)	69%	(62)	90
Military HH: No	30%	(249)	70%	(585)	834
4-Region: Northeast	40%	(58)	60%	(86)	144
4-Region: Midwest	26%	(56)	74%	(159)	215
4-Region: South	30%	(122)	70%	(279)	400
4-Region: West	25%	(41)	75%	(123)	165
TikTok Users	35%	(224)	65%	(415)	639
Twitch Users	30%	(66)	70%	(157)	223

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**Table MCFE12\_2:** *And have you ever purchased a product that was shown in the following types of online content?*  
*Routine videos (where a creator shows a particular routine of theirs, such as a morning routine or a workout routine)*

Demographic	Yes		No		Total N
GenZers	30%	(277)	70%	(647)	924
2022 Sports Viewers/Attendees	33%	(190)	67%	(382)	572
Monthly Moviegoers	40%	(63)	60%	(93)	155
Few Times per Year + Moviegoers	35%	(188)	65%	(348)	536
Heard Smile Campaign	39%	(157)	61%	(251)	408
Heard Minion Campaign	34%	(165)	66%	(318)	484
Listens to Podcasts	38%	(199)	62%	(326)	525
Streaming Services User	31%	(262)	69%	(579)	842
Netflix User	32%	(259)	68%	(548)	806
Disney+ User	36%	(208)	64%	(368)	577
Heterosexual or straight	32%	(205)	68%	(434)	639
Bisexual	28%	(38)	72%	(97)	136
Something else	13%	(7)	87%	(45)	52
Yes	24%	(31)	76%	(97)	128
No	31%	(246)	69%	(550)	795

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE12\_3:** *And have you ever purchased a product that was shown in the following types of online content?*

*Get ready with me videos (where a creator talks to the camera as they get ready for an event, usually when applying makeup or picking out an outfit)*

Demographic	Yes		No		Total N
GenZers	31%	(285)	69%	(623)	908
Gender: Male	21%	(94)	79%	(359)	453
Gender: Female	42%	(191)	58%	(264)	455
Age: 18-34	36%	(200)	64%	(355)	554
GenZers: 1997-2012	31%	(285)	69%	(623)	908
Ideo: Liberal (1-3)	40%	(115)	60%	(170)	285
Ideo: Moderate (4)	31%	(64)	69%	(141)	205
Ideo: Conservative (5-7)	35%	(52)	65%	(96)	148
Educ: < College	30%	(245)	70%	(575)	820
Educ: Bachelors degree	39%	(25)	61%	(39)	64
Ethnicity: White	31%	(206)	69%	(458)	664
Ethnicity: Hispanic	32%	(72)	68%	(156)	228
Ethnicity: Black	35%	(47)	65%	(88)	135
Ethnicity: Other	29%	(32)	71%	(77)	109
All Christian	34%	(73)	66%	(140)	212
Atheist	24%	(26)	76%	(79)	105
Agnostic/Nothing in particular	30%	(111)	70%	(257)	368
Something Else	37%	(65)	63%	(112)	177
Religious Non-Protestant/Catholic	21%	(13)	79%	(51)	65
Evangelical	38%	(58)	62%	(95)	153
Non-Evangelical	35%	(73)	65%	(134)	207
Community: Urban	38%	(102)	62%	(165)	266
Community: Suburban	30%	(118)	70%	(277)	395
Community: Rural	27%	(66)	73%	(182)	247
Military HH: Yes	28%	(25)	72%	(65)	90
Military HH: No	32%	(260)	68%	(558)	818
4-Region: Northeast	37%	(55)	63%	(92)	147
4-Region: Midwest	30%	(65)	70%	(149)	214
4-Region: South	30%	(120)	70%	(274)	394
4-Region: West	29%	(45)	71%	(109)	154
TikTok Users	37%	(236)	63%	(394)	630
Twitch Users	32%	(72)	68%	(152)	224

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**Table MCFE12\_3:** *And have you ever purchased a product that was shown in the following types of online content?*

*Get ready with me videos (where a creator talks to the camera as they get ready for an event, usually when applying makeup or picking out an outfit)*

Demographic	Yes		No		Total N
GenZers	31%	(285)	69%	(623)	908
2022 Sports Viewers/Attendees	35%	(197)	65%	(363)	560
Monthly Moviegoers	45%	(68)	55%	(84)	152
Few Times per Year + Moviegoers	36%	(195)	64%	(339)	533
Heard Smile Campaign	41%	(165)	59%	(241)	407
Heard Minion Campaign	37%	(178)	63%	(303)	482
Listens to Podcasts	39%	(199)	61%	(314)	513
Streaming Services User	33%	(272)	67%	(553)	825
Netflix User	33%	(266)	67%	(530)	797
Disney+ User	40%	(226)	60%	(337)	563
Heterosexual or straight	31%	(198)	69%	(430)	628
Bisexual	31%	(42)	69%	(95)	136
Something else	24%	(12)	76%	(39)	51
Yes	27%	(34)	73%	(93)	127
No	32%	(251)	68%	(531)	782

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE12\_4:** *And have you ever purchased a product that was shown in the following types of online content?*  
*Haul videos (where a creator shows recent products they purchased from a brand)*

Demographic	Yes		No		Total N
GenZers	42%	(379)	58%	(529)	908
Gender: Male	33%	(148)	67%	(306)	454
Gender: Female	51%	(231)	49%	(223)	454
Age: 18-34	43%	(237)	57%	(320)	557
GenZers: 1997-2012	42%	(379)	58%	(529)	908
Ideo: Liberal (1-3)	49%	(135)	51%	(142)	277
Ideo: Moderate (4)	43%	(88)	57%	(119)	207
Ideo: Conservative (5-7)	35%	(53)	65%	(99)	152
Educ: < College	41%	(336)	59%	(484)	820
Educ: Bachelors degree	48%	(31)	52%	(33)	65
Ethnicity: White	41%	(272)	59%	(392)	665
Ethnicity: Hispanic	43%	(100)	57%	(130)	230
Ethnicity: Black	44%	(59)	56%	(74)	133
Ethnicity: Other	43%	(48)	57%	(62)	110
All Christian	39%	(83)	61%	(129)	212
Atheist	39%	(40)	61%	(63)	103
Agnostic/Nothing in particular	44%	(163)	56%	(206)	370
Something Else	41%	(73)	59%	(103)	176
Religious Non-Protestant/Catholic	37%	(24)	63%	(41)	65
Evangelical	42%	(66)	58%	(90)	156
Non-Evangelical	40%	(82)	60%	(122)	204
Community: Urban	43%	(115)	57%	(151)	266
Community: Suburban	41%	(163)	59%	(233)	396
Community: Rural	41%	(100)	59%	(145)	246
Military HH: Yes	44%	(39)	56%	(50)	89
Military HH: No	41%	(340)	59%	(479)	819
4-Region: Northeast	49%	(74)	51%	(77)	151
4-Region: Midwest	40%	(85)	60%	(130)	215
4-Region: South	39%	(149)	61%	(234)	383
4-Region: West	44%	(70)	56%	(89)	159
TikTok Users	51%	(320)	49%	(310)	629
Twitch Users	41%	(89)	59%	(129)	218

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**Table MCFE12\_4:** *And have you ever purchased a product that was shown in the following types of online content?*  
*Haul videos (where a creator shows recent products they purchased from a brand)*

Demographic	Yes		No		Total N
GenZers	42%	(379)	58%	(529)	908
2022 Sports Viewers/Attendees	46%	(261)	54%	(304)	565
Monthly Moviegoers	48%	(72)	52%	(80)	152
Few Times per Year + Moviegoers	45%	(235)	55%	(288)	523
Heard Smile Campaign	52%	(209)	48%	(194)	403
Heard Minion Campaign	47%	(224)	53%	(253)	477
Listens to Podcasts	49%	(250)	51%	(263)	513
Streaming Services User	44%	(362)	56%	(465)	827
Netflix User	45%	(354)	55%	(439)	793
Disney+ User	48%	(272)	52%	(296)	568
Heterosexual or straight	39%	(248)	61%	(384)	633
Bisexual	50%	(68)	50%	(69)	136
Yes	27%	(34)	73%	(94)	127
No	44%	(345)	56%	(436)	781

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE12\_5:** *And have you ever purchased a product that was shown in the following types of online content?*  
*Storytime videos (where a creator details a story from an event/ situation in their life)*

Demographic	Yes		No		Total N
GenZers	22%	(212)	78%	(731)	943
Gender: Male	24%	(116)	76%	(369)	484
Gender: Female	21%	(96)	79%	(363)	459
Age: 18-34	27%	(150)	73%	(412)	562
GenZers: 1997-2012	22%	(212)	78%	(731)	943
Ideo: Liberal (1-3)	25%	(75)	75%	(220)	295
Ideo: Moderate (4)	25%	(53)	75%	(161)	215
Ideo: Conservative (5-7)	25%	(39)	75%	(115)	153
Educ: < College	21%	(184)	79%	(675)	858
Educ: Bachelors degree	28%	(17)	72%	(44)	61
Ethnicity: White	20%	(139)	80%	(553)	692
Ethnicity: Hispanic	25%	(58)	75%	(178)	236
Ethnicity: Black	35%	(49)	65%	(90)	139
Ethnicity: Other	22%	(24)	78%	(88)	113
All Christian	25%	(56)	75%	(163)	219
Atheist	11%	(12)	89%	(100)	112
Agnostic/Nothing in particular	24%	(92)	76%	(291)	382
Something Else	22%	(40)	78%	(145)	184
Religious Non-Protestant/Catholic	26%	(16)	74%	(47)	63
Evangelical	32%	(52)	68%	(109)	161
Non-Evangelical	17%	(37)	83%	(177)	214
Community: Urban	19%	(52)	81%	(218)	270
Community: Suburban	22%	(92)	78%	(317)	409
Community: Rural	26%	(68)	74%	(196)	265
Military HH: Yes	29%	(26)	71%	(64)	89
Military HH: No	22%	(186)	78%	(668)	854
4-Region: Northeast	22%	(33)	78%	(118)	152
4-Region: Midwest	23%	(51)	77%	(171)	222
4-Region: South	24%	(99)	76%	(306)	405
4-Region: West	17%	(28)	83%	(136)	165
TikTok Users	25%	(162)	75%	(485)	647
Twitch Users	25%	(58)	75%	(170)	228

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**Table MCFE12\_5:** *And have you ever purchased a product that was shown in the following types of online content?*  
*Storytime videos (where a creator details a story from an event/ situation in their life)*

Demographic	Yes		No		Total N
GenZers	22%	(212)	78%	(731)	943
2022 Sports Viewers/Attendees	25%	(143)	75%	(435)	579
Monthly Moviegoers	33%	(52)	67%	(103)	155
Few Times per Year + Moviegoers	26%	(139)	74%	(405)	544
Heard Smile Campaign	27%	(110)	73%	(293)	403
Heard Minion Campaign	24%	(119)	76%	(371)	489
Listens to Podcasts	30%	(161)	70%	(371)	532
Streaming Services User	22%	(192)	78%	(666)	858
Netflix User	23%	(188)	77%	(634)	822
Disney+ User	27%	(156)	73%	(426)	582
Heterosexual or straight	24%	(154)	76%	(497)	651
Bisexual	17%	(24)	83%	(114)	138
Something else	19%	(10)	81%	(43)	54
Yes	20%	(27)	80%	(108)	135
No	23%	(185)	77%	(623)	808

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE12\_6:** *And have you ever purchased a product that was shown in the following types of online content?*  
*Fun fact videos (where a creator provides an interesting piece of information about a topic)*

Demographic	Yes		No		Total N
GenZers	25%	(238)	75%	(702)	941
Gender: Male	27%	(130)	73%	(354)	483
Gender: Female	24%	(109)	76%	(349)	457
Age: 18-34	32%	(177)	68%	(382)	559
GenZers: 1997-2012	25%	(238)	75%	(702)	941
Ideo: Liberal (1-3)	29%	(86)	71%	(209)	295
Ideo: Moderate (4)	29%	(61)	71%	(151)	212
Ideo: Conservative (5-7)	25%	(39)	75%	(116)	155
Educ: < College	25%	(210)	75%	(644)	853
Educ: Bachelors degree	29%	(18)	71%	(45)	64
Ethnicity: White	24%	(163)	76%	(524)	687
Ethnicity: Hispanic	29%	(68)	71%	(168)	236
Ethnicity: Black	36%	(50)	64%	(87)	137
Ethnicity: Other	22%	(25)	78%	(91)	117
All Christian	25%	(54)	75%	(165)	219
Atheist	9%	(11)	91%	(104)	114
Agnostic/Nothing in particular	28%	(107)	72%	(270)	377
Something Else	30%	(56)	70%	(129)	185
Religious Non-Protestant/Catholic	23%	(15)	77%	(49)	64
Evangelical	32%	(51)	68%	(111)	162
Non-Evangelical	24%	(51)	76%	(162)	213
Community: Urban	28%	(76)	72%	(192)	269
Community: Suburban	26%	(107)	74%	(306)	413
Community: Rural	21%	(55)	79%	(204)	259
Military HH: Yes	21%	(20)	79%	(73)	93
Military HH: No	26%	(219)	74%	(629)	848
4-Region: Northeast	29%	(44)	71%	(109)	153
4-Region: Midwest	22%	(49)	78%	(171)	220
4-Region: South	27%	(108)	73%	(292)	400
4-Region: West	22%	(37)	78%	(131)	167
TikTok Users	29%	(188)	71%	(454)	642
Twitch Users	27%	(61)	73%	(165)	226

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**Table MCFE12\_6:** *And have you ever purchased a product that was shown in the following types of online content?*  
*Fun fact videos (where a creator provides an interesting piece of information about a topic)*

Demographic	Yes		No		Total N
GenZers	25%	(238)	75%	(702)	941
2022 Sports Viewers/Attendees	27%	(157)	73%	(424)	581
Monthly Moviegoers	35%	(53)	65%	(101)	153
Few Times per Year + Moviegoers	27%	(149)	73%	(395)	544
Heard Smile Campaign	33%	(134)	67%	(272)	407
Heard Minion Campaign	30%	(146)	70%	(346)	492
Listens to Podcasts	34%	(177)	66%	(351)	529
Streaming Services User	26%	(223)	74%	(633)	856
Netflix User	26%	(216)	74%	(603)	819
Disney+ User	29%	(171)	71%	(411)	582
Heterosexual or straight	25%	(162)	75%	(490)	652
Bisexual	26%	(35)	74%	(102)	137
Something else	28%	(15)	72%	(39)	53
Yes	23%	(31)	77%	(103)	134
No	26%	(208)	74%	(599)	807

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE12\_7:** *And have you ever purchased a product that was shown in the following types of online content?*  
*News videos (where a creator explains current news events)*

Demographic	Yes		No		Total N
GenZers	19%	(171)	81%	(745)	916
Gender: Male	20%	(95)	80%	(374)	469
Gender: Female	17%	(75)	83%	(372)	447
Age: 18-34	23%	(127)	77%	(423)	550
GenZers: 1997-2012	19%	(171)	81%	(745)	916
Ideo: Liberal (1-3)	19%	(55)	81%	(237)	292
Ideo: Moderate (4)	26%	(55)	74%	(153)	208
Ideo: Conservative (5-7)	18%	(27)	82%	(125)	152
Educ: < College	17%	(142)	83%	(685)	827
Educ: Bachelors degree	30%	(20)	70%	(45)	65
Ethnicity: White	17%	(115)	83%	(553)	668
Ethnicity: Hispanic	21%	(46)	79%	(177)	223
Ethnicity: Black	27%	(36)	73%	(99)	135
Ethnicity: Other	17%	(20)	83%	(93)	113
All Christian	21%	(45)	79%	(169)	215
Atheist	12%	(14)	88%	(99)	113
Agnostic/Nothing in particular	17%	(62)	83%	(301)	364
Something Else	19%	(34)	81%	(144)	178
Religious Non-Protestant/Catholic	28%	(18)	72%	(47)	65
Evangelical	23%	(36)	77%	(123)	159
Non-Evangelical	17%	(36)	83%	(170)	205
Community: Urban	18%	(48)	82%	(221)	269
Community: Suburban	21%	(84)	79%	(310)	394
Community: Rural	15%	(39)	85%	(215)	253
Military HH: Yes	16%	(15)	84%	(77)	91
Military HH: No	19%	(156)	81%	(669)	825
4-Region: Northeast	24%	(34)	76%	(110)	144
4-Region: Midwest	16%	(33)	84%	(182)	216
4-Region: South	19%	(77)	81%	(319)	396
4-Region: West	17%	(27)	83%	(134)	161
TikTok Users	20%	(126)	80%	(504)	630
Twitch Users	23%	(52)	77%	(169)	220

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**Table MCFE12\_7:** *And have you ever purchased a product that was shown in the following types of online content?*  
*News videos (where a creator explains current news events)*

Demographic	Yes		No		Total N
GenZers	19%	(171)	81%	(745)	916
2022 Sports Viewers/Attendees	19%	(111)	81%	(459)	570
Monthly Moviegoers	28%	(43)	72%	(110)	153
Few Times per Year + Moviegoers	22%	(116)	78%	(418)	534
Heard Smile Campaign	22%	(89)	78%	(311)	401
Heard Minion Campaign	23%	(110)	77%	(371)	481
Listens to Podcasts	25%	(134)	75%	(391)	525
Streaming Services User	19%	(162)	81%	(672)	834
Netflix User	20%	(156)	80%	(641)	797
Disney+ User	22%	(125)	78%	(438)	563
Heterosexual or straight	18%	(116)	82%	(520)	636
Bisexual	18%	(24)	82%	(110)	134
Something else	20%	(10)	80%	(41)	52
Yes	17%	(22)	83%	(107)	129
No	19%	(149)	81%	(638)	787

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE12\_8:** *And have you ever purchased a product that was shown in the following types of online content?*  
*Nostalgia videos (where a creator discusses products, brands or experiences from their past, most often in relation to childhood)*

Demographic	Yes		No		Total N
GenZers	26%	(235)	74%	(660)	895
Gender: Male	29%	(133)	71%	(323)	456
Gender: Female	23%	(101)	77%	(337)	439
Age: 18-34	31%	(167)	69%	(377)	545
GenZers: 1997-2012	26%	(235)	74%	(660)	895
Ideo: Liberal (1-3)	25%	(67)	75%	(203)	270
Ideo: Moderate (4)	33%	(66)	67%	(137)	203
Ideo: Conservative (5-7)	20%	(31)	80%	(121)	152
Educ: < College	26%	(207)	74%	(601)	808
Educ: Bachelors degree	33%	(21)	67%	(42)	63
Ethnicity: White	25%	(165)	75%	(486)	651
Ethnicity: Hispanic	26%	(58)	74%	(168)	226
Ethnicity: Black	31%	(41)	69%	(92)	133
Ethnicity: Other	26%	(29)	74%	(82)	111
All Christian	23%	(48)	77%	(164)	212
Atheist	19%	(20)	81%	(84)	104
Agnostic/Nothing in particular	27%	(97)	73%	(259)	356
Something Else	34%	(60)	66%	(115)	175
Religious Non-Protestant/Catholic	17%	(11)	83%	(55)	66
Evangelical	32%	(51)	68%	(107)	158
Non-Evangelical	26%	(52)	74%	(148)	200
Community: Urban	28%	(73)	72%	(188)	260
Community: Suburban	26%	(101)	74%	(292)	392
Community: Rural	25%	(61)	75%	(181)	242
Military HH: Yes	32%	(28)	68%	(61)	90
Military HH: No	26%	(206)	74%	(599)	805
4-Region: Northeast	30%	(44)	70%	(105)	149
4-Region: Midwest	22%	(48)	78%	(167)	215
4-Region: South	26%	(97)	74%	(278)	375
4-Region: West	29%	(46)	71%	(110)	156
TikTok Users	30%	(187)	70%	(429)	616
Twitch Users	35%	(76)	65%	(144)	221

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**Table MCFE12\_8:** *And have you ever purchased a product that was shown in the following types of online content?*  
*Nostalgia videos (where a creator discusses products, brands or experiences from their past, most often in relation to childhood)*

Demographic	Yes		No		Total N
GenZers	26%	(235)	74%	(660)	895
2022 Sports Viewers/Attendees	29%	(161)	71%	(391)	552
Monthly Moviegoers	34%	(51)	66%	(98)	150
Few Times per Year + Moviegoers	29%	(150)	71%	(371)	521
Heard Smile Campaign	35%	(138)	65%	(261)	399
Heard Minion Campaign	30%	(140)	70%	(333)	473
Listens to Podcasts	34%	(168)	66%	(332)	500
Streaming Services User	27%	(221)	73%	(591)	811
Netflix User	28%	(214)	72%	(563)	777
Disney+ User	31%	(169)	69%	(377)	546
Heterosexual or straight	27%	(167)	73%	(458)	624
Bisexual	30%	(41)	70%	(93)	133
Something else	27%	(14)	73%	(38)	52
Yes	15%	(18)	85%	(105)	123
No	28%	(216)	72%	(555)	772

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE13\_1:** Now on a different topic In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
ATP Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	3%	(30)	7%	(65)	90%	(905)	1000
Gender: Male	2%	(12)	6%	(31)	91%	(463)	506
Gender: Female	4%	(17)	7%	(35)	89%	(442)	494
Age: 18-34	5%	(29)	9%	(52)	87%	(528)	609
GenZers: 1997-2012	3%	(30)	7%	(65)	90%	(905)	1000
Ideo: Liberal (1-3)	5%	(15)	7%	(22)	88%	(267)	304
Ideo: Moderate (4)	3%	(7)	12%	(28)	85%	(198)	232
Ideo: Conservative (5-7)	3%	(6)	5%	(8)	92%	(152)	165
Educ: < College	3%	(24)	6%	(54)	92%	(832)	910
Educ: Bachelors degree	6%	(4)	10%	(7)	84%	(54)	65
Ethnicity: White	3%	(21)	6%	(44)	91%	(667)	731
Ethnicity: Hispanic	4%	(10)	8%	(19)	88%	(213)	242
Ethnicity: Black	5%	(7)	10%	(15)	85%	(126)	148
Ethnicity: Other	2%	(2)	6%	(7)	93%	(112)	121
All Christian	3%	(8)	8%	(20)	89%	(210)	237
All Non-Christian	8%	(4)	8%	(4)	84%	(42)	50
Atheist	4%	(4)	4%	(4)	93%	(107)	116
Agnostic/Nothing in particular	2%	(9)	6%	(25)	92%	(371)	405
Something Else	2%	(5)	7%	(13)	91%	(175)	193
Religious Non-Protestant/Catholic	6%	(4)	8%	(6)	86%	(58)	68
Evangelical	5%	(8)	9%	(16)	86%	(147)	172
Non-Evangelical	1%	(3)	5%	(12)	93%	(213)	228
Community: Urban	4%	(10)	10%	(28)	87%	(250)	288
Community: Suburban	3%	(12)	6%	(25)	92%	(399)	435
Community: Rural	3%	(8)	5%	(12)	93%	(256)	276
Military HH: Yes	10%	(9)	6%	(5)	85%	(82)	97
Military HH: No	2%	(21)	7%	(60)	91%	(823)	903
4-Region: Northeast	4%	(7)	7%	(11)	89%	(146)	164
4-Region: Midwest	2%	(4)	4%	(9)	94%	(219)	233
4-Region: South	4%	(15)	9%	(37)	88%	(379)	432
4-Region: West	2%	(3)	5%	(8)	93%	(160)	172
TikTok Users	3%	(22)	7%	(48)	90%	(610)	680

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**Table MCFE13\_1:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
ATP Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	3%	(30)	7%	(65)	90%	(905)	1000
Twitch Users	3%	(8)	7%	(16)	90%	(211)	236
2022 Sports Viewers/Attendees	3%	(20)	8%	(47)	89%	(530)	597
Monthly Moviegoers	7%	(12)	14%	(23)	79%	(134)	168
Few Times per Year + Moviegoers	4%	(24)	8%	(47)	88%	(500)	571
Heard Smile Campaign	5%	(23)	8%	(34)	87%	(368)	425
Heard Minion Campaign	4%	(20)	6%	(33)	90%	(453)	505
Listens to Podcasts	5%	(28)	10%	(56)	85%	(469)	552
Streaming Services User	3%	(29)	7%	(59)	90%	(811)	898
Netflix User	3%	(28)	7%	(58)	90%	(777)	864
Disney+ User	4%	(23)	9%	(53)	88%	(541)	617
Heterosexual or straight	3%	(21)	7%	(52)	90%	(629)	702
Bisexual	6%	(8)	4%	(6)	90%	(127)	141
Something else	2%	(1)	6%	(3)	93%	(52)	56
Yes	2%	(3)	4%	(6)	93%	(131)	140
No	3%	(26)	7%	(60)	90%	(774)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE13\_2:** Now on a different topic In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Esports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	9%	(94)	24%	(241)	67%	(665)	1000
Gender: Male	14%	(69)	32%	(163)	54%	(274)	506
Gender: Female	5%	(25)	16%	(78)	79%	(391)	494
Age: 18-34	12%	(72)	24%	(149)	64%	(388)	609
GenZers: 1997-2012	9%	(94)	24%	(241)	67%	(665)	1000
Ideo: Liberal (1-3)	10%	(30)	22%	(67)	68%	(207)	304
Ideo: Moderate (4)	13%	(29)	24%	(57)	63%	(147)	232
Ideo: Conservative (5-7)	7%	(12)	32%	(53)	61%	(100)	165
Educ: < College	9%	(83)	24%	(219)	67%	(608)	910
Educ: Bachelors degree	9%	(6)	26%	(17)	65%	(42)	65
Ethnicity: White	8%	(57)	23%	(165)	70%	(509)	731
Ethnicity: Hispanic	10%	(25)	32%	(78)	58%	(139)	242
Ethnicity: Black	17%	(25)	24%	(35)	59%	(88)	148
Ethnicity: Other	10%	(12)	33%	(40)	57%	(69)	121
All Christian	9%	(21)	27%	(65)	64%	(151)	237
All Non-Christian	12%	(6)	35%	(17)	53%	(26)	50
Atheist	8%	(10)	21%	(24)	71%	(82)	116
Agnostic/Nothing in particular	10%	(40)	23%	(91)	68%	(274)	405
Something Else	9%	(17)	22%	(43)	69%	(133)	193
Religious Non-Protestant/Catholic	12%	(8)	28%	(19)	60%	(41)	68
Evangelical	13%	(22)	32%	(55)	55%	(95)	172
Non-Evangelical	5%	(12)	21%	(47)	74%	(170)	228
Community: Urban	10%	(28)	21%	(61)	69%	(199)	288
Community: Suburban	9%	(40)	28%	(124)	62%	(272)	435
Community: Rural	9%	(26)	20%	(56)	70%	(195)	276
Military HH: Yes	15%	(15)	36%	(35)	48%	(47)	97
Military HH: No	9%	(79)	23%	(206)	69%	(619)	903
4-Region: Northeast	11%	(18)	20%	(33)	69%	(113)	164
4-Region: Midwest	9%	(20)	26%	(61)	65%	(152)	233
4-Region: South	9%	(41)	25%	(107)	66%	(284)	432
4-Region: West	9%	(15)	23%	(39)	68%	(117)	172
TikTok Users	10%	(67)	24%	(165)	66%	(448)	680

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**Table MCFE13\_2:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Esports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	9%	(94)	24%	(241)	67%	(665)	1000
Twitch Users	19%	(44)	36%	(86)	45%	(106)	236
2022 Sports Viewers/Attendees	13%	(75)	29%	(171)	59%	(351)	597
Monthly Moviegoers	17%	(29)	23%	(38)	60%	(101)	168
Few Times per Year + Moviegoers	12%	(67)	26%	(149)	62%	(354)	571
Heard Smile Campaign	15%	(64)	25%	(106)	60%	(255)	425
Heard Minion Campaign	13%	(66)	26%	(131)	61%	(308)	505
Listens to Podcasts	13%	(69)	28%	(157)	59%	(327)	552
Streaming Services User	10%	(90)	25%	(224)	65%	(584)	898
Netflix User	10%	(85)	25%	(216)	65%	(564)	864
Disney+ User	10%	(64)	27%	(169)	62%	(384)	617
Heterosexual or straight	10%	(72)	27%	(188)	63%	(441)	702
Bisexual	7%	(10)	22%	(32)	71%	(100)	141
Something else	9%	(5)	17%	(10)	74%	(41)	56
Yes	7%	(9)	27%	(38)	66%	(93)	140
No	10%	(85)	24%	(203)	67%	(573)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE13\_3:** Now on a different topic In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Formula 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	5%	(52)	15%	(148)	80%	(800)	1000
Gender: Male	6%	(32)	20%	(102)	74%	(372)	506
Gender: Female	4%	(20)	9%	(47)	86%	(427)	494
Age: 18-34	7%	(40)	15%	(92)	78%	(477)	609
GenZers: 1997-2012	5%	(52)	15%	(148)	80%	(800)	1000
Ideo: Liberal (1-3)	6%	(18)	15%	(44)	79%	(241)	304
Ideo: Moderate (4)	6%	(13)	18%	(41)	77%	(179)	232
Ideo: Conservative (5-7)	6%	(11)	14%	(23)	80%	(131)	165
Educ: < College	5%	(44)	15%	(133)	81%	(733)	910
Educ: Bachelors degree	6%	(4)	19%	(12)	75%	(49)	65
Ethnicity: White	5%	(37)	16%	(117)	79%	(577)	731
Ethnicity: Hispanic	6%	(15)	17%	(40)	77%	(187)	242
Ethnicity: Black	6%	(9)	13%	(20)	81%	(120)	148
Ethnicity: Other	5%	(6)	10%	(12)	85%	(103)	121
All Christian	6%	(14)	15%	(37)	78%	(186)	237
All Non-Christian	10%	(5)	10%	(5)	80%	(40)	50
Atheist	3%	(3)	15%	(17)	82%	(95)	116
Agnostic/Nothing in particular	5%	(19)	15%	(61)	80%	(325)	405
Something Else	5%	(11)	15%	(28)	80%	(154)	193
Religious Non-Protestant/Catholic	9%	(6)	9%	(6)	82%	(56)	68
Evangelical	6%	(10)	21%	(36)	73%	(126)	172
Non-Evangelical	4%	(10)	11%	(26)	84%	(192)	228
Community: Urban	4%	(13)	16%	(47)	79%	(228)	288
Community: Suburban	6%	(24)	13%	(56)	81%	(355)	435
Community: Rural	5%	(14)	16%	(45)	79%	(217)	276
Military HH: Yes	9%	(9)	24%	(23)	67%	(65)	97
Military HH: No	5%	(43)	14%	(125)	81%	(735)	903
4-Region: Northeast	6%	(10)	14%	(23)	80%	(132)	164
4-Region: Midwest	2%	(5)	14%	(33)	84%	(195)	233
4-Region: South	7%	(29)	17%	(72)	77%	(331)	432
4-Region: West	5%	(8)	13%	(22)	83%	(142)	172
TikTok Users	6%	(42)	16%	(106)	78%	(532)	680

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**Table MCFE13\_3:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Formula 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	5%	(52)	15%	(148)	80%	(800)	1000
Twitch Users	5%	(11)	16%	(37)	80%	(188)	236
2022 Sports Viewers/Attendees	7%	(40)	17%	(104)	76%	(454)	597
Monthly Moviegoers	10%	(16)	22%	(37)	68%	(115)	168
Few Times per Year + Moviegoers	7%	(38)	16%	(92)	77%	(441)	571
Heard Smile Campaign	8%	(34)	18%	(75)	74%	(316)	425
Heard Minion Campaign	7%	(36)	18%	(89)	75%	(381)	505
Listens to Podcasts	8%	(44)	18%	(100)	74%	(409)	552
Streaming Services User	6%	(50)	16%	(139)	79%	(709)	898
Netflix User	6%	(49)	16%	(142)	78%	(674)	864
Disney+ User	6%	(38)	18%	(109)	76%	(470)	617
Heterosexual or straight	6%	(42)	17%	(116)	78%	(544)	702
Bisexual	5%	(6)	16%	(22)	80%	(112)	141
Something else	1%	(0)	6%	(3)	94%	(53)	56
Yes	2%	(2)	11%	(16)	87%	(122)	140
No	6%	(50)	15%	(133)	79%	(678)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE13\_4:** Now on a different topic In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
IndyCar

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	3%	(27)	10%	(96)	88%	(877)	1000
Gender: Male	4%	(19)	11%	(55)	85%	(431)	506
Gender: Female	2%	(8)	8%	(41)	90%	(445)	494
Age: 18-34	4%	(22)	12%	(72)	85%	(515)	609
GenZers: 1997-2012	3%	(27)	10%	(96)	88%	(877)	1000
Ideo: Liberal (1-3)	3%	(8)	10%	(30)	87%	(265)	304
Ideo: Moderate (4)	4%	(9)	12%	(27)	84%	(196)	232
Ideo: Conservative (5-7)	2%	(4)	14%	(24)	83%	(138)	165
Educ: < College	2%	(21)	9%	(83)	89%	(806)	910
Educ: Bachelors degree	8%	(5)	12%	(8)	79%	(52)	65
Ethnicity: White	2%	(17)	10%	(70)	88%	(644)	731
Ethnicity: Hispanic	3%	(7)	10%	(24)	87%	(211)	242
Ethnicity: Black	4%	(6)	13%	(19)	83%	(123)	148
Ethnicity: Other	3%	(4)	6%	(7)	91%	(110)	121
All Christian	3%	(7)	11%	(26)	86%	(205)	237
All Non-Christian	7%	(4)	5%	(3)	88%	(43)	50
Atheist	1%	(1)	6%	(6)	94%	(108)	116
Agnostic/Nothing in particular	3%	(12)	10%	(39)	87%	(354)	405
Something Else	2%	(4)	12%	(23)	86%	(166)	193
Religious Non-Protestant/Catholic	7%	(5)	4%	(3)	89%	(61)	68
Evangelical	3%	(5)	13%	(23)	84%	(144)	172
Non-Evangelical	2%	(4)	9%	(21)	89%	(204)	228
Community: Urban	3%	(8)	11%	(31)	86%	(249)	288
Community: Suburban	3%	(15)	10%	(42)	87%	(379)	435
Community: Rural	2%	(4)	8%	(23)	90%	(249)	276
Military HH: Yes	7%	(6)	6%	(6)	87%	(85)	97
Military HH: No	2%	(20)	10%	(91)	88%	(792)	903
4-Region: Northeast	3%	(5)	8%	(14)	89%	(145)	164
4-Region: Midwest	2%	(4)	10%	(22)	89%	(207)	233
4-Region: South	4%	(16)	10%	(44)	86%	(372)	432
4-Region: West	2%	(3)	10%	(16)	89%	(153)	172
TikTok Users	3%	(20)	9%	(62)	88%	(597)	680

Continued on next page

**Table MCFE13\_4:** *Now on a different topic* In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
IndyCar

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	3%	(27)	10%	(96)	88%	(877)	1000
Twitch Users	3%	(8)	9%	(21)	88%	(207)	236
2022 Sports Viewers/Attendees	3%	(20)	11%	(66)	86%	(512)	597
Monthly Moviegoers	6%	(10)	14%	(24)	80%	(135)	168
Few Times per Year + Moviegoers	4%	(22)	11%	(63)	85%	(485)	571
Heard Smile Campaign	3%	(15)	11%	(47)	86%	(363)	425
Heard Minion Campaign	4%	(19)	9%	(48)	87%	(439)	505
Listens to Podcasts	4%	(24)	13%	(73)	83%	(456)	552
Streaming Services User	3%	(24)	10%	(91)	87%	(783)	898
Netflix User	3%	(25)	10%	(88)	87%	(752)	864
Disney+ User	3%	(20)	12%	(73)	85%	(524)	617
Heterosexual or straight	3%	(21)	11%	(74)	86%	(606)	702
Bisexual	3%	(5)	10%	(15)	86%	(122)	141
Something else	—	(0)	6%	(3)	94%	(53)	56
Yes	1%	(1)	7%	(9)	92%	(129)	140
No	3%	(26)	10%	(87)	87%	(748)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsultintelligence.com).



**Table MCFE13\_5:** Now on a different topic In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
LPGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	4%	(36)	7%	(66)	90%	(899)	1000
Gender: Male	3%	(15)	7%	(33)	90%	(458)	506
Gender: Female	4%	(21)	7%	(32)	89%	(441)	494
Age: 18-34	5%	(32)	8%	(47)	87%	(531)	609
GenZers: 1997-2012	4%	(36)	7%	(66)	90%	(899)	1000
Ideo: Liberal (1-3)	7%	(20)	6%	(19)	87%	(264)	304
Ideo: Moderate (4)	3%	(7)	8%	(19)	89%	(206)	232
Ideo: Conservative (5-7)	2%	(3)	8%	(13)	90%	(149)	165
Educ: < College	3%	(31)	6%	(53)	91%	(826)	910
Educ: Bachelors degree	6%	(4)	12%	(8)	82%	(54)	65
Ethnicity: White	4%	(27)	6%	(45)	90%	(659)	731
Ethnicity: Hispanic	6%	(16)	7%	(17)	86%	(209)	242
Ethnicity: Black	5%	(8)	10%	(15)	85%	(125)	148
Ethnicity: Other	1%	(1)	5%	(5)	95%	(115)	121
All Christian	4%	(9)	10%	(24)	86%	(205)	237
All Non-Christian	13%	(6)	11%	(6)	76%	(38)	50
Atheist	3%	(4)	3%	(3)	94%	(108)	116
Agnostic/Nothing in particular	2%	(10)	5%	(21)	92%	(373)	405
Something Else	4%	(7)	6%	(11)	91%	(175)	193
Religious Non-Protestant/Catholic	10%	(7)	10%	(7)	80%	(54)	68
Evangelical	4%	(8)	12%	(20)	84%	(144)	172
Non-Evangelical	2%	(5)	5%	(11)	93%	(212)	228
Community: Urban	5%	(13)	9%	(25)	87%	(250)	288
Community: Suburban	4%	(16)	4%	(19)	92%	(400)	435
Community: Rural	2%	(6)	8%	(21)	90%	(249)	276
Military HH: Yes	11%	(11)	9%	(9)	80%	(77)	97
Military HH: No	3%	(25)	6%	(57)	91%	(821)	903
4-Region: Northeast	3%	(4)	10%	(16)	87%	(144)	164
4-Region: Midwest	2%	(5)	5%	(12)	93%	(215)	233
4-Region: South	6%	(24)	7%	(31)	87%	(376)	432
4-Region: West	1%	(2)	3%	(6)	95%	(164)	172
TikTok Users	3%	(23)	7%	(50)	89%	(606)	680

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**Table MCFE13\_5:** *Now on a different topic* In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
LPGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	4%	(36)	7%	(66)	90%	(899)	1000
Twitch Users	3%	(8)	9%	(21)	88%	(206)	236
2022 Sports Viewers/Attendees	4%	(25)	8%	(47)	88%	(525)	597
Monthly Moviegoers	6%	(11)	15%	(25)	79%	(132)	168
Few Times per Year + Moviegoers	4%	(25)	9%	(50)	87%	(496)	571
Heard Smile Campaign	5%	(23)	7%	(31)	87%	(370)	425
Heard Minion Campaign	4%	(23)	6%	(30)	90%	(452)	505
Listens to Podcasts	5%	(30)	10%	(53)	85%	(469)	552
Streaming Services User	4%	(32)	7%	(62)	90%	(805)	898
Netflix User	3%	(30)	7%	(60)	90%	(774)	864
Disney+ User	5%	(30)	8%	(52)	87%	(536)	617
Heterosexual or straight	4%	(28)	7%	(50)	89%	(624)	702
Bisexual	3%	(4)	6%	(8)	92%	(129)	141
Something else	2%	(1)	8%	(5)	90%	(51)	56
Yes	4%	(5)	3%	(4)	94%	(131)	140
No	4%	(31)	7%	(62)	89%	(768)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE13\_6:** Now on a different topic In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
MLB

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	12%	(120)	23%	(234)	65%	(646)	1000
Gender: Male	12%	(63)	26%	(133)	61%	(310)	506
Gender: Female	11%	(57)	21%	(101)	68%	(336)	494
Age: 18-34	14%	(87)	24%	(149)	61%	(373)	609
GenZers: 1997-2012	12%	(120)	23%	(234)	65%	(646)	1000
Ideo: Liberal (1-3)	12%	(37)	23%	(71)	65%	(196)	304
Ideo: Moderate (4)	14%	(32)	27%	(62)	59%	(138)	232
Ideo: Conservative (5-7)	14%	(24)	27%	(45)	58%	(97)	165
Educ: < College	11%	(103)	23%	(207)	66%	(600)	910
Educ: Bachelors degree	21%	(13)	34%	(22)	46%	(30)	65
Ethnicity: White	12%	(86)	24%	(174)	64%	(471)	731
Ethnicity: Hispanic	13%	(33)	23%	(56)	63%	(153)	242
Ethnicity: Black	15%	(23)	21%	(31)	64%	(94)	148
Ethnicity: Other	9%	(10)	24%	(30)	67%	(81)	121
All Christian	22%	(51)	30%	(72)	48%	(114)	237
All Non-Christian	12%	(6)	16%	(8)	72%	(36)	50
Atheist	3%	(4)	13%	(15)	84%	(97)	116
Agnostic/Nothing in particular	10%	(41)	20%	(83)	69%	(281)	405
Something Else	9%	(17)	29%	(57)	62%	(119)	193
Religious Non-Protestant/Catholic	14%	(9)	15%	(10)	71%	(48)	68
Evangelical	12%	(21)	38%	(66)	49%	(85)	172
Non-Evangelical	19%	(43)	25%	(57)	57%	(129)	228
Community: Urban	15%	(45)	24%	(69)	60%	(174)	288
Community: Suburban	12%	(53)	22%	(97)	66%	(286)	435
Community: Rural	8%	(22)	25%	(68)	67%	(186)	276
Military HH: Yes	20%	(19)	23%	(22)	57%	(55)	97
Military HH: No	11%	(101)	23%	(212)	65%	(591)	903
4-Region: Northeast	14%	(23)	27%	(44)	59%	(98)	164
4-Region: Midwest	13%	(30)	24%	(57)	63%	(146)	233
4-Region: South	13%	(54)	21%	(90)	67%	(287)	432
4-Region: West	8%	(13)	25%	(43)	67%	(115)	172
TikTok Users	12%	(79)	24%	(166)	64%	(435)	680

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**Table MCFE13\_6:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
MLB

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	12%	(120)	23%	(234)	65%	(646)	1000
Twitch Users	15%	(35)	29%	(67)	57%	(133)	236
2022 Sports Viewers/Attendees	16%	(96)	33%	(195)	51%	(307)	597
Monthly Moviegoers	18%	(31)	33%	(56)	49%	(82)	168
Few Times per Year + Moviegoers	16%	(90)	26%	(146)	59%	(334)	571
Heard Smile Campaign	16%	(68)	28%	(120)	56%	(236)	425
Heard Minion Campaign	15%	(77)	27%	(137)	58%	(291)	505
Listens to Podcasts	17%	(94)	28%	(153)	55%	(305)	552
Streaming Services User	13%	(113)	25%	(222)	63%	(563)	898
Netflix User	13%	(113)	24%	(211)	63%	(540)	864
Disney+ User	14%	(84)	27%	(164)	60%	(369)	617
Heterosexual or straight	13%	(93)	27%	(186)	60%	(423)	702
Bisexual	14%	(19)	17%	(25)	69%	(97)	141
Something else	4%	(2)	33%	(18)	64%	(36)	56
Yes	6%	(8)	12%	(17)	82%	(115)	140
No	13%	(112)	25%	(217)	62%	(531)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE13\_7:** Now on a different topic In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
MLS

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	5%	(46)	11%	(112)	84%	(843)	1000
Gender: Male	6%	(29)	12%	(63)	82%	(414)	506
Gender: Female	3%	(17)	10%	(49)	87%	(428)	494
Age: 18-34	6%	(39)	13%	(81)	80%	(489)	609
GenZers: 1997-2012	5%	(46)	11%	(112)	84%	(843)	1000
Ideo: Liberal (1-3)	5%	(15)	15%	(45)	80%	(244)	304
Ideo: Moderate (4)	8%	(20)	11%	(26)	81%	(187)	232
Ideo: Conservative (5-7)	4%	(6)	11%	(18)	86%	(141)	165
Educ: < College	4%	(37)	10%	(92)	86%	(780)	910
Educ: Bachelors degree	8%	(5)	26%	(17)	66%	(43)	65
Ethnicity: White	3%	(25)	12%	(86)	85%	(620)	731
Ethnicity: Hispanic	4%	(11)	12%	(30)	83%	(201)	242
Ethnicity: Black	8%	(12)	10%	(15)	82%	(121)	148
Ethnicity: Other	7%	(8)	9%	(11)	84%	(102)	121
All Christian	6%	(15)	19%	(45)	75%	(177)	237
All Non-Christian	11%	(5)	15%	(7)	74%	(37)	50
Atheist	2%	(2)	4%	(5)	94%	(109)	116
Agnostic/Nothing in particular	4%	(16)	9%	(38)	87%	(351)	405
Something Else	4%	(7)	8%	(16)	88%	(169)	193
Religious Non-Protestant/Catholic	8%	(5)	14%	(10)	78%	(53)	68
Evangelical	7%	(12)	17%	(29)	76%	(130)	172
Non-Evangelical	4%	(8)	12%	(27)	84%	(193)	228
Community: Urban	5%	(15)	14%	(40)	81%	(233)	288
Community: Suburban	5%	(23)	11%	(47)	84%	(366)	435
Community: Rural	3%	(8)	9%	(25)	88%	(244)	276
Military HH: Yes	8%	(8)	9%	(9)	83%	(80)	97
Military HH: No	4%	(38)	11%	(103)	84%	(763)	903
4-Region: Northeast	6%	(10)	13%	(22)	81%	(133)	164
4-Region: Midwest	4%	(9)	10%	(24)	86%	(199)	233
4-Region: South	5%	(23)	10%	(45)	84%	(363)	432
4-Region: West	2%	(4)	12%	(21)	86%	(147)	172
TikTok Users	5%	(31)	12%	(79)	84%	(570)	680

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**Table MCFE13\_7:** *Now on a different topic* In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
MLS

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	5%	(46)	11%	(112)	84%	(843)	1000
Twitch Users	5%	(11)	10%	(24)	85%	(201)	236
2022 Sports Viewers/Attendees	6%	(38)	14%	(85)	79%	(474)	597
Monthly Moviegoers	10%	(17)	15%	(26)	75%	(126)	168
Few Times per Year + Moviegoers	6%	(35)	13%	(74)	81%	(462)	571
Heard Smile Campaign	6%	(25)	15%	(63)	79%	(336)	425
Heard Minion Campaign	6%	(32)	13%	(68)	80%	(406)	505
Listens to Podcasts	7%	(37)	16%	(90)	77%	(426)	552
Streaming Services User	5%	(43)	12%	(108)	83%	(748)	898
Netflix User	5%	(43)	12%	(102)	83%	(719)	864
Disney+ User	5%	(29)	13%	(82)	82%	(505)	617
Heterosexual or straight	5%	(38)	11%	(81)	83%	(583)	702
Bisexual	3%	(4)	10%	(15)	87%	(122)	141
Something else	1%	(1)	16%	(9)	82%	(46)	56
Yes	2%	(3)	10%	(13)	88%	(123)	140
No	5%	(43)	11%	(98)	84%	(719)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE13\_8:** Now on a different topic In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
MotoGP

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	3%	(34)	9%	(91)	87%	(875)	1000
Gender: Male	4%	(22)	10%	(51)	86%	(433)	506
Gender: Female	3%	(13)	8%	(40)	89%	(441)	494
Age: 18-34	5%	(28)	11%	(67)	84%	(514)	609
GenZers: 1997-2012	3%	(34)	9%	(91)	87%	(875)	1000
Ideo: Liberal (1-3)	4%	(13)	9%	(28)	87%	(263)	304
Ideo: Moderate (4)	3%	(7)	10%	(24)	87%	(202)	232
Ideo: Conservative (5-7)	4%	(7)	13%	(22)	82%	(136)	165
Educ: < College	3%	(28)	8%	(72)	89%	(809)	910
Educ: Bachelors degree	6%	(4)	19%	(12)	75%	(49)	65
Ethnicity: White	3%	(22)	10%	(70)	87%	(639)	731
Ethnicity: Hispanic	6%	(13)	11%	(26)	84%	(203)	242
Ethnicity: Black	6%	(9)	8%	(11)	86%	(127)	148
Ethnicity: Other	2%	(3)	8%	(10)	90%	(108)	121
All Christian	4%	(10)	10%	(24)	86%	(203)	237
All Non-Christian	6%	(3)	9%	(4)	85%	(42)	50
Atheist	3%	(3)	4%	(5)	93%	(107)	116
Agnostic/Nothing in particular	3%	(14)	9%	(35)	88%	(356)	405
Something Else	2%	(4)	12%	(23)	86%	(166)	193
Religious Non-Protestant/Catholic	6%	(4)	6%	(4)	88%	(60)	68
Evangelical	5%	(9)	11%	(18)	84%	(145)	172
Non-Evangelical	1%	(3)	11%	(25)	88%	(200)	228
Community: Urban	3%	(10)	10%	(28)	87%	(250)	288
Community: Suburban	3%	(13)	8%	(37)	89%	(386)	435
Community: Rural	4%	(12)	9%	(26)	86%	(239)	276
Military HH: Yes	10%	(10)	13%	(12)	77%	(75)	97
Military HH: No	3%	(25)	9%	(79)	89%	(800)	903
4-Region: Northeast	4%	(6)	9%	(15)	87%	(143)	164
4-Region: Midwest	2%	(6)	6%	(15)	91%	(212)	233
4-Region: South	5%	(20)	10%	(43)	85%	(368)	432
4-Region: West	1%	(2)	11%	(18)	88%	(151)	172
TikTok Users	4%	(24)	9%	(63)	87%	(593)	680

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**Table MCFE13\_8:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
MotoGP

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	3%	(34)	9%	(91)	87%	(875)	1000
Twitch Users	2%	(5)	7%	(17)	91%	(214)	236
2022 Sports Viewers/Attendees	4%	(25)	9%	(56)	87%	(517)	597
Monthly Moviegoers	4%	(8)	15%	(25)	81%	(136)	168
Few Times per Year + Moviegoers	4%	(25)	10%	(60)	85%	(486)	571
Heard Smile Campaign	5%	(23)	11%	(48)	83%	(354)	425
Heard Minion Campaign	5%	(23)	11%	(54)	85%	(428)	505
Listens to Podcasts	6%	(31)	12%	(67)	82%	(454)	552
Streaming Services User	4%	(32)	9%	(83)	87%	(783)	898
Netflix User	4%	(32)	10%	(84)	87%	(748)	864
Disney+ User	4%	(24)	11%	(68)	85%	(525)	617
Heterosexual or straight	4%	(29)	11%	(75)	85%	(597)	702
Bisexual	3%	(4)	6%	(9)	91%	(128)	141
Something else	3%	(1)	5%	(3)	93%	(52)	56
Yes	3%	(3)	7%	(9)	91%	(127)	140
No	4%	(31)	10%	(82)	87%	(748)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE13\_9:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NHRA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	3%	(26)	7%	(65)	91%	(909)	1000
Gender: Male	3%	(14)	7%	(35)	90%	(457)	506
Gender: Female	2%	(12)	6%	(30)	91%	(452)	494
Age: 18-34	3%	(20)	9%	(53)	88%	(536)	609
GenZers: 1997-2012	3%	(26)	7%	(65)	91%	(909)	1000
Ideo: Liberal (1-3)	1%	(4)	8%	(24)	91%	(276)	304
Ideo: Moderate (4)	4%	(8)	8%	(19)	88%	(205)	232
Ideo: Conservative (5-7)	5%	(9)	10%	(16)	85%	(141)	165
Educ: < College	2%	(22)	6%	(53)	92%	(834)	910
Educ: Bachelors degree	4%	(2)	11%	(7)	85%	(55)	65
Ethnicity: White	3%	(22)	6%	(43)	91%	(666)	731
Ethnicity: Hispanic	4%	(9)	8%	(18)	89%	(214)	242
Ethnicity: Black	2%	(3)	10%	(15)	88%	(131)	148
Ethnicity: Other	1%	(1)	7%	(8)	93%	(112)	121
All Christian	2%	(6)	8%	(19)	90%	(212)	237
All Non-Christian	2%	(1)	11%	(5)	87%	(43)	50
Atheist	1%	(1)	5%	(6)	94%	(109)	116
Agnostic/Nothing in particular	3%	(13)	6%	(26)	90%	(366)	405
Something Else	3%	(5)	5%	(9)	93%	(178)	193
Religious Non-Protestant/Catholic	1%	(1)	10%	(6)	89%	(61)	68
Evangelical	5%	(9)	9%	(16)	86%	(147)	172
Non-Evangelical	—	(1)	5%	(11)	95%	(217)	228
Community: Urban	2%	(6)	9%	(26)	89%	(257)	288
Community: Suburban	3%	(15)	5%	(23)	91%	(398)	435
Community: Rural	2%	(5)	6%	(17)	92%	(254)	276
Military HH: Yes	6%	(6)	11%	(11)	83%	(80)	97
Military HH: No	2%	(20)	6%	(54)	92%	(829)	903
4-Region: Northeast	4%	(6)	5%	(8)	91%	(150)	164
4-Region: Midwest	2%	(4)	6%	(13)	92%	(215)	233
4-Region: South	2%	(8)	8%	(35)	90%	(389)	432
4-Region: West	4%	(7)	6%	(10)	91%	(155)	172
TikTok Users	3%	(20)	6%	(43)	91%	(618)	680

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**Table MCFE13\_9:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NHRA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	3%	(26)	7%	(65)	91%	(909)	1000
Twitch Users	2%	(4)	9%	(22)	89%	(210)	236
2022 Sports Viewers/Attendees	3%	(15)	8%	(49)	89%	(533)	597
Monthly Moviegoers	5%	(8)	13%	(22)	82%	(138)	168
Few Times per Year + Moviegoers	3%	(16)	8%	(47)	89%	(508)	571
Heard Smile Campaign	4%	(18)	8%	(33)	88%	(373)	425
Heard Minion Campaign	4%	(19)	7%	(35)	89%	(451)	505
Listens to Podcasts	4%	(20)	10%	(57)	86%	(475)	552
Streaming Services User	3%	(24)	7%	(61)	90%	(813)	898
Netflix User	3%	(24)	7%	(61)	90%	(779)	864
Disney+ User	4%	(22)	8%	(51)	88%	(544)	617
Heterosexual or straight	3%	(21)	7%	(52)	90%	(628)	702
Bisexual	3%	(4)	8%	(11)	90%	(126)	141
Something else	2%	(1)	1%	(1)	97%	(54)	56
Yes	3%	(4)	4%	(6)	93%	(130)	140
No	3%	(22)	7%	(60)	90%	(778)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE13\_10:** Now on a different topic In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NASCAR

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	8%	(80)	24%	(240)	68%	(680)	1000
Gender: Male	10%	(52)	27%	(135)	63%	(319)	506
Gender: Female	6%	(28)	21%	(105)	73%	(360)	494
Age: 18-34	9%	(56)	25%	(150)	66%	(403)	609
GenZers: 1997-2012	8%	(80)	24%	(240)	68%	(680)	1000
Ideo: Liberal (1-3)	7%	(22)	20%	(59)	73%	(223)	304
Ideo: Moderate (4)	7%	(17)	27%	(63)	66%	(153)	232
Ideo: Conservative (5-7)	13%	(22)	28%	(47)	58%	(96)	165
Educ: < College	8%	(69)	24%	(214)	69%	(626)	910
Educ: Bachelors degree	13%	(8)	25%	(16)	62%	(41)	65
Ethnicity: White	8%	(60)	25%	(182)	67%	(489)	731
Ethnicity: Hispanic	9%	(21)	28%	(67)	64%	(154)	242
Ethnicity: Black	9%	(13)	24%	(35)	67%	(99)	148
Ethnicity: Other	5%	(7)	19%	(23)	76%	(91)	121
All Christian	10%	(24)	22%	(53)	68%	(160)	237
All Non-Christian	9%	(5)	19%	(10)	71%	(35)	50
Atheist	2%	(2)	15%	(18)	83%	(96)	116
Agnostic/Nothing in particular	9%	(36)	22%	(88)	69%	(281)	405
Something Else	7%	(13)	37%	(72)	56%	(108)	193
Religious Non-Protestant/Catholic	10%	(7)	15%	(10)	75%	(51)	68
Evangelical	12%	(20)	36%	(61)	52%	(90)	172
Non-Evangelical	6%	(13)	26%	(59)	68%	(156)	228
Community: Urban	8%	(24)	23%	(66)	69%	(198)	288
Community: Suburban	8%	(37)	20%	(87)	72%	(311)	435
Community: Rural	7%	(19)	31%	(87)	61%	(170)	276
Military HH: Yes	13%	(13)	31%	(30)	56%	(54)	97
Military HH: No	7%	(67)	23%	(210)	69%	(626)	903
4-Region: Northeast	10%	(16)	20%	(32)	71%	(116)	164
4-Region: Midwest	4%	(8)	26%	(61)	70%	(163)	233
4-Region: South	11%	(46)	25%	(108)	64%	(278)	432
4-Region: West	6%	(10)	23%	(39)	71%	(123)	172
TikTok Users	9%	(63)	24%	(165)	66%	(452)	680

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**Table MCFE13\_10:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NASCAR

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	8%	(80)	24%	(240)	68%	(680)	1000
Twitch Users	7%	(16)	29%	(68)	64%	(151)	236
2022 Sports Viewers/Attendees	9%	(56)	28%	(170)	62%	(371)	597
Monthly Moviegoers	14%	(23)	29%	(48)	58%	(97)	168
Few Times per Year + Moviegoers	9%	(52)	28%	(157)	63%	(362)	571
Heard Smile Campaign	11%	(45)	24%	(102)	65%	(277)	425
Heard Minion Campaign	11%	(54)	24%	(121)	65%	(330)	505
Listens to Podcasts	11%	(59)	29%	(158)	61%	(335)	552
Streaming Services User	8%	(76)	25%	(225)	66%	(597)	898
Netflix User	9%	(74)	26%	(222)	66%	(567)	864
Disney+ User	10%	(60)	25%	(154)	65%	(403)	617
Heterosexual or straight	9%	(61)	26%	(181)	65%	(459)	702
Bisexual	9%	(12)	24%	(34)	68%	(95)	141
Something else	5%	(3)	25%	(14)	70%	(39)	56
Yes	7%	(9)	13%	(18)	81%	(113)	140
No	8%	(71)	26%	(223)	66%	(567)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE13\_11:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	16%	(161)	31%	(308)	53%	(530)	1000
Gender: Male	22%	(111)	32%	(161)	46%	(233)	506
Gender: Female	10%	(50)	30%	(147)	60%	(297)	494
Age: 18-34	20%	(121)	30%	(183)	50%	(305)	609
GenZers: 1997-2012	16%	(161)	31%	(308)	53%	(530)	1000
Ideo: Liberal (1-3)	15%	(47)	28%	(85)	57%	(172)	304
Ideo: Moderate (4)	22%	(51)	34%	(78)	44%	(103)	232
Ideo: Conservative (5-7)	16%	(26)	34%	(56)	50%	(83)	165
Educ: < College	16%	(146)	31%	(279)	53%	(484)	910
Educ: Bachelors degree	16%	(10)	29%	(19)	55%	(36)	65
Ethnicity: White	13%	(92)	30%	(218)	58%	(421)	731
Ethnicity: Hispanic	18%	(43)	34%	(81)	48%	(117)	242
Ethnicity: Black	36%	(54)	32%	(47)	32%	(48)	148
Ethnicity: Other	13%	(16)	36%	(44)	51%	(62)	121
All Christian	18%	(43)	37%	(87)	45%	(108)	237
All Non-Christian	20%	(10)	30%	(15)	49%	(25)	50
Atheist	7%	(8)	17%	(20)	76%	(88)	116
Agnostic/Nothing in particular	16%	(64)	29%	(117)	55%	(223)	405
Something Else	19%	(36)	36%	(70)	45%	(87)	193
Religious Non-Protestant/Catholic	20%	(13)	27%	(18)	53%	(36)	68
Evangelical	19%	(32)	44%	(76)	37%	(64)	172
Non-Evangelical	18%	(41)	31%	(70)	52%	(118)	228
Community: Urban	18%	(51)	31%	(91)	51%	(147)	288
Community: Suburban	17%	(73)	31%	(136)	52%	(227)	435
Community: Rural	14%	(38)	30%	(82)	57%	(157)	276
Military HH: Yes	15%	(15)	40%	(39)	45%	(44)	97
Military HH: No	16%	(147)	30%	(270)	54%	(487)	903
4-Region: Northeast	17%	(28)	29%	(48)	54%	(88)	164
4-Region: Midwest	17%	(39)	30%	(70)	53%	(123)	233
4-Region: South	16%	(71)	30%	(131)	53%	(230)	432
4-Region: West	13%	(22)	35%	(60)	52%	(89)	172
TikTok Users	17%	(113)	33%	(227)	50%	(340)	680

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**Table MCFE13\_11:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	16%	(161)	31%	(308)	53%	(530)	1000
Twitch Users	21%	(50)	35%	(82)	44%	(104)	236
2022 Sports Viewers/Attendees	24%	(143)	39%	(230)	37%	(224)	597
Monthly Moviegoers	24%	(40)	40%	(67)	37%	(61)	168
Few Times per Year + Moviegoers	20%	(114)	35%	(201)	45%	(255)	571
Heard Smile Campaign	22%	(92)	34%	(143)	45%	(190)	425
Heard Minion Campaign	19%	(98)	31%	(155)	50%	(252)	505
Listens to Podcasts	21%	(117)	34%	(190)	45%	(246)	552
Streaming Services User	17%	(149)	32%	(288)	51%	(461)	898
Netflix User	17%	(147)	32%	(281)	51%	(437)	864
Disney+ User	18%	(112)	31%	(192)	51%	(313)	617
Heterosexual or straight	19%	(133)	34%	(240)	47%	(329)	702
Bisexual	12%	(16)	26%	(36)	63%	(88)	141
Something else	7%	(4)	39%	(22)	53%	(30)	56
Yes	8%	(12)	22%	(31)	69%	(97)	140
No	17%	(149)	32%	(277)	50%	(433)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE13\_12:** Now on a different topic In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NFL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	20%	(201)	33%	(329)	47%	(471)	1000
Gender: Male	27%	(135)	31%	(154)	43%	(217)	506
Gender: Female	13%	(66)	35%	(174)	51%	(254)	494
Age: 18-34	23%	(138)	32%	(197)	45%	(274)	609
GenZers: 1997-2012	20%	(201)	33%	(329)	47%	(471)	1000
Ideo: Liberal (1-3)	17%	(52)	30%	(92)	53%	(160)	304
Ideo: Moderate (4)	25%	(58)	39%	(90)	36%	(85)	232
Ideo: Conservative (5-7)	22%	(37)	38%	(63)	39%	(65)	165
Educ: < College	20%	(180)	33%	(296)	48%	(434)	910
Educ: Bachelors degree	26%	(17)	36%	(23)	38%	(25)	65
Ethnicity: White	19%	(139)	33%	(242)	48%	(350)	731
Ethnicity: Hispanic	16%	(38)	35%	(86)	49%	(118)	242
Ethnicity: Black	31%	(45)	33%	(49)	36%	(54)	148
Ethnicity: Other	13%	(16)	31%	(38)	56%	(67)	121
All Christian	20%	(49)	42%	(100)	38%	(89)	237
All Non-Christian	18%	(9)	29%	(14)	53%	(26)	50
Atheist	15%	(17)	18%	(20)	68%	(78)	116
Agnostic/Nothing in particular	21%	(86)	31%	(126)	47%	(192)	405
Something Else	21%	(40)	35%	(68)	44%	(85)	193
Religious Non-Protestant/Catholic	18%	(12)	25%	(17)	58%	(39)	68
Evangelical	24%	(41)	42%	(72)	34%	(59)	172
Non-Evangelical	18%	(40)	38%	(87)	44%	(101)	228
Community: Urban	17%	(49)	35%	(100)	48%	(139)	288
Community: Suburban	20%	(87)	32%	(138)	48%	(210)	435
Community: Rural	23%	(64)	33%	(90)	44%	(122)	276
Military HH: Yes	28%	(27)	34%	(33)	38%	(37)	97
Military HH: No	19%	(174)	33%	(296)	48%	(434)	903
4-Region: Northeast	20%	(34)	39%	(64)	41%	(67)	164
4-Region: Midwest	20%	(46)	35%	(82)	45%	(104)	233
4-Region: South	20%	(87)	30%	(129)	50%	(216)	432
4-Region: West	20%	(34)	32%	(54)	49%	(84)	172
TikTok Users	21%	(143)	34%	(232)	45%	(305)	680

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**Table MCFE13\_12:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NFL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	20%	(201)	33%	(329)	47%	(471)	1000
Twitch Users	28%	(65)	31%	(74)	41%	(97)	236
2022 Sports Viewers/Attendees	31%	(183)	39%	(235)	30%	(179)	597
Monthly Moviegoers	30%	(50)	37%	(62)	33%	(56)	168
Few Times per Year + Moviegoers	26%	(146)	36%	(208)	38%	(217)	571
Heard Smile Campaign	25%	(108)	37%	(157)	38%	(160)	425
Heard Minion Campaign	25%	(124)	33%	(166)	43%	(215)	505
Listens to Podcasts	25%	(137)	36%	(197)	40%	(218)	552
Streaming Services User	20%	(184)	35%	(310)	45%	(404)	898
Netflix User	21%	(183)	35%	(301)	44%	(380)	864
Disney+ User	23%	(139)	33%	(206)	44%	(272)	617
Heterosexual or straight	24%	(167)	35%	(248)	41%	(287)	702
Bisexual	13%	(19)	35%	(49)	52%	(73)	141
Something else	11%	(6)	32%	(18)	58%	(32)	56
Yes	9%	(13)	27%	(38)	63%	(89)	140
No	22%	(187)	34%	(290)	44%	(382)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE13\_13:** Now on a different topic In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NHL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	7%	(69)	18%	(181)	75%	(750)	1000
Gender: Male	7%	(35)	20%	(99)	73%	(372)	506
Gender: Female	7%	(34)	17%	(82)	77%	(378)	494
Age: 18-34	8%	(49)	20%	(122)	72%	(438)	609
GenZers: 1997-2012	7%	(69)	18%	(181)	75%	(750)	1000
Ideo: Liberal (1-3)	6%	(19)	23%	(70)	71%	(215)	304
Ideo: Moderate (4)	8%	(19)	18%	(42)	74%	(172)	232
Ideo: Conservative (5-7)	11%	(18)	21%	(34)	68%	(113)	165
Educ: < College	6%	(57)	18%	(159)	76%	(693)	910
Educ: Bachelors degree	14%	(9)	26%	(17)	61%	(39)	65
Ethnicity: White	7%	(54)	18%	(133)	74%	(545)	731
Ethnicity: Hispanic	6%	(14)	19%	(45)	75%	(182)	242
Ethnicity: Black	7%	(11)	20%	(29)	73%	(108)	148
Ethnicity: Other	4%	(4)	16%	(19)	81%	(97)	121
All Christian	12%	(29)	20%	(48)	68%	(160)	237
All Non-Christian	8%	(4)	12%	(6)	80%	(40)	50
Atheist	3%	(4)	17%	(20)	79%	(92)	116
Agnostic/Nothing in particular	6%	(23)	16%	(64)	79%	(318)	405
Something Else	5%	(10)	22%	(42)	73%	(140)	193
Religious Non-Protestant/Catholic	10%	(7)	9%	(6)	81%	(55)	68
Evangelical	10%	(18)	22%	(38)	67%	(116)	172
Non-Evangelical	7%	(15)	21%	(49)	72%	(165)	228
Community: Urban	8%	(23)	17%	(50)	75%	(215)	288
Community: Suburban	8%	(34)	18%	(78)	74%	(323)	435
Community: Rural	4%	(12)	19%	(53)	76%	(211)	276
Military HH: Yes	11%	(11)	16%	(16)	73%	(70)	97
Military HH: No	6%	(58)	18%	(165)	75%	(679)	903
4-Region: Northeast	10%	(16)	18%	(29)	72%	(119)	164
4-Region: Midwest	6%	(14)	20%	(47)	74%	(172)	233
4-Region: South	7%	(28)	18%	(78)	75%	(325)	432
4-Region: West	7%	(12)	15%	(26)	78%	(134)	172
TikTok Users	7%	(46)	19%	(132)	74%	(501)	680

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**Table MCFE13\_13:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NHL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	7%	(69)	18%	(181)	75%	(750)	1000
Twitch Users	8%	(18)	25%	(58)	68%	(159)	236
2022 Sports Viewers/Attendees	10%	(58)	25%	(149)	65%	(391)	597
Monthly Moviegoers	12%	(20)	29%	(49)	59%	(100)	168
Few Times per Year + Moviegoers	8%	(46)	23%	(131)	69%	(393)	571
Heard Smile Campaign	11%	(46)	24%	(102)	65%	(277)	425
Heard Minion Campaign	9%	(45)	21%	(107)	70%	(354)	505
Listens to Podcasts	9%	(50)	22%	(123)	69%	(380)	552
Streaming Services User	7%	(66)	19%	(174)	73%	(658)	898
Netflix User	7%	(59)	20%	(170)	74%	(636)	864
Disney+ User	7%	(46)	21%	(132)	71%	(440)	617
Heterosexual or straight	8%	(53)	20%	(141)	72%	(508)	702
Bisexual	8%	(12)	19%	(27)	72%	(102)	141
Something else	5%	(3)	12%	(7)	83%	(47)	56
Yes	5%	(7)	11%	(16)	84%	(117)	140
No	7%	(62)	19%	(165)	74%	(633)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE13\_14:** Now on a different topic In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
PGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	3%	(31)	12%	(115)	85%	(854)	1000
Gender: Male	4%	(19)	13%	(65)	83%	(422)	506
Gender: Female	2%	(12)	10%	(50)	87%	(432)	494
Age: 18-34	4%	(25)	14%	(86)	82%	(497)	609
GenZers: 1997-2012	3%	(31)	12%	(115)	85%	(854)	1000
Ideo: Liberal (1-3)	5%	(16)	11%	(35)	83%	(252)	304
Ideo: Moderate (4)	3%	(6)	14%	(33)	83%	(193)	232
Ideo: Conservative (5-7)	3%	(5)	16%	(26)	81%	(134)	165
Educ: < College	3%	(25)	11%	(99)	86%	(785)	910
Educ: Bachelors degree	6%	(4)	17%	(11)	77%	(50)	65
Ethnicity: White	3%	(20)	12%	(87)	85%	(624)	731
Ethnicity: Hispanic	4%	(10)	12%	(29)	84%	(203)	242
Ethnicity: Black	7%	(10)	13%	(19)	81%	(119)	148
Ethnicity: Other	1%	(1)	8%	(9)	92%	(111)	121
All Christian	4%	(9)	16%	(37)	80%	(191)	237
All Non-Christian	8%	(4)	12%	(6)	80%	(40)	50
Atheist	1%	(1)	6%	(7)	93%	(108)	116
Agnostic/Nothing in particular	2%	(9)	10%	(42)	88%	(354)	405
Something Else	4%	(8)	12%	(23)	84%	(162)	193
Religious Non-Protestant/Catholic	6%	(4)	12%	(8)	82%	(56)	68
Evangelical	5%	(9)	19%	(33)	75%	(129)	172
Non-Evangelical	3%	(6)	9%	(21)	88%	(201)	228
Community: Urban	3%	(9)	13%	(37)	84%	(242)	288
Community: Suburban	3%	(11)	12%	(53)	85%	(371)	435
Community: Rural	4%	(10)	9%	(25)	87%	(241)	276
Military HH: Yes	8%	(7)	13%	(13)	79%	(77)	97
Military HH: No	3%	(23)	11%	(103)	86%	(777)	903
4-Region: Northeast	4%	(7)	11%	(18)	85%	(139)	164
4-Region: Midwest	3%	(6)	10%	(23)	87%	(203)	233
4-Region: South	3%	(14)	13%	(56)	84%	(361)	432
4-Region: West	2%	(3)	10%	(18)	88%	(151)	172
TikTok Users	3%	(19)	12%	(80)	85%	(581)	680

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**Table MCFE13\_14:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
PGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	3%	(31)	12%	(115)	85%	(854)	1000
Twitch Users	4%	(9)	14%	(32)	83%	(195)	236
2022 Sports Viewers/Attendees	4%	(24)	16%	(94)	80%	(480)	597
Monthly Moviegoers	6%	(10)	20%	(34)	74%	(124)	168
Few Times per Year + Moviegoers	4%	(23)	14%	(78)	82%	(470)	571
Heard Smile Campaign	5%	(21)	15%	(62)	80%	(341)	425
Heard Minion Campaign	4%	(20)	12%	(60)	84%	(425)	505
Listens to Podcasts	4%	(25)	16%	(88)	80%	(440)	552
Streaming Services User	3%	(28)	12%	(111)	85%	(760)	898
Netflix User	3%	(28)	12%	(101)	85%	(736)	864
Disney+ User	4%	(24)	14%	(86)	82%	(507)	617
Heterosexual or straight	3%	(24)	13%	(93)	83%	(585)	702
Bisexual	3%	(4)	12%	(16)	86%	(121)	141
Something else	2%	(1)	6%	(4)	91%	(51)	56
Yes	2%	(2)	5%	(7)	93%	(131)	140
No	3%	(28)	13%	(109)	84%	(723)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE13\_15:** Now on a different topic In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
UFC

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	11%	(106)	20%	(202)	69%	(692)	1000
Gender: Male	17%	(84)	26%	(133)	57%	(288)	506
Gender: Female	4%	(22)	14%	(69)	82%	(403)	494
Age: 18-34	13%	(77)	24%	(147)	63%	(385)	609
GenZers: 1997-2012	11%	(106)	20%	(202)	69%	(692)	1000
Ideo: Liberal (1-3)	10%	(30)	19%	(57)	71%	(216)	304
Ideo: Moderate (4)	14%	(32)	23%	(54)	63%	(146)	232
Ideo: Conservative (5-7)	14%	(24)	22%	(36)	64%	(105)	165
Educ: < College	10%	(94)	20%	(183)	70%	(632)	910
Educ: Bachelors degree	17%	(11)	16%	(10)	67%	(44)	65
Ethnicity: White	10%	(71)	18%	(130)	72%	(530)	731
Ethnicity: Hispanic	9%	(21)	27%	(66)	64%	(155)	242
Ethnicity: Black	18%	(27)	26%	(39)	55%	(82)	148
Ethnicity: Other	7%	(8)	27%	(33)	66%	(80)	121
All Christian	16%	(38)	20%	(48)	64%	(152)	237
All Non-Christian	11%	(5)	34%	(17)	56%	(28)	50
Atheist	9%	(10)	15%	(17)	77%	(89)	116
Agnostic/Nothing in particular	10%	(40)	17%	(70)	73%	(294)	405
Something Else	7%	(13)	26%	(50)	67%	(130)	193
Religious Non-Protestant/Catholic	11%	(7)	27%	(18)	63%	(43)	68
Evangelical	17%	(30)	24%	(40)	59%	(101)	172
Non-Evangelical	7%	(16)	22%	(50)	71%	(163)	228
Community: Urban	11%	(33)	19%	(56)	69%	(200)	288
Community: Suburban	11%	(49)	20%	(88)	68%	(298)	435
Community: Rural	9%	(24)	21%	(58)	70%	(194)	276
Military HH: Yes	19%	(18)	23%	(22)	58%	(57)	97
Military HH: No	10%	(88)	20%	(180)	70%	(635)	903
4-Region: Northeast	9%	(15)	23%	(38)	68%	(111)	164
4-Region: Midwest	7%	(17)	20%	(46)	73%	(169)	233
4-Region: South	13%	(55)	18%	(78)	69%	(298)	432
4-Region: West	11%	(19)	23%	(40)	66%	(113)	172
TikTok Users	10%	(71)	22%	(148)	68%	(461)	680

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**Table MCFE13\_15:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
UFC

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	11%	(106)	20%	(202)	69%	(692)	1000
Twitch Users	10%	(24)	31%	(74)	59%	(138)	236
2022 Sports Viewers/Attendees	15%	(87)	25%	(150)	60%	(360)	597
Monthly Moviegoers	15%	(25)	24%	(41)	61%	(103)	168
Few Times per Year + Moviegoers	12%	(67)	23%	(134)	65%	(369)	571
Heard Smile Campaign	18%	(78)	22%	(93)	60%	(253)	425
Heard Minion Campaign	14%	(72)	23%	(115)	63%	(319)	505
Listens to Podcasts	15%	(81)	23%	(130)	62%	(341)	552
Streaming Services User	11%	(101)	21%	(191)	67%	(606)	898
Netflix User	11%	(92)	21%	(183)	68%	(589)	864
Disney+ User	11%	(70)	22%	(135)	67%	(412)	617
Heterosexual or straight	13%	(93)	24%	(167)	63%	(442)	702
Bisexual	5%	(8)	17%	(24)	77%	(109)	141
Something else	4%	(2)	12%	(7)	84%	(47)	56
Yes	4%	(5)	10%	(13)	87%	(121)	140
No	12%	(101)	22%	(189)	66%	(570)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE13\_16:** Now on a different topic In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
WNBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	5%	(53)	13%	(133)	81%	(814)	1000
Gender: Male	5%	(23)	12%	(62)	83%	(421)	506
Gender: Female	6%	(30)	14%	(72)	79%	(393)	494
Age: 18-34	6%	(39)	16%	(95)	78%	(475)	609
GenZers: 1997-2012	5%	(53)	13%	(133)	81%	(814)	1000
Ideo: Liberal (1-3)	6%	(17)	16%	(50)	78%	(237)	304
Ideo: Moderate (4)	8%	(18)	15%	(34)	78%	(181)	232
Ideo: Conservative (5-7)	6%	(10)	13%	(22)	81%	(134)	165
Educ: < College	5%	(48)	13%	(118)	82%	(744)	910
Educ: Bachelors degree	2%	(2)	11%	(7)	86%	(56)	65
Ethnicity: White	4%	(27)	12%	(87)	85%	(618)	731
Ethnicity: Hispanic	6%	(14)	14%	(35)	80%	(193)	242
Ethnicity: Black	15%	(23)	22%	(32)	63%	(93)	148
Ethnicity: Other	3%	(4)	12%	(15)	85%	(103)	121
All Christian	5%	(13)	15%	(35)	80%	(189)	237
All Non-Christian	7%	(3)	22%	(11)	71%	(35)	50
Atheist	3%	(4)	4%	(5)	93%	(107)	116
Agnostic/Nothing in particular	6%	(23)	11%	(43)	84%	(339)	405
Something Else	5%	(10)	21%	(40)	74%	(143)	193
Religious Non-Protestant/Catholic	5%	(3)	21%	(14)	74%	(50)	68
Evangelical	7%	(12)	23%	(39)	70%	(120)	172
Non-Evangelical	4%	(10)	12%	(28)	83%	(190)	228
Community: Urban	8%	(23)	14%	(40)	78%	(225)	288
Community: Suburban	4%	(17)	14%	(60)	82%	(359)	435
Community: Rural	5%	(13)	12%	(33)	83%	(230)	276
Military HH: Yes	8%	(8)	18%	(18)	73%	(71)	97
Military HH: No	5%	(45)	13%	(115)	82%	(742)	903
4-Region: Northeast	5%	(8)	11%	(18)	84%	(138)	164
4-Region: Midwest	7%	(17)	13%	(31)	79%	(184)	233
4-Region: South	5%	(21)	15%	(63)	80%	(347)	432
4-Region: West	4%	(7)	12%	(21)	84%	(144)	172
TikTok Users	6%	(43)	14%	(93)	80%	(544)	680

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**Table MCFE13\_16:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
WNBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	5%	(53)	13%	(133)	81%	(814)	1000
Twitch Users	6%	(14)	13%	(31)	81%	(191)	236
2022 Sports Viewers/Attendees	7%	(41)	18%	(109)	75%	(447)	597
Monthly Moviegoers	12%	(20)	20%	(34)	68%	(114)	168
Few Times per Year + Moviegoers	7%	(39)	17%	(100)	76%	(432)	571
Heard Smile Campaign	8%	(32)	18%	(75)	75%	(317)	425
Heard Minion Campaign	8%	(40)	14%	(72)	78%	(394)	505
Listens to Podcasts	8%	(43)	18%	(101)	74%	(408)	552
Streaming Services User	5%	(49)	14%	(128)	80%	(722)	898
Netflix User	6%	(48)	14%	(124)	80%	(691)	864
Disney+ User	7%	(45)	16%	(97)	77%	(475)	617
Heterosexual or straight	6%	(39)	14%	(95)	81%	(568)	702
Bisexual	6%	(8)	16%	(22)	79%	(111)	141
Something else	5%	(3)	8%	(5)	87%	(49)	56
Yes	3%	(5)	10%	(13)	87%	(122)	140
No	6%	(49)	14%	(120)	80%	(692)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE13\_17:** Now on a different topic In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
WTA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	3%	(27)	6%	(57)	92%	(916)	1000
Gender: Male	3%	(13)	6%	(28)	92%	(465)	506
Gender: Female	3%	(14)	6%	(29)	91%	(451)	494
Age: 18-34	4%	(25)	7%	(42)	89%	(541)	609
GenZers: 1997-2012	3%	(27)	6%	(57)	92%	(916)	1000
Ideo: Liberal (1-3)	3%	(11)	8%	(25)	88%	(268)	304
Ideo: Moderate (4)	4%	(9)	5%	(11)	91%	(213)	232
Ideo: Conservative (5-7)	3%	(4)	5%	(8)	93%	(153)	165
Educ: < College	2%	(21)	5%	(47)	92%	(841)	910
Educ: Bachelors degree	5%	(3)	8%	(5)	87%	(56)	65
Ethnicity: White	2%	(15)	5%	(39)	93%	(677)	731
Ethnicity: Hispanic	3%	(7)	8%	(18)	89%	(216)	242
Ethnicity: Black	6%	(9)	8%	(12)	85%	(126)	148
Ethnicity: Other	2%	(2)	5%	(6)	93%	(113)	121
All Christian	3%	(7)	9%	(21)	89%	(210)	237
All Non-Christian	8%	(4)	8%	(4)	85%	(42)	50
Atheist	3%	(3)	2%	(2)	96%	(111)	116
Agnostic/Nothing in particular	2%	(8)	5%	(22)	93%	(375)	405
Something Else	3%	(5)	5%	(9)	93%	(179)	193
Religious Non-Protestant/Catholic	6%	(4)	8%	(5)	86%	(59)	68
Evangelical	5%	(9)	11%	(19)	84%	(144)	172
Non-Evangelical	1%	(2)	4%	(9)	96%	(218)	228
Community: Urban	4%	(13)	9%	(25)	87%	(251)	288
Community: Suburban	2%	(8)	4%	(19)	94%	(408)	435
Community: Rural	2%	(6)	5%	(14)	93%	(257)	276
Military HH: Yes	4%	(4)	6%	(6)	90%	(87)	97
Military HH: No	3%	(23)	6%	(51)	92%	(829)	903
4-Region: Northeast	5%	(8)	6%	(10)	89%	(147)	164
4-Region: Midwest	1%	(3)	5%	(12)	94%	(218)	233
4-Region: South	3%	(13)	7%	(31)	90%	(387)	432
4-Region: West	2%	(3)	3%	(4)	96%	(165)	172
TikTok Users	3%	(20)	6%	(42)	91%	(618)	680

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**Table MCFE13\_17:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
WTA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	3%	(27)	6%	(57)	92%	(916)	1000
Twitch Users	4%	(9)	6%	(13)	91%	(214)	236
2022 Sports Viewers/Attendees	3%	(20)	6%	(38)	90%	(540)	597
Monthly Moviegoers	8%	(14)	9%	(15)	83%	(140)	168
Few Times per Year + Moviegoers	4%	(22)	7%	(41)	89%	(508)	571
Heard Smile Campaign	4%	(18)	8%	(36)	87%	(371)	425
Heard Minion Campaign	4%	(19)	6%	(32)	90%	(455)	505
Listens to Podcasts	4%	(25)	9%	(51)	86%	(477)	552
Streaming Services User	3%	(25)	6%	(54)	91%	(819)	898
Netflix User	3%	(25)	6%	(54)	91%	(785)	864
Disney+ User	3%	(21)	8%	(51)	88%	(546)	617
Heterosexual or straight	3%	(20)	6%	(45)	91%	(637)	702
Bisexual	5%	(7)	4%	(5)	91%	(129)	141
Something else	—	(0)	4%	(2)	96%	(54)	56
Yes	2%	(3)	5%	(7)	93%	(130)	140
No	3%	(24)	6%	(50)	91%	(786)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE13\_18:** Now on a different topic In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
College football

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	12%	(116)	29%	(293)	59%	(591)	1000
Gender: Male	14%	(70)	29%	(149)	57%	(287)	506
Gender: Female	9%	(46)	29%	(145)	61%	(304)	494
Age: 18-34	14%	(84)	32%	(196)	54%	(329)	609
GenZers: 1997-2012	12%	(116)	29%	(293)	59%	(591)	1000
Ideo: Liberal (1-3)	9%	(26)	29%	(88)	63%	(190)	304
Ideo: Moderate (4)	17%	(40)	29%	(67)	54%	(125)	232
Ideo: Conservative (5-7)	16%	(26)	38%	(63)	47%	(77)	165
Educ: < College	11%	(98)	29%	(262)	60%	(550)	910
Educ: Bachelors degree	18%	(12)	32%	(21)	50%	(32)	65
Ethnicity: White	10%	(76)	30%	(220)	60%	(436)	731
Ethnicity: Hispanic	7%	(18)	32%	(78)	61%	(147)	242
Ethnicity: Black	22%	(32)	32%	(47)	47%	(69)	148
Ethnicity: Other	7%	(8)	22%	(27)	71%	(86)	121
All Christian	16%	(38)	33%	(78)	51%	(121)	237
All Non-Christian	21%	(11)	23%	(12)	55%	(27)	50
Atheist	4%	(5)	19%	(22)	77%	(89)	116
Agnostic/Nothing in particular	9%	(36)	28%	(115)	63%	(254)	405
Something Else	14%	(26)	35%	(67)	52%	(100)	193
Religious Non-Protestant/Catholic	19%	(13)	23%	(16)	58%	(40)	68
Evangelical	17%	(30)	38%	(65)	44%	(76)	172
Non-Evangelical	13%	(29)	31%	(71)	56%	(129)	228
Community: Urban	14%	(42)	26%	(74)	60%	(172)	288
Community: Suburban	9%	(37)	32%	(139)	60%	(259)	435
Community: Rural	13%	(37)	29%	(81)	57%	(159)	276
Military HH: Yes	21%	(20)	33%	(32)	46%	(44)	97
Military HH: No	11%	(96)	29%	(261)	60%	(546)	903
4-Region: Northeast	8%	(14)	24%	(39)	68%	(112)	164
4-Region: Midwest	13%	(31)	31%	(71)	56%	(130)	233
4-Region: South	13%	(57)	32%	(137)	55%	(237)	432
4-Region: West	8%	(13)	27%	(47)	65%	(112)	172
TikTok Users	12%	(80)	31%	(210)	57%	(390)	680

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**Table MCFE13\_18:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
College football

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	12%	(116)	29%	(293)	59%	(591)	1000
Twitch Users	12%	(28)	33%	(79)	55%	(129)	236
2022 Sports Viewers/Attendees	17%	(104)	40%	(238)	43%	(255)	597
Monthly Moviegoers	20%	(34)	32%	(54)	48%	(80)	168
Few Times per Year + Moviegoers	16%	(89)	34%	(197)	50%	(285)	571
Heard Smile Campaign	16%	(68)	34%	(145)	50%	(211)	425
Heard Minion Campaign	14%	(73)	30%	(152)	55%	(280)	505
Listens to Podcasts	14%	(78)	35%	(195)	51%	(280)	552
Streaming Services User	12%	(109)	31%	(277)	57%	(512)	898
Netflix User	12%	(105)	31%	(272)	56%	(487)	864
Disney+ User	14%	(88)	31%	(189)	55%	(339)	617
Heterosexual or straight	14%	(96)	33%	(232)	53%	(373)	702
Bisexual	9%	(12)	24%	(34)	67%	(95)	141
Something else	6%	(4)	17%	(10)	77%	(43)	56
Yes	4%	(6)	25%	(36)	70%	(98)	140
No	13%	(110)	30%	(258)	57%	(492)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE13\_19:** Now on a different topic In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
College basketball

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	9%	(87)	25%	(248)	66%	(664)	1000
Gender: Male	11%	(55)	27%	(136)	62%	(315)	506
Gender: Female	7%	(33)	23%	(112)	71%	(349)	494
Age: 18-34	11%	(67)	28%	(170)	61%	(371)	609
GenZers: 1997-2012	9%	(87)	25%	(248)	66%	(664)	1000
Ideo: Liberal (1-3)	10%	(31)	24%	(72)	66%	(201)	304
Ideo: Moderate (4)	13%	(31)	24%	(56)	63%	(146)	232
Ideo: Conservative (5-7)	9%	(15)	37%	(61)	54%	(89)	165
Educ: < College	8%	(72)	24%	(218)	68%	(620)	910
Educ: Bachelors degree	17%	(11)	32%	(21)	51%	(33)	65
Ethnicity: White	7%	(50)	24%	(178)	69%	(503)	731
Ethnicity: Hispanic	7%	(16)	24%	(57)	69%	(168)	242
Ethnicity: Black	21%	(31)	29%	(43)	50%	(74)	148
Ethnicity: Other	5%	(6)	22%	(27)	72%	(87)	121
All Christian	12%	(29)	27%	(63)	61%	(145)	237
All Non-Christian	13%	(6)	26%	(13)	61%	(30)	50
Atheist	3%	(3)	12%	(14)	86%	(99)	116
Agnostic/Nothing in particular	8%	(32)	23%	(93)	69%	(279)	405
Something Else	9%	(17)	34%	(65)	57%	(111)	193
Religious Non-Protestant/Catholic	14%	(9)	24%	(16)	62%	(42)	68
Evangelical	14%	(23)	40%	(69)	46%	(80)	172
Non-Evangelical	7%	(17)	23%	(53)	70%	(159)	228
Community: Urban	12%	(35)	22%	(64)	65%	(189)	288
Community: Suburban	7%	(32)	24%	(105)	68%	(298)	435
Community: Rural	7%	(20)	28%	(79)	64%	(178)	276
Military HH: Yes	12%	(11)	30%	(29)	58%	(56)	97
Military HH: No	8%	(76)	24%	(219)	67%	(608)	903
4-Region: Northeast	7%	(12)	21%	(35)	71%	(117)	164
4-Region: Midwest	9%	(21)	29%	(68)	62%	(144)	233
4-Region: South	10%	(44)	26%	(113)	64%	(275)	432
4-Region: West	6%	(10)	19%	(33)	75%	(129)	172
TikTok Users	9%	(60)	26%	(175)	65%	(444)	680

Continued on next page

**Table MCFE13\_19:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
College basketball

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	9%	(87)	25%	(248)	66%	(664)	1000
Twitch Users	11%	(26)	29%	(69)	60%	(141)	236
2022 Sports Viewers/Attendees	12%	(74)	35%	(209)	53%	(315)	597
Monthly Moviegoers	14%	(24)	31%	(52)	55%	(92)	168
Few Times per Year + Moviegoers	12%	(66)	29%	(168)	59%	(336)	571
Heard Smile Campaign	12%	(52)	30%	(126)	58%	(246)	425
Heard Minion Campaign	11%	(58)	25%	(127)	63%	(320)	505
Listens to Podcasts	12%	(66)	31%	(170)	57%	(317)	552
Streaming Services User	9%	(83)	26%	(232)	65%	(583)	898
Netflix User	9%	(80)	26%	(226)	65%	(558)	864
Disney+ User	11%	(71)	26%	(162)	62%	(384)	617
Heterosexual or straight	10%	(71)	29%	(204)	61%	(426)	702
Bisexual	7%	(10)	14%	(19)	79%	(111)	141
Something else	1%	(0)	25%	(14)	74%	(42)	56
Yes	5%	(7)	20%	(28)	75%	(105)	140
No	9%	(80)	26%	(221)	65%	(560)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE13\_20:** *Now on a different topic* In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
English Premier League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	5%	(47)	10%	(100)	85%	(853)	1000
Gender: Male	7%	(34)	11%	(54)	83%	(418)	506
Gender: Female	3%	(14)	9%	(46)	88%	(434)	494
Age: 18-34	7%	(42)	12%	(74)	81%	(493)	609
GenZers: 1997-2012	5%	(47)	10%	(100)	85%	(853)	1000
Ideo: Liberal (1-3)	6%	(19)	12%	(37)	82%	(248)	304
Ideo: Moderate (4)	7%	(17)	12%	(29)	80%	(187)	232
Ideo: Conservative (5-7)	4%	(6)	8%	(13)	88%	(146)	165
Educ: < College	4%	(35)	8%	(77)	88%	(798)	910
Educ: Bachelors degree	13%	(8)	26%	(17)	61%	(40)	65
Ethnicity: White	4%	(32)	10%	(70)	86%	(629)	731
Ethnicity: Hispanic	6%	(16)	13%	(32)	80%	(194)	242
Ethnicity: Black	7%	(11)	10%	(16)	82%	(122)	148
Ethnicity: Other	3%	(4)	12%	(15)	84%	(102)	121
All Christian	6%	(15)	15%	(36)	79%	(187)	237
All Non-Christian	10%	(5)	9%	(5)	81%	(40)	50
Atheist	5%	(6)	6%	(7)	90%	(104)	116
Agnostic/Nothing in particular	3%	(10)	9%	(38)	88%	(357)	405
Something Else	6%	(12)	8%	(16)	86%	(165)	193
Religious Non-Protestant/Catholic	8%	(5)	8%	(5)	84%	(57)	68
Evangelical	10%	(17)	11%	(20)	79%	(135)	172
Non-Evangelical	3%	(8)	12%	(28)	84%	(192)	228
Community: Urban	7%	(19)	12%	(34)	82%	(235)	288
Community: Suburban	5%	(21)	10%	(45)	85%	(369)	435
Community: Rural	3%	(7)	7%	(21)	90%	(248)	276
Military HH: Yes	11%	(10)	7%	(7)	82%	(80)	97
Military HH: No	4%	(37)	10%	(93)	86%	(773)	903
4-Region: Northeast	8%	(12)	10%	(17)	82%	(135)	164
4-Region: Midwest	2%	(5)	11%	(26)	87%	(202)	233
4-Region: South	6%	(26)	10%	(42)	84%	(364)	432
4-Region: West	2%	(4)	9%	(16)	88%	(152)	172
TikTok Users	6%	(39)	11%	(77)	83%	(565)	680

Continued on next page

**Table MCFE13\_20:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
English Premier League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	5%	(47)	10%	(100)	85%	(853)	1000
Twitch Users	8%	(18)	12%	(28)	80%	(189)	236
2022 Sports Viewers/Attendees	6%	(36)	13%	(79)	81%	(482)	597
Monthly Moviegoers	8%	(14)	17%	(28)	75%	(126)	168
Few Times per Year + Moviegoers	6%	(37)	12%	(69)	82%	(465)	571
Heard Smile Campaign	8%	(32)	14%	(59)	79%	(334)	425
Heard Minion Campaign	6%	(31)	13%	(64)	81%	(410)	505
Listens to Podcasts	7%	(41)	14%	(79)	78%	(432)	552
Streaming Services User	5%	(45)	11%	(95)	84%	(758)	898
Netflix User	5%	(44)	11%	(94)	84%	(726)	864
Disney+ User	6%	(37)	12%	(76)	82%	(504)	617
Heterosexual or straight	6%	(44)	10%	(72)	83%	(586)	702
Bisexual	2%	(3)	12%	(17)	86%	(121)	141
Something else	2%	(1)	5%	(3)	93%	(52)	56
Yes	2%	(3)	9%	(12)	89%	(125)	140
No	5%	(44)	10%	(88)	85%	(728)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE13\_21:** Now on a different topic In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
La Liga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	4%	(42)	8%	(85)	87%	(874)	1000
Gender: Male	5%	(26)	10%	(51)	85%	(429)	506
Gender: Female	3%	(15)	7%	(34)	90%	(445)	494
Age: 18-34	6%	(35)	12%	(71)	83%	(503)	609
GenZers: 1997-2012	4%	(42)	8%	(85)	87%	(874)	1000
Ideo: Liberal (1-3)	4%	(13)	12%	(36)	84%	(254)	304
Ideo: Moderate (4)	7%	(17)	10%	(22)	83%	(193)	232
Ideo: Conservative (5-7)	4%	(6)	7%	(11)	89%	(148)	165
Educ: < College	4%	(33)	7%	(68)	89%	(809)	910
Educ: Bachelors degree	11%	(7)	19%	(12)	70%	(46)	65
Ethnicity: White	3%	(24)	8%	(61)	88%	(646)	731
Ethnicity: Hispanic	5%	(12)	12%	(29)	83%	(201)	242
Ethnicity: Black	10%	(14)	7%	(11)	83%	(123)	148
Ethnicity: Other	3%	(3)	11%	(13)	87%	(105)	121
All Christian	7%	(17)	12%	(29)	81%	(192)	237
All Non-Christian	6%	(3)	12%	(6)	82%	(41)	50
Atheist	2%	(2)	6%	(7)	92%	(107)	116
Agnostic/Nothing in particular	3%	(13)	7%	(28)	90%	(365)	405
Something Else	4%	(8)	8%	(16)	88%	(170)	193
Religious Non-Protestant/Catholic	6%	(4)	11%	(7)	84%	(57)	68
Evangelical	10%	(17)	9%	(15)	81%	(139)	172
Non-Evangelical	2%	(5)	11%	(26)	87%	(198)	228
Community: Urban	5%	(15)	11%	(31)	84%	(242)	288
Community: Suburban	4%	(16)	8%	(34)	88%	(385)	435
Community: Rural	4%	(10)	7%	(19)	90%	(247)	276
Military HH: Yes	5%	(5)	7%	(7)	87%	(84)	97
Military HH: No	4%	(36)	9%	(78)	87%	(789)	903
4-Region: Northeast	8%	(13)	12%	(20)	80%	(132)	164
4-Region: Midwest	2%	(5)	6%	(15)	92%	(213)	233
4-Region: South	5%	(21)	8%	(37)	87%	(374)	432
4-Region: West	2%	(3)	8%	(14)	90%	(155)	172
TikTok Users	5%	(31)	10%	(65)	86%	(584)	680

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**Table MCFE13\_21:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
*La Liga*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	4%	(42)	8%	(85)	87%	(874)	1000
Twitch Users	4%	(9)	11%	(26)	85%	(200)	236
2022 Sports Viewers/Attendees	5%	(30)	11%	(64)	84%	(503)	597
Monthly Moviegoers	9%	(15)	12%	(20)	79%	(133)	168
Few Times per Year + Moviegoers	6%	(34)	10%	(60)	84%	(477)	571
Heard Smile Campaign	7%	(29)	11%	(49)	82%	(347)	425
Heard Minion Campaign	6%	(29)	10%	(50)	84%	(426)	505
Listens to Podcasts	6%	(35)	13%	(70)	81%	(447)	552
Streaming Services User	4%	(39)	9%	(81)	87%	(779)	898
Netflix User	5%	(40)	9%	(78)	86%	(747)	864
Disney+ User	5%	(33)	11%	(68)	84%	(517)	617
Heterosexual or straight	5%	(36)	10%	(69)	85%	(597)	702
Bisexual	3%	(4)	7%	(10)	90%	(127)	141
Something else	—	(0)	6%	(3)	94%	(53)	56
Yes	3%	(4)	4%	(6)	93%	(130)	140
No	4%	(38)	9%	(78)	87%	(744)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE13\_22:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Bundesliga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	3%	(29)	9%	(93)	88%	(878)	1000
Gender: Male	4%	(19)	11%	(54)	86%	(433)	506
Gender: Female	2%	(10)	8%	(39)	90%	(445)	494
Age: 18-34	4%	(24)	12%	(71)	84%	(514)	609
GenZers: 1997-2012	3%	(29)	9%	(93)	88%	(878)	1000
Ideo: Liberal (1-3)	3%	(10)	14%	(42)	83%	(252)	304
Ideo: Moderate (4)	6%	(14)	10%	(22)	85%	(197)	232
Ideo: Conservative (5-7)	1%	(2)	9%	(15)	90%	(148)	165
Educ: < College	3%	(25)	8%	(76)	89%	(809)	910
Educ: Bachelors degree	6%	(4)	18%	(12)	76%	(49)	65
Ethnicity: White	2%	(18)	9%	(68)	88%	(645)	731
Ethnicity: Hispanic	4%	(9)	15%	(37)	81%	(196)	242
Ethnicity: Black	5%	(7)	9%	(13)	86%	(128)	148
Ethnicity: Other	3%	(3)	10%	(12)	87%	(105)	121
All Christian	3%	(7)	12%	(29)	85%	(201)	237
All Non-Christian	7%	(4)	10%	(5)	83%	(41)	50
Atheist	1%	(2)	10%	(11)	89%	(103)	116
Agnostic/Nothing in particular	2%	(6)	8%	(32)	91%	(367)	405
Something Else	5%	(10)	9%	(16)	86%	(167)	193
Religious Non-Protestant/Catholic	5%	(4)	10%	(7)	85%	(57)	68
Evangelical	7%	(12)	11%	(19)	82%	(140)	172
Non-Evangelical	2%	(4)	10%	(22)	88%	(202)	228
Community: Urban	4%	(13)	11%	(30)	85%	(245)	288
Community: Suburban	3%	(12)	9%	(40)	88%	(383)	435
Community: Rural	1%	(4)	8%	(23)	90%	(250)	276
Military HH: Yes	5%	(4)	13%	(13)	82%	(80)	97
Military HH: No	3%	(24)	9%	(81)	88%	(798)	903
4-Region: Northeast	7%	(12)	9%	(15)	84%	(138)	164
4-Region: Midwest	1%	(1)	11%	(25)	89%	(206)	233
4-Region: South	3%	(11)	11%	(49)	86%	(372)	432
4-Region: West	3%	(5)	3%	(6)	94%	(161)	172
TikTok Users	3%	(23)	10%	(70)	86%	(588)	680

Continued on next page

**Table MCFE13\_22:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Bundesliga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	3%	(29)	9%	(93)	88%	(878)	1000
Twitch Users	3%	(8)	14%	(32)	83%	(196)	236
2022 Sports Viewers/Attendees	3%	(18)	12%	(74)	85%	(506)	597
Monthly Moviegoers	7%	(12)	11%	(19)	82%	(138)	168
Few Times per Year + Moviegoers	4%	(22)	12%	(70)	84%	(479)	571
Heard Smile Campaign	4%	(19)	13%	(57)	82%	(349)	425
Heard Minion Campaign	4%	(21)	12%	(59)	84%	(426)	505
Listens to Podcasts	5%	(26)	15%	(82)	80%	(444)	552
Streaming Services User	3%	(27)	10%	(90)	87%	(781)	898
Netflix User	3%	(26)	10%	(88)	87%	(750)	864
Disney+ User	3%	(21)	14%	(85)	83%	(511)	617
Heterosexual or straight	3%	(23)	10%	(72)	86%	(606)	702
Bisexual	3%	(4)	9%	(12)	88%	(124)	141
Something else	1%	(1)	6%	(3)	93%	(52)	56
Yes	1%	(2)	6%	(8)	93%	(130)	140
No	3%	(27)	10%	(85)	87%	(748)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE13\_23:** Now on a different topic In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Ligue 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	4%	(41)	8%	(79)	88%	(880)	1000
Gender: Male	6%	(32)	8%	(39)	86%	(435)	506
Gender: Female	2%	(10)	8%	(40)	90%	(444)	494
Age: 18-34	5%	(33)	11%	(69)	83%	(507)	609
GenZers: 1997-2012	4%	(41)	8%	(79)	88%	(880)	1000
Ideo: Liberal (1-3)	4%	(12)	12%	(35)	84%	(256)	304
Ideo: Moderate (4)	8%	(18)	8%	(18)	85%	(197)	232
Ideo: Conservative (5-7)	3%	(6)	7%	(11)	90%	(148)	165
Educ: < College	3%	(32)	7%	(64)	90%	(814)	910
Educ: Bachelors degree	12%	(8)	18%	(12)	70%	(45)	65
Ethnicity: White	3%	(24)	8%	(61)	88%	(646)	731
Ethnicity: Hispanic	5%	(13)	13%	(32)	81%	(197)	242
Ethnicity: Black	8%	(11)	7%	(10)	86%	(127)	148
Ethnicity: Other	5%	(6)	7%	(8)	88%	(106)	121
All Christian	6%	(15)	11%	(26)	83%	(196)	237
All Non-Christian	7%	(3)	8%	(4)	85%	(42)	50
Atheist	2%	(2)	8%	(10)	90%	(104)	116
Agnostic/Nothing in particular	3%	(12)	6%	(23)	91%	(370)	405
Something Else	5%	(9)	8%	(16)	87%	(167)	193
Religious Non-Protestant/Catholic	5%	(3)	11%	(7)	84%	(57)	68
Evangelical	11%	(19)	11%	(19)	78%	(134)	172
Non-Evangelical	2%	(4)	8%	(18)	90%	(206)	228
Community: Urban	5%	(15)	10%	(29)	85%	(244)	288
Community: Suburban	5%	(20)	7%	(30)	89%	(386)	435
Community: Rural	2%	(7)	7%	(21)	90%	(249)	276
Military HH: Yes	8%	(7)	11%	(10)	82%	(79)	97
Military HH: No	4%	(34)	8%	(69)	89%	(800)	903
4-Region: Northeast	6%	(9)	9%	(15)	85%	(140)	164
4-Region: Midwest	4%	(8)	6%	(15)	90%	(209)	233
4-Region: South	5%	(20)	10%	(43)	85%	(369)	432
4-Region: West	2%	(4)	4%	(6)	94%	(162)	172
TikTok Users	5%	(31)	9%	(61)	87%	(589)	680

Continued on next page

**Table MCFE13\_23:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Ligue 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	4%	(41)	8%	(79)	88%	(880)	1000
Twitch Users	5%	(11)	8%	(19)	87%	(205)	236
2022 Sports Viewers/Attendees	5%	(29)	10%	(63)	85%	(506)	597
Monthly Moviegoers	10%	(16)	11%	(19)	79%	(134)	168
Few Times per Year + Moviegoers	6%	(34)	10%	(55)	84%	(482)	571
Heard Smile Campaign	6%	(25)	13%	(54)	81%	(346)	425
Heard Minion Campaign	6%	(28)	10%	(49)	85%	(428)	505
Listens to Podcasts	7%	(37)	12%	(68)	81%	(447)	552
Streaming Services User	4%	(39)	9%	(77)	87%	(782)	898
Netflix User	4%	(38)	9%	(74)	87%	(752)	864
Disney+ User	5%	(33)	11%	(69)	83%	(515)	617
Heterosexual or straight	5%	(33)	9%	(66)	86%	(603)	702
Bisexual	5%	(8)	4%	(6)	90%	(127)	141
Something else	1%	(1)	4%	(3)	94%	(53)	56
Yes	2%	(2)	8%	(11)	90%	(126)	140
No	5%	(39)	8%	(68)	88%	(753)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE13\_24:** Now on a different topic In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Serie A

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	3%	(28)	10%	(95)	88%	(876)	1000
Gender: Male	3%	(15)	12%	(60)	85%	(431)	506
Gender: Female	3%	(13)	7%	(36)	90%	(445)	494
Age: 18-34	4%	(26)	13%	(82)	82%	(501)	609
GenZers: 1997-2012	3%	(28)	10%	(95)	88%	(876)	1000
Ideo: Liberal (1-3)	3%	(10)	13%	(39)	84%	(255)	304
Ideo: Moderate (4)	5%	(10)	14%	(32)	82%	(190)	232
Ideo: Conservative (5-7)	3%	(4)	6%	(10)	91%	(151)	165
Educ: < College	2%	(20)	8%	(76)	89%	(814)	910
Educ: Bachelors degree	8%	(6)	22%	(14)	70%	(46)	65
Ethnicity: White	2%	(16)	9%	(67)	89%	(649)	731
Ethnicity: Hispanic	4%	(11)	13%	(31)	83%	(200)	242
Ethnicity: Black	6%	(9)	12%	(17)	82%	(121)	148
Ethnicity: Other	3%	(4)	9%	(11)	88%	(106)	121
All Christian	4%	(9)	11%	(25)	85%	(202)	237
All Non-Christian	5%	(3)	12%	(6)	83%	(41)	50
Atheist	3%	(3)	8%	(10)	89%	(103)	116
Agnostic/Nothing in particular	2%	(8)	8%	(30)	91%	(367)	405
Something Else	3%	(5)	12%	(24)	85%	(164)	193
Religious Non-Protestant/Catholic	5%	(3)	10%	(7)	85%	(58)	68
Evangelical	7%	(11)	16%	(27)	77%	(133)	172
Non-Evangelical	1%	(2)	8%	(18)	91%	(208)	228
Community: Urban	5%	(13)	14%	(41)	81%	(234)	288
Community: Suburban	2%	(11)	9%	(38)	89%	(386)	435
Community: Rural	2%	(4)	6%	(16)	93%	(256)	276
Military HH: Yes	7%	(7)	8%	(8)	84%	(82)	97
Military HH: No	2%	(21)	10%	(87)	88%	(795)	903
4-Region: Northeast	3%	(5)	14%	(23)	83%	(136)	164
4-Region: Midwest	2%	(4)	8%	(18)	91%	(211)	233
4-Region: South	4%	(17)	10%	(43)	86%	(372)	432
4-Region: West	1%	(2)	7%	(12)	92%	(158)	172
TikTok Users	3%	(21)	10%	(66)	87%	(593)	680

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**Table MCFE13\_24:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Serie A

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	3%	(28)	10%	(95)	88%	(876)	1000
Twitch Users	2%	(4)	13%	(31)	85%	(200)	236
2022 Sports Viewers/Attendees	4%	(22)	12%	(70)	85%	(505)	597
Monthly Moviegoers	5%	(9)	17%	(28)	78%	(131)	168
Few Times per Year + Moviegoers	4%	(22)	11%	(64)	85%	(484)	571
Heard Smile Campaign	5%	(21)	14%	(58)	81%	(346)	425
Heard Minion Campaign	3%	(17)	11%	(56)	86%	(432)	505
Listens to Podcasts	5%	(26)	14%	(80)	81%	(447)	552
Streaming Services User	3%	(27)	10%	(91)	87%	(780)	898
Netflix User	3%	(26)	10%	(88)	87%	(750)	864
Disney+ User	4%	(22)	13%	(80)	83%	(515)	617
Heterosexual or straight	3%	(24)	11%	(78)	85%	(600)	702
Bisexual	2%	(3)	7%	(10)	91%	(128)	141
Something else	1%	(1)	6%	(3)	93%	(52)	56
Yes	2%	(2)	7%	(10)	91%	(128)	140
No	3%	(26)	10%	(86)	87%	(749)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE13\_25:** Now on a different topic In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Premier Lacrosse League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	3%	(28)	8%	(81)	89%	(890)	1000
Gender: Male	2%	(9)	7%	(37)	91%	(461)	506
Gender: Female	4%	(20)	9%	(45)	87%	(430)	494
Age: 18-34	4%	(22)	10%	(62)	86%	(526)	609
GenZers: 1997-2012	3%	(28)	8%	(81)	89%	(890)	1000
Ideo: Liberal (1-3)	2%	(6)	12%	(37)	86%	(261)	304
Ideo: Moderate (4)	4%	(10)	8%	(19)	88%	(204)	232
Ideo: Conservative (5-7)	4%	(6)	9%	(15)	87%	(143)	165
Educ: < College	3%	(25)	8%	(69)	90%	(816)	910
Educ: Bachelors degree	4%	(3)	12%	(8)	84%	(55)	65
Ethnicity: White	3%	(22)	7%	(53)	90%	(656)	731
Ethnicity: Hispanic	4%	(9)	9%	(22)	87%	(211)	242
Ethnicity: Black	3%	(5)	12%	(17)	85%	(126)	148
Ethnicity: Other	1%	(1)	9%	(11)	90%	(109)	121
All Christian	4%	(9)	10%	(24)	86%	(204)	237
All Non-Christian	3%	(1)	9%	(5)	88%	(44)	50
Atheist	3%	(3)	3%	(4)	94%	(109)	116
Agnostic/Nothing in particular	2%	(10)	8%	(32)	90%	(363)	405
Something Else	2%	(5)	9%	(17)	89%	(171)	193
Religious Non-Protestant/Catholic	2%	(1)	11%	(7)	87%	(59)	68
Evangelical	6%	(10)	10%	(17)	85%	(145)	172
Non-Evangelical	1%	(3)	8%	(19)	91%	(207)	228
Community: Urban	4%	(12)	10%	(30)	86%	(247)	288
Community: Suburban	2%	(8)	8%	(33)	91%	(394)	435
Community: Rural	3%	(9)	7%	(18)	90%	(249)	276
Military HH: Yes	6%	(6)	13%	(13)	81%	(78)	97
Military HH: No	2%	(22)	8%	(68)	90%	(812)	903
4-Region: Northeast	4%	(7)	7%	(12)	88%	(145)	164
4-Region: Midwest	2%	(4)	9%	(20)	90%	(208)	233
4-Region: South	4%	(16)	9%	(38)	88%	(378)	432
4-Region: West	1%	(1)	7%	(11)	93%	(159)	172
TikTok Users	3%	(21)	9%	(58)	88%	(601)	680

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**Table MCFE13\_25:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Premier Lacrosse League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	3%	(28)	8%	(81)	89%	(890)	1000
Twitch Users	2%	(6)	8%	(19)	90%	(212)	236
2022 Sports Viewers/Attendees	3%	(20)	10%	(60)	87%	(517)	597
Monthly Moviegoers	6%	(9)	12%	(21)	82%	(138)	168
Few Times per Year + Moviegoers	4%	(23)	10%	(56)	86%	(491)	571
Heard Smile Campaign	6%	(24)	12%	(51)	82%	(349)	425
Heard Minion Campaign	4%	(20)	10%	(48)	86%	(437)	505
Listens to Podcasts	4%	(22)	12%	(68)	84%	(462)	552
Streaming Services User	3%	(27)	9%	(78)	88%	(794)	898
Netflix User	3%	(26)	9%	(77)	88%	(761)	864
Disney+ User	4%	(24)	11%	(66)	85%	(527)	617
Heterosexual or straight	3%	(22)	9%	(62)	88%	(618)	702
Bisexual	2%	(3)	8%	(12)	90%	(126)	141
Something else	3%	(2)	6%	(3)	91%	(51)	56
Yes	3%	(5)	4%	(6)	92%	(129)	140
No	3%	(24)	9%	(75)	89%	(761)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE13\_26:** Now on a different topic In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
National Lacrosse League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	3%	(35)	9%	(85)	88%	(880)	1000
Gender: Male	2%	(11)	8%	(40)	90%	(455)	506
Gender: Female	5%	(24)	9%	(45)	86%	(425)	494
Age: 18-34	5%	(30)	9%	(57)	86%	(522)	609
GenZers: 1997-2012	3%	(35)	9%	(85)	88%	(880)	1000
Ideo: Liberal (1-3)	3%	(9)	12%	(36)	85%	(259)	304
Ideo: Moderate (4)	6%	(13)	10%	(23)	85%	(197)	232
Ideo: Conservative (5-7)	5%	(8)	9%	(14)	87%	(143)	165
Educ: < College	3%	(30)	8%	(71)	89%	(808)	910
Educ: Bachelors degree	7%	(4)	14%	(9)	79%	(52)	65
Ethnicity: White	4%	(27)	8%	(57)	88%	(646)	731
Ethnicity: Hispanic	6%	(14)	10%	(24)	85%	(205)	242
Ethnicity: Black	5%	(7)	9%	(13)	87%	(128)	148
Ethnicity: Other	1%	(1)	12%	(15)	87%	(105)	121
All Christian	3%	(7)	14%	(34)	83%	(196)	237
All Non-Christian	1%	(1)	11%	(5)	88%	(44)	50
Atheist	3%	(4)	3%	(3)	94%	(109)	116
Agnostic/Nothing in particular	3%	(13)	7%	(30)	89%	(362)	405
Something Else	5%	(10)	7%	(13)	88%	(170)	193
Religious Non-Protestant/Catholic	1%	(1)	10%	(7)	89%	(60)	68
Evangelical	5%	(9)	13%	(22)	82%	(141)	172
Non-Evangelical	3%	(7)	9%	(21)	88%	(200)	228
Community: Urban	4%	(11)	10%	(29)	86%	(248)	288
Community: Suburban	3%	(14)	9%	(39)	88%	(382)	435
Community: Rural	3%	(10)	6%	(17)	90%	(250)	276
Military HH: Yes	9%	(9)	15%	(15)	76%	(73)	97
Military HH: No	3%	(26)	8%	(71)	89%	(807)	903
4-Region: Northeast	4%	(6)	10%	(17)	86%	(141)	164
4-Region: Midwest	2%	(6)	8%	(19)	89%	(208)	233
4-Region: South	4%	(19)	9%	(40)	86%	(373)	432
4-Region: West	2%	(4)	6%	(10)	92%	(158)	172
TikTok Users	4%	(28)	9%	(62)	87%	(590)	680

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**Table MCFE13\_26:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
National Lacrosse League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	3%	(35)	9%	(85)	88%	(880)	1000
Twitch Users	3%	(8)	10%	(24)	86%	(203)	236
2022 Sports Viewers/Attendees	4%	(24)	11%	(67)	85%	(507)	597
Monthly Moviegoers	8%	(13)	13%	(22)	79%	(133)	168
Few Times per Year + Moviegoers	4%	(24)	11%	(64)	85%	(483)	571
Heard Smile Campaign	6%	(27)	13%	(55)	81%	(343)	425
Heard Minion Campaign	4%	(22)	11%	(54)	85%	(429)	505
Listens to Podcasts	5%	(27)	14%	(75)	82%	(451)	552
Streaming Services User	3%	(31)	9%	(83)	87%	(785)	898
Netflix User	4%	(31)	9%	(81)	87%	(752)	864
Disney+ User	5%	(29)	11%	(68)	84%	(519)	617
Heterosexual or straight	4%	(27)	9%	(66)	87%	(608)	702
Bisexual	4%	(6)	9%	(13)	86%	(122)	141
Something else	2%	(1)	4%	(2)	94%	(53)	56
Yes	3%	(5)	6%	(8)	91%	(127)	140
No	4%	(30)	9%	(77)	88%	(753)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE13\_27:** Now on a different topic In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
National Women's Soccer League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	4%	(44)	15%	(154)	80%	(802)	1000
Gender: Male	3%	(17)	11%	(58)	85%	(431)	506
Gender: Female	5%	(27)	20%	(97)	75%	(371)	494
Age: 18-34	5%	(30)	17%	(105)	78%	(474)	609
GenZers: 1997-2012	4%	(44)	15%	(154)	80%	(802)	1000
Ideo: Liberal (1-3)	6%	(17)	20%	(61)	74%	(225)	304
Ideo: Moderate (4)	3%	(7)	16%	(37)	81%	(189)	232
Ideo: Conservative (5-7)	5%	(9)	13%	(22)	81%	(134)	165
Educ: < College	4%	(38)	15%	(135)	81%	(737)	910
Educ: Bachelors degree	7%	(4)	20%	(13)	74%	(48)	65
Ethnicity: White	4%	(28)	15%	(112)	81%	(590)	731
Ethnicity: Hispanic	6%	(15)	16%	(39)	78%	(189)	242
Ethnicity: Black	6%	(9)	18%	(26)	76%	(113)	148
Ethnicity: Other	5%	(6)	13%	(16)	82%	(99)	121
All Christian	5%	(11)	16%	(38)	80%	(189)	237
All Non-Christian	3%	(2)	12%	(6)	85%	(42)	50
Atheist	4%	(5)	4%	(4)	92%	(107)	116
Agnostic/Nothing in particular	3%	(13)	17%	(68)	80%	(324)	405
Something Else	7%	(13)	20%	(39)	73%	(140)	193
Religious Non-Protestant/Catholic	5%	(3)	12%	(8)	83%	(56)	68
Evangelical	9%	(15)	22%	(38)	69%	(118)	172
Non-Evangelical	2%	(5)	14%	(33)	83%	(191)	228
Community: Urban	6%	(18)	16%	(46)	78%	(224)	288
Community: Suburban	3%	(14)	15%	(65)	82%	(357)	435
Community: Rural	4%	(12)	16%	(44)	80%	(221)	276
Military HH: Yes	8%	(8)	17%	(16)	76%	(73)	97
Military HH: No	4%	(36)	15%	(138)	81%	(729)	903
4-Region: Northeast	4%	(7)	16%	(26)	80%	(131)	164
4-Region: Midwest	2%	(4)	14%	(33)	84%	(195)	233
4-Region: South	7%	(28)	18%	(76)	76%	(327)	432
4-Region: West	2%	(3)	11%	(20)	87%	(149)	172
TikTok Users	5%	(31)	18%	(121)	78%	(528)	680

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**Table MCFE13\_27:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
National Women's Soccer League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	4%	(44)	15%	(154)	80%	(802)	1000
Twitch Users	4%	(9)	15%	(35)	81%	(191)	236
2022 Sports Viewers/Attendees	5%	(30)	19%	(112)	76%	(455)	597
Monthly Moviegoers	7%	(12)	22%	(37)	71%	(119)	168
Few Times per Year + Moviegoers	5%	(30)	20%	(113)	75%	(428)	571
Heard Smile Campaign	8%	(33)	19%	(80)	73%	(311)	425
Heard Minion Campaign	7%	(33)	19%	(95)	75%	(377)	505
Listens to Podcasts	7%	(40)	19%	(104)	74%	(408)	552
Streaming Services User	5%	(42)	17%	(150)	79%	(707)	898
Netflix User	5%	(40)	17%	(147)	78%	(676)	864
Disney+ User	5%	(33)	21%	(129)	74%	(455)	617
Heterosexual or straight	4%	(31)	16%	(111)	80%	(560)	702
Bisexual	5%	(7)	15%	(22)	80%	(112)	141
Something else	1%	(1)	12%	(7)	87%	(49)	56
Yes	2%	(3)	16%	(22)	82%	(114)	140
No	5%	(40)	15%	(132)	80%	(688)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE13\_28:** Now on a different topic In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Premier Hockey Federation

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	3%	(34)	11%	(108)	86%	(858)	1000
Gender: Male	3%	(15)	10%	(50)	87%	(441)	506
Gender: Female	4%	(18)	12%	(58)	84%	(417)	494
Age: 18-34	5%	(28)	13%	(80)	82%	(500)	609
GenZers: 1997-2012	3%	(34)	11%	(108)	86%	(858)	1000
Ideo: Liberal (1-3)	3%	(10)	12%	(36)	85%	(257)	304
Ideo: Moderate (4)	3%	(8)	14%	(34)	82%	(191)	232
Ideo: Conservative (5-7)	4%	(7)	9%	(16)	86%	(142)	165
Educ: < College	3%	(28)	10%	(94)	87%	(788)	910
Educ: Bachelors degree	4%	(3)	16%	(10)	80%	(52)	65
Ethnicity: White	3%	(24)	11%	(79)	86%	(628)	731
Ethnicity: Hispanic	4%	(11)	14%	(33)	82%	(198)	242
Ethnicity: Black	6%	(8)	10%	(15)	84%	(124)	148
Ethnicity: Other	1%	(2)	12%	(14)	87%	(105)	121
All Christian	7%	(16)	13%	(30)	80%	(190)	237
All Non-Christian	1%	(1)	16%	(8)	83%	(41)	50
Atheist	1%	(1)	6%	(7)	93%	(108)	116
Agnostic/Nothing in particular	3%	(11)	9%	(38)	88%	(356)	405
Something Else	3%	(5)	13%	(24)	85%	(163)	193
Religious Non-Protestant/Catholic	2%	(2)	16%	(11)	81%	(55)	68
Evangelical	5%	(9)	13%	(23)	81%	(140)	172
Non-Evangelical	4%	(10)	10%	(23)	85%	(195)	228
Community: Urban	4%	(12)	12%	(35)	84%	(241)	288
Community: Suburban	4%	(16)	10%	(42)	87%	(377)	435
Community: Rural	2%	(6)	11%	(31)	87%	(240)	276
Military HH: Yes	5%	(5)	16%	(15)	79%	(76)	97
Military HH: No	3%	(29)	10%	(93)	87%	(782)	903
4-Region: Northeast	7%	(11)	10%	(16)	83%	(137)	164
4-Region: Midwest	2%	(5)	10%	(24)	88%	(204)	233
4-Region: South	4%	(16)	12%	(54)	84%	(362)	432
4-Region: West	1%	(2)	9%	(15)	90%	(155)	172
TikTok Users	3%	(22)	12%	(84)	84%	(574)	680

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**Table MCFE13\_28:** *Now on a different topic*In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Premier Hockey Federation

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
GenZers	3%	(34)	11%	(108)	86%	(858)	1000
Twitch Users	5%	(13)	14%	(33)	81%	(190)	236
2022 Sports Viewers/Attendees	4%	(24)	14%	(82)	82%	(490)	597
Monthly Moviegoers	6%	(9)	19%	(32)	76%	(127)	168
Few Times per Year + Moviegoers	4%	(25)	14%	(78)	82%	(468)	571
Heard Smile Campaign	6%	(25)	14%	(61)	80%	(339)	425
Heard Minion Campaign	5%	(23)	11%	(57)	84%	(425)	505
Listens to Podcasts	5%	(29)	15%	(80)	80%	(443)	552
Streaming Services User	4%	(32)	12%	(105)	85%	(761)	898
Netflix User	4%	(32)	12%	(103)	84%	(730)	864
Disney+ User	5%	(29)	14%	(87)	81%	(501)	617
Heterosexual or straight	4%	(26)	12%	(83)	84%	(592)	702
Bisexual	4%	(5)	13%	(18)	84%	(118)	141
Something else	1%	(0)	6%	(3)	94%	(53)	56
Yes	3%	(5)	7%	(10)	89%	(125)	140
No	3%	(29)	11%	(98)	85%	(733)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE14\_INET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

ATP Tour

Demographic	Selected		Not Selected		Total N
GenZers	1%	(5)	99%	(995)	1000
Gender: Male	—	(2)	100%	(504)	506
Gender: Female	1%	(3)	99%	(491)	494
Age: 18-34	1%	(3)	99%	(606)	609
GenZers: 1997-2012	1%	(5)	99%	(995)	1000
Ideo: Liberal (1-3)	1%	(2)	99%	(302)	304
Ideo: Moderate (4)	1%	(2)	99%	(230)	232
Ideo: Conservative (5-7)	—	(0)	100%	(165)	165
Educ: < College	—	(3)	100%	(906)	910
Educ: Bachelors degree	3%	(2)	97%	(63)	65
Ethnicity: White	1%	(5)	99%	(726)	731
Ethnicity: Hispanic	—	(0)	100%	(242)	242
Ethnicity: Black	—	(0)	100%	(148)	148
Ethnicity: Other	—	(0)	100%	(121)	121
All Christian	—	(1)	100%	(237)	237
All Non-Christian	3%	(2)	97%	(48)	50
Atheist	—	(0)	100%	(116)	116
Agnostic/Nothing in particular	1%	(3)	99%	(402)	405
Something Else	—	(0)	100%	(193)	193
Religious Non-Protestant/Catholic	3%	(2)	97%	(66)	68
Evangelical	—	(0)	100%	(172)	172
Non-Evangelical	—	(0)	100%	(228)	228
Community: Urban	—	(1)	100%	(287)	288
Community: Suburban	1%	(2)	99%	(433)	435
Community: Rural	1%	(2)	99%	(274)	276
Military HH: Yes	—	(0)	100%	(97)	97
Military HH: No	1%	(5)	99%	(898)	903
4-Region: Northeast	—	(0)	100%	(164)	164
4-Region: Midwest	—	(0)	100%	(233)	233
4-Region: South	—	(2)	100%	(430)	432
4-Region: West	2%	(3)	98%	(169)	172

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**Table MCFE14\_1NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

ATP Tour

Demographic	Selected		Not Selected		Total N
GenZers	1%	(5)	99%	(995)	1000
TikTok Users	1%	(4)	99%	(676)	680
Twitch Users	—	(0)	100%	(236)	236
2022 Sports Viewers/Attendees	1%	(5)	99%	(592)	597
Monthly Moviegoers	2%	(3)	98%	(165)	168
Few Times per Year + Moviegoers	1%	(3)	99%	(567)	571
Heard Smile Campaign	—	(1)	100%	(423)	425
Heard Minion Campaign	—	(2)	100%	(503)	505
Listens to Podcasts	1%	(5)	99%	(547)	552
Streaming Services User	1%	(5)	99%	(893)	898
Netflix User	1%	(5)	99%	(859)	864
Disney+ User	1%	(4)	99%	(613)	617
Heterosexual or straight	1%	(4)	99%	(698)	702
Bisexual	1%	(1)	99%	(140)	141
Something else	—	(0)	100%	(56)	56
Yes	—	(0)	100%	(140)	140
No	1%	(5)	99%	(855)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE14\_2NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

*Esports*

Demographic	Selected		Not Selected		Total N
GenZers	8%	(80)	92%	(920)	1000
Gender: Male	13%	(66)	87%	(440)	506
Gender: Female	3%	(14)	97%	(480)	494
Age: 18-34	7%	(43)	93%	(566)	609
GenZers: 1997-2012	8%	(80)	92%	(920)	1000
Ideo: Liberal (1-3)	9%	(27)	91%	(276)	304
Ideo: Moderate (4)	8%	(19)	92%	(214)	232
Ideo: Conservative (5-7)	3%	(5)	97%	(160)	165
Educ: < College	8%	(73)	92%	(837)	910
Educ: Bachelors degree	7%	(5)	93%	(60)	65
Ethnicity: White	6%	(47)	94%	(684)	731
Ethnicity: Hispanic	8%	(20)	92%	(222)	242
Ethnicity: Black	12%	(18)	88%	(130)	148
Ethnicity: Other	13%	(16)	87%	(105)	121
All Christian	4%	(9)	96%	(228)	237
All Non-Christian	15%	(7)	85%	(42)	50
Atheist	15%	(17)	85%	(99)	116
Agnostic/Nothing in particular	8%	(33)	92%	(372)	405
Something Else	7%	(14)	93%	(179)	193
Religious Non-Protestant/Catholic	11%	(8)	89%	(60)	68
Evangelical	8%	(13)	92%	(159)	172
Non-Evangelical	4%	(8)	96%	(220)	228
Community: Urban	8%	(23)	92%	(265)	288
Community: Suburban	11%	(46)	89%	(390)	435
Community: Rural	4%	(11)	96%	(265)	276
Military HH: Yes	21%	(20)	79%	(76)	97
Military HH: No	7%	(60)	93%	(843)	903
4-Region: Northeast	6%	(10)	94%	(154)	164
4-Region: Midwest	10%	(22)	90%	(210)	233
4-Region: South	7%	(29)	93%	(403)	432
4-Region: West	11%	(19)	89%	(153)	172

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**Table MCFE14\_2NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

*Esports*

Demographic	Selected		Not Selected		Total N
GenZers	8%	(80)	92%	(920)	1000
TikTok Users	7%	(48)	93%	(632)	680
Twitch Users	18%	(42)	82%	(193)	236
2022 Sports Viewers/Attendees	9%	(56)	91%	(541)	597
Monthly Moviegoers	8%	(13)	92%	(155)	168
Few Times per Year + Moviegoers	9%	(51)	91%	(520)	571
Heard Smile Campaign	8%	(34)	92%	(390)	425
Heard Minion Campaign	9%	(47)	91%	(458)	505
Listens to Podcasts	8%	(43)	92%	(510)	552
Streaming Services User	8%	(75)	92%	(824)	898
Netflix User	8%	(67)	92%	(797)	864
Disney+ User	8%	(48)	92%	(570)	617
Heterosexual or straight	8%	(57)	92%	(644)	702
Bisexual	12%	(17)	88%	(124)	141
Something else	6%	(3)	94%	(53)	56
Yes	10%	(13)	90%	(126)	140
No	8%	(67)	92%	(793)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE14\_3NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

Formula 1

Demographic	Selected		Not Selected		Total N
GenZers	4%	(41)	96%	(959)	1000
Gender: Male	7%	(36)	93%	(470)	506
Gender: Female	1%	(6)	99%	(488)	494
Age: 18-34	3%	(19)	97%	(590)	609
GenZers: 1997-2012	4%	(41)	96%	(959)	1000
Ideo: Liberal (1-3)	3%	(8)	97%	(296)	304
Ideo: Moderate (4)	5%	(11)	95%	(222)	232
Ideo: Conservative (5-7)	4%	(7)	96%	(158)	165
Educ: < College	4%	(39)	96%	(871)	910
Educ: Bachelors degree	4%	(2)	96%	(63)	65
Ethnicity: White	4%	(32)	96%	(699)	731
Ethnicity: Hispanic	2%	(5)	98%	(237)	242
Ethnicity: Black	3%	(5)	97%	(143)	148
Ethnicity: Other	4%	(5)	96%	(116)	121
All Christian	4%	(9)	96%	(228)	237
All Non-Christian	1%	(0)	99%	(49)	50
Atheist	5%	(6)	95%	(110)	116
Agnostic/Nothing in particular	5%	(21)	95%	(384)	405
Something Else	3%	(5)	97%	(188)	193
Religious Non-Protestant/Catholic	2%	(1)	98%	(67)	68
Evangelical	4%	(7)	96%	(165)	172
Non-Evangelical	3%	(6)	97%	(222)	228
Community: Urban	3%	(8)	97%	(280)	288
Community: Suburban	6%	(26)	94%	(410)	435
Community: Rural	3%	(8)	97%	(269)	276
Military HH: Yes	10%	(10)	90%	(87)	97
Military HH: No	4%	(32)	96%	(871)	903
4-Region: Northeast	3%	(5)	97%	(159)	164
4-Region: Midwest	2%	(5)	98%	(227)	233
4-Region: South	4%	(19)	96%	(413)	432
4-Region: West	7%	(12)	93%	(159)	172

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**Table MCFE14\_3NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

Formula 1

Demographic	Selected		Not Selected		Total N
GenZers	4%	(41)	96%	(959)	1000
TikTok Users	4%	(28)	96%	(652)	680
Twitch Users	4%	(10)	96%	(226)	236
2022 Sports Viewers/Attendees	4%	(24)	96%	(573)	597
Monthly Moviegoers	6%	(10)	94%	(158)	168
Few Times per Year + Moviegoers	5%	(27)	95%	(544)	571
Heard Smile Campaign	3%	(12)	97%	(412)	425
Heard Minion Campaign	5%	(23)	95%	(482)	505
Listens to Podcasts	4%	(20)	96%	(533)	552
Streaming Services User	4%	(37)	96%	(861)	898
Netflix User	4%	(38)	96%	(826)	864
Disney+ User	4%	(24)	96%	(593)	617
Heterosexual or straight	4%	(26)	96%	(676)	702
Bisexual	8%	(11)	92%	(130)	141
Something else	1%	(0)	99%	(56)	56
Yes	1%	(2)	99%	(138)	140
No	5%	(40)	95%	(820)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE14\_4NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*  
IndyCar

Demographic	Selected		Not Selected		Total N
GenZers	1%	(9)	99%	(991)	1000
Gender: Male	2%	(9)	98%	(497)	506
Gender: Female	—	(1)	100%	(493)	494
Age: 18-34	1%	(7)	99%	(602)	609
GenZers: 1997-2012	1%	(9)	99%	(991)	1000
Ideo: Liberal (1-3)	1%	(4)	99%	(300)	304
Ideo: Moderate (4)	1%	(3)	99%	(229)	232
Ideo: Conservative (5-7)	1%	(2)	99%	(164)	165
Educ: < College	1%	(7)	99%	(903)	910
Educ: Bachelors degree	3%	(2)	97%	(63)	65
Ethnicity: White	1%	(5)	99%	(726)	731
Ethnicity: Hispanic	1%	(1)	99%	(241)	242
Ethnicity: Black	2%	(2)	98%	(146)	148
Ethnicity: Other	1%	(2)	99%	(119)	121
All Christian	1%	(2)	99%	(235)	237
All Non-Christian	2%	(1)	98%	(49)	50
Atheist	1%	(2)	99%	(114)	116
Agnostic/Nothing in particular	1%	(3)	99%	(402)	405
Something Else	1%	(2)	99%	(191)	193
Religious Non-Protestant/Catholic	2%	(1)	98%	(67)	68
Evangelical	—	(1)	100%	(171)	172
Non-Evangelical	1%	(3)	99%	(226)	228
Community: Urban	—	(1)	100%	(287)	288
Community: Suburban	2%	(8)	98%	(427)	435
Community: Rural	—	(0)	100%	(276)	276
Military HH: Yes	3%	(3)	97%	(94)	97
Military HH: No	1%	(6)	99%	(897)	903
4-Region: Northeast	1%	(1)	99%	(163)	164
4-Region: Midwest	2%	(4)	98%	(228)	233
4-Region: South	—	(2)	100%	(430)	432
4-Region: West	1%	(2)	99%	(170)	172

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**Table MCFE14\_4NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*  
IndyCar

Demographic	Selected		Not Selected		Total N
GenZers	1%	(9)	99%	(991)	1000
TikTok Users	1%	(6)	99%	(674)	680
Twitch Users	1%	(2)	99%	(233)	236
2022 Sports Viewers/Attendees	1%	(6)	99%	(591)	597
Monthly Moviegoers	1%	(2)	99%	(166)	168
Few Times per Year + Moviegoers	1%	(8)	99%	(563)	571
Heard Smile Campaign	1%	(2)	99%	(422)	425
Heard Minion Campaign	1%	(6)	99%	(499)	505
Listens to Podcasts	1%	(7)	99%	(546)	552
Streaming Services User	1%	(8)	99%	(891)	898
Netflix User	1%	(8)	99%	(856)	864
Disney+ User	1%	(6)	99%	(611)	617
Heterosexual or straight	1%	(7)	99%	(695)	702
Bisexual	1%	(2)	99%	(139)	141
Something else	—	(0)	100%	(56)	56
Yes	—	(0)	100%	(140)	140
No	1%	(9)	99%	(851)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE14\_5NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

LPGA Tour

Demographic	Selected		Not Selected		Total N
GenZers	1%	(7)	99%	(993)	1000
Gender: Male	1%	(3)	99%	(503)	506
Gender: Female	1%	(5)	99%	(489)	494
Age: 18-34	1%	(4)	99%	(605)	609
GenZers: 1997-2012	1%	(7)	99%	(993)	1000
Ideo: Liberal (1-3)	1%	(3)	99%	(300)	304
Ideo: Moderate (4)	1%	(2)	99%	(231)	232
Ideo: Conservative (5-7)	—	(0)	100%	(165)	165
Educ: < College	1%	(7)	99%	(902)	910
Educ: Bachelors degree	—	(0)	100%	(65)	65
Ethnicity: White	1%	(5)	99%	(726)	731
Ethnicity: Hispanic	1%	(2)	99%	(240)	242
Ethnicity: Black	—	(0)	100%	(148)	148
Ethnicity: Other	1%	(2)	99%	(119)	121
All Christian	1%	(2)	99%	(235)	237
All Non-Christian	4%	(2)	96%	(48)	50
Atheist	1%	(1)	99%	(115)	116
Agnostic/Nothing in particular	—	(2)	100%	(403)	405
Something Else	—	(0)	100%	(192)	193
Religious Non-Protestant/Catholic	4%	(3)	96%	(65)	68
Evangelical	1%	(1)	99%	(170)	172
Non-Evangelical	—	(0)	100%	(228)	228
Community: Urban	—	(0)	100%	(288)	288
Community: Suburban	2%	(7)	98%	(428)	435
Community: Rural	—	(0)	100%	(276)	276
Military HH: Yes	3%	(3)	97%	(93)	97
Military HH: No	—	(4)	100%	(899)	903
4-Region: Northeast	—	(0)	100%	(164)	164
4-Region: Midwest	1%	(1)	99%	(231)	233
4-Region: South	1%	(3)	99%	(428)	432
4-Region: West	1%	(3)	99%	(169)	172

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**Table MCFE14\_5NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

LPGA Tour

Demographic	Selected		Not Selected		Total N
GenZers	1%	(7)	99%	(993)	1000
TikTok Users	—	(3)	100%	(677)	680
Twitch Users	2%	(4)	98%	(232)	236
2022 Sports Viewers/Attendees	1%	(7)	99%	(590)	597
Monthly Moviegoers	1%	(2)	99%	(167)	168
Few Times per Year + Moviegoers	1%	(4)	99%	(566)	571
Heard Smile Campaign	—	(1)	100%	(423)	425
Heard Minion Campaign	—	(2)	100%	(503)	505
Listens to Podcasts	1%	(4)	99%	(548)	552
Streaming Services User	1%	(5)	99%	(893)	898
Netflix User	1%	(5)	99%	(859)	864
Disney+ User	1%	(3)	99%	(614)	617
Heterosexual or straight	1%	(7)	99%	(694)	702
Bisexual	—	(0)	100%	(141)	141
Something else	—	(0)	100%	(56)	56
Yes	—	(0)	100%	(140)	140
No	1%	(7)	99%	(853)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE14\_6NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

MLB

Demographic	Selected		Not Selected		Total N
GenZers	11%	(113)	89%	(887)	1000
Gender: Male	10%	(53)	90%	(453)	506
Gender: Female	12%	(60)	88%	(434)	494
Age: 18-34	14%	(82)	86%	(527)	609
GenZers: 1997-2012	11%	(113)	89%	(887)	1000
Ideo: Liberal (1-3)	12%	(36)	88%	(268)	304
Ideo: Moderate (4)	12%	(28)	88%	(204)	232
Ideo: Conservative (5-7)	19%	(32)	81%	(133)	165
Educ: < College	10%	(91)	90%	(819)	910
Educ: Bachelors degree	21%	(14)	79%	(51)	65
Ethnicity: White	12%	(87)	88%	(644)	731
Ethnicity: Hispanic	13%	(31)	87%	(211)	242
Ethnicity: Black	9%	(13)	91%	(135)	148
Ethnicity: Other	11%	(13)	89%	(108)	121
All Christian	21%	(50)	79%	(187)	237
All Non-Christian	10%	(5)	90%	(45)	50
Atheist	6%	(7)	94%	(109)	116
Agnostic/Nothing in particular	9%	(35)	91%	(370)	405
Something Else	8%	(16)	92%	(177)	193
Religious Non-Protestant/Catholic	9%	(6)	91%	(62)	68
Evangelical	13%	(22)	87%	(150)	172
Non-Evangelical	18%	(41)	82%	(188)	228
Community: Urban	11%	(32)	89%	(256)	288
Community: Suburban	11%	(47)	89%	(389)	435
Community: Rural	12%	(34)	88%	(242)	276
Military HH: Yes	10%	(9)	90%	(87)	97
Military HH: No	11%	(103)	89%	(800)	903
4-Region: Northeast	22%	(36)	78%	(128)	164
4-Region: Midwest	13%	(29)	87%	(203)	233
4-Region: South	7%	(32)	93%	(400)	432
4-Region: West	9%	(15)	91%	(156)	172

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**Table MCFE14\_6NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

MLB

Demographic	Selected		Not Selected		Total N
GenZers	11%	(113)	89%	(887)	1000
TikTok Users	11%	(77)	89%	(603)	680
Twitch Users	16%	(37)	84%	(198)	236
2022 Sports Viewers/Attendees	16%	(93)	84%	(504)	597
Monthly Moviegoers	14%	(24)	86%	(145)	168
Few Times per Year + Moviegoers	14%	(83)	86%	(488)	571
Heard Smile Campaign	11%	(46)	89%	(379)	425
Heard Minion Campaign	11%	(56)	89%	(449)	505
Listens to Podcasts	15%	(81)	85%	(471)	552
Streaming Services User	12%	(106)	88%	(792)	898
Netflix User	12%	(102)	88%	(762)	864
Disney+ User	10%	(61)	90%	(556)	617
Heterosexual or straight	13%	(88)	87%	(613)	702
Bisexual	9%	(12)	91%	(129)	141
Something else	10%	(6)	90%	(51)	56
Yes	3%	(4)	97%	(136)	140
No	13%	(108)	87%	(752)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE14\_7NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

MLS

Demographic	Selected		Not Selected		Total N
GenZers	2%	(19)	98%	(981)	1000
Gender: Male	2%	(8)	98%	(498)	506
Gender: Female	2%	(11)	98%	(483)	494
Age: 18-34	2%	(13)	98%	(596)	609
GenZers: 1997-2012	2%	(19)	98%	(981)	1000
Ideo: Liberal (1-3)	3%	(9)	97%	(294)	304
Ideo: Moderate (4)	3%	(6)	97%	(226)	232
Ideo: Conservative (5-7)	1%	(2)	99%	(163)	165
Educ: < College	2%	(17)	98%	(893)	910
Educ: Bachelors degree	4%	(3)	96%	(63)	65
Ethnicity: White	2%	(14)	98%	(717)	731
Ethnicity: Hispanic	2%	(5)	98%	(237)	242
Ethnicity: Black	2%	(2)	98%	(146)	148
Ethnicity: Other	2%	(3)	98%	(118)	121
All Christian	3%	(7)	97%	(231)	237
All Non-Christian	1%	(0)	99%	(49)	50
Atheist	1%	(2)	99%	(114)	116
Agnostic/Nothing in particular	2%	(8)	98%	(397)	405
Something Else	2%	(3)	98%	(190)	193
Religious Non-Protestant/Catholic	1%	(0)	99%	(67)	68
Evangelical	2%	(3)	98%	(169)	172
Non-Evangelical	3%	(6)	97%	(222)	228
Community: Urban	2%	(6)	98%	(282)	288
Community: Suburban	2%	(9)	98%	(426)	435
Community: Rural	1%	(3)	99%	(273)	276
Military HH: Yes	—	(0)	100%	(96)	97
Military HH: No	2%	(19)	98%	(885)	903
4-Region: Northeast	3%	(4)	97%	(160)	164
4-Region: Midwest	1%	(2)	99%	(231)	233
4-Region: South	3%	(11)	97%	(421)	432
4-Region: West	1%	(2)	99%	(169)	172

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**Table MCFE14\_7NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

MLS

Demographic	Selected		Not Selected		Total N
GenZers	2%	(19)	98%	(981)	1000
TikTok Users	2%	(12)	98%	(667)	680
Twitch Users	2%	(6)	98%	(230)	236
2022 Sports Viewers/Attendees	3%	(18)	97%	(580)	597
Monthly Moviegoers	3%	(5)	97%	(163)	168
Few Times per Year + Moviegoers	3%	(15)	97%	(555)	571
Heard Smile Campaign	3%	(12)	97%	(413)	425
Heard Minion Campaign	2%	(10)	98%	(496)	505
Listens to Podcasts	3%	(14)	97%	(538)	552
Streaming Services User	2%	(19)	98%	(879)	898
Netflix User	2%	(19)	98%	(845)	864
Disney+ User	2%	(12)	98%	(605)	617
Heterosexual or straight	1%	(11)	99%	(691)	702
Bisexual	3%	(4)	97%	(137)	141
Something else	1%	(0)	99%	(56)	56
Yes	2%	(3)	98%	(137)	140
No	2%	(16)	98%	(844)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE14\_8NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*  
MotoGP

Demographic	Selected		Not Selected		Total N
GenZers	2%	(17)	98%	(983)	1000
Gender: Male	2%	(11)	98%	(495)	506
Gender: Female	1%	(6)	99%	(488)	494
Age: 18-34	1%	(8)	99%	(601)	609
GenZers: 1997-2012	2%	(17)	98%	(983)	1000
Ideo: Liberal (1-3)	1%	(3)	99%	(301)	304
Ideo: Moderate (4)	2%	(4)	98%	(229)	232
Ideo: Conservative (5-7)	3%	(5)	97%	(160)	165
Educ: < College	2%	(16)	98%	(894)	910
Educ: Bachelors degree	—	(0)	100%	(65)	65
Ethnicity: White	2%	(14)	98%	(717)	731
Ethnicity: Hispanic	1%	(3)	99%	(239)	242
Ethnicity: Black	1%	(2)	99%	(146)	148
Ethnicity: Other	—	(1)	100%	(120)	121
All Christian	1%	(3)	99%	(234)	237
All Non-Christian	—	(0)	100%	(50)	50
Atheist	1%	(1)	99%	(114)	116
Agnostic/Nothing in particular	2%	(10)	98%	(395)	405
Something Else	1%	(3)	99%	(190)	193
Religious Non-Protestant/Catholic	—	(0)	100%	(68)	68
Evangelical	2%	(3)	98%	(168)	172
Non-Evangelical	1%	(2)	99%	(226)	228
Community: Urban	1%	(3)	99%	(285)	288
Community: Suburban	2%	(9)	98%	(427)	435
Community: Rural	2%	(5)	98%	(271)	276
Military HH: Yes	4%	(4)	96%	(92)	97
Military HH: No	1%	(13)	99%	(891)	903
4-Region: Northeast	1%	(1)	99%	(163)	164
4-Region: Midwest	—	(0)	100%	(233)	233
4-Region: South	2%	(9)	98%	(423)	432
4-Region: West	4%	(7)	96%	(165)	172

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**Table MCFE14\_8NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

MotoGP

Demographic	Selected		Not Selected		Total N
GenZers	2%	(17)	98%	(983)	1000
TikTok Users	1%	(9)	99%	(671)	680
Twitch Users	1%	(2)	99%	(234)	236
2022 Sports Viewers/Attendees	1%	(7)	99%	(590)	597
Monthly Moviegoers	1%	(2)	99%	(166)	168
Few Times per Year + Moviegoers	2%	(10)	98%	(560)	571
Heard Smile Campaign	1%	(3)	99%	(422)	425
Heard Minion Campaign	2%	(11)	98%	(495)	505
Listens to Podcasts	1%	(7)	99%	(545)	552
Streaming Services User	1%	(12)	99%	(886)	898
Netflix User	2%	(16)	98%	(848)	864
Disney+ User	2%	(10)	98%	(607)	617
Heterosexual or straight	2%	(15)	98%	(687)	702
Bisexual	—	(0)	100%	(141)	141
Something else	4%	(2)	96%	(54)	56
Yes	1%	(1)	99%	(139)	140
No	2%	(16)	98%	(845)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE14\_9NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

NHRA

Demographic	Selected		Not Selected		Total N
GenZers	1%	(6)	99%	(994)	1000
Gender: Male	1%	(3)	99%	(503)	506
Gender: Female	1%	(3)	99%	(491)	494
Age: 18-34	1%	(5)	99%	(604)	609
GenZers: 1997-2012	1%	(6)	99%	(994)	1000
Ideo: Liberal (1-3)	1%	(2)	99%	(302)	304
Ideo: Moderate (4)	—	(0)	100%	(232)	232
Ideo: Conservative (5-7)	1%	(1)	99%	(164)	165
Educ: < College	1%	(5)	99%	(904)	910
Educ: Bachelors degree	—	(0)	100%	(65)	65
Ethnicity: White	1%	(5)	99%	(726)	731
Ethnicity: Hispanic	1%	(3)	99%	(239)	242
Ethnicity: Black	1%	(1)	99%	(147)	148
Ethnicity: Other	—	(1)	100%	(120)	121
All Christian	—	(0)	100%	(237)	237
All Non-Christian	—	(0)	100%	(50)	50
Atheist	—	(0)	100%	(116)	116
Agnostic/Nothing in particular	2%	(6)	98%	(398)	405
Something Else	—	(0)	100%	(193)	193
Religious Non-Protestant/Catholic	—	(0)	100%	(68)	68
Evangelical	—	(0)	100%	(172)	172
Non-Evangelical	—	(0)	100%	(228)	228
Community: Urban	—	(1)	100%	(287)	288
Community: Suburban	1%	(3)	99%	(433)	435
Community: Rural	1%	(3)	99%	(274)	276
Military HH: Yes	—	(0)	100%	(97)	97
Military HH: No	1%	(6)	99%	(897)	903
4-Region: Northeast	—	(1)	100%	(164)	164
4-Region: Midwest	1%	(1)	99%	(231)	233
4-Region: South	—	(1)	100%	(430)	432
4-Region: West	2%	(3)	98%	(168)	172

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**Table MCFE14\_9NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

NHRA

Demographic	Selected		Not Selected		Total N
GenZers	1%	(6)	99%	(994)	1000
TikTok Users	—	(3)	100%	(677)	680
Twitch Users	1%	(1)	99%	(234)	236
2022 Sports Viewers/Attendees	1%	(3)	99%	(594)	597
Monthly Moviegoers	—	(1)	100%	(168)	168
Few Times per Year + Moviegoers	—	(2)	100%	(569)	571
Heard Smile Campaign	—	(1)	100%	(424)	425
Heard Minion Campaign	1%	(4)	99%	(501)	505
Listens to Podcasts	1%	(3)	99%	(549)	552
Streaming Services User	—	(4)	100%	(895)	898
Netflix User	—	(4)	100%	(860)	864
Disney+ User	1%	(4)	99%	(613)	617
Heterosexual or straight	—	(3)	100%	(698)	702
Bisexual	1%	(2)	99%	(139)	141
Something else	2%	(1)	98%	(55)	56
Yes	—	(0)	100%	(140)	140
No	1%	(6)	99%	(854)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE14\_10NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

NASCAR

Demographic	Selected		Not Selected		Total N
GenZers	8%	(80)	92%	(920)	1000
Gender: Male	10%	(52)	90%	(454)	506
Gender: Female	6%	(29)	94%	(465)	494
Age: 18-34	7%	(42)	93%	(567)	609
GenZers: 1997-2012	8%	(80)	92%	(920)	1000
Ideo: Liberal (1-3)	4%	(11)	96%	(293)	304
Ideo: Moderate (4)	9%	(20)	91%	(212)	232
Ideo: Conservative (5-7)	17%	(27)	83%	(138)	165
Educ: < College	8%	(75)	92%	(835)	910
Educ: Bachelors degree	6%	(4)	94%	(61)	65
Ethnicity: White	10%	(71)	90%	(660)	731
Ethnicity: Hispanic	2%	(6)	98%	(236)	242
Ethnicity: Black	4%	(6)	96%	(142)	148
Ethnicity: Other	2%	(3)	98%	(118)	121
All Christian	6%	(14)	94%	(224)	237
All Non-Christian	5%	(3)	95%	(47)	50
Atheist	3%	(3)	97%	(112)	116
Agnostic/Nothing in particular	9%	(35)	91%	(370)	405
Something Else	13%	(26)	87%	(167)	193
Religious Non-Protestant/Catholic	4%	(3)	96%	(65)	68
Evangelical	14%	(23)	86%	(148)	172
Non-Evangelical	6%	(14)	94%	(214)	228
Community: Urban	9%	(25)	91%	(263)	288
Community: Suburban	6%	(28)	94%	(407)	435
Community: Rural	10%	(27)	90%	(250)	276
Military HH: Yes	10%	(10)	90%	(87)	97
Military HH: No	8%	(71)	92%	(832)	903
4-Region: Northeast	5%	(8)	95%	(156)	164
4-Region: Midwest	7%	(16)	93%	(217)	233
4-Region: South	10%	(45)	90%	(387)	432
4-Region: West	7%	(11)	93%	(160)	172

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**Table MCFE14\_10NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

NASCAR

Demographic	Selected		Not Selected		Total N
GenZers	8%	(80)	92%	(920)	1000
TikTok Users	8%	(57)	92%	(623)	680
Twitch Users	6%	(15)	94%	(221)	236
2022 Sports Viewers/Attendees	7%	(43)	93%	(554)	597
Monthly Moviegoers	11%	(19)	89%	(149)	168
Few Times per Year + Moviegoers	8%	(48)	92%	(522)	571
Heard Smile Campaign	6%	(27)	94%	(398)	425
Heard Minion Campaign	7%	(37)	93%	(469)	505
Listens to Podcasts	8%	(44)	92%	(509)	552
Streaming Services User	8%	(76)	92%	(823)	898
Netflix User	8%	(73)	92%	(791)	864
Disney+ User	7%	(43)	93%	(574)	617
Heterosexual or straight	9%	(66)	91%	(636)	702
Bisexual	6%	(8)	94%	(133)	141
Something else	6%	(3)	94%	(53)	56
Yes	9%	(13)	91%	(127)	140
No	8%	(68)	92%	(793)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE14\_11NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

NBA

Demographic	Selected		Not Selected		Total N
GenZers	23%	(227)	77%	(773)	1000
Gender: Male	28%	(142)	72%	(364)	506
Gender: Female	17%	(85)	83%	(409)	494
Age: 18-34	25%	(150)	75%	(459)	609
GenZers: 1997-2012	23%	(227)	77%	(773)	1000
Ideo: Liberal (1-3)	22%	(68)	78%	(236)	304
Ideo: Moderate (4)	26%	(60)	74%	(173)	232
Ideo: Conservative (5-7)	26%	(44)	74%	(122)	165
Educ: < College	23%	(208)	77%	(701)	910
Educ: Bachelors degree	23%	(15)	77%	(50)	65
Ethnicity: White	20%	(146)	80%	(585)	731
Ethnicity: Hispanic	29%	(70)	71%	(172)	242
Ethnicity: Black	42%	(63)	58%	(85)	148
Ethnicity: Other	16%	(19)	84%	(102)	121
All Christian	25%	(60)	75%	(177)	237
All Non-Christian	36%	(18)	64%	(32)	50
Atheist	13%	(15)	87%	(101)	116
Agnostic/Nothing in particular	19%	(77)	81%	(328)	405
Something Else	30%	(58)	70%	(135)	193
Religious Non-Protestant/Catholic	31%	(21)	69%	(47)	68
Evangelical	31%	(53)	69%	(118)	172
Non-Evangelical	27%	(61)	73%	(168)	228
Community: Urban	26%	(75)	74%	(213)	288
Community: Suburban	22%	(95)	78%	(340)	435
Community: Rural	21%	(57)	79%	(219)	276
Military HH: Yes	21%	(21)	79%	(76)	97
Military HH: No	23%	(207)	77%	(696)	903
4-Region: Northeast	26%	(42)	74%	(122)	164
4-Region: Midwest	26%	(60)	74%	(173)	233
4-Region: South	21%	(90)	79%	(341)	432
4-Region: West	21%	(35)	79%	(137)	172

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**Table MCFE14\_11NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

NBA

Demographic	Selected		Not Selected		Total N
GenZers	23%	(227)	77%	(773)	1000
TikTok Users	24%	(164)	76%	(516)	680
Twitch Users	27%	(63)	73%	(172)	236
2022 Sports Viewers/Attendees	31%	(186)	69%	(411)	597
Monthly Moviegoers	25%	(43)	75%	(125)	168
Few Times per Year + Moviegoers	26%	(146)	74%	(425)	571
Heard Smile Campaign	27%	(114)	73%	(311)	425
Heard Minion Campaign	23%	(116)	77%	(389)	505
Listens to Podcasts	25%	(137)	75%	(415)	552
Streaming Services User	23%	(205)	77%	(694)	898
Netflix User	24%	(209)	76%	(655)	864
Disney+ User	22%	(136)	78%	(481)	617
Heterosexual or straight	27%	(190)	73%	(512)	702
Bisexual	15%	(21)	85%	(120)	141
Something else	16%	(9)	84%	(47)	56
Yes	18%	(25)	82%	(114)	140
No	23%	(202)	77%	(658)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE14\_12NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

NFL

Demographic	Selected		Not Selected		Total N
GenZers	28%	(281)	72%	(719)	1000
Gender: Male	32%	(161)	68%	(345)	506
Gender: Female	24%	(120)	76%	(374)	494
Age: 18-34	32%	(193)	68%	(416)	609
GenZers: 1997-2012	28%	(281)	72%	(719)	1000
Ideo: Liberal (1-3)	24%	(73)	76%	(230)	304
Ideo: Moderate (4)	38%	(88)	62%	(145)	232
Ideo: Conservative (5-7)	33%	(55)	67%	(110)	165
Educ: < College	27%	(246)	73%	(664)	910
Educ: Bachelors degree	44%	(29)	56%	(37)	65
Ethnicity: White	28%	(208)	72%	(523)	731
Ethnicity: Hispanic	28%	(68)	72%	(174)	242
Ethnicity: Black	36%	(54)	64%	(94)	148
Ethnicity: Other	16%	(19)	84%	(102)	121
All Christian	35%	(82)	65%	(155)	237
All Non-Christian	18%	(9)	82%	(41)	50
Atheist	18%	(21)	82%	(95)	116
Agnostic/Nothing in particular	26%	(106)	74%	(298)	405
Something Else	33%	(63)	67%	(130)	193
Religious Non-Protestant/Catholic	19%	(13)	81%	(55)	68
Evangelical	34%	(59)	66%	(113)	172
Non-Evangelical	34%	(79)	66%	(150)	228
Community: Urban	22%	(63)	78%	(225)	288
Community: Suburban	28%	(121)	72%	(314)	435
Community: Rural	35%	(97)	65%	(180)	276
Military HH: Yes	27%	(26)	73%	(71)	97
Military HH: No	28%	(255)	72%	(648)	903
4-Region: Northeast	30%	(49)	70%	(115)	164
4-Region: Midwest	26%	(61)	74%	(172)	233
4-Region: South	28%	(122)	72%	(310)	432
4-Region: West	29%	(49)	71%	(123)	172

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**Table MCFE14\_12NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

NFL

Demographic	Selected		Not Selected		Total N
GenZers	28%	(281)	72%	(719)	1000
TikTok Users	30%	(202)	70%	(478)	680
Twitch Users	36%	(84)	64%	(152)	236
2022 Sports Viewers/Attendees	39%	(233)	61%	(364)	597
Monthly Moviegoers	35%	(58)	65%	(110)	168
Few Times per Year + Moviegoers	33%	(190)	67%	(381)	571
Heard Smile Campaign	34%	(144)	66%	(281)	425
Heard Minion Campaign	30%	(151)	70%	(354)	505
Listens to Podcasts	31%	(172)	69%	(380)	552
Streaming Services User	30%	(265)	70%	(633)	898
Netflix User	29%	(252)	71%	(612)	864
Disney+ User	29%	(177)	71%	(440)	617
Heterosexual or straight	33%	(229)	67%	(472)	702
Bisexual	23%	(32)	77%	(109)	141
Something else	14%	(8)	86%	(49)	56
Yes	18%	(25)	82%	(114)	140
No	30%	(256)	70%	(604)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE14\_13NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

NHL

Demographic	Selected		Not Selected		Total N
GenZers	6%	(59)	94%	(941)	1000
Gender: Male	6%	(31)	94%	(475)	506
Gender: Female	6%	(28)	94%	(466)	494
Age: 18-34	5%	(31)	95%	(578)	609
GenZers: 1997-2012	6%	(59)	94%	(941)	1000
Ideo: Liberal (1-3)	7%	(20)	93%	(284)	304
Ideo: Moderate (4)	4%	(9)	96%	(223)	232
Ideo: Conservative (5-7)	11%	(19)	89%	(146)	165
Educ: < College	5%	(49)	95%	(860)	910
Educ: Bachelors degree	14%	(9)	86%	(56)	65
Ethnicity: White	7%	(51)	93%	(680)	731
Ethnicity: Hispanic	2%	(6)	98%	(236)	242
Ethnicity: Black	1%	(2)	99%	(146)	148
Ethnicity: Other	5%	(6)	95%	(115)	121
All Christian	9%	(21)	91%	(216)	237
All Non-Christian	—	(0)	100%	(50)	50
Atheist	6%	(7)	94%	(109)	116
Agnostic/Nothing in particular	6%	(23)	94%	(382)	405
Something Else	4%	(8)	96%	(185)	193
Religious Non-Protestant/Catholic	—	(0)	100%	(68)	68
Evangelical	8%	(13)	92%	(159)	172
Non-Evangelical	7%	(16)	93%	(213)	228
Community: Urban	3%	(10)	97%	(278)	288
Community: Suburban	7%	(30)	93%	(405)	435
Community: Rural	7%	(19)	93%	(258)	276
Military HH: Yes	5%	(5)	95%	(92)	97
Military HH: No	6%	(54)	94%	(849)	903
4-Region: Northeast	9%	(14)	91%	(150)	164
4-Region: Midwest	6%	(13)	94%	(219)	233
4-Region: South	6%	(25)	94%	(406)	432
4-Region: West	4%	(6)	96%	(166)	172

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**Table MCFE14\_13NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

NHL

Demographic	Selected		Not Selected		Total N
GenZers	6%	(59)	94%	(941)	1000
TikTok Users	5%	(35)	95%	(645)	680
Twitch Users	9%	(21)	91%	(215)	236
2022 Sports Viewers/Attendees	8%	(48)	92%	(549)	597
Monthly Moviegoers	6%	(9)	94%	(159)	168
Few Times per Year + Moviegoers	6%	(34)	94%	(537)	571
Heard Smile Campaign	6%	(28)	94%	(397)	425
Heard Minion Campaign	6%	(33)	94%	(472)	505
Listens to Podcasts	5%	(27)	95%	(526)	552
Streaming Services User	7%	(59)	93%	(840)	898
Netflix User	6%	(49)	94%	(815)	864
Disney+ User	6%	(37)	94%	(580)	617
Heterosexual or straight	7%	(49)	93%	(653)	702
Bisexual	6%	(9)	94%	(132)	141
Something else	1%	(0)	99%	(56)	56
Yes	2%	(3)	98%	(136)	140
No	6%	(55)	94%	(805)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE14\_14NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

PGA Tour

Demographic	Selected		Not Selected		Total N
GenZers	1%	(13)	99%	(987)	1000
Gender: Male	2%	(8)	98%	(498)	506
Gender: Female	1%	(4)	99%	(490)	494
Age: 18-34	2%	(11)	98%	(598)	609
GenZers: 1997-2012	1%	(13)	99%	(987)	1000
Ideo: Liberal (1-3)	2%	(6)	98%	(298)	304
Ideo: Moderate (4)	1%	(3)	99%	(229)	232
Ideo: Conservative (5-7)	2%	(3)	98%	(162)	165
Educ: < College	1%	(11)	99%	(899)	910
Educ: Bachelors degree	3%	(2)	97%	(63)	65
Ethnicity: White	1%	(10)	99%	(721)	731
Ethnicity: Hispanic	1%	(3)	99%	(239)	242
Ethnicity: Black	1%	(2)	99%	(146)	148
Ethnicity: Other	1%	(1)	99%	(120)	121
All Christian	1%	(2)	99%	(235)	237
All Non-Christian	4%	(2)	96%	(48)	50
Atheist	1%	(1)	99%	(115)	116
Agnostic/Nothing in particular	2%	(7)	98%	(398)	405
Something Else	1%	(1)	99%	(192)	193
Religious Non-Protestant/Catholic	3%	(2)	97%	(66)	68
Evangelical	1%	(2)	99%	(169)	172
Non-Evangelical	—	(1)	100%	(227)	228
Community: Urban	1%	(3)	99%	(285)	288
Community: Suburban	2%	(7)	98%	(429)	435
Community: Rural	1%	(3)	99%	(273)	276
Military HH: Yes	4%	(3)	96%	(93)	97
Military HH: No	1%	(9)	99%	(894)	903
4-Region: Northeast	1%	(2)	99%	(162)	164
4-Region: Midwest	1%	(3)	99%	(230)	233
4-Region: South	1%	(6)	99%	(426)	432
4-Region: West	1%	(1)	99%	(170)	172

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**Table MCFE14\_14NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

PGA Tour

Demographic	Selected		Not Selected		Total N
GenZers	1%	(13)	99%	(987)	1000
TikTok Users	1%	(8)	99%	(672)	680
Twitch Users	2%	(4)	98%	(231)	236
2022 Sports Viewers/Attendees	2%	(9)	98%	(588)	597
Monthly Moviegoers	1%	(2)	99%	(166)	168
Few Times per Year + Moviegoers	1%	(7)	99%	(564)	571
Heard Smile Campaign	1%	(5)	99%	(419)	425
Heard Minion Campaign	1%	(4)	99%	(501)	505
Listens to Podcasts	1%	(7)	99%	(545)	552
Streaming Services User	1%	(8)	99%	(890)	898
Netflix User	1%	(8)	99%	(856)	864
Disney+ User	1%	(6)	99%	(611)	617
Heterosexual or straight	2%	(11)	98%	(691)	702
Bisexual	1%	(1)	99%	(140)	141
Something else	1%	(1)	99%	(55)	56
Yes	—	(0)	100%	(140)	140
No	1%	(13)	99%	(848)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE14\_15NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

UFC

Demographic	Selected		Not Selected		Total N
GenZers	7%	(72)	93%	(928)	1000
Gender: Male	11%	(58)	89%	(448)	506
Gender: Female	3%	(14)	97%	(480)	494
Age: 18-34	10%	(61)	90%	(548)	609
GenZers: 1997-2012	7%	(72)	93%	(928)	1000
Ideo: Liberal (1-3)	8%	(25)	92%	(279)	304
Ideo: Moderate (4)	8%	(19)	92%	(214)	232
Ideo: Conservative (5-7)	9%	(14)	91%	(151)	165
Educ: < College	7%	(64)	93%	(846)	910
Educ: Bachelors degree	12%	(8)	88%	(58)	65
Ethnicity: White	7%	(48)	93%	(683)	731
Ethnicity: Hispanic	9%	(21)	91%	(221)	242
Ethnicity: Black	9%	(14)	91%	(134)	148
Ethnicity: Other	8%	(10)	92%	(111)	121
All Christian	9%	(22)	91%	(215)	237
All Non-Christian	12%	(6)	88%	(44)	50
Atheist	6%	(7)	94%	(109)	116
Agnostic/Nothing in particular	6%	(24)	94%	(381)	405
Something Else	7%	(13)	93%	(180)	193
Religious Non-Protestant/Catholic	9%	(6)	91%	(62)	68
Evangelical	8%	(13)	92%	(159)	172
Non-Evangelical	9%	(21)	91%	(207)	228
Community: Urban	9%	(25)	91%	(263)	288
Community: Suburban	8%	(33)	92%	(403)	435
Community: Rural	5%	(14)	95%	(262)	276
Military HH: Yes	7%	(7)	93%	(90)	97
Military HH: No	7%	(65)	93%	(838)	903
4-Region: Northeast	7%	(12)	93%	(152)	164
4-Region: Midwest	5%	(11)	95%	(222)	233
4-Region: South	6%	(27)	94%	(405)	432
4-Region: West	13%	(22)	87%	(150)	172

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**Table MCFE14\_15NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

UFC

Demographic	Selected		Not Selected		Total N
GenZers	7%	(72)	93%	(928)	1000
TikTok Users	7%	(46)	93%	(634)	680
Twitch Users	8%	(19)	92%	(217)	236
2022 Sports Viewers/Attendees	9%	(56)	91%	(542)	597
Monthly Moviegoers	7%	(12)	93%	(156)	168
Few Times per Year + Moviegoers	7%	(41)	93%	(529)	571
Heard Smile Campaign	8%	(36)	92%	(389)	425
Heard Minion Campaign	8%	(40)	92%	(465)	505
Listens to Podcasts	9%	(48)	91%	(505)	552
Streaming Services User	8%	(69)	92%	(830)	898
Netflix User	7%	(61)	93%	(803)	864
Disney+ User	8%	(47)	92%	(570)	617
Heterosexual or straight	9%	(62)	91%	(639)	702
Bisexual	5%	(8)	95%	(133)	141
Something else	2%	(1)	98%	(55)	56
Yes	3%	(4)	97%	(136)	140
No	8%	(68)	92%	(792)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE14\_16NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

WNBA

Demographic	Selected		Not Selected		Total N
GenZers	3%	(32)	97%	(968)	1000
Gender: Male	2%	(9)	98%	(497)	506
Gender: Female	5%	(22)	95%	(472)	494
Age: 18-34	4%	(24)	96%	(585)	609
GenZers: 1997-2012	3%	(32)	97%	(968)	1000
Ideo: Liberal (1-3)	4%	(14)	96%	(290)	304
Ideo: Moderate (4)	4%	(9)	96%	(223)	232
Ideo: Conservative (5-7)	1%	(1)	99%	(164)	165
Educ: < College	3%	(28)	97%	(882)	910
Educ: Bachelors degree	4%	(3)	96%	(62)	65
Ethnicity: White	2%	(17)	98%	(714)	731
Ethnicity: Hispanic	3%	(8)	97%	(234)	242
Ethnicity: Black	8%	(12)	92%	(136)	148
Ethnicity: Other	2%	(3)	98%	(118)	121
All Christian	3%	(7)	97%	(230)	237
All Non-Christian	9%	(4)	91%	(45)	50
Atheist	1%	(1)	99%	(115)	116
Agnostic/Nothing in particular	2%	(10)	98%	(395)	405
Something Else	5%	(9)	95%	(184)	193
Religious Non-Protestant/Catholic	8%	(6)	92%	(62)	68
Evangelical	6%	(9)	94%	(162)	172
Non-Evangelical	2%	(5)	98%	(223)	228
Community: Urban	6%	(16)	94%	(272)	288
Community: Suburban	2%	(8)	98%	(427)	435
Community: Rural	3%	(7)	97%	(269)	276
Military HH: Yes	3%	(3)	97%	(94)	97
Military HH: No	3%	(29)	97%	(874)	903
4-Region: Northeast	3%	(5)	97%	(159)	164
4-Region: Midwest	4%	(10)	96%	(222)	233
4-Region: South	3%	(13)	97%	(418)	432
4-Region: West	2%	(3)	98%	(169)	172

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**Table MCFE14\_16NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

WNBA

Demographic	Selected		Not Selected		Total N
GenZers	3%	(32)	97%	(968)	1000
TikTok Users	4%	(27)	96%	(653)	680
Twitch Users	2%	(6)	98%	(230)	236
2022 Sports Viewers/Attendees	4%	(25)	96%	(572)	597
Monthly Moviegoers	4%	(7)	96%	(161)	168
Few Times per Year + Moviegoers	3%	(19)	97%	(552)	571
Heard Smile Campaign	4%	(19)	96%	(406)	425
Heard Minion Campaign	4%	(22)	96%	(483)	505
Listens to Podcasts	4%	(24)	96%	(528)	552
Streaming Services User	3%	(30)	97%	(868)	898
Netflix User	3%	(29)	97%	(835)	864
Disney+ User	4%	(25)	96%	(592)	617
Heterosexual or straight	3%	(21)	97%	(680)	702
Bisexual	3%	(4)	97%	(137)	141
Something else	2%	(1)	98%	(55)	56
Yes	2%	(3)	98%	(136)	140
No	3%	(28)	97%	(832)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE14\_17NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*  
WTA Tour

Demographic	Selected	Not Selected	Total N
GenZers	— (2)	100% (998)	1000
Gender: Male	— (0)	100% (506)	506
Gender: Female	— (2)	100% (492)	494
Age: 18-34	— (1)	100% (608)	609
GenZers: 1997-2012	— (2)	100% (998)	1000
Ideo: Liberal (1-3)	— (0)	100% (304)	304
Ideo: Moderate (4)	— (0)	100% (232)	232
Ideo: Conservative (5-7)	1% (1)	99% (164)	165
Educ: < College	— (2)	100% (908)	910
Educ: Bachelors degree	— (0)	100% (65)	65
Ethnicity: White	— (1)	100% (730)	731
Ethnicity: Hispanic	— (0)	100% (242)	242
Ethnicity: Black	1% (1)	99% (147)	148
Ethnicity: Other	— (0)	100% (121)	121
All Christian	— (1)	100% (237)	237
All Non-Christian	— (0)	100% (50)	50
Atheist	— (0)	100% (116)	116
Agnostic/Nothing in particular	— (1)	100% (404)	405
Something Else	— (0)	100% (193)	193
Religious Non-Protestant/Catholic	1% (1)	99% (67)	68
Evangelical	— (0)	100% (172)	172
Non-Evangelical	— (0)	100% (228)	228
Community: Urban	— (0)	100% (288)	288
Community: Suburban	— (2)	100% (434)	435
Community: Rural	— (0)	100% (276)	276
Military HH: Yes	1% (1)	99% (96)	97
Military HH: No	— (1)	100% (903)	903
4-Region: Northeast	— (0)	100% (164)	164
4-Region: Midwest	— (0)	100% (233)	233
4-Region: South	— (1)	100% (431)	432
4-Region: West	— (1)	100% (171)	172

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**Table MCFE14\_17NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

WTA Tour

Demographic	Selected	Not Selected	Total N
GenZers	— (2)	100% (998)	1000
TikTok Users	— (2)	100% (678)	680
Twitch Users	— (0)	100% (236)	236
2022 Sports Viewers/Attendees	— (2)	100% (596)	597
Monthly Moviegoers	— (0)	100% (168)	168
Few Times per Year + Moviegoers	— (1)	100% (570)	571
Heard Smile Campaign	— (1)	100% (424)	425
Heard Minion Campaign	— (1)	100% (504)	505
Listens to Podcasts	— (2)	100% (551)	552
Streaming Services User	— (2)	100% (897)	898
Netflix User	— (2)	100% (862)	864
Disney+ User	— (2)	100% (616)	617
Heterosexual or straight	— (2)	100% (700)	702
Bisexual	— (0)	100% (141)	141
Something else	— (0)	100% (56)	56
Yes	— (0)	100% (140)	140
No	— (2)	100% (859)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE14\_18NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

College football

Demographic	Selected		Not Selected		Total N
GenZers	13%	(131)	87%	(869)	1000
Gender: Male	12%	(61)	88%	(445)	506
Gender: Female	14%	(70)	86%	(424)	494
Age: 18-34	13%	(79)	87%	(530)	609
GenZers: 1997-2012	13%	(131)	87%	(869)	1000
Ideo: Liberal (1-3)	10%	(30)	90%	(274)	304
Ideo: Moderate (4)	14%	(32)	86%	(200)	232
Ideo: Conservative (5-7)	19%	(31)	81%	(134)	165
Educ: < College	13%	(120)	87%	(790)	910
Educ: Bachelors degree	7%	(5)	93%	(60)	65
Ethnicity: White	14%	(105)	86%	(626)	731
Ethnicity: Hispanic	8%	(18)	92%	(224)	242
Ethnicity: Black	13%	(19)	87%	(129)	148
Ethnicity: Other	6%	(7)	94%	(114)	121
All Christian	19%	(45)	81%	(192)	237
All Non-Christian	8%	(4)	92%	(46)	50
Atheist	10%	(11)	90%	(104)	116
Agnostic/Nothing in particular	10%	(41)	90%	(364)	405
Something Else	16%	(30)	84%	(163)	193
Religious Non-Protestant/Catholic	9%	(6)	91%	(62)	68
Evangelical	20%	(34)	80%	(138)	172
Non-Evangelical	16%	(38)	84%	(191)	228
Community: Urban	13%	(38)	87%	(250)	288
Community: Suburban	11%	(50)	89%	(386)	435
Community: Rural	15%	(43)	85%	(234)	276
Military HH: Yes	20%	(19)	80%	(78)	97
Military HH: No	12%	(112)	88%	(791)	903
4-Region: Northeast	10%	(16)	90%	(149)	164
4-Region: Midwest	17%	(39)	83%	(193)	233
4-Region: South	14%	(61)	86%	(371)	432
4-Region: West	9%	(16)	91%	(156)	172

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**Table MCFE14\_18NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*  
College football

Demographic	Selected		Not Selected		Total N
GenZers	13%	(131)	87%	(869)	1000
TikTok Users	15%	(99)	85%	(581)	680
Twitch Users	12%	(29)	88%	(207)	236
2022 Sports Viewers/Attendees	18%	(110)	82%	(488)	597
Monthly Moviegoers	16%	(27)	84%	(141)	168
Few Times per Year + Moviegoers	17%	(95)	83%	(475)	571
Heard Smile Campaign	14%	(61)	86%	(364)	425
Heard Minion Campaign	15%	(75)	85%	(431)	505
Listens to Podcasts	12%	(69)	88%	(484)	552
Streaming Services User	14%	(123)	86%	(775)	898
Netflix User	14%	(117)	86%	(747)	864
Disney+ User	14%	(89)	86%	(528)	617
Heterosexual or straight	15%	(105)	85%	(596)	702
Bisexual	11%	(16)	89%	(125)	141
Something else	4%	(2)	96%	(54)	56
Yes	7%	(10)	93%	(130)	140
No	14%	(121)	86%	(739)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE14\_19NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

College basketball

Demographic	Selected		Not Selected		Total N
GenZers	8%	(84)	92%	(916)	1000
Gender: Male	8%	(41)	92%	(465)	506
Gender: Female	9%	(43)	91%	(451)	494
Age: 18-34	10%	(61)	90%	(548)	609
GenZers: 1997-2012	8%	(84)	92%	(916)	1000
Ideo: Liberal (1-3)	9%	(27)	91%	(276)	304
Ideo: Moderate (4)	11%	(25)	89%	(208)	232
Ideo: Conservative (5-7)	12%	(20)	88%	(145)	165
Educ: < College	8%	(74)	92%	(835)	910
Educ: Bachelors degree	7%	(4)	93%	(61)	65
Ethnicity: White	8%	(56)	92%	(675)	731
Ethnicity: Hispanic	4%	(11)	96%	(231)	242
Ethnicity: Black	14%	(21)	86%	(127)	148
Ethnicity: Other	5%	(7)	95%	(114)	121
All Christian	12%	(29)	88%	(208)	237
All Non-Christian	12%	(6)	88%	(44)	50
Atheist	1%	(2)	99%	(114)	116
Agnostic/Nothing in particular	7%	(27)	93%	(378)	405
Something Else	11%	(21)	89%	(172)	193
Religious Non-Protestant/Catholic	13%	(9)	87%	(59)	68
Evangelical	12%	(21)	88%	(150)	172
Non-Evangelical	11%	(25)	89%	(204)	228
Community: Urban	10%	(28)	90%	(260)	288
Community: Suburban	8%	(33)	92%	(403)	435
Community: Rural	8%	(23)	92%	(253)	276
Military HH: Yes	8%	(8)	92%	(89)	97
Military HH: No	8%	(76)	92%	(827)	903
4-Region: Northeast	6%	(10)	94%	(154)	164
4-Region: Midwest	12%	(28)	88%	(204)	233
4-Region: South	8%	(35)	92%	(397)	432
4-Region: West	6%	(11)	94%	(161)	172

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**Table MCFE14\_19NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*  
College basketball

Demographic	Selected		Not Selected		Total N
GenZers	8%	(84)	92%	(916)	1000
TikTok Users	10%	(66)	90%	(614)	680
Twitch Users	10%	(24)	90%	(212)	236
2022 Sports Viewers/Attendees	12%	(69)	88%	(528)	597
Monthly Moviegoers	7%	(12)	93%	(157)	168
Few Times per Year + Moviegoers	9%	(49)	91%	(522)	571
Heard Smile Campaign	12%	(50)	88%	(375)	425
Heard Minion Campaign	10%	(51)	90%	(454)	505
Listens to Podcasts	10%	(53)	90%	(499)	552
Streaming Services User	9%	(78)	91%	(821)	898
Netflix User	9%	(80)	91%	(784)	864
Disney+ User	9%	(58)	91%	(559)	617
Heterosexual or straight	9%	(66)	91%	(636)	702
Bisexual	7%	(9)	93%	(131)	141
Something else	4%	(2)	96%	(54)	56
Yes	6%	(9)	94%	(131)	140
No	9%	(75)	91%	(785)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE14\_20NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*  
*English Premier League*

Demographic	Selected		Not Selected		Total N
GenZers	3%	(27)	97%	(973)	1000
Gender: Male	4%	(20)	96%	(486)	506
Gender: Female	1%	(7)	99%	(487)	494
Age: 18-34	3%	(20)	97%	(589)	609
GenZers: 1997-2012	3%	(27)	97%	(973)	1000
Ideo: Liberal (1-3)	3%	(10)	97%	(293)	304
Ideo: Moderate (4)	4%	(8)	96%	(224)	232
Ideo: Conservative (5-7)	1%	(2)	99%	(163)	165
Educ: < College	2%	(22)	98%	(888)	910
Educ: Bachelors degree	6%	(4)	94%	(61)	65
Ethnicity: White	3%	(20)	97%	(711)	731
Ethnicity: Hispanic	4%	(9)	96%	(233)	242
Ethnicity: Black	2%	(4)	98%	(144)	148
Ethnicity: Other	3%	(4)	97%	(117)	121
All Christian	5%	(12)	95%	(225)	237
All Non-Christian	5%	(2)	95%	(47)	50
Atheist	1%	(2)	99%	(114)	116
Agnostic/Nothing in particular	1%	(4)	99%	(401)	405
Something Else	4%	(7)	96%	(186)	193
Religious Non-Protestant/Catholic	5%	(3)	95%	(65)	68
Evangelical	5%	(8)	95%	(164)	172
Non-Evangelical	4%	(10)	96%	(218)	228
Community: Urban	3%	(7)	97%	(281)	288
Community: Suburban	4%	(17)	96%	(418)	435
Community: Rural	1%	(3)	99%	(274)	276
Military HH: Yes	—	(0)	100%	(97)	97
Military HH: No	3%	(27)	97%	(876)	903
4-Region: Northeast	4%	(6)	96%	(158)	164
4-Region: Midwest	1%	(3)	99%	(229)	233
4-Region: South	3%	(13)	97%	(418)	432
4-Region: West	3%	(4)	97%	(167)	172

Continued on next page

**Table MCFE14\_20NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*  
English Premier League

Demographic	Selected		Not Selected		Total N
GenZers	3%	(27)	97%	(973)	1000
TikTok Users	3%	(21)	97%	(659)	680
Twitch Users	4%	(9)	96%	(227)	236
2022 Sports Viewers/Attendees	4%	(23)	96%	(574)	597
Monthly Moviegoers	2%	(4)	98%	(164)	168
Few Times per Year + Moviegoers	3%	(17)	97%	(553)	571
Heard Smile Campaign	4%	(16)	96%	(409)	425
Heard Minion Campaign	4%	(19)	96%	(486)	505
Listens to Podcasts	4%	(24)	96%	(529)	552
Streaming Services User	3%	(27)	97%	(872)	898
Netflix User	3%	(26)	97%	(838)	864
Disney+ User	3%	(21)	97%	(596)	617
Heterosexual or straight	3%	(22)	97%	(680)	702
Bisexual	3%	(4)	97%	(137)	141
Something else	3%	(2)	97%	(55)	56
Yes	—	(1)	100%	(139)	140
No	3%	(27)	97%	(834)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE14\_21NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

La Liga

Demographic	Selected		Not Selected		Total N
GenZers	2%	(24)	98%	(976)	1000
Gender: Male	4%	(19)	96%	(487)	506
Gender: Female	1%	(4)	99%	(490)	494
Age: 18-34	3%	(18)	97%	(591)	609
GenZers: 1997-2012	2%	(24)	98%	(976)	1000
Ideo: Liberal (1-3)	2%	(7)	98%	(296)	304
Ideo: Moderate (4)	5%	(12)	95%	(221)	232
Ideo: Conservative (5-7)	—	(1)	100%	(165)	165
Educ: < College	2%	(18)	98%	(892)	910
Educ: Bachelors degree	7%	(5)	93%	(61)	65
Ethnicity: White	2%	(14)	98%	(717)	731
Ethnicity: Hispanic	5%	(13)	95%	(229)	242
Ethnicity: Black	3%	(4)	97%	(144)	148
Ethnicity: Other	5%	(6)	95%	(115)	121
All Christian	6%	(14)	94%	(223)	237
All Non-Christian	3%	(1)	97%	(48)	50
Atheist	2%	(2)	98%	(114)	116
Agnostic/Nothing in particular	1%	(3)	99%	(402)	405
Something Else	2%	(3)	98%	(190)	193
Religious Non-Protestant/Catholic	2%	(1)	98%	(67)	68
Evangelical	7%	(11)	93%	(160)	172
Non-Evangelical	3%	(6)	97%	(222)	228
Community: Urban	3%	(8)	97%	(280)	288
Community: Suburban	3%	(11)	97%	(424)	435
Community: Rural	2%	(5)	98%	(272)	276
Military HH: Yes	1%	(1)	99%	(95)	97
Military HH: No	2%	(22)	98%	(881)	903
4-Region: Northeast	5%	(8)	95%	(156)	164
4-Region: Midwest	3%	(7)	97%	(226)	233
4-Region: South	1%	(6)	99%	(426)	432
4-Region: West	2%	(3)	98%	(169)	172

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**Table MCFE14\_21NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

*La Liga*

Demographic	Selected		Not Selected		Total N
GenZers	2%	(24)	98%	(976)	1000
TikTok Users	3%	(18)	97%	(662)	680
Twitch Users	3%	(8)	97%	(228)	236
2022 Sports Viewers/Attendees	4%	(23)	96%	(575)	597
Monthly Moviegoers	2%	(3)	98%	(165)	168
Few Times per Year + Moviegoers	4%	(20)	96%	(551)	571
Heard Smile Campaign	2%	(9)	98%	(415)	425
Heard Minion Campaign	3%	(17)	97%	(488)	505
Listens to Podcasts	3%	(16)	97%	(536)	552
Streaming Services User	3%	(24)	97%	(875)	898
Netflix User	3%	(22)	97%	(842)	864
Disney+ User	3%	(20)	97%	(597)	617
Heterosexual or straight	3%	(22)	97%	(680)	702
Bisexual	1%	(2)	99%	(139)	141
Something else	—	(0)	100%	(56)	56
Yes	—	(0)	100%	(140)	140
No	3%	(24)	97%	(837)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE14\_22NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

Bundesliga

Demographic	Selected		Not Selected		Total N
GenZers	1%	(9)	99%	(991)	1000
Gender: Male	2%	(8)	98%	(498)	506
Gender: Female	—	(1)	100%	(493)	494
Age: 18-34	1%	(5)	99%	(604)	609
GenZers: 1997-2012	1%	(9)	99%	(991)	1000
Ideo: Liberal (1-3)	2%	(5)	98%	(298)	304
Ideo: Moderate (4)	1%	(2)	99%	(230)	232
Ideo: Conservative (5-7)	1%	(1)	99%	(164)	165
Educ: < College	1%	(9)	99%	(901)	910
Educ: Bachelors degree	—	(0)	100%	(65)	65
Ethnicity: White	1%	(6)	99%	(725)	731
Ethnicity: Hispanic	1%	(2)	99%	(240)	242
Ethnicity: Black	—	(1)	100%	(147)	148
Ethnicity: Other	2%	(2)	98%	(119)	121
All Christian	1%	(3)	99%	(234)	237
All Non-Christian	—	(0)	100%	(50)	50
Atheist	1%	(1)	99%	(114)	116
Agnostic/Nothing in particular	—	(1)	100%	(404)	405
Something Else	2%	(3)	98%	(189)	193
Religious Non-Protestant/Catholic	—	(0)	100%	(68)	68
Evangelical	3%	(5)	97%	(167)	172
Non-Evangelical	1%	(1)	99%	(227)	228
Community: Urban	1%	(4)	99%	(284)	288
Community: Suburban	1%	(2)	99%	(433)	435
Community: Rural	1%	(3)	99%	(273)	276
Military HH: Yes	1%	(1)	99%	(96)	97
Military HH: No	1%	(8)	99%	(895)	903
4-Region: Northeast	1%	(2)	99%	(162)	164
4-Region: Midwest	—	(1)	100%	(232)	233
4-Region: South	1%	(5)	99%	(427)	432
4-Region: West	1%	(1)	99%	(171)	172

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**Table MCFE14\_22NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*  
Bundesliga

Demographic	Selected		Not Selected		Total N
GenZers	1%	(9)	99%	(991)	1000
TikTok Users	1%	(8)	99%	(672)	680
Twitch Users	1%	(2)	99%	(234)	236
2022 Sports Viewers/Attendees	1%	(5)	99%	(592)	597
Monthly Moviegoers	2%	(4)	98%	(165)	168
Few Times per Year + Moviegoers	1%	(6)	99%	(565)	571
Heard Smile Campaign	2%	(7)	98%	(418)	425
Heard Minion Campaign	2%	(8)	98%	(498)	505
Listens to Podcasts	1%	(7)	99%	(545)	552
Streaming Services User	1%	(9)	99%	(890)	898
Netflix User	1%	(9)	99%	(855)	864
Disney+ User	1%	(9)	99%	(608)	617
Heterosexual or straight	1%	(8)	99%	(694)	702
Bisexual	—	(0)	100%	(141)	141
Something else	1%	(0)	99%	(56)	56
Yes	1%	(1)	99%	(139)	140
No	1%	(8)	99%	(852)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE14\_23NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

Ligue 1

Demographic	Selected		Not Selected		Total N
GenZers	1%	(8)	99%	(992)	1000
Gender: Male	1%	(4)	99%	(502)	506
Gender: Female	1%	(4)	99%	(490)	494
Age: 18-34	1%	(8)	99%	(601)	609
GenZers: 1997-2012	1%	(8)	99%	(992)	1000
Ideo: Liberal (1-3)	1%	(2)	99%	(302)	304
Ideo: Moderate (4)	2%	(4)	98%	(229)	232
Ideo: Conservative (5-7)	1%	(2)	99%	(163)	165
Educ: < College	1%	(7)	99%	(903)	910
Educ: Bachelors degree	3%	(2)	97%	(63)	65
Ethnicity: White	1%	(6)	99%	(725)	731
Ethnicity: Hispanic	1%	(3)	99%	(239)	242
Ethnicity: Black	2%	(2)	98%	(146)	148
Ethnicity: Other	—	(0)	100%	(121)	121
All Christian	1%	(3)	99%	(234)	237
All Non-Christian	—	(0)	100%	(50)	50
Atheist	2%	(2)	98%	(114)	116
Agnostic/Nothing in particular	—	(1)	100%	(404)	405
Something Else	1%	(3)	99%	(190)	193
Religious Non-Protestant/Catholic	—	(0)	100%	(68)	68
Evangelical	3%	(4)	97%	(167)	172
Non-Evangelical	—	(1)	100%	(227)	228
Community: Urban	1%	(2)	99%	(286)	288
Community: Suburban	1%	(5)	99%	(430)	435
Community: Rural	—	(1)	100%	(275)	276
Military HH: Yes	—	(0)	100%	(97)	97
Military HH: No	1%	(8)	99%	(895)	903
4-Region: Northeast	2%	(3)	98%	(161)	164
4-Region: Midwest	1%	(2)	99%	(231)	233
4-Region: South	1%	(3)	99%	(428)	432
4-Region: West	—	(0)	100%	(172)	172

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**Table MCFE14\_23NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

Ligue 1

Demographic	Selected		Not Selected		Total N
GenZers	1%	(8)	99%	(992)	1000
TikTok Users	1%	(8)	99%	(672)	680
Twitch Users	2%	(4)	98%	(231)	236
2022 Sports Viewers/Attendees	1%	(8)	99%	(589)	597
Monthly Moviegoers	—	(0)	100%	(168)	168
Few Times per Year + Moviegoers	1%	(7)	99%	(564)	571
Heard Smile Campaign	2%	(7)	98%	(417)	425
Heard Minion Campaign	1%	(4)	99%	(501)	505
Listens to Podcasts	1%	(5)	99%	(547)	552
Streaming Services User	1%	(7)	99%	(891)	898
Netflix User	1%	(7)	99%	(857)	864
Disney+ User	1%	(8)	99%	(609)	617
Heterosexual or straight	1%	(8)	99%	(693)	702
Bisexual	—	(0)	100%	(141)	141
Something else	—	(0)	100%	(56)	56
Yes	1%	(1)	99%	(139)	140
No	1%	(7)	99%	(853)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE14\_24NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

Serie A

Demographic	Selected		Not Selected		Total N
GenZers	1%	(9)	99%	(991)	1000
Gender: Male	1%	(7)	99%	(499)	506
Gender: Female	1%	(3)	99%	(491)	494
Age: 18-34	1%	(8)	99%	(601)	609
GenZers: 1997-2012	1%	(9)	99%	(991)	1000
Ideo: Liberal (1-3)	1%	(4)	99%	(300)	304
Ideo: Moderate (4)	2%	(5)	98%	(228)	232
Ideo: Conservative (5-7)	—	(0)	100%	(165)	165
Educ: < College	1%	(7)	99%	(902)	910
Educ: Bachelors degree	3%	(2)	97%	(63)	65
Ethnicity: White	1%	(7)	99%	(724)	731
Ethnicity: Hispanic	2%	(4)	98%	(238)	242
Ethnicity: Black	1%	(1)	99%	(147)	148
Ethnicity: Other	1%	(1)	99%	(120)	121
All Christian	2%	(6)	98%	(231)	237
All Non-Christian	—	(0)	100%	(50)	50
Atheist	2%	(2)	98%	(114)	116
Agnostic/Nothing in particular	—	(2)	100%	(403)	405
Something Else	—	(0)	100%	(193)	193
Religious Non-Protestant/Catholic	—	(0)	100%	(68)	68
Evangelical	1%	(2)	99%	(170)	172
Non-Evangelical	2%	(4)	98%	(225)	228
Community: Urban	2%	(5)	98%	(283)	288
Community: Suburban	1%	(5)	99%	(431)	435
Community: Rural	—	(0)	100%	(276)	276
Military HH: Yes	—	(0)	100%	(97)	97
Military HH: No	1%	(9)	99%	(894)	903
4-Region: Northeast	2%	(3)	98%	(161)	164
4-Region: Midwest	—	(0)	100%	(233)	233
4-Region: South	1%	(6)	99%	(426)	432
4-Region: West	—	(0)	100%	(172)	172

Continued on next page

**Table MCFE14\_24NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

Serie A

Demographic	Selected		Not Selected		Total N
GenZers	1%	(9)	99%	(991)	1000
TikTok Users	1%	(8)	99%	(672)	680
Twitch Users	1%	(3)	99%	(233)	236
2022 Sports Viewers/Attendees	1%	(6)	99%	(591)	597
Monthly Moviegoers	—	(0)	100%	(168)	168
Few Times per Year + Moviegoers	1%	(8)	99%	(562)	571
Heard Smile Campaign	1%	(5)	99%	(420)	425
Heard Minion Campaign	1%	(6)	99%	(499)	505
Listens to Podcasts	1%	(7)	99%	(545)	552
Streaming Services User	1%	(9)	99%	(889)	898
Netflix User	1%	(9)	99%	(855)	864
Disney+ User	1%	(9)	99%	(608)	617
Heterosexual or straight	1%	(7)	99%	(694)	702
Bisexual	—	(0)	100%	(141)	141
Something else	1%	(0)	99%	(56)	56
Yes	—	(0)	100%	(140)	140
No	1%	(9)	99%	(851)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE14\_25NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

Premier Lacrosse League

Demographic	Selected		Not Selected		Total N
GenZers	1%	(12)	99%	(988)	1000
Gender: Male	1%	(4)	99%	(502)	506
Gender: Female	2%	(8)	98%	(486)	494
Age: 18-34	1%	(8)	99%	(601)	609
GenZers: 1997-2012	1%	(12)	99%	(988)	1000
Ideo: Liberal (1-3)	1%	(2)	99%	(301)	304
Ideo: Moderate (4)	2%	(4)	98%	(228)	232
Ideo: Conservative (5-7)	3%	(5)	97%	(160)	165
Educ: < College	1%	(11)	99%	(899)	910
Educ: Bachelors degree	—	(0)	100%	(65)	65
Ethnicity: White	1%	(8)	99%	(723)	731
Ethnicity: Hispanic	1%	(3)	99%	(239)	242
Ethnicity: Black	—	(1)	100%	(147)	148
Ethnicity: Other	2%	(3)	98%	(118)	121
All Christian	2%	(5)	98%	(232)	237
All Non-Christian	2%	(1)	98%	(48)	50
Atheist	1%	(1)	99%	(114)	116
Agnostic/Nothing in particular	—	(0)	100%	(404)	405
Something Else	2%	(4)	98%	(189)	193
Religious Non-Protestant/Catholic	2%	(1)	98%	(67)	68
Evangelical	4%	(7)	96%	(165)	172
Non-Evangelical	1%	(1)	99%	(227)	228
Community: Urban	1%	(2)	99%	(286)	288
Community: Suburban	1%	(4)	99%	(431)	435
Community: Rural	2%	(5)	98%	(271)	276
Military HH: Yes	2%	(2)	98%	(95)	97
Military HH: No	1%	(10)	99%	(893)	903
4-Region: Northeast	3%	(4)	97%	(160)	164
4-Region: Midwest	1%	(1)	99%	(231)	233
4-Region: South	1%	(5)	99%	(427)	432
4-Region: West	1%	(1)	99%	(170)	172

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**Table MCFE14\_25NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

Premier Lacrosse League

Demographic	Selected		Not Selected		Total N
GenZers	1%	(12)	99%	(988)	1000
TikTok Users	2%	(11)	98%	(669)	680
Twitch Users	1%	(2)	99%	(234)	236
2022 Sports Viewers/Attendees	1%	(6)	99%	(592)	597
Monthly Moviegoers	—	(1)	100%	(167)	168
Few Times per Year + Moviegoers	1%	(4)	99%	(567)	571
Heard Smile Campaign	2%	(8)	98%	(416)	425
Heard Minion Campaign	1%	(5)	99%	(500)	505
Listens to Podcasts	1%	(8)	99%	(545)	552
Streaming Services User	1%	(10)	99%	(888)	898
Netflix User	1%	(10)	99%	(854)	864
Disney+ User	1%	(9)	99%	(608)	617
Heterosexual or straight	1%	(9)	99%	(693)	702
Bisexual	1%	(2)	99%	(139)	141
Something else	2%	(1)	98%	(55)	56
Yes	5%	(7)	95%	(133)	140
No	1%	(5)	99%	(855)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE14\_26NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

National Lacrosse League

Demographic	Selected		Not Selected		Total N
GenZers	1%	(8)	99%	(992)	1000
Gender: Male	—	(1)	100%	(505)	506
Gender: Female	1%	(7)	99%	(487)	494
Age: 18-34	1%	(5)	99%	(604)	609
GenZers: 1997-2012	1%	(8)	99%	(992)	1000
Ideo: Liberal (1-3)	1%	(2)	99%	(302)	304
Ideo: Moderate (4)	1%	(2)	99%	(230)	232
Ideo: Conservative (5-7)	2%	(3)	98%	(163)	165
Educ: < College	1%	(7)	99%	(902)	910
Educ: Bachelors degree	1%	(0)	99%	(65)	65
Ethnicity: White	1%	(6)	99%	(725)	731
Ethnicity: Hispanic	1%	(2)	99%	(240)	242
Ethnicity: Black	—	(0)	100%	(148)	148
Ethnicity: Other	1%	(1)	99%	(120)	121
All Christian	2%	(5)	98%	(233)	237
All Non-Christian	—	(0)	100%	(50)	50
Atheist	—	(0)	100%	(116)	116
Agnostic/Nothing in particular	—	(2)	100%	(403)	405
Something Else	1%	(1)	99%	(192)	193
Religious Non-Protestant/Catholic	—	(0)	100%	(68)	68
Evangelical	2%	(4)	98%	(168)	172
Non-Evangelical	1%	(2)	99%	(227)	228
Community: Urban	—	(1)	100%	(287)	288
Community: Suburban	—	(2)	100%	(434)	435
Community: Rural	2%	(5)	98%	(272)	276
Military HH: Yes	2%	(2)	98%	(95)	97
Military HH: No	1%	(6)	99%	(897)	903
4-Region: Northeast	1%	(1)	99%	(163)	164
4-Region: Midwest	—	(1)	100%	(231)	233
4-Region: South	1%	(6)	99%	(426)	432
4-Region: West	—	(0)	100%	(172)	172

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**Table MCFE14\_26NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*  
National Lacrosse League

Demographic	Selected		Not Selected		Total N
GenZers	1%	(8)	99%	(992)	1000
TikTok Users	1%	(7)	99%	(673)	680
Twitch Users	—	(1)	100%	(235)	236
2022 Sports Viewers/Attendees	1%	(4)	99%	(593)	597
Monthly Moviegoers	1%	(1)	99%	(167)	168
Few Times per Year + Moviegoers	1%	(3)	99%	(567)	571
Heard Smile Campaign	1%	(6)	99%	(418)	425
Heard Minion Campaign	1%	(4)	99%	(502)	505
Listens to Podcasts	1%	(3)	99%	(549)	552
Streaming Services User	1%	(7)	99%	(891)	898
Netflix User	1%	(7)	99%	(857)	864
Disney+ User	1%	(6)	99%	(611)	617
Heterosexual or straight	1%	(6)	99%	(695)	702
Bisexual	—	(1)	100%	(140)	141
Something else	1%	(1)	99%	(56)	56
Yes	3%	(4)	97%	(136)	140
No	—	(4)	100%	(856)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE14\_27NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*  
*National Women's Soccer League*

Demographic	Selected		Not Selected		Total N
GenZers	3%	(26)	97%	(974)	1000
Gender: Male	2%	(9)	98%	(497)	506
Gender: Female	3%	(16)	97%	(478)	494
Age: 18-34	3%	(17)	97%	(592)	609
GenZers: 1997-2012	3%	(26)	97%	(974)	1000
Ideo: Liberal (1-3)	4%	(13)	96%	(291)	304
Ideo: Moderate (4)	1%	(3)	99%	(230)	232
Ideo: Conservative (5-7)	4%	(6)	96%	(159)	165
Educ: < College	2%	(22)	98%	(888)	910
Educ: Bachelors degree	5%	(3)	95%	(62)	65
Ethnicity: White	2%	(17)	98%	(714)	731
Ethnicity: Hispanic	2%	(4)	98%	(238)	242
Ethnicity: Black	2%	(3)	98%	(145)	148
Ethnicity: Other	5%	(6)	95%	(115)	121
All Christian	2%	(4)	98%	(233)	237
All Non-Christian	3%	(2)	97%	(48)	50
Atheist	5%	(6)	95%	(110)	116
Agnostic/Nothing in particular	2%	(9)	98%	(396)	405
Something Else	3%	(6)	97%	(187)	193
Religious Non-Protestant/Catholic	3%	(2)	97%	(66)	68
Evangelical	3%	(5)	97%	(167)	172
Non-Evangelical	2%	(4)	98%	(225)	228
Community: Urban	2%	(6)	98%	(282)	288
Community: Suburban	3%	(14)	97%	(422)	435
Community: Rural	2%	(6)	98%	(271)	276
Military HH: Yes	4%	(4)	96%	(93)	97
Military HH: No	2%	(22)	98%	(881)	903
4-Region: Northeast	1%	(1)	99%	(163)	164
4-Region: Midwest	3%	(7)	97%	(225)	233
4-Region: South	3%	(13)	97%	(419)	432
4-Region: West	3%	(5)	97%	(167)	172

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**Table MCFE14\_27NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*  
*National Women's Soccer League*

Demographic	Selected		Not Selected		Total N
GenZers	3%	(26)	97%	(974)	1000
TikTok Users	2%	(16)	98%	(664)	680
Twitch Users	2%	(5)	98%	(230)	236
2022 Sports Viewers/Attendees	3%	(19)	97%	(579)	597
Monthly Moviegoers	4%	(6)	96%	(162)	168
Few Times per Year + Moviegoers	3%	(16)	97%	(554)	571
Heard Smile Campaign	3%	(13)	97%	(411)	425
Heard Minion Campaign	3%	(13)	97%	(492)	505
Listens to Podcasts	3%	(18)	97%	(535)	552
Streaming Services User	3%	(25)	97%	(873)	898
Netflix User	2%	(21)	98%	(843)	864
Disney+ User	3%	(18)	97%	(599)	617
Heterosexual or straight	2%	(15)	98%	(686)	702
Bisexual	4%	(5)	96%	(136)	141
Something else	3%	(2)	97%	(54)	56
Yes	3%	(4)	97%	(136)	140
No	3%	(22)	97%	(838)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE14\_28NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*  
*Premier Hockey Federation*

Demographic	Selected		Not Selected		Total N
GenZers	1%	(8)	99%	(992)	1000
Gender: Male	—	(1)	100%	(505)	506
Gender: Female	2%	(7)	98%	(487)	494
Age: 18-34	—	(3)	100%	(606)	609
GenZers: 1997-2012	1%	(8)	99%	(992)	1000
Ideo: Liberal (1-3)	—	(1)	100%	(303)	304
Ideo: Moderate (4)	1%	(2)	99%	(230)	232
Ideo: Conservative (5-7)	2%	(3)	98%	(163)	165
Educ: < College	1%	(7)	99%	(902)	910
Educ: Bachelors degree	1%	(1)	99%	(64)	65
Ethnicity: White	1%	(4)	99%	(727)	731
Ethnicity: Hispanic	—	(0)	100%	(242)	242
Ethnicity: Black	1%	(1)	99%	(147)	148
Ethnicity: Other	3%	(3)	97%	(118)	121
All Christian	3%	(6)	97%	(231)	237
All Non-Christian	—	(0)	100%	(50)	50
Atheist	—	(0)	100%	(116)	116
Agnostic/Nothing in particular	—	(1)	100%	(404)	405
Something Else	1%	(1)	99%	(192)	193
Religious Non-Protestant/Catholic	3%	(2)	97%	(66)	68
Evangelical	2%	(4)	98%	(168)	172
Non-Evangelical	1%	(2)	99%	(226)	228
Community: Urban	1%	(2)	99%	(286)	288
Community: Suburban	1%	(6)	99%	(429)	435
Community: Rural	—	(0)	100%	(276)	276
Military HH: Yes	1%	(1)	99%	(95)	97
Military HH: No	1%	(7)	99%	(896)	903
4-Region: Northeast	—	(0)	100%	(164)	164
4-Region: Midwest	1%	(1)	99%	(231)	233
4-Region: South	1%	(6)	99%	(426)	432
4-Region: West	—	(1)	100%	(171)	172

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**Table MCFE14\_28NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*  
Premier Hockey Federation

Demographic	Selected		Not Selected		Total N
GenZers	1%	(8)	99%	(992)	1000
TikTok Users	—	(3)	100%	(677)	680
Twitch Users	1%	(2)	99%	(233)	236
2022 Sports Viewers/Attendees	1%	(7)	99%	(591)	597
Monthly Moviegoers	1%	(1)	99%	(167)	168
Few Times per Year + Moviegoers	1%	(6)	99%	(565)	571
Heard Smile Campaign	1%	(4)	99%	(420)	425
Heard Minion Campaign	1%	(5)	99%	(500)	505
Listens to Podcasts	1%	(6)	99%	(546)	552
Streaming Services User	1%	(8)	99%	(890)	898
Netflix User	1%	(8)	99%	(856)	864
Disney+ User	1%	(5)	99%	(612)	617
Heterosexual or straight	1%	(7)	99%	(694)	702
Bisexual	1%	(1)	99%	(140)	141
Something else	—	(0)	100%	(56)	56
Yes	—	(0)	100%	(140)	140
No	1%	(8)	99%	(852)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE14\_29NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*  
*Other (please specify)*

Demographic	Selected		Not Selected		Total N
GenZers	4%	(35)	96%	(965)	1000
Gender: Male	2%	(10)	98%	(496)	506
Gender: Female	5%	(25)	95%	(469)	494
Age: 18-34	2%	(14)	98%	(595)	609
GenZers: 1997-2012	4%	(35)	96%	(965)	1000
Ideo: Liberal (1-3)	1%	(4)	99%	(300)	304
Ideo: Moderate (4)	2%	(4)	98%	(229)	232
Ideo: Conservative (5-7)	4%	(6)	96%	(159)	165
Educ: < College	4%	(35)	96%	(875)	910
Educ: Bachelors degree	—	(0)	100%	(65)	65
Ethnicity: White	4%	(28)	96%	(703)	731
Ethnicity: Hispanic	1%	(4)	99%	(238)	242
Ethnicity: Black	2%	(3)	98%	(145)	148
Ethnicity: Other	4%	(5)	96%	(116)	121
All Christian	4%	(10)	96%	(227)	237
All Non-Christian	—	(0)	100%	(50)	50
Atheist	1%	(1)	99%	(115)	116
Agnostic/Nothing in particular	3%	(14)	97%	(391)	405
Something Else	5%	(10)	95%	(182)	193
Religious Non-Protestant/Catholic	4%	(2)	96%	(65)	68
Evangelical	4%	(7)	96%	(165)	172
Non-Evangelical	5%	(10)	95%	(218)	228
Community: Urban	6%	(19)	94%	(270)	288
Community: Suburban	2%	(7)	98%	(429)	435
Community: Rural	4%	(10)	96%	(266)	276
Military HH: Yes	9%	(8)	91%	(88)	97
Military HH: No	3%	(27)	97%	(876)	903
4-Region: Northeast	2%	(3)	98%	(161)	164
4-Region: Midwest	4%	(10)	96%	(222)	233
4-Region: South	3%	(14)	97%	(418)	432
4-Region: West	5%	(9)	95%	(163)	172

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**Table MCFE14\_29NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*  
*Other (please specify)*

Demographic	Selected		Not Selected		Total N
GenZers	4%	(35)	96%	(965)	1000
TikTok Users	3%	(20)	97%	(660)	680
Twitch Users	2%	(4)	98%	(231)	236
2022 Sports Viewers/Attendees	5%	(30)	95%	(567)	597
Monthly Moviegoers	6%	(10)	94%	(159)	168
Few Times per Year + Moviegoers	4%	(24)	96%	(547)	571
Heard Smile Campaign	5%	(22)	95%	(403)	425
Heard Minion Campaign	4%	(20)	96%	(486)	505
Listens to Podcasts	3%	(14)	97%	(538)	552
Streaming Services User	4%	(34)	96%	(864)	898
Netflix User	4%	(34)	96%	(830)	864
Disney+ User	5%	(29)	95%	(588)	617
Heterosexual or straight	4%	(26)	96%	(676)	702
Bisexual	1%	(1)	99%	(140)	141
Something else	10%	(6)	90%	(51)	56
Yes	3%	(4)	97%	(136)	140
No	4%	(32)	96%	(829)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE14\_30NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*  
*I don't like college/professional sports*

Demographic	Selected		Not Selected		Total N
GenZers	34%	(341)	66%	(659)	1000
Gender: Male	27%	(139)	73%	(367)	506
Gender: Female	41%	(202)	59%	(292)	494
Age: 18-34	29%	(177)	71%	(432)	609
GenZers: 1997-2012	34%	(341)	66%	(659)	1000
Ideo: Liberal (1-3)	36%	(109)	64%	(194)	304
Ideo: Moderate (4)	30%	(69)	70%	(163)	232
Ideo: Conservative (5-7)	19%	(32)	81%	(133)	165
Educ: < College	36%	(324)	64%	(586)	910
Educ: Bachelors degree	21%	(14)	79%	(51)	65
Ethnicity: White	35%	(253)	65%	(478)	731
Ethnicity: Hispanic	37%	(89)	63%	(153)	242
Ethnicity: Black	25%	(37)	75%	(111)	148
Ethnicity: Other	42%	(51)	58%	(70)	121
All Christian	18%	(43)	82%	(194)	237
All Non-Christian	34%	(17)	66%	(33)	50
Atheist	50%	(58)	50%	(57)	116
Agnostic/Nothing in particular	42%	(170)	58%	(235)	405
Something Else	28%	(54)	72%	(139)	193
Religious Non-Protestant/Catholic	37%	(25)	63%	(43)	68
Evangelical	15%	(25)	85%	(146)	172
Non-Evangelical	26%	(60)	74%	(168)	228
Community: Urban	33%	(96)	67%	(192)	288
Community: Suburban	34%	(149)	66%	(287)	435
Community: Rural	35%	(97)	65%	(180)	276
Military HH: Yes	24%	(23)	76%	(74)	97
Military HH: No	35%	(318)	65%	(585)	903
4-Region: Northeast	33%	(54)	67%	(110)	164
4-Region: Midwest	32%	(74)	68%	(159)	233
4-Region: South	36%	(154)	64%	(278)	432
4-Region: West	35%	(59)	65%	(112)	172

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**Table MCFE14\_30NET:** *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*  
*I don't like college/professional sports*

Demographic	Selected		Not Selected		Total N
GenZers	34%	(341)	66%	(659)	1000
TikTok Users	33%	(225)	67%	(455)	680
Twitch Users	23%	(54)	77%	(181)	236
2022 Sports Viewers/Attendees	16%	(93)	84%	(504)	597
Monthly Moviegoers	25%	(42)	75%	(126)	168
Few Times per Year + Moviegoers	27%	(157)	73%	(414)	571
Heard Smile Campaign	26%	(112)	74%	(313)	425
Heard Minion Campaign	29%	(148)	71%	(357)	505
Listens to Podcasts	28%	(153)	72%	(399)	552
Streaming Services User	32%	(285)	68%	(613)	898
Netflix User	32%	(278)	68%	(586)	864
Disney+ User	30%	(188)	70%	(429)	617
Heterosexual or straight	26%	(186)	74%	(516)	702
Bisexual	41%	(58)	59%	(83)	141
Something else	56%	(31)	44%	(25)	56
Yes	53%	(74)	47%	(66)	140
No	31%	(267)	69%	(593)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE15: How often do you watch live sporting events?**

Demographic	Almost every day		At least once a week		At least once a month		Once every few months		Never		Total N
GenZers	7%	(68)	20%	(197)	15%	(147)	26%	(256)	33%	(332)	1000
Gender: Male	12%	(58)	23%	(116)	16%	(79)	24%	(120)	26%	(132)	506
Gender: Female	2%	(10)	16%	(81)	14%	(69)	27%	(136)	40%	(199)	494
Age: 18-34	8%	(51)	20%	(122)	16%	(98)	26%	(158)	30%	(181)	609
GenZers: 1997-2012	7%	(68)	20%	(197)	15%	(147)	26%	(256)	33%	(332)	1000
Ideo: Liberal (1-3)	9%	(26)	14%	(42)	17%	(51)	28%	(86)	32%	(98)	304
Ideo: Moderate (4)	8%	(19)	21%	(50)	13%	(31)	27%	(62)	31%	(71)	232
Ideo: Conservative (5-7)	8%	(13)	32%	(53)	14%	(24)	26%	(43)	20%	(32)	165
Educ: < College	6%	(58)	19%	(175)	14%	(128)	26%	(236)	34%	(313)	910
Educ: Bachelors degree	13%	(8)	27%	(18)	16%	(10)	20%	(13)	24%	(16)	65
Ethnicity: White	6%	(42)	19%	(140)	15%	(112)	26%	(187)	34%	(249)	731
Ethnicity: Hispanic	7%	(17)	19%	(46)	19%	(47)	23%	(56)	31%	(76)	242
Ethnicity: Black	14%	(21)	25%	(36)	13%	(20)	24%	(36)	24%	(35)	148
Ethnicity: Other	4%	(5)	17%	(21)	13%	(15)	27%	(32)	39%	(47)	121
All Christian	8%	(19)	33%	(78)	18%	(42)	23%	(54)	19%	(45)	237
All Non-Christian	11%	(6)	19%	(9)	13%	(7)	17%	(8)	39%	(20)	50
Atheist	5%	(6)	10%	(12)	6%	(7)	22%	(26)	57%	(65)	116
Agnostic/Nothing in particular	7%	(27)	14%	(56)	14%	(57)	29%	(117)	37%	(148)	405
Something Else	5%	(10)	22%	(43)	18%	(35)	27%	(51)	28%	(54)	193
Religious Non-Protestant/Catholic	10%	(7)	14%	(9)	12%	(8)	22%	(15)	43%	(29)	68
Evangelical	7%	(13)	33%	(56)	20%	(35)	24%	(40)	16%	(28)	172
Non-Evangelical	7%	(15)	26%	(60)	18%	(40)	23%	(53)	26%	(60)	228
Community: Urban	7%	(20)	19%	(55)	15%	(45)	23%	(66)	36%	(103)	288
Community: Suburban	7%	(32)	20%	(89)	14%	(60)	26%	(112)	33%	(143)	435
Community: Rural	6%	(16)	19%	(53)	16%	(43)	28%	(79)	31%	(86)	276
Military HH: Yes	7%	(7)	30%	(29)	13%	(12)	31%	(30)	20%	(19)	97
Military HH: No	7%	(61)	19%	(169)	15%	(135)	25%	(226)	35%	(313)	903
4-Region: Northeast	9%	(15)	21%	(34)	16%	(26)	26%	(43)	28%	(46)	164
4-Region: Midwest	6%	(15)	21%	(50)	14%	(32)	25%	(59)	33%	(76)	233
4-Region: South	6%	(27)	20%	(85)	14%	(62)	27%	(117)	33%	(141)	432
4-Region: West	6%	(11)	17%	(29)	16%	(28)	21%	(37)	39%	(68)	172
TikTok Users	7%	(46)	19%	(131)	16%	(111)	26%	(179)	31%	(212)	680

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**Table MCFE15: How often do you watch live sporting events?**

Demographic	Almost every day		At least once a week		At least once a month		Once every few months		Never		Total N
GenZers	7%	(68)	20%	(197)	15%	(147)	26%	(256)	33%	(332)	1000
Twitch Users	9%	(21)	31%	(72)	18%	(42)	19%	(46)	23%	(54)	236
2022 Sports Viewers/Attendees	10%	(61)	31%	(187)	21%	(123)	27%	(163)	11%	(63)	597
Monthly Moviegoers	13%	(23)	23%	(39)	23%	(39)	16%	(27)	24%	(40)	168
Few Times per Year + Moviegoers	9%	(50)	25%	(145)	17%	(99)	24%	(136)	25%	(141)	571
Heard Smile Campaign	10%	(45)	25%	(106)	19%	(80)	23%	(96)	23%	(98)	425
Heard Minion Campaign	9%	(45)	25%	(124)	15%	(77)	25%	(126)	26%	(133)	505
Listens to Podcasts	10%	(54)	22%	(123)	16%	(86)	28%	(155)	24%	(135)	552
Streaming Services User	7%	(64)	21%	(187)	15%	(136)	26%	(234)	31%	(278)	898
Netflix User	7%	(62)	21%	(181)	15%	(130)	26%	(225)	31%	(265)	864
Disney+ User	7%	(46)	21%	(131)	16%	(100)	25%	(155)	30%	(184)	617
Heterosexual or straight	9%	(60)	24%	(168)	16%	(114)	25%	(173)	27%	(188)	702
Bisexual	2%	(3)	14%	(20)	18%	(26)	28%	(40)	37%	(52)	141
Something else	7%	(4)	6%	(3)	2%	(1)	35%	(20)	49%	(28)	56
Yes	4%	(5)	11%	(15)	8%	(11)	27%	(38)	51%	(71)	140
No	7%	(63)	21%	(182)	16%	(136)	25%	(218)	30%	(261)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE16\_1: When was the last time, if ever, you?  
Attended a professional sporting event (for any sport) in-person**

Demographic	August 2022 - November 2022	May 2022 - July 2022	January 2022 - April 2022	Sometime in 2021	Sometime in 2020	Sometime before 2020	I have never done this	Total N
GenZers	8% (77)	5% (50)	5% (48)	8% (78)	7% (66)	21% (208)	47% (472)	1000
Gender: Male	9% (48)	6% (29)	6% (29)	7% (36)	7% (35)	20% (102)	45% (227)	506
Gender: Female	6% (29)	4% (21)	4% (20)	9% (42)	6% (30)	21% (106)	50% (245)	494
Age: 18-34	9% (54)	6% (34)	6% (39)	9% (57)	7% (42)	24% (146)	39% (238)	609
GenZers: 1997-2012	8% (77)	5% (50)	5% (48)	8% (78)	7% (66)	21% (208)	47% (472)	1000
Ideo: Liberal (1-3)	10% (30)	7% (21)	7% (20)	7% (21)	7% (21)	23% (69)	40% (121)	304
Ideo: Moderate (4)	7% (17)	4% (9)	6% (14)	10% (24)	6% (14)	21% (48)	46% (107)	232
Ideo: Conservative (5-7)	10% (16)	7% (11)	5% (9)	10% (16)	7% (12)	24% (39)	38% (62)	165
Educ: < College	7% (61)	5% (44)	5% (43)	7% (63)	6% (59)	21% (190)	49% (450)	910
Educ: Bachelors degree	23% (15)	9% (6)	6% (4)	20% (13)	5% (3)	19% (12)	20% (13)	65
Ethnicity: White	7% (52)	4% (31)	4% (31)	8% (59)	7% (54)	22% (158)	47% (346)	731
Ethnicity: Hispanic	5% (13)	7% (17)	3% (8)	7% (17)	7% (17)	18% (44)	52% (125)	242
Ethnicity: Black	10% (14)	8% (12)	10% (14)	7% (10)	4% (6)	20% (29)	42% (62)	148
Ethnicity: Other	9% (10)	6% (8)	3% (4)	7% (9)	4% (5)	17% (21)	53% (64)	121
All Christian	12% (29)	8% (19)	6% (15)	11% (27)	11% (27)	17% (41)	33% (79)	237
All Non-Christian	5% (3)	6% (3)	12% (6)	3% (1)	7% (3)	20% (10)	48% (24)	50
Atheist	4% (4)	7% (8)	2% (2)	8% (9)	4% (5)	21% (25)	54% (62)	116
Agnostic/Nothing in particular	8% (31)	2% (9)	3% (12)	6% (23)	4% (17)	24% (97)	53% (216)	405
Something Else	5% (10)	6% (12)	7% (13)	9% (18)	7% (13)	19% (36)	47% (92)	193
Religious Non-Protestant/Catholic	5% (4)	8% (5)	14% (9)	4% (3)	15% (10)	15% (10)	39% (26)	68
Evangelical	7% (12)	8% (14)	6% (10)	15% (25)	10% (17)	17% (29)	38% (65)	172
Non-Evangelical	11% (25)	6% (13)	6% (15)	7% (16)	7% (16)	19% (43)	44% (101)	228
Community: Urban	7% (20)	5% (16)	5% (15)	7% (20)	8% (22)	21% (62)	46% (134)	288
Community: Suburban	10% (46)	4% (17)	5% (21)	8% (36)	5% (23)	21% (90)	47% (203)	435
Community: Rural	4% (11)	7% (18)	4% (12)	8% (22)	7% (21)	20% (57)	49% (136)	276
Military HH: Yes	9% (9)	4% (4)	9% (9)	6% (6)	6% (6)	21% (21)	44% (43)	97
Military HH: No	7% (67)	5% (46)	4% (40)	8% (72)	7% (60)	21% (188)	48% (430)	903

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**Table MCFE16\_1: When was the last time, if ever, you?  
Attended a professional sporting event (for any sport) in-person**

Demographic	August 2022 - November 2022	May 2022 - July 2022	January 2022 - April 2022	Sometime in 2021	Sometime in 2020	Sometime before 2020	I have never done this	Total N
GenZers	8% (77)	5% (50)	5% (48)	8% (78)	7% (66)	21% (208)	47% (472)	1000
4-Region: Northeast	6% (11)	8% (13)	5% (8)	10% (16)	6% (10)	28% (45)	37% (61)	164
4-Region: Midwest	10% (22)	8% (18)	4% (9)	8% (20)	7% (16)	17% (40)	46% (108)	233
4-Region: South	7% (31)	4% (16)	5% (21)	7% (32)	7% (31)	20% (86)	50% (215)	432
4-Region: West	8% (13)	2% (3)	6% (10)	6% (11)	5% (9)	21% (37)	52% (89)	172
TikTok Users	8% (55)	5% (37)	5% (36)	9% (59)	7% (44)	21% (143)	45% (306)	680
Twitch Users	10% (24)	6% (14)	6% (14)	8% (20)	6% (14)	21% (49)	42% (99)	236
2022 Sports Viewers/Attendees	13% (77)	8% (50)	8% (48)	10% (61)	8% (48)	23% (140)	29% (172)	597
Monthly Moviegoers	14% (24)	9% (15)	9% (15)	14% (24)	10% (17)	15% (25)	29% (48)	168
Few Times per Year + Moviegoers	10% (56)	7% (39)	7% (39)	11% (60)	9% (49)	18% (102)	40% (226)	571
Heard Smile Campaign	9% (40)	6% (27)	7% (29)	11% (47)	7% (30)	21% (90)	38% (162)	425
Heard Minion Campaign	10% (50)	6% (29)	5% (27)	9% (48)	6% (30)	21% (104)	43% (217)	505
Listens to Podcasts	10% (55)	7% (37)	7% (39)	11% (62)	8% (47)	21% (117)	35% (196)	552
Streaming Services User	7% (64)	6% (50)	5% (46)	8% (75)	7% (63)	21% (187)	46% (415)	898
Netflix User	8% (66)	5% (47)	5% (46)	9% (76)	7% (61)	21% (181)	45% (386)	864
Disney+ User	7% (46)	7% (42)	7% (40)	10% (64)	8% (47)	21% (129)	40% (250)	617
Heterosexual or straight	9% (60)	6% (43)	6% (40)	9% (62)	7% (48)	20% (142)	44% (307)	702
Bisexual	7% (10)	3% (4)	4% (6)	7% (10)	6% (8)	24% (34)	49% (69)	141
Something else	4% (2)	4% (2)	2% (1)	8% (5)	3% (2)	24% (13)	55% (31)	56
Yes	3% (4)	1% (1)	7% (10)	9% (13)	8% (11)	22% (30)	50% (70)	140
No	8% (72)	6% (49)	5% (39)	8% (65)	6% (55)	21% (178)	47% (402)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).



**Table MCFE16\_2: When was the last time, if ever, you?  
Attended a college sporting event (for any sport) in-person**

Demographic	August 2022 - November 2022	May 2022 - July 2022	January 2022 - April 2022	Sometime in 2021	Sometime in 2020	Sometime before 2020	I have never done this	Total N
GenZers	8% (81)	4% (37)	4% (44)	7% (72)	4% (42)	13% (129)	60% (596)	1000
Gender: Male	9% (43)	3% (17)	6% (28)	9% (44)	3% (15)	12% (62)	58% (296)	506
Gender: Female	8% (38)	4% (19)	3% (16)	6% (28)	6% (27)	13% (66)	61% (300)	494
Age: 18-34	10% (61)	4% (27)	6% (39)	9% (56)	4% (26)	13% (82)	52% (318)	609
GenZers: 1997-2012	8% (81)	4% (37)	4% (44)	7% (72)	4% (42)	13% (129)	60% (596)	1000
Ideo: Liberal (1-3)	10% (30)	5% (14)	5% (15)	7% (22)	6% (18)	14% (42)	53% (162)	304
Ideo: Moderate (4)	7% (17)	3% (6)	6% (15)	10% (22)	2% (6)	14% (34)	57% (133)	232
Ideo: Conservative (5-7)	11% (19)	7% (12)	4% (7)	8% (13)	5% (8)	14% (24)	50% (83)	165
Educ: < College	7% (63)	4% (34)	4% (35)	7% (62)	4% (33)	12% (114)	62% (568)	910
Educ: Bachelors degree	18% (12)	4% (2)	10% (7)	8% (5)	11% (7)	20% (13)	29% (19)	65
Ethnicity: White	8% (58)	2% (16)	5% (33)	6% (46)	5% (36)	15% (106)	60% (437)	731
Ethnicity: Hispanic	7% (18)	3% (6)	6% (13)	5% (13)	4% (10)	9% (22)	66% (161)	242
Ethnicity: Black	10% (14)	7% (11)	6% (8)	9% (13)	3% (5)	10% (15)	55% (82)	148
Ethnicity: Other	8% (9)	8% (10)	2% (2)	11% (13)	2% (2)	6% (8)	64% (77)	121
All Christian	13% (31)	6% (14)	4% (8)	13% (30)	6% (15)	12% (29)	46% (109)	237
All Non-Christian	5% (3)	3% (2)	9% (5)	8% (4)	2% (1)	8% (4)	64% (32)	50
Atheist	4% (4)	— (0)	3% (4)	5% (6)	7% (8)	7% (8)	74% (85)	116
Agnostic/Nothing in particular	7% (27)	4% (16)	3% (13)	4% (17)	2% (8)	16% (65)	64% (258)	405
Something Else	8% (16)	3% (5)	7% (14)	8% (15)	5% (9)	12% (22)	58% (111)	193
Religious Non-Protestant/Catholic	8% (5)	7% (5)	8% (5)	9% (6)	2% (1)	18% (12)	49% (33)	68
Evangelical	12% (21)	6% (10)	5% (9)	14% (24)	6% (10)	9% (16)	47% (81)	172
Non-Evangelical	10% (22)	3% (6)	5% (11)	8% (18)	6% (14)	10% (23)	59% (134)	228
Community: Urban	8% (23)	4% (12)	2% (7)	10% (28)	4% (12)	13% (38)	59% (169)	288
Community: Suburban	10% (44)	4% (18)	6% (25)	6% (26)	3% (12)	14% (61)	57% (250)	435
Community: Rural	5% (15)	3% (7)	4% (12)	6% (18)	6% (18)	11% (30)	64% (177)	276
Military HH: Yes	7% (7)	11% (11)	9% (9)	5% (5)	4% (3)	12% (12)	52% (50)	97
Military HH: No	8% (74)	3% (26)	4% (35)	7% (67)	4% (39)	13% (117)	60% (545)	903

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**Table MCFE16\_2: When was the last time, if ever, you?  
Attended a college sporting event (for any sport) in-person**

Demographic	August 2022 - November 2022	May 2022 - July 2022	January 2022 - April 2022	Sometime in 2021	Sometime in 2020	Sometime before 2020	I have never done this	Total N
GenZers	8% (81)	4% (37)	4% (44)	7% (72)	4% (42)	13% (129)	60% (596)	1000
4-Region: Northeast	7% (12)	3% (6)	5% (9)	10% (16)	6% (10)	11% (18)	56% (93)	164
4-Region: Midwest	8% (18)	3% (7)	5% (12)	8% (20)	3% (7)	11% (25)	62% (144)	233
4-Region: South	9% (37)	5% (20)	4% (17)	6% (27)	5% (23)	13% (55)	58% (252)	432
4-Region: West	8% (13)	2% (4)	3% (6)	5% (9)	1% (2)	18% (30)	62% (107)	172
TikTok Users	8% (56)	3% (23)	5% (35)	8% (53)	5% (33)	13% (92)	57% (389)	680
Twitch Users	7% (17)	5% (11)	8% (18)	7% (18)	4% (9)	13% (30)	56% (132)	236
2022 Sports Viewers/Attendees	14% (81)	6% (37)	7% (44)	9% (56)	4% (25)	15% (92)	44% (263)	597
Monthly Moviegoers	14% (24)	7% (12)	8% (14)	8% (13)	9% (15)	14% (23)	40% (67)	168
Few Times per Year + Moviegoers	11% (63)	5% (29)	6% (32)	8% (48)	5% (31)	12% (68)	52% (299)	571
Heard Smile Campaign	9% (37)	6% (26)	7% (29)	9% (39)	6% (24)	11% (47)	52% (223)	425
Heard Minion Campaign	10% (51)	4% (20)	5% (25)	9% (44)	4% (21)	11% (56)	57% (287)	505
Listens to Podcasts	11% (58)	5% (30)	7% (36)	10% (53)	5% (27)	15% (85)	47% (262)	552
Streaming Services User	8% (71)	4% (37)	5% (43)	8% (70)	5% (42)	13% (117)	58% (519)	898
Netflix User	8% (69)	4% (35)	5% (41)	8% (69)	5% (40)	13% (115)	57% (494)	864
Disney+ User	9% (53)	4% (27)	5% (32)	9% (53)	5% (29)	13% (79)	56% (343)	617
Heterosexual or straight	9% (62)	4% (31)	5% (34)	8% (58)	4% (31)	13% (90)	57% (397)	702
Bisexual	8% (11)	3% (4)	3% (4)	8% (11)	4% (6)	15% (22)	59% (83)	141
Something else	4% (2)	2% (1)	7% (4)	1% (0)	— (0)	14% (8)	73% (41)	56
Yes	3% (4)	3% (4)	5% (7)	7% (10)	3% (4)	15% (20)	64% (89)	140
No	9% (77)	4% (32)	4% (36)	7% (62)	4% (38)	13% (108)	59% (507)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE16\_3:** *When was the last time, if ever, you?  
Watched a professional sporting event (for any sport) on TV*

Demographic	August 2022 - November 2022	May 2022 - July 2022	January 2022 - April 2022	Sometime in 2021	Sometime in 2020	Sometime before 2020	I have never done this	Total N
GenZers	38% (381)	8% (76)	7% (69)	10% (99)	4% (39)	10% (100)	24% (237)	1000
Gender: Male	43% (216)	8% (43)	9% (44)	8% (41)	3% (17)	9% (46)	20% (99)	506
Gender: Female	33% (165)	7% (33)	5% (26)	12% (58)	4% (22)	11% (53)	28% (137)	494
Age: 18-34	38% (233)	7% (40)	9% (55)	10% (58)	5% (32)	8% (52)	23% (139)	609
GenZers: 1997-2012	38% (381)	8% (76)	7% (69)	10% (99)	4% (39)	10% (100)	24% (237)	1000
Ideo: Liberal (1-3)	40% (120)	7% (20)	8% (23)	10% (30)	5% (15)	7% (20)	25% (75)	304
Ideo: Moderate (4)	43% (99)	7% (17)	7% (16)	8% (19)	6% (13)	8% (19)	21% (49)	232
Ideo: Conservative (5-7)	45% (74)	7% (11)	9% (15)	15% (24)	4% (7)	9% (16)	11% (18)	165
Educ: < College	38% (341)	7% (68)	6% (54)	10% (87)	4% (36)	11% (97)	25% (226)	910
Educ: Bachelors degree	47% (30)	9% (6)	18% (12)	12% (8)	2% (2)	3% (2)	9% (6)	65
Ethnicity: White	38% (279)	7% (51)	7% (52)	10% (72)	4% (28)	11% (81)	23% (167)	731
Ethnicity: Hispanic	37% (91)	6% (14)	7% (17)	9% (21)	4% (11)	11% (28)	25% (61)	242
Ethnicity: Black	38% (56)	13% (19)	8% (11)	10% (14)	5% (7)	6% (10)	21% (31)	148
Ethnicity: Other	38% (46)	5% (6)	5% (6)	11% (13)	3% (3)	7% (9)	32% (39)	121
All Christian	50% (119)	9% (21)	10% (23)	7% (16)	6% (15)	6% (13)	13% (30)	237
All Non-Christian	37% (18)	5% (2)	6% (3)	12% (6)	4% (2)	10% (5)	26% (13)	50
Atheist	21% (24)	9% (11)	8% (9)	8% (9)	1% (1)	14% (16)	39% (45)	116
Agnostic/Nothing in particular	38% (152)	6% (23)	5% (19)	10% (40)	4% (15)	11% (46)	27% (110)	405
Something Else	34% (66)	10% (19)	8% (16)	14% (28)	3% (5)	10% (20)	20% (38)	193
Religious Non-Protestant/Catholic	33% (22)	8% (6)	16% (11)	10% (7)	3% (2)	9% (6)	21% (14)	68
Evangelical	39% (68)	14% (24)	9% (15)	11% (20)	5% (9)	6% (10)	15% (26)	172
Non-Evangelical	49% (112)	4% (10)	6% (15)	9% (21)	5% (11)	10% (22)	17% (38)	228
Community: Urban	35% (101)	5% (15)	9% (26)	8% (23)	6% (16)	8% (24)	29% (84)	288
Community: Suburban	44% (190)	8% (36)	7% (30)	9% (39)	3% (15)	11% (47)	18% (78)	435
Community: Rural	33% (90)	9% (25)	5% (14)	13% (37)	3% (8)	10% (29)	27% (75)	276
Military HH: Yes	44% (43)	9% (8)	12% (12)	15% (14)	1% (1)	7% (7)	13% (12)	97
Military HH: No	37% (338)	7% (67)	6% (58)	9% (84)	4% (38)	10% (93)	25% (224)	903

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**Table MCFE16\_3: When was the last time, if ever, you?  
Watched a professional sporting event (for any sport) on TV**

Demographic	August 2022 - November 2022	May 2022 - July 2022	January 2022 - April 2022	Sometime in 2021	Sometime in 2020	Sometime before 2020	I have never done this	Total N
GenZers	38% (381)	8% (76)	7% (69)	10% (99)	4% (39)	10% (100)	24% (237)	1000
4-Region: Northeast	40% (65)	5% (9)	10% (16)	11% (18)	4% (7)	8% (13)	22% (36)	164
4-Region: Midwest	44% (102)	8% (18)	3% (8)	7% (16)	2% (6)	11% (25)	24% (56)	233
4-Region: South	35% (152)	9% (37)	5% (22)	12% (50)	5% (20)	9% (39)	26% (111)	432
4-Region: West	36% (61)	7% (12)	14% (24)	8% (14)	4% (6)	13% (22)	19% (33)	172
TikTok Users	37% (254)	8% (52)	7% (44)	11% (76)	4% (30)	11% (76)	22% (148)	680
Twitch Users	51% (120)	6% (13)	6% (15)	11% (25)	2% (5)	5% (12)	19% (45)	236
2022 Sports Viewers/Attendees	64% (381)	13% (76)	12% (69)	5% (33)	2% (14)	2% (13)	2% (11)	597
Monthly Moviegoers	41% (69)	13% (21)	9% (16)	7% (12)	8% (13)	4% (7)	18% (31)	168
Few Times per Year + Moviegoers	44% (250)	11% (61)	9% (50)	9% (49)	5% (28)	7% (37)	17% (95)	571
Heard Smile Campaign	45% (189)	8% (34)	7% (31)	11% (45)	4% (18)	7% (30)	18% (77)	425
Heard Minion Campaign	46% (232)	8% (38)	6% (30)	10% (50)	4% (22)	8% (39)	19% (94)	505
Listens to Podcasts	42% (230)	8% (43)	10% (53)	12% (64)	5% (28)	7% (38)	17% (96)	552
Streaming Services User	39% (353)	8% (72)	7% (65)	10% (91)	4% (37)	10% (93)	21% (188)	898
Netflix User	38% (333)	8% (72)	7% (64)	10% (88)	4% (34)	10% (90)	21% (183)	864
Disney+ User	39% (241)	8% (50)	9% (55)	9% (58)	5% (29)	9% (58)	20% (126)	617
Heterosexual or straight	42% (292)	8% (57)	8% (56)	10% (71)	4% (28)	10% (67)	19% (131)	702
Bisexual	30% (42)	9% (13)	6% (8)	10% (14)	4% (5)	15% (21)	27% (38)	141
Something else	33% (18)	3% (2)	5% (3)	16% (9)	1% (1)	6% (4)	36% (20)	56
Yes	23% (32)	5% (7)	11% (15)	13% (18)	3% (4)	10% (14)	35% (49)	140
No	41% (348)	8% (69)	6% (54)	9% (81)	4% (35)	10% (85)	22% (188)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE16\_4:** *When was the last time, if ever, you?  
Watched a college sporting event (for any sport) on TV*

Demographic	August 2022 - November 2022	May 2022 - July 2022	January 2022 - April 2022	Sometime in 2021	Sometime in 2020	Sometime before 2020	I have never done this	Total N
GenZers	26% (256)	7% (66)	7% (74)	8% (83)	6% (58)	7% (75)	39% (387)	1000
Gender: Male	27% (136)	8% (41)	10% (50)	7% (33)	6% (29)	8% (39)	35% (177)	506
Gender: Female	24% (120)	5% (25)	5% (23)	10% (50)	6% (29)	7% (35)	43% (211)	494
Age: 18-34	27% (165)	7% (41)	7% (43)	10% (59)	7% (41)	8% (47)	35% (213)	609
GenZers: 1997-2012	26% (256)	7% (66)	7% (74)	8% (83)	6% (58)	7% (75)	39% (387)	1000
Ideo: Liberal (1-3)	28% (84)	5% (16)	8% (23)	12% (36)	6% (18)	7% (21)	35% (105)	304
Ideo: Moderate (4)	25% (58)	9% (22)	8% (18)	7% (17)	8% (18)	7% (15)	36% (84)	232
Ideo: Conservative (5-7)	36% (60)	4% (6)	4% (7)	7% (12)	9% (15)	10% (16)	30% (49)	165
Educ: < College	24% (217)	6% (59)	7% (66)	8% (74)	6% (52)	8% (69)	41% (372)	910
Educ: Bachelors degree	47% (30)	8% (5)	11% (7)	8% (5)	4% (3)	4% (3)	18% (12)	65
Ethnicity: White	26% (193)	6% (44)	7% (49)	8% (59)	6% (46)	7% (54)	39% (286)	731
Ethnicity: Hispanic	22% (54)	5% (12)	8% (20)	6% (16)	3% (7)	5% (13)	50% (121)	242
Ethnicity: Black	25% (37)	11% (17)	11% (17)	10% (14)	4% (5)	9% (13)	29% (44)	148
Ethnicity: Other	21% (26)	4% (5)	7% (8)	8% (10)	6% (7)	6% (7)	48% (58)	121
All Christian	33% (79)	9% (21)	10% (23)	9% (21)	8% (20)	4% (10)	27% (65)	237
All Non-Christian	14% (7)	11% (5)	12% (6)	11% (5)	5% (3)	7% (4)	40% (20)	50
Atheist	18% (20)	3% (3)	5% (5)	4% (5)	7% (8)	11% (13)	53% (61)	116
Agnostic/Nothing in particular	25% (99)	4% (18)	6% (25)	8% (33)	5% (21)	9% (36)	43% (173)	405
Something Else	26% (51)	10% (20)	8% (15)	10% (20)	4% (7)	7% (13)	35% (68)	193
Religious Non-Protestant/Catholic	17% (12)	9% (6)	21% (15)	12% (8)	4% (3)	7% (5)	30% (21)	68
Evangelical	29% (50)	14% (25)	9% (16)	6% (10)	6% (11)	5% (9)	30% (51)	172
Non-Evangelical	32% (73)	6% (15)	6% (13)	11% (25)	7% (16)	4% (10)	34% (77)	228
Community: Urban	24% (70)	5% (15)	7% (20)	10% (29)	6% (18)	4% (12)	43% (124)	288
Community: Suburban	27% (116)	7% (29)	8% (36)	8% (36)	5% (24)	11% (47)	34% (148)	435
Community: Rural	25% (70)	8% (22)	7% (18)	7% (19)	6% (16)	6% (16)	42% (116)	276
Military HH: Yes	31% (30)	10% (9)	12% (11)	9% (9)	4% (4)	14% (13)	20% (19)	97
Military HH: No	25% (226)	6% (57)	7% (63)	8% (74)	6% (54)	7% (61)	41% (368)	903

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**Table MCFE16\_4:** When was the last time, if ever, you?  
Watched a college sporting event (for any sport) on TV

Demographic	August 2022 - November 2022	May 2022 - July 2022	January 2022 - April 2022	Sometime in 2021	Sometime in 2020	Sometime before 2020	I have never done this	Total N
GenZers	26% (256)	7% (66)	7% (74)	8% (83)	6% (58)	7% (75)	39% (387)	1000
4-Region: Northeast	23% (37)	8% (14)	7% (12)	3% (5)	7% (12)	7% (12)	44% (72)	164
4-Region: Midwest	33% (77)	5% (12)	7% (16)	7% (15)	4% (9)	11% (25)	34% (79)	233
4-Region: South	25% (108)	8% (33)	6% (26)	10% (45)	6% (25)	5% (21)	40% (174)	432
4-Region: West	20% (34)	4% (7)	12% (20)	11% (18)	7% (12)	10% (17)	36% (62)	172
TikTok Users	26% (175)	8% (55)	7% (45)	8% (57)	6% (42)	7% (49)	38% (256)	680
Twitch Users	31% (73)	8% (18)	10% (24)	11% (25)	6% (15)	5% (13)	29% (68)	236
2022 Sports Viewers/Attendees	43% (256)	11% (66)	12% (74)	8% (47)	4% (26)	5% (29)	17% (99)	597
Monthly Moviegoers	30% (50)	11% (19)	9% (14)	6% (11)	11% (18)	6% (10)	27% (45)	168
Few Times per Year + Moviegoers	33% (187)	8% (45)	9% (50)	9% (54)	7% (38)	6% (36)	28% (162)	571
Heard Smile Campaign	32% (138)	7% (30)	8% (33)	9% (38)	7% (31)	6% (24)	31% (131)	425
Heard Minion Campaign	30% (154)	7% (35)	8% (40)	9% (44)	7% (35)	6% (31)	33% (166)	505
Listens to Podcasts	29% (159)	7% (40)	10% (57)	11% (62)	6% (33)	7% (37)	30% (165)	552
Streaming Services User	27% (240)	7% (61)	8% (72)	9% (81)	6% (55)	7% (67)	36% (322)	898
Netflix User	27% (229)	7% (61)	8% (68)	9% (78)	6% (56)	7% (61)	36% (311)	864
Disney+ User	26% (163)	8% (49)	9% (58)	10% (59)	7% (41)	8% (52)	32% (195)	617
Heterosexual or straight	28% (197)	8% (57)	8% (54)	7% (48)	6% (44)	8% (55)	35% (247)	702
Bisexual	24% (34)	5% (7)	10% (14)	7% (10)	4% (6)	6% (8)	44% (62)	141
Something else	18% (10)	— (0)	5% (3)	17% (10)	6% (3)	4% (2)	50% (28)	56
Yes	18% (25)	3% (4)	11% (15)	12% (17)	6% (8)	8% (11)	42% (59)	140
No	27% (231)	7% (62)	7% (59)	8% (66)	6% (50)	7% (64)	38% (328)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE17\_1:** Are each of the following a major or minor reason for why you haven't watched a sporting event on TV in the last couple of years, or are they not a reason at all?

*There are too many ads*

Demographic	Major reason		Minor reason		Not a reason		Total N
GenZers	12%	(40)	24%	(78)	64%	(210)	327
Gender: Male	10%	(15)	26%	(37)	64%	(90)	142
Gender: Female	13%	(25)	22%	(41)	65%	(120)	186
Age: 18-34	12%	(23)	23%	(43)	65%	(122)	188
GenZers: 1997-2012	12%	(40)	24%	(78)	64%	(210)	327
Ideo: Liberal (1-3)	13%	(12)	36%	(32)	50%	(44)	88
Ideo: Moderate (4)	15%	(10)	18%	(12)	67%	(45)	67
Educ: < College	12%	(39)	23%	(73)	64%	(201)	313
Ethnicity: White	12%	(29)	22%	(53)	66%	(160)	242
Ethnicity: Hispanic	16%	(14)	21%	(19)	63%	(56)	89
Atheist	8%	(5)	35%	(21)	57%	(34)	59
Agnostic/Nothing in particular	15%	(23)	22%	(34)	63%	(96)	153
Something Else	12%	(6)	23%	(12)	65%	(33)	52
Non-Evangelical	14%	(8)	14%	(8)	72%	(42)	58
Community: Urban	5%	(5)	23%	(25)	72%	(77)	107
Community: Suburban	12%	(15)	30%	(36)	59%	(72)	122
Community: Rural	20%	(20)	17%	(17)	62%	(61)	98
Military HH: No	12%	(38)	24%	(74)	64%	(197)	308
4-Region: Northeast	16%	(8)	23%	(12)	61%	(31)	50
4-Region: Midwest	7%	(5)	32%	(25)	61%	(48)	79
4-Region: South	15%	(21)	20%	(29)	65%	(91)	141
4-Region: West	9%	(5)	21%	(12)	70%	(41)	58
TikTok Users	15%	(34)	19%	(42)	65%	(143)	219
Few Times per Year + Moviegoers	15%	(19)	20%	(26)	66%	(86)	132
Heard Smile Campaign	15%	(15)	26%	(27)	59%	(61)	104
Heard Minion Campaign	20%	(26)	24%	(31)	55%	(71)	129
Listens to Podcasts	16%	(20)	34%	(44)	50%	(64)	128
Streaming Services User	13%	(34)	24%	(65)	63%	(172)	272
Netflix User	14%	(36)	21%	(56)	65%	(169)	261
Disney+ User	8%	(14)	27%	(46)	65%	(114)	174

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**Table MCFE17\_1:** Are each of the following a major or minor reason for why you haven't watched a sporting event on TV in the last couple of years, or are they not a reason at all?

*There are too many ads*

Demographic	Major reason		Minor reason		Not a reason		Total N
GenZers	12%	(40)	24%	(78)	64%	(210)	327
Heterosexual or straight	13%	(25)	18%	(35)	70%	(138)	198
Bisexual	11%	(6)	32%	(18)	57%	(33)	58
Yes	9%	(5)	22%	(11)	69%	(36)	52
No	13%	(35)	24%	(67)	63%	(174)	276

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table MCFE17\_2:** Are each of the following a major or minor reason for why you haven't watched a sporting event on TV in the last couple of years, or are they not a reason at all?

*Games/sporting events are too long*

Demographic	Major reason		Minor reason		Not a reason		Total N
GenZers	20%	(65)	25%	(80)	56%	(182)	327
Gender: Male	14%	(19)	26%	(37)	60%	(85)	142
Gender: Female	25%	(46)	24%	(44)	52%	(96)	186
Age: 18-34	18%	(34)	26%	(50)	55%	(104)	188
GenZers: 1997-2012	20%	(65)	25%	(80)	56%	(182)	327
Ideo: Liberal (1-3)	26%	(22)	23%	(20)	52%	(46)	88
Ideo: Moderate (4)	13%	(9)	30%	(20)	57%	(38)	67
Educ: < College	20%	(64)	25%	(77)	55%	(172)	313
Ethnicity: White	21%	(50)	23%	(55)	57%	(137)	242
Ethnicity: Hispanic	20%	(17)	29%	(26)	51%	(46)	89
Atheist	30%	(18)	12%	(7)	58%	(35)	59
Agnostic/Nothing in particular	18%	(28)	29%	(45)	52%	(80)	153
Something Else	15%	(8)	20%	(10)	65%	(34)	52
Non-Evangelical	18%	(10)	26%	(15)	56%	(33)	58
Community: Urban	15%	(16)	17%	(19)	68%	(72)	107
Community: Suburban	18%	(21)	29%	(35)	54%	(66)	122
Community: Rural	28%	(28)	27%	(27)	45%	(44)	98
Military HH: No	20%	(61)	25%	(76)	56%	(171)	308
4-Region: Northeast	22%	(11)	21%	(11)	56%	(28)	50
4-Region: Midwest	24%	(19)	23%	(18)	52%	(41)	79
4-Region: South	13%	(18)	30%	(42)	57%	(80)	141
4-Region: West	29%	(17)	15%	(9)	56%	(32)	58
TikTok Users	20%	(44)	26%	(57)	54%	(117)	219
Few Times per Year + Moviegoers	17%	(22)	23%	(31)	60%	(79)	132
Heard Smile Campaign	28%	(29)	23%	(24)	49%	(51)	104
Heard Minion Campaign	31%	(40)	26%	(34)	43%	(55)	129
Listens to Podcasts	18%	(23)	30%	(38)	52%	(67)	128
Streaming Services User	22%	(59)	26%	(71)	52%	(142)	272
Netflix User	22%	(56)	26%	(68)	53%	(137)	261
Disney+ User	23%	(40)	24%	(42)	53%	(92)	174

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**Table MCFE17\_2:** Are each of the following a major or minor reason for why you haven't watched a sporting event on TV in the last couple of years, or are they not a reason at all?

Games/sporting events are too long

Demographic	Major reason		Minor reason		Not a reason		Total N
GenZers	20%	(65)	25%	(80)	56%	(182)	327
Heterosexual or straight	17%	(33)	27%	(54)	56%	(111)	198
Bisexual	18%	(10)	32%	(18)	50%	(29)	58
Yes	22%	(11)	18%	(9)	60%	(31)	52
No	20%	(54)	26%	(71)	55%	(151)	276

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE17\_3:** Are each of the following a major or minor reason for why you haven't watched a sporting event on TV in the last couple of years, or are they not a reason at all?  
*It's better to go in-person*

Demographic	Major reason		Minor reason		Not a reason		Total N
GenZers	10%	(33)	18%	(60)	72%	(234)	327
Gender: Male	10%	(15)	20%	(28)	70%	(99)	142
Gender: Female	10%	(18)	17%	(32)	73%	(136)	186
Age: 18-34	10%	(19)	21%	(39)	69%	(129)	188
GenZers: 1997-2012	10%	(33)	18%	(60)	72%	(234)	327
Ideo: Liberal (1-3)	13%	(12)	24%	(21)	63%	(56)	88
Ideo: Moderate (4)	9%	(6)	12%	(8)	79%	(53)	67
Educ: < College	10%	(32)	18%	(56)	72%	(225)	313
Ethnicity: White	9%	(21)	19%	(46)	72%	(174)	242
Ethnicity: Hispanic	16%	(14)	12%	(11)	72%	(65)	89
Atheist	5%	(3)	13%	(8)	82%	(49)	59
Agnostic/Nothing in particular	15%	(22)	19%	(29)	66%	(102)	153
Something Else	8%	(4)	17%	(9)	75%	(39)	52
Non-Evangelical	5%	(3)	21%	(12)	74%	(43)	58
Community: Urban	8%	(9)	26%	(28)	66%	(70)	107
Community: Suburban	9%	(12)	14%	(17)	76%	(93)	122
Community: Rural	13%	(13)	15%	(15)	72%	(70)	98
Military HH: No	10%	(32)	18%	(56)	72%	(220)	308
4-Region: Northeast	6%	(3)	21%	(10)	74%	(37)	50
4-Region: Midwest	11%	(8)	11%	(9)	78%	(62)	79
4-Region: South	13%	(18)	22%	(31)	65%	(91)	141
4-Region: West	6%	(3)	17%	(10)	77%	(44)	58
TikTok Users	12%	(26)	21%	(45)	68%	(148)	219
Few Times per Year + Moviegoers	9%	(11)	23%	(31)	68%	(90)	132
Heard Smile Campaign	13%	(14)	21%	(22)	66%	(69)	104
Heard Minion Campaign	15%	(19)	21%	(28)	64%	(82)	129
Listens to Podcasts	12%	(15)	25%	(32)	63%	(81)	128
Streaming Services User	10%	(28)	21%	(56)	69%	(188)	272
Netflix User	10%	(27)	20%	(53)	69%	(181)	261
Disney+ User	13%	(22)	21%	(37)	66%	(115)	174

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**Table MCFE17\_3:** Are each of the following a major or minor reason for why you haven't watched a sporting event on TV in the last couple of years, or are they not a reason at all?  
*It's better to go in-person*

Demographic	Major reason		Minor reason		Not a reason		Total N
GenZers	10%	(33)	18%	(60)	72%	(234)	327
Heterosexual or straight	11%	(21)	20%	(39)	69%	(137)	198
Bisexual	13%	(7)	15%	(9)	72%	(41)	58
Yes	5%	(3)	15%	(8)	80%	(41)	52
No	11%	(30)	19%	(52)	70%	(193)	276

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE17\_4:** Are each of the following a major or minor reason for why you haven't watched a sporting event on TV in the last couple of years, or are they not a reason at all?  
*I don't have access to channels that would let me watch this content*

Demographic	Major reason		Minor reason		Not a reason		Total N
GenZers	7%	(22)	19%	(63)	74%	(243)	327
Gender: Male	8%	(12)	23%	(33)	68%	(97)	142
Gender: Female	6%	(10)	16%	(30)	78%	(146)	186
Age: 18-34	9%	(16)	15%	(27)	77%	(144)	188
GenZers: 1997-2012	7%	(22)	19%	(63)	74%	(243)	327
Ideo: Liberal (1-3)	4%	(4)	36%	(31)	60%	(53)	88
Ideo: Moderate (4)	6%	(4)	16%	(11)	78%	(52)	67
Educ: < College	7%	(21)	19%	(59)	74%	(232)	313
Ethnicity: White	6%	(15)	20%	(48)	74%	(180)	242
Ethnicity: Hispanic	9%	(8)	20%	(18)	71%	(63)	89
Atheist	4%	(2)	28%	(17)	68%	(40)	59
Agnostic/Nothing in particular	9%	(14)	18%	(27)	74%	(113)	153
Something Else	6%	(3)	21%	(11)	73%	(37)	52
Non-Evangelical	5%	(3)	12%	(7)	83%	(48)	58
Community: Urban	4%	(5)	13%	(14)	83%	(89)	107
Community: Suburban	6%	(7)	30%	(36)	64%	(78)	122
Community: Rural	10%	(10)	13%	(13)	77%	(76)	98
Military HH: No	6%	(20)	19%	(59)	74%	(229)	308
4-Region: Northeast	2%	(1)	17%	(9)	81%	(41)	50
4-Region: Midwest	8%	(6)	23%	(18)	69%	(55)	79
4-Region: South	8%	(11)	18%	(25)	75%	(105)	141
4-Region: West	6%	(4)	20%	(12)	74%	(42)	58
TikTok Users	7%	(16)	21%	(45)	72%	(157)	219
Few Times per Year + Moviegoers	6%	(7)	28%	(36)	67%	(88)	132
Heard Smile Campaign	11%	(12)	25%	(26)	63%	(66)	104
Heard Minion Campaign	8%	(10)	20%	(26)	72%	(93)	129
Listens to Podcasts	6%	(7)	28%	(36)	66%	(84)	128
Streaming Services User	6%	(17)	20%	(54)	74%	(200)	272
Netflix User	6%	(17)	19%	(50)	74%	(194)	261
Disney+ User	7%	(13)	22%	(38)	71%	(123)	174

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**Table MCFE17\_4:** Are each of the following a major or minor reason for why you haven't watched a sporting event on TV in the last couple of years, or are they not a reason at all?

*I don't have access to channels that would let me watch this content*

Demographic	Major reason		Minor reason		Not a reason		Total N
GenZers	7%	(22)	19%	(63)	74%	(243)	327
Heterosexual or straight	7%	(14)	16%	(32)	77%	(152)	198
Bisexual	9%	(5)	24%	(14)	67%	(39)	58
Yes	4%	(2)	26%	(13)	70%	(36)	52
No	7%	(20)	18%	(49)	75%	(206)	276

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE17\_5:** Are each of the following a major or minor reason for why you haven't watched a sporting event on TV in the last couple of years, or are they not a reason at all?  
*I'm not interested in sports*

Demographic	Major reason		Minor reason		Not a reason		Total N
GenZers	57%	(185)	16%	(54)	27%	(88)	327
Gender: Male	57%	(81)	18%	(25)	25%	(35)	142
Gender: Female	56%	(104)	15%	(28)	29%	(53)	186
Age: 18-34	50%	(93)	17%	(32)	33%	(62)	188
GenZers: 1997-2012	57%	(185)	16%	(54)	27%	(88)	327
Ideo: Liberal (1-3)	68%	(60)	20%	(18)	12%	(11)	88
Ideo: Moderate (4)	42%	(28)	17%	(11)	41%	(28)	67
Educ: < College	57%	(177)	16%	(51)	27%	(84)	313
Ethnicity: White	58%	(140)	17%	(41)	26%	(62)	242
Ethnicity: Hispanic	58%	(52)	14%	(12)	28%	(25)	89
Atheist	82%	(48)	15%	(9)	3%	(2)	59
Agnostic/Nothing in particular	56%	(86)	14%	(21)	30%	(45)	153
Something Else	46%	(24)	18%	(9)	36%	(19)	52
Non-Evangelical	47%	(28)	20%	(12)	33%	(19)	58
Community: Urban	51%	(54)	12%	(13)	37%	(40)	107
Community: Suburban	58%	(71)	19%	(23)	22%	(27)	122
Community: Rural	61%	(60)	18%	(17)	21%	(21)	98
Military HH: No	57%	(176)	15%	(47)	28%	(85)	308
4-Region: Northeast	53%	(27)	16%	(8)	31%	(16)	50
4-Region: Midwest	54%	(43)	24%	(19)	22%	(17)	79
4-Region: South	53%	(74)	15%	(21)	32%	(46)	141
4-Region: West	72%	(41)	11%	(6)	17%	(10)	58
TikTok Users	56%	(122)	19%	(41)	25%	(56)	219
Few Times per Year + Moviegoers	50%	(66)	22%	(29)	28%	(37)	132
Heard Smile Campaign	46%	(48)	18%	(18)	37%	(38)	104
Heard Minion Campaign	64%	(82)	14%	(19)	22%	(28)	129
Listens to Podcasts	52%	(67)	18%	(23)	30%	(38)	128
Streaming Services User	59%	(160)	18%	(48)	24%	(64)	272
Netflix User	54%	(140)	17%	(45)	29%	(76)	261
Disney+ User	54%	(94)	19%	(32)	27%	(48)	174

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**Table MCFE17\_5:** Are each of the following a major or minor reason for why you haven't watched a sporting event on TV in the last couple of years, or are they not a reason at all?  
*I'm not interested in sports*

Demographic	Major reason		Minor reason		Not a reason		Total N
GenZers	57%	(185)	16%	(54)	27%	(88)	327
Heterosexual or straight	49%	(97)	18%	(35)	33%	(66)	198
Bisexual	58%	(33)	21%	(12)	21%	(12)	58
Yes	60%	(31)	13%	(7)	27%	(14)	52
No	56%	(155)	17%	(47)	27%	(74)	276

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table MCFE18:** *How do you most often watch live sporting events when you are not watching them in person?*

Demographic	Broadcast or cable television		Authorized streaming via a licensed and legal streaming service partner (i.e. Hulu, YouTube TV, ESPN+, DAZN, MLB.tv, etc.)		Unauthorized streaming via a unlicensed or illegal streaming service		Another way		I do not watch live sporting events		Total N
GenZers	28%	(281)	32%	(316)	2%	(21)	6%	(57)	33%	(325)	1000
Gender: Male	31%	(158)	34%	(170)	3%	(13)	6%	(32)	26%	(133)	506
Gender: Female	25%	(123)	29%	(146)	2%	(8)	5%	(25)	39%	(192)	494
Age: 18-34	26%	(157)	36%	(218)	4%	(21)	5%	(33)	30%	(180)	609
GenZers: 1997-2012	28%	(281)	32%	(316)	2%	(21)	6%	(57)	33%	(325)	1000
Ideo: Liberal (1-3)	25%	(77)	37%	(112)	3%	(10)	7%	(20)	28%	(84)	304
Ideo: Moderate (4)	30%	(71)	33%	(77)	3%	(6)	6%	(15)	27%	(64)	232
Ideo: Conservative (5-7)	42%	(69)	31%	(51)	2%	(4)	3%	(5)	21%	(35)	165
Educ: < College	28%	(257)	30%	(271)	2%	(18)	6%	(53)	34%	(310)	910
Educ: Bachelors degree	30%	(19)	52%	(34)	2%	(1)	—	(0)	17%	(11)	65
Ethnicity: White	29%	(212)	30%	(221)	2%	(15)	5%	(40)	33%	(242)	731
Ethnicity: Hispanic	19%	(45)	37%	(90)	3%	(7)	9%	(22)	32%	(78)	242
Ethnicity: Black	28%	(41)	36%	(54)	2%	(4)	8%	(12)	25%	(37)	148
Ethnicity: Other	23%	(27)	33%	(40)	2%	(2)	4%	(5)	38%	(46)	121
All Christian	38%	(91)	32%	(77)	3%	(7)	5%	(12)	22%	(51)	237
All Non-Christian	17%	(9)	38%	(19)	8%	(4)	4%	(2)	32%	(16)	50
Atheist	13%	(15)	32%	(37)	1%	(1)	2%	(2)	53%	(61)	116
Agnostic/Nothing in particular	30%	(120)	26%	(104)	2%	(7)	8%	(34)	35%	(141)	405
Something Else	24%	(46)	41%	(79)	2%	(3)	4%	(8)	29%	(56)	193
Religious Non-Protestant/Catholic	16%	(11)	32%	(22)	7%	(5)	4%	(3)	41%	(28)	68
Evangelical	31%	(53)	45%	(78)	2%	(4)	2%	(4)	19%	(33)	172
Non-Evangelical	35%	(80)	32%	(73)	2%	(4)	6%	(13)	25%	(58)	228
Community: Urban	22%	(63)	33%	(94)	3%	(8)	7%	(21)	35%	(101)	288
Community: Suburban	33%	(143)	31%	(133)	2%	(10)	5%	(22)	29%	(126)	435
Community: Rural	27%	(74)	32%	(88)	1%	(3)	5%	(14)	35%	(98)	276

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**Table MCFE18:** *How do you most often watch live sporting events when you are not watching them in person?*

Demographic	Broadcast or cable television		Authorized streaming via a licensed and legal streaming service partner (i.e. Hulu, YouTube TV, ESPN+, DAZN, MLB.tv, etc.)		Unauthorized streaming via a unlicensed or illegal streaming service		Another way		I do not watch live sporting events		Total N
GenZers	28%	(281)	32%	(316)	2%	(21)	6%	(57)	33%	(325)	1000
Military HH: Yes	30%	(29)	35%	(34)	6%	(6)	9%	(9)	19%	(18)	97
Military HH: No	28%	(252)	31%	(281)	2%	(15)	5%	(48)	34%	(307)	903
4-Region: Northeast	38%	(62)	27%	(44)	3%	(5)	4%	(7)	28%	(46)	164
4-Region: Midwest	29%	(67)	35%	(82)	1%	(1)	2%	(4)	34%	(78)	233
4-Region: South	25%	(109)	31%	(135)	3%	(11)	9%	(38)	32%	(139)	432
4-Region: West	24%	(42)	32%	(56)	2%	(4)	4%	(8)	36%	(63)	172
TikTok Users	27%	(184)	35%	(235)	2%	(12)	6%	(40)	31%	(209)	680
Twitch Users	33%	(79)	39%	(92)	3%	(7)	5%	(12)	19%	(45)	236
2022 Sports Viewers/Attendees	39%	(235)	43%	(256)	3%	(19)	5%	(31)	9%	(56)	597
Monthly Moviegoers	30%	(50)	37%	(61)	2%	(3)	7%	(12)	24%	(41)	168
Few Times per Year + Moviegoers	29%	(166)	38%	(220)	3%	(15)	5%	(31)	24%	(139)	571
Heard Smile Campaign	32%	(134)	36%	(152)	3%	(12)	8%	(34)	22%	(92)	425
Heard Minion Campaign	31%	(155)	36%	(181)	2%	(11)	7%	(35)	24%	(123)	505
Listens to Podcasts	29%	(160)	38%	(210)	3%	(17)	6%	(31)	24%	(134)	552
Streaming Services User	29%	(260)	34%	(302)	2%	(19)	5%	(46)	30%	(270)	898
Netflix User	29%	(250)	34%	(289)	2%	(18)	5%	(47)	30%	(258)	864
Disney+ User	23%	(145)	40%	(244)	2%	(15)	6%	(39)	28%	(174)	617
Heterosexual or straight	29%	(207)	34%	(238)	3%	(18)	6%	(40)	28%	(198)	702
Bisexual	26%	(36)	33%	(46)	1%	(1)	7%	(10)	33%	(47)	141
Something else	32%	(18)	16%	(9)	1%	(1)	5%	(3)	45%	(25)	56
Yes	20%	(28)	23%	(32)	2%	(3)	5%	(7)	50%	(70)	140
No	29%	(253)	33%	(284)	2%	(18)	6%	(50)	30%	(255)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE19:** *How many of your favorite sports team's games do you watch during a typical season?*

Demographic											I don't have a		Total N
	All of them		Most of them		Some of them		A few of them		None of them		favorite sports team		
GenZers	6%	(59)	19%	(188)	14%	(137)	19%	(188)	5%	(52)	38%	(376)	1000
Gender: Male	8%	(38)	26%	(131)	15%	(77)	18%	(90)	2%	(12)	31%	(157)	506
Gender: Female	4%	(21)	11%	(57)	12%	(60)	20%	(98)	8%	(40)	44%	(219)	494
Age: 18-34	8%	(48)	21%	(129)	16%	(97)	17%	(106)	5%	(31)	32%	(197)	609
GenZers: 1997-2012	6%	(59)	19%	(188)	14%	(137)	19%	(188)	5%	(52)	38%	(376)	1000
Ideo: Liberal (1-3)	7%	(20)	18%	(55)	13%	(39)	22%	(67)	4%	(13)	36%	(109)	304
Ideo: Moderate (4)	7%	(15)	23%	(53)	19%	(44)	17%	(39)	5%	(12)	30%	(70)	232
Ideo: Conservative (5-7)	9%	(15)	27%	(44)	17%	(28)	19%	(31)	6%	(11)	22%	(36)	165
Educ: < College	5%	(49)	18%	(166)	13%	(119)	19%	(171)	5%	(46)	39%	(359)	910
Educ: Bachelors degree	13%	(8)	29%	(19)	14%	(9)	18%	(12)	4%	(2)	22%	(14)	65
Ethnicity: White	5%	(38)	19%	(135)	13%	(98)	19%	(139)	6%	(41)	38%	(279)	731
Ethnicity: Hispanic	5%	(13)	22%	(54)	14%	(34)	12%	(30)	7%	(16)	39%	(95)	242
Ethnicity: Black	11%	(16)	24%	(35)	14%	(21)	19%	(28)	4%	(7)	27%	(41)	148
Ethnicity: Other	4%	(5)	14%	(17)	15%	(18)	18%	(21)	3%	(4)	46%	(56)	121
All Christian	9%	(20)	29%	(68)	15%	(37)	20%	(47)	3%	(8)	24%	(57)	237
All Non-Christian	10%	(5)	18%	(9)	16%	(8)	16%	(8)	5%	(3)	35%	(17)	50
Atheist	4%	(5)	9%	(11)	8%	(9)	17%	(19)	5%	(5)	57%	(66)	116
Agnostic/Nothing in particular	5%	(19)	16%	(64)	12%	(49)	19%	(75)	6%	(22)	43%	(175)	405
Something Else	5%	(10)	18%	(35)	18%	(34)	20%	(38)	7%	(14)	32%	(61)	193
Religious Non-Protestant/Catholic	9%	(6)	16%	(11)	14%	(10)	16%	(11)	4%	(3)	41%	(28)	68
Evangelical	9%	(15)	26%	(45)	24%	(41)	15%	(25)	5%	(9)	21%	(36)	172
Non-Evangelical	6%	(14)	24%	(54)	12%	(27)	24%	(54)	4%	(10)	30%	(68)	228
Community: Urban	7%	(19)	17%	(48)	14%	(40)	18%	(51)	5%	(13)	40%	(116)	288
Community: Suburban	6%	(27)	21%	(92)	13%	(57)	20%	(88)	4%	(18)	35%	(154)	435
Community: Rural	5%	(13)	17%	(48)	14%	(40)	18%	(49)	8%	(21)	38%	(106)	276
Military HH: Yes	6%	(6)	22%	(21)	17%	(16)	30%	(29)	6%	(6)	20%	(20)	97
Military HH: No	6%	(54)	18%	(167)	13%	(121)	18%	(159)	5%	(47)	39%	(356)	903
4-Region: Northeast	7%	(11)	19%	(31)	15%	(24)	18%	(30)	4%	(7)	37%	(60)	164
4-Region: Midwest	4%	(10)	19%	(44)	17%	(40)	21%	(49)	4%	(10)	34%	(80)	233
4-Region: South	7%	(31)	18%	(77)	12%	(54)	20%	(85)	6%	(26)	37%	(159)	432
4-Region: West	4%	(8)	20%	(35)	11%	(19)	14%	(24)	6%	(10)	44%	(76)	172

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**Table MCFE19:** *How many of your favorite sports team's games do you watch during a typical season?*

Demographic											I don't have a	Total N	
	All of them		Most of them		Some of them		A few of them		None of them		favorite sports team		
GenZers	6%	(59)	19%	(188)	14%	(137)	19%	(188)	5%	(52)	38%	(376)	1000
TikTok Users	6%	(38)	19%	(127)	14%	(97)	20%	(133)	6%	(43)	36%	(242)	680
Twitch Users	7%	(17)	25%	(60)	17%	(40)	19%	(45)	3%	(8)	28%	(67)	236
2022 Sports Viewers/Attendees	9%	(53)	30%	(177)	20%	(117)	23%	(140)	2%	(13)	16%	(96)	597
Monthly Moviegoers	11%	(18)	24%	(40)	16%	(27)	19%	(32)	1%	(2)	29%	(49)	168
Few Times per Year + Moviegoers	8%	(43)	23%	(134)	15%	(86)	22%	(127)	4%	(22)	28%	(158)	571
Heard Smile Campaign	9%	(40)	23%	(99)	17%	(71)	20%	(83)	4%	(16)	27%	(116)	425
Heard Minion Campaign	9%	(44)	25%	(125)	14%	(68)	16%	(83)	5%	(24)	32%	(162)	505
Listens to Podcasts	8%	(44)	24%	(134)	16%	(87)	18%	(102)	5%	(28)	29%	(158)	552
Streaming Services User	6%	(56)	20%	(179)	14%	(129)	19%	(168)	5%	(44)	36%	(323)	898
Netflix User	6%	(54)	20%	(170)	15%	(126)	19%	(166)	5%	(43)	35%	(305)	864
Disney+ User	7%	(43)	20%	(121)	16%	(96)	19%	(120)	4%	(26)	34%	(210)	617
Heterosexual or straight	7%	(48)	23%	(161)	14%	(100)	20%	(142)	5%	(32)	31%	(218)	702
Bisexual	3%	(4)	13%	(19)	16%	(22)	13%	(18)	10%	(14)	45%	(64)	141
Something else	4%	(2)	7%	(4)	8%	(4)	18%	(10)	4%	(2)	59%	(33)	56
Yes	5%	(8)	7%	(10)	8%	(11)	16%	(23)	9%	(13)	53%	(75)	140
No	6%	(52)	21%	(177)	15%	(125)	19%	(165)	5%	(39)	35%	(301)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE20\_1:** Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

*Sports teams*

Demographic	Yes		No		Total N
GenZers	36%	(357)	64%	(624)	981
Gender: Male	43%	(217)	57%	(282)	499
Gender: Female	29%	(140)	71%	(342)	482
Age: 18-34	40%	(242)	60%	(359)	601
GenZers: 1997-2012	36%	(357)	64%	(624)	981
Ideo: Liberal (1-3)	35%	(105)	65%	(197)	301
Ideo: Moderate (4)	43%	(99)	57%	(132)	231
Ideo: Conservative (5-7)	49%	(80)	51%	(83)	163
Educ: < College	36%	(318)	64%	(573)	891
Educ: Bachelors degree	42%	(27)	58%	(38)	65
Ethnicity: White	34%	(247)	66%	(470)	717
Ethnicity: Hispanic	35%	(85)	65%	(156)	241
Ethnicity: Black	47%	(69)	53%	(76)	145
Ethnicity: Other	35%	(42)	65%	(78)	119
All Christian	47%	(111)	53%	(124)	236
All Non-Christian	32%	(16)	68%	(34)	50
Atheist	25%	(28)	75%	(86)	114
Agnostic/Nothing in particular	34%	(134)	66%	(263)	397
Something Else	37%	(68)	63%	(117)	185
Religious Non-Protestant/Catholic	29%	(20)	71%	(48)	68
Evangelical	50%	(84)	50%	(84)	169
Non-Evangelical	39%	(86)	61%	(135)	222
Community: Urban	33%	(93)	67%	(186)	279
Community: Suburban	39%	(168)	61%	(263)	431
Community: Rural	36%	(96)	64%	(175)	271
Military HH: Yes	47%	(45)	53%	(50)	95
Military HH: No	35%	(312)	65%	(573)	886
4-Region: Northeast	36%	(58)	64%	(104)	162
4-Region: Midwest	40%	(90)	60%	(137)	227
4-Region: South	38%	(159)	62%	(263)	421
4-Region: West	29%	(50)	71%	(120)	170

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**Table MCFE20\_1:** Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

Sports teams

Demographic	Yes		No		Total N
GenZers	36%	(357)	64%	(624)	981
TikTok Users	40%	(271)	60%	(408)	679
Twitch Users	44%	(103)	56%	(130)	233
2022 Sports Viewers/Attendees	52%	(309)	48%	(285)	594
Monthly Moviegoers	53%	(86)	47%	(76)	162
Few Times per Year + Moviegoers	46%	(259)	54%	(304)	562
Heard Smile Campaign	50%	(208)	50%	(210)	418
Heard Minion Campaign	46%	(232)	54%	(269)	501
Listens to Podcasts	45%	(244)	55%	(302)	546
Streaming Services User	38%	(337)	62%	(554)	891
Netflix User	38%	(325)	62%	(528)	853
Disney+ User	41%	(249)	59%	(360)	609
Heterosexual or straight	42%	(290)	58%	(393)	683
Bisexual	25%	(35)	75%	(105)	141
Something else	23%	(13)	77%	(43)	56
Yes	21%	(28)	79%	(108)	137
No	39%	(329)	61%	(515)	844

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE20\_2:** Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

Sports leagues

Demographic	Yes		No		Total N
GenZers	28%	(277)	72%	(704)	981
Gender: Male	37%	(185)	63%	(315)	499
Gender: Female	19%	(92)	81%	(390)	482
Age: 18-34	31%	(189)	69%	(412)	601
GenZers: 1997-2012	28%	(277)	72%	(704)	981
Ideo: Liberal (1-3)	27%	(81)	73%	(221)	301
Ideo: Moderate (4)	36%	(83)	64%	(148)	231
Ideo: Conservative (5-7)	35%	(57)	65%	(106)	163
Educ: < College	27%	(243)	73%	(648)	891
Educ: Bachelors degree	44%	(28)	56%	(37)	65
Ethnicity: White	27%	(196)	73%	(521)	717
Ethnicity: Hispanic	28%	(67)	72%	(173)	241
Ethnicity: Black	35%	(51)	65%	(94)	145
Ethnicity: Other	25%	(30)	75%	(89)	119
All Christian	34%	(80)	66%	(156)	236
All Non-Christian	27%	(13)	73%	(36)	50
Atheist	17%	(19)	83%	(95)	114
Agnostic/Nothing in particular	26%	(104)	74%	(293)	397
Something Else	33%	(60)	67%	(124)	185
Religious Non-Protestant/Catholic	24%	(16)	76%	(52)	68
Evangelical	42%	(71)	58%	(98)	169
Non-Evangelical	29%	(64)	71%	(157)	222
Community: Urban	22%	(61)	78%	(218)	279
Community: Suburban	33%	(143)	67%	(288)	431
Community: Rural	27%	(72)	73%	(198)	271
Military HH: Yes	38%	(36)	62%	(59)	95
Military HH: No	27%	(240)	73%	(645)	886
4-Region: Northeast	29%	(47)	71%	(115)	162
4-Region: Midwest	25%	(57)	75%	(170)	227
4-Region: South	30%	(126)	70%	(295)	421
4-Region: West	27%	(46)	73%	(125)	170

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**Table MCFE20\_2:** Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

Sports leagues

Demographic	Yes		No		Total N
GenZers	28%	(277)	72%	(704)	981
TikTok Users	30%	(204)	70%	(475)	679
Twitch Users	34%	(78)	66%	(155)	233
2022 Sports Viewers/Attendees	41%	(243)	59%	(350)	594
Monthly Moviegoers	42%	(68)	58%	(94)	162
Few Times per Year + Moviegoers	36%	(204)	64%	(359)	562
Heard Smile Campaign	41%	(172)	59%	(246)	418
Heard Minion Campaign	37%	(185)	63%	(316)	501
Listens to Podcasts	34%	(185)	66%	(361)	546
Streaming Services User	29%	(261)	71%	(630)	891
Netflix User	29%	(249)	71%	(603)	853
Disney+ User	31%	(189)	69%	(421)	609
Heterosexual or straight	34%	(231)	66%	(451)	683
Bisexual	15%	(21)	85%	(120)	141
Something else	18%	(10)	82%	(46)	56
Yes	15%	(20)	85%	(117)	137
No	30%	(257)	70%	(588)	844

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).



**Table MCFE20\_3:** Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

*Sports federations*

Demographic	Yes		No		Total N
GenZers	16%	(154)	84%	(827)	981
Gender: Male	21%	(107)	79%	(392)	499
Gender: Female	10%	(47)	90%	(435)	482
Age: 18-34	18%	(110)	82%	(492)	601
GenZers: 1997-2012	16%	(154)	84%	(827)	981
Ideo: Liberal (1-3)	19%	(58)	81%	(244)	301
Ideo: Moderate (4)	16%	(38)	84%	(194)	231
Ideo: Conservative (5-7)	21%	(34)	79%	(129)	163
Educ: < College	15%	(132)	85%	(759)	891
Educ: Bachelors degree	24%	(16)	76%	(49)	65
Ethnicity: White	15%	(106)	85%	(611)	717
Ethnicity: Hispanic	12%	(29)	88%	(212)	241
Ethnicity: Black	23%	(34)	77%	(111)	145
Ethnicity: Other	12%	(15)	88%	(105)	119
All Christian	19%	(45)	81%	(190)	236
All Non-Christian	23%	(12)	77%	(38)	50
Atheist	13%	(15)	87%	(99)	114
Agnostic/Nothing in particular	14%	(57)	86%	(340)	397
Something Else	14%	(25)	86%	(159)	185
Religious Non-Protestant/Catholic	19%	(13)	81%	(55)	68
Evangelical	24%	(40)	76%	(129)	169
Non-Evangelical	12%	(27)	88%	(195)	222
Community: Urban	15%	(42)	85%	(237)	279
Community: Suburban	18%	(76)	82%	(355)	431
Community: Rural	13%	(36)	87%	(235)	271
Military HH: Yes	31%	(29)	69%	(66)	95
Military HH: No	14%	(125)	86%	(761)	886
4-Region: Northeast	16%	(26)	84%	(136)	162
4-Region: Midwest	15%	(34)	85%	(193)	227
4-Region: South	16%	(67)	84%	(354)	421
4-Region: West	16%	(27)	84%	(144)	170

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**Table MCFE20\_3:** Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

*Sports federations*

Demographic	Yes		No		Total N
GenZers	16%	(154)	84%	(827)	981
TikTok Users	17%	(116)	83%	(563)	679
Twitch Users	23%	(53)	77%	(179)	233
2022 Sports Viewers/Attendees	23%	(135)	77%	(459)	594
Monthly Moviegoers	25%	(41)	75%	(121)	162
Few Times per Year + Moviegoers	18%	(102)	82%	(460)	562
Heard Smile Campaign	25%	(103)	75%	(315)	418
Heard Minion Campaign	22%	(110)	78%	(391)	501
Listens to Podcasts	20%	(109)	80%	(437)	546
Streaming Services User	17%	(149)	83%	(743)	891
Netflix User	17%	(141)	83%	(712)	853
Disney+ User	18%	(107)	82%	(502)	609
Heterosexual or straight	18%	(124)	82%	(558)	683
Bisexual	9%	(13)	91%	(128)	141
Something else	7%	(4)	93%	(52)	56
Yes	10%	(14)	90%	(123)	137
No	17%	(140)	83%	(704)	844

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE20\_4:** Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?  
College athletes

Demographic	Yes		No		Total N
GenZers	25%	(243)	75%	(738)	981
Gender: Male	27%	(132)	73%	(367)	499
Gender: Female	23%	(111)	77%	(371)	482
Age: 18-34	27%	(162)	73%	(439)	601
GenZers: 1997-2012	25%	(243)	75%	(738)	981
Ideo: Liberal (1-3)	25%	(77)	75%	(225)	301
Ideo: Moderate (4)	27%	(61)	73%	(170)	231
Ideo: Conservative (5-7)	34%	(56)	66%	(107)	163
Educ: < College	24%	(216)	76%	(675)	891
Educ: Bachelors degree	32%	(21)	68%	(44)	65
Ethnicity: White	25%	(176)	75%	(540)	717
Ethnicity: Hispanic	20%	(47)	80%	(193)	241
Ethnicity: Black	34%	(50)	66%	(95)	145
Ethnicity: Other	14%	(17)	86%	(102)	119
All Christian	30%	(70)	70%	(166)	236
All Non-Christian	31%	(15)	69%	(34)	50
Atheist	15%	(17)	85%	(97)	114
Agnostic/Nothing in particular	23%	(89)	77%	(308)	397
Something Else	28%	(52)	72%	(133)	185
Religious Non-Protestant/Catholic	29%	(20)	71%	(48)	68
Evangelical	37%	(62)	63%	(107)	169
Non-Evangelical	23%	(51)	77%	(170)	222
Community: Urban	23%	(64)	77%	(215)	279
Community: Suburban	27%	(115)	73%	(316)	431
Community: Rural	24%	(64)	76%	(206)	271
Military HH: Yes	31%	(30)	69%	(66)	95
Military HH: No	24%	(214)	76%	(672)	886
4-Region: Northeast	25%	(40)	75%	(122)	162
4-Region: Midwest	24%	(55)	76%	(172)	227
4-Region: South	27%	(113)	73%	(309)	421
4-Region: West	20%	(35)	80%	(136)	170

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**Table MCFE20\_4:** Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?  
College athletes

Demographic	Yes		No		Total N
GenZers	25%	(243)	75%	(738)	981
TikTok Users	28%	(190)	72%	(489)	679
Twitch Users	26%	(60)	74%	(172)	233
2022 Sports Viewers/Attendees	34%	(202)	66%	(392)	594
Monthly Moviegoers	35%	(56)	65%	(106)	162
Few Times per Year + Moviegoers	30%	(169)	70%	(394)	562
Heard Smile Campaign	35%	(148)	65%	(270)	418
Heard Minion Campaign	32%	(160)	68%	(341)	501
Listens to Podcasts	31%	(171)	69%	(375)	546
Streaming Services User	26%	(230)	74%	(661)	891
Netflix User	25%	(216)	75%	(636)	853
Disney+ User	27%	(165)	73%	(445)	609
Heterosexual or straight	27%	(186)	73%	(497)	683
Bisexual	23%	(33)	77%	(108)	141
Something else	14%	(8)	86%	(48)	56
Yes	20%	(28)	80%	(109)	137
No	26%	(216)	74%	(628)	844

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE20\_5:** Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

Professional athletes

Demographic	Yes		No		Total N
GenZers	38%	(371)	62%	(610)	981
Gender: Male	44%	(222)	56%	(278)	499
Gender: Female	31%	(149)	69%	(333)	482
Age: 18-34	40%	(241)	60%	(361)	601
GenZers: 1997-2012	38%	(371)	62%	(610)	981
Ideo: Liberal (1-3)	41%	(123)	59%	(179)	301
Ideo: Moderate (4)	41%	(94)	59%	(137)	231
Ideo: Conservative (5-7)	46%	(74)	54%	(89)	163
Educ: < College	37%	(333)	63%	(557)	891
Educ: Bachelors degree	46%	(30)	54%	(35)	65
Ethnicity: White	37%	(265)	63%	(452)	717
Ethnicity: Hispanic	37%	(89)	63%	(152)	241
Ethnicity: Black	46%	(66)	54%	(79)	145
Ethnicity: Other	33%	(39)	67%	(80)	119
All Christian	46%	(107)	54%	(128)	236
All Non-Christian	36%	(18)	64%	(32)	50
Atheist	27%	(31)	73%	(83)	114
Agnostic/Nothing in particular	35%	(140)	65%	(257)	397
Something Else	40%	(74)	60%	(111)	185
Religious Non-Protestant/Catholic	32%	(22)	68%	(46)	68
Evangelical	51%	(86)	49%	(83)	169
Non-Evangelical	40%	(88)	60%	(134)	222
Community: Urban	37%	(104)	63%	(176)	279
Community: Suburban	39%	(169)	61%	(262)	431
Community: Rural	36%	(98)	64%	(172)	271
Military HH: Yes	40%	(38)	60%	(57)	95
Military HH: No	38%	(333)	62%	(553)	886
4-Region: Northeast	40%	(64)	60%	(98)	162
4-Region: Midwest	36%	(81)	64%	(146)	227
4-Region: South	38%	(161)	62%	(260)	421
4-Region: West	38%	(64)	62%	(106)	170

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**Table MCFE20\_5:** Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

Professional athletes

Demographic	Yes		No		Total N
GenZers	38%	(371)	62%	(610)	981
TikTok Users	43%	(289)	57%	(390)	679
Twitch Users	45%	(105)	55%	(127)	233
2022 Sports Viewers/Attendees	53%	(313)	47%	(281)	594
Monthly Moviegoers	49%	(79)	51%	(82)	162
Few Times per Year + Moviegoers	45%	(252)	55%	(311)	562
Heard Smile Campaign	53%	(220)	47%	(199)	418
Heard Minion Campaign	47%	(236)	53%	(265)	501
Listens to Podcasts	47%	(256)	53%	(291)	546
Streaming Services User	39%	(351)	61%	(541)	891
Netflix User	40%	(339)	60%	(514)	853
Disney+ User	42%	(256)	58%	(353)	609
Heterosexual or straight	42%	(288)	58%	(395)	683
Bisexual	29%	(40)	71%	(101)	141
Something else	37%	(21)	63%	(35)	56
Yes	24%	(33)	76%	(104)	137
No	40%	(338)	60%	(506)	844

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE20\_6:** Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

*Brands that sell athletic apparel (e.g., Under Armour, Nike, Adidas)*

Demographic	Yes		No		Total N
GenZers	41%	(400)	59%	(581)	981
Gender: Male	44%	(219)	56%	(280)	499
Gender: Female	37%	(181)	63%	(301)	482
Age: 18-34	43%	(256)	57%	(345)	601
GenZers: 1997-2012	41%	(400)	59%	(581)	981
Ideo: Liberal (1-3)	43%	(129)	57%	(173)	301
Ideo: Moderate (4)	44%	(102)	56%	(129)	231
Ideo: Conservative (5-7)	40%	(66)	60%	(97)	163
Educ: < College	40%	(359)	60%	(532)	891
Educ: Bachelors degree	44%	(28)	56%	(37)	65
Ethnicity: White	40%	(283)	60%	(433)	717
Ethnicity: Hispanic	43%	(104)	57%	(137)	241
Ethnicity: Black	50%	(73)	50%	(72)	145
Ethnicity: Other	36%	(43)	64%	(76)	119
All Christian	45%	(106)	55%	(130)	236
All Non-Christian	34%	(17)	66%	(33)	50
Atheist	23%	(26)	77%	(88)	114
Agnostic/Nothing in particular	43%	(171)	57%	(226)	397
Something Else	43%	(80)	57%	(105)	185
Religious Non-Protestant/Catholic	28%	(19)	72%	(49)	68
Evangelical	54%	(92)	46%	(77)	169
Non-Evangelical	38%	(84)	62%	(137)	222
Community: Urban	43%	(120)	57%	(159)	279
Community: Suburban	41%	(177)	59%	(254)	431
Community: Rural	38%	(103)	62%	(168)	271
Military HH: Yes	57%	(54)	43%	(41)	95
Military HH: No	39%	(346)	61%	(540)	886
4-Region: Northeast	45%	(72)	55%	(90)	162
4-Region: Midwest	43%	(98)	57%	(129)	227
4-Region: South	42%	(179)	58%	(243)	421
4-Region: West	30%	(50)	70%	(120)	170

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**Table MCFE20\_6:** Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

*Brands that sell athletic apparel (e.g., Under Armour, Nike, Adidas)*

Demographic	Yes		No		Total N
GenZers	41%	(400)	59%	(581)	981
TikTok Users	45%	(308)	55%	(371)	679
Twitch Users	47%	(109)	53%	(123)	233
2022 Sports Viewers/Attendees	51%	(301)	49%	(292)	594
Monthly Moviegoers	57%	(92)	43%	(70)	162
Few Times per Year + Moviegoers	49%	(273)	51%	(289)	562
Heard Smile Campaign	56%	(232)	44%	(186)	418
Heard Minion Campaign	50%	(251)	50%	(251)	501
Listens to Podcasts	47%	(257)	53%	(289)	546
Streaming Services User	42%	(378)	58%	(513)	891
Netflix User	43%	(365)	57%	(487)	853
Disney+ User	45%	(274)	55%	(336)	609
Heterosexual or straight	45%	(309)	55%	(374)	683
Bisexual	32%	(46)	68%	(95)	141
Something else	27%	(15)	73%	(41)	56
Yes	27%	(36)	73%	(100)	137
No	43%	(363)	57%	(481)	844

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://morningconsultintelligence.com).



**Table MCFE20\_7:** Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

*Sports media organizations (e.g., ESPN, Fox Sports, Barstool Sports)*

Demographic	Yes		No		Total N
GenZers	29%	(287)	71%	(694)	981
Gender: Male	38%	(191)	62%	(308)	499
Gender: Female	20%	(95)	80%	(386)	482
Age: 18-34	35%	(209)	65%	(392)	601
GenZers: 1997-2012	29%	(287)	71%	(694)	981
Ideo: Liberal (1-3)	32%	(98)	68%	(204)	301
Ideo: Moderate (4)	34%	(79)	66%	(153)	231
Ideo: Conservative (5-7)	37%	(61)	63%	(102)	163
Educ: < College	28%	(249)	72%	(642)	891
Educ: Bachelors degree	45%	(29)	55%	(36)	65
Ethnicity: White	28%	(199)	72%	(518)	717
Ethnicity: Hispanic	31%	(74)	69%	(166)	241
Ethnicity: Black	41%	(59)	59%	(86)	145
Ethnicity: Other	25%	(29)	75%	(90)	119
All Christian	38%	(90)	62%	(146)	236
All Non-Christian	38%	(19)	62%	(31)	50
Atheist	16%	(18)	84%	(96)	114
Agnostic/Nothing in particular	26%	(104)	74%	(293)	397
Something Else	30%	(56)	70%	(129)	185
Religious Non-Protestant/Catholic	34%	(23)	66%	(45)	68
Evangelical	36%	(61)	64%	(107)	169
Non-Evangelical	34%	(75)	66%	(147)	222
Community: Urban	27%	(77)	73%	(203)	279
Community: Suburban	32%	(140)	68%	(291)	431
Community: Rural	26%	(71)	74%	(200)	271
Military HH: Yes	35%	(33)	65%	(62)	95
Military HH: No	29%	(254)	71%	(632)	886
4-Region: Northeast	25%	(41)	75%	(121)	162
4-Region: Midwest	30%	(69)	70%	(158)	227
4-Region: South	31%	(131)	69%	(290)	421
4-Region: West	27%	(46)	73%	(125)	170

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**Table MCFE20\_7:** Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

Sports media organizations (e.g., ESPN, Fox Sports, Barstool Sports)

Demographic	Yes		No		Total N
GenZers	29%	(287)	71%	(694)	981
TikTok Users	30%	(202)	70%	(477)	679
Twitch Users	37%	(86)	63%	(147)	233
2022 Sports Viewers/Attendees	41%	(241)	59%	(352)	594
Monthly Moviegoers	40%	(65)	60%	(97)	162
Few Times per Year + Moviegoers	36%	(200)	64%	(362)	562
Heard Smile Campaign	45%	(187)	55%	(231)	418
Heard Minion Campaign	38%	(188)	62%	(313)	501
Listens to Podcasts	38%	(206)	62%	(340)	546
Streaming Services User	30%	(271)	70%	(620)	891
Netflix User	31%	(261)	69%	(592)	853
Disney+ User	31%	(187)	69%	(422)	609
Heterosexual or straight	35%	(236)	65%	(447)	683
Bisexual	17%	(24)	83%	(116)	141
Something else	16%	(9)	84%	(47)	56
Yes	17%	(23)	83%	(113)	137
No	31%	(263)	69%	(581)	844

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://morningconsultintelligence.com).

**Table MCFE20\_8:** Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

*Sports media personalities*

Demographic	Yes		No		Total N
GenZers	27%	(260)	73%	(721)	981
Gender: Male	33%	(165)	67%	(334)	499
Gender: Female	20%	(95)	80%	(387)	482
Age: 18-34	27%	(165)	73%	(436)	601
GenZers: 1997-2012	27%	(260)	73%	(721)	981
Ideo: Liberal (1-3)	29%	(88)	71%	(214)	301
Ideo: Moderate (4)	31%	(72)	69%	(160)	231
Ideo: Conservative (5-7)	32%	(53)	68%	(110)	163
Educ: < College	26%	(230)	74%	(660)	891
Educ: Bachelors degree	34%	(22)	66%	(43)	65
Ethnicity: White	25%	(180)	75%	(537)	717
Ethnicity: Hispanic	24%	(59)	76%	(182)	241
Ethnicity: Black	38%	(56)	62%	(89)	145
Ethnicity: Other	21%	(25)	79%	(95)	119
All Christian	36%	(84)	64%	(152)	236
All Non-Christian	24%	(12)	76%	(38)	50
Atheist	15%	(18)	85%	(97)	114
Agnostic/Nothing in particular	26%	(102)	74%	(296)	397
Something Else	25%	(45)	75%	(139)	185
Religious Non-Protestant/Catholic	26%	(17)	74%	(50)	68
Evangelical	36%	(61)	64%	(108)	169
Non-Evangelical	27%	(59)	73%	(162)	222
Community: Urban	24%	(66)	76%	(213)	279
Community: Suburban	32%	(137)	68%	(294)	431
Community: Rural	21%	(57)	79%	(213)	271
Military HH: Yes	40%	(38)	60%	(58)	95
Military HH: No	25%	(222)	75%	(663)	886
4-Region: Northeast	24%	(38)	76%	(124)	162
4-Region: Midwest	25%	(57)	75%	(170)	227
4-Region: South	30%	(124)	70%	(297)	421
4-Region: West	23%	(40)	77%	(131)	170

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**Table MCFE20\_8:** Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

Sports media personalities

Demographic	Yes		No		Total N
GenZers	27%	(260)	73%	(721)	981
TikTok Users	27%	(185)	73%	(494)	679
Twitch Users	32%	(74)	68%	(158)	233
2022 Sports Viewers/Attendees	36%	(214)	64%	(380)	594
Monthly Moviegoers	37%	(60)	63%	(102)	162
Few Times per Year + Moviegoers	34%	(189)	66%	(374)	562
Heard Smile Campaign	36%	(150)	64%	(268)	418
Heard Minion Campaign	35%	(177)	65%	(324)	501
Listens to Podcasts	34%	(185)	66%	(361)	546
Streaming Services User	27%	(243)	73%	(648)	891
Netflix User	28%	(236)	72%	(617)	853
Disney+ User	30%	(183)	70%	(426)	609
Heterosexual or straight	30%	(203)	70%	(480)	683
Bisexual	20%	(29)	80%	(112)	141
Something else	18%	(10)	82%	(46)	56
Yes	20%	(28)	80%	(109)	137
No	28%	(232)	72%	(612)	844

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://morningconsultintelligence.com).

**Table MCFE20\_9:** Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?  
College athletic programs

Demographic	Yes		No		Total N
GenZers	22%	(214)	78%	(767)	981
Gender: Male	24%	(118)	76%	(381)	499
Gender: Female	20%	(96)	80%	(386)	482
Age: 18-34	25%	(153)	75%	(448)	601
GenZers: 1997-2012	22%	(214)	78%	(767)	981
Ideo: Liberal (1-3)	25%	(75)	75%	(227)	301
Ideo: Moderate (4)	24%	(55)	76%	(177)	231
Ideo: Conservative (5-7)	33%	(53)	67%	(110)	163
Educ: < College	21%	(183)	79%	(708)	891
Educ: Bachelors degree	33%	(21)	67%	(44)	65
Ethnicity: White	21%	(153)	79%	(563)	717
Ethnicity: Hispanic	17%	(41)	83%	(200)	241
Ethnicity: Black	28%	(41)	72%	(104)	145
Ethnicity: Other	16%	(20)	84%	(100)	119
All Christian	31%	(74)	69%	(162)	236
All Non-Christian	26%	(13)	74%	(37)	50
Atheist	9%	(10)	91%	(104)	114
Agnostic/Nothing in particular	20%	(81)	80%	(316)	397
Something Else	19%	(36)	81%	(149)	185
Religious Non-Protestant/Catholic	25%	(17)	75%	(51)	68
Evangelical	32%	(54)	68%	(115)	169
Non-Evangelical	21%	(48)	79%	(174)	222
Community: Urban	22%	(61)	78%	(218)	279
Community: Suburban	24%	(104)	76%	(327)	431
Community: Rural	18%	(49)	82%	(222)	271
Military HH: Yes	31%	(30)	69%	(66)	95
Military HH: No	21%	(184)	79%	(702)	886
4-Region: Northeast	20%	(32)	80%	(130)	162
4-Region: Midwest	20%	(45)	80%	(182)	227
4-Region: South	25%	(105)	75%	(316)	421
4-Region: West	19%	(32)	81%	(139)	170

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**Table MCFE20\_9:** Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?

College athletic programs

Demographic	Yes		No		Total N
GenZers	22%	(214)	78%	(767)	981
TikTok Users	23%	(157)	77%	(522)	679
Twitch Users	24%	(56)	76%	(176)	233
2022 Sports Viewers/Attendees	30%	(176)	70%	(417)	594
Monthly Moviegoers	29%	(46)	71%	(115)	162
Few Times per Year + Moviegoers	26%	(149)	74%	(414)	562
Heard Smile Campaign	31%	(131)	69%	(287)	418
Heard Minion Campaign	30%	(150)	70%	(352)	501
Listens to Podcasts	30%	(163)	70%	(383)	546
Streaming Services User	23%	(204)	77%	(688)	891
Netflix User	22%	(188)	78%	(665)	853
Disney+ User	25%	(151)	75%	(458)	609
Heterosexual or straight	25%	(171)	75%	(512)	683
Bisexual	14%	(20)	86%	(121)	141
Something else	12%	(7)	88%	(50)	56
Yes	20%	(27)	80%	(110)	137
No	22%	(187)	78%	(658)	844

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://morningconsultintelligence.com).

**Table MCFE21\_1:** *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*  
*Sports game highlights*

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	20%	(196)	23%	(229)	11%	(113)	27%	(269)	18%	(174)	981
Gender: Male	29%	(143)	26%	(128)	11%	(53)	21%	(105)	14%	(71)	499
Gender: Female	11%	(54)	21%	(101)	12%	(59)	34%	(164)	22%	(104)	482
Age: 18-34	23%	(141)	25%	(152)	11%	(65)	24%	(143)	17%	(100)	601
GenZers: 1997-2012	20%	(196)	23%	(229)	11%	(113)	27%	(269)	18%	(174)	981
Ideo: Liberal (1-3)	19%	(57)	27%	(82)	8%	(25)	34%	(102)	12%	(35)	301
Ideo: Moderate (4)	26%	(59)	25%	(57)	14%	(32)	22%	(50)	14%	(33)	231
Ideo: Conservative (5-7)	30%	(48)	24%	(40)	10%	(17)	24%	(39)	12%	(19)	163
Educ: < College	20%	(175)	23%	(204)	11%	(97)	28%	(254)	18%	(161)	891
Educ: Bachelors degree	26%	(17)	28%	(19)	17%	(11)	19%	(12)	10%	(6)	65
Ethnicity: White	19%	(138)	23%	(163)	11%	(75)	29%	(210)	18%	(131)	717
Ethnicity: Hispanic	17%	(42)	27%	(65)	13%	(31)	25%	(60)	17%	(42)	241
Ethnicity: Black	28%	(41)	23%	(33)	11%	(16)	24%	(35)	14%	(20)	145
Ethnicity: Other	15%	(18)	28%	(33)	18%	(21)	20%	(24)	20%	(24)	119
All Christian	28%	(65)	30%	(71)	13%	(31)	13%	(32)	15%	(36)	236
All Non-Christian	30%	(15)	18%	(9)	8%	(4)	26%	(13)	17%	(8)	50
Atheist	13%	(15)	17%	(20)	12%	(13)	47%	(54)	11%	(13)	114
Agnostic/Nothing in particular	16%	(63)	18%	(73)	11%	(44)	34%	(136)	20%	(81)	397
Something Else	21%	(39)	30%	(56)	11%	(20)	19%	(34)	19%	(36)	185
Religious Non-Protestant/Catholic	26%	(18)	18%	(12)	9%	(6)	21%	(15)	26%	(17)	68
Evangelical	27%	(46)	32%	(53)	13%	(22)	13%	(22)	15%	(25)	169
Non-Evangelical	24%	(53)	30%	(67)	12%	(26)	18%	(40)	16%	(35)	222
Community: Urban	20%	(56)	23%	(64)	13%	(36)	23%	(64)	21%	(59)	279
Community: Suburban	22%	(95)	24%	(101)	10%	(45)	29%	(125)	15%	(65)	431
Community: Rural	17%	(46)	23%	(63)	12%	(32)	29%	(79)	19%	(51)	271
Military HH: Yes	19%	(18)	25%	(24)	15%	(15)	28%	(26)	13%	(13)	95
Military HH: No	20%	(178)	23%	(205)	11%	(98)	27%	(242)	18%	(162)	886
4-Region: Northeast	23%	(37)	28%	(45)	10%	(16)	19%	(30)	21%	(33)	162
4-Region: Midwest	17%	(39)	29%	(65)	9%	(21)	28%	(65)	17%	(38)	227
4-Region: South	19%	(81)	21%	(90)	13%	(57)	29%	(122)	17%	(72)	421
4-Region: West	23%	(39)	17%	(29)	11%	(19)	30%	(52)	18%	(31)	170

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**Table MCFE21\_1:** *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*  
*Sports game highlights*

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion	Total N
GenZers	20%	(196)	23%	(229)	11%	(113)	27%	(269)	18% (174)	981
TikTok Users	20%	(136)	25%	(168)	11%	(76)	26%	(178)	18% (120)	679
Twitch Users	27%	(64)	31%	(71)	10%	(23)	23%	(53)	9% (22)	233
2022 Sports Viewers/Attendees	29%	(172)	32%	(190)	12%	(71)	17%	(104)	10% (58)	594
Monthly Moviegoers	26%	(43)	28%	(45)	10%	(15)	19%	(30)	18% (29)	162
Few Times per Year + Moviegoers	26%	(144)	26%	(146)	12%	(65)	21%	(120)	16% (87)	562
Heard Smile Campaign	30%	(126)	26%	(109)	10%	(42)	20%	(82)	14% (60)	418
Heard Minion Campaign	25%	(127)	26%	(131)	12%	(59)	24%	(122)	12% (62)	501
Listens to Podcasts	23%	(128)	28%	(155)	13%	(70)	20%	(111)	15% (82)	546
Streaming Services User	21%	(187)	24%	(217)	12%	(110)	27%	(238)	16% (140)	891
Netflix User	20%	(174)	25%	(212)	12%	(101)	26%	(225)	17% (141)	853
Disney+ User	21%	(125)	27%	(164)	12%	(70)	26%	(157)	15% (93)	609
Heterosexual or straight	24%	(163)	26%	(175)	13%	(89)	21%	(141)	17% (115)	683
Bisexual	11%	(16)	20%	(28)	13%	(18)	36%	(51)	20% (27)	141
Something else	17%	(10)	15%	(8)	1%	(0)	41%	(23)	26% (15)	56
Yes	11%	(14)	15%	(20)	6%	(8)	40%	(55)	29% (39)	137
No	22%	(182)	25%	(209)	12%	(104)	25%	(214)	16% (135)	844

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://morningconsult.com).



**Table MCFE21\_2:** *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*  
*Player highlights*

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	18%	(178)	21%	(206)	14%	(135)	30%	(292)	17%	(170)	981
Gender: Male	25%	(126)	25%	(124)	13%	(66)	23%	(114)	14%	(69)	499
Gender: Female	11%	(52)	17%	(82)	14%	(69)	37%	(178)	21%	(101)	482
Age: 18-34	18%	(109)	25%	(149)	12%	(74)	28%	(168)	17%	(103)	601
GenZers: 1997-2012	18%	(178)	21%	(206)	14%	(135)	30%	(292)	17%	(170)	981
Ideo: Liberal (1-3)	18%	(55)	20%	(59)	12%	(37)	39%	(117)	11%	(34)	301
Ideo: Moderate (4)	22%	(50)	24%	(56)	15%	(34)	27%	(64)	12%	(27)	231
Ideo: Conservative (5-7)	23%	(38)	22%	(36)	18%	(30)	23%	(37)	13%	(22)	163
Educ: < College	18%	(162)	21%	(187)	13%	(115)	30%	(266)	18%	(161)	891
Educ: Bachelors degree	18%	(12)	25%	(16)	17%	(11)	34%	(22)	6%	(4)	65
Ethnicity: White	16%	(114)	20%	(146)	14%	(98)	32%	(230)	18%	(129)	717
Ethnicity: Hispanic	18%	(42)	23%	(55)	12%	(28)	32%	(76)	17%	(40)	241
Ethnicity: Black	29%	(42)	24%	(34)	10%	(14)	26%	(37)	12%	(18)	145
Ethnicity: Other	19%	(23)	22%	(26)	19%	(23)	21%	(25)	20%	(23)	119
All Christian	21%	(49)	27%	(63)	18%	(43)	20%	(48)	14%	(34)	236
All Non-Christian	24%	(12)	27%	(13)	8%	(4)	26%	(13)	15%	(7)	50
Atheist	9%	(10)	15%	(17)	14%	(16)	51%	(58)	11%	(13)	114
Agnostic/Nothing in particular	18%	(70)	19%	(74)	10%	(41)	34%	(135)	19%	(77)	397
Something Else	20%	(37)	21%	(38)	17%	(31)	21%	(39)	21%	(40)	185
Religious Non-Protestant/Catholic	20%	(14)	23%	(15)	11%	(8)	22%	(15)	24%	(16)	68
Evangelical	30%	(50)	23%	(38)	20%	(34)	15%	(25)	13%	(21)	169
Non-Evangelical	15%	(34)	26%	(58)	15%	(33)	25%	(56)	19%	(41)	222
Community: Urban	19%	(52)	18%	(51)	17%	(49)	26%	(72)	20%	(56)	279
Community: Suburban	18%	(77)	24%	(103)	11%	(49)	31%	(135)	16%	(68)	431
Community: Rural	18%	(49)	19%	(52)	14%	(37)	32%	(85)	17%	(47)	271
Military HH: Yes	19%	(18)	22%	(21)	15%	(14)	30%	(28)	15%	(15)	95
Military HH: No	18%	(160)	21%	(185)	14%	(121)	30%	(264)	18%	(156)	886
4-Region: Northeast	18%	(29)	27%	(43)	14%	(23)	23%	(37)	18%	(30)	162
4-Region: Midwest	17%	(39)	22%	(51)	12%	(28)	31%	(71)	17%	(38)	227
4-Region: South	20%	(82)	19%	(82)	15%	(62)	31%	(130)	15%	(65)	421
4-Region: West	16%	(27)	18%	(30)	12%	(21)	32%	(55)	22%	(38)	170

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**Table MCFE21\_2:** And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?  
Player highlights

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	18%	(178)	21%	(206)	14%	(135)	30%	(292)	17%	(170)	981
TikTok Users	19%	(127)	21%	(145)	14%	(92)	29%	(194)	18%	(121)	679
Twitch Users	25%	(59)	29%	(67)	13%	(30)	25%	(57)	8%	(20)	233
2022 Sports Viewers/Attendees	27%	(161)	28%	(168)	15%	(90)	20%	(121)	9%	(54)	594
Monthly Moviegoers	25%	(40)	22%	(36)	16%	(26)	20%	(33)	16%	(27)	162
Few Times per Year + Moviegoers	23%	(128)	22%	(124)	16%	(87)	23%	(132)	16%	(91)	562
Heard Smile Campaign	26%	(108)	24%	(99)	13%	(55)	22%	(93)	15%	(63)	418
Heard Minion Campaign	25%	(127)	21%	(106)	14%	(68)	27%	(138)	13%	(63)	501
Listens to Podcasts	22%	(119)	23%	(124)	16%	(88)	24%	(133)	15%	(82)	546
Streaming Services User	19%	(171)	21%	(191)	15%	(131)	29%	(260)	16%	(138)	891
Netflix User	19%	(165)	22%	(187)	14%	(121)	29%	(245)	16%	(136)	853
Disney+ User	19%	(118)	22%	(133)	16%	(95)	28%	(172)	15%	(91)	609
Heterosexual or straight	20%	(139)	24%	(165)	16%	(112)	23%	(158)	16%	(109)	683
Bisexual	14%	(20)	17%	(24)	11%	(15)	37%	(53)	21%	(29)	141
Something else	18%	(10)	13%	(7)	3%	(2)	41%	(23)	25%	(14)	56
Yes	7%	(10)	14%	(19)	6%	(8)	43%	(59)	30%	(41)	137
No	20%	(168)	22%	(187)	15%	(127)	28%	(233)	15%	(129)	844

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://morningconsult.com).

**Table MCFE21\_3:** *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*  
*Sports news (e.g., injury updates, schedule reminders)*

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	15%	(144)	22%	(220)	14%	(140)	30%	(290)	19%	(187)	981
Gender: Male	21%	(104)	26%	(130)	14%	(72)	23%	(112)	16%	(81)	499
Gender: Female	8%	(40)	19%	(89)	14%	(69)	37%	(177)	22%	(106)	482
Age: 18-34	17%	(101)	25%	(148)	14%	(83)	27%	(163)	18%	(106)	601
GenZers: 1997-2012	15%	(144)	22%	(220)	14%	(140)	30%	(290)	19%	(187)	981
Ideo: Liberal (1-3)	13%	(38)	23%	(70)	17%	(51)	34%	(104)	13%	(38)	301
Ideo: Moderate (4)	18%	(41)	31%	(71)	15%	(34)	24%	(56)	13%	(29)	231
Ideo: Conservative (5-7)	21%	(35)	20%	(32)	13%	(21)	30%	(48)	17%	(27)	163
Educ: < College	14%	(126)	22%	(194)	14%	(125)	30%	(270)	20%	(176)	891
Educ: Bachelors degree	20%	(13)	32%	(21)	21%	(14)	20%	(13)	7%	(4)	65
Ethnicity: White	13%	(90)	24%	(171)	13%	(96)	31%	(225)	19%	(134)	717
Ethnicity: Hispanic	13%	(32)	28%	(67)	11%	(26)	31%	(74)	18%	(42)	241
Ethnicity: Black	29%	(41)	18%	(25)	12%	(17)	24%	(35)	18%	(26)	145
Ethnicity: Other	11%	(13)	20%	(23)	23%	(27)	25%	(30)	22%	(26)	119
All Christian	21%	(50)	26%	(62)	12%	(29)	20%	(47)	20%	(47)	236
All Non-Christian	18%	(9)	22%	(11)	19%	(10)	26%	(13)	15%	(7)	50
Atheist	11%	(12)	12%	(14)	11%	(12)	52%	(59)	15%	(17)	114
Agnostic/Nothing in particular	12%	(46)	21%	(81)	16%	(65)	32%	(126)	20%	(79)	397
Something Else	15%	(27)	28%	(51)	13%	(25)	24%	(45)	20%	(37)	185
Religious Non-Protestant/Catholic	18%	(12)	19%	(13)	16%	(11)	23%	(16)	24%	(16)	68
Evangelical	26%	(44)	28%	(47)	15%	(25)	17%	(29)	14%	(24)	169
Non-Evangelical	13%	(28)	28%	(63)	11%	(25)	26%	(59)	21%	(47)	222
Community: Urban	16%	(45)	22%	(62)	15%	(42)	24%	(68)	23%	(63)	279
Community: Suburban	16%	(68)	21%	(92)	15%	(65)	31%	(135)	17%	(71)	431
Community: Rural	12%	(32)	24%	(66)	12%	(33)	32%	(88)	19%	(52)	271
Military HH: Yes	13%	(13)	20%	(19)	25%	(24)	27%	(26)	15%	(14)	95
Military HH: No	15%	(131)	23%	(201)	13%	(117)	30%	(264)	20%	(173)	886
4-Region: Northeast	17%	(27)	21%	(35)	15%	(24)	29%	(47)	18%	(29)	162
4-Region: Midwest	10%	(24)	25%	(56)	14%	(33)	32%	(72)	19%	(43)	227
4-Region: South	16%	(69)	22%	(93)	15%	(62)	28%	(119)	19%	(78)	421
4-Region: West	14%	(24)	21%	(36)	13%	(22)	31%	(52)	21%	(36)	170

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**Table MCFE21\_3:** *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*  
*Sports news (e.g., injury updates, schedule reminders)*

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	15%	(144)	22%	(220)	14%	(140)	30%	(290)	19%	(187)	981
TikTok Users	16%	(106)	23%	(153)	14%	(98)	28%	(191)	19%	(132)	679
Twitch Users	19%	(43)	28%	(64)	17%	(40)	26%	(59)	11%	(26)	233
2022 Sports Viewers/Attendees	23%	(134)	30%	(180)	17%	(103)	19%	(113)	11%	(63)	594
Monthly Moviegoers	21%	(35)	31%	(50)	12%	(19)	19%	(30)	17%	(28)	162
Few Times per Year + Moviegoers	17%	(96)	26%	(146)	14%	(80)	25%	(140)	18%	(100)	562
Heard Smile Campaign	22%	(92)	25%	(106)	16%	(65)	21%	(87)	16%	(67)	418
Heard Minion Campaign	21%	(105)	25%	(126)	14%	(69)	27%	(136)	13%	(65)	501
Listens to Podcasts	18%	(98)	28%	(156)	16%	(90)	21%	(112)	17%	(91)	546
Streaming Services User	15%	(137)	23%	(209)	15%	(133)	29%	(260)	17%	(152)	891
Netflix User	15%	(132)	24%	(204)	14%	(117)	29%	(246)	18%	(154)	853
Disney+ User	16%	(96)	27%	(162)	14%	(86)	28%	(169)	16%	(96)	609
Heterosexual or straight	17%	(115)	26%	(177)	15%	(104)	23%	(158)	19%	(129)	683
Bisexual	11%	(16)	17%	(24)	13%	(18)	38%	(54)	21%	(29)	141
Something else	14%	(8)	2%	(1)	23%	(13)	34%	(19)	27%	(15)	56
Yes	8%	(11)	14%	(19)	10%	(14)	41%	(56)	27%	(38)	137
No	16%	(134)	24%	(200)	15%	(127)	28%	(234)	18%	(149)	844

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE21\_4:** *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*  
*Game highlights*

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	22%	(214)	23%	(222)	12%	(115)	27%	(261)	17%	(168)	981
Gender: Male	32%	(157)	23%	(115)	11%	(57)	20%	(100)	14%	(69)	499
Gender: Female	12%	(57)	22%	(107)	12%	(58)	33%	(161)	21%	(99)	482
Age: 18-34	25%	(148)	24%	(146)	12%	(72)	23%	(138)	16%	(98)	601
GenZers: 1997-2012	22%	(214)	23%	(222)	12%	(115)	27%	(261)	17%	(168)	981
Ideo: Liberal (1-3)	21%	(64)	21%	(62)	11%	(33)	34%	(103)	13%	(38)	301
Ideo: Moderate (4)	25%	(57)	30%	(68)	11%	(25)	21%	(49)	14%	(32)	231
Ideo: Conservative (5-7)	30%	(49)	22%	(35)	12%	(19)	27%	(43)	10%	(17)	163
Educ: < College	22%	(192)	22%	(198)	11%	(98)	27%	(244)	18%	(159)	891
Educ: Bachelors degree	25%	(16)	30%	(20)	17%	(11)	22%	(14)	5%	(4)	65
Ethnicity: White	21%	(147)	21%	(152)	12%	(86)	29%	(205)	18%	(126)	717
Ethnicity: Hispanic	22%	(53)	27%	(64)	14%	(34)	22%	(54)	15%	(36)	241
Ethnicity: Black	28%	(41)	26%	(38)	11%	(16)	20%	(29)	14%	(21)	145
Ethnicity: Other	22%	(26)	27%	(32)	11%	(13)	23%	(27)	18%	(22)	119
All Christian	25%	(59)	29%	(69)	13%	(31)	18%	(43)	14%	(34)	236
All Non-Christian	32%	(16)	15%	(7)	11%	(5)	27%	(14)	15%	(8)	50
Atheist	15%	(17)	16%	(19)	8%	(10)	45%	(52)	15%	(17)	114
Agnostic/Nothing in particular	21%	(82)	20%	(80)	12%	(49)	29%	(113)	18%	(73)	397
Something Else	22%	(41)	25%	(47)	11%	(21)	22%	(40)	20%	(37)	185
Religious Non-Protestant/Catholic	27%	(18)	16%	(11)	9%	(6)	24%	(16)	24%	(17)	68
Evangelical	33%	(56)	24%	(40)	15%	(26)	17%	(28)	11%	(19)	169
Non-Evangelical	18%	(40)	31%	(68)	10%	(22)	23%	(51)	18%	(41)	222
Community: Urban	25%	(69)	19%	(52)	15%	(43)	22%	(62)	19%	(53)	279
Community: Suburban	21%	(92)	25%	(110)	8%	(36)	29%	(125)	16%	(68)	431
Community: Rural	20%	(53)	22%	(60)	13%	(36)	27%	(74)	17%	(47)	271
Military HH: Yes	24%	(23)	15%	(14)	15%	(15)	30%	(29)	16%	(15)	95
Military HH: No	22%	(192)	23%	(208)	11%	(101)	26%	(233)	17%	(153)	886
4-Region: Northeast	23%	(37)	30%	(49)	12%	(19)	18%	(29)	18%	(29)	162
4-Region: Midwest	22%	(50)	21%	(47)	10%	(23)	28%	(63)	20%	(45)	227
4-Region: South	21%	(89)	23%	(97)	15%	(62)	27%	(114)	14%	(60)	421
4-Region: West	23%	(39)	18%	(30)	6%	(11)	33%	(56)	20%	(35)	170

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**Table MCFE21\_4:** And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?  
Game highlights

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	22%	(214)	23%	(222)	12%	(115)	27%	(261)	17%	(168)	981
TikTok Users	21%	(144)	23%	(159)	13%	(91)	25%	(169)	17%	(116)	679
Twitch Users	31%	(73)	27%	(63)	12%	(27)	20%	(46)	10%	(23)	233
2022 Sports Viewers/Attendees	32%	(190)	30%	(176)	12%	(69)	17%	(101)	10%	(57)	594
Monthly Moviegoers	31%	(51)	24%	(40)	16%	(25)	12%	(20)	16%	(26)	162
Few Times per Year + Moviegoers	26%	(147)	25%	(140)	13%	(74)	21%	(116)	15%	(87)	562
Heard Smile Campaign	31%	(128)	22%	(93)	12%	(51)	20%	(82)	15%	(63)	418
Heard Minion Campaign	26%	(132)	25%	(124)	12%	(60)	25%	(127)	12%	(60)	501
Listens to Podcasts	26%	(139)	25%	(137)	14%	(75)	21%	(113)	15%	(81)	546
Streaming Services User	23%	(207)	23%	(207)	12%	(110)	26%	(235)	15%	(133)	891
Netflix User	23%	(193)	23%	(198)	12%	(102)	27%	(226)	16%	(134)	853
Disney+ User	23%	(140)	25%	(150)	13%	(81)	24%	(147)	15%	(91)	609
Heterosexual or straight	26%	(174)	25%	(168)	13%	(92)	21%	(140)	16%	(108)	683
Bisexual	16%	(22)	21%	(30)	11%	(16)	31%	(44)	20%	(28)	141
Something else	21%	(12)	12%	(7)	2%	(1)	38%	(21)	26%	(15)	56
Yes	9%	(12)	17%	(23)	7%	(9)	39%	(53)	29%	(40)	137
No	24%	(202)	24%	(199)	13%	(106)	25%	(208)	15%	(128)	844

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE21\_5:** *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*  
*Behind-the-scenes content*

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	14%	(133)	28%	(272)	14%	(140)	27%	(262)	18%	(173)	981
Gender: Male	16%	(78)	30%	(151)	16%	(81)	21%	(107)	16%	(82)	499
Gender: Female	11%	(55)	25%	(122)	12%	(59)	32%	(155)	19%	(91)	482
Age: 18-34	15%	(88)	28%	(169)	14%	(86)	25%	(153)	18%	(105)	601
GenZers: 1997-2012	14%	(133)	28%	(272)	14%	(140)	27%	(262)	18%	(173)	981
Ideo: Liberal (1-3)	14%	(44)	28%	(84)	15%	(47)	31%	(95)	11%	(32)	301
Ideo: Moderate (4)	15%	(35)	28%	(65)	17%	(38)	23%	(53)	17%	(40)	231
Ideo: Conservative (5-7)	17%	(28)	33%	(53)	12%	(20)	26%	(42)	12%	(20)	163
Educ: < College	13%	(114)	28%	(249)	14%	(123)	27%	(243)	18%	(162)	891
Educ: Bachelors degree	24%	(15)	23%	(15)	23%	(15)	24%	(15)	7%	(4)	65
Ethnicity: White	12%	(88)	29%	(205)	14%	(101)	29%	(207)	16%	(117)	717
Ethnicity: Hispanic	13%	(31)	26%	(64)	18%	(44)	27%	(65)	15%	(37)	241
Ethnicity: Black	19%	(28)	28%	(40)	15%	(22)	17%	(25)	21%	(30)	145
Ethnicity: Other	15%	(18)	23%	(27)	14%	(17)	26%	(30)	22%	(26)	119
All Christian	16%	(38)	35%	(82)	17%	(41)	20%	(47)	12%	(28)	236
All Non-Christian	22%	(11)	26%	(13)	13%	(6)	25%	(12)	15%	(7)	50
Atheist	7%	(8)	26%	(29)	15%	(18)	42%	(48)	10%	(12)	114
Agnostic/Nothing in particular	14%	(54)	25%	(99)	11%	(43)	31%	(122)	20%	(79)	397
Something Else	12%	(23)	26%	(49)	18%	(33)	18%	(33)	25%	(46)	185
Religious Non-Protestant/Catholic	23%	(15)	23%	(15)	13%	(9)	19%	(13)	23%	(15)	68
Evangelical	18%	(30)	36%	(61)	15%	(26)	14%	(24)	16%	(28)	169
Non-Evangelical	12%	(26)	29%	(64)	19%	(41)	24%	(54)	16%	(36)	222
Community: Urban	15%	(43)	26%	(71)	17%	(46)	22%	(61)	21%	(58)	279
Community: Suburban	13%	(57)	27%	(117)	15%	(66)	29%	(123)	16%	(68)	431
Community: Rural	12%	(33)	31%	(84)	10%	(28)	29%	(78)	17%	(47)	271
Military HH: Yes	20%	(19)	35%	(34)	17%	(16)	18%	(17)	11%	(10)	95
Military HH: No	13%	(114)	27%	(239)	14%	(124)	28%	(245)	18%	(163)	886
4-Region: Northeast	15%	(25)	29%	(47)	13%	(21)	20%	(33)	22%	(36)	162
4-Region: Midwest	11%	(24)	32%	(72)	12%	(27)	30%	(69)	16%	(35)	227
4-Region: South	16%	(66)	27%	(113)	14%	(60)	27%	(112)	17%	(70)	421
4-Region: West	11%	(18)	24%	(41)	19%	(32)	28%	(48)	19%	(32)	170

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**Table MCFE21\_5:** And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?  
Behind-the-scenes content

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	14%	(133)	28%	(272)	14%	(140)	27%	(262)	18%	(173)	981
TikTok Users	14%	(96)	28%	(191)	15%	(104)	25%	(167)	18%	(121)	679
Twitch Users	14%	(33)	36%	(83)	17%	(38)	24%	(56)	10%	(22)	233
2022 Sports Viewers/Attendees	20%	(119)	36%	(216)	16%	(97)	17%	(102)	10%	(60)	594
Monthly Moviegoers	18%	(29)	36%	(58)	11%	(17)	22%	(35)	14%	(22)	162
Few Times per Year + Moviegoers	16%	(89)	33%	(184)	14%	(77)	23%	(129)	15%	(83)	562
Heard Smile Campaign	20%	(85)	31%	(128)	17%	(70)	19%	(79)	13%	(56)	418
Heard Minion Campaign	20%	(101)	30%	(149)	17%	(86)	22%	(108)	11%	(57)	501
Listens to Podcasts	16%	(90)	31%	(171)	18%	(100)	19%	(101)	15%	(84)	546
Streaming Services User	14%	(128)	29%	(254)	15%	(134)	26%	(235)	16%	(140)	891
Netflix User	14%	(117)	30%	(252)	14%	(123)	26%	(219)	17%	(141)	853
Disney+ User	15%	(91)	30%	(185)	15%	(89)	25%	(154)	15%	(90)	609
Heterosexual or straight	13%	(91)	32%	(219)	15%	(105)	22%	(150)	17%	(118)	683
Bisexual	15%	(21)	21%	(29)	13%	(18)	33%	(46)	19%	(27)	141
Something else	17%	(10)	11%	(6)	15%	(9)	31%	(17)	25%	(14)	56
Yes	8%	(11)	19%	(26)	10%	(14)	38%	(52)	26%	(35)	137
No	15%	(122)	29%	(247)	15%	(127)	25%	(210)	16%	(138)	844

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE21\_6:** *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*  
*Team giveaways*

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	15%	(146)	19%	(182)	16%	(158)	31%	(302)	20%	(192)	981
Gender: Male	19%	(95)	20%	(100)	18%	(90)	27%	(133)	16%	(81)	499
Gender: Female	11%	(51)	17%	(82)	14%	(68)	35%	(169)	23%	(112)	482
Age: 18-34	13%	(80)	22%	(131)	16%	(97)	30%	(180)	19%	(114)	601
GenZers: 1997-2012	15%	(146)	19%	(182)	16%	(158)	31%	(302)	20%	(192)	981
Ideo: Liberal (1-3)	16%	(47)	15%	(47)	16%	(49)	39%	(117)	14%	(41)	301
Ideo: Moderate (4)	14%	(33)	30%	(69)	18%	(42)	26%	(59)	13%	(29)	231
Ideo: Conservative (5-7)	17%	(27)	18%	(30)	17%	(28)	30%	(48)	18%	(29)	163
Educ: < College	15%	(131)	18%	(158)	16%	(143)	31%	(280)	20%	(179)	891
Educ: Bachelors degree	18%	(12)	30%	(19)	15%	(10)	31%	(20)	7%	(4)	65
Ethnicity: White	13%	(97)	18%	(130)	17%	(120)	32%	(232)	19%	(139)	717
Ethnicity: Hispanic	14%	(34)	20%	(47)	19%	(45)	30%	(72)	18%	(43)	241
Ethnicity: Black	21%	(31)	21%	(30)	15%	(22)	23%	(34)	20%	(29)	145
Ethnicity: Other	16%	(19)	19%	(22)	14%	(17)	31%	(37)	21%	(25)	119
All Christian	17%	(40)	23%	(54)	18%	(43)	23%	(55)	19%	(44)	236
All Non-Christian	22%	(11)	10%	(5)	16%	(8)	29%	(14)	23%	(11)	50
Atheist	12%	(14)	11%	(13)	16%	(18)	48%	(55)	13%	(14)	114
Agnostic/Nothing in particular	15%	(61)	16%	(63)	15%	(59)	34%	(135)	20%	(78)	397
Something Else	11%	(20)	25%	(47)	17%	(31)	23%	(43)	24%	(44)	185
Religious Non-Protestant/Catholic	19%	(13)	12%	(8)	15%	(10)	22%	(15)	31%	(21)	68
Evangelical	16%	(28)	28%	(47)	19%	(32)	19%	(33)	17%	(29)	169
Non-Evangelical	13%	(30)	21%	(47)	17%	(37)	28%	(61)	21%	(46)	222
Community: Urban	13%	(35)	22%	(61)	17%	(47)	26%	(74)	23%	(63)	279
Community: Suburban	15%	(65)	16%	(67)	18%	(77)	34%	(146)	18%	(76)	431
Community: Rural	17%	(46)	20%	(53)	13%	(35)	30%	(83)	20%	(54)	271
Military HH: Yes	18%	(17)	20%	(19)	12%	(12)	31%	(29)	19%	(18)	95
Military HH: No	15%	(129)	18%	(163)	17%	(147)	31%	(273)	20%	(174)	886
4-Region: Northeast	18%	(30)	20%	(33)	16%	(26)	26%	(42)	20%	(32)	162
4-Region: Midwest	11%	(25)	14%	(32)	20%	(46)	35%	(79)	20%	(46)	227
4-Region: South	18%	(76)	20%	(83)	14%	(58)	29%	(124)	19%	(81)	421
4-Region: West	9%	(15)	20%	(34)	17%	(29)	34%	(58)	20%	(34)	170

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**Table MCFE21\_6:** And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?  
Team giveaways

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	15%	(146)	19%	(182)	16%	(158)	31%	(302)	20%	(192)	981
TikTok Users	16%	(110)	20%	(135)	17%	(113)	28%	(190)	19%	(131)	679
Twitch Users	25%	(58)	20%	(45)	20%	(46)	23%	(53)	13%	(30)	233
2022 Sports Viewers/Attendees	21%	(125)	23%	(139)	21%	(125)	22%	(132)	12%	(73)	594
Monthly Moviegoers	22%	(35)	21%	(34)	16%	(26)	24%	(39)	17%	(28)	162
Few Times per Year + Moviegoers	19%	(106)	21%	(121)	16%	(88)	26%	(147)	18%	(102)	562
Heard Smile Campaign	21%	(89)	22%	(92)	17%	(70)	24%	(101)	16%	(65)	418
Heard Minion Campaign	21%	(105)	20%	(101)	17%	(83)	27%	(137)	15%	(75)	501
Listens to Podcasts	18%	(98)	23%	(125)	20%	(109)	22%	(123)	17%	(91)	546
Streaming Services User	16%	(139)	20%	(175)	17%	(152)	30%	(268)	18%	(157)	891
Netflix User	16%	(133)	19%	(164)	17%	(143)	30%	(253)	19%	(159)	853
Disney+ User	16%	(97)	20%	(121)	20%	(122)	27%	(165)	17%	(104)	609
Heterosexual or straight	16%	(111)	21%	(144)	18%	(125)	25%	(172)	19%	(131)	683
Bisexual	13%	(19)	16%	(23)	11%	(15)	40%	(56)	20%	(28)	141
Something else	14%	(8)	9%	(5)	12%	(7)	42%	(23)	24%	(14)	56
Yes	12%	(16)	11%	(15)	13%	(18)	36%	(50)	28%	(38)	137
No	15%	(130)	20%	(167)	17%	(141)	30%	(253)	18%	(154)	844

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://morningconsult.com).

**Table MCFE21\_7:** *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*  
*Fantasy sports*

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	10%	(100)	12%	(118)	13%	(126)	44%	(432)	21%	(205)	981
Gender: Male	15%	(76)	16%	(80)	15%	(76)	36%	(178)	18%	(89)	499
Gender: Female	5%	(24)	8%	(38)	10%	(50)	53%	(253)	24%	(116)	482
Age: 18-34	12%	(72)	15%	(92)	13%	(81)	39%	(235)	20%	(121)	601
GenZers: 1997-2012	10%	(100)	12%	(118)	13%	(126)	44%	(432)	21%	(205)	981
Ideo: Liberal (1-3)	11%	(32)	12%	(37)	13%	(38)	52%	(156)	13%	(38)	301
Ideo: Moderate (4)	11%	(26)	20%	(46)	17%	(38)	34%	(79)	18%	(42)	231
Ideo: Conservative (5-7)	10%	(17)	13%	(22)	15%	(25)	47%	(76)	14%	(23)	163
Educ: < College	10%	(87)	12%	(105)	12%	(105)	45%	(400)	22%	(194)	891
Educ: Bachelors degree	17%	(11)	18%	(12)	19%	(12)	39%	(25)	7%	(4)	65
Ethnicity: White	10%	(73)	11%	(78)	13%	(90)	45%	(324)	21%	(152)	717
Ethnicity: Hispanic	7%	(16)	15%	(36)	17%	(40)	43%	(104)	19%	(45)	241
Ethnicity: Black	13%	(19)	21%	(30)	12%	(18)	36%	(52)	18%	(26)	145
Ethnicity: Other	6%	(8)	9%	(10)	15%	(18)	47%	(56)	23%	(27)	119
All Christian	13%	(31)	16%	(37)	16%	(38)	39%	(91)	17%	(39)	236
All Non-Christian	21%	(11)	11%	(6)	10%	(5)	35%	(18)	22%	(11)	50
Atheist	10%	(11)	6%	(7)	5%	(6)	67%	(77)	12%	(13)	114
Agnostic/Nothing in particular	10%	(38)	11%	(42)	11%	(43)	47%	(186)	22%	(88)	397
Something Else	5%	(9)	14%	(27)	18%	(34)	33%	(61)	29%	(54)	185
Religious Non-Protestant/Catholic	18%	(12)	11%	(7)	7%	(5)	35%	(23)	29%	(20)	68
Evangelical	17%	(29)	15%	(25)	19%	(32)	32%	(54)	17%	(29)	169
Non-Evangelical	3%	(7)	16%	(36)	18%	(39)	40%	(88)	23%	(52)	222
Community: Urban	9%	(25)	12%	(33)	14%	(39)	38%	(107)	27%	(75)	279
Community: Suburban	12%	(52)	11%	(48)	12%	(51)	47%	(202)	18%	(79)	431
Community: Rural	9%	(23)	14%	(37)	13%	(36)	45%	(123)	19%	(52)	271
Military HH: Yes	18%	(17)	12%	(11)	10%	(9)	44%	(42)	17%	(16)	95
Military HH: No	9%	(83)	12%	(107)	13%	(117)	44%	(390)	21%	(189)	886
4-Region: Northeast	10%	(16)	15%	(24)	10%	(16)	42%	(68)	23%	(38)	162
4-Region: Midwest	10%	(22)	14%	(32)	11%	(26)	44%	(99)	21%	(48)	227
4-Region: South	12%	(49)	11%	(46)	15%	(62)	44%	(188)	18%	(77)	421
4-Region: West	8%	(13)	9%	(16)	13%	(22)	45%	(77)	25%	(42)	170

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**Table MCFE21\_7:** And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?  
Fantasy sports

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	10%	(100)	12%	(118)	13%	(126)	44%	(432)	21%	(205)	981
TikTok Users	10%	(70)	13%	(89)	11%	(77)	44%	(300)	21%	(143)	679
Twitch Users	14%	(32)	18%	(41)	14%	(32)	41%	(96)	13%	(31)	233
2022 Sports Viewers/Attendees	15%	(87)	17%	(102)	16%	(93)	39%	(230)	14%	(82)	594
Monthly Moviegoers	12%	(20)	18%	(29)	14%	(22)	38%	(62)	18%	(29)	162
Few Times per Year + Moviegoers	12%	(67)	15%	(85)	13%	(73)	41%	(233)	19%	(105)	562
Heard Smile Campaign	16%	(67)	16%	(69)	16%	(65)	36%	(151)	16%	(66)	418
Heard Minion Campaign	13%	(67)	15%	(74)	14%	(72)	42%	(212)	15%	(75)	501
Listens to Podcasts	12%	(67)	17%	(94)	16%	(87)	37%	(201)	18%	(97)	546
Streaming Services User	10%	(93)	13%	(115)	13%	(120)	45%	(398)	18%	(165)	891
Netflix User	10%	(85)	13%	(113)	13%	(111)	44%	(376)	20%	(168)	853
Disney+ User	10%	(61)	14%	(88)	14%	(82)	43%	(263)	19%	(115)	609
Heterosexual or straight	12%	(84)	14%	(93)	15%	(104)	39%	(264)	20%	(138)	683
Bisexual	4%	(5)	10%	(14)	9%	(13)	54%	(77)	23%	(32)	141
Something else	9%	(5)	10%	(5)	2%	(1)	53%	(30)	26%	(15)	56
Yes	6%	(8)	7%	(10)	9%	(12)	46%	(63)	32%	(44)	137
No	11%	(92)	13%	(109)	13%	(114)	44%	(369)	19%	(161)	844

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE21\_8:** *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*  
*Sports betting*

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	10%	(100)	15%	(143)	14%	(134)	41%	(400)	21%	(204)	981
Gender: Male	16%	(81)	19%	(93)	18%	(88)	29%	(147)	18%	(91)	499
Gender: Female	4%	(19)	10%	(50)	10%	(46)	53%	(253)	24%	(114)	482
Age: 18-34	12%	(75)	18%	(106)	14%	(85)	37%	(224)	19%	(113)	601
GenZers: 1997-2012	10%	(100)	15%	(143)	14%	(134)	41%	(400)	21%	(204)	981
Ideo: Liberal (1-3)	8%	(25)	14%	(43)	16%	(48)	49%	(148)	12%	(38)	301
Ideo: Moderate (4)	12%	(28)	22%	(50)	16%	(36)	34%	(78)	17%	(39)	231
Ideo: Conservative (5-7)	16%	(26)	13%	(22)	14%	(23)	41%	(67)	15%	(25)	163
Educ: < College	10%	(89)	14%	(127)	13%	(118)	41%	(364)	22%	(193)	891
Educ: Bachelors degree	12%	(8)	21%	(14)	17%	(11)	43%	(28)	7%	(5)	65
Ethnicity: White	9%	(68)	13%	(94)	14%	(100)	43%	(310)	20%	(145)	717
Ethnicity: Hispanic	12%	(28)	18%	(42)	12%	(30)	38%	(93)	20%	(48)	241
Ethnicity: Black	16%	(24)	18%	(26)	12%	(18)	31%	(45)	22%	(32)	145
Ethnicity: Other	7%	(9)	19%	(23)	14%	(17)	37%	(44)	23%	(27)	119
All Christian	15%	(35)	18%	(42)	14%	(33)	35%	(82)	18%	(43)	236
All Non-Christian	20%	(10)	18%	(9)	17%	(8)	32%	(16)	13%	(6)	50
Atheist	9%	(11)	4%	(5)	17%	(20)	58%	(66)	11%	(12)	114
Agnostic/Nothing in particular	8%	(33)	13%	(52)	13%	(52)	41%	(161)	25%	(99)	397
Something Else	6%	(11)	19%	(36)	11%	(21)	40%	(74)	23%	(43)	185
Religious Non-Protestant/Catholic	16%	(11)	17%	(11)	14%	(9)	32%	(22)	21%	(15)	68
Evangelical	18%	(30)	23%	(39)	13%	(22)	31%	(52)	15%	(26)	169
Non-Evangelical	6%	(14)	16%	(35)	13%	(29)	42%	(93)	22%	(50)	222
Community: Urban	9%	(25)	18%	(50)	12%	(34)	36%	(101)	24%	(68)	279
Community: Suburban	11%	(49)	13%	(57)	15%	(66)	42%	(181)	18%	(78)	431
Community: Rural	9%	(26)	13%	(36)	12%	(34)	43%	(117)	22%	(59)	271
Military HH: Yes	9%	(9)	21%	(20)	16%	(15)	37%	(35)	17%	(16)	95
Military HH: No	10%	(91)	14%	(123)	13%	(119)	41%	(365)	21%	(188)	886
4-Region: Northeast	9%	(15)	15%	(25)	15%	(24)	39%	(64)	21%	(34)	162
4-Region: Midwest	10%	(22)	14%	(31)	16%	(36)	41%	(93)	20%	(45)	227
4-Region: South	11%	(46)	16%	(66)	12%	(52)	41%	(174)	20%	(84)	421
4-Region: West	10%	(17)	13%	(21)	13%	(23)	40%	(69)	24%	(40)	170

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**Table MCFE21\_8:** And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?  
Sports betting

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	10%	(100)	15%	(143)	14%	(134)	41%	(400)	21%	(204)	981
TikTok Users	10%	(69)	15%	(103)	14%	(95)	39%	(264)	22%	(148)	679
Twitch Users	15%	(34)	19%	(44)	17%	(40)	36%	(84)	13%	(31)	233
2022 Sports Viewers/Attendees	15%	(87)	19%	(115)	17%	(103)	36%	(211)	13%	(78)	594
Monthly Moviegoers	14%	(23)	18%	(29)	21%	(33)	28%	(45)	19%	(31)	162
Few Times per Year + Moviegoers	10%	(59)	17%	(96)	16%	(89)	38%	(212)	19%	(107)	562
Heard Smile Campaign	15%	(62)	18%	(74)	18%	(75)	33%	(139)	16%	(67)	418
Heard Minion Campaign	13%	(66)	16%	(82)	16%	(80)	38%	(191)	16%	(81)	501
Listens to Podcasts	13%	(72)	20%	(107)	15%	(83)	34%	(185)	18%	(99)	546
Streaming Services User	10%	(93)	16%	(139)	15%	(129)	41%	(364)	19%	(166)	891
Netflix User	10%	(83)	15%	(132)	15%	(127)	41%	(346)	19%	(165)	853
Disney+ User	10%	(63)	18%	(107)	16%	(96)	39%	(238)	17%	(105)	609
Heterosexual or straight	13%	(86)	17%	(116)	17%	(113)	34%	(229)	20%	(139)	683
Bisexual	4%	(6)	13%	(19)	8%	(11)	53%	(75)	22%	(31)	141
Something else	6%	(3)	5%	(3)	7%	(4)	54%	(30)	28%	(16)	56
Yes	6%	(8)	7%	(10)	10%	(14)	48%	(65)	29%	(39)	137
No	11%	(91)	16%	(133)	14%	(120)	40%	(335)	20%	(165)	844

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE21\_9:** *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*  
*Game day content*

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	18%	(172)	21%	(206)	12%	(122)	30%	(299)	18%	(181)	981
Gender: Male	24%	(118)	23%	(113)	12%	(58)	25%	(123)	17%	(86)	499
Gender: Female	11%	(54)	19%	(94)	13%	(64)	37%	(176)	20%	(95)	482
Age: 18-34	19%	(115)	23%	(141)	12%	(72)	28%	(167)	18%	(106)	601
GenZers: 1997-2012	18%	(172)	21%	(206)	12%	(122)	30%	(299)	18%	(181)	981
Ideo: Liberal (1-3)	18%	(54)	23%	(69)	10%	(29)	37%	(113)	12%	(36)	301
Ideo: Moderate (4)	19%	(44)	25%	(59)	15%	(34)	27%	(63)	14%	(32)	231
Ideo: Conservative (5-7)	22%	(36)	23%	(37)	12%	(20)	28%	(45)	15%	(24)	163
Educ: < College	18%	(156)	21%	(186)	12%	(105)	31%	(272)	19%	(171)	891
Educ: Bachelors degree	17%	(11)	25%	(16)	22%	(14)	31%	(20)	6%	(4)	65
Ethnicity: White	16%	(115)	21%	(152)	11%	(79)	33%	(239)	18%	(131)	717
Ethnicity: Hispanic	12%	(28)	26%	(63)	13%	(30)	31%	(75)	18%	(44)	241
Ethnicity: Black	28%	(41)	22%	(31)	11%	(16)	22%	(31)	17%	(25)	145
Ethnicity: Other	13%	(16)	20%	(23)	22%	(26)	24%	(28)	22%	(26)	119
All Christian	17%	(41)	34%	(80)	13%	(31)	21%	(49)	15%	(35)	236
All Non-Christian	20%	(10)	21%	(10)	16%	(8)	23%	(11)	20%	(10)	50
Atheist	9%	(11)	15%	(17)	14%	(16)	48%	(54)	14%	(16)	114
Agnostic/Nothing in particular	18%	(72)	17%	(67)	10%	(39)	35%	(140)	20%	(79)	397
Something Else	21%	(39)	17%	(31)	16%	(29)	24%	(45)	22%	(41)	185
Religious Non-Protestant/Catholic	18%	(12)	20%	(13)	13%	(9)	20%	(14)	29%	(20)	68
Evangelical	23%	(38)	28%	(47)	15%	(25)	18%	(30)	16%	(28)	169
Non-Evangelical	17%	(37)	27%	(60)	14%	(31)	26%	(59)	16%	(35)	222
Community: Urban	16%	(45)	22%	(62)	13%	(36)	28%	(79)	20%	(57)	279
Community: Suburban	16%	(68)	23%	(99)	11%	(46)	35%	(149)	16%	(69)	431
Community: Rural	22%	(59)	17%	(46)	15%	(39)	26%	(71)	20%	(55)	271
Military HH: Yes	19%	(18)	17%	(16)	24%	(23)	31%	(30)	9%	(8)	95
Military HH: No	17%	(155)	21%	(190)	11%	(99)	30%	(269)	20%	(173)	886
4-Region: Northeast	16%	(27)	31%	(51)	11%	(18)	21%	(35)	20%	(32)	162
4-Region: Midwest	17%	(38)	23%	(53)	11%	(25)	32%	(73)	17%	(38)	227
4-Region: South	20%	(83)	18%	(76)	14%	(60)	30%	(127)	18%	(76)	421
4-Region: West	15%	(25)	16%	(27)	11%	(19)	38%	(65)	20%	(35)	170

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**Table MCFE21\_9:** And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?  
Game day content

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
GenZers	18%	(172)	21%	(206)	12%	(122)	30%	(299)	18%	(181)	981
TikTok Users	19%	(128)	21%	(139)	13%	(85)	29%	(194)	19%	(132)	679
Twitch Users	23%	(53)	29%	(69)	13%	(30)	23%	(52)	12%	(28)	233
2022 Sports Viewers/Attendees	25%	(151)	28%	(166)	15%	(91)	21%	(122)	11%	(63)	594
Monthly Moviegoers	19%	(30)	24%	(40)	13%	(21)	22%	(35)	22%	(35)	162
Few Times per Year + Moviegoers	21%	(120)	24%	(134)	14%	(78)	25%	(139)	16%	(91)	562
Heard Smile Campaign	27%	(113)	23%	(98)	13%	(56)	23%	(95)	14%	(57)	418
Heard Minion Campaign	22%	(110)	24%	(119)	14%	(69)	29%	(144)	12%	(59)	501
Listens to Podcasts	21%	(113)	25%	(138)	13%	(70)	25%	(135)	16%	(90)	546
Streaming Services User	18%	(164)	22%	(196)	13%	(117)	30%	(269)	16%	(146)	891
Netflix User	18%	(153)	22%	(192)	13%	(110)	29%	(250)	17%	(148)	853
Disney+ User	18%	(107)	24%	(145)	14%	(86)	30%	(180)	15%	(91)	609
Heterosexual or straight	21%	(140)	23%	(160)	14%	(98)	24%	(166)	17%	(119)	683
Bisexual	10%	(14)	21%	(29)	11%	(15)	37%	(52)	22%	(31)	141
Something else	16%	(9)	11%	(6)	2%	(1)	44%	(25)	27%	(15)	56
Yes	8%	(11)	16%	(22)	6%	(9)	40%	(55)	30%	(40)	137
No	19%	(162)	22%	(184)	13%	(113)	29%	(244)	17%	(141)	844

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://morningconsult.com).



**Table MCFE22\_INET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*  
*ESPN (in general)*

Demographic	Selected		Not Selected		Total N
GenZers	17%	(172)	83%	(828)	1000
Gender: Male	22%	(109)	78%	(397)	506
Gender: Female	13%	(63)	87%	(431)	494
Age: 18-34	21%	(126)	79%	(483)	609
GenZers: 1997-2012	17%	(172)	83%	(828)	1000
Ideo: Liberal (1-3)	18%	(56)	82%	(248)	304
Ideo: Moderate (4)	22%	(52)	78%	(181)	232
Ideo: Conservative (5-7)	20%	(33)	80%	(132)	165
Educ: < College	17%	(150)	83%	(759)	910
Educ: Bachelors degree	27%	(17)	73%	(48)	65
Ethnicity: White	16%	(118)	84%	(613)	731
Ethnicity: Hispanic	15%	(37)	85%	(205)	242
Ethnicity: Black	23%	(34)	77%	(114)	148
Ethnicity: Other	16%	(20)	84%	(101)	121
All Christian	19%	(46)	81%	(191)	237
All Non-Christian	18%	(9)	82%	(40)	50
Atheist	14%	(16)	86%	(99)	116
Agnostic/Nothing in particular	15%	(60)	85%	(344)	405
Something Else	21%	(40)	79%	(153)	193
Religious Non-Protestant/Catholic	16%	(11)	84%	(57)	68
Evangelical	21%	(36)	79%	(135)	172
Non-Evangelical	20%	(45)	80%	(183)	228
Community: Urban	18%	(51)	82%	(237)	288
Community: Suburban	16%	(68)	84%	(368)	435
Community: Rural	19%	(54)	81%	(223)	276
Military HH: Yes	17%	(16)	83%	(81)	97
Military HH: No	17%	(156)	83%	(748)	903
4-Region: Northeast	17%	(27)	83%	(137)	164
4-Region: Midwest	19%	(45)	81%	(188)	233
4-Region: South	16%	(71)	84%	(361)	432
4-Region: West	17%	(29)	83%	(143)	172

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**Table MCFE22\_1NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*  
ESPN (in general)

Demographic	Selected		Not Selected		Total N
GenZers	17%	(172)	83%	(828)	1000
TikTok Users	19%	(127)	81%	(553)	680
Twitch Users	23%	(54)	77%	(182)	236
2022 Sports Viewers/Attendees	27%	(161)	73%	(436)	597
Monthly Moviegoers	23%	(39)	77%	(129)	168
Few Times per Year + Moviegoers	21%	(118)	79%	(453)	571
Heard Smile Campaign	22%	(93)	78%	(332)	425
Heard Minion Campaign	20%	(100)	80%	(405)	505
Listens to Podcasts	21%	(114)	79%	(438)	552
Streaming Services User	18%	(160)	82%	(738)	898
Netflix User	18%	(156)	82%	(708)	864
Disney+ User	18%	(111)	82%	(506)	617
Heterosexual or straight	19%	(136)	81%	(565)	702
Bisexual	12%	(17)	88%	(124)	141
Something else	18%	(10)	82%	(46)	56
Yes	9%	(12)	91%	(127)	140
No	19%	(160)	81%	(701)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE22\_2NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*  
ESPN SportsCenter

Demographic	Selected		Not Selected		Total N
GenZers	11%	(110)	89%	(890)	1000
Gender: Male	13%	(66)	87%	(440)	506
Gender: Female	9%	(44)	91%	(450)	494
Age: 18-34	13%	(80)	87%	(529)	609
GenZers: 1997-2012	11%	(110)	89%	(890)	1000
Ideo: Liberal (1-3)	10%	(31)	90%	(273)	304
Ideo: Moderate (4)	13%	(29)	87%	(203)	232
Ideo: Conservative (5-7)	20%	(33)	80%	(133)	165
Educ: < College	10%	(91)	90%	(819)	910
Educ: Bachelors degree	25%	(16)	75%	(49)	65
Ethnicity: White	11%	(78)	89%	(653)	731
Ethnicity: Hispanic	10%	(25)	90%	(217)	242
Ethnicity: Black	14%	(21)	86%	(127)	148
Ethnicity: Other	9%	(11)	91%	(110)	121
All Christian	15%	(36)	85%	(202)	237
All Non-Christian	16%	(8)	84%	(42)	50
Atheist	7%	(8)	93%	(108)	116
Agnostic/Nothing in particular	12%	(47)	88%	(358)	405
Something Else	6%	(12)	94%	(181)	193
Religious Non-Protestant/Catholic	14%	(9)	86%	(58)	68
Evangelical	13%	(23)	87%	(149)	172
Non-Evangelical	9%	(21)	91%	(207)	228
Community: Urban	10%	(30)	90%	(258)	288
Community: Suburban	12%	(53)	88%	(383)	435
Community: Rural	10%	(28)	90%	(249)	276
Military HH: Yes	12%	(12)	88%	(85)	97
Military HH: No	11%	(99)	89%	(804)	903
4-Region: Northeast	14%	(23)	86%	(141)	164
4-Region: Midwest	10%	(24)	90%	(209)	233
4-Region: South	9%	(40)	91%	(391)	432
4-Region: West	14%	(23)	86%	(149)	172

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**Table MCFE22\_2NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*  
ESPN SportsCenter

Demographic	Selected		Not Selected		Total N
GenZers	11%	(110)	89%	(890)	1000
TikTok Users	12%	(81)	88%	(599)	680
Twitch Users	17%	(40)	83%	(196)	236
2022 Sports Viewers/Attendees	17%	(104)	83%	(493)	597
Monthly Moviegoers	15%	(25)	85%	(143)	168
Few Times per Year + Moviegoers	13%	(75)	87%	(495)	571
Heard Smile Campaign	17%	(71)	83%	(354)	425
Heard Minion Campaign	14%	(71)	86%	(435)	505
Listens to Podcasts	15%	(84)	85%	(469)	552
Streaming Services User	12%	(107)	88%	(792)	898
Netflix User	11%	(95)	89%	(769)	864
Disney+ User	12%	(74)	88%	(543)	617
Heterosexual or straight	13%	(91)	87%	(611)	702
Bisexual	6%	(8)	94%	(133)	141
Something else	10%	(5)	90%	(51)	56
Yes	6%	(9)	94%	(131)	140
No	12%	(102)	88%	(758)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE22\_3NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*

*Yahoo Sports*

Demographic	Selected		Not Selected		Total N
GenZers	1%	(12)	99%	(988)	1000
Gender: Male	1%	(7)	99%	(499)	506
Gender: Female	1%	(5)	99%	(489)	494
Age: 18-34	2%	(11)	98%	(598)	609
GenZers: 1997-2012	1%	(12)	99%	(988)	1000
Ideo: Liberal (1-3)	2%	(6)	98%	(297)	304
Ideo: Moderate (4)	2%	(5)	98%	(227)	232
Ideo: Conservative (5-7)	1%	(1)	99%	(164)	165
Educ: < College	1%	(9)	99%	(900)	910
Educ: Bachelors degree	5%	(3)	95%	(62)	65
Ethnicity: White	1%	(11)	99%	(720)	731
Ethnicity: Hispanic	2%	(4)	98%	(238)	242
Ethnicity: Black	1%	(1)	99%	(147)	148
Ethnicity: Other	1%	(1)	99%	(120)	121
All Christian	1%	(2)	99%	(235)	237
All Non-Christian	2%	(1)	98%	(48)	50
Atheist	—	(0)	100%	(116)	116
Agnostic/Nothing in particular	1%	(6)	99%	(399)	405
Something Else	2%	(4)	98%	(189)	193
Religious Non-Protestant/Catholic	2%	(1)	98%	(67)	68
Evangelical	1%	(2)	99%	(170)	172
Non-Evangelical	1%	(3)	99%	(226)	228
Community: Urban	2%	(5)	98%	(283)	288
Community: Suburban	1%	(5)	99%	(431)	435
Community: Rural	1%	(3)	99%	(273)	276
Military HH: Yes	2%	(2)	98%	(94)	97
Military HH: No	1%	(10)	99%	(893)	903
4-Region: Northeast	2%	(3)	98%	(161)	164
4-Region: Midwest	1%	(2)	99%	(231)	233
4-Region: South	1%	(5)	99%	(427)	432
4-Region: West	1%	(3)	99%	(169)	172

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**Table MCFE22\_3NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*

*Yahoo Sports*

Demographic	Selected		Not Selected		Total N
GenZers	1%	(12)	99%	(988)	1000
TikTok Users	1%	(10)	99%	(670)	680
Twitch Users	1%	(3)	99%	(233)	236
2022 Sports Viewers/Attendees	2%	(10)	98%	(588)	597
Monthly Moviegoers	1%	(2)	99%	(166)	168
Few Times per Year + Moviegoers	1%	(6)	99%	(565)	571
Heard Smile Campaign	2%	(10)	98%	(414)	425
Heard Minion Campaign	2%	(9)	98%	(496)	505
Listens to Podcasts	2%	(11)	98%	(541)	552
Streaming Services User	1%	(12)	99%	(886)	898
Netflix User	1%	(11)	99%	(853)	864
Disney+ User	1%	(8)	99%	(609)	617
Heterosexual or straight	1%	(8)	99%	(693)	702
Bisexual	—	(0)	100%	(141)	141
Something else	2%	(1)	98%	(55)	56
Yes	2%	(3)	98%	(137)	140
No	1%	(10)	99%	(850)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE22\_4NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*  
*Sports Illustrated*

Demographic	Selected		Not Selected		Total N
GenZers	4%	(43)	96%	(957)	1000
Gender: Male	6%	(30)	94%	(476)	506
Gender: Female	3%	(13)	97%	(481)	494
Age: 18-34	4%	(25)	96%	(584)	609
GenZers: 1997-2012	4%	(43)	96%	(957)	1000
Ideo: Liberal (1-3)	4%	(12)	96%	(291)	304
Ideo: Moderate (4)	2%	(5)	98%	(228)	232
Ideo: Conservative (5-7)	10%	(17)	90%	(148)	165
Educ: < College	4%	(39)	96%	(871)	910
Educ: Bachelors degree	4%	(3)	96%	(62)	65
Ethnicity: White	4%	(32)	96%	(699)	731
Ethnicity: Hispanic	4%	(10)	96%	(232)	242
Ethnicity: Black	4%	(5)	96%	(143)	148
Ethnicity: Other	5%	(6)	95%	(115)	121
All Christian	8%	(20)	92%	(217)	237
All Non-Christian	1%	(1)	99%	(49)	50
Atheist	—	(0)	100%	(116)	116
Agnostic/Nothing in particular	4%	(18)	96%	(387)	405
Something Else	2%	(5)	98%	(188)	193
Religious Non-Protestant/Catholic	1%	(1)	99%	(67)	68
Evangelical	10%	(17)	90%	(155)	172
Non-Evangelical	3%	(6)	97%	(222)	228
Community: Urban	4%	(10)	96%	(278)	288
Community: Suburban	5%	(22)	95%	(414)	435
Community: Rural	4%	(11)	96%	(265)	276
Military HH: Yes	4%	(4)	96%	(93)	97
Military HH: No	4%	(39)	96%	(864)	903
4-Region: Northeast	5%	(8)	95%	(156)	164
4-Region: Midwest	4%	(10)	96%	(222)	233
4-Region: South	4%	(18)	96%	(414)	432
4-Region: West	4%	(7)	96%	(165)	172

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**Table MCFE22\_4NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*  
*Sports Illustrated*

Demographic	Selected		Not Selected		Total N
GenZers	4%	(43)	96%	(957)	1000
TikTok Users	4%	(28)	96%	(652)	680
Twitch Users	6%	(14)	94%	(221)	236
2022 Sports Viewers/Attendees	7%	(40)	93%	(557)	597
Monthly Moviegoers	5%	(9)	95%	(159)	168
Few Times per Year + Moviegoers	4%	(20)	96%	(551)	571
Heard Smile Campaign	7%	(30)	93%	(395)	425
Heard Minion Campaign	7%	(33)	93%	(472)	505
Listens to Podcasts	6%	(33)	94%	(520)	552
Streaming Services User	5%	(43)	95%	(856)	898
Netflix User	4%	(36)	96%	(828)	864
Disney+ User	3%	(21)	97%	(596)	617
Heterosexual or straight	5%	(33)	95%	(669)	702
Bisexual	2%	(3)	98%	(138)	141
Something else	8%	(4)	92%	(52)	56
Yes	3%	(4)	97%	(136)	140
No	5%	(39)	95%	(821)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE22\_5NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*  
CBS Sports

Demographic	Selected		Not Selected		Total N
GenZers	5%	(48)	95%	(952)	1000
Gender: Male	6%	(28)	94%	(478)	506
Gender: Female	4%	(20)	96%	(474)	494
Age: 18-34	5%	(33)	95%	(576)	609
GenZers: 1997-2012	5%	(48)	95%	(952)	1000
Ideo: Liberal (1-3)	4%	(12)	96%	(292)	304
Ideo: Moderate (4)	5%	(11)	95%	(221)	232
Ideo: Conservative (5-7)	7%	(12)	93%	(153)	165
Educ: < College	4%	(38)	96%	(871)	910
Educ: Bachelors degree	12%	(8)	88%	(57)	65
Ethnicity: White	4%	(32)	96%	(699)	731
Ethnicity: Hispanic	5%	(11)	95%	(231)	242
Ethnicity: Black	8%	(11)	92%	(137)	148
Ethnicity: Other	3%	(4)	97%	(117)	121
All Christian	6%	(14)	94%	(223)	237
All Non-Christian	4%	(2)	96%	(47)	50
Atheist	3%	(4)	97%	(112)	116
Agnostic/Nothing in particular	5%	(20)	95%	(384)	405
Something Else	4%	(8)	96%	(185)	193
Religious Non-Protestant/Catholic	3%	(2)	97%	(66)	68
Evangelical	7%	(12)	93%	(160)	172
Non-Evangelical	4%	(9)	96%	(220)	228
Community: Urban	4%	(12)	96%	(276)	288
Community: Suburban	4%	(19)	96%	(417)	435
Community: Rural	6%	(18)	94%	(259)	276
Military HH: Yes	4%	(4)	96%	(93)	97
Military HH: No	5%	(44)	95%	(859)	903
4-Region: Northeast	5%	(8)	95%	(156)	164
4-Region: Midwest	3%	(8)	97%	(224)	233
4-Region: South	6%	(26)	94%	(405)	432
4-Region: West	3%	(6)	97%	(166)	172

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**Table MCFE22\_5NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*  
CBS Sports

Demographic	Selected		Not Selected		Total N
GenZers	5%	(48)	95%	(952)	1000
TikTok Users	5%	(34)	95%	(646)	680
Twitch Users	7%	(15)	93%	(220)	236
2022 Sports Viewers/Attendees	7%	(40)	93%	(557)	597
Monthly Moviegoers	4%	(7)	96%	(162)	168
Few Times per Year + Moviegoers	5%	(28)	95%	(543)	571
Heard Smile Campaign	5%	(22)	95%	(402)	425
Heard Minion Campaign	6%	(31)	94%	(474)	505
Listens to Podcasts	6%	(33)	94%	(519)	552
Streaming Services User	5%	(43)	95%	(855)	898
Netflix User	5%	(44)	95%	(820)	864
Disney+ User	4%	(27)	96%	(590)	617
Heterosexual or straight	5%	(38)	95%	(664)	702
Bisexual	3%	(4)	97%	(137)	141
Something else	4%	(2)	96%	(54)	56
Yes	3%	(4)	97%	(136)	140
No	5%	(44)	95%	(816)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE22\_6NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*

NBC Sports

Demographic	Selected		Not Selected		Total N
GenZers	4%	(44)	96%	(956)	1000
Gender: Male	6%	(28)	94%	(478)	506
Gender: Female	3%	(16)	97%	(478)	494
Age: 18-34	6%	(34)	94%	(575)	609
GenZers: 1997-2012	4%	(44)	96%	(956)	1000
Ideo: Liberal (1-3)	4%	(12)	96%	(292)	304
Ideo: Moderate (4)	6%	(13)	94%	(219)	232
Ideo: Conservative (5-7)	7%	(11)	93%	(154)	165
Educ: < College	4%	(37)	96%	(873)	910
Educ: Bachelors degree	11%	(7)	89%	(58)	65
Ethnicity: White	5%	(33)	95%	(698)	731
Ethnicity: Hispanic	4%	(10)	96%	(232)	242
Ethnicity: Black	4%	(5)	96%	(143)	148
Ethnicity: Other	5%	(6)	95%	(115)	121
All Christian	8%	(19)	92%	(218)	237
All Non-Christian	11%	(6)	89%	(44)	50
Atheist	—	(0)	100%	(116)	116
Agnostic/Nothing in particular	4%	(15)	96%	(390)	405
Something Else	2%	(5)	98%	(188)	193
Religious Non-Protestant/Catholic	8%	(6)	92%	(62)	68
Evangelical	7%	(13)	93%	(159)	172
Non-Evangelical	4%	(10)	96%	(218)	228
Community: Urban	5%	(13)	95%	(275)	288
Community: Suburban	4%	(18)	96%	(417)	435
Community: Rural	5%	(13)	95%	(264)	276
Military HH: Yes	2%	(2)	98%	(95)	97
Military HH: No	5%	(43)	95%	(861)	903
4-Region: Northeast	6%	(11)	94%	(154)	164
4-Region: Midwest	6%	(13)	94%	(220)	233
4-Region: South	3%	(13)	97%	(419)	432
4-Region: West	5%	(8)	95%	(164)	172

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**Table MCFE22\_6NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*

NBC Sports

Demographic	Selected		Not Selected		Total N
GenZers	4%	(44)	96%	(956)	1000
TikTok Users	4%	(30)	96%	(650)	680
Twitch Users	7%	(16)	93%	(220)	236
2022 Sports Viewers/Attendees	6%	(39)	94%	(559)	597
Monthly Moviegoers	7%	(13)	93%	(156)	168
Few Times per Year + Moviegoers	6%	(33)	94%	(538)	571
Heard Smile Campaign	6%	(24)	94%	(401)	425
Heard Minion Campaign	5%	(26)	95%	(479)	505
Listens to Podcasts	6%	(34)	94%	(519)	552
Streaming Services User	4%	(39)	96%	(859)	898
Netflix User	5%	(43)	95%	(821)	864
Disney+ User	5%	(29)	95%	(588)	617
Heterosexual or straight	5%	(34)	95%	(668)	702
Bisexual	3%	(4)	97%	(137)	141
Something else	7%	(4)	93%	(52)	56
Yes	2%	(2)	98%	(138)	140
No	5%	(42)	95%	(818)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE22\_7NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*  
*The Athletic*

Demographic	Selected		Not Selected		Total N
GenZers	2%	(20)	98%	(980)	1000
Gender: Male	3%	(13)	97%	(493)	506
Gender: Female	1%	(7)	99%	(487)	494
Age: 18-34	3%	(15)	97%	(594)	609
GenZers: 1997-2012	2%	(20)	98%	(980)	1000
Ideo: Liberal (1-3)	2%	(5)	98%	(299)	304
Ideo: Moderate (4)	5%	(11)	95%	(222)	232
Ideo: Conservative (5-7)	1%	(2)	99%	(163)	165
Educ: < College	1%	(12)	99%	(898)	910
Educ: Bachelors degree	12%	(8)	88%	(57)	65
Ethnicity: White	2%	(17)	98%	(714)	731
Ethnicity: Hispanic	2%	(4)	98%	(238)	242
Ethnicity: Black	1%	(2)	99%	(146)	148
Ethnicity: Other	1%	(1)	99%	(120)	121
All Christian	3%	(6)	97%	(231)	237
All Non-Christian	4%	(2)	96%	(48)	50
Atheist	3%	(3)	97%	(112)	116
Agnostic/Nothing in particular	2%	(7)	98%	(398)	405
Something Else	1%	(2)	99%	(191)	193
Religious Non-Protestant/Catholic	3%	(2)	97%	(66)	68
Evangelical	3%	(6)	97%	(166)	172
Non-Evangelical	1%	(2)	99%	(226)	228
Community: Urban	2%	(7)	98%	(282)	288
Community: Suburban	1%	(6)	99%	(430)	435
Community: Rural	3%	(7)	97%	(269)	276
Military HH: Yes	2%	(2)	98%	(95)	97
Military HH: No	2%	(18)	98%	(885)	903
4-Region: Northeast	2%	(4)	98%	(160)	164
4-Region: Midwest	2%	(4)	98%	(228)	233
4-Region: South	2%	(9)	98%	(423)	432
4-Region: West	2%	(3)	98%	(169)	172

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**Table MCFE22\_7NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*  
*The Athletic*

Demographic	Selected		Not Selected		Total N
GenZers	2%	(20)	98%	(980)	1000
TikTok Users	2%	(16)	98%	(664)	680
Twitch Users	4%	(9)	96%	(227)	236
2022 Sports Viewers/Attendees	3%	(18)	97%	(579)	597
Monthly Moviegoers	2%	(4)	98%	(164)	168
Few Times per Year + Moviegoers	3%	(16)	97%	(555)	571
Heard Smile Campaign	3%	(13)	97%	(411)	425
Heard Minion Campaign	2%	(12)	98%	(494)	505
Listens to Podcasts	3%	(17)	97%	(536)	552
Streaming Services User	2%	(19)	98%	(879)	898
Netflix User	2%	(18)	98%	(846)	864
Disney+ User	2%	(10)	98%	(607)	617
Heterosexual or straight	3%	(20)	97%	(682)	702
Bisexual	—	(0)	100%	(141)	141
Something else	—	(0)	100%	(56)	56
Yes	—	(0)	100%	(140)	140
No	2%	(20)	98%	(840)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE22\_8NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*  
*Bleacher Report*

Demographic	Selected		Not Selected		Total N
GenZers	5%	(49)	95%	(951)	1000
Gender: Male	8%	(39)	92%	(467)	506
Gender: Female	2%	(10)	98%	(484)	494
Age: 18-34	6%	(36)	94%	(573)	609
GenZers: 1997-2012	5%	(49)	95%	(951)	1000
Ideo: Liberal (1-3)	4%	(13)	96%	(291)	304
Ideo: Moderate (4)	8%	(19)	92%	(214)	232
Ideo: Conservative (5-7)	7%	(11)	93%	(154)	165
Educ: < College	5%	(43)	95%	(866)	910
Educ: Bachelors degree	8%	(5)	92%	(60)	65
Ethnicity: White	4%	(29)	96%	(702)	731
Ethnicity: Hispanic	4%	(9)	96%	(233)	242
Ethnicity: Black	11%	(16)	89%	(132)	148
Ethnicity: Other	3%	(4)	97%	(117)	121
All Christian	7%	(17)	93%	(221)	237
All Non-Christian	3%	(2)	97%	(48)	50
Atheist	2%	(2)	98%	(114)	116
Agnostic/Nothing in particular	4%	(16)	96%	(389)	405
Something Else	7%	(13)	93%	(180)	193
Religious Non-Protestant/Catholic	5%	(3)	95%	(65)	68
Evangelical	4%	(7)	96%	(165)	172
Non-Evangelical	9%	(20)	91%	(208)	228
Community: Urban	5%	(15)	95%	(273)	288
Community: Suburban	5%	(21)	95%	(415)	435
Community: Rural	4%	(12)	96%	(264)	276
Military HH: Yes	4%	(4)	96%	(93)	97
Military HH: No	5%	(45)	95%	(858)	903
4-Region: Northeast	8%	(13)	92%	(151)	164
4-Region: Midwest	6%	(14)	94%	(218)	233
4-Region: South	3%	(14)	97%	(417)	432
4-Region: West	4%	(7)	96%	(165)	172

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**Table MCFE22\_8NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*  
Bleacher Report

Demographic	Selected		Not Selected		Total N
GenZers	5%	(49)	95%	(951)	1000
TikTok Users	5%	(34)	95%	(646)	680
Twitch Users	7%	(16)	93%	(220)	236
2022 Sports Viewers/Attendees	8%	(49)	92%	(549)	597
Monthly Moviegoers	6%	(10)	94%	(158)	168
Few Times per Year + Moviegoers	6%	(35)	94%	(535)	571
Heard Smile Campaign	8%	(33)	92%	(392)	425
Heard Minion Campaign	6%	(31)	94%	(475)	505
Listens to Podcasts	7%	(39)	93%	(514)	552
Streaming Services User	5%	(47)	95%	(851)	898
Netflix User	5%	(45)	95%	(819)	864
Disney+ User	5%	(29)	95%	(588)	617
Heterosexual or straight	6%	(44)	94%	(658)	702
Bisexual	2%	(3)	98%	(137)	141
Something else	—	(0)	100%	(56)	56
Yes	1%	(1)	99%	(138)	140
No	5%	(47)	95%	(813)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE22\_9NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*

Overtime

Demographic	Selected		Not Selected		Total N
GenZers	4%	(36)	96%	(964)	1000
Gender: Male	5%	(26)	95%	(480)	506
Gender: Female	2%	(9)	98%	(485)	494
Age: 18-34	4%	(22)	96%	(587)	609
GenZers: 1997-2012	4%	(36)	96%	(964)	1000
Ideo: Liberal (1-3)	4%	(13)	96%	(290)	304
Ideo: Moderate (4)	5%	(12)	95%	(220)	232
Ideo: Conservative (5-7)	3%	(5)	97%	(160)	165
Educ: < College	3%	(31)	97%	(879)	910
Educ: Bachelors degree	7%	(5)	93%	(60)	65
Ethnicity: White	3%	(23)	97%	(708)	731
Ethnicity: Hispanic	3%	(7)	97%	(235)	242
Ethnicity: Black	5%	(7)	95%	(141)	148
Ethnicity: Other	5%	(6)	95%	(115)	121
All Christian	4%	(11)	96%	(227)	237
All Non-Christian	8%	(4)	92%	(46)	50
Atheist	5%	(5)	95%	(110)	116
Agnostic/Nothing in particular	2%	(8)	98%	(396)	405
Something Else	4%	(8)	96%	(185)	193
Religious Non-Protestant/Catholic	7%	(5)	93%	(63)	68
Evangelical	5%	(8)	95%	(164)	172
Non-Evangelical	4%	(9)	96%	(219)	228
Community: Urban	5%	(13)	95%	(275)	288
Community: Suburban	3%	(13)	97%	(422)	435
Community: Rural	3%	(9)	97%	(267)	276
Military HH: Yes	12%	(12)	88%	(85)	97
Military HH: No	3%	(24)	97%	(879)	903
4-Region: Northeast	4%	(6)	96%	(158)	164
4-Region: Midwest	3%	(8)	97%	(224)	233
4-Region: South	4%	(16)	96%	(415)	432
4-Region: West	3%	(5)	97%	(167)	172

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**Table MCFE22\_9NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*

Overtime

Demographic	Selected		Not Selected		Total N
GenZers	4%	(36)	96%	(964)	1000
TikTok Users	5%	(32)	95%	(648)	680
Twitch Users	6%	(13)	94%	(223)	236
2022 Sports Viewers/Attendees	6%	(34)	94%	(563)	597
Monthly Moviegoers	5%	(9)	95%	(160)	168
Few Times per Year + Moviegoers	5%	(27)	95%	(543)	571
Heard Smile Campaign	7%	(29)	93%	(396)	425
Heard Minion Campaign	5%	(25)	95%	(480)	505
Listens to Podcasts	5%	(28)	95%	(524)	552
Streaming Services User	4%	(35)	96%	(863)	898
Netflix User	4%	(35)	96%	(829)	864
Disney+ User	5%	(30)	95%	(587)	617
Heterosexual or straight	4%	(31)	96%	(670)	702
Bisexual	2%	(3)	98%	(138)	141
Something else	1%	(1)	99%	(55)	56
Yes	2%	(2)	98%	(138)	140
No	4%	(34)	96%	(827)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE22\_10NET:** Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'

*Barstool Sports*

Demographic	Selected		Not Selected		Total N
GenZers	6%	(59)	94%	(941)	1000
Gender: Male	6%	(29)	94%	(477)	506
Gender: Female	6%	(30)	94%	(464)	494
Age: 18-34	7%	(46)	93%	(563)	609
GenZers: 1997-2012	6%	(59)	94%	(941)	1000
Ideo: Liberal (1-3)	6%	(19)	94%	(285)	304
Ideo: Moderate (4)	5%	(12)	95%	(221)	232
Ideo: Conservative (5-7)	9%	(14)	91%	(151)	165
Educ: < College	5%	(46)	95%	(864)	910
Educ: Bachelors degree	14%	(9)	86%	(56)	65
Ethnicity: White	6%	(44)	94%	(687)	731
Ethnicity: Hispanic	7%	(17)	93%	(225)	242
Ethnicity: Black	5%	(8)	95%	(140)	148
Ethnicity: Other	6%	(7)	94%	(114)	121
All Christian	6%	(14)	94%	(223)	237
All Non-Christian	3%	(1)	97%	(48)	50
Atheist	5%	(6)	95%	(110)	116
Agnostic/Nothing in particular	6%	(23)	94%	(382)	405
Something Else	8%	(15)	92%	(178)	193
Religious Non-Protestant/Catholic	3%	(2)	97%	(66)	68
Evangelical	7%	(12)	93%	(159)	172
Non-Evangelical	7%	(16)	93%	(212)	228
Community: Urban	7%	(19)	93%	(269)	288
Community: Suburban	6%	(26)	94%	(410)	435
Community: Rural	5%	(15)	95%	(262)	276
Military HH: Yes	6%	(6)	94%	(91)	97
Military HH: No	6%	(54)	94%	(850)	903
4-Region: Northeast	13%	(21)	87%	(143)	164
4-Region: Midwest	6%	(13)	94%	(220)	233
4-Region: South	4%	(18)	96%	(414)	432
4-Region: West	4%	(7)	96%	(164)	172

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**Table MCFE22\_10NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*  
*Barstool Sports*

Demographic	Selected		Not Selected		Total N
GenZers	6%	(59)	94%	(941)	1000
TikTok Users	7%	(50)	93%	(630)	680
Twitch Users	7%	(17)	93%	(219)	236
2022 Sports Viewers/Attendees	9%	(56)	91%	(541)	597
Monthly Moviegoers	7%	(12)	93%	(157)	168
Few Times per Year + Moviegoers	8%	(46)	92%	(525)	571
Heard Smile Campaign	9%	(39)	91%	(385)	425
Heard Minion Campaign	7%	(36)	93%	(470)	505
Listens to Podcasts	8%	(44)	92%	(508)	552
Streaming Services User	7%	(59)	93%	(839)	898
Netflix User	7%	(57)	93%	(807)	864
Disney+ User	8%	(48)	92%	(569)	617
Heterosexual or straight	7%	(48)	93%	(654)	702
Bisexual	6%	(9)	94%	(132)	141
Something else	1%	(0)	99%	(56)	56
Yes	2%	(3)	98%	(137)	140
No	7%	(57)	93%	(804)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE22\_11NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*

Twitter

Demographic	Selected		Not Selected		Total N
GenZers	18%	(183)	82%	(817)	1000
Gender: Male	23%	(117)	77%	(389)	506
Gender: Female	13%	(66)	87%	(428)	494
Age: 18-34	23%	(139)	77%	(470)	609
GenZers: 1997-2012	18%	(183)	82%	(817)	1000
Ideo: Liberal (1-3)	25%	(77)	75%	(226)	304
Ideo: Moderate (4)	18%	(42)	82%	(190)	232
Ideo: Conservative (5-7)	22%	(37)	78%	(128)	165
Educ: < College	18%	(160)	82%	(750)	910
Educ: Bachelors degree	30%	(20)	70%	(45)	65
Ethnicity: White	17%	(125)	83%	(606)	731
Ethnicity: Hispanic	22%	(53)	78%	(189)	242
Ethnicity: Black	26%	(38)	74%	(110)	148
Ethnicity: Other	17%	(21)	83%	(100)	121
All Christian	20%	(47)	80%	(190)	237
All Non-Christian	30%	(15)	70%	(35)	50
Atheist	16%	(18)	84%	(97)	116
Agnostic/Nothing in particular	20%	(80)	80%	(325)	405
Something Else	12%	(23)	88%	(170)	193
Religious Non-Protestant/Catholic	26%	(17)	74%	(51)	68
Evangelical	16%	(27)	84%	(144)	172
Non-Evangelical	16%	(37)	84%	(192)	228
Community: Urban	20%	(58)	80%	(230)	288
Community: Suburban	21%	(91)	79%	(345)	435
Community: Rural	12%	(34)	88%	(242)	276
Military HH: Yes	27%	(26)	73%	(71)	97
Military HH: No	17%	(157)	83%	(746)	903
4-Region: Northeast	17%	(28)	83%	(136)	164
4-Region: Midwest	20%	(47)	80%	(185)	233
4-Region: South	19%	(83)	81%	(349)	432
4-Region: West	15%	(25)	85%	(146)	172

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**Table MCFE22\_11NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*

Twitter

Demographic	Selected		Not Selected		Total N
GenZers	18%	(183)	82%	(817)	1000
TikTok Users	21%	(145)	79%	(535)	680
Twitch Users	36%	(85)	64%	(151)	236
2022 Sports Viewers/Attendees	25%	(150)	75%	(447)	597
Monthly Moviegoers	24%	(41)	76%	(127)	168
Few Times per Year + Moviegoers	23%	(133)	77%	(438)	571
Heard Smile Campaign	22%	(94)	78%	(330)	425
Heard Minion Campaign	22%	(111)	78%	(394)	505
Listens to Podcasts	24%	(132)	76%	(420)	552
Streaming Services User	19%	(170)	81%	(729)	898
Netflix User	19%	(168)	81%	(696)	864
Disney+ User	21%	(128)	79%	(489)	617
Heterosexual or straight	20%	(138)	80%	(564)	702
Bisexual	16%	(23)	84%	(118)	141
Something else	14%	(8)	86%	(48)	56
Yes	18%	(25)	82%	(115)	140
No	18%	(159)	82%	(702)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE22\_12NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*  
Facebook

Demographic	Selected		Not Selected		Total N
GenZers	13%	(130)	87%	(870)	1000
Gender: Male	13%	(65)	87%	(441)	506
Gender: Female	13%	(65)	87%	(429)	494
Age: 18-34	19%	(117)	81%	(492)	609
GenZers: 1997-2012	13%	(130)	87%	(870)	1000
Ideo: Liberal (1-3)	11%	(35)	89%	(269)	304
Ideo: Moderate (4)	14%	(33)	86%	(200)	232
Ideo: Conservative (5-7)	20%	(32)	80%	(133)	165
Educ: < College	13%	(117)	87%	(793)	910
Educ: Bachelors degree	15%	(10)	85%	(55)	65
Ethnicity: White	13%	(98)	87%	(633)	731
Ethnicity: Hispanic	14%	(34)	86%	(208)	242
Ethnicity: Black	13%	(19)	87%	(129)	148
Ethnicity: Other	11%	(13)	89%	(108)	121
All Christian	16%	(37)	84%	(200)	237
All Non-Christian	12%	(6)	88%	(43)	50
Atheist	5%	(6)	95%	(109)	116
Agnostic/Nothing in particular	12%	(47)	88%	(357)	405
Something Else	17%	(33)	83%	(160)	193
Religious Non-Protestant/Catholic	14%	(9)	86%	(59)	68
Evangelical	21%	(35)	79%	(136)	172
Non-Evangelical	13%	(30)	87%	(199)	228
Community: Urban	16%	(45)	84%	(243)	288
Community: Suburban	11%	(50)	89%	(385)	435
Community: Rural	13%	(35)	87%	(242)	276
Military HH: Yes	9%	(9)	91%	(88)	97
Military HH: No	13%	(121)	87%	(782)	903
4-Region: Northeast	14%	(24)	86%	(141)	164
4-Region: Midwest	12%	(29)	88%	(204)	233
4-Region: South	15%	(64)	85%	(368)	432
4-Region: West	8%	(14)	92%	(158)	172

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**Table MCFE22\_12NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*  
Facebook

Demographic	Selected		Not Selected		Total N
GenZers	13%	(130)	87%	(870)	1000
TikTok Users	14%	(96)	86%	(584)	680
Twitch Users	12%	(28)	88%	(208)	236
2022 Sports Viewers/Attendees	16%	(96)	84%	(501)	597
Monthly Moviegoers	10%	(17)	90%	(151)	168
Few Times per Year + Moviegoers	15%	(87)	85%	(483)	571
Heard Smile Campaign	17%	(71)	83%	(354)	425
Heard Minion Campaign	14%	(71)	86%	(434)	505
Listens to Podcasts	17%	(93)	83%	(460)	552
Streaming Services User	14%	(126)	86%	(772)	898
Netflix User	14%	(120)	86%	(744)	864
Disney+ User	16%	(99)	84%	(518)	617
Heterosexual or straight	14%	(101)	86%	(601)	702
Bisexual	12%	(17)	88%	(124)	141
Something else	7%	(4)	93%	(53)	56
Yes	6%	(9)	94%	(131)	140
No	14%	(122)	86%	(739)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE22\_13NET:** Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'

Instagram

Demographic	Selected		Not Selected		Total N
GenZers	26%	(255)	74%	(745)	1000
Gender: Male	31%	(157)	69%	(349)	506
Gender: Female	20%	(98)	80%	(396)	494
Age: 18-34	27%	(162)	73%	(447)	609
GenZers: 1997-2012	26%	(255)	74%	(745)	1000
Ideo: Liberal (1-3)	26%	(79)	74%	(224)	304
Ideo: Moderate (4)	24%	(57)	76%	(176)	232
Ideo: Conservative (5-7)	31%	(52)	69%	(113)	165
Educ: < College	25%	(226)	75%	(684)	910
Educ: Bachelors degree	31%	(20)	69%	(45)	65
Ethnicity: White	23%	(168)	77%	(563)	731
Ethnicity: Hispanic	22%	(54)	78%	(188)	242
Ethnicity: Black	42%	(62)	58%	(86)	148
Ethnicity: Other	21%	(25)	79%	(96)	121
All Christian	29%	(69)	71%	(168)	237
All Non-Christian	36%	(18)	64%	(32)	50
Atheist	16%	(18)	84%	(98)	116
Agnostic/Nothing in particular	24%	(96)	76%	(308)	405
Something Else	28%	(54)	72%	(139)	193
Religious Non-Protestant/Catholic	31%	(21)	69%	(47)	68
Evangelical	37%	(64)	63%	(108)	172
Non-Evangelical	23%	(53)	77%	(175)	228
Community: Urban	26%	(74)	74%	(214)	288
Community: Suburban	28%	(124)	72%	(312)	435
Community: Rural	20%	(57)	80%	(220)	276
Military HH: Yes	25%	(24)	75%	(73)	97
Military HH: No	26%	(231)	74%	(672)	903
4-Region: Northeast	32%	(52)	68%	(112)	164
4-Region: Midwest	25%	(57)	75%	(175)	233
4-Region: South	24%	(106)	76%	(326)	432
4-Region: West	23%	(40)	77%	(132)	172

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**Table MCFE22\_13NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*  
*Instagram*

Demographic	Selected		Not Selected		Total N
GenZers	26%	(255)	74%	(745)	1000
TikTok Users	28%	(192)	72%	(488)	680
Twitch Users	34%	(80)	66%	(156)	236
2022 Sports Viewers/Attendees	34%	(205)	66%	(392)	597
Monthly Moviegoers	30%	(51)	70%	(117)	168
Few Times per Year + Moviegoers	29%	(168)	71%	(403)	571
Heard Smile Campaign	32%	(137)	68%	(288)	425
Heard Minion Campaign	32%	(160)	68%	(345)	505
Listens to Podcasts	29%	(163)	71%	(390)	552
Streaming Services User	27%	(239)	73%	(659)	898
Netflix User	27%	(233)	73%	(631)	864
Disney+ User	28%	(173)	72%	(444)	617
Heterosexual or straight	29%	(203)	71%	(499)	702
Bisexual	24%	(33)	76%	(107)	141
Something else	14%	(8)	86%	(49)	56
Yes	16%	(23)	84%	(117)	140
No	27%	(232)	73%	(628)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE22\_14NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*  
TikTok

Demographic	Selected		Not Selected		Total N
GenZers	24%	(237)	76%	(763)	1000
Gender: Male	26%	(131)	74%	(375)	506
Gender: Female	21%	(106)	79%	(388)	494
Age: 18-34	23%	(139)	77%	(470)	609
GenZers: 1997-2012	24%	(237)	76%	(763)	1000
Ideo: Liberal (1-3)	28%	(85)	72%	(218)	304
Ideo: Moderate (4)	23%	(55)	77%	(178)	232
Ideo: Conservative (5-7)	18%	(29)	82%	(136)	165
Educ: < College	24%	(217)	76%	(693)	910
Educ: Bachelors degree	20%	(13)	80%	(52)	65
Ethnicity: White	22%	(160)	78%	(571)	731
Ethnicity: Hispanic	33%	(79)	67%	(163)	242
Ethnicity: Black	30%	(44)	70%	(104)	148
Ethnicity: Other	27%	(33)	73%	(88)	121
All Christian	25%	(60)	75%	(177)	237
All Non-Christian	32%	(16)	68%	(34)	50
Atheist	17%	(20)	83%	(96)	116
Agnostic/Nothing in particular	24%	(97)	76%	(308)	405
Something Else	23%	(44)	77%	(149)	193
Religious Non-Protestant/Catholic	27%	(18)	73%	(50)	68
Evangelical	27%	(47)	73%	(125)	172
Non-Evangelical	22%	(51)	78%	(177)	228
Community: Urban	25%	(72)	75%	(216)	288
Community: Suburban	23%	(102)	77%	(334)	435
Community: Rural	23%	(63)	77%	(213)	276
Military HH: Yes	24%	(23)	76%	(74)	97
Military HH: No	24%	(214)	76%	(689)	903
4-Region: Northeast	28%	(45)	72%	(119)	164
4-Region: Midwest	27%	(62)	73%	(171)	233
4-Region: South	22%	(95)	78%	(337)	432
4-Region: West	20%	(34)	80%	(137)	172

Continued on next page

**Table MCFE22\_14NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*  
TikTok

Demographic	Selected		Not Selected		Total N
GenZers	24%	(237)	76%	(763)	1000
TikTok Users	33%	(221)	67%	(459)	680
Twitch Users	35%	(82)	65%	(154)	236
2022 Sports Viewers/Attendees	31%	(182)	69%	(415)	597
Monthly Moviegoers	31%	(52)	69%	(116)	168
Few Times per Year + Moviegoers	29%	(164)	71%	(407)	571
Heard Smile Campaign	32%	(136)	68%	(288)	425
Heard Minion Campaign	34%	(170)	66%	(335)	505
Listens to Podcasts	28%	(157)	72%	(396)	552
Streaming Services User	25%	(224)	75%	(675)	898
Netflix User	26%	(223)	74%	(641)	864
Disney+ User	29%	(180)	71%	(437)	617
Heterosexual or straight	25%	(175)	75%	(527)	702
Bisexual	22%	(32)	78%	(109)	141
Something else	21%	(12)	79%	(44)	56
Yes	18%	(25)	82%	(115)	140
No	25%	(212)	75%	(648)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE22\_15NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*  
Snapchat

Demographic	Selected		Not Selected		Total N
GenZers	15%	(151)	85%	(849)	1000
Gender: Male	17%	(85)	83%	(421)	506
Gender: Female	13%	(66)	87%	(428)	494
Age: 18-34	16%	(100)	84%	(509)	609
GenZers: 1997-2012	15%	(151)	85%	(849)	1000
Ideo: Liberal (1-3)	13%	(38)	87%	(265)	304
Ideo: Moderate (4)	17%	(38)	83%	(194)	232
Ideo: Conservative (5-7)	15%	(25)	85%	(140)	165
Educ: < College	15%	(135)	85%	(775)	910
Educ: Bachelors degree	20%	(13)	80%	(52)	65
Ethnicity: White	14%	(105)	86%	(626)	731
Ethnicity: Hispanic	16%	(39)	84%	(203)	242
Ethnicity: Black	21%	(31)	79%	(117)	148
Ethnicity: Other	12%	(15)	88%	(106)	121
All Christian	18%	(42)	82%	(196)	237
All Non-Christian	22%	(11)	78%	(39)	50
Atheist	10%	(11)	90%	(104)	116
Agnostic/Nothing in particular	13%	(51)	87%	(353)	405
Something Else	18%	(36)	82%	(157)	193
Religious Non-Protestant/Catholic	20%	(13)	80%	(54)	68
Evangelical	17%	(30)	83%	(142)	172
Non-Evangelical	18%	(41)	82%	(187)	228
Community: Urban	17%	(49)	83%	(239)	288
Community: Suburban	15%	(65)	85%	(370)	435
Community: Rural	13%	(36)	87%	(240)	276
Military HH: Yes	27%	(26)	73%	(70)	97
Military HH: No	14%	(124)	86%	(779)	903
4-Region: Northeast	20%	(32)	80%	(132)	164
4-Region: Midwest	16%	(37)	84%	(195)	233
4-Region: South	13%	(54)	87%	(378)	432
4-Region: West	16%	(27)	84%	(145)	172

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**Table MCFE22\_15NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*  
Snapchat

Demographic	Selected		Not Selected		Total N
GenZers	15%	(151)	85%	(849)	1000
TikTok Users	18%	(120)	82%	(560)	680
Twitch Users	19%	(44)	81%	(191)	236
2022 Sports Viewers/Attendees	21%	(123)	79%	(474)	597
Monthly Moviegoers	22%	(37)	78%	(131)	168
Few Times per Year + Moviegoers	18%	(104)	82%	(467)	571
Heard Smile Campaign	22%	(92)	78%	(332)	425
Heard Minion Campaign	19%	(98)	81%	(407)	505
Listens to Podcasts	20%	(109)	80%	(444)	552
Streaming Services User	16%	(141)	84%	(758)	898
Netflix User	16%	(139)	84%	(725)	864
Disney+ User	18%	(109)	82%	(508)	617
Heterosexual or straight	19%	(130)	81%	(572)	702
Bisexual	9%	(12)	91%	(129)	141
Something else	8%	(4)	92%	(52)	56
Yes	12%	(17)	88%	(123)	140
No	16%	(134)	84%	(726)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE22\_16NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*  
YouTube

Demographic	Selected		Not Selected		Total N
GenZers	31%	(314)	69%	(686)	1000
Gender: Male	41%	(209)	59%	(297)	506
Gender: Female	21%	(105)	79%	(389)	494
Age: 18-34	32%	(197)	68%	(412)	609
GenZers: 1997-2012	31%	(314)	69%	(686)	1000
Ideo: Liberal (1-3)	29%	(89)	71%	(214)	304
Ideo: Moderate (4)	33%	(78)	67%	(155)	232
Ideo: Conservative (5-7)	36%	(60)	64%	(105)	165
Educ: < College	31%	(283)	69%	(626)	910
Educ: Bachelors degree	35%	(23)	65%	(42)	65
Ethnicity: White	29%	(210)	71%	(521)	731
Ethnicity: Hispanic	32%	(76)	68%	(166)	242
Ethnicity: Black	43%	(63)	57%	(85)	148
Ethnicity: Other	33%	(40)	67%	(81)	121
All Christian	36%	(85)	64%	(152)	237
All Non-Christian	34%	(17)	66%	(33)	50
Atheist	20%	(23)	80%	(92)	116
Agnostic/Nothing in particular	32%	(129)	68%	(276)	405
Something Else	31%	(60)	69%	(133)	193
Religious Non-Protestant/Catholic	28%	(19)	72%	(49)	68
Evangelical	46%	(79)	54%	(93)	172
Non-Evangelical	26%	(59)	74%	(169)	228
Community: Urban	29%	(84)	71%	(204)	288
Community: Suburban	35%	(152)	65%	(283)	435
Community: Rural	28%	(78)	72%	(199)	276
Military HH: Yes	38%	(37)	62%	(60)	97
Military HH: No	31%	(277)	69%	(626)	903
4-Region: Northeast	36%	(59)	64%	(105)	164
4-Region: Midwest	33%	(76)	67%	(157)	233
4-Region: South	30%	(131)	70%	(301)	432
4-Region: West	28%	(48)	72%	(123)	172

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**Table MCFE22\_16NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*  
YouTube

Demographic	Selected		Not Selected		Total N
GenZers	31%	(314)	69%	(686)	1000
TikTok Users	32%	(216)	68%	(464)	680
Twitch Users	45%	(107)	55%	(129)	236
2022 Sports Viewers/Attendees	40%	(242)	60%	(356)	597
Monthly Moviegoers	44%	(75)	56%	(94)	168
Few Times per Year + Moviegoers	37%	(211)	63%	(360)	571
Heard Smile Campaign	35%	(147)	65%	(277)	425
Heard Minion Campaign	36%	(181)	64%	(325)	505
Listens to Podcasts	37%	(203)	63%	(350)	552
Streaming Services User	32%	(288)	68%	(611)	898
Netflix User	32%	(279)	68%	(585)	864
Disney+ User	35%	(218)	65%	(399)	617
Heterosexual or straight	35%	(246)	65%	(456)	702
Bisexual	28%	(39)	72%	(102)	141
Something else	21%	(12)	79%	(44)	56
Yes	23%	(33)	77%	(107)	140
No	33%	(281)	67%	(579)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE22\_17NET:** Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'

Reddit

Demographic	Selected		Not Selected		Total N
GenZers	6%	(58)	94%	(942)	1000
Gender: Male	8%	(39)	92%	(467)	506
Gender: Female	4%	(19)	96%	(475)	494
Age: 18-34	7%	(44)	93%	(565)	609
GenZers: 1997-2012	6%	(58)	94%	(942)	1000
Ideo: Liberal (1-3)	9%	(27)	91%	(277)	304
Ideo: Moderate (4)	6%	(14)	94%	(218)	232
Ideo: Conservative (5-7)	4%	(6)	96%	(159)	165
Educ: < College	5%	(48)	95%	(861)	910
Educ: Bachelors degree	14%	(9)	86%	(56)	65
Ethnicity: White	5%	(39)	95%	(692)	731
Ethnicity: Hispanic	7%	(16)	93%	(226)	242
Ethnicity: Black	6%	(8)	94%	(140)	148
Ethnicity: Other	9%	(11)	91%	(110)	121
All Christian	7%	(17)	93%	(220)	237
All Non-Christian	19%	(10)	81%	(40)	50
Atheist	5%	(5)	95%	(110)	116
Agnostic/Nothing in particular	4%	(18)	96%	(387)	405
Something Else	4%	(9)	96%	(184)	193
Religious Non-Protestant/Catholic	16%	(11)	84%	(57)	68
Evangelical	7%	(12)	93%	(160)	172
Non-Evangelical	5%	(11)	95%	(217)	228
Community: Urban	7%	(20)	93%	(269)	288
Community: Suburban	7%	(30)	93%	(405)	435
Community: Rural	3%	(8)	97%	(268)	276
Military HH: Yes	15%	(14)	85%	(83)	97
Military HH: No	5%	(44)	95%	(859)	903
4-Region: Northeast	5%	(8)	95%	(156)	164
4-Region: Midwest	4%	(10)	96%	(223)	233
4-Region: South	7%	(29)	93%	(403)	432
4-Region: West	7%	(11)	93%	(160)	172

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**Table MCFE22\_17NET:** Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'

Reddit

Demographic	Selected		Not Selected		Total N
GenZers	6%	(58)	94%	(942)	1000
TikTok Users	6%	(44)	94%	(636)	680
Twitch Users	12%	(29)	88%	(206)	236
2022 Sports Viewers/Attendees	8%	(47)	92%	(550)	597
Monthly Moviegoers	7%	(12)	93%	(156)	168
Few Times per Year + Moviegoers	8%	(44)	92%	(527)	571
Heard Smile Campaign	9%	(38)	91%	(386)	425
Heard Minion Campaign	8%	(39)	92%	(467)	505
Listens to Podcasts	8%	(42)	92%	(511)	552
Streaming Services User	6%	(56)	94%	(842)	898
Netflix User	6%	(53)	94%	(811)	864
Disney+ User	7%	(42)	93%	(575)	617
Heterosexual or straight	5%	(36)	95%	(666)	702
Bisexual	10%	(14)	90%	(127)	141
Something else	4%	(2)	96%	(54)	56
Yes	3%	(4)	97%	(136)	140
No	6%	(55)	94%	(806)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE22\_18NET:** Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'

Twitch

Demographic	Selected		Not Selected		Total N
GenZers	4%	(43)	96%	(957)	1000
Gender: Male	5%	(24)	95%	(482)	506
Gender: Female	4%	(18)	96%	(476)	494
Age: 18-34	5%	(33)	95%	(576)	609
GenZers: 1997-2012	4%	(43)	96%	(957)	1000
Ideo: Liberal (1-3)	6%	(18)	94%	(285)	304
Ideo: Moderate (4)	3%	(8)	97%	(225)	232
Ideo: Conservative (5-7)	3%	(5)	97%	(160)	165
Educ: < College	4%	(37)	96%	(872)	910
Educ: Bachelors degree	6%	(4)	94%	(61)	65
Ethnicity: White	4%	(26)	96%	(705)	731
Ethnicity: Hispanic	4%	(11)	96%	(231)	242
Ethnicity: Black	5%	(8)	95%	(140)	148
Ethnicity: Other	7%	(8)	93%	(113)	121
All Christian	4%	(10)	96%	(227)	237
All Non-Christian	14%	(7)	86%	(43)	50
Atheist	2%	(2)	98%	(114)	116
Agnostic/Nothing in particular	4%	(18)	96%	(387)	405
Something Else	3%	(5)	97%	(188)	193
Religious Non-Protestant/Catholic	12%	(8)	88%	(60)	68
Evangelical	6%	(10)	94%	(162)	172
Non-Evangelical	2%	(4)	98%	(224)	228
Community: Urban	4%	(10)	96%	(278)	288
Community: Suburban	5%	(22)	95%	(413)	435
Community: Rural	4%	(10)	96%	(267)	276
Military HH: Yes	5%	(5)	95%	(92)	97
Military HH: No	4%	(37)	96%	(866)	903
4-Region: Northeast	4%	(6)	96%	(158)	164
4-Region: Midwest	5%	(13)	95%	(220)	233
4-Region: South	4%	(17)	96%	(415)	432
4-Region: West	4%	(7)	96%	(165)	172

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**Table MCFE22\_18NET:** Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'

Twitch

Demographic	Selected		Not Selected		Total N
GenZers	4%	(43)	96%	(957)	1000
TikTok Users	5%	(36)	95%	(644)	680
Twitch Users	11%	(26)	89%	(210)	236
2022 Sports Viewers/Attendees	4%	(27)	96%	(571)	597
Monthly Moviegoers	9%	(15)	91%	(153)	168
Few Times per Year + Moviegoers	5%	(26)	95%	(544)	571
Heard Smile Campaign	6%	(24)	94%	(401)	425
Heard Minion Campaign	4%	(20)	96%	(485)	505
Listens to Podcasts	5%	(30)	95%	(522)	552
Streaming Services User	4%	(39)	96%	(859)	898
Netflix User	4%	(37)	96%	(827)	864
Disney+ User	6%	(34)	94%	(583)	617
Heterosexual or straight	3%	(25)	97%	(677)	702
Bisexual	8%	(12)	92%	(129)	141
Something else	6%	(3)	94%	(53)	56
Yes	7%	(10)	93%	(130)	140
No	4%	(33)	96%	(827)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE22\_19NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*  
*Other (please specify)*

Demographic	Selected		Not Selected		Total N
GenZers	2%	(16)	98%	(984)	1000
Gender: Male	2%	(8)	98%	(498)	506
Gender: Female	2%	(8)	98%	(486)	494
Age: 18-34	2%	(9)	98%	(600)	609
GenZers: 1997-2012	2%	(16)	98%	(984)	1000
Ideo: Liberal (1-3)	1%	(2)	99%	(302)	304
Ideo: Moderate (4)	2%	(5)	98%	(228)	232
Ideo: Conservative (5-7)	3%	(4)	97%	(161)	165
Educ: < College	2%	(16)	98%	(894)	910
Educ: Bachelors degree	—	(0)	100%	(65)	65
Ethnicity: White	1%	(10)	99%	(721)	731
Ethnicity: Hispanic	2%	(4)	98%	(238)	242
Ethnicity: Black	2%	(3)	98%	(145)	148
Ethnicity: Other	3%	(3)	97%	(118)	121
All Christian	2%	(4)	98%	(233)	237
All Non-Christian	6%	(3)	94%	(47)	50
Atheist	—	(0)	100%	(116)	116
Agnostic/Nothing in particular	1%	(5)	99%	(399)	405
Something Else	2%	(3)	98%	(190)	193
Religious Non-Protestant/Catholic	7%	(5)	93%	(63)	68
Evangelical	—	(1)	100%	(171)	172
Non-Evangelical	2%	(4)	98%	(224)	228
Community: Urban	2%	(7)	98%	(282)	288
Community: Suburban	2%	(7)	98%	(428)	435
Community: Rural	1%	(2)	99%	(274)	276
Military HH: Yes	2%	(2)	98%	(95)	97
Military HH: No	2%	(14)	98%	(889)	903
4-Region: Northeast	2%	(4)	98%	(160)	164
4-Region: Midwest	1%	(2)	99%	(231)	233
4-Region: South	2%	(10)	98%	(422)	432
4-Region: West	—	(1)	100%	(171)	172

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**Table MCFE22\_19NET:** *Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'*  
*Other (please specify)*

Demographic	Selected		Not Selected		Total N
GenZers	2%	(16)	98%	(984)	1000
TikTok Users	1%	(7)	99%	(673)	680
Twitch Users	2%	(6)	98%	(230)	236
2022 Sports Viewers/Attendees	2%	(12)	98%	(585)	597
Monthly Moviegoers	1%	(2)	99%	(166)	168
Few Times per Year + Moviegoers	1%	(6)	99%	(565)	571
Heard Smile Campaign	1%	(4)	99%	(421)	425
Heard Minion Campaign	1%	(6)	99%	(499)	505
Listens to Podcasts	1%	(6)	99%	(547)	552
Streaming Services User	2%	(15)	98%	(884)	898
Netflix User	2%	(13)	98%	(851)	864
Disney+ User	1%	(6)	99%	(611)	617
Heterosexual or straight	2%	(13)	98%	(688)	702
Bisexual	—	(1)	100%	(140)	141
Something else	3%	(2)	97%	(54)	56
Yes	1%	(2)	99%	(138)	140
No	2%	(15)	98%	(846)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE22\_20NET:** Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'

Demographic	Selected		Not Selected		Total N
GenZers	39%	(391)	61%	(609)	1000
Gender: Male	30%	(150)	70%	(356)	506
Gender: Female	49%	(241)	51%	(253)	494
Age: 18-34	34%	(209)	66%	(400)	609
GenZers: 1997-2012	39%	(391)	61%	(609)	1000
Ideo: Liberal (1-3)	38%	(114)	62%	(189)	304
Ideo: Moderate (4)	36%	(84)	64%	(148)	232
Ideo: Conservative (5-7)	29%	(48)	71%	(117)	165
Educ: < College	41%	(368)	59%	(541)	910
Educ: Bachelors degree	25%	(16)	75%	(49)	65
Ethnicity: White	40%	(293)	60%	(438)	731
Ethnicity: Hispanic	35%	(84)	65%	(158)	242
Ethnicity: Black	30%	(45)	70%	(103)	148
Ethnicity: Other	44%	(53)	56%	(68)	121
All Christian	27%	(63)	73%	(174)	237
All Non-Christian	24%	(12)	76%	(38)	50
Atheist	61%	(71)	39%	(45)	116
Agnostic/Nothing in particular	43%	(172)	57%	(232)	405
Something Else	38%	(73)	62%	(120)	193
Religious Non-Protestant/Catholic	31%	(21)	69%	(47)	68
Evangelical	23%	(40)	77%	(132)	172
Non-Evangelical	37%	(85)	63%	(143)	228
Community: Urban	37%	(108)	63%	(180)	288
Community: Suburban	39%	(170)	61%	(266)	435
Community: Rural	41%	(114)	59%	(162)	276
Military HH: Yes	25%	(25)	75%	(72)	97
Military HH: No	41%	(367)	59%	(536)	903
4-Region: Northeast	36%	(60)	64%	(105)	164
4-Region: Midwest	35%	(81)	65%	(151)	233
4-Region: South	38%	(163)	62%	(269)	432
4-Region: West	51%	(87)	49%	(84)	172

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**Table MCFE22\_20NET:** Where do you get your news about sports? Please select all that apply. If you don't look for sports news, select 'I don't look for sports news anywhere.'

Demographic	Selected		Not Selected		Total N
GenZers	39%	(391)	61%	(609)	1000
TikTok Users	38%	(255)	62%	(425)	680
Twitch Users	26%	(61)	74%	(174)	236
2022 Sports Viewers/Attendees	20%	(120)	80%	(478)	597
Monthly Moviegoers	27%	(46)	73%	(122)	168
Few Times per Year + Moviegoers	32%	(183)	68%	(388)	571
Heard Smile Campaign	29%	(123)	71%	(302)	425
Heard Minion Campaign	30%	(153)	70%	(352)	505
Listens to Podcasts	31%	(170)	69%	(383)	552
Streaming Services User	38%	(340)	62%	(559)	898
Netflix User	37%	(322)	63%	(542)	864
Disney+ User	35%	(214)	65%	(403)	617
Heterosexual or straight	33%	(233)	67%	(469)	702
Bisexual	47%	(66)	53%	(75)	141
Something else	59%	(33)	41%	(23)	56
Yes	57%	(80)	43%	(60)	140
No	36%	(312)	64%	(549)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE24\_1:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
LeBron James

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	30%	(302)	25%	(246)	8%	(80)	6%	(59)	22%	(223)	9%	(90)	1000
Gender: Male	35%	(179)	23%	(115)	9%	(46)	8%	(41)	19%	(96)	6%	(30)	506
Gender: Female	25%	(123)	27%	(132)	7%	(34)	4%	(18)	26%	(127)	12%	(60)	494
Age: 18-34	32%	(193)	24%	(146)	9%	(53)	7%	(44)	19%	(117)	9%	(55)	609
GenZers: 1997-2012	30%	(302)	25%	(246)	8%	(80)	6%	(59)	22%	(223)	9%	(90)	1000
Ideo: Liberal (1-3)	33%	(101)	27%	(83)	10%	(30)	3%	(10)	19%	(56)	8%	(24)	304
Ideo: Moderate (4)	36%	(84)	21%	(49)	8%	(17)	5%	(11)	23%	(54)	7%	(17)	232
Ideo: Conservative (5-7)	25%	(41)	23%	(38)	12%	(19)	14%	(23)	21%	(34)	6%	(10)	165
Educ: < College	30%	(273)	24%	(217)	8%	(72)	5%	(49)	24%	(214)	9%	(85)	910
Educ: Bachelors degree	31%	(20)	33%	(22)	10%	(7)	12%	(8)	11%	(7)	2%	(1)	65
Ethnicity: White	28%	(206)	24%	(178)	8%	(60)	6%	(45)	24%	(173)	10%	(70)	731
Ethnicity: Hispanic	31%	(75)	24%	(57)	6%	(15)	8%	(20)	21%	(51)	10%	(24)	242
Ethnicity: Black	41%	(61)	25%	(37)	8%	(12)	5%	(7)	16%	(24)	4%	(7)	148
Ethnicity: Other	29%	(35)	26%	(31)	7%	(8)	6%	(7)	21%	(26)	11%	(14)	121
All Christian	36%	(85)	24%	(58)	6%	(15)	8%	(18)	17%	(40)	9%	(20)	237
All Non-Christian	49%	(24)	15%	(7)	14%	(7)	3%	(1)	11%	(6)	8%	(4)	50
Atheist	19%	(22)	18%	(21)	9%	(10)	8%	(9)	39%	(45)	7%	(8)	116
Agnostic/Nothing in particular	28%	(115)	27%	(109)	8%	(32)	5%	(19)	22%	(88)	10%	(41)	405
Something Else	29%	(55)	27%	(51)	8%	(15)	6%	(11)	23%	(44)	8%	(16)	193
Religious Non-Protestant/Catholic	41%	(28)	16%	(11)	13%	(9)	2%	(1)	22%	(15)	6%	(4)	68
Evangelical	34%	(59)	26%	(44)	7%	(12)	8%	(14)	19%	(33)	6%	(10)	172
Non-Evangelical	33%	(74)	26%	(59)	8%	(17)	6%	(14)	17%	(40)	10%	(24)	228
Community: Urban	32%	(92)	28%	(81)	7%	(19)	6%	(16)	18%	(51)	10%	(28)	288
Community: Suburban	30%	(132)	24%	(104)	8%	(36)	5%	(22)	23%	(101)	9%	(41)	435
Community: Rural	28%	(78)	22%	(62)	9%	(24)	7%	(21)	26%	(71)	8%	(21)	276
Military HH: Yes	29%	(28)	26%	(25)	15%	(14)	6%	(6)	15%	(15)	9%	(8)	97
Military HH: No	30%	(274)	24%	(221)	7%	(66)	6%	(53)	23%	(208)	9%	(82)	903

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**Table MCFE24\_1:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
LeBron James

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	30%	(302)	25%	(246)	8%	(80)	6%	(59)	22%	(223)	9%	(90)	1000
4-Region: Northeast	37%	(60)	24%	(40)	5%	(8)	3%	(5)	20%	(34)	11%	(18)	164
4-Region: Midwest	31%	(72)	24%	(57)	11%	(25)	5%	(12)	22%	(52)	6%	(15)	233
4-Region: South	30%	(128)	25%	(107)	8%	(34)	7%	(32)	21%	(92)	9%	(38)	432
4-Region: West	24%	(42)	25%	(43)	8%	(13)	6%	(10)	26%	(45)	11%	(19)	172
TikTok Users	32%	(218)	26%	(179)	9%	(61)	5%	(36)	21%	(140)	7%	(45)	680
Twitch Users	38%	(89)	26%	(62)	7%	(17)	4%	(11)	18%	(42)	7%	(16)	236
2022 Sports Viewers/Attendees	38%	(224)	29%	(171)	10%	(59)	7%	(42)	13%	(77)	4%	(24)	597
Monthly Moviegoers	40%	(67)	24%	(40)	12%	(20)	3%	(6)	11%	(19)	10%	(17)	168
Few Times per Year + Moviegoers	33%	(187)	28%	(159)	9%	(50)	5%	(31)	18%	(103)	7%	(40)	571
Heard Smile Campaign	42%	(178)	24%	(103)	9%	(40)	5%	(23)	13%	(54)	6%	(27)	425
Heard Minion Campaign	37%	(186)	26%	(131)	9%	(44)	5%	(27)	17%	(88)	6%	(29)	505
Listens to Podcasts	30%	(166)	26%	(143)	11%	(58)	7%	(37)	20%	(112)	6%	(35)	552
Streaming Services User	31%	(276)	26%	(231)	8%	(75)	6%	(53)	23%	(202)	7%	(61)	898
Netflix User	31%	(269)	26%	(224)	8%	(73)	5%	(47)	22%	(187)	7%	(63)	864
Disney+ User	32%	(199)	26%	(160)	9%	(55)	5%	(29)	20%	(122)	8%	(52)	617
Heterosexual or straight	34%	(236)	24%	(167)	7%	(52)	8%	(55)	20%	(140)	7%	(51)	702
Bisexual	26%	(37)	26%	(37)	10%	(14)	1%	(1)	28%	(39)	8%	(12)	141
Something else	22%	(12)	31%	(18)	4%	(2)	1%	(1)	25%	(14)	18%	(10)	56
Yes	22%	(31)	20%	(28)	7%	(9)	2%	(2)	35%	(48)	15%	(21)	140
No	31%	(270)	25%	(219)	8%	(71)	7%	(57)	20%	(175)	8%	(69)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE24\_2:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Lionel Messi

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	16%	(163)	15%	(149)	4%	(35)	4%	(35)	19%	(193)	42%	(424)	1000
Gender: Male	22%	(112)	16%	(83)	5%	(24)	4%	(21)	19%	(97)	34%	(170)	506
Gender: Female	10%	(52)	13%	(66)	2%	(11)	3%	(14)	19%	(96)	51%	(254)	494
Age: 18-34	17%	(106)	17%	(104)	5%	(30)	3%	(20)	19%	(114)	39%	(235)	609
GenZers: 1997-2012	16%	(163)	15%	(149)	4%	(35)	4%	(35)	19%	(193)	42%	(424)	1000
Ideo: Liberal (1-3)	19%	(59)	18%	(55)	3%	(9)	2%	(7)	22%	(66)	35%	(107)	304
Ideo: Moderate (4)	16%	(38)	18%	(41)	5%	(12)	3%	(7)	17%	(40)	40%	(94)	232
Ideo: Conservative (5-7)	17%	(28)	16%	(27)	3%	(5)	3%	(4)	20%	(33)	41%	(67)	165
Educ: < College	15%	(140)	14%	(129)	3%	(27)	4%	(32)	19%	(177)	44%	(404)	910
Educ: Bachelors degree	23%	(15)	28%	(18)	13%	(8)	2%	(1)	18%	(12)	16%	(11)	65
Ethnicity: White	15%	(108)	15%	(107)	3%	(25)	3%	(22)	18%	(134)	46%	(335)	731
Ethnicity: Hispanic	22%	(53)	20%	(49)	4%	(9)	2%	(6)	17%	(42)	34%	(83)	242
Ethnicity: Black	18%	(26)	18%	(26)	4%	(6)	5%	(7)	24%	(35)	32%	(47)	148
Ethnicity: Other	24%	(30)	13%	(16)	3%	(4)	5%	(6)	19%	(23)	35%	(42)	121
All Christian	27%	(63)	21%	(50)	4%	(9)	3%	(6)	19%	(45)	27%	(64)	237
All Non-Christian	23%	(12)	18%	(9)	10%	(5)	5%	(2)	20%	(10)	24%	(12)	50
Atheist	11%	(12)	13%	(16)	3%	(3)	7%	(8)	16%	(19)	50%	(58)	116
Agnostic/Nothing in particular	12%	(48)	11%	(46)	3%	(14)	4%	(14)	22%	(89)	48%	(195)	405
Something Else	15%	(28)	15%	(30)	3%	(5)	3%	(5)	16%	(30)	49%	(95)	193
Religious Non-Protestant/Catholic	19%	(13)	15%	(10)	7%	(5)	5%	(3)	31%	(21)	23%	(16)	68
Evangelical	27%	(46)	15%	(26)	3%	(6)	3%	(6)	13%	(23)	38%	(65)	172
Non-Evangelical	19%	(42)	22%	(51)	3%	(8)	2%	(4)	17%	(38)	38%	(86)	228
Community: Urban	19%	(55)	16%	(46)	4%	(10)	2%	(7)	22%	(63)	37%	(108)	288
Community: Suburban	19%	(83)	14%	(62)	5%	(21)	3%	(14)	20%	(85)	39%	(170)	435
Community: Rural	9%	(25)	15%	(41)	2%	(5)	5%	(15)	16%	(45)	53%	(146)	276
Military HH: Yes	20%	(19)	9%	(9)	8%	(8)	6%	(6)	12%	(12)	44%	(43)	97
Military HH: No	16%	(144)	15%	(140)	3%	(28)	3%	(29)	20%	(181)	42%	(381)	903

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**Table MCFE24\_2:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Lionel Messi

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	16%	(163)	15%	(149)	4%	(35)	4%	(35)	19%	(193)	42%	(424)	1000
4-Region: Northeast	21%	(34)	15%	(25)	4%	(6)	2%	(3)	17%	(28)	42%	(69)	164
4-Region: Midwest	14%	(32)	13%	(29)	4%	(9)	6%	(14)	19%	(44)	45%	(104)	233
4-Region: South	15%	(66)	16%	(69)	3%	(15)	3%	(13)	18%	(79)	44%	(190)	432
4-Region: West	18%	(32)	15%	(26)	4%	(6)	3%	(5)	25%	(42)	35%	(61)	172
TikTok Users	17%	(118)	16%	(108)	4%	(25)	3%	(22)	19%	(127)	41%	(279)	680
Twitch Users	19%	(46)	16%	(39)	6%	(14)	4%	(10)	18%	(41)	37%	(86)	236
2022 Sports Viewers/Attendees	23%	(139)	18%	(108)	5%	(31)	4%	(25)	21%	(127)	28%	(167)	597
Monthly Moviegoers	26%	(43)	17%	(29)	6%	(11)	5%	(9)	11%	(19)	34%	(57)	168
Few Times per Year + Moviegoers	21%	(122)	17%	(95)	4%	(24)	3%	(20)	17%	(98)	37%	(213)	571
Heard Smile Campaign	25%	(106)	21%	(90)	4%	(18)	3%	(11)	17%	(72)	30%	(128)	425
Heard Minion Campaign	22%	(112)	19%	(97)	4%	(20)	3%	(17)	21%	(106)	30%	(153)	505
Listens to Podcasts	17%	(94)	17%	(93)	6%	(31)	4%	(24)	21%	(118)	35%	(192)	552
Streaming Services User	17%	(154)	16%	(143)	4%	(35)	4%	(33)	20%	(176)	40%	(357)	898
Netflix User	17%	(145)	16%	(140)	3%	(29)	4%	(33)	20%	(169)	40%	(348)	864
Disney+ User	17%	(107)	17%	(105)	4%	(25)	5%	(28)	19%	(115)	38%	(237)	617
Heterosexual or straight	19%	(132)	15%	(106)	5%	(33)	3%	(24)	19%	(136)	38%	(270)	702
Bisexual	13%	(19)	14%	(20)	—	(1)	3%	(4)	21%	(30)	48%	(67)	141
Something else	9%	(5)	10%	(6)	2%	(1)	1%	(1)	19%	(11)	58%	(33)	56
Yes	6%	(8)	13%	(18)	2%	(2)	3%	(4)	20%	(29)	56%	(79)	140
No	18%	(155)	15%	(131)	4%	(33)	4%	(31)	19%	(164)	40%	(345)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE24\_3:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Cristiano Ronaldo

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	18%	(183)	15%	(155)	5%	(49)	5%	(51)	23%	(226)	34%	(337)	1000
Gender: Male	25%	(126)	19%	(94)	4%	(20)	6%	(30)	23%	(119)	23%	(117)	506
Gender: Female	12%	(57)	12%	(61)	6%	(29)	4%	(21)	22%	(107)	44%	(219)	494
Age: 18-34	20%	(122)	16%	(95)	6%	(37)	5%	(32)	22%	(134)	31%	(188)	609
GenZers: 1997-2012	18%	(183)	15%	(155)	5%	(49)	5%	(51)	23%	(226)	34%	(337)	1000
Ideo: Liberal (1-3)	20%	(60)	19%	(56)	7%	(21)	6%	(20)	22%	(65)	27%	(81)	304
Ideo: Moderate (4)	22%	(52)	16%	(36)	4%	(10)	5%	(11)	21%	(50)	31%	(73)	232
Ideo: Conservative (5-7)	18%	(31)	19%	(31)	6%	(10)	4%	(7)	20%	(33)	32%	(54)	165
Educ: < College	18%	(160)	15%	(133)	4%	(40)	5%	(45)	23%	(211)	35%	(321)	910
Educ: Bachelors degree	22%	(14)	28%	(18)	12%	(8)	6%	(4)	19%	(13)	13%	(8)	65
Ethnicity: White	17%	(123)	15%	(107)	5%	(34)	5%	(40)	22%	(160)	36%	(267)	731
Ethnicity: Hispanic	23%	(56)	25%	(60)	4%	(10)	4%	(10)	21%	(51)	23%	(55)	242
Ethnicity: Black	21%	(31)	16%	(24)	6%	(10)	5%	(8)	25%	(36)	27%	(40)	148
Ethnicity: Other	24%	(29)	19%	(23)	5%	(6)	3%	(3)	24%	(29)	25%	(31)	121
All Christian	25%	(60)	17%	(41)	7%	(17)	6%	(13)	23%	(53)	22%	(53)	237
All Non-Christian	20%	(10)	31%	(15)	3%	(2)	9%	(4)	16%	(8)	21%	(11)	50
Atheist	17%	(20)	12%	(14)	3%	(3)	11%	(13)	27%	(31)	30%	(35)	116
Agnostic/Nothing in particular	15%	(62)	13%	(53)	5%	(21)	3%	(13)	25%	(101)	38%	(155)	405
Something Else	16%	(32)	16%	(31)	3%	(6)	4%	(7)	17%	(32)	43%	(84)	193
Religious Non-Protestant/Catholic	17%	(12)	24%	(16)	7%	(4)	7%	(4)	25%	(17)	21%	(14)	68
Evangelical	29%	(50)	12%	(21)	5%	(8)	6%	(11)	13%	(23)	35%	(60)	172
Non-Evangelical	16%	(37)	22%	(51)	5%	(11)	4%	(9)	23%	(52)	30%	(68)	228
Community: Urban	19%	(55)	15%	(42)	5%	(15)	6%	(16)	23%	(67)	32%	(93)	288
Community: Suburban	22%	(94)	14%	(60)	6%	(25)	4%	(19)	23%	(98)	32%	(140)	435
Community: Rural	12%	(34)	19%	(53)	3%	(9)	6%	(16)	22%	(60)	38%	(104)	276
Military HH: Yes	19%	(18)	17%	(16)	4%	(3)	8%	(7)	22%	(21)	31%	(30)	97
Military HH: No	18%	(165)	15%	(138)	5%	(46)	5%	(43)	23%	(204)	34%	(307)	903

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**Table MCFE24\_3:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Cristiano Ronaldo

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	18%	(183)	15%	(155)	5%	(49)	5%	(51)	23%	(226)	34%	(337)	1000
4-Region: Northeast	25%	(42)	20%	(33)	2%	(4)	5%	(9)	16%	(26)	31%	(51)	164
4-Region: Midwest	14%	(32)	16%	(37)	5%	(11)	6%	(13)	27%	(63)	33%	(76)	233
4-Region: South	18%	(77)	15%	(65)	6%	(24)	6%	(26)	19%	(82)	36%	(157)	432
4-Region: West	19%	(32)	12%	(20)	6%	(11)	2%	(3)	31%	(54)	31%	(53)	172
TikTok Users	21%	(141)	16%	(110)	5%	(36)	5%	(35)	22%	(147)	31%	(212)	680
Twitch Users	24%	(56)	18%	(43)	6%	(14)	3%	(8)	22%	(52)	27%	(63)	236
2022 Sports Viewers/Attendees	24%	(146)	20%	(121)	6%	(36)	5%	(32)	21%	(125)	23%	(137)	597
Monthly Moviegoers	26%	(44)	18%	(30)	7%	(13)	9%	(15)	15%	(25)	25%	(41)	168
Few Times per Year + Moviegoers	22%	(125)	16%	(92)	6%	(32)	5%	(31)	22%	(128)	29%	(164)	571
Heard Smile Campaign	24%	(103)	20%	(85)	6%	(27)	5%	(23)	19%	(81)	25%	(105)	425
Heard Minion Campaign	25%	(126)	20%	(103)	5%	(25)	4%	(18)	21%	(107)	25%	(125)	505
Listens to Podcasts	20%	(113)	17%	(96)	6%	(33)	5%	(28)	24%	(131)	27%	(152)	552
Streaming Services User	19%	(173)	16%	(148)	5%	(45)	5%	(48)	22%	(199)	32%	(285)	898
Netflix User	19%	(164)	16%	(141)	5%	(42)	5%	(46)	23%	(196)	32%	(274)	864
Disney+ User	21%	(131)	16%	(100)	5%	(33)	5%	(33)	21%	(128)	31%	(192)	617
Heterosexual or straight	21%	(147)	17%	(120)	5%	(34)	5%	(35)	24%	(165)	29%	(201)	702
Bisexual	17%	(24)	13%	(19)	5%	(8)	4%	(5)	21%	(29)	39%	(55)	141
Something else	6%	(3)	6%	(4)	7%	(4)	4%	(2)	23%	(13)	54%	(31)	56
Yes	7%	(10)	10%	(15)	6%	(9)	5%	(7)	21%	(29)	51%	(71)	140
No	20%	(174)	16%	(140)	5%	(40)	5%	(44)	23%	(197)	31%	(266)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE24\_4:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Neymar

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	11%	(114)	10%	(103)	4%	(42)	3%	(28)	18%	(179)	54%	(536)	1000
Gender: Male	16%	(80)	14%	(69)	5%	(26)	3%	(16)	22%	(110)	41%	(206)	506
Gender: Female	7%	(34)	7%	(34)	3%	(15)	2%	(12)	14%	(69)	67%	(330)	494
Age: 18-34	13%	(79)	12%	(74)	6%	(38)	4%	(22)	16%	(97)	49%	(298)	609
GenZers: 1997-2012	11%	(114)	10%	(103)	4%	(42)	3%	(28)	18%	(179)	54%	(536)	1000
Ideo: Liberal (1-3)	14%	(44)	14%	(42)	6%	(17)	2%	(7)	15%	(47)	48%	(147)	304
Ideo: Moderate (4)	12%	(29)	11%	(27)	6%	(14)	3%	(7)	21%	(49)	46%	(107)	232
Ideo: Conservative (5-7)	13%	(21)	7%	(12)	5%	(8)	5%	(8)	15%	(25)	55%	(91)	165
Educ: < College	10%	(92)	10%	(92)	4%	(34)	3%	(25)	18%	(164)	55%	(503)	910
Educ: Bachelors degree	26%	(17)	13%	(9)	11%	(7)	2%	(1)	16%	(10)	33%	(21)	65
Ethnicity: White	11%	(78)	9%	(66)	4%	(31)	2%	(15)	16%	(115)	58%	(427)	731
Ethnicity: Hispanic	16%	(39)	14%	(35)	3%	(7)	3%	(7)	19%	(47)	45%	(108)	242
Ethnicity: Black	13%	(19)	14%	(21)	6%	(8)	7%	(10)	24%	(35)	37%	(55)	148
Ethnicity: Other	14%	(17)	13%	(16)	2%	(2)	2%	(3)	24%	(29)	44%	(53)	121
All Christian	18%	(43)	14%	(32)	4%	(10)	3%	(6)	18%	(43)	44%	(103)	237
All Non-Christian	17%	(8)	18%	(9)	11%	(6)	5%	(3)	16%	(8)	33%	(16)	50
Atheist	10%	(12)	5%	(6)	2%	(2)	1%	(1)	26%	(31)	55%	(64)	116
Agnostic/Nothing in particular	7%	(26)	10%	(42)	4%	(17)	3%	(12)	17%	(68)	59%	(240)	405
Something Else	12%	(24)	7%	(13)	4%	(7)	3%	(7)	15%	(29)	58%	(112)	193
Religious Non-Protestant/Catholic	15%	(10)	14%	(10)	10%	(7)	5%	(3)	23%	(16)	33%	(22)	68
Evangelical	21%	(36)	10%	(16)	3%	(5)	4%	(6)	17%	(29)	46%	(80)	172
Non-Evangelical	12%	(28)	12%	(28)	5%	(10)	3%	(6)	15%	(34)	53%	(122)	228
Community: Urban	12%	(36)	10%	(29)	3%	(9)	2%	(7)	19%	(54)	53%	(153)	288
Community: Suburban	12%	(54)	12%	(52)	5%	(23)	3%	(15)	20%	(85)	47%	(207)	435
Community: Rural	9%	(24)	8%	(21)	3%	(9)	2%	(6)	14%	(40)	64%	(176)	276
Military HH: Yes	7%	(7)	13%	(13)	9%	(9)	4%	(4)	17%	(16)	49%	(48)	97
Military HH: No	12%	(107)	10%	(90)	4%	(33)	3%	(24)	18%	(162)	54%	(488)	903

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**Table MCFE24\_4:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Neymar

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	11%	(114)	10%	(103)	4%	(42)	3%	(28)	18%	(179)	54%	(536)	1000
4-Region: Northeast	14%	(22)	13%	(21)	5%	(8)	2%	(4)	16%	(26)	50%	(82)	164
4-Region: Midwest	8%	(19)	11%	(26)	4%	(9)	3%	(7)	18%	(43)	55%	(128)	233
4-Region: South	12%	(51)	10%	(42)	4%	(19)	3%	(13)	17%	(72)	54%	(235)	432
4-Region: West	12%	(21)	8%	(14)	3%	(5)	2%	(4)	22%	(38)	52%	(90)	172
TikTok Users	12%	(82)	12%	(81)	4%	(26)	3%	(20)	16%	(110)	53%	(361)	680
Twitch Users	13%	(30)	17%	(39)	6%	(14)	3%	(6)	19%	(45)	43%	(102)	236
2022 Sports Viewers/Attendees	16%	(93)	14%	(84)	6%	(36)	3%	(20)	18%	(109)	43%	(256)	597
Monthly Moviegoers	19%	(32)	15%	(26)	7%	(12)	4%	(7)	16%	(27)	38%	(64)	168
Few Times per Year + Moviegoers	14%	(78)	13%	(72)	5%	(31)	3%	(18)	20%	(113)	45%	(259)	571
Heard Smile Campaign	17%	(71)	16%	(66)	5%	(22)	3%	(12)	15%	(64)	44%	(189)	425
Heard Minion Campaign	16%	(80)	13%	(66)	4%	(18)	3%	(17)	18%	(90)	46%	(234)	505
Listens to Podcasts	13%	(69)	13%	(69)	7%	(40)	4%	(20)	20%	(110)	44%	(245)	552
Streaming Services User	12%	(110)	11%	(96)	4%	(39)	3%	(26)	18%	(163)	52%	(465)	898
Netflix User	12%	(101)	11%	(97)	4%	(37)	3%	(24)	18%	(155)	52%	(450)	864
Disney+ User	13%	(80)	12%	(73)	4%	(27)	4%	(23)	18%	(110)	49%	(304)	617
Heterosexual or straight	14%	(95)	12%	(82)	5%	(34)	3%	(23)	18%	(127)	49%	(341)	702
Bisexual	6%	(9)	8%	(12)	4%	(5)	2%	(2)	20%	(28)	61%	(86)	141
Something else	4%	(3)	7%	(4)	—	(0)	5%	(3)	19%	(11)	65%	(36)	56
Yes	6%	(8)	6%	(9)	6%	(8)	1%	(1)	16%	(23)	65%	(91)	140
No	12%	(106)	11%	(94)	4%	(34)	3%	(26)	18%	(156)	52%	(445)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).



**Table MCFE24\_5:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Canelo Álvarez

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	8%	(85)	8%	(80)	3%	(35)	3%	(27)	12%	(124)	65%	(649)	1000
Gender: Male	12%	(61)	10%	(52)	5%	(25)	4%	(19)	15%	(76)	54%	(273)	506
Gender: Female	5%	(24)	6%	(27)	2%	(10)	2%	(8)	10%	(48)	76%	(376)	494
Age: 18-34	10%	(63)	11%	(67)	4%	(24)	3%	(19)	13%	(80)	58%	(356)	609
GenZers: 1997-2012	8%	(85)	8%	(80)	3%	(35)	3%	(27)	12%	(124)	65%	(649)	1000
Ideo: Liberal (1-3)	10%	(30)	10%	(31)	2%	(6)	2%	(6)	11%	(33)	65%	(197)	304
Ideo: Moderate (4)	12%	(27)	9%	(21)	5%	(11)	3%	(8)	17%	(41)	54%	(125)	232
Ideo: Conservative (5-7)	8%	(14)	8%	(13)	2%	(3)	5%	(9)	14%	(23)	63%	(104)	165
Educ: < College	8%	(73)	7%	(68)	3%	(29)	3%	(24)	13%	(116)	66%	(600)	910
Educ: Bachelors degree	16%	(10)	15%	(10)	6%	(4)	3%	(2)	11%	(7)	49%	(32)	65
Ethnicity: White	8%	(60)	7%	(49)	3%	(20)	2%	(14)	11%	(80)	69%	(508)	731
Ethnicity: Hispanic	18%	(44)	11%	(26)	4%	(10)	4%	(9)	10%	(24)	53%	(129)	242
Ethnicity: Black	10%	(15)	11%	(16)	6%	(9)	6%	(10)	19%	(28)	47%	(69)	148
Ethnicity: Other	8%	(9)	12%	(15)	5%	(6)	3%	(3)	13%	(16)	60%	(72)	121
All Christian	13%	(31)	11%	(26)	4%	(9)	2%	(6)	15%	(36)	54%	(129)	237
All Non-Christian	11%	(6)	14%	(7)	5%	(2)	6%	(3)	16%	(8)	48%	(24)	50
Atheist	6%	(7)	6%	(7)	3%	(3)	1%	(1)	6%	(7)	79%	(91)	116
Agnostic/Nothing in particular	7%	(27)	7%	(28)	4%	(15)	3%	(11)	13%	(52)	67%	(272)	405
Something Else	7%	(14)	7%	(13)	2%	(5)	4%	(7)	11%	(20)	70%	(134)	193
Religious Non-Protestant/Catholic	10%	(7)	11%	(7)	3%	(2)	4%	(3)	26%	(18)	45%	(31)	68
Evangelical	15%	(25)	9%	(16)	6%	(10)	2%	(4)	10%	(17)	58%	(100)	172
Non-Evangelical	8%	(19)	9%	(21)	2%	(4)	3%	(8)	13%	(29)	65%	(148)	228
Community: Urban	9%	(25)	10%	(28)	2%	(6)	2%	(6)	14%	(39)	64%	(183)	288
Community: Suburban	9%	(40)	7%	(32)	5%	(20)	3%	(14)	12%	(52)	64%	(277)	435
Community: Rural	7%	(19)	7%	(20)	3%	(9)	3%	(7)	12%	(33)	68%	(189)	276
Military HH: Yes	5%	(5)	14%	(13)	8%	(8)	5%	(5)	7%	(7)	60%	(58)	97
Military HH: No	9%	(80)	7%	(66)	3%	(27)	2%	(22)	13%	(117)	65%	(591)	903

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**Table MCFE24\_5:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Canelo Álvarez

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	8%	(85)	8%	(80)	3%	(35)	3%	(27)	12%	(124)	65%	(649)	1000
4-Region: Northeast	5%	(9)	12%	(19)	3%	(5)	4%	(6)	12%	(19)	65%	(107)	164
4-Region: Midwest	5%	(11)	8%	(19)	3%	(7)	1%	(3)	13%	(30)	70%	(162)	233
4-Region: South	11%	(49)	7%	(29)	4%	(17)	3%	(14)	11%	(49)	63%	(274)	432
4-Region: West	10%	(17)	7%	(12)	3%	(6)	2%	(4)	15%	(26)	62%	(106)	172
TikTok Users	9%	(64)	9%	(62)	4%	(27)	3%	(18)	11%	(76)	64%	(434)	680
Twitch Users	11%	(26)	10%	(25)	3%	(7)	3%	(8)	13%	(30)	59%	(139)	236
2022 Sports Viewers/Attendees	11%	(67)	12%	(70)	4%	(22)	4%	(21)	16%	(95)	54%	(323)	597
Monthly Moviegoers	11%	(19)	12%	(20)	6%	(11)	6%	(9)	9%	(15)	56%	(95)	168
Few Times per Year + Moviegoers	10%	(55)	10%	(55)	4%	(22)	3%	(18)	13%	(75)	61%	(346)	571
Heard Smile Campaign	14%	(58)	12%	(51)	3%	(14)	3%	(12)	12%	(52)	56%	(238)	425
Heard Minion Campaign	12%	(61)	11%	(55)	4%	(21)	2%	(11)	13%	(66)	58%	(292)	505
Listens to Podcasts	11%	(60)	12%	(68)	5%	(28)	4%	(24)	15%	(84)	52%	(289)	552
Streaming Services User	9%	(82)	9%	(76)	4%	(33)	3%	(27)	12%	(111)	63%	(570)	898
Netflix User	9%	(76)	8%	(72)	4%	(31)	3%	(26)	13%	(109)	64%	(550)	864
Disney+ User	9%	(56)	9%	(54)	4%	(23)	3%	(19)	11%	(69)	64%	(395)	617
Heterosexual or straight	11%	(74)	9%	(63)	5%	(32)	3%	(20)	14%	(101)	59%	(411)	702
Bisexual	3%	(4)	9%	(12)	—	(1)	3%	(5)	10%	(13)	75%	(106)	141
Something else	8%	(5)	1%	(1)	2%	(1)	5%	(3)	8%	(4)	76%	(43)	56
Yes	4%	(6)	6%	(8)	2%	(3)	3%	(4)	8%	(12)	77%	(108)	140
No	9%	(79)	8%	(72)	4%	(32)	3%	(23)	13%	(112)	63%	(541)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE24\_6:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Stephen Curry

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
GenZers	29% (289)	20% (202)	4% (39)	4% (37)	26% (260)	17% (174)	1000
Gender: Male	35% (178)	20% (103)	5% (23)	4% (19)	22% (110)	14% (73)	506
Gender: Female	22% (111)	20% (99)	3% (15)	4% (18)	30% (149)	20% (101)	494
Age: 18-34	30% (183)	21% (128)	3% (21)	4% (23)	23% (141)	19% (114)	609
GenZers: 1997-2012	29% (289)	20% (202)	4% (39)	4% (37)	26% (260)	17% (174)	1000
Ideo: Liberal (1-3)	28% (86)	23% (71)	6% (18)	3% (11)	25% (76)	14% (42)	304
Ideo: Moderate (4)	32% (75)	21% (48)	2% (5)	3% (7)	23% (54)	19% (43)	232
Ideo: Conservative (5-7)	34% (56)	18% (30)	3% (5)	6% (10)	25% (42)	14% (23)	165
Educ: < College	29% (262)	20% (178)	3% (32)	3% (32)	27% (245)	18% (162)	910
Educ: Bachelors degree	28% (19)	27% (18)	9% (6)	5% (3)	18% (11)	12% (8)	65
Ethnicity: White	26% (189)	20% (148)	4% (33)	4% (26)	26% (191)	20% (145)	731
Ethnicity: Hispanic	32% (78)	21% (51)	4% (10)	4% (10)	21% (50)	18% (43)	242
Ethnicity: Black	43% (63)	22% (32)	2% (3)	5% (7)	21% (32)	7% (10)	148
Ethnicity: Other	31% (37)	18% (22)	2% (3)	3% (3)	31% (37)	16% (19)	121
All Christian	33% (77)	22% (52)	3% (7)	4% (9)	23% (54)	16% (37)	237
All Non-Christian	35% (17)	24% (12)	7% (4)	5% (2)	17% (8)	12% (6)	50
Atheist	18% (20)	19% (22)	3% (4)	4% (5)	34% (39)	21% (25)	116
Agnostic/Nothing in particular	29% (117)	19% (76)	3% (14)	4% (14)	28% (113)	18% (71)	405
Something Else	30% (57)	21% (40)	5% (10)	3% (6)	23% (45)	18% (35)	193
Religious Non-Protestant/Catholic	30% (20)	19% (13)	5% (4)	3% (2)	32% (22)	10% (7)	68
Evangelical	38% (66)	20% (35)	5% (8)	4% (6)	21% (36)	12% (21)	172
Non-Evangelical	28% (64)	24% (54)	4% (9)	3% (7)	21% (49)	20% (45)	228
Community: Urban	27% (76)	21% (62)	6% (16)	2% (6)	26% (76)	18% (52)	288
Community: Suburban	32% (139)	19% (84)	3% (13)	5% (20)	26% (111)	16% (69)	435
Community: Rural	27% (74)	20% (57)	4% (10)	4% (10)	26% (73)	19% (53)	276
Military HH: Yes	29% (28)	22% (21)	4% (4)	3% (3)	29% (28)	13% (13)	97
Military HH: No	29% (262)	20% (181)	4% (34)	4% (34)	26% (232)	18% (161)	903

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**Table MCFE24\_6:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Stephen Curry

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	29%	(289)	20%	(202)	4%	(39)	4%	(37)	26%	(260)	17%	(174)	1000
4-Region: Northeast	30%	(50)	20%	(33)	2%	(4)	4%	(6)	26%	(43)	18%	(29)	164
4-Region: Midwest	27%	(63)	26%	(60)	5%	(11)	5%	(11)	24%	(57)	13%	(31)	233
4-Region: South	29%	(126)	19%	(84)	4%	(18)	4%	(15)	25%	(108)	18%	(79)	432
4-Region: West	29%	(50)	15%	(26)	3%	(6)	2%	(4)	30%	(52)	20%	(34)	172
TikTok Users	30%	(207)	23%	(155)	5%	(31)	3%	(23)	24%	(166)	14%	(98)	680
Twitch Users	35%	(82)	23%	(54)	6%	(14)	2%	(5)	23%	(54)	11%	(27)	236
2022 Sports Viewers/Attendees	39%	(231)	25%	(149)	5%	(28)	4%	(24)	19%	(113)	9%	(51)	597
Monthly Moviegoers	38%	(64)	19%	(33)	4%	(6)	6%	(11)	16%	(27)	16%	(27)	168
Few Times per Year + Moviegoers	33%	(187)	25%	(141)	3%	(19)	4%	(24)	23%	(132)	12%	(69)	571
Heard Smile Campaign	36%	(152)	25%	(107)	5%	(22)	4%	(17)	19%	(79)	11%	(49)	425
Heard Minion Campaign	33%	(169)	24%	(124)	4%	(19)	3%	(15)	23%	(118)	12%	(61)	505
Listens to Podcasts	30%	(166)	22%	(122)	5%	(29)	5%	(27)	25%	(139)	13%	(71)	552
Streaming Services User	30%	(270)	21%	(186)	4%	(35)	3%	(31)	27%	(240)	15%	(136)	898
Netflix User	30%	(258)	21%	(181)	4%	(34)	4%	(33)	26%	(225)	15%	(133)	864
Disney+ User	30%	(183)	22%	(139)	4%	(24)	4%	(25)	24%	(147)	16%	(100)	617
Heterosexual or straight	34%	(238)	19%	(134)	4%	(25)	4%	(27)	24%	(170)	15%	(107)	702
Bisexual	20%	(28)	24%	(34)	3%	(4)	7%	(9)	28%	(40)	19%	(26)	141
Something else	23%	(13)	17%	(9)	6%	(3)	—	(0)	39%	(22)	16%	(9)	56
Yes	16%	(23)	14%	(20)	3%	(4)	8%	(11)	36%	(50)	23%	(32)	140
No	31%	(267)	21%	(182)	4%	(34)	3%	(26)	24%	(210)	17%	(142)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE24\_7:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Kevin Durant

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	17%	(167)	19%	(193)	5%	(51)	3%	(29)	25%	(246)	31%	(314)	1000
Gender: Male	20%	(103)	21%	(104)	7%	(35)	4%	(21)	25%	(128)	23%	(115)	506
Gender: Female	13%	(63)	18%	(89)	3%	(16)	2%	(8)	24%	(118)	40%	(199)	494
Age: 18-34	18%	(113)	21%	(125)	7%	(45)	4%	(26)	25%	(152)	25%	(150)	609
GenZers: 1997-2012	17%	(167)	19%	(193)	5%	(51)	3%	(29)	25%	(246)	31%	(314)	1000
Ideo: Liberal (1-3)	15%	(45)	22%	(66)	7%	(22)	3%	(8)	28%	(86)	25%	(77)	304
Ideo: Moderate (4)	26%	(60)	19%	(43)	6%	(14)	3%	(8)	21%	(50)	25%	(57)	232
Ideo: Conservative (5-7)	14%	(24)	23%	(39)	6%	(11)	6%	(10)	20%	(33)	30%	(49)	165
Educ: < College	16%	(145)	19%	(170)	5%	(44)	2%	(22)	25%	(225)	33%	(303)	910
Educ: Bachelors degree	27%	(18)	22%	(15)	9%	(6)	9%	(6)	24%	(16)	9%	(6)	65
Ethnicity: White	13%	(95)	20%	(143)	5%	(37)	3%	(20)	24%	(175)	36%	(260)	731
Ethnicity: Hispanic	23%	(55)	20%	(49)	5%	(12)	2%	(5)	23%	(56)	27%	(65)	242
Ethnicity: Black	35%	(51)	21%	(31)	5%	(7)	5%	(7)	25%	(37)	9%	(14)	148
Ethnicity: Other	17%	(20)	15%	(18)	6%	(7)	2%	(2)	28%	(33)	33%	(40)	121
All Christian	22%	(53)	22%	(51)	4%	(9)	4%	(10)	24%	(58)	24%	(56)	237
All Non-Christian	21%	(10)	32%	(16)	6%	(3)	2%	(1)	25%	(12)	15%	(8)	50
Atheist	10%	(12)	11%	(12)	4%	(4)	4%	(5)	32%	(37)	40%	(46)	116
Agnostic/Nothing in particular	14%	(57)	18%	(74)	6%	(22)	2%	(9)	25%	(102)	35%	(140)	405
Something Else	18%	(35)	21%	(40)	7%	(13)	3%	(5)	19%	(36)	33%	(64)	193
Religious Non-Protestant/Catholic	20%	(14)	25%	(17)	5%	(4)	1%	(1)	37%	(25)	11%	(8)	68
Evangelical	26%	(45)	25%	(43)	5%	(9)	5%	(8)	13%	(23)	26%	(44)	172
Non-Evangelical	17%	(38)	20%	(45)	5%	(11)	3%	(7)	25%	(56)	31%	(70)	228
Community: Urban	17%	(48)	19%	(56)	5%	(13)	4%	(11)	25%	(73)	31%	(88)	288
Community: Suburban	18%	(78)	21%	(91)	5%	(23)	3%	(14)	24%	(105)	29%	(125)	435
Community: Rural	15%	(41)	17%	(46)	6%	(16)	2%	(4)	25%	(68)	36%	(100)	276
Military HH: Yes	21%	(20)	13%	(12)	10%	(10)	2%	(2)	26%	(25)	28%	(27)	97
Military HH: No	16%	(147)	20%	(181)	5%	(42)	3%	(28)	24%	(220)	32%	(286)	903

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**Table MCFE24\_7:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Kevin Durant

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	17%	(167)	19%	(193)	5%	(51)	3%	(29)	25%	(246)	31%	(314)	1000
4-Region: Northeast	18%	(30)	18%	(29)	3%	(5)	6%	(9)	27%	(44)	29%	(47)	164
4-Region: Midwest	18%	(42)	19%	(43)	6%	(13)	3%	(7)	26%	(61)	28%	(66)	233
4-Region: South	18%	(76)	21%	(89)	6%	(24)	2%	(9)	21%	(93)	33%	(142)	432
4-Region: West	11%	(19)	18%	(32)	6%	(10)	2%	(4)	28%	(48)	35%	(59)	172
TikTok Users	19%	(131)	21%	(140)	5%	(32)	3%	(21)	22%	(152)	30%	(203)	680
Twitch Users	21%	(49)	21%	(50)	6%	(14)	3%	(6)	27%	(64)	22%	(52)	236
2022 Sports Viewers/Attendees	24%	(141)	27%	(158)	6%	(37)	3%	(20)	23%	(139)	17%	(101)	597
Monthly Moviegoers	24%	(41)	30%	(51)	5%	(8)	4%	(7)	17%	(29)	19%	(31)	168
Few Times per Year + Moviegoers	20%	(116)	23%	(133)	5%	(31)	3%	(16)	24%	(137)	24%	(139)	571
Heard Smile Campaign	24%	(101)	24%	(104)	7%	(29)	3%	(14)	21%	(88)	21%	(89)	425
Heard Minion Campaign	24%	(119)	21%	(104)	6%	(28)	3%	(15)	23%	(114)	25%	(125)	505
Listens to Podcasts	19%	(105)	22%	(122)	7%	(38)	4%	(19)	24%	(135)	24%	(132)	552
Streaming Services User	17%	(156)	20%	(183)	5%	(47)	3%	(28)	24%	(217)	30%	(268)	898
Netflix User	17%	(148)	20%	(176)	5%	(40)	3%	(28)	24%	(204)	31%	(267)	864
Disney+ User	19%	(120)	21%	(128)	5%	(31)	3%	(20)	23%	(143)	28%	(175)	617
Heterosexual or straight	20%	(141)	21%	(147)	5%	(36)	4%	(26)	24%	(166)	27%	(186)	702
Bisexual	9%	(13)	22%	(31)	6%	(8)	1%	(2)	26%	(37)	35%	(50)	141
Something else	13%	(7)	7%	(4)	5%	(3)	3%	(2)	29%	(16)	44%	(25)	56
Yes	11%	(15)	7%	(9)	4%	(5)	3%	(5)	27%	(38)	48%	(68)	140
No	18%	(152)	21%	(183)	5%	(46)	3%	(25)	24%	(208)	29%	(246)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE24\_8:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Roger Federer

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	6%	(59)	9%	(86)	4%	(39)	3%	(28)	15%	(154)	63%	(634)	1000
Gender: Male	7%	(36)	11%	(56)	4%	(20)	4%	(19)	20%	(101)	54%	(274)	506
Gender: Female	5%	(23)	6%	(30)	4%	(18)	2%	(10)	11%	(53)	73%	(360)	494
Age: 18-34	6%	(38)	11%	(69)	4%	(27)	3%	(19)	16%	(96)	59%	(359)	609
GenZers: 1997-2012	6%	(59)	9%	(86)	4%	(39)	3%	(28)	15%	(154)	63%	(634)	1000
Ideo: Liberal (1-3)	8%	(24)	10%	(30)	5%	(14)	3%	(8)	16%	(49)	59%	(178)	304
Ideo: Moderate (4)	5%	(11)	12%	(27)	4%	(9)	4%	(8)	17%	(39)	59%	(138)	232
Ideo: Conservative (5-7)	10%	(16)	9%	(15)	4%	(7)	5%	(8)	16%	(26)	57%	(93)	165
Educ: < College	5%	(50)	8%	(69)	3%	(29)	3%	(26)	16%	(142)	65%	(594)	910
Educ: Bachelors degree	10%	(7)	25%	(16)	9%	(6)	3%	(2)	14%	(9)	38%	(25)	65
Ethnicity: White	6%	(45)	9%	(65)	4%	(28)	2%	(13)	15%	(110)	64%	(471)	731
Ethnicity: Hispanic	4%	(9)	12%	(28)	2%	(5)	3%	(8)	14%	(34)	65%	(157)	242
Ethnicity: Black	7%	(10)	10%	(14)	5%	(7)	8%	(12)	17%	(25)	53%	(79)	148
Ethnicity: Other	3%	(3)	6%	(7)	3%	(4)	3%	(4)	15%	(19)	69%	(84)	121
All Christian	7%	(16)	11%	(26)	3%	(8)	4%	(10)	21%	(50)	53%	(126)	237
All Non-Christian	11%	(5)	15%	(7)	12%	(6)	2%	(1)	14%	(7)	47%	(23)	50
Atheist	3%	(4)	7%	(8)	1%	(1)	1%	(2)	16%	(18)	72%	(83)	116
Agnostic/Nothing in particular	4%	(18)	8%	(34)	3%	(14)	2%	(10)	14%	(55)	68%	(274)	405
Something Else	8%	(16)	6%	(12)	5%	(10)	3%	(6)	12%	(23)	66%	(127)	193
Religious Non-Protestant/Catholic	8%	(5)	12%	(8)	9%	(6)	3%	(2)	26%	(17)	43%	(29)	68
Evangelical	14%	(24)	10%	(17)	8%	(14)	3%	(4)	13%	(22)	53%	(91)	172
Non-Evangelical	4%	(8)	9%	(20)	2%	(4)	4%	(10)	17%	(38)	65%	(148)	228
Community: Urban	5%	(15)	11%	(32)	4%	(11)	2%	(7)	16%	(47)	61%	(175)	288
Community: Suburban	7%	(29)	8%	(36)	5%	(21)	3%	(14)	17%	(73)	60%	(263)	435
Community: Rural	5%	(14)	7%	(19)	2%	(6)	3%	(8)	12%	(34)	71%	(196)	276
Military HH: Yes	3%	(3)	16%	(16)	10%	(9)	3%	(3)	8%	(7)	61%	(59)	97
Military HH: No	6%	(56)	8%	(70)	3%	(30)	3%	(26)	16%	(146)	64%	(575)	903

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**Table MCFE24\_8:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Roger Federer

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	6%	(59)	9%	(86)	4%	(39)	3%	(28)	15%	(154)	63%	(634)	1000
4-Region: Northeast	6%	(10)	9%	(14)	4%	(7)	2%	(3)	13%	(21)	66%	(109)	164
4-Region: Midwest	2%	(5)	9%	(22)	5%	(12)	2%	(5)	19%	(43)	63%	(146)	233
4-Region: South	9%	(37)	8%	(35)	4%	(19)	4%	(17)	14%	(59)	61%	(265)	432
4-Region: West	4%	(7)	9%	(16)	1%	(1)	2%	(3)	18%	(30)	67%	(114)	172
TikTok Users	5%	(37)	8%	(54)	5%	(31)	3%	(17)	15%	(104)	64%	(438)	680
Twitch Users	6%	(15)	12%	(28)	5%	(11)	2%	(6)	13%	(31)	61%	(144)	236
2022 Sports Viewers/Attendees	8%	(48)	13%	(78)	5%	(30)	4%	(22)	17%	(101)	53%	(318)	597
Monthly Moviegoers	10%	(17)	16%	(27)	5%	(8)	7%	(11)	13%	(22)	50%	(83)	168
Few Times per Year + Moviegoers	6%	(33)	12%	(66)	4%	(22)	4%	(20)	17%	(99)	58%	(330)	571
Heard Smile Campaign	8%	(36)	11%	(47)	5%	(23)	3%	(15)	16%	(68)	56%	(236)	425
Heard Minion Campaign	7%	(33)	10%	(50)	5%	(24)	3%	(14)	17%	(85)	59%	(300)	505
Listens to Podcasts	6%	(34)	14%	(75)	6%	(31)	4%	(22)	20%	(108)	51%	(282)	552
Streaming Services User	6%	(55)	9%	(83)	4%	(35)	3%	(28)	15%	(133)	63%	(563)	898
Netflix User	6%	(49)	9%	(77)	4%	(31)	3%	(27)	16%	(134)	63%	(546)	864
Disney+ User	5%	(33)	10%	(63)	5%	(32)	3%	(19)	15%	(95)	61%	(375)	617
Heterosexual or straight	6%	(44)	10%	(71)	4%	(27)	3%	(22)	16%	(115)	60%	(423)	702
Bisexual	5%	(7)	7%	(9)	5%	(7)	2%	(3)	15%	(21)	66%	(93)	141
Something else	1%	(1)	3%	(2)	4%	(2)	5%	(3)	17%	(10)	69%	(39)	56
Yes	4%	(6)	7%	(9)	2%	(3)	2%	(3)	12%	(16)	73%	(102)	140
No	6%	(53)	9%	(77)	4%	(36)	3%	(25)	16%	(137)	62%	(532)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).



**Table MCFE24\_9:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
James Harden

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	11%	(111)	15%	(154)	5%	(46)	3%	(30)	18%	(176)	48%	(483)	1000
Gender: Male	16%	(79)	19%	(94)	6%	(32)	3%	(15)	19%	(94)	38%	(191)	506
Gender: Female	6%	(32)	12%	(59)	3%	(14)	3%	(15)	17%	(82)	59%	(291)	494
Age: 18-34	13%	(76)	18%	(108)	5%	(33)	3%	(18)	21%	(127)	41%	(247)	609
GenZers: 1997-2012	11%	(111)	15%	(154)	5%	(46)	3%	(30)	18%	(176)	48%	(483)	1000
Ideo: Liberal (1-3)	12%	(36)	15%	(46)	4%	(12)	3%	(9)	16%	(49)	50%	(153)	304
Ideo: Moderate (4)	13%	(30)	20%	(47)	6%	(13)	3%	(8)	21%	(49)	37%	(86)	232
Ideo: Conservative (5-7)	14%	(23)	16%	(26)	8%	(13)	4%	(7)	17%	(28)	41%	(68)	165
Educ: < College	11%	(101)	14%	(132)	4%	(40)	3%	(27)	18%	(159)	50%	(451)	910
Educ: Bachelors degree	11%	(7)	25%	(16)	8%	(5)	3%	(2)	20%	(13)	33%	(21)	65
Ethnicity: White	9%	(63)	15%	(109)	4%	(31)	3%	(19)	16%	(118)	53%	(390)	731
Ethnicity: Hispanic	11%	(26)	21%	(51)	3%	(7)	3%	(6)	20%	(49)	43%	(104)	242
Ethnicity: Black	26%	(39)	20%	(30)	7%	(10)	5%	(7)	21%	(32)	21%	(31)	148
Ethnicity: Other	8%	(9)	12%	(14)	4%	(5)	3%	(4)	22%	(27)	51%	(61)	121
All Christian	13%	(31)	18%	(43)	6%	(13)	2%	(6)	19%	(44)	42%	(99)	237
All Non-Christian	14%	(7)	20%	(10)	6%	(3)	6%	(3)	26%	(13)	29%	(14)	50
Atheist	5%	(6)	12%	(14)	1%	(1)	2%	(2)	17%	(19)	62%	(72)	116
Agnostic/Nothing in particular	10%	(42)	13%	(52)	4%	(17)	3%	(11)	18%	(72)	52%	(211)	405
Something Else	13%	(25)	17%	(33)	6%	(11)	4%	(9)	15%	(28)	45%	(86)	193
Religious Non-Protestant/Catholic	11%	(7)	16%	(11)	5%	(4)	4%	(3)	33%	(22)	31%	(21)	68
Evangelical	19%	(32)	19%	(33)	9%	(16)	2%	(4)	15%	(25)	36%	(61)	172
Non-Evangelical	10%	(22)	18%	(42)	3%	(8)	4%	(10)	15%	(35)	48%	(111)	228
Community: Urban	12%	(34)	14%	(39)	5%	(14)	2%	(6)	23%	(67)	45%	(129)	288
Community: Suburban	13%	(55)	15%	(63)	5%	(24)	4%	(17)	17%	(76)	46%	(200)	435
Community: Rural	8%	(22)	18%	(51)	3%	(9)	2%	(7)	12%	(34)	56%	(154)	276
Military HH: Yes	10%	(10)	20%	(19)	5%	(5)	3%	(3)	16%	(16)	45%	(44)	97
Military HH: No	11%	(101)	15%	(134)	5%	(41)	3%	(27)	18%	(161)	49%	(439)	903

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**Table MCFE24\_9:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
James Harden

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	11%	(111)	15%	(154)	5%	(46)	3%	(30)	18%	(176)	48%	(483)	1000
4-Region: Northeast	14%	(23)	13%	(21)	3%	(5)	3%	(4)	23%	(38)	45%	(74)	164
4-Region: Midwest	11%	(26)	12%	(29)	6%	(13)	3%	(7)	15%	(36)	52%	(121)	233
4-Region: South	12%	(50)	18%	(77)	5%	(20)	3%	(12)	16%	(69)	47%	(203)	432
4-Region: West	7%	(11)	16%	(27)	5%	(8)	4%	(6)	19%	(33)	50%	(85)	172
TikTok Users	12%	(84)	16%	(112)	5%	(37)	3%	(21)	17%	(114)	46%	(312)	680
Twitch Users	14%	(33)	21%	(50)	5%	(11)	1%	(3)	20%	(46)	39%	(92)	236
2022 Sports Viewers/Attendees	15%	(91)	22%	(131)	6%	(36)	4%	(23)	19%	(115)	34%	(201)	597
Monthly Moviegoers	17%	(29)	27%	(45)	8%	(13)	2%	(4)	12%	(21)	34%	(57)	168
Few Times per Year + Moviegoers	13%	(75)	19%	(109)	5%	(29)	4%	(21)	18%	(103)	41%	(234)	571
Heard Smile Campaign	16%	(70)	20%	(86)	6%	(27)	3%	(12)	18%	(78)	36%	(153)	425
Heard Minion Campaign	16%	(81)	17%	(87)	5%	(24)	3%	(14)	17%	(86)	42%	(213)	505
Listens to Podcasts	13%	(70)	19%	(103)	7%	(39)	3%	(17)	19%	(107)	39%	(217)	552
Streaming Services User	12%	(107)	16%	(147)	5%	(41)	3%	(28)	19%	(167)	45%	(409)	898
Netflix User	11%	(97)	16%	(135)	5%	(40)	3%	(28)	19%	(161)	47%	(403)	864
Disney+ User	13%	(80)	16%	(102)	5%	(31)	4%	(22)	17%	(108)	45%	(275)	617
Heterosexual or straight	14%	(96)	18%	(125)	6%	(42)	3%	(23)	19%	(131)	41%	(285)	702
Bisexual	7%	(10)	10%	(14)	2%	(3)	3%	(4)	20%	(28)	59%	(83)	141
Something else	6%	(4)	13%	(7)	1%	(1)	3%	(1)	9%	(5)	67%	(38)	56
Yes	8%	(11)	7%	(10)	3%	(4)	—	(0)	14%	(19)	69%	(96)	140
No	12%	(101)	17%	(144)	5%	(42)	3%	(30)	18%	(157)	45%	(386)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE24\_10:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Tiger Woods

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	13%	(127)	16%	(162)	11%	(113)	9%	(86)	28%	(280)	23%	(232)	1000
Gender: Male	17%	(86)	19%	(97)	10%	(51)	7%	(36)	28%	(140)	19%	(95)	506
Gender: Female	8%	(41)	13%	(65)	13%	(62)	10%	(49)	28%	(140)	28%	(137)	494
Age: 18-34	15%	(89)	19%	(113)	13%	(82)	8%	(47)	28%	(168)	18%	(109)	609
GenZers: 1997-2012	13%	(127)	16%	(162)	11%	(113)	9%	(86)	28%	(280)	23%	(232)	1000
Ideo: Liberal (1-3)	12%	(37)	16%	(50)	17%	(52)	14%	(42)	27%	(82)	14%	(41)	304
Ideo: Moderate (4)	17%	(39)	20%	(47)	9%	(22)	5%	(11)	30%	(70)	19%	(44)	232
Ideo: Conservative (5-7)	18%	(29)	19%	(32)	15%	(24)	8%	(13)	23%	(38)	18%	(29)	165
Educ: < College	12%	(113)	15%	(139)	11%	(97)	8%	(75)	29%	(266)	24%	(220)	910
Educ: Bachelors degree	12%	(8)	30%	(20)	15%	(10)	15%	(10)	21%	(13)	8%	(5)	65
Ethnicity: White	11%	(82)	16%	(120)	13%	(94)	9%	(67)	27%	(201)	23%	(168)	731
Ethnicity: Hispanic	15%	(36)	14%	(33)	12%	(28)	6%	(15)	19%	(46)	35%	(84)	242
Ethnicity: Black	21%	(31)	18%	(27)	8%	(12)	8%	(12)	30%	(45)	14%	(21)	148
Ethnicity: Other	12%	(15)	13%	(15)	6%	(7)	6%	(7)	28%	(34)	35%	(43)	121
All Christian	20%	(48)	21%	(49)	13%	(31)	5%	(12)	26%	(61)	15%	(35)	237
All Non-Christian	17%	(9)	20%	(10)	18%	(9)	2%	(1)	19%	(10)	23%	(12)	50
Atheist	4%	(4)	9%	(10)	8%	(10)	11%	(12)	38%	(44)	30%	(35)	116
Agnostic/Nothing in particular	10%	(42)	14%	(58)	11%	(45)	10%	(39)	30%	(120)	25%	(101)	405
Something Else	13%	(24)	18%	(35)	9%	(18)	11%	(21)	24%	(46)	25%	(49)	193
Religious Non-Protestant/Catholic	15%	(10)	17%	(12)	14%	(10)	3%	(2)	33%	(23)	17%	(12)	68
Evangelical	21%	(36)	23%	(40)	12%	(21)	4%	(7)	20%	(35)	19%	(33)	172
Non-Evangelical	15%	(34)	18%	(42)	11%	(25)	11%	(25)	24%	(56)	21%	(47)	228
Community: Urban	14%	(40)	17%	(48)	11%	(30)	7%	(20)	28%	(81)	24%	(69)	288
Community: Suburban	12%	(52)	18%	(76)	12%	(54)	9%	(39)	27%	(118)	22%	(96)	435
Community: Rural	13%	(35)	14%	(38)	10%	(28)	10%	(27)	29%	(81)	24%	(67)	276
Military HH: Yes	10%	(9)	17%	(16)	11%	(11)	8%	(8)	35%	(34)	19%	(19)	97
Military HH: No	13%	(118)	16%	(146)	11%	(102)	9%	(78)	27%	(247)	24%	(213)	903

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**Table MCFE24\_10:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Tiger Woods

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	13%	(127)	16%	(162)	11%	(113)	9%	(86)	28%	(280)	23%	(232)	1000
4-Region: Northeast	17%	(28)	20%	(32)	15%	(24)	6%	(9)	21%	(34)	23%	(37)	164
4-Region: Midwest	9%	(22)	21%	(49)	11%	(25)	7%	(16)	31%	(71)	21%	(49)	233
4-Region: South	13%	(56)	13%	(58)	11%	(47)	12%	(51)	28%	(121)	23%	(99)	432
4-Region: West	13%	(22)	14%	(23)	10%	(17)	6%	(10)	31%	(53)	27%	(47)	172
TikTok Users	13%	(88)	16%	(111)	12%	(79)	9%	(61)	26%	(180)	24%	(161)	680
Twitch Users	14%	(32)	23%	(54)	9%	(21)	12%	(28)	28%	(66)	15%	(36)	236
2022 Sports Viewers/Attendees	18%	(108)	23%	(136)	14%	(86)	9%	(56)	24%	(145)	11%	(66)	597
Monthly Moviegoers	18%	(31)	24%	(40)	8%	(13)	15%	(26)	13%	(22)	22%	(37)	168
Few Times per Year + Moviegoers	14%	(82)	20%	(115)	12%	(70)	10%	(56)	26%	(148)	18%	(101)	571
Heard Smile Campaign	18%	(78)	18%	(77)	12%	(52)	10%	(42)	27%	(116)	14%	(60)	425
Heard Minion Campaign	17%	(86)	17%	(85)	13%	(65)	9%	(47)	25%	(127)	19%	(95)	505
Listens to Podcasts	15%	(81)	19%	(105)	14%	(76)	11%	(58)	24%	(132)	18%	(100)	552
Streaming Services User	13%	(120)	17%	(155)	12%	(104)	8%	(76)	28%	(255)	21%	(188)	898
Netflix User	13%	(113)	17%	(149)	11%	(95)	9%	(80)	28%	(239)	22%	(187)	864
Disney+ User	14%	(88)	18%	(113)	13%	(79)	9%	(53)	24%	(150)	22%	(133)	617
Heterosexual or straight	15%	(104)	19%	(133)	11%	(77)	8%	(53)	28%	(197)	20%	(138)	702
Bisexual	7%	(10)	12%	(17)	15%	(20)	8%	(12)	25%	(35)	33%	(47)	141
Something else	8%	(5)	12%	(6)	9%	(5)	6%	(3)	36%	(20)	30%	(17)	56
Yes	8%	(12)	12%	(17)	9%	(12)	13%	(18)	27%	(38)	31%	(43)	140
No	13%	(116)	17%	(146)	12%	(101)	8%	(67)	28%	(242)	22%	(189)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE24\_11:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Matthew Stafford

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	8%	(81)	10%	(103)	3%	(35)	2%	(25)	15%	(148)	61%	(609)	1000
Gender: Male	12%	(61)	14%	(70)	5%	(24)	3%	(16)	18%	(91)	48%	(244)	506
Gender: Female	4%	(20)	7%	(34)	2%	(10)	2%	(9)	11%	(56)	74%	(365)	494
Age: 18-34	11%	(65)	12%	(72)	4%	(25)	3%	(18)	16%	(96)	55%	(333)	609
GenZers: 1997-2012	8%	(81)	10%	(103)	3%	(35)	2%	(25)	15%	(148)	61%	(609)	1000
Ideo: Liberal (1-3)	8%	(23)	12%	(37)	4%	(11)	1%	(3)	17%	(50)	59%	(179)	304
Ideo: Moderate (4)	10%	(23)	11%	(25)	4%	(8)	4%	(10)	16%	(36)	55%	(129)	232
Ideo: Conservative (5-7)	12%	(20)	11%	(18)	5%	(9)	3%	(6)	17%	(28)	51%	(84)	165
Educ: < College	7%	(67)	10%	(94)	3%	(26)	2%	(21)	15%	(134)	62%	(567)	910
Educ: Bachelors degree	15%	(10)	11%	(7)	9%	(6)	5%	(3)	16%	(10)	43%	(28)	65
Ethnicity: White	8%	(59)	9%	(68)	3%	(21)	2%	(15)	14%	(99)	64%	(469)	731
Ethnicity: Hispanic	9%	(21)	11%	(28)	2%	(4)	3%	(6)	15%	(36)	61%	(147)	242
Ethnicity: Black	11%	(16)	16%	(23)	5%	(7)	6%	(9)	21%	(31)	42%	(62)	148
Ethnicity: Other	5%	(5)	10%	(12)	5%	(6)	1%	(1)	15%	(18)	65%	(78)	121
All Christian	14%	(33)	13%	(31)	3%	(8)	3%	(7)	16%	(38)	51%	(121)	237
All Non-Christian	14%	(7)	16%	(8)	4%	(2)	4%	(2)	16%	(8)	46%	(23)	50
Atheist	6%	(7)	8%	(9)	1%	(1)	1%	(1)	16%	(19)	69%	(79)	116
Agnostic/Nothing in particular	6%	(25)	10%	(39)	4%	(16)	3%	(11)	14%	(55)	64%	(259)	405
Something Else	5%	(9)	8%	(16)	5%	(9)	2%	(4)	15%	(28)	66%	(127)	193
Religious Non-Protestant/Catholic	10%	(7)	15%	(10)	3%	(2)	5%	(4)	25%	(17)	42%	(29)	68
Evangelical	16%	(28)	11%	(19)	5%	(9)	2%	(4)	13%	(23)	52%	(90)	172
Non-Evangelical	6%	(13)	11%	(26)	3%	(6)	2%	(5)	15%	(34)	63%	(144)	228
Community: Urban	7%	(21)	12%	(35)	4%	(12)	2%	(6)	14%	(41)	60%	(173)	288
Community: Suburban	10%	(43)	11%	(46)	4%	(17)	3%	(14)	16%	(69)	56%	(246)	435
Community: Rural	6%	(17)	8%	(22)	2%	(6)	1%	(4)	13%	(37)	69%	(190)	276
Military HH: Yes	7%	(6)	20%	(19)	3%	(3)	4%	(3)	13%	(12)	54%	(52)	97
Military HH: No	8%	(74)	9%	(84)	3%	(31)	2%	(21)	15%	(135)	62%	(557)	903

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**Table MCFE24\_11:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Matthew Stafford

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	8%	(81)	10%	(103)	3%	(35)	2%	(25)	15%	(148)	61%	(609)	1000
4-Region: Northeast	10%	(16)	9%	(14)	4%	(6)	2%	(3)	13%	(21)	63%	(104)	164
4-Region: Midwest	8%	(19)	10%	(24)	1%	(3)	4%	(10)	18%	(43)	57%	(134)	233
4-Region: South	9%	(37)	11%	(47)	4%	(16)	2%	(9)	14%	(59)	61%	(262)	432
4-Region: West	5%	(8)	10%	(18)	5%	(9)	2%	(3)	14%	(25)	63%	(109)	172
TikTok Users	8%	(55)	11%	(78)	4%	(24)	3%	(17)	13%	(85)	62%	(420)	680
Twitch Users	10%	(24)	17%	(41)	4%	(10)	2%	(5)	10%	(25)	56%	(132)	236
2022 Sports Viewers/Attendees	12%	(70)	15%	(90)	5%	(28)	3%	(17)	15%	(91)	50%	(301)	597
Monthly Moviegoers	12%	(21)	18%	(31)	4%	(7)	5%	(8)	9%	(16)	51%	(86)	168
Few Times per Year + Moviegoers	9%	(53)	14%	(79)	4%	(23)	3%	(17)	15%	(85)	55%	(314)	571
Heard Smile Campaign	12%	(52)	15%	(62)	5%	(20)	2%	(10)	14%	(59)	52%	(222)	425
Heard Minion Campaign	12%	(62)	13%	(66)	4%	(21)	2%	(10)	13%	(68)	55%	(278)	505
Listens to Podcasts	11%	(59)	14%	(77)	5%	(28)	4%	(24)	16%	(89)	50%	(276)	552
Streaming Services User	9%	(78)	11%	(97)	4%	(33)	2%	(21)	14%	(130)	60%	(540)	898
Netflix User	8%	(70)	11%	(95)	4%	(32)	2%	(21)	15%	(126)	60%	(521)	864
Disney+ User	9%	(57)	12%	(71)	4%	(25)	3%	(17)	14%	(89)	58%	(358)	617
Heterosexual or straight	10%	(69)	12%	(86)	4%	(31)	3%	(18)	15%	(104)	56%	(393)	702
Bisexual	5%	(7)	7%	(10)	2%	(3)	2%	(3)	12%	(17)	72%	(101)	141
Something else	5%	(3)	5%	(3)	1%	(0)	5%	(3)	18%	(10)	66%	(37)	56
Yes	6%	(8)	7%	(10)	2%	(2)	2%	(3)	12%	(17)	72%	(100)	140
No	8%	(73)	11%	(93)	4%	(33)	3%	(22)	15%	(131)	59%	(508)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE24\_12:** *Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*  
Giannis Antetokounmpo

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	13%	(130)	10%	(101)	3%	(35)	2%	(19)	12%	(120)	59%	(594)	1000
Gender: Male	20%	(102)	13%	(64)	5%	(25)	2%	(9)	15%	(76)	46%	(230)	506
Gender: Female	6%	(29)	8%	(37)	2%	(10)	2%	(10)	9%	(45)	74%	(364)	494
Age: 18-34	14%	(84)	13%	(81)	4%	(27)	2%	(11)	12%	(75)	55%	(332)	609
GenZers: 1997-2012	13%	(130)	10%	(101)	3%	(35)	2%	(19)	12%	(120)	59%	(594)	1000
Ideo: Liberal (1-3)	14%	(42)	12%	(37)	5%	(16)	2%	(5)	11%	(33)	56%	(170)	304
Ideo: Moderate (4)	16%	(37)	14%	(33)	2%	(5)	3%	(6)	15%	(35)	50%	(115)	232
Ideo: Conservative (5-7)	15%	(25)	11%	(18)	5%	(8)	1%	(1)	13%	(22)	55%	(92)	165
Educ: < College	13%	(115)	10%	(88)	3%	(29)	2%	(16)	12%	(107)	61%	(554)	910
Educ: Bachelors degree	17%	(11)	15%	(10)	7%	(5)	3%	(2)	14%	(9)	43%	(28)	65
Ethnicity: White	11%	(84)	10%	(71)	3%	(19)	1%	(9)	11%	(83)	64%	(464)	731
Ethnicity: Hispanic	9%	(22)	10%	(24)	4%	(11)	2%	(5)	14%	(34)	60%	(146)	242
Ethnicity: Black	26%	(39)	12%	(17)	9%	(13)	5%	(7)	14%	(20)	35%	(52)	148
Ethnicity: Other	7%	(8)	10%	(13)	3%	(3)	2%	(3)	14%	(17)	64%	(77)	121
All Christian	15%	(35)	13%	(32)	3%	(6)	2%	(4)	18%	(43)	49%	(117)	237
All Non-Christian	17%	(9)	20%	(10)	4%	(2)	4%	(2)	10%	(5)	44%	(22)	50
Atheist	12%	(14)	5%	(6)	3%	(3)	1%	(1)	9%	(11)	70%	(81)	116
Agnostic/Nothing in particular	11%	(46)	9%	(37)	3%	(11)	2%	(9)	12%	(47)	63%	(255)	405
Something Else	14%	(26)	8%	(16)	6%	(12)	2%	(4)	7%	(14)	62%	(119)	193
Religious Non-Protestant/Catholic	14%	(10)	17%	(11)	4%	(3)	3%	(2)	20%	(14)	41%	(28)	68
Evangelical	19%	(33)	11%	(19)	6%	(11)	2%	(4)	10%	(17)	51%	(88)	172
Non-Evangelical	12%	(27)	11%	(25)	3%	(7)	2%	(4)	14%	(31)	59%	(135)	228
Community: Urban	11%	(31)	11%	(32)	5%	(14)	2%	(6)	14%	(41)	57%	(165)	288
Community: Suburban	18%	(77)	12%	(50)	2%	(8)	2%	(8)	11%	(48)	56%	(244)	435
Community: Rural	8%	(23)	7%	(19)	5%	(13)	2%	(6)	11%	(30)	67%	(185)	276
Military HH: Yes	11%	(11)	14%	(14)	5%	(5)	6%	(5)	7%	(7)	57%	(55)	97
Military HH: No	13%	(119)	10%	(87)	3%	(30)	2%	(14)	13%	(114)	60%	(539)	903

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**Table MCFE24\_12:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Giannis Antetokounmpo

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	13%	(130)	10%	(101)	3%	(35)	2%	(19)	12%	(120)	59%	(594)	1000
4-Region: Northeast	11%	(18)	11%	(18)	3%	(5)	1%	(2)	10%	(16)	63%	(104)	164
4-Region: Midwest	16%	(37)	11%	(26)	4%	(10)	2%	(5)	9%	(22)	58%	(134)	233
4-Region: South	12%	(53)	9%	(40)	4%	(17)	2%	(9)	14%	(59)	59%	(254)	432
4-Region: West	13%	(23)	10%	(17)	2%	(3)	2%	(4)	14%	(24)	59%	(102)	172
TikTok Users	14%	(95)	10%	(69)	4%	(26)	2%	(15)	11%	(78)	58%	(397)	680
Twitch Users	17%	(40)	15%	(36)	5%	(11)	2%	(5)	11%	(25)	50%	(118)	236
2022 Sports Viewers/Attendees	20%	(118)	14%	(83)	5%	(27)	3%	(16)	14%	(82)	45%	(271)	597
Monthly Moviegoers	16%	(27)	19%	(32)	3%	(6)	5%	(9)	12%	(19)	45%	(76)	168
Few Times per Year + Moviegoers	14%	(80)	14%	(77)	4%	(22)	2%	(14)	15%	(84)	51%	(294)	571
Heard Smile Campaign	19%	(80)	14%	(58)	5%	(20)	2%	(8)	14%	(58)	47%	(201)	425
Heard Minion Campaign	18%	(93)	11%	(58)	5%	(25)	1%	(6)	11%	(54)	53%	(269)	505
Listens to Podcasts	16%	(86)	14%	(78)	5%	(30)	3%	(17)	14%	(77)	48%	(263)	552
Streaming Services User	14%	(122)	10%	(94)	4%	(32)	2%	(18)	12%	(111)	58%	(521)	898
Netflix User	13%	(111)	10%	(89)	4%	(33)	2%	(19)	12%	(105)	59%	(508)	864
Disney+ User	14%	(84)	12%	(73)	4%	(24)	2%	(14)	12%	(76)	56%	(346)	617
Heterosexual or straight	17%	(119)	11%	(80)	4%	(29)	2%	(17)	13%	(92)	52%	(366)	702
Bisexual	7%	(9)	6%	(8)	4%	(5)	1%	(1)	14%	(20)	69%	(97)	141
Something else	3%	(1)	4%	(2)	2%	(1)	3%	(1)	6%	(3)	83%	(47)	56
Yes	6%	(8)	9%	(12)	3%	(4)	2%	(3)	11%	(16)	69%	(97)	140
No	14%	(122)	10%	(89)	4%	(31)	2%	(17)	12%	(104)	58%	(497)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).



**Table MCFE24\_13:** *Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*  
Russell Westbrook

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	12%	(121)	13%	(128)	5%	(47)	3%	(33)	16%	(158)	51%	(514)	1000
Gender: Male	17%	(86)	16%	(82)	6%	(32)	4%	(18)	17%	(87)	40%	(200)	506
Gender: Female	7%	(35)	9%	(46)	3%	(15)	3%	(14)	14%	(71)	63%	(313)	494
Age: 18-34	14%	(82)	14%	(87)	5%	(32)	4%	(25)	18%	(109)	45%	(274)	609
GenZers: 1997-2012	12%	(121)	13%	(128)	5%	(47)	3%	(33)	16%	(158)	51%	(514)	1000
Ideo: Liberal (1-3)	12%	(35)	13%	(39)	6%	(19)	4%	(11)	14%	(44)	51%	(156)	304
Ideo: Moderate (4)	15%	(35)	16%	(37)	5%	(11)	3%	(7)	19%	(44)	42%	(98)	232
Ideo: Conservative (5-7)	16%	(27)	8%	(13)	7%	(12)	6%	(9)	17%	(29)	46%	(75)	165
Educ: < College	12%	(108)	12%	(113)	5%	(42)	3%	(29)	15%	(138)	53%	(480)	910
Educ: Bachelors degree	12%	(8)	19%	(12)	4%	(3)	6%	(4)	22%	(15)	37%	(24)	65
Ethnicity: White	11%	(78)	13%	(92)	4%	(29)	3%	(19)	14%	(104)	56%	(409)	731
Ethnicity: Hispanic	15%	(36)	12%	(29)	3%	(6)	3%	(7)	16%	(39)	52%	(125)	242
Ethnicity: Black	24%	(35)	17%	(25)	8%	(12)	7%	(10)	21%	(32)	23%	(34)	148
Ethnicity: Other	6%	(7)	9%	(11)	5%	(6)	4%	(4)	18%	(22)	58%	(70)	121
All Christian	16%	(39)	13%	(32)	6%	(14)	2%	(5)	23%	(54)	39%	(93)	237
All Non-Christian	15%	(8)	21%	(10)	9%	(4)	4%	(2)	14%	(7)	37%	(18)	50
Atheist	7%	(8)	10%	(11)	3%	(3)	3%	(3)	11%	(13)	67%	(77)	116
Agnostic/Nothing in particular	10%	(40)	13%	(51)	4%	(17)	3%	(14)	14%	(55)	56%	(229)	405
Something Else	13%	(26)	12%	(24)	5%	(9)	5%	(9)	15%	(29)	50%	(96)	193
Religious Non-Protestant/Catholic	12%	(8)	15%	(10)	10%	(7)	5%	(4)	23%	(16)	34%	(23)	68
Evangelical	19%	(33)	18%	(32)	6%	(10)	4%	(7)	15%	(26)	38%	(66)	172
Non-Evangelical	13%	(30)	10%	(22)	5%	(11)	3%	(6)	20%	(46)	49%	(113)	228
Community: Urban	13%	(38)	11%	(33)	6%	(16)	3%	(10)	20%	(58)	46%	(134)	288
Community: Suburban	14%	(59)	14%	(62)	4%	(17)	4%	(16)	15%	(66)	50%	(216)	435
Community: Rural	8%	(23)	12%	(34)	5%	(14)	3%	(7)	12%	(34)	59%	(164)	276
Military HH: Yes	11%	(11)	15%	(15)	7%	(7)	5%	(5)	16%	(16)	46%	(44)	97
Military HH: No	12%	(110)	13%	(113)	4%	(40)	3%	(28)	16%	(142)	52%	(469)	903

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**Table MCFE24\_13:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Russell Westbrook

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	12%	(121)	13%	(128)	5%	(47)	3%	(33)	16%	(158)	51%	(514)	1000
4-Region: Northeast	11%	(18)	13%	(21)	5%	(9)	4%	(6)	17%	(28)	50%	(83)	164
4-Region: Midwest	12%	(28)	15%	(34)	3%	(8)	2%	(5)	14%	(32)	54%	(126)	233
4-Region: South	14%	(61)	12%	(52)	5%	(23)	4%	(17)	15%	(63)	50%	(215)	432
4-Region: West	8%	(13)	12%	(21)	4%	(7)	3%	(5)	20%	(35)	52%	(90)	172
TikTok Users	12%	(80)	15%	(101)	6%	(38)	3%	(22)	14%	(98)	50%	(341)	680
Twitch Users	15%	(36)	17%	(39)	7%	(17)	3%	(7)	17%	(39)	41%	(97)	236
2022 Sports Viewers/Attendees	17%	(104)	17%	(104)	6%	(37)	4%	(27)	19%	(111)	36%	(213)	597
Monthly Moviegoers	18%	(30)	21%	(35)	6%	(11)	6%	(10)	11%	(18)	38%	(64)	168
Few Times per Year + Moviegoers	14%	(81)	16%	(91)	5%	(28)	4%	(23)	17%	(94)	44%	(253)	571
Heard Smile Campaign	17%	(72)	17%	(74)	6%	(27)	4%	(18)	16%	(69)	39%	(166)	425
Heard Minion Campaign	16%	(83)	16%	(80)	5%	(27)	3%	(14)	15%	(78)	44%	(222)	505
Listens to Podcasts	15%	(80)	15%	(83)	6%	(35)	4%	(25)	17%	(96)	42%	(234)	552
Streaming Services User	13%	(116)	13%	(121)	5%	(43)	3%	(30)	16%	(146)	49%	(442)	898
Netflix User	12%	(108)	14%	(118)	5%	(42)	3%	(26)	16%	(141)	50%	(429)	864
Disney+ User	13%	(82)	14%	(87)	5%	(32)	3%	(20)	16%	(98)	48%	(299)	617
Heterosexual or straight	15%	(106)	15%	(106)	6%	(41)	4%	(25)	17%	(121)	43%	(304)	702
Bisexual	6%	(8)	10%	(14)	2%	(4)	2%	(2)	18%	(26)	62%	(87)	141
Something else	5%	(3)	4%	(2)	2%	(1)	8%	(4)	6%	(3)	74%	(42)	56
Yes	7%	(9)	6%	(9)	3%	(5)	1%	(2)	11%	(15)	72%	(100)	140
No	13%	(111)	14%	(120)	5%	(43)	4%	(31)	17%	(142)	48%	(413)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE24\_14:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Josh Allen

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	9%	(87)	10%	(95)	4%	(37)	3%	(33)	17%	(168)	58%	(579)	1000
Gender: Male	14%	(72)	13%	(66)	4%	(19)	4%	(19)	18%	(89)	48%	(241)	506
Gender: Female	3%	(16)	6%	(29)	4%	(17)	3%	(15)	16%	(79)	69%	(339)	494
Age: 18-34	10%	(63)	12%	(76)	3%	(19)	4%	(24)	17%	(102)	53%	(325)	609
GenZers: 1997-2012	9%	(87)	10%	(95)	4%	(37)	3%	(33)	17%	(168)	58%	(579)	1000
Ideo: Liberal (1-3)	9%	(28)	9%	(26)	2%	(7)	4%	(13)	16%	(47)	60%	(182)	304
Ideo: Moderate (4)	9%	(22)	15%	(34)	4%	(9)	3%	(7)	22%	(50)	48%	(111)	232
Ideo: Conservative (5-7)	14%	(23)	11%	(18)	3%	(6)	3%	(5)	17%	(29)	51%	(84)	165
Educ: < College	8%	(77)	9%	(83)	4%	(32)	3%	(29)	17%	(151)	59%	(538)	910
Educ: Bachelors degree	13%	(8)	11%	(7)	4%	(2)	5%	(3)	24%	(15)	44%	(28)	65
Ethnicity: White	8%	(62)	8%	(61)	3%	(24)	3%	(21)	17%	(126)	60%	(437)	731
Ethnicity: Hispanic	5%	(13)	11%	(26)	4%	(10)	3%	(8)	17%	(42)	59%	(144)	242
Ethnicity: Black	15%	(22)	16%	(24)	4%	(6)	6%	(8)	18%	(26)	41%	(60)	148
Ethnicity: Other	3%	(3)	8%	(10)	5%	(6)	3%	(4)	13%	(16)	68%	(82)	121
All Christian	12%	(27)	13%	(31)	2%	(5)	3%	(8)	26%	(61)	44%	(105)	237
All Non-Christian	12%	(6)	16%	(8)	5%	(3)	4%	(2)	14%	(7)	49%	(24)	50
Atheist	8%	(10)	4%	(4)	—	(0)	3%	(4)	14%	(16)	71%	(82)	116
Agnostic/Nothing in particular	8%	(34)	7%	(29)	4%	(17)	2%	(9)	15%	(61)	63%	(255)	405
Something Else	5%	(10)	12%	(23)	6%	(12)	5%	(11)	13%	(24)	58%	(112)	193
Religious Non-Protestant/Catholic	10%	(7)	15%	(10)	5%	(4)	3%	(2)	22%	(15)	44%	(30)	68
Evangelical	12%	(21)	15%	(25)	6%	(11)	6%	(11)	16%	(27)	45%	(77)	172
Non-Evangelical	6%	(15)	11%	(26)	3%	(6)	2%	(6)	21%	(48)	56%	(128)	228
Community: Urban	5%	(15)	13%	(37)	1%	(4)	5%	(15)	18%	(53)	57%	(165)	288
Community: Suburban	12%	(54)	8%	(35)	4%	(19)	3%	(12)	16%	(71)	56%	(245)	435
Community: Rural	7%	(19)	8%	(23)	5%	(14)	2%	(6)	16%	(45)	61%	(169)	276
Military HH: Yes	10%	(9)	12%	(11)	7%	(7)	3%	(3)	21%	(20)	47%	(46)	97
Military HH: No	9%	(78)	9%	(84)	3%	(29)	3%	(30)	16%	(148)	59%	(533)	903

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**Table MCFE24\_14:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Josh Allen

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	9%	(87)	10%	(95)	4%	(37)	3%	(33)	17%	(168)	58%	(579)	1000
4-Region: Northeast	10%	(16)	11%	(18)	3%	(5)	2%	(4)	18%	(29)	56%	(92)	164
4-Region: Midwest	6%	(15)	9%	(21)	2%	(5)	3%	(8)	18%	(42)	61%	(141)	233
4-Region: South	9%	(41)	10%	(44)	5%	(20)	4%	(17)	16%	(70)	56%	(240)	432
4-Region: West	9%	(16)	7%	(12)	4%	(7)	3%	(4)	15%	(27)	62%	(106)	172
TikTok Users	8%	(54)	10%	(68)	5%	(31)	4%	(28)	16%	(107)	58%	(393)	680
Twitch Users	14%	(32)	13%	(32)	3%	(7)	2%	(6)	17%	(40)	50%	(119)	236
2022 Sports Viewers/Attendees	13%	(79)	14%	(84)	5%	(30)	4%	(24)	21%	(125)	43%	(255)	597
Monthly Moviegoers	14%	(23)	17%	(28)	9%	(15)	5%	(9)	10%	(17)	45%	(76)	168
Few Times per Year + Moviegoers	10%	(59)	12%	(70)	4%	(26)	3%	(18)	18%	(104)	51%	(294)	571
Heard Smile Campaign	13%	(56)	13%	(54)	3%	(15)	4%	(19)	18%	(77)	48%	(204)	425
Heard Minion Campaign	11%	(55)	12%	(61)	4%	(21)	4%	(18)	19%	(96)	50%	(255)	505
Listens to Podcasts	11%	(63)	12%	(65)	5%	(26)	5%	(28)	19%	(104)	48%	(267)	552
Streaming Services User	9%	(83)	10%	(88)	4%	(36)	3%	(30)	18%	(158)	56%	(502)	898
Netflix User	8%	(72)	10%	(86)	4%	(35)	3%	(29)	18%	(156)	56%	(486)	864
Disney+ User	9%	(55)	10%	(64)	4%	(26)	4%	(25)	19%	(116)	54%	(331)	617
Heterosexual or straight	11%	(80)	11%	(74)	4%	(31)	4%	(27)	19%	(134)	51%	(356)	702
Bisexual	2%	(3)	10%	(14)	2%	(3)	2%	(3)	14%	(20)	68%	(96)	141
Something else	4%	(2)	9%	(5)	1%	(1)	3%	(2)	4%	(2)	78%	(44)	56
Yes	8%	(11)	4%	(6)	2%	(2)	2%	(3)	12%	(17)	72%	(101)	140
No	9%	(77)	10%	(89)	4%	(34)	3%	(30)	18%	(152)	56%	(478)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE24\_15:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Tom Brady

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	21%	(212)	18%	(180)	11%	(105)	10%	(96)	28%	(278)	13%	(128)	1000
Gender: Male	28%	(141)	20%	(100)	11%	(54)	9%	(45)	24%	(122)	9%	(44)	506
Gender: Female	14%	(71)	16%	(80)	10%	(51)	10%	(52)	32%	(156)	17%	(84)	494
Age: 18-34	21%	(126)	21%	(127)	11%	(67)	12%	(72)	24%	(146)	12%	(71)	609
GenZers: 1997-2012	21%	(212)	18%	(180)	11%	(105)	10%	(96)	28%	(278)	13%	(128)	1000
Ideo: Liberal (1-3)	16%	(48)	17%	(51)	18%	(54)	14%	(44)	24%	(73)	11%	(34)	304
Ideo: Moderate (4)	26%	(61)	21%	(48)	10%	(22)	9%	(21)	25%	(58)	10%	(22)	232
Ideo: Conservative (5-7)	23%	(37)	25%	(41)	9%	(15)	10%	(17)	27%	(44)	7%	(11)	165
Educ: < College	21%	(192)	17%	(155)	11%	(96)	9%	(78)	29%	(268)	13%	(121)	910
Educ: Bachelors degree	22%	(14)	28%	(18)	12%	(8)	27%	(17)	11%	(7)	—	(0)	65
Ethnicity: White	21%	(152)	17%	(122)	12%	(84)	10%	(75)	28%	(203)	13%	(95)	731
Ethnicity: Hispanic	19%	(47)	20%	(49)	10%	(25)	11%	(26)	26%	(62)	13%	(33)	242
Ethnicity: Black	26%	(38)	24%	(36)	7%	(10)	8%	(12)	27%	(41)	7%	(11)	148
Ethnicity: Other	18%	(21)	19%	(22)	9%	(11)	8%	(9)	29%	(35)	18%	(22)	121
All Christian	25%	(60)	28%	(65)	9%	(21)	9%	(22)	20%	(47)	9%	(22)	237
All Non-Christian	24%	(12)	17%	(8)	18%	(9)	7%	(3)	20%	(10)	14%	(7)	50
Atheist	12%	(14)	17%	(20)	7%	(8)	12%	(14)	38%	(44)	13%	(15)	116
Agnostic/Nothing in particular	22%	(90)	14%	(56)	10%	(42)	9%	(36)	31%	(124)	14%	(57)	405
Something Else	19%	(36)	16%	(31)	13%	(25)	11%	(21)	28%	(54)	14%	(26)	193
Religious Non-Protestant/Catholic	22%	(15)	18%	(12)	14%	(9)	5%	(3)	31%	(21)	10%	(7)	68
Evangelical	32%	(54)	20%	(34)	10%	(17)	6%	(11)	23%	(40)	9%	(15)	172
Non-Evangelical	16%	(37)	24%	(54)	11%	(26)	14%	(31)	21%	(49)	13%	(30)	228
Community: Urban	18%	(53)	19%	(55)	10%	(27)	8%	(24)	31%	(88)	14%	(40)	288
Community: Suburban	23%	(98)	16%	(71)	13%	(59)	10%	(45)	26%	(115)	11%	(48)	435
Community: Rural	22%	(61)	20%	(54)	7%	(19)	10%	(27)	27%	(75)	14%	(40)	276
Military HH: Yes	17%	(16)	22%	(21)	11%	(11)	11%	(11)	33%	(32)	6%	(6)	97
Military HH: No	22%	(196)	18%	(159)	10%	(94)	9%	(86)	27%	(247)	13%	(122)	903

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**Table MCFE24\_15:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Tom Brady

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	21%	(212)	18%	(180)	11%	(105)	10%	(96)	28%	(278)	13%	(128)	1000
4-Region: Northeast	27%	(44)	18%	(29)	7%	(12)	11%	(18)	22%	(36)	15%	(24)	164
4-Region: Midwest	20%	(47)	21%	(50)	17%	(40)	8%	(19)	23%	(53)	10%	(23)	233
4-Region: South	21%	(92)	17%	(74)	8%	(37)	10%	(42)	30%	(128)	14%	(59)	432
4-Region: West	16%	(28)	16%	(27)	10%	(17)	10%	(17)	36%	(61)	13%	(22)	172
TikTok Users	24%	(165)	18%	(121)	11%	(74)	9%	(61)	27%	(186)	11%	(73)	680
Twitch Users	25%	(60)	22%	(52)	13%	(31)	8%	(19)	24%	(57)	7%	(16)	236
2022 Sports Viewers/Attendees	29%	(173)	23%	(139)	13%	(79)	11%	(67)	18%	(110)	5%	(30)	597
Monthly Moviegoers	34%	(58)	17%	(29)	11%	(18)	10%	(18)	13%	(23)	14%	(23)	168
Few Times per Year + Moviegoers	26%	(148)	19%	(109)	13%	(72)	11%	(61)	23%	(132)	8%	(47)	571
Heard Smile Campaign	29%	(124)	22%	(95)	12%	(49)	11%	(45)	19%	(79)	8%	(34)	425
Heard Minion Campaign	25%	(127)	22%	(112)	11%	(58)	11%	(57)	21%	(107)	9%	(45)	505
Listens to Podcasts	22%	(123)	19%	(106)	13%	(70)	9%	(48)	27%	(150)	10%	(55)	552
Streaming Services User	22%	(198)	19%	(169)	11%	(99)	10%	(88)	28%	(248)	11%	(96)	898
Netflix User	22%	(186)	19%	(163)	11%	(94)	10%	(86)	27%	(237)	11%	(98)	864
Disney+ User	23%	(141)	21%	(127)	11%	(66)	10%	(62)	25%	(152)	11%	(68)	617
Heterosexual or straight	24%	(170)	21%	(148)	10%	(67)	9%	(65)	26%	(181)	10%	(71)	702
Bisexual	15%	(21)	12%	(17)	13%	(18)	13%	(18)	39%	(54)	8%	(11)	141
Something else	13%	(8)	13%	(7)	10%	(6)	1%	(1)	42%	(24)	20%	(11)	56
Yes	13%	(18)	13%	(19)	11%	(16)	11%	(16)	30%	(42)	21%	(30)	140
No	23%	(194)	19%	(161)	10%	(89)	9%	(81)	27%	(236)	11%	(98)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE24\_16:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Deshaun Watson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	6%	(56)	9%	(86)	7%	(67)	5%	(49)	16%	(161)	58%	(581)	1000
Gender: Male	8%	(42)	9%	(47)	9%	(45)	7%	(38)	19%	(95)	47%	(240)	506
Gender: Female	3%	(14)	8%	(39)	5%	(22)	2%	(12)	13%	(66)	69%	(342)	494
Age: 18-34	7%	(46)	11%	(67)	7%	(45)	6%	(38)	17%	(106)	50%	(307)	609
GenZers: 1997-2012	6%	(56)	9%	(86)	7%	(67)	5%	(49)	16%	(161)	58%	(581)	1000
Ideo: Liberal (1-3)	7%	(21)	9%	(27)	7%	(22)	6%	(18)	16%	(48)	55%	(168)	304
Ideo: Moderate (4)	8%	(19)	12%	(29)	8%	(18)	6%	(14)	19%	(45)	47%	(109)	232
Ideo: Conservative (5-7)	8%	(13)	8%	(13)	8%	(13)	9%	(14)	18%	(29)	50%	(83)	165
Educ: < College	6%	(51)	8%	(72)	6%	(58)	4%	(41)	16%	(146)	60%	(542)	910
Educ: Bachelors degree	6%	(4)	16%	(10)	11%	(7)	10%	(6)	20%	(13)	37%	(24)	65
Ethnicity: White	5%	(34)	8%	(59)	6%	(47)	4%	(32)	15%	(110)	61%	(449)	731
Ethnicity: Hispanic	6%	(14)	14%	(34)	6%	(15)	2%	(6)	14%	(34)	57%	(139)	242
Ethnicity: Black	12%	(18)	15%	(23)	8%	(12)	9%	(13)	17%	(25)	38%	(57)	148
Ethnicity: Other	3%	(4)	3%	(4)	6%	(7)	4%	(5)	21%	(25)	63%	(76)	121
All Christian	8%	(20)	12%	(28)	7%	(18)	7%	(17)	21%	(50)	44%	(104)	237
All Non-Christian	8%	(4)	9%	(5)	11%	(5)	6%	(3)	17%	(9)	50%	(25)	50
Atheist	1%	(1)	7%	(8)	8%	(10)	2%	(3)	13%	(15)	69%	(80)	116
Agnostic/Nothing in particular	5%	(22)	7%	(28)	6%	(25)	5%	(18)	17%	(67)	60%	(244)	405
Something Else	5%	(9)	9%	(18)	5%	(10)	4%	(8)	11%	(20)	66%	(127)	193
Religious Non-Protestant/Catholic	6%	(4)	8%	(5)	9%	(6)	6%	(4)	29%	(20)	42%	(29)	68
Evangelical	11%	(19)	12%	(21)	8%	(14)	5%	(9)	13%	(22)	51%	(87)	172
Non-Evangelical	4%	(10)	10%	(23)	5%	(12)	6%	(13)	16%	(36)	59%	(134)	228
Community: Urban	5%	(16)	9%	(26)	7%	(19)	5%	(14)	18%	(51)	56%	(162)	288
Community: Suburban	7%	(31)	9%	(37)	7%	(31)	5%	(21)	17%	(73)	56%	(242)	435
Community: Rural	3%	(9)	8%	(23)	6%	(16)	5%	(14)	13%	(37)	64%	(177)	276
Military HH: Yes	6%	(6)	11%	(11)	12%	(12)	—	(0)	15%	(14)	56%	(54)	97
Military HH: No	6%	(50)	8%	(75)	6%	(55)	5%	(49)	16%	(147)	58%	(527)	903

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**Table MCFE24\_16:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Deshaun Watson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	6%	(56)	9%	(86)	7%	(67)	5%	(49)	16%	(161)	58%	(581)	1000
4-Region: Northeast	6%	(9)	8%	(13)	4%	(7)	7%	(11)	20%	(32)	56%	(92)	164
4-Region: Midwest	4%	(10)	10%	(24)	4%	(9)	6%	(14)	14%	(33)	61%	(142)	233
4-Region: South	7%	(29)	8%	(35)	9%	(38)	4%	(17)	15%	(65)	57%	(247)	432
4-Region: West	4%	(7)	7%	(13)	8%	(14)	5%	(8)	18%	(30)	58%	(100)	172
TikTok Users	6%	(39)	10%	(65)	8%	(54)	4%	(27)	15%	(105)	57%	(389)	680
Twitch Users	7%	(18)	11%	(26)	12%	(27)	5%	(11)	16%	(37)	50%	(117)	236
2022 Sports Viewers/Attendees	7%	(44)	13%	(76)	9%	(56)	7%	(42)	19%	(112)	45%	(267)	597
Monthly Moviegoers	11%	(18)	12%	(19)	10%	(17)	6%	(10)	20%	(34)	42%	(70)	168
Few Times per Year + Moviegoers	6%	(36)	11%	(65)	8%	(44)	5%	(30)	17%	(99)	52%	(296)	571
Heard Smile Campaign	9%	(37)	11%	(46)	10%	(43)	5%	(22)	18%	(78)	47%	(198)	425
Heard Minion Campaign	7%	(38)	11%	(53)	8%	(43)	5%	(26)	18%	(89)	51%	(256)	505
Listens to Podcasts	7%	(39)	11%	(61)	10%	(53)	8%	(42)	18%	(102)	46%	(255)	552
Streaming Services User	6%	(56)	9%	(80)	7%	(66)	5%	(43)	16%	(148)	56%	(506)	898
Netflix User	5%	(47)	9%	(78)	7%	(59)	5%	(42)	17%	(143)	57%	(495)	864
Disney+ User	6%	(39)	11%	(68)	8%	(47)	4%	(27)	16%	(102)	54%	(335)	617
Heterosexual or straight	7%	(47)	10%	(70)	8%	(56)	6%	(42)	17%	(122)	52%	(364)	702
Bisexual	4%	(5)	6%	(9)	6%	(8)	3%	(4)	15%	(21)	67%	(94)	141
Something else	4%	(2)	2%	(1)	4%	(2)	5%	(3)	6%	(3)	79%	(44)	56
Yes	4%	(6)	4%	(5)	2%	(3)	4%	(5)	16%	(23)	70%	(98)	140
No	6%	(50)	9%	(81)	7%	(64)	5%	(44)	16%	(138)	56%	(483)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).



**Table MCFE24\_17:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Klay Thompson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	12%	(117)	12%	(118)	4%	(37)	3%	(31)	17%	(168)	53%	(528)	1000
Gender: Male	17%	(85)	15%	(78)	5%	(25)	3%	(16)	19%	(97)	41%	(205)	506
Gender: Female	6%	(32)	8%	(41)	3%	(13)	3%	(15)	14%	(71)	65%	(323)	494
Age: 18-34	14%	(87)	14%	(87)	4%	(25)	4%	(25)	16%	(99)	47%	(286)	609
GenZers: 1997-2012	12%	(117)	12%	(118)	4%	(37)	3%	(31)	17%	(168)	53%	(528)	1000
Ideo: Liberal (1-3)	12%	(35)	11%	(32)	6%	(17)	4%	(11)	18%	(54)	51%	(155)	304
Ideo: Moderate (4)	16%	(36)	16%	(38)	4%	(10)	3%	(6)	16%	(38)	45%	(104)	232
Ideo: Conservative (5-7)	15%	(24)	14%	(23)	1%	(2)	5%	(8)	22%	(36)	43%	(72)	165
Educ: < College	11%	(103)	11%	(104)	4%	(33)	3%	(24)	17%	(153)	54%	(492)	910
Educ: Bachelors degree	16%	(11)	13%	(8)	7%	(4)	9%	(6)	18%	(12)	37%	(24)	65
Ethnicity: White	9%	(69)	10%	(73)	4%	(27)	3%	(22)	16%	(115)	58%	(424)	731
Ethnicity: Hispanic	12%	(30)	13%	(31)	5%	(11)	4%	(10)	15%	(36)	51%	(124)	242
Ethnicity: Black	27%	(39)	20%	(30)	4%	(6)	4%	(6)	20%	(30)	25%	(37)	148
Ethnicity: Other	7%	(9)	13%	(15)	4%	(5)	2%	(3)	19%	(23)	55%	(67)	121
All Christian	14%	(32)	14%	(34)	3%	(8)	2%	(6)	22%	(51)	45%	(106)	237
All Non-Christian	21%	(10)	16%	(8)	3%	(2)	6%	(3)	15%	(7)	40%	(20)	50
Atheist	7%	(8)	10%	(11)	6%	(7)	2%	(2)	19%	(22)	56%	(65)	116
Agnostic/Nothing in particular	10%	(41)	12%	(49)	3%	(12)	2%	(10)	16%	(66)	56%	(228)	405
Something Else	14%	(26)	9%	(16)	5%	(9)	5%	(11)	11%	(21)	57%	(109)	193
Religious Non-Protestant/Catholic	17%	(12)	13%	(9)	2%	(2)	4%	(3)	28%	(19)	35%	(24)	68
Evangelical	20%	(34)	13%	(22)	4%	(7)	4%	(7)	11%	(19)	48%	(82)	172
Non-Evangelical	10%	(23)	11%	(25)	4%	(10)	4%	(9)	17%	(39)	54%	(122)	228
Community: Urban	12%	(34)	13%	(37)	5%	(15)	1%	(4)	18%	(53)	51%	(146)	288
Community: Suburban	15%	(65)	12%	(50)	3%	(13)	4%	(16)	16%	(70)	51%	(220)	435
Community: Rural	7%	(18)	11%	(31)	3%	(9)	4%	(11)	16%	(44)	59%	(162)	276
Military HH: Yes	9%	(9)	13%	(12)	8%	(8)	3%	(3)	9%	(9)	57%	(55)	97
Military HH: No	12%	(108)	12%	(106)	3%	(29)	3%	(28)	18%	(158)	52%	(473)	903

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**Table MCFE24\_17:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Klay Thompson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	12%	(117)	12%	(118)	4%	(37)	3%	(31)	17%	(168)	53%	(528)	1000
4-Region: Northeast	14%	(23)	9%	(15)	3%	(5)	4%	(6)	17%	(27)	53%	(88)	164
4-Region: Midwest	11%	(26)	10%	(24)	4%	(9)	3%	(7)	17%	(38)	55%	(129)	233
4-Region: South	11%	(49)	14%	(59)	4%	(16)	3%	(14)	15%	(67)	52%	(226)	432
4-Region: West	11%	(19)	12%	(20)	4%	(7)	2%	(4)	20%	(35)	50%	(86)	172
TikTok Users	14%	(92)	11%	(74)	4%	(30)	4%	(24)	16%	(106)	52%	(353)	680
Twitch Users	14%	(33)	16%	(39)	6%	(15)	2%	(5)	16%	(37)	45%	(107)	236
2022 Sports Viewers/Attendees	16%	(94)	17%	(100)	5%	(31)	4%	(26)	19%	(111)	39%	(235)	597
Monthly Moviegoers	17%	(29)	17%	(29)	6%	(9)	6%	(10)	11%	(19)	42%	(71)	168
Few Times per Year + Moviegoers	14%	(80)	14%	(79)	4%	(24)	4%	(21)	17%	(100)	47%	(267)	571
Heard Smile Campaign	18%	(79)	15%	(64)	4%	(18)	4%	(18)	16%	(68)	42%	(179)	425
Heard Minion Campaign	15%	(77)	14%	(71)	5%	(26)	2%	(13)	16%	(83)	47%	(236)	505
Listens to Podcasts	15%	(81)	14%	(76)	5%	(30)	5%	(29)	18%	(97)	43%	(239)	552
Streaming Services User	12%	(111)	12%	(106)	4%	(37)	3%	(30)	17%	(149)	52%	(466)	898
Netflix User	12%	(104)	12%	(101)	4%	(35)	3%	(27)	17%	(143)	53%	(454)	864
Disney+ User	12%	(76)	13%	(79)	5%	(28)	4%	(22)	16%	(96)	51%	(316)	617
Heterosexual or straight	14%	(99)	13%	(92)	5%	(36)	3%	(22)	17%	(122)	47%	(331)	702
Bisexual	6%	(8)	11%	(16)	1%	(1)	2%	(3)	16%	(23)	63%	(89)	141
Something else	8%	(4)	9%	(5)	—	(0)	9%	(5)	21%	(12)	53%	(30)	56
Yes	8%	(11)	7%	(9)	—	(0)	1%	(2)	14%	(20)	71%	(99)	140
No	12%	(107)	13%	(109)	4%	(37)	3%	(30)	17%	(148)	50%	(430)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE24\_18:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Lewis Hamilton

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	5%	(54)	7%	(71)	4%	(39)	4%	(39)	15%	(153)	64%	(643)	1000
Gender: Male	9%	(44)	9%	(43)	6%	(30)	5%	(23)	18%	(90)	55%	(276)	506
Gender: Female	2%	(11)	6%	(28)	2%	(9)	3%	(16)	13%	(63)	74%	(367)	494
Age: 18-34	6%	(37)	10%	(58)	5%	(28)	4%	(26)	18%	(107)	58%	(353)	609
GenZers: 1997-2012	5%	(54)	7%	(71)	4%	(39)	4%	(39)	15%	(153)	64%	(643)	1000
Ideo: Liberal (1-3)	8%	(23)	9%	(26)	3%	(10)	4%	(13)	15%	(45)	61%	(187)	304
Ideo: Moderate (4)	6%	(13)	10%	(23)	4%	(10)	5%	(12)	19%	(45)	56%	(130)	232
Ideo: Conservative (5-7)	8%	(13)	5%	(9)	4%	(7)	3%	(6)	19%	(31)	60%	(99)	165
Educ: < College	5%	(45)	7%	(60)	4%	(35)	4%	(32)	15%	(138)	66%	(600)	910
Educ: Bachelors degree	12%	(8)	11%	(7)	5%	(3)	9%	(6)	18%	(12)	45%	(29)	65
Ethnicity: White	5%	(40)	7%	(48)	3%	(23)	3%	(22)	15%	(110)	67%	(488)	731
Ethnicity: Hispanic	3%	(7)	10%	(23)	4%	(10)	5%	(12)	18%	(43)	60%	(146)	242
Ethnicity: Black	8%	(12)	9%	(14)	8%	(12)	6%	(10)	18%	(26)	51%	(75)	148
Ethnicity: Other	3%	(3)	7%	(9)	3%	(4)	6%	(7)	14%	(17)	66%	(80)	121
All Christian	9%	(21)	13%	(30)	4%	(8)	4%	(10)	20%	(46)	52%	(122)	237
All Non-Christian	11%	(5)	11%	(5)	3%	(2)	8%	(4)	25%	(13)	42%	(21)	50
Atheist	2%	(2)	5%	(6)	5%	(5)	1%	(1)	11%	(13)	76%	(88)	116
Agnostic/Nothing in particular	4%	(18)	6%	(23)	3%	(14)	4%	(18)	14%	(55)	68%	(277)	405
Something Else	4%	(8)	3%	(6)	5%	(9)	3%	(7)	14%	(27)	70%	(135)	193
Religious Non-Protestant/Catholic	8%	(5)	10%	(7)	3%	(2)	7%	(5)	29%	(20)	42%	(28)	68
Evangelical	10%	(18)	11%	(18)	7%	(12)	3%	(5)	14%	(24)	54%	(93)	172
Non-Evangelical	4%	(10)	7%	(15)	2%	(4)	4%	(10)	17%	(40)	66%	(150)	228
Community: Urban	6%	(18)	10%	(28)	3%	(9)	2%	(7)	20%	(58)	58%	(168)	288
Community: Suburban	7%	(28)	6%	(27)	4%	(18)	6%	(25)	14%	(62)	63%	(274)	435
Community: Rural	3%	(8)	6%	(15)	4%	(11)	3%	(7)	12%	(34)	73%	(201)	276
Military HH: Yes	2%	(2)	10%	(10)	8%	(8)	10%	(9)	9%	(9)	61%	(59)	97
Military HH: No	6%	(53)	7%	(61)	3%	(31)	3%	(30)	16%	(145)	65%	(584)	903

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**Table MCFE24\_18:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Lewis Hamilton

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	5%	(54)	7%	(71)	4%	(39)	4%	(39)	15%	(153)	64%	(643)	1000
4-Region: Northeast	4%	(7)	6%	(10)	2%	(3)	5%	(9)	18%	(30)	64%	(106)	164
4-Region: Midwest	4%	(10)	7%	(17)	2%	(5)	3%	(7)	13%	(30)	70%	(163)	233
4-Region: South	8%	(33)	8%	(33)	5%	(23)	4%	(17)	15%	(65)	60%	(261)	432
4-Region: West	3%	(5)	6%	(11)	4%	(7)	4%	(7)	17%	(28)	66%	(114)	172
TikTok Users	5%	(34)	8%	(52)	4%	(28)	5%	(32)	14%	(94)	65%	(441)	680
Twitch Users	6%	(15)	10%	(23)	4%	(10)	5%	(12)	12%	(29)	62%	(147)	236
2022 Sports Viewers/Attendees	7%	(42)	9%	(53)	6%	(33)	5%	(32)	18%	(107)	55%	(330)	597
Monthly Moviegoers	9%	(15)	10%	(17)	8%	(14)	7%	(12)	14%	(23)	52%	(87)	168
Few Times per Year + Moviegoers	6%	(33)	8%	(48)	4%	(25)	5%	(28)	16%	(92)	60%	(344)	571
Heard Smile Campaign	9%	(37)	8%	(36)	5%	(21)	4%	(19)	17%	(71)	57%	(242)	425
Heard Minion Campaign	8%	(38)	10%	(52)	4%	(18)	4%	(19)	17%	(85)	58%	(294)	505
Listens to Podcasts	7%	(37)	11%	(59)	7%	(36)	6%	(32)	18%	(100)	52%	(288)	552
Streaming Services User	6%	(54)	7%	(67)	4%	(36)	4%	(39)	16%	(143)	62%	(559)	898
Netflix User	5%	(42)	8%	(67)	4%	(33)	4%	(37)	16%	(139)	63%	(546)	864
Disney+ User	5%	(33)	9%	(53)	4%	(28)	5%	(31)	15%	(90)	62%	(381)	617
Heterosexual or straight	6%	(45)	8%	(57)	5%	(36)	4%	(29)	16%	(114)	60%	(421)	702
Bisexual	3%	(4)	6%	(9)	1%	(1)	4%	(6)	17%	(23)	69%	(97)	141
Something else	4%	(2)	3%	(2)	1%	(1)	4%	(2)	6%	(3)	81%	(46)	56
Yes	2%	(3)	5%	(7)	3%	(4)	2%	(3)	14%	(20)	73%	(103)	140
No	6%	(51)	7%	(64)	4%	(35)	4%	(36)	15%	(133)	63%	(541)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE24\_19:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Naomi Osaka

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	10%	(100)	9%	(90)	3%	(26)	3%	(29)	15%	(153)	60%	(602)	1000
Gender: Male	10%	(51)	11%	(56)	3%	(16)	4%	(20)	16%	(81)	56%	(282)	506
Gender: Female	10%	(48)	7%	(34)	2%	(10)	2%	(9)	15%	(72)	65%	(320)	494
Age: 18-34	12%	(71)	10%	(64)	4%	(25)	3%	(20)	17%	(104)	54%	(326)	609
GenZers: 1997-2012	10%	(100)	9%	(90)	3%	(26)	3%	(29)	15%	(153)	60%	(602)	1000
Ideo: Liberal (1-3)	16%	(49)	9%	(28)	4%	(13)	3%	(8)	14%	(44)	53%	(162)	304
Ideo: Moderate (4)	11%	(25)	13%	(31)	2%	(6)	3%	(8)	17%	(40)	53%	(124)	232
Ideo: Conservative (5-7)	9%	(14)	9%	(15)	3%	(4)	5%	(8)	18%	(30)	56%	(93)	165
Educ: < College	9%	(84)	8%	(77)	2%	(17)	3%	(26)	15%	(136)	63%	(570)	910
Educ: Bachelors degree	14%	(9)	17%	(11)	10%	(7)	4%	(3)	23%	(15)	32%	(21)	65
Ethnicity: White	8%	(60)	8%	(60)	3%	(19)	2%	(14)	14%	(103)	65%	(476)	731
Ethnicity: Hispanic	10%	(23)	9%	(21)	2%	(5)	3%	(8)	15%	(36)	61%	(148)	242
Ethnicity: Black	18%	(26)	13%	(19)	3%	(4)	8%	(12)	21%	(32)	37%	(55)	148
Ethnicity: Other	11%	(14)	9%	(11)	2%	(3)	2%	(3)	15%	(19)	59%	(72)	121
All Christian	14%	(33)	13%	(30)	4%	(9)	2%	(6)	19%	(45)	48%	(115)	237
All Non-Christian	12%	(6)	10%	(5)	5%	(2)	7%	(4)	19%	(9)	47%	(23)	50
Atheist	10%	(12)	4%	(4)	3%	(4)	2%	(2)	10%	(11)	71%	(82)	116
Agnostic/Nothing in particular	8%	(33)	10%	(39)	1%	(4)	2%	(8)	14%	(56)	65%	(264)	405
Something Else	8%	(16)	6%	(13)	3%	(6)	5%	(9)	17%	(32)	61%	(117)	193
Religious Non-Protestant/Catholic	9%	(6)	9%	(6)	7%	(5)	5%	(4)	25%	(17)	44%	(30)	68
Evangelical	15%	(26)	13%	(22)	4%	(6)	4%	(7)	15%	(26)	49%	(84)	172
Non-Evangelical	9%	(21)	8%	(18)	3%	(6)	4%	(8)	18%	(40)	59%	(135)	228
Community: Urban	11%	(33)	12%	(34)	3%	(8)	3%	(8)	19%	(54)	53%	(152)	288
Community: Suburban	11%	(49)	9%	(39)	3%	(12)	3%	(13)	14%	(62)	60%	(261)	435
Community: Rural	6%	(18)	6%	(18)	2%	(5)	3%	(9)	14%	(38)	69%	(189)	276
Military HH: Yes	13%	(13)	9%	(9)	6%	(5)	4%	(4)	12%	(11)	57%	(55)	97
Military HH: No	10%	(87)	9%	(82)	2%	(20)	3%	(25)	16%	(142)	61%	(547)	903

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**Table MCFE24\_19:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Naomi Osaka

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	10%	(100)	9%	(90)	3%	(26)	3%	(29)	15%	(153)	60%	(602)	1000
4-Region: Northeast	9%	(15)	10%	(16)	3%	(5)	5%	(8)	14%	(22)	60%	(99)	164
4-Region: Midwest	8%	(19)	8%	(18)	4%	(8)	2%	(4)	17%	(40)	62%	(144)	233
4-Region: South	11%	(48)	9%	(40)	2%	(10)	4%	(16)	15%	(65)	58%	(252)	432
4-Region: West	10%	(18)	10%	(17)	1%	(2)	—	(1)	15%	(26)	63%	(108)	172
TikTok Users	9%	(63)	9%	(64)	3%	(21)	3%	(19)	14%	(95)	61%	(417)	680
Twitch Users	11%	(27)	11%	(25)	4%	(9)	4%	(10)	13%	(31)	57%	(134)	236
2022 Sports Viewers/Attendees	14%	(81)	11%	(68)	4%	(21)	4%	(22)	18%	(110)	49%	(295)	597
Monthly Moviegoers	14%	(24)	18%	(30)	4%	(7)	5%	(8)	11%	(19)	47%	(79)	168
Few Times per Year + Moviegoers	12%	(68)	11%	(60)	4%	(23)	3%	(16)	17%	(96)	54%	(308)	571
Heard Smile Campaign	13%	(54)	11%	(49)	5%	(20)	2%	(10)	17%	(71)	52%	(221)	425
Heard Minion Campaign	12%	(63)	10%	(51)	4%	(20)	2%	(11)	16%	(78)	56%	(283)	505
Listens to Podcasts	13%	(73)	12%	(68)	4%	(24)	4%	(21)	16%	(88)	50%	(278)	552
Streaming Services User	11%	(100)	9%	(83)	2%	(22)	3%	(27)	16%	(141)	58%	(525)	898
Netflix User	10%	(86)	9%	(81)	2%	(20)	3%	(26)	15%	(133)	60%	(517)	864
Disney+ User	10%	(62)	10%	(60)	3%	(20)	3%	(18)	16%	(98)	58%	(358)	617
Heterosexual or straight	10%	(71)	9%	(67)	3%	(23)	3%	(23)	16%	(115)	58%	(404)	702
Bisexual	12%	(18)	12%	(17)	2%	(2)	2%	(2)	14%	(20)	59%	(82)	141
Something else	6%	(4)	4%	(3)	—	(0)	5%	(3)	10%	(6)	74%	(42)	56
Yes	7%	(9)	7%	(9)	1%	(2)	1%	(2)	14%	(20)	70%	(98)	140
No	11%	(90)	9%	(81)	3%	(24)	3%	(27)	15%	(133)	59%	(505)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE24\_20:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Patrick Mahomes

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	15%	(146)	14%	(143)	5%	(55)	3%	(32)	19%	(191)	43%	(433)	1000
Gender: Male	22%	(111)	15%	(74)	8%	(38)	3%	(13)	20%	(100)	34%	(170)	506
Gender: Female	7%	(35)	14%	(69)	3%	(16)	4%	(19)	18%	(91)	53%	(263)	494
Age: 18-34	15%	(93)	16%	(98)	7%	(42)	3%	(19)	18%	(111)	40%	(246)	609
GenZers: 1997-2012	15%	(146)	14%	(143)	5%	(55)	3%	(32)	19%	(191)	43%	(433)	1000
Ideo: Liberal (1-3)	15%	(47)	16%	(50)	9%	(27)	2%	(6)	18%	(55)	39%	(119)	304
Ideo: Moderate (4)	20%	(47)	15%	(36)	6%	(14)	2%	(4)	18%	(43)	38%	(89)	232
Ideo: Conservative (5-7)	14%	(24)	18%	(30)	6%	(10)	6%	(9)	25%	(41)	31%	(51)	165
Educ: < College	14%	(129)	14%	(124)	5%	(45)	3%	(29)	19%	(174)	45%	(409)	910
Educ: Bachelors degree	18%	(12)	21%	(14)	13%	(8)	4%	(3)	20%	(13)	24%	(16)	65
Ethnicity: White	14%	(102)	14%	(104)	6%	(41)	3%	(21)	18%	(133)	45%	(330)	731
Ethnicity: Hispanic	16%	(38)	15%	(37)	4%	(10)	3%	(8)	15%	(37)	46%	(111)	242
Ethnicity: Black	21%	(31)	15%	(23)	5%	(8)	5%	(7)	23%	(35)	31%	(45)	148
Ethnicity: Other	11%	(13)	14%	(16)	5%	(6)	3%	(4)	20%	(24)	48%	(58)	121
All Christian	17%	(40)	23%	(54)	5%	(13)	3%	(6)	26%	(62)	26%	(62)	237
All Non-Christian	24%	(12)	15%	(7)	9%	(5)	2%	(1)	15%	(7)	35%	(17)	50
Atheist	12%	(14)	6%	(7)	4%	(4)	2%	(2)	22%	(26)	54%	(63)	116
Agnostic/Nothing in particular	15%	(60)	12%	(48)	5%	(22)	3%	(12)	16%	(65)	49%	(198)	405
Something Else	10%	(19)	14%	(27)	6%	(11)	6%	(11)	17%	(32)	48%	(93)	193
Religious Non-Protestant/Catholic	21%	(14)	13%	(9)	8%	(5)	1%	(1)	25%	(17)	33%	(23)	68
Evangelical	21%	(36)	21%	(35)	7%	(11)	3%	(4)	16%	(28)	33%	(56)	172
Non-Evangelical	9%	(21)	19%	(43)	5%	(11)	5%	(13)	23%	(53)	39%	(88)	228
Community: Urban	12%	(34)	13%	(38)	6%	(17)	2%	(5)	20%	(57)	48%	(137)	288
Community: Suburban	19%	(81)	15%	(65)	5%	(23)	4%	(15)	19%	(81)	39%	(171)	435
Community: Rural	11%	(32)	15%	(40)	6%	(15)	4%	(11)	19%	(53)	45%	(125)	276
Military HH: Yes	16%	(15)	21%	(20)	5%	(5)	1%	(1)	21%	(20)	36%	(35)	97
Military HH: No	14%	(131)	14%	(123)	5%	(50)	3%	(30)	19%	(171)	44%	(398)	903

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**Table MCFE24\_20:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Patrick Mahomes

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	15%	(146)	14%	(143)	5%	(55)	3%	(32)	19%	(191)	43%	(433)	1000
4-Region: Northeast	11%	(18)	18%	(29)	6%	(9)	2%	(3)	25%	(41)	39%	(64)	164
4-Region: Midwest	16%	(38)	13%	(30)	7%	(17)	4%	(10)	20%	(47)	40%	(92)	233
4-Region: South	15%	(65)	16%	(68)	5%	(23)	3%	(14)	15%	(65)	46%	(197)	432
4-Region: West	15%	(26)	10%	(17)	3%	(6)	3%	(5)	23%	(39)	46%	(79)	172
TikTok Users	15%	(101)	16%	(107)	6%	(40)	3%	(19)	18%	(119)	43%	(294)	680
Twitch Users	17%	(39)	21%	(49)	6%	(15)	2%	(5)	16%	(38)	38%	(89)	236
2022 Sports Viewers/Attendees	21%	(127)	21%	(128)	8%	(48)	4%	(22)	19%	(111)	27%	(162)	597
Monthly Moviegoers	22%	(37)	25%	(42)	7%	(12)	4%	(6)	11%	(19)	30%	(51)	168
Few Times per Year + Moviegoers	17%	(99)	18%	(105)	7%	(38)	4%	(23)	20%	(114)	34%	(191)	571
Heard Smile Campaign	21%	(90)	19%	(79)	7%	(31)	3%	(12)	16%	(68)	34%	(144)	425
Heard Minion Campaign	20%	(100)	15%	(78)	7%	(37)	2%	(11)	19%	(94)	37%	(186)	505
Listens to Podcasts	17%	(92)	17%	(95)	8%	(43)	4%	(23)	21%	(114)	34%	(186)	552
Streaming Services User	15%	(138)	15%	(133)	6%	(53)	3%	(27)	19%	(170)	42%	(377)	898
Netflix User	15%	(131)	15%	(130)	6%	(48)	4%	(31)	19%	(162)	42%	(362)	864
Disney+ User	14%	(89)	17%	(104)	7%	(41)	3%	(16)	17%	(108)	42%	(259)	617
Heterosexual or straight	17%	(121)	16%	(111)	7%	(47)	3%	(22)	21%	(149)	36%	(252)	702
Bisexual	7%	(10)	17%	(23)	2%	(3)	5%	(8)	17%	(25)	51%	(73)	141
Something else	10%	(6)	3%	(2)	7%	(4)	3%	(2)	22%	(12)	55%	(31)	56
Yes	8%	(12)	7%	(9)	4%	(5)	2%	(3)	15%	(21)	64%	(90)	140
No	16%	(135)	16%	(134)	6%	(50)	3%	(28)	20%	(170)	40%	(343)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE24\_21:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Alex Morgan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	7%	(69)	9%	(85)	3%	(33)	4%	(37)	15%	(150)	63%	(627)	1000
Gender: Male	9%	(44)	9%	(47)	4%	(19)	3%	(17)	18%	(91)	57%	(287)	506
Gender: Female	5%	(25)	8%	(38)	3%	(13)	4%	(20)	12%	(58)	69%	(340)	494
Age: 18-34	8%	(50)	9%	(56)	4%	(27)	4%	(24)	17%	(101)	58%	(351)	609
GenZers: 1997-2012	7%	(69)	9%	(85)	3%	(33)	4%	(37)	15%	(150)	63%	(627)	1000
Ideo: Liberal (1-3)	8%	(23)	11%	(34)	5%	(15)	3%	(10)	15%	(46)	58%	(175)	304
Ideo: Moderate (4)	7%	(17)	11%	(25)	3%	(8)	3%	(8)	19%	(45)	56%	(129)	232
Ideo: Conservative (5-7)	11%	(19)	9%	(15)	4%	(6)	5%	(8)	14%	(23)	57%	(95)	165
Educ: < College	6%	(55)	8%	(71)	3%	(27)	3%	(30)	15%	(137)	65%	(589)	910
Educ: Bachelors degree	16%	(10)	20%	(13)	4%	(3)	8%	(5)	16%	(11)	36%	(23)	65
Ethnicity: White	6%	(45)	8%	(60)	3%	(20)	3%	(25)	14%	(101)	66%	(480)	731
Ethnicity: Hispanic	6%	(15)	8%	(20)	3%	(7)	7%	(16)	13%	(31)	63%	(153)	242
Ethnicity: Black	8%	(11)	10%	(14)	5%	(8)	5%	(7)	21%	(30)	52%	(77)	148
Ethnicity: Other	10%	(13)	9%	(11)	4%	(5)	3%	(4)	15%	(18)	58%	(70)	121
All Christian	13%	(30)	13%	(32)	3%	(6)	4%	(9)	19%	(45)	49%	(115)	237
All Non-Christian	4%	(2)	16%	(8)	8%	(4)	2%	(1)	19%	(9)	51%	(25)	50
Atheist	6%	(7)	6%	(6)	3%	(3)	3%	(3)	10%	(11)	73%	(85)	116
Agnostic/Nothing in particular	5%	(20)	6%	(24)	3%	(13)	3%	(11)	16%	(64)	67%	(272)	405
Something Else	5%	(10)	8%	(15)	3%	(6)	7%	(13)	10%	(20)	67%	(130)	193
Religious Non-Protestant/Catholic	5%	(3)	13%	(9)	8%	(6)	1%	(1)	26%	(17)	47%	(32)	68
Evangelical	12%	(20)	16%	(27)	3%	(6)	6%	(10)	14%	(25)	49%	(85)	172
Non-Evangelical	8%	(18)	8%	(18)	2%	(4)	5%	(12)	13%	(30)	64%	(147)	228
Community: Urban	6%	(19)	9%	(27)	3%	(8)	4%	(11)	18%	(51)	60%	(173)	288
Community: Suburban	9%	(38)	9%	(40)	5%	(21)	3%	(15)	14%	(59)	60%	(262)	435
Community: Rural	4%	(12)	7%	(18)	1%	(4)	4%	(11)	14%	(40)	69%	(191)	276
Military HH: Yes	11%	(10)	12%	(12)	9%	(8)	3%	(3)	10%	(10)	55%	(53)	97
Military HH: No	6%	(59)	8%	(73)	3%	(24)	4%	(34)	15%	(140)	63%	(573)	903

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**Table MCFE24\_21:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Alex Morgan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	7%	(69)	9%	(85)	3%	(33)	4%	(37)	15%	(150)	63%	(627)	1000
4-Region: Northeast	7%	(12)	9%	(14)	3%	(6)	6%	(9)	16%	(27)	59%	(97)	164
4-Region: Midwest	6%	(14)	6%	(15)	1%	(3)	3%	(6)	14%	(33)	69%	(161)	233
4-Region: South	8%	(33)	10%	(41)	4%	(17)	4%	(17)	15%	(65)	60%	(258)	432
4-Region: West	6%	(10)	9%	(15)	4%	(7)	3%	(5)	14%	(24)	65%	(111)	172
TikTok Users	7%	(45)	9%	(58)	3%	(21)	4%	(28)	15%	(100)	63%	(427)	680
Twitch Users	6%	(14)	8%	(18)	4%	(10)	4%	(9)	20%	(46)	59%	(138)	236
2022 Sports Viewers/Attendees	10%	(62)	11%	(67)	4%	(25)	5%	(30)	18%	(108)	51%	(305)	597
Monthly Moviegoers	13%	(22)	13%	(23)	4%	(6)	6%	(10)	10%	(17)	53%	(90)	168
Few Times per Year + Moviegoers	8%	(48)	10%	(58)	4%	(22)	4%	(21)	15%	(85)	59%	(338)	571
Heard Smile Campaign	10%	(42)	12%	(50)	5%	(20)	5%	(20)	15%	(62)	54%	(231)	425
Heard Minion Campaign	10%	(49)	10%	(50)	3%	(17)	3%	(17)	16%	(82)	58%	(291)	505
Listens to Podcasts	9%	(51)	11%	(62)	5%	(29)	5%	(28)	18%	(101)	51%	(280)	552
Streaming Services User	8%	(68)	9%	(79)	4%	(33)	4%	(34)	16%	(140)	61%	(545)	898
Netflix User	7%	(61)	9%	(79)	3%	(26)	4%	(33)	16%	(135)	61%	(531)	864
Disney+ User	7%	(46)	10%	(62)	4%	(23)	4%	(24)	15%	(95)	59%	(367)	617
Heterosexual or straight	8%	(57)	10%	(69)	3%	(25)	5%	(32)	16%	(113)	58%	(406)	702
Bisexual	4%	(5)	6%	(8)	3%	(4)	2%	(3)	16%	(22)	70%	(98)	141
Something else	—	(0)	3%	(2)	5%	(3)	3%	(1)	15%	(8)	74%	(42)	56
Yes	4%	(6)	7%	(10)	2%	(3)	2%	(3)	14%	(20)	70%	(98)	140
No	7%	(63)	9%	(76)	3%	(30)	4%	(34)	15%	(130)	61%	(529)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE24\_22:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Kylian Mbappe

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	6%	(59)	7%	(66)	4%	(39)	4%	(37)	13%	(125)	67%	(674)	1000
Gender: Male	9%	(48)	7%	(37)	5%	(24)	5%	(26)	15%	(77)	58%	(295)	506
Gender: Female	2%	(11)	6%	(29)	3%	(16)	2%	(10)	10%	(48)	77%	(379)	494
Age: 18-34	7%	(40)	8%	(51)	5%	(32)	4%	(26)	14%	(84)	62%	(376)	609
GenZers: 1997-2012	6%	(59)	7%	(66)	4%	(39)	4%	(37)	13%	(125)	67%	(674)	1000
Ideo: Liberal (1-3)	5%	(15)	10%	(31)	3%	(10)	5%	(15)	12%	(37)	65%	(196)	304
Ideo: Moderate (4)	10%	(22)	6%	(14)	5%	(12)	4%	(10)	15%	(35)	60%	(139)	232
Ideo: Conservative (5-7)	7%	(12)	6%	(9)	5%	(8)	3%	(5)	15%	(26)	64%	(105)	165
Educ: < College	5%	(48)	6%	(55)	3%	(30)	3%	(31)	12%	(114)	69%	(632)	910
Educ: Bachelors degree	15%	(10)	13%	(9)	11%	(7)	7%	(5)	12%	(8)	42%	(27)	65
Ethnicity: White	5%	(36)	6%	(45)	3%	(24)	3%	(22)	12%	(86)	71%	(519)	731
Ethnicity: Hispanic	6%	(16)	7%	(18)	7%	(16)	5%	(12)	11%	(27)	63%	(154)	242
Ethnicity: Black	10%	(14)	6%	(8)	8%	(12)	6%	(9)	19%	(28)	51%	(76)	148
Ethnicity: Other	8%	(9)	10%	(12)	3%	(3)	5%	(6)	10%	(12)	65%	(79)	121
All Christian	14%	(32)	11%	(25)	3%	(7)	3%	(7)	16%	(39)	54%	(127)	237
All Non-Christian	14%	(7)	13%	(6)	3%	(1)	9%	(5)	17%	(8)	44%	(22)	50
Atheist	3%	(4)	5%	(6)	3%	(4)	1%	(1)	10%	(11)	78%	(90)	116
Agnostic/Nothing in particular	2%	(7)	5%	(21)	6%	(23)	3%	(13)	12%	(48)	73%	(294)	405
Something Else	5%	(10)	4%	(8)	3%	(5)	6%	(11)	10%	(19)	73%	(140)	193
Religious Non-Protestant/Catholic	11%	(8)	12%	(8)	4%	(2)	7%	(5)	25%	(17)	42%	(28)	68
Evangelical	16%	(28)	6%	(11)	4%	(7)	5%	(8)	10%	(17)	59%	(101)	172
Non-Evangelical	6%	(13)	9%	(19)	1%	(3)	4%	(10)	13%	(30)	67%	(154)	228
Community: Urban	4%	(12)	9%	(27)	3%	(8)	5%	(15)	13%	(39)	65%	(188)	288
Community: Suburban	9%	(39)	6%	(26)	5%	(23)	3%	(15)	12%	(54)	64%	(279)	435
Community: Rural	3%	(8)	5%	(13)	3%	(9)	3%	(7)	12%	(32)	75%	(207)	276
Military HH: Yes	8%	(8)	11%	(11)	4%	(4)	7%	(7)	7%	(7)	63%	(61)	97
Military HH: No	6%	(51)	6%	(55)	4%	(35)	3%	(30)	13%	(119)	68%	(613)	903

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**Table MCFE24\_22:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Kylian Mbappe

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	6%	(59)	7%	(66)	4%	(39)	4%	(37)	13%	(125)	67%	(674)	1000
4-Region: Northeast	6%	(10)	7%	(11)	4%	(6)	4%	(7)	13%	(21)	67%	(109)	164
4-Region: Midwest	3%	(8)	5%	(11)	3%	(6)	2%	(6)	15%	(35)	72%	(166)	233
4-Region: South	7%	(30)	7%	(31)	4%	(19)	5%	(21)	11%	(49)	65%	(282)	432
4-Region: West	6%	(11)	7%	(12)	5%	(8)	2%	(3)	12%	(21)	68%	(116)	172
TikTok Users	6%	(38)	7%	(47)	4%	(30)	4%	(30)	11%	(77)	67%	(459)	680
Twitch Users	6%	(14)	8%	(19)	4%	(10)	6%	(14)	12%	(28)	64%	(150)	236
2022 Sports Viewers/Attendees	8%	(50)	9%	(54)	6%	(33)	4%	(25)	15%	(92)	57%	(342)	597
Monthly Moviegoers	12%	(19)	12%	(19)	7%	(12)	9%	(15)	12%	(21)	49%	(82)	168
Few Times per Year + Moviegoers	7%	(42)	9%	(53)	5%	(29)	4%	(23)	13%	(75)	61%	(350)	571
Heard Smile Campaign	8%	(33)	10%	(42)	6%	(26)	5%	(19)	14%	(59)	58%	(246)	425
Heard Minion Campaign	8%	(40)	10%	(50)	4%	(21)	3%	(16)	13%	(65)	62%	(314)	505
Listens to Podcasts	7%	(41)	9%	(52)	6%	(34)	6%	(32)	15%	(85)	56%	(308)	552
Streaming Services User	7%	(59)	7%	(62)	4%	(39)	4%	(36)	13%	(117)	65%	(586)	898
Netflix User	6%	(51)	7%	(60)	4%	(37)	4%	(34)	13%	(111)	66%	(571)	864
Disney+ User	7%	(44)	7%	(46)	5%	(30)	4%	(26)	13%	(80)	63%	(391)	617
Heterosexual or straight	8%	(54)	7%	(51)	5%	(34)	4%	(31)	14%	(98)	62%	(434)	702
Bisexual	2%	(2)	6%	(9)	2%	(3)	1%	(2)	13%	(18)	76%	(107)	141
Something else	1%	(0)	3%	(2)	1%	(1)	6%	(4)	4%	(2)	84%	(47)	56
Yes	3%	(4)	4%	(5)	2%	(3)	2%	(3)	11%	(16)	78%	(109)	140
No	6%	(55)	7%	(61)	4%	(37)	4%	(33)	13%	(110)	66%	(565)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE24\_23:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Erling Haaland

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	5%	(51)	6%	(58)	3%	(26)	3%	(33)	12%	(121)	71%	(710)	1000
Gender: Male	8%	(38)	8%	(39)	3%	(15)	4%	(22)	14%	(72)	63%	(320)	506
Gender: Female	3%	(13)	4%	(20)	2%	(11)	2%	(10)	10%	(49)	79%	(390)	494
Age: 18-34	6%	(38)	8%	(46)	3%	(19)	3%	(19)	14%	(84)	66%	(403)	609
GenZers: 1997-2012	5%	(51)	6%	(58)	3%	(26)	3%	(33)	12%	(121)	71%	(710)	1000
Ideo: Liberal (1-3)	8%	(25)	7%	(22)	3%	(9)	3%	(9)	11%	(35)	68%	(205)	304
Ideo: Moderate (4)	6%	(14)	8%	(18)	3%	(6)	2%	(5)	13%	(31)	68%	(158)	232
Ideo: Conservative (5-7)	7%	(11)	5%	(8)	2%	(3)	4%	(7)	16%	(27)	66%	(109)	165
Educ: < College	5%	(42)	5%	(46)	2%	(21)	3%	(29)	12%	(109)	73%	(664)	910
Educ: Bachelors degree	11%	(7)	16%	(10)	8%	(5)	4%	(3)	15%	(10)	47%	(31)	65
Ethnicity: White	5%	(36)	5%	(34)	2%	(17)	2%	(18)	12%	(84)	74%	(542)	731
Ethnicity: Hispanic	5%	(13)	5%	(12)	3%	(6)	5%	(12)	11%	(27)	71%	(171)	242
Ethnicity: Black	6%	(9)	10%	(15)	5%	(8)	6%	(9)	15%	(22)	57%	(84)	148
Ethnicity: Other	5%	(6)	7%	(9)	1%	(1)	5%	(6)	12%	(15)	70%	(84)	121
All Christian	7%	(16)	10%	(24)	4%	(10)	3%	(7)	19%	(44)	57%	(135)	237
All Non-Christian	10%	(5)	10%	(5)	6%	(3)	3%	(2)	16%	(8)	54%	(27)	50
Atheist	7%	(8)	3%	(4)	—	(1)	1%	(1)	9%	(10)	80%	(92)	116
Agnostic/Nothing in particular	3%	(11)	5%	(22)	1%	(5)	4%	(18)	10%	(41)	76%	(309)	405
Something Else	6%	(11)	2%	(4)	4%	(8)	3%	(5)	9%	(18)	76%	(147)	193
Religious Non-Protestant/Catholic	9%	(6)	8%	(6)	5%	(4)	5%	(3)	23%	(15)	50%	(34)	68
Evangelical	13%	(22)	8%	(14)	6%	(11)	2%	(3)	11%	(19)	60%	(103)	172
Non-Evangelical	2%	(4)	6%	(14)	3%	(6)	3%	(7)	15%	(33)	72%	(164)	228
Community: Urban	5%	(15)	8%	(22)	2%	(5)	2%	(6)	14%	(41)	69%	(198)	288
Community: Suburban	6%	(27)	6%	(28)	3%	(14)	4%	(15)	11%	(50)	69%	(301)	435
Community: Rural	3%	(9)	3%	(9)	2%	(7)	4%	(11)	11%	(30)	76%	(211)	276
Military HH: Yes	5%	(5)	10%	(9)	5%	(5)	7%	(7)	9%	(9)	65%	(63)	97
Military HH: No	5%	(46)	5%	(49)	2%	(21)	3%	(26)	12%	(113)	72%	(648)	903

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**Table MCFE24\_23:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Erling Haaland

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	5%	(51)	6%	(58)	3%	(26)	3%	(33)	12%	(121)	71%	(710)	1000
4-Region: Northeast	5%	(8)	10%	(16)	2%	(4)	2%	(4)	15%	(24)	66%	(108)	164
4-Region: Midwest	2%	(5)	5%	(13)	3%	(7)	3%	(7)	14%	(33)	72%	(168)	233
4-Region: South	8%	(34)	5%	(22)	3%	(12)	4%	(17)	10%	(44)	70%	(302)	432
4-Region: West	3%	(4)	5%	(8)	2%	(3)	3%	(4)	11%	(20)	77%	(132)	172
TikTok Users	5%	(34)	6%	(39)	3%	(22)	3%	(22)	12%	(82)	71%	(481)	680
Twitch Users	7%	(15)	8%	(19)	2%	(6)	3%	(7)	11%	(26)	69%	(162)	236
2022 Sports Viewers/Attendees	7%	(41)	9%	(52)	4%	(22)	4%	(24)	14%	(86)	62%	(372)	597
Monthly Moviegoers	7%	(12)	12%	(20)	6%	(10)	5%	(9)	11%	(18)	59%	(100)	168
Few Times per Year + Moviegoers	6%	(31)	8%	(45)	3%	(19)	4%	(23)	14%	(80)	65%	(372)	571
Heard Smile Campaign	9%	(37)	6%	(27)	4%	(17)	4%	(18)	13%	(57)	63%	(269)	425
Heard Minion Campaign	7%	(34)	7%	(37)	3%	(14)	3%	(15)	13%	(67)	67%	(338)	505
Listens to Podcasts	7%	(38)	9%	(49)	5%	(25)	5%	(28)	15%	(81)	60%	(331)	552
Streaming Services User	6%	(51)	6%	(54)	3%	(26)	3%	(30)	12%	(110)	70%	(626)	898
Netflix User	5%	(43)	6%	(52)	3%	(24)	4%	(31)	12%	(107)	70%	(607)	864
Disney+ User	6%	(36)	6%	(39)	4%	(25)	3%	(21)	13%	(78)	68%	(417)	617
Heterosexual or straight	7%	(47)	7%	(46)	3%	(22)	4%	(25)	13%	(94)	67%	(468)	702
Bisexual	1%	(1)	5%	(8)	1%	(2)	4%	(6)	11%	(15)	77%	(109)	141
Something else	4%	(2)	3%	(2)	—	(0)	3%	(1)	7%	(4)	84%	(47)	56
Yes	1%	(1)	4%	(5)	3%	(4)	4%	(5)	10%	(14)	79%	(110)	140
No	6%	(50)	6%	(53)	3%	(22)	3%	(27)	12%	(107)	70%	(600)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE24\_24:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Max Verstappen

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	4%	(39)	5%	(50)	5%	(49)	3%	(31)	13%	(127)	70%	(704)	1000
Gender: Male	6%	(30)	6%	(29)	7%	(36)	3%	(17)	17%	(86)	61%	(309)	506
Gender: Female	2%	(9)	4%	(22)	3%	(14)	3%	(14)	8%	(41)	80%	(395)	494
Age: 18-34	5%	(28)	6%	(39)	6%	(38)	4%	(22)	13%	(79)	66%	(404)	609
GenZers: 1997-2012	4%	(39)	5%	(50)	5%	(49)	3%	(31)	13%	(127)	70%	(704)	1000
Ideo: Liberal (1-3)	5%	(15)	6%	(18)	6%	(17)	3%	(9)	12%	(38)	68%	(207)	304
Ideo: Moderate (4)	3%	(7)	9%	(21)	6%	(13)	3%	(8)	15%	(34)	64%	(150)	232
Ideo: Conservative (5-7)	8%	(13)	5%	(9)	4%	(6)	3%	(5)	14%	(23)	66%	(109)	165
Educ: < College	3%	(31)	5%	(42)	4%	(40)	3%	(27)	13%	(114)	72%	(656)	910
Educ: Bachelors degree	6%	(4)	12%	(8)	12%	(8)	3%	(2)	18%	(12)	48%	(31)	65
Ethnicity: White	4%	(30)	5%	(33)	4%	(30)	3%	(19)	13%	(93)	72%	(526)	731
Ethnicity: Hispanic	4%	(10)	2%	(5)	6%	(15)	5%	(13)	13%	(32)	69%	(167)	242
Ethnicity: Black	4%	(6)	9%	(14)	8%	(12)	5%	(8)	14%	(21)	60%	(88)	148
Ethnicity: Other	3%	(3)	3%	(3)	6%	(7)	3%	(4)	11%	(14)	74%	(90)	121
All Christian	9%	(21)	6%	(15)	3%	(6)	4%	(10)	17%	(41)	60%	(143)	237
All Non-Christian	5%	(3)	9%	(5)	8%	(4)	6%	(3)	18%	(9)	54%	(27)	50
Atheist	2%	(2)	1%	(1)	3%	(3)	1%	(2)	18%	(21)	75%	(87)	116
Agnostic/Nothing in particular	2%	(6)	6%	(23)	5%	(19)	3%	(11)	11%	(43)	75%	(303)	405
Something Else	3%	(6)	3%	(7)	9%	(17)	2%	(5)	7%	(13)	75%	(144)	193
Religious Non-Protestant/Catholic	8%	(5)	9%	(6)	6%	(4)	4%	(3)	24%	(16)	50%	(34)	68
Evangelical	13%	(22)	7%	(12)	7%	(12)	4%	(7)	9%	(16)	60%	(103)	172
Non-Evangelical	1%	(2)	4%	(8)	5%	(10)	3%	(7)	13%	(30)	74%	(170)	228
Community: Urban	4%	(13)	6%	(17)	5%	(14)	2%	(6)	18%	(51)	65%	(188)	288
Community: Suburban	5%	(21)	5%	(23)	5%	(23)	5%	(20)	12%	(51)	69%	(299)	435
Community: Rural	2%	(6)	4%	(10)	5%	(13)	2%	(5)	9%	(25)	79%	(218)	276
Military HH: Yes	4%	(4)	8%	(7)	10%	(10)	3%	(3)	9%	(9)	66%	(64)	97
Military HH: No	4%	(35)	5%	(43)	4%	(40)	3%	(28)	13%	(118)	71%	(640)	903

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**Table MCFE24\_24:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Max Verstappen

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	4%	(39)	5%	(50)	5%	(49)	3%	(31)	13%	(127)	70%	(704)	1000
4-Region: Northeast	2%	(3)	6%	(10)	5%	(7)	4%	(7)	10%	(17)	73%	(120)	164
4-Region: Midwest	2%	(5)	4%	(10)	4%	(10)	2%	(6)	13%	(29)	74%	(172)	233
4-Region: South	6%	(27)	5%	(23)	6%	(25)	3%	(13)	13%	(55)	67%	(289)	432
4-Region: West	2%	(4)	4%	(7)	4%	(7)	3%	(4)	15%	(26)	72%	(124)	172
TikTok Users	3%	(23)	5%	(37)	6%	(41)	3%	(20)	12%	(79)	71%	(480)	680
Twitch Users	3%	(6)	7%	(16)	5%	(11)	4%	(9)	14%	(33)	68%	(161)	236
2022 Sports Viewers/Attendees	5%	(31)	7%	(39)	7%	(40)	4%	(22)	16%	(95)	62%	(371)	597
Monthly Moviegoers	10%	(17)	10%	(16)	8%	(13)	6%	(10)	9%	(15)	57%	(97)	168
Few Times per Year + Moviegoers	5%	(26)	6%	(37)	6%	(32)	4%	(20)	14%	(82)	65%	(373)	571
Heard Smile Campaign	7%	(28)	7%	(30)	8%	(33)	3%	(11)	14%	(60)	62%	(263)	425
Heard Minion Campaign	5%	(23)	6%	(28)	7%	(34)	2%	(12)	15%	(74)	66%	(334)	505
Listens to Podcasts	5%	(29)	7%	(39)	8%	(45)	4%	(24)	15%	(82)	60%	(332)	552
Streaming Services User	4%	(39)	5%	(47)	5%	(48)	3%	(29)	13%	(119)	69%	(617)	898
Netflix User	4%	(31)	5%	(46)	5%	(42)	3%	(28)	14%	(118)	69%	(598)	864
Disney+ User	4%	(27)	7%	(42)	6%	(35)	3%	(20)	12%	(77)	67%	(416)	617
Heterosexual or straight	5%	(32)	6%	(39)	6%	(41)	3%	(21)	14%	(99)	67%	(470)	702
Bisexual	3%	(4)	5%	(8)	4%	(5)	4%	(5)	12%	(17)	72%	(102)	141
Something else	1%	(1)	2%	(1)	4%	(2)	6%	(3)	5%	(3)	82%	(46)	56
Yes	2%	(3)	6%	(8)	3%	(4)	4%	(5)	10%	(14)	75%	(105)	140
No	4%	(36)	5%	(42)	5%	(45)	3%	(25)	13%	(113)	70%	(599)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE24\_25:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Aaron Judge

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	8%	(78)	8%	(84)	4%	(36)	4%	(39)	15%	(146)	62%	(618)	1000
Gender: Male	12%	(61)	10%	(53)	4%	(19)	4%	(21)	17%	(86)	52%	(265)	506
Gender: Female	3%	(16)	6%	(31)	3%	(17)	4%	(18)	12%	(59)	71%	(353)	494
Age: 18-34	10%	(60)	11%	(67)	5%	(31)	4%	(22)	16%	(98)	54%	(331)	609
GenZers: 1997-2012	8%	(78)	8%	(84)	4%	(36)	4%	(39)	15%	(146)	62%	(618)	1000
Ideo: Liberal (1-3)	8%	(24)	9%	(28)	5%	(16)	2%	(7)	16%	(47)	60%	(181)	304
Ideo: Moderate (4)	10%	(23)	11%	(26)	4%	(10)	4%	(10)	16%	(36)	54%	(126)	232
Ideo: Conservative (5-7)	13%	(22)	11%	(18)	3%	(5)	7%	(11)	16%	(26)	51%	(83)	165
Educ: < College	8%	(69)	7%	(66)	4%	(32)	4%	(34)	14%	(126)	64%	(583)	910
Educ: Bachelors degree	11%	(7)	22%	(14)	4%	(3)	4%	(3)	25%	(17)	34%	(22)	65
Ethnicity: White	8%	(58)	9%	(63)	3%	(24)	3%	(25)	13%	(96)	64%	(466)	731
Ethnicity: Hispanic	9%	(22)	8%	(20)	5%	(11)	4%	(10)	11%	(26)	63%	(153)	242
Ethnicity: Black	12%	(17)	9%	(13)	6%	(9)	4%	(7)	20%	(30)	49%	(72)	148
Ethnicity: Other	2%	(3)	6%	(8)	3%	(4)	6%	(7)	16%	(19)	67%	(81)	121
All Christian	13%	(32)	12%	(29)	4%	(10)	6%	(14)	23%	(54)	42%	(99)	237
All Non-Christian	13%	(6)	16%	(8)	9%	(5)	8%	(4)	13%	(6)	42%	(21)	50
Atheist	6%	(7)	5%	(5)	—	(0)	2%	(2)	12%	(13)	76%	(87)	116
Agnostic/Nothing in particular	4%	(18)	8%	(31)	3%	(12)	3%	(10)	13%	(54)	69%	(280)	405
Something Else	7%	(14)	6%	(11)	5%	(9)	4%	(9)	10%	(19)	68%	(131)	193
Religious Non-Protestant/Catholic	10%	(7)	13%	(9)	8%	(6)	7%	(5)	22%	(15)	39%	(26)	68
Evangelical	14%	(24)	10%	(18)	5%	(8)	7%	(11)	13%	(23)	51%	(87)	172
Non-Evangelical	9%	(21)	9%	(20)	4%	(9)	4%	(9)	18%	(40)	57%	(129)	228
Community: Urban	8%	(24)	10%	(28)	6%	(16)	3%	(8)	14%	(41)	59%	(170)	288
Community: Suburban	10%	(44)	9%	(39)	3%	(11)	5%	(22)	14%	(61)	59%	(258)	435
Community: Rural	3%	(10)	6%	(17)	3%	(8)	3%	(9)	15%	(43)	69%	(190)	276
Military HH: Yes	10%	(9)	13%	(12)	4%	(4)	6%	(6)	12%	(12)	56%	(54)	97
Military HH: No	8%	(68)	8%	(72)	4%	(32)	4%	(33)	15%	(134)	62%	(564)	903

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**Table MCFE24\_25:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Aaron Judge

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	8%	(78)	8%	(84)	4%	(36)	4%	(39)	15%	(146)	62%	(618)	1000
4-Region: Northeast	11%	(18)	13%	(21)	3%	(5)	5%	(8)	15%	(25)	53%	(87)	164
4-Region: Midwest	7%	(15)	9%	(20)	3%	(6)	4%	(10)	17%	(39)	61%	(142)	233
4-Region: South	8%	(32)	7%	(31)	5%	(20)	4%	(15)	14%	(61)	63%	(271)	432
4-Region: West	7%	(12)	6%	(11)	3%	(5)	3%	(6)	12%	(20)	69%	(118)	172
TikTok Users	8%	(52)	9%	(60)	4%	(29)	5%	(33)	13%	(90)	61%	(416)	680
Twitch Users	11%	(27)	14%	(32)	4%	(9)	3%	(8)	12%	(29)	55%	(130)	236
2022 Sports Viewers/Attendees	12%	(74)	11%	(68)	5%	(28)	4%	(23)	18%	(108)	50%	(297)	597
Monthly Moviegoers	10%	(16)	15%	(25)	6%	(9)	8%	(13)	16%	(27)	46%	(78)	168
Few Times per Year + Moviegoers	9%	(49)	11%	(61)	4%	(23)	5%	(29)	18%	(101)	54%	(308)	571
Heard Smile Campaign	12%	(51)	12%	(49)	6%	(26)	5%	(20)	16%	(68)	49%	(210)	425
Heard Minion Campaign	10%	(51)	10%	(53)	5%	(23)	4%	(20)	16%	(81)	55%	(277)	505
Listens to Podcasts	10%	(58)	13%	(72)	5%	(30)	5%	(30)	16%	(90)	49%	(273)	552
Streaming Services User	8%	(75)	9%	(76)	4%	(35)	4%	(37)	15%	(136)	60%	(539)	898
Netflix User	8%	(69)	9%	(75)	4%	(31)	4%	(36)	15%	(133)	60%	(519)	864
Disney+ User	8%	(50)	10%	(63)	5%	(29)	5%	(30)	16%	(96)	56%	(349)	617
Heterosexual or straight	10%	(69)	9%	(65)	4%	(28)	4%	(30)	17%	(116)	56%	(394)	702
Bisexual	4%	(6)	8%	(11)	4%	(5)	4%	(5)	13%	(19)	67%	(95)	141
Something else	1%	(0)	5%	(3)	2%	(1)	3%	(1)	5%	(3)	84%	(47)	56
Yes	5%	(7)	7%	(9)	3%	(4)	2%	(3)	13%	(19)	70%	(98)	140
No	8%	(70)	9%	(75)	4%	(32)	4%	(36)	15%	(127)	60%	(520)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE24\_26:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Shohei Ohtani

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	7%	(67)	6%	(59)	3%	(29)	3%	(35)	12%	(116)	70%	(695)	1000
Gender: Male	10%	(52)	7%	(38)	3%	(17)	4%	(19)	14%	(71)	61%	(310)	506
Gender: Female	3%	(16)	4%	(21)	2%	(12)	3%	(16)	9%	(45)	78%	(385)	494
Age: 18-34	7%	(45)	7%	(45)	3%	(19)	5%	(29)	14%	(85)	63%	(386)	609
GenZers: 1997-2012	7%	(67)	6%	(59)	3%	(29)	3%	(35)	12%	(116)	70%	(695)	1000
Ideo: Liberal (1-3)	5%	(16)	7%	(22)	5%	(14)	3%	(10)	12%	(38)	67%	(203)	304
Ideo: Moderate (4)	10%	(24)	8%	(19)	2%	(4)	4%	(8)	15%	(34)	61%	(143)	232
Ideo: Conservative (5-7)	10%	(17)	6%	(10)	2%	(4)	6%	(9)	9%	(15)	67%	(110)	165
Educ: < College	6%	(57)	5%	(48)	3%	(26)	3%	(29)	11%	(102)	71%	(648)	910
Educ: Bachelors degree	13%	(9)	11%	(7)	5%	(3)	5%	(3)	19%	(13)	47%	(30)	65
Ethnicity: White	6%	(45)	6%	(41)	2%	(17)	3%	(19)	11%	(79)	73%	(530)	731
Ethnicity: Hispanic	6%	(14)	5%	(12)	2%	(4)	5%	(12)	12%	(30)	70%	(169)	242
Ethnicity: Black	8%	(13)	9%	(13)	4%	(6)	7%	(10)	17%	(25)	55%	(81)	148
Ethnicity: Other	8%	(9)	4%	(5)	5%	(6)	4%	(5)	10%	(12)	69%	(84)	121
All Christian	12%	(28)	8%	(18)	2%	(5)	6%	(14)	16%	(38)	57%	(134)	237
All Non-Christian	11%	(5)	13%	(7)	4%	(2)	9%	(5)	14%	(7)	48%	(24)	50
Atheist	7%	(8)	2%	(2)	1%	(2)	1%	(1)	9%	(11)	80%	(92)	116
Agnostic/Nothing in particular	5%	(18)	6%	(23)	3%	(11)	2%	(10)	11%	(44)	74%	(299)	405
Something Else	4%	(7)	5%	(9)	5%	(9)	3%	(6)	8%	(16)	75%	(145)	193
Religious Non-Protestant/Catholic	9%	(6)	10%	(7)	3%	(2)	9%	(6)	22%	(15)	47%	(32)	68
Evangelical	11%	(19)	9%	(15)	5%	(8)	4%	(6)	11%	(19)	61%	(104)	172
Non-Evangelical	7%	(15)	5%	(12)	3%	(6)	5%	(11)	11%	(26)	69%	(158)	228
Community: Urban	4%	(13)	7%	(21)	4%	(10)	2%	(6)	15%	(44)	68%	(195)	288
Community: Suburban	9%	(41)	7%	(31)	3%	(12)	5%	(21)	9%	(39)	67%	(291)	435
Community: Rural	5%	(14)	3%	(7)	2%	(6)	3%	(8)	12%	(32)	76%	(209)	276
Military HH: Yes	5%	(5)	12%	(12)	3%	(3)	6%	(6)	14%	(13)	60%	(58)	97
Military HH: No	7%	(62)	5%	(47)	3%	(26)	3%	(29)	11%	(102)	71%	(637)	903

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**Table MCFE24\_26:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Shohei Ohtani

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	7%	(67)	6%	(59)	3%	(29)	3%	(35)	12%	(116)	70%	(695)	1000
4-Region: Northeast	6%	(10)	8%	(13)	3%	(4)	4%	(7)	14%	(23)	65%	(107)	164
4-Region: Midwest	7%	(17)	6%	(14)	2%	(6)	3%	(8)	11%	(25)	71%	(164)	233
4-Region: South	7%	(32)	5%	(20)	3%	(13)	4%	(17)	11%	(49)	69%	(300)	432
4-Region: West	5%	(9)	7%	(12)	3%	(6)	1%	(3)	11%	(18)	72%	(124)	172
TikTok Users	6%	(42)	6%	(44)	3%	(22)	3%	(22)	11%	(78)	69%	(473)	680
Twitch Users	8%	(20)	10%	(24)	3%	(8)	3%	(7)	11%	(25)	64%	(152)	236
2022 Sports Viewers/Attendees	10%	(62)	8%	(46)	4%	(23)	4%	(23)	13%	(81)	61%	(362)	597
Monthly Moviegoers	10%	(17)	14%	(23)	4%	(6)	4%	(7)	12%	(20)	57%	(96)	168
Few Times per Year + Moviegoers	8%	(45)	8%	(46)	3%	(17)	3%	(19)	14%	(81)	64%	(364)	571
Heard Smile Campaign	9%	(40)	8%	(36)	4%	(16)	4%	(15)	14%	(58)	61%	(260)	425
Heard Minion Campaign	8%	(40)	7%	(33)	4%	(18)	3%	(17)	12%	(61)	67%	(336)	505
Listens to Podcasts	9%	(52)	9%	(50)	4%	(24)	5%	(29)	14%	(78)	58%	(319)	552
Streaming Services User	7%	(66)	6%	(52)	3%	(28)	4%	(34)	12%	(108)	68%	(611)	898
Netflix User	6%	(54)	6%	(54)	3%	(26)	3%	(30)	12%	(105)	69%	(595)	864
Disney+ User	6%	(40)	7%	(46)	3%	(19)	4%	(25)	12%	(72)	67%	(415)	617
Heterosexual or straight	8%	(57)	7%	(48)	4%	(25)	4%	(27)	12%	(81)	66%	(462)	702
Bisexual	4%	(5)	6%	(8)	2%	(2)	2%	(3)	15%	(21)	72%	(101)	141
Something else	1%	(1)	2%	(1)	1%	(0)	5%	(3)	9%	(5)	82%	(46)	56
Yes	4%	(6)	6%	(9)	—	(0)	2%	(3)	9%	(13)	78%	(109)	140
No	7%	(62)	6%	(50)	3%	(29)	4%	(32)	12%	(102)	68%	(586)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE24\_27:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Russell Wilson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	11%	(110)	14%	(138)	6%	(60)	3%	(32)	21%	(210)	45%	(450)	1000
Gender: Male	15%	(74)	17%	(84)	7%	(35)	5%	(27)	20%	(100)	37%	(186)	506
Gender: Female	7%	(36)	11%	(54)	5%	(25)	1%	(5)	22%	(110)	53%	(264)	494
Age: 18-34	13%	(76)	17%	(105)	8%	(49)	3%	(18)	21%	(126)	38%	(234)	609
GenZers: 1997-2012	11%	(110)	14%	(138)	6%	(60)	3%	(32)	21%	(210)	45%	(450)	1000
Ideo: Liberal (1-3)	13%	(38)	14%	(42)	8%	(24)	3%	(9)	20%	(62)	42%	(129)	304
Ideo: Moderate (4)	12%	(27)	19%	(44)	6%	(14)	4%	(9)	22%	(51)	37%	(87)	232
Ideo: Conservative (5-7)	15%	(25)	16%	(27)	5%	(9)	5%	(8)	24%	(39)	34%	(56)	165
Educ: < College	11%	(101)	13%	(117)	5%	(48)	3%	(28)	21%	(192)	47%	(423)	910
Educ: Bachelors degree	10%	(7)	23%	(15)	17%	(11)	5%	(3)	22%	(14)	22%	(14)	65
Ethnicity: White	10%	(74)	13%	(97)	6%	(42)	3%	(22)	20%	(146)	48%	(351)	731
Ethnicity: Hispanic	12%	(30)	13%	(31)	6%	(16)	3%	(6)	17%	(40)	49%	(119)	242
Ethnicity: Black	18%	(27)	18%	(26)	9%	(14)	4%	(6)	28%	(42)	22%	(33)	148
Ethnicity: Other	8%	(9)	12%	(14)	3%	(4)	4%	(4)	19%	(23)	55%	(66)	121
All Christian	14%	(33)	19%	(45)	4%	(10)	4%	(10)	26%	(61)	33%	(79)	237
All Non-Christian	10%	(5)	17%	(9)	12%	(6)	3%	(2)	18%	(9)	38%	(19)	50
Atheist	14%	(16)	7%	(8)	3%	(3)	2%	(2)	17%	(20)	57%	(66)	116
Agnostic/Nothing in particular	10%	(38)	13%	(52)	6%	(25)	2%	(9)	21%	(85)	48%	(195)	405
Something Else	9%	(18)	13%	(24)	8%	(16)	5%	(9)	18%	(35)	47%	(91)	193
Religious Non-Protestant/Catholic	9%	(6)	17%	(12)	10%	(7)	3%	(2)	29%	(20)	32%	(21)	68
Evangelical	16%	(28)	15%	(26)	4%	(7)	4%	(7)	20%	(35)	40%	(69)	172
Non-Evangelical	9%	(21)	17%	(39)	7%	(17)	5%	(11)	21%	(48)	41%	(93)	228
Community: Urban	10%	(29)	14%	(40)	5%	(15)	4%	(10)	23%	(66)	44%	(128)	288
Community: Suburban	12%	(53)	14%	(63)	7%	(29)	3%	(14)	21%	(91)	43%	(185)	435
Community: Rural	10%	(28)	13%	(35)	6%	(16)	3%	(8)	19%	(53)	49%	(137)	276
Military HH: Yes	17%	(17)	11%	(10)	8%	(8)	4%	(4)	23%	(22)	37%	(36)	97
Military HH: No	10%	(93)	14%	(128)	6%	(52)	3%	(28)	21%	(188)	46%	(414)	903

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**Table MCFE24\_27:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Russell Wilson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	11%	(110)	14%	(138)	6%	(60)	3%	(32)	21%	(210)	45%	(450)	1000
4-Region: Northeast	12%	(19)	15%	(24)	6%	(11)	2%	(3)	21%	(34)	45%	(73)	164
4-Region: Midwest	9%	(20)	15%	(36)	5%	(11)	2%	(4)	21%	(49)	48%	(112)	233
4-Region: South	12%	(52)	14%	(60)	7%	(30)	4%	(16)	19%	(84)	44%	(190)	432
4-Region: West	11%	(18)	10%	(18)	5%	(8)	5%	(9)	25%	(44)	44%	(75)	172
TikTok Users	12%	(80)	14%	(92)	7%	(46)	3%	(23)	19%	(132)	45%	(307)	680
Twitch Users	13%	(30)	17%	(40)	8%	(19)	3%	(8)	21%	(48)	39%	(91)	236
2022 Sports Viewers/Attendees	16%	(95)	18%	(107)	9%	(53)	4%	(23)	24%	(143)	29%	(176)	597
Monthly Moviegoers	20%	(33)	22%	(37)	9%	(15)	3%	(5)	13%	(22)	34%	(56)	168
Few Times per Year + Moviegoers	14%	(80)	18%	(101)	7%	(39)	3%	(16)	21%	(120)	38%	(215)	571
Heard Smile Campaign	14%	(61)	21%	(91)	8%	(33)	3%	(12)	19%	(83)	34%	(146)	425
Heard Minion Campaign	15%	(75)	16%	(81)	7%	(37)	4%	(19)	21%	(105)	37%	(188)	505
Listens to Podcasts	14%	(79)	17%	(92)	7%	(39)	4%	(24)	20%	(112)	37%	(205)	552
Streaming Services User	12%	(104)	15%	(130)	6%	(57)	3%	(29)	22%	(195)	43%	(383)	898
Netflix User	12%	(100)	14%	(118)	6%	(53)	3%	(30)	22%	(186)	44%	(376)	864
Disney+ User	11%	(70)	15%	(93)	8%	(47)	3%	(18)	20%	(121)	43%	(266)	617
Heterosexual or straight	13%	(90)	16%	(110)	7%	(49)	4%	(26)	22%	(154)	39%	(273)	702
Bisexual	8%	(11)	11%	(15)	5%	(8)	2%	(3)	22%	(31)	52%	(73)	141
Something else	8%	(4)	5%	(3)	4%	(2)	3%	(1)	13%	(7)	67%	(38)	56
Yes	4%	(5)	9%	(13)	4%	(6)	2%	(3)	20%	(28)	60%	(84)	140
No	12%	(105)	14%	(124)	6%	(54)	3%	(29)	21%	(182)	42%	(366)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE24\_28:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Sydney Crosby

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	6%	(63)	7%	(71)	4%	(36)	3%	(28)	14%	(144)	66%	(657)	1000
Gender: Male	8%	(40)	9%	(47)	4%	(23)	3%	(18)	16%	(83)	59%	(296)	506
Gender: Female	5%	(23)	5%	(24)	3%	(14)	2%	(11)	12%	(61)	73%	(361)	494
Age: 18-34	8%	(47)	9%	(55)	4%	(24)	3%	(20)	18%	(108)	58%	(355)	609
GenZers: 1997-2012	6%	(63)	7%	(71)	4%	(36)	3%	(28)	14%	(144)	66%	(657)	1000
Ideo: Liberal (1-3)	8%	(24)	9%	(28)	4%	(12)	3%	(9)	15%	(45)	61%	(186)	304
Ideo: Moderate (4)	5%	(13)	8%	(20)	3%	(8)	5%	(11)	19%	(44)	59%	(137)	232
Ideo: Conservative (5-7)	11%	(19)	7%	(11)	2%	(3)	3%	(5)	16%	(26)	61%	(101)	165
Educ: < College	6%	(54)	7%	(60)	3%	(32)	3%	(23)	14%	(129)	67%	(612)	910
Educ: Bachelors degree	11%	(7)	16%	(10)	4%	(2)	6%	(4)	22%	(14)	41%	(27)	65
Ethnicity: White	7%	(49)	7%	(51)	2%	(15)	3%	(18)	14%	(100)	68%	(498)	731
Ethnicity: Hispanic	7%	(18)	8%	(20)	3%	(8)	2%	(5)	17%	(41)	62%	(151)	242
Ethnicity: Black	7%	(11)	9%	(13)	9%	(14)	5%	(7)	19%	(28)	51%	(76)	148
Ethnicity: Other	3%	(4)	5%	(6)	7%	(8)	3%	(3)	13%	(16)	69%	(83)	121
All Christian	10%	(24)	10%	(24)	2%	(5)	2%	(6)	18%	(43)	57%	(135)	237
All Non-Christian	11%	(6)	13%	(6)	6%	(3)	7%	(4)	14%	(7)	49%	(24)	50
Atheist	4%	(5)	9%	(11)	1%	(1)	1%	(1)	13%	(15)	73%	(84)	116
Agnostic/Nothing in particular	4%	(18)	5%	(21)	5%	(21)	2%	(9)	14%	(58)	69%	(278)	405
Something Else	5%	(10)	5%	(9)	4%	(7)	5%	(10)	11%	(22)	70%	(135)	193
Religious Non-Protestant/Catholic	10%	(7)	11%	(7)	4%	(3)	5%	(4)	25%	(17)	45%	(31)	68
Evangelical	11%	(18)	8%	(13)	5%	(9)	5%	(8)	14%	(24)	58%	(99)	172
Non-Evangelical	6%	(14)	8%	(19)	1%	(3)	3%	(7)	12%	(29)	69%	(157)	228
Community: Urban	6%	(16)	8%	(22)	2%	(5)	4%	(11)	18%	(52)	63%	(182)	288
Community: Suburban	7%	(31)	8%	(36)	5%	(21)	3%	(13)	14%	(59)	63%	(276)	435
Community: Rural	6%	(16)	5%	(14)	4%	(11)	2%	(4)	12%	(33)	72%	(199)	276
Military HH: Yes	8%	(7)	6%	(6)	10%	(9)	3%	(3)	14%	(13)	60%	(58)	97
Military HH: No	6%	(56)	7%	(65)	3%	(27)	3%	(25)	14%	(131)	66%	(599)	903

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**Table MCFE24\_28:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Sydney Crosby

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	6%	(63)	7%	(71)	4%	(36)	3%	(28)	14%	(144)	66%	(657)	1000
4-Region: Northeast	8%	(13)	10%	(16)	3%	(5)	4%	(7)	15%	(25)	60%	(98)	164
4-Region: Midwest	6%	(14)	5%	(12)	5%	(12)	3%	(6)	14%	(32)	67%	(157)	233
4-Region: South	7%	(29)	7%	(28)	4%	(16)	3%	(13)	14%	(60)	66%	(287)	432
4-Region: West	4%	(7)	9%	(15)	2%	(4)	2%	(3)	16%	(27)	67%	(116)	172
TikTok Users	6%	(41)	7%	(45)	4%	(29)	3%	(20)	13%	(90)	67%	(455)	680
Twitch Users	7%	(17)	9%	(21)	5%	(12)	3%	(6)	13%	(31)	63%	(149)	236
2022 Sports Viewers/Attendees	9%	(56)	10%	(62)	5%	(28)	3%	(19)	17%	(104)	55%	(328)	597
Monthly Moviegoers	9%	(15)	10%	(17)	5%	(8)	8%	(14)	12%	(20)	56%	(95)	168
Few Times per Year + Moviegoers	8%	(44)	9%	(49)	5%	(27)	3%	(18)	14%	(82)	61%	(350)	571
Heard Smile Campaign	10%	(43)	10%	(42)	5%	(21)	4%	(16)	15%	(65)	56%	(238)	425
Heard Minion Campaign	8%	(43)	9%	(46)	4%	(18)	3%	(14)	16%	(83)	60%	(302)	505
Listens to Podcasts	8%	(47)	11%	(59)	6%	(30)	4%	(23)	17%	(96)	54%	(297)	552
Streaming Services User	7%	(62)	7%	(66)	4%	(33)	3%	(28)	15%	(137)	64%	(573)	898
Netflix User	6%	(55)	7%	(62)	4%	(32)	3%	(28)	15%	(128)	65%	(558)	864
Disney+ User	7%	(42)	8%	(50)	5%	(28)	3%	(19)	15%	(90)	63%	(389)	617
Heterosexual or straight	7%	(47)	8%	(58)	4%	(31)	4%	(25)	15%	(107)	62%	(434)	702
Bisexual	6%	(8)	5%	(7)	3%	(4)	1%	(2)	17%	(24)	68%	(96)	141
Something else	7%	(4)	4%	(2)	3%	(2)	3%	(2)	8%	(4)	75%	(42)	56
Yes	2%	(3)	4%	(6)	5%	(7)	1%	(1)	13%	(19)	74%	(103)	140
No	7%	(60)	8%	(65)	3%	(29)	3%	(27)	15%	(125)	64%	(554)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE25\_1:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Warner Bros.

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	43%	(426)	27%	(272)	5%	(54)	4%	(36)	13%	(133)	8%	(79)	1000
Gender: Male	42%	(211)	29%	(146)	5%	(27)	4%	(19)	14%	(72)	6%	(32)	506
Gender: Female	44%	(216)	26%	(126)	6%	(28)	3%	(16)	12%	(61)	10%	(47)	494
Age: 18-34	44%	(267)	28%	(168)	5%	(30)	5%	(29)	12%	(73)	7%	(42)	609
GenZers: 1997-2012	43%	(426)	27%	(272)	5%	(54)	4%	(36)	13%	(133)	8%	(79)	1000
Ideo: Liberal (1-3)	38%	(114)	33%	(99)	7%	(22)	5%	(14)	15%	(44)	3%	(10)	304
Ideo: Moderate (4)	48%	(113)	22%	(51)	6%	(13)	4%	(10)	11%	(27)	9%	(20)	232
Ideo: Conservative (5-7)	40%	(66)	27%	(44)	7%	(11)	4%	(6)	14%	(23)	9%	(14)	165
Educ: < College	43%	(388)	27%	(248)	5%	(44)	3%	(31)	14%	(125)	8%	(74)	910
Educ: Bachelors degree	43%	(28)	30%	(19)	10%	(6)	6%	(4)	9%	(6)	3%	(2)	65
Ethnicity: White	43%	(315)	27%	(200)	5%	(38)	4%	(27)	13%	(95)	8%	(55)	731
Ethnicity: Hispanic	49%	(118)	27%	(65)	4%	(10)	5%	(11)	9%	(21)	7%	(17)	242
Ethnicity: Black	46%	(68)	21%	(30)	8%	(12)	4%	(7)	13%	(19)	8%	(12)	148
Ethnicity: Other	36%	(44)	34%	(41)	3%	(4)	2%	(2)	15%	(18)	9%	(11)	121
All Christian	47%	(111)	22%	(52)	5%	(12)	3%	(7)	16%	(38)	7%	(17)	237
All Non-Christian	41%	(20)	22%	(11)	5%	(2)	14%	(7)	10%	(5)	9%	(5)	50
Atheist	37%	(43)	34%	(40)	4%	(5)	5%	(6)	17%	(19)	2%	(3)	116
Agnostic/Nothing in particular	42%	(170)	31%	(125)	7%	(27)	2%	(10)	11%	(43)	7%	(30)	405
Something Else	43%	(82)	23%	(44)	4%	(8)	3%	(6)	14%	(27)	13%	(25)	193
Religious Non-Protestant/Catholic	40%	(27)	18%	(12)	5%	(3)	10%	(7)	20%	(14)	8%	(5)	68
Evangelical	50%	(86)	20%	(35)	4%	(8)	3%	(6)	13%	(22)	9%	(15)	172
Non-Evangelical	42%	(97)	26%	(58)	5%	(11)	3%	(7)	15%	(33)	10%	(22)	228
Community: Urban	46%	(132)	22%	(63)	4%	(12)	3%	(9)	14%	(41)	11%	(31)	288
Community: Suburban	41%	(180)	27%	(118)	7%	(29)	5%	(20)	15%	(66)	5%	(22)	435
Community: Rural	41%	(114)	33%	(90)	5%	(13)	3%	(7)	9%	(25)	10%	(27)	276
Military HH: Yes	37%	(36)	30%	(29)	8%	(8)	9%	(8)	10%	(10)	6%	(6)	97
Military HH: No	43%	(390)	27%	(243)	5%	(47)	3%	(28)	14%	(122)	8%	(73)	903

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**Table MCFE25\_1:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Warner Bros.

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	43%	(426)	27%	(272)	5%	(54)	4%	(36)	13%	(133)	8%	(79)	1000
4-Region: Northeast	41%	(67)	27%	(45)	3%	(6)	4%	(6)	12%	(20)	12%	(20)	164
4-Region: Midwest	46%	(107)	26%	(60)	4%	(10)	4%	(10)	15%	(35)	5%	(11)	233
4-Region: South	42%	(180)	28%	(122)	6%	(27)	4%	(16)	12%	(50)	9%	(37)	432
4-Region: West	42%	(72)	26%	(46)	7%	(11)	2%	(4)	16%	(28)	6%	(11)	172
TikTok Users	45%	(307)	29%	(197)	5%	(35)	4%	(24)	10%	(65)	8%	(51)	680
Twitch Users	47%	(111)	25%	(60)	8%	(18)	4%	(10)	12%	(28)	4%	(9)	236
2022 Sports Viewers/Attendees	49%	(291)	26%	(156)	5%	(33)	4%	(25)	12%	(69)	4%	(24)	597
Monthly Moviegoers	55%	(92)	16%	(26)	8%	(13)	6%	(11)	4%	(6)	12%	(20)	168
Few Times per Year + Moviegoers	46%	(264)	26%	(150)	7%	(37)	4%	(22)	11%	(64)	6%	(33)	571
Heard Smile Campaign	52%	(220)	24%	(104)	5%	(21)	4%	(18)	7%	(30)	7%	(32)	425
Heard Minion Campaign	48%	(243)	28%	(141)	7%	(35)	3%	(15)	9%	(44)	5%	(27)	505
Listens to Podcasts	39%	(218)	28%	(157)	7%	(37)	4%	(25)	15%	(81)	6%	(34)	552
Streaming Services User	45%	(407)	28%	(250)	6%	(54)	3%	(29)	13%	(113)	5%	(46)	898
Netflix User	46%	(397)	28%	(239)	6%	(50)	3%	(26)	12%	(101)	6%	(52)	864
Disney+ User	50%	(308)	26%	(158)	6%	(40)	3%	(20)	9%	(57)	5%	(34)	617
Heterosexual or straight	42%	(292)	28%	(195)	5%	(37)	4%	(29)	13%	(93)	8%	(55)	702
Bisexual	42%	(59)	34%	(47)	6%	(8)	2%	(3)	10%	(14)	7%	(9)	141
Something else	44%	(25)	14%	(8)	1%	(0)	6%	(3)	23%	(13)	13%	(7)	56
Yes	31%	(43)	25%	(35)	7%	(10)	3%	(4)	25%	(35)	9%	(13)	140
No	45%	(383)	28%	(238)	5%	(45)	4%	(32)	11%	(97)	8%	(66)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE25\_2:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Paramount Pictures

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	35%	(347)	30%	(296)	4%	(37)	2%	(24)	19%	(193)	10%	(104)	1000
Gender: Male	36%	(183)	28%	(143)	3%	(17)	3%	(15)	20%	(100)	10%	(49)	506
Gender: Female	33%	(163)	31%	(152)	4%	(21)	2%	(9)	19%	(93)	11%	(55)	494
Age: 18-34	37%	(224)	30%	(180)	5%	(27)	3%	(20)	18%	(107)	8%	(51)	609
GenZers: 1997-2012	35%	(347)	30%	(296)	4%	(37)	2%	(24)	19%	(193)	10%	(104)	1000
Ideo: Liberal (1-3)	32%	(97)	35%	(108)	4%	(13)	3%	(9)	19%	(57)	7%	(21)	304
Ideo: Moderate (4)	42%	(98)	27%	(63)	3%	(7)	2%	(5)	16%	(38)	9%	(22)	232
Ideo: Conservative (5-7)	33%	(55)	30%	(49)	6%	(10)	2%	(4)	17%	(29)	11%	(18)	165
Educ: < College	34%	(310)	30%	(269)	3%	(31)	2%	(20)	20%	(180)	11%	(99)	910
Educ: Bachelors degree	41%	(27)	33%	(21)	5%	(3)	4%	(3)	15%	(10)	2%	(1)	65
Ethnicity: White	36%	(260)	30%	(219)	4%	(26)	2%	(11)	20%	(146)	9%	(69)	731
Ethnicity: Hispanic	40%	(96)	34%	(81)	3%	(8)	2%	(6)	12%	(28)	9%	(23)	242
Ethnicity: Black	35%	(51)	25%	(37)	5%	(7)	6%	(9)	17%	(25)	13%	(19)	148
Ethnicity: Other	29%	(35)	33%	(40)	4%	(5)	3%	(4)	17%	(21)	14%	(16)	121
All Christian	34%	(81)	29%	(69)	3%	(8)	1%	(3)	21%	(49)	11%	(27)	237
All Non-Christian	39%	(20)	22%	(11)	7%	(3)	8%	(4)	11%	(6)	12%	(6)	50
Atheist	36%	(41)	27%	(31)	2%	(2)	3%	(3)	24%	(28)	9%	(10)	116
Agnostic/Nothing in particular	35%	(141)	32%	(130)	4%	(15)	2%	(9)	18%	(74)	9%	(36)	405
Something Else	33%	(64)	28%	(55)	5%	(10)	2%	(4)	18%	(36)	13%	(25)	193
Religious Non-Protestant/Catholic	34%	(23)	20%	(14)	6%	(4)	6%	(4)	23%	(16)	10%	(7)	68
Evangelical	37%	(63)	27%	(46)	6%	(10)	2%	(4)	19%	(33)	9%	(16)	172
Non-Evangelical	34%	(77)	32%	(73)	2%	(5)	1%	(2)	17%	(38)	14%	(33)	228
Community: Urban	36%	(102)	27%	(78)	3%	(8)	2%	(6)	18%	(51)	15%	(43)	288
Community: Suburban	32%	(141)	31%	(136)	6%	(24)	3%	(12)	21%	(91)	7%	(32)	435
Community: Rural	38%	(104)	30%	(82)	2%	(6)	2%	(6)	18%	(50)	11%	(29)	276
Military HH: Yes	38%	(36)	33%	(32)	5%	(5)	2%	(2)	16%	(16)	6%	(6)	97
Military HH: No	34%	(310)	29%	(263)	4%	(33)	2%	(22)	20%	(177)	11%	(98)	903

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**Table MCFE25\_2:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Paramount Pictures

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	35%	(347)	30%	(296)	4%	(37)	2%	(24)	19%	(193)	10%	(104)	1000
4-Region: Northeast	35%	(57)	30%	(50)	3%	(5)	4%	(6)	18%	(29)	10%	(16)	164
4-Region: Midwest	33%	(76)	28%	(65)	4%	(9)	2%	(4)	26%	(61)	7%	(17)	233
4-Region: South	37%	(158)	31%	(136)	4%	(15)	3%	(11)	14%	(61)	12%	(51)	432
4-Region: West	32%	(55)	26%	(45)	4%	(7)	1%	(2)	24%	(42)	12%	(20)	172
TikTok Users	37%	(253)	31%	(210)	4%	(28)	2%	(15)	16%	(107)	10%	(67)	680
Twitch Users	37%	(87)	33%	(78)	4%	(9)	3%	(7)	18%	(43)	5%	(13)	236
2022 Sports Viewers/Attendees	41%	(244)	29%	(175)	4%	(25)	3%	(17)	17%	(102)	6%	(35)	597
Monthly Moviegoers	42%	(71)	25%	(42)	4%	(7)	3%	(5)	13%	(21)	13%	(22)	168
Few Times per Year + Moviegoers	39%	(222)	29%	(168)	4%	(20)	2%	(11)	18%	(101)	9%	(49)	571
Heard Smile Campaign	46%	(194)	26%	(111)	4%	(15)	2%	(10)	14%	(58)	9%	(37)	425
Heard Minion Campaign	43%	(216)	29%	(147)	5%	(24)	2%	(10)	14%	(72)	7%	(35)	505
Listens to Podcasts	34%	(190)	32%	(174)	4%	(23)	2%	(14)	19%	(107)	8%	(45)	552
Streaming Services User	37%	(330)	31%	(281)	4%	(36)	2%	(18)	19%	(168)	7%	(66)	898
Netflix User	37%	(322)	31%	(265)	4%	(33)	2%	(16)	18%	(158)	8%	(71)	864
Disney+ User	40%	(244)	31%	(193)	5%	(32)	2%	(13)	15%	(90)	7%	(45)	617
Heterosexual or straight	35%	(242)	30%	(208)	4%	(25)	3%	(18)	19%	(136)	10%	(72)	702
Bisexual	30%	(43)	36%	(51)	7%	(9)	1%	(1)	17%	(24)	9%	(13)	141
Something else	32%	(18)	17%	(10)	1%	(1)	3%	(1)	30%	(17)	17%	(9)	56
Yes	18%	(26)	31%	(43)	4%	(6)	3%	(4)	29%	(41)	14%	(20)	140
No	37%	(321)	29%	(252)	4%	(31)	2%	(20)	18%	(152)	10%	(84)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE25\_3:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Universal Pictures

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	39%	(389)	29%	(293)	3%	(34)	3%	(28)	17%	(169)	9%	(87)	1000
Gender: Male	42%	(214)	29%	(144)	3%	(17)	3%	(15)	16%	(82)	7%	(33)	506
Gender: Female	36%	(175)	30%	(149)	3%	(16)	3%	(13)	18%	(87)	11%	(54)	494
Age: 18-34	39%	(237)	30%	(182)	5%	(29)	4%	(22)	15%	(90)	8%	(49)	609
GenZers: 1997-2012	39%	(389)	29%	(293)	3%	(34)	3%	(28)	17%	(169)	9%	(87)	1000
Ideo: Liberal (1-3)	39%	(119)	32%	(97)	5%	(16)	3%	(8)	17%	(51)	4%	(13)	304
Ideo: Moderate (4)	41%	(95)	29%	(68)	2%	(5)	4%	(9)	13%	(30)	11%	(25)	232
Ideo: Conservative (5-7)	34%	(56)	32%	(53)	5%	(8)	4%	(6)	19%	(31)	7%	(11)	165
Educ: < College	39%	(357)	28%	(255)	3%	(29)	3%	(25)	18%	(162)	9%	(81)	910
Educ: Bachelors degree	38%	(25)	46%	(30)	2%	(1)	2%	(1)	9%	(6)	4%	(2)	65
Ethnicity: White	39%	(282)	30%	(218)	3%	(21)	3%	(22)	18%	(134)	8%	(55)	731
Ethnicity: Hispanic	42%	(103)	31%	(74)	3%	(8)	3%	(8)	11%	(28)	9%	(21)	242
Ethnicity: Black	41%	(60)	24%	(36)	7%	(10)	4%	(5)	15%	(22)	10%	(14)	148
Ethnicity: Other	39%	(47)	32%	(39)	3%	(3)	1%	(1)	10%	(13)	15%	(18)	121
All Christian	37%	(88)	28%	(67)	5%	(11)	3%	(7)	18%	(42)	10%	(23)	237
All Non-Christian	41%	(20)	29%	(14)	5%	(2)	7%	(4)	9%	(4)	9%	(5)	50
Atheist	33%	(38)	34%	(39)	1%	(1)	1%	(1)	25%	(29)	6%	(7)	116
Agnostic/Nothing in particular	44%	(178)	28%	(111)	3%	(12)	3%	(10)	15%	(61)	8%	(32)	405
Something Else	33%	(64)	32%	(61)	4%	(7)	4%	(7)	17%	(33)	11%	(20)	193
Religious Non-Protestant/Catholic	35%	(24)	28%	(19)	4%	(2)	5%	(4)	21%	(14)	7%	(5)	68
Evangelical	38%	(64)	29%	(50)	3%	(5)	7%	(11)	14%	(24)	10%	(17)	172
Non-Evangelical	36%	(83)	30%	(69)	4%	(10)	1%	(2)	18%	(41)	10%	(23)	228
Community: Urban	40%	(116)	22%	(65)	3%	(10)	3%	(9)	17%	(49)	14%	(40)	288
Community: Suburban	38%	(166)	32%	(138)	3%	(14)	3%	(15)	17%	(75)	7%	(28)	435
Community: Rural	39%	(107)	33%	(91)	4%	(10)	2%	(4)	16%	(45)	7%	(19)	276
Military HH: Yes	44%	(43)	30%	(29)	3%	(3)	4%	(3)	15%	(14)	5%	(5)	97
Military HH: No	38%	(346)	29%	(264)	3%	(31)	3%	(25)	17%	(155)	9%	(82)	903

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**Table MCFE25\_3:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Universal Pictures

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	39%	(389)	29%	(293)	3%	(34)	3%	(28)	17%	(169)	9%	(87)	1000
4-Region: Northeast	41%	(68)	23%	(38)	4%	(7)	4%	(6)	17%	(28)	11%	(18)	164
4-Region: Midwest	44%	(102)	25%	(57)	3%	(7)	3%	(6)	23%	(52)	4%	(8)	233
4-Region: South	37%	(158)	34%	(147)	4%	(16)	3%	(14)	11%	(48)	11%	(49)	432
4-Region: West	36%	(62)	30%	(51)	2%	(4)	2%	(3)	23%	(40)	7%	(12)	172
TikTok Users	43%	(295)	31%	(212)	3%	(19)	2%	(17)	11%	(78)	9%	(59)	680
Twitch Users	46%	(108)	31%	(74)	3%	(7)	2%	(5)	13%	(31)	5%	(11)	236
2022 Sports Viewers/Attendees	44%	(262)	30%	(178)	4%	(27)	4%	(23)	14%	(84)	4%	(23)	597
Monthly Moviegoers	49%	(82)	26%	(44)	4%	(7)	4%	(7)	5%	(8)	12%	(20)	168
Few Times per Year + Moviegoers	45%	(258)	28%	(157)	4%	(21)	3%	(16)	14%	(82)	6%	(36)	571
Heard Smile Campaign	47%	(198)	27%	(116)	5%	(20)	3%	(13)	10%	(44)	8%	(34)	425
Heard Minion Campaign	45%	(226)	31%	(158)	3%	(17)	2%	(11)	13%	(65)	6%	(28)	505
Listens to Podcasts	39%	(217)	31%	(172)	4%	(23)	3%	(17)	16%	(88)	6%	(35)	552
Streaming Services User	41%	(367)	31%	(278)	3%	(31)	2%	(21)	16%	(147)	6%	(54)	898
Netflix User	42%	(363)	30%	(258)	3%	(27)	3%	(22)	16%	(137)	7%	(58)	864
Disney+ User	46%	(281)	30%	(184)	4%	(24)	3%	(17)	12%	(75)	6%	(36)	617
Heterosexual or straight	38%	(269)	29%	(205)	4%	(29)	3%	(20)	16%	(114)	9%	(64)	702
Bisexual	39%	(55)	32%	(46)	3%	(4)	2%	(3)	18%	(25)	6%	(9)	141
Something else	34%	(19)	23%	(13)	—	(0)	10%	(5)	22%	(12)	11%	(6)	56
Yes	28%	(40)	28%	(39)	5%	(7)	3%	(4)	26%	(37)	10%	(14)	140
No	41%	(350)	30%	(254)	3%	(26)	3%	(25)	15%	(133)	8%	(73)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE25\_4:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Sony Pictures

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	35%	(352)	32%	(316)	5%	(52)	3%	(26)	18%	(177)	8%	(77)	1000
Gender: Male	39%	(199)	29%	(146)	6%	(32)	2%	(12)	17%	(88)	6%	(28)	506
Gender: Female	31%	(153)	34%	(170)	4%	(20)	3%	(14)	18%	(89)	10%	(48)	494
Age: 18-34	37%	(223)	31%	(191)	6%	(34)	4%	(23)	15%	(89)	8%	(49)	609
GenZers: 1997-2012	35%	(352)	32%	(316)	5%	(52)	3%	(26)	18%	(177)	8%	(77)	1000
Ideo: Liberal (1-3)	31%	(94)	36%	(109)	8%	(23)	4%	(11)	18%	(56)	4%	(11)	304
Ideo: Moderate (4)	37%	(87)	32%	(75)	3%	(6)	3%	(6)	14%	(32)	11%	(26)	232
Ideo: Conservative (5-7)	34%	(57)	32%	(53)	7%	(11)	3%	(4)	21%	(34)	3%	(5)	165
Educ: < College	35%	(317)	32%	(288)	4%	(40)	2%	(21)	19%	(171)	8%	(73)	910
Educ: Bachelors degree	37%	(24)	35%	(23)	16%	(10)	1%	(1)	9%	(6)	2%	(1)	65
Ethnicity: White	35%	(259)	31%	(228)	5%	(39)	2%	(17)	18%	(131)	8%	(57)	731
Ethnicity: Hispanic	38%	(92)	34%	(83)	7%	(16)	4%	(10)	11%	(26)	6%	(16)	242
Ethnicity: Black	37%	(55)	31%	(46)	5%	(8)	4%	(6)	15%	(23)	7%	(10)	148
Ethnicity: Other	31%	(38)	35%	(43)	4%	(5)	3%	(3)	19%	(23)	8%	(9)	121
All Christian	36%	(85)	30%	(71)	6%	(14)	2%	(4)	20%	(47)	7%	(17)	237
All Non-Christian	31%	(15)	29%	(14)	8%	(4)	11%	(5)	17%	(8)	5%	(3)	50
Atheist	35%	(40)	31%	(36)	6%	(7)	2%	(2)	22%	(26)	4%	(5)	116
Agnostic/Nothing in particular	35%	(143)	36%	(145)	4%	(16)	2%	(7)	15%	(59)	8%	(34)	405
Something Else	36%	(69)	26%	(50)	6%	(12)	4%	(7)	19%	(37)	9%	(18)	193
Religious Non-Protestant/Catholic	26%	(18)	30%	(20)	7%	(5)	8%	(5)	25%	(17)	4%	(3)	68
Evangelical	41%	(71)	21%	(36)	8%	(14)	3%	(5)	19%	(33)	8%	(13)	172
Non-Evangelical	34%	(77)	34%	(77)	4%	(9)	2%	(5)	18%	(42)	8%	(18)	228
Community: Urban	34%	(97)	30%	(87)	5%	(15)	2%	(5)	18%	(52)	11%	(32)	288
Community: Suburban	36%	(156)	32%	(141)	5%	(20)	3%	(14)	18%	(79)	6%	(25)	435
Community: Rural	36%	(100)	32%	(88)	6%	(16)	2%	(6)	16%	(45)	7%	(20)	276
Military HH: Yes	34%	(33)	32%	(31)	6%	(6)	6%	(6)	15%	(15)	6%	(5)	97
Military HH: No	35%	(319)	32%	(285)	5%	(45)	2%	(20)	18%	(162)	8%	(71)	903

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**Table MCFE25\_4:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Sony Pictures

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	35%	(352)	32%	(316)	5%	(52)	3%	(26)	18%	(177)	8%	(77)	1000
4-Region: Northeast	35%	(58)	29%	(48)	4%	(6)	2%	(3)	20%	(33)	10%	(16)	164
4-Region: Midwest	37%	(85)	27%	(62)	7%	(16)	2%	(4)	23%	(53)	5%	(12)	233
4-Region: South	35%	(152)	34%	(149)	6%	(24)	3%	(15)	12%	(52)	9%	(39)	432
4-Region: West	33%	(57)	34%	(58)	3%	(6)	2%	(3)	22%	(38)	6%	(10)	172
TikTok Users	39%	(263)	34%	(228)	5%	(33)	2%	(15)	13%	(92)	7%	(48)	680
Twitch Users	41%	(97)	34%	(80)	5%	(12)	2%	(5)	14%	(33)	3%	(8)	236
2022 Sports Viewers/Attendees	41%	(246)	30%	(182)	6%	(36)	3%	(15)	16%	(94)	4%	(25)	597
Monthly Moviegoers	47%	(78)	23%	(38)	6%	(11)	3%	(5)	10%	(16)	11%	(19)	168
Few Times per Year + Moviegoers	39%	(224)	30%	(173)	6%	(36)	2%	(12)	16%	(91)	6%	(34)	571
Heard Smile Campaign	44%	(185)	29%	(122)	5%	(23)	2%	(9)	13%	(56)	7%	(29)	425
Heard Minion Campaign	42%	(210)	33%	(169)	6%	(32)	1%	(7)	13%	(65)	4%	(23)	505
Listens to Podcasts	35%	(191)	33%	(182)	6%	(35)	3%	(19)	18%	(98)	5%	(27)	552
Streaming Services User	37%	(336)	33%	(296)	6%	(49)	2%	(20)	17%	(154)	5%	(44)	898
Netflix User	38%	(327)	32%	(276)	6%	(50)	2%	(20)	17%	(143)	5%	(47)	864
Disney+ User	41%	(251)	32%	(195)	7%	(41)	3%	(17)	12%	(77)	6%	(36)	617
Heterosexual or straight	36%	(256)	30%	(210)	5%	(36)	3%	(20)	17%	(122)	8%	(57)	702
Bisexual	30%	(42)	38%	(53)	7%	(9)	2%	(3)	18%	(26)	5%	(8)	141
Something else	34%	(19)	25%	(14)	3%	(2)	3%	(2)	26%	(14)	9%	(5)	56
Yes	23%	(32)	31%	(44)	5%	(8)	3%	(4)	28%	(40)	9%	(12)	140
No	37%	(320)	32%	(272)	5%	(44)	3%	(22)	16%	(137)	7%	(64)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE25\_5:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Walt Disney Studios

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	42%	(417)	27%	(272)	7%	(69)	6%	(57)	13%	(131)	5%	(55)	1000
Gender: Male	38%	(191)	29%	(145)	8%	(39)	7%	(36)	14%	(72)	5%	(24)	506
Gender: Female	46%	(226)	26%	(127)	6%	(30)	4%	(21)	12%	(59)	6%	(30)	494
Age: 18-34	41%	(252)	26%	(161)	9%	(54)	7%	(42)	11%	(68)	5%	(33)	609
GenZers: 1997-2012	42%	(417)	27%	(272)	7%	(69)	6%	(57)	13%	(131)	5%	(55)	1000
Ideo: Liberal (1-3)	37%	(112)	31%	(94)	10%	(29)	7%	(23)	12%	(36)	3%	(10)	304
Ideo: Moderate (4)	44%	(103)	27%	(62)	6%	(15)	4%	(9)	12%	(27)	7%	(17)	232
Ideo: Conservative (5-7)	40%	(67)	21%	(35)	10%	(16)	10%	(16)	15%	(25)	3%	(6)	165
Educ: < College	42%	(380)	27%	(248)	6%	(59)	5%	(47)	14%	(126)	5%	(50)	910
Educ: Bachelors degree	40%	(26)	34%	(22)	13%	(8)	8%	(5)	3%	(2)	2%	(1)	65
Ethnicity: White	43%	(311)	27%	(198)	7%	(48)	5%	(40)	13%	(97)	5%	(37)	731
Ethnicity: Hispanic	46%	(111)	28%	(68)	6%	(14)	7%	(16)	7%	(18)	6%	(15)	242
Ethnicity: Black	42%	(62)	22%	(32)	8%	(11)	8%	(12)	13%	(19)	8%	(11)	148
Ethnicity: Other	35%	(43)	35%	(42)	8%	(10)	4%	(5)	12%	(14)	5%	(7)	121
All Christian	45%	(108)	24%	(58)	6%	(14)	6%	(15)	13%	(30)	5%	(13)	237
All Non-Christian	40%	(20)	25%	(12)	12%	(6)	11%	(5)	6%	(3)	7%	(3)	50
Atheist	38%	(44)	34%	(39)	7%	(8)	3%	(4)	14%	(16)	3%	(4)	116
Agnostic/Nothing in particular	42%	(169)	29%	(119)	6%	(26)	5%	(21)	12%	(48)	5%	(22)	405
Something Else	39%	(76)	23%	(44)	7%	(14)	7%	(13)	17%	(33)	7%	(13)	193
Religious Non-Protestant/Catholic	38%	(26)	22%	(15)	10%	(7)	10%	(7)	15%	(10)	5%	(3)	68
Evangelical	46%	(79)	23%	(39)	5%	(9)	6%	(10)	14%	(24)	6%	(11)	172
Non-Evangelical	42%	(96)	26%	(58)	8%	(19)	6%	(13)	13%	(29)	6%	(14)	228
Community: Urban	49%	(140)	21%	(60)	5%	(13)	6%	(18)	12%	(34)	8%	(23)	288
Community: Suburban	40%	(173)	26%	(114)	9%	(39)	6%	(27)	16%	(68)	3%	(15)	435
Community: Rural	38%	(104)	36%	(99)	6%	(17)	4%	(12)	10%	(28)	6%	(17)	276
Military HH: Yes	43%	(41)	25%	(24)	10%	(10)	8%	(7)	11%	(11)	3%	(3)	97
Military HH: No	42%	(375)	27%	(248)	7%	(59)	5%	(50)	13%	(120)	6%	(52)	903

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**Table MCFE25\_5:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Walt Disney Studios

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	42%	(417)	27%	(272)	7%	(69)	6%	(57)	13%	(131)	5%	(55)	1000
4-Region: Northeast	48%	(78)	23%	(37)	8%	(14)	4%	(7)	10%	(16)	7%	(11)	164
4-Region: Midwest	44%	(103)	25%	(58)	5%	(13)	7%	(15)	15%	(35)	4%	(8)	233
4-Region: South	39%	(168)	30%	(128)	7%	(30)	6%	(26)	12%	(50)	7%	(30)	432
4-Region: West	39%	(67)	28%	(48)	8%	(13)	5%	(9)	17%	(30)	3%	(5)	172
TikTok Users	48%	(328)	26%	(174)	7%	(44)	5%	(33)	10%	(69)	5%	(31)	680
Twitch Users	39%	(93)	32%	(76)	10%	(23)	4%	(11)	12%	(28)	3%	(6)	236
2022 Sports Viewers/Attendees	49%	(291)	22%	(132)	9%	(56)	7%	(42)	10%	(62)	2%	(14)	597
Monthly Moviegoers	54%	(90)	15%	(24)	9%	(14)	8%	(14)	6%	(9)	9%	(15)	168
Few Times per Year + Moviegoers	47%	(271)	24%	(140)	6%	(37)	6%	(33)	12%	(66)	4%	(25)	571
Heard Smile Campaign	50%	(213)	25%	(104)	6%	(26)	6%	(25)	7%	(29)	7%	(28)	425
Heard Minion Campaign	49%	(250)	27%	(136)	8%	(39)	5%	(24)	8%	(38)	3%	(17)	505
Listens to Podcasts	40%	(219)	28%	(155)	9%	(49)	6%	(33)	13%	(74)	4%	(22)	552
Streaming Services User	45%	(400)	28%	(248)	8%	(68)	5%	(49)	12%	(108)	3%	(26)	898
Netflix User	45%	(385)	28%	(243)	7%	(57)	5%	(45)	12%	(101)	4%	(33)	864
Disney+ User	49%	(304)	27%	(166)	6%	(35)	5%	(33)	9%	(57)	4%	(23)	617
Heterosexual or straight	42%	(294)	27%	(191)	6%	(43)	7%	(46)	12%	(87)	6%	(40)	702
Bisexual	40%	(56)	29%	(41)	9%	(13)	4%	(6)	15%	(20)	4%	(6)	141
Something else	45%	(25)	23%	(13)	6%	(3)	1%	(1)	20%	(12)	4%	(2)	56
Yes	28%	(39)	26%	(37)	8%	(11)	7%	(10)	25%	(34)	6%	(9)	140
No	44%	(378)	27%	(236)	7%	(58)	5%	(47)	11%	(96)	5%	(46)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE25\_6:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
20th Century Fox

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	34%	(340)	28%	(277)	5%	(49)	3%	(32)	19%	(190)	11%	(112)	1000
Gender: Male	34%	(173)	31%	(159)	4%	(21)	3%	(16)	18%	(91)	9%	(47)	506
Gender: Female	34%	(167)	24%	(119)	6%	(28)	3%	(16)	20%	(99)	13%	(65)	494
Age: 18-34	35%	(212)	29%	(174)	6%	(35)	4%	(26)	16%	(96)	11%	(66)	609
GenZers: 1997-2012	34%	(340)	28%	(277)	5%	(49)	3%	(32)	19%	(190)	11%	(112)	1000
Ideo: Liberal (1-3)	31%	(95)	32%	(96)	8%	(23)	4%	(11)	17%	(53)	8%	(26)	304
Ideo: Moderate (4)	38%	(87)	28%	(66)	2%	(4)	4%	(9)	16%	(37)	13%	(29)	232
Ideo: Conservative (5-7)	33%	(54)	32%	(53)	7%	(11)	3%	(5)	19%	(32)	6%	(10)	165
Educ: < College	34%	(313)	27%	(250)	4%	(36)	3%	(31)	19%	(175)	12%	(105)	910
Educ: Bachelors degree	32%	(21)	30%	(19)	15%	(10)	1%	(1)	17%	(11)	4%	(3)	65
Ethnicity: White	34%	(250)	28%	(202)	5%	(35)	3%	(22)	19%	(142)	11%	(79)	731
Ethnicity: Hispanic	36%	(88)	28%	(68)	6%	(15)	2%	(6)	15%	(36)	12%	(29)	242
Ethnicity: Black	34%	(51)	26%	(38)	6%	(9)	6%	(9)	16%	(24)	12%	(18)	148
Ethnicity: Other	32%	(39)	31%	(37)	4%	(5)	—	(0)	20%	(24)	12%	(15)	121
All Christian	36%	(85)	27%	(65)	5%	(12)	2%	(6)	21%	(50)	8%	(19)	237
All Non-Christian	29%	(14)	32%	(16)	10%	(5)	7%	(4)	10%	(5)	12%	(6)	50
Atheist	35%	(40)	28%	(33)	6%	(7)	1%	(1)	24%	(28)	7%	(8)	116
Agnostic/Nothing in particular	33%	(135)	30%	(121)	3%	(13)	4%	(14)	17%	(68)	13%	(54)	405
Something Else	34%	(66)	22%	(43)	7%	(13)	4%	(7)	20%	(39)	13%	(25)	193
Religious Non-Protestant/Catholic	31%	(21)	26%	(18)	7%	(5)	5%	(4)	22%	(15)	9%	(6)	68
Evangelical	42%	(72)	22%	(38)	7%	(12)	3%	(6)	14%	(25)	11%	(18)	172
Non-Evangelical	30%	(68)	28%	(63)	6%	(13)	3%	(7)	23%	(53)	10%	(24)	228
Community: Urban	33%	(96)	24%	(68)	4%	(13)	2%	(6)	24%	(68)	13%	(38)	288
Community: Suburban	32%	(138)	32%	(141)	4%	(19)	4%	(17)	19%	(84)	9%	(38)	435
Community: Rural	39%	(107)	25%	(69)	7%	(18)	3%	(8)	14%	(38)	13%	(36)	276
Military HH: Yes	29%	(28)	29%	(28)	5%	(5)	7%	(7)	18%	(17)	12%	(11)	97
Military HH: No	35%	(312)	28%	(250)	5%	(44)	3%	(25)	19%	(172)	11%	(101)	903

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**Table MCFE25\_6:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

20th Century Fox

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	34%	(340)	28%	(277)	5%	(49)	3%	(32)	19%	(190)	11%	(112)	1000
4-Region: Northeast	36%	(60)	26%	(42)	3%	(4)	4%	(7)	19%	(31)	13%	(21)	164
4-Region: Midwest	35%	(81)	26%	(61)	5%	(12)	2%	(4)	22%	(52)	10%	(23)	233
4-Region: South	33%	(144)	30%	(131)	5%	(22)	4%	(19)	13%	(57)	14%	(59)	432
4-Region: West	32%	(56)	25%	(43)	6%	(10)	1%	(2)	30%	(51)	5%	(9)	172
TikTok Users	36%	(243)	29%	(196)	5%	(33)	3%	(21)	16%	(111)	11%	(75)	680
Twitch Users	39%	(92)	35%	(83)	2%	(5)	4%	(8)	15%	(35)	5%	(13)	236
2022 Sports Viewers/Attendees	38%	(226)	29%	(171)	5%	(32)	4%	(22)	19%	(115)	5%	(32)	597
Monthly Moviegoers	41%	(68)	26%	(43)	5%	(8)	5%	(8)	11%	(18)	13%	(22)	168
Few Times per Year + Moviegoers	37%	(213)	29%	(163)	5%	(31)	3%	(17)	18%	(102)	8%	(45)	571
Heard Smile Campaign	40%	(170)	28%	(118)	5%	(21)	3%	(14)	14%	(60)	10%	(43)	425
Heard Minion Campaign	40%	(203)	30%	(151)	6%	(30)	1%	(6)	15%	(78)	7%	(37)	505
Listens to Podcasts	33%	(183)	29%	(161)	7%	(36)	4%	(22)	19%	(104)	8%	(46)	552
Streaming Services User	36%	(324)	29%	(264)	5%	(46)	3%	(26)	18%	(160)	9%	(79)	898
Netflix User	36%	(311)	29%	(247)	5%	(45)	3%	(26)	18%	(154)	9%	(80)	864
Disney+ User	39%	(243)	28%	(173)	6%	(35)	4%	(23)	15%	(91)	8%	(52)	617
Heterosexual or straight	35%	(244)	27%	(189)	5%	(33)	3%	(24)	19%	(134)	11%	(78)	702
Bisexual	34%	(48)	27%	(39)	6%	(8)	4%	(6)	17%	(24)	12%	(17)	141
Something else	22%	(13)	23%	(13)	3%	(1)	3%	(1)	40%	(22)	10%	(5)	56
Yes	23%	(32)	29%	(40)	4%	(5)	3%	(4)	25%	(35)	16%	(23)	140
No	36%	(308)	28%	(237)	5%	(44)	3%	(28)	18%	(154)	10%	(89)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE25\_7:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
*Lionsgate*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
GenZers	28% (276)	26% (257)	4% (39)	3% (33)	20% (200)	20% (195)	1000
Gender: Male	29% (147)	26% (130)	4% (19)	3% (17)	20% (102)	18% (92)	506
Gender: Female	26% (130)	26% (127)	4% (20)	3% (15)	20% (98)	21% (104)	494
Age: 18-34	31% (190)	27% (167)	4% (25)	4% (22)	18% (107)	16% (97)	609
GenZers: 1997-2012	28% (276)	26% (257)	4% (39)	3% (33)	20% (200)	20% (195)	1000
Ideo: Liberal (1-3)	26% (79)	33% (100)	4% (11)	4% (12)	18% (55)	15% (47)	304
Ideo: Moderate (4)	32% (75)	22% (51)	6% (13)	3% (7)	19% (45)	18% (41)	232
Ideo: Conservative (5-7)	29% (47)	27% (44)	5% (8)	4% (6)	23% (38)	13% (21)	165
Educ: < College	27% (249)	25% (230)	3% (32)	3% (28)	20% (185)	21% (187)	910
Educ: Bachelors degree	33% (21)	35% (23)	9% (6)	5% (3)	16% (10)	3% (2)	65
Ethnicity: White	28% (203)	28% (202)	4% (27)	3% (19)	20% (145)	19% (136)	731
Ethnicity: Hispanic	30% (72)	28% (69)	7% (17)	3% (8)	14% (34)	17% (41)	242
Ethnicity: Black	32% (47)	18% (26)	5% (8)	7% (10)	23% (34)	16% (24)	148
Ethnicity: Other	22% (26)	24% (30)	3% (4)	4% (4)	17% (21)	30% (36)	121
All Christian	26% (61)	29% (69)	5% (11)	3% (6)	22% (53)	16% (38)	237
All Non-Christian	29% (15)	17% (8)	9% (5)	8% (4)	14% (7)	22% (11)	50
Atheist	27% (31)	34% (40)	3% (3)	2% (3)	17% (20)	17% (19)	116
Agnostic/Nothing in particular	30% (122)	23% (92)	3% (13)	4% (15)	21% (85)	19% (78)	405
Something Else	25% (48)	25% (49)	4% (7)	3% (5)	18% (35)	25% (49)	193
Religious Non-Protestant/Catholic	27% (18)	15% (10)	10% (7)	6% (4)	26% (18)	16% (11)	68
Evangelical	28% (49)	28% (48)	2% (3)	4% (6)	18% (31)	20% (35)	172
Non-Evangelical	24% (56)	29% (66)	6% (13)	2% (4)	19% (44)	20% (45)	228
Community: Urban	31% (89)	21% (59)	3% (9)	2% (5)	21% (61)	22% (65)	288
Community: Suburban	26% (113)	26% (114)	5% (20)	4% (17)	19% (85)	20% (87)	435
Community: Rural	27% (75)	30% (84)	3% (10)	4% (10)	19% (53)	16% (44)	276
Military HH: Yes	30% (29)	23% (22)	2% (2)	10% (9)	26% (25)	9% (9)	97
Military HH: No	27% (247)	26% (235)	4% (36)	3% (23)	19% (175)	21% (186)	903

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**Table MCFE25\_7:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Lionsgate

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	28%	(276)	26%	(257)	4%	(39)	3%	(33)	20%	(200)	20%	(195)	1000
4-Region: Northeast	24%	(39)	21%	(34)	3%	(5)	4%	(7)	23%	(38)	25%	(42)	164
4-Region: Midwest	28%	(65)	28%	(65)	4%	(10)	2%	(4)	18%	(43)	19%	(45)	233
4-Region: South	28%	(120)	27%	(117)	5%	(20)	4%	(17)	18%	(78)	18%	(80)	432
4-Region: West	30%	(52)	24%	(41)	3%	(4)	3%	(5)	24%	(41)	17%	(29)	172
TikTok Users	30%	(203)	27%	(182)	3%	(23)	4%	(28)	17%	(119)	18%	(125)	680
Twitch Users	30%	(72)	26%	(61)	5%	(11)	4%	(10)	18%	(43)	17%	(39)	236
2022 Sports Viewers/Attendees	32%	(194)	28%	(169)	4%	(27)	4%	(26)	16%	(97)	14%	(84)	597
Monthly Moviegoers	34%	(57)	30%	(50)	3%	(6)	5%	(8)	11%	(18)	18%	(30)	168
Few Times per Year + Moviegoers	31%	(179)	28%	(159)	4%	(21)	3%	(17)	18%	(105)	16%	(89)	571
Heard Smile Campaign	39%	(167)	24%	(103)	5%	(20)	3%	(11)	14%	(60)	15%	(64)	425
Heard Minion Campaign	34%	(173)	24%	(122)	5%	(26)	3%	(15)	20%	(99)	14%	(70)	505
Listens to Podcasts	28%	(156)	27%	(150)	4%	(21)	4%	(24)	19%	(106)	17%	(96)	552
Streaming Services User	29%	(264)	27%	(244)	4%	(38)	3%	(28)	20%	(182)	16%	(142)	898
Netflix User	29%	(250)	27%	(237)	4%	(31)	3%	(27)	20%	(173)	17%	(146)	864
Disney+ User	31%	(193)	28%	(171)	4%	(23)	4%	(26)	17%	(103)	16%	(100)	617
Heterosexual or straight	28%	(195)	27%	(189)	4%	(28)	4%	(26)	19%	(136)	18%	(128)	702
Bisexual	27%	(38)	25%	(35)	2%	(3)	1%	(1)	23%	(32)	23%	(32)	141
Something else	24%	(14)	12%	(7)	8%	(4)	6%	(3)	14%	(8)	36%	(20)	56
Yes	15%	(21)	22%	(31)	2%	(3)	5%	(6)	35%	(48)	22%	(31)	140
No	30%	(255)	26%	(227)	4%	(36)	3%	(27)	18%	(151)	19%	(164)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE25\_8:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

A24

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	8%	(78)	9%	(87)	3%	(31)	3%	(31)	12%	(123)	65%	(650)	1000
Gender: Male	7%	(37)	10%	(50)	4%	(20)	4%	(19)	14%	(70)	61%	(309)	506
Gender: Female	8%	(41)	7%	(37)	2%	(11)	2%	(12)	11%	(52)	69%	(341)	494
Age: 18-34	10%	(61)	11%	(68)	5%	(30)	4%	(22)	13%	(77)	58%	(351)	609
GenZers: 1997-2012	8%	(78)	9%	(87)	3%	(31)	3%	(31)	12%	(123)	65%	(650)	1000
Ideo: Liberal (1-3)	14%	(44)	12%	(38)	4%	(13)	4%	(13)	13%	(38)	52%	(158)	304
Ideo: Moderate (4)	8%	(20)	12%	(28)	3%	(7)	3%	(7)	14%	(32)	60%	(139)	232
Ideo: Conservative (5-7)	3%	(6)	4%	(7)	5%	(9)	3%	(4)	11%	(18)	74%	(122)	165
Educ: < College	7%	(67)	8%	(73)	2%	(22)	3%	(27)	13%	(115)	67%	(607)	910
Educ: Bachelors degree	11%	(7)	17%	(11)	7%	(5)	6%	(4)	10%	(6)	49%	(32)	65
Ethnicity: White	8%	(56)	9%	(66)	3%	(19)	3%	(19)	13%	(97)	65%	(473)	731
Ethnicity: Hispanic	10%	(24)	7%	(18)	4%	(10)	4%	(11)	15%	(37)	59%	(143)	242
Ethnicity: Black	11%	(16)	8%	(12)	5%	(7)	7%	(11)	9%	(13)	60%	(88)	148
Ethnicity: Other	5%	(6)	7%	(8)	4%	(5)	1%	(1)	10%	(12)	73%	(88)	121
All Christian	9%	(21)	9%	(21)	5%	(11)	2%	(5)	18%	(42)	58%	(137)	237
All Non-Christian	9%	(4)	21%	(11)	5%	(2)	5%	(3)	6%	(3)	54%	(27)	50
Atheist	6%	(7)	10%	(12)	3%	(3)	1%	(1)	15%	(18)	64%	(74)	116
Agnostic/Nothing in particular	8%	(33)	8%	(34)	2%	(7)	4%	(17)	10%	(39)	68%	(274)	405
Something Else	6%	(12)	5%	(10)	4%	(8)	2%	(5)	11%	(21)	71%	(137)	193
Religious Non-Protestant/Catholic	9%	(6)	16%	(11)	3%	(2)	5%	(4)	19%	(13)	47%	(32)	68
Evangelical	6%	(11)	9%	(16)	6%	(10)	2%	(4)	13%	(22)	64%	(110)	172
Non-Evangelical	9%	(20)	6%	(14)	3%	(7)	2%	(4)	13%	(29)	67%	(153)	228
Community: Urban	11%	(31)	8%	(23)	3%	(9)	2%	(6)	15%	(43)	61%	(177)	288
Community: Suburban	7%	(29)	12%	(51)	3%	(14)	3%	(14)	11%	(49)	64%	(278)	435
Community: Rural	6%	(18)	5%	(13)	3%	(8)	4%	(12)	11%	(30)	71%	(195)	276
Military HH: Yes	5%	(5)	16%	(15)	4%	(4)	5%	(5)	5%	(5)	65%	(63)	97
Military HH: No	8%	(73)	8%	(72)	3%	(28)	3%	(26)	13%	(118)	65%	(587)	903

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**Table MCFE25\_8:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

A24

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	8%	(78)	9%	(87)	3%	(31)	3%	(31)	12%	(123)	65%	(650)	1000
4-Region: Northeast	9%	(14)	12%	(19)	2%	(4)	3%	(5)	14%	(23)	60%	(99)	164
4-Region: Midwest	5%	(13)	10%	(23)	4%	(8)	3%	(8)	11%	(25)	67%	(156)	233
4-Region: South	9%	(39)	7%	(32)	4%	(16)	3%	(14)	10%	(45)	67%	(287)	432
4-Region: West	7%	(12)	7%	(13)	2%	(4)	3%	(5)	18%	(30)	63%	(108)	172
TikTok Users	8%	(58)	9%	(59)	2%	(16)	4%	(26)	12%	(82)	64%	(438)	680
Twitch Users	11%	(25)	13%	(31)	2%	(5)	5%	(13)	13%	(30)	56%	(133)	236
2022 Sports Viewers/Attendees	9%	(55)	10%	(58)	4%	(24)	4%	(22)	13%	(79)	60%	(360)	597
Monthly Moviegoers	17%	(28)	13%	(23)	5%	(9)	5%	(8)	12%	(21)	47%	(80)	168
Few Times per Year + Moviegoers	11%	(65)	11%	(61)	4%	(20)	3%	(17)	13%	(72)	59%	(336)	571
Heard Smile Campaign	12%	(50)	11%	(48)	4%	(19)	3%	(13)	14%	(58)	56%	(238)	425
Heard Minion Campaign	10%	(49)	12%	(58)	4%	(19)	3%	(16)	13%	(65)	59%	(298)	505
Listens to Podcasts	10%	(56)	13%	(70)	5%	(26)	5%	(26)	14%	(77)	54%	(297)	552
Streaming Services User	8%	(70)	10%	(86)	3%	(30)	3%	(27)	13%	(114)	64%	(571)	898
Netflix User	8%	(69)	9%	(78)	3%	(26)	3%	(27)	13%	(113)	64%	(552)	864
Disney+ User	9%	(54)	11%	(65)	4%	(25)	4%	(24)	13%	(81)	60%	(367)	617
Heterosexual or straight	6%	(45)	8%	(60)	4%	(28)	3%	(21)	13%	(93)	65%	(454)	702
Bisexual	15%	(21)	8%	(12)	2%	(3)	3%	(5)	13%	(18)	59%	(83)	141
Something else	2%	(1)	7%	(4)	1%	(0)	7%	(4)	7%	(4)	77%	(43)	56
Yes	6%	(8)	13%	(18)	3%	(4)	3%	(4)	15%	(21)	61%	(86)	140
No	8%	(70)	8%	(69)	3%	(28)	3%	(27)	12%	(102)	66%	(564)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).



**Table MCFE25\_9:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Annapurna Pictures

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	3%	(33)	5%	(52)	4%	(37)	3%	(30)	12%	(118)	73%	(728)	1000
Gender: Male	4%	(22)	5%	(23)	6%	(29)	3%	(15)	14%	(69)	69%	(348)	506
Gender: Female	2%	(11)	6%	(29)	2%	(8)	3%	(15)	10%	(49)	77%	(381)	494
Age: 18-34	4%	(25)	7%	(45)	5%	(30)	4%	(26)	12%	(75)	67%	(407)	609
GenZers: 1997-2012	3%	(33)	5%	(52)	4%	(37)	3%	(30)	12%	(118)	73%	(728)	1000
Ideo: Liberal (1-3)	5%	(17)	8%	(23)	5%	(14)	4%	(12)	10%	(31)	68%	(207)	304
Ideo: Moderate (4)	3%	(7)	7%	(17)	4%	(10)	3%	(7)	11%	(25)	71%	(166)	232
Ideo: Conservative (5-7)	2%	(3)	5%	(8)	4%	(7)	4%	(6)	16%	(27)	70%	(115)	165
Educ: < College	3%	(31)	5%	(45)	3%	(26)	3%	(24)	12%	(109)	74%	(675)	910
Educ: Bachelors degree	1%	(1)	10%	(6)	11%	(7)	8%	(5)	11%	(7)	59%	(38)	65
Ethnicity: White	2%	(18)	5%	(37)	3%	(22)	3%	(22)	12%	(91)	74%	(542)	731
Ethnicity: Hispanic	3%	(8)	5%	(11)	5%	(12)	4%	(10)	11%	(27)	72%	(173)	242
Ethnicity: Black	8%	(11)	6%	(8)	5%	(8)	6%	(9)	12%	(18)	63%	(93)	148
Ethnicity: Other	4%	(4)	6%	(8)	6%	(7)	—	(0)	7%	(9)	77%	(93)	121
All Christian	3%	(6)	8%	(19)	3%	(7)	4%	(9)	21%	(50)	62%	(147)	237
All Non-Christian	7%	(3)	10%	(5)	7%	(3)	6%	(3)	14%	(7)	56%	(28)	50
Atheist	3%	(3)	4%	(5)	6%	(7)	1%	(1)	6%	(7)	81%	(94)	116
Agnostic/Nothing in particular	4%	(17)	4%	(16)	3%	(13)	3%	(11)	8%	(34)	78%	(314)	405
Something Else	2%	(4)	4%	(8)	4%	(8)	4%	(7)	11%	(20)	76%	(146)	193
Religious Non-Protestant/Catholic	6%	(4)	7%	(5)	5%	(3)	5%	(4)	25%	(17)	52%	(35)	68
Evangelical	3%	(5)	7%	(13)	4%	(7)	3%	(6)	16%	(27)	66%	(114)	172
Non-Evangelical	2%	(4)	5%	(12)	3%	(7)	3%	(8)	14%	(33)	72%	(164)	228
Community: Urban	3%	(8)	8%	(24)	4%	(11)	2%	(6)	14%	(41)	69%	(198)	288
Community: Suburban	4%	(18)	5%	(23)	3%	(14)	4%	(17)	10%	(45)	73%	(319)	435
Community: Rural	3%	(7)	2%	(6)	5%	(13)	3%	(7)	12%	(33)	76%	(211)	276
Military HH: Yes	6%	(5)	8%	(8)	6%	(6)	3%	(3)	7%	(6)	70%	(67)	97
Military HH: No	3%	(28)	5%	(44)	3%	(31)	3%	(27)	12%	(112)	73%	(661)	903

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**Table MCFE25\_9:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Annapurna Pictures

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	3%	(33)	5%	(52)	4%	(37)	3%	(30)	12%	(118)	73%	(728)	1000
4-Region: Northeast	4%	(7)	6%	(9)	2%	(3)	3%	(5)	14%	(23)	71%	(117)	164
4-Region: Midwest	3%	(7)	4%	(10)	5%	(12)	3%	(6)	11%	(25)	74%	(172)	233
4-Region: South	4%	(15)	5%	(20)	5%	(21)	4%	(16)	12%	(53)	71%	(306)	432
4-Region: West	2%	(4)	7%	(13)	1%	(1)	1%	(2)	10%	(18)	78%	(134)	172
TikTok Users	4%	(27)	6%	(41)	4%	(27)	4%	(24)	10%	(69)	72%	(492)	680
Twitch Users	5%	(13)	7%	(17)	5%	(11)	2%	(5)	7%	(17)	73%	(172)	236
2022 Sports Viewers/Attendees	4%	(23)	7%	(40)	6%	(34)	4%	(21)	12%	(69)	69%	(410)	597
Monthly Moviegoers	8%	(13)	12%	(20)	7%	(12)	3%	(6)	8%	(14)	61%	(103)	168
Few Times per Year + Moviegoers	5%	(28)	7%	(38)	5%	(30)	3%	(16)	13%	(74)	67%	(384)	571
Heard Smile Campaign	4%	(19)	7%	(29)	5%	(22)	4%	(15)	13%	(57)	67%	(283)	425
Heard Minion Campaign	3%	(16)	7%	(37)	4%	(20)	3%	(15)	10%	(52)	72%	(365)	505
Listens to Podcasts	5%	(28)	9%	(49)	6%	(35)	4%	(21)	13%	(73)	63%	(347)	552
Streaming Services User	3%	(29)	6%	(52)	4%	(36)	3%	(26)	12%	(108)	72%	(646)	898
Netflix User	4%	(31)	6%	(51)	4%	(33)	3%	(24)	12%	(107)	72%	(619)	864
Disney+ User	4%	(25)	8%	(46)	5%	(32)	4%	(22)	12%	(73)	68%	(418)	617
Heterosexual or straight	3%	(20)	5%	(36)	4%	(30)	3%	(21)	14%	(97)	71%	(496)	702
Bisexual	3%	(5)	7%	(10)	3%	(4)	3%	(4)	9%	(12)	76%	(107)	141
Something else	3%	(2)	4%	(2)	5%	(3)	6%	(3)	9%	(5)	73%	(41)	56
Yes	5%	(6)	2%	(3)	1%	(1)	3%	(4)	13%	(18)	77%	(107)	140
No	3%	(27)	6%	(49)	4%	(36)	3%	(27)	12%	(100)	72%	(621)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE25\_10:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Neon

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	3%	(29)	5%	(45)	2%	(25)	4%	(39)	13%	(133)	73%	(729)	1000
Gender: Male	3%	(17)	6%	(28)	3%	(17)	4%	(23)	13%	(64)	70%	(357)	506
Gender: Female	2%	(12)	3%	(17)	2%	(8)	3%	(16)	14%	(69)	75%	(372)	494
Age: 18-34	4%	(25)	6%	(37)	3%	(21)	4%	(25)	15%	(90)	67%	(411)	609
GenZers: 1997-2012	3%	(29)	5%	(45)	2%	(25)	4%	(39)	13%	(133)	73%	(729)	1000
Ideo: Liberal (1-3)	4%	(13)	6%	(18)	2%	(7)	5%	(14)	15%	(46)	68%	(206)	304
Ideo: Moderate (4)	3%	(7)	6%	(14)	3%	(8)	4%	(10)	13%	(30)	71%	(164)	232
Ideo: Conservative (5-7)	2%	(4)	3%	(5)	3%	(6)	3%	(5)	15%	(25)	74%	(121)	165
Educ: < College	2%	(21)	4%	(38)	2%	(19)	4%	(32)	14%	(124)	74%	(675)	910
Educ: Bachelors degree	7%	(5)	8%	(5)	6%	(4)	7%	(4)	13%	(8)	60%	(39)	65
Ethnicity: White	2%	(16)	4%	(32)	2%	(14)	3%	(22)	15%	(109)	73%	(537)	731
Ethnicity: Hispanic	2%	(6)	6%	(15)	3%	(6)	6%	(15)	14%	(35)	68%	(165)	242
Ethnicity: Black	6%	(9)	7%	(11)	4%	(6)	7%	(10)	11%	(16)	65%	(97)	148
Ethnicity: Other	3%	(4)	2%	(2)	4%	(4)	6%	(7)	7%	(8)	79%	(95)	121
All Christian	4%	(9)	6%	(14)	4%	(8)	4%	(10)	16%	(38)	67%	(158)	237
All Non-Christian	6%	(3)	11%	(5)	2%	(1)	7%	(4)	17%	(8)	57%	(28)	50
Atheist	3%	(4)	2%	(3)	1%	(1)	2%	(2)	8%	(10)	83%	(96)	116
Agnostic/Nothing in particular	2%	(9)	4%	(15)	2%	(7)	3%	(12)	14%	(55)	76%	(306)	405
Something Else	2%	(3)	4%	(8)	4%	(7)	6%	(11)	11%	(22)	73%	(141)	193
Religious Non-Protestant/Catholic	5%	(3)	8%	(5)	3%	(2)	7%	(5)	25%	(17)	53%	(36)	68
Evangelical	3%	(6)	10%	(17)	4%	(6)	7%	(11)	11%	(20)	65%	(112)	172
Non-Evangelical	3%	(6)	2%	(5)	3%	(8)	4%	(8)	13%	(29)	75%	(172)	228
Community: Urban	3%	(10)	6%	(16)	2%	(6)	4%	(13)	15%	(43)	70%	(201)	288
Community: Suburban	3%	(12)	3%	(15)	2%	(10)	5%	(20)	13%	(54)	74%	(324)	435
Community: Rural	2%	(7)	5%	(14)	3%	(9)	2%	(6)	13%	(36)	74%	(204)	276
Military HH: Yes	5%	(5)	4%	(3)	3%	(3)	12%	(11)	11%	(11)	66%	(63)	97
Military HH: No	3%	(24)	5%	(42)	2%	(22)	3%	(28)	14%	(122)	74%	(666)	903

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**Table MCFE25\_10:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Neon

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	3%	(29)	5%	(45)	2%	(25)	4%	(39)	13%	(133)	73%	(729)	1000
4-Region: Northeast	5%	(8)	5%	(9)	3%	(5)	2%	(4)	14%	(23)	70%	(115)	164
4-Region: Midwest	2%	(5)	3%	(6)	3%	(6)	3%	(8)	14%	(33)	75%	(174)	233
4-Region: South	3%	(11)	6%	(27)	3%	(12)	5%	(23)	13%	(54)	70%	(304)	432
4-Region: West	3%	(5)	2%	(3)	1%	(1)	2%	(4)	13%	(23)	79%	(136)	172
TikTok Users	3%	(21)	5%	(33)	2%	(15)	5%	(32)	13%	(85)	73%	(494)	680
Twitch Users	3%	(6)	5%	(11)	3%	(7)	5%	(13)	17%	(39)	68%	(159)	236
2022 Sports Viewers/Attendees	4%	(25)	6%	(35)	3%	(20)	4%	(25)	15%	(89)	68%	(404)	597
Monthly Moviegoers	6%	(11)	8%	(14)	4%	(7)	6%	(10)	13%	(22)	62%	(104)	168
Few Times per Year + Moviegoers	4%	(21)	6%	(33)	2%	(14)	4%	(25)	16%	(91)	68%	(387)	571
Heard Smile Campaign	4%	(18)	6%	(25)	3%	(11)	4%	(19)	16%	(70)	67%	(283)	425
Heard Minion Campaign	4%	(20)	6%	(28)	3%	(13)	4%	(23)	14%	(69)	70%	(353)	505
Listens to Podcasts	5%	(26)	7%	(39)	4%	(20)	6%	(31)	18%	(99)	61%	(337)	552
Streaming Services User	3%	(27)	5%	(44)	3%	(25)	4%	(34)	14%	(123)	72%	(646)	898
Netflix User	3%	(25)	5%	(42)	3%	(23)	4%	(34)	15%	(126)	71%	(615)	864
Disney+ User	3%	(21)	6%	(35)	3%	(20)	5%	(29)	16%	(101)	67%	(412)	617
Heterosexual or straight	2%	(16)	6%	(39)	3%	(20)	4%	(31)	13%	(94)	71%	(501)	702
Bisexual	4%	(5)	2%	(3)	2%	(2)	3%	(4)	13%	(19)	76%	(107)	141
Something else	4%	(2)	2%	(1)	1%	(1)	5%	(3)	11%	(6)	75%	(42)	56
Yes	1%	(1)	2%	(3)	3%	(5)	3%	(4)	17%	(24)	73%	(103)	140
No	3%	(27)	5%	(42)	2%	(20)	4%	(35)	13%	(109)	73%	(627)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE25\_11:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
*Blumhouse Productions*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	14%	(145)	11%	(108)	4%	(36)	3%	(32)	12%	(120)	56%	(560)	1000
Gender: Male	13%	(68)	12%	(62)	4%	(22)	3%	(17)	15%	(75)	52%	(261)	506
Gender: Female	16%	(77)	9%	(45)	3%	(14)	3%	(15)	9%	(44)	60%	(299)	494
Age: 18-34	16%	(99)	14%	(87)	5%	(28)	4%	(25)	14%	(84)	47%	(286)	609
GenZers: 1997-2012	14%	(145)	11%	(108)	4%	(36)	3%	(32)	12%	(120)	56%	(560)	1000
Ideo: Liberal (1-3)	17%	(51)	14%	(44)	5%	(15)	5%	(14)	11%	(33)	48%	(147)	304
Ideo: Moderate (4)	16%	(38)	14%	(33)	4%	(9)	3%	(8)	13%	(31)	49%	(113)	232
Ideo: Conservative (5-7)	14%	(23)	8%	(14)	5%	(8)	4%	(7)	10%	(16)	59%	(98)	165
Educ: < College	14%	(129)	11%	(98)	3%	(25)	3%	(25)	12%	(112)	57%	(522)	910
Educ: Bachelors degree	18%	(12)	14%	(9)	8%	(5)	9%	(6)	9%	(6)	42%	(28)	65
Ethnicity: White	15%	(111)	11%	(79)	3%	(24)	3%	(22)	12%	(86)	56%	(409)	731
Ethnicity: Hispanic	18%	(43)	9%	(23)	5%	(13)	4%	(10)	11%	(27)	53%	(127)	242
Ethnicity: Black	14%	(21)	12%	(17)	5%	(8)	6%	(9)	15%	(22)	47%	(70)	148
Ethnicity: Other	11%	(13)	9%	(11)	4%	(4)	1%	(1)	9%	(11)	67%	(81)	121
All Christian	13%	(31)	12%	(29)	4%	(9)	3%	(7)	15%	(36)	53%	(126)	237
All Non-Christian	14%	(7)	14%	(7)	8%	(4)	8%	(4)	13%	(6)	44%	(22)	50
Atheist	16%	(18)	11%	(12)	2%	(3)	1%	(1)	8%	(9)	63%	(72)	116
Agnostic/Nothing in particular	17%	(67)	10%	(42)	3%	(12)	3%	(13)	13%	(51)	54%	(219)	405
Something Else	11%	(21)	9%	(18)	4%	(8)	4%	(7)	9%	(18)	63%	(121)	193
Religious Non-Protestant/Catholic	12%	(8)	10%	(7)	6%	(4)	6%	(4)	27%	(19)	39%	(26)	68
Evangelical	9%	(16)	12%	(21)	6%	(9)	3%	(5)	9%	(15)	61%	(105)	172
Non-Evangelical	14%	(33)	11%	(25)	3%	(7)	3%	(8)	11%	(24)	57%	(131)	228
Community: Urban	18%	(52)	11%	(31)	3%	(10)	2%	(7)	13%	(37)	53%	(151)	288
Community: Suburban	15%	(64)	12%	(52)	4%	(17)	3%	(15)	11%	(49)	55%	(239)	435
Community: Rural	10%	(29)	9%	(25)	3%	(9)	4%	(10)	12%	(34)	61%	(169)	276
Military HH: Yes	16%	(16)	13%	(13)	7%	(7)	5%	(4)	9%	(9)	50%	(48)	97
Military HH: No	14%	(129)	11%	(95)	3%	(29)	3%	(28)	12%	(111)	57%	(512)	903

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**Table MCFE25\_11:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Blumhouse Productions

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	14%	(145)	11%	(108)	4%	(36)	3%	(32)	12%	(120)	56%	(560)	1000
4-Region: Northeast	12%	(19)	12%	(20)	3%	(4)	4%	(6)	10%	(16)	60%	(98)	164
4-Region: Midwest	11%	(26)	8%	(18)	6%	(14)	3%	(8)	12%	(29)	59%	(137)	233
4-Region: South	14%	(63)	13%	(56)	4%	(15)	3%	(14)	10%	(42)	56%	(241)	432
4-Region: West	21%	(37)	8%	(14)	1%	(2)	2%	(4)	19%	(32)	48%	(83)	172
TikTok Users	17%	(117)	10%	(69)	4%	(25)	3%	(20)	10%	(68)	56%	(380)	680
Twitch Users	17%	(40)	15%	(34)	4%	(9)	3%	(6)	14%	(34)	48%	(113)	236
2022 Sports Viewers/Attendees	15%	(92)	13%	(78)	5%	(31)	4%	(26)	13%	(78)	49%	(292)	597
Monthly Moviegoers	22%	(38)	14%	(24)	7%	(13)	6%	(10)	9%	(15)	41%	(70)	168
Few Times per Year + Moviegoers	19%	(107)	13%	(72)	5%	(27)	3%	(20)	11%	(65)	49%	(280)	571
Heard Smile Campaign	23%	(96)	14%	(60)	5%	(20)	4%	(17)	10%	(44)	44%	(188)	425
Heard Minion Campaign	19%	(97)	12%	(61)	5%	(24)	2%	(13)	10%	(49)	52%	(262)	505
Listens to Podcasts	18%	(99)	14%	(75)	6%	(32)	4%	(23)	13%	(71)	46%	(252)	552
Streaming Services User	16%	(140)	12%	(104)	4%	(36)	3%	(25)	12%	(108)	54%	(487)	898
Netflix User	16%	(136)	11%	(92)	4%	(33)	3%	(27)	12%	(106)	54%	(470)	864
Disney+ User	18%	(109)	13%	(80)	5%	(29)	4%	(23)	10%	(65)	50%	(311)	617
Heterosexual or straight	12%	(84)	10%	(69)	4%	(31)	4%	(25)	13%	(90)	57%	(403)	702
Bisexual	19%	(27)	14%	(19)	1%	(2)	3%	(4)	9%	(13)	54%	(76)	141
Something else	16%	(9)	9%	(5)	4%	(2)	6%	(3)	6%	(3)	58%	(33)	56
Yes	14%	(19)	9%	(13)	2%	(3)	2%	(3)	18%	(26)	55%	(76)	140
No	15%	(126)	11%	(95)	4%	(33)	3%	(29)	11%	(94)	56%	(484)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE25\_12:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Monkeypaw Productions

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	5%	(55)	6%	(64)	3%	(33)	3%	(32)	13%	(125)	69%	(692)	1000
Gender: Male	7%	(36)	7%	(35)	5%	(24)	4%	(19)	11%	(58)	66%	(334)	506
Gender: Female	4%	(19)	6%	(29)	2%	(9)	3%	(13)	14%	(67)	72%	(357)	494
Age: 18-34	7%	(45)	8%	(51)	4%	(26)	4%	(23)	14%	(86)	62%	(378)	609
GenZers: 1997-2012	5%	(55)	6%	(64)	3%	(33)	3%	(32)	13%	(125)	69%	(692)	1000
Ideo: Liberal (1-3)	7%	(21)	9%	(28)	4%	(13)	5%	(14)	14%	(41)	62%	(187)	304
Ideo: Moderate (4)	7%	(17)	8%	(19)	4%	(8)	3%	(6)	12%	(27)	67%	(155)	232
Ideo: Conservative (5-7)	3%	(5)	6%	(9)	3%	(4)	5%	(8)	13%	(21)	72%	(118)	165
Educ: < College	5%	(49)	6%	(55)	3%	(25)	3%	(25)	13%	(115)	70%	(641)	910
Educ: Bachelors degree	2%	(1)	13%	(8)	11%	(7)	5%	(3)	12%	(8)	57%	(37)	65
Ethnicity: White	5%	(36)	6%	(44)	3%	(21)	3%	(21)	13%	(94)	70%	(514)	731
Ethnicity: Hispanic	9%	(21)	7%	(18)	3%	(8)	5%	(13)	10%	(24)	66%	(159)	242
Ethnicity: Black	10%	(15)	9%	(13)	4%	(6)	6%	(8)	15%	(22)	57%	(85)	148
Ethnicity: Other	3%	(4)	6%	(7)	5%	(6)	2%	(2)	8%	(10)	77%	(93)	121
All Christian	8%	(18)	7%	(15)	2%	(6)	3%	(8)	17%	(40)	63%	(150)	237
All Non-Christian	12%	(6)	10%	(5)	12%	(6)	5%	(2)	13%	(6)	49%	(24)	50
Atheist	4%	(5)	1%	(1)	3%	(3)	1%	(2)	11%	(12)	80%	(92)	116
Agnostic/Nothing in particular	3%	(11)	7%	(30)	3%	(11)	2%	(10)	12%	(50)	72%	(293)	405
Something Else	7%	(14)	6%	(12)	4%	(7)	5%	(10)	9%	(17)	69%	(132)	193
Religious Non-Protestant/Catholic	9%	(6)	10%	(7)	8%	(6)	5%	(3)	25%	(17)	43%	(30)	68
Evangelical	9%	(16)	6%	(10)	3%	(6)	5%	(9)	12%	(20)	65%	(111)	172
Non-Evangelical	7%	(16)	7%	(15)	3%	(6)	3%	(7)	11%	(25)	70%	(159)	228
Community: Urban	7%	(20)	6%	(19)	2%	(6)	3%	(7)	16%	(46)	66%	(191)	288
Community: Suburban	5%	(23)	5%	(24)	5%	(20)	4%	(17)	13%	(55)	68%	(297)	435
Community: Rural	4%	(12)	8%	(21)	2%	(7)	3%	(7)	9%	(25)	74%	(204)	276
Military HH: Yes	6%	(5)	10%	(9)	11%	(11)	7%	(7)	9%	(9)	57%	(55)	97
Military HH: No	5%	(49)	6%	(54)	2%	(22)	3%	(25)	13%	(116)	71%	(637)	903

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**Table MCFE25\_12:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Monkeypaw Productions

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	5%	(55)	6%	(64)	3%	(33)	3%	(32)	13%	(125)	69%	(692)	1000
4-Region: Northeast	4%	(7)	10%	(17)	1%	(2)	2%	(3)	15%	(25)	67%	(111)	164
4-Region: Midwest	4%	(9)	5%	(11)	4%	(9)	3%	(7)	14%	(33)	70%	(163)	233
4-Region: South	7%	(31)	6%	(26)	4%	(19)	4%	(18)	10%	(43)	68%	(295)	432
4-Region: West	4%	(8)	6%	(10)	1%	(2)	2%	(4)	15%	(25)	72%	(123)	172
TikTok Users	6%	(43)	7%	(45)	3%	(23)	4%	(25)	12%	(80)	68%	(464)	680
Twitch Users	6%	(14)	12%	(29)	5%	(12)	3%	(6)	13%	(31)	61%	(144)	236
2022 Sports Viewers/Attendees	7%	(40)	8%	(50)	5%	(28)	4%	(21)	13%	(80)	63%	(377)	597
Monthly Moviegoers	9%	(16)	12%	(19)	4%	(7)	7%	(11)	9%	(16)	59%	(100)	168
Few Times per Year + Moviegoers	7%	(42)	8%	(47)	4%	(22)	3%	(17)	14%	(79)	64%	(363)	571
Heard Smile Campaign	8%	(34)	9%	(39)	4%	(16)	5%	(19)	13%	(55)	62%	(262)	425
Heard Minion Campaign	6%	(32)	8%	(39)	4%	(22)	3%	(14)	11%	(54)	68%	(343)	505
Listens to Podcasts	8%	(43)	9%	(52)	5%	(28)	5%	(27)	14%	(79)	58%	(323)	552
Streaming Services User	6%	(52)	7%	(61)	3%	(31)	3%	(30)	13%	(116)	68%	(608)	898
Netflix User	6%	(49)	7%	(62)	3%	(28)	3%	(28)	13%	(112)	68%	(584)	864
Disney+ User	8%	(47)	8%	(51)	4%	(23)	4%	(26)	12%	(76)	64%	(394)	617
Heterosexual or straight	5%	(36)	7%	(47)	4%	(26)	4%	(26)	12%	(85)	69%	(481)	702
Bisexual	6%	(9)	5%	(8)	2%	(3)	1%	(1)	18%	(26)	67%	(94)	141
Something else	5%	(3)	4%	(2)	2%	(1)	5%	(3)	9%	(5)	74%	(42)	56
Yes	3%	(4)	4%	(6)	1%	(2)	3%	(4)	17%	(24)	72%	(100)	140
No	6%	(50)	7%	(58)	4%	(31)	3%	(28)	12%	(102)	69%	(592)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE25\_13:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
*Drafthouse Films*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	6%	(62)	8%	(78)	4%	(36)	3%	(31)	12%	(117)	68%	(676)	1000
Gender: Male	7%	(35)	9%	(45)	4%	(23)	3%	(17)	11%	(55)	65%	(331)	506
Gender: Female	6%	(28)	7%	(33)	3%	(14)	3%	(14)	12%	(61)	70%	(345)	494
Age: 18-34	7%	(45)	11%	(67)	4%	(26)	4%	(22)	13%	(77)	61%	(372)	609
GenZers: 1997-2012	6%	(62)	8%	(78)	4%	(36)	3%	(31)	12%	(117)	68%	(676)	1000
Ideo: Liberal (1-3)	8%	(24)	12%	(35)	4%	(13)	5%	(15)	12%	(35)	60%	(181)	304
Ideo: Moderate (4)	6%	(14)	11%	(26)	5%	(12)	2%	(5)	11%	(26)	65%	(150)	232
Ideo: Conservative (5-7)	5%	(8)	8%	(13)	3%	(4)	4%	(6)	14%	(23)	67%	(111)	165
Educ: < College	6%	(52)	7%	(64)	3%	(31)	3%	(24)	12%	(107)	69%	(632)	910
Educ: Bachelors degree	10%	(7)	17%	(11)	6%	(4)	6%	(4)	11%	(7)	50%	(32)	65
Ethnicity: White	6%	(40)	8%	(58)	3%	(24)	3%	(19)	13%	(95)	68%	(495)	731
Ethnicity: Hispanic	7%	(17)	11%	(26)	6%	(14)	5%	(12)	9%	(21)	63%	(152)	242
Ethnicity: Black	10%	(14)	10%	(15)	5%	(8)	7%	(10)	9%	(14)	59%	(87)	148
Ethnicity: Other	6%	(7)	5%	(5)	3%	(4)	2%	(2)	7%	(8)	77%	(93)	121
All Christian	8%	(19)	11%	(25)	4%	(10)	1%	(2)	18%	(43)	59%	(139)	237
All Non-Christian	10%	(5)	8%	(4)	6%	(3)	10%	(5)	11%	(5)	56%	(28)	50
Atheist	4%	(4)	5%	(6)	2%	(2)	1%	(1)	10%	(11)	79%	(92)	116
Agnostic/Nothing in particular	6%	(26)	8%	(32)	3%	(11)	3%	(11)	10%	(40)	70%	(285)	405
Something Else	4%	(9)	6%	(11)	6%	(12)	6%	(12)	9%	(17)	69%	(133)	193
Religious Non-Protestant/Catholic	8%	(5)	7%	(5)	7%	(4)	7%	(5)	23%	(16)	48%	(32)	68
Evangelical	7%	(13)	8%	(13)	4%	(7)	5%	(9)	12%	(20)	64%	(109)	172
Non-Evangelical	6%	(14)	9%	(20)	5%	(12)	2%	(5)	11%	(26)	66%	(151)	228
Community: Urban	8%	(24)	7%	(20)	2%	(7)	3%	(10)	13%	(39)	65%	(188)	288
Community: Suburban	7%	(30)	8%	(36)	5%	(22)	2%	(9)	11%	(47)	67%	(292)	435
Community: Rural	3%	(8)	8%	(22)	3%	(7)	4%	(12)	11%	(31)	71%	(196)	276
Military HH: Yes	14%	(14)	8%	(8)	2%	(2)	5%	(5)	8%	(8)	62%	(60)	97
Military HH: No	5%	(49)	8%	(70)	4%	(34)	3%	(26)	12%	(109)	68%	(616)	903

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**Table MCFE25\_13:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Drafthouse Films

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	6%	(62)	8%	(78)	4%	(36)	3%	(31)	12%	(117)	68%	(676)	1000
4-Region: Northeast	6%	(9)	11%	(18)	3%	(6)	3%	(5)	10%	(16)	67%	(111)	164
4-Region: Midwest	5%	(12)	7%	(16)	3%	(7)	2%	(4)	15%	(35)	68%	(158)	233
4-Region: South	8%	(35)	8%	(33)	4%	(17)	5%	(20)	10%	(42)	66%	(284)	432
4-Region: West	3%	(6)	7%	(11)	4%	(7)	1%	(2)	14%	(23)	72%	(123)	172
TikTok Users	7%	(49)	7%	(50)	4%	(25)	3%	(23)	12%	(81)	67%	(452)	680
Twitch Users	8%	(19)	11%	(25)	3%	(7)	3%	(7)	11%	(26)	64%	(152)	236
2022 Sports Viewers/Attendees	8%	(47)	10%	(61)	5%	(29)	4%	(22)	13%	(76)	61%	(363)	597
Monthly Moviegoers	15%	(25)	14%	(24)	7%	(11)	4%	(6)	10%	(17)	51%	(86)	168
Few Times per Year + Moviegoers	9%	(50)	10%	(57)	4%	(25)	2%	(14)	13%	(74)	61%	(351)	571
Heard Smile Campaign	9%	(39)	12%	(49)	5%	(21)	5%	(19)	11%	(48)	58%	(248)	425
Heard Minion Campaign	8%	(42)	10%	(51)	4%	(22)	3%	(15)	12%	(62)	62%	(314)	505
Listens to Podcasts	9%	(52)	11%	(61)	4%	(25)	5%	(25)	14%	(79)	56%	(311)	552
Streaming Services User	6%	(58)	8%	(76)	4%	(36)	3%	(28)	12%	(108)	66%	(592)	898
Netflix User	7%	(57)	9%	(76)	4%	(31)	3%	(26)	13%	(108)	66%	(567)	864
Disney+ User	7%	(46)	10%	(61)	4%	(25)	4%	(24)	13%	(82)	61%	(379)	617
Heterosexual or straight	6%	(41)	8%	(59)	4%	(28)	4%	(25)	11%	(79)	67%	(470)	702
Bisexual	8%	(11)	8%	(11)	3%	(4)	1%	(1)	10%	(14)	70%	(98)	141
Something else	5%	(3)	2%	(1)	4%	(2)	8%	(5)	9%	(5)	71%	(40)	56
Yes	4%	(6)	7%	(9)	3%	(4)	2%	(3)	19%	(27)	64%	(90)	140
No	7%	(56)	8%	(69)	4%	(33)	3%	(27)	10%	(89)	68%	(586)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE25\_14:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
IFC Films

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	6%	(56)	7%	(74)	3%	(29)	4%	(37)	13%	(135)	67%	(670)	1000
Gender: Male	7%	(34)	9%	(43)	4%	(19)	4%	(20)	14%	(73)	63%	(318)	506
Gender: Female	5%	(22)	6%	(31)	2%	(10)	3%	(17)	12%	(62)	71%	(352)	494
Age: 18-34	8%	(46)	11%	(65)	4%	(21)	5%	(28)	15%	(94)	58%	(355)	609
GenZers: 1997-2012	6%	(56)	7%	(74)	3%	(29)	4%	(37)	13%	(135)	67%	(670)	1000
Ideo: Liberal (1-3)	6%	(20)	9%	(28)	4%	(12)	5%	(16)	13%	(41)	62%	(188)	304
Ideo: Moderate (4)	8%	(19)	11%	(27)	2%	(6)	5%	(11)	14%	(33)	59%	(137)	232
Ideo: Conservative (5-7)	6%	(10)	7%	(12)	2%	(4)	4%	(7)	18%	(30)	62%	(102)	165
Educ: < College	6%	(51)	7%	(64)	2%	(22)	3%	(30)	13%	(122)	68%	(621)	910
Educ: Bachelors degree	3%	(2)	11%	(7)	9%	(6)	10%	(7)	15%	(9)	52%	(34)	65
Ethnicity: White	6%	(41)	6%	(47)	2%	(18)	4%	(26)	14%	(99)	68%	(500)	731
Ethnicity: Hispanic	7%	(17)	8%	(19)	3%	(8)	6%	(14)	11%	(27)	66%	(159)	242
Ethnicity: Black	8%	(12)	11%	(17)	5%	(8)	6%	(8)	16%	(24)	54%	(80)	148
Ethnicity: Other	3%	(3)	9%	(11)	3%	(3)	2%	(2)	9%	(11)	74%	(90)	121
All Christian	8%	(20)	10%	(25)	3%	(7)	2%	(6)	18%	(42)	58%	(138)	237
All Non-Christian	10%	(5)	12%	(6)	7%	(3)	4%	(2)	13%	(6)	54%	(27)	50
Atheist	4%	(5)	4%	(5)	3%	(3)	1%	(1)	12%	(14)	76%	(87)	116
Agnostic/Nothing in particular	5%	(18)	7%	(26)	3%	(12)	4%	(14)	11%	(46)	71%	(287)	405
Something Else	4%	(8)	6%	(12)	1%	(3)	7%	(13)	14%	(27)	68%	(130)	193
Religious Non-Protestant/Catholic	11%	(7)	10%	(7)	6%	(4)	3%	(2)	21%	(15)	49%	(33)	68
Evangelical	12%	(21)	8%	(14)	3%	(5)	6%	(10)	16%	(28)	55%	(94)	172
Non-Evangelical	2%	(4)	9%	(21)	1%	(3)	4%	(9)	14%	(31)	70%	(160)	228
Community: Urban	7%	(20)	9%	(26)	3%	(8)	3%	(9)	15%	(45)	63%	(181)	288
Community: Suburban	6%	(26)	7%	(31)	4%	(16)	4%	(18)	12%	(53)	67%	(291)	435
Community: Rural	3%	(9)	6%	(18)	2%	(4)	3%	(10)	13%	(37)	72%	(198)	276
Military HH: Yes	6%	(6)	10%	(10)	8%	(7)	5%	(5)	11%	(11)	61%	(59)	97
Military HH: No	6%	(50)	7%	(64)	2%	(21)	4%	(32)	14%	(124)	68%	(611)	903

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**Table MCFE25\_14:** Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

IFC Films

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	6%	(56)	7%	(74)	3%	(29)	4%	(37)	13%	(135)	67%	(670)	1000
4-Region: Northeast	7%	(12)	7%	(12)	3%	(5)	4%	(6)	15%	(24)	64%	(105)	164
4-Region: Midwest	5%	(11)	6%	(13)	2%	(4)	3%	(6)	13%	(30)	72%	(168)	233
4-Region: South	6%	(27)	7%	(32)	4%	(19)	5%	(21)	13%	(57)	64%	(275)	432
4-Region: West	4%	(6)	10%	(17)	—	(0)	2%	(3)	13%	(23)	71%	(122)	172
TikTok Users	5%	(34)	7%	(50)	3%	(22)	4%	(28)	12%	(84)	68%	(463)	680
Twitch Users	4%	(10)	10%	(24)	5%	(12)	3%	(6)	14%	(34)	63%	(149)	236
2022 Sports Viewers/Attendees	8%	(46)	9%	(53)	4%	(25)	5%	(28)	14%	(85)	60%	(361)	597
Monthly Moviegoers	10%	(17)	12%	(21)	4%	(7)	5%	(9)	11%	(18)	57%	(96)	168
Few Times per Year + Moviegoers	6%	(35)	9%	(52)	4%	(24)	4%	(22)	14%	(80)	63%	(358)	571
Heard Smile Campaign	9%	(36)	9%	(39)	4%	(17)	5%	(21)	13%	(56)	60%	(255)	425
Heard Minion Campaign	8%	(40)	9%	(43)	4%	(18)	3%	(16)	14%	(69)	63%	(319)	505
Listens to Podcasts	7%	(40)	9%	(51)	5%	(26)	6%	(31)	16%	(91)	57%	(313)	552
Streaming Services User	6%	(52)	8%	(73)	3%	(29)	4%	(33)	14%	(123)	66%	(589)	898
Netflix User	5%	(42)	8%	(68)	3%	(24)	4%	(33)	14%	(122)	67%	(575)	864
Disney+ User	6%	(34)	9%	(58)	4%	(26)	5%	(29)	15%	(90)	61%	(379)	617
Heterosexual or straight	5%	(34)	8%	(54)	4%	(25)	4%	(30)	14%	(100)	65%	(459)	702
Bisexual	9%	(12)	6%	(9)	2%	(3)	2%	(2)	12%	(17)	69%	(97)	141
Something else	5%	(3)	4%	(2)	1%	(1)	7%	(4)	6%	(4)	77%	(43)	56
Yes	4%	(5)	6%	(8)	2%	(3)	2%	(2)	21%	(29)	65%	(92)	140
No	6%	(51)	8%	(66)	3%	(25)	4%	(34)	12%	(106)	67%	(578)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE26\_1:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Scarlett Johansson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	31%	(314)	17%	(171)	7%	(66)	3%	(26)	21%	(207)	22%	(217)	1000
Gender: Male	32%	(161)	18%	(91)	5%	(25)	2%	(10)	20%	(101)	23%	(118)	506
Gender: Female	31%	(153)	16%	(80)	8%	(41)	3%	(15)	22%	(107)	20%	(99)	494
Age: 18-34	34%	(206)	21%	(125)	8%	(51)	3%	(20)	17%	(102)	17%	(105)	609
GenZers: 1997-2012	31%	(314)	17%	(171)	7%	(66)	3%	(26)	21%	(207)	22%	(217)	1000
Ideo: Liberal (1-3)	36%	(109)	20%	(61)	8%	(26)	4%	(14)	20%	(60)	11%	(35)	304
Ideo: Moderate (4)	36%	(83)	18%	(42)	4%	(10)	1%	(3)	17%	(39)	24%	(56)	232
Ideo: Conservative (5-7)	34%	(55)	21%	(34)	10%	(16)	1%	(1)	19%	(32)	16%	(26)	165
Educ: < College	31%	(282)	17%	(151)	6%	(52)	2%	(22)	22%	(198)	22%	(204)	910
Educ: Bachelors degree	37%	(24)	25%	(16)	14%	(9)	5%	(3)	11%	(7)	9%	(6)	65
Ethnicity: White	32%	(231)	17%	(124)	7%	(52)	3%	(19)	21%	(154)	21%	(151)	731
Ethnicity: Hispanic	34%	(81)	18%	(44)	6%	(13)	3%	(6)	19%	(46)	21%	(51)	242
Ethnicity: Black	31%	(45)	14%	(21)	7%	(10)	4%	(5)	20%	(29)	25%	(37)	148
Ethnicity: Other	31%	(37)	21%	(25)	3%	(4)	1%	(1)	20%	(24)	24%	(29)	121
All Christian	41%	(97)	16%	(39)	7%	(16)	1%	(2)	20%	(46)	15%	(37)	237
All Non-Christian	34%	(17)	15%	(7)	12%	(6)	5%	(2)	17%	(9)	18%	(9)	50
Atheist	25%	(29)	20%	(24)	5%	(6)	2%	(3)	24%	(27)	23%	(27)	116
Agnostic/Nothing in particular	29%	(119)	18%	(74)	5%	(21)	2%	(9)	21%	(86)	23%	(95)	405
Something Else	27%	(53)	14%	(27)	9%	(17)	4%	(9)	20%	(39)	26%	(49)	193
Religious Non-Protestant/Catholic	34%	(23)	12%	(8)	10%	(7)	4%	(2)	28%	(19)	13%	(9)	68
Evangelical	42%	(72)	12%	(20)	9%	(16)	2%	(3)	14%	(24)	22%	(37)	172
Non-Evangelical	31%	(70)	18%	(42)	6%	(14)	3%	(7)	22%	(50)	19%	(44)	228
Community: Urban	35%	(100)	14%	(39)	7%	(20)	2%	(7)	22%	(63)	20%	(59)	288
Community: Suburban	33%	(145)	21%	(90)	5%	(21)	2%	(10)	19%	(84)	20%	(87)	435
Community: Rural	25%	(69)	15%	(41)	9%	(25)	3%	(9)	22%	(60)	26%	(71)	276
Military HH: Yes	29%	(28)	21%	(20)	10%	(10)	—	(0)	20%	(20)	20%	(19)	97
Military HH: No	32%	(286)	17%	(151)	6%	(56)	3%	(26)	21%	(188)	22%	(197)	903

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**Table MCFE26\_1:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Scarlett Johansson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	31%	(314)	17%	(171)	7%	(66)	3%	(26)	21%	(207)	22%	(217)	1000
4-Region: Northeast	29%	(48)	19%	(31)	7%	(11)	3%	(4)	21%	(35)	21%	(35)	164
4-Region: Midwest	26%	(60)	19%	(44)	7%	(17)	3%	(6)	21%	(49)	24%	(56)	233
4-Region: South	34%	(148)	15%	(65)	7%	(32)	3%	(14)	18%	(77)	22%	(96)	432
4-Region: West	34%	(59)	18%	(30)	3%	(6)	1%	(1)	27%	(46)	17%	(30)	172
TikTok Users	36%	(242)	16%	(111)	7%	(48)	3%	(17)	19%	(128)	20%	(134)	680
Twitch Users	38%	(89)	17%	(40)	9%	(22)	2%	(6)	16%	(39)	17%	(40)	236
2022 Sports Viewers/Attendees	37%	(220)	18%	(110)	8%	(50)	4%	(22)	19%	(112)	14%	(83)	597
Monthly Moviegoers	40%	(67)	19%	(31)	12%	(20)	2%	(4)	11%	(19)	17%	(28)	168
Few Times per Year + Moviegoers	37%	(213)	18%	(101)	8%	(45)	2%	(12)	19%	(108)	16%	(91)	571
Heard Smile Campaign	42%	(177)	19%	(79)	8%	(32)	2%	(8)	17%	(73)	13%	(56)	425
Heard Minion Campaign	39%	(198)	16%	(81)	8%	(39)	2%	(11)	18%	(91)	17%	(86)	505
Listens to Podcasts	36%	(198)	19%	(106)	9%	(47)	3%	(17)	17%	(96)	16%	(88)	552
Streaming Services User	34%	(302)	18%	(163)	7%	(65)	2%	(21)	21%	(187)	18%	(161)	898
Netflix User	33%	(283)	17%	(151)	7%	(60)	3%	(22)	21%	(184)	19%	(165)	864
Disney+ User	38%	(236)	18%	(110)	8%	(46)	3%	(17)	17%	(107)	16%	(101)	617
Heterosexual or straight	32%	(227)	17%	(122)	7%	(46)	3%	(18)	20%	(140)	21%	(147)	702
Bisexual	30%	(42)	18%	(25)	10%	(14)	2%	(3)	19%	(27)	21%	(30)	141
Something else	18%	(10)	11%	(6)	3%	(2)	2%	(1)	28%	(16)	37%	(21)	56
Yes	21%	(30)	15%	(22)	4%	(5)	4%	(5)	31%	(44)	25%	(35)	140
No	33%	(285)	17%	(149)	7%	(61)	2%	(21)	19%	(163)	21%	(182)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE26\_2:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Robert Downey, Jr.

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	41%	(412)	18%	(181)	5%	(47)	3%	(28)	14%	(143)	19%	(190)	1000
Gender: Male	44%	(221)	17%	(88)	4%	(18)	3%	(15)	16%	(79)	17%	(85)	506
Gender: Female	39%	(191)	19%	(92)	6%	(28)	3%	(13)	13%	(64)	21%	(105)	494
Age: 18-34	42%	(255)	21%	(126)	5%	(33)	3%	(16)	13%	(79)	17%	(101)	609
GenZers: 1997-2012	41%	(412)	18%	(181)	5%	(47)	3%	(28)	14%	(143)	19%	(190)	1000
Ideo: Liberal (1-3)	40%	(122)	23%	(70)	8%	(23)	5%	(14)	14%	(41)	11%	(33)	304
Ideo: Moderate (4)	42%	(98)	18%	(41)	3%	(8)	2%	(4)	15%	(36)	19%	(45)	232
Ideo: Conservative (5-7)	43%	(70)	20%	(34)	3%	(5)	2%	(4)	19%	(32)	12%	(20)	165
Educ: < College	41%	(375)	18%	(159)	4%	(37)	3%	(23)	15%	(133)	20%	(181)	910
Educ: Bachelors degree	44%	(29)	26%	(17)	11%	(7)	5%	(3)	9%	(6)	5%	(3)	65
Ethnicity: White	43%	(312)	19%	(136)	5%	(35)	3%	(20)	14%	(104)	17%	(124)	731
Ethnicity: Hispanic	44%	(107)	15%	(37)	5%	(13)	2%	(5)	13%	(31)	20%	(49)	242
Ethnicity: Black	36%	(53)	16%	(23)	6%	(8)	3%	(4)	15%	(23)	25%	(37)	148
Ethnicity: Other	39%	(47)	17%	(21)	2%	(3)	3%	(4)	13%	(16)	25%	(30)	121
All Christian	43%	(101)	20%	(48)	4%	(8)	3%	(7)	16%	(38)	15%	(35)	237
All Non-Christian	38%	(19)	21%	(10)	11%	(5)	2%	(1)	8%	(4)	21%	(11)	50
Atheist	47%	(54)	16%	(19)	1%	(2)	2%	(3)	15%	(17)	18%	(21)	116
Agnostic/Nothing in particular	42%	(171)	19%	(76)	4%	(14)	4%	(15)	12%	(50)	19%	(79)	405
Something Else	35%	(67)	15%	(28)	9%	(17)	1%	(2)	18%	(34)	23%	(45)	193
Religious Non-Protestant/Catholic	35%	(24)	18%	(12)	9%	(6)	1%	(1)	20%	(13)	17%	(12)	68
Evangelical	41%	(70)	16%	(27)	6%	(11)	4%	(6)	17%	(30)	16%	(27)	172
Non-Evangelical	40%	(90)	19%	(43)	6%	(14)	1%	(3)	14%	(32)	20%	(47)	228
Community: Urban	38%	(109)	15%	(45)	4%	(12)	3%	(10)	16%	(46)	23%	(67)	288
Community: Suburban	43%	(189)	20%	(87)	4%	(16)	3%	(14)	13%	(56)	17%	(73)	435
Community: Rural	41%	(114)	18%	(49)	7%	(18)	1%	(4)	15%	(42)	18%	(50)	276
Military HH: Yes	41%	(40)	23%	(22)	5%	(5)	2%	(2)	10%	(10)	19%	(19)	97
Military HH: No	41%	(372)	18%	(159)	5%	(41)	3%	(26)	15%	(133)	19%	(172)	903

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**Table MCFE26\_2:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Robert Downey, Jr.

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	41%	(412)	18%	(181)	5%	(47)	3%	(28)	14%	(143)	19%	(190)	1000
4-Region: Northeast	37%	(61)	24%	(39)	3%	(5)	2%	(4)	14%	(23)	19%	(32)	164
4-Region: Midwest	44%	(102)	18%	(42)	5%	(11)	2%	(4)	12%	(29)	19%	(44)	233
4-Region: South	40%	(171)	17%	(74)	6%	(25)	4%	(19)	14%	(62)	19%	(81)	432
4-Region: West	46%	(78)	14%	(25)	3%	(5)	1%	(1)	17%	(29)	19%	(33)	172
TikTok Users	44%	(302)	18%	(123)	5%	(35)	3%	(22)	12%	(84)	17%	(114)	680
Twitch Users	45%	(106)	23%	(54)	4%	(10)	5%	(12)	13%	(30)	10%	(24)	236
2022 Sports Viewers/Attendees	46%	(276)	21%	(124)	6%	(33)	2%	(11)	14%	(81)	12%	(72)	597
Monthly Moviegoers	43%	(72)	18%	(30)	9%	(15)	7%	(12)	6%	(10)	17%	(28)	168
Few Times per Year + Moviegoers	42%	(242)	20%	(115)	5%	(29)	4%	(23)	13%	(75)	15%	(86)	571
Heard Smile Campaign	47%	(200)	20%	(85)	6%	(25)	3%	(15)	12%	(50)	12%	(51)	425
Heard Minion Campaign	49%	(246)	18%	(91)	5%	(25)	4%	(18)	11%	(56)	14%	(70)	505
Listens to Podcasts	44%	(245)	19%	(106)	6%	(33)	4%	(21)	13%	(74)	13%	(73)	552
Streaming Services User	43%	(390)	19%	(172)	5%	(43)	3%	(26)	15%	(134)	15%	(133)	898
Netflix User	43%	(375)	18%	(152)	5%	(41)	3%	(26)	15%	(126)	17%	(143)	864
Disney+ User	49%	(303)	19%	(118)	5%	(33)	3%	(18)	9%	(57)	14%	(88)	617
Heterosexual or straight	43%	(300)	17%	(122)	4%	(31)	2%	(15)	16%	(110)	18%	(123)	702
Bisexual	39%	(55)	24%	(33)	4%	(5)	2%	(3)	11%	(16)	20%	(28)	141
Something else	35%	(19)	5%	(3)	2%	(1)	5%	(3)	15%	(8)	37%	(21)	56
Yes	23%	(32)	21%	(29)	6%	(8)	7%	(9)	22%	(31)	22%	(31)	140
No	44%	(380)	18%	(151)	4%	(38)	2%	(19)	13%	(112)	19%	(160)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).



**Table MCFE26\_3:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Samuel L. Jackson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	35%	(352)	16%	(164)	4%	(36)	3%	(31)	16%	(158)	26%	(260)	1000
Gender: Male	43%	(216)	17%	(84)	4%	(20)	3%	(13)	16%	(80)	18%	(93)	506
Gender: Female	27%	(135)	16%	(79)	3%	(15)	4%	(19)	16%	(78)	34%	(167)	494
Age: 18-34	41%	(251)	19%	(114)	5%	(29)	3%	(17)	15%	(91)	18%	(107)	609
GenZers: 1997-2012	35%	(352)	16%	(164)	4%	(36)	3%	(31)	16%	(158)	26%	(260)	1000
Ideo: Liberal (1-3)	39%	(119)	22%	(67)	4%	(13)	3%	(10)	14%	(41)	17%	(53)	304
Ideo: Moderate (4)	41%	(95)	15%	(35)	3%	(6)	4%	(8)	18%	(42)	20%	(45)	232
Ideo: Conservative (5-7)	36%	(59)	18%	(30)	5%	(8)	3%	(4)	11%	(19)	27%	(45)	165
Educ: < College	35%	(317)	16%	(147)	3%	(31)	3%	(24)	16%	(145)	27%	(245)	910
Educ: Bachelors degree	42%	(27)	24%	(16)	3%	(2)	9%	(6)	13%	(8)	10%	(6)	65
Ethnicity: White	35%	(259)	17%	(128)	3%	(22)	2%	(16)	15%	(109)	27%	(197)	731
Ethnicity: Hispanic	38%	(91)	19%	(45)	3%	(8)	2%	(4)	14%	(34)	25%	(59)	242
Ethnicity: Black	41%	(61)	14%	(21)	6%	(9)	7%	(11)	17%	(26)	14%	(20)	148
Ethnicity: Other	27%	(32)	12%	(15)	3%	(4)	4%	(4)	19%	(23)	35%	(43)	121
All Christian	37%	(87)	20%	(47)	3%	(8)	3%	(6)	15%	(35)	23%	(55)	237
All Non-Christian	35%	(17)	28%	(14)	9%	(5)	2%	(1)	13%	(6)	12%	(6)	50
Atheist	35%	(41)	19%	(22)	2%	(2)	2%	(3)	18%	(21)	23%	(27)	116
Agnostic/Nothing in particular	37%	(152)	12%	(47)	4%	(16)	4%	(16)	17%	(68)	26%	(106)	405
Something Else	28%	(55)	18%	(34)	2%	(4)	3%	(5)	15%	(29)	34%	(66)	193
Religious Non-Protestant/Catholic	31%	(21)	26%	(18)	8%	(6)	1%	(1)	22%	(15)	10%	(7)	68
Evangelical	34%	(59)	18%	(31)	3%	(5)	4%	(6)	14%	(24)	27%	(47)	172
Non-Evangelical	34%	(78)	19%	(43)	2%	(5)	2%	(5)	13%	(30)	29%	(67)	228
Community: Urban	33%	(96)	16%	(45)	4%	(12)	2%	(6)	18%	(52)	27%	(77)	288
Community: Suburban	39%	(170)	14%	(62)	3%	(15)	4%	(16)	16%	(71)	23%	(102)	435
Community: Rural	31%	(87)	20%	(56)	3%	(9)	3%	(10)	13%	(35)	29%	(80)	276
Military HH: Yes	34%	(33)	12%	(12)	5%	(5)	6%	(6)	12%	(12)	31%	(30)	97
Military HH: No	35%	(319)	17%	(152)	3%	(31)	3%	(26)	16%	(146)	25%	(230)	903

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**Table MCFE26\_3:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Samuel L. Jackson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	35%	(352)	16%	(164)	4%	(36)	3%	(31)	16%	(158)	26%	(260)	1000
4-Region: Northeast	36%	(58)	19%	(31)	3%	(5)	3%	(5)	14%	(23)	25%	(41)	164
4-Region: Midwest	33%	(76)	18%	(41)	2%	(4)	4%	(9)	16%	(37)	28%	(65)	233
4-Region: South	36%	(157)	17%	(73)	5%	(22)	3%	(12)	15%	(65)	24%	(102)	432
4-Region: West	35%	(60)	11%	(18)	3%	(5)	3%	(4)	19%	(33)	30%	(51)	172
TikTok Users	35%	(239)	17%	(118)	4%	(28)	4%	(27)	13%	(90)	26%	(177)	680
Twitch Users	44%	(103)	22%	(52)	4%	(9)	4%	(10)	12%	(28)	14%	(34)	236
2022 Sports Viewers/Attendees	41%	(245)	18%	(110)	4%	(22)	4%	(26)	14%	(85)	18%	(108)	597
Monthly Moviegoers	35%	(59)	22%	(37)	6%	(10)	6%	(11)	9%	(16)	21%	(36)	168
Few Times per Year + Moviegoers	41%	(232)	16%	(94)	4%	(23)	3%	(19)	12%	(68)	24%	(135)	571
Heard Smile Campaign	42%	(178)	18%	(75)	4%	(17)	3%	(14)	11%	(49)	22%	(92)	425
Heard Minion Campaign	41%	(207)	17%	(86)	4%	(20)	3%	(15)	13%	(64)	22%	(112)	505
Listens to Podcasts	36%	(200)	18%	(100)	5%	(28)	4%	(24)	15%	(83)	21%	(117)	552
Streaming Services User	37%	(334)	17%	(150)	4%	(35)	3%	(28)	16%	(147)	23%	(204)	898
Netflix User	36%	(311)	17%	(147)	4%	(34)	3%	(29)	16%	(135)	24%	(208)	864
Disney+ User	40%	(246)	17%	(103)	4%	(26)	4%	(25)	14%	(84)	22%	(134)	617
Heterosexual or straight	36%	(252)	17%	(119)	4%	(29)	4%	(25)	15%	(107)	24%	(170)	702
Bisexual	38%	(53)	12%	(17)	3%	(4)	2%	(3)	16%	(23)	29%	(41)	141
Something else	16%	(9)	8%	(5)	3%	(2)	6%	(3)	18%	(10)	49%	(28)	56
Yes	29%	(40)	14%	(19)	1%	(1)	2%	(3)	26%	(36)	29%	(40)	140
No	36%	(311)	17%	(145)	4%	(35)	3%	(29)	14%	(122)	25%	(219)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE26\_4:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Chris Hemsworth

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	35%	(347)	18%	(182)	5%	(53)	3%	(29)	19%	(187)	20%	(202)	1000
Gender: Male	35%	(179)	18%	(94)	6%	(33)	2%	(12)	17%	(87)	20%	(102)	506
Gender: Female	34%	(168)	18%	(88)	4%	(20)	4%	(17)	20%	(100)	20%	(100)	494
Age: 18-34	38%	(229)	20%	(122)	6%	(34)	3%	(20)	17%	(102)	17%	(102)	609
GenZers: 1997-2012	35%	(347)	18%	(182)	5%	(53)	3%	(29)	19%	(187)	20%	(202)	1000
Ideo: Liberal (1-3)	38%	(114)	20%	(61)	6%	(19)	3%	(10)	21%	(64)	12%	(36)	304
Ideo: Moderate (4)	36%	(83)	18%	(42)	4%	(10)	2%	(4)	18%	(41)	22%	(51)	232
Ideo: Conservative (5-7)	36%	(59)	21%	(35)	8%	(13)	4%	(7)	16%	(26)	16%	(26)	165
Educ: < College	34%	(305)	18%	(165)	5%	(48)	3%	(24)	19%	(174)	21%	(193)	910
Educ: Bachelors degree	51%	(34)	23%	(15)	5%	(3)	5%	(3)	12%	(8)	4%	(3)	65
Ethnicity: White	37%	(269)	18%	(133)	5%	(35)	3%	(19)	19%	(140)	18%	(134)	731
Ethnicity: Hispanic	39%	(94)	22%	(53)	2%	(6)	2%	(6)	14%	(33)	21%	(50)	242
Ethnicity: Black	29%	(42)	15%	(22)	10%	(14)	4%	(6)	21%	(31)	22%	(32)	148
Ethnicity: Other	29%	(35)	22%	(26)	3%	(3)	4%	(4)	14%	(16)	29%	(35)	121
All Christian	41%	(96)	20%	(46)	3%	(6)	4%	(9)	18%	(42)	15%	(37)	237
All Non-Christian	34%	(17)	16%	(8)	9%	(4)	4%	(2)	18%	(9)	19%	(9)	50
Atheist	33%	(38)	24%	(27)	3%	(4)	2%	(2)	19%	(22)	19%	(22)	116
Agnostic/Nothing in particular	33%	(135)	19%	(77)	5%	(22)	2%	(10)	18%	(72)	22%	(89)	405
Something Else	32%	(61)	12%	(23)	9%	(17)	3%	(6)	22%	(42)	23%	(45)	193
Religious Non-Protestant/Catholic	33%	(22)	13%	(9)	6%	(4)	6%	(4)	28%	(19)	14%	(9)	68
Evangelical	40%	(68)	16%	(28)	9%	(15)	4%	(8)	16%	(27)	15%	(25)	172
Non-Evangelical	36%	(82)	17%	(38)	3%	(6)	2%	(5)	20%	(45)	23%	(52)	228
Community: Urban	32%	(91)	16%	(46)	3%	(10)	5%	(14)	21%	(60)	23%	(67)	288
Community: Suburban	34%	(149)	23%	(100)	6%	(26)	2%	(8)	16%	(69)	19%	(83)	435
Community: Rural	38%	(106)	13%	(35)	6%	(18)	3%	(8)	21%	(59)	18%	(51)	276
Military HH: Yes	29%	(28)	23%	(23)	4%	(4)	4%	(4)	23%	(22)	16%	(16)	97
Military HH: No	35%	(319)	18%	(159)	5%	(49)	3%	(26)	18%	(165)	21%	(186)	903

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**Table MCFE26\_4:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Chris Hemsworth

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	35%	(347)	18%	(182)	5%	(53)	3%	(29)	19%	(187)	20%	(202)	1000
4-Region: Northeast	32%	(52)	22%	(36)	6%	(9)	3%	(5)	19%	(31)	19%	(30)	164
4-Region: Midwest	32%	(75)	23%	(52)	3%	(6)	2%	(5)	21%	(48)	20%	(46)	233
4-Region: South	37%	(158)	15%	(66)	7%	(29)	4%	(16)	17%	(75)	20%	(88)	432
4-Region: West	36%	(62)	16%	(27)	5%	(9)	2%	(4)	19%	(33)	22%	(37)	172
TikTok Users	39%	(265)	19%	(130)	6%	(42)	3%	(19)	15%	(103)	18%	(120)	680
Twitch Users	36%	(85)	22%	(53)	7%	(17)	2%	(4)	17%	(40)	15%	(36)	236
2022 Sports Viewers/Attendees	40%	(239)	20%	(118)	7%	(41)	3%	(17)	18%	(107)	13%	(75)	597
Monthly Moviegoers	42%	(71)	21%	(35)	8%	(13)	7%	(12)	8%	(14)	13%	(23)	168
Few Times per Year + Moviegoers	39%	(224)	21%	(122)	4%	(24)	4%	(22)	16%	(91)	15%	(88)	571
Heard Smile Campaign	43%	(184)	20%	(83)	4%	(15)	5%	(21)	16%	(66)	13%	(55)	425
Heard Minion Campaign	42%	(213)	18%	(92)	4%	(20)	3%	(15)	18%	(91)	15%	(74)	505
Listens to Podcasts	37%	(202)	19%	(107)	7%	(36)	5%	(27)	18%	(100)	14%	(80)	552
Streaming Services User	37%	(332)	18%	(165)	6%	(53)	3%	(27)	20%	(176)	16%	(146)	898
Netflix User	36%	(314)	19%	(164)	6%	(50)	3%	(28)	18%	(156)	18%	(153)	864
Disney+ User	41%	(251)	19%	(120)	6%	(38)	3%	(21)	17%	(102)	14%	(85)	617
Heterosexual or straight	37%	(258)	18%	(127)	6%	(39)	3%	(23)	17%	(120)	19%	(134)	702
Bisexual	27%	(38)	22%	(31)	3%	(5)	4%	(6)	22%	(32)	21%	(30)	141
Something else	23%	(13)	4%	(2)	7%	(4)	1%	(0)	18%	(10)	47%	(27)	56
Yes	19%	(27)	20%	(28)	6%	(8)	4%	(5)	31%	(44)	20%	(27)	140
No	37%	(320)	18%	(154)	5%	(45)	3%	(24)	17%	(143)	20%	(174)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE26\_5:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Chris Pratt

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	30%	(300)	19%	(192)	9%	(93)	6%	(58)	20%	(197)	16%	(160)	1000
Gender: Male	34%	(170)	20%	(100)	8%	(40)	5%	(24)	19%	(94)	15%	(77)	506
Gender: Female	26%	(130)	19%	(92)	11%	(53)	7%	(34)	21%	(102)	17%	(83)	494
Age: 18-34	33%	(200)	19%	(118)	8%	(48)	7%	(42)	18%	(110)	15%	(90)	609
GenZers: 1997-2012	30%	(300)	19%	(192)	9%	(93)	6%	(58)	20%	(197)	16%	(160)	1000
Ideo: Liberal (1-3)	25%	(77)	19%	(58)	15%	(46)	13%	(39)	16%	(50)	11%	(34)	304
Ideo: Moderate (4)	35%	(82)	22%	(51)	4%	(9)	3%	(8)	19%	(44)	17%	(39)	232
Ideo: Conservative (5-7)	39%	(65)	20%	(33)	10%	(17)	3%	(4)	19%	(31)	9%	(16)	165
Educ: < College	29%	(262)	19%	(176)	9%	(85)	5%	(47)	21%	(186)	17%	(153)	910
Educ: Bachelors degree	47%	(31)	21%	(14)	7%	(5)	14%	(9)	8%	(5)	3%	(2)	65
Ethnicity: White	30%	(220)	20%	(145)	10%	(72)	6%	(47)	19%	(139)	15%	(107)	731
Ethnicity: Hispanic	33%	(80)	20%	(48)	7%	(17)	5%	(13)	16%	(38)	19%	(46)	242
Ethnicity: Black	31%	(46)	14%	(21)	8%	(11)	5%	(7)	22%	(32)	21%	(31)	148
Ethnicity: Other	29%	(35)	21%	(26)	7%	(9)	3%	(4)	21%	(25)	18%	(22)	121
All Christian	37%	(87)	18%	(42)	10%	(23)	4%	(10)	20%	(47)	12%	(28)	237
All Non-Christian	23%	(12)	23%	(12)	11%	(5)	9%	(4)	15%	(7)	18%	(9)	50
Atheist	20%	(23)	20%	(23)	14%	(17)	14%	(16)	20%	(23)	12%	(14)	116
Agnostic/Nothing in particular	29%	(117)	20%	(81)	8%	(32)	5%	(22)	20%	(79)	18%	(75)	405
Something Else	32%	(61)	18%	(35)	8%	(16)	4%	(7)	21%	(40)	18%	(34)	193
Religious Non-Protestant/Catholic	26%	(17)	20%	(14)	10%	(7)	9%	(6)	22%	(15)	13%	(9)	68
Evangelical	40%	(69)	20%	(34)	7%	(12)	1%	(3)	18%	(31)	13%	(23)	172
Non-Evangelical	31%	(72)	17%	(39)	10%	(24)	5%	(11)	21%	(48)	15%	(35)	228
Community: Urban	28%	(81)	21%	(60)	9%	(27)	5%	(15)	20%	(56)	17%	(50)	288
Community: Suburban	31%	(133)	19%	(84)	8%	(36)	5%	(22)	20%	(89)	16%	(71)	435
Community: Rural	31%	(87)	18%	(48)	11%	(29)	8%	(21)	19%	(51)	14%	(39)	276
Military HH: Yes	29%	(28)	17%	(16)	13%	(12)	2%	(2)	26%	(25)	14%	(14)	97
Military HH: No	30%	(272)	19%	(176)	9%	(80)	6%	(57)	19%	(172)	16%	(146)	903

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**Table MCFE26\_5:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Chris Pratt

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	30%	(300)	19%	(192)	9%	(93)	6%	(58)	20%	(197)	16%	(160)	1000
4-Region: Northeast	31%	(51)	23%	(38)	9%	(15)	5%	(8)	16%	(27)	16%	(26)	164
4-Region: Midwest	33%	(76)	17%	(39)	10%	(24)	4%	(9)	20%	(47)	16%	(38)	233
4-Region: South	31%	(133)	20%	(85)	8%	(35)	6%	(25)	18%	(79)	17%	(74)	432
4-Region: West	23%	(40)	17%	(30)	11%	(19)	10%	(17)	26%	(44)	13%	(22)	172
TikTok Users	32%	(216)	19%	(133)	10%	(67)	6%	(40)	18%	(121)	15%	(104)	680
Twitch Users	35%	(82)	26%	(61)	9%	(22)	5%	(13)	17%	(39)	8%	(20)	236
2022 Sports Viewers/Attendees	36%	(218)	20%	(119)	10%	(59)	6%	(36)	18%	(109)	10%	(57)	597
Monthly Moviegoers	40%	(68)	17%	(29)	14%	(24)	8%	(13)	8%	(13)	13%	(21)	168
Few Times per Year + Moviegoers	35%	(198)	22%	(123)	11%	(62)	5%	(30)	16%	(91)	12%	(67)	571
Heard Smile Campaign	39%	(164)	18%	(76)	10%	(41)	6%	(28)	16%	(70)	11%	(45)	425
Heard Minion Campaign	36%	(184)	19%	(95)	11%	(55)	8%	(42)	14%	(71)	11%	(58)	505
Listens to Podcasts	31%	(169)	21%	(116)	9%	(50)	8%	(45)	18%	(100)	13%	(73)	552
Streaming Services User	32%	(285)	20%	(180)	10%	(89)	6%	(56)	20%	(175)	13%	(113)	898
Netflix User	31%	(269)	20%	(173)	10%	(89)	5%	(44)	19%	(167)	14%	(122)	864
Disney+ User	36%	(222)	20%	(124)	11%	(68)	5%	(34)	16%	(100)	11%	(70)	617
Heterosexual or straight	34%	(236)	19%	(132)	8%	(58)	4%	(30)	19%	(136)	16%	(110)	702
Bisexual	23%	(33)	20%	(28)	12%	(17)	9%	(12)	18%	(26)	18%	(25)	141
Something else	15%	(8)	18%	(10)	6%	(4)	4%	(2)	26%	(15)	31%	(17)	56
Yes	22%	(30)	14%	(20)	11%	(15)	9%	(12)	29%	(41)	15%	(22)	140
No	31%	(270)	20%	(172)	9%	(78)	5%	(46)	18%	(156)	16%	(138)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE26\_6:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Tom Cruise

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	29%	(285)	23%	(232)	9%	(87)	8%	(76)	24%	(240)	8%	(80)	1000
Gender: Male	31%	(158)	26%	(131)	10%	(51)	7%	(34)	20%	(103)	6%	(29)	506
Gender: Female	26%	(127)	20%	(101)	7%	(36)	9%	(43)	28%	(136)	10%	(50)	494
Age: 18-34	32%	(195)	24%	(147)	9%	(55)	9%	(52)	18%	(111)	8%	(50)	609
GenZers: 1997-2012	29%	(285)	23%	(232)	9%	(87)	8%	(76)	24%	(240)	8%	(80)	1000
Ideo: Liberal (1-3)	26%	(79)	17%	(51)	18%	(54)	14%	(43)	21%	(62)	4%	(14)	304
Ideo: Moderate (4)	32%	(74)	26%	(61)	6%	(13)	5%	(12)	23%	(53)	9%	(20)	232
Ideo: Conservative (5-7)	37%	(61)	25%	(42)	6%	(10)	8%	(13)	19%	(32)	4%	(7)	165
Educ: < College	28%	(256)	23%	(213)	8%	(74)	7%	(67)	25%	(226)	8%	(74)	910
Educ: Bachelors degree	30%	(19)	25%	(16)	17%	(11)	11%	(7)	17%	(11)	1%	(0)	65
Ethnicity: White	29%	(211)	23%	(167)	9%	(69)	9%	(65)	23%	(168)	7%	(51)	731
Ethnicity: Hispanic	31%	(76)	19%	(46)	3%	(8)	9%	(22)	25%	(60)	12%	(29)	242
Ethnicity: Black	32%	(47)	25%	(36)	8%	(11)	5%	(8)	21%	(31)	10%	(15)	148
Ethnicity: Other	23%	(28)	23%	(28)	6%	(7)	2%	(3)	34%	(41)	12%	(14)	121
All Christian	33%	(78)	29%	(68)	7%	(16)	3%	(8)	21%	(50)	7%	(16)	237
All Non-Christian	21%	(11)	30%	(15)	6%	(3)	18%	(9)	16%	(8)	7%	(4)	50
Atheist	22%	(25)	12%	(14)	22%	(25)	10%	(12)	29%	(34)	5%	(6)	116
Agnostic/Nothing in particular	29%	(117)	22%	(91)	8%	(31)	8%	(33)	26%	(103)	7%	(29)	405
Something Else	28%	(54)	22%	(43)	7%	(13)	7%	(14)	23%	(44)	13%	(25)	193
Religious Non-Protestant/Catholic	21%	(14)	30%	(21)	5%	(3)	13%	(9)	25%	(17)	5%	(4)	68
Evangelical	38%	(66)	28%	(48)	7%	(12)	3%	(5)	16%	(27)	8%	(13)	172
Non-Evangelical	27%	(61)	24%	(55)	7%	(16)	7%	(16)	25%	(56)	11%	(25)	228
Community: Urban	30%	(87)	17%	(48)	8%	(23)	7%	(21)	27%	(78)	10%	(30)	288
Community: Suburban	25%	(111)	28%	(121)	10%	(46)	8%	(34)	21%	(91)	8%	(33)	435
Community: Rural	32%	(88)	23%	(62)	7%	(19)	8%	(21)	26%	(71)	6%	(16)	276
Military HH: Yes	25%	(24)	33%	(32)	8%	(8)	8%	(8)	21%	(20)	4%	(4)	97
Military HH: No	29%	(261)	22%	(199)	9%	(79)	8%	(69)	24%	(219)	8%	(75)	903

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**Table MCFE26\_6:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Tom Cruise

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	29%	(285)	23%	(232)	9%	(87)	8%	(76)	24%	(240)	8%	(80)	1000
4-Region: Northeast	29%	(48)	23%	(38)	8%	(13)	9%	(14)	21%	(35)	10%	(17)	164
4-Region: Midwest	29%	(67)	28%	(66)	13%	(29)	8%	(18)	17%	(39)	5%	(13)	233
4-Region: South	29%	(126)	23%	(98)	7%	(30)	8%	(36)	24%	(106)	8%	(36)	432
4-Region: West	26%	(45)	17%	(29)	9%	(16)	4%	(8)	35%	(60)	8%	(14)	172
TikTok Users	31%	(211)	25%	(169)	8%	(55)	8%	(54)	21%	(141)	7%	(51)	680
Twitch Users	30%	(70)	28%	(65)	10%	(24)	10%	(24)	19%	(45)	3%	(7)	236
2022 Sports Viewers/Attendees	33%	(197)	27%	(161)	9%	(55)	9%	(54)	18%	(107)	4%	(24)	597
Monthly Moviegoers	37%	(63)	22%	(37)	13%	(21)	9%	(16)	8%	(13)	11%	(18)	168
Few Times per Year + Moviegoers	33%	(186)	26%	(149)	11%	(63)	8%	(48)	16%	(92)	6%	(33)	571
Heard Smile Campaign	37%	(156)	21%	(91)	11%	(47)	9%	(38)	16%	(66)	6%	(27)	425
Heard Minion Campaign	33%	(168)	23%	(114)	9%	(44)	9%	(46)	21%	(107)	5%	(26)	505
Listens to Podcasts	30%	(167)	24%	(130)	10%	(57)	9%	(52)	21%	(117)	5%	(29)	552
Streaming Services User	30%	(270)	24%	(212)	9%	(77)	8%	(70)	25%	(222)	5%	(47)	898
Netflix User	30%	(260)	24%	(204)	8%	(71)	8%	(66)	24%	(210)	6%	(53)	864
Disney+ User	32%	(199)	24%	(147)	9%	(55)	9%	(55)	20%	(126)	6%	(35)	617
Heterosexual or straight	31%	(218)	26%	(180)	7%	(49)	7%	(46)	22%	(157)	7%	(51)	702
Bisexual	24%	(34)	21%	(30)	12%	(17)	7%	(10)	25%	(36)	10%	(14)	141
Something else	18%	(10)	10%	(6)	16%	(9)	8%	(4)	28%	(16)	20%	(11)	56
Yes	25%	(35)	13%	(19)	11%	(15)	12%	(17)	31%	(43)	8%	(11)	140
No	29%	(250)	25%	(213)	8%	(72)	7%	(59)	23%	(197)	8%	(69)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).



**Table MCFE26\_7:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Chris Evans

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	32%	(321)	19%	(185)	6%	(60)	2%	(24)	20%	(201)	21%	(210)	1000
Gender: Male	32%	(163)	21%	(105)	4%	(21)	2%	(12)	18%	(92)	22%	(113)	506
Gender: Female	32%	(158)	16%	(80)	8%	(38)	2%	(12)	22%	(109)	20%	(97)	494
Age: 18-34	35%	(216)	21%	(131)	6%	(36)	3%	(19)	16%	(98)	18%	(109)	609
GenZers: 1997-2012	32%	(321)	19%	(185)	6%	(60)	2%	(24)	20%	(201)	21%	(210)	1000
Ideo: Liberal (1-3)	36%	(109)	20%	(61)	7%	(22)	4%	(12)	22%	(67)	11%	(34)	304
Ideo: Moderate (4)	32%	(75)	21%	(50)	4%	(10)	2%	(4)	17%	(40)	23%	(54)	232
Ideo: Conservative (5-7)	33%	(54)	19%	(31)	8%	(14)	2%	(4)	21%	(35)	17%	(28)	165
Educ: < College	31%	(283)	18%	(163)	6%	(55)	2%	(19)	21%	(191)	22%	(198)	910
Educ: Bachelors degree	43%	(28)	30%	(20)	3%	(2)	3%	(2)	11%	(7)	10%	(6)	65
Ethnicity: White	33%	(238)	19%	(140)	6%	(44)	2%	(16)	19%	(140)	21%	(154)	731
Ethnicity: Hispanic	40%	(97)	19%	(45)	5%	(13)	2%	(4)	17%	(41)	18%	(43)	242
Ethnicity: Black	29%	(43)	18%	(26)	7%	(10)	5%	(7)	21%	(31)	21%	(31)	148
Ethnicity: Other	33%	(40)	16%	(19)	4%	(5)	1%	(1)	25%	(30)	21%	(25)	121
All Christian	36%	(86)	22%	(52)	6%	(13)	2%	(6)	20%	(47)	14%	(33)	237
All Non-Christian	21%	(11)	32%	(16)	7%	(4)	5%	(2)	11%	(6)	23%	(11)	50
Atheist	31%	(36)	24%	(28)	6%	(7)	4%	(4)	16%	(19)	19%	(22)	116
Agnostic/Nothing in particular	32%	(130)	15%	(61)	5%	(22)	2%	(9)	22%	(87)	24%	(95)	405
Something Else	30%	(58)	15%	(29)	7%	(14)	1%	(3)	22%	(42)	25%	(48)	193
Religious Non-Protestant/Catholic	22%	(15)	27%	(19)	7%	(5)	7%	(4)	20%	(14)	17%	(11)	68
Evangelical	35%	(60)	20%	(34)	10%	(18)	1%	(2)	18%	(30)	16%	(28)	172
Non-Evangelical	34%	(78)	18%	(41)	3%	(7)	1%	(3)	21%	(49)	22%	(51)	228
Community: Urban	32%	(91)	17%	(50)	5%	(14)	3%	(9)	21%	(61)	22%	(63)	288
Community: Suburban	32%	(140)	22%	(98)	5%	(21)	2%	(7)	20%	(88)	19%	(81)	435
Community: Rural	32%	(90)	14%	(37)	9%	(24)	3%	(8)	19%	(52)	24%	(66)	276
Military HH: Yes	30%	(29)	20%	(19)	2%	(2)	6%	(6)	12%	(12)	29%	(28)	97
Military HH: No	32%	(292)	18%	(166)	6%	(57)	2%	(18)	21%	(189)	20%	(182)	903

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**Table MCFE26\_7:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Chris Evans

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	32%	(321)	19%	(185)	6%	(60)	2%	(24)	20%	(201)	21%	(210)	1000
4-Region: Northeast	33%	(54)	23%	(37)	8%	(13)	1%	(2)	18%	(29)	18%	(29)	164
4-Region: Midwest	29%	(68)	17%	(39)	8%	(19)	2%	(4)	16%	(36)	29%	(66)	233
4-Region: South	33%	(142)	18%	(77)	6%	(26)	3%	(13)	20%	(86)	20%	(87)	432
4-Region: West	33%	(57)	19%	(33)	1%	(1)	3%	(5)	29%	(49)	16%	(27)	172
TikTok Users	36%	(243)	20%	(135)	6%	(41)	2%	(17)	18%	(122)	18%	(122)	680
Twitch Users	37%	(88)	18%	(42)	8%	(19)	3%	(6)	15%	(36)	19%	(46)	236
2022 Sports Viewers/Attendees	37%	(219)	21%	(122)	7%	(40)	3%	(20)	18%	(109)	15%	(88)	597
Monthly Moviegoers	45%	(75)	18%	(30)	8%	(14)	5%	(8)	10%	(18)	14%	(24)	168
Few Times per Year + Moviegoers	36%	(208)	20%	(112)	7%	(39)	3%	(17)	17%	(99)	17%	(96)	571
Heard Smile Campaign	39%	(164)	20%	(86)	6%	(27)	3%	(13)	18%	(76)	14%	(59)	425
Heard Minion Campaign	39%	(195)	17%	(88)	7%	(34)	2%	(10)	19%	(96)	16%	(81)	505
Listens to Podcasts	35%	(194)	22%	(119)	7%	(38)	4%	(20)	19%	(103)	14%	(79)	552
Streaming Services User	34%	(304)	20%	(177)	6%	(57)	2%	(22)	20%	(181)	18%	(157)	898
Netflix User	34%	(294)	19%	(163)	6%	(55)	2%	(21)	19%	(164)	19%	(167)	864
Disney+ User	39%	(244)	19%	(118)	8%	(50)	3%	(18)	15%	(91)	16%	(96)	617
Heterosexual or straight	34%	(242)	17%	(122)	6%	(39)	2%	(17)	18%	(124)	22%	(157)	702
Bisexual	27%	(39)	21%	(29)	4%	(6)	3%	(5)	25%	(35)	20%	(28)	141
Something else	23%	(13)	12%	(7)	4%	(2)	1%	(1)	25%	(14)	34%	(19)	56
Yes	21%	(29)	14%	(20)	6%	(9)	4%	(6)	36%	(50)	18%	(25)	140
No	34%	(292)	19%	(165)	6%	(51)	2%	(18)	17%	(150)	21%	(185)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE26\_8:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Zoe Saldana

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	10%	(101)	11%	(107)	4%	(38)	2%	(21)	15%	(146)	59%	(587)	1000
Gender: Male	9%	(48)	12%	(58)	4%	(22)	2%	(12)	15%	(77)	57%	(289)	506
Gender: Female	11%	(53)	10%	(49)	3%	(16)	2%	(9)	14%	(69)	60%	(298)	494
Age: 18-34	13%	(79)	15%	(94)	4%	(24)	3%	(17)	16%	(100)	49%	(296)	609
GenZers: 1997-2012	10%	(101)	11%	(107)	4%	(38)	2%	(21)	15%	(146)	59%	(587)	1000
Ideo: Liberal (1-3)	11%	(33)	17%	(52)	4%	(13)	2%	(7)	16%	(48)	50%	(151)	304
Ideo: Moderate (4)	11%	(26)	11%	(25)	3%	(8)	3%	(6)	15%	(36)	56%	(131)	232
Ideo: Conservative (5-7)	14%	(23)	11%	(18)	3%	(6)	3%	(4)	16%	(27)	53%	(88)	165
Educ: < College	9%	(86)	9%	(86)	3%	(31)	2%	(17)	14%	(129)	62%	(560)	910
Educ: Bachelors degree	16%	(11)	28%	(18)	7%	(5)	3%	(2)	20%	(13)	25%	(16)	65
Ethnicity: White	9%	(68)	11%	(79)	3%	(22)	1%	(10)	15%	(110)	61%	(443)	731
Ethnicity: Hispanic	11%	(25)	11%	(27)	6%	(14)	1%	(3)	16%	(40)	55%	(134)	242
Ethnicity: Black	14%	(21)	12%	(18)	5%	(8)	6%	(8)	16%	(24)	47%	(69)	148
Ethnicity: Other	10%	(12)	9%	(10)	7%	(8)	2%	(3)	10%	(13)	62%	(75)	121
All Christian	13%	(31)	15%	(36)	5%	(12)	3%	(6)	20%	(48)	43%	(103)	237
All Non-Christian	5%	(3)	27%	(13)	6%	(3)	2%	(1)	12%	(6)	48%	(24)	50
Atheist	6%	(7)	14%	(16)	—	(0)	1%	(2)	11%	(13)	67%	(77)	116
Agnostic/Nothing in particular	11%	(43)	6%	(25)	3%	(14)	3%	(11)	14%	(58)	62%	(253)	405
Something Else	8%	(16)	9%	(17)	4%	(9)	—	(1)	11%	(21)	67%	(130)	193
Religious Non-Protestant/Catholic	9%	(6)	25%	(17)	4%	(3)	2%	(1)	23%	(16)	38%	(26)	68
Evangelical	14%	(24)	14%	(23)	5%	(9)	3%	(5)	11%	(19)	54%	(92)	172
Non-Evangelical	9%	(20)	11%	(26)	4%	(9)	—	(1)	17%	(40)	58%	(132)	228
Community: Urban	15%	(43)	9%	(25)	4%	(13)	3%	(8)	14%	(41)	55%	(158)	288
Community: Suburban	10%	(43)	12%	(50)	4%	(18)	1%	(5)	16%	(71)	57%	(248)	435
Community: Rural	5%	(14)	12%	(32)	3%	(7)	3%	(7)	12%	(34)	66%	(182)	276
Military HH: Yes	5%	(5)	14%	(14)	8%	(8)	4%	(3)	7%	(7)	62%	(60)	97
Military HH: No	11%	(96)	10%	(93)	3%	(30)	2%	(17)	15%	(139)	58%	(527)	903

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**Table MCFE26\_8:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Zoe Saldana

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	10%	(101)	11%	(107)	4%	(38)	2%	(21)	15%	(146)	59%	(587)	1000
4-Region: Northeast	8%	(14)	14%	(23)	5%	(8)	2%	(3)	17%	(28)	54%	(88)	164
4-Region: Midwest	9%	(21)	8%	(20)	4%	(9)	2%	(5)	12%	(28)	65%	(150)	233
4-Region: South	11%	(49)	12%	(51)	4%	(16)	2%	(10)	13%	(57)	58%	(249)	432
4-Region: West	10%	(16)	8%	(14)	3%	(6)	2%	(3)	19%	(33)	58%	(100)	172
TikTok Users	10%	(69)	11%	(75)	4%	(29)	3%	(19)	12%	(80)	60%	(408)	680
Twitch Users	8%	(19)	14%	(33)	5%	(12)	3%	(6)	15%	(36)	55%	(129)	236
2022 Sports Viewers/Attendees	12%	(72)	13%	(77)	5%	(31)	3%	(16)	17%	(103)	50%	(299)	597
Monthly Moviegoers	15%	(25)	13%	(22)	8%	(13)	6%	(10)	13%	(23)	45%	(76)	168
Few Times per Year + Moviegoers	13%	(74)	12%	(70)	5%	(30)	3%	(15)	14%	(82)	53%	(300)	571
Heard Smile Campaign	15%	(65)	12%	(51)	5%	(21)	3%	(12)	16%	(67)	49%	(207)	425
Heard Minion Campaign	13%	(64)	12%	(60)	4%	(23)	2%	(11)	15%	(74)	54%	(274)	505
Listens to Podcasts	11%	(61)	15%	(80)	6%	(31)	3%	(16)	18%	(98)	48%	(266)	552
Streaming Services User	11%	(95)	12%	(104)	4%	(37)	2%	(19)	15%	(135)	57%	(508)	898
Netflix User	10%	(86)	12%	(100)	4%	(36)	2%	(19)	14%	(118)	58%	(505)	864
Disney+ User	11%	(66)	14%	(84)	5%	(30)	3%	(16)	14%	(84)	55%	(337)	617
Heterosexual or straight	10%	(71)	11%	(80)	4%	(25)	2%	(17)	15%	(108)	57%	(401)	702
Bisexual	13%	(18)	10%	(14)	5%	(7)	2%	(2)	15%	(21)	55%	(78)	141
Something else	7%	(4)	7%	(4)	8%	(4)	1%	(1)	8%	(4)	69%	(39)	56
Yes	4%	(6)	11%	(15)	1%	(1)	3%	(5)	17%	(23)	64%	(90)	140
No	11%	(95)	11%	(93)	4%	(37)	2%	(16)	14%	(123)	58%	(497)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE26\_9:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Tom Hanks

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	33%	(334)	20%	(200)	6%	(57)	4%	(38)	23%	(225)	15%	(146)	1000
Gender: Male	36%	(181)	20%	(103)	6%	(29)	4%	(20)	23%	(117)	11%	(56)	506
Gender: Female	31%	(153)	20%	(97)	5%	(27)	4%	(19)	22%	(109)	18%	(90)	494
Age: 18-34	40%	(241)	22%	(134)	6%	(38)	4%	(26)	17%	(102)	11%	(69)	609
GenZers: 1997-2012	33%	(334)	20%	(200)	6%	(57)	4%	(38)	23%	(225)	15%	(146)	1000
Ideo: Liberal (1-3)	36%	(110)	20%	(61)	7%	(22)	5%	(16)	20%	(60)	12%	(35)	304
Ideo: Moderate (4)	38%	(88)	19%	(43)	8%	(19)	3%	(6)	19%	(45)	14%	(32)	232
Ideo: Conservative (5-7)	39%	(65)	23%	(38)	3%	(5)	8%	(14)	15%	(25)	11%	(19)	165
Educ: < College	32%	(291)	20%	(181)	6%	(50)	4%	(34)	23%	(214)	15%	(140)	910
Educ: Bachelors degree	54%	(35)	21%	(14)	6%	(4)	6%	(4)	10%	(6)	4%	(2)	65
Ethnicity: White	35%	(253)	20%	(145)	6%	(43)	4%	(32)	23%	(166)	13%	(93)	731
Ethnicity: Hispanic	34%	(82)	20%	(48)	5%	(12)	6%	(14)	20%	(48)	16%	(38)	242
Ethnicity: Black	33%	(49)	21%	(31)	5%	(7)	3%	(4)	21%	(31)	17%	(26)	148
Ethnicity: Other	27%	(33)	20%	(24)	6%	(7)	2%	(3)	23%	(28)	22%	(27)	121
All Christian	40%	(96)	24%	(58)	5%	(13)	4%	(10)	17%	(40)	9%	(22)	237
All Non-Christian	34%	(17)	19%	(9)	10%	(5)	6%	(3)	19%	(10)	12%	(6)	50
Atheist	26%	(31)	17%	(20)	6%	(6)	5%	(6)	27%	(31)	19%	(22)	116
Agnostic/Nothing in particular	32%	(131)	17%	(71)	7%	(26)	2%	(9)	28%	(115)	13%	(52)	405
Something Else	31%	(60)	22%	(43)	3%	(6)	5%	(10)	16%	(30)	23%	(44)	193
Religious Non-Protestant/Catholic	31%	(21)	20%	(13)	7%	(5)	6%	(4)	27%	(18)	9%	(6)	68
Evangelical	39%	(67)	24%	(41)	4%	(6)	5%	(8)	14%	(25)	15%	(25)	172
Non-Evangelical	36%	(82)	23%	(53)	5%	(11)	4%	(9)	16%	(37)	16%	(38)	228
Community: Urban	33%	(94)	19%	(56)	4%	(12)	5%	(14)	24%	(68)	15%	(43)	288
Community: Suburban	33%	(143)	21%	(92)	8%	(36)	2%	(8)	22%	(94)	15%	(63)	435
Community: Rural	35%	(96)	19%	(53)	3%	(9)	6%	(16)	23%	(64)	14%	(39)	276
Military HH: Yes	32%	(31)	27%	(26)	7%	(7)	5%	(4)	16%	(16)	14%	(13)	97
Military HH: No	34%	(303)	19%	(174)	6%	(50)	4%	(34)	23%	(210)	15%	(132)	903

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**Table MCFE26\_9:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Tom Hanks

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	33%	(334)	20%	(200)	6%	(57)	4%	(38)	23%	(225)	15%	(146)	1000
4-Region: Northeast	34%	(56)	25%	(41)	6%	(9)	5%	(8)	18%	(29)	12%	(20)	164
4-Region: Midwest	36%	(83)	21%	(49)	5%	(11)	4%	(9)	25%	(57)	10%	(23)	233
4-Region: South	34%	(146)	19%	(83)	7%	(28)	3%	(12)	20%	(88)	17%	(73)	432
4-Region: West	28%	(48)	16%	(27)	4%	(7)	5%	(9)	29%	(50)	17%	(30)	172
TikTok Users	35%	(239)	18%	(125)	6%	(44)	5%	(33)	22%	(147)	14%	(93)	680
Twitch Users	38%	(90)	20%	(46)	9%	(22)	2%	(6)	23%	(54)	7%	(17)	236
2022 Sports Viewers/Attendees	41%	(242)	23%	(136)	6%	(38)	5%	(27)	17%	(104)	8%	(50)	597
Monthly Moviegoers	38%	(63)	22%	(37)	5%	(9)	6%	(10)	13%	(21)	16%	(27)	168
Few Times per Year + Moviegoers	37%	(212)	21%	(120)	6%	(37)	4%	(24)	18%	(104)	13%	(73)	571
Heard Smile Campaign	43%	(182)	19%	(79)	5%	(21)	6%	(23)	16%	(68)	12%	(51)	425
Heard Minion Campaign	39%	(197)	20%	(100)	7%	(34)	4%	(23)	20%	(99)	10%	(53)	505
Listens to Podcasts	34%	(189)	22%	(123)	6%	(36)	5%	(27)	22%	(119)	10%	(57)	552
Streaming Services User	35%	(317)	21%	(187)	6%	(51)	4%	(34)	23%	(206)	11%	(103)	898
Netflix User	34%	(297)	21%	(180)	6%	(49)	4%	(34)	23%	(197)	12%	(107)	864
Disney+ User	38%	(235)	21%	(127)	7%	(45)	4%	(26)	20%	(120)	10%	(64)	617
Heterosexual or straight	36%	(254)	22%	(154)	5%	(35)	4%	(28)	19%	(134)	14%	(96)	702
Bisexual	31%	(43)	17%	(25)	5%	(7)	5%	(6)	28%	(40)	14%	(20)	141
Something else	26%	(14)	10%	(5)	5%	(3)	—	(0)	27%	(15)	32%	(18)	56
Yes	21%	(29)	18%	(25)	8%	(11)	3%	(4)	36%	(50)	15%	(21)	140
No	35%	(305)	20%	(175)	5%	(45)	4%	(34)	20%	(176)	15%	(125)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE26\_10:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Vin Diesel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	28%	(282)	19%	(190)	6%	(64)	4%	(41)	23%	(231)	19%	(192)	1000
Gender: Male	33%	(168)	21%	(107)	6%	(32)	4%	(23)	19%	(94)	16%	(82)	506
Gender: Female	23%	(114)	17%	(83)	6%	(32)	4%	(19)	28%	(136)	22%	(110)	494
Age: 18-34	32%	(192)	23%	(138)	8%	(46)	5%	(27)	19%	(116)	15%	(89)	609
GenZers: 1997-2012	28%	(282)	19%	(190)	6%	(64)	4%	(41)	23%	(231)	19%	(192)	1000
Ideo: Liberal (1-3)	23%	(69)	19%	(58)	9%	(27)	7%	(22)	24%	(74)	18%	(54)	304
Ideo: Moderate (4)	33%	(76)	19%	(45)	6%	(15)	3%	(7)	22%	(51)	17%	(39)	232
Ideo: Conservative (5-7)	33%	(54)	21%	(35)	9%	(14)	5%	(8)	18%	(30)	15%	(24)	165
Educ: < College	28%	(255)	18%	(165)	6%	(51)	4%	(36)	24%	(221)	20%	(182)	910
Educ: Bachelors degree	30%	(20)	32%	(21)	17%	(11)	5%	(3)	8%	(5)	9%	(6)	65
Ethnicity: White	29%	(210)	20%	(148)	6%	(47)	4%	(31)	23%	(168)	17%	(127)	731
Ethnicity: Hispanic	36%	(87)	20%	(49)	6%	(15)	4%	(9)	18%	(45)	15%	(37)	242
Ethnicity: Black	27%	(41)	18%	(27)	7%	(10)	4%	(6)	23%	(34)	21%	(31)	148
Ethnicity: Other	26%	(31)	13%	(16)	6%	(7)	4%	(4)	24%	(29)	28%	(34)	121
All Christian	30%	(70)	22%	(52)	9%	(21)	3%	(8)	19%	(45)	17%	(40)	237
All Non-Christian	17%	(9)	25%	(12)	10%	(5)	16%	(8)	15%	(8)	17%	(8)	50
Atheist	25%	(28)	18%	(21)	7%	(8)	4%	(4)	24%	(27)	23%	(27)	116
Agnostic/Nothing in particular	31%	(124)	16%	(65)	7%	(27)	4%	(18)	25%	(100)	18%	(71)	405
Something Else	26%	(50)	21%	(40)	2%	(4)	2%	(3)	26%	(50)	24%	(45)	193
Religious Non-Protestant/Catholic	18%	(12)	22%	(15)	10%	(7)	12%	(8)	25%	(17)	12%	(8)	68
Evangelical	30%	(52)	24%	(41)	6%	(10)	2%	(3)	17%	(30)	21%	(36)	172
Non-Evangelical	27%	(62)	21%	(47)	5%	(11)	3%	(6)	24%	(55)	20%	(47)	228
Community: Urban	28%	(80)	17%	(49)	8%	(22)	5%	(14)	23%	(66)	20%	(57)	288
Community: Suburban	25%	(110)	20%	(88)	5%	(21)	5%	(23)	24%	(103)	21%	(90)	435
Community: Rural	33%	(91)	19%	(54)	7%	(20)	1%	(4)	22%	(62)	16%	(45)	276
Military HH: Yes	26%	(25)	22%	(21)	8%	(8)	—	(0)	26%	(25)	18%	(18)	97
Military HH: No	28%	(257)	19%	(169)	6%	(56)	5%	(41)	23%	(206)	19%	(174)	903

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**Table MCFE26\_10:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Vin Diesel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	28%	(282)	19%	(190)	6%	(64)	4%	(41)	23%	(231)	19%	(192)	1000
4-Region: Northeast	25%	(42)	23%	(38)	9%	(14)	4%	(6)	18%	(30)	21%	(34)	164
4-Region: Midwest	31%	(72)	20%	(47)	6%	(14)	2%	(4)	23%	(54)	18%	(41)	233
4-Region: South	30%	(129)	19%	(80)	6%	(28)	5%	(24)	21%	(92)	18%	(79)	432
4-Region: West	23%	(40)	15%	(25)	5%	(8)	4%	(7)	32%	(54)	21%	(37)	172
TikTok Users	31%	(208)	21%	(141)	6%	(42)	4%	(29)	22%	(150)	16%	(111)	680
Twitch Users	30%	(71)	23%	(54)	8%	(18)	4%	(10)	24%	(58)	11%	(25)	236
2022 Sports Viewers/Attendees	32%	(191)	23%	(138)	7%	(44)	5%	(28)	20%	(120)	13%	(77)	597
Monthly Moviegoers	33%	(55)	25%	(42)	10%	(16)	6%	(10)	11%	(19)	15%	(25)	168
Few Times per Year + Moviegoers	30%	(171)	22%	(128)	6%	(32)	5%	(28)	21%	(121)	16%	(91)	571
Heard Smile Campaign	36%	(154)	19%	(81)	7%	(32)	4%	(18)	18%	(76)	15%	(64)	425
Heard Minion Campaign	34%	(173)	18%	(93)	8%	(39)	5%	(24)	22%	(110)	13%	(66)	505
Listens to Podcasts	28%	(152)	22%	(121)	8%	(43)	5%	(29)	22%	(123)	15%	(84)	552
Streaming Services User	30%	(265)	20%	(180)	7%	(62)	4%	(36)	24%	(219)	15%	(136)	898
Netflix User	30%	(259)	20%	(172)	7%	(58)	4%	(36)	23%	(199)	16%	(140)	864
Disney+ User	31%	(191)	22%	(133)	6%	(36)	5%	(32)	21%	(129)	15%	(96)	617
Heterosexual or straight	33%	(230)	20%	(144)	7%	(53)	3%	(24)	20%	(139)	16%	(112)	702
Bisexual	19%	(27)	23%	(32)	2%	(2)	4%	(6)	27%	(39)	25%	(35)	141
Something else	14%	(8)	7%	(4)	10%	(5)	6%	(3)	25%	(14)	39%	(22)	56
Yes	15%	(22)	14%	(19)	8%	(11)	5%	(7)	31%	(44)	27%	(37)	140
No	30%	(260)	20%	(171)	6%	(53)	4%	(35)	22%	(187)	18%	(154)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).



**Table MCFE26\_11:** *Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*  
Bradley Cooper

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	16%	(158)	16%	(161)	4%	(42)	2%	(21)	30%	(302)	32%	(315)	1000
Gender: Male	16%	(79)	16%	(80)	4%	(20)	2%	(8)	28%	(140)	36%	(180)	506
Gender: Female	16%	(79)	17%	(82)	5%	(22)	3%	(13)	33%	(162)	27%	(136)	494
Age: 18-34	22%	(132)	20%	(120)	5%	(33)	3%	(16)	28%	(168)	23%	(139)	609
GenZers: 1997-2012	16%	(158)	16%	(161)	4%	(42)	2%	(21)	30%	(302)	32%	(315)	1000
Ideo: Liberal (1-3)	17%	(53)	15%	(47)	8%	(25)	3%	(8)	31%	(96)	25%	(75)	304
Ideo: Moderate (4)	19%	(43)	15%	(36)	2%	(5)	3%	(7)	28%	(64)	33%	(77)	232
Ideo: Conservative (5-7)	18%	(30)	24%	(39)	4%	(6)	1%	(2)	30%	(49)	24%	(39)	165
Educ: < College	15%	(136)	15%	(140)	4%	(35)	2%	(17)	31%	(280)	33%	(302)	910
Educ: Bachelors degree	27%	(18)	27%	(18)	2%	(1)	5%	(3)	29%	(19)	10%	(6)	65
Ethnicity: White	16%	(121)	17%	(124)	4%	(31)	2%	(12)	32%	(234)	29%	(210)	731
Ethnicity: Hispanic	15%	(37)	17%	(40)	4%	(11)	2%	(5)	30%	(74)	31%	(75)	242
Ethnicity: Black	16%	(24)	14%	(21)	5%	(7)	5%	(7)	26%	(38)	34%	(50)	148
Ethnicity: Other	11%	(13)	13%	(16)	3%	(4)	2%	(2)	25%	(30)	46%	(56)	121
All Christian	22%	(52)	23%	(56)	4%	(9)	2%	(5)	31%	(73)	18%	(44)	237
All Non-Christian	15%	(8)	15%	(8)	16%	(8)	—	(0)	24%	(12)	29%	(14)	50
Atheist	5%	(6)	10%	(12)	7%	(8)	2%	(3)	35%	(41)	40%	(46)	116
Agnostic/Nothing in particular	18%	(72)	14%	(56)	2%	(9)	3%	(11)	29%	(119)	34%	(137)	405
Something Else	11%	(21)	16%	(30)	4%	(8)	1%	(3)	29%	(57)	39%	(74)	193
Religious Non-Protestant/Catholic	16%	(11)	15%	(10)	13%	(9)	1%	(1)	32%	(22)	23%	(16)	68
Evangelical	21%	(36)	23%	(39)	3%	(5)	—	(0)	23%	(39)	30%	(52)	172
Non-Evangelical	14%	(33)	18%	(42)	4%	(9)	3%	(6)	35%	(79)	26%	(60)	228
Community: Urban	18%	(51)	17%	(48)	4%	(11)	1%	(2)	31%	(91)	30%	(85)	288
Community: Suburban	14%	(62)	17%	(72)	4%	(17)	3%	(12)	30%	(131)	33%	(142)	435
Community: Rural	16%	(46)	15%	(42)	5%	(14)	2%	(7)	29%	(81)	32%	(88)	276
Military HH: Yes	12%	(11)	18%	(18)	9%	(9)	2%	(2)	31%	(30)	28%	(27)	97
Military HH: No	16%	(147)	16%	(144)	4%	(33)	2%	(19)	30%	(272)	32%	(289)	903

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**Table MCFE26\_11:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Bradley Cooper

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	16%	(158)	16%	(161)	4%	(42)	2%	(21)	30%	(302)	32%	(315)	1000
4-Region: Northeast	23%	(37)	20%	(34)	8%	(13)	2%	(3)	19%	(32)	28%	(46)	164
4-Region: Midwest	11%	(26)	16%	(38)	5%	(13)	1%	(2)	32%	(75)	34%	(78)	233
4-Region: South	17%	(73)	16%	(68)	3%	(14)	2%	(9)	29%	(126)	33%	(142)	432
4-Region: West	13%	(22)	13%	(23)	2%	(3)	4%	(7)	40%	(69)	29%	(49)	172
TikTok Users	17%	(113)	17%	(117)	5%	(32)	2%	(15)	29%	(197)	30%	(206)	680
Twitch Users	17%	(40)	17%	(40)	7%	(16)	2%	(5)	31%	(74)	26%	(60)	236
2022 Sports Viewers/Attendees	20%	(119)	18%	(109)	6%	(34)	3%	(16)	30%	(182)	23%	(138)	597
Monthly Moviegoers	22%	(37)	25%	(42)	4%	(7)	3%	(5)	19%	(32)	28%	(46)	168
Few Times per Year + Moviegoers	19%	(107)	20%	(113)	5%	(28)	2%	(13)	29%	(163)	26%	(146)	571
Heard Smile Campaign	23%	(97)	19%	(82)	6%	(23)	2%	(8)	28%	(119)	22%	(95)	425
Heard Minion Campaign	19%	(95)	16%	(80)	5%	(26)	2%	(12)	32%	(161)	26%	(131)	505
Listens to Podcasts	19%	(105)	19%	(103)	6%	(33)	3%	(16)	30%	(168)	23%	(129)	552
Streaming Services User	17%	(154)	17%	(153)	5%	(41)	2%	(20)	31%	(280)	28%	(251)	898
Netflix User	16%	(142)	17%	(143)	5%	(39)	2%	(19)	30%	(263)	30%	(258)	864
Disney+ User	18%	(112)	19%	(117)	4%	(27)	3%	(18)	30%	(186)	26%	(158)	617
Heterosexual or straight	18%	(123)	17%	(120)	4%	(30)	2%	(13)	28%	(198)	31%	(217)	702
Bisexual	15%	(21)	15%	(22)	3%	(4)	4%	(5)	30%	(42)	33%	(47)	141
Something else	8%	(4)	15%	(8)	1%	(1)	4%	(2)	22%	(12)	50%	(28)	56
Yes	10%	(15)	13%	(19)	4%	(6)	1%	(1)	37%	(52)	34%	(48)	140
No	17%	(143)	17%	(143)	4%	(36)	2%	(19)	29%	(250)	31%	(268)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE26\_12:** *Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*  
*Johnny Depp*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	48%	(480)	20%	(202)	6%	(60)	6%	(58)	14%	(135)	6%	(64)	1000
Gender: Male	50%	(255)	20%	(101)	5%	(25)	6%	(31)	12%	(62)	6%	(32)	506
Gender: Female	45%	(225)	20%	(101)	7%	(36)	6%	(27)	15%	(74)	6%	(31)	494
Age: 18-34	51%	(311)	19%	(118)	6%	(37)	6%	(34)	11%	(69)	7%	(40)	609
GenZers: 1997-2012	48%	(480)	20%	(202)	6%	(60)	6%	(58)	14%	(135)	6%	(64)	1000
Ideo: Liberal (1-3)	40%	(121)	20%	(60)	13%	(41)	13%	(38)	11%	(32)	4%	(11)	304
Ideo: Moderate (4)	52%	(121)	20%	(48)	3%	(6)	3%	(8)	14%	(33)	7%	(17)	232
Ideo: Conservative (5-7)	56%	(93)	26%	(42)	2%	(3)	3%	(5)	9%	(15)	5%	(8)	165
Educ: < College	48%	(438)	20%	(181)	5%	(47)	6%	(52)	15%	(133)	6%	(58)	910
Educ: Bachelors degree	46%	(30)	28%	(18)	20%	(13)	2%	(1)	3%	(2)	2%	(1)	65
Ethnicity: White	51%	(375)	19%	(141)	6%	(46)	6%	(46)	12%	(86)	5%	(37)	731
Ethnicity: Hispanic	54%	(131)	15%	(37)	5%	(12)	6%	(16)	10%	(25)	9%	(22)	242
Ethnicity: Black	38%	(56)	21%	(31)	6%	(9)	6%	(9)	19%	(29)	10%	(15)	148
Ethnicity: Other	41%	(49)	25%	(30)	4%	(5)	3%	(4)	17%	(21)	10%	(12)	121
All Christian	44%	(104)	25%	(58)	3%	(8)	5%	(12)	17%	(40)	6%	(15)	237
All Non-Christian	46%	(23)	20%	(10)	7%	(3)	8%	(4)	14%	(7)	5%	(3)	50
Atheist	59%	(68)	14%	(16)	6%	(7)	8%	(10)	9%	(11)	3%	(4)	116
Agnostic/Nothing in particular	49%	(197)	21%	(84)	7%	(30)	5%	(22)	12%	(47)	6%	(25)	405
Something Else	46%	(88)	18%	(34)	6%	(12)	6%	(11)	16%	(31)	9%	(17)	193
Religious Non-Protestant/Catholic	42%	(28)	21%	(14)	5%	(3)	6%	(4)	23%	(16)	4%	(3)	68
Evangelical	42%	(73)	26%	(44)	5%	(8)	5%	(9)	13%	(23)	9%	(15)	172
Non-Evangelical	49%	(112)	18%	(41)	5%	(11)	5%	(12)	16%	(38)	7%	(15)	228
Community: Urban	49%	(142)	17%	(50)	7%	(21)	5%	(15)	13%	(39)	8%	(23)	288
Community: Suburban	44%	(192)	23%	(101)	6%	(27)	6%	(26)	16%	(69)	5%	(21)	435
Community: Rural	53%	(146)	19%	(52)	4%	(12)	7%	(18)	10%	(28)	7%	(20)	276
Military HH: Yes	45%	(44)	26%	(26)	4%	(4)	6%	(6)	12%	(12)	6%	(6)	97
Military HH: No	48%	(436)	20%	(177)	6%	(56)	6%	(53)	14%	(124)	6%	(58)	903

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**Table MCFE26\_12:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Johnny Depp

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	48%	(480)	20%	(202)	6%	(60)	6%	(58)	14%	(135)	6%	(64)	1000
4-Region: Northeast	45%	(74)	26%	(43)	4%	(7)	6%	(10)	11%	(18)	8%	(13)	164
4-Region: Midwest	49%	(113)	20%	(47)	5%	(12)	9%	(22)	12%	(28)	4%	(10)	233
4-Region: South	50%	(214)	19%	(81)	7%	(32)	5%	(23)	13%	(58)	6%	(24)	432
4-Region: West	45%	(78)	19%	(32)	6%	(10)	2%	(4)	18%	(32)	9%	(16)	172
TikTok Users	51%	(343)	20%	(138)	7%	(49)	5%	(33)	12%	(80)	5%	(36)	680
Twitch Users	47%	(110)	21%	(49)	9%	(20)	5%	(13)	15%	(36)	4%	(8)	236
2022 Sports Viewers/Attendees	50%	(299)	23%	(135)	6%	(37)	6%	(39)	11%	(67)	4%	(21)	597
Monthly Moviegoers	47%	(79)	21%	(35)	9%	(14)	6%	(11)	10%	(16)	7%	(12)	168
Few Times per Year + Moviegoers	49%	(281)	21%	(117)	7%	(40)	6%	(35)	12%	(69)	5%	(28)	571
Heard Smile Campaign	56%	(236)	19%	(83)	7%	(30)	5%	(23)	10%	(42)	3%	(11)	425
Heard Minion Campaign	54%	(273)	19%	(95)	8%	(39)	5%	(26)	12%	(59)	3%	(14)	505
Listens to Podcasts	48%	(263)	20%	(108)	9%	(49)	7%	(38)	13%	(70)	4%	(24)	552
Streaming Services User	50%	(449)	20%	(183)	6%	(56)	5%	(46)	14%	(124)	4%	(40)	898
Netflix User	51%	(439)	20%	(176)	6%	(52)	5%	(43)	13%	(114)	5%	(39)	864
Disney+ User	54%	(332)	19%	(119)	8%	(47)	5%	(29)	10%	(64)	4%	(27)	617
Heterosexual or straight	49%	(344)	22%	(153)	5%	(32)	4%	(26)	15%	(105)	6%	(43)	702
Bisexual	48%	(68)	19%	(27)	6%	(8)	8%	(12)	13%	(19)	5%	(7)	141
Something else	34%	(19)	16%	(9)	4%	(2)	17%	(10)	11%	(6)	17%	(10)	56
Yes	33%	(46)	21%	(29)	8%	(12)	12%	(17)	19%	(26)	7%	(10)	140
No	50%	(433)	20%	(173)	6%	(49)	5%	(42)	13%	(109)	6%	(54)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE26\_13:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Tom Holland

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	46%	(461)	21%	(210)	5%	(52)	4%	(35)	15%	(153)	9%	(89)	1000
Gender: Male	43%	(219)	26%	(130)	6%	(31)	3%	(15)	14%	(72)	8%	(40)	506
Gender: Female	49%	(242)	16%	(80)	4%	(22)	4%	(21)	16%	(81)	10%	(49)	494
Age: 18-34	45%	(272)	22%	(135)	6%	(34)	3%	(17)	13%	(82)	11%	(70)	609
GenZers: 1997-2012	46%	(461)	21%	(210)	5%	(52)	4%	(35)	15%	(153)	9%	(89)	1000
Ideo: Liberal (1-3)	48%	(144)	27%	(81)	6%	(19)	3%	(11)	12%	(36)	4%	(13)	304
Ideo: Moderate (4)	47%	(109)	17%	(39)	4%	(10)	2%	(6)	16%	(38)	13%	(31)	232
Ideo: Conservative (5-7)	41%	(68)	27%	(44)	7%	(11)	2%	(3)	16%	(26)	8%	(13)	165
Educ: < College	46%	(418)	21%	(191)	5%	(42)	4%	(32)	16%	(143)	9%	(83)	910
Educ: Bachelors degree	45%	(29)	24%	(16)	11%	(7)	3%	(2)	11%	(7)	6%	(4)	65
Ethnicity: White	47%	(344)	21%	(156)	5%	(39)	4%	(26)	15%	(111)	8%	(56)	731
Ethnicity: Hispanic	52%	(126)	22%	(53)	4%	(10)	4%	(9)	10%	(25)	8%	(20)	242
Ethnicity: Black	39%	(58)	21%	(31)	5%	(7)	4%	(6)	18%	(27)	13%	(19)	148
Ethnicity: Other	49%	(59)	19%	(23)	6%	(7)	2%	(3)	12%	(15)	11%	(14)	121
All Christian	49%	(117)	22%	(53)	4%	(9)	4%	(10)	14%	(33)	6%	(15)	237
All Non-Christian	40%	(20)	27%	(13)	9%	(5)	3%	(1)	8%	(4)	12%	(6)	50
Atheist	42%	(48)	31%	(36)	5%	(6)	6%	(7)	15%	(17)	2%	(2)	116
Agnostic/Nothing in particular	47%	(190)	19%	(75)	6%	(23)	2%	(8)	16%	(65)	11%	(43)	405
Something Else	45%	(86)	17%	(33)	5%	(9)	5%	(9)	17%	(34)	11%	(22)	193
Religious Non-Protestant/Catholic	37%	(25)	24%	(16)	8%	(5)	2%	(1)	20%	(14)	9%	(6)	68
Evangelical	48%	(82)	20%	(34)	5%	(9)	3%	(6)	13%	(23)	11%	(18)	172
Non-Evangelical	49%	(113)	19%	(44)	4%	(8)	6%	(13)	15%	(34)	7%	(17)	228
Community: Urban	46%	(133)	22%	(65)	7%	(19)	4%	(12)	11%	(33)	9%	(27)	288
Community: Suburban	48%	(208)	20%	(87)	6%	(24)	2%	(7)	17%	(75)	8%	(35)	435
Community: Rural	44%	(120)	21%	(58)	3%	(9)	6%	(17)	16%	(45)	10%	(27)	276
Military HH: Yes	56%	(55)	19%	(18)	7%	(7)	5%	(5)	10%	(9)	4%	(3)	97
Military HH: No	45%	(406)	21%	(192)	5%	(45)	3%	(31)	16%	(143)	9%	(85)	903

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**Table MCFE26\_13:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Tom Holland

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	46%	(461)	21%	(210)	5%	(52)	4%	(35)	15%	(153)	9%	(89)	1000
4-Region: Northeast	42%	(68)	21%	(35)	6%	(9)	3%	(6)	17%	(28)	11%	(18)	164
4-Region: Midwest	47%	(109)	23%	(54)	4%	(10)	5%	(11)	13%	(30)	8%	(19)	233
4-Region: South	47%	(204)	19%	(84)	7%	(29)	4%	(16)	14%	(61)	9%	(38)	432
4-Region: West	46%	(79)	22%	(37)	2%	(4)	2%	(3)	20%	(34)	8%	(14)	172
TikTok Users	49%	(333)	22%	(147)	5%	(36)	3%	(22)	12%	(84)	8%	(57)	680
Twitch Users	52%	(122)	20%	(48)	6%	(15)	4%	(9)	13%	(30)	5%	(11)	236
2022 Sports Viewers/Attendees	51%	(302)	21%	(123)	7%	(40)	3%	(20)	13%	(77)	6%	(36)	597
Monthly Moviegoers	56%	(94)	17%	(29)	5%	(8)	6%	(11)	7%	(12)	8%	(14)	168
Few Times per Year + Moviegoers	51%	(293)	21%	(118)	6%	(37)	4%	(20)	13%	(74)	5%	(28)	571
Heard Smile Campaign	55%	(236)	21%	(88)	6%	(24)	4%	(16)	9%	(37)	6%	(25)	425
Heard Minion Campaign	56%	(282)	20%	(102)	6%	(30)	4%	(18)	9%	(46)	5%	(26)	505
Listens to Podcasts	47%	(257)	22%	(124)	6%	(32)	4%	(21)	15%	(82)	7%	(37)	552
Streaming Services User	49%	(437)	20%	(184)	5%	(49)	4%	(32)	15%	(135)	7%	(62)	898
Netflix User	49%	(424)	20%	(174)	5%	(47)	4%	(34)	14%	(124)	7%	(61)	864
Disney+ User	56%	(345)	18%	(112)	5%	(32)	5%	(31)	10%	(61)	6%	(36)	617
Heterosexual or straight	47%	(327)	20%	(143)	5%	(38)	3%	(23)	15%	(104)	9%	(67)	702
Bisexual	49%	(69)	23%	(32)	3%	(4)	3%	(5)	17%	(24)	5%	(7)	141
Something else	34%	(19)	20%	(11)	10%	(6)	1%	(0)	16%	(9)	19%	(11)	56
Yes	39%	(54)	20%	(27)	4%	(5)	4%	(6)	24%	(34)	9%	(13)	140
No	47%	(407)	21%	(183)	5%	(47)	3%	(29)	14%	(118)	9%	(76)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE26\_14:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Dwayne Johnson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	51%	(510)	22%	(218)	5%	(50)	3%	(30)	13%	(131)	6%	(62)	1000
Gender: Male	54%	(271)	23%	(116)	6%	(29)	2%	(11)	10%	(53)	5%	(26)	506
Gender: Female	48%	(238)	21%	(102)	4%	(21)	4%	(19)	16%	(78)	7%	(36)	494
Age: 18-34	49%	(295)	24%	(148)	5%	(32)	3%	(19)	12%	(71)	7%	(43)	609
GenZers: 1997-2012	51%	(510)	22%	(218)	5%	(50)	3%	(30)	13%	(131)	6%	(62)	1000
Ideo: Liberal (1-3)	50%	(153)	27%	(81)	8%	(24)	2%	(7)	11%	(32)	2%	(6)	304
Ideo: Moderate (4)	52%	(121)	21%	(49)	3%	(7)	2%	(5)	13%	(30)	9%	(21)	232
Ideo: Conservative (5-7)	45%	(75)	25%	(42)	6%	(10)	3%	(6)	16%	(26)	4%	(7)	165
Educ: < College	52%	(470)	21%	(195)	4%	(41)	3%	(26)	13%	(119)	7%	(59)	910
Educ: Bachelors degree	43%	(28)	28%	(19)	11%	(7)	4%	(3)	12%	(8)	1%	(0)	65
Ethnicity: White	52%	(378)	22%	(161)	5%	(34)	3%	(24)	13%	(99)	5%	(36)	731
Ethnicity: Hispanic	54%	(131)	22%	(52)	3%	(8)	2%	(5)	14%	(33)	5%	(12)	242
Ethnicity: Black	48%	(71)	21%	(31)	8%	(12)	3%	(5)	14%	(21)	5%	(8)	148
Ethnicity: Other	51%	(61)	21%	(25)	3%	(4)	1%	(1)	9%	(11)	15%	(18)	121
All Christian	51%	(120)	23%	(54)	5%	(13)	2%	(6)	12%	(30)	6%	(15)	237
All Non-Christian	46%	(23)	31%	(16)	2%	(1)	4%	(2)	10%	(5)	6%	(3)	50
Atheist	45%	(52)	25%	(29)	5%	(6)	6%	(7)	17%	(20)	2%	(2)	116
Agnostic/Nothing in particular	52%	(210)	22%	(88)	5%	(19)	3%	(11)	13%	(51)	6%	(26)	405
Something Else	54%	(105)	16%	(31)	6%	(11)	3%	(5)	13%	(25)	8%	(16)	193
Religious Non-Protestant/Catholic	40%	(27)	30%	(20)	2%	(2)	3%	(2)	18%	(12)	6%	(4)	68
Evangelical	54%	(93)	18%	(31)	5%	(9)	2%	(4)	14%	(24)	6%	(10)	172
Non-Evangelical	54%	(124)	20%	(46)	6%	(13)	2%	(6)	9%	(21)	8%	(18)	228
Community: Urban	52%	(149)	19%	(56)	5%	(14)	2%	(6)	13%	(39)	9%	(25)	288
Community: Suburban	49%	(213)	23%	(102)	5%	(23)	3%	(13)	13%	(58)	6%	(27)	435
Community: Rural	53%	(148)	22%	(60)	5%	(14)	4%	(11)	12%	(34)	4%	(10)	276
Military HH: Yes	50%	(48)	26%	(25)	7%	(7)	3%	(3)	10%	(10)	4%	(4)	97
Military HH: No	51%	(462)	21%	(193)	5%	(43)	3%	(27)	13%	(121)	6%	(58)	903

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**Table MCFE26\_14:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Dwayne Johnson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	51%	(510)	22%	(218)	5%	(50)	3%	(30)	13%	(131)	6%	(62)	1000
4-Region: Northeast	57%	(93)	16%	(26)	5%	(8)	1%	(2)	13%	(21)	9%	(14)	164
4-Region: Midwest	57%	(133)	23%	(54)	3%	(8)	4%	(10)	6%	(15)	5%	(12)	233
4-Region: South	49%	(210)	23%	(101)	6%	(26)	4%	(17)	13%	(55)	5%	(22)	432
4-Region: West	42%	(73)	22%	(37)	5%	(9)	—	(1)	23%	(39)	8%	(13)	172
TikTok Users	54%	(365)	22%	(151)	5%	(35)	3%	(17)	12%	(80)	5%	(32)	680
Twitch Users	60%	(141)	21%	(49)	5%	(13)	1%	(3)	10%	(23)	3%	(7)	236
2022 Sports Viewers/Attendees	55%	(327)	26%	(155)	5%	(32)	3%	(16)	9%	(53)	3%	(15)	597
Monthly Moviegoers	52%	(87)	20%	(33)	7%	(12)	3%	(4)	9%	(16)	9%	(16)	168
Few Times per Year + Moviegoers	54%	(306)	24%	(136)	5%	(31)	3%	(16)	10%	(57)	4%	(25)	571
Heard Smile Campaign	56%	(239)	21%	(87)	5%	(22)	2%	(10)	10%	(43)	5%	(23)	425
Heard Minion Campaign	57%	(290)	22%	(111)	5%	(27)	3%	(14)	9%	(45)	4%	(18)	505
Listens to Podcasts	49%	(273)	24%	(132)	7%	(38)	3%	(15)	13%	(72)	4%	(23)	552
Streaming Services User	52%	(468)	22%	(201)	5%	(44)	3%	(27)	13%	(121)	4%	(37)	898
Netflix User	52%	(447)	22%	(193)	6%	(48)	3%	(25)	13%	(108)	5%	(42)	864
Disney+ User	54%	(333)	21%	(129)	6%	(35)	4%	(22)	11%	(69)	5%	(29)	617
Heterosexual or straight	52%	(363)	23%	(161)	5%	(32)	2%	(16)	12%	(87)	6%	(41)	702
Bisexual	51%	(71)	23%	(32)	3%	(5)	5%	(7)	12%	(17)	6%	(9)	141
Something else	59%	(33)	10%	(6)	7%	(4)	1%	(1)	11%	(6)	13%	(7)	56
Yes	43%	(60)	16%	(22)	6%	(8)	4%	(5)	24%	(34)	7%	(10)	140
No	52%	(449)	23%	(195)	5%	(42)	3%	(25)	11%	(96)	6%	(52)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).



**Table MCFE26\_15:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Mark Ruffalo

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	20%	(197)	14%	(138)	4%	(38)	3%	(32)	15%	(148)	45%	(448)	1000
Gender: Male	19%	(99)	15%	(78)	6%	(29)	3%	(17)	14%	(69)	42%	(214)	506
Gender: Female	20%	(98)	12%	(60)	2%	(9)	3%	(15)	16%	(79)	47%	(234)	494
Age: 18-34	24%	(145)	16%	(96)	4%	(25)	4%	(22)	15%	(92)	38%	(229)	609
GenZers: 1997-2012	20%	(197)	14%	(138)	4%	(38)	3%	(32)	15%	(148)	45%	(448)	1000
Ideo: Liberal (1-3)	26%	(79)	19%	(59)	4%	(13)	3%	(10)	16%	(48)	31%	(94)	304
Ideo: Moderate (4)	19%	(45)	17%	(39)	3%	(6)	3%	(6)	16%	(37)	43%	(99)	232
Ideo: Conservative (5-7)	25%	(41)	11%	(19)	7%	(12)	4%	(6)	12%	(20)	41%	(67)	165
Educ: < College	18%	(168)	14%	(127)	3%	(31)	3%	(27)	14%	(130)	47%	(426)	910
Educ: Bachelors degree	31%	(20)	16%	(11)	6%	(4)	3%	(2)	25%	(16)	18%	(12)	65
Ethnicity: White	21%	(153)	15%	(110)	3%	(23)	3%	(22)	14%	(103)	44%	(321)	731
Ethnicity: Hispanic	22%	(53)	16%	(40)	3%	(7)	5%	(11)	12%	(30)	42%	(101)	242
Ethnicity: Black	16%	(24)	9%	(14)	7%	(10)	5%	(7)	20%	(29)	43%	(64)	148
Ethnicity: Other	16%	(20)	12%	(14)	4%	(5)	3%	(3)	13%	(16)	52%	(63)	121
All Christian	29%	(68)	15%	(36)	6%	(15)	3%	(7)	16%	(38)	31%	(73)	237
All Non-Christian	11%	(5)	30%	(15)	4%	(2)	3%	(1)	17%	(9)	35%	(17)	50
Atheist	17%	(20)	13%	(16)	2%	(3)	4%	(5)	19%	(22)	44%	(51)	116
Agnostic/Nothing in particular	19%	(79)	12%	(47)	4%	(15)	4%	(15)	13%	(54)	48%	(195)	405
Something Else	13%	(25)	12%	(24)	2%	(3)	2%	(4)	13%	(24)	58%	(112)	193
Religious Non-Protestant/Catholic	15%	(10)	28%	(19)	3%	(2)	2%	(1)	23%	(16)	29%	(19)	68
Evangelical	23%	(40)	11%	(19)	4%	(8)	1%	(2)	10%	(18)	49%	(85)	172
Non-Evangelical	21%	(47)	16%	(35)	4%	(9)	3%	(8)	16%	(38)	40%	(92)	228
Community: Urban	18%	(53)	13%	(37)	4%	(11)	3%	(7)	16%	(45)	47%	(134)	288
Community: Suburban	24%	(104)	15%	(67)	3%	(14)	3%	(13)	14%	(60)	41%	(178)	435
Community: Rural	15%	(41)	12%	(34)	5%	(13)	4%	(11)	15%	(42)	49%	(136)	276
Military HH: Yes	21%	(20)	13%	(13)	6%	(6)	5%	(5)	10%	(9)	45%	(44)	97
Military HH: No	20%	(177)	14%	(125)	4%	(32)	3%	(27)	15%	(138)	45%	(404)	903

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**Table MCFE26\_15:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Mark Ruffalo

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	20%	(197)	14%	(138)	4%	(38)	3%	(32)	15%	(148)	45%	(448)	1000
4-Region: Northeast	15%	(25)	17%	(27)	5%	(8)	4%	(7)	15%	(25)	44%	(72)	164
4-Region: Midwest	15%	(35)	15%	(35)	4%	(10)	1%	(3)	15%	(34)	50%	(115)	233
4-Region: South	24%	(102)	12%	(52)	4%	(16)	4%	(18)	14%	(62)	42%	(182)	432
4-Region: West	20%	(34)	14%	(24)	2%	(4)	2%	(4)	15%	(26)	46%	(79)	172
TikTok Users	19%	(128)	16%	(106)	5%	(32)	3%	(23)	12%	(83)	45%	(308)	680
Twitch Users	22%	(52)	19%	(45)	3%	(8)	3%	(8)	16%	(37)	36%	(86)	236
2022 Sports Viewers/Attendees	24%	(145)	17%	(100)	4%	(27)	4%	(25)	14%	(85)	36%	(215)	597
Monthly Moviegoers	30%	(51)	20%	(33)	8%	(14)	4%	(8)	6%	(10)	32%	(54)	168
Few Times per Year + Moviegoers	26%	(147)	17%	(96)	4%	(25)	4%	(20)	12%	(70)	37%	(212)	571
Heard Smile Campaign	25%	(106)	16%	(68)	5%	(23)	4%	(18)	15%	(63)	35%	(148)	425
Heard Minion Campaign	23%	(117)	17%	(86)	5%	(25)	4%	(18)	14%	(71)	37%	(188)	505
Listens to Podcasts	23%	(130)	17%	(93)	5%	(29)	4%	(24)	13%	(74)	37%	(202)	552
Streaming Services User	21%	(188)	15%	(132)	4%	(38)	3%	(29)	15%	(134)	42%	(376)	898
Netflix User	20%	(176)	15%	(128)	4%	(36)	3%	(28)	14%	(119)	43%	(375)	864
Disney+ User	24%	(148)	17%	(102)	5%	(29)	4%	(22)	12%	(77)	39%	(239)	617
Heterosexual or straight	20%	(142)	14%	(100)	4%	(31)	3%	(22)	14%	(98)	44%	(309)	702
Bisexual	22%	(32)	8%	(11)	3%	(5)	4%	(6)	18%	(25)	44%	(63)	141
Something else	8%	(4)	12%	(7)	—	(0)	7%	(4)	9%	(5)	65%	(36)	56
Yes	10%	(14)	14%	(19)	6%	(8)	3%	(4)	20%	(27)	49%	(68)	140
No	21%	(183)	14%	(119)	3%	(30)	3%	(29)	14%	(120)	44%	(380)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE26\_16:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Emma Watson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	35%	(349)	22%	(216)	5%	(48)	3%	(30)	19%	(191)	16%	(165)	1000
Gender: Male	29%	(148)	22%	(113)	4%	(22)	3%	(15)	20%	(99)	21%	(108)	506
Gender: Female	41%	(201)	21%	(103)	5%	(27)	3%	(15)	19%	(92)	11%	(56)	494
Age: 18-34	37%	(223)	23%	(142)	6%	(38)	3%	(19)	16%	(95)	15%	(92)	609
GenZers: 1997-2012	35%	(349)	22%	(216)	5%	(48)	3%	(30)	19%	(191)	16%	(165)	1000
Ideo: Liberal (1-3)	32%	(97)	32%	(98)	6%	(18)	4%	(12)	17%	(52)	9%	(26)	304
Ideo: Moderate (4)	33%	(78)	20%	(46)	5%	(12)	2%	(4)	20%	(46)	20%	(46)	232
Ideo: Conservative (5-7)	38%	(64)	23%	(38)	7%	(12)	4%	(7)	17%	(29)	10%	(17)	165
Educ: < College	35%	(320)	21%	(193)	4%	(36)	3%	(25)	20%	(181)	17%	(156)	910
Educ: Bachelors degree	35%	(23)	30%	(20)	15%	(10)	5%	(3)	12%	(8)	3%	(2)	65
Ethnicity: White	39%	(282)	23%	(169)	5%	(35)	2%	(18)	17%	(121)	15%	(107)	731
Ethnicity: Hispanic	41%	(98)	19%	(45)	7%	(16)	1%	(2)	16%	(38)	18%	(42)	242
Ethnicity: Black	24%	(36)	15%	(22)	6%	(8)	7%	(10)	25%	(37)	23%	(34)	148
Ethnicity: Other	26%	(32)	21%	(25)	4%	(5)	2%	(2)	27%	(33)	20%	(24)	121
All Christian	40%	(94)	19%	(46)	5%	(11)	4%	(10)	21%	(49)	11%	(27)	237
All Non-Christian	30%	(15)	29%	(14)	6%	(3)	7%	(3)	13%	(7)	14%	(7)	50
Atheist	34%	(39)	28%	(33)	5%	(5)	1%	(1)	16%	(19)	16%	(19)	116
Agnostic/Nothing in particular	36%	(146)	22%	(89)	5%	(19)	3%	(11)	17%	(68)	18%	(72)	405
Something Else	29%	(56)	18%	(34)	5%	(10)	3%	(5)	25%	(48)	21%	(40)	193
Religious Non-Protestant/Catholic	31%	(21)	23%	(16)	5%	(3)	8%	(5)	23%	(16)	10%	(7)	68
Evangelical	33%	(57)	25%	(43)	4%	(7)	3%	(5)	18%	(32)	16%	(27)	172
Non-Evangelical	37%	(84)	15%	(33)	6%	(13)	3%	(6)	24%	(56)	16%	(36)	228
Community: Urban	31%	(91)	22%	(63)	6%	(18)	3%	(9)	20%	(57)	18%	(51)	288
Community: Suburban	34%	(147)	26%	(112)	4%	(18)	2%	(9)	21%	(92)	13%	(58)	435
Community: Rural	40%	(111)	15%	(41)	5%	(13)	4%	(12)	15%	(43)	20%	(57)	276
Military HH: Yes	34%	(33)	23%	(23)	8%	(8)	3%	(3)	13%	(13)	18%	(17)	97
Military HH: No	35%	(316)	21%	(194)	4%	(40)	3%	(27)	20%	(179)	16%	(147)	903

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**Table MCFE26\_16:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Emma Watson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	35%	(349)	22%	(216)	5%	(48)	3%	(30)	19%	(191)	16%	(165)	1000
4-Region: Northeast	34%	(56)	20%	(33)	4%	(7)	5%	(8)	20%	(33)	16%	(27)	164
4-Region: Midwest	32%	(74)	26%	(60)	5%	(12)	2%	(5)	19%	(43)	16%	(38)	233
4-Region: South	36%	(155)	22%	(95)	5%	(20)	3%	(14)	17%	(74)	17%	(74)	432
4-Region: West	38%	(65)	16%	(28)	5%	(9)	2%	(3)	24%	(41)	15%	(26)	172
TikTok Users	37%	(251)	21%	(141)	6%	(39)	3%	(21)	17%	(119)	16%	(110)	680
Twitch Users	34%	(80)	22%	(52)	4%	(10)	4%	(10)	17%	(39)	19%	(44)	236
2022 Sports Viewers/Attendees	38%	(227)	23%	(137)	6%	(33)	3%	(21)	17%	(104)	13%	(75)	597
Monthly Moviegoers	40%	(67)	24%	(40)	10%	(17)	4%	(7)	9%	(15)	13%	(22)	168
Few Times per Year + Moviegoers	37%	(209)	26%	(147)	6%	(33)	3%	(18)	16%	(93)	12%	(71)	571
Heard Smile Campaign	40%	(170)	24%	(101)	6%	(26)	5%	(19)	15%	(62)	11%	(46)	425
Heard Minion Campaign	40%	(202)	20%	(100)	6%	(29)	4%	(20)	16%	(81)	15%	(74)	505
Listens to Podcasts	35%	(196)	26%	(146)	6%	(32)	4%	(22)	17%	(94)	11%	(63)	552
Streaming Services User	37%	(329)	22%	(196)	5%	(46)	3%	(27)	20%	(178)	14%	(123)	898
Netflix User	36%	(315)	21%	(184)	5%	(42)	3%	(29)	19%	(163)	15%	(131)	864
Disney+ User	41%	(254)	22%	(136)	6%	(35)	4%	(22)	15%	(92)	13%	(78)	617
Heterosexual or straight	34%	(242)	20%	(143)	6%	(40)	3%	(21)	20%	(137)	17%	(119)	702
Bisexual	36%	(51)	24%	(34)	4%	(6)	4%	(5)	18%	(25)	14%	(19)	141
Something else	30%	(17)	23%	(13)	—	(0)	2%	(1)	23%	(13)	22%	(13)	56
Yes	33%	(46)	15%	(20)	4%	(5)	7%	(10)	23%	(33)	19%	(26)	140
No	35%	(303)	23%	(196)	5%	(43)	2%	(20)	18%	(159)	16%	(139)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE26\_17:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Don Cheadle

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	11%	(113)	11%	(112)	3%	(34)	2%	(18)	15%	(145)	58%	(578)	1000
Gender: Male	16%	(79)	13%	(67)	4%	(19)	2%	(10)	15%	(77)	50%	(254)	506
Gender: Female	7%	(33)	9%	(45)	3%	(15)	2%	(8)	14%	(68)	66%	(324)	494
Age: 18-34	14%	(88)	13%	(80)	4%	(24)	2%	(14)	17%	(102)	49%	(301)	609
GenZers: 1997-2012	11%	(113)	11%	(112)	3%	(34)	2%	(18)	15%	(145)	58%	(578)	1000
Ideo: Liberal (1-3)	16%	(49)	16%	(49)	4%	(11)	1%	(4)	14%	(42)	48%	(147)	304
Ideo: Moderate (4)	13%	(30)	12%	(28)	3%	(7)	2%	(4)	16%	(38)	54%	(126)	232
Ideo: Conservative (5-7)	11%	(18)	12%	(20)	5%	(8)	3%	(5)	14%	(23)	55%	(91)	165
Educ: < College	11%	(97)	11%	(99)	3%	(29)	1%	(12)	14%	(128)	60%	(545)	910
Educ: Bachelors degree	17%	(11)	17%	(11)	6%	(4)	5%	(3)	19%	(12)	35%	(23)	65
Ethnicity: White	11%	(81)	11%	(84)	3%	(19)	1%	(9)	15%	(110)	59%	(429)	731
Ethnicity: Hispanic	12%	(29)	8%	(20)	5%	(11)	2%	(5)	17%	(41)	56%	(136)	242
Ethnicity: Black	15%	(22)	13%	(19)	5%	(8)	4%	(5)	15%	(22)	48%	(71)	148
Ethnicity: Other	8%	(10)	7%	(9)	6%	(8)	3%	(3)	11%	(13)	65%	(78)	121
All Christian	17%	(39)	16%	(38)	2%	(4)	2%	(5)	17%	(41)	47%	(110)	237
All Non-Christian	9%	(5)	19%	(10)	7%	(3)	3%	(1)	16%	(8)	47%	(23)	50
Atheist	7%	(8)	7%	(8)	2%	(2)	2%	(2)	12%	(13)	71%	(82)	116
Agnostic/Nothing in particular	11%	(43)	10%	(39)	4%	(16)	2%	(7)	15%	(62)	59%	(238)	405
Something Else	9%	(18)	9%	(18)	4%	(8)	2%	(3)	11%	(21)	64%	(124)	193
Religious Non-Protestant/Catholic	12%	(8)	16%	(11)	6%	(4)	3%	(2)	22%	(15)	40%	(27)	68
Evangelical	18%	(30)	11%	(19)	4%	(7)	3%	(4)	12%	(20)	53%	(91)	172
Non-Evangelical	10%	(23)	14%	(33)	2%	(5)	1%	(2)	15%	(34)	57%	(131)	228
Community: Urban	16%	(45)	8%	(22)	3%	(8)	1%	(3)	17%	(48)	56%	(162)	288
Community: Suburban	13%	(55)	16%	(70)	5%	(21)	2%	(7)	12%	(54)	53%	(229)	435
Community: Rural	5%	(13)	7%	(19)	2%	(5)	3%	(8)	16%	(43)	68%	(188)	276
Military HH: Yes	11%	(10)	10%	(10)	10%	(10)	3%	(3)	12%	(12)	54%	(52)	97
Military HH: No	11%	(102)	11%	(102)	3%	(25)	2%	(15)	15%	(134)	58%	(526)	903

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**Table MCFE26\_17:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Don Cheadle

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	11%	(113)	11%	(112)	3%	(34)	2%	(18)	15%	(145)	58%	(578)	1000
4-Region: Northeast	12%	(20)	15%	(25)	3%	(5)	1%	(2)	18%	(29)	50%	(83)	164
4-Region: Midwest	11%	(25)	12%	(27)	3%	(6)	2%	(6)	12%	(29)	60%	(140)	233
4-Region: South	11%	(48)	10%	(44)	4%	(19)	2%	(9)	13%	(56)	59%	(254)	432
4-Region: West	11%	(19)	9%	(15)	3%	(4)	—	(1)	18%	(31)	59%	(101)	172
TikTok Users	11%	(73)	12%	(79)	4%	(28)	2%	(11)	12%	(82)	60%	(406)	680
Twitch Users	13%	(31)	18%	(44)	5%	(13)	1%	(3)	13%	(32)	48%	(114)	236
2022 Sports Viewers/Attendees	15%	(88)	13%	(76)	5%	(29)	3%	(15)	16%	(97)	49%	(293)	597
Monthly Moviegoers	18%	(31)	19%	(31)	5%	(9)	1%	(2)	13%	(22)	44%	(73)	168
Few Times per Year + Moviegoers	14%	(81)	15%	(83)	4%	(25)	2%	(13)	13%	(75)	51%	(293)	571
Heard Smile Campaign	15%	(64)	13%	(56)	4%	(19)	2%	(9)	16%	(67)	49%	(209)	425
Heard Minion Campaign	13%	(66)	13%	(67)	4%	(19)	2%	(12)	15%	(77)	52%	(265)	505
Listens to Podcasts	14%	(75)	16%	(87)	5%	(27)	3%	(15)	16%	(90)	47%	(260)	552
Streaming Services User	12%	(104)	12%	(107)	4%	(33)	2%	(17)	15%	(137)	56%	(500)	898
Netflix User	11%	(94)	11%	(98)	4%	(32)	2%	(17)	14%	(122)	58%	(501)	864
Disney+ User	13%	(77)	13%	(80)	5%	(28)	2%	(15)	14%	(88)	53%	(330)	617
Heterosexual or straight	12%	(81)	11%	(79)	4%	(29)	2%	(14)	14%	(101)	57%	(397)	702
Bisexual	12%	(18)	11%	(16)	1%	(2)	2%	(3)	14%	(20)	58%	(82)	141
Something else	13%	(7)	7%	(4)	6%	(3)	1%	(1)	9%	(5)	65%	(36)	56
Yes	9%	(13)	17%	(23)	3%	(4)	—	(0)	17%	(24)	54%	(75)	140
No	12%	(100)	10%	(88)	4%	(30)	2%	(18)	14%	(121)	58%	(503)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE26\_18:** *Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*  
Jeremy Renner

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	10%	(103)	10%	(99)	6%	(58)	2%	(23)	16%	(156)	56%	(561)	1000
Gender: Male	12%	(59)	10%	(51)	7%	(33)	2%	(12)	16%	(80)	53%	(270)	506
Gender: Female	9%	(43)	10%	(48)	5%	(25)	2%	(11)	15%	(76)	59%	(292)	494
Age: 18-34	13%	(81)	12%	(71)	8%	(47)	3%	(16)	18%	(110)	47%	(285)	609
GenZers: 1997-2012	10%	(103)	10%	(99)	6%	(58)	2%	(23)	16%	(156)	56%	(561)	1000
Ideo: Liberal (1-3)	11%	(34)	12%	(36)	9%	(28)	3%	(10)	19%	(57)	46%	(139)	304
Ideo: Moderate (4)	13%	(31)	13%	(30)	4%	(9)	2%	(5)	14%	(34)	53%	(124)	232
Ideo: Conservative (5-7)	14%	(24)	14%	(23)	8%	(13)	1%	(2)	17%	(28)	46%	(76)	165
Educ: < College	9%	(85)	9%	(82)	6%	(51)	2%	(19)	15%	(140)	58%	(532)	910
Educ: Bachelors degree	16%	(10)	24%	(16)	5%	(4)	5%	(3)	21%	(14)	29%	(19)	65
Ethnicity: White	11%	(78)	10%	(72)	6%	(44)	2%	(15)	16%	(117)	55%	(405)	731
Ethnicity: Hispanic	11%	(25)	13%	(32)	4%	(9)	1%	(3)	18%	(42)	54%	(130)	242
Ethnicity: Black	11%	(17)	9%	(14)	7%	(10)	5%	(7)	17%	(25)	51%	(75)	148
Ethnicity: Other	7%	(8)	11%	(13)	3%	(3)	1%	(1)	12%	(14)	67%	(81)	121
All Christian	16%	(38)	16%	(38)	6%	(15)	1%	(2)	17%	(40)	44%	(105)	237
All Non-Christian	14%	(7)	13%	(7)	10%	(5)	6%	(3)	15%	(7)	42%	(21)	50
Atheist	8%	(9)	10%	(11)	3%	(4)	1%	(1)	18%	(21)	61%	(70)	116
Agnostic/Nothing in particular	7%	(30)	7%	(27)	6%	(25)	3%	(12)	16%	(64)	61%	(247)	405
Something Else	10%	(19)	9%	(16)	5%	(9)	3%	(5)	12%	(24)	62%	(119)	193
Religious Non-Protestant/Catholic	13%	(9)	12%	(8)	9%	(6)	6%	(4)	24%	(16)	37%	(25)	68
Evangelical	19%	(33)	12%	(21)	4%	(7)	3%	(5)	9%	(15)	53%	(91)	172
Non-Evangelical	10%	(22)	13%	(29)	7%	(15)	1%	(2)	17%	(39)	53%	(121)	228
Community: Urban	11%	(30)	11%	(31)	4%	(11)	2%	(7)	15%	(43)	57%	(166)	288
Community: Suburban	13%	(57)	10%	(44)	7%	(31)	3%	(12)	15%	(65)	52%	(226)	435
Community: Rural	5%	(15)	8%	(23)	6%	(16)	2%	(5)	17%	(48)	61%	(170)	276
Military HH: Yes	10%	(10)	11%	(10)	6%	(6)	2%	(2)	11%	(10)	60%	(58)	97
Military HH: No	10%	(93)	10%	(89)	6%	(52)	2%	(21)	16%	(146)	56%	(503)	903

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**Table MCFE26\_18:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Jeremy Renner

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	10%	(103)	10%	(99)	6%	(58)	2%	(23)	16%	(156)	56%	(561)	1000
4-Region: Northeast	10%	(16)	8%	(14)	8%	(13)	1%	(2)	20%	(34)	52%	(85)	164
4-Region: Midwest	10%	(24)	12%	(29)	4%	(9)	3%	(7)	14%	(33)	56%	(130)	233
4-Region: South	11%	(48)	9%	(41)	6%	(27)	3%	(12)	15%	(64)	56%	(240)	432
4-Region: West	8%	(14)	9%	(16)	5%	(8)	1%	(2)	15%	(25)	62%	(106)	172
TikTok Users	10%	(70)	10%	(66)	6%	(42)	2%	(16)	13%	(91)	58%	(395)	680
Twitch Users	11%	(27)	10%	(24)	8%	(19)	2%	(4)	17%	(39)	52%	(123)	236
2022 Sports Viewers/Attendees	14%	(84)	12%	(70)	8%	(46)	2%	(12)	17%	(99)	48%	(285)	597
Monthly Moviegoers	15%	(26)	16%	(27)	10%	(16)	4%	(7)	12%	(20)	43%	(72)	168
Few Times per Year + Moviegoers	13%	(76)	12%	(67)	7%	(42)	2%	(10)	15%	(88)	50%	(288)	571
Heard Smile Campaign	15%	(63)	12%	(53)	6%	(25)	3%	(14)	18%	(76)	46%	(194)	425
Heard Minion Campaign	13%	(65)	14%	(69)	6%	(32)	2%	(10)	14%	(73)	51%	(257)	505
Listens to Podcasts	11%	(63)	14%	(75)	8%	(44)	3%	(19)	18%	(100)	46%	(252)	552
Streaming Services User	11%	(95)	11%	(95)	6%	(54)	2%	(20)	16%	(145)	54%	(489)	898
Netflix User	10%	(85)	10%	(86)	6%	(55)	2%	(21)	15%	(132)	56%	(485)	864
Disney+ User	12%	(72)	12%	(77)	8%	(47)	2%	(15)	14%	(86)	52%	(321)	617
Heterosexual or straight	11%	(78)	11%	(79)	6%	(40)	2%	(15)	15%	(104)	55%	(385)	702
Bisexual	10%	(14)	6%	(9)	6%	(9)	1%	(2)	20%	(28)	56%	(79)	141
Something else	5%	(3)	9%	(5)	6%	(3)	8%	(4)	15%	(9)	57%	(32)	56
Yes	3%	(5)	8%	(12)	8%	(12)	3%	(4)	18%	(25)	59%	(83)	140
No	11%	(98)	10%	(87)	5%	(46)	2%	(20)	15%	(131)	56%	(478)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).



**Table MCFE26\_19:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Will Smith

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	35%	(351)	23%	(226)	13%	(130)	8%	(75)	15%	(153)	6%	(64)	1000
Gender: Male	39%	(195)	24%	(121)	13%	(65)	9%	(45)	11%	(55)	5%	(24)	506
Gender: Female	32%	(156)	21%	(106)	13%	(64)	6%	(30)	20%	(99)	8%	(40)	494
Age: 18-34	39%	(239)	22%	(135)	12%	(74)	7%	(44)	13%	(77)	6%	(40)	609
GenZers: 1997-2012	35%	(351)	23%	(226)	13%	(130)	8%	(75)	15%	(153)	6%	(64)	1000
Ideo: Liberal (1-3)	29%	(88)	28%	(86)	15%	(46)	10%	(29)	15%	(44)	3%	(10)	304
Ideo: Moderate (4)	38%	(89)	25%	(58)	10%	(24)	6%	(14)	13%	(30)	7%	(17)	232
Ideo: Conservative (5-7)	34%	(56)	19%	(31)	20%	(34)	8%	(13)	13%	(22)	5%	(8)	165
Educ: < College	35%	(322)	22%	(204)	13%	(115)	7%	(68)	16%	(142)	6%	(59)	910
Educ: Bachelors degree	28%	(19)	30%	(19)	17%	(11)	10%	(6)	12%	(8)	3%	(2)	65
Ethnicity: White	34%	(250)	23%	(171)	13%	(97)	8%	(62)	15%	(108)	6%	(43)	731
Ethnicity: Hispanic	37%	(89)	19%	(46)	9%	(23)	12%	(28)	16%	(38)	8%	(18)	242
Ethnicity: Black	45%	(66)	20%	(29)	13%	(20)	6%	(9)	14%	(20)	3%	(4)	148
Ethnicity: Other	29%	(35)	21%	(26)	10%	(13)	4%	(5)	21%	(25)	14%	(17)	121
All Christian	41%	(98)	19%	(45)	13%	(31)	7%	(16)	13%	(32)	6%	(15)	237
All Non-Christian	29%	(14)	34%	(17)	14%	(7)	9%	(4)	11%	(5)	4%	(2)	50
Atheist	32%	(37)	25%	(29)	13%	(15)	14%	(16)	14%	(16)	2%	(2)	116
Agnostic/Nothing in particular	36%	(144)	21%	(85)	15%	(59)	6%	(26)	17%	(70)	5%	(21)	405
Something Else	30%	(58)	27%	(51)	9%	(18)	6%	(12)	15%	(29)	12%	(24)	193
Religious Non-Protestant/Catholic	25%	(17)	31%	(21)	11%	(8)	8%	(5)	22%	(15)	3%	(2)	68
Evangelical	43%	(73)	21%	(35)	10%	(18)	4%	(6)	15%	(26)	8%	(13)	172
Non-Evangelical	34%	(78)	24%	(54)	12%	(27)	9%	(21)	11%	(26)	10%	(23)	228
Community: Urban	38%	(109)	21%	(59)	14%	(39)	7%	(20)	13%	(37)	8%	(24)	288
Community: Suburban	32%	(138)	25%	(109)	13%	(57)	8%	(33)	18%	(78)	5%	(20)	435
Community: Rural	38%	(104)	21%	(58)	12%	(34)	8%	(22)	14%	(39)	7%	(20)	276
Military HH: Yes	33%	(32)	26%	(26)	22%	(21)	3%	(3)	12%	(11)	4%	(4)	97
Military HH: No	35%	(320)	22%	(201)	12%	(109)	8%	(72)	16%	(142)	7%	(60)	903

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**Table MCFE26\_19:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Will Smith

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	35%	(351)	23%	(226)	13%	(130)	8%	(75)	15%	(153)	6%	(64)	1000
4-Region: Northeast	35%	(58)	24%	(40)	11%	(18)	8%	(13)	14%	(23)	7%	(12)	164
4-Region: Midwest	39%	(91)	22%	(51)	16%	(37)	7%	(16)	11%	(26)	5%	(12)	233
4-Region: South	35%	(152)	22%	(97)	12%	(54)	8%	(36)	15%	(66)	6%	(27)	432
4-Region: West	29%	(50)	22%	(38)	12%	(20)	6%	(11)	22%	(39)	8%	(14)	172
TikTok Users	40%	(269)	23%	(153)	14%	(93)	7%	(48)	12%	(83)	5%	(34)	680
Twitch Users	37%	(86)	28%	(66)	13%	(31)	8%	(20)	11%	(27)	3%	(6)	236
2022 Sports Viewers/Attendees	37%	(220)	26%	(154)	16%	(93)	8%	(47)	10%	(62)	3%	(20)	597
Monthly Moviegoers	42%	(70)	19%	(32)	18%	(30)	7%	(12)	6%	(9)	9%	(15)	168
Few Times per Year + Moviegoers	36%	(205)	24%	(135)	16%	(94)	7%	(40)	11%	(62)	6%	(34)	571
Heard Smile Campaign	40%	(169)	24%	(101)	13%	(53)	8%	(33)	11%	(48)	5%	(21)	425
Heard Minion Campaign	38%	(191)	27%	(134)	15%	(77)	8%	(42)	9%	(47)	3%	(14)	505
Listens to Podcasts	34%	(190)	27%	(151)	12%	(64)	9%	(50)	13%	(71)	5%	(27)	552
Streaming Services User	37%	(331)	23%	(209)	14%	(124)	7%	(63)	15%	(137)	4%	(35)	898
Netflix User	36%	(313)	24%	(205)	14%	(118)	7%	(62)	14%	(122)	5%	(43)	864
Disney+ User	40%	(244)	24%	(148)	14%	(86)	7%	(41)	11%	(70)	4%	(28)	617
Heterosexual or straight	37%	(261)	21%	(150)	14%	(95)	8%	(53)	14%	(100)	6%	(42)	702
Bisexual	37%	(53)	25%	(35)	9%	(13)	4%	(6)	15%	(21)	9%	(13)	141
Something else	20%	(11)	26%	(14)	8%	(4)	16%	(9)	16%	(9)	13%	(7)	56
Yes	27%	(38)	22%	(30)	8%	(11)	6%	(9)	28%	(40)	8%	(11)	140
No	36%	(313)	23%	(196)	14%	(119)	8%	(66)	13%	(114)	6%	(53)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE26\_20:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Elizabeth Olsen

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	19%	(188)	18%	(178)	4%	(39)	3%	(32)	21%	(208)	35%	(354)	1000
Gender: Male	17%	(86)	18%	(89)	4%	(21)	2%	(11)	19%	(97)	40%	(202)	506
Gender: Female	21%	(102)	18%	(89)	4%	(19)	4%	(21)	22%	(111)	31%	(152)	494
Age: 18-34	22%	(135)	19%	(116)	5%	(31)	4%	(22)	21%	(126)	29%	(180)	609
GenZers: 1997-2012	19%	(188)	18%	(178)	4%	(39)	3%	(32)	21%	(208)	35%	(354)	1000
Ideo: Liberal (1-3)	21%	(64)	24%	(72)	3%	(10)	4%	(11)	18%	(55)	30%	(91)	304
Ideo: Moderate (4)	20%	(46)	19%	(44)	4%	(10)	2%	(4)	22%	(51)	33%	(77)	232
Ideo: Conservative (5-7)	22%	(36)	18%	(29)	8%	(14)	4%	(6)	20%	(34)	28%	(46)	165
Educ: < College	19%	(169)	17%	(154)	4%	(36)	3%	(26)	21%	(193)	37%	(332)	910
Educ: Bachelors degree	19%	(13)	35%	(23)	2%	(1)	7%	(5)	15%	(10)	21%	(14)	65
Ethnicity: White	19%	(142)	20%	(144)	3%	(24)	4%	(27)	21%	(153)	33%	(242)	731
Ethnicity: Hispanic	25%	(59)	19%	(46)	4%	(9)	2%	(5)	21%	(52)	29%	(70)	242
Ethnicity: Black	18%	(27)	12%	(18)	7%	(10)	2%	(3)	23%	(35)	37%	(55)	148
Ethnicity: Other	16%	(20)	13%	(16)	5%	(6)	2%	(2)	17%	(20)	47%	(57)	121
All Christian	26%	(61)	19%	(46)	5%	(13)	3%	(8)	22%	(52)	24%	(58)	237
All Non-Christian	18%	(9)	20%	(10)	5%	(3)	4%	(2)	24%	(12)	28%	(14)	50
Atheist	11%	(13)	27%	(31)	1%	(1)	8%	(9)	11%	(13)	42%	(49)	116
Agnostic/Nothing in particular	18%	(72)	17%	(68)	4%	(14)	2%	(6)	22%	(89)	38%	(155)	405
Something Else	17%	(33)	13%	(24)	4%	(9)	3%	(7)	22%	(42)	40%	(78)	193
Religious Non-Protestant/Catholic	21%	(14)	17%	(11)	6%	(4)	4%	(3)	30%	(20)	22%	(15)	68
Evangelical	22%	(39)	12%	(21)	7%	(12)	3%	(4)	22%	(37)	34%	(58)	172
Non-Evangelical	21%	(49)	20%	(46)	3%	(6)	3%	(8)	21%	(48)	31%	(71)	228
Community: Urban	18%	(52)	13%	(37)	3%	(8)	3%	(10)	24%	(69)	39%	(112)	288
Community: Suburban	21%	(92)	19%	(81)	5%	(20)	2%	(9)	20%	(88)	33%	(145)	435
Community: Rural	16%	(44)	22%	(60)	4%	(11)	5%	(13)	18%	(51)	35%	(97)	276
Military HH: Yes	17%	(16)	13%	(12)	7%	(6)	1%	(1)	27%	(27)	36%	(35)	97
Military HH: No	19%	(172)	18%	(166)	4%	(33)	4%	(32)	20%	(181)	35%	(319)	903

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**Table MCFE26\_20:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Elizabeth Olsen

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	19%	(188)	18%	(178)	4%	(39)	3%	(32)	21%	(208)	35%	(354)	1000
4-Region: Northeast	16%	(26)	23%	(38)	3%	(6)	4%	(7)	22%	(36)	31%	(52)	164
4-Region: Midwest	16%	(37)	15%	(35)	6%	(13)	5%	(11)	23%	(54)	35%	(82)	233
4-Region: South	22%	(93)	18%	(79)	3%	(15)	3%	(12)	19%	(80)	35%	(152)	432
4-Region: West	19%	(33)	16%	(27)	3%	(6)	1%	(2)	21%	(37)	39%	(68)	172
TikTok Users	20%	(135)	19%	(131)	5%	(31)	3%	(19)	19%	(129)	35%	(235)	680
Twitch Users	21%	(49)	21%	(50)	5%	(11)	3%	(6)	22%	(51)	29%	(68)	236
2022 Sports Viewers/Attendees	22%	(134)	20%	(118)	6%	(34)	3%	(19)	21%	(126)	28%	(168)	597
Monthly Moviegoers	29%	(48)	21%	(35)	6%	(9)	4%	(8)	15%	(26)	25%	(42)	168
Few Times per Year + Moviegoers	22%	(127)	19%	(108)	5%	(27)	4%	(20)	22%	(126)	29%	(163)	571
Heard Smile Campaign	28%	(120)	16%	(67)	5%	(21)	3%	(13)	23%	(97)	25%	(106)	425
Heard Minion Campaign	25%	(125)	19%	(97)	4%	(22)	5%	(23)	18%	(89)	29%	(149)	505
Listens to Podcasts	21%	(118)	20%	(108)	6%	(32)	3%	(18)	21%	(115)	29%	(161)	552
Streaming Services User	20%	(181)	19%	(173)	4%	(37)	3%	(30)	21%	(189)	32%	(289)	898
Netflix User	20%	(171)	19%	(164)	4%	(34)	3%	(30)	20%	(174)	34%	(291)	864
Disney+ User	23%	(140)	20%	(123)	4%	(26)	4%	(24)	19%	(120)	30%	(183)	617
Heterosexual or straight	20%	(142)	18%	(124)	4%	(31)	3%	(18)	21%	(144)	35%	(244)	702
Bisexual	19%	(27)	23%	(32)	3%	(5)	3%	(4)	24%	(34)	28%	(40)	141
Something else	11%	(6)	9%	(5)	7%	(4)	—	(0)	14%	(8)	58%	(33)	56
Yes	10%	(14)	18%	(25)	3%	(5)	3%	(4)	28%	(39)	38%	(53)	140
No	20%	(174)	18%	(154)	4%	(35)	3%	(28)	20%	(169)	35%	(301)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE26\_21:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Daniel Radcliffe

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	23%	(234)	16%	(162)	4%	(38)	2%	(18)	17%	(166)	38%	(381)	1000
Gender: Male	19%	(98)	16%	(81)	5%	(25)	2%	(10)	18%	(92)	40%	(201)	506
Gender: Female	28%	(137)	17%	(82)	3%	(13)	2%	(8)	15%	(75)	37%	(180)	494
Age: 18-34	26%	(159)	20%	(119)	4%	(27)	2%	(15)	17%	(105)	30%	(183)	609
GenZers: 1997-2012	23%	(234)	16%	(162)	4%	(38)	2%	(18)	17%	(166)	38%	(381)	1000
Ideo: Liberal (1-3)	30%	(92)	20%	(62)	3%	(11)	4%	(11)	18%	(56)	24%	(73)	304
Ideo: Moderate (4)	22%	(51)	17%	(39)	3%	(7)	1%	(2)	17%	(40)	40%	(93)	232
Ideo: Conservative (5-7)	28%	(46)	20%	(32)	7%	(11)	1%	(2)	15%	(25)	29%	(48)	165
Educ: < College	22%	(204)	15%	(139)	4%	(34)	1%	(12)	17%	(151)	41%	(369)	910
Educ: Bachelors degree	33%	(22)	29%	(19)	5%	(3)	9%	(6)	16%	(10)	8%	(5)	65
Ethnicity: White	26%	(191)	17%	(127)	3%	(22)	1%	(10)	17%	(121)	36%	(260)	731
Ethnicity: Hispanic	19%	(45)	14%	(35)	4%	(10)	3%	(7)	19%	(45)	41%	(100)	242
Ethnicity: Black	17%	(25)	12%	(17)	5%	(8)	5%	(8)	20%	(29)	41%	(61)	148
Ethnicity: Other	15%	(19)	15%	(18)	6%	(7)	1%	(1)	13%	(16)	50%	(61)	121
All Christian	25%	(59)	22%	(53)	4%	(10)	1%	(3)	20%	(48)	27%	(64)	237
All Non-Christian	33%	(16)	12%	(6)	7%	(3)	3%	(2)	15%	(7)	30%	(15)	50
Atheist	21%	(24)	17%	(20)	2%	(2)	2%	(2)	14%	(16)	44%	(51)	116
Agnostic/Nothing in particular	25%	(103)	16%	(65)	4%	(17)	1%	(5)	15%	(62)	38%	(152)	405
Something Else	16%	(32)	10%	(18)	2%	(4)	3%	(6)	17%	(32)	52%	(100)	193
Religious Non-Protestant/Catholic	33%	(23)	14%	(10)	5%	(3)	2%	(2)	22%	(15)	23%	(16)	68
Evangelical	20%	(35)	19%	(33)	3%	(5)	3%	(6)	14%	(24)	40%	(69)	172
Non-Evangelical	20%	(47)	15%	(35)	3%	(8)	1%	(3)	22%	(50)	38%	(87)	228
Community: Urban	22%	(64)	16%	(47)	3%	(8)	3%	(7)	16%	(46)	40%	(116)	288
Community: Suburban	27%	(117)	15%	(66)	5%	(23)	2%	(7)	17%	(74)	34%	(149)	435
Community: Rural	19%	(54)	18%	(49)	2%	(7)	2%	(4)	17%	(46)	42%	(117)	276
Military HH: Yes	24%	(24)	14%	(14)	6%	(6)	4%	(4)	9%	(9)	42%	(41)	97
Military HH: No	23%	(210)	16%	(149)	4%	(32)	2%	(14)	17%	(158)	38%	(340)	903

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**Table MCFE26\_21:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Daniel Radcliffe

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	23%	(234)	16%	(162)	4%	(38)	2%	(18)	17%	(166)	38%	(381)	1000
4-Region: Northeast	20%	(33)	25%	(42)	6%	(10)	1%	(2)	12%	(19)	36%	(59)	164
4-Region: Midwest	23%	(54)	19%	(44)	2%	(4)	1%	(2)	16%	(37)	39%	(91)	233
4-Region: South	26%	(110)	12%	(51)	5%	(20)	3%	(12)	17%	(75)	38%	(164)	432
4-Region: West	21%	(36)	15%	(26)	3%	(5)	1%	(2)	21%	(35)	39%	(67)	172
TikTok Users	24%	(164)	17%	(113)	4%	(27)	2%	(16)	15%	(99)	38%	(261)	680
Twitch Users	23%	(54)	17%	(40)	5%	(12)	3%	(8)	20%	(47)	32%	(75)	236
2022 Sports Viewers/Attendees	26%	(155)	20%	(120)	5%	(27)	2%	(14)	17%	(100)	30%	(181)	597
Monthly Moviegoers	33%	(55)	21%	(36)	6%	(11)	2%	(4)	10%	(17)	27%	(46)	168
Few Times per Year + Moviegoers	27%	(151)	19%	(111)	5%	(30)	2%	(11)	14%	(78)	33%	(189)	571
Heard Smile Campaign	28%	(118)	21%	(87)	4%	(15)	3%	(12)	15%	(64)	30%	(129)	425
Heard Minion Campaign	27%	(134)	17%	(85)	4%	(19)	3%	(13)	16%	(79)	35%	(175)	505
Listens to Podcasts	24%	(135)	20%	(109)	5%	(27)	3%	(16)	18%	(99)	30%	(166)	552
Streaming Services User	25%	(225)	17%	(152)	4%	(36)	2%	(18)	17%	(152)	35%	(315)	898
Netflix User	24%	(205)	17%	(147)	4%	(33)	2%	(17)	17%	(147)	36%	(315)	864
Disney+ User	26%	(163)	18%	(114)	5%	(32)	2%	(15)	14%	(86)	34%	(207)	617
Heterosexual or straight	21%	(148)	16%	(113)	4%	(31)	2%	(13)	18%	(125)	39%	(271)	702
Bisexual	29%	(40)	22%	(31)	2%	(2)	1%	(2)	14%	(19)	33%	(46)	141
Something else	17%	(10)	6%	(4)	5%	(3)	4%	(2)	12%	(7)	56%	(31)	56
Yes	22%	(31)	15%	(22)	4%	(5)	2%	(3)	18%	(25)	39%	(54)	140
No	24%	(203)	16%	(141)	4%	(32)	2%	(16)	16%	(141)	38%	(327)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE26\_22:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Benedict Cumberbatch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	21%	(208)	14%	(143)	5%	(49)	2%	(23)	17%	(166)	41%	(411)	1000
Gender: Male	22%	(110)	16%	(82)	6%	(30)	2%	(10)	15%	(78)	39%	(196)	506
Gender: Female	20%	(98)	12%	(61)	4%	(20)	3%	(14)	18%	(88)	43%	(215)	494
Age: 18-34	24%	(147)	16%	(100)	6%	(39)	2%	(15)	19%	(113)	32%	(196)	609
GenZers: 1997-2012	21%	(208)	14%	(143)	5%	(49)	2%	(23)	17%	(166)	41%	(411)	1000
Ideo: Liberal (1-3)	27%	(83)	21%	(64)	8%	(23)	3%	(8)	17%	(51)	25%	(75)	304
Ideo: Moderate (4)	21%	(49)	14%	(33)	6%	(13)	3%	(6)	17%	(40)	39%	(90)	232
Ideo: Conservative (5-7)	26%	(42)	16%	(26)	5%	(9)	1%	(2)	15%	(24)	38%	(62)	165
Educ: < College	20%	(184)	13%	(121)	5%	(44)	2%	(20)	16%	(150)	43%	(392)	910
Educ: Bachelors degree	29%	(19)	30%	(20)	6%	(4)	—	(0)	16%	(10)	18%	(12)	65
Ethnicity: White	22%	(164)	15%	(112)	5%	(38)	2%	(13)	16%	(120)	39%	(284)	731
Ethnicity: Hispanic	25%	(60)	9%	(23)	7%	(16)	2%	(4)	17%	(40)	41%	(100)	242
Ethnicity: Black	12%	(18)	12%	(17)	5%	(7)	6%	(8)	23%	(34)	43%	(63)	148
Ethnicity: Other	22%	(27)	11%	(14)	3%	(4)	1%	(2)	10%	(12)	52%	(63)	121
All Christian	29%	(69)	16%	(38)	5%	(12)	2%	(6)	17%	(41)	31%	(73)	237
All Non-Christian	20%	(10)	17%	(8)	11%	(6)	3%	(2)	26%	(13)	23%	(11)	50
Atheist	18%	(20)	23%	(26)	10%	(11)	6%	(7)	15%	(17)	29%	(33)	116
Agnostic/Nothing in particular	21%	(84)	11%	(43)	4%	(17)	2%	(7)	17%	(69)	46%	(185)	405
Something Else	13%	(25)	14%	(28)	2%	(4)	1%	(2)	13%	(26)	56%	(108)	193
Religious Non-Protestant/Catholic	23%	(15)	14%	(9)	10%	(7)	4%	(2)	33%	(23)	17%	(11)	68
Evangelical	23%	(40)	18%	(32)	2%	(3)	2%	(4)	10%	(18)	44%	(76)	172
Non-Evangelical	21%	(47)	14%	(31)	5%	(11)	1%	(2)	17%	(38)	43%	(99)	228
Community: Urban	18%	(52)	16%	(45)	4%	(11)	3%	(8)	17%	(49)	43%	(123)	288
Community: Suburban	26%	(113)	15%	(66)	5%	(23)	1%	(5)	17%	(73)	36%	(155)	435
Community: Rural	15%	(43)	11%	(31)	6%	(16)	4%	(10)	16%	(44)	48%	(133)	276
Military HH: Yes	29%	(28)	7%	(7)	6%	(6)	5%	(4)	13%	(13)	40%	(39)	97
Military HH: No	20%	(180)	15%	(136)	5%	(43)	2%	(19)	17%	(153)	41%	(372)	903

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**Table MCFE26\_22:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Benedict Cumberbatch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	21%	(208)	14%	(143)	5%	(49)	2%	(23)	17%	(166)	41%	(411)	1000
4-Region: Northeast	15%	(24)	17%	(29)	6%	(9)	1%	(2)	15%	(25)	45%	(74)	164
4-Region: Midwest	17%	(40)	19%	(45)	4%	(10)	4%	(9)	15%	(35)	40%	(94)	233
4-Region: South	26%	(112)	11%	(47)	5%	(21)	3%	(12)	16%	(68)	40%	(172)	432
4-Region: West	19%	(32)	13%	(22)	5%	(9)	—	(0)	21%	(37)	41%	(71)	172
TikTok Users	20%	(134)	15%	(99)	6%	(39)	2%	(14)	15%	(100)	43%	(293)	680
Twitch Users	26%	(61)	16%	(37)	5%	(13)	2%	(5)	20%	(46)	31%	(74)	236
2022 Sports Viewers/Attendees	25%	(150)	17%	(103)	6%	(38)	2%	(10)	16%	(94)	34%	(203)	597
Monthly Moviegoers	28%	(46)	17%	(28)	11%	(18)	2%	(4)	12%	(20)	30%	(51)	168
Few Times per Year + Moviegoers	27%	(153)	17%	(96)	6%	(33)	2%	(11)	15%	(83)	34%	(194)	571
Heard Smile Campaign	27%	(115)	15%	(65)	6%	(24)	2%	(8)	16%	(68)	34%	(143)	425
Heard Minion Campaign	28%	(142)	15%	(77)	5%	(26)	3%	(14)	15%	(77)	34%	(170)	505
Listens to Podcasts	25%	(137)	18%	(102)	6%	(33)	2%	(13)	16%	(89)	32%	(179)	552
Streaming Services User	22%	(199)	15%	(133)	5%	(49)	2%	(19)	17%	(149)	39%	(350)	898
Netflix User	21%	(182)	14%	(120)	5%	(47)	2%	(20)	16%	(142)	41%	(353)	864
Disney+ User	27%	(167)	14%	(89)	6%	(37)	3%	(17)	15%	(93)	35%	(214)	617
Heterosexual or straight	21%	(145)	13%	(88)	5%	(37)	2%	(14)	16%	(113)	43%	(304)	702
Bisexual	22%	(31)	19%	(27)	4%	(5)	2%	(2)	19%	(27)	34%	(48)	141
Something else	9%	(5)	21%	(12)	3%	(2)	1%	(1)	16%	(9)	48%	(27)	56
Yes	16%	(22)	12%	(17)	6%	(8)	2%	(3)	22%	(31)	42%	(58)	140
No	22%	(186)	15%	(126)	5%	(41)	2%	(20)	16%	(135)	41%	(353)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).



**Table MCFE26\_23:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Harrison Ford

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	18%	(180)	15%	(146)	4%	(43)	3%	(27)	22%	(218)	39%	(385)	1000
Gender: Male	22%	(110)	18%	(89)	4%	(22)	2%	(8)	21%	(106)	34%	(171)	506
Gender: Female	14%	(70)	11%	(57)	4%	(21)	4%	(19)	23%	(113)	43%	(214)	494
Age: 18-34	22%	(134)	17%	(105)	5%	(32)	3%	(18)	21%	(129)	31%	(191)	609
GenZers: 1997-2012	18%	(180)	15%	(146)	4%	(43)	3%	(27)	22%	(218)	39%	(385)	1000
Ideo: Liberal (1-3)	18%	(56)	17%	(53)	6%	(19)	5%	(15)	24%	(72)	29%	(89)	304
Ideo: Moderate (4)	23%	(54)	13%	(30)	4%	(9)	1%	(3)	21%	(49)	37%	(86)	232
Ideo: Conservative (5-7)	22%	(36)	24%	(39)	5%	(9)	2%	(4)	19%	(32)	28%	(46)	165
Educ: < College	17%	(159)	14%	(127)	4%	(35)	2%	(21)	22%	(204)	40%	(363)	910
Educ: Bachelors degree	24%	(16)	24%	(15)	10%	(7)	6%	(4)	15%	(9)	21%	(14)	65
Ethnicity: White	20%	(143)	16%	(116)	4%	(29)	2%	(17)	23%	(167)	35%	(258)	731
Ethnicity: Hispanic	17%	(42)	12%	(30)	4%	(11)	1%	(3)	23%	(55)	42%	(101)	242
Ethnicity: Black	14%	(21)	13%	(19)	7%	(10)	4%	(7)	21%	(32)	40%	(60)	148
Ethnicity: Other	13%	(16)	9%	(11)	3%	(3)	3%	(4)	16%	(20)	56%	(67)	121
All Christian	27%	(65)	18%	(43)	3%	(7)	2%	(5)	20%	(48)	29%	(70)	237
All Non-Christian	16%	(8)	20%	(10)	8%	(4)	2%	(1)	18%	(9)	35%	(18)	50
Atheist	18%	(20)	14%	(16)	2%	(2)	5%	(5)	23%	(27)	39%	(45)	116
Agnostic/Nothing in particular	15%	(62)	14%	(59)	5%	(19)	3%	(12)	22%	(91)	40%	(163)	405
Something Else	13%	(25)	9%	(18)	6%	(11)	2%	(4)	23%	(44)	47%	(91)	193
Religious Non-Protestant/Catholic	17%	(11)	15%	(10)	6%	(4)	3%	(2)	26%	(18)	33%	(23)	68
Evangelical	27%	(47)	12%	(21)	4%	(7)	2%	(4)	16%	(27)	38%	(65)	172
Non-Evangelical	17%	(39)	17%	(38)	4%	(9)	2%	(4)	23%	(53)	37%	(85)	228
Community: Urban	18%	(53)	11%	(31)	4%	(12)	4%	(11)	21%	(61)	42%	(120)	288
Community: Suburban	20%	(87)	16%	(72)	3%	(14)	2%	(9)	21%	(89)	38%	(164)	435
Community: Rural	15%	(41)	15%	(43)	6%	(17)	2%	(7)	25%	(68)	37%	(101)	276
Military HH: Yes	27%	(26)	15%	(15)	1%	(1)	7%	(6)	8%	(8)	41%	(40)	97
Military HH: No	17%	(154)	15%	(131)	5%	(41)	2%	(21)	23%	(210)	38%	(345)	903

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**Table MCFE26\_23:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Harrison Ford

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	18%	(180)	15%	(146)	4%	(43)	3%	(27)	22%	(218)	39%	(385)	1000
4-Region: Northeast	19%	(32)	15%	(24)	6%	(9)	3%	(5)	24%	(39)	34%	(56)	164
4-Region: Midwest	19%	(45)	18%	(42)	3%	(7)	2%	(5)	23%	(53)	35%	(81)	233
4-Region: South	17%	(75)	14%	(59)	5%	(21)	3%	(15)	19%	(83)	42%	(179)	432
4-Region: West	17%	(28)	13%	(22)	3%	(5)	2%	(3)	25%	(43)	41%	(70)	172
TikTok Users	17%	(115)	14%	(95)	5%	(31)	3%	(22)	20%	(133)	42%	(284)	680
Twitch Users	19%	(45)	18%	(42)	4%	(11)	5%	(12)	21%	(49)	33%	(77)	236
2022 Sports Viewers/Attendees	24%	(145)	18%	(108)	5%	(29)	4%	(22)	21%	(125)	28%	(168)	597
Monthly Moviegoers	19%	(32)	24%	(40)	6%	(10)	6%	(10)	12%	(20)	34%	(57)	168
Few Times per Year + Moviegoers	22%	(126)	16%	(92)	5%	(27)	4%	(24)	20%	(115)	33%	(186)	571
Heard Smile Campaign	25%	(107)	13%	(57)	6%	(25)	4%	(18)	19%	(81)	32%	(137)	425
Heard Minion Campaign	23%	(115)	16%	(83)	4%	(22)	4%	(18)	21%	(106)	32%	(161)	505
Listens to Podcasts	20%	(110)	17%	(96)	6%	(33)	4%	(21)	23%	(127)	30%	(165)	552
Streaming Services User	19%	(173)	15%	(137)	4%	(39)	3%	(26)	22%	(202)	36%	(323)	898
Netflix User	18%	(158)	15%	(132)	4%	(38)	3%	(26)	21%	(183)	38%	(327)	864
Disney+ User	22%	(134)	16%	(102)	5%	(31)	4%	(22)	19%	(117)	34%	(211)	617
Heterosexual or straight	21%	(145)	16%	(109)	4%	(28)	2%	(15)	20%	(138)	38%	(266)	702
Bisexual	14%	(20)	12%	(17)	3%	(5)	5%	(6)	26%	(37)	39%	(56)	141
Something else	9%	(5)	3%	(2)	6%	(3)	6%	(3)	14%	(8)	62%	(35)	56
Yes	11%	(16)	15%	(20)	3%	(4)	4%	(5)	23%	(32)	44%	(62)	140
No	19%	(164)	15%	(125)	4%	(39)	3%	(22)	22%	(186)	38%	(323)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE26\_24:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Josh Brolin

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	8%	(84)	9%	(88)	4%	(43)	2%	(24)	15%	(153)	61%	(607)	1000
Gender: Male	11%	(58)	10%	(50)	5%	(25)	2%	(11)	17%	(85)	55%	(277)	506
Gender: Female	5%	(26)	8%	(38)	4%	(18)	3%	(13)	14%	(68)	67%	(330)	494
Age: 18-34	11%	(68)	11%	(69)	5%	(31)	3%	(16)	17%	(102)	53%	(324)	609
GenZers: 1997-2012	8%	(84)	9%	(88)	4%	(43)	2%	(24)	15%	(153)	61%	(607)	1000
Ideo: Liberal (1-3)	8%	(25)	10%	(32)	5%	(14)	4%	(11)	18%	(56)	55%	(166)	304
Ideo: Moderate (4)	13%	(31)	10%	(24)	4%	(10)	2%	(4)	16%	(36)	55%	(127)	232
Ideo: Conservative (5-7)	11%	(18)	15%	(25)	4%	(7)	2%	(4)	16%	(26)	52%	(86)	165
Educ: < College	8%	(73)	8%	(75)	4%	(37)	2%	(20)	15%	(134)	63%	(571)	910
Educ: Bachelors degree	15%	(10)	13%	(8)	6%	(4)	5%	(3)	21%	(14)	41%	(27)	65
Ethnicity: White	9%	(63)	9%	(63)	3%	(23)	2%	(12)	16%	(119)	62%	(450)	731
Ethnicity: Hispanic	8%	(20)	9%	(22)	7%	(17)	2%	(4)	17%	(41)	57%	(139)	242
Ethnicity: Black	9%	(14)	10%	(15)	7%	(11)	7%	(10)	14%	(21)	52%	(77)	148
Ethnicity: Other	6%	(7)	8%	(10)	8%	(10)	2%	(2)	10%	(13)	65%	(79)	121
All Christian	14%	(33)	12%	(28)	7%	(16)	2%	(4)	18%	(42)	48%	(114)	237
All Non-Christian	15%	(8)	9%	(4)	3%	(2)	7%	(4)	26%	(13)	39%	(19)	50
Atheist	7%	(8)	6%	(7)	2%	(2)	1%	(1)	12%	(14)	72%	(83)	116
Agnostic/Nothing in particular	6%	(24)	8%	(30)	3%	(14)	3%	(12)	15%	(62)	65%	(263)	405
Something Else	6%	(11)	10%	(19)	5%	(10)	2%	(4)	11%	(22)	66%	(127)	193
Religious Non-Protestant/Catholic	13%	(9)	8%	(5)	4%	(3)	7%	(5)	34%	(23)	34%	(23)	68
Evangelical	16%	(28)	13%	(22)	6%	(11)	3%	(5)	11%	(18)	51%	(87)	172
Non-Evangelical	6%	(14)	10%	(23)	5%	(11)	1%	(2)	15%	(35)	63%	(143)	228
Community: Urban	11%	(31)	8%	(24)	4%	(13)	2%	(6)	18%	(51)	56%	(163)	288
Community: Suburban	10%	(43)	9%	(40)	4%	(16)	2%	(11)	15%	(64)	60%	(262)	435
Community: Rural	3%	(9)	9%	(25)	5%	(14)	3%	(8)	14%	(38)	66%	(182)	276
Military HH: Yes	14%	(13)	8%	(7)	8%	(8)	3%	(3)	7%	(7)	61%	(59)	97
Military HH: No	8%	(71)	9%	(81)	4%	(36)	2%	(21)	16%	(146)	61%	(548)	903

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**Table MCFE26\_24:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Josh Brolin

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	8%	(84)	9%	(88)	4%	(43)	2%	(24)	15%	(153)	61%	(607)	1000
4-Region: Northeast	8%	(13)	9%	(14)	5%	(8)	2%	(3)	18%	(30)	59%	(96)	164
4-Region: Midwest	9%	(21)	9%	(21)	4%	(10)	2%	(3)	13%	(30)	63%	(146)	233
4-Region: South	8%	(37)	9%	(40)	5%	(22)	4%	(15)	13%	(58)	60%	(260)	432
4-Region: West	8%	(13)	8%	(13)	2%	(3)	1%	(3)	20%	(35)	61%	(105)	172
TikTok Users	9%	(59)	8%	(55)	5%	(33)	3%	(20)	15%	(99)	61%	(414)	680
Twitch Users	10%	(23)	10%	(24)	6%	(14)	2%	(5)	16%	(39)	55%	(130)	236
2022 Sports Viewers/Attendees	11%	(68)	11%	(65)	6%	(34)	3%	(16)	17%	(100)	53%	(314)	597
Monthly Moviegoers	12%	(19)	15%	(26)	7%	(12)	4%	(7)	16%	(27)	46%	(77)	168
Few Times per Year + Moviegoers	10%	(58)	11%	(64)	6%	(36)	3%	(16)	17%	(96)	53%	(301)	571
Heard Smile Campaign	14%	(59)	9%	(38)	6%	(25)	3%	(12)	17%	(73)	51%	(218)	425
Heard Minion Campaign	12%	(61)	8%	(41)	5%	(24)	2%	(10)	17%	(85)	56%	(284)	505
Listens to Podcasts	11%	(59)	12%	(65)	7%	(37)	3%	(17)	15%	(84)	52%	(289)	552
Streaming Services User	9%	(81)	9%	(81)	5%	(43)	3%	(23)	16%	(141)	59%	(529)	898
Netflix User	8%	(72)	9%	(80)	5%	(41)	3%	(24)	15%	(126)	60%	(521)	864
Disney+ User	10%	(61)	10%	(65)	6%	(37)	4%	(23)	14%	(84)	56%	(347)	617
Heterosexual or straight	9%	(65)	9%	(66)	6%	(40)	2%	(14)	16%	(111)	58%	(406)	702
Bisexual	7%	(10)	10%	(14)	2%	(2)	5%	(7)	14%	(20)	62%	(88)	141
Something else	5%	(3)	5%	(3)	1%	(1)	3%	(2)	14%	(8)	72%	(40)	56
Yes	4%	(5)	5%	(7)	4%	(5)	3%	(4)	14%	(19)	71%	(99)	140
No	9%	(79)	9%	(81)	4%	(38)	2%	(20)	16%	(134)	59%	(508)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE26\_25:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Karen Gillan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	8%	(78)	8%	(78)	4%	(35)	2%	(24)	16%	(156)	63%	(628)	1000
Gender: Male	8%	(42)	8%	(42)	4%	(20)	2%	(10)	18%	(92)	59%	(301)	506
Gender: Female	7%	(37)	7%	(36)	3%	(15)	3%	(14)	13%	(64)	66%	(327)	494
Age: 18-34	9%	(58)	10%	(62)	5%	(32)	3%	(19)	18%	(110)	54%	(328)	609
GenZers: 1997-2012	8%	(78)	8%	(78)	4%	(35)	2%	(24)	16%	(156)	63%	(628)	1000
Ideo: Liberal (1-3)	11%	(34)	9%	(29)	5%	(16)	2%	(7)	16%	(49)	56%	(169)	304
Ideo: Moderate (4)	7%	(16)	10%	(24)	3%	(7)	3%	(8)	16%	(37)	61%	(141)	232
Ideo: Conservative (5-7)	10%	(17)	7%	(11)	4%	(6)	4%	(7)	18%	(29)	58%	(95)	165
Educ: < College	7%	(68)	7%	(67)	3%	(25)	2%	(17)	15%	(139)	65%	(593)	910
Educ: Bachelors degree	12%	(8)	17%	(11)	12%	(8)	6%	(4)	20%	(13)	34%	(22)	65
Ethnicity: White	8%	(59)	8%	(56)	3%	(22)	2%	(15)	15%	(110)	64%	(469)	731
Ethnicity: Hispanic	9%	(21)	6%	(14)	6%	(15)	1%	(3)	17%	(41)	61%	(148)	242
Ethnicity: Black	7%	(11)	7%	(11)	7%	(10)	4%	(6)	21%	(31)	54%	(80)	148
Ethnicity: Other	7%	(9)	9%	(11)	3%	(3)	3%	(4)	12%	(15)	66%	(80)	121
All Christian	13%	(32)	10%	(25)	5%	(12)	1%	(2)	21%	(51)	49%	(116)	237
All Non-Christian	4%	(2)	19%	(10)	9%	(4)	3%	(2)	15%	(7)	49%	(25)	50
Atheist	3%	(4)	4%	(4)	2%	(3)	2%	(2)	15%	(17)	74%	(85)	116
Agnostic/Nothing in particular	8%	(31)	6%	(25)	2%	(9)	3%	(13)	15%	(60)	66%	(266)	405
Something Else	5%	(10)	7%	(14)	4%	(7)	3%	(5)	10%	(20)	71%	(137)	193
Religious Non-Protestant/Catholic	3%	(2)	18%	(12)	9%	(6)	2%	(2)	27%	(18)	41%	(28)	68
Evangelical	16%	(28)	9%	(15)	3%	(6)	3%	(5)	13%	(22)	56%	(95)	172
Non-Evangelical	6%	(13)	9%	(20)	5%	(12)	—	(0)	16%	(37)	64%	(146)	228
Community: Urban	10%	(28)	7%	(22)	4%	(10)	3%	(8)	16%	(45)	61%	(175)	288
Community: Suburban	9%	(40)	7%	(30)	3%	(15)	2%	(11)	16%	(70)	62%	(269)	435
Community: Rural	4%	(10)	9%	(26)	4%	(10)	2%	(5)	15%	(41)	67%	(184)	276
Military HH: Yes	8%	(7)	11%	(11)	4%	(4)	3%	(2)	20%	(19)	55%	(53)	97
Military HH: No	8%	(71)	7%	(67)	3%	(31)	2%	(22)	15%	(137)	64%	(575)	903

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**Table MCFE26\_25:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Karen Gillan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	8%	(78)	8%	(78)	4%	(35)	2%	(24)	16%	(156)	63%	(628)	1000
4-Region: Northeast	8%	(13)	12%	(19)	4%	(6)	3%	(5)	15%	(25)	59%	(97)	164
4-Region: Midwest	7%	(16)	8%	(18)	3%	(7)	1%	(2)	13%	(31)	68%	(158)	233
4-Region: South	9%	(39)	7%	(30)	4%	(18)	3%	(11)	16%	(67)	62%	(266)	432
4-Region: West	6%	(10)	6%	(11)	3%	(5)	4%	(6)	19%	(33)	62%	(107)	172
TikTok Users	8%	(54)	8%	(55)	4%	(27)	3%	(18)	14%	(95)	63%	(430)	680
Twitch Users	9%	(20)	11%	(26)	4%	(10)	2%	(4)	16%	(37)	59%	(139)	236
2022 Sports Viewers/Attendees	10%	(57)	10%	(58)	5%	(27)	3%	(19)	16%	(98)	56%	(337)	597
Monthly Moviegoers	15%	(25)	10%	(17)	6%	(10)	5%	(8)	17%	(28)	48%	(81)	168
Few Times per Year + Moviegoers	11%	(60)	10%	(56)	4%	(23)	3%	(16)	16%	(92)	57%	(323)	571
Heard Smile Campaign	12%	(51)	10%	(41)	5%	(20)	3%	(11)	17%	(73)	54%	(228)	425
Heard Minion Campaign	10%	(52)	10%	(49)	4%	(20)	2%	(13)	16%	(79)	58%	(292)	505
Listens to Podcasts	9%	(47)	10%	(57)	6%	(32)	3%	(19)	18%	(102)	54%	(296)	552
Streaming Services User	8%	(76)	8%	(74)	4%	(35)	3%	(23)	16%	(143)	61%	(547)	898
Netflix User	8%	(66)	8%	(73)	4%	(33)	2%	(21)	15%	(132)	62%	(539)	864
Disney+ User	9%	(57)	9%	(57)	4%	(27)	3%	(20)	15%	(94)	59%	(362)	617
Heterosexual or straight	8%	(56)	8%	(54)	4%	(30)	2%	(17)	16%	(113)	61%	(431)	702
Bisexual	7%	(10)	10%	(15)	2%	(3)	5%	(7)	16%	(23)	59%	(83)	141
Something else	9%	(5)	5%	(3)	2%	(1)	1%	(0)	9%	(5)	75%	(42)	56
Yes	4%	(6)	6%	(8)	1%	(2)	3%	(4)	21%	(29)	65%	(91)	140
No	8%	(72)	8%	(69)	4%	(34)	2%	(20)	15%	(127)	62%	(537)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE26\_26:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Rupert Grint

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	13%	(130)	9%	(94)	4%	(41)	2%	(24)	16%	(157)	55%	(554)	1000
Gender: Male	11%	(55)	8%	(42)	5%	(25)	3%	(16)	16%	(79)	57%	(290)	506
Gender: Female	15%	(75)	11%	(52)	3%	(17)	2%	(8)	16%	(78)	53%	(264)	494
Age: 18-34	15%	(93)	13%	(79)	4%	(27)	3%	(18)	16%	(98)	48%	(294)	609
GenZers: 1997-2012	13%	(130)	9%	(94)	4%	(41)	2%	(24)	16%	(157)	55%	(554)	1000
Ideo: Liberal (1-3)	16%	(49)	16%	(47)	3%	(10)	4%	(11)	19%	(57)	43%	(131)	304
Ideo: Moderate (4)	12%	(29)	9%	(22)	6%	(14)	2%	(4)	17%	(38)	54%	(126)	232
Ideo: Conservative (5-7)	17%	(28)	8%	(14)	6%	(9)	4%	(6)	11%	(17)	54%	(90)	165
Educ: < College	12%	(111)	9%	(80)	4%	(33)	2%	(21)	16%	(144)	57%	(521)	910
Educ: Bachelors degree	19%	(12)	18%	(12)	10%	(7)	—	(0)	16%	(11)	36%	(24)	65
Ethnicity: White	14%	(102)	10%	(76)	4%	(27)	2%	(16)	16%	(118)	54%	(393)	731
Ethnicity: Hispanic	11%	(27)	10%	(25)	4%	(10)	2%	(5)	15%	(35)	58%	(141)	242
Ethnicity: Black	9%	(13)	7%	(11)	6%	(9)	5%	(7)	19%	(28)	55%	(81)	148
Ethnicity: Other	12%	(15)	6%	(7)	5%	(6)	1%	(1)	9%	(11)	67%	(81)	121
All Christian	16%	(38)	12%	(29)	7%	(16)	3%	(6)	21%	(49)	42%	(99)	237
All Non-Christian	19%	(9)	15%	(7)	8%	(4)	2%	(1)	12%	(6)	44%	(22)	50
Atheist	13%	(16)	8%	(9)	4%	(4)	1%	(1)	16%	(18)	59%	(68)	116
Agnostic/Nothing in particular	11%	(43)	7%	(28)	4%	(15)	3%	(14)	16%	(63)	60%	(241)	405
Something Else	12%	(23)	10%	(20)	1%	(2)	1%	(2)	11%	(21)	64%	(124)	193
Religious Non-Protestant/Catholic	20%	(14)	14%	(10)	6%	(4)	3%	(2)	24%	(17)	33%	(22)	68
Evangelical	21%	(36)	8%	(13)	6%	(10)	2%	(3)	10%	(18)	54%	(93)	172
Non-Evangelical	9%	(19)	14%	(33)	3%	(8)	2%	(4)	17%	(40)	55%	(124)	228
Community: Urban	15%	(44)	7%	(20)	4%	(13)	3%	(8)	18%	(50)	53%	(153)	288
Community: Suburban	14%	(59)	10%	(42)	5%	(22)	2%	(8)	16%	(69)	54%	(236)	435
Community: Rural	10%	(26)	12%	(32)	2%	(7)	3%	(9)	14%	(37)	60%	(165)	276
Military HH: Yes	15%	(14)	6%	(5)	6%	(6)	5%	(5)	20%	(20)	48%	(47)	97
Military HH: No	13%	(115)	10%	(88)	4%	(35)	2%	(19)	15%	(137)	56%	(508)	903

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**Table MCFE26\_26:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Rupert Grint

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	13%	(130)	9%	(94)	4%	(41)	2%	(24)	16%	(157)	55%	(554)	1000
4-Region: Northeast	12%	(20)	16%	(26)	4%	(7)	2%	(3)	13%	(21)	53%	(88)	164
4-Region: Midwest	11%	(25)	8%	(20)	4%	(10)	2%	(4)	18%	(41)	57%	(134)	233
4-Region: South	15%	(66)	8%	(34)	4%	(16)	3%	(15)	13%	(57)	57%	(244)	432
4-Region: West	11%	(19)	8%	(14)	6%	(9)	2%	(3)	22%	(38)	52%	(89)	172
TikTok Users	14%	(92)	9%	(62)	5%	(34)	3%	(18)	13%	(89)	57%	(385)	680
Twitch Users	13%	(31)	7%	(17)	4%	(10)	3%	(7)	18%	(43)	54%	(127)	236
2022 Sports Viewers/Attendees	16%	(97)	12%	(71)	5%	(32)	3%	(16)	16%	(97)	47%	(284)	597
Monthly Moviegoers	22%	(38)	12%	(21)	8%	(14)	5%	(8)	13%	(22)	39%	(65)	168
Few Times per Year + Moviegoers	15%	(84)	10%	(60)	6%	(37)	3%	(17)	17%	(95)	49%	(278)	571
Heard Smile Campaign	19%	(81)	10%	(44)	5%	(21)	3%	(14)	15%	(66)	47%	(200)	425
Heard Minion Campaign	15%	(78)	12%	(62)	5%	(26)	3%	(14)	14%	(69)	51%	(256)	505
Listens to Podcasts	14%	(80)	12%	(68)	6%	(36)	3%	(16)	17%	(92)	47%	(260)	552
Streaming Services User	14%	(126)	10%	(88)	5%	(41)	3%	(24)	15%	(139)	53%	(480)	898
Netflix User	13%	(114)	10%	(87)	4%	(36)	3%	(24)	15%	(131)	55%	(472)	864
Disney+ User	15%	(94)	12%	(73)	5%	(32)	3%	(20)	15%	(91)	50%	(307)	617
Heterosexual or straight	12%	(83)	9%	(64)	5%	(35)	3%	(19)	16%	(112)	55%	(388)	702
Bisexual	19%	(27)	12%	(17)	1%	(2)	4%	(5)	14%	(19)	50%	(70)	141
Something else	12%	(7)	8%	(4)	2%	(1)	—	(0)	11%	(6)	67%	(38)	56
Yes	10%	(14)	8%	(12)	3%	(4)	3%	(5)	22%	(31)	54%	(75)	140
No	13%	(116)	10%	(82)	4%	(38)	2%	(20)	15%	(126)	56%	(479)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).



**Table MCFE26\_27:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Dave Bautista

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	13%	(134)	9%	(93)	4%	(42)	2%	(22)	14%	(145)	56%	(564)	1000
Gender: Male	18%	(91)	12%	(58)	5%	(23)	2%	(10)	13%	(67)	51%	(257)	506
Gender: Female	9%	(43)	7%	(35)	4%	(18)	2%	(12)	16%	(78)	62%	(308)	494
Age: 18-34	18%	(108)	12%	(72)	5%	(33)	3%	(18)	17%	(104)	45%	(273)	609
GenZers: 1997-2012	13%	(134)	9%	(93)	4%	(42)	2%	(22)	14%	(145)	56%	(564)	1000
Ideo: Liberal (1-3)	15%	(46)	12%	(38)	4%	(12)	3%	(9)	15%	(46)	50%	(153)	304
Ideo: Moderate (4)	20%	(47)	8%	(20)	4%	(10)	2%	(6)	15%	(35)	49%	(115)	232
Ideo: Conservative (5-7)	15%	(24)	12%	(19)	7%	(11)	3%	(4)	16%	(27)	49%	(80)	165
Educ: < College	13%	(120)	9%	(79)	4%	(33)	2%	(17)	14%	(129)	58%	(532)	910
Educ: Bachelors degree	15%	(10)	20%	(13)	9%	(6)	4%	(2)	18%	(12)	34%	(22)	65
Ethnicity: White	12%	(91)	10%	(71)	4%	(31)	2%	(12)	14%	(104)	58%	(422)	731
Ethnicity: Hispanic	20%	(47)	8%	(19)	4%	(10)	2%	(4)	17%	(41)	50%	(122)	242
Ethnicity: Black	20%	(30)	9%	(13)	5%	(8)	4%	(6)	19%	(29)	43%	(63)	148
Ethnicity: Other	11%	(14)	7%	(9)	3%	(3)	3%	(4)	10%	(12)	65%	(79)	121
All Christian	17%	(40)	14%	(33)	6%	(14)	4%	(9)	15%	(36)	45%	(106)	237
All Non-Christian	20%	(10)	21%	(11)	5%	(2)	3%	(2)	10%	(5)	41%	(20)	50
Atheist	11%	(13)	8%	(9)	4%	(5)	3%	(4)	13%	(15)	61%	(70)	116
Agnostic/Nothing in particular	13%	(53)	6%	(25)	3%	(13)	1%	(6)	16%	(63)	60%	(245)	405
Something Else	10%	(19)	8%	(16)	4%	(7)	1%	(2)	14%	(26)	64%	(123)	193
Religious Non-Protestant/Catholic	17%	(12)	17%	(11)	4%	(3)	5%	(4)	23%	(15)	34%	(23)	68
Evangelical	17%	(29)	12%	(20)	5%	(8)	2%	(4)	14%	(23)	51%	(87)	172
Non-Evangelical	12%	(28)	11%	(25)	5%	(12)	1%	(3)	12%	(28)	58%	(132)	228
Community: Urban	15%	(43)	8%	(24)	5%	(13)	3%	(10)	17%	(48)	52%	(150)	288
Community: Suburban	15%	(63)	10%	(44)	5%	(22)	1%	(5)	14%	(59)	56%	(242)	435
Community: Rural	10%	(28)	9%	(25)	2%	(6)	2%	(7)	13%	(37)	62%	(173)	276
Military HH: Yes	12%	(12)	9%	(9)	4%	(4)	6%	(6)	9%	(9)	60%	(58)	97
Military HH: No	14%	(122)	9%	(85)	4%	(38)	2%	(16)	15%	(136)	56%	(507)	903

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**Table MCFE26\_27:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Dave Bautista

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	13%	(134)	9%	(93)	4%	(42)	2%	(22)	14%	(145)	56%	(564)	1000
4-Region: Northeast	12%	(20)	15%	(24)	4%	(7)	4%	(7)	11%	(19)	53%	(87)	164
4-Region: Midwest	13%	(30)	10%	(24)	3%	(6)	2%	(5)	12%	(28)	60%	(140)	233
4-Region: South	15%	(65)	7%	(31)	5%	(23)	2%	(9)	14%	(61)	56%	(242)	432
4-Region: West	11%	(19)	8%	(14)	3%	(5)	1%	(2)	21%	(37)	56%	(96)	172
TikTok Users	13%	(87)	10%	(66)	5%	(32)	3%	(17)	12%	(80)	58%	(397)	680
Twitch Users	18%	(42)	10%	(24)	7%	(17)	2%	(5)	14%	(33)	49%	(115)	236
2022 Sports Viewers/Attendees	18%	(106)	11%	(69)	5%	(30)	3%	(17)	15%	(90)	48%	(285)	597
Monthly Moviegoers	19%	(33)	13%	(22)	10%	(17)	5%	(8)	9%	(16)	44%	(73)	168
Few Times per Year + Moviegoers	17%	(98)	11%	(60)	5%	(29)	3%	(15)	13%	(76)	51%	(293)	571
Heard Smile Campaign	21%	(89)	11%	(45)	6%	(25)	3%	(11)	14%	(60)	46%	(195)	425
Heard Minion Campaign	17%	(86)	10%	(53)	4%	(20)	3%	(14)	14%	(69)	52%	(264)	505
Listens to Podcasts	16%	(87)	11%	(60)	6%	(35)	4%	(20)	16%	(86)	48%	(264)	552
Streaming Services User	14%	(128)	10%	(87)	5%	(41)	2%	(21)	15%	(133)	54%	(489)	898
Netflix User	14%	(118)	9%	(82)	4%	(36)	2%	(21)	14%	(118)	57%	(489)	864
Disney+ User	15%	(94)	10%	(64)	5%	(31)	3%	(18)	13%	(81)	53%	(329)	617
Heterosexual or straight	16%	(114)	10%	(68)	4%	(27)	3%	(18)	15%	(108)	52%	(367)	702
Bisexual	9%	(12)	11%	(16)	3%	(4)	2%	(3)	12%	(18)	62%	(88)	141
Something else	6%	(3)	3%	(2)	8%	(5)	—	(0)	13%	(8)	70%	(39)	56
Yes	6%	(9)	7%	(10)	3%	(4)	2%	(3)	16%	(22)	66%	(92)	140
No	15%	(125)	10%	(84)	4%	(38)	2%	(18)	14%	(123)	55%	(472)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE26\_28:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Sebastian Stan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	15%	(154)	10%	(102)	4%	(37)	3%	(30)	17%	(170)	51%	(507)	1000
Gender: Male	14%	(68)	12%	(59)	4%	(19)	3%	(15)	17%	(88)	51%	(257)	506
Gender: Female	17%	(86)	9%	(42)	4%	(18)	3%	(15)	17%	(82)	51%	(250)	494
Age: 18-34	17%	(105)	13%	(78)	5%	(33)	3%	(19)	17%	(104)	44%	(270)	609
GenZers: 1997-2012	15%	(154)	10%	(102)	4%	(37)	3%	(30)	17%	(170)	51%	(507)	1000
Ideo: Liberal (1-3)	21%	(64)	13%	(40)	6%	(18)	2%	(7)	16%	(47)	42%	(128)	304
Ideo: Moderate (4)	15%	(36)	11%	(26)	2%	(5)	3%	(7)	17%	(39)	52%	(120)	232
Ideo: Conservative (5-7)	19%	(32)	11%	(19)	5%	(9)	5%	(8)	21%	(35)	38%	(62)	165
Educ: < College	14%	(130)	10%	(90)	3%	(28)	3%	(23)	17%	(159)	53%	(480)	910
Educ: Bachelors degree	30%	(20)	15%	(10)	7%	(4)	7%	(5)	14%	(9)	26%	(17)	65
Ethnicity: White	17%	(124)	11%	(77)	4%	(26)	2%	(17)	17%	(123)	50%	(364)	731
Ethnicity: Hispanic	17%	(42)	12%	(29)	4%	(9)	3%	(8)	17%	(42)	46%	(113)	242
Ethnicity: Black	13%	(19)	11%	(16)	6%	(8)	4%	(6)	18%	(27)	48%	(72)	148
Ethnicity: Other	10%	(12)	7%	(8)	2%	(2)	6%	(7)	17%	(20)	59%	(71)	121
All Christian	26%	(62)	12%	(29)	6%	(13)	1%	(2)	18%	(44)	37%	(87)	237
All Non-Christian	12%	(6)	17%	(9)	8%	(4)	4%	(2)	17%	(9)	41%	(20)	50
Atheist	11%	(13)	14%	(16)	2%	(2)	2%	(2)	19%	(22)	53%	(61)	116
Agnostic/Nothing in particular	13%	(51)	8%	(32)	3%	(10)	5%	(19)	16%	(66)	56%	(226)	405
Something Else	12%	(22)	9%	(17)	4%	(7)	2%	(4)	16%	(30)	58%	(112)	193
Religious Non-Protestant/Catholic	11%	(7)	16%	(11)	7%	(5)	3%	(2)	26%	(18)	37%	(25)	68
Evangelical	23%	(39)	12%	(21)	2%	(3)	3%	(5)	18%	(31)	42%	(72)	172
Non-Evangelical	19%	(43)	9%	(21)	5%	(12)	1%	(1)	15%	(33)	51%	(117)	228
Community: Urban	15%	(43)	6%	(18)	4%	(11)	3%	(9)	19%	(53)	54%	(154)	288
Community: Suburban	16%	(68)	13%	(57)	4%	(16)	3%	(11)	16%	(70)	49%	(214)	435
Community: Rural	16%	(44)	10%	(27)	4%	(10)	3%	(9)	17%	(47)	50%	(139)	276
Military HH: Yes	14%	(14)	16%	(16)	5%	(4)	6%	(5)	10%	(10)	49%	(48)	97
Military HH: No	16%	(141)	10%	(86)	4%	(33)	3%	(24)	18%	(161)	51%	(459)	903

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**Table MCFE26\_28:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Sebastian Stan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	15%	(154)	10%	(102)	4%	(37)	3%	(30)	17%	(170)	51%	(507)	1000
4-Region: Northeast	16%	(26)	11%	(18)	3%	(5)	5%	(8)	17%	(28)	48%	(79)	164
4-Region: Midwest	14%	(32)	13%	(29)	4%	(8)	2%	(4)	15%	(35)	54%	(125)	233
4-Region: South	16%	(70)	10%	(42)	4%	(19)	3%	(12)	17%	(73)	50%	(216)	432
4-Region: West	15%	(27)	7%	(12)	3%	(4)	3%	(6)	20%	(34)	51%	(88)	172
TikTok Users	16%	(111)	10%	(70)	4%	(24)	3%	(22)	16%	(107)	51%	(346)	680
Twitch Users	15%	(34)	15%	(36)	3%	(8)	5%	(12)	17%	(41)	45%	(105)	236
2022 Sports Viewers/Attendees	19%	(111)	13%	(78)	5%	(30)	4%	(24)	15%	(93)	44%	(260)	597
Monthly Moviegoers	21%	(36)	11%	(19)	7%	(12)	7%	(12)	15%	(24)	39%	(65)	168
Few Times per Year + Moviegoers	19%	(110)	12%	(69)	5%	(26)	3%	(19)	18%	(102)	43%	(246)	571
Heard Smile Campaign	20%	(83)	11%	(48)	5%	(21)	4%	(19)	16%	(69)	44%	(185)	425
Heard Minion Campaign	21%	(106)	11%	(56)	4%	(21)	4%	(18)	17%	(85)	43%	(219)	505
Listens to Podcasts	17%	(96)	13%	(75)	5%	(29)	5%	(25)	18%	(102)	41%	(226)	552
Streaming Services User	17%	(150)	11%	(95)	4%	(36)	3%	(28)	17%	(157)	48%	(433)	898
Netflix User	16%	(138)	11%	(92)	4%	(32)	3%	(28)	17%	(145)	50%	(428)	864
Disney+ User	19%	(114)	13%	(78)	5%	(29)	3%	(20)	15%	(90)	46%	(287)	617
Heterosexual or straight	15%	(106)	11%	(75)	4%	(30)	4%	(25)	17%	(118)	49%	(347)	702
Bisexual	20%	(28)	9%	(13)	4%	(5)	2%	(3)	19%	(26)	47%	(66)	141
Something else	13%	(7)	7%	(4)	1%	(0)	3%	(2)	11%	(6)	66%	(37)	56
Yes	9%	(13)	8%	(12)	3%	(4)	1%	(2)	23%	(32)	55%	(76)	140
No	16%	(141)	10%	(90)	4%	(33)	3%	(28)	16%	(138)	50%	(430)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE26\_29:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Steve Carell

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	25%	(252)	14%	(144)	4%	(40)	3%	(25)	17%	(165)	37%	(374)	1000
Gender: Male	26%	(132)	16%	(80)	4%	(21)	2%	(11)	18%	(93)	33%	(169)	506
Gender: Female	24%	(120)	13%	(64)	4%	(19)	3%	(14)	15%	(72)	42%	(206)	494
Age: 18-34	30%	(182)	18%	(113)	5%	(28)	2%	(14)	15%	(93)	29%	(178)	609
GenZers: 1997-2012	25%	(252)	14%	(144)	4%	(40)	3%	(25)	17%	(165)	37%	(374)	1000
Ideo: Liberal (1-3)	35%	(106)	19%	(57)	3%	(9)	2%	(8)	17%	(50)	24%	(74)	304
Ideo: Moderate (4)	26%	(61)	18%	(41)	3%	(8)	3%	(6)	14%	(32)	36%	(84)	232
Ideo: Conservative (5-7)	28%	(45)	15%	(25)	6%	(10)	4%	(7)	19%	(32)	28%	(46)	165
Educ: < College	24%	(217)	13%	(117)	4%	(37)	2%	(22)	17%	(156)	40%	(361)	910
Educ: Bachelors degree	44%	(29)	35%	(23)	3%	(2)	3%	(2)	4%	(3)	11%	(7)	65
Ethnicity: White	27%	(197)	15%	(112)	3%	(23)	2%	(16)	15%	(112)	37%	(271)	731
Ethnicity: Hispanic	27%	(65)	15%	(36)	4%	(11)	1%	(1)	14%	(33)	40%	(96)	242
Ethnicity: Black	22%	(32)	12%	(18)	6%	(9)	4%	(7)	24%	(36)	31%	(46)	148
Ethnicity: Other	18%	(22)	12%	(14)	7%	(8)	2%	(2)	15%	(18)	47%	(57)	121
All Christian	30%	(70)	18%	(42)	7%	(17)	3%	(7)	18%	(43)	24%	(57)	237
All Non-Christian	34%	(17)	14%	(7)	8%	(4)	2%	(1)	13%	(6)	30%	(15)	50
Atheist	23%	(27)	18%	(21)	1%	(1)	1%	(1)	12%	(14)	45%	(52)	116
Agnostic/Nothing in particular	26%	(103)	12%	(50)	3%	(12)	3%	(14)	19%	(79)	36%	(146)	405
Something Else	18%	(35)	12%	(24)	3%	(5)	1%	(2)	12%	(23)	54%	(104)	193
Religious Non-Protestant/Catholic	32%	(22)	13%	(9)	7%	(5)	2%	(1)	22%	(15)	24%	(16)	68
Evangelical	22%	(37)	16%	(27)	5%	(9)	3%	(6)	12%	(20)	43%	(73)	172
Non-Evangelical	27%	(62)	15%	(35)	5%	(11)	2%	(4)	16%	(37)	35%	(80)	228
Community: Urban	25%	(73)	14%	(41)	4%	(12)	2%	(7)	15%	(44)	38%	(111)	288
Community: Suburban	28%	(120)	14%	(62)	5%	(21)	2%	(9)	16%	(72)	35%	(151)	435
Community: Rural	21%	(58)	15%	(41)	2%	(6)	4%	(10)	18%	(50)	41%	(112)	276
Military HH: Yes	25%	(25)	10%	(10)	7%	(7)	6%	(5)	15%	(14)	37%	(36)	97
Military HH: No	25%	(227)	15%	(134)	4%	(33)	2%	(20)	17%	(151)	37%	(338)	903

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**Table MCFE26\_29:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Steve Carell

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	25%	(252)	14%	(144)	4%	(40)	3%	(25)	17%	(165)	37%	(374)	1000
4-Region: Northeast	24%	(39)	20%	(34)	3%	(5)	4%	(6)	17%	(28)	32%	(52)	164
4-Region: Midwest	22%	(51)	21%	(48)	3%	(6)	1%	(2)	12%	(29)	42%	(97)	233
4-Region: South	28%	(119)	11%	(47)	5%	(24)	3%	(14)	15%	(67)	37%	(161)	432
4-Region: West	25%	(42)	9%	(16)	3%	(5)	2%	(3)	24%	(41)	37%	(64)	172
TikTok Users	26%	(177)	15%	(102)	4%	(28)	3%	(18)	16%	(106)	37%	(249)	680
Twitch Users	32%	(74)	15%	(35)	6%	(14)	2%	(4)	17%	(39)	29%	(69)	236
2022 Sports Viewers/Attendees	32%	(191)	16%	(98)	5%	(31)	4%	(21)	15%	(89)	28%	(169)	597
Monthly Moviegoers	25%	(42)	20%	(33)	8%	(13)	5%	(8)	11%	(19)	32%	(54)	168
Few Times per Year + Moviegoers	29%	(167)	16%	(90)	5%	(30)	3%	(20)	15%	(86)	31%	(178)	571
Heard Smile Campaign	35%	(147)	17%	(71)	5%	(20)	2%	(9)	13%	(55)	29%	(123)	425
Heard Minion Campaign	32%	(162)	16%	(79)	4%	(19)	2%	(12)	15%	(77)	31%	(155)	505
Listens to Podcasts	27%	(148)	16%	(91)	6%	(33)	3%	(19)	16%	(88)	31%	(173)	552
Streaming Services User	27%	(241)	15%	(139)	4%	(39)	3%	(24)	16%	(145)	35%	(311)	898
Netflix User	26%	(227)	15%	(130)	4%	(34)	3%	(24)	17%	(143)	35%	(307)	864
Disney+ User	28%	(176)	17%	(106)	5%	(28)	3%	(20)	14%	(86)	32%	(200)	617
Heterosexual or straight	24%	(169)	16%	(111)	4%	(30)	2%	(17)	17%	(122)	36%	(251)	702
Bisexual	29%	(41)	14%	(20)	3%	(5)	4%	(5)	11%	(15)	39%	(55)	141
Something else	9%	(5)	7%	(4)	6%	(3)	4%	(3)	14%	(8)	60%	(34)	56
Yes	21%	(29)	14%	(19)	3%	(4)	2%	(3)	25%	(34)	36%	(50)	140
No	26%	(223)	15%	(125)	4%	(36)	3%	(22)	15%	(131)	38%	(324)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE26\_30:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Leonardo DiCaprio

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	32%	(321)	20%	(203)	11%	(105)	4%	(42)	19%	(188)	14%	(140)	1000
Gender: Male	30%	(150)	24%	(119)	8%	(43)	3%	(14)	21%	(106)	15%	(74)	506
Gender: Female	35%	(171)	17%	(84)	13%	(63)	6%	(29)	17%	(82)	13%	(66)	494
Age: 18-34	36%	(217)	22%	(135)	11%	(69)	4%	(23)	16%	(95)	12%	(71)	609
GenZers: 1997-2012	32%	(321)	20%	(203)	11%	(105)	4%	(42)	19%	(188)	14%	(140)	1000
Ideo: Liberal (1-3)	27%	(82)	23%	(70)	16%	(48)	8%	(23)	16%	(49)	11%	(32)	304
Ideo: Moderate (4)	37%	(86)	21%	(49)	8%	(20)	3%	(8)	18%	(41)	12%	(29)	232
Ideo: Conservative (5-7)	39%	(64)	19%	(32)	8%	(14)	2%	(4)	19%	(32)	12%	(20)	165
Educ: < College	32%	(290)	20%	(183)	10%	(88)	4%	(37)	20%	(178)	15%	(133)	910
Educ: Bachelors degree	35%	(23)	28%	(18)	19%	(12)	7%	(5)	10%	(7)	2%	(1)	65
Ethnicity: White	33%	(242)	21%	(152)	11%	(81)	4%	(30)	19%	(135)	12%	(91)	731
Ethnicity: Hispanic	31%	(76)	23%	(55)	7%	(18)	6%	(15)	17%	(40)	16%	(39)	242
Ethnicity: Black	32%	(47)	16%	(23)	11%	(17)	5%	(8)	21%	(31)	15%	(22)	148
Ethnicity: Other	26%	(32)	23%	(28)	6%	(8)	4%	(4)	18%	(22)	23%	(28)	121
All Christian	40%	(95)	23%	(55)	9%	(21)	1%	(3)	15%	(36)	12%	(28)	237
All Non-Christian	30%	(15)	13%	(6)	20%	(10)	8%	(4)	22%	(11)	8%	(4)	50
Atheist	24%	(28)	29%	(34)	12%	(14)	2%	(2)	20%	(23)	13%	(15)	116
Agnostic/Nothing in particular	31%	(126)	19%	(76)	11%	(44)	6%	(23)	19%	(75)	15%	(60)	405
Something Else	30%	(58)	16%	(31)	9%	(18)	5%	(10)	23%	(44)	17%	(33)	193
Religious Non-Protestant/Catholic	27%	(19)	15%	(10)	20%	(13)	6%	(4)	27%	(18)	6%	(4)	68
Evangelical	37%	(64)	18%	(30)	11%	(19)	2%	(4)	18%	(30)	14%	(25)	172
Non-Evangelical	35%	(81)	22%	(50)	6%	(14)	4%	(9)	18%	(40)	15%	(34)	228
Community: Urban	37%	(107)	16%	(46)	10%	(28)	4%	(10)	17%	(50)	16%	(47)	288
Community: Suburban	29%	(125)	23%	(100)	10%	(44)	5%	(20)	20%	(87)	14%	(60)	435
Community: Rural	32%	(89)	21%	(57)	12%	(34)	4%	(12)	19%	(51)	12%	(33)	276
Military HH: Yes	33%	(32)	20%	(19)	12%	(12)	4%	(4)	21%	(21)	10%	(9)	97
Military HH: No	32%	(289)	20%	(184)	10%	(93)	4%	(39)	19%	(168)	14%	(131)	903

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**Table MCFE26\_30:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Leonardo DiCaprio

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	32%	(321)	20%	(203)	11%	(105)	4%	(42)	19%	(188)	14%	(140)	1000
4-Region: Northeast	35%	(57)	22%	(35)	10%	(16)	7%	(12)	14%	(23)	12%	(20)	164
4-Region: Midwest	37%	(85)	21%	(48)	8%	(20)	3%	(7)	19%	(43)	12%	(29)	233
4-Region: South	30%	(129)	20%	(84)	12%	(53)	4%	(16)	18%	(76)	17%	(72)	432
4-Region: West	29%	(49)	21%	(35)	9%	(16)	4%	(8)	26%	(45)	11%	(19)	172
TikTok Users	34%	(229)	21%	(145)	11%	(71)	5%	(35)	16%	(111)	13%	(88)	680
Twitch Users	32%	(76)	28%	(66)	12%	(27)	5%	(11)	17%	(41)	7%	(15)	236
2022 Sports Viewers/Attendees	37%	(223)	23%	(135)	10%	(62)	5%	(32)	16%	(96)	8%	(48)	597
Monthly Moviegoers	30%	(50)	26%	(44)	18%	(30)	5%	(9)	9%	(15)	12%	(20)	168
Few Times per Year + Moviegoers	34%	(192)	24%	(135)	12%	(70)	4%	(24)	16%	(89)	11%	(61)	571
Heard Smile Campaign	42%	(179)	23%	(99)	10%	(41)	5%	(19)	11%	(45)	10%	(42)	425
Heard Minion Campaign	38%	(190)	19%	(94)	13%	(67)	5%	(25)	15%	(76)	10%	(53)	505
Listens to Podcasts	33%	(184)	23%	(125)	12%	(68)	4%	(23)	16%	(88)	12%	(64)	552
Streaming Services User	34%	(307)	21%	(189)	11%	(102)	5%	(42)	19%	(168)	10%	(90)	898
Netflix User	34%	(294)	20%	(176)	11%	(95)	4%	(39)	18%	(159)	12%	(101)	864
Disney+ User	34%	(213)	22%	(139)	12%	(76)	6%	(37)	15%	(92)	10%	(61)	617
Heterosexual or straight	35%	(245)	22%	(152)	9%	(60)	3%	(21)	17%	(123)	14%	(101)	702
Bisexual	30%	(42)	21%	(30)	13%	(18)	6%	(8)	22%	(31)	8%	(11)	141
Something else	24%	(13)	7%	(4)	10%	(6)	6%	(3)	19%	(11)	34%	(19)	56
Yes	18%	(25)	20%	(28)	18%	(25)	3%	(4)	27%	(38)	14%	(20)	140
No	34%	(296)	20%	(175)	9%	(80)	4%	(38)	17%	(150)	14%	(121)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).



**Table MCFE26\_31:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Matt Damon

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	18%	(177)	17%	(168)	4%	(41)	2%	(23)	23%	(226)	36%	(364)	1000
Gender: Male	19%	(98)	17%	(86)	4%	(19)	2%	(10)	24%	(121)	34%	(172)	506
Gender: Female	16%	(79)	17%	(82)	4%	(22)	3%	(13)	21%	(106)	39%	(192)	494
Age: 18-34	24%	(144)	20%	(120)	5%	(33)	3%	(17)	22%	(134)	27%	(162)	609
GenZers: 1997-2012	18%	(177)	17%	(168)	4%	(41)	2%	(23)	23%	(226)	36%	(364)	1000
Ideo: Liberal (1-3)	18%	(55)	24%	(71)	5%	(16)	3%	(10)	26%	(80)	23%	(70)	304
Ideo: Moderate (4)	21%	(48)	17%	(40)	4%	(9)	3%	(7)	23%	(53)	33%	(76)	232
Ideo: Conservative (5-7)	24%	(39)	21%	(35)	7%	(11)	2%	(3)	23%	(38)	24%	(40)	165
Educ: < College	17%	(157)	16%	(142)	4%	(34)	2%	(19)	23%	(207)	39%	(352)	910
Educ: Bachelors degree	26%	(17)	32%	(21)	9%	(6)	4%	(3)	20%	(13)	8%	(6)	65
Ethnicity: White	19%	(139)	18%	(134)	4%	(28)	2%	(15)	23%	(165)	34%	(250)	731
Ethnicity: Hispanic	16%	(39)	18%	(45)	4%	(10)	2%	(4)	19%	(46)	41%	(99)	242
Ethnicity: Black	17%	(25)	12%	(17)	6%	(8)	5%	(7)	26%	(38)	35%	(52)	148
Ethnicity: Other	11%	(13)	14%	(16)	4%	(5)	1%	(1)	19%	(24)	51%	(62)	121
All Christian	25%	(58)	18%	(42)	4%	(10)	3%	(7)	24%	(58)	26%	(62)	237
All Non-Christian	14%	(7)	17%	(8)	7%	(3)	3%	(2)	29%	(14)	29%	(14)	50
Atheist	16%	(18)	19%	(23)	3%	(4)	—	(0)	19%	(21)	43%	(49)	116
Agnostic/Nothing in particular	17%	(70)	16%	(65)	5%	(20)	3%	(13)	21%	(85)	37%	(151)	405
Something Else	12%	(24)	16%	(30)	2%	(3)	1%	(2)	25%	(47)	45%	(86)	193
Religious Non-Protestant/Catholic	17%	(12)	13%	(9)	7%	(5)	5%	(4)	35%	(24)	23%	(15)	68
Evangelical	21%	(35)	17%	(29)	4%	(7)	1%	(1)	23%	(39)	35%	(60)	172
Non-Evangelical	18%	(40)	17%	(40)	2%	(5)	2%	(5)	25%	(56)	36%	(83)	228
Community: Urban	15%	(42)	18%	(51)	4%	(13)	3%	(7)	20%	(58)	41%	(117)	288
Community: Suburban	19%	(85)	19%	(83)	5%	(24)	2%	(10)	23%	(102)	30%	(133)	435
Community: Rural	18%	(50)	12%	(34)	2%	(5)	2%	(6)	24%	(67)	41%	(114)	276
Military HH: Yes	24%	(23)	11%	(11)	7%	(6)	4%	(4)	23%	(22)	32%	(31)	97
Military HH: No	17%	(154)	17%	(157)	4%	(35)	2%	(20)	23%	(205)	37%	(333)	903

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**Table MCFE26\_31:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Matt Damon

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	18%	(177)	17%	(168)	4%	(41)	2%	(23)	23%	(226)	36%	(364)	1000
4-Region: Northeast	20%	(34)	19%	(31)	3%	(6)	2%	(3)	18%	(29)	38%	(62)	164
4-Region: Midwest	17%	(39)	16%	(37)	3%	(7)	1%	(3)	25%	(58)	38%	(89)	233
4-Region: South	18%	(78)	19%	(82)	4%	(16)	3%	(15)	22%	(94)	34%	(146)	432
4-Region: West	15%	(26)	10%	(18)	7%	(13)	2%	(3)	26%	(45)	39%	(67)	172
TikTok Users	18%	(123)	17%	(114)	5%	(32)	3%	(18)	20%	(137)	38%	(257)	680
Twitch Users	21%	(50)	18%	(43)	5%	(11)	2%	(4)	23%	(55)	31%	(73)	236
2022 Sports Viewers/Attendees	23%	(140)	20%	(117)	5%	(30)	2%	(14)	23%	(138)	27%	(159)	597
Monthly Moviegoers	23%	(38)	21%	(35)	8%	(13)	4%	(6)	15%	(25)	30%	(51)	168
Few Times per Year + Moviegoers	20%	(115)	21%	(123)	5%	(27)	3%	(15)	21%	(118)	30%	(173)	571
Heard Smile Campaign	26%	(108)	17%	(74)	5%	(20)	3%	(15)	20%	(83)	29%	(125)	425
Heard Minion Campaign	22%	(112)	15%	(77)	4%	(22)	3%	(13)	22%	(110)	34%	(172)	505
Listens to Podcasts	20%	(113)	22%	(119)	7%	(36)	3%	(17)	23%	(125)	26%	(142)	552
Streaming Services User	19%	(166)	17%	(152)	4%	(37)	3%	(23)	23%	(211)	34%	(309)	898
Netflix User	19%	(160)	16%	(137)	4%	(36)	2%	(19)	24%	(203)	36%	(308)	864
Disney+ User	21%	(128)	19%	(116)	4%	(28)	2%	(13)	21%	(127)	33%	(206)	617
Heterosexual or straight	20%	(138)	16%	(109)	4%	(30)	2%	(16)	23%	(159)	36%	(249)	702
Bisexual	15%	(22)	16%	(23)	4%	(6)	4%	(6)	19%	(27)	40%	(56)	141
Something else	13%	(7)	18%	(10)	5%	(3)	1%	(1)	18%	(10)	44%	(25)	56
Yes	10%	(14)	13%	(19)	4%	(6)	3%	(4)	31%	(43)	39%	(54)	140
No	19%	(164)	17%	(149)	4%	(35)	2%	(19)	21%	(183)	36%	(310)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE26\_32:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Tom Hiddleston

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	17%	(172)	14%	(138)	4%	(44)	2%	(20)	18%	(182)	45%	(445)	1000
Gender: Male	15%	(76)	14%	(71)	5%	(23)	2%	(8)	17%	(87)	48%	(241)	506
Gender: Female	19%	(96)	14%	(67)	4%	(20)	2%	(12)	19%	(95)	41%	(204)	494
Age: 18-34	20%	(124)	17%	(103)	6%	(34)	3%	(16)	17%	(104)	37%	(228)	609
GenZers: 1997-2012	17%	(172)	14%	(138)	4%	(44)	2%	(20)	18%	(182)	45%	(445)	1000
Ideo: Liberal (1-3)	22%	(68)	21%	(64)	6%	(17)	1%	(3)	14%	(44)	36%	(108)	304
Ideo: Moderate (4)	18%	(42)	14%	(33)	4%	(10)	1%	(2)	17%	(39)	46%	(107)	232
Ideo: Conservative (5-7)	20%	(33)	12%	(21)	7%	(12)	5%	(8)	19%	(31)	37%	(61)	165
Educ: < College	17%	(151)	13%	(121)	3%	(31)	2%	(16)	18%	(166)	47%	(424)	910
Educ: Bachelors degree	22%	(15)	20%	(13)	14%	(9)	3%	(2)	16%	(11)	24%	(16)	65
Ethnicity: White	19%	(139)	14%	(100)	4%	(27)	2%	(13)	19%	(136)	43%	(315)	731
Ethnicity: Hispanic	19%	(46)	14%	(34)	6%	(15)	1%	(1)	18%	(42)	42%	(103)	242
Ethnicity: Black	13%	(19)	14%	(21)	6%	(8)	3%	(5)	19%	(29)	45%	(67)	148
Ethnicity: Other	11%	(14)	14%	(17)	7%	(9)	1%	(1)	14%	(17)	53%	(64)	121
All Christian	25%	(59)	19%	(45)	5%	(11)	1%	(3)	17%	(39)	34%	(80)	237
All Non-Christian	9%	(4)	21%	(10)	9%	(4)	3%	(2)	17%	(9)	41%	(20)	50
Atheist	18%	(20)	15%	(17)	2%	(3)	1%	(1)	18%	(21)	46%	(53)	116
Agnostic/Nothing in particular	15%	(60)	13%	(51)	4%	(17)	2%	(8)	20%	(80)	47%	(188)	405
Something Else	14%	(27)	8%	(15)	4%	(8)	3%	(7)	17%	(33)	53%	(103)	193
Religious Non-Protestant/Catholic	15%	(10)	18%	(12)	7%	(5)	3%	(2)	25%	(17)	32%	(21)	68
Evangelical	23%	(39)	13%	(22)	3%	(5)	3%	(5)	16%	(27)	42%	(73)	172
Non-Evangelical	18%	(40)	14%	(33)	5%	(12)	1%	(3)	16%	(37)	45%	(103)	228
Community: Urban	18%	(52)	11%	(33)	4%	(11)	1%	(2)	21%	(60)	45%	(131)	288
Community: Suburban	18%	(79)	16%	(71)	5%	(23)	3%	(14)	14%	(60)	43%	(187)	435
Community: Rural	15%	(41)	12%	(33)	3%	(9)	1%	(3)	22%	(62)	46%	(128)	276
Military HH: Yes	17%	(17)	14%	(14)	8%	(8)	4%	(4)	13%	(13)	42%	(41)	97
Military HH: No	17%	(155)	14%	(124)	4%	(36)	2%	(15)	19%	(169)	45%	(405)	903

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**Table MCFE26\_32:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Tom Hiddleston

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	17%	(172)	14%	(138)	4%	(44)	2%	(20)	18%	(182)	45%	(445)	1000
4-Region: Northeast	15%	(25)	14%	(23)	6%	(9)	2%	(4)	21%	(35)	41%	(68)	164
4-Region: Midwest	14%	(32)	18%	(42)	2%	(5)	2%	(5)	16%	(37)	48%	(111)	233
4-Region: South	21%	(92)	11%	(46)	5%	(24)	2%	(7)	16%	(70)	45%	(193)	432
4-Region: West	13%	(22)	15%	(26)	3%	(6)	2%	(3)	23%	(40)	43%	(74)	172
TikTok Users	17%	(113)	15%	(101)	4%	(28)	2%	(16)	15%	(103)	47%	(319)	680
Twitch Users	19%	(44)	17%	(41)	5%	(13)	1%	(3)	17%	(40)	41%	(96)	236
2022 Sports Viewers/Attendees	22%	(130)	16%	(96)	6%	(36)	2%	(15)	16%	(95)	38%	(226)	597
Monthly Moviegoers	22%	(36)	14%	(24)	9%	(15)	3%	(5)	14%	(24)	38%	(64)	168
Few Times per Year + Moviegoers	21%	(120)	16%	(92)	6%	(37)	2%	(13)	15%	(88)	39%	(222)	571
Heard Smile Campaign	22%	(94)	14%	(60)	6%	(26)	3%	(12)	18%	(76)	37%	(158)	425
Heard Minion Campaign	20%	(102)	18%	(90)	5%	(26)	2%	(10)	17%	(85)	38%	(193)	505
Listens to Podcasts	19%	(104)	18%	(99)	6%	(33)	3%	(15)	19%	(103)	36%	(198)	552
Streaming Services User	18%	(162)	15%	(131)	5%	(42)	2%	(19)	18%	(165)	42%	(380)	898
Netflix User	17%	(147)	14%	(123)	5%	(40)	2%	(20)	18%	(156)	44%	(377)	864
Disney+ User	20%	(124)	16%	(99)	6%	(35)	3%	(16)	15%	(95)	40%	(248)	617
Heterosexual or straight	18%	(124)	12%	(85)	5%	(36)	2%	(15)	17%	(117)	46%	(325)	702
Bisexual	20%	(28)	22%	(30)	3%	(5)	2%	(3)	15%	(21)	38%	(54)	141
Something else	15%	(8)	9%	(5)	—	(0)	3%	(2)	25%	(14)	47%	(27)	56
Yes	10%	(14)	13%	(19)	5%	(7)	1%	(1)	28%	(39)	43%	(61)	140
No	18%	(158)	14%	(119)	4%	(37)	2%	(19)	17%	(143)	45%	(385)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE26\_33:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Paul Bettany

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	9%	(88)	8%	(85)	3%	(32)	3%	(26)	16%	(164)	61%	(605)	1000
Gender: Male	11%	(57)	10%	(50)	4%	(19)	1%	(7)	17%	(85)	57%	(287)	506
Gender: Female	6%	(31)	7%	(35)	2%	(12)	4%	(19)	16%	(78)	64%	(318)	494
Age: 18-34	12%	(74)	11%	(68)	3%	(20)	3%	(19)	19%	(113)	52%	(316)	609
GenZers: 1997-2012	9%	(88)	8%	(85)	3%	(32)	3%	(26)	16%	(164)	61%	(605)	1000
Ideo: Liberal (1-3)	11%	(33)	13%	(40)	2%	(7)	3%	(9)	19%	(57)	52%	(157)	304
Ideo: Moderate (4)	9%	(20)	7%	(17)	4%	(10)	2%	(5)	17%	(39)	61%	(142)	232
Ideo: Conservative (5-7)	12%	(19)	10%	(17)	4%	(7)	4%	(7)	17%	(28)	53%	(87)	165
Educ: < College	8%	(75)	8%	(72)	3%	(27)	2%	(20)	17%	(150)	62%	(565)	910
Educ: Bachelors degree	16%	(10)	14%	(9)	3%	(2)	6%	(4)	17%	(11)	45%	(29)	65
Ethnicity: White	9%	(66)	9%	(65)	2%	(18)	2%	(14)	17%	(123)	61%	(445)	731
Ethnicity: Hispanic	8%	(19)	10%	(23)	4%	(9)	3%	(7)	18%	(43)	58%	(141)	242
Ethnicity: Black	10%	(15)	8%	(11)	7%	(10)	6%	(9)	18%	(27)	51%	(76)	148
Ethnicity: Other	6%	(8)	7%	(9)	3%	(4)	2%	(3)	11%	(14)	69%	(84)	121
All Christian	14%	(34)	12%	(28)	4%	(10)	4%	(8)	18%	(43)	48%	(113)	237
All Non-Christian	10%	(5)	19%	(10)	7%	(4)	3%	(2)	17%	(9)	43%	(21)	50
Atheist	6%	(7)	3%	(4)	1%	(1)	1%	(1)	19%	(22)	70%	(80)	116
Agnostic/Nothing in particular	8%	(31)	7%	(27)	3%	(12)	3%	(11)	14%	(55)	66%	(269)	405
Something Else	6%	(11)	8%	(16)	3%	(5)	2%	(4)	18%	(34)	63%	(122)	193
Religious Non-Protestant/Catholic	10%	(7)	15%	(10)	5%	(4)	4%	(3)	27%	(18)	39%	(26)	68
Evangelical	15%	(26)	11%	(19)	5%	(9)	2%	(3)	16%	(28)	50%	(86)	172
Non-Evangelical	8%	(17)	10%	(22)	2%	(5)	3%	(8)	17%	(40)	60%	(136)	228
Community: Urban	10%	(28)	9%	(27)	5%	(13)	2%	(6)	18%	(52)	56%	(162)	288
Community: Suburban	9%	(40)	9%	(39)	3%	(15)	2%	(9)	16%	(68)	61%	(265)	435
Community: Rural	7%	(21)	7%	(18)	1%	(4)	4%	(11)	16%	(44)	65%	(179)	276
Military HH: Yes	8%	(8)	12%	(12)	5%	(5)	4%	(4)	11%	(11)	59%	(57)	97
Military HH: No	9%	(80)	8%	(73)	3%	(27)	2%	(22)	17%	(153)	61%	(548)	903

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**Table MCFE26\_33:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Paul Bettany

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	9%	(88)	8%	(85)	3%	(32)	3%	(26)	16%	(164)	61%	(605)	1000
4-Region: Northeast	7%	(11)	11%	(19)	5%	(9)	2%	(4)	18%	(30)	56%	(92)	164
4-Region: Midwest	5%	(11)	11%	(26)	1%	(3)	2%	(4)	16%	(38)	65%	(151)	233
4-Region: South	12%	(52)	7%	(30)	3%	(13)	3%	(13)	16%	(67)	59%	(256)	432
4-Region: West	8%	(15)	6%	(10)	4%	(7)	3%	(6)	16%	(28)	62%	(107)	172
TikTok Users	9%	(60)	9%	(60)	3%	(22)	3%	(18)	15%	(102)	61%	(418)	680
Twitch Users	11%	(26)	10%	(24)	3%	(7)	2%	(4)	14%	(34)	60%	(141)	236
2022 Sports Viewers/Attendees	12%	(71)	11%	(65)	4%	(23)	3%	(16)	17%	(104)	53%	(318)	597
Monthly Moviegoers	16%	(26)	12%	(20)	8%	(13)	5%	(9)	15%	(25)	45%	(75)	168
Few Times per Year + Moviegoers	11%	(62)	10%	(54)	4%	(25)	3%	(17)	18%	(104)	54%	(308)	571
Heard Smile Campaign	13%	(57)	10%	(41)	5%	(19)	4%	(15)	18%	(77)	51%	(215)	425
Heard Minion Campaign	12%	(60)	10%	(52)	3%	(15)	3%	(13)	15%	(77)	57%	(288)	505
Listens to Podcasts	11%	(59)	12%	(68)	5%	(26)	3%	(18)	20%	(112)	49%	(270)	552
Streaming Services User	10%	(86)	9%	(79)	3%	(30)	3%	(26)	17%	(153)	58%	(524)	898
Netflix User	9%	(75)	9%	(75)	3%	(28)	3%	(26)	16%	(137)	61%	(523)	864
Disney+ User	10%	(65)	11%	(65)	4%	(24)	3%	(21)	16%	(96)	56%	(345)	617
Heterosexual or straight	9%	(66)	8%	(56)	4%	(26)	3%	(18)	18%	(123)	59%	(412)	702
Bisexual	9%	(12)	12%	(17)	2%	(3)	3%	(4)	16%	(22)	58%	(82)	141
Something else	7%	(4)	6%	(3)	4%	(2)	4%	(2)	8%	(4)	71%	(40)	56
Yes	3%	(4)	6%	(9)	3%	(5)	2%	(3)	21%	(29)	64%	(90)	140
No	10%	(84)	9%	(76)	3%	(27)	3%	(23)	16%	(134)	60%	(516)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE26\_34:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Brad Pitt

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	25%	(251)	22%	(223)	9%	(94)	4%	(40)	25%	(253)	14%	(139)	1000
Gender: Male	28%	(143)	22%	(112)	9%	(46)	3%	(14)	23%	(115)	15%	(77)	506
Gender: Female	22%	(108)	22%	(111)	10%	(49)	5%	(27)	28%	(138)	12%	(62)	494
Age: 18-34	29%	(178)	24%	(146)	11%	(65)	4%	(25)	19%	(114)	13%	(79)	609
GenZers: 1997-2012	25%	(251)	22%	(223)	9%	(94)	4%	(40)	25%	(253)	14%	(139)	1000
Ideo: Liberal (1-3)	23%	(69)	21%	(63)	15%	(46)	8%	(24)	25%	(77)	8%	(25)	304
Ideo: Moderate (4)	33%	(77)	22%	(52)	7%	(16)	3%	(6)	20%	(47)	15%	(35)	232
Ideo: Conservative (5-7)	27%	(45)	27%	(45)	13%	(21)	5%	(8)	18%	(30)	10%	(16)	165
Educ: < College	25%	(225)	22%	(201)	8%	(76)	4%	(36)	27%	(242)	14%	(130)	910
Educ: Bachelors degree	28%	(18)	30%	(20)	24%	(16)	4%	(2)	9%	(6)	5%	(3)	65
Ethnicity: White	24%	(177)	23%	(167)	12%	(86)	4%	(26)	25%	(186)	12%	(89)	731
Ethnicity: Hispanic	27%	(66)	21%	(51)	8%	(19)	4%	(11)	25%	(61)	14%	(34)	242
Ethnicity: Black	30%	(44)	22%	(33)	3%	(5)	6%	(9)	21%	(31)	18%	(26)	148
Ethnicity: Other	25%	(30)	19%	(23)	3%	(4)	4%	(5)	30%	(36)	19%	(23)	121
All Christian	31%	(73)	24%	(57)	9%	(22)	4%	(9)	22%	(52)	10%	(24)	237
All Non-Christian	18%	(9)	20%	(10)	13%	(6)	7%	(3)	22%	(11)	21%	(10)	50
Atheist	13%	(15)	23%	(27)	13%	(15)	4%	(5)	36%	(42)	11%	(12)	116
Agnostic/Nothing in particular	26%	(104)	23%	(92)	9%	(36)	4%	(14)	25%	(101)	14%	(58)	405
Something Else	26%	(50)	19%	(37)	8%	(16)	4%	(9)	24%	(47)	18%	(34)	193
Religious Non-Protestant/Catholic	20%	(13)	21%	(14)	9%	(6)	5%	(3)	30%	(20)	15%	(10)	68
Evangelical	31%	(54)	25%	(44)	9%	(15)	3%	(5)	21%	(36)	11%	(18)	172
Non-Evangelical	27%	(62)	20%	(45)	9%	(20)	6%	(13)	23%	(53)	16%	(36)	228
Community: Urban	26%	(75)	16%	(47)	11%	(31)	3%	(9)	28%	(81)	16%	(45)	288
Community: Suburban	25%	(109)	25%	(109)	10%	(42)	3%	(13)	22%	(95)	15%	(67)	435
Community: Rural	24%	(67)	24%	(66)	8%	(22)	6%	(17)	28%	(77)	10%	(27)	276
Military HH: Yes	21%	(21)	28%	(27)	9%	(9)	4%	(4)	28%	(27)	10%	(10)	97
Military HH: No	26%	(230)	22%	(196)	9%	(85)	4%	(36)	25%	(226)	14%	(129)	903

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**Table MCFE26\_34:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Brad Pitt

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	25%	(251)	22%	(223)	9%	(94)	4%	(40)	25%	(253)	14%	(139)	1000
4-Region: Northeast	26%	(42)	25%	(42)	10%	(17)	3%	(4)	18%	(30)	18%	(29)	164
4-Region: Midwest	27%	(64)	27%	(63)	6%	(13)	3%	(8)	23%	(54)	13%	(30)	233
4-Region: South	26%	(110)	21%	(89)	11%	(46)	4%	(17)	26%	(113)	13%	(58)	432
4-Region: West	20%	(35)	17%	(29)	11%	(19)	6%	(11)	33%	(56)	13%	(23)	172
TikTok Users	28%	(191)	22%	(153)	10%	(70)	4%	(28)	23%	(157)	12%	(82)	680
Twitch Users	29%	(68)	24%	(57)	13%	(29)	3%	(7)	25%	(58)	7%	(16)	236
2022 Sports Viewers/Attendees	29%	(172)	27%	(159)	11%	(67)	4%	(23)	22%	(133)	7%	(44)	597
Monthly Moviegoers	32%	(53)	22%	(37)	13%	(22)	4%	(7)	16%	(27)	13%	(22)	168
Few Times per Year + Moviegoers	28%	(161)	26%	(147)	11%	(62)	4%	(21)	20%	(117)	11%	(62)	571
Heard Smile Campaign	34%	(143)	23%	(96)	11%	(46)	4%	(17)	19%	(81)	10%	(42)	425
Heard Minion Campaign	31%	(159)	22%	(110)	11%	(56)	4%	(21)	23%	(115)	9%	(45)	505
Listens to Podcasts	27%	(147)	24%	(132)	11%	(62)	4%	(23)	26%	(141)	9%	(47)	552
Streaming Services User	27%	(242)	23%	(210)	10%	(88)	4%	(38)	26%	(232)	10%	(88)	898
Netflix User	26%	(229)	23%	(199)	10%	(85)	4%	(33)	25%	(219)	11%	(98)	864
Disney+ User	28%	(172)	23%	(142)	12%	(72)	3%	(20)	23%	(140)	11%	(70)	617
Heterosexual or straight	28%	(199)	23%	(164)	9%	(62)	4%	(25)	23%	(159)	13%	(92)	702
Bisexual	24%	(33)	22%	(31)	12%	(17)	3%	(5)	23%	(33)	15%	(22)	141
Something else	10%	(6)	12%	(7)	8%	(4)	1%	(1)	42%	(23)	28%	(16)	56
Yes	16%	(22)	19%	(27)	11%	(16)	6%	(8)	32%	(44)	16%	(23)	140
No	27%	(229)	23%	(196)	9%	(79)	4%	(32)	24%	(209)	14%	(116)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE26\_35:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'  
Bruce Willis

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	18%	(185)	15%	(148)	5%	(48)	2%	(19)	26%	(263)	34%	(337)	1000
Gender: Male	23%	(115)	16%	(80)	3%	(17)	2%	(11)	24%	(123)	32%	(160)	506
Gender: Female	14%	(70)	14%	(68)	6%	(31)	2%	(9)	28%	(139)	36%	(178)	494
Age: 18-34	24%	(146)	18%	(112)	6%	(39)	3%	(18)	24%	(146)	24%	(148)	609
GenZers: 1997-2012	18%	(185)	15%	(148)	5%	(48)	2%	(19)	26%	(263)	34%	(337)	1000
Ideo: Liberal (1-3)	17%	(52)	16%	(48)	8%	(25)	4%	(11)	31%	(93)	24%	(74)	304
Ideo: Moderate (4)	24%	(56)	18%	(42)	2%	(4)	1%	(3)	26%	(60)	29%	(67)	232
Ideo: Conservative (5-7)	20%	(33)	18%	(30)	6%	(9)	1%	(2)	26%	(43)	29%	(47)	165
Educ: < College	18%	(165)	14%	(123)	4%	(37)	2%	(17)	27%	(242)	36%	(325)	910
Educ: Bachelors degree	23%	(15)	33%	(21)	10%	(6)	2%	(1)	21%	(14)	11%	(7)	65
Ethnicity: White	18%	(134)	15%	(109)	5%	(36)	2%	(14)	28%	(202)	32%	(235)	731
Ethnicity: Hispanic	20%	(48)	15%	(37)	5%	(13)	2%	(4)	25%	(61)	33%	(79)	242
Ethnicity: Black	23%	(35)	11%	(17)	6%	(9)	2%	(3)	25%	(38)	31%	(46)	148
Ethnicity: Other	13%	(16)	18%	(22)	2%	(2)	1%	(1)	19%	(23)	47%	(56)	121
All Christian	27%	(63)	15%	(36)	3%	(7)	1%	(3)	26%	(63)	27%	(65)	237
All Non-Christian	16%	(8)	20%	(10)	8%	(4)	3%	(2)	18%	(9)	35%	(17)	50
Atheist	13%	(15)	15%	(17)	5%	(6)	3%	(4)	22%	(26)	41%	(48)	116
Agnostic/Nothing in particular	17%	(68)	15%	(62)	4%	(16)	2%	(9)	27%	(110)	35%	(140)	405
Something Else	16%	(31)	12%	(22)	8%	(15)	1%	(2)	29%	(55)	35%	(68)	193
Religious Non-Protestant/Catholic	18%	(12)	19%	(13)	7%	(5)	2%	(2)	27%	(19)	27%	(18)	68
Evangelical	27%	(46)	13%	(23)	4%	(6)	1%	(1)	21%	(37)	34%	(59)	172
Non-Evangelical	19%	(42)	13%	(31)	6%	(15)	1%	(2)	31%	(71)	30%	(68)	228
Community: Urban	19%	(54)	13%	(39)	4%	(11)	2%	(6)	26%	(75)	36%	(105)	288
Community: Suburban	18%	(80)	17%	(76)	4%	(16)	2%	(10)	27%	(115)	32%	(139)	435
Community: Rural	19%	(51)	12%	(33)	8%	(21)	1%	(4)	26%	(72)	34%	(94)	276
Military HH: Yes	21%	(21)	19%	(18)	3%	(3)	1%	(1)	28%	(27)	28%	(27)	97
Military HH: No	18%	(164)	14%	(130)	5%	(45)	2%	(18)	26%	(236)	34%	(311)	903

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**Table MCFE26\_35:** Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'

Bruce Willis

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
GenZers	18%	(185)	15%	(148)	5%	(48)	2%	(19)	26%	(263)	34%	(337)	1000
4-Region: Northeast	15%	(25)	17%	(27)	8%	(14)	3%	(6)	20%	(33)	36%	(60)	164
4-Region: Midwest	17%	(40)	16%	(37)	5%	(11)	1%	(3)	25%	(57)	36%	(84)	233
4-Region: South	21%	(89)	15%	(64)	4%	(17)	2%	(9)	28%	(119)	31%	(134)	432
4-Region: West	18%	(31)	12%	(20)	4%	(6)	1%	(2)	31%	(53)	35%	(59)	172
TikTok Users	20%	(134)	14%	(98)	6%	(39)	2%	(14)	25%	(168)	33%	(227)	680
Twitch Users	19%	(45)	20%	(48)	6%	(13)	3%	(7)	29%	(67)	24%	(56)	236
2022 Sports Viewers/Attendees	22%	(133)	19%	(112)	6%	(33)	2%	(11)	25%	(151)	26%	(156)	597
Monthly Moviegoers	27%	(45)	16%	(27)	3%	(6)	5%	(9)	21%	(36)	28%	(47)	168
Few Times per Year + Moviegoers	21%	(119)	17%	(95)	5%	(30)	3%	(14)	27%	(156)	27%	(157)	571
Heard Smile Campaign	26%	(109)	16%	(69)	6%	(26)	3%	(11)	23%	(99)	26%	(110)	425
Heard Minion Campaign	24%	(121)	15%	(76)	7%	(35)	2%	(11)	25%	(126)	27%	(137)	505
Listens to Podcasts	20%	(111)	20%	(109)	6%	(35)	2%	(14)	25%	(139)	26%	(145)	552
Streaming Services User	20%	(177)	16%	(142)	5%	(46)	2%	(17)	27%	(239)	31%	(279)	898
Netflix User	19%	(166)	15%	(133)	5%	(43)	2%	(14)	26%	(224)	33%	(283)	864
Disney+ User	20%	(126)	17%	(104)	6%	(37)	2%	(15)	23%	(141)	31%	(194)	617
Heterosexual or straight	21%	(147)	15%	(105)	5%	(37)	2%	(13)	25%	(175)	32%	(226)	702
Bisexual	17%	(24)	14%	(20)	4%	(5)	2%	(3)	32%	(45)	31%	(43)	141
Something else	8%	(5)	14%	(8)	1%	(1)	5%	(3)	16%	(9)	56%	(31)	56
Yes	10%	(15)	13%	(18)	5%	(7)	1%	(2)	31%	(44)	39%	(55)	140
No	20%	(170)	15%	(130)	5%	(41)	2%	(17)	25%	(219)	33%	(283)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE27\_INET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

Action

Demographic	Selected		Not Selected		Total N
GenZers	29%	(294)	71%	(706)	1000
Gender: Male	41%	(208)	59%	(298)	506
Gender: Female	17%	(86)	83%	(408)	494
Age: 18-34	29%	(175)	71%	(434)	609
GenZers: 1997-2012	29%	(294)	71%	(706)	1000
Ideo: Liberal (1-3)	24%	(74)	76%	(230)	304
Ideo: Moderate (4)	36%	(84)	64%	(148)	232
Ideo: Conservative (5-7)	36%	(60)	64%	(106)	165
Educ: < College	29%	(268)	71%	(642)	910
Educ: Bachelors degree	34%	(22)	66%	(43)	65
Ethnicity: White	27%	(195)	73%	(536)	731
Ethnicity: Hispanic	31%	(75)	69%	(167)	242
Ethnicity: Black	41%	(60)	59%	(88)	148
Ethnicity: Other	32%	(39)	68%	(82)	121
All Christian	33%	(79)	67%	(158)	237
All Non-Christian	27%	(13)	73%	(36)	50
Atheist	22%	(25)	78%	(91)	116
Agnostic/Nothing in particular	31%	(125)	69%	(279)	405
Something Else	27%	(52)	73%	(141)	193
Religious Non-Protestant/Catholic	21%	(14)	79%	(54)	68
Evangelical	33%	(56)	67%	(116)	172
Non-Evangelical	31%	(70)	69%	(158)	228
Community: Urban	26%	(76)	74%	(212)	288
Community: Suburban	32%	(139)	68%	(297)	435
Community: Rural	29%	(79)	71%	(197)	276
Military HH: Yes	25%	(24)	75%	(72)	97
Military HH: No	30%	(269)	70%	(634)	903
4-Region: Northeast	24%	(40)	76%	(124)	164
4-Region: Midwest	28%	(65)	72%	(167)	233
4-Region: South	30%	(130)	70%	(301)	432
4-Region: West	34%	(59)	66%	(113)	172

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**Table MCFE27\_1NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

Action

Demographic	Selected		Not Selected		Total N
GenZers	29%	(294)	71%	(706)	1000
TikTok Users	30%	(204)	70%	(476)	680
Twitch Users	33%	(77)	67%	(158)	236
2022 Sports Viewers/Attendees	33%	(199)	67%	(398)	597
Monthly Moviegoers	26%	(43)	74%	(125)	168
Few Times per Year + Moviegoers	29%	(167)	71%	(404)	571
Heard Smile Campaign	29%	(125)	71%	(300)	425
Heard Minion Campaign	32%	(163)	68%	(342)	505
Listens to Podcasts	29%	(160)	71%	(392)	552
Streaming Services User	31%	(275)	69%	(623)	898
Netflix User	31%	(266)	69%	(598)	864
Disney+ User	28%	(176)	72%	(441)	617
Heterosexual or straight	36%	(250)	64%	(452)	702
Bisexual	16%	(23)	84%	(118)	141
Something else	14%	(8)	86%	(48)	56
Yes	23%	(32)	77%	(108)	140
No	30%	(262)	70%	(598)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE27\_2NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

Comedy

Demographic	Selected		Not Selected		Total N
GenZers	38%	(384)	62%	(616)	1000
Gender: Male	45%	(227)	55%	(279)	506
Gender: Female	32%	(156)	68%	(338)	494
Age: 18-34	41%	(247)	59%	(362)	609
GenZers: 1997-2012	38%	(384)	62%	(616)	1000
Ideo: Liberal (1-3)	41%	(125)	59%	(178)	304
Ideo: Moderate (4)	40%	(93)	60%	(140)	232
Ideo: Conservative (5-7)	40%	(66)	60%	(99)	165
Educ: < College	39%	(351)	61%	(559)	910
Educ: Bachelors degree	34%	(22)	66%	(43)	65
Ethnicity: White	40%	(295)	60%	(436)	731
Ethnicity: Hispanic	37%	(90)	63%	(152)	242
Ethnicity: Black	39%	(58)	61%	(90)	148
Ethnicity: Other	25%	(31)	75%	(90)	121
All Christian	38%	(90)	62%	(147)	237
All Non-Christian	32%	(16)	68%	(34)	50
Atheist	34%	(40)	66%	(76)	116
Agnostic/Nothing in particular	44%	(179)	56%	(226)	405
Something Else	30%	(59)	70%	(134)	193
Religious Non-Protestant/Catholic	28%	(19)	72%	(49)	68
Evangelical	39%	(67)	61%	(105)	172
Non-Evangelical	34%	(77)	66%	(152)	228
Community: Urban	32%	(91)	68%	(197)	288
Community: Suburban	41%	(179)	59%	(257)	435
Community: Rural	41%	(114)	59%	(163)	276
Military HH: Yes	32%	(31)	68%	(66)	97
Military HH: No	39%	(352)	61%	(551)	903
4-Region: Northeast	33%	(54)	67%	(110)	164
4-Region: Midwest	42%	(97)	58%	(135)	233
4-Region: South	39%	(170)	61%	(262)	432
4-Region: West	37%	(63)	63%	(109)	172

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**Table MCFE27\_2NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

Comedy

Demographic	Selected		Not Selected		Total N
GenZers	38%	(384)	62%	(616)	1000
TikTok Users	38%	(258)	62%	(422)	680
Twitch Users	42%	(100)	58%	(136)	236
2022 Sports Viewers/Attendees	42%	(253)	58%	(345)	597
Monthly Moviegoers	29%	(48)	71%	(120)	168
Few Times per Year + Moviegoers	37%	(210)	63%	(361)	571
Heard Smile Campaign	38%	(162)	62%	(263)	425
Heard Minion Campaign	42%	(211)	58%	(295)	505
Listens to Podcasts	40%	(218)	60%	(334)	552
Streaming Services User	39%	(346)	61%	(552)	898
Netflix User	38%	(329)	62%	(535)	864
Disney+ User	36%	(225)	64%	(392)	617
Heterosexual or straight	41%	(285)	59%	(417)	702
Bisexual	31%	(44)	69%	(97)	141
Something else	30%	(17)	70%	(39)	56
Yes	28%	(40)	72%	(100)	140
No	40%	(344)	60%	(516)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE27\_3NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

**Horror**

Demographic	Selected		Not Selected		Total N
GenZers	32%	(322)	68%	(678)	1000
Gender: Male	30%	(154)	70%	(352)	506
Gender: Female	34%	(169)	66%	(325)	494
Age: 18-34	32%	(195)	68%	(414)	609
GenZers: 1997-2012	32%	(322)	68%	(678)	1000
Ideo: Liberal (1-3)	34%	(102)	66%	(202)	304
Ideo: Moderate (4)	34%	(79)	66%	(154)	232
Ideo: Conservative (5-7)	23%	(38)	77%	(127)	165
Educ: < College	33%	(301)	67%	(609)	910
Educ: Bachelors degree	27%	(18)	73%	(47)	65
Ethnicity: White	34%	(249)	66%	(482)	731
Ethnicity: Hispanic	40%	(97)	60%	(145)	242
Ethnicity: Black	31%	(46)	69%	(102)	148
Ethnicity: Other	23%	(28)	77%	(93)	121
All Christian	24%	(56)	76%	(181)	237
All Non-Christian	36%	(18)	64%	(32)	50
Atheist	43%	(49)	57%	(66)	116
Agnostic/Nothing in particular	34%	(140)	66%	(265)	405
Something Else	31%	(60)	69%	(133)	193
Religious Non-Protestant/Catholic	30%	(21)	70%	(47)	68
Evangelical	21%	(36)	79%	(136)	172
Non-Evangelical	32%	(73)	68%	(155)	228
Community: Urban	33%	(94)	67%	(194)	288
Community: Suburban	30%	(132)	70%	(303)	435
Community: Rural	35%	(96)	65%	(180)	276
Military HH: Yes	33%	(32)	67%	(65)	97
Military HH: No	32%	(291)	68%	(613)	903
4-Region: Northeast	26%	(43)	74%	(122)	164
4-Region: Midwest	36%	(85)	64%	(148)	233
4-Region: South	31%	(134)	69%	(298)	432
4-Region: West	36%	(61)	64%	(111)	172

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**Table MCFE27\_3NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

Horror

Demographic	Selected		Not Selected		Total N
GenZers	32%	(322)	68%	(678)	1000
TikTok Users	37%	(250)	63%	(430)	680
Twitch Users	38%	(89)	62%	(147)	236
2022 Sports Viewers/Attendees	31%	(183)	69%	(414)	597
Monthly Moviegoers	33%	(55)	67%	(113)	168
Few Times per Year + Moviegoers	32%	(182)	68%	(389)	571
Heard Smile Campaign	40%	(172)	60%	(253)	425
Heard Minion Campaign	37%	(188)	63%	(317)	505
Listens to Podcasts	30%	(166)	70%	(387)	552
Streaming Services User	34%	(309)	66%	(589)	898
Netflix User	35%	(300)	65%	(564)	864
Disney+ User	34%	(207)	66%	(410)	617
Heterosexual or straight	28%	(198)	72%	(504)	702
Bisexual	39%	(55)	61%	(86)	141
Something else	31%	(18)	69%	(39)	56
Yes	31%	(44)	69%	(96)	140
No	32%	(279)	68%	(582)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE27\_4NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

Sci-fi

Demographic	Selected		Not Selected		Total N
GenZers	12%	(117)	88%	(883)	1000
Gender: Male	18%	(90)	82%	(416)	506
Gender: Female	5%	(26)	95%	(468)	494
Age: 18-34	14%	(85)	86%	(524)	609
GenZers: 1997-2012	12%	(117)	88%	(883)	1000
Ideo: Liberal (1-3)	10%	(30)	90%	(273)	304
Ideo: Moderate (4)	14%	(32)	86%	(200)	232
Ideo: Conservative (5-7)	17%	(28)	83%	(137)	165
Educ: < College	11%	(100)	89%	(809)	910
Educ: Bachelors degree	23%	(15)	77%	(50)	65
Ethnicity: White	12%	(87)	88%	(644)	731
Ethnicity: Hispanic	10%	(25)	90%	(217)	242
Ethnicity: Black	9%	(14)	91%	(134)	148
Ethnicity: Other	13%	(16)	87%	(105)	121
All Christian	14%	(34)	86%	(203)	237
All Non-Christian	16%	(8)	84%	(42)	50
Atheist	11%	(12)	89%	(103)	116
Agnostic/Nothing in particular	11%	(45)	89%	(360)	405
Something Else	9%	(18)	91%	(175)	193
Religious Non-Protestant/Catholic	15%	(10)	85%	(58)	68
Evangelical	13%	(23)	87%	(149)	172
Non-Evangelical	12%	(26)	88%	(202)	228
Community: Urban	12%	(34)	88%	(254)	288
Community: Suburban	12%	(52)	88%	(383)	435
Community: Rural	11%	(30)	89%	(246)	276
Military HH: Yes	12%	(12)	88%	(85)	97
Military HH: No	12%	(105)	88%	(798)	903
4-Region: Northeast	12%	(20)	88%	(144)	164
4-Region: Midwest	14%	(33)	86%	(200)	233
4-Region: South	10%	(45)	90%	(386)	432
4-Region: West	11%	(18)	89%	(154)	172

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**Table MCFE27\_4NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

Sci-fi

Demographic	Selected		Not Selected		Total N
GenZers	12%	(117)	88%	(883)	1000
TikTok Users	10%	(70)	90%	(610)	680
Twitch Users	13%	(31)	87%	(205)	236
2022 Sports Viewers/Attendees	14%	(82)	86%	(516)	597
Monthly Moviegoers	14%	(24)	86%	(144)	168
Few Times per Year + Moviegoers	14%	(77)	86%	(494)	571
Heard Smile Campaign	11%	(47)	89%	(378)	425
Heard Minion Campaign	12%	(62)	88%	(443)	505
Listens to Podcasts	11%	(60)	89%	(493)	552
Streaming Services User	12%	(103)	88%	(795)	898
Netflix User	12%	(106)	88%	(758)	864
Disney+ User	12%	(76)	88%	(541)	617
Heterosexual or straight	13%	(91)	87%	(611)	702
Bisexual	9%	(13)	91%	(128)	141
Something else	5%	(3)	95%	(53)	56
Yes	9%	(13)	91%	(127)	140
No	12%	(103)	88%	(757)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE27\_5NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

*Fantasy*

Demographic	Selected		Not Selected		Total N
GenZers	14%	(139)	86%	(861)	1000
Gender: Male	14%	(71)	86%	(435)	506
Gender: Female	14%	(68)	86%	(426)	494
Age: 18-34	15%	(91)	85%	(518)	609
GenZers: 1997-2012	14%	(139)	86%	(861)	1000
Ideo: Liberal (1-3)	14%	(43)	86%	(261)	304
Ideo: Moderate (4)	11%	(25)	89%	(207)	232
Ideo: Conservative (5-7)	16%	(27)	84%	(138)	165
Educ: < College	14%	(126)	86%	(784)	910
Educ: Bachelors degree	19%	(13)	81%	(53)	65
Ethnicity: White	13%	(99)	87%	(632)	731
Ethnicity: Hispanic	10%	(25)	90%	(217)	242
Ethnicity: Black	12%	(17)	88%	(131)	148
Ethnicity: Other	19%	(23)	81%	(98)	121
All Christian	15%	(35)	85%	(202)	237
All Non-Christian	12%	(6)	88%	(44)	50
Atheist	17%	(20)	83%	(96)	116
Agnostic/Nothing in particular	14%	(57)	86%	(347)	405
Something Else	11%	(21)	89%	(172)	193
Religious Non-Protestant/Catholic	16%	(11)	84%	(57)	68
Evangelical	8%	(13)	92%	(159)	172
Non-Evangelical	16%	(35)	84%	(193)	228
Community: Urban	10%	(29)	90%	(259)	288
Community: Suburban	16%	(69)	84%	(367)	435
Community: Rural	15%	(41)	85%	(236)	276
Military HH: Yes	18%	(18)	82%	(79)	97
Military HH: No	13%	(121)	87%	(782)	903
4-Region: Northeast	13%	(21)	87%	(144)	164
4-Region: Midwest	13%	(29)	87%	(203)	233
4-Region: South	14%	(61)	86%	(370)	432
4-Region: West	16%	(28)	84%	(144)	172

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**Table MCFE27\_5NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

*Fantasy*

Demographic	Selected		Not Selected		Total N
GenZers	14%	(139)	86%	(861)	1000
TikTok Users	11%	(75)	89%	(605)	680
Twitch Users	13%	(30)	87%	(205)	236
2022 Sports Viewers/Attendees	12%	(71)	88%	(526)	597
Monthly Moviegoers	12%	(21)	88%	(147)	168
Few Times per Year + Moviegoers	14%	(83)	86%	(488)	571
Heard Smile Campaign	11%	(45)	89%	(380)	425
Heard Minion Campaign	13%	(65)	87%	(440)	505
Listens to Podcasts	11%	(58)	89%	(494)	552
Streaming Services User	14%	(122)	86%	(777)	898
Netflix User	14%	(118)	86%	(746)	864
Disney+ User	15%	(96)	85%	(521)	617
Heterosexual or straight	12%	(87)	88%	(615)	702
Bisexual	23%	(32)	77%	(109)	141
Something else	13%	(7)	87%	(49)	56
Yes	14%	(20)	86%	(120)	140
No	14%	(119)	86%	(741)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE27\_6NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

*Mystery/Thriller*

Demographic	Selected		Not Selected		Total N
GenZers	17%	(170)	83%	(830)	1000
Gender: Male	17%	(87)	83%	(419)	506
Gender: Female	17%	(83)	83%	(411)	494
Age: 18-34	17%	(106)	83%	(503)	609
GenZers: 1997-2012	17%	(170)	83%	(830)	1000
Ideo: Liberal (1-3)	23%	(69)	77%	(235)	304
Ideo: Moderate (4)	15%	(35)	85%	(197)	232
Ideo: Conservative (5-7)	21%	(34)	79%	(131)	165
Educ: < College	17%	(150)	83%	(759)	910
Educ: Bachelors degree	23%	(15)	77%	(50)	65
Ethnicity: White	18%	(133)	82%	(598)	731
Ethnicity: Hispanic	15%	(37)	85%	(205)	242
Ethnicity: Black	15%	(21)	85%	(127)	148
Ethnicity: Other	13%	(16)	87%	(105)	121
All Christian	18%	(42)	82%	(195)	237
All Non-Christian	18%	(9)	82%	(41)	50
Atheist	26%	(30)	74%	(85)	116
Agnostic/Nothing in particular	14%	(58)	86%	(346)	405
Something Else	16%	(31)	84%	(162)	193
Religious Non-Protestant/Catholic	15%	(10)	85%	(58)	68
Evangelical	18%	(31)	82%	(141)	172
Non-Evangelical	18%	(40)	82%	(188)	228
Community: Urban	17%	(50)	83%	(238)	288
Community: Suburban	15%	(66)	85%	(369)	435
Community: Rural	20%	(54)	80%	(222)	276
Military HH: Yes	14%	(14)	86%	(83)	97
Military HH: No	17%	(156)	83%	(747)	903
4-Region: Northeast	19%	(31)	81%	(133)	164
4-Region: Midwest	17%	(39)	83%	(194)	233
4-Region: South	16%	(70)	84%	(361)	432
4-Region: West	18%	(31)	82%	(141)	172

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**Table MCFE27\_6NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

Mystery/Thriller

Demographic	Selected		Not Selected		Total N
GenZers	17%	(170)	83%	(830)	1000
TikTok Users	18%	(125)	82%	(555)	680
Twitch Users	21%	(50)	79%	(186)	236
2022 Sports Viewers/Attendees	19%	(115)	81%	(482)	597
Monthly Moviegoers	20%	(33)	80%	(135)	168
Few Times per Year + Moviegoers	17%	(98)	83%	(473)	571
Heard Smile Campaign	21%	(88)	79%	(336)	425
Heard Minion Campaign	17%	(84)	83%	(422)	505
Listens to Podcasts	17%	(93)	83%	(459)	552
Streaming Services User	18%	(162)	82%	(736)	898
Netflix User	17%	(149)	83%	(715)	864
Disney+ User	17%	(103)	83%	(514)	617
Heterosexual or straight	17%	(117)	83%	(585)	702
Bisexual	17%	(25)	83%	(116)	141
Something else	8%	(4)	92%	(52)	56
Yes	17%	(23)	83%	(116)	140
No	17%	(147)	83%	(713)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE27\_7NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

*Drama*

Demographic	Selected		Not Selected		Total N
GenZers	15%	(154)	85%	(846)	1000
Gender: Male	8%	(40)	92%	(466)	506
Gender: Female	23%	(114)	77%	(380)	494
Age: 18-34	17%	(101)	83%	(508)	609
GenZers: 1997-2012	15%	(154)	85%	(846)	1000
Ideo: Liberal (1-3)	19%	(59)	81%	(245)	304
Ideo: Moderate (4)	14%	(32)	86%	(201)	232
Ideo: Conservative (5-7)	13%	(22)	87%	(143)	165
Educ: < College	15%	(136)	85%	(774)	910
Educ: Bachelors degree	22%	(14)	78%	(51)	65
Ethnicity: White	16%	(116)	84%	(615)	731
Ethnicity: Hispanic	11%	(26)	89%	(216)	242
Ethnicity: Black	17%	(26)	83%	(122)	148
Ethnicity: Other	10%	(12)	90%	(109)	121
All Christian	12%	(28)	88%	(209)	237
All Non-Christian	20%	(10)	80%	(39)	50
Atheist	20%	(23)	80%	(93)	116
Agnostic/Nothing in particular	15%	(62)	85%	(342)	405
Something Else	15%	(30)	85%	(163)	193
Religious Non-Protestant/Catholic	15%	(10)	85%	(58)	68
Evangelical	13%	(23)	87%	(149)	172
Non-Evangelical	14%	(32)	86%	(196)	228
Community: Urban	16%	(47)	84%	(241)	288
Community: Suburban	16%	(68)	84%	(367)	435
Community: Rural	14%	(38)	86%	(238)	276
Military HH: Yes	6%	(6)	94%	(91)	97
Military HH: No	16%	(147)	84%	(756)	903
4-Region: Northeast	21%	(34)	79%	(130)	164
4-Region: Midwest	20%	(45)	80%	(187)	233
4-Region: South	13%	(57)	87%	(375)	432
4-Region: West	10%	(18)	90%	(154)	172

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**Table MCFE27\_7NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

Drama

Demographic	Selected		Not Selected		Total N
GenZers	15%	(154)	85%	(846)	1000
TikTok Users	17%	(113)	83%	(567)	680
Twitch Users	15%	(36)	85%	(200)	236
2022 Sports Viewers/Attendees	15%	(91)	85%	(506)	597
Monthly Moviegoers	18%	(31)	82%	(137)	168
Few Times per Year + Moviegoers	16%	(88)	84%	(482)	571
Heard Smile Campaign	14%	(61)	86%	(363)	425
Heard Minion Campaign	17%	(86)	83%	(420)	505
Listens to Podcasts	17%	(96)	83%	(456)	552
Streaming Services User	16%	(144)	84%	(754)	898
Netflix User	16%	(142)	84%	(722)	864
Disney+ User	17%	(107)	83%	(510)	617
Heterosexual or straight	14%	(99)	86%	(603)	702
Bisexual	19%	(26)	81%	(115)	141
Something else	4%	(3)	96%	(54)	56
Yes	17%	(24)	83%	(116)	140
No	15%	(130)	85%	(730)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE27\_8NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

*Musical*

Demographic	Selected		Not Selected		Total N
GenZers	5%	(47)	95%	(953)	1000
Gender: Male	2%	(12)	98%	(494)	506
Gender: Female	7%	(35)	93%	(459)	494
Age: 18-34	5%	(28)	95%	(581)	609
GenZers: 1997-2012	5%	(47)	95%	(953)	1000
Ideo: Liberal (1-3)	6%	(18)	94%	(286)	304
Ideo: Moderate (4)	4%	(10)	96%	(223)	232
Ideo: Conservative (5-7)	4%	(7)	96%	(158)	165
Educ: < College	5%	(43)	95%	(866)	910
Educ: Bachelors degree	3%	(2)	97%	(63)	65
Ethnicity: White	5%	(34)	95%	(697)	731
Ethnicity: Hispanic	5%	(11)	95%	(231)	242
Ethnicity: Black	5%	(8)	95%	(140)	148
Ethnicity: Other	4%	(5)	96%	(116)	121
All Christian	4%	(9)	96%	(228)	237
All Non-Christian	2%	(1)	98%	(49)	50
Atheist	3%	(4)	97%	(112)	116
Agnostic/Nothing in particular	5%	(22)	95%	(383)	405
Something Else	6%	(12)	94%	(181)	193
Religious Non-Protestant/Catholic	3%	(2)	97%	(66)	68
Evangelical	4%	(7)	96%	(165)	172
Non-Evangelical	5%	(12)	95%	(216)	228
Community: Urban	5%	(15)	95%	(273)	288
Community: Suburban	4%	(20)	96%	(416)	435
Community: Rural	4%	(12)	96%	(264)	276
Military HH: Yes	2%	(2)	98%	(95)	97
Military HH: No	5%	(45)	95%	(858)	903
4-Region: Northeast	3%	(5)	97%	(159)	164
4-Region: Midwest	6%	(14)	94%	(219)	233
4-Region: South	4%	(17)	96%	(415)	432
4-Region: West	7%	(11)	93%	(160)	172

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**Table MCFE27\_8NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

*Musical*

Demographic	Selected		Not Selected		Total N
GenZers	5%	(47)	95%	(953)	1000
TikTok Users	5%	(36)	95%	(644)	680
Twitch Users	4%	(9)	96%	(227)	236
2022 Sports Viewers/Attendees	5%	(27)	95%	(570)	597
Monthly Moviegoers	6%	(10)	94%	(158)	168
Few Times per Year + Moviegoers	6%	(34)	94%	(537)	571
Heard Smile Campaign	4%	(18)	96%	(406)	425
Heard Minion Campaign	5%	(24)	95%	(481)	505
Listens to Podcasts	5%	(26)	95%	(526)	552
Streaming Services User	5%	(41)	95%	(858)	898
Netflix User	5%	(39)	95%	(825)	864
Disney+ User	6%	(39)	94%	(578)	617
Heterosexual or straight	4%	(30)	96%	(672)	702
Bisexual	4%	(5)	96%	(136)	141
Something else	15%	(8)	85%	(48)	56
Yes	4%	(5)	96%	(134)	140
No	5%	(42)	95%	(819)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE27\_9NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

*Kids/Family*

Demographic	Selected		Not Selected		Total N
GenZers	8%	(78)	92%	(922)	1000
Gender: Male	5%	(27)	95%	(479)	506
Gender: Female	10%	(51)	90%	(443)	494
Age: 18-34	6%	(35)	94%	(574)	609
GenZers: 1997-2012	8%	(78)	92%	(922)	1000
Ideo: Liberal (1-3)	7%	(21)	93%	(283)	304
Ideo: Moderate (4)	5%	(11)	95%	(221)	232
Ideo: Conservative (5-7)	10%	(16)	90%	(149)	165
Educ: < College	8%	(76)	92%	(834)	910
Educ: Bachelors degree	2%	(1)	98%	(64)	65
Ethnicity: White	7%	(53)	93%	(678)	731
Ethnicity: Hispanic	12%	(28)	88%	(214)	242
Ethnicity: Black	6%	(9)	94%	(139)	148
Ethnicity: Other	13%	(16)	87%	(105)	121
All Christian	10%	(23)	90%	(214)	237
All Non-Christian	10%	(5)	90%	(45)	50
Atheist	9%	(10)	91%	(105)	116
Agnostic/Nothing in particular	6%	(24)	94%	(381)	405
Something Else	8%	(16)	92%	(177)	193
Religious Non-Protestant/Catholic	10%	(7)	90%	(61)	68
Evangelical	9%	(15)	91%	(157)	172
Non-Evangelical	9%	(21)	91%	(207)	228
Community: Urban	7%	(21)	93%	(267)	288
Community: Suburban	9%	(40)	91%	(395)	435
Community: Rural	6%	(17)	94%	(260)	276
Military HH: Yes	11%	(10)	89%	(87)	97
Military HH: No	7%	(67)	93%	(836)	903
4-Region: Northeast	10%	(17)	90%	(148)	164
4-Region: Midwest	7%	(16)	93%	(216)	233
4-Region: South	8%	(34)	92%	(398)	432
4-Region: West	6%	(11)	94%	(161)	172

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**Table MCFE27\_9NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

Kids/Family

Demographic	Selected		Not Selected		Total N
GenZers	8%	(78)	92%	(922)	1000
TikTok Users	8%	(51)	92%	(628)	680
Twitch Users	7%	(18)	93%	(218)	236
2022 Sports Viewers/Attendees	8%	(48)	92%	(549)	597
Monthly Moviegoers	7%	(12)	93%	(157)	168
Few Times per Year + Moviegoers	6%	(34)	94%	(537)	571
Heard Smile Campaign	6%	(26)	94%	(399)	425
Heard Minion Campaign	10%	(49)	90%	(456)	505
Listens to Podcasts	7%	(39)	93%	(513)	552
Streaming Services User	8%	(71)	92%	(827)	898
Netflix User	7%	(58)	93%	(806)	864
Disney+ User	8%	(52)	92%	(565)	617
Heterosexual or straight	8%	(53)	92%	(649)	702
Bisexual	12%	(18)	88%	(123)	141
Something else	8%	(5)	92%	(52)	56
Yes	5%	(7)	95%	(132)	140
No	8%	(70)	92%	(790)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE27\_10NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

*Foreign Language*

Demographic	Selected		Not Selected		Total N
GenZers	3%	(32)	97%	(968)	1000
Gender: Male	3%	(13)	97%	(493)	506
Gender: Female	4%	(19)	96%	(475)	494
Age: 18-34	3%	(20)	97%	(589)	609
GenZers: 1997-2012	3%	(32)	97%	(968)	1000
Ideo: Liberal (1-3)	5%	(14)	95%	(290)	304
Ideo: Moderate (4)	1%	(3)	99%	(229)	232
Ideo: Conservative (5-7)	3%	(5)	97%	(160)	165
Educ: < College	3%	(28)	97%	(882)	910
Educ: Bachelors degree	5%	(3)	95%	(62)	65
Ethnicity: White	4%	(27)	96%	(704)	731
Ethnicity: Hispanic	3%	(7)	97%	(235)	242
Ethnicity: Black	2%	(2)	98%	(146)	148
Ethnicity: Other	3%	(3)	97%	(118)	121
All Christian	3%	(7)	97%	(230)	237
All Non-Christian	8%	(4)	92%	(46)	50
Atheist	5%	(5)	95%	(110)	116
Agnostic/Nothing in particular	3%	(12)	97%	(393)	405
Something Else	2%	(4)	98%	(189)	193
Religious Non-Protestant/Catholic	5%	(4)	95%	(64)	68
Evangelical	2%	(3)	98%	(169)	172
Non-Evangelical	3%	(8)	97%	(221)	228
Community: Urban	3%	(8)	97%	(280)	288
Community: Suburban	4%	(17)	96%	(418)	435
Community: Rural	2%	(7)	98%	(270)	276
Military HH: Yes	7%	(7)	93%	(90)	97
Military HH: No	3%	(25)	97%	(878)	903
4-Region: Northeast	3%	(5)	97%	(160)	164
4-Region: Midwest	3%	(8)	97%	(225)	233
4-Region: South	4%	(16)	96%	(416)	432
4-Region: West	2%	(4)	98%	(168)	172

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**Table MCFE27\_10NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

*Foreign Language*

Demographic	Selected		Not Selected		Total N
GenZers	3%	(32)	97%	(968)	1000
TikTok Users	3%	(21)	97%	(659)	680
Twitch Users	3%	(8)	97%	(228)	236
2022 Sports Viewers/Attendees	3%	(15)	97%	(582)	597
Monthly Moviegoers	5%	(8)	95%	(160)	168
Few Times per Year + Moviegoers	4%	(24)	96%	(547)	571
Heard Smile Campaign	3%	(14)	97%	(411)	425
Heard Minion Campaign	4%	(20)	96%	(485)	505
Listens to Podcasts	3%	(19)	97%	(534)	552
Streaming Services User	3%	(30)	97%	(869)	898
Netflix User	3%	(29)	97%	(835)	864
Disney+ User	3%	(21)	97%	(596)	617
Heterosexual or straight	2%	(15)	98%	(686)	702
Bisexual	7%	(10)	93%	(131)	141
Something else	3%	(2)	97%	(54)	56
Yes	6%	(9)	94%	(131)	140
No	3%	(24)	97%	(837)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE27\_11NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

*Documentary*

Demographic	Selected		Not Selected		Total N
GenZers	10%	(98)	90%	(902)	1000
Gender: Male	9%	(46)	91%	(460)	506
Gender: Female	11%	(52)	89%	(442)	494
Age: 18-34	10%	(58)	90%	(551)	609
GenZers: 1997-2012	10%	(98)	90%	(902)	1000
Ideo: Liberal (1-3)	13%	(41)	87%	(263)	304
Ideo: Moderate (4)	10%	(24)	90%	(208)	232
Ideo: Conservative (5-7)	8%	(13)	92%	(152)	165
Educ: < College	10%	(87)	90%	(823)	910
Educ: Bachelors degree	12%	(8)	88%	(57)	65
Ethnicity: White	10%	(73)	90%	(658)	731
Ethnicity: Hispanic	9%	(21)	91%	(221)	242
Ethnicity: Black	9%	(13)	91%	(135)	148
Ethnicity: Other	11%	(13)	89%	(108)	121
All Christian	12%	(28)	88%	(209)	237
All Non-Christian	11%	(5)	89%	(44)	50
Atheist	5%	(6)	95%	(110)	116
Agnostic/Nothing in particular	10%	(39)	90%	(366)	405
Something Else	11%	(21)	89%	(172)	193
Religious Non-Protestant/Catholic	14%	(9)	86%	(59)	68
Evangelical	9%	(15)	91%	(157)	172
Non-Evangelical	12%	(28)	88%	(200)	228
Community: Urban	10%	(28)	90%	(260)	288
Community: Suburban	10%	(44)	90%	(392)	435
Community: Rural	10%	(27)	90%	(250)	276
Military HH: Yes	13%	(12)	87%	(85)	97
Military HH: No	10%	(86)	90%	(817)	903
4-Region: Northeast	16%	(26)	84%	(139)	164
4-Region: Midwest	10%	(23)	90%	(209)	233
4-Region: South	8%	(36)	92%	(396)	432
4-Region: West	8%	(14)	92%	(158)	172

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**Table MCFE27\_11NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

Documentary

Demographic	Selected		Not Selected		Total N
GenZers	10%	(98)	90%	(902)	1000
TikTok Users	10%	(66)	90%	(614)	680
Twitch Users	9%	(21)	91%	(214)	236
2022 Sports Viewers/Attendees	11%	(65)	89%	(532)	597
Monthly Moviegoers	13%	(21)	87%	(147)	168
Few Times per Year + Moviegoers	12%	(66)	88%	(505)	571
Heard Smile Campaign	12%	(50)	88%	(375)	425
Heard Minion Campaign	11%	(54)	89%	(451)	505
Listens to Podcasts	12%	(65)	88%	(488)	552
Streaming Services User	11%	(95)	89%	(804)	898
Netflix User	10%	(88)	90%	(776)	864
Disney+ User	10%	(63)	90%	(554)	617
Heterosexual or straight	10%	(73)	90%	(628)	702
Bisexual	11%	(15)	89%	(126)	141
Something else	5%	(3)	95%	(53)	56
Yes	11%	(16)	89%	(124)	140
No	10%	(83)	90%	(777)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE27\_12NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

*Animation*

Demographic	Selected		Not Selected		Total N
GenZers	20%	(199)	80%	(801)	1000
Gender: Male	26%	(133)	74%	(373)	506
Gender: Female	13%	(66)	87%	(428)	494
Age: 18-34	18%	(109)	82%	(500)	609
GenZers: 1997-2012	20%	(199)	80%	(801)	1000
Ideo: Liberal (1-3)	20%	(61)	80%	(242)	304
Ideo: Moderate (4)	21%	(48)	79%	(184)	232
Ideo: Conservative (5-7)	17%	(29)	83%	(137)	165
Educ: < College	21%	(187)	79%	(723)	910
Educ: Bachelors degree	11%	(7)	89%	(58)	65
Ethnicity: White	19%	(138)	81%	(593)	731
Ethnicity: Hispanic	20%	(48)	80%	(194)	242
Ethnicity: Black	22%	(32)	78%	(116)	148
Ethnicity: Other	24%	(29)	76%	(92)	121
All Christian	19%	(45)	81%	(192)	237
All Non-Christian	25%	(12)	75%	(37)	50
Atheist	32%	(37)	68%	(79)	116
Agnostic/Nothing in particular	18%	(73)	82%	(332)	405
Something Else	17%	(32)	83%	(161)	193
Religious Non-Protestant/Catholic	23%	(16)	77%	(52)	68
Evangelical	23%	(39)	77%	(132)	172
Non-Evangelical	15%	(34)	85%	(194)	228
Community: Urban	21%	(61)	79%	(227)	288
Community: Suburban	21%	(92)	79%	(344)	435
Community: Rural	17%	(46)	83%	(231)	276
Military HH: Yes	22%	(22)	78%	(75)	97
Military HH: No	20%	(178)	80%	(726)	903
4-Region: Northeast	19%	(31)	81%	(133)	164
4-Region: Midwest	22%	(50)	78%	(182)	233
4-Region: South	20%	(88)	80%	(343)	432
4-Region: West	17%	(30)	83%	(142)	172

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**Table MCFE27\_12NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

Animation

Demographic	Selected		Not Selected		Total N
GenZers	20%	(199)	80%	(801)	1000
TikTok Users	19%	(128)	81%	(552)	680
Twitch Users	25%	(59)	75%	(176)	236
2022 Sports Viewers/Attendees	19%	(112)	81%	(486)	597
Monthly Moviegoers	12%	(21)	88%	(148)	168
Few Times per Year + Moviegoers	19%	(106)	81%	(465)	571
Heard Smile Campaign	20%	(85)	80%	(340)	425
Heard Minion Campaign	23%	(118)	77%	(387)	505
Listens to Podcasts	17%	(94)	83%	(459)	552
Streaming Services User	21%	(186)	79%	(712)	898
Netflix User	19%	(168)	81%	(696)	864
Disney+ User	21%	(131)	79%	(486)	617
Heterosexual or straight	18%	(128)	82%	(574)	702
Bisexual	22%	(31)	78%	(110)	141
Something else	19%	(11)	81%	(45)	56
Yes	23%	(32)	77%	(108)	140
No	19%	(167)	81%	(693)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE27\_13NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

*Reality (unscripted)*

Demographic	Selected		Not Selected		Total N
GenZers	4%	(39)	96%	(961)	1000
Gender: Male	3%	(15)	97%	(491)	506
Gender: Female	5%	(24)	95%	(470)	494
Age: 18-34	4%	(26)	96%	(583)	609
GenZers: 1997-2012	4%	(39)	96%	(961)	1000
Ideo: Liberal (1-3)	5%	(17)	95%	(287)	304
Ideo: Moderate (4)	4%	(10)	96%	(222)	232
Ideo: Conservative (5-7)	2%	(3)	98%	(162)	165
Educ: < College	4%	(35)	96%	(874)	910
Educ: Bachelors degree	1%	(1)	99%	(64)	65
Ethnicity: White	4%	(27)	96%	(704)	731
Ethnicity: Hispanic	3%	(7)	97%	(235)	242
Ethnicity: Black	4%	(6)	96%	(142)	148
Ethnicity: Other	5%	(6)	95%	(115)	121
All Christian	4%	(8)	96%	(229)	237
All Non-Christian	12%	(6)	88%	(44)	50
Atheist	1%	(1)	99%	(115)	116
Agnostic/Nothing in particular	3%	(11)	97%	(394)	405
Something Else	6%	(12)	94%	(181)	193
Religious Non-Protestant/Catholic	10%	(7)	90%	(61)	68
Evangelical	5%	(8)	95%	(164)	172
Non-Evangelical	5%	(12)	95%	(216)	228
Community: Urban	5%	(15)	95%	(273)	288
Community: Suburban	4%	(16)	96%	(420)	435
Community: Rural	3%	(8)	97%	(268)	276
Military HH: Yes	3%	(3)	97%	(93)	97
Military HH: No	4%	(35)	96%	(868)	903
4-Region: Northeast	3%	(5)	97%	(159)	164
4-Region: Midwest	4%	(10)	96%	(223)	233
4-Region: South	4%	(19)	96%	(413)	432
4-Region: West	3%	(5)	97%	(167)	172

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**Table MCFE27\_13NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*  
*Reality (unscripted)*

Demographic	Selected		Not Selected		Total N
GenZers	4%	(39)	96%	(961)	1000
TikTok Users	4%	(28)	96%	(652)	680
Twitch Users	3%	(6)	97%	(229)	236
2022 Sports Viewers/Attendees	5%	(27)	95%	(570)	597
Monthly Moviegoers	2%	(4)	98%	(164)	168
Few Times per Year + Moviegoers	4%	(22)	96%	(549)	571
Heard Smile Campaign	6%	(24)	94%	(400)	425
Heard Minion Campaign	4%	(20)	96%	(485)	505
Listens to Podcasts	4%	(21)	96%	(532)	552
Streaming Services User	4%	(36)	96%	(863)	898
Netflix User	4%	(34)	96%	(830)	864
Disney+ User	4%	(25)	96%	(592)	617
Heterosexual or straight	4%	(28)	96%	(674)	702
Bisexual	3%	(4)	97%	(137)	141
Something else	1%	(1)	99%	(55)	56
Yes	1%	(1)	99%	(139)	140
No	4%	(38)	96%	(823)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE27\_14NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

*True Crime*

Demographic	Selected		Not Selected		Total N
GenZers	14%	(137)	86%	(863)	1000
Gender: Male	9%	(44)	91%	(462)	506
Gender: Female	19%	(93)	81%	(401)	494
Age: 18-34	16%	(95)	84%	(514)	609
GenZers: 1997-2012	14%	(137)	86%	(863)	1000
Ideo: Liberal (1-3)	17%	(52)	83%	(251)	304
Ideo: Moderate (4)	14%	(32)	86%	(201)	232
Ideo: Conservative (5-7)	8%	(14)	92%	(151)	165
Educ: < College	14%	(123)	86%	(786)	910
Educ: Bachelors degree	17%	(11)	83%	(54)	65
Ethnicity: White	14%	(104)	86%	(627)	731
Ethnicity: Hispanic	18%	(43)	82%	(199)	242
Ethnicity: Black	13%	(19)	87%	(129)	148
Ethnicity: Other	11%	(14)	89%	(107)	121
All Christian	11%	(27)	89%	(210)	237
All Non-Christian	6%	(3)	94%	(47)	50
Atheist	12%	(14)	88%	(102)	116
Agnostic/Nothing in particular	17%	(67)	83%	(337)	405
Something Else	13%	(25)	87%	(167)	193
Religious Non-Protestant/Catholic	9%	(6)	91%	(62)	68
Evangelical	9%	(16)	91%	(156)	172
Non-Evangelical	14%	(33)	86%	(196)	228
Community: Urban	16%	(46)	84%	(242)	288
Community: Suburban	11%	(48)	89%	(387)	435
Community: Rural	15%	(43)	85%	(234)	276
Military HH: Yes	21%	(21)	79%	(76)	97
Military HH: No	13%	(116)	87%	(787)	903
4-Region: Northeast	14%	(23)	86%	(141)	164
4-Region: Midwest	12%	(28)	88%	(205)	233
4-Region: South	15%	(66)	85%	(366)	432
4-Region: West	12%	(20)	88%	(151)	172

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**Table MCFE27\_14NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

True Crime

Demographic	Selected		Not Selected		Total N
GenZers	14%	(137)	86%	(863)	1000
TikTok Users	18%	(123)	82%	(557)	680
Twitch Users	15%	(35)	85%	(201)	236
2022 Sports Viewers/Attendees	14%	(81)	86%	(516)	597
Monthly Moviegoers	13%	(21)	87%	(147)	168
Few Times per Year + Moviegoers	13%	(77)	87%	(494)	571
Heard Smile Campaign	18%	(76)	82%	(348)	425
Heard Minion Campaign	17%	(86)	83%	(419)	505
Listens to Podcasts	17%	(94)	83%	(459)	552
Streaming Services User	14%	(125)	86%	(773)	898
Netflix User	14%	(125)	86%	(739)	864
Disney+ User	13%	(83)	87%	(534)	617
Heterosexual or straight	12%	(85)	88%	(617)	702
Bisexual	23%	(32)	77%	(109)	141
Something else	7%	(4)	93%	(52)	56
Yes	15%	(21)	85%	(119)	140
No	13%	(116)	87%	(744)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE27\_15NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

Romance

Demographic	Selected		Not Selected		Total N
GenZers	17%	(168)	83%	(832)	1000
Gender: Male	5%	(26)	95%	(480)	506
Gender: Female	29%	(142)	71%	(352)	494
Age: 18-34	16%	(99)	84%	(510)	609
GenZers: 1997-2012	17%	(168)	83%	(832)	1000
Ideo: Liberal (1-3)	16%	(47)	84%	(256)	304
Ideo: Moderate (4)	18%	(41)	82%	(191)	232
Ideo: Conservative (5-7)	18%	(30)	82%	(135)	165
Educ: < College	16%	(147)	84%	(762)	910
Educ: Bachelors degree	24%	(16)	76%	(49)	65
Ethnicity: White	18%	(129)	82%	(602)	731
Ethnicity: Hispanic	16%	(40)	84%	(202)	242
Ethnicity: Black	14%	(21)	86%	(127)	148
Ethnicity: Other	15%	(18)	85%	(103)	121
All Christian	19%	(46)	81%	(191)	237
All Non-Christian	14%	(7)	86%	(42)	50
Atheist	11%	(13)	89%	(103)	116
Agnostic/Nothing in particular	18%	(72)	82%	(333)	405
Something Else	16%	(30)	84%	(163)	193
Religious Non-Protestant/Catholic	12%	(8)	88%	(60)	68
Evangelical	19%	(32)	81%	(139)	172
Non-Evangelical	18%	(41)	82%	(187)	228
Community: Urban	19%	(55)	81%	(233)	288
Community: Suburban	16%	(70)	84%	(365)	435
Community: Rural	15%	(42)	85%	(234)	276
Military HH: Yes	22%	(21)	78%	(76)	97
Military HH: No	16%	(147)	84%	(756)	903
4-Region: Northeast	17%	(27)	83%	(137)	164
4-Region: Midwest	16%	(38)	84%	(195)	233
4-Region: South	19%	(81)	81%	(351)	432
4-Region: West	13%	(22)	87%	(150)	172

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**Table MCFE27\_15NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

Romance

Demographic	Selected		Not Selected		Total N
GenZers	17%	(168)	83%	(832)	1000
TikTok Users	19%	(129)	81%	(551)	680
Twitch Users	12%	(29)	88%	(207)	236
2022 Sports Viewers/Attendees	18%	(106)	82%	(492)	597
Monthly Moviegoers	17%	(29)	83%	(139)	168
Few Times per Year + Moviegoers	20%	(113)	80%	(458)	571
Heard Smile Campaign	19%	(80)	81%	(345)	425
Heard Minion Campaign	18%	(91)	82%	(414)	505
Listens to Podcasts	15%	(82)	85%	(471)	552
Streaming Services User	18%	(158)	82%	(740)	898
Netflix User	18%	(151)	82%	(713)	864
Disney+ User	19%	(115)	81%	(502)	617
Heterosexual or straight	16%	(115)	84%	(587)	702
Bisexual	17%	(23)	83%	(117)	141
Something else	20%	(11)	80%	(45)	56
Yes	20%	(28)	80%	(111)	140
No	16%	(140)	84%	(721)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE27\_16NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*  
*Other (please specify)*

Demographic	Selected		Not Selected		Total N
GenZers	1%	(9)	99%	(991)	1000
Gender: Male	1%	(6)	99%	(500)	506
Gender: Female	1%	(3)	99%	(491)	494
Age: 18-34	1%	(7)	99%	(602)	609
GenZers: 1997-2012	1%	(9)	99%	(991)	1000
Ideo: Liberal (1-3)	1%	(4)	99%	(300)	304
Ideo: Moderate (4)	1%	(2)	99%	(231)	232
Ideo: Conservative (5-7)	2%	(3)	98%	(162)	165
Educ: < College	1%	(8)	99%	(901)	910
Educ: Bachelors degree	—	(0)	100%	(65)	65
Ethnicity: White	1%	(6)	99%	(725)	731
Ethnicity: Hispanic	1%	(2)	99%	(240)	242
Ethnicity: Black	—	(1)	100%	(147)	148
Ethnicity: Other	2%	(2)	98%	(119)	121
All Christian	2%	(4)	98%	(233)	237
All Non-Christian	3%	(1)	97%	(48)	50
Atheist	—	(1)	100%	(115)	116
Agnostic/Nothing in particular	—	(2)	100%	(403)	405
Something Else	1%	(1)	99%	(192)	193
Religious Non-Protestant/Catholic	2%	(1)	98%	(67)	68
Evangelical	—	(1)	100%	(171)	172
Non-Evangelical	1%	(3)	99%	(225)	228
Community: Urban	—	(1)	100%	(287)	288
Community: Suburban	1%	(5)	99%	(431)	435
Community: Rural	1%	(3)	99%	(274)	276
Military HH: Yes	—	(0)	100%	(97)	97
Military HH: No	1%	(9)	99%	(895)	903
4-Region: Northeast	1%	(1)	99%	(163)	164
4-Region: Midwest	1%	(2)	99%	(231)	233
4-Region: South	1%	(3)	99%	(429)	432
4-Region: West	2%	(3)	98%	(169)	172

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**Table MCFE27\_16NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*  
*Other (please specify)*

Demographic	Selected		Not Selected		Total N
GenZers	1%	(9)	99%	(991)	1000
TikTok Users	1%	(5)	99%	(675)	680
Twitch Users	1%	(1)	99%	(234)	236
2022 Sports Viewers/Attendees	1%	(5)	99%	(592)	597
Monthly Moviegoers	—	(0)	100%	(168)	168
Few Times per Year + Moviegoers	—	(1)	100%	(569)	571
Heard Smile Campaign	—	(0)	100%	(424)	425
Heard Minion Campaign	1%	(3)	99%	(502)	505
Listens to Podcasts	1%	(5)	99%	(547)	552
Streaming Services User	1%	(7)	99%	(892)	898
Netflix User	1%	(6)	99%	(858)	864
Disney+ User	—	(3)	100%	(614)	617
Heterosexual or straight	1%	(5)	99%	(697)	702
Bisexual	1%	(1)	99%	(139)	141
Something else	4%	(2)	96%	(54)	56
Yes	—	(0)	100%	(139)	140
No	1%	(8)	99%	(852)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE27\_17NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*  
*I don't have favorites*

Demographic	Selected		Not Selected		Total N
GenZers	11%	(110)	89%	(890)	1000
Gender: Male	11%	(54)	89%	(452)	506
Gender: Female	11%	(56)	89%	(438)	494
Age: 18-34	9%	(58)	91%	(551)	609
GenZers: 1997-2012	11%	(110)	89%	(890)	1000
Ideo: Liberal (1-3)	4%	(13)	96%	(290)	304
Ideo: Moderate (4)	11%	(25)	89%	(208)	232
Ideo: Conservative (5-7)	10%	(16)	90%	(149)	165
Educ: < College	11%	(104)	89%	(805)	910
Educ: Bachelors degree	3%	(2)	97%	(63)	65
Ethnicity: White	10%	(76)	90%	(655)	731
Ethnicity: Hispanic	10%	(24)	90%	(218)	242
Ethnicity: Black	10%	(15)	90%	(133)	148
Ethnicity: Other	16%	(20)	84%	(101)	121
All Christian	11%	(26)	89%	(212)	237
All Non-Christian	12%	(6)	88%	(44)	50
Atheist	6%	(7)	94%	(109)	116
Agnostic/Nothing in particular	9%	(38)	91%	(367)	405
Something Else	17%	(34)	83%	(159)	193
Religious Non-Protestant/Catholic	19%	(13)	81%	(55)	68
Evangelical	17%	(29)	83%	(143)	172
Non-Evangelical	10%	(22)	90%	(206)	228
Community: Urban	13%	(38)	87%	(250)	288
Community: Suburban	10%	(45)	90%	(391)	435
Community: Rural	10%	(27)	90%	(249)	276
Military HH: Yes	9%	(9)	91%	(88)	97
Military HH: No	11%	(102)	89%	(801)	903
4-Region: Northeast	15%	(24)	85%	(140)	164
4-Region: Midwest	7%	(16)	93%	(216)	233
4-Region: South	11%	(48)	89%	(383)	432
4-Region: West	13%	(22)	87%	(150)	172

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**Table MCFE27\_17NET:** *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*  
*I don't have favorites*

Demographic	Selected		Not Selected		Total N
GenZers	11%	(110)	89%	(890)	1000
TikTok Users	9%	(63)	91%	(617)	680
Twitch Users	8%	(20)	92%	(216)	236
2022 Sports Viewers/Attendees	8%	(47)	92%	(551)	597
Monthly Moviegoers	16%	(27)	84%	(141)	168
Few Times per Year + Moviegoers	11%	(62)	89%	(509)	571
Heard Smile Campaign	7%	(31)	93%	(393)	425
Heard Minion Campaign	5%	(24)	95%	(481)	505
Listens to Podcasts	11%	(58)	89%	(494)	552
Streaming Services User	9%	(82)	91%	(817)	898
Netflix User	10%	(86)	90%	(778)	864
Disney+ User	9%	(55)	91%	(562)	617
Heterosexual or straight	12%	(87)	88%	(615)	702
Bisexual	6%	(8)	94%	(133)	141
Something else	15%	(8)	85%	(48)	56
Yes	16%	(22)	84%	(117)	140
No	10%	(88)	90%	(772)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE28:** *What would you say is your ideal length for a TV show?*

Demographic	15 minutes or less		30 minutes		45 minutes		1 hour		1 hour and 15 minutes or more		Total N
GenZers	5%	(53)	34%	(338)	35%	(353)	16%	(162)	9%	(94)	1000
Gender: Male	5%	(25)	36%	(183)	31%	(156)	18%	(90)	10%	(52)	506
Gender: Female	6%	(28)	31%	(155)	40%	(198)	15%	(72)	9%	(42)	494
Age: 18-34	4%	(25)	31%	(190)	37%	(227)	19%	(117)	8%	(51)	609
GenZers: 1997-2012	5%	(53)	34%	(338)	35%	(353)	16%	(162)	9%	(94)	1000
Ideo: Liberal (1-3)	5%	(14)	35%	(105)	36%	(108)	15%	(44)	10%	(31)	304
Ideo: Moderate (4)	4%	(10)	33%	(78)	37%	(86)	18%	(43)	7%	(16)	232
Ideo: Conservative (5-7)	4%	(7)	30%	(49)	37%	(61)	21%	(34)	8%	(14)	165
Educ: < College	6%	(50)	34%	(309)	36%	(323)	16%	(142)	9%	(85)	910
Educ: Bachelors degree	1%	(1)	35%	(23)	33%	(22)	23%	(15)	8%	(5)	65
Ethnicity: White	5%	(34)	33%	(243)	37%	(271)	16%	(119)	9%	(64)	731
Ethnicity: Hispanic	5%	(13)	33%	(80)	37%	(90)	13%	(31)	12%	(29)	242
Ethnicity: Black	7%	(10)	37%	(54)	27%	(40)	19%	(28)	11%	(16)	148
Ethnicity: Other	7%	(9)	34%	(41)	35%	(42)	12%	(15)	12%	(15)	121
All Christian	2%	(4)	33%	(79)	39%	(92)	20%	(47)	6%	(15)	237
All Non-Christian	7%	(3)	35%	(17)	29%	(14)	20%	(10)	8%	(4)	50
Atheist	10%	(12)	35%	(41)	31%	(36)	9%	(10)	15%	(17)	116
Agnostic/Nothing in particular	4%	(17)	36%	(144)	36%	(145)	15%	(61)	9%	(38)	405
Something Else	9%	(17)	30%	(57)	34%	(66)	17%	(33)	10%	(20)	193
Religious Non-Protestant/Catholic	5%	(3)	30%	(21)	28%	(19)	29%	(19)	8%	(5)	68
Evangelical	5%	(9)	25%	(43)	39%	(68)	18%	(31)	12%	(20)	172
Non-Evangelical	5%	(12)	37%	(84)	36%	(81)	17%	(39)	6%	(13)	228
Community: Urban	7%	(21)	33%	(94)	34%	(98)	16%	(46)	11%	(30)	288
Community: Suburban	4%	(17)	36%	(155)	37%	(162)	16%	(69)	7%	(32)	435
Community: Rural	5%	(15)	32%	(90)	34%	(93)	17%	(47)	12%	(32)	276
Military HH: Yes	6%	(5)	38%	(37)	33%	(32)	14%	(13)	9%	(9)	97
Military HH: No	5%	(47)	33%	(301)	36%	(321)	16%	(149)	9%	(85)	903
4-Region: Northeast	3%	(4)	37%	(60)	37%	(60)	15%	(25)	8%	(14)	164
4-Region: Midwest	4%	(10)	33%	(78)	34%	(79)	16%	(37)	13%	(29)	233
4-Region: South	8%	(36)	31%	(135)	35%	(152)	16%	(71)	9%	(38)	432
4-Region: West	2%	(3)	38%	(65)	36%	(62)	17%	(29)	8%	(13)	172

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**Table MCFE28:** *What would you say is your ideal length for a TV show?*

Demographic	15 minutes or less		30 minutes		45 minutes		1 hour		1 hour and 15 minutes or more		Total N
GenZers	5%	(53)	34%	(338)	35%	(353)	16%	(162)	9%	(94)	1000
TikTok Users	4%	(24)	34%	(230)	38%	(259)	13%	(91)	11%	(75)	680
Twitch Users	6%	(14)	37%	(88)	30%	(70)	17%	(39)	10%	(24)	236
2022 Sports Viewers/Attendees	4%	(22)	36%	(216)	37%	(222)	16%	(96)	7%	(42)	597
Monthly Moviegoers	7%	(12)	24%	(41)	40%	(67)	15%	(25)	14%	(24)	168
Few Times per Year + Moviegoers	4%	(23)	34%	(194)	38%	(218)	13%	(76)	10%	(60)	571
Heard Smile Campaign	4%	(16)	29%	(124)	40%	(169)	15%	(64)	12%	(52)	425
Heard Minion Campaign	4%	(22)	38%	(190)	35%	(178)	13%	(67)	10%	(48)	505
Listens to Podcasts	4%	(23)	32%	(175)	34%	(189)	18%	(97)	12%	(69)	552
Streaming Services User	4%	(37)	34%	(302)	37%	(335)	16%	(142)	9%	(83)	898
Netflix User	5%	(42)	34%	(293)	36%	(314)	15%	(133)	9%	(82)	864
Disney+ User	3%	(21)	33%	(203)	40%	(244)	15%	(91)	9%	(57)	617
Heterosexual or straight	5%	(36)	31%	(220)	36%	(255)	18%	(126)	9%	(64)	702
Bisexual	4%	(6)	42%	(60)	37%	(52)	9%	(13)	7%	(10)	141
Something else	10%	(6)	44%	(25)	13%	(7)	13%	(7)	20%	(11)	56
Yes	4%	(6)	39%	(54)	23%	(32)	23%	(32)	12%	(17)	140
No	5%	(47)	33%	(284)	37%	(322)	15%	(130)	9%	(77)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE29:** *And what would you say is your ideal length for a movie?*

Demographic	1 hour or less		1 hour and 30 minutes		2 hours		2 hours and 30 minutes		3 hours or more		Total N
GenZers	4%	(43)	37%	(366)	39%	(391)	16%	(161)	4%	(40)	1000
Gender: Male	2%	(12)	31%	(155)	43%	(216)	20%	(99)	5%	(23)	506
Gender: Female	6%	(31)	43%	(211)	35%	(175)	12%	(61)	3%	(16)	494
Age: 18-34	4%	(26)	34%	(206)	40%	(246)	17%	(106)	4%	(24)	609
GenZers: 1997-2012	4%	(43)	37%	(366)	39%	(391)	16%	(161)	4%	(40)	1000
Ideo: Liberal (1-3)	4%	(13)	35%	(108)	42%	(129)	13%	(40)	5%	(14)	304
Ideo: Moderate (4)	2%	(6)	34%	(79)	44%	(103)	17%	(39)	2%	(6)	232
Ideo: Conservative (5-7)	3%	(6)	37%	(61)	37%	(62)	18%	(30)	4%	(7)	165
Educ: < College	4%	(41)	37%	(338)	38%	(350)	16%	(145)	4%	(36)	910
Educ: Bachelors degree	1%	(1)	29%	(19)	51%	(33)	16%	(11)	2%	(1)	65
Ethnicity: White	4%	(27)	36%	(262)	41%	(296)	16%	(119)	4%	(27)	731
Ethnicity: Hispanic	3%	(8)	37%	(90)	35%	(85)	21%	(50)	4%	(9)	242
Ethnicity: Black	7%	(11)	41%	(61)	32%	(47)	15%	(23)	4%	(6)	148
Ethnicity: Other	4%	(5)	35%	(43)	40%	(48)	16%	(19)	5%	(6)	121
All Christian	3%	(6)	32%	(76)	47%	(112)	15%	(36)	3%	(8)	237
All Non-Christian	7%	(3)	37%	(18)	30%	(15)	16%	(8)	10%	(5)	50
Atheist	4%	(4)	40%	(47)	37%	(43)	13%	(15)	6%	(7)	116
Agnostic/Nothing in particular	4%	(16)	38%	(155)	38%	(154)	17%	(67)	3%	(13)	405
Something Else	7%	(13)	36%	(70)	35%	(67)	19%	(36)	4%	(7)	193
Religious Non-Protestant/Catholic	5%	(3)	32%	(22)	42%	(28)	12%	(8)	9%	(6)	68
Evangelical	4%	(7)	33%	(56)	44%	(75)	18%	(30)	2%	(4)	172
Non-Evangelical	5%	(11)	36%	(83)	38%	(87)	17%	(38)	4%	(9)	228
Community: Urban	5%	(15)	30%	(86)	43%	(125)	17%	(48)	5%	(14)	288
Community: Suburban	4%	(18)	36%	(158)	40%	(172)	16%	(70)	4%	(18)	435
Community: Rural	4%	(10)	44%	(122)	34%	(94)	15%	(43)	3%	(8)	276
Military HH: Yes	5%	(5)	50%	(48)	34%	(33)	9%	(9)	2%	(1)	97
Military HH: No	4%	(38)	35%	(317)	40%	(358)	17%	(152)	4%	(38)	903
4-Region: Northeast	4%	(6)	39%	(63)	38%	(63)	14%	(22)	6%	(10)	164
4-Region: Midwest	3%	(6)	36%	(84)	44%	(102)	13%	(30)	5%	(11)	233
4-Region: South	6%	(26)	38%	(164)	34%	(147)	19%	(80)	3%	(14)	432
4-Region: West	2%	(4)	32%	(55)	46%	(79)	17%	(28)	3%	(5)	172
TikTok Users	4%	(25)	37%	(251)	40%	(270)	16%	(110)	3%	(23)	680

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**Table MCFE29:** *And what would you say is your ideal length for a movie?*

Demographic	1 hour or less		1 hour and 30 minutes		2 hours		2 hours and 30 minutes		3 hours or more		Total N
GenZers	4%	(43)	37%	(366)	39%	(391)	16%	(161)	4%	(40)	1000
Twitch Users	3%	(7)	34%	(81)	42%	(100)	17%	(41)	3%	(7)	236
2022 Sports Viewers/Attendees	3%	(17)	33%	(199)	47%	(280)	16%	(93)	1%	(8)	597
Monthly Moviegoers	6%	(11)	27%	(46)	44%	(73)	19%	(32)	3%	(6)	168
Few Times per Year + Moviegoers	3%	(19)	34%	(193)	42%	(240)	16%	(92)	5%	(26)	571
Heard Smile Campaign	4%	(17)	35%	(147)	43%	(181)	15%	(66)	3%	(14)	425
Heard Minion Campaign	3%	(17)	38%	(194)	40%	(202)	15%	(74)	4%	(18)	505
Listens to Podcasts	4%	(23)	32%	(179)	42%	(230)	18%	(98)	4%	(23)	552
Streaming Services User	3%	(27)	37%	(333)	41%	(365)	16%	(144)	3%	(30)	898
Netflix User	4%	(35)	36%	(313)	41%	(350)	16%	(138)	3%	(29)	864
Disney+ User	4%	(22)	36%	(221)	41%	(255)	16%	(99)	3%	(21)	617
Heterosexual or straight	4%	(27)	35%	(246)	41%	(289)	17%	(119)	3%	(20)	702
Bisexual	4%	(6)	43%	(61)	34%	(49)	13%	(19)	5%	(7)	141
Something else	9%	(5)	27%	(15)	41%	(23)	9%	(5)	15%	(8)	56
Yes	3%	(4)	38%	(54)	38%	(53)	17%	(24)	4%	(5)	140
No	5%	(39)	36%	(312)	39%	(338)	16%	(137)	4%	(35)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE30:** *What would you say is your ideal number of episodes for a TV season?*

Demographic	1-5		6-10		11-15		16-20		More than 20		Total N
GenZers	7%	(74)	22%	(215)	34%	(343)	20%	(204)	16%	(164)	1000
Gender: Male	7%	(34)	22%	(114)	35%	(178)	19%	(95)	17%	(85)	506
Gender: Female	8%	(40)	20%	(101)	33%	(165)	22%	(109)	16%	(79)	494
Age: 18-34	8%	(48)	22%	(136)	33%	(203)	21%	(130)	15%	(92)	609
GenZers: 1997-2012	7%	(74)	22%	(215)	34%	(343)	20%	(204)	16%	(164)	1000
Ideo: Liberal (1-3)	5%	(15)	24%	(73)	34%	(103)	23%	(69)	14%	(44)	304
Ideo: Moderate (4)	10%	(22)	23%	(54)	36%	(83)	16%	(38)	15%	(35)	232
Ideo: Conservative (5-7)	7%	(11)	23%	(38)	34%	(56)	22%	(36)	15%	(25)	165
Educ: < College	8%	(72)	21%	(192)	34%	(312)	20%	(181)	17%	(153)	910
Educ: Bachelors degree	—	(0)	27%	(17)	35%	(23)	27%	(18)	11%	(7)	65
Ethnicity: White	7%	(48)	20%	(144)	35%	(259)	21%	(157)	17%	(123)	731
Ethnicity: Hispanic	8%	(19)	23%	(55)	29%	(71)	21%	(51)	19%	(46)	242
Ethnicity: Black	12%	(18)	26%	(38)	30%	(44)	19%	(28)	13%	(20)	148
Ethnicity: Other	6%	(8)	27%	(33)	33%	(40)	16%	(19)	18%	(21)	121
All Christian	5%	(12)	24%	(58)	36%	(85)	19%	(46)	15%	(37)	237
All Non-Christian	19%	(9)	25%	(12)	24%	(12)	19%	(9)	14%	(7)	50
Atheist	6%	(7)	23%	(27)	33%	(38)	25%	(29)	13%	(15)	116
Agnostic/Nothing in particular	7%	(28)	19%	(77)	38%	(156)	18%	(75)	17%	(69)	405
Something Else	9%	(18)	21%	(41)	27%	(52)	24%	(45)	19%	(37)	193
Religious Non-Protestant/Catholic	14%	(9)	26%	(18)	22%	(15)	16%	(11)	21%	(14)	68
Evangelical	6%	(10)	17%	(29)	32%	(54)	26%	(45)	19%	(33)	172
Non-Evangelical	8%	(18)	26%	(59)	34%	(77)	18%	(42)	14%	(32)	228
Community: Urban	8%	(24)	18%	(52)	33%	(95)	23%	(66)	18%	(51)	288
Community: Suburban	6%	(28)	23%	(98)	38%	(166)	18%	(80)	15%	(63)	435
Community: Rural	8%	(22)	23%	(65)	29%	(81)	21%	(58)	18%	(49)	276
Military HH: Yes	8%	(7)	21%	(20)	44%	(42)	21%	(20)	7%	(7)	97
Military HH: No	7%	(67)	22%	(195)	33%	(300)	20%	(184)	17%	(158)	903
4-Region: Northeast	7%	(11)	28%	(47)	31%	(50)	17%	(29)	17%	(28)	164
4-Region: Midwest	6%	(13)	17%	(39)	36%	(84)	23%	(54)	18%	(43)	233
4-Region: South	10%	(45)	22%	(94)	34%	(148)	18%	(79)	15%	(65)	432
4-Region: West	3%	(5)	21%	(36)	35%	(60)	25%	(42)	16%	(28)	172
TikTok Users	7%	(47)	21%	(145)	35%	(241)	20%	(139)	16%	(108)	680
Twitch Users	6%	(15)	22%	(52)	39%	(92)	17%	(41)	15%	(36)	236

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**Table MCFE30:** *What would you say is your ideal number of episodes for a TV season?*

Demographic	1-5		6-10		11-15		16-20		More than 20		Total N
GenZers	7%	(74)	22%	(215)	34%	(343)	20%	(204)	16%	(164)	1000
2022 Sports Viewers/Attendees	6%	(35)	25%	(150)	36%	(215)	20%	(121)	13%	(77)	597
Monthly Moviegoers	12%	(20)	25%	(42)	34%	(57)	15%	(25)	14%	(24)	168
Few Times per Year + Moviegoers	5%	(29)	22%	(124)	36%	(203)	21%	(121)	16%	(94)	571
Heard Smile Campaign	8%	(36)	24%	(101)	38%	(161)	19%	(81)	11%	(46)	425
Heard Minion Campaign	7%	(34)	23%	(118)	38%	(192)	20%	(101)	12%	(61)	505
Listens to Podcasts	6%	(32)	23%	(129)	38%	(210)	17%	(93)	16%	(88)	552
Streaming Services User	6%	(52)	21%	(193)	36%	(320)	21%	(191)	16%	(143)	898
Netflix User	7%	(57)	22%	(194)	35%	(300)	21%	(178)	16%	(136)	864
Disney+ User	6%	(36)	22%	(133)	37%	(227)	20%	(123)	16%	(98)	617
Heterosexual or straight	8%	(53)	23%	(164)	35%	(243)	19%	(131)	16%	(111)	702
Bisexual	7%	(10)	17%	(24)	36%	(51)	26%	(36)	14%	(20)	141
Something else	7%	(4)	8%	(4)	35%	(20)	17%	(10)	33%	(19)	56
Yes	6%	(8)	15%	(21)	27%	(38)	24%	(34)	27%	(38)	140
No	8%	(66)	23%	(194)	35%	(304)	20%	(170)	15%	(126)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE31\_1:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Star Wars*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	19%	(194)	29%	(294)	51%	(512)	1000
Gender: Male	26%	(134)	32%	(164)	41%	(209)	506
Gender: Female	12%	(61)	26%	(131)	61%	(303)	494
Age: 18-34	23%	(140)	31%	(191)	46%	(278)	609
GenZers: 1997-2012	19%	(194)	29%	(294)	51%	(512)	1000
Ideo: Liberal (1-3)	20%	(60)	33%	(100)	47%	(143)	304
Ideo: Moderate (4)	25%	(58)	27%	(62)	48%	(113)	232
Ideo: Conservative (5-7)	21%	(34)	35%	(58)	44%	(74)	165
Educ: < College	18%	(167)	29%	(265)	52%	(477)	910
Educ: Bachelors degree	32%	(21)	31%	(20)	37%	(24)	65
Ethnicity: White	19%	(141)	29%	(209)	52%	(381)	731
Ethnicity: Hispanic	20%	(49)	34%	(83)	46%	(110)	242
Ethnicity: Black	19%	(28)	29%	(44)	52%	(77)	148
Ethnicity: Other	21%	(25)	34%	(41)	45%	(54)	121
All Christian	23%	(55)	35%	(82)	42%	(100)	237
All Non-Christian	21%	(10)	39%	(20)	40%	(20)	50
Atheist	21%	(25)	24%	(28)	55%	(63)	116
Agnostic/Nothing in particular	16%	(64)	29%	(118)	55%	(223)	405
Something Else	21%	(41)	24%	(47)	54%	(105)	193
Religious Non-Protestant/Catholic	20%	(14)	34%	(23)	46%	(31)	68
Evangelical	25%	(43)	35%	(59)	40%	(69)	172
Non-Evangelical	20%	(46)	27%	(61)	53%	(120)	228
Community: Urban	19%	(56)	27%	(78)	53%	(154)	288
Community: Suburban	20%	(88)	32%	(139)	48%	(208)	435
Community: Rural	18%	(50)	28%	(77)	54%	(150)	276
Military HH: Yes	21%	(20)	41%	(39)	38%	(37)	97
Military HH: No	19%	(174)	28%	(255)	53%	(475)	903
4-Region: Northeast	19%	(32)	24%	(40)	56%	(92)	164
4-Region: Midwest	18%	(42)	34%	(78)	48%	(113)	233
4-Region: South	18%	(79)	32%	(138)	50%	(215)	432
4-Region: West	24%	(42)	22%	(38)	54%	(92)	172
TikTok Users	18%	(120)	31%	(210)	51%	(350)	680

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**Table MCFE31\_1:** In general, what kind of fan, if at all, do you consider yourself to be of the following?

Star Wars

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	19%	(194)	29%	(294)	51%	(512)	1000
Twitch Users	22%	(53)	33%	(77)	45%	(106)	236
2022 Sports Viewers/Attendees	25%	(148)	32%	(192)	43%	(258)	597
Monthly Moviegoers	25%	(42)	31%	(53)	43%	(73)	168
Few Times per Year + Moviegoers	22%	(124)	32%	(181)	47%	(266)	571
Heard Smile Campaign	20%	(85)	33%	(139)	47%	(200)	425
Heard Minion Campaign	22%	(110)	32%	(164)	46%	(231)	505
Listens to Podcasts	24%	(134)	33%	(184)	42%	(234)	552
Streaming Services User	20%	(183)	31%	(276)	49%	(439)	898
Netflix User	20%	(176)	30%	(257)	50%	(430)	864
Disney+ User	23%	(142)	32%	(195)	45%	(279)	617
Heterosexual or straight	22%	(154)	31%	(216)	47%	(331)	702
Bisexual	16%	(23)	31%	(43)	53%	(75)	141
Something else	8%	(4)	26%	(15)	66%	(37)	56
Yes	15%	(20)	32%	(45)	53%	(74)	140
No	20%	(174)	29%	(249)	51%	(437)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE31\_2:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Harry Potter*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	23%	(234)	31%	(311)	45%	(455)	1000
Gender: Male	20%	(101)	33%	(165)	47%	(240)	506
Gender: Female	27%	(133)	30%	(146)	43%	(215)	494
Age: 18-34	28%	(172)	32%	(195)	40%	(243)	609
GenZers: 1997-2012	23%	(234)	31%	(311)	45%	(455)	1000
Ideo: Liberal (1-3)	24%	(74)	36%	(109)	40%	(121)	304
Ideo: Moderate (4)	23%	(53)	32%	(74)	46%	(106)	232
Ideo: Conservative (5-7)	26%	(42)	28%	(47)	46%	(76)	165
Educ: < College	23%	(205)	31%	(280)	47%	(425)	910
Educ: Bachelors degree	34%	(22)	36%	(23)	30%	(20)	65
Ethnicity: White	25%	(181)	32%	(231)	44%	(319)	731
Ethnicity: Hispanic	23%	(56)	34%	(82)	43%	(104)	242
Ethnicity: Black	21%	(32)	26%	(38)	53%	(78)	148
Ethnicity: Other	17%	(21)	35%	(42)	48%	(58)	121
All Christian	24%	(57)	28%	(65)	48%	(115)	237
All Non-Christian	22%	(11)	33%	(16)	46%	(23)	50
Atheist	18%	(20)	36%	(41)	47%	(54)	116
Agnostic/Nothing in particular	25%	(100)	34%	(136)	42%	(169)	405
Something Else	24%	(46)	27%	(52)	49%	(95)	193
Religious Non-Protestant/Catholic	24%	(16)	28%	(19)	49%	(33)	68
Evangelical	22%	(38)	30%	(52)	48%	(82)	172
Non-Evangelical	24%	(55)	26%	(60)	50%	(114)	228
Community: Urban	25%	(72)	26%	(74)	49%	(141)	288
Community: Suburban	23%	(99)	31%	(135)	46%	(201)	435
Community: Rural	23%	(63)	37%	(101)	41%	(112)	276
Military HH: Yes	28%	(27)	32%	(31)	40%	(39)	97
Military HH: No	23%	(207)	31%	(280)	46%	(416)	903
4-Region: Northeast	24%	(40)	31%	(51)	45%	(74)	164
4-Region: Midwest	21%	(50)	35%	(82)	43%	(100)	233
4-Region: South	23%	(101)	32%	(137)	45%	(193)	432
4-Region: West	25%	(43)	24%	(41)	51%	(88)	172
TikTok Users	23%	(158)	32%	(219)	45%	(303)	680

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**Table MCFE31\_2:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Harry Potter*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	23%	(234)	31%	(311)	45%	(455)	1000
Twitch Users	22%	(53)	33%	(79)	44%	(104)	236
2022 Sports Viewers/Attendees	26%	(157)	29%	(174)	45%	(266)	597
Monthly Moviegoers	38%	(64)	28%	(47)	34%	(58)	168
Few Times per Year + Moviegoers	28%	(158)	31%	(180)	41%	(233)	571
Heard Smile Campaign	27%	(113)	32%	(136)	41%	(176)	425
Heard Minion Campaign	23%	(118)	32%	(159)	45%	(227)	505
Listens to Podcasts	24%	(131)	36%	(200)	40%	(221)	552
Streaming Services User	24%	(218)	31%	(280)	45%	(400)	898
Netflix User	25%	(216)	31%	(268)	44%	(380)	864
Disney+ User	28%	(176)	31%	(192)	40%	(249)	617
Heterosexual or straight	23%	(162)	30%	(208)	47%	(332)	702
Bisexual	28%	(40)	36%	(51)	35%	(50)	141
Something else	16%	(9)	43%	(24)	41%	(23)	56
Yes	16%	(22)	38%	(53)	46%	(65)	140
No	25%	(212)	30%	(259)	45%	(390)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE31\_3:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*The Lord of the Rings*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	13%	(132)	25%	(253)	61%	(614)	1000
Gender: Male	14%	(72)	28%	(141)	58%	(293)	506
Gender: Female	12%	(61)	23%	(112)	65%	(321)	494
Age: 18-34	17%	(103)	31%	(186)	52%	(320)	609
GenZers: 1997-2012	13%	(132)	25%	(253)	61%	(614)	1000
Ideo: Liberal (1-3)	18%	(54)	26%	(80)	56%	(170)	304
Ideo: Moderate (4)	17%	(40)	27%	(63)	56%	(130)	232
Ideo: Conservative (5-7)	11%	(18)	30%	(50)	59%	(97)	165
Educ: < College	13%	(119)	24%	(223)	62%	(568)	910
Educ: Bachelors degree	15%	(10)	34%	(22)	51%	(33)	65
Ethnicity: White	13%	(92)	26%	(192)	61%	(446)	731
Ethnicity: Hispanic	17%	(40)	26%	(62)	58%	(140)	242
Ethnicity: Black	18%	(27)	25%	(37)	57%	(84)	148
Ethnicity: Other	11%	(13)	20%	(24)	70%	(84)	121
All Christian	17%	(40)	25%	(59)	58%	(139)	237
All Non-Christian	24%	(12)	32%	(16)	44%	(22)	50
Atheist	9%	(10)	17%	(19)	75%	(86)	116
Agnostic/Nothing in particular	12%	(49)	27%	(109)	61%	(246)	405
Something Else	11%	(21)	26%	(50)	63%	(122)	193
Religious Non-Protestant/Catholic	24%	(16)	28%	(19)	48%	(33)	68
Evangelical	14%	(24)	28%	(49)	58%	(99)	172
Non-Evangelical	13%	(29)	24%	(54)	64%	(145)	228
Community: Urban	18%	(51)	24%	(69)	58%	(168)	288
Community: Suburban	12%	(52)	26%	(114)	62%	(270)	435
Community: Rural	11%	(30)	25%	(70)	64%	(176)	276
Military HH: Yes	22%	(22)	30%	(29)	47%	(46)	97
Military HH: No	12%	(111)	25%	(224)	63%	(568)	903
4-Region: Northeast	11%	(18)	28%	(47)	61%	(99)	164
4-Region: Midwest	14%	(32)	25%	(59)	61%	(141)	233
4-Region: South	15%	(65)	26%	(112)	59%	(255)	432
4-Region: West	10%	(18)	21%	(36)	69%	(118)	172
TikTok Users	11%	(75)	25%	(169)	64%	(436)	680

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**Table MCFE31\_3:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*The Lord of the Rings*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	13%	(132)	25%	(253)	61%	(614)	1000
Twitch Users	15%	(35)	23%	(55)	62%	(145)	236
2022 Sports Viewers/Attendees	16%	(93)	27%	(158)	58%	(346)	597
Monthly Moviegoers	19%	(33)	22%	(37)	59%	(99)	168
Few Times per Year + Moviegoers	15%	(88)	28%	(158)	57%	(325)	571
Heard Smile Campaign	16%	(66)	26%	(111)	58%	(248)	425
Heard Minion Campaign	14%	(70)	25%	(129)	61%	(307)	505
Listens to Podcasts	16%	(89)	27%	(152)	56%	(311)	552
Streaming Services User	14%	(122)	26%	(234)	60%	(542)	898
Netflix User	13%	(115)	26%	(223)	61%	(526)	864
Disney+ User	15%	(94)	28%	(171)	57%	(351)	617
Heterosexual or straight	13%	(92)	26%	(179)	61%	(430)	702
Bisexual	13%	(19)	25%	(36)	61%	(86)	141
Something else	15%	(8)	24%	(13)	61%	(34)	56
Yes	9%	(13)	24%	(34)	67%	(93)	140
No	14%	(120)	26%	(219)	61%	(521)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE31\_4:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

*James Bond*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	11%	(109)	26%	(264)	63%	(627)	1000
Gender: Male	13%	(66)	33%	(166)	54%	(274)	506
Gender: Female	9%	(43)	20%	(98)	71%	(353)	494
Age: 18-34	15%	(90)	31%	(189)	54%	(329)	609
GenZers: 1997-2012	11%	(109)	26%	(264)	63%	(627)	1000
Ideo: Liberal (1-3)	9%	(28)	25%	(75)	66%	(201)	304
Ideo: Moderate (4)	15%	(35)	32%	(75)	52%	(122)	232
Ideo: Conservative (5-7)	14%	(23)	33%	(54)	53%	(88)	165
Educ: < College	11%	(96)	25%	(230)	64%	(584)	910
Educ: Bachelors degree	14%	(9)	39%	(26)	47%	(31)	65
Ethnicity: White	10%	(76)	26%	(191)	63%	(464)	731
Ethnicity: Hispanic	12%	(30)	33%	(80)	55%	(133)	242
Ethnicity: Black	17%	(25)	27%	(41)	56%	(82)	148
Ethnicity: Other	7%	(9)	27%	(32)	66%	(80)	121
All Christian	15%	(35)	26%	(62)	59%	(140)	237
All Non-Christian	7%	(3)	40%	(20)	53%	(26)	50
Atheist	5%	(5)	19%	(22)	76%	(88)	116
Agnostic/Nothing in particular	11%	(45)	27%	(109)	62%	(251)	405
Something Else	11%	(20)	26%	(51)	63%	(122)	193
Religious Non-Protestant/Catholic	9%	(6)	37%	(25)	55%	(37)	68
Evangelical	15%	(26)	30%	(51)	55%	(95)	172
Non-Evangelical	11%	(25)	23%	(52)	66%	(151)	228
Community: Urban	13%	(37)	24%	(69)	63%	(182)	288
Community: Suburban	9%	(40)	26%	(112)	65%	(283)	435
Community: Rural	12%	(32)	30%	(82)	58%	(162)	276
Military HH: Yes	11%	(10)	37%	(36)	52%	(50)	97
Military HH: No	11%	(99)	25%	(228)	64%	(576)	903
4-Region: Northeast	15%	(24)	24%	(39)	61%	(101)	164
4-Region: Midwest	10%	(24)	23%	(53)	67%	(156)	233
4-Region: South	10%	(44)	29%	(124)	61%	(264)	432
4-Region: West	10%	(18)	28%	(47)	62%	(107)	172
TikTok Users	11%	(73)	28%	(192)	61%	(415)	680

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**Table MCFE31\_4:** In general, what kind of fan, if at all, do you consider yourself to be of the following?

James Bond

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	11%	(109)	26%	(264)	63%	(627)	1000
Twitch Users	13%	(31)	27%	(63)	60%	(142)	236
2022 Sports Viewers/Attendees	13%	(80)	29%	(172)	58%	(345)	597
Monthly Moviegoers	17%	(28)	26%	(44)	57%	(96)	168
Few Times per Year + Moviegoers	13%	(73)	29%	(163)	59%	(335)	571
Heard Smile Campaign	14%	(60)	28%	(117)	58%	(248)	425
Heard Minion Campaign	13%	(66)	28%	(139)	59%	(301)	505
Listens to Podcasts	13%	(73)	34%	(187)	53%	(292)	552
Streaming Services User	12%	(104)	27%	(243)	61%	(551)	898
Netflix User	11%	(97)	27%	(235)	62%	(532)	864
Disney+ User	13%	(77)	28%	(174)	59%	(366)	617
Heterosexual or straight	12%	(87)	30%	(208)	58%	(407)	702
Bisexual	9%	(13)	23%	(33)	68%	(95)	141
Something else	3%	(2)	19%	(10)	78%	(44)	56
Yes	8%	(11)	22%	(31)	70%	(98)	140
No	11%	(98)	27%	(233)	61%	(529)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE31\_5:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

*James Cameron's Avatar*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	9%	(94)	23%	(225)	68%	(681)	1000
Gender: Male	9%	(45)	27%	(134)	64%	(326)	506
Gender: Female	10%	(48)	18%	(91)	72%	(355)	494
Age: 18-34	12%	(72)	26%	(161)	62%	(376)	609
GenZers: 1997-2012	9%	(94)	23%	(225)	68%	(681)	1000
Ideo: Liberal (1-3)	11%	(33)	26%	(79)	63%	(191)	304
Ideo: Moderate (4)	10%	(22)	24%	(57)	66%	(153)	232
Ideo: Conservative (5-7)	8%	(13)	26%	(43)	66%	(110)	165
Educ: < College	10%	(87)	22%	(197)	69%	(625)	910
Educ: Bachelors degree	10%	(7)	30%	(20)	60%	(39)	65
Ethnicity: White	9%	(64)	23%	(165)	69%	(503)	731
Ethnicity: Hispanic	7%	(18)	23%	(56)	69%	(168)	242
Ethnicity: Black	14%	(21)	26%	(38)	60%	(89)	148
Ethnicity: Other	8%	(9)	18%	(22)	74%	(90)	121
All Christian	12%	(28)	19%	(46)	69%	(164)	237
All Non-Christian	2%	(1)	44%	(22)	54%	(27)	50
Atheist	9%	(11)	21%	(24)	70%	(81)	116
Agnostic/Nothing in particular	10%	(40)	23%	(93)	67%	(271)	405
Something Else	8%	(15)	21%	(40)	72%	(138)	193
Religious Non-Protestant/Catholic	4%	(3)	34%	(23)	61%	(42)	68
Evangelical	12%	(21)	26%	(45)	61%	(105)	172
Non-Evangelical	7%	(17)	16%	(37)	76%	(174)	228
Community: Urban	10%	(29)	20%	(57)	70%	(203)	288
Community: Suburban	9%	(40)	25%	(107)	66%	(288)	435
Community: Rural	9%	(25)	22%	(61)	69%	(191)	276
Military HH: Yes	12%	(11)	32%	(31)	56%	(54)	97
Military HH: No	9%	(82)	21%	(194)	69%	(627)	903
4-Region: Northeast	8%	(13)	21%	(35)	71%	(116)	164
4-Region: Midwest	12%	(27)	22%	(50)	67%	(155)	233
4-Region: South	9%	(37)	25%	(108)	66%	(286)	432
4-Region: West	9%	(16)	19%	(32)	72%	(124)	172
TikTok Users	9%	(60)	22%	(152)	69%	(467)	680

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**Table MCFE31\_5:** In general, what kind of fan, if at all, do you consider yourself to be of the following?

James Cameron's Avatar

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	9%	(94)	23%	(225)	68%	(681)	1000
Twitch Users	10%	(24)	29%	(68)	61%	(144)	236
2022 Sports Viewers/Attendees	10%	(58)	24%	(146)	66%	(393)	597
Monthly Moviegoers	11%	(19)	22%	(37)	67%	(112)	168
Few Times per Year + Moviegoers	11%	(63)	25%	(143)	64%	(365)	571
Heard Smile Campaign	13%	(53)	26%	(111)	61%	(261)	425
Heard Minion Campaign	11%	(57)	24%	(124)	64%	(324)	505
Listens to Podcasts	10%	(55)	28%	(155)	62%	(343)	552
Streaming Services User	10%	(89)	23%	(211)	67%	(598)	898
Netflix User	9%	(81)	23%	(196)	68%	(587)	864
Disney+ User	10%	(65)	27%	(169)	62%	(384)	617
Heterosexual or straight	10%	(71)	23%	(160)	67%	(471)	702
Bisexual	9%	(12)	26%	(37)	65%	(92)	141
Something else	10%	(6)	14%	(8)	76%	(43)	56
Yes	8%	(11)	20%	(28)	72%	(101)	140
No	10%	(82)	23%	(197)	67%	(580)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE31\_6:** In general, what kind of fan, if at all, do you consider yourself to be of the following?

*Fast and Furious*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	22%	(221)	26%	(260)	52%	(519)	1000
Gender: Male	26%	(134)	29%	(144)	45%	(228)	506
Gender: Female	18%	(87)	23%	(116)	59%	(291)	494
Age: 18-34	24%	(145)	30%	(184)	46%	(279)	609
GenZers: 1997-2012	22%	(221)	26%	(260)	52%	(519)	1000
Ideo: Liberal (1-3)	16%	(50)	21%	(63)	63%	(191)	304
Ideo: Moderate (4)	24%	(56)	33%	(78)	42%	(99)	232
Ideo: Conservative (5-7)	22%	(37)	36%	(59)	42%	(70)	165
Educ: < College	22%	(202)	26%	(236)	52%	(471)	910
Educ: Bachelors degree	22%	(14)	27%	(17)	51%	(33)	65
Ethnicity: White	20%	(144)	26%	(190)	54%	(397)	731
Ethnicity: Hispanic	26%	(64)	37%	(88)	37%	(89)	242
Ethnicity: Black	35%	(52)	25%	(37)	40%	(59)	148
Ethnicity: Other	20%	(24)	28%	(34)	52%	(63)	121
All Christian	21%	(49)	28%	(67)	51%	(121)	237
All Non-Christian	13%	(6)	32%	(16)	55%	(27)	50
Atheist	19%	(22)	18%	(21)	63%	(73)	116
Agnostic/Nothing in particular	26%	(104)	26%	(104)	49%	(198)	405
Something Else	21%	(40)	27%	(53)	52%	(101)	193
Religious Non-Protestant/Catholic	14%	(9)	25%	(17)	62%	(42)	68
Evangelical	27%	(47)	32%	(54)	41%	(71)	172
Non-Evangelical	16%	(36)	27%	(62)	57%	(131)	228
Community: Urban	23%	(67)	25%	(72)	52%	(149)	288
Community: Suburban	18%	(76)	27%	(116)	56%	(244)	435
Community: Rural	28%	(77)	26%	(73)	46%	(127)	276
Military HH: Yes	22%	(21)	37%	(36)	41%	(40)	97
Military HH: No	22%	(200)	25%	(225)	53%	(479)	903
4-Region: Northeast	21%	(34)	32%	(52)	47%	(78)	164
4-Region: Midwest	22%	(51)	21%	(49)	57%	(133)	233
4-Region: South	26%	(111)	25%	(108)	49%	(213)	432
4-Region: West	14%	(24)	30%	(52)	56%	(95)	172
TikTok Users	24%	(166)	28%	(189)	48%	(325)	680

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**Table MCFE31\_6:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Fast and Furious*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	22%	(221)	26%	(260)	52%	(519)	1000
Twitch Users	20%	(47)	30%	(71)	50%	(118)	236
2022 Sports Viewers/Attendees	24%	(143)	28%	(165)	48%	(289)	597
Monthly Moviegoers	27%	(45)	30%	(50)	43%	(73)	168
Few Times per Year + Moviegoers	23%	(131)	28%	(158)	49%	(282)	571
Heard Smile Campaign	26%	(110)	28%	(120)	46%	(195)	425
Heard Minion Campaign	27%	(136)	26%	(132)	47%	(237)	505
Listens to Podcasts	24%	(133)	28%	(157)	47%	(262)	552
Streaming Services User	23%	(205)	26%	(237)	51%	(457)	898
Netflix User	24%	(205)	26%	(227)	50%	(432)	864
Disney+ User	24%	(147)	27%	(169)	49%	(301)	617
Heterosexual or straight	25%	(178)	30%	(209)	45%	(315)	702
Bisexual	16%	(23)	25%	(35)	59%	(83)	141
Something else	18%	(10)	12%	(7)	70%	(39)	56
Yes	17%	(24)	15%	(21)	68%	(95)	140
No	23%	(196)	28%	(240)	49%	(424)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE31\_7:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Pokemon*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	17%	(172)	28%	(279)	55%	(549)	1000
Gender: Male	23%	(116)	31%	(156)	46%	(234)	506
Gender: Female	11%	(56)	25%	(123)	64%	(315)	494
Age: 18-34	19%	(119)	28%	(173)	52%	(317)	609
GenZers: 1997-2012	17%	(172)	28%	(279)	55%	(549)	1000
Ideo: Liberal (1-3)	20%	(60)	30%	(92)	50%	(152)	304
Ideo: Moderate (4)	20%	(47)	26%	(60)	54%	(126)	232
Ideo: Conservative (5-7)	11%	(18)	28%	(47)	61%	(100)	165
Educ: < College	17%	(158)	28%	(250)	55%	(501)	910
Educ: Bachelors degree	16%	(10)	33%	(22)	51%	(33)	65
Ethnicity: White	17%	(122)	26%	(188)	58%	(421)	731
Ethnicity: Hispanic	22%	(54)	24%	(58)	54%	(131)	242
Ethnicity: Black	17%	(25)	30%	(45)	53%	(79)	148
Ethnicity: Other	21%	(26)	38%	(46)	41%	(49)	121
All Christian	16%	(38)	31%	(74)	53%	(125)	237
All Non-Christian	25%	(13)	29%	(14)	46%	(23)	50
Atheist	17%	(20)	35%	(41)	48%	(55)	116
Agnostic/Nothing in particular	18%	(73)	28%	(112)	54%	(220)	405
Something Else	15%	(29)	20%	(38)	65%	(126)	193
Religious Non-Protestant/Catholic	25%	(17)	23%	(15)	53%	(36)	68
Evangelical	13%	(22)	26%	(45)	61%	(105)	172
Non-Evangelical	17%	(39)	27%	(61)	56%	(129)	228
Community: Urban	18%	(52)	27%	(79)	55%	(157)	288
Community: Suburban	19%	(85)	30%	(132)	50%	(219)	435
Community: Rural	13%	(36)	25%	(69)	62%	(172)	276
Military HH: Yes	27%	(26)	31%	(30)	42%	(41)	97
Military HH: No	16%	(146)	28%	(249)	56%	(508)	903
4-Region: Northeast	16%	(27)	35%	(58)	48%	(80)	164
4-Region: Midwest	19%	(44)	33%	(76)	48%	(112)	233
4-Region: South	17%	(74)	24%	(106)	58%	(252)	432
4-Region: West	16%	(27)	23%	(40)	61%	(105)	172
TikTok Users	16%	(106)	28%	(189)	57%	(386)	680

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**Table MCFE31\_7: In general, what kind of fan, if at all, do you consider yourself to be of the following?**  
*Pokemon*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	17%	(172)	28%	(279)	55%	(549)	1000
Twitch Users	22%	(51)	35%	(82)	43%	(103)	236
2022 Sports Viewers/Attendees	18%	(109)	28%	(168)	54%	(321)	597
Monthly Moviegoers	20%	(34)	28%	(47)	52%	(88)	168
Few Times per Year + Moviegoers	18%	(105)	28%	(158)	54%	(308)	571
Heard Smile Campaign	19%	(80)	29%	(125)	52%	(220)	425
Heard Minion Campaign	21%	(105)	30%	(153)	49%	(248)	505
Listens to Podcasts	19%	(104)	31%	(169)	51%	(280)	552
Streaming Services User	17%	(156)	28%	(251)	55%	(491)	898
Netflix User	17%	(151)	27%	(233)	56%	(480)	864
Disney+ User	19%	(119)	28%	(172)	53%	(326)	617
Heterosexual or straight	17%	(117)	27%	(188)	57%	(396)	702
Bisexual	18%	(26)	34%	(47)	48%	(68)	141
Something else	15%	(8)	39%	(22)	47%	(26)	56
Yes	15%	(21)	26%	(36)	59%	(83)	140
No	18%	(151)	28%	(244)	54%	(466)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE31\_8:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Marvel Cinematic Universe (MCU)*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	31%	(311)	30%	(303)	39%	(386)	1000
Gender: Male	34%	(174)	36%	(182)	30%	(150)	506
Gender: Female	28%	(137)	24%	(121)	48%	(236)	494
Age: 18-34	33%	(199)	33%	(203)	34%	(206)	609
GenZers: 1997-2012	31%	(311)	30%	(303)	39%	(386)	1000
Ideo: Liberal (1-3)	33%	(101)	34%	(103)	33%	(99)	304
Ideo: Moderate (4)	31%	(72)	29%	(66)	40%	(94)	232
Ideo: Conservative (5-7)	34%	(56)	30%	(49)	36%	(60)	165
Educ: < College	31%	(278)	30%	(277)	39%	(355)	910
Educ: Bachelors degree	38%	(25)	30%	(19)	32%	(21)	65
Ethnicity: White	30%	(218)	30%	(219)	40%	(294)	731
Ethnicity: Hispanic	38%	(92)	34%	(82)	28%	(68)	242
Ethnicity: Black	34%	(50)	32%	(47)	35%	(51)	148
Ethnicity: Other	35%	(43)	31%	(37)	34%	(41)	121
All Christian	38%	(89)	28%	(67)	34%	(81)	237
All Non-Christian	13%	(7)	50%	(25)	37%	(18)	50
Atheist	30%	(34)	34%	(39)	37%	(42)	116
Agnostic/Nothing in particular	31%	(126)	31%	(123)	38%	(156)	405
Something Else	28%	(55)	26%	(49)	46%	(89)	193
Religious Non-Protestant/Catholic	20%	(14)	47%	(32)	33%	(22)	68
Evangelical	33%	(56)	29%	(51)	38%	(65)	172
Non-Evangelical	34%	(77)	24%	(55)	42%	(97)	228
Community: Urban	29%	(82)	30%	(88)	41%	(118)	288
Community: Suburban	32%	(141)	30%	(130)	38%	(164)	435
Community: Rural	32%	(88)	31%	(85)	37%	(104)	276
Military HH: Yes	36%	(35)	41%	(40)	23%	(23)	97
Military HH: No	31%	(277)	29%	(264)	40%	(363)	903
4-Region: Northeast	28%	(46)	31%	(51)	41%	(67)	164
4-Region: Midwest	31%	(72)	25%	(59)	44%	(101)	233
4-Region: South	32%	(136)	31%	(133)	38%	(162)	432
4-Region: West	33%	(57)	35%	(61)	32%	(55)	172
TikTok Users	34%	(234)	29%	(196)	37%	(250)	680

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**Table MCFE31\_8:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*  
Marvel Cinematic Universe (MCU)

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	31%	(311)	30%	(303)	39%	(386)	1000
Twitch Users	38%	(89)	34%	(80)	29%	(67)	236
2022 Sports Viewers/Attendees	36%	(216)	31%	(184)	33%	(198)	597
Monthly Moviegoers	40%	(68)	29%	(48)	31%	(53)	168
Few Times per Year + Moviegoers	37%	(213)	30%	(172)	32%	(185)	571
Heard Smile Campaign	40%	(172)	28%	(118)	32%	(135)	425
Heard Minion Campaign	39%	(197)	29%	(145)	32%	(163)	505
Listens to Podcasts	37%	(203)	31%	(173)	32%	(177)	552
Streaming Services User	33%	(294)	31%	(279)	36%	(325)	898
Netflix User	34%	(293)	30%	(257)	36%	(314)	864
Disney+ User	39%	(239)	30%	(183)	32%	(195)	617
Heterosexual or straight	34%	(237)	30%	(211)	36%	(253)	702
Bisexual	31%	(44)	33%	(46)	37%	(52)	141
Something else	19%	(11)	24%	(13)	57%	(32)	56
Yes	19%	(27)	29%	(40)	52%	(72)	140
No	33%	(284)	31%	(263)	36%	(313)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE31\_9:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

DC Universe

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	19%	(191)	35%	(347)	46%	(462)	1000
Gender: Male	25%	(126)	38%	(191)	38%	(190)	506
Gender: Female	13%	(65)	32%	(157)	55%	(272)	494
Age: 18-34	21%	(130)	37%	(227)	41%	(253)	609
GenZers: 1997-2012	19%	(191)	35%	(347)	46%	(462)	1000
Ideo: Liberal (1-3)	19%	(57)	38%	(116)	43%	(131)	304
Ideo: Moderate (4)	22%	(52)	31%	(71)	47%	(109)	232
Ideo: Conservative (5-7)	22%	(36)	38%	(63)	40%	(66)	165
Educ: < College	19%	(172)	36%	(323)	46%	(415)	910
Educ: Bachelors degree	23%	(15)	26%	(17)	51%	(33)	65
Ethnicity: White	18%	(130)	35%	(255)	47%	(346)	731
Ethnicity: Hispanic	19%	(47)	43%	(103)	38%	(91)	242
Ethnicity: Black	29%	(43)	34%	(50)	37%	(55)	148
Ethnicity: Other	15%	(18)	35%	(42)	50%	(60)	121
All Christian	26%	(61)	27%	(64)	47%	(112)	237
All Non-Christian	12%	(6)	50%	(25)	38%	(19)	50
Atheist	17%	(20)	32%	(37)	50%	(58)	116
Agnostic/Nothing in particular	18%	(74)	38%	(155)	43%	(176)	405
Something Else	15%	(29)	35%	(67)	50%	(97)	193
Religious Non-Protestant/Catholic	15%	(10)	40%	(27)	45%	(31)	68
Evangelical	27%	(46)	29%	(50)	44%	(76)	172
Non-Evangelical	17%	(39)	32%	(73)	51%	(116)	228
Community: Urban	19%	(55)	30%	(87)	51%	(146)	288
Community: Suburban	20%	(86)	35%	(154)	45%	(196)	435
Community: Rural	18%	(50)	39%	(107)	43%	(120)	276
Military HH: Yes	26%	(25)	42%	(41)	32%	(31)	97
Military HH: No	18%	(166)	34%	(306)	48%	(431)	903
4-Region: Northeast	19%	(31)	33%	(54)	49%	(80)	164
4-Region: Midwest	21%	(48)	34%	(78)	46%	(106)	233
4-Region: South	21%	(90)	36%	(155)	43%	(187)	432
4-Region: West	13%	(22)	35%	(60)	52%	(89)	172
TikTok Users	21%	(142)	37%	(248)	43%	(289)	680

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**Table MCFE31\_9:** In general, what kind of fan, if at all, do you consider yourself to be of the following?

DC Universe

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	19%	(191)	35%	(347)	46%	(462)	1000
Twitch Users	26%	(62)	40%	(94)	34%	(79)	236
2022 Sports Viewers/Attendees	22%	(130)	36%	(213)	43%	(254)	597
Monthly Moviegoers	28%	(46)	29%	(49)	43%	(73)	168
Few Times per Year + Moviegoers	22%	(125)	37%	(211)	41%	(235)	571
Heard Smile Campaign	25%	(106)	37%	(156)	38%	(163)	425
Heard Minion Campaign	23%	(117)	34%	(174)	42%	(214)	505
Listens to Podcasts	22%	(119)	38%	(209)	41%	(224)	552
Streaming Services User	19%	(175)	36%	(323)	45%	(400)	898
Netflix User	20%	(169)	36%	(309)	45%	(387)	864
Disney+ User	22%	(137)	37%	(226)	41%	(254)	617
Heterosexual or straight	22%	(153)	34%	(239)	44%	(310)	702
Bisexual	14%	(20)	42%	(59)	43%	(61)	141
Something else	11%	(6)	30%	(17)	59%	(33)	56
Yes	16%	(22)	31%	(43)	53%	(74)	140
No	20%	(169)	35%	(304)	45%	(387)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE31\_10:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Transformers*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	18%	(181)	28%	(285)	53%	(534)	1000
Gender: Male	22%	(113)	34%	(171)	44%	(221)	506
Gender: Female	14%	(68)	23%	(113)	63%	(313)	494
Age: 18-34	21%	(129)	32%	(193)	47%	(286)	609
GenZers: 1997-2012	18%	(181)	28%	(285)	53%	(534)	1000
Ideo: Liberal (1-3)	17%	(51)	26%	(80)	57%	(173)	304
Ideo: Moderate (4)	19%	(45)	29%	(67)	52%	(120)	232
Ideo: Conservative (5-7)	17%	(28)	32%	(53)	51%	(84)	165
Educ: < College	17%	(159)	29%	(265)	53%	(486)	910
Educ: Bachelors degree	26%	(17)	26%	(17)	48%	(31)	65
Ethnicity: White	16%	(117)	28%	(206)	56%	(408)	731
Ethnicity: Hispanic	29%	(70)	33%	(79)	38%	(93)	242
Ethnicity: Black	28%	(41)	30%	(44)	43%	(63)	148
Ethnicity: Other	19%	(23)	28%	(34)	53%	(64)	121
All Christian	20%	(47)	27%	(64)	53%	(127)	237
All Non-Christian	11%	(5)	38%	(19)	51%	(25)	50
Atheist	13%	(14)	28%	(33)	59%	(69)	116
Agnostic/Nothing in particular	19%	(76)	30%	(121)	51%	(208)	405
Something Else	20%	(38)	25%	(48)	55%	(106)	193
Religious Non-Protestant/Catholic	14%	(9)	31%	(21)	56%	(38)	68
Evangelical	23%	(39)	30%	(52)	47%	(81)	172
Non-Evangelical	17%	(39)	23%	(53)	60%	(136)	228
Community: Urban	19%	(54)	26%	(76)	55%	(158)	288
Community: Suburban	15%	(67)	31%	(137)	53%	(232)	435
Community: Rural	22%	(60)	26%	(72)	52%	(144)	276
Military HH: Yes	24%	(23)	43%	(42)	33%	(32)	97
Military HH: No	17%	(158)	27%	(243)	56%	(502)	903
4-Region: Northeast	19%	(31)	23%	(38)	58%	(96)	164
4-Region: Midwest	15%	(35)	38%	(89)	47%	(108)	233
4-Region: South	22%	(93)	25%	(110)	53%	(229)	432
4-Region: West	13%	(22)	28%	(49)	59%	(101)	172
TikTok Users	21%	(140)	28%	(194)	51%	(346)	680

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**Table MCFE31\_10:** In general, what kind of fan, if at all, do you consider yourself to be of the following?

*Transformers*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	18%	(181)	28%	(285)	53%	(534)	1000
Twitch Users	15%	(35)	36%	(85)	49%	(116)	236
2022 Sports Viewers/Attendees	19%	(113)	30%	(180)	51%	(303)	597
Monthly Moviegoers	25%	(42)	29%	(49)	46%	(77)	168
Few Times per Year + Moviegoers	19%	(106)	31%	(176)	51%	(289)	571
Heard Smile Campaign	22%	(93)	30%	(129)	48%	(203)	425
Heard Minion Campaign	23%	(118)	26%	(129)	51%	(258)	505
Listens to Podcasts	24%	(131)	30%	(164)	47%	(257)	552
Streaming Services User	19%	(167)	29%	(265)	52%	(467)	898
Netflix User	19%	(165)	29%	(253)	52%	(446)	864
Disney+ User	21%	(131)	30%	(184)	49%	(302)	617
Heterosexual or straight	21%	(145)	30%	(213)	49%	(344)	702
Bisexual	15%	(21)	33%	(46)	53%	(74)	141
Something else	9%	(5)	21%	(12)	70%	(39)	56
Yes	11%	(15)	27%	(38)	62%	(87)	140
No	19%	(166)	29%	(247)	52%	(447)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE31\_11:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Star Trek*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	6%	(61)	19%	(194)	74%	(745)	1000
Gender: Male	7%	(36)	23%	(115)	70%	(355)	506
Gender: Female	5%	(25)	16%	(79)	79%	(389)	494
Age: 18-34	8%	(50)	23%	(140)	69%	(418)	609
GenZers: 1997-2012	6%	(61)	19%	(194)	74%	(745)	1000
Ideo: Liberal (1-3)	6%	(20)	24%	(74)	69%	(210)	304
Ideo: Moderate (4)	7%	(17)	24%	(56)	69%	(159)	232
Ideo: Conservative (5-7)	6%	(11)	21%	(35)	72%	(119)	165
Educ: < College	6%	(54)	19%	(170)	75%	(687)	910
Educ: Bachelors degree	8%	(5)	28%	(18)	65%	(42)	65
Ethnicity: White	5%	(37)	20%	(147)	75%	(547)	731
Ethnicity: Hispanic	6%	(15)	19%	(47)	74%	(180)	242
Ethnicity: Black	14%	(21)	20%	(29)	66%	(97)	148
Ethnicity: Other	2%	(3)	15%	(18)	83%	(100)	121
All Christian	9%	(20)	24%	(57)	67%	(160)	237
All Non-Christian	6%	(3)	38%	(19)	57%	(28)	50
Atheist	2%	(2)	16%	(18)	82%	(95)	116
Agnostic/Nothing in particular	7%	(28)	18%	(71)	76%	(306)	405
Something Else	4%	(7)	15%	(29)	81%	(156)	193
Religious Non-Protestant/Catholic	7%	(5)	31%	(21)	62%	(42)	68
Evangelical	10%	(18)	22%	(37)	68%	(117)	172
Non-Evangelical	3%	(7)	19%	(43)	78%	(178)	228
Community: Urban	6%	(16)	19%	(55)	75%	(217)	288
Community: Suburban	6%	(26)	22%	(94)	72%	(315)	435
Community: Rural	7%	(18)	16%	(45)	77%	(213)	276
Military HH: Yes	13%	(12)	21%	(20)	67%	(65)	97
Military HH: No	5%	(48)	19%	(174)	75%	(680)	903
4-Region: Northeast	5%	(8)	19%	(31)	76%	(125)	164
4-Region: Midwest	6%	(13)	23%	(53)	72%	(166)	233
4-Region: South	7%	(30)	20%	(87)	73%	(315)	432
4-Region: West	6%	(10)	14%	(24)	81%	(138)	172
TikTok Users	5%	(35)	19%	(128)	76%	(517)	680

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**Table MCFE31\_11:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Star Trek*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	6%	(61)	19%	(194)	74%	(745)	1000
Twitch Users	6%	(13)	21%	(49)	73%	(173)	236
2022 Sports Viewers/Attendees	8%	(46)	21%	(125)	71%	(427)	597
Monthly Moviegoers	10%	(18)	23%	(39)	66%	(112)	168
Few Times per Year + Moviegoers	7%	(41)	22%	(124)	71%	(406)	571
Heard Smile Campaign	8%	(33)	20%	(84)	73%	(308)	425
Heard Minion Campaign	8%	(39)	21%	(105)	71%	(361)	505
Listens to Podcasts	8%	(45)	25%	(141)	66%	(366)	552
Streaming Services User	6%	(52)	19%	(168)	75%	(678)	898
Netflix User	6%	(55)	19%	(164)	75%	(646)	864
Disney+ User	7%	(46)	22%	(134)	71%	(438)	617
Heterosexual or straight	6%	(45)	19%	(137)	74%	(520)	702
Bisexual	4%	(6)	18%	(26)	78%	(110)	141
Something else	5%	(3)	29%	(16)	66%	(37)	56
Yes	8%	(12)	18%	(25)	74%	(103)	140
No	6%	(49)	20%	(169)	75%	(642)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE31\_12:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Jurassic Park*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	23%	(231)	38%	(381)	39%	(389)	1000
Gender: Male	23%	(114)	41%	(209)	36%	(183)	506
Gender: Female	24%	(116)	35%	(172)	42%	(206)	494
Age: 18-34	25%	(149)	41%	(248)	35%	(212)	609
GenZers: 1997-2012	23%	(231)	38%	(381)	39%	(389)	1000
Ideo: Liberal (1-3)	22%	(65)	41%	(124)	38%	(115)	304
Ideo: Moderate (4)	24%	(55)	38%	(87)	39%	(90)	232
Ideo: Conservative (5-7)	26%	(43)	42%	(69)	33%	(54)	165
Educ: < College	22%	(199)	38%	(349)	40%	(361)	910
Educ: Bachelors degree	32%	(21)	40%	(26)	28%	(18)	65
Ethnicity: White	23%	(165)	40%	(295)	37%	(271)	731
Ethnicity: Hispanic	29%	(70)	40%	(96)	31%	(76)	242
Ethnicity: Black	27%	(40)	32%	(47)	41%	(61)	148
Ethnicity: Other	21%	(26)	32%	(39)	47%	(57)	121
All Christian	28%	(66)	40%	(94)	32%	(76)	237
All Non-Christian	23%	(11)	40%	(20)	37%	(18)	50
Atheist	22%	(25)	32%	(37)	46%	(53)	116
Agnostic/Nothing in particular	20%	(83)	39%	(158)	40%	(164)	405
Something Else	23%	(45)	37%	(71)	40%	(77)	193
Religious Non-Protestant/Catholic	21%	(14)	38%	(25)	42%	(28)	68
Evangelical	29%	(50)	40%	(68)	31%	(53)	172
Non-Evangelical	23%	(53)	38%	(88)	38%	(88)	228
Community: Urban	25%	(72)	33%	(94)	42%	(122)	288
Community: Suburban	21%	(93)	38%	(167)	40%	(175)	435
Community: Rural	24%	(66)	43%	(120)	33%	(91)	276
Military HH: Yes	26%	(25)	50%	(48)	25%	(24)	97
Military HH: No	23%	(206)	37%	(332)	40%	(365)	903
4-Region: Northeast	29%	(47)	31%	(52)	40%	(66)	164
4-Region: Midwest	16%	(37)	48%	(112)	36%	(84)	233
4-Region: South	25%	(110)	36%	(155)	39%	(167)	432
4-Region: West	22%	(37)	36%	(61)	43%	(73)	172
TikTok Users	25%	(168)	38%	(258)	37%	(254)	680

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**Table MCFE31\_12:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Jurassic Park*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	23%	(231)	38%	(381)	39%	(389)	1000
Twitch Users	26%	(60)	42%	(100)	32%	(76)	236
2022 Sports Viewers/Attendees	26%	(154)	40%	(242)	34%	(202)	597
Monthly Moviegoers	34%	(58)	39%	(65)	27%	(46)	168
Few Times per Year + Moviegoers	25%	(141)	42%	(241)	33%	(189)	571
Heard Smile Campaign	27%	(116)	41%	(175)	31%	(134)	425
Heard Minion Campaign	30%	(152)	39%	(198)	31%	(155)	505
Listens to Podcasts	26%	(145)	42%	(232)	32%	(175)	552
Streaming Services User	24%	(216)	39%	(352)	37%	(330)	898
Netflix User	24%	(211)	39%	(338)	37%	(316)	864
Disney+ User	28%	(175)	39%	(240)	33%	(202)	617
Heterosexual or straight	24%	(169)	40%	(282)	36%	(251)	702
Bisexual	25%	(35)	39%	(55)	36%	(51)	141
Something else	19%	(10)	23%	(13)	58%	(33)	56
Yes	16%	(23)	35%	(49)	48%	(68)	140
No	24%	(208)	38%	(331)	37%	(321)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE31\_13:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Despicable Me*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	29%	(292)	44%	(435)	27%	(272)	1000
Gender: Male	24%	(120)	46%	(235)	30%	(151)	506
Gender: Female	35%	(172)	41%	(200)	25%	(121)	494
Age: 18-34	27%	(167)	43%	(264)	29%	(179)	609
GenZers: 1997-2012	29%	(292)	44%	(435)	27%	(272)	1000
Ideo: Liberal (1-3)	28%	(86)	43%	(130)	29%	(89)	304
Ideo: Moderate (4)	27%	(64)	43%	(101)	29%	(68)	232
Ideo: Conservative (5-7)	27%	(45)	47%	(78)	26%	(42)	165
Educ: < College	29%	(264)	44%	(403)	27%	(243)	910
Educ: Bachelors degree	28%	(18)	38%	(25)	35%	(22)	65
Ethnicity: White	27%	(200)	45%	(327)	28%	(204)	731
Ethnicity: Hispanic	39%	(94)	44%	(106)	17%	(42)	242
Ethnicity: Black	34%	(51)	43%	(64)	23%	(33)	148
Ethnicity: Other	34%	(41)	37%	(45)	29%	(35)	121
All Christian	32%	(76)	40%	(94)	28%	(68)	237
All Non-Christian	19%	(9)	54%	(27)	27%	(14)	50
Atheist	17%	(20)	49%	(56)	34%	(40)	116
Agnostic/Nothing in particular	29%	(115)	45%	(182)	27%	(107)	405
Something Else	37%	(72)	40%	(77)	23%	(44)	193
Religious Non-Protestant/Catholic	20%	(14)	46%	(31)	34%	(23)	68
Evangelical	41%	(71)	40%	(69)	18%	(32)	172
Non-Evangelical	30%	(69)	40%	(92)	29%	(67)	228
Community: Urban	36%	(104)	35%	(101)	29%	(83)	288
Community: Suburban	28%	(122)	45%	(196)	27%	(118)	435
Community: Rural	24%	(67)	50%	(138)	26%	(72)	276
Military HH: Yes	30%	(29)	53%	(52)	16%	(16)	97
Military HH: No	29%	(263)	42%	(384)	28%	(257)	903
4-Region: Northeast	26%	(42)	37%	(61)	37%	(61)	164
4-Region: Midwest	26%	(61)	49%	(113)	25%	(59)	233
4-Region: South	32%	(138)	45%	(193)	23%	(101)	432
4-Region: West	30%	(52)	40%	(68)	30%	(52)	172
TikTok Users	32%	(216)	44%	(302)	24%	(162)	680

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**Table MCFE31\_13:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Despicable Me*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	29%	(292)	44%	(435)	27%	(272)	1000
Twitch Users	27%	(65)	44%	(103)	29%	(68)	236
2022 Sports Viewers/Attendees	32%	(189)	45%	(266)	24%	(143)	597
Monthly Moviegoers	38%	(65)	38%	(63)	24%	(40)	168
Few Times per Year + Moviegoers	31%	(176)	46%	(260)	23%	(134)	571
Heard Smile Campaign	37%	(156)	43%	(184)	20%	(85)	425
Heard Minion Campaign	39%	(197)	43%	(215)	18%	(93)	505
Listens to Podcasts	33%	(181)	42%	(230)	26%	(142)	552
Streaming Services User	30%	(271)	44%	(397)	26%	(230)	898
Netflix User	30%	(257)	45%	(389)	25%	(218)	864
Disney+ User	34%	(211)	45%	(279)	21%	(127)	617
Heterosexual or straight	30%	(207)	45%	(313)	26%	(181)	702
Bisexual	29%	(41)	46%	(65)	24%	(34)	141
Something else	38%	(21)	21%	(12)	41%	(23)	56
Yes	23%	(33)	49%	(68)	28%	(39)	140
No	30%	(260)	43%	(367)	27%	(233)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsultintelligence.com).

**Table MCFE31\_14:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Pirates of the Caribbean*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	24%	(243)	37%	(367)	39%	(391)	1000
Gender: Male	23%	(114)	37%	(186)	41%	(206)	506
Gender: Female	26%	(128)	37%	(181)	37%	(184)	494
Age: 18-34	27%	(165)	38%	(228)	35%	(216)	609
GenZers: 1997-2012	24%	(243)	37%	(367)	39%	(391)	1000
Ideo: Liberal (1-3)	19%	(58)	37%	(112)	44%	(133)	304
Ideo: Moderate (4)	26%	(61)	38%	(88)	36%	(84)	232
Ideo: Conservative (5-7)	35%	(57)	38%	(63)	27%	(45)	165
Educ: < College	24%	(217)	37%	(337)	39%	(356)	910
Educ: Bachelors degree	32%	(21)	34%	(22)	34%	(22)	65
Ethnicity: White	26%	(187)	37%	(269)	38%	(276)	731
Ethnicity: Hispanic	28%	(68)	39%	(93)	33%	(81)	242
Ethnicity: Black	19%	(29)	34%	(51)	46%	(68)	148
Ethnicity: Other	22%	(27)	39%	(47)	38%	(47)	121
All Christian	27%	(65)	33%	(77)	40%	(95)	237
All Non-Christian	17%	(9)	36%	(18)	46%	(23)	50
Atheist	32%	(37)	27%	(31)	41%	(47)	116
Agnostic/Nothing in particular	24%	(97)	38%	(154)	38%	(154)	405
Something Else	18%	(35)	45%	(87)	37%	(71)	193
Religious Non-Protestant/Catholic	20%	(13)	33%	(23)	47%	(32)	68
Evangelical	25%	(43)	39%	(66)	36%	(62)	172
Non-Evangelical	21%	(48)	39%	(88)	41%	(92)	228
Community: Urban	24%	(70)	38%	(110)	38%	(109)	288
Community: Suburban	24%	(106)	32%	(140)	43%	(189)	435
Community: Rural	24%	(66)	42%	(117)	34%	(93)	276
Military HH: Yes	34%	(33)	41%	(39)	26%	(25)	97
Military HH: No	23%	(210)	36%	(328)	41%	(366)	903
4-Region: Northeast	21%	(34)	32%	(52)	48%	(78)	164
4-Region: Midwest	20%	(45)	40%	(93)	41%	(94)	233
4-Region: South	26%	(112)	38%	(164)	36%	(156)	432
4-Region: West	30%	(51)	34%	(58)	36%	(63)	172
TikTok Users	24%	(166)	36%	(245)	40%	(269)	680

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**Table MCFE31\_14:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Pirates of the Caribbean*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	24%	(243)	37%	(367)	39%	(391)	1000
Twitch Users	25%	(59)	34%	(80)	41%	(97)	236
2022 Sports Viewers/Attendees	25%	(152)	38%	(225)	37%	(221)	597
Monthly Moviegoers	26%	(44)	32%	(54)	42%	(70)	168
Few Times per Year + Moviegoers	26%	(147)	37%	(213)	37%	(211)	571
Heard Smile Campaign	27%	(113)	42%	(177)	32%	(134)	425
Heard Minion Campaign	28%	(143)	36%	(180)	36%	(182)	505
Listens to Podcasts	24%	(134)	39%	(217)	36%	(201)	552
Streaming Services User	25%	(226)	37%	(329)	38%	(344)	898
Netflix User	26%	(221)	38%	(325)	37%	(318)	864
Disney+ User	29%	(177)	36%	(223)	35%	(217)	617
Heterosexual or straight	25%	(178)	39%	(270)	36%	(253)	702
Bisexual	27%	(38)	33%	(47)	40%	(56)	141
Something else	14%	(8)	37%	(21)	49%	(27)	56
Yes	18%	(25)	34%	(47)	48%	(68)	140
No	25%	(217)	37%	(320)	38%	(323)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE31\_15:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Game of Thrones*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	11%	(108)	17%	(170)	72%	(722)	1000
Gender: Male	11%	(54)	21%	(105)	69%	(347)	506
Gender: Female	11%	(54)	13%	(65)	76%	(375)	494
Age: 18-34	16%	(99)	19%	(117)	65%	(393)	609
GenZers: 1997-2012	11%	(108)	17%	(170)	72%	(722)	1000
Ideo: Liberal (1-3)	14%	(43)	18%	(54)	68%	(206)	304
Ideo: Moderate (4)	13%	(31)	21%	(49)	66%	(152)	232
Ideo: Conservative (5-7)	9%	(15)	14%	(24)	77%	(127)	165
Educ: < College	10%	(88)	16%	(150)	74%	(672)	910
Educ: Bachelors degree	27%	(18)	22%	(15)	51%	(33)	65
Ethnicity: White	11%	(81)	15%	(112)	74%	(538)	731
Ethnicity: Hispanic	11%	(28)	19%	(46)	70%	(169)	242
Ethnicity: Black	11%	(16)	24%	(35)	65%	(96)	148
Ethnicity: Other	9%	(11)	19%	(23)	72%	(88)	121
All Christian	14%	(32)	16%	(37)	71%	(168)	237
All Non-Christian	13%	(6)	30%	(15)	57%	(28)	50
Atheist	10%	(11)	13%	(15)	77%	(89)	116
Agnostic/Nothing in particular	10%	(41)	17%	(69)	73%	(294)	405
Something Else	9%	(17)	17%	(33)	74%	(142)	193
Religious Non-Protestant/Catholic	15%	(10)	23%	(16)	62%	(42)	68
Evangelical	8%	(13)	20%	(34)	73%	(125)	172
Non-Evangelical	13%	(30)	14%	(33)	72%	(165)	228
Community: Urban	16%	(46)	15%	(43)	69%	(199)	288
Community: Suburban	9%	(41)	19%	(84)	71%	(311)	435
Community: Rural	8%	(21)	16%	(44)	77%	(212)	276
Military HH: Yes	16%	(16)	32%	(31)	52%	(50)	97
Military HH: No	10%	(92)	15%	(139)	74%	(672)	903
4-Region: Northeast	15%	(25)	16%	(26)	68%	(112)	164
4-Region: Midwest	7%	(15)	21%	(48)	73%	(169)	233
4-Region: South	11%	(49)	18%	(79)	70%	(304)	432
4-Region: West	11%	(19)	10%	(17)	79%	(136)	172
TikTok Users	12%	(79)	16%	(110)	72%	(491)	680

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**Table MCFE31\_15:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Game of Thrones*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	11%	(108)	17%	(170)	72%	(722)	1000
Twitch Users	13%	(31)	20%	(46)	67%	(158)	236
2022 Sports Viewers/Attendees	11%	(63)	19%	(112)	71%	(422)	597
Monthly Moviegoers	18%	(31)	16%	(28)	65%	(110)	168
Few Times per Year + Moviegoers	13%	(73)	18%	(105)	69%	(392)	571
Heard Smile Campaign	13%	(55)	21%	(91)	66%	(278)	425
Heard Minion Campaign	14%	(70)	19%	(97)	67%	(338)	505
Listens to Podcasts	13%	(72)	22%	(123)	65%	(358)	552
Streaming Services User	11%	(101)	17%	(156)	71%	(641)	898
Netflix User	11%	(97)	18%	(157)	71%	(609)	864
Disney+ User	14%	(86)	19%	(116)	67%	(415)	617
Heterosexual or straight	11%	(78)	19%	(132)	70%	(492)	702
Bisexual	13%	(18)	15%	(22)	72%	(102)	141
Something else	8%	(4)	5%	(3)	87%	(49)	56
Yes	7%	(10)	19%	(26)	74%	(104)	140
No	11%	(99)	17%	(144)	72%	(618)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE31\_16:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Stranger Things*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	30%	(302)	29%	(289)	41%	(409)	1000
Gender: Male	25%	(126)	31%	(154)	45%	(225)	506
Gender: Female	36%	(176)	27%	(134)	37%	(184)	494
Age: 18-34	31%	(190)	30%	(182)	39%	(237)	609
GenZers: 1997-2012	30%	(302)	29%	(289)	41%	(409)	1000
Ideo: Liberal (1-3)	34%	(102)	29%	(89)	37%	(112)	304
Ideo: Moderate (4)	29%	(67)	31%	(73)	40%	(93)	232
Ideo: Conservative (5-7)	29%	(48)	29%	(49)	42%	(69)	165
Educ: < College	30%	(274)	28%	(256)	42%	(380)	910
Educ: Bachelors degree	32%	(21)	35%	(23)	34%	(22)	65
Ethnicity: White	30%	(221)	29%	(209)	41%	(302)	731
Ethnicity: Hispanic	33%	(81)	32%	(77)	35%	(84)	242
Ethnicity: Black	34%	(50)	31%	(45)	35%	(52)	148
Ethnicity: Other	26%	(31)	29%	(35)	45%	(55)	121
All Christian	30%	(70)	30%	(72)	40%	(95)	237
All Non-Christian	27%	(14)	41%	(20)	32%	(16)	50
Atheist	22%	(26)	27%	(32)	50%	(58)	116
Agnostic/Nothing in particular	34%	(139)	26%	(106)	39%	(159)	405
Something Else	28%	(53)	30%	(58)	42%	(81)	193
Religious Non-Protestant/Catholic	27%	(19)	31%	(21)	42%	(28)	68
Evangelical	27%	(47)	33%	(57)	39%	(67)	172
Non-Evangelical	30%	(68)	29%	(66)	41%	(94)	228
Community: Urban	33%	(95)	28%	(82)	39%	(112)	288
Community: Suburban	27%	(117)	30%	(130)	43%	(189)	435
Community: Rural	33%	(91)	28%	(77)	39%	(109)	276
Military HH: Yes	33%	(32)	42%	(40)	26%	(25)	97
Military HH: No	30%	(271)	27%	(248)	43%	(384)	903
4-Region: Northeast	33%	(55)	24%	(40)	42%	(70)	164
4-Region: Midwest	34%	(80)	27%	(62)	39%	(90)	233
4-Region: South	30%	(129)	30%	(129)	40%	(174)	432
4-Region: West	22%	(39)	34%	(58)	44%	(75)	172
TikTok Users	34%	(229)	31%	(210)	35%	(241)	680

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**Table MCFE31\_16:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Stranger Things*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	30%	(302)	29%	(289)	41%	(409)	1000
Twitch Users	34%	(81)	32%	(75)	34%	(79)	236
2022 Sports Viewers/Attendees	31%	(184)	31%	(185)	38%	(228)	597
Monthly Moviegoers	37%	(62)	28%	(46)	36%	(60)	168
Few Times per Year + Moviegoers	33%	(189)	32%	(180)	35%	(201)	571
Heard Smile Campaign	38%	(163)	29%	(123)	33%	(138)	425
Heard Minion Campaign	39%	(196)	28%	(143)	33%	(167)	505
Listens to Podcasts	33%	(183)	31%	(171)	36%	(198)	552
Streaming Services User	32%	(289)	30%	(273)	38%	(337)	898
Netflix User	33%	(285)	31%	(268)	36%	(312)	864
Disney+ User	38%	(234)	30%	(186)	32%	(197)	617
Heterosexual or straight	29%	(203)	31%	(217)	40%	(281)	702
Bisexual	34%	(48)	28%	(40)	38%	(53)	141
Something else	19%	(11)	19%	(11)	62%	(35)	56
Yes	29%	(41)	29%	(40)	42%	(58)	140
No	30%	(261)	29%	(248)	41%	(351)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE31\_17:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Mission: Impossible*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	10%	(98)	23%	(235)	67%	(668)	1000
Gender: Male	12%	(62)	28%	(141)	60%	(303)	506
Gender: Female	7%	(36)	19%	(94)	74%	(365)	494
Age: 18-34	12%	(73)	28%	(170)	60%	(366)	609
GenZers: 1997-2012	10%	(98)	23%	(235)	67%	(668)	1000
Ideo: Liberal (1-3)	8%	(24)	23%	(69)	70%	(211)	304
Ideo: Moderate (4)	13%	(31)	27%	(62)	60%	(139)	232
Ideo: Conservative (5-7)	13%	(21)	25%	(41)	63%	(103)	165
Educ: < College	9%	(82)	23%	(210)	68%	(617)	910
Educ: Bachelors degree	16%	(10)	29%	(19)	55%	(36)	65
Ethnicity: White	8%	(60)	23%	(170)	69%	(501)	731
Ethnicity: Hispanic	15%	(37)	27%	(64)	58%	(141)	242
Ethnicity: Black	17%	(25)	27%	(40)	56%	(83)	148
Ethnicity: Other	10%	(12)	20%	(25)	69%	(84)	121
All Christian	12%	(28)	25%	(59)	63%	(150)	237
All Non-Christian	14%	(7)	33%	(16)	53%	(26)	50
Atheist	8%	(10)	19%	(22)	73%	(85)	116
Agnostic/Nothing in particular	9%	(35)	25%	(100)	67%	(269)	405
Something Else	9%	(18)	19%	(38)	71%	(137)	193
Religious Non-Protestant/Catholic	15%	(10)	28%	(19)	57%	(39)	68
Evangelical	15%	(25)	31%	(53)	54%	(93)	172
Non-Evangelical	7%	(15)	16%	(36)	77%	(177)	228
Community: Urban	11%	(31)	24%	(68)	66%	(189)	288
Community: Suburban	9%	(40)	23%	(100)	68%	(296)	435
Community: Rural	10%	(27)	24%	(66)	66%	(183)	276
Military HH: Yes	18%	(17)	30%	(29)	52%	(51)	97
Military HH: No	9%	(81)	23%	(206)	68%	(617)	903
4-Region: Northeast	11%	(18)	22%	(36)	67%	(109)	164
4-Region: Midwest	10%	(23)	19%	(45)	71%	(165)	233
4-Region: South	10%	(42)	26%	(114)	64%	(276)	432
4-Region: West	9%	(15)	23%	(40)	68%	(117)	172
TikTok Users	10%	(70)	26%	(174)	64%	(437)	680

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**Table MCFE31\_17:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Mission: Impossible*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	10%	(98)	23%	(235)	67%	(668)	1000
Twitch Users	12%	(27)	31%	(73)	57%	(135)	236
2022 Sports Viewers/Attendees	12%	(70)	28%	(165)	61%	(362)	597
Monthly Moviegoers	19%	(32)	27%	(46)	53%	(90)	168
Few Times per Year + Moviegoers	10%	(58)	27%	(153)	63%	(359)	571
Heard Smile Campaign	13%	(55)	28%	(121)	59%	(249)	425
Heard Minion Campaign	12%	(60)	24%	(121)	64%	(324)	505
Listens to Podcasts	13%	(71)	28%	(157)	59%	(325)	552
Streaming Services User	10%	(89)	25%	(223)	65%	(587)	898
Netflix User	10%	(89)	24%	(211)	65%	(564)	864
Disney+ User	13%	(77)	27%	(164)	61%	(376)	617
Heterosexual or straight	11%	(78)	26%	(179)	63%	(445)	702
Bisexual	5%	(7)	23%	(32)	72%	(101)	141
Something else	8%	(4)	21%	(12)	71%	(40)	56
Yes	13%	(18)	14%	(19)	73%	(102)	140
No	9%	(79)	25%	(215)	66%	(566)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE31\_18:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

Godzilla

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	13%	(130)	30%	(295)	57%	(574)	1000
Gender: Male	18%	(90)	34%	(174)	48%	(242)	506
Gender: Female	8%	(41)	25%	(121)	67%	(332)	494
Age: 18-34	14%	(88)	30%	(185)	55%	(337)	609
GenZers: 1997-2012	13%	(130)	30%	(295)	57%	(574)	1000
Ideo: Liberal (1-3)	11%	(35)	24%	(73)	65%	(196)	304
Ideo: Moderate (4)	15%	(34)	33%	(77)	52%	(122)	232
Ideo: Conservative (5-7)	13%	(22)	32%	(53)	55%	(91)	165
Educ: < College	13%	(117)	30%	(276)	57%	(517)	910
Educ: Bachelors degree	14%	(9)	26%	(17)	60%	(39)	65
Ethnicity: White	11%	(78)	30%	(219)	59%	(434)	731
Ethnicity: Hispanic	19%	(47)	32%	(79)	48%	(116)	242
Ethnicity: Black	23%	(34)	32%	(48)	45%	(66)	148
Ethnicity: Other	15%	(18)	23%	(28)	61%	(74)	121
All Christian	13%	(32)	31%	(73)	56%	(132)	237
All Non-Christian	10%	(5)	35%	(17)	55%	(27)	50
Atheist	8%	(9)	26%	(31)	66%	(76)	116
Agnostic/Nothing in particular	15%	(60)	30%	(120)	56%	(225)	405
Something Else	13%	(25)	28%	(55)	59%	(114)	193
Religious Non-Protestant/Catholic	11%	(8)	27%	(19)	62%	(42)	68
Evangelical	17%	(29)	34%	(58)	49%	(85)	172
Non-Evangelical	10%	(23)	28%	(63)	62%	(142)	228
Community: Urban	15%	(43)	25%	(73)	60%	(172)	288
Community: Suburban	12%	(53)	29%	(127)	59%	(256)	435
Community: Rural	12%	(34)	35%	(96)	53%	(147)	276
Military HH: Yes	12%	(11)	49%	(47)	39%	(38)	97
Military HH: No	13%	(119)	27%	(248)	59%	(536)	903
4-Region: Northeast	15%	(24)	28%	(46)	57%	(94)	164
4-Region: Midwest	9%	(21)	34%	(80)	57%	(132)	233
4-Region: South	15%	(67)	27%	(117)	57%	(248)	432
4-Region: West	11%	(19)	31%	(52)	58%	(100)	172
TikTok Users	15%	(102)	30%	(202)	55%	(376)	680

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**Table MCFE31\_18:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Godzilla*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	13%	(130)	30%	(295)	57%	(574)	1000
Twitch Users	11%	(25)	37%	(87)	52%	(123)	236
2022 Sports Viewers/Attendees	15%	(87)	31%	(183)	55%	(327)	597
Monthly Moviegoers	21%	(36)	30%	(51)	48%	(81)	168
Few Times per Year + Moviegoers	13%	(77)	29%	(167)	57%	(327)	571
Heard Smile Campaign	17%	(74)	34%	(144)	49%	(207)	425
Heard Minion Campaign	19%	(94)	32%	(163)	49%	(249)	505
Listens to Podcasts	17%	(95)	32%	(176)	51%	(282)	552
Streaming Services User	13%	(120)	30%	(271)	56%	(507)	898
Netflix User	14%	(118)	30%	(263)	56%	(483)	864
Disney+ User	15%	(93)	31%	(190)	54%	(333)	617
Heterosexual or straight	15%	(104)	32%	(223)	53%	(374)	702
Bisexual	10%	(14)	30%	(43)	60%	(85)	141
Something else	9%	(5)	22%	(12)	69%	(39)	56
Yes	7%	(10)	26%	(36)	67%	(93)	140
No	14%	(120)	30%	(259)	56%	(481)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE31\_19:** In general, what kind of fan, if at all, do you consider yourself to be of the following?

The Matrix

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	13%	(125)	25%	(250)	62%	(625)	1000
Gender: Male	17%	(87)	31%	(155)	52%	(264)	506
Gender: Female	8%	(38)	19%	(95)	73%	(361)	494
Age: 18-34	15%	(93)	31%	(186)	54%	(330)	609
GenZers: 1997-2012	13%	(125)	25%	(250)	62%	(625)	1000
Ideo: Liberal (1-3)	13%	(40)	25%	(77)	62%	(187)	304
Ideo: Moderate (4)	17%	(40)	26%	(61)	57%	(132)	232
Ideo: Conservative (5-7)	12%	(20)	28%	(46)	60%	(99)	165
Educ: < College	12%	(109)	25%	(228)	63%	(572)	910
Educ: Bachelors degree	17%	(11)	25%	(16)	58%	(38)	65
Ethnicity: White	11%	(78)	23%	(169)	66%	(484)	731
Ethnicity: Hispanic	16%	(38)	28%	(68)	56%	(136)	242
Ethnicity: Black	23%	(33)	30%	(44)	48%	(71)	148
Ethnicity: Other	12%	(14)	30%	(37)	58%	(70)	121
All Christian	16%	(39)	19%	(46)	64%	(153)	237
All Non-Christian	18%	(9)	35%	(17)	48%	(24)	50
Atheist	11%	(12)	22%	(26)	67%	(78)	116
Agnostic/Nothing in particular	11%	(45)	29%	(118)	60%	(242)	405
Something Else	10%	(20)	23%	(43)	67%	(129)	193
Religious Non-Protestant/Catholic	19%	(13)	26%	(18)	55%	(37)	68
Evangelical	14%	(24)	23%	(39)	63%	(109)	172
Non-Evangelical	13%	(29)	20%	(46)	67%	(154)	228
Community: Urban	16%	(46)	26%	(76)	58%	(167)	288
Community: Suburban	11%	(50)	25%	(109)	64%	(277)	435
Community: Rural	11%	(30)	24%	(66)	65%	(181)	276
Military HH: Yes	16%	(15)	37%	(35)	48%	(46)	97
Military HH: No	12%	(110)	24%	(215)	64%	(578)	903
4-Region: Northeast	14%	(23)	23%	(38)	62%	(102)	164
4-Region: Midwest	13%	(29)	21%	(50)	66%	(154)	233
4-Region: South	12%	(50)	29%	(123)	60%	(258)	432
4-Region: West	13%	(23)	23%	(39)	64%	(110)	172
TikTok Users	13%	(90)	25%	(170)	62%	(420)	680

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**Table MCFE31\_19:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

*The Matrix*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	13%	(125)	25%	(250)	62%	(625)	1000
Twitch Users	16%	(38)	29%	(68)	55%	(129)	236
2022 Sports Viewers/Attendees	14%	(82)	27%	(159)	60%	(356)	597
Monthly Moviegoers	17%	(29)	24%	(41)	58%	(98)	168
Few Times per Year + Moviegoers	15%	(87)	24%	(140)	60%	(344)	571
Heard Smile Campaign	17%	(72)	26%	(110)	57%	(243)	425
Heard Minion Campaign	16%	(80)	24%	(123)	60%	(302)	505
Listens to Podcasts	16%	(87)	29%	(162)	55%	(304)	552
Streaming Services User	13%	(119)	25%	(228)	61%	(552)	898
Netflix User	13%	(112)	26%	(223)	61%	(529)	864
Disney+ User	12%	(77)	28%	(173)	60%	(367)	617
Heterosexual or straight	13%	(93)	28%	(194)	59%	(415)	702
Bisexual	9%	(13)	25%	(36)	65%	(92)	141
Something else	10%	(6)	14%	(8)	76%	(43)	56
Yes	10%	(14)	20%	(28)	70%	(97)	140
No	13%	(111)	26%	(222)	61%	(527)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE31\_20:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Planet of the Apes*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	11%	(115)	24%	(240)	65%	(645)	1000
Gender: Male	14%	(73)	28%	(142)	57%	(291)	506
Gender: Female	8%	(42)	20%	(98)	72%	(354)	494
Age: 18-34	14%	(82)	28%	(171)	58%	(356)	609
GenZers: 1997-2012	11%	(115)	24%	(240)	65%	(645)	1000
Ideo: Liberal (1-3)	11%	(34)	21%	(64)	68%	(205)	304
Ideo: Moderate (4)	15%	(35)	28%	(66)	57%	(132)	232
Ideo: Conservative (5-7)	11%	(18)	24%	(39)	66%	(108)	165
Educ: < College	11%	(104)	24%	(215)	65%	(590)	910
Educ: Bachelors degree	12%	(8)	29%	(19)	60%	(39)	65
Ethnicity: White	9%	(69)	23%	(166)	68%	(496)	731
Ethnicity: Hispanic	17%	(41)	30%	(72)	53%	(129)	242
Ethnicity: Black	25%	(36)	30%	(44)	46%	(67)	148
Ethnicity: Other	8%	(9)	24%	(30)	68%	(82)	121
All Christian	13%	(30)	20%	(46)	68%	(161)	237
All Non-Christian	20%	(10)	34%	(17)	45%	(23)	50
Atheist	9%	(10)	26%	(30)	65%	(75)	116
Agnostic/Nothing in particular	10%	(40)	25%	(103)	65%	(262)	405
Something Else	13%	(25)	23%	(44)	65%	(125)	193
Religious Non-Protestant/Catholic	18%	(12)	26%	(18)	56%	(38)	68
Evangelical	15%	(25)	24%	(41)	61%	(105)	172
Non-Evangelical	11%	(26)	20%	(46)	68%	(156)	228
Community: Urban	13%	(37)	21%	(61)	66%	(191)	288
Community: Suburban	11%	(47)	23%	(102)	66%	(287)	435
Community: Rural	11%	(31)	28%	(78)	61%	(167)	276
Military HH: Yes	19%	(18)	28%	(27)	54%	(52)	97
Military HH: No	11%	(96)	24%	(213)	66%	(594)	903
4-Region: Northeast	11%	(18)	20%	(33)	69%	(113)	164
4-Region: Midwest	10%	(22)	30%	(69)	61%	(141)	233
4-Region: South	13%	(55)	25%	(110)	62%	(268)	432
4-Region: West	12%	(20)	17%	(29)	72%	(123)	172
TikTok Users	12%	(83)	24%	(162)	64%	(435)	680

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**Table MCFE31\_20:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Planet of the Apes*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	11%	(115)	24%	(240)	65%	(645)	1000
Twitch Users	12%	(28)	26%	(62)	62%	(145)	236
2022 Sports Viewers/Attendees	14%	(82)	25%	(150)	61%	(365)	597
Monthly Moviegoers	20%	(34)	24%	(40)	56%	(94)	168
Few Times per Year + Moviegoers	14%	(80)	23%	(129)	63%	(362)	571
Heard Smile Campaign	16%	(68)	27%	(114)	57%	(243)	425
Heard Minion Campaign	14%	(72)	26%	(132)	60%	(301)	505
Listens to Podcasts	15%	(83)	27%	(151)	58%	(318)	552
Streaming Services User	12%	(105)	25%	(225)	63%	(568)	898
Netflix User	12%	(103)	25%	(218)	63%	(542)	864
Disney+ User	15%	(90)	26%	(159)	60%	(368)	617
Heterosexual or straight	13%	(89)	26%	(181)	62%	(432)	702
Bisexual	9%	(12)	25%	(35)	66%	(94)	141
Something else	10%	(6)	18%	(10)	73%	(41)	56
Yes	8%	(11)	15%	(21)	77%	(108)	140
No	12%	(104)	25%	(219)	62%	(538)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE31\_21:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*The Conjuring*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	23%	(232)	25%	(248)	52%	(520)	1000
Gender: Male	20%	(99)	26%	(132)	54%	(274)	506
Gender: Female	27%	(133)	24%	(116)	50%	(245)	494
Age: 18-34	26%	(157)	28%	(169)	46%	(283)	609
GenZers: 1997-2012	23%	(232)	25%	(248)	52%	(520)	1000
Ideo: Liberal (1-3)	25%	(77)	25%	(75)	50%	(151)	304
Ideo: Moderate (4)	24%	(56)	31%	(73)	45%	(104)	232
Ideo: Conservative (5-7)	19%	(31)	25%	(41)	56%	(93)	165
Educ: < College	24%	(214)	25%	(224)	52%	(472)	910
Educ: Bachelors degree	20%	(13)	25%	(16)	55%	(36)	65
Ethnicity: White	24%	(174)	25%	(183)	51%	(375)	731
Ethnicity: Hispanic	32%	(77)	24%	(57)	45%	(108)	242
Ethnicity: Black	26%	(38)	27%	(40)	47%	(70)	148
Ethnicity: Other	17%	(20)	21%	(26)	62%	(75)	121
All Christian	19%	(46)	23%	(55)	58%	(137)	237
All Non-Christian	31%	(16)	34%	(17)	35%	(17)	50
Atheist	28%	(32)	23%	(26)	50%	(58)	116
Agnostic/Nothing in particular	24%	(99)	27%	(111)	48%	(195)	405
Something Else	21%	(40)	20%	(40)	59%	(114)	193
Religious Non-Protestant/Catholic	27%	(18)	29%	(19)	44%	(30)	68
Evangelical	19%	(33)	25%	(43)	56%	(96)	172
Non-Evangelical	20%	(45)	20%	(45)	60%	(138)	228
Community: Urban	29%	(83)	25%	(71)	46%	(134)	288
Community: Suburban	18%	(78)	24%	(106)	58%	(252)	435
Community: Rural	26%	(71)	26%	(71)	49%	(135)	276
Military HH: Yes	20%	(20)	31%	(30)	49%	(47)	97
Military HH: No	23%	(212)	24%	(218)	52%	(473)	903
4-Region: Northeast	26%	(43)	19%	(32)	54%	(89)	164
4-Region: Midwest	23%	(53)	29%	(67)	49%	(113)	233
4-Region: South	23%	(99)	25%	(108)	52%	(224)	432
4-Region: West	22%	(37)	24%	(41)	54%	(93)	172
TikTok Users	27%	(184)	28%	(190)	45%	(307)	680

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**Table MCFE31\_21:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*The Conjuring*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	23%	(232)	25%	(248)	52%	(520)	1000
Twitch Users	28%	(66)	24%	(56)	48%	(113)	236
2022 Sports Viewers/Attendees	22%	(133)	25%	(150)	53%	(315)	597
Monthly Moviegoers	25%	(42)	27%	(46)	48%	(80)	168
Few Times per Year + Moviegoers	24%	(136)	25%	(143)	51%	(292)	571
Heard Smile Campaign	32%	(137)	30%	(125)	38%	(162)	425
Heard Minion Campaign	29%	(147)	25%	(127)	46%	(231)	505
Listens to Podcasts	26%	(143)	26%	(144)	48%	(265)	552
Streaming Services User	24%	(217)	25%	(225)	51%	(456)	898
Netflix User	25%	(217)	25%	(215)	50%	(432)	864
Disney+ User	28%	(176)	25%	(152)	47%	(289)	617
Heterosexual or straight	20%	(144)	26%	(179)	54%	(378)	702
Bisexual	30%	(43)	24%	(34)	45%	(64)	141
Something else	18%	(10)	24%	(13)	58%	(33)	56
Yes	19%	(26)	25%	(36)	56%	(78)	140
No	24%	(206)	25%	(213)	51%	(442)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE31\_22:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Jumanji*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	23%	(228)	41%	(407)	36%	(364)	1000
Gender: Male	21%	(106)	41%	(206)	38%	(193)	506
Gender: Female	25%	(122)	41%	(201)	35%	(171)	494
Age: 18-34	23%	(143)	41%	(247)	36%	(219)	609
GenZers: 1997-2012	23%	(228)	41%	(407)	36%	(364)	1000
Ideo: Liberal (1-3)	22%	(66)	33%	(101)	45%	(136)	304
Ideo: Moderate (4)	20%	(46)	43%	(100)	37%	(86)	232
Ideo: Conservative (5-7)	26%	(43)	41%	(68)	33%	(55)	165
Educ: < College	23%	(206)	41%	(374)	36%	(330)	910
Educ: Bachelors degree	25%	(16)	36%	(24)	39%	(26)	65
Ethnicity: White	22%	(164)	43%	(311)	35%	(256)	731
Ethnicity: Hispanic	25%	(60)	40%	(98)	35%	(84)	242
Ethnicity: Black	26%	(39)	35%	(53)	38%	(56)	148
Ethnicity: Other	21%	(25)	36%	(44)	43%	(52)	121
All Christian	24%	(57)	41%	(96)	35%	(84)	237
All Non-Christian	22%	(11)	32%	(16)	46%	(23)	50
Atheist	13%	(15)	34%	(39)	53%	(61)	116
Agnostic/Nothing in particular	24%	(96)	45%	(182)	31%	(127)	405
Something Else	25%	(49)	39%	(75)	36%	(70)	193
Religious Non-Protestant/Catholic	25%	(17)	28%	(19)	47%	(32)	68
Evangelical	28%	(49)	43%	(73)	29%	(50)	172
Non-Evangelical	21%	(48)	40%	(90)	40%	(90)	228
Community: Urban	22%	(64)	40%	(115)	38%	(109)	288
Community: Suburban	20%	(85)	40%	(173)	41%	(177)	435
Community: Rural	28%	(78)	43%	(119)	28%	(79)	276
Military HH: Yes	22%	(22)	53%	(52)	24%	(23)	97
Military HH: No	23%	(207)	39%	(356)	38%	(341)	903
4-Region: Northeast	22%	(36)	41%	(67)	38%	(62)	164
4-Region: Midwest	26%	(60)	47%	(110)	27%	(63)	233
4-Region: South	25%	(109)	36%	(156)	39%	(166)	432
4-Region: West	14%	(23)	44%	(75)	43%	(74)	172
TikTok Users	25%	(169)	41%	(276)	35%	(235)	680

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**Table MCFE31\_22:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Jumanji*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	23%	(228)	41%	(407)	36%	(364)	1000
Twitch Users	24%	(56)	42%	(98)	35%	(82)	236
2022 Sports Viewers/Attendees	25%	(152)	41%	(246)	33%	(199)	597
Monthly Moviegoers	36%	(60)	40%	(67)	24%	(41)	168
Few Times per Year + Moviegoers	25%	(145)	41%	(232)	34%	(194)	571
Heard Smile Campaign	31%	(131)	42%	(179)	27%	(115)	425
Heard Minion Campaign	27%	(137)	43%	(216)	30%	(152)	505
Listens to Podcasts	25%	(136)	42%	(235)	33%	(182)	552
Streaming Services User	24%	(212)	41%	(371)	35%	(315)	898
Netflix User	24%	(205)	42%	(367)	34%	(293)	864
Disney+ User	26%	(161)	44%	(273)	30%	(183)	617
Heterosexual or straight	24%	(166)	43%	(303)	33%	(233)	702
Bisexual	20%	(28)	40%	(56)	40%	(57)	141
Something else	26%	(15)	28%	(16)	45%	(26)	56
Yes	15%	(20)	38%	(54)	47%	(66)	140
No	24%	(208)	41%	(354)	35%	(299)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE31\_23:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Ghostbusters*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	14%	(142)	41%	(407)	45%	(451)	1000
Gender: Male	14%	(69)	41%	(210)	45%	(228)	506
Gender: Female	15%	(73)	40%	(197)	45%	(224)	494
Age: 18-34	15%	(91)	39%	(240)	46%	(278)	609
GenZers: 1997-2012	14%	(142)	41%	(407)	45%	(451)	1000
Ideo: Liberal (1-3)	14%	(42)	35%	(107)	51%	(155)	304
Ideo: Moderate (4)	15%	(34)	42%	(98)	43%	(101)	232
Ideo: Conservative (5-7)	13%	(21)	44%	(73)	43%	(71)	165
Educ: < College	14%	(126)	40%	(364)	46%	(419)	910
Educ: Bachelors degree	16%	(10)	50%	(33)	34%	(22)	65
Ethnicity: White	14%	(99)	43%	(317)	43%	(314)	731
Ethnicity: Hispanic	17%	(41)	40%	(98)	43%	(103)	242
Ethnicity: Black	15%	(22)	36%	(53)	49%	(72)	148
Ethnicity: Other	17%	(20)	30%	(37)	53%	(64)	121
All Christian	13%	(30)	36%	(85)	52%	(122)	237
All Non-Christian	18%	(9)	35%	(18)	47%	(23)	50
Atheist	11%	(13)	42%	(48)	47%	(54)	116
Agnostic/Nothing in particular	15%	(61)	41%	(167)	44%	(176)	405
Something Else	15%	(29)	46%	(89)	39%	(75)	193
Religious Non-Protestant/Catholic	16%	(11)	32%	(22)	52%	(35)	68
Evangelical	15%	(26)	50%	(85)	35%	(60)	172
Non-Evangelical	13%	(29)	34%	(77)	53%	(122)	228
Community: Urban	18%	(52)	37%	(106)	45%	(131)	288
Community: Suburban	12%	(52)	38%	(164)	50%	(219)	435
Community: Rural	14%	(38)	50%	(137)	37%	(101)	276
Military HH: Yes	16%	(15)	47%	(46)	37%	(36)	97
Military HH: No	14%	(127)	40%	(361)	46%	(415)	903
4-Region: Northeast	14%	(23)	40%	(65)	47%	(77)	164
4-Region: Midwest	10%	(23)	44%	(103)	46%	(107)	233
4-Region: South	17%	(72)	41%	(179)	42%	(181)	432
4-Region: West	14%	(25)	35%	(60)	51%	(87)	172
TikTok Users	16%	(106)	42%	(284)	43%	(290)	680

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**Table MCFE31\_23:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Ghostbusters*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	14%	(142)	41%	(407)	45%	(451)	1000
Twitch Users	13%	(30)	44%	(103)	44%	(103)	236
2022 Sports Viewers/Attendees	14%	(82)	42%	(251)	44%	(264)	597
Monthly Moviegoers	22%	(37)	45%	(75)	33%	(56)	168
Few Times per Year + Moviegoers	15%	(86)	43%	(247)	42%	(238)	571
Heard Smile Campaign	18%	(77)	44%	(188)	38%	(160)	425
Heard Minion Campaign	17%	(87)	42%	(212)	41%	(206)	505
Listens to Podcasts	18%	(97)	45%	(247)	38%	(208)	552
Streaming Services User	14%	(128)	42%	(377)	44%	(393)	898
Netflix User	15%	(131)	42%	(367)	42%	(365)	864
Disney+ User	18%	(111)	44%	(269)	38%	(236)	617
Heterosexual or straight	14%	(100)	42%	(297)	43%	(305)	702
Bisexual	13%	(18)	44%	(62)	43%	(61)	141
Something else	8%	(5)	42%	(24)	49%	(28)	56
Yes	14%	(19)	37%	(51)	50%	(70)	140
No	14%	(123)	41%	(356)	44%	(382)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE31\_24:** In general, what kind of fan, if at all, do you consider yourself to be of the following?

*Sonic the Hedgehog*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	13%	(134)	33%	(330)	54%	(536)	1000
Gender: Male	17%	(86)	36%	(183)	47%	(237)	506
Gender: Female	10%	(48)	30%	(147)	61%	(299)	494
Age: 18-34	15%	(91)	31%	(188)	54%	(330)	609
GenZers: 1997-2012	13%	(134)	33%	(330)	54%	(536)	1000
Ideo: Liberal (1-3)	13%	(40)	29%	(89)	58%	(175)	304
Ideo: Moderate (4)	15%	(35)	37%	(87)	47%	(110)	232
Ideo: Conservative (5-7)	13%	(21)	27%	(44)	61%	(100)	165
Educ: < College	13%	(119)	34%	(308)	53%	(482)	910
Educ: Bachelors degree	14%	(9)	29%	(19)	57%	(37)	65
Ethnicity: White	11%	(79)	32%	(235)	57%	(417)	731
Ethnicity: Hispanic	21%	(50)	34%	(82)	45%	(110)	242
Ethnicity: Black	25%	(36)	42%	(63)	33%	(49)	148
Ethnicity: Other	15%	(18)	27%	(32)	58%	(70)	121
All Christian	14%	(32)	31%	(73)	56%	(132)	237
All Non-Christian	10%	(5)	39%	(20)	51%	(25)	50
Atheist	10%	(11)	27%	(31)	64%	(73)	116
Agnostic/Nothing in particular	14%	(58)	37%	(149)	49%	(197)	405
Something Else	14%	(27)	29%	(57)	56%	(109)	193
Religious Non-Protestant/Catholic	11%	(8)	31%	(21)	57%	(39)	68
Evangelical	17%	(29)	33%	(56)	50%	(86)	172
Non-Evangelical	11%	(26)	30%	(68)	59%	(134)	228
Community: Urban	14%	(39)	29%	(85)	57%	(164)	288
Community: Suburban	14%	(63)	34%	(147)	52%	(225)	435
Community: Rural	12%	(32)	35%	(98)	53%	(146)	276
Military HH: Yes	20%	(19)	49%	(47)	31%	(30)	97
Military HH: No	13%	(115)	31%	(283)	56%	(506)	903
4-Region: Northeast	12%	(20)	32%	(53)	56%	(92)	164
4-Region: Midwest	10%	(23)	38%	(88)	52%	(121)	233
4-Region: South	16%	(68)	31%	(135)	53%	(229)	432
4-Region: West	13%	(23)	31%	(53)	55%	(95)	172
TikTok Users	13%	(92)	34%	(231)	53%	(357)	680

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**Table MCFE31\_24:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Sonic the Hedgehog*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	13%	(134)	33%	(330)	54%	(536)	1000
Twitch Users	17%	(40)	40%	(95)	43%	(102)	236
2022 Sports Viewers/Attendees	14%	(85)	36%	(214)	50%	(298)	597
Monthly Moviegoers	21%	(35)	31%	(53)	48%	(80)	168
Few Times per Year + Moviegoers	14%	(81)	34%	(194)	52%	(296)	571
Heard Smile Campaign	16%	(68)	36%	(151)	48%	(205)	425
Heard Minion Campaign	17%	(84)	39%	(197)	44%	(224)	505
Listens to Podcasts	17%	(97)	32%	(176)	51%	(280)	552
Streaming Services User	13%	(121)	34%	(308)	52%	(469)	898
Netflix User	14%	(120)	34%	(291)	52%	(453)	864
Disney+ User	15%	(95)	35%	(213)	50%	(309)	617
Heterosexual or straight	14%	(101)	32%	(226)	53%	(375)	702
Bisexual	9%	(13)	39%	(55)	52%	(73)	141
Something else	16%	(9)	41%	(23)	42%	(24)	56
Yes	11%	(15)	31%	(44)	58%	(81)	140
No	14%	(119)	33%	(286)	53%	(455)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE31\_25:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Scream*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	21%	(209)	30%	(299)	49%	(492)	1000
Gender: Male	18%	(92)	31%	(156)	51%	(258)	506
Gender: Female	24%	(117)	29%	(142)	47%	(234)	494
Age: 18-34	23%	(141)	33%	(201)	44%	(267)	609
GenZers: 1997-2012	21%	(209)	30%	(299)	49%	(492)	1000
Ideo: Liberal (1-3)	20%	(60)	31%	(95)	49%	(149)	304
Ideo: Moderate (4)	21%	(50)	35%	(80)	44%	(102)	232
Ideo: Conservative (5-7)	16%	(26)	28%	(46)	57%	(94)	165
Educ: < College	21%	(194)	30%	(272)	49%	(444)	910
Educ: Bachelors degree	16%	(10)	34%	(22)	50%	(33)	65
Ethnicity: White	21%	(154)	30%	(221)	49%	(356)	731
Ethnicity: Hispanic	29%	(70)	30%	(74)	41%	(99)	242
Ethnicity: Black	27%	(39)	33%	(49)	41%	(60)	148
Ethnicity: Other	13%	(16)	24%	(29)	63%	(76)	121
All Christian	21%	(49)	26%	(62)	53%	(126)	237
All Non-Christian	12%	(6)	53%	(26)	35%	(17)	50
Atheist	20%	(23)	22%	(26)	58%	(67)	116
Agnostic/Nothing in particular	24%	(96)	32%	(129)	44%	(180)	405
Something Else	18%	(35)	29%	(55)	53%	(102)	193
Religious Non-Protestant/Catholic	10%	(7)	43%	(29)	47%	(32)	68
Evangelical	16%	(27)	31%	(54)	53%	(91)	172
Non-Evangelical	23%	(53)	25%	(57)	52%	(119)	228
Community: Urban	26%	(75)	29%	(82)	46%	(131)	288
Community: Suburban	17%	(72)	30%	(130)	54%	(233)	435
Community: Rural	23%	(62)	31%	(86)	46%	(128)	276
Military HH: Yes	28%	(27)	34%	(32)	38%	(37)	97
Military HH: No	20%	(182)	29%	(266)	50%	(455)	903
4-Region: Northeast	22%	(36)	27%	(44)	51%	(84)	164
4-Region: Midwest	24%	(56)	28%	(66)	47%	(110)	233
4-Region: South	19%	(84)	33%	(141)	48%	(206)	432
4-Region: West	19%	(33)	28%	(48)	53%	(91)	172
TikTok Users	25%	(168)	33%	(224)	42%	(289)	680

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**Table MCFE31\_25:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Scream*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	21%	(209)	30%	(299)	49%	(492)	1000
Twitch Users	24%	(56)	36%	(85)	40%	(94)	236
2022 Sports Viewers/Attendees	22%	(130)	29%	(175)	49%	(292)	597
Monthly Moviegoers	30%	(51)	28%	(48)	42%	(70)	168
Few Times per Year + Moviegoers	22%	(125)	32%	(181)	46%	(265)	571
Heard Smile Campaign	32%	(137)	33%	(140)	35%	(148)	425
Heard Minion Campaign	27%	(137)	29%	(146)	44%	(222)	505
Listens to Podcasts	22%	(124)	35%	(192)	43%	(236)	552
Streaming Services User	21%	(193)	31%	(278)	48%	(428)	898
Netflix User	22%	(192)	31%	(267)	47%	(405)	864
Disney+ User	24%	(146)	33%	(202)	44%	(269)	617
Heterosexual or straight	19%	(132)	30%	(214)	51%	(356)	702
Bisexual	30%	(43)	27%	(38)	43%	(60)	141
Something else	24%	(13)	20%	(11)	56%	(32)	56
Yes	20%	(28)	28%	(39)	52%	(73)	140
No	21%	(181)	30%	(260)	49%	(420)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE31\_26:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Halloween*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	22%	(215)	31%	(314)	47%	(470)	1000
Gender: Male	19%	(96)	33%	(169)	48%	(241)	506
Gender: Female	24%	(120)	29%	(145)	46%	(229)	494
Age: 18-34	25%	(149)	33%	(204)	42%	(256)	609
GenZers: 1997-2012	22%	(215)	31%	(314)	47%	(470)	1000
Ideo: Liberal (1-3)	18%	(54)	35%	(107)	47%	(143)	304
Ideo: Moderate (4)	21%	(50)	35%	(81)	44%	(102)	232
Ideo: Conservative (5-7)	22%	(36)	25%	(42)	53%	(87)	165
Educ: < College	22%	(200)	32%	(290)	46%	(420)	910
Educ: Bachelors degree	18%	(12)	29%	(19)	53%	(35)	65
Ethnicity: White	22%	(160)	32%	(237)	46%	(334)	731
Ethnicity: Hispanic	25%	(60)	37%	(89)	38%	(93)	242
Ethnicity: Black	27%	(40)	31%	(46)	42%	(63)	148
Ethnicity: Other	13%	(16)	26%	(32)	61%	(74)	121
All Christian	19%	(45)	29%	(69)	52%	(123)	237
All Non-Christian	16%	(8)	43%	(21)	41%	(20)	50
Atheist	20%	(23)	24%	(27)	57%	(65)	116
Agnostic/Nothing in particular	24%	(98)	34%	(140)	41%	(167)	405
Something Else	22%	(42)	29%	(57)	49%	(95)	193
Religious Non-Protestant/Catholic	16%	(11)	34%	(23)	50%	(34)	68
Evangelical	18%	(30)	27%	(46)	55%	(95)	172
Non-Evangelical	22%	(50)	32%	(73)	46%	(106)	228
Community: Urban	22%	(64)	33%	(96)	44%	(128)	288
Community: Suburban	18%	(79)	27%	(119)	55%	(238)	435
Community: Rural	26%	(72)	36%	(100)	38%	(104)	276
Military HH: Yes	20%	(20)	40%	(38)	40%	(39)	97
Military HH: No	22%	(196)	31%	(276)	48%	(432)	903
4-Region: Northeast	21%	(34)	26%	(43)	53%	(88)	164
4-Region: Midwest	21%	(49)	39%	(91)	40%	(92)	233
4-Region: South	23%	(98)	32%	(140)	45%	(194)	432
4-Region: West	20%	(35)	24%	(41)	56%	(96)	172
TikTok Users	24%	(160)	35%	(238)	41%	(282)	680

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**Table MCFE31\_26:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

Halloween

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	22%	(215)	31%	(314)	47%	(470)	1000
Twitch Users	24%	(56)	36%	(84)	40%	(95)	236
2022 Sports Viewers/Attendees	22%	(132)	31%	(185)	47%	(280)	597
Monthly Moviegoers	28%	(47)	32%	(53)	40%	(68)	168
Few Times per Year + Moviegoers	22%	(126)	33%	(189)	45%	(255)	571
Heard Smile Campaign	31%	(131)	34%	(145)	35%	(148)	425
Heard Minion Campaign	25%	(125)	35%	(175)	41%	(205)	505
Listens to Podcasts	24%	(131)	34%	(188)	42%	(234)	552
Streaming Services User	22%	(198)	33%	(292)	45%	(408)	898
Netflix User	23%	(201)	33%	(288)	43%	(376)	864
Disney+ User	24%	(147)	34%	(210)	42%	(261)	617
Heterosexual or straight	21%	(150)	32%	(222)	47%	(330)	702
Bisexual	22%	(31)	32%	(45)	46%	(65)	141
Something else	22%	(12)	24%	(13)	54%	(31)	56
Yes	20%	(28)	29%	(41)	51%	(71)	140
No	22%	(187)	32%	(273)	46%	(400)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE31\_27:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Dune*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	4%	(44)	20%	(197)	76%	(760)	1000
Gender: Male	5%	(26)	21%	(106)	74%	(374)	506
Gender: Female	4%	(18)	18%	(91)	78%	(385)	494
Age: 18-34	5%	(32)	22%	(136)	72%	(441)	609
GenZers: 1997-2012	4%	(44)	20%	(197)	76%	(760)	1000
Ideo: Liberal (1-3)	5%	(16)	25%	(77)	69%	(211)	304
Ideo: Moderate (4)	4%	(10)	21%	(48)	75%	(174)	232
Ideo: Conservative (5-7)	4%	(6)	20%	(33)	76%	(126)	165
Educ: < College	4%	(39)	19%	(175)	76%	(695)	910
Educ: Bachelors degree	5%	(3)	21%	(14)	75%	(49)	65
Ethnicity: White	4%	(29)	20%	(143)	77%	(559)	731
Ethnicity: Hispanic	6%	(15)	22%	(53)	72%	(173)	242
Ethnicity: Black	7%	(11)	22%	(32)	71%	(105)	148
Ethnicity: Other	3%	(4)	18%	(22)	79%	(95)	121
All Christian	4%	(10)	25%	(60)	70%	(167)	237
All Non-Christian	12%	(6)	29%	(14)	59%	(29)	50
Atheist	3%	(3)	14%	(16)	83%	(96)	116
Agnostic/Nothing in particular	5%	(21)	18%	(74)	76%	(309)	405
Something Else	2%	(3)	16%	(32)	82%	(158)	193
Religious Non-Protestant/Catholic	10%	(7)	27%	(18)	63%	(43)	68
Evangelical	4%	(7)	24%	(41)	72%	(124)	172
Non-Evangelical	1%	(3)	19%	(44)	79%	(181)	228
Community: Urban	5%	(16)	18%	(52)	77%	(221)	288
Community: Suburban	5%	(21)	22%	(95)	73%	(319)	435
Community: Rural	2%	(7)	18%	(50)	80%	(220)	276
Military HH: Yes	7%	(6)	24%	(23)	70%	(68)	97
Military HH: No	4%	(37)	19%	(174)	77%	(692)	903
4-Region: Northeast	4%	(7)	20%	(32)	76%	(125)	164
4-Region: Midwest	3%	(6)	17%	(38)	81%	(188)	233
4-Region: South	6%	(25)	22%	(96)	72%	(311)	432
4-Region: West	4%	(6)	18%	(30)	79%	(136)	172
TikTok Users	4%	(24)	20%	(138)	76%	(518)	680

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**Table MCFE31\_27:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Dune*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	4%	(44)	20%	(197)	76%	(760)	1000
Twitch Users	4%	(9)	25%	(59)	71%	(168)	236
2022 Sports Viewers/Attendees	5%	(31)	21%	(128)	73%	(438)	597
Monthly Moviegoers	7%	(11)	21%	(36)	72%	(121)	168
Few Times per Year + Moviegoers	5%	(29)	22%	(125)	73%	(417)	571
Heard Smile Campaign	6%	(27)	26%	(110)	68%	(288)	425
Heard Minion Campaign	5%	(24)	24%	(121)	71%	(360)	505
Listens to Podcasts	6%	(33)	25%	(140)	69%	(379)	552
Streaming Services User	5%	(40)	21%	(185)	75%	(673)	898
Netflix User	5%	(39)	20%	(174)	75%	(651)	864
Disney+ User	5%	(33)	23%	(143)	72%	(441)	617
Heterosexual or straight	5%	(34)	20%	(139)	75%	(528)	702
Bisexual	2%	(3)	21%	(30)	77%	(108)	141
Something else	3%	(2)	18%	(10)	78%	(44)	56
Yes	4%	(6)	13%	(18)	83%	(116)	140
No	4%	(38)	21%	(179)	75%	(644)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE31\_28:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

*A Quiet Place*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	18%	(183)	29%	(293)	52%	(524)	1000
Gender: Male	15%	(74)	31%	(156)	55%	(277)	506
Gender: Female	22%	(109)	28%	(138)	50%	(247)	494
Age: 18-34	21%	(127)	32%	(194)	47%	(288)	609
GenZers: 1997-2012	18%	(183)	29%	(293)	52%	(524)	1000
Ideo: Liberal (1-3)	19%	(59)	34%	(103)	47%	(142)	304
Ideo: Moderate (4)	19%	(44)	31%	(72)	50%	(117)	232
Ideo: Conservative (5-7)	18%	(29)	27%	(44)	56%	(92)	165
Educ: < College	18%	(164)	28%	(257)	54%	(488)	910
Educ: Bachelors degree	17%	(11)	45%	(29)	38%	(25)	65
Ethnicity: White	19%	(140)	30%	(216)	51%	(375)	731
Ethnicity: Hispanic	21%	(52)	32%	(78)	46%	(112)	242
Ethnicity: Black	21%	(32)	27%	(41)	51%	(76)	148
Ethnicity: Other	9%	(11)	31%	(37)	60%	(73)	121
All Christian	20%	(47)	26%	(61)	54%	(129)	237
All Non-Christian	11%	(5)	44%	(22)	46%	(23)	50
Atheist	15%	(17)	28%	(32)	57%	(66)	116
Agnostic/Nothing in particular	19%	(76)	32%	(128)	49%	(200)	405
Something Else	19%	(37)	26%	(50)	55%	(106)	193
Religious Non-Protestant/Catholic	13%	(9)	39%	(26)	48%	(33)	68
Evangelical	18%	(30)	30%	(52)	52%	(89)	172
Non-Evangelical	20%	(45)	22%	(51)	58%	(132)	228
Community: Urban	22%	(64)	28%	(81)	50%	(144)	288
Community: Suburban	15%	(65)	29%	(126)	56%	(245)	435
Community: Rural	20%	(54)	31%	(87)	49%	(135)	276
Military HH: Yes	14%	(13)	34%	(33)	52%	(50)	97
Military HH: No	19%	(169)	29%	(260)	52%	(473)	903
4-Region: Northeast	20%	(34)	30%	(49)	50%	(82)	164
4-Region: Midwest	19%	(45)	32%	(75)	48%	(113)	233
4-Region: South	19%	(80)	28%	(120)	53%	(231)	432
4-Region: West	14%	(23)	29%	(50)	57%	(99)	172
TikTok Users	20%	(139)	32%	(220)	47%	(321)	680

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**Table MCFE31\_28:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

*A Quiet Place*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	18%	(183)	29%	(293)	52%	(524)	1000
Twitch Users	22%	(51)	37%	(86)	42%	(98)	236
2022 Sports Viewers/Attendees	18%	(106)	32%	(191)	50%	(300)	597
Monthly Moviegoers	28%	(47)	27%	(46)	45%	(76)	168
Few Times per Year + Moviegoers	20%	(116)	32%	(185)	47%	(270)	571
Heard Smile Campaign	24%	(100)	36%	(152)	41%	(172)	425
Heard Minion Campaign	21%	(109)	31%	(156)	48%	(240)	505
Listens to Podcasts	21%	(115)	34%	(187)	45%	(251)	552
Streaming Services User	19%	(170)	30%	(271)	51%	(458)	898
Netflix User	19%	(165)	30%	(263)	50%	(436)	864
Disney+ User	21%	(132)	32%	(195)	47%	(290)	617
Heterosexual or straight	18%	(124)	28%	(198)	54%	(380)	702
Bisexual	18%	(25)	35%	(49)	47%	(67)	141
Something else	16%	(9)	25%	(14)	59%	(33)	56
Yes	17%	(23)	31%	(44)	52%	(73)	140
No	19%	(159)	29%	(250)	52%	(451)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE31\_29:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Frozen*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	18%	(178)	34%	(338)	48%	(484)	1000
Gender: Male	10%	(50)	26%	(130)	65%	(326)	506
Gender: Female	26%	(128)	42%	(208)	32%	(158)	494
Age: 18-34	18%	(111)	35%	(213)	47%	(286)	609
GenZers: 1997-2012	18%	(178)	34%	(338)	48%	(484)	1000
Ideo: Liberal (1-3)	16%	(50)	34%	(103)	50%	(150)	304
Ideo: Moderate (4)	16%	(38)	34%	(79)	49%	(115)	232
Ideo: Conservative (5-7)	19%	(31)	31%	(52)	50%	(83)	165
Educ: < College	18%	(161)	33%	(302)	49%	(447)	910
Educ: Bachelors degree	17%	(11)	45%	(29)	38%	(25)	65
Ethnicity: White	18%	(129)	34%	(246)	49%	(357)	731
Ethnicity: Hispanic	24%	(57)	38%	(92)	38%	(93)	242
Ethnicity: Black	23%	(34)	30%	(44)	47%	(70)	148
Ethnicity: Other	13%	(15)	40%	(48)	48%	(58)	121
All Christian	19%	(44)	36%	(86)	45%	(107)	237
All Non-Christian	10%	(5)	32%	(16)	58%	(29)	50
Atheist	12%	(13)	21%	(24)	68%	(78)	116
Agnostic/Nothing in particular	16%	(65)	34%	(138)	50%	(202)	405
Something Else	26%	(51)	38%	(74)	35%	(68)	193
Religious Non-Protestant/Catholic	11%	(7)	32%	(22)	57%	(39)	68
Evangelical	27%	(46)	38%	(66)	35%	(60)	172
Non-Evangelical	19%	(43)	37%	(85)	44%	(99)	228
Community: Urban	22%	(62)	35%	(101)	43%	(124)	288
Community: Suburban	18%	(78)	32%	(139)	50%	(218)	435
Community: Rural	14%	(38)	35%	(97)	51%	(142)	276
Military HH: Yes	18%	(18)	41%	(40)	41%	(39)	97
Military HH: No	18%	(160)	33%	(298)	49%	(445)	903
4-Region: Northeast	18%	(29)	31%	(51)	52%	(85)	164
4-Region: Midwest	18%	(42)	34%	(80)	47%	(110)	233
4-Region: South	19%	(82)	35%	(151)	46%	(198)	432
4-Region: West	14%	(24)	33%	(56)	53%	(91)	172
TikTok Users	19%	(131)	36%	(248)	44%	(301)	680

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**Table MCFE31\_29:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Frozen*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	18%	(178)	34%	(338)	48%	(484)	1000
Twitch Users	21%	(49)	24%	(57)	55%	(130)	236
2022 Sports Viewers/Attendees	18%	(105)	36%	(217)	46%	(275)	597
Monthly Moviegoers	33%	(55)	24%	(40)	43%	(72)	168
Few Times per Year + Moviegoers	20%	(113)	33%	(189)	47%	(269)	571
Heard Smile Campaign	20%	(83)	39%	(164)	42%	(177)	425
Heard Minion Campaign	19%	(96)	38%	(190)	43%	(220)	505
Listens to Podcasts	21%	(114)	36%	(197)	44%	(241)	552
Streaming Services User	18%	(158)	35%	(315)	47%	(425)	898
Netflix User	19%	(163)	35%	(305)	46%	(396)	864
Disney+ User	23%	(141)	37%	(230)	40%	(246)	617
Heterosexual or straight	17%	(123)	34%	(239)	48%	(340)	702
Bisexual	19%	(27)	38%	(54)	42%	(60)	141
Something else	22%	(12)	30%	(17)	48%	(27)	56
Yes	15%	(21)	28%	(39)	57%	(80)	140
No	18%	(157)	35%	(299)	47%	(404)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsultintelligence.com).

**Table MCFE31\_30:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

*It*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	22%	(224)	32%	(315)	46%	(461)	1000
Gender: Male	18%	(93)	35%	(177)	47%	(236)	506
Gender: Female	27%	(131)	28%	(138)	46%	(225)	494
Age: 18-34	24%	(144)	35%	(216)	41%	(250)	609
GenZers: 1997-2012	22%	(224)	32%	(315)	46%	(461)	1000
Ideo: Liberal (1-3)	26%	(79)	28%	(87)	46%	(139)	304
Ideo: Moderate (4)	23%	(53)	38%	(88)	39%	(92)	232
Ideo: Conservative (5-7)	13%	(22)	38%	(63)	48%	(80)	165
Educ: < College	23%	(210)	31%	(285)	46%	(415)	910
Educ: Bachelors degree	17%	(11)	34%	(22)	49%	(32)	65
Ethnicity: White	23%	(170)	31%	(227)	46%	(334)	731
Ethnicity: Hispanic	31%	(75)	27%	(65)	42%	(102)	242
Ethnicity: Black	24%	(35)	35%	(52)	41%	(60)	148
Ethnicity: Other	16%	(19)	29%	(36)	55%	(67)	121
All Christian	19%	(44)	30%	(71)	51%	(122)	237
All Non-Christian	26%	(13)	44%	(22)	30%	(15)	50
Atheist	24%	(28)	28%	(32)	48%	(55)	116
Agnostic/Nothing in particular	25%	(99)	33%	(135)	42%	(170)	405
Something Else	20%	(39)	29%	(55)	51%	(99)	193
Religious Non-Protestant/Catholic	25%	(17)	32%	(22)	43%	(29)	68
Evangelical	20%	(34)	31%	(54)	49%	(85)	172
Non-Evangelical	19%	(43)	29%	(66)	52%	(119)	228
Community: Urban	28%	(81)	29%	(85)	42%	(122)	288
Community: Suburban	20%	(88)	32%	(139)	48%	(209)	435
Community: Rural	20%	(55)	33%	(91)	47%	(130)	276
Military HH: Yes	16%	(15)	49%	(48)	35%	(34)	97
Military HH: No	23%	(208)	30%	(268)	47%	(427)	903
4-Region: Northeast	23%	(38)	25%	(42)	51%	(84)	164
4-Region: Midwest	24%	(55)	34%	(79)	43%	(99)	233
4-Region: South	22%	(94)	33%	(143)	45%	(195)	432
4-Region: West	22%	(38)	30%	(52)	48%	(83)	172
TikTok Users	26%	(175)	35%	(238)	39%	(267)	680

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**Table MCFE31\_30:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

*It*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	22%	(224)	32%	(315)	46%	(461)	1000
Twitch Users	25%	(59)	36%	(85)	39%	(91)	236
2022 Sports Viewers/Attendees	21%	(128)	32%	(190)	47%	(279)	597
Monthly Moviegoers	29%	(48)	30%	(50)	42%	(70)	168
Few Times per Year + Moviegoers	23%	(131)	35%	(197)	42%	(243)	571
Heard Smile Campaign	33%	(138)	36%	(153)	31%	(134)	425
Heard Minion Campaign	28%	(140)	32%	(164)	40%	(202)	505
Listens to Podcasts	27%	(151)	31%	(172)	42%	(230)	552
Streaming Services User	23%	(209)	33%	(293)	44%	(396)	898
Netflix User	24%	(206)	33%	(282)	44%	(376)	864
Disney+ User	28%	(170)	32%	(197)	41%	(250)	617
Heterosexual or straight	19%	(135)	34%	(240)	47%	(327)	702
Bisexual	26%	(36)	28%	(40)	46%	(65)	141
Something else	28%	(16)	22%	(12)	50%	(28)	56
Yes	22%	(31)	30%	(42)	48%	(67)	140
No	22%	(193)	32%	(274)	46%	(394)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE31\_31:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

John Wick

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	16%	(160)	27%	(266)	57%	(575)	1000
Gender: Male	24%	(123)	33%	(168)	42%	(214)	506
Gender: Female	7%	(36)	20%	(98)	73%	(360)	494
Age: 18-34	20%	(120)	30%	(181)	51%	(308)	609
GenZers: 1997-2012	16%	(160)	27%	(266)	57%	(575)	1000
Ideo: Liberal (1-3)	14%	(43)	22%	(66)	64%	(195)	304
Ideo: Moderate (4)	21%	(49)	31%	(71)	48%	(112)	232
Ideo: Conservative (5-7)	20%	(33)	30%	(49)	51%	(84)	165
Educ: < College	16%	(143)	27%	(245)	57%	(522)	910
Educ: Bachelors degree	19%	(13)	23%	(15)	58%	(37)	65
Ethnicity: White	14%	(102)	26%	(190)	60%	(440)	731
Ethnicity: Hispanic	19%	(46)	33%	(81)	48%	(115)	242
Ethnicity: Black	26%	(38)	33%	(48)	41%	(61)	148
Ethnicity: Other	16%	(20)	23%	(27)	61%	(74)	121
All Christian	19%	(45)	23%	(54)	58%	(139)	237
All Non-Christian	12%	(6)	38%	(19)	50%	(25)	50
Atheist	16%	(18)	18%	(20)	67%	(77)	116
Agnostic/Nothing in particular	16%	(66)	29%	(119)	54%	(219)	405
Something Else	13%	(25)	28%	(53)	59%	(115)	193
Religious Non-Protestant/Catholic	13%	(9)	28%	(19)	59%	(40)	68
Evangelical	21%	(37)	21%	(37)	57%	(98)	172
Non-Evangelical	12%	(27)	29%	(67)	59%	(134)	228
Community: Urban	19%	(56)	22%	(63)	59%	(169)	288
Community: Suburban	14%	(62)	27%	(120)	58%	(254)	435
Community: Rural	15%	(42)	30%	(83)	55%	(151)	276
Military HH: Yes	20%	(19)	34%	(33)	46%	(45)	97
Military HH: No	16%	(141)	26%	(233)	59%	(530)	903
4-Region: Northeast	19%	(31)	23%	(37)	59%	(96)	164
4-Region: Midwest	15%	(34)	24%	(57)	61%	(142)	233
4-Region: South	16%	(67)	32%	(136)	53%	(228)	432
4-Region: West	16%	(28)	21%	(36)	63%	(108)	172
TikTok Users	17%	(115)	28%	(191)	55%	(374)	680

Continued on next page

**Table MCFE31\_31:** *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

John Wick

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	16%	(160)	27%	(266)	57%	(575)	1000
Twitch Users	24%	(57)	33%	(78)	43%	(101)	236
2022 Sports Viewers/Attendees	19%	(115)	28%	(169)	52%	(313)	597
Monthly Moviegoers	22%	(36)	26%	(43)	53%	(89)	168
Few Times per Year + Moviegoers	19%	(109)	28%	(160)	53%	(302)	571
Heard Smile Campaign	20%	(84)	29%	(124)	51%	(217)	425
Heard Minion Campaign	18%	(93)	28%	(143)	53%	(269)	505
Listens to Podcasts	19%	(106)	31%	(171)	50%	(276)	552
Streaming Services User	16%	(148)	27%	(240)	57%	(511)	898
Netflix User	17%	(147)	28%	(239)	55%	(479)	864
Disney+ User	18%	(110)	26%	(158)	57%	(350)	617
Heterosexual or straight	20%	(138)	29%	(203)	51%	(361)	702
Bisexual	7%	(10)	26%	(36)	67%	(94)	141
Something else	7%	(4)	16%	(9)	76%	(43)	56
Yes	8%	(12)	21%	(29)	71%	(99)	140
No	17%	(148)	27%	(236)	55%	(476)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE32:** *How often do you typically go to see a movie at a movie theater, if ever?*

Demographic	Once a week or more often		1-3 times a month		A few times a year		1-2 times a year or less often		Never		Total N
GenZers	3%	(28)	14%	(140)	40%	(402)	29%	(292)	14%	(137)	1000
Gender: Male	2%	(10)	15%	(78)	40%	(200)	29%	(147)	14%	(71)	506
Gender: Female	4%	(18)	13%	(62)	41%	(203)	29%	(145)	13%	(66)	494
Age: 18-34	2%	(15)	16%	(96)	38%	(233)	28%	(173)	15%	(93)	609
GenZers: 1997-2012	3%	(28)	14%	(140)	40%	(402)	29%	(292)	14%	(137)	1000
Ideo: Liberal (1-3)	3%	(8)	17%	(51)	45%	(137)	28%	(86)	7%	(22)	304
Ideo: Moderate (4)	3%	(6)	14%	(32)	40%	(93)	26%	(60)	18%	(42)	232
Ideo: Conservative (5-7)	1%	(2)	14%	(23)	43%	(71)	28%	(46)	14%	(23)	165
Educ: < College	3%	(26)	13%	(119)	40%	(360)	30%	(272)	15%	(133)	910
Educ: Bachelors degree	—	(0)	27%	(18)	48%	(31)	22%	(15)	2%	(2)	65
Ethnicity: White	3%	(20)	13%	(98)	41%	(300)	29%	(213)	14%	(100)	731
Ethnicity: Hispanic	2%	(6)	14%	(34)	42%	(102)	29%	(69)	13%	(31)	242
Ethnicity: Black	5%	(8)	14%	(21)	39%	(57)	28%	(42)	14%	(20)	148
Ethnicity: Other	1%	(1)	17%	(21)	37%	(45)	31%	(38)	14%	(16)	121
All Christian	1%	(3)	19%	(46)	46%	(109)	24%	(57)	10%	(23)	237
All Non-Christian	1%	(1)	19%	(9)	33%	(16)	31%	(15)	17%	(8)	50
Atheist	1%	(1)	11%	(13)	45%	(52)	32%	(37)	11%	(13)	116
Agnostic/Nothing in particular	4%	(17)	12%	(48)	36%	(146)	31%	(124)	17%	(69)	405
Something Else	3%	(7)	12%	(24)	41%	(79)	31%	(59)	13%	(24)	193
Religious Non-Protestant/Catholic	1%	(1)	19%	(13)	40%	(27)	28%	(19)	12%	(8)	68
Evangelical	2%	(4)	15%	(26)	41%	(70)	28%	(48)	13%	(23)	172
Non-Evangelical	3%	(6)	16%	(37)	45%	(104)	26%	(59)	10%	(24)	228
Community: Urban	5%	(15)	14%	(42)	45%	(129)	26%	(75)	10%	(28)	288
Community: Suburban	2%	(9)	15%	(66)	41%	(177)	29%	(126)	13%	(57)	435
Community: Rural	2%	(4)	12%	(32)	35%	(96)	33%	(92)	19%	(52)	276
Military HH: Yes	4%	(4)	9%	(9)	55%	(53)	20%	(19)	12%	(11)	97
Military HH: No	3%	(24)	15%	(131)	39%	(349)	30%	(273)	14%	(126)	903
4-Region: Northeast	6%	(9)	14%	(23)	36%	(60)	32%	(52)	12%	(20)	164
4-Region: Midwest	1%	(2)	12%	(28)	45%	(104)	32%	(74)	11%	(25)	233
4-Region: South	3%	(14)	14%	(59)	40%	(171)	27%	(117)	16%	(70)	432
4-Region: West	2%	(3)	18%	(30)	39%	(68)	29%	(49)	13%	(22)	172
TikTok Users	3%	(20)	16%	(109)	42%	(283)	28%	(193)	11%	(75)	680

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**Table MCFE32: How often do you typically go to see a movie at a movie theater, if ever?**

Demographic	Once a week or more often		1-3 times a month		A few times a year		1-2 times a year or less often		Never		Total N
GenZers	3%	(28)	14%	(140)	40%	(402)	29%	(292)	14%	(137)	1000
Twitch Users	4%	(10)	15%	(35)	43%	(102)	32%	(76)	6%	(13)	236
2022 Sports Viewers/Attendees	3%	(17)	18%	(106)	47%	(283)	26%	(155)	6%	(37)	597
Monthly Moviegoers	17%	(28)	83%	(140)	—	(0)	—	(0)	—	(0)	168
Few Times per Year + Moviegoers	5%	(28)	25%	(140)	71%	(402)	—	(0)	—	(0)	571
Heard Smile Campaign	4%	(19)	19%	(80)	44%	(189)	24%	(102)	8%	(35)	425
Heard Minion Campaign	2%	(9)	15%	(77)	44%	(222)	29%	(146)	10%	(53)	505
Listens to Podcasts	3%	(17)	17%	(92)	44%	(242)	30%	(168)	6%	(33)	552
Streaming Services User	2%	(18)	15%	(135)	42%	(374)	30%	(268)	11%	(103)	898
Netflix User	3%	(25)	15%	(131)	42%	(365)	29%	(253)	10%	(90)	864
Disney+ User	3%	(16)	18%	(110)	42%	(260)	27%	(169)	10%	(62)	617
Heterosexual or straight	3%	(20)	15%	(102)	40%	(279)	28%	(195)	15%	(106)	702
Bisexual	2%	(3)	13%	(18)	47%	(66)	29%	(40)	10%	(14)	141
Something else	8%	(4)	12%	(7)	35%	(19)	39%	(22)	6%	(4)	56
Yes	4%	(6)	10%	(15)	43%	(60)	35%	(48)	8%	(11)	140
No	3%	(22)	15%	(126)	40%	(343)	28%	(244)	15%	(126)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE33\_1:** Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?

*Tickets are too expensive*

Demographic	Major reason		Minor reason		Not a reason		Total N
GenZers	34%	(147)	36%	(154)	30%	(128)	429
Gender: Male	31%	(67)	40%	(87)	29%	(64)	218
Gender: Female	38%	(79)	32%	(68)	30%	(64)	211
Age: 18-34	36%	(96)	35%	(94)	29%	(76)	265
GenZers: 1997-2012	34%	(147)	36%	(154)	30%	(128)	429
Ideo: Liberal (1-3)	37%	(40)	42%	(46)	21%	(23)	108
Ideo: Moderate (4)	34%	(35)	33%	(34)	32%	(33)	102
Ideo: Conservative (5-7)	39%	(27)	24%	(16)	38%	(26)	69
Educ: < College	34%	(138)	36%	(147)	30%	(120)	405
Ethnicity: White	35%	(109)	35%	(110)	30%	(94)	313
Ethnicity: Hispanic	42%	(42)	28%	(28)	30%	(30)	100
Ethnicity: Black	30%	(18)	39%	(24)	32%	(20)	62
Ethnicity: Other	36%	(20)	38%	(21)	26%	(14)	54
All Christian	41%	(32)	25%	(20)	34%	(27)	79
Agnostic/Nothing in particular	34%	(65)	38%	(74)	28%	(54)	194
Something Else	26%	(22)	44%	(37)	29%	(24)	83
Evangelical	23%	(16)	41%	(29)	36%	(26)	71
Non-Evangelical	42%	(35)	32%	(27)	25%	(21)	82
Community: Urban	28%	(29)	39%	(40)	33%	(34)	103
Community: Suburban	36%	(66)	37%	(68)	27%	(49)	183
Community: Rural	36%	(52)	33%	(47)	31%	(45)	144
Military HH: No	34%	(137)	35%	(138)	31%	(123)	399
4-Region: Northeast	30%	(22)	34%	(25)	36%	(26)	72
4-Region: Midwest	32%	(32)	35%	(35)	33%	(32)	99
4-Region: South	36%	(68)	38%	(72)	25%	(47)	187
4-Region: West	35%	(25)	32%	(23)	32%	(23)	71
TikTok Users	33%	(89)	39%	(104)	28%	(75)	268
Twitch Users	31%	(28)	35%	(31)	34%	(30)	89
2022 Sports Viewers/Attendees	38%	(72)	36%	(69)	26%	(50)	192
Heard Smile Campaign	37%	(51)	40%	(54)	23%	(32)	137
Heard Minion Campaign	33%	(65)	40%	(79)	27%	(54)	198

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**Table MCFE33\_1:** Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?

*Tickets are too expensive*

Demographic	Major reason		Minor reason		Not a reason		Total N
GenZers	34%	(147)	36%	(154)	30%	(128)	429
Listens to Podcasts	32%	(64)	43%	(87)	25%	(51)	201
Streaming Services User	34%	(128)	37%	(137)	29%	(106)	371
Netflix User	34%	(118)	38%	(129)	28%	(96)	343
Disney+ User	38%	(87)	36%	(83)	27%	(61)	231
Heterosexual or straight	34%	(103)	35%	(106)	31%	(92)	301
Bisexual	40%	(22)	38%	(21)	22%	(12)	54
Yes	35%	(21)	34%	(20)	31%	(19)	60
No	34%	(126)	36%	(134)	30%	(109)	370

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

**Table MCFE33\_2:** Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?

*Food/beverage items are too expensive*

Demographic	Major reason		Minor reason		Not a reason		Total N
GenZers	38%	(165)	32%	(136)	30%	(129)	429
Gender: Male	40%	(88)	29%	(63)	31%	(68)	218
Gender: Female	37%	(77)	34%	(73)	29%	(61)	211
Age: 18-34	40%	(107)	32%	(84)	28%	(74)	265
GenZers: 1997-2012	38%	(165)	32%	(136)	30%	(129)	429
Ideo: Liberal (1-3)	45%	(49)	33%	(36)	22%	(24)	108
Ideo: Moderate (4)	34%	(35)	36%	(37)	30%	(30)	102
Ideo: Conservative (5-7)	36%	(25)	30%	(21)	34%	(23)	69
Educ: < College	40%	(160)	30%	(121)	31%	(124)	405
Ethnicity: White	41%	(128)	30%	(94)	29%	(91)	313
Ethnicity: Hispanic	44%	(44)	30%	(30)	26%	(26)	100
Ethnicity: Black	29%	(18)	40%	(25)	31%	(19)	62
Ethnicity: Other	34%	(19)	31%	(17)	34%	(18)	54
All Christian	35%	(28)	33%	(26)	32%	(26)	79
Agnostic/Nothing in particular	40%	(77)	31%	(59)	29%	(57)	194
Something Else	34%	(29)	40%	(34)	25%	(21)	83
Evangelical	34%	(24)	34%	(24)	32%	(23)	71
Non-Evangelical	37%	(30)	40%	(33)	23%	(19)	82
Community: Urban	36%	(37)	28%	(28)	37%	(38)	103
Community: Suburban	38%	(69)	35%	(63)	28%	(51)	183
Community: Rural	41%	(59)	31%	(44)	28%	(40)	144
Military HH: No	39%	(156)	30%	(119)	31%	(124)	399
4-Region: Northeast	32%	(23)	32%	(23)	35%	(25)	72
4-Region: Midwest	39%	(39)	34%	(33)	27%	(27)	99
4-Region: South	41%	(77)	30%	(56)	29%	(54)	187
4-Region: West	36%	(26)	32%	(23)	32%	(23)	71
TikTok Users	40%	(107)	32%	(86)	28%	(75)	268
Twitch Users	53%	(47)	25%	(22)	23%	(20)	89
2022 Sports Viewers/Attendees	41%	(79)	34%	(65)	25%	(48)	192
Heard Smile Campaign	42%	(58)	28%	(39)	30%	(41)	137
Heard Minion Campaign	42%	(83)	31%	(62)	27%	(53)	198

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**Table MCFE33\_2:** Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?

*Food/beverage items are too expensive*

Demographic	Major reason		Minor reason		Not a reason		Total N
GenZers	38%	(165)	32%	(136)	30%	(129)	429
Listens to Podcasts	38%	(77)	37%	(74)	25%	(50)	201
Streaming Services User	40%	(147)	33%	(122)	28%	(103)	371
Netflix User	41%	(139)	33%	(114)	26%	(90)	343
Disney+ User	40%	(91)	38%	(88)	22%	(52)	231
Heterosexual or straight	37%	(110)	33%	(100)	30%	(91)	301
Bisexual	46%	(25)	30%	(16)	24%	(13)	54
Yes	40%	(24)	27%	(16)	33%	(20)	60
No	38%	(141)	32%	(120)	29%	(109)	370

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE33\_3:** Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?  
*I don't enjoy the experience*

Demographic	Major reason		Minor reason		Not a reason		Total N
GenZers	10%	(43)	23%	(100)	67%	(287)	429
Gender: Male	13%	(28)	24%	(52)	63%	(138)	218
Gender: Female	7%	(15)	22%	(47)	70%	(149)	211
Age: 18-34	13%	(35)	26%	(68)	61%	(163)	265
GenZers: 1997-2012	10%	(43)	23%	(100)	67%	(287)	429
Ideo: Liberal (1-3)	15%	(16)	27%	(29)	59%	(63)	108
Ideo: Moderate (4)	15%	(15)	17%	(18)	68%	(69)	102
Ideo: Conservative (5-7)	10%	(7)	23%	(16)	67%	(46)	69
Educ: < College	10%	(39)	23%	(93)	67%	(273)	405
Ethnicity: White	10%	(32)	20%	(64)	70%	(218)	313
Ethnicity: Hispanic	4%	(4)	17%	(17)	79%	(79)	100
Ethnicity: Black	12%	(7)	29%	(18)	59%	(36)	62
Ethnicity: Other	7%	(4)	33%	(18)	60%	(33)	54
All Christian	15%	(12)	23%	(18)	62%	(49)	79
Agnostic/Nothing in particular	6%	(12)	25%	(48)	69%	(134)	194
Something Else	9%	(7)	19%	(16)	72%	(60)	83
Evangelical	12%	(9)	21%	(15)	66%	(47)	71
Non-Evangelical	12%	(10)	18%	(15)	70%	(57)	82
Community: Urban	4%	(4)	27%	(28)	69%	(71)	103
Community: Suburban	12%	(23)	25%	(46)	62%	(114)	183
Community: Rural	11%	(16)	18%	(26)	71%	(102)	144
Military HH: No	10%	(39)	22%	(89)	68%	(272)	399
4-Region: Northeast	8%	(6)	28%	(20)	64%	(46)	72
4-Region: Midwest	10%	(10)	22%	(21)	69%	(68)	99
4-Region: South	12%	(23)	22%	(42)	65%	(122)	187
4-Region: West	7%	(5)	23%	(16)	71%	(50)	71
TikTok Users	7%	(19)	23%	(63)	69%	(186)	268
Twitch Users	11%	(10)	22%	(19)	68%	(60)	89
2022 Sports Viewers/Attendees	11%	(21)	28%	(53)	62%	(118)	192
Heard Smile Campaign	9%	(13)	27%	(37)	64%	(88)	137
Heard Minion Campaign	8%	(16)	21%	(41)	71%	(141)	198

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**Table MCFE33\_3:** Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?  
*I don't enjoy the experience*

Demographic	Major reason		Minor reason		Not a reason		Total N
GenZers	10%	(43)	23%	(100)	67%	(287)	429
Listens to Podcasts	9%	(19)	32%	(64)	59%	(119)	201
Streaming Services User	9%	(34)	23%	(87)	67%	(250)	371
Netflix User	10%	(33)	23%	(78)	68%	(232)	343
Disney+ User	7%	(17)	22%	(50)	71%	(163)	231
Heterosexual or straight	9%	(28)	25%	(75)	66%	(198)	301
Bisexual	10%	(6)	18%	(10)	71%	(38)	54
Yes	11%	(6)	25%	(15)	64%	(38)	60
No	10%	(37)	23%	(85)	67%	(249)	370

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE33\_4:** Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?

*I am not interested in the movies that are available*

Demographic	Major reason		Minor reason		Not a reason		Total N
GenZers	30%	(131)	27%	(117)	42%	(181)	429
Gender: Male	31%	(68)	26%	(58)	42%	(92)	218
Gender: Female	30%	(63)	28%	(59)	42%	(89)	211
Age: 18-34	32%	(85)	28%	(73)	40%	(107)	265
GenZers: 1997-2012	30%	(131)	27%	(117)	42%	(181)	429
Ideo: Liberal (1-3)	44%	(47)	25%	(27)	31%	(34)	108
Ideo: Moderate (4)	26%	(26)	31%	(31)	43%	(44)	102
Ideo: Conservative (5-7)	28%	(20)	35%	(24)	37%	(25)	69
Educ: < College	29%	(118)	27%	(111)	43%	(176)	405
Ethnicity: White	33%	(102)	27%	(84)	41%	(127)	313
Ethnicity: Hispanic	30%	(30)	28%	(28)	41%	(41)	100
Ethnicity: Black	25%	(15)	29%	(18)	46%	(28)	62
Ethnicity: Other	24%	(13)	29%	(15)	47%	(26)	54
All Christian	37%	(29)	22%	(18)	41%	(33)	79
Agnostic/Nothing in particular	29%	(56)	30%	(59)	41%	(79)	194
Something Else	30%	(25)	22%	(19)	48%	(40)	83
Evangelical	36%	(26)	16%	(12)	47%	(34)	71
Non-Evangelical	30%	(25)	28%	(23)	42%	(35)	82
Community: Urban	31%	(32)	25%	(26)	44%	(45)	103
Community: Suburban	26%	(48)	33%	(61)	40%	(74)	183
Community: Rural	35%	(51)	21%	(30)	44%	(63)	144
Military HH: No	31%	(123)	27%	(110)	42%	(166)	399
4-Region: Northeast	32%	(23)	31%	(22)	38%	(27)	72
4-Region: Midwest	31%	(31)	34%	(33)	35%	(35)	99
4-Region: South	27%	(51)	22%	(41)	51%	(95)	187
4-Region: West	36%	(26)	28%	(20)	35%	(25)	71
TikTok Users	27%	(73)	29%	(79)	44%	(117)	268
Twitch Users	34%	(31)	30%	(27)	36%	(32)	89
2022 Sports Viewers/Attendees	38%	(72)	30%	(57)	33%	(63)	192
Heard Smile Campaign	27%	(37)	33%	(45)	40%	(55)	137
Heard Minion Campaign	29%	(58)	30%	(59)	41%	(81)	198

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**Table MCFE33\_4:** Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?

*I am not interested in the movies that are available*

Demographic	Major reason		Minor reason		Not a reason		Total N
GenZers	30%	(131)	27%	(117)	42%	(181)	429
Listens to Podcasts	31%	(62)	30%	(61)	39%	(79)	201
Streaming Services User	30%	(110)	29%	(109)	41%	(153)	371
Netflix User	29%	(99)	29%	(100)	42%	(144)	343
Disney+ User	28%	(64)	33%	(75)	40%	(92)	231
Heterosexual or straight	29%	(88)	27%	(82)	43%	(130)	301
Bisexual	26%	(14)	32%	(17)	43%	(23)	54
Yes	37%	(22)	23%	(14)	40%	(24)	60
No	29%	(109)	28%	(103)	43%	(158)	370

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE33\_5:** Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?

*It's not a social experience (e.g., you can't talk in theaters)*

Demographic	Major reason		Minor reason		Not a reason		Total N
GenZers	8%	(32)	27%	(115)	66%	(282)	429
Gender: Male	8%	(19)	30%	(66)	61%	(133)	218
Gender: Female	7%	(14)	23%	(49)	70%	(149)	211
Age: 18-34	9%	(23)	26%	(69)	65%	(174)	265
GenZers: 1997-2012	8%	(32)	27%	(115)	66%	(282)	429
Ideo: Liberal (1-3)	15%	(16)	35%	(38)	50%	(55)	108
Ideo: Moderate (4)	6%	(6)	21%	(22)	73%	(74)	102
Ideo: Conservative (5-7)	8%	(5)	27%	(18)	66%	(45)	69
Educ: < College	7%	(28)	27%	(109)	66%	(268)	405
Ethnicity: White	7%	(21)	27%	(84)	67%	(208)	313
Ethnicity: Hispanic	6%	(6)	29%	(29)	65%	(65)	100
Ethnicity: Black	9%	(5)	24%	(15)	67%	(41)	62
Ethnicity: Other	10%	(6)	30%	(16)	59%	(32)	54
All Christian	13%	(10)	26%	(21)	61%	(48)	79
Agnostic/Nothing in particular	5%	(10)	25%	(49)	70%	(135)	194
Something Else	9%	(7)	31%	(26)	60%	(50)	83
Evangelical	14%	(10)	29%	(20)	58%	(41)	71
Non-Evangelical	10%	(8)	28%	(23)	62%	(51)	82
Community: Urban	9%	(9)	32%	(33)	59%	(61)	103
Community: Suburban	8%	(15)	25%	(46)	67%	(122)	183
Community: Rural	6%	(8)	25%	(36)	69%	(99)	144
Military HH: No	8%	(31)	26%	(105)	66%	(262)	399
4-Region: Northeast	11%	(8)	27%	(20)	62%	(45)	72
4-Region: Midwest	9%	(9)	29%	(29)	62%	(61)	99
4-Region: South	6%	(11)	29%	(54)	65%	(122)	187
4-Region: West	6%	(5)	17%	(12)	76%	(54)	71
TikTok Users	5%	(15)	31%	(84)	63%	(170)	268
Twitch Users	4%	(3)	38%	(34)	58%	(52)	89
2022 Sports Viewers/Attendees	9%	(17)	31%	(59)	60%	(116)	192
Heard Smile Campaign	10%	(14)	36%	(49)	54%	(74)	137
Heard Minion Campaign	9%	(18)	32%	(63)	59%	(117)	198

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**Table MCFE33\_5:** Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?

*It's not a social experience (e.g., you can't talk in theaters)*

Demographic	Major reason		Minor reason		Not a reason		Total N
GenZers	8%	(32)	27%	(115)	66%	(282)	429
Listens to Podcasts	9%	(19)	35%	(71)	56%	(112)	201
Streaming Services User	8%	(29)	29%	(108)	63%	(235)	371
Netflix User	8%	(28)	29%	(100)	63%	(215)	343
Disney+ User	9%	(21)	31%	(72)	60%	(138)	231
Heterosexual or straight	8%	(24)	27%	(83)	65%	(195)	301
Bisexual	5%	(3)	29%	(16)	66%	(35)	54
Yes	9%	(5)	26%	(15)	65%	(39)	60
No	7%	(27)	27%	(100)	66%	(243)	370

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE33\_6:** Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?

*I prefer to stream at home*

Demographic	Major reason		Minor reason		Not a reason		Total N
GenZers	52%	(221)	24%	(105)	24%	(103)	429
Gender: Male	52%	(113)	26%	(56)	22%	(49)	218
Gender: Female	51%	(108)	23%	(48)	26%	(55)	211
Age: 18-34	51%	(135)	25%	(65)	25%	(65)	265
GenZers: 1997-2012	52%	(221)	24%	(105)	24%	(103)	429
Ideo: Liberal (1-3)	54%	(59)	26%	(28)	20%	(22)	108
Ideo: Moderate (4)	56%	(57)	23%	(23)	21%	(21)	102
Ideo: Conservative (5-7)	41%	(28)	29%	(20)	31%	(21)	69
Educ: < College	52%	(210)	24%	(97)	24%	(97)	405
Ethnicity: White	53%	(166)	24%	(74)	23%	(73)	313
Ethnicity: Hispanic	52%	(52)	20%	(20)	28%	(28)	100
Ethnicity: Black	48%	(30)	25%	(15)	27%	(17)	62
Ethnicity: Other	47%	(25)	28%	(15)	26%	(14)	54
All Christian	45%	(35)	24%	(19)	31%	(25)	79
Agnostic/Nothing in particular	57%	(111)	25%	(49)	17%	(33)	194
Something Else	46%	(38)	26%	(21)	29%	(24)	83
Evangelical	50%	(36)	26%	(19)	24%	(17)	71
Non-Evangelical	42%	(35)	24%	(19)	34%	(28)	82
Community: Urban	59%	(61)	19%	(20)	22%	(23)	103
Community: Suburban	49%	(89)	28%	(52)	23%	(43)	183
Community: Rural	50%	(72)	23%	(33)	27%	(38)	144
Military HH: No	53%	(210)	22%	(89)	25%	(100)	399
4-Region: Northeast	56%	(40)	24%	(17)	20%	(15)	72
4-Region: Midwest	52%	(52)	17%	(16)	31%	(31)	99
4-Region: South	46%	(86)	30%	(57)	23%	(44)	187
4-Region: West	60%	(43)	20%	(14)	20%	(14)	71
TikTok Users	55%	(147)	24%	(64)	22%	(58)	268
Twitch Users	56%	(50)	27%	(24)	17%	(15)	89
2022 Sports Viewers/Attendees	52%	(99)	29%	(56)	19%	(37)	192
Heard Smile Campaign	54%	(74)	25%	(34)	21%	(29)	137
Heard Minion Campaign	51%	(101)	26%	(51)	23%	(46)	198

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**Table MCFE33\_6:** Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?  
I prefer to stream at home

Demographic	Major reason		Minor reason		Not a reason		Total N
GenZers	52%	(221)	24%	(105)	24%	(103)	429
Listens to Podcasts	54%	(109)	31%	(63)	15%	(29)	201
Streaming Services User	54%	(202)	24%	(88)	22%	(82)	371
Netflix User	55%	(187)	25%	(85)	21%	(71)	343
Disney+ User	56%	(129)	25%	(58)	19%	(44)	231
Heterosexual or straight	49%	(149)	27%	(82)	23%	(70)	301
Bisexual	68%	(36)	18%	(10)	14%	(8)	54
Yes	55%	(32)	22%	(13)	23%	(14)	60
No	51%	(189)	25%	(92)	24%	(89)	370

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE34\_1:** Have you heard about upcoming movies/TV shows through the following in the past year?  
People posting about them on social media (such as TikTok, Instagram, Snapchat, Twitter, Facebook, YouTube)

Demographic	Yes		No		Total N
GenZers	72%	(717)	28%	(283)	1000
Gender: Male	68%	(344)	32%	(162)	506
Gender: Female	76%	(373)	24%	(121)	494
Age: 18-34	69%	(423)	31%	(186)	609
GenZers: 1997-2012	72%	(717)	28%	(283)	1000
Ideo: Liberal (1-3)	82%	(248)	18%	(56)	304
Ideo: Moderate (4)	66%	(154)	34%	(79)	232
Ideo: Conservative (5-7)	70%	(116)	30%	(50)	165
Educ: < College	72%	(656)	28%	(254)	910
Educ: Bachelors degree	71%	(46)	29%	(19)	65
Ethnicity: White	71%	(516)	29%	(215)	731
Ethnicity: Hispanic	70%	(169)	30%	(73)	242
Ethnicity: Black	74%	(109)	26%	(39)	148
Ethnicity: Other	75%	(91)	25%	(30)	121
All Christian	69%	(165)	31%	(73)	237
All Non-Christian	71%	(35)	29%	(15)	50
Atheist	64%	(74)	36%	(42)	116
Agnostic/Nothing in particular	74%	(300)	26%	(105)	405
Something Else	74%	(143)	26%	(50)	193
Religious Non-Protestant/Catholic	65%	(44)	35%	(24)	68
Evangelical	76%	(131)	24%	(41)	172
Non-Evangelical	70%	(159)	30%	(69)	228
Community: Urban	76%	(219)	24%	(69)	288
Community: Suburban	73%	(317)	27%	(119)	435
Community: Rural	65%	(181)	35%	(95)	276
Military HH: Yes	70%	(68)	30%	(29)	97
Military HH: No	72%	(649)	28%	(254)	903
4-Region: Northeast	73%	(119)	27%	(45)	164
4-Region: Midwest	72%	(167)	28%	(65)	233
4-Region: South	73%	(314)	27%	(118)	432
4-Region: West	68%	(116)	32%	(56)	172
TikTok Users	78%	(532)	22%	(148)	680

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**Table MCFE34\_1:** Have you heard about upcoming movies/TV shows through the following in the past year?  
People posting about them on social media (such as TikTok, Instagram, Snapchat, Twitter, Facebook, YouTube)

Demographic	Yes		No		Total N
GenZers	72%	(717)	28%	(283)	1000
Twitch Users	82%	(194)	18%	(42)	236
2022 Sports Viewers/Attendees	77%	(457)	23%	(140)	597
Monthly Moviegoers	73%	(123)	27%	(45)	168
Few Times per Year + Moviegoers	77%	(440)	23%	(130)	571
Heard Smile Campaign	84%	(355)	16%	(69)	425
Heard Minion Campaign	80%	(406)	20%	(99)	505
Listens to Podcasts	76%	(422)	24%	(130)	552
Streaming Services User	74%	(668)	26%	(231)	898
Netflix User	74%	(637)	26%	(227)	864
Disney+ User	74%	(457)	26%	(160)	617
Heterosexual or straight	70%	(490)	30%	(212)	702
Bisexual	79%	(111)	21%	(30)	141
Something else	73%	(41)	27%	(15)	56
Yes	67%	(94)	33%	(46)	140
No	72%	(623)	28%	(238)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE34\_2:** Have you heard about upcoming movies/TV shows through the following in the past year?  
Advertisements on social media (such as TikTok, Instagram, Snapchat, Twitter, Facebook, YouTube)

Demographic	Yes		No		Total N
GenZers	77%	(772)	23%	(228)	1000
Gender: Male	74%	(375)	26%	(131)	506
Gender: Female	80%	(397)	20%	(97)	494
Age: 18-34	75%	(459)	25%	(150)	609
GenZers: 1997-2012	77%	(772)	23%	(228)	1000
Ideo: Liberal (1-3)	81%	(247)	19%	(57)	304
Ideo: Moderate (4)	76%	(176)	24%	(57)	232
Ideo: Conservative (5-7)	80%	(133)	20%	(33)	165
Educ: < College	77%	(701)	23%	(209)	910
Educ: Bachelors degree	80%	(52)	20%	(13)	65
Ethnicity: White	77%	(562)	23%	(169)	731
Ethnicity: Hispanic	77%	(187)	23%	(55)	242
Ethnicity: Black	77%	(114)	23%	(34)	148
Ethnicity: Other	79%	(96)	21%	(25)	121
All Christian	76%	(181)	24%	(56)	237
All Non-Christian	78%	(39)	22%	(11)	50
Atheist	72%	(83)	28%	(32)	116
Agnostic/Nothing in particular	78%	(315)	22%	(89)	405
Something Else	80%	(154)	20%	(39)	193
Religious Non-Protestant/Catholic	69%	(47)	31%	(21)	68
Evangelical	80%	(138)	20%	(34)	172
Non-Evangelical	79%	(180)	21%	(49)	228
Community: Urban	77%	(222)	23%	(66)	288
Community: Suburban	77%	(337)	23%	(98)	435
Community: Rural	77%	(213)	23%	(64)	276
Military HH: Yes	76%	(74)	24%	(23)	97
Military HH: No	77%	(698)	23%	(205)	903
4-Region: Northeast	80%	(131)	20%	(33)	164
4-Region: Midwest	77%	(179)	23%	(53)	233
4-Region: South	78%	(336)	22%	(96)	432
4-Region: West	73%	(126)	27%	(46)	172
TikTok Users	83%	(564)	17%	(116)	680

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**Table MCFE34\_2:** Have you heard about upcoming movies/TV shows through the following in the past year?  
Advertisements on social media (such as TikTok, Instagram, Snapchat, Twitter, Facebook, YouTube)

Demographic	Yes		No		Total N
GenZers	77%	(772)	23%	(228)	1000
Twitch Users	87%	(205)	13%	(30)	236
2022 Sports Viewers/Attendees	83%	(498)	17%	(99)	597
Monthly Moviegoers	79%	(133)	21%	(35)	168
Few Times per Year + Moviegoers	82%	(467)	18%	(104)	571
Heard Smile Campaign	86%	(364)	14%	(60)	425
Heard Minion Campaign	86%	(437)	14%	(69)	505
Listens to Podcasts	80%	(444)	20%	(109)	552
Streaming Services User	81%	(726)	19%	(172)	898
Netflix User	80%	(692)	20%	(172)	864
Disney+ User	82%	(507)	18%	(110)	617
Heterosexual or straight	77%	(538)	23%	(164)	702
Bisexual	79%	(111)	21%	(30)	141
Something else	68%	(38)	32%	(18)	56
Yes	73%	(102)	27%	(38)	140
No	78%	(670)	22%	(190)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE34\_3:** Have you heard about upcoming movies/TV shows through the following in the past year?  
The news

Demographic	Yes		No		Total N
GenZers	28%	(283)	72%	(717)	1000
Gender: Male	30%	(154)	70%	(352)	506
Gender: Female	26%	(129)	74%	(365)	494
Age: 18-34	30%	(182)	70%	(427)	609
GenZers: 1997-2012	28%	(283)	72%	(717)	1000
Ideo: Liberal (1-3)	31%	(94)	69%	(210)	304
Ideo: Moderate (4)	32%	(74)	68%	(159)	232
Ideo: Conservative (5-7)	33%	(55)	67%	(110)	165
Educ: < College	28%	(256)	72%	(654)	910
Educ: Bachelors degree	31%	(20)	69%	(45)	65
Ethnicity: White	27%	(198)	73%	(533)	731
Ethnicity: Hispanic	28%	(69)	72%	(173)	242
Ethnicity: Black	33%	(49)	67%	(99)	148
Ethnicity: Other	29%	(36)	71%	(85)	121
All Christian	33%	(77)	67%	(160)	237
All Non-Christian	31%	(16)	69%	(34)	50
Atheist	21%	(25)	79%	(91)	116
Agnostic/Nothing in particular	25%	(102)	75%	(303)	405
Something Else	33%	(64)	67%	(129)	193
Religious Non-Protestant/Catholic	31%	(21)	69%	(47)	68
Evangelical	41%	(70)	59%	(102)	172
Non-Evangelical	26%	(60)	74%	(168)	228
Community: Urban	26%	(74)	74%	(214)	288
Community: Suburban	32%	(139)	68%	(296)	435
Community: Rural	25%	(70)	75%	(207)	276
Military HH: Yes	30%	(29)	70%	(67)	97
Military HH: No	28%	(254)	72%	(649)	903
4-Region: Northeast	29%	(48)	71%	(116)	164
4-Region: Midwest	25%	(58)	75%	(175)	233
4-Region: South	31%	(135)	69%	(296)	432
4-Region: West	25%	(42)	75%	(130)	172
TikTok Users	27%	(181)	73%	(499)	680

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**Table MCFE34\_3:** Have you heard about upcoming movies/TV shows through the following in the past year?

The news

Demographic	Yes		No		Total N
GenZers	28%	(283)	72%	(717)	1000
Twitch Users	33%	(77)	67%	(158)	236
2022 Sports Viewers/Attendees	34%	(202)	66%	(395)	597
Monthly Moviegoers	35%	(59)	65%	(109)	168
Few Times per Year + Moviegoers	32%	(182)	68%	(388)	571
Heard Smile Campaign	34%	(145)	66%	(279)	425
Heard Minion Campaign	34%	(174)	66%	(331)	505
Listens to Podcasts	35%	(191)	65%	(361)	552
Streaming Services User	30%	(266)	70%	(632)	898
Netflix User	29%	(248)	71%	(616)	864
Disney+ User	33%	(202)	67%	(415)	617
Heterosexual or straight	29%	(203)	71%	(498)	702
Bisexual	27%	(38)	73%	(103)	141
Something else	30%	(17)	70%	(39)	56
Yes	21%	(30)	79%	(110)	140
No	29%	(253)	71%	(607)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE34\_4:** Have you heard about upcoming movies/TV shows through the following in the past year?  
Conversations with friends / family

Demographic	Yes	No	Total N
GenZers	67% (670)	33% (330)	1000
Gender: Male	61% (310)	39% (196)	506
Gender: Female	73% (360)	27% (134)	494
Age: 18-34	67% (411)	33% (198)	609
GenZers: 1997-2012	67% (670)	33% (330)	1000
Ideo: Liberal (1-3)	73% (220)	27% (84)	304
Ideo: Moderate (4)	60% (139)	40% (93)	232
Ideo: Conservative (5-7)	75% (125)	25% (41)	165
Educ: < College	66% (601)	34% (308)	910
Educ: Bachelors degree	79% (51)	21% (14)	65
Ethnicity: White	67% (492)	33% (239)	731
Ethnicity: Hispanic	62% (151)	38% (91)	242
Ethnicity: Black	66% (97)	34% (51)	148
Ethnicity: Other	67% (81)	33% (40)	121
All Christian	74% (175)	26% (63)	237
All Non-Christian	61% (30)	39% (20)	50
Atheist	60% (70)	40% (46)	116
Agnostic/Nothing in particular	63% (256)	37% (149)	405
Something Else	73% (140)	27% (53)	193
Religious Non-Protestant/Catholic	59% (40)	41% (28)	68
Evangelical	77% (131)	23% (40)	172
Non-Evangelical	72% (165)	28% (64)	228
Community: Urban	68% (196)	32% (92)	288
Community: Suburban	67% (290)	33% (146)	435
Community: Rural	66% (183)	34% (93)	276
Military HH: Yes	63% (61)	37% (36)	97
Military HH: No	67% (609)	33% (294)	903
4-Region: Northeast	66% (109)	34% (55)	164
4-Region: Midwest	70% (162)	30% (71)	233
4-Region: South	67% (289)	33% (142)	432
4-Region: West	64% (110)	36% (62)	172
TikTok Users	70% (477)	30% (203)	680

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**Table MCFE34\_4:** Have you heard about upcoming movies/TV shows through the following in the past year?  
Conversations with friends / family

Demographic	Yes		No		Total N
GenZers	67%	(670)	33%	(330)	1000
Twitch Users	69%	(162)	31%	(74)	236
2022 Sports Viewers/Attendees	72%	(433)	28%	(165)	597
Monthly Moviegoers	68%	(114)	32%	(54)	168
Few Times per Year + Moviegoers	73%	(414)	27%	(157)	571
Heard Smile Campaign	75%	(320)	25%	(104)	425
Heard Minion Campaign	75%	(378)	25%	(127)	505
Listens to Podcasts	71%	(392)	29%	(161)	552
Streaming Services User	70%	(631)	30%	(268)	898
Netflix User	69%	(595)	31%	(269)	864
Disney+ User	72%	(443)	28%	(174)	617
Heterosexual or straight	65%	(459)	35%	(242)	702
Bisexual	71%	(100)	29%	(41)	141
Something else	54%	(30)	46%	(26)	56
Yes	64%	(89)	36%	(51)	140
No	68%	(581)	32%	(279)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE34\_5:** Have you heard about upcoming movies/TV shows through the following in the past year?  
Ads while watching TV/movies/videos

Demographic	Yes		No		Total N
GenZers	74%	(739)	26%	(261)	1000
Gender: Male	73%	(368)	27%	(138)	506
Gender: Female	75%	(371)	25%	(123)	494
Age: 18-34	73%	(442)	27%	(167)	609
GenZers: 1997-2012	74%	(739)	26%	(261)	1000
Ideo: Liberal (1-3)	79%	(239)	21%	(65)	304
Ideo: Moderate (4)	71%	(165)	29%	(67)	232
Ideo: Conservative (5-7)	75%	(124)	25%	(41)	165
Educ: < College	74%	(674)	26%	(236)	910
Educ: Bachelors degree	75%	(49)	25%	(16)	65
Ethnicity: White	74%	(540)	26%	(191)	731
Ethnicity: Hispanic	72%	(174)	28%	(68)	242
Ethnicity: Black	72%	(107)	28%	(41)	148
Ethnicity: Other	76%	(92)	24%	(29)	121
All Christian	72%	(170)	28%	(68)	237
All Non-Christian	66%	(33)	34%	(17)	50
Atheist	76%	(87)	24%	(28)	116
Agnostic/Nothing in particular	75%	(305)	25%	(100)	405
Something Else	75%	(144)	25%	(49)	193
Religious Non-Protestant/Catholic	63%	(43)	37%	(25)	68
Evangelical	78%	(135)	22%	(37)	172
Non-Evangelical	70%	(161)	30%	(68)	228
Community: Urban	73%	(210)	27%	(78)	288
Community: Suburban	72%	(312)	28%	(124)	435
Community: Rural	79%	(217)	21%	(59)	276
Military HH: Yes	73%	(71)	27%	(26)	97
Military HH: No	74%	(668)	26%	(235)	903
4-Region: Northeast	74%	(122)	26%	(42)	164
4-Region: Midwest	74%	(172)	26%	(61)	233
4-Region: South	73%	(316)	27%	(116)	432
4-Region: West	75%	(129)	25%	(42)	172
TikTok Users	76%	(519)	24%	(161)	680

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**Table MCFE34\_5:** Have you heard about upcoming movies/TV shows through the following in the past year?  
Ads while watching TV/movies/videos

Demographic	Yes		No		Total N
GenZers	74%	(739)	26%	(261)	1000
Twitch Users	83%	(196)	17%	(40)	236
2022 Sports Viewers/Attendees	79%	(471)	21%	(126)	597
Monthly Moviegoers	71%	(119)	29%	(50)	168
Few Times per Year + Moviegoers	78%	(445)	22%	(125)	571
Heard Smile Campaign	78%	(330)	22%	(95)	425
Heard Minion Campaign	83%	(420)	17%	(85)	505
Listens to Podcasts	77%	(424)	23%	(129)	552
Streaming Services User	78%	(697)	22%	(201)	898
Netflix User	76%	(656)	24%	(208)	864
Disney+ User	78%	(484)	22%	(133)	617
Heterosexual or straight	74%	(517)	26%	(185)	702
Bisexual	76%	(107)	24%	(34)	141
Something else	65%	(37)	35%	(20)	56
Yes	72%	(101)	28%	(39)	140
No	74%	(638)	26%	(222)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE34\_6:** Have you heard about upcoming movies/TV shows through the following in the past year?  
Print advertisements (such as those posted at bus stops, malls)

Demographic	Yes		No		Total N
GenZers	28%	(285)	72%	(715)	1000
Gender: Male	29%	(146)	71%	(360)	506
Gender: Female	28%	(139)	72%	(355)	494
Age: 18-34	29%	(179)	71%	(430)	609
GenZers: 1997-2012	28%	(285)	72%	(715)	1000
Ideo: Liberal (1-3)	32%	(96)	68%	(208)	304
Ideo: Moderate (4)	28%	(65)	72%	(168)	232
Ideo: Conservative (5-7)	26%	(43)	74%	(122)	165
Educ: < College	29%	(260)	71%	(650)	910
Educ: Bachelors degree	26%	(17)	74%	(48)	65
Ethnicity: White	26%	(193)	74%	(538)	731
Ethnicity: Hispanic	30%	(71)	70%	(171)	242
Ethnicity: Black	36%	(53)	64%	(95)	148
Ethnicity: Other	32%	(39)	68%	(82)	121
All Christian	30%	(72)	70%	(165)	237
All Non-Christian	39%	(19)	61%	(30)	50
Atheist	19%	(22)	81%	(94)	116
Agnostic/Nothing in particular	26%	(105)	74%	(299)	405
Something Else	34%	(66)	66%	(127)	193
Religious Non-Protestant/Catholic	36%	(25)	64%	(43)	68
Evangelical	44%	(75)	56%	(96)	172
Non-Evangelical	23%	(53)	77%	(176)	228
Community: Urban	31%	(88)	69%	(200)	288
Community: Suburban	29%	(124)	71%	(311)	435
Community: Rural	26%	(72)	74%	(204)	276
Military HH: Yes	35%	(34)	65%	(63)	97
Military HH: No	28%	(251)	72%	(652)	903
4-Region: Northeast	32%	(52)	68%	(112)	164
4-Region: Midwest	23%	(55)	77%	(178)	233
4-Region: South	29%	(124)	71%	(307)	432
4-Region: West	31%	(54)	69%	(118)	172
TikTok Users	30%	(205)	70%	(475)	680

Continued on next page

**Table MCFE34\_6:** Have you heard about upcoming movies/TV shows through the following in the past year?  
Print advertisements (such as those posted at bus stops, malls)

Demographic	Yes		No		Total N
GenZers	28%	(285)	72%	(715)	1000
Twitch Users	30%	(72)	70%	(164)	236
2022 Sports Viewers/Attendees	34%	(203)	66%	(395)	597
Monthly Moviegoers	35%	(58)	65%	(110)	168
Few Times per Year + Moviegoers	31%	(175)	69%	(396)	571
Heard Smile Campaign	36%	(153)	64%	(271)	425
Heard Minion Campaign	34%	(173)	66%	(332)	505
Listens to Podcasts	36%	(199)	64%	(354)	552
Streaming Services User	29%	(265)	71%	(634)	898
Netflix User	29%	(247)	71%	(617)	864
Disney+ User	30%	(186)	70%	(431)	617
Heterosexual or straight	28%	(194)	72%	(508)	702
Bisexual	35%	(49)	65%	(92)	141
Something else	39%	(22)	61%	(35)	56
Yes	33%	(46)	67%	(93)	140
No	28%	(238)	72%	(622)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE35:** Which of the following comes closest to how you feel about social media campaigns being used to advertise a new movie/TV show?

Demographic	I tend to enjoy when social media campaigns are used to advertise a new movie/TV show, and it can make me more interested in seeing it		I tend to enjoy when social media campaigns are used to advertise a new movie/TV show, but it doesn't usually make me more interested in seeing it		I don't tend to enjoy when social media campaigns are used to advertise a new movie/TV show		I have never seen a social media campaign being used to advertise a new movie/TV show		Total N
GenZers	35%	(349)	36%	(355)	19%	(189)	11%	(107)	1000
Gender: Male	27%	(136)	41%	(209)	22%	(111)	10%	(50)	506
Gender: Female	43%	(213)	30%	(146)	16%	(78)	11%	(57)	494
Age: 18-34	37%	(227)	34%	(208)	18%	(111)	10%	(64)	609
GenZers: 1997-2012	35%	(349)	36%	(355)	19%	(189)	11%	(107)	1000
Ideo: Liberal (1-3)	41%	(124)	36%	(111)	15%	(46)	7%	(23)	304
Ideo: Moderate (4)	35%	(81)	37%	(85)	20%	(46)	9%	(20)	232
Ideo: Conservative (5-7)	28%	(46)	41%	(68)	20%	(33)	11%	(19)	165
Educ: < College	35%	(315)	35%	(319)	19%	(171)	11%	(104)	910
Educ: Bachelors degree	33%	(22)	46%	(30)	19%	(13)	1%	(1)	65
Ethnicity: White	35%	(255)	36%	(260)	19%	(136)	11%	(80)	731
Ethnicity: Hispanic	38%	(92)	34%	(81)	18%	(43)	11%	(26)	242
Ethnicity: Black	41%	(60)	34%	(51)	14%	(20)	11%	(17)	148
Ethnicity: Other	27%	(33)	37%	(45)	27%	(33)	8%	(10)	121
All Christian	33%	(79)	41%	(98)	17%	(40)	8%	(20)	237
All Non-Christian	36%	(18)	34%	(17)	22%	(11)	8%	(4)	50
Atheist	26%	(30)	34%	(39)	23%	(26)	17%	(20)	116
Agnostic/Nothing in particular	36%	(145)	32%	(130)	21%	(87)	11%	(44)	405
Something Else	40%	(77)	37%	(71)	13%	(25)	10%	(20)	193
Religious Non-Protestant/Catholic	31%	(21)	39%	(26)	23%	(16)	7%	(5)	68
Evangelical	42%	(73)	38%	(65)	12%	(21)	7%	(13)	172
Non-Evangelical	33%	(76)	39%	(90)	17%	(38)	11%	(24)	228
Community: Urban	37%	(108)	35%	(102)	16%	(47)	11%	(31)	288
Community: Suburban	35%	(150)	38%	(167)	21%	(92)	6%	(27)	435
Community: Rural	33%	(91)	31%	(87)	18%	(50)	18%	(49)	276

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**Table MCFE35:** Which of the following comes closest to how you feel about social media campaigns being used to advertise a new movie/TV show?

Demographic	I tend to enjoy when social media campaigns are used to advertise a new movie/TV show, and it can make me more interested in seeing it		I tend to enjoy when social media campaigns are used to advertise a new movie/TV show, but it doesn't usually make me more interested in seeing it		I don't tend to enjoy when social media campaigns are used to advertise a new movie/TV show		I have never seen a social media campaign being used to advertise a new movie/TV show		Total N
GenZers	35%	(349)	36%	(355)	19%	(189)	11%	(107)	1000
Military HH: Yes	40%	(38)	28%	(27)	23%	(22)	10%	(9)	97
Military HH: No	34%	(311)	36%	(328)	18%	(167)	11%	(98)	903
4-Region: Northeast	33%	(55)	44%	(72)	15%	(25)	8%	(13)	164
4-Region: Midwest	35%	(81)	33%	(77)	20%	(46)	12%	(28)	233
4-Region: South	39%	(170)	32%	(140)	17%	(73)	11%	(49)	432
4-Region: West	25%	(43)	39%	(67)	26%	(45)	9%	(16)	172
TikTok Users	42%	(285)	33%	(227)	16%	(112)	8%	(56)	680
Twitch Users	39%	(92)	42%	(99)	15%	(36)	4%	(9)	236
2022 Sports Viewers/Attendees	38%	(224)	40%	(237)	16%	(94)	7%	(42)	597
Monthly Moviegoers	44%	(73)	36%	(60)	10%	(16)	11%	(18)	168
Few Times per Year + Moviegoers	43%	(243)	38%	(216)	12%	(67)	8%	(45)	571
Heard Smile Campaign	40%	(168)	41%	(174)	11%	(49)	8%	(34)	425
Heard Minion Campaign	37%	(186)	40%	(201)	15%	(77)	8%	(41)	505
Listens to Podcasts	39%	(218)	38%	(208)	15%	(85)	8%	(42)	552
Streaming Services User	36%	(327)	37%	(332)	17%	(155)	9%	(83)	898
Netflix User	37%	(318)	36%	(307)	18%	(152)	10%	(87)	864
Disney+ User	40%	(245)	36%	(225)	15%	(92)	9%	(55)	617
Heterosexual or straight	33%	(235)	36%	(253)	19%	(135)	11%	(79)	702
Bisexual	43%	(61)	25%	(36)	23%	(33)	8%	(11)	141
Something else	26%	(14)	49%	(27)	23%	(13)	3%	(1)	56
Yes	30%	(42)	36%	(51)	25%	(34)	9%	(13)	140
No	36%	(307)	35%	(305)	18%	(155)	11%	(94)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE36\_1:** Have you seen the following movies that are currently in theaters?  
*Smile*

Demographic	Yes		No, but I plan to see it in theaters		No, but I plan to see it when it is out of theaters		No, and I have no plans to see it		Total N
GenZers	12%	(125)	13%	(133)	24%	(242)	50%	(500)	1000
Gender: Male	13%	(68)	14%	(69)	20%	(102)	53%	(268)	506
Gender: Female	12%	(57)	13%	(65)	28%	(141)	47%	(232)	494
Age: 18-34	15%	(88)	14%	(83)	24%	(144)	48%	(294)	609
GenZers: 1997-2012	12%	(125)	13%	(133)	24%	(242)	50%	(500)	1000
Ideo: Liberal (1-3)	11%	(33)	17%	(50)	32%	(97)	41%	(123)	304
Ideo: Moderate (4)	18%	(41)	14%	(32)	19%	(45)	49%	(115)	232
Ideo: Conservative (5-7)	12%	(20)	9%	(15)	22%	(37)	56%	(93)	165
Educ: < College	12%	(110)	13%	(119)	25%	(226)	50%	(453)	910
Educ: Bachelors degree	13%	(9)	14%	(9)	20%	(13)	52%	(34)	65
Ethnicity: White	12%	(86)	12%	(91)	25%	(186)	50%	(368)	731
Ethnicity: Hispanic	15%	(36)	13%	(30)	26%	(63)	47%	(113)	242
Ethnicity: Black	18%	(27)	21%	(31)	23%	(35)	38%	(56)	148
Ethnicity: Other	10%	(12)	9%	(11)	18%	(22)	63%	(76)	121
All Christian	12%	(30)	11%	(27)	27%	(64)	49%	(117)	237
All Non-Christian	22%	(11)	20%	(10)	22%	(11)	36%	(18)	50
Atheist	5%	(6)	16%	(18)	26%	(30)	53%	(61)	116
Agnostic/Nothing in particular	12%	(48)	13%	(54)	24%	(98)	51%	(205)	405
Something Else	16%	(30)	13%	(24)	20%	(39)	51%	(99)	193
Religious Non-Protestant/Catholic	18%	(12)	20%	(13)	19%	(13)	44%	(30)	68
Evangelical	18%	(31)	14%	(23)	22%	(38)	46%	(80)	172
Non-Evangelical	11%	(25)	10%	(23)	26%	(60)	52%	(119)	228
Community: Urban	13%	(36)	14%	(41)	31%	(88)	43%	(123)	288
Community: Suburban	12%	(53)	14%	(60)	21%	(92)	53%	(231)	435
Community: Rural	13%	(35)	12%	(33)	23%	(62)	53%	(146)	276
Military HH: Yes	11%	(10)	14%	(13)	32%	(31)	44%	(42)	97
Military HH: No	13%	(114)	13%	(120)	23%	(211)	51%	(458)	903

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**Table MCFE36\_1:** Have you seen the following movies that are currently in theaters?

Smile

Demographic	Yes		No, but I plan to see it in theaters		No, but I plan to see it when it is out of theaters		No, and I have no plans to see it		Total N
GenZers	12%	(125)	13%	(133)	24%	(242)	50%	(500)	1000
4-Region: Northeast	15%	(25)	9%	(15)	22%	(35)	54%	(89)	164
4-Region: Midwest	10%	(23)	17%	(39)	31%	(71)	43%	(100)	233
4-Region: South	16%	(67)	12%	(53)	23%	(99)	49%	(212)	432
4-Region: West	6%	(10)	15%	(26)	21%	(37)	58%	(99)	172
TikTok Users	15%	(105)	15%	(105)	27%	(181)	42%	(289)	680
Twitch Users	15%	(34)	13%	(30)	29%	(68)	44%	(103)	236
2022 Sports Viewers/Attendees	14%	(81)	14%	(86)	26%	(156)	46%	(274)	597
Monthly Moviegoers	31%	(53)	23%	(39)	11%	(18)	35%	(59)	168
Few Times per Year + Moviegoers	17%	(96)	16%	(94)	26%	(150)	41%	(231)	571
Heard Smile Campaign	20%	(87)	18%	(77)	34%	(143)	28%	(117)	425
Heard Minion Campaign	17%	(85)	15%	(74)	29%	(144)	40%	(202)	505
Listens to Podcasts	15%	(82)	17%	(93)	26%	(143)	42%	(235)	552
Streaming Services User	13%	(115)	14%	(123)	26%	(233)	48%	(428)	898
Netflix User	14%	(118)	14%	(123)	25%	(218)	47%	(405)	864
Disney+ User	13%	(83)	17%	(103)	27%	(168)	43%	(263)	617
Heterosexual or straight	13%	(93)	11%	(74)	23%	(163)	53%	(371)	702
Bisexual	12%	(16)	20%	(29)	26%	(37)	42%	(59)	141
Something else	7%	(4)	15%	(8)	27%	(15)	51%	(29)	56
Yes	14%	(20)	11%	(15)	23%	(32)	52%	(73)	140
No	12%	(105)	14%	(118)	24%	(210)	50%	(427)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE36\_2:** Have you seen the following movies that are currently in theaters?

*Minions: The Rise of Gru*

Demographic	Yes		No, but I plan to see it in theaters		No, but I plan to see it when it is out of theaters		No, and I have no plans to see it		Total N
GenZers	33%	(327)	9%	(92)	28%	(279)	30%	(302)	1000
Gender: Male	32%	(161)	10%	(50)	24%	(123)	34%	(172)	506
Gender: Female	34%	(166)	9%	(42)	31%	(156)	26%	(130)	494
Age: 18-34	27%	(166)	9%	(57)	28%	(168)	36%	(218)	609
GenZers: 1997-2012	33%	(327)	9%	(92)	28%	(279)	30%	(302)	1000
Ideo: Liberal (1-3)	36%	(110)	9%	(27)	24%	(71)	31%	(95)	304
Ideo: Moderate (4)	27%	(63)	11%	(25)	28%	(65)	34%	(80)	232
Ideo: Conservative (5-7)	24%	(40)	9%	(15)	35%	(59)	31%	(52)	165
Educ: < College	33%	(298)	9%	(85)	28%	(256)	30%	(270)	910
Educ: Bachelors degree	30%	(20)	7%	(5)	29%	(19)	34%	(22)	65
Ethnicity: White	33%	(239)	9%	(62)	28%	(206)	31%	(224)	731
Ethnicity: Hispanic	48%	(115)	8%	(20)	24%	(58)	20%	(49)	242
Ethnicity: Black	28%	(41)	12%	(18)	30%	(45)	29%	(43)	148
Ethnicity: Other	38%	(46)	10%	(12)	23%	(28)	29%	(35)	121
All Christian	38%	(91)	8%	(20)	29%	(68)	25%	(59)	237
All Non-Christian	18%	(9)	8%	(4)	36%	(18)	38%	(19)	50
Atheist	37%	(43)	7%	(8)	19%	(22)	37%	(43)	116
Agnostic/Nothing in particular	31%	(126)	10%	(39)	26%	(105)	33%	(134)	405
Something Else	30%	(59)	11%	(22)	34%	(65)	24%	(47)	193
Religious Non-Protestant/Catholic	28%	(19)	7%	(5)	33%	(22)	32%	(22)	68
Evangelical	32%	(55)	14%	(24)	35%	(61)	18%	(32)	172
Non-Evangelical	35%	(80)	7%	(15)	28%	(64)	30%	(69)	228
Community: Urban	36%	(104)	11%	(31)	26%	(74)	27%	(79)	288
Community: Suburban	33%	(142)	9%	(40)	26%	(115)	32%	(139)	435
Community: Rural	29%	(81)	8%	(21)	32%	(90)	31%	(85)	276
Military HH: Yes	35%	(34)	13%	(13)	33%	(32)	19%	(18)	97
Military HH: No	32%	(293)	9%	(80)	27%	(247)	31%	(284)	903

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**Table MCFE36\_2:** Have you seen the following movies that are currently in theaters?

*Minions: The Rise of Gru*

Demographic	Yes		No, but I plan to see it in theaters		No, but I plan to see it when it is out of theaters		No, and I have no plans to see it		Total N
GenZers	33%	(327)	9%	(92)	28%	(279)	30%	(302)	1000
4-Region: Northeast	34%	(55)	10%	(16)	19%	(31)	38%	(62)	164
4-Region: Midwest	24%	(55)	10%	(24)	32%	(74)	34%	(79)	233
4-Region: South	33%	(142)	10%	(41)	31%	(133)	27%	(116)	432
4-Region: West	43%	(75)	7%	(12)	24%	(41)	26%	(45)	172
TikTok Users	37%	(252)	11%	(72)	26%	(175)	27%	(180)	680
Twitch Users	34%	(80)	9%	(21)	28%	(65)	30%	(70)	236
2022 Sports Viewers/Attendees	36%	(212)	10%	(58)	30%	(177)	25%	(150)	597
Monthly Moviegoers	41%	(69)	14%	(23)	25%	(42)	20%	(34)	168
Few Times per Year + Moviegoers	41%	(232)	10%	(57)	28%	(159)	21%	(122)	571
Heard Smile Campaign	39%	(165)	12%	(53)	29%	(122)	20%	(85)	425
Heard Minion Campaign	45%	(226)	9%	(48)	27%	(137)	19%	(94)	505
Listens to Podcasts	36%	(198)	12%	(69)	26%	(141)	26%	(144)	552
Streaming Services User	34%	(309)	10%	(88)	28%	(252)	28%	(249)	898
Netflix User	35%	(303)	10%	(83)	28%	(240)	28%	(238)	864
Disney+ User	38%	(233)	12%	(75)	30%	(182)	20%	(126)	617
Heterosexual or straight	31%	(221)	10%	(68)	30%	(209)	29%	(204)	702
Bisexual	34%	(48)	10%	(14)	27%	(38)	30%	(42)	141
Something else	39%	(22)	13%	(7)	12%	(7)	36%	(20)	56
Yes	39%	(54)	6%	(8)	29%	(41)	27%	(37)	140
No	32%	(273)	10%	(85)	28%	(238)	31%	(265)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE37\_1:** How much have you seen, read, or heard about the following, if at all?

Paramount arranging for actors to creepily smile in the view of cameras at baseball games as part of their marketing campaign for their new horror movie *Smile*

Demographic	A lot		Some		Not much		Nothing at all		Total N
GenZers	19%	(194)	23%	(230)	16%	(163)	41%	(412)	1000
Gender: Male	17%	(84)	26%	(132)	16%	(81)	41%	(209)	506
Gender: Female	22%	(110)	20%	(98)	17%	(83)	41%	(203)	494
Age: 18-34	20%	(122)	26%	(157)	15%	(94)	39%	(236)	609
GenZers: 1997-2012	19%	(194)	23%	(230)	16%	(163)	41%	(412)	1000
Ideo: Liberal (1-3)	24%	(74)	27%	(81)	14%	(43)	35%	(106)	304
Ideo: Moderate (4)	19%	(44)	25%	(58)	17%	(40)	39%	(91)	232
Ideo: Conservative (5-7)	16%	(27)	25%	(41)	20%	(33)	39%	(64)	165
Educ: < College	18%	(167)	22%	(204)	17%	(154)	42%	(385)	910
Educ: Bachelors degree	30%	(20)	32%	(21)	11%	(7)	26%	(17)	65
Ethnicity: White	19%	(142)	23%	(166)	17%	(121)	41%	(302)	731
Ethnicity: Hispanic	26%	(63)	21%	(52)	17%	(41)	36%	(86)	242
Ethnicity: Black	19%	(28)	26%	(39)	17%	(26)	37%	(55)	148
Ethnicity: Other	20%	(24)	21%	(26)	14%	(16)	45%	(55)	121
All Christian	19%	(46)	26%	(61)	17%	(41)	38%	(89)	237
All Non-Christian	27%	(13)	22%	(11)	19%	(10)	32%	(16)	50
Atheist	23%	(27)	17%	(19)	16%	(18)	44%	(51)	116
Agnostic/Nothing in particular	19%	(76)	22%	(87)	15%	(59)	45%	(183)	405
Something Else	17%	(32)	27%	(52)	18%	(36)	38%	(73)	193
Religious Non-Protestant/Catholic	24%	(16)	21%	(14)	15%	(10)	39%	(27)	68
Evangelical	14%	(24)	31%	(53)	21%	(36)	34%	(58)	172
Non-Evangelical	21%	(49)	24%	(54)	16%	(36)	39%	(89)	228
Community: Urban	24%	(69)	26%	(74)	13%	(39)	37%	(106)	288
Community: Suburban	18%	(78)	22%	(97)	15%	(67)	44%	(192)	435
Community: Rural	17%	(47)	21%	(58)	21%	(58)	41%	(113)	276
Military HH: Yes	18%	(17)	30%	(29)	17%	(17)	35%	(34)	97
Military HH: No	20%	(177)	22%	(202)	16%	(147)	42%	(378)	903
4-Region: Northeast	27%	(44)	20%	(33)	12%	(19)	41%	(67)	164
4-Region: Midwest	17%	(39)	24%	(55)	15%	(35)	45%	(104)	233
4-Region: South	17%	(73)	27%	(115)	18%	(77)	39%	(166)	432
4-Region: West	22%	(38)	16%	(27)	18%	(32)	44%	(75)	172

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**Table MCFE37\_1:** How much have you seen, read, or heard about the following, if at all?

Paramount arranging for actors to creepily smile in the view of cameras at baseball games as part of their marketing campaign for their new horror movie *Smile*

Demographic	A lot		Some		Not much		Nothing at all		Total N
GenZers	19%	(194)	23%	(230)	16%	(163)	41%	(412)	1000
TikTok Users	25%	(167)	22%	(151)	17%	(118)	36%	(244)	680
Twitch Users	25%	(58)	19%	(45)	15%	(34)	42%	(98)	236
2022 Sports Viewers/Attendees	22%	(133)	27%	(161)	16%	(95)	35%	(208)	597
Monthly Moviegoers	23%	(39)	35%	(60)	19%	(31)	23%	(38)	168
Few Times per Year + Moviegoers	23%	(129)	28%	(159)	15%	(86)	35%	(198)	571
Heard Smile Campaign	46%	(194)	54%	(230)	—	(0)	—	(0)	425
Heard Minion Campaign	31%	(155)	28%	(142)	15%	(77)	26%	(130)	505
Listens to Podcasts	21%	(114)	26%	(143)	19%	(107)	34%	(188)	552
Streaming Services User	20%	(182)	24%	(219)	17%	(155)	38%	(342)	898
Netflix User	21%	(178)	24%	(206)	17%	(147)	38%	(332)	864
Disney+ User	21%	(131)	25%	(153)	18%	(109)	36%	(224)	617
Heterosexual or straight	18%	(124)	26%	(183)	18%	(126)	38%	(270)	702
Bisexual	23%	(32)	17%	(25)	14%	(19)	46%	(65)	141
Something else	22%	(12)	17%	(9)	8%	(5)	53%	(30)	56
Yes	19%	(26)	20%	(28)	14%	(20)	47%	(66)	140
No	20%	(168)	24%	(203)	17%	(144)	40%	(346)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE37\_2:** How much have you seen, read, or heard about the following, if at all?

The TikTok marketing campaign #GentleMinions, which encourages those going to see the new 'Minions' movie to record themselves as they dress in suits and sunglasses to go to the theater

Demographic	A lot		Some		Not much		Nothing at all		Total N
GenZers	29%	(288)	22%	(218)	15%	(151)	34%	(344)	1000
Gender: Male	28%	(140)	24%	(124)	14%	(72)	34%	(170)	506
Gender: Female	30%	(148)	19%	(94)	16%	(79)	35%	(174)	494
Age: 18-34	25%	(149)	24%	(145)	17%	(104)	35%	(210)	609
GenZers: 1997-2012	29%	(288)	22%	(218)	15%	(151)	34%	(344)	1000
Ideo: Liberal (1-3)	33%	(100)	25%	(76)	12%	(36)	30%	(91)	304
Ideo: Moderate (4)	29%	(68)	23%	(54)	19%	(44)	28%	(65)	232
Ideo: Conservative (5-7)	20%	(33)	27%	(45)	15%	(24)	38%	(63)	165
Educ: < College	28%	(258)	21%	(195)	15%	(141)	35%	(317)	910
Educ: Bachelors degree	34%	(22)	25%	(16)	11%	(7)	30%	(20)	65
Ethnicity: White	28%	(207)	22%	(162)	15%	(107)	35%	(255)	731
Ethnicity: Hispanic	38%	(92)	23%	(54)	15%	(37)	24%	(59)	242
Ethnicity: Black	26%	(38)	24%	(35)	17%	(25)	33%	(49)	148
Ethnicity: Other	35%	(42)	16%	(20)	16%	(19)	33%	(40)	121
All Christian	31%	(73)	26%	(61)	11%	(26)	33%	(78)	237
All Non-Christian	32%	(16)	20%	(10)	18%	(9)	31%	(15)	50
Atheist	43%	(50)	10%	(12)	8%	(9)	39%	(45)	116
Agnostic/Nothing in particular	26%	(104)	22%	(90)	17%	(68)	35%	(143)	405
Something Else	23%	(45)	24%	(45)	20%	(39)	33%	(63)	193
Religious Non-Protestant/Catholic	30%	(21)	18%	(12)	16%	(11)	36%	(25)	68
Evangelical	20%	(35)	28%	(48)	23%	(39)	29%	(50)	172
Non-Evangelical	33%	(75)	24%	(54)	10%	(23)	34%	(77)	228
Community: Urban	31%	(88)	20%	(58)	15%	(42)	35%	(100)	288
Community: Suburban	25%	(110)	24%	(104)	15%	(63)	36%	(158)	435
Community: Rural	32%	(89)	20%	(56)	16%	(46)	31%	(86)	276
Military HH: Yes	35%	(34)	20%	(19)	21%	(20)	24%	(24)	97
Military HH: No	28%	(254)	22%	(198)	14%	(130)	35%	(320)	903
4-Region: Northeast	31%	(51)	20%	(34)	14%	(23)	34%	(56)	164
4-Region: Midwest	29%	(67)	21%	(49)	12%	(28)	38%	(88)	233
4-Region: South	28%	(120)	22%	(97)	18%	(76)	32%	(139)	432
4-Region: West	29%	(50)	22%	(38)	14%	(24)	35%	(60)	172

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**Table MCFE37\_2:** How much have you seen, read, or heard about the following, if at all?

The TikTok marketing campaign #GentleMinions, which encourages those going to see the new 'Minions' movie to record themselves as they dress in suits and sunglasses to go to the theater

Demographic	A lot		Some		Not much		Nothing at all		Total N
GenZers	29%	(288)	22%	(218)	15%	(151)	34%	(344)	1000
TikTok Users	31%	(213)	24%	(162)	16%	(108)	29%	(196)	680
Twitch Users	38%	(89)	19%	(46)	16%	(37)	27%	(64)	236
2022 Sports Viewers/Attendees	32%	(194)	24%	(142)	17%	(99)	27%	(163)	597
Monthly Moviegoers	30%	(51)	20%	(34)	20%	(33)	29%	(50)	168
Few Times per Year + Moviegoers	33%	(189)	21%	(118)	15%	(88)	31%	(176)	571
Heard Smile Campaign	40%	(171)	30%	(127)	14%	(58)	16%	(69)	425
Heard Minion Campaign	57%	(288)	43%	(218)	—	(0)	—	(0)	505
Listens to Podcasts	31%	(170)	25%	(139)	17%	(93)	27%	(151)	552
Streaming Services User	30%	(269)	23%	(210)	16%	(141)	31%	(278)	898
Netflix User	31%	(265)	22%	(191)	16%	(137)	31%	(271)	864
Disney+ User	33%	(203)	24%	(148)	16%	(97)	27%	(169)	617
Heterosexual or straight	28%	(194)	23%	(161)	17%	(120)	32%	(227)	702
Bisexual	32%	(45)	21%	(30)	13%	(18)	35%	(49)	141
Something else	23%	(13)	13%	(7)	11%	(6)	53%	(30)	56
Yes	29%	(40)	13%	(18)	16%	(22)	42%	(59)	140
No	29%	(248)	23%	(199)	15%	(129)	33%	(285)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE38\_1:** *If the following were available at your local movie theater, how interested would you be in going, if at all?*  
*A 3D movie (a movie that, when wearing special eyewear, adds depth to make the visual experience more realistic)*

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
GenZers	27%	(269)	34%	(337)	18%	(184)	21%	(209)	1000
Gender: Male	23%	(118)	31%	(157)	24%	(119)	22%	(112)	506
Gender: Female	31%	(151)	36%	(180)	13%	(65)	20%	(98)	494
Age: 18-34	26%	(158)	34%	(209)	17%	(105)	22%	(137)	609
GenZers: 1997-2012	27%	(269)	34%	(337)	18%	(184)	21%	(209)	1000
Ideo: Liberal (1-3)	23%	(70)	37%	(113)	20%	(60)	20%	(61)	304
Ideo: Moderate (4)	28%	(66)	35%	(82)	16%	(37)	20%	(47)	232
Ideo: Conservative (5-7)	20%	(34)	39%	(65)	20%	(33)	20%	(33)	165
Educ: < College	28%	(251)	34%	(308)	18%	(167)	20%	(183)	910
Educ: Bachelors degree	21%	(14)	33%	(22)	21%	(14)	25%	(16)	65
Ethnicity: White	26%	(193)	33%	(242)	18%	(135)	22%	(161)	731
Ethnicity: Hispanic	34%	(82)	30%	(72)	19%	(45)	18%	(43)	242
Ethnicity: Black	29%	(43)	35%	(51)	16%	(24)	21%	(30)	148
Ethnicity: Other	28%	(33)	36%	(44)	21%	(26)	15%	(18)	121
All Christian	23%	(54)	38%	(89)	24%	(58)	15%	(37)	237
All Non-Christian	19%	(9)	28%	(14)	18%	(9)	36%	(18)	50
Atheist	21%	(24)	35%	(41)	20%	(23)	24%	(28)	116
Agnostic/Nothing in particular	28%	(113)	33%	(132)	17%	(70)	22%	(90)	405
Something Else	36%	(69)	32%	(61)	13%	(25)	19%	(38)	193
Religious Non-Protestant/Catholic	18%	(12)	26%	(18)	28%	(19)	28%	(19)	68
Evangelical	30%	(51)	39%	(67)	16%	(27)	16%	(27)	172
Non-Evangelical	28%	(65)	34%	(77)	19%	(42)	20%	(45)	228
Community: Urban	28%	(79)	33%	(95)	16%	(47)	23%	(67)	288
Community: Suburban	23%	(98)	36%	(158)	22%	(94)	19%	(85)	435
Community: Rural	33%	(91)	31%	(84)	16%	(43)	21%	(58)	276
Military HH: Yes	26%	(25)	38%	(37)	22%	(21)	14%	(13)	97
Military HH: No	27%	(244)	33%	(300)	18%	(163)	22%	(196)	903
4-Region: Northeast	28%	(46)	31%	(51)	21%	(35)	20%	(32)	164
4-Region: Midwest	25%	(57)	39%	(90)	16%	(38)	20%	(48)	233
4-Region: South	28%	(119)	32%	(137)	17%	(72)	24%	(104)	432
4-Region: West	28%	(47)	35%	(60)	23%	(39)	15%	(26)	172

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**Table MCFE38\_1:** *If the following were available at your local movie theater, how interested would you be in going, if at all?  
A 3D movie (a movie that, when wearing special eyewear, adds depth to make the visual experience more realistic)*

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
GenZers	27%	(269)	34%	(337)	18%	(184)	21%	(209)	1000
TikTok Users	31%	(210)	34%	(228)	17%	(117)	18%	(125)	680
Twitch Users	27%	(65)	37%	(87)	21%	(49)	15%	(36)	236
2022 Sports Viewers/Attendees	28%	(165)	35%	(212)	21%	(123)	17%	(99)	597
Monthly Moviegoers	28%	(47)	28%	(47)	24%	(41)	20%	(34)	168
Few Times per Year + Moviegoers	29%	(164)	36%	(204)	20%	(116)	15%	(88)	571
Heard Smile Campaign	29%	(123)	41%	(173)	20%	(84)	10%	(44)	425
Heard Minion Campaign	33%	(166)	37%	(185)	17%	(84)	14%	(70)	505
Listens to Podcasts	28%	(156)	36%	(196)	23%	(124)	14%	(75)	552
Streaming Services User	28%	(252)	35%	(318)	19%	(172)	17%	(157)	898
Netflix User	28%	(240)	34%	(298)	19%	(163)	19%	(163)	864
Disney+ User	28%	(174)	35%	(217)	20%	(125)	16%	(101)	617
Heterosexual or straight	26%	(183)	33%	(230)	19%	(135)	22%	(153)	702
Bisexual	28%	(40)	38%	(53)	15%	(21)	19%	(27)	141
Something else	33%	(19)	30%	(17)	18%	(10)	19%	(11)	56
Yes	24%	(34)	35%	(49)	20%	(28)	21%	(29)	140
No	27%	(235)	33%	(288)	18%	(157)	21%	(181)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE38\_2:** *If the following were available at your local movie theater, how interested would you be in going, if at all?*  
*A 4D movie (a movie that adds effects that are timed up with relevant events in the movie, such as motion, scent, rain, wind, and temperature changes)*

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
GenZers	38%	(377)	28%	(283)	15%	(154)	19%	(187)	1000
Gender: Male	34%	(170)	31%	(157)	16%	(79)	20%	(100)	506
Gender: Female	42%	(207)	25%	(126)	15%	(75)	18%	(87)	494
Age: 18-34	34%	(209)	29%	(177)	16%	(100)	20%	(123)	609
GenZers: 1997-2012	38%	(377)	28%	(283)	15%	(154)	19%	(187)	1000
Ideo: Liberal (1-3)	43%	(130)	29%	(87)	12%	(36)	17%	(51)	304
Ideo: Moderate (4)	31%	(72)	36%	(83)	16%	(37)	18%	(41)	232
Ideo: Conservative (5-7)	33%	(54)	26%	(43)	24%	(40)	17%	(27)	165
Educ: < College	39%	(355)	28%	(255)	15%	(138)	18%	(162)	910
Educ: Bachelors degree	24%	(16)	34%	(22)	20%	(13)	22%	(14)	65
Ethnicity: White	38%	(279)	28%	(204)	16%	(114)	18%	(133)	731
Ethnicity: Hispanic	44%	(107)	24%	(58)	15%	(35)	17%	(42)	242
Ethnicity: Black	36%	(53)	29%	(44)	14%	(20)	21%	(31)	148
Ethnicity: Other	37%	(45)	29%	(35)	16%	(19)	18%	(22)	121
All Christian	35%	(82)	28%	(66)	23%	(54)	15%	(35)	237
All Non-Christian	27%	(13)	26%	(13)	13%	(6)	34%	(17)	50
Atheist	36%	(42)	27%	(31)	14%	(16)	23%	(27)	116
Agnostic/Nothing in particular	40%	(162)	29%	(119)	13%	(51)	18%	(72)	405
Something Else	40%	(77)	28%	(54)	14%	(27)	18%	(35)	193
Religious Non-Protestant/Catholic	23%	(15)	26%	(18)	24%	(17)	27%	(18)	68
Evangelical	34%	(59)	37%	(63)	15%	(26)	14%	(24)	172
Non-Evangelical	41%	(94)	21%	(49)	18%	(42)	19%	(44)	228
Community: Urban	37%	(105)	27%	(77)	17%	(49)	20%	(57)	288
Community: Suburban	35%	(151)	30%	(132)	17%	(76)	18%	(77)	435
Community: Rural	44%	(120)	27%	(75)	10%	(29)	19%	(52)	276
Military HH: Yes	34%	(33)	35%	(34)	18%	(17)	14%	(13)	97
Military HH: No	38%	(344)	28%	(249)	15%	(137)	19%	(173)	903
4-Region: Northeast	39%	(63)	27%	(45)	12%	(20)	22%	(36)	164
4-Region: Midwest	37%	(86)	32%	(73)	16%	(37)	15%	(36)	233
4-Region: South	36%	(156)	27%	(115)	16%	(70)	21%	(90)	432
4-Region: West	41%	(71)	29%	(50)	15%	(26)	14%	(25)	172

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**Table MCFE38\_2:** *If the following were available at your local movie theater, how interested would you be in going, if at all?*  
*A 4D movie (a movie that adds effects that are timed up with relevant events in the movie, such as motion, scent, rain, wind, and temperature changes)*

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
GenZers	38%	(377)	28%	(283)	15%	(154)	19%	(187)	1000
TikTok Users	42%	(288)	27%	(185)	14%	(97)	16%	(110)	680
Twitch Users	40%	(95)	31%	(72)	13%	(30)	17%	(39)	236
2022 Sports Viewers/Attendees	38%	(230)	30%	(180)	17%	(100)	15%	(88)	597
Monthly Moviegoers	37%	(62)	23%	(39)	22%	(36)	18%	(30)	168
Few Times per Year + Moviegoers	37%	(211)	30%	(170)	18%	(102)	16%	(88)	571
Heard Smile Campaign	39%	(167)	32%	(136)	17%	(74)	11%	(49)	425
Heard Minion Campaign	45%	(228)	29%	(148)	13%	(68)	12%	(61)	505
Listens to Podcasts	38%	(211)	32%	(177)	17%	(92)	13%	(73)	552
Streaming Services User	40%	(358)	30%	(265)	15%	(139)	15%	(136)	898
Netflix User	39%	(339)	28%	(243)	16%	(138)	17%	(143)	864
Disney+ User	40%	(246)	30%	(183)	17%	(108)	13%	(81)	617
Heterosexual or straight	34%	(237)	29%	(202)	17%	(119)	20%	(144)	702
Bisexual	45%	(64)	28%	(39)	16%	(22)	11%	(16)	141
Something else	41%	(23)	27%	(15)	14%	(8)	18%	(10)	56
Yes	32%	(45)	27%	(38)	16%	(23)	24%	(34)	140
No	39%	(331)	28%	(245)	15%	(131)	18%	(153)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE38\_3:** *If the following were available at your local movie theater, how interested would you be in going, if at all?*  
*Live streams of well-known musicians' concerts*

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
GenZers	17%	(169)	27%	(274)	24%	(240)	32%	(317)	1000
Gender: Male	13%	(67)	27%	(135)	28%	(141)	32%	(163)	506
Gender: Female	21%	(102)	28%	(139)	20%	(99)	31%	(155)	494
Age: 18-34	18%	(111)	26%	(156)	24%	(148)	32%	(193)	609
GenZers: 1997-2012	17%	(169)	27%	(274)	24%	(240)	32%	(317)	1000
Ideo: Liberal (1-3)	25%	(76)	32%	(97)	20%	(61)	23%	(70)	304
Ideo: Moderate (4)	13%	(31)	24%	(55)	27%	(63)	36%	(83)	232
Ideo: Conservative (5-7)	14%	(22)	26%	(43)	33%	(54)	28%	(46)	165
Educ: < College	17%	(158)	28%	(253)	24%	(215)	31%	(283)	910
Educ: Bachelors degree	13%	(9)	23%	(15)	23%	(15)	40%	(26)	65
Ethnicity: White	16%	(119)	28%	(203)	24%	(178)	32%	(231)	731
Ethnicity: Hispanic	16%	(38)	28%	(68)	23%	(55)	34%	(81)	242
Ethnicity: Black	20%	(29)	29%	(43)	22%	(33)	29%	(42)	148
Ethnicity: Other	17%	(20)	23%	(27)	24%	(29)	36%	(44)	121
All Christian	18%	(43)	27%	(64)	31%	(73)	24%	(57)	237
All Non-Christian	14%	(7)	27%	(13)	20%	(10)	39%	(19)	50
Atheist	9%	(11)	22%	(26)	24%	(28)	45%	(52)	116
Agnostic/Nothing in particular	21%	(83)	26%	(107)	19%	(76)	34%	(139)	405
Something Else	13%	(25)	33%	(63)	28%	(53)	26%	(51)	193
Religious Non-Protestant/Catholic	14%	(10)	25%	(17)	27%	(18)	33%	(23)	68
Evangelical	13%	(23)	42%	(72)	21%	(36)	24%	(40)	172
Non-Evangelical	18%	(40)	22%	(51)	33%	(74)	28%	(63)	228
Community: Urban	19%	(54)	29%	(82)	23%	(67)	30%	(85)	288
Community: Suburban	16%	(71)	28%	(123)	24%	(106)	31%	(135)	435
Community: Rural	16%	(44)	25%	(68)	24%	(67)	35%	(97)	276
Military HH: Yes	16%	(15)	25%	(24)	32%	(31)	27%	(26)	97
Military HH: No	17%	(154)	28%	(249)	23%	(209)	32%	(291)	903
4-Region: Northeast	20%	(33)	25%	(41)	21%	(34)	34%	(56)	164
4-Region: Midwest	16%	(38)	25%	(59)	24%	(56)	34%	(80)	233
4-Region: South	17%	(72)	30%	(129)	22%	(94)	32%	(138)	432
4-Region: West	16%	(27)	26%	(45)	32%	(56)	25%	(44)	172

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**Table MCFE38\_3:** *If the following were available at your local movie theater, how interested would you be in going, if at all?*  
*Live streams of well-known musicians' concerts*

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
GenZers	17%	(169)	27%	(274)	24%	(240)	32%	(317)	1000
TikTok Users	19%	(132)	31%	(211)	23%	(156)	27%	(181)	680
Twitch Users	20%	(47)	32%	(76)	24%	(58)	23%	(55)	236
2022 Sports Viewers/Attendees	18%	(110)	32%	(189)	25%	(152)	24%	(146)	597
Monthly Moviegoers	25%	(42)	25%	(41)	24%	(40)	26%	(44)	168
Few Times per Year + Moviegoers	20%	(116)	30%	(170)	26%	(148)	24%	(136)	571
Heard Smile Campaign	21%	(88)	37%	(156)	22%	(92)	21%	(88)	425
Heard Minion Campaign	21%	(107)	33%	(165)	21%	(108)	25%	(126)	505
Listens to Podcasts	20%	(109)	33%	(181)	26%	(145)	21%	(118)	552
Streaming Services User	18%	(163)	29%	(263)	25%	(221)	28%	(251)	898
Netflix User	18%	(157)	28%	(246)	25%	(216)	28%	(246)	864
Disney+ User	19%	(115)	32%	(200)	25%	(155)	24%	(148)	617
Heterosexual or straight	15%	(108)	26%	(182)	25%	(178)	33%	(233)	702
Bisexual	19%	(27)	28%	(39)	24%	(34)	29%	(41)	141
Something else	14%	(8)	39%	(22)	13%	(8)	34%	(19)	56
Yes	21%	(30)	26%	(37)	30%	(42)	23%	(32)	140
No	16%	(139)	28%	(237)	23%	(198)	33%	(286)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE38\_4:** *If the following were available at your local movie theater, how interested would you be in going, if at all?*  
*Live streams of gaming events*

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
GenZers	15%	(147)	23%	(228)	24%	(235)	39%	(389)	1000
Gender: Male	21%	(108)	25%	(126)	25%	(126)	29%	(146)	506
Gender: Female	8%	(39)	21%	(102)	22%	(109)	49%	(244)	494
Age: 18-34	16%	(95)	24%	(144)	23%	(140)	38%	(230)	609
GenZers: 1997-2012	15%	(147)	23%	(228)	24%	(235)	39%	(389)	1000
Ideo: Liberal (1-3)	16%	(48)	23%	(69)	25%	(77)	36%	(110)	304
Ideo: Moderate (4)	14%	(34)	27%	(62)	21%	(49)	38%	(88)	232
Ideo: Conservative (5-7)	13%	(21)	23%	(39)	26%	(43)	38%	(63)	165
Educ: < College	16%	(143)	22%	(200)	24%	(218)	38%	(347)	910
Educ: Bachelors degree	4%	(3)	36%	(23)	17%	(11)	44%	(28)	65
Ethnicity: White	14%	(103)	21%	(155)	23%	(170)	41%	(303)	731
Ethnicity: Hispanic	17%	(41)	28%	(67)	25%	(60)	31%	(74)	242
Ethnicity: Black	17%	(26)	30%	(44)	20%	(30)	33%	(49)	148
Ethnicity: Other	15%	(18)	24%	(29)	30%	(36)	31%	(38)	121
All Christian	13%	(30)	28%	(67)	27%	(64)	33%	(77)	237
All Non-Christian	13%	(6)	32%	(16)	15%	(7)	41%	(20)	50
Atheist	15%	(17)	18%	(20)	17%	(19)	51%	(59)	116
Agnostic/Nothing in particular	17%	(68)	22%	(89)	21%	(86)	40%	(162)	405
Something Else	14%	(27)	19%	(36)	31%	(59)	37%	(71)	193
Religious Non-Protestant/Catholic	13%	(9)	23%	(16)	26%	(18)	38%	(26)	68
Evangelical	16%	(27)	27%	(47)	27%	(47)	30%	(51)	172
Non-Evangelical	11%	(25)	22%	(51)	27%	(61)	40%	(90)	228
Community: Urban	14%	(40)	24%	(69)	27%	(76)	36%	(103)	288
Community: Suburban	16%	(69)	24%	(104)	21%	(91)	39%	(171)	435
Community: Rural	14%	(38)	20%	(55)	25%	(68)	42%	(115)	276
Military HH: Yes	19%	(18)	28%	(27)	22%	(22)	31%	(30)	97
Military HH: No	14%	(129)	22%	(201)	24%	(214)	40%	(360)	903
4-Region: Northeast	20%	(32)	22%	(36)	26%	(42)	32%	(53)	164
4-Region: Midwest	18%	(41)	26%	(60)	19%	(43)	38%	(88)	233
4-Region: South	11%	(48)	24%	(102)	25%	(109)	40%	(172)	432
4-Region: West	15%	(25)	17%	(30)	24%	(41)	44%	(76)	172

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**Table MCFE38\_4:** *If the following were available at your local movie theater, how interested would you be in going, if at all?*  
*Live streams of gaming events*

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
GenZers	15%	(147)	23%	(228)	24%	(235)	39%	(389)	1000
TikTok Users	16%	(110)	24%	(161)	24%	(166)	36%	(244)	680
Twitch Users	28%	(65)	30%	(70)	22%	(51)	21%	(50)	236
2022 Sports Viewers/Attendees	16%	(97)	27%	(159)	26%	(158)	31%	(184)	597
Monthly Moviegoers	16%	(26)	19%	(32)	27%	(45)	39%	(65)	168
Few Times per Year + Moviegoers	17%	(95)	27%	(154)	26%	(148)	31%	(174)	571
Heard Smile Campaign	17%	(71)	29%	(121)	26%	(109)	29%	(124)	425
Heard Minion Campaign	17%	(84)	29%	(148)	25%	(124)	29%	(149)	505
Listens to Podcasts	18%	(98)	26%	(146)	30%	(163)	26%	(146)	552
Streaming Services User	15%	(133)	24%	(220)	25%	(223)	36%	(322)	898
Netflix User	15%	(126)	24%	(208)	25%	(218)	36%	(312)	864
Disney+ User	16%	(100)	24%	(151)	26%	(162)	33%	(204)	617
Heterosexual or straight	15%	(103)	24%	(167)	24%	(171)	37%	(261)	702
Bisexual	13%	(18)	24%	(34)	23%	(32)	41%	(57)	141
Something else	24%	(13)	22%	(12)	9%	(5)	46%	(26)	56
Yes	13%	(19)	19%	(26)	36%	(50)	32%	(45)	140
No	15%	(129)	24%	(202)	22%	(185)	40%	(344)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE38\_5:** *If the following were available at your local movie theater, how interested would you be in going, if at all?*  
*Ability to watch a movie with virtual reality goggles (a device you would wear that simulates being inside the 3D environment of the movie) rather than on the screen*

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
GenZers	32%	(318)	30%	(303)	18%	(177)	20%	(202)	1000
Gender: Male	31%	(156)	33%	(168)	17%	(86)	19%	(96)	506
Gender: Female	33%	(163)	27%	(134)	18%	(90)	22%	(107)	494
Age: 18-34	29%	(177)	30%	(185)	17%	(104)	24%	(143)	609
GenZers: 1997-2012	32%	(318)	30%	(303)	18%	(177)	20%	(202)	1000
Ideo: Liberal (1-3)	37%	(111)	29%	(89)	15%	(47)	19%	(57)	304
Ideo: Moderate (4)	28%	(66)	35%	(82)	18%	(42)	19%	(43)	232
Ideo: Conservative (5-7)	22%	(37)	33%	(54)	25%	(41)	20%	(34)	165
Educ: < College	33%	(296)	30%	(275)	18%	(160)	20%	(179)	910
Educ: Bachelors degree	25%	(16)	35%	(23)	19%	(12)	21%	(14)	65
Ethnicity: White	32%	(231)	31%	(225)	17%	(123)	21%	(151)	731
Ethnicity: Hispanic	31%	(75)	33%	(81)	16%	(39)	19%	(47)	242
Ethnicity: Black	32%	(47)	30%	(45)	18%	(26)	20%	(30)	148
Ethnicity: Other	33%	(40)	27%	(32)	23%	(27)	18%	(21)	121
All Christian	24%	(58)	38%	(90)	25%	(59)	13%	(31)	237
All Non-Christian	23%	(11)	21%	(11)	18%	(9)	38%	(19)	50
Atheist	36%	(41)	28%	(32)	8%	(10)	28%	(32)	116
Agnostic/Nothing in particular	35%	(141)	29%	(116)	17%	(68)	20%	(80)	405
Something Else	35%	(67)	28%	(54)	16%	(32)	21%	(40)	193
Religious Non-Protestant/Catholic	19%	(13)	19%	(13)	31%	(21)	31%	(21)	68
Evangelical	31%	(54)	33%	(56)	22%	(38)	14%	(23)	172
Non-Evangelical	29%	(65)	36%	(81)	16%	(37)	20%	(45)	228
Community: Urban	33%	(94)	30%	(85)	18%	(50)	20%	(59)	288
Community: Suburban	29%	(126)	33%	(146)	19%	(85)	18%	(79)	435
Community: Rural	36%	(99)	26%	(72)	15%	(41)	23%	(64)	276
Military HH: Yes	36%	(35)	34%	(33)	20%	(20)	10%	(10)	97
Military HH: No	31%	(284)	30%	(270)	17%	(157)	21%	(193)	903

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**Table MCFE38\_5:** *If the following were available at your local movie theater, how interested would you be in going, if at all?*  
*Ability to watch a movie with virtual reality goggles (a device you would wear that simulates being inside the 3D environment of the movie) rather than on the screen*

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
GenZers	32%	(318)	30%	(303)	18%	(177)	20%	(202)	1000
4-Region: Northeast	32%	(52)	29%	(48)	17%	(28)	22%	(37)	164
4-Region: Midwest	32%	(73)	32%	(75)	16%	(38)	20%	(47)	233
4-Region: South	29%	(125)	32%	(139)	18%	(78)	21%	(90)	432
4-Region: West	40%	(68)	24%	(41)	19%	(33)	17%	(29)	172
TikTok Users	36%	(248)	29%	(196)	18%	(119)	17%	(116)	680
Twitch Users	37%	(88)	32%	(75)	15%	(35)	16%	(37)	236
2022 Sports Viewers/Attendees	33%	(199)	31%	(186)	19%	(115)	16%	(97)	597
Monthly Moviegoers	31%	(52)	28%	(46)	23%	(39)	18%	(31)	168
Few Times per Year + Moviegoers	34%	(196)	29%	(167)	20%	(115)	16%	(93)	571
Heard Smile Campaign	35%	(150)	36%	(154)	15%	(63)	14%	(58)	425
Heard Minion Campaign	38%	(192)	33%	(167)	15%	(74)	14%	(72)	505
Listens to Podcasts	36%	(199)	30%	(166)	20%	(110)	14%	(78)	552
Streaming Services User	32%	(291)	33%	(292)	18%	(165)	17%	(150)	898
Netflix User	33%	(288)	31%	(266)	18%	(157)	18%	(153)	864
Disney+ User	35%	(215)	31%	(193)	20%	(122)	14%	(86)	617
Heterosexual or straight	29%	(202)	31%	(214)	20%	(139)	21%	(146)	702
Bisexual	38%	(53)	29%	(41)	14%	(20)	19%	(27)	141
Something else	44%	(25)	21%	(12)	16%	(9)	19%	(11)	56
Yes	29%	(40)	33%	(46)	20%	(28)	18%	(25)	140
No	32%	(278)	30%	(257)	17%	(149)	21%	(177)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE38\_6:** *If the following were available at your local movie theater, how interested would you be in going, if at all?*  
*Reclining seats*

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
GenZers	48%	(482)	28%	(277)	11%	(105)	14%	(136)	1000
Gender: Male	42%	(211)	33%	(168)	12%	(63)	13%	(65)	506
Gender: Female	55%	(271)	22%	(109)	9%	(43)	14%	(71)	494
Age: 18-34	47%	(286)	28%	(170)	11%	(65)	15%	(89)	609
GenZers: 1997-2012	48%	(482)	28%	(277)	11%	(105)	14%	(136)	1000
Ideo: Liberal (1-3)	55%	(166)	26%	(80)	11%	(34)	8%	(24)	304
Ideo: Moderate (4)	44%	(102)	30%	(70)	11%	(25)	15%	(35)	232
Ideo: Conservative (5-7)	46%	(76)	34%	(57)	8%	(14)	11%	(18)	165
Educ: < College	49%	(443)	27%	(250)	10%	(93)	14%	(125)	910
Educ: Bachelors degree	46%	(30)	28%	(18)	17%	(11)	8%	(5)	65
Ethnicity: White	50%	(367)	27%	(196)	11%	(78)	12%	(90)	731
Ethnicity: Hispanic	51%	(124)	25%	(60)	9%	(22)	15%	(37)	242
Ethnicity: Black	42%	(62)	30%	(44)	11%	(17)	17%	(26)	148
Ethnicity: Other	44%	(53)	31%	(37)	9%	(11)	17%	(20)	121
All Christian	43%	(103)	33%	(78)	16%	(37)	8%	(19)	237
All Non-Christian	34%	(17)	25%	(12)	12%	(6)	28%	(14)	50
Atheist	47%	(54)	28%	(32)	13%	(14)	13%	(15)	116
Agnostic/Nothing in particular	51%	(207)	26%	(107)	7%	(28)	15%	(62)	405
Something Else	52%	(100)	25%	(48)	10%	(19)	14%	(26)	193
Religious Non-Protestant/Catholic	37%	(25)	22%	(15)	19%	(13)	22%	(15)	68
Evangelical	47%	(81)	32%	(55)	14%	(23)	7%	(12)	172
Non-Evangelical	48%	(109)	27%	(63)	11%	(24)	14%	(32)	228
Community: Urban	44%	(128)	29%	(84)	11%	(32)	15%	(44)	288
Community: Suburban	48%	(210)	29%	(124)	8%	(37)	15%	(65)	435
Community: Rural	52%	(144)	25%	(69)	13%	(36)	10%	(28)	276
Military HH: Yes	51%	(49)	28%	(27)	11%	(11)	9%	(9)	97
Military HH: No	48%	(432)	28%	(250)	10%	(94)	14%	(127)	903
4-Region: Northeast	50%	(82)	27%	(44)	11%	(18)	12%	(20)	164
4-Region: Midwest	49%	(114)	27%	(62)	12%	(28)	13%	(29)	233
4-Region: South	47%	(202)	30%	(128)	9%	(37)	15%	(64)	432
4-Region: West	49%	(84)	25%	(42)	13%	(22)	14%	(23)	172

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**Table MCFE38\_6:** *If the following were available at your local movie theater, how interested would you be in going, if at all?*  
*Reclining seats*

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
GenZers	48%	(482)	28%	(277)	11%	(105)	14%	(136)	1000
TikTok Users	54%	(370)	25%	(171)	9%	(62)	11%	(77)	680
Twitch Users	57%	(134)	24%	(57)	9%	(21)	10%	(24)	236
2022 Sports Viewers/Attendees	52%	(310)	28%	(165)	11%	(67)	9%	(54)	597
Monthly Moviegoers	51%	(85)	20%	(33)	15%	(25)	15%	(25)	168
Few Times per Year + Moviegoers	56%	(317)	24%	(139)	11%	(61)	9%	(54)	571
Heard Smile Campaign	51%	(215)	33%	(139)	10%	(43)	7%	(29)	425
Heard Minion Campaign	52%	(264)	30%	(153)	9%	(48)	8%	(41)	505
Listens to Podcasts	50%	(278)	28%	(157)	14%	(79)	7%	(39)	552
Streaming Services User	51%	(457)	29%	(260)	10%	(93)	10%	(88)	898
Netflix User	51%	(438)	28%	(238)	11%	(92)	11%	(96)	864
Disney+ User	51%	(317)	27%	(165)	13%	(79)	9%	(56)	617
Heterosexual or straight	46%	(322)	29%	(204)	11%	(77)	14%	(98)	702
Bisexual	55%	(78)	23%	(33)	5%	(7)	16%	(23)	141
Something else	41%	(23)	30%	(17)	14%	(8)	15%	(8)	56
Yes	50%	(70)	18%	(25)	19%	(26)	13%	(19)	140
No	48%	(412)	29%	(252)	9%	(79)	14%	(118)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE38\_7:** *If the following were available at your local movie theater, how interested would you be in going, if at all?*  
*Alcohol for purchase*

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
GenZers	24%	(94)	27%	(106)	15%	(59)	34%	(131)	390
Gender: Male	24%	(48)	25%	(49)	17%	(33)	34%	(68)	197
Gender: Female	24%	(47)	29%	(56)	14%	(26)	33%	(63)	193
Age: 18-34	24%	(94)	27%	(106)	15%	(59)	34%	(131)	390
GenZers: 1997-2012	24%	(94)	27%	(106)	15%	(59)	34%	(131)	390
Ideo: Liberal (1-3)	28%	(37)	24%	(32)	18%	(24)	29%	(38)	130
Ideo: Moderate (4)	22%	(26)	32%	(39)	13%	(16)	34%	(41)	123
Ideo: Conservative (5-7)	19%	(13)	28%	(19)	15%	(10)	39%	(27)	70
Educ: < College	26%	(80)	28%	(89)	15%	(47)	31%	(97)	312
Educ: Bachelors degree	20%	(12)	22%	(13)	16%	(9)	42%	(25)	59
Ethnicity: White	26%	(76)	27%	(81)	13%	(40)	33%	(96)	293
Ethnicity: Hispanic	28%	(28)	24%	(24)	11%	(11)	36%	(36)	101
Ethnicity: Black	19%	(12)	30%	(19)	20%	(13)	31%	(19)	62
All Christian	27%	(28)	26%	(26)	20%	(20)	27%	(28)	102
Agnostic/Nothing in particular	24%	(37)	25%	(40)	14%	(22)	37%	(59)	157
Something Else	21%	(14)	37%	(25)	12%	(8)	29%	(19)	67
Evangelical	29%	(19)	34%	(21)	11%	(7)	26%	(16)	63
Non-Evangelical	23%	(21)	25%	(23)	23%	(21)	29%	(27)	92
Community: Urban	33%	(41)	26%	(33)	17%	(22)	24%	(30)	126
Community: Suburban	21%	(34)	30%	(50)	14%	(24)	35%	(59)	168
Community: Rural	19%	(19)	23%	(22)	14%	(14)	44%	(42)	97
Military HH: No	24%	(87)	26%	(95)	15%	(55)	34%	(123)	360
4-Region: Northeast	28%	(21)	16%	(12)	15%	(12)	42%	(33)	78
4-Region: Midwest	27%	(24)	27%	(24)	19%	(17)	27%	(24)	89
4-Region: South	22%	(36)	29%	(49)	14%	(23)	35%	(57)	165
4-Region: West	21%	(12)	35%	(21)	14%	(8)	30%	(17)	58
TikTok Users	25%	(63)	31%	(76)	16%	(40)	28%	(70)	249
Twitch Users	30%	(27)	29%	(26)	20%	(18)	22%	(20)	91
2022 Sports Viewers/Attendees	28%	(73)	28%	(72)	16%	(42)	28%	(71)	258
Monthly Moviegoers	29%	(22)	27%	(21)	21%	(16)	23%	(18)	77
Few Times per Year + Moviegoers	29%	(63)	28%	(62)	19%	(41)	24%	(54)	220

Continued on next page

**Table MCFE38\_7:** *If the following were available at your local movie theater, how interested would you be in going, if at all?*  
*Alcohol for purchase*

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
GenZers	24%	(94)	27%	(106)	15%	(59)	34%	(131)	390
Heard Smile Campaign	34%	(61)	28%	(50)	14%	(25)	24%	(42)	178
Heard Minion Campaign	28%	(49)	29%	(51)	17%	(31)	26%	(46)	177
Listens to Podcasts	25%	(61)	32%	(79)	19%	(46)	24%	(59)	244
Streaming Services User	26%	(91)	29%	(102)	16%	(55)	30%	(107)	356
Netflix User	26%	(86)	29%	(96)	17%	(55)	29%	(96)	332
Disney+ User	27%	(70)	30%	(76)	18%	(45)	26%	(66)	257
Heterosexual or straight	24%	(68)	26%	(76)	17%	(49)	33%	(97)	290
Bisexual	29%	(14)	32%	(16)	13%	(6)	27%	(13)	50
No	23%	(81)	29%	(101)	16%	(56)	32%	(114)	351

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE38\_8:** *If the following were available at your local movie theater, how interested would you be in going, if at all?*  
*The option to be served food/beverage items from your seat*

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
GenZers	35%	(349)	33%	(329)	15%	(150)	17%	(171)	1000
Gender: Male	32%	(161)	37%	(185)	16%	(82)	15%	(78)	506
Gender: Female	38%	(188)	29%	(144)	14%	(69)	19%	(93)	494
Age: 18-34	35%	(215)	32%	(197)	16%	(97)	16%	(99)	609
GenZers: 1997-2012	35%	(349)	33%	(329)	15%	(150)	17%	(171)	1000
Ideo: Liberal (1-3)	37%	(113)	33%	(101)	14%	(42)	15%	(47)	304
Ideo: Moderate (4)	36%	(85)	33%	(77)	15%	(35)	15%	(36)	232
Ideo: Conservative (5-7)	28%	(47)	39%	(64)	19%	(32)	14%	(23)	165
Educ: < College	35%	(322)	32%	(295)	15%	(133)	18%	(160)	910
Educ: Bachelors degree	31%	(20)	42%	(27)	21%	(13)	6%	(4)	65
Ethnicity: White	35%	(252)	34%	(247)	15%	(109)	17%	(123)	731
Ethnicity: Hispanic	42%	(101)	30%	(72)	14%	(35)	14%	(34)	242
Ethnicity: Black	39%	(58)	28%	(42)	16%	(23)	17%	(25)	148
Ethnicity: Other	32%	(39)	33%	(40)	15%	(18)	20%	(24)	121
All Christian	33%	(78)	32%	(77)	24%	(57)	11%	(26)	237
All Non-Christian	39%	(19)	30%	(15)	12%	(6)	19%	(10)	50
Atheist	24%	(28)	34%	(39)	11%	(13)	31%	(36)	116
Agnostic/Nothing in particular	35%	(141)	35%	(143)	12%	(48)	18%	(72)	405
Something Else	43%	(83)	29%	(55)	14%	(27)	14%	(28)	193
Religious Non-Protestant/Catholic	32%	(22)	26%	(18)	21%	(14)	21%	(14)	68
Evangelical	31%	(53)	41%	(71)	19%	(33)	9%	(15)	172
Non-Evangelical	44%	(99)	25%	(57)	17%	(38)	15%	(34)	228
Community: Urban	38%	(109)	28%	(81)	18%	(53)	16%	(45)	288
Community: Suburban	33%	(142)	36%	(157)	15%	(63)	17%	(73)	435
Community: Rural	35%	(97)	33%	(92)	12%	(34)	19%	(53)	276
Military HH: Yes	28%	(27)	36%	(35)	28%	(27)	8%	(8)	97
Military HH: No	36%	(322)	33%	(295)	14%	(124)	18%	(163)	903
4-Region: Northeast	41%	(68)	31%	(51)	14%	(22)	14%	(23)	164
4-Region: Midwest	35%	(82)	30%	(69)	16%	(37)	19%	(45)	233
4-Region: South	34%	(146)	34%	(146)	15%	(65)	17%	(74)	432
4-Region: West	31%	(53)	37%	(64)	15%	(27)	17%	(29)	172

Continued on next page

**Table MCFE38\_8:** *If the following were available at your local movie theater, how interested would you be in going, if at all?*  
*The option to be served food/beverage items from your seat*

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
GenZers	35%	(349)	33%	(329)	15%	(150)	17%	(171)	1000
TikTok Users	41%	(277)	33%	(223)	12%	(85)	14%	(95)	680
Twitch Users	40%	(94)	38%	(90)	13%	(30)	9%	(22)	236
2022 Sports Viewers/Attendees	41%	(244)	33%	(196)	17%	(99)	10%	(59)	597
Monthly Moviegoers	45%	(76)	22%	(38)	16%	(27)	16%	(27)	168
Few Times per Year + Moviegoers	41%	(233)	33%	(188)	15%	(88)	11%	(62)	571
Heard Smile Campaign	37%	(156)	41%	(174)	15%	(65)	7%	(31)	425
Heard Minion Campaign	39%	(196)	39%	(197)	13%	(64)	10%	(49)	505
Listens to Podcasts	35%	(191)	37%	(206)	18%	(97)	11%	(58)	552
Streaming Services User	38%	(339)	35%	(317)	15%	(131)	12%	(112)	898
Netflix User	37%	(322)	34%	(293)	15%	(130)	14%	(120)	864
Disney+ User	38%	(236)	34%	(211)	16%	(99)	11%	(71)	617
Heterosexual or straight	34%	(237)	33%	(234)	17%	(122)	15%	(108)	702
Bisexual	42%	(59)	30%	(42)	9%	(13)	19%	(26)	141
Something else	31%	(18)	32%	(18)	10%	(6)	27%	(15)	56
Yes	28%	(39)	39%	(55)	18%	(25)	15%	(21)	140
No	36%	(310)	32%	(275)	15%	(126)	17%	(150)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE38\_9:** *If the following were available at your local movie theater, how interested would you be in going, if at all?*  
Arcades

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
GenZers	27%	(274)	29%	(291)	20%	(203)	23%	(232)	1000
Gender: Male	26%	(129)	33%	(168)	21%	(107)	20%	(102)	506
Gender: Female	29%	(145)	25%	(123)	19%	(96)	26%	(131)	494
Age: 18-34	25%	(152)	29%	(177)	21%	(126)	25%	(154)	609
GenZers: 1997-2012	27%	(274)	29%	(291)	20%	(203)	23%	(232)	1000
Ideo: Liberal (1-3)	28%	(87)	29%	(89)	23%	(70)	19%	(58)	304
Ideo: Moderate (4)	28%	(64)	33%	(77)	16%	(36)	24%	(55)	232
Ideo: Conservative (5-7)	23%	(38)	30%	(49)	21%	(34)	27%	(44)	165
Educ: < College	29%	(263)	29%	(262)	20%	(180)	23%	(205)	910
Educ: Bachelors degree	13%	(8)	38%	(25)	21%	(13)	28%	(18)	65
Ethnicity: White	26%	(192)	28%	(207)	22%	(161)	23%	(170)	731
Ethnicity: Hispanic	33%	(80)	30%	(73)	17%	(42)	19%	(47)	242
Ethnicity: Black	32%	(48)	32%	(48)	12%	(17)	24%	(36)	148
Ethnicity: Other	28%	(34)	30%	(36)	20%	(24)	22%	(27)	121
All Christian	18%	(42)	36%	(84)	25%	(60)	22%	(51)	237
All Non-Christian	36%	(18)	26%	(13)	17%	(9)	22%	(11)	50
Atheist	28%	(32)	26%	(31)	23%	(26)	23%	(27)	116
Agnostic/Nothing in particular	32%	(131)	24%	(97)	19%	(75)	25%	(102)	405
Something Else	27%	(52)	35%	(67)	17%	(33)	22%	(42)	193
Religious Non-Protestant/Catholic	28%	(19)	26%	(17)	28%	(19)	18%	(12)	68
Evangelical	21%	(36)	43%	(74)	18%	(31)	18%	(31)	172
Non-Evangelical	23%	(52)	30%	(69)	21%	(47)	26%	(60)	228
Community: Urban	26%	(76)	27%	(78)	25%	(73)	21%	(61)	288
Community: Suburban	25%	(111)	31%	(136)	17%	(76)	26%	(112)	435
Community: Rural	32%	(87)	28%	(76)	20%	(54)	21%	(59)	276
Military HH: Yes	30%	(29)	29%	(29)	30%	(29)	11%	(10)	97
Military HH: No	27%	(245)	29%	(262)	19%	(174)	25%	(222)	903
4-Region: Northeast	31%	(50)	33%	(55)	18%	(30)	18%	(29)	164
4-Region: Midwest	24%	(55)	27%	(62)	24%	(56)	26%	(60)	233
4-Region: South	29%	(124)	28%	(121)	19%	(83)	24%	(104)	432
4-Region: West	26%	(44)	31%	(53)	20%	(34)	23%	(40)	172

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**Table MCFE38\_9:** *If the following were available at your local movie theater, how interested would you be in going, if at all?*  
Arcades

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
GenZers	27%	(274)	29%	(291)	20%	(203)	23%	(232)	1000
TikTok Users	31%	(208)	29%	(198)	19%	(131)	21%	(143)	680
Twitch Users	37%	(86)	37%	(87)	16%	(39)	10%	(24)	236
2022 Sports Viewers/Attendees	25%	(152)	34%	(203)	24%	(142)	17%	(101)	597
Monthly Moviegoers	27%	(45)	30%	(51)	23%	(38)	21%	(35)	168
Few Times per Year + Moviegoers	31%	(175)	30%	(174)	21%	(121)	18%	(102)	571
Heard Smile Campaign	27%	(114)	36%	(153)	22%	(94)	15%	(64)	425
Heard Minion Campaign	32%	(159)	35%	(176)	19%	(97)	15%	(74)	505
Listens to Podcasts	28%	(154)	31%	(173)	24%	(130)	17%	(95)	552
Streaming Services User	29%	(261)	31%	(275)	21%	(188)	19%	(175)	898
Netflix User	28%	(245)	29%	(255)	22%	(190)	20%	(175)	864
Disney+ User	29%	(180)	32%	(195)	22%	(138)	17%	(104)	617
Heterosexual or straight	23%	(161)	30%	(212)	22%	(156)	25%	(172)	702
Bisexual	33%	(47)	32%	(46)	16%	(23)	18%	(25)	141
Something else	24%	(14)	31%	(17)	15%	(8)	30%	(17)	56
Yes	36%	(50)	27%	(38)	19%	(27)	18%	(24)	140
No	26%	(224)	29%	(252)	20%	(176)	24%	(208)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

**Table MCFE39\_1:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Fortnite*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	16%	(156)	28%	(282)	56%	(561)	1000
Gender: Male	18%	(91)	36%	(182)	46%	(233)	506
Gender: Female	13%	(66)	20%	(100)	66%	(328)	494
Age: 18-34	18%	(109)	28%	(169)	54%	(331)	609
GenZers: 1997-2012	16%	(156)	28%	(282)	56%	(561)	1000
Ideo: Liberal (1-3)	15%	(45)	25%	(75)	61%	(184)	304
Ideo: Moderate (4)	19%	(43)	30%	(71)	51%	(118)	232
Ideo: Conservative (5-7)	14%	(23)	27%	(45)	58%	(97)	165
Educ: < College	16%	(144)	28%	(258)	56%	(509)	910
Educ: Bachelors degree	13%	(9)	29%	(19)	58%	(38)	65
Ethnicity: White	14%	(99)	28%	(203)	59%	(429)	731
Ethnicity: Hispanic	17%	(41)	35%	(85)	48%	(116)	242
Ethnicity: Black	26%	(39)	28%	(42)	46%	(67)	148
Ethnicity: Other	15%	(19)	31%	(38)	54%	(65)	121
All Christian	13%	(30)	34%	(81)	53%	(126)	237
All Non-Christian	19%	(9)	28%	(14)	54%	(27)	50
Atheist	16%	(18)	20%	(23)	64%	(74)	116
Agnostic/Nothing in particular	17%	(67)	27%	(109)	57%	(229)	405
Something Else	17%	(32)	29%	(56)	55%	(105)	193
Religious Non-Protestant/Catholic	17%	(12)	35%	(24)	48%	(32)	68
Evangelical	13%	(22)	34%	(58)	53%	(91)	172
Non-Evangelical	16%	(36)	28%	(64)	56%	(129)	228
Community: Urban	14%	(41)	31%	(89)	55%	(158)	288
Community: Suburban	18%	(78)	26%	(111)	56%	(246)	435
Community: Rural	13%	(37)	29%	(82)	57%	(158)	276
Military HH: Yes	26%	(26)	29%	(28)	45%	(43)	97
Military HH: No	14%	(131)	28%	(254)	57%	(518)	903
4-Region: Northeast	15%	(24)	34%	(56)	51%	(84)	164
4-Region: Midwest	19%	(43)	32%	(75)	49%	(115)	233
4-Region: South	15%	(66)	24%	(105)	60%	(260)	432
4-Region: West	13%	(23)	27%	(46)	60%	(103)	172
TikTok Users	17%	(113)	29%	(201)	54%	(366)	680

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**Table MCFE39\_1:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*

Fortnite

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	16%	(156)	28%	(282)	56%	(561)	1000
Twitch Users	23%	(55)	32%	(75)	45%	(105)	236
2022 Sports Viewers/Attendees	17%	(104)	30%	(181)	52%	(312)	597
Monthly Moviegoers	24%	(41)	34%	(57)	42%	(71)	168
Few Times per Year + Moviegoers	17%	(100)	30%	(173)	52%	(298)	571
Heard Smile Campaign	20%	(87)	34%	(143)	46%	(195)	425
Heard Minion Campaign	18%	(90)	31%	(158)	51%	(258)	505
Listens to Podcasts	18%	(98)	31%	(173)	51%	(282)	552
Streaming Services User	16%	(146)	29%	(257)	55%	(495)	898
Netflix User	17%	(145)	30%	(256)	54%	(463)	864
Disney+ User	17%	(105)	31%	(190)	52%	(321)	617
Heterosexual or straight	16%	(116)	34%	(241)	49%	(345)	702
Bisexual	17%	(23)	13%	(19)	70%	(99)	141
Something else	5%	(3)	14%	(8)	81%	(45)	56
Yes	13%	(18)	27%	(38)	61%	(85)	140
No	16%	(139)	28%	(245)	55%	(477)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE39\_2:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*

Roblox

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	21%	(205)	27%	(274)	52%	(521)	1000
Gender: Male	18%	(89)	30%	(152)	52%	(265)	506
Gender: Female	23%	(116)	25%	(123)	52%	(256)	494
Age: 18-34	17%	(104)	24%	(144)	59%	(361)	609
GenZers: 1997-2012	21%	(205)	27%	(274)	52%	(521)	1000
Ideo: Liberal (1-3)	20%	(61)	29%	(87)	51%	(156)	304
Ideo: Moderate (4)	18%	(42)	26%	(60)	56%	(130)	232
Ideo: Conservative (5-7)	12%	(20)	28%	(46)	60%	(99)	165
Educ: < College	21%	(189)	28%	(256)	51%	(464)	910
Educ: Bachelors degree	17%	(11)	17%	(11)	66%	(43)	65
Ethnicity: White	17%	(128)	27%	(197)	56%	(407)	731
Ethnicity: Hispanic	28%	(69)	30%	(73)	41%	(100)	242
Ethnicity: Black	30%	(45)	29%	(43)	41%	(61)	148
Ethnicity: Other	27%	(33)	29%	(35)	44%	(53)	121
All Christian	18%	(44)	26%	(61)	56%	(132)	237
All Non-Christian	15%	(8)	33%	(16)	52%	(26)	50
Atheist	17%	(20)	20%	(24)	62%	(72)	116
Agnostic/Nothing in particular	21%	(85)	28%	(115)	51%	(204)	405
Something Else	25%	(48)	30%	(58)	45%	(87)	193
Religious Non-Protestant/Catholic	17%	(12)	25%	(17)	58%	(39)	68
Evangelical	20%	(35)	36%	(62)	44%	(75)	172
Non-Evangelical	22%	(50)	23%	(53)	55%	(125)	228
Community: Urban	23%	(67)	27%	(79)	49%	(142)	288
Community: Suburban	21%	(91)	30%	(129)	49%	(215)	435
Community: Rural	17%	(47)	24%	(66)	59%	(163)	276
Military HH: Yes	39%	(38)	36%	(35)	25%	(24)	97
Military HH: No	19%	(167)	26%	(239)	55%	(497)	903
4-Region: Northeast	15%	(25)	30%	(49)	55%	(90)	164
4-Region: Midwest	21%	(48)	27%	(63)	52%	(121)	233
4-Region: South	25%	(107)	25%	(106)	51%	(219)	432
4-Region: West	15%	(26)	32%	(56)	53%	(90)	172
TikTok Users	22%	(152)	31%	(214)	46%	(314)	680

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**Table MCFE39\_2:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*

Roblox

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	21%	(205)	27%	(274)	52%	(521)	1000
Twitch Users	27%	(64)	32%	(75)	41%	(97)	236
2022 Sports Viewers/Attendees	18%	(108)	28%	(169)	54%	(320)	597
Monthly Moviegoers	27%	(46)	29%	(48)	44%	(74)	168
Few Times per Year + Moviegoers	21%	(119)	31%	(176)	48%	(276)	571
Heard Smile Campaign	26%	(109)	28%	(119)	46%	(197)	425
Heard Minion Campaign	26%	(134)	28%	(140)	46%	(231)	505
Listens to Podcasts	22%	(124)	29%	(161)	48%	(267)	552
Streaming Services User	20%	(180)	28%	(252)	52%	(466)	898
Netflix User	21%	(185)	28%	(241)	51%	(437)	864
Disney+ User	23%	(143)	28%	(174)	49%	(300)	617
Heterosexual or straight	19%	(135)	26%	(182)	55%	(385)	702
Bisexual	26%	(36)	35%	(49)	39%	(55)	141
Something else	14%	(8)	29%	(16)	57%	(32)	56
Yes	22%	(31)	34%	(48)	44%	(61)	140
No	20%	(174)	26%	(226)	53%	(460)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE39\_3:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Call of Duty*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	27%	(272)	31%	(309)	42%	(419)	1000
Gender: Male	39%	(197)	34%	(172)	27%	(138)	506
Gender: Female	15%	(75)	28%	(138)	57%	(281)	494
Age: 18-34	30%	(185)	30%	(181)	40%	(243)	609
GenZers: 1997-2012	27%	(272)	31%	(309)	42%	(419)	1000
Ideo: Liberal (1-3)	23%	(69)	29%	(87)	48%	(147)	304
Ideo: Moderate (4)	32%	(75)	32%	(75)	35%	(82)	232
Ideo: Conservative (5-7)	25%	(42)	38%	(62)	37%	(62)	165
Educ: < College	28%	(252)	31%	(286)	41%	(372)	910
Educ: Bachelors degree	22%	(15)	25%	(16)	53%	(34)	65
Ethnicity: White	25%	(180)	31%	(227)	44%	(324)	731
Ethnicity: Hispanic	33%	(80)	35%	(85)	32%	(77)	242
Ethnicity: Black	43%	(63)	32%	(47)	26%	(38)	148
Ethnicity: Other	24%	(29)	29%	(35)	47%	(57)	121
All Christian	25%	(58)	27%	(65)	48%	(114)	237
All Non-Christian	28%	(14)	42%	(21)	30%	(15)	50
Atheist	25%	(29)	27%	(31)	48%	(56)	116
Agnostic/Nothing in particular	30%	(119)	32%	(131)	38%	(155)	405
Something Else	27%	(51)	32%	(62)	41%	(79)	193
Religious Non-Protestant/Catholic	24%	(16)	35%	(24)	41%	(28)	68
Evangelical	28%	(48)	32%	(55)	40%	(69)	172
Non-Evangelical	23%	(53)	29%	(66)	48%	(109)	228
Community: Urban	24%	(70)	30%	(87)	45%	(130)	288
Community: Suburban	27%	(116)	32%	(141)	41%	(179)	435
Community: Rural	31%	(85)	29%	(81)	40%	(110)	276
Military HH: Yes	29%	(28)	38%	(37)	33%	(32)	97
Military HH: No	27%	(244)	30%	(272)	43%	(387)	903
4-Region: Northeast	28%	(46)	28%	(45)	44%	(73)	164
4-Region: Midwest	29%	(67)	33%	(77)	38%	(88)	233
4-Region: South	27%	(117)	33%	(141)	40%	(173)	432
4-Region: West	24%	(41)	27%	(46)	49%	(85)	172
TikTok Users	29%	(201)	34%	(229)	37%	(250)	680

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**Table MCFE39\_3:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Call of Duty*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	27%	(272)	31%	(309)	42%	(419)	1000
Twitch Users	35%	(83)	34%	(80)	31%	(73)	236
2022 Sports Viewers/Attendees	31%	(182)	31%	(187)	38%	(229)	597
Monthly Moviegoers	39%	(65)	26%	(45)	35%	(59)	168
Few Times per Year + Moviegoers	29%	(163)	33%	(188)	38%	(220)	571
Heard Smile Campaign	33%	(142)	32%	(137)	34%	(145)	425
Heard Minion Campaign	32%	(162)	30%	(153)	38%	(191)	505
Listens to Podcasts	31%	(173)	30%	(165)	39%	(214)	552
Streaming Services User	28%	(248)	32%	(286)	41%	(365)	898
Netflix User	29%	(246)	31%	(269)	40%	(348)	864
Disney+ User	28%	(171)	31%	(193)	41%	(253)	617
Heterosexual or straight	32%	(226)	31%	(214)	37%	(261)	702
Bisexual	17%	(24)	34%	(49)	49%	(69)	141
Something else	13%	(7)	26%	(14)	62%	(35)	56
Yes	23%	(33)	30%	(42)	47%	(65)	140
No	28%	(239)	31%	(267)	41%	(354)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE39\_4:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Minecraft*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	33%	(330)	38%	(379)	29%	(292)	1000
Gender: Male	37%	(187)	42%	(213)	21%	(106)	506
Gender: Female	29%	(143)	34%	(166)	38%	(186)	494
Age: 18-34	29%	(179)	35%	(212)	36%	(219)	609
GenZers: 1997-2012	33%	(330)	38%	(379)	29%	(292)	1000
Ideo: Liberal (1-3)	38%	(116)	37%	(112)	25%	(76)	304
Ideo: Moderate (4)	27%	(63)	40%	(93)	33%	(77)	232
Ideo: Conservative (5-7)	30%	(49)	41%	(68)	29%	(48)	165
Educ: < College	33%	(301)	39%	(354)	28%	(254)	910
Educ: Bachelors degree	34%	(22)	27%	(18)	39%	(26)	65
Ethnicity: White	33%	(243)	39%	(285)	28%	(203)	731
Ethnicity: Hispanic	36%	(88)	36%	(88)	27%	(66)	242
Ethnicity: Black	28%	(42)	37%	(55)	35%	(51)	148
Ethnicity: Other	37%	(45)	32%	(39)	31%	(37)	121
All Christian	28%	(66)	40%	(95)	32%	(76)	237
All Non-Christian	22%	(11)	47%	(23)	31%	(15)	50
Atheist	36%	(41)	45%	(52)	20%	(23)	116
Agnostic/Nothing in particular	33%	(135)	38%	(152)	29%	(117)	405
Something Else	39%	(76)	29%	(57)	31%	(60)	193
Religious Non-Protestant/Catholic	26%	(17)	50%	(34)	25%	(17)	68
Evangelical	33%	(56)	35%	(61)	32%	(55)	172
Non-Evangelical	34%	(78)	33%	(74)	33%	(76)	228
Community: Urban	33%	(95)	35%	(100)	32%	(93)	288
Community: Suburban	35%	(153)	36%	(159)	28%	(124)	435
Community: Rural	29%	(81)	43%	(120)	27%	(75)	276
Military HH: Yes	39%	(38)	42%	(41)	19%	(18)	97
Military HH: No	32%	(292)	37%	(338)	30%	(273)	903
4-Region: Northeast	33%	(54)	39%	(65)	28%	(46)	164
4-Region: Midwest	41%	(96)	36%	(84)	23%	(53)	233
4-Region: South	30%	(130)	37%	(162)	32%	(140)	432
4-Region: West	29%	(50)	40%	(69)	31%	(53)	172
TikTok Users	34%	(232)	37%	(255)	28%	(193)	680

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**Table MCFE39\_4:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Minecraft*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	33%	(330)	38%	(379)	29%	(292)	1000
Twitch Users	46%	(108)	36%	(84)	18%	(44)	236
2022 Sports Viewers/Attendees	33%	(199)	37%	(220)	30%	(178)	597
Monthly Moviegoers	43%	(73)	34%	(57)	23%	(38)	168
Few Times per Year + Moviegoers	38%	(216)	38%	(219)	24%	(135)	571
Heard Smile Campaign	38%	(160)	38%	(160)	25%	(104)	425
Heard Minion Campaign	36%	(184)	42%	(213)	21%	(108)	505
Listens to Podcasts	36%	(200)	37%	(205)	27%	(147)	552
Streaming Services User	33%	(296)	39%	(351)	28%	(251)	898
Netflix User	34%	(292)	38%	(330)	28%	(241)	864
Disney+ User	35%	(217)	37%	(228)	28%	(172)	617
Heterosexual or straight	30%	(211)	39%	(272)	31%	(219)	702
Bisexual	45%	(63)	35%	(50)	20%	(28)	141
Something else	34%	(19)	30%	(17)	36%	(20)	56
Yes	39%	(54)	42%	(58)	20%	(27)	140
No	32%	(275)	37%	(321)	31%	(264)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE39\_5:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Halo*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	12%	(124)	25%	(249)	63%	(627)	1000
Gender: Male	17%	(87)	33%	(169)	49%	(249)	506
Gender: Female	8%	(37)	16%	(79)	76%	(378)	494
Age: 18-34	16%	(100)	28%	(168)	56%	(341)	609
GenZers: 1997-2012	12%	(124)	25%	(249)	63%	(627)	1000
Ideo: Liberal (1-3)	12%	(37)	24%	(72)	64%	(195)	304
Ideo: Moderate (4)	16%	(37)	31%	(72)	53%	(123)	232
Ideo: Conservative (5-7)	14%	(23)	32%	(53)	54%	(90)	165
Educ: < College	12%	(110)	25%	(229)	63%	(571)	910
Educ: Bachelors degree	16%	(10)	21%	(14)	63%	(41)	65
Ethnicity: White	12%	(87)	25%	(180)	64%	(464)	731
Ethnicity: Hispanic	13%	(31)	28%	(68)	59%	(143)	242
Ethnicity: Black	18%	(27)	29%	(42)	53%	(79)	148
Ethnicity: Other	9%	(11)	22%	(26)	69%	(84)	121
All Christian	13%	(30)	23%	(54)	65%	(153)	237
All Non-Christian	13%	(6)	25%	(13)	62%	(31)	50
Atheist	11%	(13)	17%	(20)	71%	(82)	116
Agnostic/Nothing in particular	13%	(52)	26%	(106)	61%	(247)	405
Something Else	12%	(23)	29%	(56)	59%	(114)	193
Religious Non-Protestant/Catholic	13%	(9)	22%	(15)	66%	(44)	68
Evangelical	14%	(24)	31%	(54)	55%	(94)	172
Non-Evangelical	10%	(22)	22%	(51)	68%	(155)	228
Community: Urban	15%	(42)	25%	(71)	61%	(175)	288
Community: Suburban	12%	(53)	23%	(99)	65%	(283)	435
Community: Rural	10%	(29)	29%	(79)	61%	(169)	276
Military HH: Yes	18%	(17)	31%	(30)	51%	(49)	97
Military HH: No	12%	(107)	24%	(218)	64%	(578)	903
4-Region: Northeast	11%	(18)	30%	(49)	59%	(97)	164
4-Region: Midwest	9%	(21)	27%	(64)	64%	(148)	233
4-Region: South	16%	(67)	22%	(97)	62%	(268)	432
4-Region: West	11%	(18)	23%	(40)	66%	(114)	172
TikTok Users	13%	(91)	26%	(176)	61%	(413)	680

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**Table MCFE39\_5:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Halo*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	12%	(124)	25%	(249)	63%	(627)	1000
Twitch Users	15%	(36)	32%	(75)	53%	(125)	236
2022 Sports Viewers/Attendees	14%	(84)	27%	(159)	59%	(354)	597
Monthly Moviegoers	19%	(31)	27%	(45)	54%	(91)	168
Few Times per Year + Moviegoers	14%	(81)	26%	(149)	60%	(340)	571
Heard Smile Campaign	18%	(75)	28%	(117)	55%	(232)	425
Heard Minion Campaign	15%	(78)	26%	(131)	59%	(296)	505
Listens to Podcasts	15%	(85)	30%	(163)	55%	(304)	552
Streaming Services User	13%	(114)	26%	(235)	61%	(550)	898
Netflix User	13%	(113)	25%	(219)	62%	(532)	864
Disney+ User	16%	(97)	25%	(153)	59%	(367)	617
Heterosexual or straight	14%	(101)	27%	(186)	59%	(415)	702
Bisexual	10%	(15)	23%	(32)	67%	(94)	141
Something else	4%	(2)	19%	(11)	77%	(43)	56
Yes	11%	(16)	21%	(29)	68%	(96)	140
No	13%	(109)	26%	(220)	62%	(531)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE39\_6:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*World of Warcraft*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	5%	(53)	13%	(132)	82%	(815)	1000
Gender: Male	6%	(28)	17%	(87)	77%	(391)	506
Gender: Female	5%	(25)	9%	(44)	86%	(425)	494
Age: 18-34	7%	(44)	15%	(93)	78%	(472)	609
GenZers: 1997-2012	5%	(53)	13%	(132)	82%	(815)	1000
Ideo: Liberal (1-3)	8%	(24)	13%	(40)	79%	(241)	304
Ideo: Moderate (4)	7%	(16)	19%	(43)	75%	(174)	232
Ideo: Conservative (5-7)	4%	(6)	17%	(28)	80%	(132)	165
Educ: < College	5%	(47)	13%	(118)	82%	(745)	910
Educ: Bachelors degree	7%	(4)	14%	(9)	79%	(51)	65
Ethnicity: White	5%	(33)	13%	(93)	83%	(604)	731
Ethnicity: Hispanic	5%	(13)	11%	(27)	84%	(203)	242
Ethnicity: Black	10%	(15)	18%	(27)	72%	(106)	148
Ethnicity: Other	4%	(5)	10%	(12)	87%	(105)	121
All Christian	7%	(17)	17%	(41)	75%	(179)	237
All Non-Christian	4%	(2)	34%	(17)	63%	(31)	50
Atheist	4%	(4)	11%	(12)	86%	(99)	116
Agnostic/Nothing in particular	5%	(20)	11%	(43)	84%	(341)	405
Something Else	5%	(10)	9%	(18)	86%	(165)	193
Religious Non-Protestant/Catholic	3%	(2)	27%	(19)	70%	(47)	68
Evangelical	8%	(14)	20%	(34)	73%	(125)	172
Non-Evangelical	5%	(11)	9%	(21)	86%	(196)	228
Community: Urban	8%	(22)	11%	(33)	81%	(233)	288
Community: Suburban	6%	(25)	17%	(72)	78%	(339)	435
Community: Rural	2%	(6)	10%	(27)	88%	(243)	276
Military HH: Yes	6%	(6)	26%	(25)	68%	(66)	97
Military HH: No	5%	(47)	12%	(107)	83%	(750)	903
4-Region: Northeast	7%	(11)	15%	(24)	79%	(129)	164
4-Region: Midwest	7%	(15)	9%	(21)	84%	(196)	233
4-Region: South	5%	(21)	15%	(65)	80%	(346)	432
4-Region: West	4%	(6)	13%	(22)	84%	(144)	172
TikTok Users	5%	(36)	13%	(88)	82%	(556)	680

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**Table MCFE39\_6:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*World of Warcraft*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	5%	(53)	13%	(132)	82%	(815)	1000
Twitch Users	7%	(17)	15%	(36)	78%	(183)	236
2022 Sports Viewers/Attendees	7%	(40)	14%	(82)	80%	(476)	597
Monthly Moviegoers	9%	(15)	19%	(32)	72%	(120)	168
Few Times per Year + Moviegoers	7%	(39)	15%	(85)	78%	(446)	571
Heard Smile Campaign	8%	(35)	18%	(78)	74%	(312)	425
Heard Minion Campaign	7%	(33)	16%	(82)	77%	(390)	505
Listens to Podcasts	8%	(45)	17%	(93)	75%	(415)	552
Streaming Services User	6%	(51)	14%	(123)	81%	(724)	898
Netflix User	6%	(48)	13%	(115)	81%	(701)	864
Disney+ User	6%	(36)	15%	(93)	79%	(488)	617
Heterosexual or straight	5%	(37)	15%	(102)	80%	(562)	702
Bisexual	9%	(12)	12%	(17)	79%	(112)	141
Something else	4%	(2)	6%	(4)	90%	(51)	56
Yes	5%	(7)	7%	(10)	88%	(123)	140
No	5%	(47)	14%	(121)	80%	(692)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE39\_7:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*League of Legends*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	6%	(56)	17%	(172)	77%	(772)	1000
Gender: Male	7%	(38)	20%	(102)	72%	(366)	506
Gender: Female	4%	(18)	14%	(71)	82%	(406)	494
Age: 18-34	8%	(50)	20%	(119)	72%	(441)	609
GenZers: 1997-2012	6%	(56)	17%	(172)	77%	(772)	1000
Ideo: Liberal (1-3)	7%	(22)	20%	(60)	73%	(222)	304
Ideo: Moderate (4)	8%	(18)	17%	(40)	75%	(174)	232
Ideo: Conservative (5-7)	3%	(4)	22%	(36)	76%	(125)	165
Educ: < College	5%	(46)	17%	(155)	78%	(709)	910
Educ: Bachelors degree	12%	(8)	16%	(11)	72%	(47)	65
Ethnicity: White	4%	(32)	16%	(116)	80%	(583)	731
Ethnicity: Hispanic	7%	(16)	18%	(44)	75%	(182)	242
Ethnicity: Black	11%	(16)	24%	(35)	66%	(97)	148
Ethnicity: Other	7%	(8)	18%	(21)	76%	(92)	121
All Christian	5%	(12)	22%	(53)	73%	(172)	237
All Non-Christian	13%	(6)	23%	(12)	64%	(32)	50
Atheist	2%	(3)	13%	(15)	85%	(98)	116
Agnostic/Nothing in particular	6%	(23)	15%	(62)	79%	(320)	405
Something Else	6%	(12)	16%	(32)	78%	(150)	193
Religious Non-Protestant/Catholic	12%	(8)	21%	(14)	67%	(46)	68
Evangelical	7%	(12)	29%	(49)	64%	(110)	172
Non-Evangelical	3%	(7)	13%	(30)	84%	(191)	228
Community: Urban	7%	(20)	18%	(53)	75%	(215)	288
Community: Suburban	5%	(20)	18%	(80)	77%	(336)	435
Community: Rural	6%	(16)	14%	(40)	80%	(221)	276
Military HH: Yes	9%	(9)	24%	(23)	67%	(65)	97
Military HH: No	5%	(47)	16%	(149)	78%	(707)	903
4-Region: Northeast	5%	(7)	17%	(28)	79%	(129)	164
4-Region: Midwest	5%	(12)	20%	(45)	75%	(175)	233
4-Region: South	8%	(34)	17%	(73)	75%	(324)	432
4-Region: West	1%	(2)	16%	(27)	83%	(143)	172
TikTok Users	6%	(39)	19%	(128)	75%	(513)	680

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**Table MCFE39\_7:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*League of Legends*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	6%	(56)	17%	(172)	77%	(772)	1000
Twitch Users	6%	(14)	19%	(44)	75%	(178)	236
2022 Sports Viewers/Attendees	6%	(37)	19%	(116)	74%	(444)	597
Monthly Moviegoers	7%	(13)	25%	(41)	68%	(114)	168
Few Times per Year + Moviegoers	6%	(32)	21%	(121)	73%	(418)	571
Heard Smile Campaign	7%	(31)	24%	(101)	69%	(293)	425
Heard Minion Campaign	7%	(36)	19%	(95)	74%	(373)	505
Listens to Podcasts	7%	(37)	24%	(130)	70%	(385)	552
Streaming Services User	5%	(47)	18%	(165)	76%	(686)	898
Netflix User	5%	(45)	18%	(157)	77%	(662)	864
Disney+ User	6%	(38)	21%	(132)	73%	(447)	617
Heterosexual or straight	6%	(41)	17%	(120)	77%	(541)	702
Bisexual	5%	(8)	22%	(31)	72%	(102)	141
Something else	8%	(5)	9%	(5)	82%	(46)	56
Yes	5%	(6)	16%	(23)	79%	(110)	140
No	6%	(49)	17%	(149)	77%	(662)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE39\_8:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Final Fantasy*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	7%	(71)	17%	(167)	76%	(762)	1000
Gender: Male	9%	(47)	21%	(105)	70%	(355)	506
Gender: Female	5%	(24)	13%	(62)	82%	(408)	494
Age: 18-34	9%	(58)	20%	(123)	70%	(428)	609
GenZers: 1997-2012	7%	(71)	17%	(167)	76%	(762)	1000
Ideo: Liberal (1-3)	8%	(24)	17%	(51)	75%	(229)	304
Ideo: Moderate (4)	11%	(26)	20%	(46)	69%	(160)	232
Ideo: Conservative (5-7)	7%	(11)	21%	(34)	73%	(120)	165
Educ: < College	7%	(60)	16%	(150)	77%	(700)	910
Educ: Bachelors degree	13%	(9)	17%	(11)	70%	(46)	65
Ethnicity: White	6%	(43)	17%	(125)	77%	(563)	731
Ethnicity: Hispanic	8%	(20)	16%	(38)	76%	(184)	242
Ethnicity: Black	14%	(20)	18%	(26)	69%	(102)	148
Ethnicity: Other	7%	(8)	13%	(16)	81%	(97)	121
All Christian	8%	(20)	21%	(50)	71%	(168)	237
All Non-Christian	11%	(5)	21%	(11)	68%	(34)	50
Atheist	7%	(8)	10%	(11)	84%	(97)	116
Agnostic/Nothing in particular	7%	(27)	16%	(66)	77%	(311)	405
Something Else	5%	(10)	15%	(29)	79%	(153)	193
Religious Non-Protestant/Catholic	10%	(7)	20%	(13)	70%	(48)	68
Evangelical	8%	(14)	20%	(35)	71%	(122)	172
Non-Evangelical	6%	(13)	15%	(35)	79%	(180)	228
Community: Urban	9%	(27)	15%	(42)	76%	(220)	288
Community: Suburban	9%	(37)	19%	(83)	72%	(315)	435
Community: Rural	3%	(7)	15%	(41)	82%	(228)	276
Military HH: Yes	17%	(16)	19%	(19)	64%	(62)	97
Military HH: No	6%	(55)	16%	(148)	78%	(700)	903
4-Region: Northeast	7%	(12)	19%	(31)	74%	(122)	164
4-Region: Midwest	4%	(10)	19%	(43)	77%	(179)	233
4-Region: South	8%	(36)	17%	(72)	75%	(324)	432
4-Region: West	8%	(13)	12%	(21)	80%	(138)	172
TikTok Users	7%	(49)	17%	(113)	76%	(518)	680

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**Table MCFE39\_8:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Final Fantasy*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	7%	(71)	17%	(167)	76%	(762)	1000
Twitch Users	11%	(26)	19%	(45)	70%	(165)	236
2022 Sports Viewers/Attendees	8%	(50)	17%	(104)	74%	(443)	597
Monthly Moviegoers	18%	(30)	18%	(30)	64%	(108)	168
Few Times per Year + Moviegoers	9%	(54)	18%	(104)	72%	(413)	571
Heard Smile Campaign	11%	(48)	20%	(84)	69%	(293)	425
Heard Minion Campaign	8%	(42)	17%	(88)	74%	(375)	505
Listens to Podcasts	11%	(59)	20%	(113)	69%	(381)	552
Streaming Services User	8%	(70)	17%	(155)	75%	(674)	898
Netflix User	7%	(65)	16%	(141)	76%	(659)	864
Disney+ User	9%	(58)	18%	(108)	73%	(451)	617
Heterosexual or straight	8%	(53)	18%	(123)	75%	(526)	702
Bisexual	6%	(8)	18%	(25)	76%	(107)	141
Something else	9%	(5)	11%	(6)	80%	(45)	56
Yes	5%	(7)	18%	(25)	77%	(108)	140
No	7%	(64)	16%	(142)	76%	(654)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE39\_9:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Grand Theft Auto*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	31%	(313)	31%	(312)	37%	(374)	1000
Gender: Male	40%	(202)	37%	(187)	23%	(117)	506
Gender: Female	23%	(112)	25%	(125)	52%	(257)	494
Age: 18-34	36%	(216)	31%	(189)	33%	(203)	609
GenZers: 1997-2012	31%	(313)	31%	(312)	37%	(374)	1000
Ideo: Liberal (1-3)	27%	(83)	33%	(101)	39%	(120)	304
Ideo: Moderate (4)	36%	(84)	38%	(88)	26%	(61)	232
Ideo: Conservative (5-7)	24%	(40)	33%	(54)	43%	(71)	165
Educ: < College	31%	(284)	32%	(288)	37%	(338)	910
Educ: Bachelors degree	32%	(21)	27%	(18)	41%	(27)	65
Ethnicity: White	29%	(215)	31%	(230)	39%	(286)	731
Ethnicity: Hispanic	38%	(91)	35%	(85)	27%	(66)	242
Ethnicity: Black	48%	(71)	31%	(47)	21%	(31)	148
Ethnicity: Other	22%	(27)	30%	(36)	48%	(58)	121
All Christian	27%	(64)	33%	(79)	40%	(94)	237
All Non-Christian	29%	(14)	41%	(20)	30%	(15)	50
Atheist	27%	(31)	38%	(44)	35%	(40)	116
Agnostic/Nothing in particular	33%	(133)	31%	(125)	36%	(147)	405
Something Else	37%	(71)	23%	(44)	41%	(79)	193
Religious Non-Protestant/Catholic	26%	(18)	31%	(21)	43%	(29)	68
Evangelical	32%	(55)	30%	(52)	37%	(64)	172
Non-Evangelical	31%	(71)	29%	(67)	40%	(91)	228
Community: Urban	32%	(92)	31%	(90)	37%	(106)	288
Community: Suburban	30%	(132)	30%	(129)	40%	(174)	435
Community: Rural	32%	(89)	34%	(93)	34%	(95)	276
Military HH: Yes	32%	(31)	42%	(40)	26%	(26)	97
Military HH: No	31%	(282)	30%	(272)	39%	(349)	903
4-Region: Northeast	33%	(54)	31%	(51)	36%	(59)	164
4-Region: Midwest	32%	(74)	33%	(78)	35%	(81)	233
4-Region: South	34%	(148)	29%	(126)	36%	(157)	432
4-Region: West	22%	(37)	33%	(58)	45%	(77)	172
TikTok Users	35%	(236)	33%	(225)	32%	(219)	680

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**Table MCFE39\_9:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Grand Theft Auto*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	31%	(313)	31%	(312)	37%	(374)	1000
Twitch Users	39%	(92)	38%	(89)	23%	(55)	236
2022 Sports Viewers/Attendees	36%	(214)	30%	(180)	34%	(203)	597
Monthly Moviegoers	35%	(59)	36%	(61)	29%	(48)	168
Few Times per Year + Moviegoers	34%	(195)	30%	(169)	36%	(207)	571
Heard Smile Campaign	37%	(159)	37%	(156)	26%	(111)	425
Heard Minion Campaign	38%	(189)	34%	(172)	28%	(144)	505
Listens to Podcasts	34%	(188)	32%	(176)	34%	(188)	552
Streaming Services User	31%	(282)	33%	(295)	36%	(322)	898
Netflix User	33%	(285)	31%	(271)	36%	(308)	864
Disney+ User	32%	(199)	32%	(196)	36%	(222)	617
Heterosexual or straight	33%	(235)	32%	(226)	34%	(241)	702
Bisexual	28%	(40)	37%	(52)	35%	(50)	141
Something else	15%	(8)	19%	(11)	66%	(37)	56
Yes	20%	(28)	23%	(32)	57%	(80)	140
No	33%	(286)	33%	(281)	34%	(294)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE39\_10:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Overwatch*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	8%	(85)	20%	(201)	71%	(714)	1000
Gender: Male	11%	(57)	27%	(136)	62%	(313)	506
Gender: Female	6%	(27)	13%	(65)	81%	(402)	494
Age: 18-34	10%	(62)	22%	(135)	68%	(412)	609
GenZers: 1997-2012	8%	(85)	20%	(201)	71%	(714)	1000
Ideo: Liberal (1-3)	8%	(24)	24%	(73)	68%	(207)	304
Ideo: Moderate (4)	9%	(21)	21%	(49)	69%	(162)	232
Ideo: Conservative (5-7)	10%	(16)	22%	(37)	68%	(112)	165
Educ: < College	9%	(79)	20%	(180)	72%	(651)	910
Educ: Bachelors degree	5%	(4)	22%	(14)	73%	(47)	65
Ethnicity: White	7%	(54)	19%	(139)	74%	(538)	731
Ethnicity: Hispanic	7%	(17)	25%	(60)	68%	(164)	242
Ethnicity: Black	13%	(19)	22%	(33)	64%	(95)	148
Ethnicity: Other	10%	(12)	23%	(28)	67%	(81)	121
All Christian	7%	(18)	26%	(61)	67%	(158)	237
All Non-Christian	11%	(5)	22%	(11)	67%	(33)	50
Atheist	10%	(11)	16%	(19)	74%	(86)	116
Agnostic/Nothing in particular	9%	(37)	17%	(70)	73%	(297)	405
Something Else	7%	(13)	20%	(39)	73%	(140)	193
Religious Non-Protestant/Catholic	10%	(7)	22%	(15)	68%	(46)	68
Evangelical	8%	(14)	31%	(53)	61%	(105)	172
Non-Evangelical	6%	(14)	17%	(39)	77%	(175)	228
Community: Urban	8%	(23)	24%	(69)	68%	(196)	288
Community: Suburban	11%	(49)	20%	(89)	68%	(297)	435
Community: Rural	5%	(13)	16%	(43)	80%	(221)	276
Military HH: Yes	21%	(21)	25%	(24)	54%	(52)	97
Military HH: No	7%	(64)	20%	(177)	73%	(662)	903
4-Region: Northeast	11%	(18)	20%	(33)	69%	(113)	164
4-Region: Midwest	9%	(22)	21%	(49)	70%	(162)	233
4-Region: South	7%	(30)	21%	(89)	72%	(313)	432
4-Region: West	9%	(16)	17%	(30)	73%	(126)	172
TikTok Users	9%	(60)	22%	(147)	70%	(473)	680

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**Table MCFE39\_10:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Overwatch*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	8%	(85)	20%	(201)	71%	(714)	1000
Twitch Users	14%	(33)	28%	(67)	58%	(136)	236
2022 Sports Viewers/Attendees	9%	(55)	22%	(129)	69%	(413)	597
Monthly Moviegoers	14%	(24)	24%	(40)	62%	(104)	168
Few Times per Year + Moviegoers	10%	(57)	22%	(125)	68%	(389)	571
Heard Smile Campaign	11%	(46)	27%	(114)	62%	(264)	425
Heard Minion Campaign	10%	(49)	24%	(119)	67%	(337)	505
Listens to Podcasts	10%	(57)	26%	(143)	64%	(353)	552
Streaming Services User	9%	(79)	21%	(190)	70%	(629)	898
Netflix User	9%	(74)	21%	(179)	71%	(611)	864
Disney+ User	10%	(63)	24%	(150)	65%	(404)	617
Heterosexual or straight	9%	(60)	21%	(148)	70%	(494)	702
Bisexual	12%	(16)	19%	(26)	70%	(98)	141
Something else	2%	(1)	18%	(10)	80%	(45)	56
Yes	9%	(13)	16%	(22)	75%	(104)	140
No	8%	(72)	21%	(179)	71%	(610)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE39\_11:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Apex Legends*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	12%	(116)	21%	(213)	67%	(671)	1000
Gender: Male	17%	(85)	28%	(140)	56%	(281)	506
Gender: Female	6%	(31)	15%	(74)	79%	(389)	494
Age: 18-34	12%	(76)	24%	(144)	64%	(389)	609
GenZers: 1997-2012	12%	(116)	21%	(213)	67%	(671)	1000
Ideo: Liberal (1-3)	10%	(31)	23%	(71)	67%	(202)	304
Ideo: Moderate (4)	13%	(31)	20%	(46)	67%	(156)	232
Ideo: Conservative (5-7)	9%	(15)	31%	(50)	61%	(100)	165
Educ: < College	11%	(103)	22%	(196)	67%	(611)	910
Educ: Bachelors degree	13%	(9)	18%	(12)	68%	(44)	65
Ethnicity: White	10%	(75)	21%	(153)	69%	(503)	731
Ethnicity: Hispanic	14%	(33)	23%	(55)	64%	(154)	242
Ethnicity: Black	18%	(26)	23%	(34)	59%	(87)	148
Ethnicity: Other	12%	(15)	21%	(26)	66%	(80)	121
All Christian	9%	(21)	27%	(65)	64%	(152)	237
All Non-Christian	20%	(10)	33%	(16)	47%	(23)	50
Atheist	8%	(9)	18%	(21)	74%	(86)	116
Agnostic/Nothing in particular	12%	(49)	18%	(74)	69%	(281)	405
Something Else	14%	(27)	19%	(37)	67%	(129)	193
Religious Non-Protestant/Catholic	17%	(11)	29%	(19)	55%	(37)	68
Evangelical	11%	(19)	28%	(49)	60%	(104)	172
Non-Evangelical	11%	(25)	20%	(45)	69%	(158)	228
Community: Urban	11%	(31)	24%	(69)	65%	(188)	288
Community: Suburban	11%	(49)	25%	(107)	64%	(280)	435
Community: Rural	13%	(36)	14%	(38)	73%	(203)	276
Military HH: Yes	22%	(22)	25%	(24)	53%	(51)	97
Military HH: No	10%	(94)	21%	(189)	69%	(620)	903
4-Region: Northeast	10%	(17)	26%	(42)	64%	(105)	164
4-Region: Midwest	14%	(32)	19%	(44)	67%	(157)	233
4-Region: South	13%	(55)	19%	(84)	68%	(293)	432
4-Region: West	7%	(12)	26%	(44)	67%	(116)	172
TikTok Users	13%	(91)	23%	(154)	64%	(434)	680

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**Table MCFE39\_11:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Apex Legends*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	12%	(116)	21%	(213)	67%	(671)	1000
Twitch Users	21%	(49)	26%	(60)	54%	(126)	236
2022 Sports Viewers/Attendees	13%	(79)	23%	(136)	64%	(382)	597
Monthly Moviegoers	17%	(28)	31%	(51)	53%	(89)	168
Few Times per Year + Moviegoers	14%	(78)	23%	(132)	63%	(360)	571
Heard Smile Campaign	16%	(70)	27%	(116)	56%	(239)	425
Heard Minion Campaign	15%	(75)	24%	(122)	61%	(308)	505
Listens to Podcasts	13%	(74)	25%	(136)	62%	(342)	552
Streaming Services User	11%	(102)	22%	(200)	66%	(597)	898
Netflix User	12%	(105)	21%	(186)	66%	(574)	864
Disney+ User	12%	(73)	25%	(152)	64%	(392)	617
Heterosexual or straight	13%	(94)	23%	(159)	64%	(449)	702
Bisexual	5%	(7)	25%	(35)	70%	(98)	141
Something else	7%	(4)	9%	(5)	84%	(47)	56
Yes	10%	(14)	15%	(21)	75%	(105)	140
No	12%	(102)	22%	(193)	66%	(566)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE39\_12:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Valorant*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	7%	(70)	16%	(165)	77%	(765)	1000
Gender: Male	7%	(36)	23%	(118)	70%	(352)	506
Gender: Female	7%	(34)	10%	(47)	84%	(413)	494
Age: 18-34	8%	(50)	18%	(109)	74%	(450)	609
GenZers: 1997-2012	7%	(70)	16%	(165)	77%	(765)	1000
Ideo: Liberal (1-3)	9%	(29)	20%	(60)	71%	(215)	304
Ideo: Moderate (4)	6%	(14)	18%	(41)	76%	(177)	232
Ideo: Conservative (5-7)	5%	(8)	19%	(32)	76%	(126)	165
Educ: < College	7%	(62)	16%	(149)	77%	(699)	910
Educ: Bachelors degree	10%	(6)	14%	(9)	77%	(50)	65
Ethnicity: White	6%	(44)	16%	(119)	78%	(567)	731
Ethnicity: Hispanic	7%	(16)	19%	(47)	74%	(179)	242
Ethnicity: Black	10%	(15)	16%	(23)	74%	(110)	148
Ethnicity: Other	8%	(10)	19%	(22)	73%	(88)	121
All Christian	6%	(14)	20%	(48)	74%	(175)	237
All Non-Christian	8%	(4)	31%	(15)	61%	(30)	50
Atheist	4%	(5)	7%	(8)	89%	(103)	116
Agnostic/Nothing in particular	7%	(29)	16%	(67)	76%	(309)	405
Something Else	9%	(18)	14%	(27)	77%	(148)	193
Religious Non-Protestant/Catholic	8%	(6)	25%	(17)	66%	(45)	68
Evangelical	9%	(16)	23%	(40)	68%	(116)	172
Non-Evangelical	5%	(11)	14%	(32)	81%	(185)	228
Community: Urban	12%	(34)	17%	(50)	71%	(204)	288
Community: Suburban	6%	(25)	16%	(71)	78%	(340)	435
Community: Rural	4%	(10)	16%	(45)	80%	(221)	276
Military HH: Yes	9%	(9)	27%	(27)	63%	(61)	97
Military HH: No	7%	(61)	15%	(138)	78%	(704)	903
4-Region: Northeast	11%	(17)	19%	(31)	70%	(116)	164
4-Region: Midwest	5%	(12)	16%	(36)	79%	(185)	233
4-Region: South	7%	(32)	18%	(78)	74%	(321)	432
4-Region: West	5%	(9)	11%	(19)	84%	(144)	172
TikTok Users	8%	(52)	18%	(121)	75%	(507)	680

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**Table MCFE39\_12:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*

Valorant

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	7%	(70)	16%	(165)	77%	(765)	1000
Twitch Users	13%	(31)	25%	(58)	62%	(146)	236
2022 Sports Viewers/Attendees	7%	(41)	18%	(105)	75%	(451)	597
Monthly Moviegoers	17%	(29)	22%	(37)	61%	(102)	168
Few Times per Year + Moviegoers	9%	(49)	18%	(103)	73%	(419)	571
Heard Smile Campaign	12%	(50)	22%	(94)	66%	(281)	425
Heard Minion Campaign	8%	(42)	19%	(96)	73%	(367)	505
Listens to Podcasts	10%	(55)	20%	(110)	70%	(387)	552
Streaming Services User	7%	(60)	17%	(152)	76%	(687)	898
Netflix User	7%	(64)	17%	(147)	76%	(653)	864
Disney+ User	7%	(45)	18%	(114)	74%	(458)	617
Heterosexual or straight	7%	(50)	18%	(128)	75%	(524)	702
Bisexual	8%	(11)	14%	(20)	78%	(110)	141
Something else	9%	(5)	9%	(5)	82%	(46)	56
Yes	4%	(6)	15%	(22)	81%	(113)	140
No	7%	(64)	17%	(143)	76%	(653)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE39\_13:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Assassin's Creed*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	14%	(144)	24%	(237)	62%	(619)	1000
Gender: Male	19%	(98)	32%	(160)	49%	(247)	506
Gender: Female	9%	(46)	15%	(76)	75%	(372)	494
Age: 18-34	19%	(114)	27%	(164)	54%	(331)	609
GenZers: 1997-2012	14%	(144)	24%	(237)	62%	(619)	1000
Ideo: Liberal (1-3)	15%	(46)	25%	(77)	59%	(180)	304
Ideo: Moderate (4)	19%	(45)	26%	(60)	55%	(128)	232
Ideo: Conservative (5-7)	10%	(17)	31%	(51)	59%	(98)	165
Educ: < College	14%	(130)	23%	(213)	62%	(567)	910
Educ: Bachelors degree	18%	(12)	22%	(14)	61%	(40)	65
Ethnicity: White	14%	(99)	23%	(170)	63%	(463)	731
Ethnicity: Hispanic	15%	(36)	29%	(70)	56%	(136)	242
Ethnicity: Black	23%	(33)	29%	(43)	49%	(72)	148
Ethnicity: Other	10%	(12)	20%	(24)	70%	(85)	121
All Christian	13%	(31)	25%	(58)	62%	(148)	237
All Non-Christian	14%	(7)	39%	(19)	47%	(24)	50
Atheist	12%	(14)	18%	(21)	70%	(80)	116
Agnostic/Nothing in particular	16%	(65)	22%	(91)	62%	(249)	405
Something Else	14%	(27)	25%	(48)	61%	(118)	193
Religious Non-Protestant/Catholic	16%	(11)	31%	(21)	53%	(36)	68
Evangelical	16%	(27)	27%	(47)	57%	(98)	172
Non-Evangelical	11%	(26)	23%	(53)	65%	(149)	228
Community: Urban	15%	(43)	21%	(62)	64%	(184)	288
Community: Suburban	13%	(59)	24%	(102)	63%	(274)	435
Community: Rural	15%	(42)	26%	(73)	58%	(161)	276
Military HH: Yes	26%	(25)	26%	(26)	47%	(46)	97
Military HH: No	13%	(118)	23%	(211)	63%	(573)	903
4-Region: Northeast	19%	(31)	21%	(35)	60%	(99)	164
4-Region: Midwest	14%	(32)	19%	(44)	68%	(157)	233
4-Region: South	14%	(61)	28%	(121)	58%	(250)	432
4-Region: West	12%	(21)	22%	(38)	66%	(113)	172
TikTok Users	15%	(99)	24%	(161)	62%	(420)	680

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**Table MCFE39\_13:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Assassin's Creed*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	14%	(144)	24%	(237)	62%	(619)	1000
Twitch Users	16%	(39)	35%	(82)	49%	(115)	236
2022 Sports Viewers/Attendees	16%	(95)	25%	(150)	59%	(353)	597
Monthly Moviegoers	18%	(31)	25%	(42)	57%	(95)	168
Few Times per Year + Moviegoers	16%	(89)	24%	(138)	60%	(343)	571
Heard Smile Campaign	19%	(79)	30%	(129)	51%	(216)	425
Heard Minion Campaign	17%	(86)	27%	(136)	56%	(283)	505
Listens to Podcasts	16%	(91)	27%	(149)	57%	(312)	552
Streaming Services User	15%	(133)	25%	(222)	61%	(544)	898
Netflix User	15%	(131)	24%	(203)	61%	(530)	864
Disney+ User	18%	(111)	25%	(153)	57%	(353)	617
Heterosexual or straight	15%	(105)	25%	(176)	60%	(420)	702
Bisexual	18%	(25)	21%	(30)	61%	(86)	141
Something else	6%	(3)	11%	(6)	84%	(47)	56
Yes	12%	(16)	21%	(29)	68%	(95)	140
No	15%	(128)	24%	(208)	61%	(525)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE39\_14:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Fall Guys*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	12%	(116)	26%	(258)	63%	(625)	1000
Gender: Male	13%	(66)	32%	(163)	55%	(277)	506
Gender: Female	10%	(50)	19%	(95)	71%	(348)	494
Age: 18-34	13%	(77)	27%	(163)	61%	(369)	609
GenZers: 1997-2012	12%	(116)	26%	(258)	63%	(625)	1000
Ideo: Liberal (1-3)	14%	(43)	29%	(88)	57%	(173)	304
Ideo: Moderate (4)	12%	(29)	23%	(53)	65%	(150)	232
Ideo: Conservative (5-7)	8%	(13)	31%	(52)	60%	(100)	165
Educ: < College	12%	(107)	26%	(237)	62%	(565)	910
Educ: Bachelors degree	10%	(6)	24%	(16)	66%	(43)	65
Ethnicity: White	10%	(74)	24%	(177)	66%	(480)	731
Ethnicity: Hispanic	13%	(31)	32%	(78)	55%	(133)	242
Ethnicity: Black	18%	(27)	29%	(43)	53%	(78)	148
Ethnicity: Other	12%	(15)	32%	(39)	56%	(68)	121
All Christian	9%	(22)	31%	(74)	59%	(141)	237
All Non-Christian	11%	(5)	31%	(16)	58%	(29)	50
Atheist	17%	(20)	24%	(27)	59%	(68)	116
Agnostic/Nothing in particular	12%	(47)	24%	(97)	64%	(261)	405
Something Else	12%	(22)	23%	(44)	66%	(127)	193
Religious Non-Protestant/Catholic	11%	(7)	29%	(20)	60%	(41)	68
Evangelical	9%	(15)	35%	(60)	57%	(97)	172
Non-Evangelical	11%	(25)	22%	(50)	67%	(153)	228
Community: Urban	12%	(35)	23%	(66)	65%	(187)	288
Community: Suburban	12%	(53)	28%	(122)	60%	(260)	435
Community: Rural	10%	(28)	26%	(71)	64%	(178)	276
Military HH: Yes	19%	(19)	33%	(32)	48%	(47)	97
Military HH: No	11%	(97)	25%	(227)	64%	(579)	903
4-Region: Northeast	16%	(27)	27%	(44)	57%	(94)	164
4-Region: Midwest	11%	(26)	26%	(60)	63%	(146)	233
4-Region: South	9%	(41)	27%	(117)	64%	(274)	432
4-Region: West	13%	(22)	22%	(38)	65%	(112)	172
TikTok Users	13%	(86)	28%	(190)	59%	(404)	680

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**Table MCFE39\_14:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Fall Guys*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	12%	(116)	26%	(258)	63%	(625)	1000
Twitch Users	21%	(48)	31%	(74)	48%	(114)	236
2022 Sports Viewers/Attendees	15%	(88)	26%	(158)	59%	(351)	597
Monthly Moviegoers	18%	(30)	30%	(51)	52%	(87)	168
Few Times per Year + Moviegoers	14%	(83)	28%	(162)	57%	(326)	571
Heard Smile Campaign	16%	(68)	32%	(135)	52%	(222)	425
Heard Minion Campaign	14%	(70)	31%	(157)	55%	(278)	505
Listens to Podcasts	12%	(69)	31%	(169)	57%	(315)	552
Streaming Services User	12%	(110)	27%	(239)	61%	(550)	898
Netflix User	13%	(112)	26%	(226)	61%	(526)	864
Disney+ User	14%	(83)	30%	(184)	57%	(350)	617
Heterosexual or straight	11%	(78)	28%	(194)	61%	(429)	702
Bisexual	16%	(23)	25%	(35)	59%	(83)	141
Something else	12%	(7)	6%	(3)	82%	(46)	56
Yes	11%	(15)	20%	(28)	69%	(97)	140
No	12%	(101)	27%	(231)	61%	(528)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE39\_15:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Destiny*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	6%	(63)	17%	(173)	76%	(764)	1000
Gender: Male	9%	(44)	23%	(117)	68%	(345)	506
Gender: Female	4%	(19)	11%	(56)	85%	(419)	494
Age: 18-34	8%	(50)	20%	(121)	72%	(438)	609
GenZers: 1997-2012	6%	(63)	17%	(173)	76%	(764)	1000
Ideo: Liberal (1-3)	8%	(23)	18%	(55)	74%	(226)	304
Ideo: Moderate (4)	6%	(14)	25%	(57)	69%	(161)	232
Ideo: Conservative (5-7)	7%	(11)	18%	(30)	75%	(124)	165
Educ: < College	6%	(54)	17%	(153)	77%	(702)	910
Educ: Bachelors degree	11%	(7)	18%	(12)	71%	(46)	65
Ethnicity: White	5%	(39)	17%	(125)	78%	(567)	731
Ethnicity: Hispanic	4%	(11)	21%	(51)	75%	(180)	242
Ethnicity: Black	13%	(20)	19%	(28)	68%	(100)	148
Ethnicity: Other	4%	(4)	16%	(20)	80%	(97)	121
All Christian	6%	(14)	21%	(50)	73%	(173)	237
All Non-Christian	12%	(6)	23%	(12)	65%	(32)	50
Atheist	4%	(4)	17%	(19)	80%	(92)	116
Agnostic/Nothing in particular	6%	(24)	14%	(57)	80%	(324)	405
Something Else	8%	(15)	18%	(35)	74%	(143)	193
Religious Non-Protestant/Catholic	11%	(7)	21%	(14)	69%	(47)	68
Evangelical	9%	(15)	23%	(40)	68%	(116)	172
Non-Evangelical	5%	(11)	17%	(38)	78%	(179)	228
Community: Urban	8%	(23)	16%	(45)	76%	(219)	288
Community: Suburban	7%	(29)	19%	(82)	75%	(325)	435
Community: Rural	4%	(11)	16%	(45)	80%	(220)	276
Military HH: Yes	11%	(11)	20%	(19)	69%	(67)	97
Military HH: No	6%	(52)	17%	(154)	77%	(697)	903
4-Region: Northeast	7%	(12)	20%	(33)	73%	(119)	164
4-Region: Midwest	5%	(12)	18%	(41)	77%	(179)	233
4-Region: South	7%	(30)	19%	(80)	74%	(321)	432
4-Region: West	5%	(8)	11%	(18)	85%	(146)	172
TikTok Users	7%	(46)	18%	(120)	76%	(514)	680

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**Table MCFE39\_15:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Destiny*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	6%	(63)	17%	(173)	76%	(764)	1000
Twitch Users	10%	(23)	23%	(54)	67%	(158)	236
2022 Sports Viewers/Attendees	8%	(47)	19%	(112)	73%	(438)	597
Monthly Moviegoers	12%	(20)	20%	(34)	68%	(114)	168
Few Times per Year + Moviegoers	8%	(43)	18%	(104)	74%	(424)	571
Heard Smile Campaign	11%	(46)	23%	(96)	67%	(283)	425
Heard Minion Campaign	8%	(40)	20%	(101)	72%	(364)	505
Listens to Podcasts	9%	(50)	22%	(123)	69%	(379)	552
Streaming Services User	6%	(57)	18%	(162)	76%	(679)	898
Netflix User	6%	(56)	17%	(151)	76%	(657)	864
Disney+ User	8%	(48)	20%	(122)	72%	(446)	617
Heterosexual or straight	7%	(52)	18%	(127)	74%	(522)	702
Bisexual	4%	(5)	18%	(26)	78%	(110)	141
Something else	4%	(2)	8%	(4)	89%	(50)	56
Yes	7%	(9)	13%	(18)	81%	(113)	140
No	6%	(53)	18%	(155)	76%	(652)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE39\_16:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Zelda*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	12%	(118)	24%	(235)	65%	(647)	1000
Gender: Male	15%	(78)	28%	(140)	57%	(288)	506
Gender: Female	8%	(40)	19%	(95)	73%	(359)	494
Age: 18-34	14%	(87)	24%	(148)	61%	(374)	609
GenZers: 1997-2012	12%	(118)	24%	(235)	65%	(647)	1000
Ideo: Liberal (1-3)	16%	(50)	28%	(86)	55%	(168)	304
Ideo: Moderate (4)	14%	(32)	22%	(51)	64%	(150)	232
Ideo: Conservative (5-7)	9%	(16)	22%	(36)	69%	(113)	165
Educ: < College	11%	(104)	24%	(216)	65%	(590)	910
Educ: Bachelors degree	18%	(12)	18%	(12)	64%	(42)	65
Ethnicity: White	12%	(86)	24%	(176)	64%	(469)	731
Ethnicity: Hispanic	12%	(29)	26%	(63)	62%	(151)	242
Ethnicity: Black	14%	(21)	21%	(32)	64%	(95)	148
Ethnicity: Other	8%	(10)	23%	(28)	69%	(83)	121
All Christian	10%	(25)	22%	(53)	67%	(160)	237
All Non-Christian	17%	(9)	25%	(12)	58%	(29)	50
Atheist	11%	(12)	22%	(25)	68%	(78)	116
Agnostic/Nothing in particular	13%	(51)	26%	(107)	61%	(247)	405
Something Else	11%	(21)	20%	(39)	69%	(133)	193
Religious Non-Protestant/Catholic	14%	(10)	25%	(17)	61%	(41)	68
Evangelical	11%	(19)	25%	(43)	64%	(111)	172
Non-Evangelical	10%	(24)	18%	(42)	71%	(163)	228
Community: Urban	17%	(50)	18%	(51)	65%	(187)	288
Community: Suburban	11%	(46)	24%	(105)	65%	(284)	435
Community: Rural	8%	(22)	29%	(79)	64%	(176)	276
Military HH: Yes	15%	(14)	31%	(30)	54%	(52)	97
Military HH: No	11%	(103)	23%	(205)	66%	(595)	903
4-Region: Northeast	13%	(21)	25%	(41)	63%	(103)	164
4-Region: Midwest	13%	(30)	27%	(63)	60%	(139)	233
4-Region: South	11%	(47)	23%	(100)	66%	(284)	432
4-Region: West	11%	(19)	19%	(32)	70%	(121)	172
TikTok Users	11%	(73)	22%	(153)	67%	(454)	680

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**Table MCFE39\_16:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Zelda*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	12%	(118)	24%	(235)	65%	(647)	1000
Twitch Users	16%	(38)	32%	(76)	52%	(122)	236
2022 Sports Viewers/Attendees	13%	(80)	22%	(134)	64%	(383)	597
Monthly Moviegoers	16%	(27)	26%	(44)	58%	(98)	168
Few Times per Year + Moviegoers	15%	(83)	23%	(129)	63%	(359)	571
Heard Smile Campaign	15%	(63)	24%	(101)	61%	(260)	425
Heard Minion Campaign	12%	(63)	29%	(145)	59%	(298)	505
Listens to Podcasts	15%	(83)	26%	(144)	59%	(326)	552
Streaming Services User	13%	(115)	24%	(219)	63%	(565)	898
Netflix User	13%	(109)	24%	(204)	64%	(550)	864
Disney+ User	14%	(84)	28%	(172)	59%	(362)	617
Heterosexual or straight	9%	(66)	23%	(163)	67%	(473)	702
Bisexual	18%	(25)	25%	(35)	58%	(81)	141
Something else	9%	(5)	21%	(12)	70%	(39)	56
Yes	16%	(22)	26%	(37)	58%	(81)	140
No	11%	(95)	23%	(199)	66%	(566)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://morningconsultintelligence.com).

**Table MCFE39\_17: And in general, what kind of fan, if at all, do you consider yourself to be of the following?**  
*Dota*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	3%	(32)	11%	(106)	86%	(862)	1000
Gender: Male	4%	(20)	14%	(70)	82%	(416)	506
Gender: Female	2%	(11)	7%	(36)	90%	(446)	494
Age: 18-34	4%	(26)	13%	(76)	83%	(506)	609
GenZers: 1997-2012	3%	(32)	11%	(106)	86%	(862)	1000
Ideo: Liberal (1-3)	5%	(17)	13%	(39)	82%	(248)	304
Ideo: Moderate (4)	3%	(6)	12%	(28)	86%	(199)	232
Ideo: Conservative (5-7)	4%	(6)	16%	(27)	80%	(132)	165
Educ: < College	3%	(29)	10%	(91)	87%	(790)	910
Educ: Bachelors degree	1%	(1)	16%	(11)	83%	(54)	65
Ethnicity: White	2%	(13)	11%	(82)	87%	(636)	731
Ethnicity: Hispanic	4%	(9)	10%	(25)	86%	(209)	242
Ethnicity: Black	10%	(16)	9%	(14)	80%	(119)	148
Ethnicity: Other	3%	(4)	9%	(10)	88%	(107)	121
All Christian	5%	(12)	18%	(43)	77%	(182)	237
All Non-Christian	5%	(2)	19%	(10)	76%	(37)	50
Atheist	—	(0)	2%	(2)	98%	(113)	116
Agnostic/Nothing in particular	3%	(13)	8%	(32)	89%	(359)	405
Something Else	2%	(4)	10%	(20)	88%	(170)	193
Religious Non-Protestant/Catholic	7%	(5)	17%	(12)	76%	(52)	68
Evangelical	4%	(7)	23%	(40)	72%	(124)	172
Non-Evangelical	2%	(4)	8%	(18)	90%	(206)	228
Community: Urban	4%	(12)	13%	(38)	83%	(239)	288
Community: Suburban	3%	(14)	11%	(46)	86%	(375)	435
Community: Rural	2%	(6)	8%	(22)	90%	(248)	276
Military HH: Yes	7%	(7)	19%	(19)	73%	(71)	97
Military HH: No	3%	(25)	10%	(88)	88%	(791)	903
4-Region: Northeast	4%	(7)	9%	(14)	87%	(143)	164
4-Region: Midwest	1%	(2)	10%	(24)	89%	(207)	233
4-Region: South	4%	(19)	13%	(55)	83%	(358)	432
4-Region: West	2%	(4)	8%	(13)	90%	(154)	172
TikTok Users	3%	(22)	11%	(72)	86%	(586)	680

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**Table MCFE39\_17: And in general, what kind of fan, if at all, do you consider yourself to be of the following?**

Dota

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	3%	(32)	11%	(106)	86%	(862)	1000
Twitch Users	5%	(12)	9%	(22)	86%	(202)	236
2022 Sports Viewers/Attendees	4%	(26)	12%	(72)	84%	(499)	597
Monthly Moviegoers	8%	(13)	15%	(24)	78%	(131)	168
Few Times per Year + Moviegoers	4%	(23)	11%	(64)	85%	(484)	571
Heard Smile Campaign	5%	(22)	17%	(72)	78%	(330)	425
Heard Minion Campaign	4%	(23)	13%	(66)	82%	(417)	505
Listens to Podcasts	5%	(29)	16%	(86)	79%	(438)	552
Streaming Services User	3%	(30)	11%	(98)	86%	(771)	898
Netflix User	3%	(26)	11%	(93)	86%	(745)	864
Disney+ User	4%	(22)	12%	(77)	84%	(518)	617
Heterosexual or straight	3%	(22)	12%	(82)	85%	(598)	702
Bisexual	2%	(3)	11%	(15)	87%	(122)	141
Something else	7%	(4)	6%	(4)	87%	(49)	56
Yes	5%	(8)	7%	(10)	88%	(122)	140
No	3%	(24)	11%	(96)	86%	(740)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE39\_18:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*The Last of Us*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	12%	(116)	22%	(218)	67%	(666)	1000
Gender: Male	15%	(77)	27%	(138)	58%	(291)	506
Gender: Female	8%	(39)	16%	(81)	76%	(374)	494
Age: 18-34	14%	(88)	24%	(149)	61%	(372)	609
GenZers: 1997-2012	12%	(116)	22%	(218)	67%	(666)	1000
Ideo: Liberal (1-3)	15%	(45)	26%	(78)	59%	(181)	304
Ideo: Moderate (4)	11%	(25)	29%	(67)	60%	(140)	232
Ideo: Conservative (5-7)	7%	(12)	20%	(33)	73%	(120)	165
Educ: < College	11%	(103)	22%	(200)	67%	(607)	910
Educ: Bachelors degree	16%	(11)	16%	(10)	68%	(44)	65
Ethnicity: White	10%	(75)	22%	(159)	68%	(498)	731
Ethnicity: Hispanic	10%	(24)	31%	(75)	59%	(143)	242
Ethnicity: Black	21%	(31)	26%	(38)	53%	(78)	148
Ethnicity: Other	8%	(10)	18%	(21)	74%	(89)	121
All Christian	12%	(28)	19%	(45)	69%	(163)	237
All Non-Christian	13%	(7)	44%	(22)	43%	(21)	50
Atheist	12%	(14)	14%	(16)	74%	(86)	116
Agnostic/Nothing in particular	12%	(47)	24%	(95)	65%	(263)	405
Something Else	11%	(20)	21%	(41)	68%	(132)	193
Religious Non-Protestant/Catholic	13%	(9)	36%	(25)	50%	(34)	68
Evangelical	14%	(25)	23%	(39)	63%	(108)	172
Non-Evangelical	9%	(20)	18%	(41)	73%	(167)	228
Community: Urban	14%	(41)	22%	(64)	64%	(183)	288
Community: Suburban	9%	(41)	25%	(108)	66%	(287)	435
Community: Rural	12%	(34)	17%	(46)	71%	(196)	276
Military HH: Yes	12%	(12)	29%	(28)	59%	(57)	97
Military HH: No	12%	(104)	21%	(190)	67%	(609)	903
4-Region: Northeast	17%	(28)	20%	(33)	62%	(103)	164
4-Region: Midwest	12%	(29)	20%	(46)	68%	(158)	233
4-Region: South	11%	(46)	24%	(105)	65%	(281)	432
4-Region: West	8%	(13)	20%	(34)	73%	(125)	172
TikTok Users	12%	(79)	23%	(158)	65%	(443)	680

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**Table MCFE39\_18:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*The Last of Us*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	12%	(116)	22%	(218)	67%	(666)	1000
Twitch Users	16%	(39)	32%	(75)	52%	(122)	236
2022 Sports Viewers/Attendees	12%	(73)	24%	(145)	63%	(379)	597
Monthly Moviegoers	19%	(31)	24%	(41)	57%	(96)	168
Few Times per Year + Moviegoers	13%	(72)	24%	(136)	64%	(363)	571
Heard Smile Campaign	16%	(70)	29%	(122)	55%	(233)	425
Heard Minion Campaign	15%	(75)	24%	(120)	61%	(310)	505
Listens to Podcasts	14%	(78)	25%	(141)	60%	(333)	552
Streaming Services User	12%	(108)	23%	(208)	65%	(583)	898
Netflix User	12%	(107)	22%	(189)	66%	(568)	864
Disney+ User	15%	(92)	23%	(145)	62%	(380)	617
Heterosexual or straight	12%	(83)	22%	(153)	66%	(465)	702
Bisexual	8%	(11)	29%	(40)	64%	(90)	141
Something else	4%	(2)	8%	(5)	87%	(49)	56
Yes	11%	(15)	18%	(25)	71%	(99)	140
No	12%	(101)	22%	(193)	66%	(567)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE39\_19:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Animal Crossing*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	15%	(147)	29%	(292)	56%	(561)	1000
Gender: Male	11%	(56)	28%	(141)	61%	(309)	506
Gender: Female	19%	(92)	30%	(151)	51%	(252)	494
Age: 18-34	16%	(98)	27%	(164)	57%	(347)	609
GenZers: 1997-2012	15%	(147)	29%	(292)	56%	(561)	1000
Ideo: Liberal (1-3)	21%	(63)	33%	(100)	46%	(141)	304
Ideo: Moderate (4)	14%	(33)	25%	(59)	61%	(141)	232
Ideo: Conservative (5-7)	11%	(18)	29%	(48)	60%	(99)	165
Educ: < College	14%	(129)	29%	(267)	57%	(514)	910
Educ: Bachelors degree	18%	(12)	24%	(16)	57%	(37)	65
Ethnicity: White	15%	(112)	30%	(220)	55%	(399)	731
Ethnicity: Hispanic	16%	(38)	30%	(72)	55%	(132)	242
Ethnicity: Black	16%	(24)	23%	(35)	60%	(89)	148
Ethnicity: Other	10%	(12)	31%	(37)	60%	(72)	121
All Christian	12%	(28)	32%	(75)	56%	(134)	237
All Non-Christian	23%	(11)	28%	(14)	49%	(24)	50
Atheist	14%	(16)	31%	(36)	55%	(64)	116
Agnostic/Nothing in particular	18%	(72)	25%	(101)	57%	(231)	405
Something Else	10%	(20)	34%	(65)	56%	(107)	193
Religious Non-Protestant/Catholic	18%	(12)	37%	(25)	45%	(31)	68
Evangelical	12%	(20)	36%	(62)	53%	(90)	172
Non-Evangelical	11%	(24)	29%	(65)	61%	(139)	228
Community: Urban	15%	(43)	30%	(86)	55%	(159)	288
Community: Suburban	16%	(71)	29%	(124)	55%	(241)	435
Community: Rural	12%	(34)	30%	(82)	58%	(161)	276
Military HH: Yes	10%	(9)	32%	(31)	58%	(57)	97
Military HH: No	15%	(138)	29%	(261)	56%	(504)	903
4-Region: Northeast	17%	(28)	26%	(43)	57%	(94)	164
4-Region: Midwest	17%	(41)	27%	(62)	56%	(130)	233
4-Region: South	14%	(61)	30%	(130)	56%	(241)	432
4-Region: West	11%	(19)	34%	(58)	55%	(95)	172
TikTok Users	15%	(104)	31%	(211)	54%	(365)	680

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**Table MCFE39\_19:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Animal Crossing*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	15%	(147)	29%	(292)	56%	(561)	1000
Twitch Users	23%	(54)	29%	(69)	48%	(112)	236
2022 Sports Viewers/Attendees	15%	(88)	29%	(175)	56%	(335)	597
Monthly Moviegoers	15%	(26)	39%	(66)	46%	(77)	168
Few Times per Year + Moviegoers	16%	(90)	30%	(174)	54%	(307)	571
Heard Smile Campaign	17%	(72)	31%	(131)	52%	(222)	425
Heard Minion Campaign	19%	(97)	31%	(155)	50%	(253)	505
Listens to Podcasts	16%	(88)	31%	(174)	53%	(291)	552
Streaming Services User	16%	(142)	31%	(275)	54%	(481)	898
Netflix User	16%	(138)	29%	(247)	55%	(479)	864
Disney+ User	18%	(111)	33%	(201)	49%	(305)	617
Heterosexual or straight	11%	(77)	26%	(184)	63%	(440)	702
Bisexual	22%	(30)	40%	(57)	38%	(54)	141
Something else	7%	(4)	28%	(16)	64%	(36)	56
Yes	24%	(34)	34%	(48)	42%	(58)	140
No	13%	(114)	28%	(244)	58%	(502)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE39\_20:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*

*Red Dead*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	16%	(156)	23%	(226)	62%	(618)	1000
Gender: Male	23%	(118)	29%	(147)	48%	(241)	506
Gender: Female	8%	(37)	16%	(79)	76%	(377)	494
Age: 18-34	16%	(98)	26%	(158)	58%	(353)	609
GenZers: 1997-2012	16%	(156)	23%	(226)	62%	(618)	1000
Ideo: Liberal (1-3)	15%	(45)	22%	(68)	63%	(191)	304
Ideo: Moderate (4)	17%	(39)	26%	(61)	57%	(133)	232
Ideo: Conservative (5-7)	15%	(25)	29%	(48)	56%	(92)	165
Educ: < College	16%	(144)	22%	(201)	62%	(564)	910
Educ: Bachelors degree	13%	(8)	27%	(18)	60%	(39)	65
Ethnicity: White	15%	(113)	23%	(170)	61%	(448)	731
Ethnicity: Hispanic	15%	(36)	27%	(64)	59%	(142)	242
Ethnicity: Black	24%	(36)	23%	(34)	53%	(79)	148
Ethnicity: Other	6%	(7)	19%	(23)	75%	(91)	121
All Christian	12%	(27)	22%	(53)	66%	(156)	237
All Non-Christian	23%	(11)	27%	(14)	50%	(25)	50
Atheist	18%	(21)	23%	(26)	60%	(69)	116
Agnostic/Nothing in particular	16%	(64)	21%	(86)	63%	(255)	405
Something Else	17%	(32)	25%	(48)	59%	(113)	193
Religious Non-Protestant/Catholic	20%	(13)	24%	(16)	57%	(38)	68
Evangelical	13%	(23)	29%	(50)	58%	(99)	172
Non-Evangelical	13%	(31)	20%	(46)	67%	(152)	228
Community: Urban	15%	(42)	19%	(55)	66%	(191)	288
Community: Suburban	16%	(68)	22%	(96)	62%	(271)	435
Community: Rural	16%	(46)	27%	(75)	56%	(156)	276
Military HH: Yes	25%	(24)	27%	(26)	48%	(46)	97
Military HH: No	15%	(131)	22%	(200)	63%	(572)	903
4-Region: Northeast	12%	(20)	26%	(43)	62%	(101)	164
4-Region: Midwest	13%	(31)	25%	(59)	61%	(142)	233
4-Region: South	18%	(78)	21%	(92)	60%	(261)	432
4-Region: West	15%	(26)	19%	(32)	66%	(113)	172
TikTok Users	16%	(106)	24%	(160)	61%	(414)	680

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**Table MCFE39\_20:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Red Dead*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	16%	(156)	23%	(226)	62%	(618)	1000
Twitch Users	20%	(46)	31%	(73)	50%	(117)	236
2022 Sports Viewers/Attendees	16%	(97)	24%	(146)	59%	(355)	597
Monthly Moviegoers	17%	(29)	24%	(41)	58%	(98)	168
Few Times per Year + Moviegoers	18%	(103)	22%	(127)	60%	(340)	571
Heard Smile Campaign	19%	(82)	26%	(109)	55%	(234)	425
Heard Minion Campaign	18%	(91)	26%	(130)	56%	(284)	505
Listens to Podcasts	18%	(97)	26%	(144)	56%	(311)	552
Streaming Services User	16%	(146)	23%	(211)	60%	(541)	898
Netflix User	16%	(142)	23%	(196)	61%	(526)	864
Disney+ User	17%	(107)	24%	(147)	59%	(363)	617
Heterosexual or straight	17%	(118)	23%	(163)	60%	(420)	702
Bisexual	14%	(20)	26%	(36)	60%	(85)	141
Something else	5%	(3)	15%	(8)	80%	(45)	56
Yes	14%	(20)	18%	(25)	68%	(95)	140
No	16%	(136)	23%	(201)	61%	(523)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE39\_21:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Among Us*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	13%	(126)	41%	(410)	46%	(464)	1000
Gender: Male	13%	(68)	41%	(206)	46%	(233)	506
Gender: Female	12%	(58)	41%	(205)	47%	(231)	494
Age: 18-34	14%	(82)	39%	(239)	47%	(288)	609
GenZers: 1997-2012	13%	(126)	41%	(410)	46%	(464)	1000
Ideo: Liberal (1-3)	15%	(46)	45%	(136)	40%	(122)	304
Ideo: Moderate (4)	11%	(25)	38%	(88)	51%	(119)	232
Ideo: Conservative (5-7)	11%	(18)	41%	(67)	48%	(80)	165
Educ: < College	13%	(117)	41%	(370)	47%	(423)	910
Educ: Bachelors degree	8%	(5)	49%	(32)	43%	(28)	65
Ethnicity: White	11%	(79)	42%	(305)	47%	(347)	731
Ethnicity: Hispanic	14%	(35)	44%	(106)	42%	(102)	242
Ethnicity: Black	25%	(37)	32%	(48)	43%	(63)	148
Ethnicity: Other	8%	(10)	48%	(58)	44%	(53)	121
All Christian	15%	(36)	43%	(102)	42%	(100)	237
All Non-Christian	14%	(7)	41%	(20)	45%	(22)	50
Atheist	7%	(8)	42%	(48)	51%	(59)	116
Agnostic/Nothing in particular	9%	(38)	42%	(169)	49%	(198)	405
Something Else	19%	(37)	37%	(71)	44%	(85)	193
Religious Non-Protestant/Catholic	16%	(11)	36%	(25)	48%	(33)	68
Evangelical	16%	(28)	44%	(76)	40%	(68)	172
Non-Evangelical	17%	(38)	39%	(88)	45%	(102)	228
Community: Urban	16%	(47)	41%	(118)	43%	(123)	288
Community: Suburban	10%	(45)	43%	(187)	47%	(203)	435
Community: Rural	12%	(34)	38%	(105)	50%	(137)	276
Military HH: Yes	15%	(14)	57%	(56)	28%	(27)	97
Military HH: No	12%	(112)	39%	(355)	48%	(437)	903
4-Region: Northeast	17%	(28)	39%	(65)	44%	(72)	164
4-Region: Midwest	11%	(27)	45%	(104)	44%	(102)	233
4-Region: South	15%	(63)	38%	(165)	47%	(203)	432
4-Region: West	5%	(9)	45%	(77)	50%	(87)	172
TikTok Users	13%	(90)	42%	(286)	45%	(304)	680

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**Table MCFE39\_21:** *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*  
*Among Us*

Demographic	An avid fan		A casual fan		Not a fan		Total N
GenZers	13%	(126)	41%	(410)	46%	(464)	1000
Twitch Users	16%	(38)	48%	(113)	36%	(85)	236
2022 Sports Viewers/Attendees	13%	(79)	42%	(250)	45%	(269)	597
Monthly Moviegoers	24%	(41)	39%	(66)	37%	(62)	168
Few Times per Year + Moviegoers	14%	(81)	46%	(261)	40%	(229)	571
Heard Smile Campaign	20%	(85)	43%	(183)	37%	(157)	425
Heard Minion Campaign	18%	(89)	44%	(223)	38%	(194)	505
Listens to Podcasts	15%	(85)	46%	(254)	39%	(214)	552
Streaming Services User	13%	(115)	42%	(378)	45%	(405)	898
Netflix User	13%	(113)	42%	(359)	45%	(392)	864
Disney+ User	15%	(95)	42%	(260)	43%	(263)	617
Heterosexual or straight	13%	(92)	39%	(277)	47%	(333)	702
Bisexual	11%	(16)	51%	(71)	38%	(53)	141
Something else	11%	(6)	53%	(30)	36%	(20)	56
Yes	12%	(17)	39%	(55)	48%	(68)	140
No	13%	(109)	41%	(356)	46%	(396)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE40\_1: Moving on to another topic** How often did you do the following in the past month?  
Listen to podcasts

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	4% (43)	5% (54)	11% (107)	9% (94)	16% (165)	9% (89)	45% (448)	1000
Gender: Male	5% (23)	5% (27)	11% (57)	10% (52)	17% (86)	10% (51)	41% (210)	506
Gender: Female	4% (20)	5% (26)	10% (50)	9% (43)	16% (79)	8% (38)	48% (238)	494
Age: 18-34	5% (28)	6% (34)	14% (84)	10% (62)	17% (103)	8% (49)	41% (250)	609
GenZers: 1997-2012	4% (43)	5% (54)	11% (107)	9% (94)	16% (165)	9% (89)	45% (448)	1000
Ideo: Liberal (1-3)	6% (18)	9% (28)	15% (45)	14% (41)	17% (51)	8% (23)	32% (97)	304
Ideo: Moderate (4)	2% (4)	5% (12)	14% (32)	10% (22)	12% (27)	8% (19)	50% (116)	232
Ideo: Conservative (5-7)	5% (8)	4% (6)	10% (17)	11% (18)	19% (31)	9% (15)	42% (70)	165
Educ: < College	4% (38)	5% (47)	10% (90)	8% (76)	17% (154)	9% (81)	47% (424)	910
Educ: Bachelors degree	6% (4)	10% (6)	22% (14)	16% (11)	11% (7)	9% (6)	27% (17)	65
Ethnicity: White	4% (33)	5% (40)	10% (75)	9% (67)	18% (129)	8% (58)	45% (330)	731
Ethnicity: Hispanic	3% (8)	6% (14)	14% (35)	8% (18)	17% (41)	10% (24)	42% (101)	242
Ethnicity: Black	5% (7)	6% (9)	15% (22)	9% (14)	10% (15)	12% (18)	43% (63)	148
Ethnicity: Other	3% (3)	4% (5)	9% (11)	12% (14)	17% (21)	10% (13)	45% (55)	121
All Christian	6% (15)	6% (13)	14% (34)	10% (23)	18% (42)	8% (18)	39% (92)	237
All Non-Christian	3% (2)	12% (6)	12% (6)	8% (4)	9% (4)	8% (4)	48% (24)	50
Atheist	2% (2)	7% (8)	10% (12)	16% (18)	10% (11)	8% (9)	48% (56)	116
Agnostic/Nothing in particular	6% (24)	5% (19)	8% (32)	7% (26)	19% (77)	9% (37)	47% (189)	405
Something Else	1% (1)	4% (8)	12% (23)	12% (23)	16% (30)	11% (21)	45% (86)	193
Religious Non-Protestant/Catholic	8% (5)	11% (7)	12% (8)	7% (5)	18% (12)	6% (4)	38% (26)	68
Evangelical	2% (3)	5% (9)	15% (26)	13% (23)	13% (23)	15% (25)	37% (64)	172
Non-Evangelical	3% (7)	5% (11)	12% (28)	9% (21)	16% (37)	6% (13)	49% (111)	228
Community: Urban	6% (18)	6% (16)	12% (34)	12% (33)	17% (48)	8% (22)	40% (116)	288
Community: Suburban	4% (16)	6% (27)	11% (47)	9% (40)	17% (74)	9% (40)	44% (191)	435
Community: Rural	3% (9)	4% (11)	9% (26)	8% (21)	15% (42)	10% (27)	51% (141)	276
Military HH: Yes	5% (4)	9% (9)	8% (8)	12% (11)	16% (16)	7% (7)	43% (42)	97
Military HH: No	4% (39)	5% (45)	11% (100)	9% (83)	17% (149)	9% (82)	45% (406)	903
4-Region: Northeast	4% (7)	3% (6)	12% (20)	8% (13)	15% (25)	12% (19)	46% (75)	164
4-Region: Midwest	4% (10)	6% (14)	12% (27)	10% (22)	15% (35)	9% (21)	45% (104)	233
4-Region: South	3% (12)	6% (27)	10% (42)	11% (49)	15% (65)	8% (34)	47% (203)	432
4-Region: West	8% (15)	4% (8)	11% (19)	6% (10)	23% (39)	9% (15)	38% (65)	172

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**Table MCFE40\_1: Moving on to another topic**How often did you do the following in the past month?

Listen to podcasts

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	4% (43)	5% (54)	11% (107)	9% (94)	16% (165)	9% (89)	45% (448)	1000
TikTok Users	5% (31)	6% (44)	12% (79)	10% (65)	17% (114)	9% (60)	42% (287)	680
Twitch Users	5% (12)	10% (24)	14% (34)	14% (32)	18% (41)	7% (17)	32% (76)	236
2022 Sports Viewers/Attendees	6% (33)	6% (38)	14% (84)	10% (58)	18% (107)	11% (64)	36% (213)	597
Monthly Moviegoers	7% (12)	11% (19)	12% (21)	10% (16)	17% (28)	8% (13)	35% (59)	168
Few Times per Year + Moviegoers	3% (19)	7% (42)	13% (75)	10% (54)	19% (107)	9% (53)	38% (220)	571
Heard Smile Campaign	5% (19)	5% (23)	15% (64)	12% (52)	16% (67)	7% (31)	39% (167)	425
Heard Minion Campaign	6% (30)	6% (31)	13% (68)	11% (55)	15% (73)	10% (51)	39% (197)	505
Listens to Podcasts	8% (43)	10% (54)	19% (107)	17% (94)	30% (165)	16% (89)	— (0)	552
Streaming Services User	5% (42)	6% (52)	12% (107)	9% (82)	17% (156)	9% (84)	42% (377)	898
Netflix User	5% (40)	6% (50)	11% (97)	10% (84)	18% (152)	9% (74)	42% (366)	864
Disney+ User	4% (26)	7% (46)	13% (81)	11% (66)	18% (110)	9% (57)	37% (231)	617
Heterosexual or straight	4% (26)	6% (40)	10% (73)	10% (67)	17% (119)	9% (65)	45% (313)	702
Bisexual	4% (5)	2% (3)	15% (21)	7% (10)	14% (20)	8% (12)	50% (70)	141
Something else	10% (6)	— (0)	9% (5)	16% (9)	21% (12)	12% (7)	32% (18)	56
Yes	4% (6)	5% (7)	9% (13)	10% (14)	23% (32)	9% (13)	39% (55)	140
No	4% (37)	5% (46)	11% (95)	9% (81)	15% (133)	9% (76)	46% (393)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

**Table MCFE40\_2: Moving on to another topic**How often did you do the following in the past month?  
Listen to content on live audio services with public chat rooms, such as Clubhouse or Twitter Spaces

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	3% (31)	3% (32)	6% (58)	7% (73)	8% (81)	7% (75)	65% (651)	1000
Gender: Male	4% (21)	4% (18)	6% (31)	9% (46)	10% (51)	7% (37)	60% (301)	506
Gender: Female	2% (10)	3% (14)	5% (26)	5% (27)	6% (30)	8% (38)	71% (350)	494
Age: 18-34	3% (20)	5% (30)	5% (33)	8% (51)	8% (52)	6% (39)	63% (384)	609
GenZers: 1997-2012	3% (31)	3% (32)	6% (58)	7% (73)	8% (81)	7% (75)	65% (651)	1000
Ideo: Liberal (1-3)	3% (10)	6% (17)	6% (17)	7% (21)	8% (25)	12% (37)	58% (178)	304
Ideo: Moderate (4)	3% (7)	4% (8)	8% (18)	13% (30)	6% (14)	6% (14)	61% (141)	232
Ideo: Conservative (5-7)	7% (11)	1% (1)	6% (9)	5% (8)	10% (17)	5% (8)	67% (111)	165
Educ: < College	3% (29)	3% (24)	6% (52)	7% (62)	8% (72)	7% (67)	66% (604)	910
Educ: Bachelors degree	— (0)	9% (6)	7% (5)	14% (9)	10% (7)	7% (5)	52% (34)	65
Ethnicity: White	3% (19)	3% (22)	5% (37)	7% (52)	8% (56)	8% (57)	67% (489)	731
Ethnicity: Hispanic	2% (5)	6% (14)	5% (11)	9% (23)	9% (21)	7% (16)	63% (152)	242
Ethnicity: Black	8% (11)	6% (8)	8% (12)	10% (15)	8% (11)	8% (12)	53% (78)	148
Ethnicity: Other	1% (1)	2% (2)	7% (9)	5% (6)	11% (13)	5% (6)	69% (83)	121
All Christian	7% (16)	2% (6)	5% (13)	8% (20)	11% (26)	8% (20)	58% (138)	237
All Non-Christian	4% (2)	12% (6)	8% (4)	5% (2)	17% (9)	7% (3)	48% (24)	50
Atheist	— (0)	1% (1)	3% (4)	4% (5)	6% (7)	10% (11)	76% (88)	116
Agnostic/Nothing in particular	1% (6)	3% (12)	6% (22)	8% (34)	6% (26)	6% (25)	69% (279)	405
Something Else	4% (7)	4% (7)	8% (15)	7% (13)	7% (13)	8% (15)	64% (123)	193
Religious Non-Protestant/Catholic	4% (3)	9% (6)	6% (4)	6% (4)	22% (15)	7% (5)	46% (31)	68
Evangelical	11% (18)	1% (3)	9% (16)	11% (19)	5% (8)	10% (18)	52% (90)	172
Non-Evangelical	1% (3)	3% (7)	5% (11)	5% (10)	10% (22)	7% (16)	69% (158)	228
Community: Urban	4% (11)	4% (11)	6% (18)	7% (21)	8% (24)	8% (24)	62% (180)	288
Community: Suburban	4% (16)	3% (15)	6% (27)	7% (30)	8% (35)	5% (24)	66% (288)	435
Community: Rural	1% (4)	2% (6)	5% (13)	8% (22)	8% (22)	10% (27)	66% (183)	276
Military HH: Yes	3% (3)	6% (6)	6% (6)	12% (12)	8% (8)	16% (15)	49% (47)	97
Military HH: No	3% (28)	3% (26)	6% (52)	7% (61)	8% (73)	7% (59)	67% (604)	903
4-Region: Northeast	5% (9)	3% (4)	6% (10)	5% (9)	7% (11)	8% (13)	66% (108)	164
4-Region: Midwest	2% (5)	2% (5)	5% (10)	9% (20)	8% (18)	12% (28)	63% (146)	233
4-Region: South	4% (16)	3% (14)	7% (31)	9% (37)	7% (30)	5% (24)	65% (280)	432
4-Region: West	1% (1)	5% (9)	4% (7)	4% (6)	13% (22)	6% (10)	68% (117)	172

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**Table MCFE40\_2: Moving on to another topic** How often did you do the following in the past month?  
Listen to content on live audio services with public chat rooms, such as Clubhouse or Twitter Spaces

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	3% (31)	3% (32)	6% (58)	7% (73)	8% (81)	7% (75)	65% (651)	1000
TikTok Users	3% (19)	4% (27)	7% (44)	7% (50)	9% (58)	8% (53)	63% (428)	680
Twitch Users	3% (6)	4% (8)	11% (27)	8% (18)	11% (25)	8% (19)	57% (133)	236
2022 Sports Viewers/Attendees	4% (21)	4% (23)	6% (37)	8% (50)	10% (61)	10% (61)	58% (344)	597
Monthly Moviegoers	6% (10)	7% (12)	9% (15)	9% (15)	6% (11)	15% (25)	49% (82)	168
Few Times per Year + Moviegoers	3% (15)	4% (22)	8% (44)	8% (47)	9% (53)	8% (45)	60% (344)	571
Heard Smile Campaign	6% (25)	5% (21)	8% (35)	8% (34)	8% (35)	11% (45)	54% (231)	425
Heard Minion Campaign	5% (26)	4% (22)	7% (37)	9% (43)	8% (40)	7% (37)	59% (300)	505
Listens to Podcasts	4% (22)	5% (27)	9% (50)	12% (68)	12% (68)	8% (44)	49% (273)	552
Streaming Services User	3% (30)	4% (32)	6% (57)	7% (66)	9% (80)	8% (71)	63% (562)	898
Netflix User	3% (24)	3% (30)	6% (56)	8% (67)	8% (72)	8% (68)	63% (548)	864
Disney+ User	3% (21)	5% (29)	8% (47)	9% (55)	9% (54)	9% (56)	58% (355)	617
Heterosexual or straight	3% (24)	3% (24)	6% (39)	9% (61)	9% (61)	7% (51)	63% (442)	702
Bisexual	2% (3)	4% (6)	8% (11)	4% (6)	6% (8)	5% (7)	72% (101)	141
Something else	4% (2)	2% (1)	2% (1)	2% (1)	6% (3)	14% (8)	70% (39)	56
Yes	3% (4)	4% (6)	7% (10)	3% (5)	8% (11)	11% (15)	64% (89)	140
No	3% (27)	3% (27)	6% (48)	8% (68)	8% (69)	7% (60)	65% (562)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://morningconsult.com).

**Table MCFE40\_3: Moving on to another topic**How often did you do the following in the past month?  
Stream music on a audio streaming service, such as Spotify or Apple Music

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	40% (398)	11% (106)	13% (135)	7% (70)	10% (103)	3% (31)	16% (158)	1000
Gender: Male	42% (212)	9% (46)	13% (65)	7% (35)	11% (56)	2% (12)	16% (79)	506
Gender: Female	38% (186)	12% (60)	14% (69)	7% (35)	10% (47)	4% (19)	16% (79)	494
Age: 18-34	39% (235)	11% (67)	16% (96)	7% (44)	9% (52)	3% (20)	16% (95)	609
GenZers: 1997-2012	40% (398)	11% (106)	13% (135)	7% (70)	10% (103)	3% (31)	16% (158)	1000
Ideo: Liberal (1-3)	48% (147)	11% (35)	13% (40)	6% (18)	6% (20)	2% (7)	12% (37)	304
Ideo: Moderate (4)	42% (97)	9% (21)	17% (39)	6% (14)	8% (19)	3% (7)	15% (36)	232
Ideo: Conservative (5-7)	39% (65)	11% (18)	13% (21)	10% (16)	11% (18)	3% (6)	14% (23)	165
Educ: < College	40% (364)	11% (98)	13% (116)	6% (57)	10% (95)	3% (30)	16% (149)	910
Educ: Bachelors degree	42% (27)	6% (4)	24% (16)	13% (8)	11% (7)	1% (0)	4% (3)	65
Ethnicity: White	41% (296)	10% (73)	13% (98)	6% (44)	11% (80)	3% (20)	16% (119)	731
Ethnicity: Hispanic	39% (95)	8% (20)	13% (30)	9% (22)	13% (31)	5% (12)	13% (33)	242
Ethnicity: Black	38% (57)	14% (21)	10% (15)	10% (15)	8% (12)	2% (3)	17% (25)	148
Ethnicity: Other	37% (45)	10% (12)	18% (21)	9% (11)	9% (11)	7% (8)	11% (13)	121
All Christian	43% (101)	12% (29)	14% (33)	7% (17)	12% (29)	3% (7)	8% (19)	237
All Non-Christian	43% (21)	13% (6)	9% (5)	4% (2)	9% (4)	2% (1)	20% (10)	50
Atheist	40% (46)	8% (9)	16% (19)	4% (5)	7% (9)	2% (3)	23% (26)	116
Agnostic/Nothing in particular	41% (167)	11% (45)	12% (51)	6% (26)	9% (37)	4% (14)	16% (64)	405
Something Else	32% (63)	8% (16)	14% (27)	10% (20)	12% (24)	3% (6)	20% (38)	193
Religious Non-Protestant/Catholic	41% (28)	11% (7)	11% (7)	3% (2)	18% (12)	2% (2)	14% (10)	68
Evangelical	33% (57)	11% (20)	15% (25)	12% (21)	12% (20)	3% (5)	14% (25)	172
Non-Evangelical	42% (95)	10% (23)	14% (32)	7% (16)	11% (24)	3% (6)	14% (32)	228
Community: Urban	38% (111)	11% (31)	13% (38)	8% (22)	11% (32)	4% (13)	15% (42)	288
Community: Suburban	40% (173)	12% (52)	16% (69)	6% (27)	8% (34)	3% (12)	16% (69)	435
Community: Rural	41% (114)	8% (23)	10% (28)	8% (21)	13% (37)	2% (7)	17% (47)	276
Military HH: Yes	40% (39)	11% (11)	15% (15)	9% (8)	15% (14)	2% (2)	9% (9)	97
Military HH: No	40% (359)	11% (95)	13% (120)	7% (62)	10% (89)	3% (29)	17% (149)	903
4-Region: Northeast	45% (74)	12% (19)	11% (18)	8% (13)	6% (10)	3% (6)	15% (24)	164
4-Region: Midwest	36% (83)	7% (16)	16% (38)	6% (13)	13% (31)	2% (6)	19% (45)	233
4-Region: South	39% (169)	12% (50)	13% (56)	8% (36)	10% (43)	3% (14)	15% (63)	432
4-Region: West	42% (72)	12% (20)	13% (23)	4% (7)	11% (19)	3% (5)	15% (26)	172

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**Table MCFE40\_3: Moving on to another topic**How often did you do the following in the past month?  
Stream music on a audio streaming service, such as Spotify or Apple Music

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	40% (398)	11% (106)	13% (135)	7% (70)	10% (103)	3% (31)	16% (158)	1000
TikTok Users	43% (293)	11% (76)	14% (94)	8% (52)	10% (67)	3% (23)	11% (76)	680
Twitch Users	48% (113)	9% (22)	13% (31)	8% (19)	10% (23)	1% (3)	10% (24)	236
2022 Sports Viewers/Attendees	42% (252)	12% (70)	14% (84)	8% (48)	10% (60)	3% (20)	10% (63)	597
Monthly Moviegoers	36% (61)	11% (19)	15% (25)	6% (11)	9% (16)	6% (11)	16% (27)	168
Few Times per Year + Moviegoers	41% (231)	10% (58)	14% (83)	7% (41)	11% (64)	4% (21)	13% (74)	571
Heard Smile Campaign	46% (195)	10% (42)	15% (65)	8% (34)	7% (30)	3% (14)	10% (45)	425
Heard Minion Campaign	45% (225)	11% (57)	15% (75)	8% (40)	8% (41)	2% (11)	11% (55)	505
Listens to Podcasts	39% (217)	13% (70)	14% (77)	9% (48)	11% (59)	5% (25)	10% (55)	552
Streaming Services User	42% (379)	11% (98)	15% (133)	8% (67)	11% (98)	3% (30)	10% (93)	898
Netflix User	40% (350)	11% (98)	14% (123)	8% (67)	11% (93)	3% (28)	12% (106)	864
Disney+ User	39% (241)	12% (75)	15% (92)	9% (58)	12% (73)	3% (18)	10% (60)	617
Heterosexual or straight	37% (261)	10% (71)	14% (101)	7% (51)	13% (89)	3% (22)	15% (108)	702
Bisexual	42% (59)	11% (16)	15% (21)	8% (11)	7% (10)	3% (4)	14% (20)	141
Something else	21% (12)	19% (11)	3% (1)	11% (6)	3% (2)	8% (4)	36% (20)	56
Yes	42% (58)	11% (15)	9% (13)	6% (8)	16% (22)	2% (3)	15% (20)	140
No	39% (340)	10% (90)	14% (122)	7% (62)	9% (81)	3% (28)	16% (138)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE40\_4: Moving on to another topic**How often did you do the following in the past month?

Read a book

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	8% (75)	6% (56)	18% (178)	9% (88)	21% (215)	11% (114)	27% (275)	1000
Gender: Male	6% (32)	4% (20)	17% (85)	7% (38)	21% (107)	14% (73)	30% (152)	506
Gender: Female	9% (43)	7% (36)	19% (93)	10% (50)	22% (108)	8% (41)	25% (123)	494
Age: 18-34	7% (45)	6% (38)	16% (96)	10% (61)	20% (123)	11% (69)	29% (178)	609
GenZers: 1997-2012	8% (75)	6% (56)	18% (178)	9% (88)	21% (215)	11% (114)	27% (275)	1000
Ideo: Liberal (1-3)	13% (38)	5% (14)	24% (73)	10% (32)	20% (62)	10% (29)	18% (56)	304
Ideo: Moderate (4)	3% (7)	6% (14)	18% (42)	7% (15)	21% (50)	14% (32)	31% (73)	232
Ideo: Conservative (5-7)	5% (8)	10% (16)	11% (19)	13% (21)	19% (31)	12% (20)	31% (51)	165
Educ: < College	8% (73)	5% (49)	17% (151)	9% (79)	22% (198)	11% (102)	28% (258)	910
Educ: Bachelors degree	2% (1)	9% (6)	29% (19)	11% (7)	20% (13)	15% (10)	14% (9)	65
Ethnicity: White	7% (54)	5% (35)	17% (128)	8% (60)	22% (160)	12% (86)	28% (208)	731
Ethnicity: Hispanic	7% (18)	3% (7)	21% (50)	8% (20)	20% (49)	10% (25)	30% (73)	242
Ethnicity: Black	9% (13)	6% (10)	15% (23)	11% (16)	21% (32)	12% (18)	26% (38)	148
Ethnicity: Other	7% (8)	10% (12)	23% (27)	9% (11)	19% (23)	8% (10)	24% (29)	121
All Christian	7% (17)	11% (25)	17% (39)	9% (22)	20% (47)	14% (33)	23% (55)	237
All Non-Christian	9% (4)	2% (1)	35% (18)	14% (7)	13% (6)	6% (3)	20% (10)	50
Atheist	6% (7)	5% (6)	24% (28)	9% (10)	17% (19)	14% (16)	26% (30)	116
Agnostic/Nothing in particular	8% (31)	4% (16)	14% (58)	7% (29)	24% (99)	10% (42)	32% (130)	405
Something Else	9% (17)	4% (8)	18% (35)	10% (19)	23% (44)	10% (20)	26% (50)	193
Religious Non-Protestant/Catholic	10% (7)	6% (4)	27% (18)	14% (10)	22% (15)	6% (4)	15% (10)	68
Evangelical	8% (14)	7% (12)	18% (30)	12% (21)	20% (34)	12% (20)	23% (40)	172
Non-Evangelical	7% (15)	7% (16)	19% (42)	7% (16)	20% (46)	13% (29)	28% (64)	228
Community: Urban	6% (19)	7% (21)	20% (58)	8% (24)	25% (73)	7% (21)	25% (72)	288
Community: Suburban	7% (29)	6% (25)	17% (73)	9% (40)	21% (93)	11% (47)	30% (128)	435
Community: Rural	10% (28)	4% (10)	17% (47)	9% (24)	17% (48)	17% (46)	27% (74)	276
Military HH: Yes	9% (9)	2% (2)	24% (23)	10% (10)	27% (26)	5% (5)	24% (23)	97
Military HH: No	7% (67)	6% (55)	17% (155)	9% (78)	21% (189)	12% (109)	28% (252)	903
4-Region: Northeast	7% (12)	8% (13)	15% (25)	8% (12)	14% (22)	16% (26)	33% (54)	164
4-Region: Midwest	6% (14)	6% (13)	21% (50)	9% (20)	26% (61)	12% (28)	20% (47)	233
4-Region: South	7% (31)	5% (22)	18% (79)	9% (37)	20% (87)	11% (46)	30% (131)	432
4-Region: West	11% (19)	5% (9)	14% (24)	10% (18)	26% (45)	8% (14)	25% (43)	172

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**Table MCFE40\_4: Moving on to another topic**How often did you do the following in the past month?

Read a book

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	8% (75)	6% (56)	18% (178)	9% (88)	21% (215)	11% (114)	27% (275)	1000
TikTok Users	7% (49)	5% (32)	18% (120)	10% (65)	23% (154)	12% (80)	26% (179)	680
Twitch Users	8% (20)	6% (14)	15% (36)	9% (21)	28% (66)	9% (20)	25% (59)	236
2022 Sports Viewers/Attendees	8% (48)	7% (43)	20% (122)	9% (53)	22% (129)	11% (68)	22% (133)	597
Monthly Moviegoers	12% (20)	8% (14)	20% (34)	14% (24)	19% (32)	11% (18)	16% (27)	168
Few Times per Year + Moviegoers	8% (47)	7% (43)	21% (117)	11% (63)	22% (123)	9% (53)	22% (124)	571
Heard Smile Campaign	7% (28)	6% (26)	17% (72)	12% (52)	20% (83)	12% (53)	26% (109)	425
Heard Minion Campaign	6% (32)	6% (29)	21% (105)	8% (40)	24% (122)	12% (60)	23% (118)	505
Listens to Podcasts	9% (48)	7% (36)	21% (116)	12% (68)	25% (136)	12% (68)	15% (81)	552
Streaming Services User	8% (73)	6% (54)	18% (162)	10% (87)	22% (202)	12% (106)	24% (216)	898
Netflix User	8% (66)	6% (53)	19% (161)	9% (76)	22% (193)	12% (104)	24% (210)	864
Disney+ User	9% (55)	7% (43)	20% (125)	9% (58)	25% (152)	10% (62)	20% (122)	617
Heterosexual or straight	6% (43)	6% (40)	16% (113)	8% (58)	20% (142)	13% (88)	31% (217)	702
Bisexual	10% (15)	5% (8)	18% (25)	14% (19)	30% (42)	5% (8)	17% (24)	141
Something else	12% (7)	10% (6)	22% (13)	9% (5)	17% (9)	4% (2)	26% (15)	56
Yes	12% (17)	5% (7)	13% (18)	7% (10)	25% (35)	14% (19)	24% (34)	140
No	7% (59)	6% (49)	19% (159)	9% (77)	21% (180)	11% (95)	28% (241)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).



**Table MCFE40\_5: Moving on to another topic**How often did you do the following in the past month?  
Play video games, including app-based games, online and offline games

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	32% (320)	14% (138)	18% (177)	9% (85)	12% (118)	3% (30)	13% (131)	1000
Gender: Male	41% (208)	13% (66)	15% (78)	9% (48)	11% (54)	3% (15)	7% (37)	506
Gender: Female	23% (112)	15% (72)	20% (99)	8% (37)	13% (64)	3% (15)	19% (95)	494
Age: 18-34	31% (191)	12% (75)	19% (114)	8% (50)	11% (69)	4% (23)	14% (87)	609
GenZers: 1997-2012	32% (320)	14% (138)	18% (177)	9% (85)	12% (118)	3% (30)	13% (131)	1000
Ideo: Liberal (1-3)	35% (107)	16% (49)	18% (55)	8% (24)	9% (28)	4% (12)	10% (29)	304
Ideo: Moderate (4)	31% (73)	11% (26)	21% (48)	11% (26)	12% (27)	1% (2)	13% (30)	232
Ideo: Conservative (5-7)	25% (42)	12% (19)	18% (30)	10% (17)	16% (26)	5% (8)	15% (24)	165
Educ: < College	33% (302)	14% (126)	17% (156)	9% (81)	12% (106)	3% (27)	12% (111)	910
Educ: Bachelors degree	20% (13)	14% (9)	22% (15)	5% (3)	15% (10)	5% (3)	20% (13)	65
Ethnicity: White	32% (231)	14% (101)	17% (125)	9% (63)	12% (86)	3% (22)	14% (101)	731
Ethnicity: Hispanic	36% (87)	12% (29)	16% (38)	10% (25)	9% (23)	3% (8)	13% (32)	242
Ethnicity: Black	34% (50)	9% (13)	21% (32)	8% (13)	14% (20)	1% (2)	12% (18)	148
Ethnicity: Other	32% (38)	19% (23)	16% (20)	8% (10)	10% (12)	5% (6)	10% (12)	121
All Christian	27% (64)	11% (27)	17% (40)	13% (30)	13% (30)	5% (12)	14% (34)	237
All Non-Christian	41% (20)	11% (5)	17% (8)	11% (6)	8% (4)	1% (1)	11% (6)	50
Atheist	33% (38)	18% (21)	18% (21)	7% (8)	8% (9)	5% (5)	12% (13)	116
Agnostic/Nothing in particular	36% (145)	14% (59)	15% (61)	8% (32)	12% (50)	2% (10)	12% (49)	405
Something Else	27% (52)	13% (25)	25% (47)	5% (10)	13% (25)	2% (3)	15% (29)	193
Religious Non-Protestant/Catholic	35% (24)	12% (8)	15% (10)	11% (7)	15% (11)	2% (2)	9% (6)	68
Evangelical	27% (46)	13% (23)	21% (35)	10% (17)	12% (21)	4% (7)	13% (22)	172
Non-Evangelical	27% (61)	11% (25)	21% (49)	9% (21)	12% (26)	3% (6)	17% (39)	228
Community: Urban	26% (76)	13% (37)	19% (55)	8% (22)	14% (39)	2% (7)	18% (52)	288
Community: Suburban	36% (156)	16% (69)	16% (70)	9% (39)	10% (45)	3% (13)	10% (44)	435
Community: Rural	32% (89)	11% (32)	19% (52)	9% (24)	12% (34)	4% (10)	13% (36)	276
Military HH: Yes	36% (35)	17% (17)	21% (21)	9% (9)	9% (9)	4% (4)	3% (3)	97
Military HH: No	32% (286)	13% (121)	17% (156)	8% (76)	12% (110)	3% (26)	14% (128)	903
4-Region: Northeast	31% (51)	12% (20)	21% (34)	11% (18)	8% (12)	2% (4)	15% (25)	164
4-Region: Midwest	35% (81)	16% (38)	15% (36)	9% (21)	9% (21)	4% (10)	11% (26)	233
4-Region: South	33% (142)	13% (57)	17% (72)	8% (34)	12% (52)	3% (11)	15% (63)	432
4-Region: West	27% (46)	13% (22)	20% (35)	7% (12)	19% (33)	3% (6)	10% (18)	172

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**Table MCFE40\_5: Moving on to another topic** How often did you do the following in the past month?  
Play video games, including app-based games, online and offline games

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	32% (320)	14% (138)	18% (177)	9% (85)	12% (118)	3% (30)	13% (131)	1000
TikTok Users	33% (228)	14% (94)	19% (131)	8% (55)	11% (78)	2% (14)	12% (80)	680
Twitch Users	48% (112)	16% (37)	14% (32)	8% (20)	7% (16)	2% (5)	6% (14)	236
2022 Sports Viewers/Attendees	32% (192)	13% (80)	20% (122)	10% (58)	12% (69)	3% (20)	9% (57)	597
Monthly Moviegoers	31% (52)	12% (20)	21% (35)	7% (12)	8% (13)	5% (8)	17% (28)	168
Few Times per Year + Moviegoers	32% (184)	14% (83)	19% (111)	7% (42)	13% (72)	3% (18)	11% (60)	571
Heard Smile Campaign	31% (134)	16% (68)	19% (82)	7% (30)	12% (51)	3% (12)	11% (48)	425
Heard Minion Campaign	34% (173)	15% (73)	20% (103)	10% (52)	10% (51)	3% (14)	8% (39)	505
Listens to Podcasts	29% (159)	15% (84)	20% (110)	10% (57)	13% (72)	4% (22)	9% (47)	552
Streaming Services User	33% (294)	14% (128)	19% (172)	9% (80)	12% (110)	3% (29)	10% (86)	898
Netflix User	33% (281)	14% (117)	19% (166)	9% (75)	12% (106)	3% (25)	11% (94)	864
Disney+ User	33% (205)	14% (86)	20% (121)	10% (62)	11% (70)	3% (17)	9% (56)	617
Heterosexual or straight	30% (209)	13% (89)	17% (117)	9% (64)	13% (90)	4% (26)	15% (107)	702
Bisexual	41% (57)	14% (19)	23% (32)	4% (6)	10% (13)	— (0)	9% (12)	141
Something else	17% (9)	32% (18)	16% (9)	11% (6)	9% (5)	4% (2)	12% (7)	56
Yes	39% (55)	14% (19)	13% (18)	4% (6)	19% (26)	1% (2)	10% (14)	140
No	31% (265)	14% (119)	18% (159)	9% (79)	11% (92)	3% (29)	14% (118)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

**Table MCFE40\_6: Moving on to another topic**How often did you do the following in the past month?  
Watched live TV using my cable or satellite TV subscription

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	10% (97)	7% (66)	15% (152)	7% (71)	14% (141)	7% (73)	40% (400)	1000
Gender: Male	8% (43)	8% (38)	13% (67)	9% (43)	17% (84)	8% (40)	38% (191)	506
Gender: Female	11% (54)	6% (28)	17% (86)	6% (28)	12% (57)	7% (33)	42% (208)	494
Age: 18-34	10% (64)	7% (42)	16% (96)	7% (44)	14% (87)	6% (35)	40% (243)	609
GenZers: 1997-2012	10% (97)	7% (66)	15% (152)	7% (71)	14% (141)	7% (73)	40% (400)	1000
Ideo: Liberal (1-3)	10% (32)	6% (18)	16% (49)	8% (23)	12% (36)	6% (18)	42% (129)	304
Ideo: Moderate (4)	12% (27)	5% (11)	15% (36)	8% (19)	17% (40)	8% (18)	35% (81)	232
Ideo: Conservative (5-7)	8% (13)	9% (15)	23% (38)	5% (9)	10% (17)	7% (12)	37% (61)	165
Educ: < College	10% (88)	7% (63)	14% (131)	7% (61)	14% (129)	7% (67)	41% (371)	910
Educ: Bachelors degree	11% (7)	2% (1)	25% (16)	11% (7)	13% (9)	6% (4)	32% (21)	65
Ethnicity: White	10% (70)	7% (48)	16% (114)	6% (44)	13% (98)	8% (56)	41% (301)	731
Ethnicity: Hispanic	11% (25)	10% (25)	12% (29)	9% (22)	12% (28)	8% (18)	39% (95)	242
Ethnicity: Black	12% (17)	6% (9)	17% (25)	11% (16)	15% (22)	6% (10)	32% (48)	148
Ethnicity: Other	8% (10)	7% (8)	11% (13)	9% (11)	17% (21)	6% (7)	42% (51)	121
All Christian	11% (27)	5% (11)	22% (51)	6% (14)	19% (46)	4% (10)	33% (78)	237
All Non-Christian	9% (4)	11% (5)	18% (9)	4% (2)	7% (4)	8% (4)	42% (21)	50
Atheist	6% (7)	1% (1)	8% (9)	10% (12)	8% (10)	6% (7)	61% (71)	116
Agnostic/Nothing in particular	9% (38)	7% (29)	13% (53)	7% (28)	14% (57)	7% (29)	42% (171)	405
Something Else	11% (21)	10% (19)	16% (31)	8% (15)	13% (25)	12% (23)	30% (59)	193
Religious Non-Protestant/Catholic	9% (6)	8% (5)	17% (11)	3% (2)	21% (14)	6% (4)	37% (25)	68
Evangelical	12% (20)	12% (21)	20% (34)	7% (12)	12% (21)	9% (16)	28% (48)	172
Non-Evangelical	11% (24)	4% (10)	19% (43)	7% (16)	16% (37)	7% (17)	36% (81)	228
Community: Urban	12% (36)	4% (13)	13% (38)	9% (26)	17% (48)	8% (22)	37% (105)	288
Community: Suburban	8% (35)	6% (28)	16% (71)	8% (36)	14% (60)	7% (31)	40% (175)	435
Community: Rural	10% (26)	9% (25)	16% (43)	3% (9)	12% (33)	7% (20)	43% (119)	276
Military HH: Yes	7% (6)	9% (8)	12% (12)	6% (6)	20% (19)	10% (9)	37% (36)	97
Military HH: No	10% (90)	6% (57)	16% (141)	7% (65)	14% (122)	7% (63)	40% (364)	903
4-Region: Northeast	11% (19)	8% (13)	20% (33)	7% (12)	13% (22)	6% (10)	34% (56)	164
4-Region: Midwest	9% (21)	5% (11)	14% (32)	8% (18)	14% (32)	7% (16)	44% (103)	233
4-Region: South	10% (44)	7% (31)	18% (78)	6% (26)	13% (57)	8% (33)	38% (162)	432
4-Region: West	8% (13)	6% (10)	6% (10)	9% (16)	18% (30)	8% (14)	46% (79)	172

Continued on next page

**Table MCFE40\_6:** *Moving on to another topic* How often did you do the following in the past month?  
*Watched live TV using my cable or satellite TV subscription*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	10% (97)	7% (66)	15% (152)	7% (71)	14% (141)	7% (73)	40% (400)	1000
TikTok Users	10% (68)	7% (50)	18% (120)	8% (56)	14% (94)	8% (54)	35% (237)	680
Twitch Users	11% (27)	8% (18)	15% (36)	12% (28)	15% (36)	5% (11)	34% (80)	236
2022 Sports Viewers/Attendees	11% (64)	7% (40)	19% (114)	9% (52)	16% (95)	9% (54)	30% (180)	597
Monthly Moviegoers	16% (26)	7% (13)	15% (25)	12% (21)	14% (24)	11% (18)	24% (41)	168
Few Times per Year + Moviegoers	11% (61)	7% (38)	18% (100)	9% (50)	15% (88)	9% (49)	32% (185)	571
Heard Smile Campaign	13% (55)	7% (28)	19% (79)	9% (40)	14% (61)	7% (31)	30% (129)	425
Heard Minion Campaign	11% (55)	6% (33)	17% (88)	7% (38)	14% (70)	8% (40)	36% (182)	505
Listens to Podcasts	10% (56)	8% (47)	19% (106)	10% (55)	19% (102)	7% (36)	27% (151)	552
Streaming Services User	10% (90)	7% (64)	16% (146)	8% (69)	14% (127)	8% (69)	37% (333)	898
Netflix User	11% (94)	7% (62)	16% (140)	8% (66)	15% (126)	7% (64)	36% (312)	864
Disney+ User	10% (62)	8% (46)	17% (104)	9% (54)	15% (95)	6% (40)	35% (215)	617
Heterosexual or straight	10% (69)	7% (52)	16% (114)	9% (61)	15% (106)	7% (50)	36% (249)	702
Bisexual	13% (18)	4% (5)	16% (22)	3% (4)	13% (18)	10% (14)	42% (59)	141
Something else	6% (3)	4% (2)	14% (8)	4% (2)	9% (5)	11% (6)	52% (29)	56
Yes	6% (9)	11% (16)	10% (13)	7% (10)	15% (20)	6% (8)	45% (63)	140
No	10% (88)	6% (50)	16% (139)	7% (61)	14% (121)	7% (64)	39% (336)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE40\_7: Moving on to another topic**How often did you do the following in the past month?  
Watched content on a video streaming service, such as Netflix or Hulu

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	27% (269)	15% (146)	23% (226)	9% (90)	13% (128)	4% (40)	10% (102)	1000
Gender: Male	22% (112)	14% (71)	22% (110)	11% (53)	15% (75)	5% (25)	12% (59)	506
Gender: Female	32% (157)	15% (75)	23% (116)	7% (37)	11% (53)	3% (15)	9% (42)	494
Age: 18-34	31% (191)	16% (95)	20% (122)	9% (53)	11% (70)	3% (21)	9% (56)	609
GenZers: 1997-2012	27% (269)	15% (146)	23% (226)	9% (90)	13% (128)	4% (40)	10% (102)	1000
Ideo: Liberal (1-3)	28% (84)	16% (50)	25% (76)	10% (30)	10% (30)	3% (9)	8% (24)	304
Ideo: Moderate (4)	28% (66)	16% (36)	22% (52)	10% (24)	12% (28)	1% (3)	10% (24)	232
Ideo: Conservative (5-7)	26% (43)	15% (24)	24% (39)	9% (14)	11% (17)	10% (16)	7% (11)	165
Educ: < College	27% (242)	15% (135)	22% (204)	9% (82)	12% (112)	4% (38)	10% (95)	910
Educ: Bachelors degree	31% (20)	14% (9)	22% (15)	8% (5)	19% (13)	2% (1)	4% (2)	65
Ethnicity: White	28% (202)	16% (115)	24% (173)	8% (58)	12% (87)	4% (26)	9% (69)	731
Ethnicity: Hispanic	31% (76)	14% (34)	25% (60)	10% (24)	10% (25)	3% (7)	7% (17)	242
Ethnicity: Black	26% (39)	11% (17)	19% (28)	11% (16)	15% (22)	5% (7)	12% (18)	148
Ethnicity: Other	23% (28)	12% (14)	20% (24)	13% (16)	15% (18)	5% (7)	11% (14)	121
All Christian	26% (63)	13% (30)	27% (63)	11% (27)	13% (31)	5% (12)	5% (12)	237
All Non-Christian	28% (14)	13% (7)	17% (9)	14% (7)	11% (5)	2% (1)	16% (8)	50
Atheist	30% (35)	11% (12)	26% (30)	8% (9)	11% (13)	3% (4)	10% (11)	116
Agnostic/Nothing in particular	24% (99)	16% (66)	20% (83)	9% (35)	14% (56)	4% (16)	12% (50)	405
Something Else	31% (59)	16% (31)	21% (41)	6% (12)	11% (22)	4% (8)	11% (21)	193
Religious Non-Protestant/Catholic	25% (17)	11% (7)	20% (13)	14% (9)	18% (12)	1% (1)	11% (8)	68
Evangelical	30% (51)	16% (28)	24% (42)	9% (15)	9% (16)	5% (9)	7% (12)	172
Non-Evangelical	28% (64)	14% (32)	23% (53)	8% (19)	13% (29)	4% (10)	9% (20)	228
Community: Urban	29% (84)	14% (41)	22% (63)	8% (23)	13% (36)	5% (14)	9% (27)	288
Community: Suburban	23% (100)	16% (69)	24% (105)	10% (41)	12% (51)	5% (20)	11% (49)	435
Community: Rural	31% (85)	13% (36)	21% (58)	9% (25)	14% (40)	2% (6)	9% (26)	276
Military HH: Yes	18% (17)	17% (16)	23% (22)	15% (15)	15% (14)	4% (4)	9% (9)	97
Military HH: No	28% (252)	14% (130)	23% (204)	8% (75)	13% (114)	4% (36)	10% (93)	903
4-Region: Northeast	30% (49)	14% (24)	23% (38)	6% (11)	14% (24)	4% (7)	8% (13)	164
4-Region: Midwest	28% (65)	13% (31)	21% (49)	9% (22)	13% (30)	4% (9)	12% (27)	233
4-Region: South	27% (118)	14% (62)	21% (92)	11% (46)	11% (49)	3% (14)	12% (51)	432
4-Region: West	21% (37)	17% (30)	27% (47)	7% (12)	15% (25)	6% (11)	6% (11)	172

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**Table MCFE40\_7: Moving on to another topic**How often did you do the following in the past month?  
Watched content on a video streaming service, such as Netflix or Hulu

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	27% (269)	15% (146)	23% (226)	9% (90)	13% (128)	4% (40)	10% (102)	1000
TikTok Users	30% (204)	17% (113)	23% (159)	8% (52)	12% (81)	3% (23)	7% (48)	680
Twitch Users	26% (62)	15% (36)	30% (71)	10% (24)	9% (21)	3% (8)	6% (14)	236
2022 Sports Viewers/Attendees	27% (164)	16% (93)	24% (141)	9% (56)	14% (81)	3% (20)	7% (41)	597
Monthly Moviegoers	28% (47)	14% (24)	17% (29)	9% (15)	14% (24)	8% (14)	9% (15)	168
Few Times per Year + Moviegoers	28% (161)	14% (81)	25% (141)	9% (53)	13% (72)	3% (20)	8% (44)	571
Heard Smile Campaign	31% (133)	15% (63)	25% (105)	8% (34)	12% (53)	3% (13)	6% (23)	425
Heard Minion Campaign	28% (144)	14% (73)	27% (134)	10% (53)	12% (59)	3% (16)	5% (26)	505
Listens to Podcasts	24% (134)	16% (89)	26% (143)	10% (55)	14% (77)	4% (24)	6% (31)	552
Streaming Services User	30% (269)	16% (146)	25% (226)	10% (90)	14% (128)	4% (40)	— (0)	898
Netflix User	28% (245)	16% (141)	24% (210)	10% (83)	13% (111)	3% (30)	5% (44)	864
Disney+ User	31% (190)	16% (101)	24% (149)	9% (57)	13% (79)	3% (18)	4% (23)	617
Heterosexual or straight	27% (190)	14% (97)	22% (156)	10% (70)	13% (90)	5% (33)	9% (65)	702
Bisexual	32% (45)	16% (22)	24% (34)	5% (7)	12% (17)	1% (2)	10% (14)	141
Something else	7% (4)	21% (12)	11% (6)	2% (1)	28% (15)	3% (2)	28% (15)	56
Yes	23% (31)	16% (22)	27% (38)	6% (9)	18% (26)	4% (5)	6% (9)	140
No	28% (238)	14% (124)	22% (188)	9% (81)	12% (102)	4% (35)	11% (93)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE40\_8: Moving on to another topic**How often did you do the following in the past month?  
Play board games

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	2% (16)	3% (28)	8% (81)	9% (92)	30% (298)	13% (126)	36% (359)	1000
Gender: Male	1% (7)	2% (12)	9% (46)	11% (54)	28% (140)	14% (68)	35% (177)	506
Gender: Female	2% (9)	3% (16)	7% (35)	8% (37)	32% (158)	12% (57)	37% (182)	494
Age: 18-34	2% (10)	3% (20)	7% (43)	9% (52)	27% (165)	14% (83)	39% (237)	609
GenZers: 1997-2012	2% (16)	3% (28)	8% (81)	9% (92)	30% (298)	13% (126)	36% (359)	1000
Ideo: Liberal (1-3)	3% (8)	4% (12)	12% (37)	8% (25)	25% (76)	14% (44)	34% (102)	304
Ideo: Moderate (4)	1% (2)	3% (6)	7% (15)	9% (21)	29% (66)	12% (27)	40% (94)	232
Ideo: Conservative (5-7)	1% (1)	2% (4)	7% (12)	14% (23)	27% (45)	14% (23)	34% (57)	165
Educ: < College	2% (15)	3% (24)	8% (71)	9% (82)	30% (275)	12% (112)	36% (331)	910
Educ: Bachelors degree	1% (1)	6% (4)	9% (6)	11% (7)	27% (17)	15% (10)	31% (20)	65
Ethnicity: White	2% (13)	3% (20)	7% (51)	9% (69)	31% (225)	14% (102)	34% (251)	731
Ethnicity: Hispanic	2% (5)	2% (4)	7% (17)	12% (28)	29% (70)	14% (33)	35% (86)	242
Ethnicity: Black	2% (3)	3% (4)	11% (16)	9% (13)	24% (36)	7% (11)	45% (66)	148
Ethnicity: Other	— (0)	3% (3)	12% (14)	8% (10)	31% (37)	11% (14)	35% (42)	121
All Christian	1% (3)	3% (8)	9% (20)	12% (29)	28% (67)	11% (27)	35% (82)	237
All Non-Christian	— (0)	5% (2)	4% (2)	11% (6)	37% (18)	18% (9)	25% (13)	50
Atheist	— (0)	1% (1)	12% (14)	3% (4)	26% (29)	16% (19)	42% (49)	116
Agnostic/Nothing in particular	2% (7)	2% (10)	8% (32)	8% (33)	30% (121)	12% (47)	38% (154)	405
Something Else	3% (6)	3% (6)	7% (13)	10% (20)	33% (63)	12% (24)	32% (62)	193
Religious Non-Protestant/Catholic	— (0)	4% (2)	5% (4)	14% (10)	40% (27)	13% (9)	24% (16)	68
Evangelical	4% (6)	5% (8)	5% (8)	15% (27)	30% (52)	12% (21)	28% (49)	172
Non-Evangelical	1% (1)	2% (5)	10% (23)	8% (17)	28% (64)	13% (29)	39% (88)	228
Community: Urban	3% (8)	3% (9)	8% (24)	6% (18)	36% (104)	11% (31)	33% (94)	288
Community: Suburban	1% (5)	3% (12)	9% (37)	10% (46)	27% (118)	13% (58)	37% (160)	435
Community: Rural	1% (4)	3% (8)	7% (19)	10% (28)	28% (76)	14% (37)	38% (105)	276
Military HH: Yes	2% (2)	5% (5)	4% (4)	7% (7)	32% (31)	17% (17)	32% (31)	97
Military HH: No	2% (14)	3% (23)	9% (77)	9% (85)	30% (267)	12% (109)	36% (328)	903
4-Region: Northeast	4% (7)	2% (4)	5% (8)	11% (17)	26% (42)	15% (24)	38% (62)	164
4-Region: Midwest	1% (2)	3% (6)	10% (23)	8% (19)	30% (70)	17% (40)	31% (72)	233
4-Region: South	2% (8)	3% (12)	9% (39)	10% (45)	29% (126)	8% (36)	38% (166)	432
4-Region: West	— (0)	3% (6)	6% (11)	6% (11)	35% (60)	15% (25)	34% (59)	172

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**Table MCFE40\_8: Moving on to another topic**How often did you do the following in the past month?  
Play board games

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	2% (16)	3% (28)	8% (81)	9% (92)	30% (298)	13% (126)	36% (359)	1000
TikTok Users	2% (13)	3% (20)	9% (61)	9% (59)	29% (200)	13% (87)	35% (240)	680
Twitch Users	2% (4)	3% (8)	8% (19)	10% (23)	29% (67)	12% (27)	36% (86)	236
2022 Sports Viewers/Attendees	1% (7)	3% (19)	9% (53)	11% (67)	32% (191)	13% (78)	31% (182)	597
Monthly Moviegoers	5% (9)	7% (12)	14% (23)	6% (11)	30% (50)	16% (28)	22% (37)	168
Few Times per Year + Moviegoers	2% (9)	3% (19)	12% (68)	8% (44)	33% (190)	12% (71)	30% (168)	571
Heard Smile Campaign	3% (12)	3% (13)	7% (31)	10% (42)	32% (136)	13% (54)	32% (137)	425
Heard Minion Campaign	2% (12)	3% (16)	10% (51)	9% (44)	30% (150)	15% (78)	31% (156)	505
Listens to Podcasts	2% (12)	4% (24)	12% (66)	12% (68)	34% (189)	12% (65)	23% (128)	552
Streaming Services User	2% (16)	3% (26)	8% (71)	10% (90)	32% (283)	13% (117)	33% (295)	898
Netflix User	2% (16)	3% (26)	8% (73)	9% (81)	31% (269)	13% (115)	33% (283)	864
Disney+ User	2% (14)	4% (23)	9% (54)	12% (73)	34% (212)	14% (87)	25% (154)	617
Heterosexual or straight	1% (10)	3% (20)	7% (51)	11% (79)	29% (207)	12% (82)	36% (252)	702
Bisexual	— (0)	1% (1)	5% (7)	6% (9)	34% (48)	13% (19)	41% (57)	141
Something else	8% (5)	7% (4)	19% (11)	2% (1)	31% (17)	5% (3)	28% (16)	56
Yes	1% (1)	2% (3)	8% (11)	13% (19)	28% (39)	17% (23)	31% (43)	140
No	2% (15)	3% (25)	8% (70)	8% (73)	30% (259)	12% (102)	37% (317)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).



**Table MCFE40\_9: Moving on to another topic**How often did you do the following in the past month?

Listen to AM or FM radio

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	7% (75)	7% (73)	17% (169)	8% (83)	15% (145)	8% (83)	37% (372)	1000
Gender: Male	6% (29)	5% (28)	15% (75)	9% (43)	16% (81)	10% (49)	40% (202)	506
Gender: Female	9% (46)	9% (46)	19% (94)	8% (40)	13% (64)	7% (35)	34% (170)	494
Age: 18-34	6% (38)	6% (39)	16% (100)	10% (63)	15% (92)	8% (50)	38% (229)	609
GenZers: 1997-2012	7% (75)	7% (73)	17% (169)	8% (83)	15% (145)	8% (83)	37% (372)	1000
Ideo: Liberal (1-3)	7% (20)	9% (27)	16% (49)	11% (32)	15% (45)	6% (18)	37% (113)	304
Ideo: Moderate (4)	3% (8)	5% (12)	19% (44)	13% (29)	14% (32)	7% (15)	40% (92)	232
Ideo: Conservative (5-7)	10% (16)	8% (14)	20% (33)	7% (11)	13% (22)	13% (22)	29% (47)	165
Educ: < College	8% (71)	7% (65)	16% (150)	8% (75)	14% (130)	8% (74)	38% (344)	910
Educ: Bachelors degree	3% (2)	12% (8)	25% (16)	7% (5)	17% (11)	11% (7)	26% (17)	65
Ethnicity: White	8% (62)	8% (58)	17% (127)	9% (65)	14% (101)	9% (63)	35% (255)	731
Ethnicity: Hispanic	5% (12)	7% (16)	19% (45)	10% (23)	16% (38)	9% (21)	36% (86)	242
Ethnicity: Black	8% (11)	4% (6)	16% (24)	8% (12)	15% (22)	7% (11)	42% (62)	148
Ethnicity: Other	1% (1)	8% (10)	15% (19)	5% (6)	18% (21)	7% (9)	45% (55)	121
All Christian	7% (16)	13% (31)	15% (35)	8% (19)	19% (46)	12% (29)	26% (62)	237
All Non-Christian	2% (1)	5% (2)	14% (7)	14% (7)	10% (5)	3% (1)	52% (26)	50
Atheist	9% (11)	7% (8)	13% (15)	7% (8)	9% (11)	5% (5)	50% (58)	116
Agnostic/Nothing in particular	7% (27)	4% (16)	19% (76)	7% (29)	14% (58)	6% (26)	43% (173)	405
Something Else	10% (20)	9% (17)	18% (35)	11% (21)	13% (25)	11% (21)	28% (54)	193
Religious Non-Protestant/Catholic	2% (1)	5% (3)	13% (9)	12% (8)	18% (12)	7% (5)	43% (29)	68
Evangelical	8% (14)	12% (21)	22% (37)	10% (16)	13% (23)	15% (27)	19% (33)	172
Non-Evangelical	9% (21)	11% (26)	13% (29)	9% (20)	17% (40)	8% (18)	33% (75)	228
Community: Urban	10% (28)	8% (22)	16% (46)	9% (26)	13% (38)	10% (30)	34% (97)	288
Community: Suburban	5% (21)	8% (37)	14% (61)	9% (39)	16% (68)	8% (34)	40% (176)	435
Community: Rural	9% (26)	5% (14)	22% (62)	7% (19)	14% (38)	7% (19)	36% (99)	276
Military HH: Yes	4% (4)	15% (14)	21% (20)	10% (10)	16% (16)	10% (9)	24% (23)	97
Military HH: No	8% (70)	7% (59)	16% (149)	8% (73)	14% (130)	8% (74)	39% (348)	903
4-Region: Northeast	5% (9)	9% (14)	14% (22)	9% (14)	16% (26)	10% (17)	38% (62)	164
4-Region: Midwest	10% (23)	11% (25)	16% (37)	9% (22)	14% (33)	5% (13)	35% (81)	233
4-Region: South	7% (31)	6% (27)	21% (91)	9% (38)	13% (56)	8% (35)	36% (154)	432
4-Region: West	7% (11)	4% (7)	11% (19)	6% (10)	18% (31)	11% (19)	44% (75)	172

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**Table MCFE40\_9: Moving on to another topic**How often did you do the following in the past month?

Listen to AM or FM radio

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	7% (75)	7% (73)	17% (169)	8% (83)	15% (145)	8% (83)	37% (372)	1000
TikTok Users	7% (49)	7% (50)	19% (127)	10% (65)	15% (105)	7% (49)	34% (234)	680
Twitch Users	3% (8)	10% (24)	21% (49)	8% (19)	14% (33)	5% (11)	39% (91)	236
2022 Sports Viewers/Attendees	7% (44)	11% (64)	16% (98)	10% (61)	18% (105)	8% (49)	30% (177)	597
Monthly Moviegoers	13% (23)	10% (18)	17% (29)	8% (14)	10% (18)	9% (16)	31% (52)	168
Few Times per Year + Moviegoers	9% (49)	10% (56)	19% (109)	10% (55)	13% (76)	8% (45)	32% (181)	571
Heard Smile Campaign	7% (30)	9% (40)	17% (73)	12% (49)	15% (64)	9% (37)	31% (132)	425
Heard Minion Campaign	6% (29)	9% (44)	18% (93)	10% (49)	15% (78)	9% (46)	33% (166)	505
Listens to Podcasts	7% (38)	8% (45)	21% (115)	12% (67)	18% (98)	9% (48)	26% (141)	552
Streaming Services User	7% (61)	8% (71)	18% (164)	9% (81)	15% (137)	9% (80)	34% (306)	898
Netflix User	7% (65)	8% (70)	18% (153)	8% (73)	15% (130)	8% (68)	35% (306)	864
Disney+ User	7% (45)	9% (56)	19% (117)	11% (66)	15% (91)	10% (60)	30% (182)	617
Heterosexual or straight	7% (46)	8% (58)	18% (126)	9% (63)	16% (115)	7% (52)	34% (241)	702
Bisexual	6% (9)	6% (8)	16% (22)	8% (11)	11% (15)	11% (16)	42% (60)	141
Something else	28% (16)	10% (6)	5% (3)	5% (3)	8% (5)	9% (5)	34% (19)	56
Yes	6% (8)	4% (5)	19% (27)	6% (8)	15% (21)	7% (9)	44% (61)	140
No	8% (66)	8% (68)	17% (142)	9% (75)	14% (124)	9% (74)	36% (310)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE40\_10: Moving on to another topic**How often did you do the following in the past month?

Listen to an audiobook

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	1% (14)	4% (39)	5% (51)	5% (50)	12% (117)	10% (97)	63% (633)	1000
Gender: Male	2% (10)	3% (16)	6% (31)	5% (27)	11% (56)	9% (46)	63% (321)	506
Gender: Female	1% (5)	5% (22)	4% (20)	5% (23)	12% (60)	10% (51)	63% (313)	494
Age: 18-34	2% (11)	5% (32)	6% (37)	6% (38)	11% (68)	9% (56)	60% (367)	609
GenZers: 1997-2012	1% (14)	4% (39)	5% (51)	5% (50)	12% (117)	10% (97)	63% (633)	1000
Ideo: Liberal (1-3)	3% (9)	6% (19)	6% (17)	5% (16)	13% (39)	11% (34)	56% (170)	304
Ideo: Moderate (4)	1% (3)	4% (10)	7% (17)	5% (11)	10% (22)	6% (15)	66% (154)	232
Ideo: Conservative (5-7)	1% (1)	3% (6)	6% (9)	7% (11)	13% (22)	12% (20)	58% (97)	165
Educ: < College	2% (14)	4% (32)	5% (41)	5% (43)	12% (107)	9% (85)	65% (588)	910
Educ: Bachelors degree	1% (0)	10% (6)	8% (5)	9% (6)	10% (7)	14% (9)	49% (32)	65
Ethnicity: White	1% (9)	4% (26)	4% (30)	5% (34)	12% (89)	10% (72)	64% (471)	731
Ethnicity: Hispanic	2% (5)	4% (10)	5% (12)	5% (12)	10% (25)	9% (22)	65% (156)	242
Ethnicity: Black	2% (3)	7% (11)	8% (13)	7% (11)	9% (13)	8% (12)	57% (85)	148
Ethnicity: Other	2% (2)	1% (2)	6% (8)	4% (5)	12% (15)	10% (12)	65% (78)	121
All Christian	3% (6)	5% (12)	6% (14)	5% (13)	13% (30)	13% (30)	55% (131)	237
All Non-Christian	2% (1)	5% (3)	18% (9)	4% (2)	11% (6)	6% (3)	54% (27)	50
Atheist	— (0)	5% (6)	3% (4)	— (0)	10% (11)	5% (6)	77% (89)	116
Agnostic/Nothing in particular	1% (3)	2% (8)	4% (16)	6% (24)	14% (56)	9% (38)	64% (260)	405
Something Else	2% (4)	5% (10)	4% (8)	6% (11)	7% (14)	10% (20)	66% (127)	193
Religious Non-Protestant/Catholic	3% (2)	6% (4)	15% (10)	5% (3)	21% (14)	4% (3)	46% (31)	68
Evangelical	4% (7)	6% (11)	6% (10)	9% (15)	7% (13)	14% (24)	54% (93)	172
Non-Evangelical	— (1)	4% (10)	4% (10)	3% (6)	9% (20)	10% (24)	69% (158)	228
Community: Urban	2% (7)	5% (15)	7% (20)	6% (17)	11% (32)	10% (28)	59% (170)	288
Community: Suburban	1% (4)	3% (14)	5% (22)	6% (26)	12% (53)	10% (44)	63% (273)	435
Community: Rural	1% (3)	4% (10)	3% (8)	2% (6)	12% (32)	9% (25)	69% (191)	276
Military HH: Yes	1% (1)	5% (5)	6% (6)	5% (5)	16% (16)	7% (7)	59% (57)	97
Military HH: No	1% (13)	4% (34)	5% (44)	5% (45)	11% (101)	10% (90)	64% (576)	903
4-Region: Northeast	3% (5)	6% (9)	4% (6)	6% (10)	9% (14)	9% (15)	64% (105)	164
4-Region: Midwest	1% (2)	2% (5)	6% (13)	6% (13)	10% (24)	11% (26)	65% (150)	233
4-Region: South	2% (8)	4% (19)	5% (23)	4% (17)	10% (45)	9% (41)	65% (279)	432
4-Region: West	— (0)	3% (6)	5% (8)	6% (11)	19% (33)	9% (15)	58% (99)	172

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**Table MCFE40\_10:** Moving on to another topicHow often did you do the following in the past month?

Listen to an audiobook

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	1% (14)	4% (39)	5% (51)	5% (50)	12% (117)	10% (97)	63% (633)	1000
TikTok Users	2% (11)	4% (28)	6% (40)	5% (35)	13% (85)	10% (66)	61% (414)	680
Twitch Users	1% (3)	5% (12)	5% (11)	5% (13)	15% (36)	12% (27)	57% (133)	236
2022 Sports Viewers/Attendees	1% (8)	5% (28)	6% (37)	7% (39)	14% (82)	11% (66)	56% (337)	597
Monthly Moviegoers	5% (8)	6% (10)	8% (14)	6% (10)	16% (26)	7% (12)	52% (87)	168
Few Times per Year + Moviegoers	2% (9)	5% (30)	6% (37)	5% (30)	14% (83)	9% (54)	57% (328)	571
Heard Smile Campaign	3% (12)	6% (24)	8% (33)	7% (28)	10% (43)	12% (50)	55% (234)	425
Heard Minion Campaign	2% (11)	4% (22)	6% (29)	5% (25)	13% (66)	11% (55)	59% (298)	505
Listens to Podcasts	2% (12)	6% (34)	9% (49)	8% (47)	19% (107)	12% (68)	43% (236)	552
Streaming Services User	2% (14)	4% (37)	5% (49)	5% (48)	12% (111)	10% (93)	61% (545)	898
Netflix User	2% (14)	4% (37)	6% (49)	6% (48)	12% (108)	9% (79)	61% (531)	864
Disney+ User	2% (11)	5% (32)	6% (40)	8% (47)	15% (95)	9% (55)	55% (336)	617
Heterosexual or straight	1% (10)	4% (25)	6% (39)	5% (38)	11% (77)	8% (56)	65% (457)	702
Bisexual	1% (2)	4% (6)	3% (5)	4% (6)	9% (13)	15% (22)	62% (88)	141
Something else	3% (2)	8% (4)	3% (2)	11% (6)	17% (9)	6% (3)	53% (30)	56
Yes	2% (2)	2% (3)	4% (6)	5% (7)	17% (24)	12% (17)	58% (81)	140
No	1% (12)	4% (36)	5% (45)	5% (43)	11% (92)	9% (80)	64% (552)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE41\_1:** How often did you use the following services in the past month?

Cable television

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	6% (61)	5% (49)	8% (81)	7% (66)	8% (82)	6% (56)	60% (605)	1000
Gender: Male	8% (39)	6% (29)	8% (39)	7% (35)	8% (41)	8% (40)	56% (283)	506
Gender: Female	5% (22)	4% (20)	8% (42)	6% (31)	8% (41)	3% (16)	65% (321)	494
Age: 18-34	6% (39)	7% (41)	8% (51)	6% (38)	10% (60)	3% (20)	59% (360)	609
GenZers: 1997-2012	6% (61)	5% (49)	8% (81)	7% (66)	8% (82)	6% (56)	60% (605)	1000
Ideo: Liberal (1-3)	5% (16)	6% (18)	9% (26)	6% (19)	8% (24)	6% (17)	60% (184)	304
Ideo: Moderate (4)	8% (18)	6% (14)	9% (22)	5% (12)	9% (20)	6% (14)	57% (133)	232
Ideo: Conservative (5-7)	9% (15)	4% (7)	11% (18)	12% (20)	9% (15)	2% (4)	52% (87)	165
Educ: < College	6% (59)	5% (44)	8% (71)	6% (57)	7% (65)	6% (55)	61% (558)	910
Educ: Bachelors degree	3% (2)	6% (4)	10% (6)	7% (5)	20% (13)	1% (1)	53% (35)	65
Ethnicity: White	6% (41)	4% (30)	9% (63)	7% (48)	9% (62)	5% (39)	61% (448)	731
Ethnicity: Hispanic	7% (18)	9% (22)	5% (13)	4% (11)	7% (17)	5% (13)	61% (149)	242
Ethnicity: Black	8% (12)	8% (11)	10% (15)	6% (9)	8% (12)	6% (9)	53% (79)	148
Ethnicity: Other	6% (7)	7% (8)	2% (2)	8% (10)	6% (7)	7% (8)	64% (78)	121
All Christian	11% (27)	6% (15)	13% (31)	7% (17)	6% (15)	6% (15)	50% (118)	237
All Non-Christian	1% (1)	13% (7)	8% (4)	9% (5)	7% (4)	7% (3)	54% (27)	50
Atheist	3% (4)	3% (3)	5% (6)	1% (2)	7% (8)	3% (3)	78% (90)	116
Agnostic/Nothing in particular	6% (24)	4% (18)	7% (28)	6% (25)	10% (40)	6% (22)	61% (247)	405
Something Else	3% (6)	3% (7)	6% (11)	10% (19)	8% (15)	6% (12)	64% (123)	193
Religious Non-Protestant/Catholic	3% (2)	11% (8)	7% (5)	11% (8)	5% (4)	14% (10)	48% (32)	68
Evangelical	10% (18)	6% (10)	10% (17)	10% (18)	5% (8)	6% (10)	54% (92)	172
Non-Evangelical	5% (11)	4% (9)	11% (24)	7% (15)	9% (21)	5% (11)	60% (137)	228
Community: Urban	5% (15)	5% (15)	8% (24)	7% (19)	9% (27)	5% (14)	60% (174)	288
Community: Suburban	6% (28)	6% (24)	7% (32)	7% (30)	8% (33)	4% (19)	62% (269)	435
Community: Rural	7% (18)	4% (10)	9% (24)	6% (17)	8% (21)	8% (23)	59% (162)	276
Military HH: Yes	6% (6)	6% (6)	5% (4)	8% (7)	15% (14)	8% (8)	54% (52)	97
Military HH: No	6% (55)	5% (44)	8% (76)	7% (59)	8% (68)	5% (48)	61% (553)	903
4-Region: Northeast	8% (14)	9% (15)	11% (18)	9% (14)	8% (13)	5% (9)	50% (82)	164
4-Region: Midwest	6% (15)	2% (6)	10% (23)	6% (14)	10% (23)	3% (7)	62% (145)	233
4-Region: South	5% (20)	5% (24)	8% (33)	8% (36)	7% (30)	6% (26)	61% (263)	432
4-Region: West	7% (12)	3% (4)	4% (7)	2% (3)	10% (17)	8% (14)	67% (115)	172

Continued on next page

**Table MCFE41\_1: How often did you use the following services in the past month?**

Cable television

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	6% (61)	5% (49)	8% (81)	7% (66)	8% (82)	6% (56)	60% (605)	1000
TikTok Users	6% (40)	6% (39)	10% (68)	6% (42)	10% (66)	6% (42)	56% (382)	680
Twitch Users	8% (18)	7% (18)	9% (21)	7% (18)	11% (27)	3% (7)	54% (128)	236
2022 Sports Viewers/Attendees	8% (50)	6% (34)	11% (66)	7% (40)	10% (60)	6% (39)	51% (307)	597
Monthly Moviegoers	9% (15)	4% (7)	11% (19)	10% (17)	12% (19)	5% (9)	49% (82)	168
Few Times per Year + Moviegoers	6% (34)	5% (28)	10% (60)	8% (43)	10% (57)	7% (40)	54% (309)	571
Heard Smile Campaign	8% (34)	8% (32)	10% (45)	9% (36)	11% (46)	4% (15)	51% (216)	425
Heard Minion Campaign	8% (41)	6% (31)	9% (45)	6% (28)	9% (43)	6% (31)	57% (286)	505
Listens to Podcasts	6% (36)	7% (37)	10% (57)	8% (45)	12% (64)	7% (37)	50% (278)	552
Streaming Services User	7% (59)	5% (46)	9% (78)	7% (65)	9% (78)	6% (51)	58% (522)	898
Netflix User	6% (51)	5% (45)	9% (78)	7% (60)	9% (75)	6% (54)	58% (502)	864
Disney+ User	5% (33)	6% (39)	11% (66)	8% (49)	9% (58)	6% (34)	55% (337)	617
Heterosexual or straight	7% (47)	5% (36)	9% (62)	7% (48)	9% (62)	7% (48)	57% (398)	702
Bisexual	3% (4)	4% (6)	9% (13)	6% (9)	7% (10)	2% (3)	69% (97)	141
Something else	4% (2)	1% (0)	3% (2)	6% (4)	11% (6)	1% (0)	74% (41)	56
Yes	2% (3)	7% (9)	3% (5)	12% (16)	8% (11)	13% (18)	56% (78)	140
No	7% (58)	5% (40)	9% (76)	6% (50)	8% (71)	4% (38)	61% (527)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE41\_2:** How often did you use the following services in the past month?

Satellite television

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	4% (43)	3% (32)	5% (45)	6% (63)	7% (68)	7% (67)	68% (682)	1000
Gender: Male	6% (31)	3% (14)	4% (21)	7% (37)	7% (36)	7% (37)	65% (328)	506
Gender: Female	2% (12)	4% (18)	5% (24)	5% (25)	6% (32)	6% (29)	72% (354)	494
Age: 18-34	4% (22)	4% (26)	5% (33)	7% (40)	8% (48)	5% (30)	67% (410)	609
GenZers: 1997-2012	4% (43)	3% (32)	5% (45)	6% (63)	7% (68)	7% (67)	68% (682)	1000
Ideo: Liberal (1-3)	4% (13)	4% (12)	4% (12)	7% (22)	8% (25)	4% (13)	68% (207)	304
Ideo: Moderate (4)	5% (11)	4% (10)	6% (15)	5% (11)	7% (15)	8% (19)	65% (151)	232
Ideo: Conservative (5-7)	8% (13)	3% (5)	4% (7)	11% (17)	6% (10)	7% (12)	61% (101)	165
Educ: < College	4% (38)	3% (30)	4% (39)	6% (53)	7% (63)	7% (60)	69% (627)	910
Educ: Bachelors degree	7% (5)	3% (2)	9% (6)	9% (6)	7% (5)	5% (3)	59% (39)	65
Ethnicity: White	5% (34)	3% (25)	4% (31)	6% (43)	7% (53)	7% (49)	68% (496)	731
Ethnicity: Hispanic	2% (6)	4% (11)	6% (14)	5% (13)	6% (13)	9% (22)	67% (163)	242
Ethnicity: Black	3% (5)	4% (6)	7% (10)	10% (15)	6% (9)	5% (8)	64% (95)	148
Ethnicity: Other	3% (4)	1% (2)	4% (5)	3% (4)	5% (7)	8% (9)	75% (90)	121
All Christian	8% (19)	3% (8)	5% (12)	8% (18)	6% (15)	8% (20)	61% (145)	237
All Non-Christian	5% (3)	5% (2)	8% (4)	5% (2)	10% (5)	7% (4)	60% (30)	50
Atheist	2% (2)	2% (2)	1% (1)	2% (2)	6% (7)	3% (3)	84% (98)	116
Agnostic/Nothing in particular	3% (12)	2% (10)	6% (24)	5% (19)	7% (30)	6% (25)	70% (284)	405
Something Else	4% (7)	5% (10)	2% (4)	10% (20)	6% (11)	8% (15)	65% (125)	193
Religious Non-Protestant/Catholic	5% (4)	4% (3)	6% (4)	6% (4)	9% (6)	16% (11)	53% (36)	68
Evangelical	11% (20)	4% (7)	4% (6)	14% (24)	6% (10)	7% (12)	54% (93)	172
Non-Evangelical	2% (5)	4% (10)	4% (10)	5% (12)	6% (13)	6% (14)	72% (165)	228
Community: Urban	3% (8)	3% (9)	2% (7)	6% (16)	7% (20)	10% (28)	69% (200)	288
Community: Suburban	5% (20)	3% (12)	6% (26)	5% (22)	8% (33)	4% (19)	70% (304)	435
Community: Rural	5% (15)	4% (12)	4% (12)	9% (24)	6% (15)	7% (20)	64% (178)	276
Military HH: Yes	5% (5)	2% (2)	12% (12)	7% (6)	9% (8)	6% (6)	59% (58)	97
Military HH: No	4% (38)	3% (30)	4% (33)	6% (56)	7% (60)	7% (61)	69% (624)	903
4-Region: Northeast	5% (9)	4% (7)	4% (6)	5% (9)	6% (10)	6% (11)	69% (113)	164
4-Region: Midwest	6% (14)	2% (5)	4% (9)	5% (12)	9% (21)	7% (16)	67% (155)	233
4-Region: South	4% (19)	4% (15)	5% (24)	9% (37)	7% (32)	4% (18)	66% (287)	432
4-Region: West	— (1)	3% (5)	4% (6)	2% (4)	4% (6)	13% (22)	74% (127)	172

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**Table MCFE41\_2: How often did you use the following services in the past month?**

Satellite television

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	4% (43)	3% (32)	5% (45)	6% (63)	7% (68)	7% (67)	68% (682)	1000
TikTok Users	3% (18)	3% (18)	5% (36)	7% (47)	8% (54)	7% (50)	67% (457)	680
Twitch Users	5% (12)	4% (8)	6% (15)	2% (6)	7% (17)	8% (18)	68% (159)	236
2022 Sports Viewers/Attendees	7% (39)	4% (24)	6% (34)	7% (41)	7% (44)	9% (51)	61% (364)	597
Monthly Moviegoers	5% (8)	5% (8)	7% (12)	8% (14)	7% (12)	12% (20)	56% (94)	168
Few Times per Year + Moviegoers	5% (27)	4% (22)	6% (34)	8% (46)	7% (42)	9% (49)	62% (351)	571
Heard Smile Campaign	5% (23)	5% (20)	5% (21)	9% (38)	9% (39)	6% (27)	61% (257)	425
Heard Minion Campaign	6% (30)	4% (22)	6% (30)	6% (31)	7% (33)	7% (35)	64% (323)	505
Listens to Podcasts	4% (19)	5% (27)	6% (35)	9% (52)	9% (50)	10% (56)	57% (314)	552
Streaming Services User	5% (41)	3% (31)	5% (45)	7% (61)	7% (60)	7% (65)	66% (597)	898
Netflix User	4% (35)	3% (28)	5% (40)	7% (61)	7% (59)	8% (65)	67% (575)	864
Disney+ User	3% (18)	4% (23)	6% (37)	8% (50)	8% (50)	8% (49)	63% (389)	617
Heterosexual or straight	5% (35)	4% (26)	4% (31)	7% (52)	7% (46)	8% (53)	65% (459)	702
Bisexual	2% (3)	2% (2)	7% (9)	5% (8)	5% (8)	7% (10)	71% (101)	141
Something else	3% (2)	— (0)	1% (1)	3% (2)	11% (6)	4% (2)	78% (44)	56
Yes	5% (7)	4% (5)	4% (6)	10% (13)	6% (9)	11% (15)	61% (85)	140
No	4% (36)	3% (27)	5% (40)	6% (49)	7% (60)	6% (52)	69% (597)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE41\_3:** How often did you use the following services in the past month?

Netflix

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	21% (208)	12% (115)	23% (231)	10% (103)	14% (141)	6% (65)	14% (136)	1000
Gender: Male	15% (76)	8% (42)	27% (134)	10% (50)	16% (81)	9% (47)	15% (75)	506
Gender: Female	27% (133)	15% (73)	20% (97)	11% (53)	12% (60)	4% (18)	12% (61)	494
Age: 18-34	23% (139)	12% (73)	22% (134)	10% (63)	13% (80)	6% (35)	14% (86)	609
GenZers: 1997-2012	21% (208)	12% (115)	23% (231)	10% (103)	14% (141)	6% (65)	14% (136)	1000
Ideo: Liberal (1-3)	19% (58)	11% (33)	27% (81)	11% (32)	16% (49)	4% (12)	13% (39)	304
Ideo: Moderate (4)	19% (44)	12% (28)	26% (62)	8% (19)	14% (32)	5% (13)	15% (35)	232
Ideo: Conservative (5-7)	16% (27)	8% (13)	28% (46)	11% (18)	13% (22)	8% (13)	16% (26)	165
Educ: < College	21% (192)	12% (105)	23% (206)	11% (97)	14% (125)	7% (61)	14% (125)	910
Educ: Bachelors degree	18% (12)	13% (9)	26% (17)	8% (5)	20% (13)	4% (3)	11% (7)	65
Ethnicity: White	20% (143)	13% (93)	25% (179)	10% (77)	13% (98)	7% (50)	12% (91)	731
Ethnicity: Hispanic	24% (57)	10% (24)	24% (57)	10% (23)	11% (27)	8% (19)	15% (35)	242
Ethnicity: Black	27% (40)	8% (12)	20% (29)	12% (18)	14% (20)	4% (7)	15% (22)	148
Ethnicity: Other	21% (25)	9% (10)	19% (23)	7% (8)	19% (23)	7% (8)	19% (23)	121
All Christian	21% (49)	13% (30)	22% (52)	11% (27)	12% (30)	8% (18)	13% (31)	237
All Non-Christian	25% (13)	11% (5)	22% (11)	5% (3)	20% (10)	1% (0)	16% (8)	50
Atheist	18% (21)	5% (6)	24% (27)	15% (17)	19% (22)	4% (5)	16% (18)	116
Agnostic/Nothing in particular	19% (79)	15% (59)	21% (87)	11% (44)	13% (53)	7% (30)	13% (53)	405
Something Else	24% (47)	8% (15)	28% (54)	7% (13)	14% (27)	6% (11)	13% (25)	193
Religious Non-Protestant/Catholic	22% (15)	10% (7)	19% (13)	5% (3)	16% (11)	13% (9)	16% (11)	68
Evangelical	23% (39)	12% (21)	25% (43)	9% (15)	9% (16)	6% (10)	16% (27)	172
Non-Evangelical	23% (51)	9% (22)	26% (60)	10% (23)	17% (38)	5% (10)	11% (24)	228
Community: Urban	25% (72)	12% (35)	21% (61)	10% (28)	12% (36)	8% (23)	11% (33)	288
Community: Suburban	18% (79)	12% (53)	23% (102)	12% (52)	13% (57)	5% (20)	17% (73)	435
Community: Rural	21% (58)	10% (27)	25% (68)	8% (23)	18% (49)	8% (22)	11% (30)	276
Military HH: Yes	18% (18)	13% (12)	22% (21)	19% (18)	9% (9)	7% (7)	12% (12)	97
Military HH: No	21% (191)	11% (103)	23% (210)	9% (85)	15% (133)	6% (58)	14% (124)	903
4-Region: Northeast	24% (39)	9% (15)	24% (39)	12% (20)	15% (25)	5% (8)	12% (19)	164
4-Region: Midwest	22% (52)	14% (33)	19% (44)	13% (30)	11% (26)	5% (12)	16% (37)	233
4-Region: South	21% (89)	10% (45)	25% (108)	11% (49)	13% (57)	5% (23)	14% (61)	432
4-Region: West	17% (29)	13% (23)	24% (40)	2% (4)	20% (34)	13% (22)	11% (19)	172

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**Table MCFE41\_3:** How often did you use the following services in the past month?

Netflix

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	21% (208)	12% (115)	23% (231)	10% (103)	14% (141)	6% (65)	14% (136)	1000
TikTok Users	24% (163)	13% (89)	24% (162)	10% (71)	15% (101)	5% (33)	9% (62)	680
Twitch Users	21% (50)	13% (31)	23% (55)	14% (33)	15% (36)	4% (9)	9% (21)	236
2022 Sports Viewers/Attendees	21% (123)	13% (76)	25% (150)	11% (63)	14% (84)	7% (40)	10% (62)	597
Monthly Moviegoers	32% (54)	10% (16)	17% (29)	13% (22)	14% (24)	6% (10)	7% (12)	168
Few Times per Year + Moviegoers	24% (136)	10% (60)	25% (144)	13% (75)	14% (81)	4% (24)	9% (50)	571
Heard Smile Campaign	25% (107)	14% (59)	23% (98)	11% (47)	13% (54)	5% (20)	9% (40)	425
Heard Minion Campaign	22% (111)	11% (55)	25% (124)	11% (57)	15% (77)	7% (33)	10% (49)	505
Listens to Podcasts	20% (111)	13% (71)	26% (141)	11% (62)	13% (73)	7% (40)	10% (55)	552
Streaming Services User	22% (195)	12% (108)	25% (225)	11% (99)	15% (135)	6% (58)	9% (78)	898
Netflix User	24% (208)	13% (115)	27% (231)	12% (103)	16% (141)	7% (65)	— (0)	864
Disney+ User	25% (157)	15% (91)	24% (147)	12% (72)	13% (83)	7% (40)	4% (27)	617
Heterosexual or straight	20% (138)	11% (74)	24% (170)	11% (79)	15% (103)	8% (53)	12% (84)	702
Bisexual	29% (41)	10% (14)	22% (31)	8% (11)	13% (18)	5% (7)	13% (19)	141
Something else	12% (7)	17% (10)	15% (9)	3% (2)	15% (8)	3% (2)	35% (20)	56
Yes	18% (25)	15% (21)	29% (41)	8% (11)	9% (13)	11% (15)	10% (14)	140
No	21% (184)	11% (95)	22% (190)	11% (92)	15% (128)	6% (49)	14% (122)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

**Table MCFE41\_4:** How often did you use the following services in the past month?

Prime Video

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	5% (45)	4% (44)	11% (110)	8% (81)	16% (156)	9% (89)	47% (475)	1000
Gender: Male	5% (24)	4% (19)	10% (53)	7% (38)	13% (65)	10% (51)	51% (256)	506
Gender: Female	4% (21)	5% (25)	12% (57)	9% (43)	18% (91)	8% (38)	44% (218)	494
Age: 18-34	6% (34)	6% (36)	13% (78)	9% (52)	14% (84)	7% (43)	46% (281)	609
GenZers: 1997-2012	5% (45)	4% (44)	11% (110)	8% (81)	16% (156)	9% (89)	47% (475)	1000
Ideo: Liberal (1-3)	3% (11)	7% (20)	15% (45)	10% (32)	15% (45)	9% (27)	41% (124)	304
Ideo: Moderate (4)	3% (7)	6% (13)	13% (31)	9% (21)	15% (36)	6% (13)	48% (111)	232
Ideo: Conservative (5-7)	8% (14)	2% (4)	11% (18)	9% (15)	16% (26)	13% (21)	42% (69)	165
Educ: < College	5% (41)	4% (40)	10% (94)	8% (74)	15% (138)	9% (80)	49% (442)	910
Educ: Bachelors degree	2% (1)	6% (4)	17% (11)	5% (3)	21% (14)	9% (6)	39% (25)	65
Ethnicity: White	4% (29)	4% (31)	12% (90)	8% (55)	16% (120)	10% (74)	46% (333)	731
Ethnicity: Hispanic	5% (12)	5% (12)	11% (28)	6% (14)	11% (26)	5% (11)	58% (140)	242
Ethnicity: Black	8% (13)	6% (9)	6% (9)	11% (16)	14% (21)	6% (9)	48% (71)	148
Ethnicity: Other	3% (4)	3% (4)	9% (11)	8% (10)	13% (16)	4% (5)	59% (71)	121
All Christian	8% (18)	5% (13)	9% (21)	6% (14)	12% (29)	14% (33)	46% (109)	237
All Non-Christian	9% (4)	12% (6)	5% (3)	12% (6)	23% (12)	6% (3)	32% (16)	50
Atheist	— (0)	1% (1)	11% (13)	8% (9)	23% (26)	7% (9)	50% (58)	116
Agnostic/Nothing in particular	4% (16)	5% (19)	13% (55)	10% (39)	14% (56)	7% (29)	48% (192)	405
Something Else	3% (7)	2% (4)	10% (19)	7% (13)	18% (34)	8% (16)	52% (100)	193
Religious Non-Protestant/Catholic	8% (6)	12% (8)	6% (4)	11% (7)	18% (13)	14% (9)	31% (21)	68
Evangelical	7% (12)	4% (6)	9% (16)	7% (13)	22% (38)	9% (16)	41% (71)	172
Non-Evangelical	4% (9)	4% (9)	10% (22)	5% (12)	10% (22)	10% (23)	57% (130)	228
Community: Urban	5% (16)	4% (11)	11% (32)	7% (21)	16% (47)	11% (33)	44% (128)	288
Community: Suburban	4% (18)	4% (17)	12% (54)	7% (32)	16% (68)	10% (44)	47% (203)	435
Community: Rural	4% (11)	6% (16)	9% (24)	10% (27)	15% (42)	5% (13)	52% (144)	276
Military HH: Yes	5% (4)	5% (5)	14% (13)	6% (6)	19% (19)	6% (6)	45% (43)	97
Military HH: No	5% (41)	4% (39)	11% (97)	8% (74)	15% (138)	9% (83)	48% (432)	903
4-Region: Northeast	9% (15)	6% (9)	8% (13)	6% (10)	14% (23)	10% (16)	47% (77)	164
4-Region: Midwest	3% (8)	4% (9)	12% (27)	9% (22)	15% (36)	11% (25)	46% (106)	233
4-Region: South	5% (21)	5% (20)	13% (57)	6% (28)	16% (69)	7% (29)	48% (207)	432
4-Region: West	1% (1)	3% (5)	7% (13)	12% (21)	16% (28)	11% (19)	49% (84)	172

Continued on next page

**Table MCFE41\_4:** How often did you use the following services in the past month?

Prime Video

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	5% (45)	4% (44)	11% (110)	8% (81)	16% (156)	9% (89)	47% (475)	1000
TikTok Users	4% (28)	4% (30)	13% (88)	9% (62)	15% (103)	9% (64)	45% (305)	680
Twitch Users	4% (10)	6% (14)	16% (37)	9% (21)	13% (30)	12% (29)	40% (95)	236
2022 Sports Viewers/Attendees	6% (35)	5% (29)	12% (72)	11% (66)	16% (99)	11% (65)	39% (233)	597
Monthly Moviegoers	9% (15)	8% (13)	18% (30)	10% (18)	9% (16)	11% (19)	34% (57)	168
Few Times per Year + Moviegoers	5% (26)	5% (31)	15% (88)	10% (55)	15% (87)	10% (57)	40% (226)	571
Heard Smile Campaign	7% (29)	7% (28)	13% (53)	9% (38)	17% (71)	8% (35)	40% (171)	425
Heard Minion Campaign	7% (34)	5% (24)	13% (65)	10% (50)	16% (82)	8% (38)	42% (212)	505
Listens to Podcasts	4% (24)	6% (33)	14% (79)	11% (60)	16% (89)	10% (55)	39% (213)	552
Streaming Services User	5% (44)	5% (44)	12% (107)	9% (77)	17% (153)	9% (84)	43% (389)	898
Netflix User	4% (36)	5% (43)	12% (106)	9% (79)	17% (145)	9% (81)	43% (373)	864
Disney+ User	6% (34)	5% (33)	15% (94)	11% (65)	18% (112)	9% (56)	36% (223)	617
Heterosexual or straight	5% (35)	5% (33)	11% (75)	8% (56)	15% (103)	9% (66)	47% (333)	702
Bisexual	3% (5)	2% (3)	10% (14)	10% (14)	20% (27)	7% (10)	48% (67)	141
Something else	3% (1)	8% (4)	5% (3)	1% (1)	16% (9)	5% (3)	63% (35)	56
Yes	4% (6)	4% (6)	16% (22)	6% (8)	21% (29)	12% (16)	38% (53)	140
No	5% (39)	4% (38)	10% (88)	8% (72)	15% (127)	8% (73)	49% (422)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

**Table MCFE41\_5:** *How often did you use the following services in the past month?*

*Hulu with ads*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	7% (67)	5% (54)	12% (122)	7% (69)	9% (91)	6% (58)	54% (540)	1000
Gender: Male	5% (27)	5% (27)	11% (53)	7% (35)	10% (51)	5% (26)	57% (287)	506
Gender: Female	8% (40)	5% (27)	14% (69)	7% (35)	8% (39)	6% (32)	51% (253)	494
Age: 18-34	8% (50)	6% (39)	15% (90)	9% (52)	10% (64)	5% (30)	47% (285)	609
GenZers: 1997-2012	7% (67)	5% (54)	12% (122)	7% (69)	9% (91)	6% (58)	54% (540)	1000
Ideo: Liberal (1-3)	7% (20)	6% (17)	14% (42)	8% (26)	10% (32)	2% (6)	53% (161)	304
Ideo: Moderate (4)	5% (12)	6% (14)	16% (38)	7% (17)	10% (23)	5% (11)	51% (118)	232
Ideo: Conservative (5-7)	10% (16)	5% (8)	10% (17)	6% (11)	7% (12)	5% (8)	56% (93)	165
Educ: < College	7% (62)	5% (50)	12% (110)	6% (57)	8% (77)	6% (54)	55% (499)	910
Educ: Bachelors degree	4% (3)	6% (4)	13% (9)	15% (10)	14% (9)	3% (2)	45% (29)	65
Ethnicity: White	6% (44)	6% (40)	12% (89)	8% (56)	9% (65)	6% (47)	53% (391)	731
Ethnicity: Hispanic	7% (18)	4% (10)	13% (30)	7% (17)	12% (29)	6% (15)	51% (122)	242
Ethnicity: Black	12% (17)	5% (8)	15% (22)	6% (9)	8% (11)	4% (5)	51% (75)	148
Ethnicity: Other	5% (5)	4% (5)	9% (11)	4% (5)	12% (15)	5% (6)	61% (74)	121
All Christian	10% (24)	5% (13)	12% (27)	7% (17)	8% (18)	9% (22)	49% (116)	237
All Non-Christian	10% (5)	8% (4)	6% (3)	10% (5)	12% (6)	2% (1)	53% (26)	50
Atheist	7% (8)	5% (6)	9% (11)	5% (6)	13% (16)	3% (3)	58% (67)	116
Agnostic/Nothing in particular	5% (19)	6% (25)	13% (53)	7% (28)	9% (35)	3% (13)	57% (231)	405
Something Else	6% (12)	3% (7)	14% (27)	7% (14)	8% (16)	9% (18)	52% (100)	193
Religious Non-Protestant/Catholic	11% (7)	7% (4)	6% (4)	7% (5)	16% (11)	12% (8)	42% (28)	68
Evangelical	11% (19)	7% (12)	12% (21)	9% (16)	7% (12)	8% (14)	45% (77)	172
Non-Evangelical	6% (13)	3% (6)	14% (32)	6% (14)	7% (16)	8% (17)	57% (130)	228
Community: Urban	7% (19)	3% (9)	13% (36)	8% (24)	11% (32)	6% (18)	52% (148)	288
Community: Suburban	6% (28)	6% (27)	11% (49)	6% (28)	10% (43)	5% (21)	55% (239)	435
Community: Rural	7% (19)	6% (17)	13% (36)	6% (17)	6% (16)	7% (19)	55% (152)	276
Military HH: Yes	3% (3)	8% (8)	12% (12)	9% (8)	14% (13)	1% (1)	53% (51)	97
Military HH: No	7% (63)	5% (45)	12% (110)	7% (61)	9% (78)	6% (57)	54% (489)	903
4-Region: Northeast	9% (15)	5% (8)	11% (18)	8% (14)	6% (10)	4% (7)	56% (93)	164
4-Region: Midwest	6% (15)	7% (17)	14% (33)	6% (15)	9% (20)	6% (13)	52% (120)	233
4-Region: South	7% (29)	4% (18)	11% (49)	8% (36)	11% (46)	5% (20)	54% (234)	432
4-Region: West	5% (8)	6% (11)	12% (21)	3% (5)	8% (14)	11% (18)	55% (94)	172

Continued on next page

**Table MCFE41\_5:** How often did you use the following services in the past month?

Hulu with ads

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	7% (67)	5% (54)	12% (122)	7% (69)	9% (91)	6% (58)	54% (540)	1000
TikTok Users	7% (49)	7% (48)	13% (92)	7% (50)	9% (58)	6% (38)	51% (346)	680
Twitch Users	8% (18)	8% (18)	11% (27)	7% (16)	13% (31)	6% (14)	47% (112)	236
2022 Sports Viewers/Attendees	9% (52)	6% (35)	14% (85)	8% (47)	11% (63)	7% (42)	46% (273)	597
Monthly Moviegoers	9% (15)	7% (12)	12% (20)	8% (14)	10% (17)	10% (16)	44% (74)	168
Few Times per Year + Moviegoers	7% (39)	6% (33)	14% (78)	9% (52)	10% (58)	6% (36)	48% (275)	571
Heard Smile Campaign	10% (42)	5% (20)	14% (61)	9% (38)	11% (45)	3% (13)	48% (206)	425
Heard Minion Campaign	8% (41)	6% (30)	13% (63)	8% (38)	10% (53)	5% (24)	51% (257)	505
Listens to Podcasts	6% (34)	7% (37)	16% (87)	10% (56)	11% (63)	7% (38)	43% (237)	552
Streaming Services User	7% (67)	6% (54)	13% (119)	7% (66)	10% (88)	6% (55)	50% (449)	898
Netflix User	7% (57)	6% (54)	13% (110)	8% (65)	10% (86)	6% (52)	51% (440)	864
Disney+ User	8% (50)	8% (47)	14% (89)	10% (61)	12% (75)	8% (50)	40% (246)	617
Heterosexual or straight	7% (47)	5% (38)	12% (87)	8% (55)	9% (63)	6% (44)	52% (368)	702
Bisexual	10% (14)	4% (6)	9% (13)	5% (7)	8% (11)	6% (8)	59% (83)	141
Something else	3% (1)	3% (2)	14% (8)	3% (2)	14% (8)	5% (3)	60% (34)	56
Yes	7% (9)	6% (8)	13% (18)	8% (11)	4% (6)	9% (13)	54% (75)	140
No	7% (57)	5% (46)	12% (103)	7% (58)	10% (85)	5% (45)	54% (465)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE41\_6:** How often did you use the following services in the past month?

Hulu without ads

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	9% (90)	4% (41)	10% (100)	4% (37)	8% (80)	6% (55)	60% (596)	1000
Gender: Male	9% (46)	3% (16)	12% (60)	4% (21)	7% (37)	6% (31)	58% (295)	506
Gender: Female	9% (44)	5% (25)	8% (40)	3% (15)	9% (44)	5% (24)	61% (301)	494
Age: 18-34	12% (71)	5% (33)	13% (81)	4% (24)	8% (49)	3% (20)	54% (331)	609
GenZers: 1997-2012	9% (90)	4% (41)	10% (100)	4% (37)	8% (80)	6% (55)	60% (596)	1000
Ideo: Liberal (1-3)	11% (34)	5% (15)	15% (45)	4% (12)	10% (30)	6% (19)	49% (148)	304
Ideo: Moderate (4)	11% (26)	4% (9)	13% (31)	4% (8)	6% (15)	4% (10)	57% (133)	232
Ideo: Conservative (5-7)	8% (13)	3% (5)	7% (12)	2% (4)	9% (15)	3% (5)	67% (110)	165
Educ: < College	9% (86)	3% (30)	10% (87)	4% (34)	8% (71)	6% (51)	61% (551)	910
Educ: Bachelors degree	2% (1)	16% (11)	17% (11)	— (0)	10% (7)	5% (3)	50% (32)	65
Ethnicity: White	9% (67)	4% (28)	10% (70)	4% (28)	9% (63)	5% (40)	60% (435)	731
Ethnicity: Hispanic	7% (18)	7% (17)	10% (25)	4% (10)	6% (15)	5% (12)	60% (146)	242
Ethnicity: Black	10% (15)	7% (10)	14% (20)	4% (5)	8% (11)	4% (6)	54% (81)	148
Ethnicity: Other	6% (8)	3% (4)	9% (10)	3% (3)	5% (6)	8% (9)	67% (81)	121
All Christian	6% (15)	5% (11)	8% (19)	5% (12)	6% (15)	10% (23)	60% (142)	237
All Non-Christian	19% (10)	1% (1)	16% (8)	3% (2)	7% (4)	2% (1)	51% (26)	50
Atheist	9% (11)	2% (2)	8% (9)	4% (4)	12% (14)	4% (5)	61% (71)	116
Agnostic/Nothing in particular	9% (38)	5% (18)	10% (40)	3% (13)	9% (37)	2% (10)	61% (248)	405
Something Else	9% (17)	5% (9)	12% (24)	3% (6)	6% (11)	8% (16)	57% (110)	193
Religious Non-Protestant/Catholic	16% (11)	2% (2)	14% (9)	3% (2)	7% (5)	13% (9)	44% (30)	68
Evangelical	7% (12)	5% (9)	12% (21)	8% (13)	5% (8)	6% (11)	57% (97)	172
Non-Evangelical	8% (18)	4% (9)	8% (19)	1% (3)	7% (15)	8% (19)	64% (146)	228
Community: Urban	11% (31)	4% (12)	12% (33)	4% (12)	10% (28)	10% (30)	49% (142)	288
Community: Suburban	8% (34)	5% (20)	11% (47)	4% (19)	7% (31)	3% (11)	63% (274)	435
Community: Rural	9% (25)	4% (10)	7% (20)	2% (6)	8% (21)	5% (14)	65% (181)	276
Military HH: Yes	9% (9)	3% (3)	10% (10)	8% (8)	13% (12)	3% (3)	54% (52)	97
Military HH: No	9% (81)	4% (39)	10% (90)	3% (28)	7% (68)	6% (52)	60% (544)	903
4-Region: Northeast	11% (19)	5% (8)	13% (22)	3% (5)	5% (9)	8% (13)	54% (88)	164
4-Region: Midwest	9% (21)	3% (8)	10% (23)	4% (9)	10% (23)	5% (10)	60% (139)	233
4-Region: South	10% (41)	4% (17)	10% (42)	4% (17)	6% (28)	5% (20)	62% (266)	432
4-Region: West	5% (9)	5% (9)	8% (13)	3% (5)	12% (21)	6% (11)	60% (104)	172

Continued on next page

**Table MCFE41\_6:** How often did you use the following services in the past month?

Hulu without ads

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	9% (90)	4% (41)	10% (100)	4% (37)	8% (80)	6% (55)	60% (596)	1000
TikTok Users	11% (73)	4% (29)	10% (71)	4% (28)	8% (55)	5% (33)	57% (391)	680
Twitch Users	13% (31)	2% (6)	9% (21)	4% (10)	11% (25)	6% (13)	55% (130)	236
2022 Sports Viewers/Attendees	9% (55)	5% (28)	11% (66)	3% (19)	8% (46)	6% (39)	58% (344)	597
Monthly Moviegoers	12% (20)	7% (12)	13% (23)	7% (11)	7% (12)	11% (19)	42% (71)	168
Few Times per Year + Moviegoers	10% (58)	4% (26)	12% (67)	5% (28)	8% (46)	7% (42)	53% (305)	571
Heard Smile Campaign	11% (46)	7% (29)	14% (58)	4% (19)	9% (38)	8% (35)	47% (200)	425
Heard Minion Campaign	11% (58)	6% (30)	11% (57)	3% (16)	8% (43)	6% (28)	54% (274)	505
Listens to Podcasts	9% (52)	6% (31)	13% (73)	5% (27)	9% (51)	6% (35)	51% (282)	552
Streaming Services User	10% (86)	5% (41)	11% (99)	4% (35)	9% (79)	5% (49)	57% (509)	898
Netflix User	10% (87)	5% (41)	11% (93)	4% (36)	9% (78)	6% (53)	55% (477)	864
Disney+ User	12% (73)	4% (27)	12% (73)	5% (34)	11% (65)	7% (41)	49% (304)	617
Heterosexual or straight	9% (60)	4% (31)	10% (71)	4% (29)	7% (48)	6% (45)	60% (418)	702
Bisexual	12% (17)	3% (5)	8% (11)	3% (5)	8% (11)	3% (4)	62% (88)	141
Something else	1% (1)	5% (3)	7% (4)	1% (1)	3% (2)	6% (3)	76% (42)	56
Yes	11% (16)	2% (3)	11% (15)	7% (10)	8% (12)	9% (13)	50% (71)	140
No	9% (74)	4% (38)	10% (85)	3% (26)	8% (69)	5% (42)	61% (526)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE41\_7: How often did you use the following services in the past month?**

*Apple TV+*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	3% (25)	2% (19)	6% (57)	4% (42)	6% (55)	6% (58)	74% (744)	1000
Gender: Male	3% (13)	2% (12)	5% (27)	4% (23)	5% (24)	6% (33)	74% (374)	506
Gender: Female	2% (12)	1% (6)	6% (30)	4% (20)	6% (31)	5% (25)	75% (370)	494
Age: 18-34	3% (21)	3% (19)	6% (35)	5% (31)	7% (40)	5% (33)	71% (431)	609
GenZers: 1997-2012	3% (25)	2% (19)	6% (57)	4% (42)	6% (55)	6% (58)	74% (744)	1000
Ideo: Liberal (1-3)	4% (11)	1% (4)	10% (30)	5% (15)	8% (25)	7% (22)	65% (197)	304
Ideo: Moderate (4)	2% (5)	4% (9)	7% (15)	6% (13)	4% (9)	4% (8)	74% (172)	232
Ideo: Conservative (5-7)	4% (7)	2% (3)	2% (4)	2% (4)	6% (10)	5% (8)	79% (130)	165
Educ: < College	2% (18)	2% (17)	5% (46)	4% (37)	5% (46)	6% (53)	76% (691)	910
Educ: Bachelors degree	7% (4)	2% (1)	11% (7)	7% (4)	8% (6)	4% (3)	62% (40)	65
Ethnicity: White	2% (14)	1% (10)	6% (45)	4% (30)	5% (38)	7% (48)	75% (546)	731
Ethnicity: Hispanic	4% (10)	1% (3)	6% (15)	6% (14)	6% (16)	3% (7)	73% (177)	242
Ethnicity: Black	5% (7)	4% (6)	5% (7)	6% (9)	6% (9)	5% (7)	69% (103)	148
Ethnicity: Other	3% (3)	2% (3)	4% (5)	3% (3)	7% (9)	3% (3)	79% (95)	121
All Christian	5% (11)	— (1)	2% (5)	8% (18)	8% (18)	8% (18)	70% (166)	237
All Non-Christian	5% (3)	4% (2)	7% (4)	9% (4)	6% (3)	7% (4)	62% (31)	50
Atheist	1% (1)	1% (1)	9% (10)	2% (3)	3% (3)	6% (7)	79% (91)	116
Agnostic/Nothing in particular	2% (8)	2% (9)	6% (25)	3% (12)	6% (24)	5% (21)	76% (306)	405
Something Else	1% (2)	3% (6)	7% (14)	3% (6)	4% (7)	4% (8)	78% (150)	193
Religious Non-Protestant/Catholic	6% (4)	3% (2)	5% (4)	9% (6)	7% (4)	16% (11)	54% (37)	68
Evangelical	2% (4)	4% (6)	6% (10)	7% (13)	6% (11)	7% (11)	68% (117)	172
Non-Evangelical	3% (6)	— (0)	3% (8)	3% (8)	5% (12)	3% (7)	82% (187)	228
Community: Urban	3% (9)	3% (8)	4% (12)	7% (19)	9% (25)	6% (17)	69% (199)	288
Community: Suburban	3% (12)	2% (8)	6% (28)	2% (11)	5% (23)	6% (28)	75% (327)	435
Community: Rural	1% (4)	1% (3)	6% (17)	5% (13)	3% (8)	5% (14)	79% (218)	276
Military HH: Yes	3% (3)	2% (2)	10% (9)	4% (4)	4% (4)	8% (7)	70% (68)	97
Military HH: No	2% (22)	2% (17)	5% (48)	4% (38)	6% (52)	6% (51)	75% (676)	903
4-Region: Northeast	4% (7)	1% (2)	7% (11)	4% (7)	6% (10)	8% (13)	70% (114)	164
4-Region: Midwest	3% (7)	2% (4)	5% (12)	4% (9)	3% (7)	5% (12)	78% (181)	233
4-Region: South	3% (11)	2% (9)	7% (28)	6% (24)	5% (21)	5% (20)	74% (318)	432
4-Region: West	— (0)	2% (3)	3% (5)	1% (2)	10% (17)	8% (13)	76% (131)	172

Continued on next page

**Table MCFE41\_7: How often did you use the following services in the past month?**

Apple TV+

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	3% (25)	2% (19)	6% (57)	4% (42)	6% (55)	6% (58)	74% (744)	1000
TikTok Users	3% (21)	2% (14)	6% (44)	5% (34)	6% (42)	5% (33)	73% (493)	680
Twitch Users	3% (7)	2% (5)	10% (23)	4% (8)	4% (9)	4% (10)	74% (174)	236
2022 Sports Viewers/Attendees	3% (21)	2% (10)	7% (40)	5% (30)	8% (45)	6% (34)	70% (417)	597
Monthly Moviegoers	7% (12)	5% (8)	7% (12)	8% (13)	10% (16)	7% (12)	56% (95)	168
Few Times per Year + Moviegoers	4% (21)	2% (13)	8% (46)	6% (33)	7% (39)	7% (40)	66% (379)	571
Heard Smile Campaign	4% (16)	3% (12)	8% (32)	6% (27)	6% (26)	5% (19)	69% (292)	425
Heard Minion Campaign	4% (21)	2% (12)	7% (35)	5% (24)	6% (31)	4% (19)	72% (363)	505
Listens to Podcasts	4% (23)	3% (14)	9% (50)	7% (38)	9% (49)	7% (41)	61% (338)	552
Streaming Services User	3% (25)	2% (17)	6% (56)	5% (42)	6% (51)	5% (48)	73% (659)	898
Netflix User	3% (24)	2% (17)	6% (56)	5% (39)	6% (54)	6% (51)	72% (623)	864
Disney+ User	4% (24)	3% (18)	9% (54)	6% (36)	7% (45)	7% (42)	65% (398)	617
Heterosexual or straight	3% (18)	2% (14)	6% (39)	4% (31)	5% (36)	6% (41)	74% (522)	702
Bisexual	3% (4)	1% (2)	4% (6)	3% (4)	5% (7)	3% (4)	81% (114)	141
Something else	— (0)	2% (1)	4% (2)	2% (1)	9% (5)	18% (10)	64% (36)	56
Yes	3% (4)	1% (2)	9% (12)	4% (6)	6% (8)	13% (19)	63% (89)	140
No	2% (21)	2% (17)	5% (45)	4% (37)	5% (47)	5% (40)	76% (655)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE41\_8:** *How often did you use the following services in the past month?*

Disney+

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	8% (82)	5% (51)	17% (170)	10% (99)	15% (150)	7% (65)	38% (383)	1000
Gender: Male	6% (31)	5% (26)	17% (87)	9% (47)	12% (61)	7% (34)	44% (220)	506
Gender: Female	10% (50)	5% (25)	17% (84)	11% (52)	18% (88)	6% (32)	33% (163)	494
Age: 18-34	10% (63)	6% (36)	19% (115)	10% (60)	15% (89)	6% (36)	34% (208)	609
GenZers: 1997-2012	8% (82)	5% (51)	17% (170)	10% (99)	15% (150)	7% (65)	38% (383)	1000
Ideo: Liberal (1-3)	5% (15)	7% (23)	22% (67)	9% (27)	16% (49)	5% (16)	35% (107)	304
Ideo: Moderate (4)	8% (18)	4% (10)	20% (47)	8% (19)	12% (28)	7% (17)	41% (95)	232
Ideo: Conservative (5-7)	8% (13)	2% (4)	14% (24)	8% (14)	17% (28)	6% (9)	45% (74)	165
Educ: < College	9% (79)	5% (44)	17% (155)	10% (88)	15% (135)	6% (58)	39% (352)	910
Educ: Bachelors degree	3% (2)	11% (7)	19% (12)	8% (5)	18% (12)	7% (4)	34% (22)	65
Ethnicity: White	8% (59)	5% (35)	17% (126)	11% (83)	16% (116)	7% (49)	36% (263)	731
Ethnicity: Hispanic	12% (29)	9% (21)	17% (42)	9% (23)	16% (38)	4% (8)	33% (80)	242
Ethnicity: Black	12% (17)	6% (8)	17% (26)	5% (8)	12% (18)	5% (7)	43% (63)	148
Ethnicity: Other	4% (5)	7% (9)	15% (18)	6% (8)	13% (16)	8% (9)	47% (56)	121
All Christian	8% (20)	5% (13)	14% (34)	10% (25)	16% (37)	9% (21)	37% (88)	237
All Non-Christian	8% (4)	8% (4)	15% (7)	11% (5)	8% (4)	5% (3)	45% (22)	50
Atheist	10% (12)	7% (9)	22% (25)	4% (5)	14% (16)	3% (3)	40% (46)	116
Agnostic/Nothing in particular	6% (24)	4% (18)	17% (71)	12% (47)	16% (65)	5% (22)	39% (157)	405
Something Else	11% (21)	4% (8)	17% (33)	8% (16)	14% (28)	9% (17)	36% (70)	193
Religious Non-Protestant/Catholic	8% (6)	9% (6)	18% (12)	8% (5)	6% (4)	15% (10)	36% (24)	68
Evangelical	10% (17)	4% (6)	21% (36)	10% (17)	14% (25)	6% (11)	35% (60)	172
Non-Evangelical	8% (19)	6% (13)	11% (26)	10% (23)	16% (36)	8% (18)	41% (93)	228
Community: Urban	7% (21)	3% (8)	19% (54)	12% (34)	16% (45)	8% (24)	35% (102)	288
Community: Suburban	6% (28)	6% (25)	17% (74)	9% (39)	15% (63)	7% (31)	40% (175)	435
Community: Rural	12% (33)	7% (18)	15% (42)	9% (25)	15% (41)	4% (11)	38% (106)	276
Military HH: Yes	7% (7)	7% (7)	20% (19)	18% (17)	14% (13)	5% (5)	29% (28)	97
Military HH: No	8% (75)	5% (44)	17% (151)	9% (81)	15% (136)	7% (60)	39% (355)	903
4-Region: Northeast	12% (19)	3% (5)	20% (33)	8% (14)	14% (23)	5% (9)	38% (62)	164
4-Region: Midwest	8% (18)	7% (16)	12% (28)	12% (28)	18% (42)	6% (13)	38% (88)	233
4-Region: South	8% (34)	5% (21)	19% (83)	10% (43)	13% (58)	5% (22)	40% (172)	432
4-Region: West	6% (11)	6% (10)	16% (27)	8% (14)	16% (27)	13% (22)	36% (61)	172

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**Table MCFE41\_8:** How often did you use the following services in the past month?

Disney+

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	8% (82)	5% (51)	17% (170)	10% (99)	15% (150)	7% (65)	38% (383)	1000
TikTok Users	10% (66)	6% (43)	18% (124)	10% (67)	16% (110)	7% (48)	33% (223)	680
Twitch Users	9% (20)	7% (16)	20% (47)	9% (21)	17% (40)	5% (13)	34% (79)	236
2022 Sports Viewers/Attendees	8% (47)	6% (36)	20% (120)	11% (68)	15% (89)	7% (41)	33% (197)	597
Monthly Moviegoers	14% (24)	9% (15)	15% (25)	13% (22)	16% (27)	8% (14)	25% (42)	168
Few Times per Year + Moviegoers	9% (49)	6% (36)	20% (112)	12% (66)	16% (90)	6% (34)	32% (184)	571
Heard Smile Campaign	8% (36)	6% (25)	20% (86)	11% (49)	16% (66)	5% (22)	33% (141)	425
Heard Minion Campaign	10% (52)	6% (28)	20% (101)	12% (59)	15% (78)	6% (32)	31% (154)	505
Listens to Podcasts	8% (42)	7% (36)	19% (106)	12% (65)	17% (95)	8% (42)	30% (166)	552
Streaming Services User	9% (79)	6% (51)	18% (166)	11% (96)	15% (139)	7% (63)	34% (305)	898
Netflix User	9% (75)	6% (50)	19% (165)	11% (93)	17% (144)	7% (64)	32% (274)	864
Disney+ User	13% (82)	8% (51)	28% (170)	16% (99)	24% (150)	11% (65)	— (0)	617
Heterosexual or straight	8% (55)	5% (35)	16% (111)	9% (66)	15% (105)	7% (52)	39% (277)	702
Bisexual	9% (12)	5% (6)	22% (31)	10% (14)	14% (20)	7% (9)	34% (49)	141
Something else	4% (2)	7% (4)	4% (2)	21% (12)	8% (5)	1% (0)	54% (30)	56
Yes	10% (14)	8% (11)	20% (28)	5% (7)	12% (17)	11% (16)	33% (46)	140
No	8% (67)	5% (41)	17% (142)	11% (91)	15% (133)	6% (49)	39% (337)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE41\_9:** *How often did you use the following services in the past month?*  
*Peacock (free tier with ads)*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	5% (48)	2% (21)	7% (66)	4% (42)	8% (78)	6% (63)	68% (682)	1000
Gender: Male	5% (24)	1% (6)	6% (33)	3% (17)	6% (32)	7% (36)	71% (358)	506
Gender: Female	5% (24)	3% (15)	7% (33)	5% (25)	9% (47)	5% (26)	66% (324)	494
Age: 18-34	4% (27)	3% (18)	8% (50)	5% (33)	8% (49)	5% (31)	66% (401)	609
GenZers: 1997-2012	5% (48)	2% (21)	7% (66)	4% (42)	8% (78)	6% (63)	68% (682)	1000
Ideo: Liberal (1-3)	5% (16)	2% (7)	9% (28)	5% (14)	9% (27)	6% (18)	64% (195)	304
Ideo: Moderate (4)	3% (6)	2% (5)	7% (17)	5% (12)	7% (17)	4% (8)	72% (167)	232
Ideo: Conservative (5-7)	6% (10)	3% (5)	5% (8)	6% (10)	9% (15)	5% (9)	65% (107)	165
Educ: < College	5% (45)	2% (18)	6% (57)	4% (33)	8% (74)	6% (55)	69% (627)	910
Educ: Bachelors degree	2% (1)	3% (2)	7% (4)	8% (5)	6% (4)	9% (6)	65% (42)	65
Ethnicity: White	5% (33)	2% (12)	7% (54)	4% (28)	8% (60)	6% (45)	68% (499)	731
Ethnicity: Hispanic	8% (19)	2% (5)	6% (15)	5% (12)	5% (13)	6% (15)	67% (163)	242
Ethnicity: Black	7% (10)	4% (6)	4% (6)	5% (8)	9% (14)	6% (9)	65% (96)	148
Ethnicity: Other	4% (4)	3% (3)	5% (7)	5% (6)	4% (4)	7% (9)	72% (87)	121
All Christian	7% (16)	3% (6)	5% (11)	6% (14)	8% (19)	8% (18)	64% (153)	237
All Non-Christian	6% (3)	1% (1)	13% (7)	3% (1)	11% (5)	5% (2)	61% (30)	50
Atheist	1% (1)	2% (3)	2% (2)	2% (2)	5% (6)	11% (13)	77% (89)	116
Agnostic/Nothing in particular	5% (18)	2% (8)	9% (35)	3% (12)	8% (32)	5% (19)	69% (280)	405
Something Else	5% (10)	2% (4)	6% (11)	6% (12)	9% (16)	5% (10)	67% (130)	193
Religious Non-Protestant/Catholic	7% (5)	1% (1)	10% (7)	4% (3)	8% (5)	14% (10)	55% (38)	68
Evangelical	6% (11)	3% (6)	8% (14)	6% (10)	9% (16)	4% (7)	63% (108)	172
Non-Evangelical	5% (11)	2% (4)	3% (7)	6% (13)	8% (19)	5% (12)	71% (162)	228
Community: Urban	3% (9)	2% (4)	8% (23)	4% (12)	6% (18)	9% (27)	67% (194)	288
Community: Suburban	6% (27)	2% (10)	7% (31)	5% (24)	6% (26)	5% (22)	68% (296)	435
Community: Rural	4% (12)	3% (7)	4% (11)	2% (6)	12% (34)	5% (14)	69% (192)	276
Military HH: Yes	9% (9)	2% (2)	13% (13)	4% (4)	5% (5)	12% (12)	55% (53)	97
Military HH: No	4% (39)	2% (19)	6% (53)	4% (38)	8% (74)	6% (51)	70% (629)	903
4-Region: Northeast	7% (11)	4% (6)	3% (5)	4% (6)	8% (13)	6% (10)	69% (113)	164
4-Region: Midwest	2% (6)	1% (3)	8% (19)	2% (4)	8% (18)	4% (10)	74% (172)	233
4-Region: South	7% (29)	2% (8)	7% (29)	6% (24)	9% (39)	5% (22)	65% (280)	432
4-Region: West	2% (3)	3% (5)	7% (12)	4% (7)	4% (7)	12% (21)	68% (116)	172

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**Table MCFE41\_9:** How often did you use the following services in the past month?  
Peacock (free tier with ads)

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	5% (48)	2% (21)	7% (66)	4% (42)	8% (78)	6% (63)	68% (682)	1000
TikTok Users	5% (35)	3% (18)	7% (50)	4% (28)	9% (62)	6% (42)	66% (446)	680
Twitch Users	6% (14)	3% (6)	10% (24)	3% (6)	10% (23)	5% (12)	64% (150)	236
2022 Sports Viewers/Attendees	6% (36)	3% (15)	7% (41)	5% (28)	8% (50)	7% (42)	65% (386)	597
Monthly Moviegoers	7% (12)	4% (6)	9% (16)	6% (9)	5% (9)	8% (14)	60% (101)	168
Few Times per Year + Moviegoers	4% (25)	3% (15)	9% (52)	6% (32)	9% (54)	8% (43)	62% (351)	571
Heard Smile Campaign	7% (31)	3% (13)	9% (37)	6% (24)	8% (36)	7% (28)	60% (255)	425
Heard Minion Campaign	8% (38)	3% (14)	9% (44)	5% (27)	7% (35)	5% (27)	63% (320)	505
Listens to Podcasts	6% (32)	4% (20)	10% (55)	6% (34)	10% (54)	8% (42)	57% (316)	552
Streaming Services User	5% (48)	2% (21)	7% (63)	5% (41)	8% (74)	7% (59)	66% (592)	898
Netflix User	5% (39)	2% (21)	7% (60)	5% (41)	9% (76)	7% (59)	66% (568)	864
Disney+ User	5% (33)	3% (18)	9% (52)	6% (39)	10% (60)	7% (44)	60% (371)	617
Heterosexual or straight	5% (35)	2% (17)	6% (44)	4% (30)	7% (50)	7% (48)	68% (477)	702
Bisexual	5% (6)	1% (2)	7% (9)	4% (6)	11% (16)	4% (5)	68% (96)	141
Something else	9% (5)	— (0)	4% (2)	5% (3)	8% (4)	7% (4)	67% (38)	56
Yes	4% (6)	2% (3)	8% (11)	2% (3)	12% (17)	9% (13)	62% (86)	140
No	5% (42)	2% (18)	6% (54)	4% (38)	7% (62)	6% (50)	69% (596)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE41\_10:** *How often did you use the following services in the past month?*  
*Peacock Premium or Peacock Premium Plus*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	4% (36)	3% (32)	5% (49)	5% (48)	7% (68)	5% (48)	72% (719)	1000
Gender: Male	5% (23)	3% (16)	5% (27)	6% (29)	7% (34)	5% (26)	69% (351)	506
Gender: Female	2% (12)	3% (17)	5% (22)	4% (19)	7% (34)	4% (22)	74% (368)	494
Age: 18-34	3% (19)	4% (26)	7% (41)	6% (34)	7% (44)	5% (30)	68% (416)	609
GenZers: 1997-2012	4% (36)	3% (32)	5% (49)	5% (48)	7% (68)	5% (48)	72% (719)	1000
Ideo: Liberal (1-3)	3% (9)	4% (13)	6% (18)	5% (15)	7% (22)	5% (15)	69% (211)	304
Ideo: Moderate (4)	3% (6)	5% (11)	6% (13)	4% (10)	6% (13)	3% (7)	74% (172)	232
Ideo: Conservative (5-7)	5% (8)	2% (3)	4% (7)	6% (10)	7% (12)	5% (8)	71% (118)	165
Educ: < College	4% (33)	3% (30)	5% (44)	4% (37)	7% (60)	5% (47)	72% (658)	910
Educ: Bachelors degree	— (0)	3% (2)	4% (2)	12% (8)	8% (6)	2% (1)	71% (46)	65
Ethnicity: White	4% (28)	3% (22)	4% (32)	5% (37)	6% (46)	5% (36)	72% (529)	731
Ethnicity: Hispanic	3% (8)	4% (9)	3% (6)	6% (14)	9% (23)	3% (8)	72% (174)	242
Ethnicity: Black	5% (7)	6% (8)	7% (10)	3% (5)	11% (17)	4% (7)	64% (95)	148
Ethnicity: Other	1% (1)	1% (2)	6% (7)	5% (6)	4% (5)	4% (5)	78% (95)	121
All Christian	5% (13)	4% (9)	4% (9)	6% (14)	6% (15)	8% (19)	67% (158)	237
All Non-Christian	7% (3)	4% (2)	6% (3)	10% (5)	6% (3)	3% (1)	65% (32)	50
Atheist	— (0)	— (0)	3% (3)	2% (3)	6% (7)	4% (4)	85% (99)	116
Agnostic/Nothing in particular	3% (12)	4% (15)	5% (22)	5% (20)	7% (30)	4% (16)	72% (291)	405
Something Else	4% (8)	3% (7)	7% (13)	3% (6)	7% (13)	4% (8)	72% (138)	193
Religious Non-Protestant/Catholic	7% (4)	4% (2)	6% (4)	8% (6)	7% (5)	14% (10)	54% (37)	68
Evangelical	8% (14)	5% (9)	5% (9)	8% (14)	7% (13)	5% (8)	61% (105)	172
Non-Evangelical	2% (4)	2% (5)	5% (11)	2% (5)	5% (12)	4% (9)	79% (181)	228
Community: Urban	5% (14)	3% (9)	6% (17)	5% (15)	5% (13)	9% (26)	67% (194)	288
Community: Suburban	3% (14)	3% (15)	5% (21)	4% (17)	7% (29)	3% (12)	75% (328)	435
Community: Rural	3% (8)	3% (9)	4% (11)	6% (16)	9% (26)	4% (10)	71% (196)	276
Military HH: Yes	3% (3)	8% (8)	5% (5)	6% (6)	15% (15)	3% (3)	60% (58)	97
Military HH: No	4% (33)	3% (25)	5% (45)	5% (42)	6% (53)	5% (45)	73% (661)	903
4-Region: Northeast	4% (6)	4% (6)	4% (7)	5% (8)	7% (11)	4% (7)	73% (119)	164
4-Region: Midwest	2% (5)	2% (4)	4% (9)	6% (13)	6% (14)	6% (14)	74% (173)	233
4-Region: South	6% (24)	4% (17)	6% (28)	5% (22)	6% (26)	3% (15)	69% (299)	432
4-Region: West	1% (1)	3% (6)	3% (5)	3% (5)	9% (16)	7% (12)	74% (127)	172

Continued on next page

**Table MCFE41\_10:** *How often did you use the following services in the past month?*  
*Peacock Premium or Peacock Premium Plus*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	4% (36)	3% (32)	5% (49)	5% (48)	7% (68)	5% (48)	72% (719)	1000
TikTok Users	4% (24)	4% (26)	5% (35)	5% (35)	7% (49)	5% (33)	70% (478)	680
Twitch Users	2% (5)	4% (10)	7% (17)	6% (15)	6% (15)	4% (9)	71% (166)	236
2022 Sports Viewers/Attendees	4% (22)	4% (24)	5% (28)	5% (32)	9% (51)	6% (37)	68% (403)	597
Monthly Moviegoers	5% (8)	8% (14)	9% (16)	5% (9)	5% (8)	7% (12)	61% (102)	168
Few Times per Year + Moviegoers	3% (15)	4% (22)	6% (36)	5% (27)	9% (49)	5% (29)	69% (393)	571
Heard Smile Campaign	6% (28)	4% (19)	7% (28)	6% (24)	8% (32)	5% (22)	64% (272)	425
Heard Minion Campaign	5% (26)	4% (19)	5% (25)	5% (27)	8% (42)	4% (22)	68% (344)	505
Listens to Podcasts	4% (22)	5% (27)	7% (37)	7% (41)	11% (58)	6% (34)	60% (333)	552
Streaming Services User	4% (35)	3% (31)	5% (48)	5% (48)	7% (66)	5% (44)	70% (626)	898
Netflix User	3% (27)	4% (31)	5% (44)	5% (46)	8% (66)	5% (44)	70% (606)	864
Disney+ User	4% (23)	5% (28)	7% (41)	7% (42)	10% (60)	6% (39)	62% (384)	617
Heterosexual or straight	4% (31)	4% (25)	5% (36)	5% (38)	7% (46)	6% (39)	69% (488)	702
Bisexual	1% (2)	— (1)	4% (5)	3% (4)	8% (12)	3% (4)	81% (114)	141
Something else	2% (1)	6% (3)	6% (3)	4% (2)	5% (3)	5% (3)	71% (40)	56
Yes	2% (3)	3% (5)	5% (8)	7% (10)	5% (7)	8% (12)	68% (95)	140
No	4% (32)	3% (27)	5% (42)	4% (38)	7% (61)	4% (36)	73% (624)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).



**Table MCFE41\_11:** *How often did you use the following services in the past month?*

*HBO Max with ads*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	3% (28)	3% (32)	7% (72)	6% (57)	6% (63)	4% (44)	70% (704)	1000
Gender: Male	2% (12)	3% (14)	6% (32)	6% (28)	7% (35)	5% (23)	71% (362)	506
Gender: Female	3% (16)	4% (18)	8% (40)	6% (29)	6% (28)	4% (21)	69% (342)	494
Age: 18-34	4% (25)	5% (29)	8% (50)	7% (44)	6% (34)	5% (28)	66% (399)	609
GenZers: 1997-2012	3% (28)	3% (32)	7% (72)	6% (57)	6% (63)	4% (44)	70% (704)	1000
Ideo: Liberal (1-3)	4% (11)	4% (13)	9% (27)	9% (27)	4% (11)	6% (17)	65% (198)	304
Ideo: Moderate (4)	2% (5)	2% (5)	8% (18)	6% (13)	5% (13)	3% (6)	74% (173)	232
Ideo: Conservative (5-7)	2% (4)	3% (5)	5% (8)	3% (5)	10% (16)	3% (5)	74% (122)	165
Educ: < College	3% (27)	3% (26)	7% (64)	5% (47)	6% (54)	4% (41)	72% (652)	910
Educ: Bachelors degree	1% (0)	6% (4)	10% (7)	14% (9)	11% (7)	3% (2)	56% (37)	65
Ethnicity: White	3% (19)	3% (25)	7% (54)	6% (43)	7% (48)	4% (31)	70% (511)	731
Ethnicity: Hispanic	2% (5)	6% (15)	6% (14)	5% (12)	11% (28)	4% (9)	66% (159)	242
Ethnicity: Black	4% (6)	4% (5)	8% (11)	7% (11)	6% (9)	6% (10)	64% (95)	148
Ethnicity: Other	2% (2)	2% (2)	6% (7)	3% (3)	5% (6)	3% (3)	81% (98)	121
All Christian	3% (7)	4% (10)	7% (16)	4% (11)	6% (13)	7% (17)	69% (163)	237
All Non-Christian	5% (3)	10% (5)	6% (3)	18% (9)	2% (1)	4% (2)	54% (27)	50
Atheist	4% (5)	1% (1)	6% (7)	4% (4)	6% (7)	2% (2)	78% (90)	116
Agnostic/Nothing in particular	2% (9)	2% (9)	8% (31)	6% (22)	6% (26)	3% (14)	73% (294)	405
Something Else	3% (5)	4% (7)	8% (15)	6% (11)	8% (16)	5% (9)	67% (129)	193
Religious Non-Protestant/Catholic	6% (4)	9% (6)	5% (3)	14% (10)	3% (2)	15% (10)	49% (33)	68
Evangelical	2% (3)	7% (13)	7% (12)	9% (16)	7% (12)	3% (6)	64% (110)	172
Non-Evangelical	2% (5)	1% (3)	8% (19)	2% (5)	7% (16)	4% (10)	75% (170)	228
Community: Urban	4% (13)	3% (9)	10% (29)	7% (21)	4% (12)	7% (21)	64% (184)	288
Community: Suburban	2% (7)	4% (16)	5% (23)	6% (27)	6% (28)	3% (13)	74% (323)	435
Community: Rural	3% (9)	3% (8)	7% (20)	4% (10)	8% (23)	4% (10)	71% (196)	276
Military HH: Yes	3% (3)	3% (3)	6% (6)	11% (11)	7% (7)	5% (5)	65% (63)	97
Military HH: No	3% (25)	3% (29)	7% (66)	5% (47)	6% (57)	4% (39)	71% (641)	903
4-Region: Northeast	5% (8)	4% (6)	7% (11)	7% (11)	3% (5)	5% (8)	70% (115)	164
4-Region: Midwest	2% (4)	3% (7)	7% (16)	5% (13)	11% (25)	3% (8)	69% (160)	233
4-Region: South	3% (12)	3% (13)	8% (34)	7% (30)	7% (29)	4% (15)	69% (297)	432
4-Region: West	2% (4)	3% (5)	6% (10)	2% (4)	2% (4)	8% (13)	77% (132)	172

Continued on next page

**Table MCFE41\_11:** *How often did you use the following services in the past month?*

*HBO Max with ads*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	3% (28)	3% (32)	7% (72)	6% (57)	6% (63)	4% (44)	70% (704)	1000
TikTok Users	3% (19)	4% (27)	8% (53)	7% (47)	7% (49)	4% (26)	68% (459)	680
Twitch Users	2% (4)	5% (11)	7% (15)	6% (15)	4% (8)	4% (10)	73% (172)	236
2022 Sports Viewers/Attendees	3% (17)	4% (25)	7% (43)	7% (40)	8% (46)	5% (31)	66% (394)	597
Monthly Moviegoers	5% (8)	7% (11)	9% (16)	8% (13)	10% (17)	9% (14)	53% (90)	168
Few Times per Year + Moviegoers	4% (21)	4% (20)	9% (49)	7% (42)	7% (37)	6% (37)	64% (364)	571
Heard Smile Campaign	5% (19)	5% (20)	10% (41)	9% (37)	8% (34)	5% (21)	60% (253)	425
Heard Minion Campaign	4% (18)	4% (23)	7% (37)	7% (35)	8% (39)	4% (19)	66% (335)	505
Listens to Podcasts	3% (18)	5% (26)	10% (57)	9% (49)	8% (47)	6% (36)	58% (321)	552
Streaming Services User	3% (27)	4% (32)	8% (70)	6% (55)	7% (62)	4% (40)	68% (611)	898
Netflix User	3% (25)	4% (31)	8% (67)	6% (55)	7% (62)	5% (44)	67% (580)	864
Disney+ User	4% (22)	5% (29)	10% (60)	9% (55)	8% (50)	7% (40)	59% (363)	617
Heterosexual or straight	2% (16)	4% (28)	7% (49)	6% (39)	8% (53)	4% (27)	70% (490)	702
Bisexual	5% (6)	1% (1)	8% (11)	6% (8)	5% (7)	4% (6)	72% (101)	141
Something else	— (0)	— (0)	3% (2)	7% (4)	4% (2)	13% (8)	73% (41)	56
Yes	3% (4)	5% (7)	8% (11)	2% (3)	6% (8)	10% (14)	66% (92)	140
No	3% (24)	3% (25)	7% (61)	6% (54)	6% (55)	4% (30)	71% (611)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE41\_12:** *How often did you use the following services in the past month?*  
*HBO Max without ads*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	5% (46)	4% (40)	9% (93)	7% (73)	8% (78)	5% (45)	62% (623)	1000
Gender: Male	5% (25)	4% (18)	9% (45)	6% (32)	8% (41)	6% (28)	63% (316)	506
Gender: Female	4% (22)	5% (23)	10% (48)	8% (41)	7% (37)	3% (17)	62% (307)	494
Age: 18-34	6% (39)	5% (31)	10% (62)	8% (49)	9% (57)	5% (29)	56% (341)	609
GenZers: 1997-2012	5% (46)	4% (40)	9% (93)	7% (73)	8% (78)	5% (45)	62% (623)	1000
Ideo: Liberal (1-3)	4% (11)	6% (18)	10% (31)	9% (28)	10% (30)	5% (16)	56% (169)	304
Ideo: Moderate (4)	3% (7)	5% (12)	14% (33)	5% (12)	6% (15)	5% (11)	61% (143)	232
Ideo: Conservative (5-7)	5% (9)	2% (3)	7% (12)	7% (12)	8% (13)	4% (7)	67% (110)	165
Educ: < College	5% (43)	4% (35)	9% (82)	7% (61)	8% (72)	4% (38)	64% (579)	910
Educ: Bachelors degree	2% (1)	7% (5)	12% (8)	12% (8)	7% (5)	11% (7)	49% (32)	65
Ethnicity: White	4% (31)	4% (30)	10% (72)	8% (57)	7% (53)	5% (36)	62% (452)	731
Ethnicity: Hispanic	8% (20)	4% (9)	12% (28)	8% (19)	8% (19)	5% (13)	55% (134)	242
Ethnicity: Black	6% (9)	5% (7)	9% (14)	8% (12)	9% (13)	4% (6)	59% (87)	148
Ethnicity: Other	5% (6)	3% (3)	6% (7)	4% (5)	10% (12)	3% (3)	69% (84)	121
All Christian	5% (12)	4% (10)	5% (13)	10% (24)	4% (10)	8% (20)	62% (148)	237
All Non-Christian	7% (3)	9% (4)	1% (1)	13% (6)	10% (5)	3% (2)	57% (28)	50
Atheist	7% (8)	2% (2)	12% (14)	10% (12)	5% (6)	4% (4)	60% (69)	116
Agnostic/Nothing in particular	4% (17)	4% (18)	12% (47)	5% (21)	9% (36)	2% (9)	64% (258)	405
Something Else	3% (6)	4% (7)	9% (18)	5% (10)	11% (22)	5% (10)	62% (120)	193
Religious Non-Protestant/Catholic	6% (4)	8% (5)	1% (1)	11% (8)	10% (7)	12% (8)	51% (35)	68
Evangelical	3% (5)	7% (12)	6% (11)	10% (17)	10% (17)	5% (8)	60% (102)	172
Non-Evangelical	4% (10)	2% (4)	8% (18)	7% (15)	6% (13)	6% (13)	68% (156)	228
Community: Urban	5% (14)	5% (13)	11% (33)	7% (20)	8% (24)	7% (20)	57% (164)	288
Community: Suburban	4% (19)	4% (18)	9% (41)	8% (35)	8% (33)	3% (11)	64% (278)	435
Community: Rural	5% (13)	3% (9)	7% (19)	7% (18)	8% (21)	5% (15)	65% (181)	276
Military HH: Yes	10% (10)	3% (3)	4% (4)	9% (9)	12% (12)	7% (7)	54% (52)	97
Military HH: No	4% (37)	4% (37)	10% (89)	7% (65)	7% (67)	4% (38)	63% (571)	903
4-Region: Northeast	5% (8)	7% (12)	11% (17)	6% (9)	4% (6)	5% (9)	63% (103)	164
4-Region: Midwest	3% (7)	3% (7)	10% (24)	11% (26)	6% (14)	3% (7)	63% (147)	233
4-Region: South	5% (21)	3% (11)	8% (36)	8% (34)	10% (45)	4% (17)	62% (267)	432
4-Region: West	6% (10)	6% (10)	9% (15)	3% (5)	8% (13)	7% (12)	62% (107)	172

Continued on next page

**Table MCFE41\_12:** *How often did you use the following services in the past month?*  
*HBO Max without ads*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	5% (46)	4% (40)	9% (93)	7% (73)	8% (78)	5% (45)	62% (623)	1000
TikTok Users	5% (37)	4% (29)	9% (58)	7% (50)	9% (61)	5% (34)	60% (411)	680
Twitch Users	6% (15)	6% (14)	13% (30)	7% (17)	9% (20)	5% (11)	55% (130)	236
2022 Sports Viewers/Attendees	5% (32)	5% (29)	10% (60)	7% (43)	9% (53)	6% (34)	58% (346)	597
Monthly Moviegoers	10% (17)	7% (11)	7% (12)	10% (16)	9% (15)	9% (16)	48% (80)	168
Few Times per Year + Moviegoers	6% (34)	5% (29)	8% (48)	8% (45)	9% (53)	6% (33)	58% (329)	571
Heard Smile Campaign	6% (27)	5% (22)	13% (53)	10% (41)	9% (37)	6% (24)	52% (220)	425
Heard Minion Campaign	6% (32)	5% (27)	10% (52)	9% (44)	8% (38)	5% (25)	57% (286)	505
Listens to Podcasts	6% (34)	5% (28)	11% (60)	9% (52)	11% (60)	6% (33)	52% (287)	552
Streaming Services User	5% (45)	4% (40)	10% (90)	8% (72)	8% (74)	5% (44)	59% (533)	898
Netflix User	5% (46)	5% (40)	11% (91)	8% (72)	9% (75)	5% (43)	57% (497)	864
Disney+ User	7% (42)	6% (37)	12% (76)	10% (60)	10% (64)	6% (35)	49% (303)	617
Heterosexual or straight	5% (32)	4% (28)	9% (64)	7% (48)	8% (53)	6% (40)	62% (437)	702
Bisexual	5% (7)	1% (1)	11% (15)	8% (11)	8% (11)	1% (1)	67% (95)	141
Something else	1% (0)	11% (6)	4% (2)	4% (2)	11% (6)	5% (3)	66% (37)	56
Yes	5% (8)	6% (9)	16% (22)	4% (6)	7% (9)	10% (14)	52% (72)	140
No	5% (39)	4% (31)	8% (71)	8% (68)	8% (69)	4% (32)	64% (551)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE41\_13:** *How often did you use the following services in the past month?*

*Discovery+ with ads*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	2% (22)	2% (18)	4% (41)	3% (35)	5% (51)	4% (39)	79% (794)	1000
Gender: Male	3% (16)	2% (8)	5% (26)	3% (17)	5% (28)	4% (21)	77% (390)	506
Gender: Female	1% (6)	2% (10)	3% (15)	4% (18)	5% (23)	4% (18)	82% (405)	494
Age: 18-34	2% (14)	3% (16)	5% (30)	4% (26)	6% (39)	4% (23)	76% (462)	609
GenZers: 1997-2012	2% (22)	2% (18)	4% (41)	3% (35)	5% (51)	4% (39)	79% (794)	1000
Ideo: Liberal (1-3)	2% (7)	3% (10)	5% (15)	3% (9)	6% (20)	2% (7)	78% (237)	304
Ideo: Moderate (4)	2% (4)	2% (4)	6% (13)	5% (12)	4% (10)	3% (8)	78% (182)	232
Ideo: Conservative (5-7)	5% (9)	1% (2)	3% (5)	3% (5)	6% (11)	4% (7)	77% (127)	165
Educ: < College	2% (21)	2% (14)	4% (39)	3% (30)	4% (41)	4% (37)	80% (729)	910
Educ: Bachelors degree	— (0)	6% (4)	3% (2)	4% (2)	12% (8)	1% (1)	74% (48)	65
Ethnicity: White	2% (15)	2% (11)	4% (29)	4% (27)	5% (35)	4% (30)	80% (584)	731
Ethnicity: Hispanic	2% (5)	3% (8)	4% (9)	3% (7)	7% (16)	4% (9)	78% (189)	242
Ethnicity: Black	3% (4)	4% (6)	5% (8)	3% (5)	8% (13)	5% (7)	72% (106)	148
Ethnicity: Other	2% (3)	1% (1)	4% (5)	2% (3)	3% (4)	2% (2)	86% (104)	121
All Christian	5% (12)	3% (6)	4% (11)	3% (7)	5% (12)	8% (20)	72% (170)	237
All Non-Christian	4% (2)	5% (3)	3% (2)	8% (4)	7% (3)	5% (3)	68% (34)	50
Atheist	1% (1)	— (0)	2% (2)	1% (2)	4% (5)	1% (2)	91% (105)	116
Agnostic/Nothing in particular	1% (5)	2% (7)	4% (16)	4% (15)	6% (23)	2% (8)	82% (331)	405
Something Else	1% (2)	1% (2)	6% (11)	4% (8)	4% (9)	3% (6)	80% (155)	193
Religious Non-Protestant/Catholic	6% (4)	6% (4)	2% (2)	6% (4)	6% (4)	15% (10)	59% (40)	68
Evangelical	5% (9)	2% (3)	9% (16)	4% (6)	8% (14)	4% (7)	68% (117)	172
Non-Evangelical	1% (3)	1% (3)	3% (6)	3% (7)	2% (5)	4% (10)	85% (195)	228
Community: Urban	1% (4)	3% (7)	4% (11)	3% (9)	7% (20)	8% (22)	75% (215)	288
Community: Suburban	3% (13)	1% (6)	4% (19)	4% (19)	4% (19)	2% (9)	80% (350)	435
Community: Rural	2% (5)	2% (4)	4% (11)	3% (8)	4% (12)	3% (7)	83% (229)	276
Military HH: Yes	3% (3)	3% (3)	9% (8)	7% (7)	6% (6)	3% (3)	69% (67)	97
Military HH: No	2% (19)	2% (15)	4% (33)	3% (28)	5% (45)	4% (36)	81% (727)	903
4-Region: Northeast	2% (3)	4% (6)	4% (7)	4% (6)	6% (11)	5% (8)	75% (123)	164
4-Region: Midwest	2% (4)	1% (3)	2% (5)	3% (7)	6% (15)	3% (7)	83% (193)	233
4-Region: South	3% (14)	2% (7)	6% (26)	4% (17)	4% (19)	2% (9)	79% (339)	432
4-Region: West	1% (1)	1% (2)	2% (3)	3% (5)	4% (7)	9% (15)	81% (139)	172

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**Table MCFE41\_13:** How often did you use the following services in the past month?

Discovery+ with ads

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	2% (22)	2% (18)	4% (41)	3% (35)	5% (51)	4% (39)	79% (794)	1000
TikTok Users	1% (9)	2% (13)	5% (33)	4% (28)	6% (43)	4% (28)	77% (525)	680
Twitch Users	3% (7)	1% (2)	6% (15)	3% (6)	6% (13)	4% (8)	79% (185)	236
2022 Sports Viewers/Attendees	3% (18)	2% (13)	5% (29)	3% (20)	6% (38)	4% (27)	76% (453)	597
Monthly Moviegoers	3% (5)	4% (8)	10% (17)	8% (13)	7% (11)	3% (6)	64% (108)	168
Few Times per Year + Moviegoers	2% (11)	3% (15)	6% (35)	5% (26)	6% (33)	4% (25)	75% (426)	571
Heard Smile Campaign	4% (17)	4% (15)	6% (26)	3% (14)	6% (26)	4% (16)	73% (310)	425
Heard Minion Campaign	3% (17)	3% (13)	5% (24)	3% (18)	7% (35)	4% (18)	75% (381)	505
Listens to Podcasts	2% (12)	3% (17)	7% (41)	5% (27)	8% (42)	5% (27)	70% (387)	552
Streaming Services User	2% (22)	2% (18)	4% (40)	4% (35)	5% (49)	4% (36)	78% (699)	898
Netflix User	2% (15)	2% (18)	5% (41)	4% (35)	6% (49)	4% (34)	78% (672)	864
Disney+ User	2% (15)	2% (15)	6% (39)	6% (35)	8% (48)	5% (31)	70% (435)	617
Heterosexual or straight	2% (17)	2% (12)	5% (36)	3% (24)	6% (44)	4% (30)	77% (539)	702
Bisexual	1% (2)	— (1)	2% (2)	5% (7)	2% (3)	3% (5)	86% (122)	141
Something else	— (0)	5% (3)	3% (2)	1% (1)	3% (1)	5% (3)	83% (47)	56
Yes	4% (5)	2% (2)	1% (2)	4% (6)	6% (8)	8% (11)	76% (106)	140
No	2% (17)	2% (16)	5% (40)	3% (29)	5% (43)	3% (28)	80% (688)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE41\_14:** *How often did you use the following services in the past month?*

*Discovery+ without ads*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	2% (21)	2% (22)	3% (33)	5% (46)	4% (44)	5% (47)	79% (788)	1000
Gender: Male	2% (11)	3% (13)	4% (18)	6% (28)	4% (22)	6% (30)	76% (385)	506
Gender: Female	2% (10)	2% (9)	3% (15)	4% (18)	5% (22)	3% (17)	82% (403)	494
Age: 18-34	3% (19)	3% (16)	4% (26)	5% (31)	5% (30)	5% (32)	74% (454)	609
GenZers: 1997-2012	2% (21)	2% (22)	3% (33)	5% (46)	4% (44)	5% (47)	79% (788)	1000
Ideo: Liberal (1-3)	3% (9)	3% (9)	5% (14)	5% (16)	6% (19)	4% (12)	74% (225)	304
Ideo: Moderate (4)	1% (2)	4% (9)	5% (11)	4% (8)	3% (8)	5% (11)	79% (183)	232
Ideo: Conservative (5-7)	2% (4)	1% (2)	2% (4)	3% (5)	5% (8)	2% (3)	84% (139)	165
Educ: < College	2% (17)	2% (17)	3% (28)	4% (41)	4% (39)	4% (40)	80% (727)	910
Educ: Bachelors degree	3% (2)	6% (4)	6% (4)	2% (2)	4% (3)	9% (6)	69% (45)	65
Ethnicity: White	2% (14)	2% (16)	3% (23)	4% (30)	5% (36)	5% (33)	79% (580)	731
Ethnicity: Hispanic	4% (9)	3% (8)	2% (4)	3% (7)	5% (12)	3% (8)	80% (194)	242
Ethnicity: Black	3% (5)	4% (5)	5% (8)	5% (8)	4% (6)	7% (10)	72% (106)	148
Ethnicity: Other	1% (1)	1% (1)	2% (2)	7% (8)	2% (2)	3% (4)	84% (102)	121
All Christian	1% (4)	3% (8)	2% (5)	6% (15)	3% (8)	8% (19)	75% (178)	237
All Non-Christian	— (0)	11% (6)	7% (3)	3% (1)	8% (4)	1% (1)	71% (35)	50
Atheist	3% (3)	2% (2)	1% (1)	1% (2)	6% (7)	2% (2)	86% (99)	116
Agnostic/Nothing in particular	3% (11)	1% (5)	4% (15)	5% (20)	4% (17)	3% (12)	80% (325)	405
Something Else	1% (3)	1% (2)	4% (9)	4% (7)	4% (8)	7% (13)	78% (151)	193
Religious Non-Protestant/Catholic	2% (1)	10% (7)	7% (5)	3% (2)	7% (5)	10% (7)	61% (42)	68
Evangelical	2% (3)	3% (5)	3% (5)	9% (16)	6% (11)	8% (14)	69% (118)	172
Non-Evangelical	— (1)	2% (4)	3% (6)	2% (5)	2% (4)	5% (11)	87% (198)	228
Community: Urban	2% (6)	2% (5)	4% (10)	6% (16)	4% (10)	8% (23)	75% (217)	288
Community: Suburban	3% (11)	2% (10)	4% (16)	5% (23)	3% (13)	3% (12)	80% (350)	435
Community: Rural	1% (4)	2% (6)	2% (7)	2% (6)	7% (20)	4% (12)	80% (221)	276
Military HH: Yes	5% (5)	7% (7)	4% (4)	11% (11)	8% (8)	2% (2)	63% (61)	97
Military HH: No	2% (16)	2% (15)	3% (29)	4% (35)	4% (36)	5% (45)	81% (727)	903
4-Region: Northeast	1% (2)	4% (7)	2% (3)	3% (5)	4% (6)	4% (7)	81% (134)	164
4-Region: Midwest	2% (4)	2% (5)	4% (9)	5% (13)	6% (14)	6% (13)	75% (175)	233
4-Region: South	2% (10)	2% (7)	3% (14)	6% (26)	5% (21)	4% (17)	78% (338)	432
4-Region: West	3% (5)	2% (3)	4% (7)	1% (2)	2% (4)	6% (10)	82% (141)	172

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**Table MCFE41\_14:** *How often did you use the following services in the past month?*

*Discovery+ without ads*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	2% (21)	2% (22)	3% (33)	5% (46)	4% (44)	5% (47)	79% (788)	1000
TikTok Users	2% (14)	2% (17)	4% (27)	5% (35)	5% (33)	5% (31)	77% (522)	680
Twitch Users	2% (5)	3% (7)	2% (5)	6% (14)	4% (9)	4% (9)	79% (185)	236
2022 Sports Viewers/Attendees	3% (15)	3% (18)	4% (22)	5% (31)	4% (25)	6% (33)	76% (453)	597
Monthly Moviegoers	5% (9)	5% (8)	6% (11)	11% (18)	5% (8)	7% (12)	61% (103)	168
Few Times per Year + Moviegoers	3% (14)	3% (16)	5% (26)	6% (37)	5% (30)	5% (28)	73% (418)	571
Heard Smile Campaign	3% (13)	3% (14)	4% (17)	6% (27)	5% (23)	4% (18)	74% (313)	425
Heard Minion Campaign	3% (14)	3% (18)	3% (15)	5% (27)	5% (24)	3% (17)	77% (392)	505
Listens to Podcasts	3% (17)	4% (21)	4% (24)	7% (41)	7% (38)	7% (37)	68% (374)	552
Streaming Services User	2% (21)	2% (22)	4% (32)	4% (39)	5% (43)	5% (47)	77% (694)	898
Netflix User	2% (20)	3% (22)	3% (30)	5% (43)	5% (40)	5% (47)	77% (662)	864
Disney+ User	3% (19)	3% (21)	5% (29)	7% (41)	7% (42)	7% (42)	69% (424)	617
Heterosexual or straight	2% (14)	3% (18)	3% (22)	5% (37)	4% (31)	6% (40)	77% (539)	702
Bisexual	1% (2)	1% (1)	4% (6)	3% (4)	5% (7)	3% (4)	84% (118)	141
Something else	— (0)	3% (2)	4% (2)	5% (3)	5% (3)	5% (3)	79% (44)	56
Yes	4% (5)	3% (4)	2% (3)	4% (5)	4% (5)	6% (9)	77% (108)	140
No	2% (15)	2% (18)	3% (30)	5% (41)	4% (39)	4% (38)	79% (680)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE41\_15:** *How often did you use the following services in the past month?*

*Paramount+ with ads*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	3% (25)	2% (25)	6% (60)	5% (47)	8% (81)	4% (39)	72% (724)	1000
Gender: Male	3% (14)	2% (12)	7% (35)	4% (20)	9% (48)	5% (23)	70% (353)	506
Gender: Female	2% (11)	3% (13)	5% (24)	5% (26)	7% (33)	3% (16)	75% (371)	494
Age: 18-34	4% (25)	4% (22)	8% (48)	6% (36)	9% (55)	4% (22)	66% (401)	609
GenZers: 1997-2012	3% (25)	2% (25)	6% (60)	5% (47)	8% (81)	4% (39)	72% (724)	1000
Ideo: Liberal (1-3)	3% (9)	3% (10)	7% (22)	7% (20)	9% (27)	4% (13)	67% (203)	304
Ideo: Moderate (4)	2% (4)	4% (10)	9% (22)	5% (12)	7% (17)	3% (7)	69% (161)	232
Ideo: Conservative (5-7)	3% (5)	1% (2)	3% (5)	3% (6)	8% (13)	3% (5)	79% (130)	165
Educ: < College	3% (24)	2% (20)	6% (52)	4% (39)	8% (68)	4% (36)	74% (671)	910
Educ: Bachelors degree	1% (1)	5% (3)	10% (6)	10% (7)	13% (9)	3% (2)	57% (37)	65
Ethnicity: White	2% (14)	2% (15)	6% (43)	4% (33)	8% (62)	4% (30)	73% (534)	731
Ethnicity: Hispanic	3% (8)	4% (9)	6% (13)	4% (11)	8% (19)	2% (4)	74% (179)	242
Ethnicity: Black	6% (9)	4% (7)	7% (10)	7% (10)	8% (12)	4% (6)	64% (94)	148
Ethnicity: Other	2% (3)	2% (3)	5% (6)	3% (3)	5% (6)	3% (4)	79% (96)	121
All Christian	2% (6)	3% (8)	6% (14)	4% (9)	8% (19)	5% (13)	71% (169)	237
All Non-Christian	7% (3)	— (0)	8% (4)	4% (2)	15% (7)	3% (1)	64% (32)	50
Atheist	2% (3)	1% (1)	4% (4)	4% (4)	4% (4)	6% (7)	80% (92)	116
Agnostic/Nothing in particular	2% (10)	2% (9)	6% (26)	5% (22)	7% (29)	3% (11)	74% (298)	405
Something Else	2% (4)	3% (7)	6% (12)	5% (10)	12% (22)	3% (6)	69% (132)	193
Religious Non-Protestant/Catholic	6% (4)	2% (1)	7% (5)	4% (3)	12% (8)	12% (8)	57% (39)	68
Evangelical	3% (4)	5% (8)	7% (12)	4% (8)	14% (24)	5% (8)	63% (108)	172
Non-Evangelical	2% (3)	2% (5)	5% (11)	4% (9)	6% (15)	2% (4)	79% (181)	228
Community: Urban	2% (5)	4% (11)	7% (20)	6% (16)	11% (33)	5% (14)	66% (189)	288
Community: Suburban	3% (13)	2% (7)	6% (25)	4% (19)	7% (30)	3% (13)	75% (328)	435
Community: Rural	3% (8)	2% (6)	5% (14)	4% (12)	6% (18)	4% (12)	75% (206)	276
Military HH: Yes	3% (3)	1% (1)	11% (11)	10% (10)	10% (9)	3% (3)	63% (61)	97
Military HH: No	3% (23)	3% (23)	5% (49)	4% (37)	8% (71)	4% (37)	73% (663)	903
4-Region: Northeast	6% (11)	2% (4)	6% (9)	7% (11)	8% (13)	3% (5)	68% (112)	164
4-Region: Midwest	1% (2)	2% (5)	3% (8)	3% (8)	10% (24)	4% (9)	76% (177)	233
4-Region: South	3% (11)	3% (15)	8% (35)	5% (22)	8% (35)	3% (11)	70% (303)	432
4-Region: West	1% (2)	1% (1)	5% (8)	4% (6)	5% (9)	8% (13)	77% (132)	172

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**Table MCFE41\_15:** *How often did you use the following services in the past month?*

*Paramount+ with ads*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	3% (25)	2% (25)	6% (60)	5% (47)	8% (81)	4% (39)	72% (724)	1000
TikTok Users	3% (19)	2% (17)	7% (48)	5% (36)	10% (70)	4% (24)	69% (466)	680
Twitch Users	4% (9)	2% (5)	7% (16)	5% (13)	7% (16)	2% (5)	73% (172)	236
2022 Sports Viewers/Attendees	3% (18)	3% (17)	7% (42)	5% (31)	8% (47)	5% (31)	69% (411)	597
Monthly Moviegoers	5% (9)	4% (6)	10% (17)	7% (12)	10% (17)	6% (10)	58% (97)	168
Few Times per Year + Moviegoers	3% (15)	3% (18)	8% (45)	5% (31)	9% (49)	4% (26)	68% (387)	571
Heard Smile Campaign	4% (18)	4% (17)	8% (33)	8% (33)	10% (44)	3% (13)	63% (267)	425
Heard Minion Campaign	4% (18)	3% (16)	5% (25)	7% (35)	8% (42)	3% (14)	70% (355)	505
Listens to Podcasts	3% (17)	4% (21)	7% (41)	8% (43)	11% (60)	6% (32)	61% (340)	552
Streaming Services User	3% (25)	3% (25)	7% (59)	5% (44)	9% (78)	4% (37)	70% (631)	898
Netflix User	3% (24)	3% (24)	6% (56)	5% (45)	9% (74)	4% (37)	70% (603)	864
Disney+ User	4% (24)	4% (24)	8% (51)	7% (43)	12% (74)	5% (33)	60% (368)	617
Heterosexual or straight	2% (17)	3% (19)	6% (43)	5% (34)	9% (60)	4% (30)	71% (499)	702
Bisexual	3% (4)	3% (4)	8% (12)	3% (4)	1% (2)	2% (3)	80% (113)	141
Something else	1% (1)	— (0)	3% (2)	7% (4)	9% (5)	4% (2)	76% (43)	56
Yes	4% (6)	2% (3)	4% (5)	6% (9)	8% (11)	8% (11)	68% (96)	140
No	2% (19)	3% (22)	6% (55)	4% (38)	8% (70)	3% (28)	73% (628)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE41\_16:** *How often did you use the following services in the past month?*

*Paramount+ without ads*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	4% (36)	3% (35)	6% (55)	5% (46)	7% (69)	4% (43)	72% (717)	1000
Gender: Male	3% (15)	3% (17)	6% (30)	5% (25)	6% (29)	5% (27)	72% (362)	506
Gender: Female	4% (21)	4% (18)	5% (25)	4% (20)	8% (40)	3% (16)	72% (354)	494
Age: 18-34	5% (33)	5% (29)	5% (31)	6% (38)	7% (40)	4% (25)	68% (412)	609
GenZers: 1997-2012	4% (36)	3% (35)	6% (55)	5% (46)	7% (69)	4% (43)	72% (717)	1000
Ideo: Liberal (1-3)	3% (10)	5% (15)	6% (17)	7% (21)	7% (22)	3% (9)	69% (209)	304
Ideo: Moderate (4)	4% (10)	4% (9)	7% (17)	5% (12)	6% (14)	5% (11)	69% (161)	232
Ideo: Conservative (5-7)	3% (6)	2% (3)	3% (4)	3% (6)	7% (12)	2% (4)	79% (131)	165
Educ: < College	4% (34)	3% (28)	5% (47)	4% (38)	7% (62)	5% (42)	72% (658)	910
Educ: Bachelors degree	1% (1)	9% (6)	9% (6)	8% (5)	8% (5)	1% (1)	63% (41)	65
Ethnicity: White	3% (25)	3% (21)	6% (43)	5% (34)	7% (51)	4% (31)	72% (527)	731
Ethnicity: Hispanic	5% (12)	7% (18)	5% (11)	3% (7)	8% (19)	3% (8)	69% (167)	242
Ethnicity: Black	6% (9)	6% (9)	5% (7)	6% (9)	6% (9)	4% (6)	66% (98)	148
Ethnicity: Other	2% (2)	4% (5)	4% (4)	3% (3)	7% (8)	5% (6)	76% (92)	121
All Christian	4% (9)	5% (12)	5% (12)	5% (12)	6% (14)	6% (13)	70% (165)	237
All Non-Christian	5% (3)	2% (1)	7% (4)	10% (5)	7% (3)	6% (3)	63% (31)	50
Atheist	1% (1)	3% (4)	2% (3)	2% (3)	5% (6)	5% (6)	81% (93)	116
Agnostic/Nothing in particular	3% (14)	3% (13)	6% (26)	3% (13)	8% (31)	4% (15)	72% (293)	405
Something Else	5% (10)	3% (5)	6% (11)	7% (13)	7% (14)	3% (7)	69% (133)	193
Religious Non-Protestant/Catholic	7% (5)	2% (2)	7% (5)	10% (6)	5% (3)	14% (9)	55% (38)	68
Evangelical	3% (5)	7% (11)	6% (11)	6% (11)	9% (16)	5% (9)	63% (108)	172
Non-Evangelical	4% (9)	2% (5)	5% (11)	5% (11)	4% (10)	1% (3)	78% (178)	228
Community: Urban	3% (9)	6% (17)	6% (17)	6% (16)	9% (27)	7% (21)	63% (181)	288
Community: Suburban	3% (14)	3% (14)	6% (25)	3% (15)	6% (28)	3% (14)	75% (325)	435
Community: Rural	5% (13)	1% (3)	5% (13)	5% (15)	5% (14)	3% (8)	76% (210)	276
Military HH: Yes	7% (6)	8% (8)	5% (5)	6% (6)	10% (10)	2% (2)	63% (61)	97
Military HH: No	3% (29)	3% (27)	6% (50)	4% (40)	7% (59)	5% (41)	73% (656)	903
4-Region: Northeast	8% (13)	4% (6)	5% (8)	3% (4)	5% (8)	7% (11)	69% (114)	164
4-Region: Midwest	2% (4)	3% (7)	8% (18)	8% (18)	4% (9)	2% (4)	74% (173)	233
4-Region: South	4% (17)	4% (16)	5% (22)	4% (18)	9% (39)	4% (16)	71% (305)	432
4-Region: West	1% (3)	3% (6)	4% (8)	3% (5)	7% (12)	8% (13)	73% (125)	172

Continued on next page

**Table MCFE41\_16:** *How often did you use the following services in the past month?*

*Paramount+ without ads*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	4% (36)	3% (35)	6% (55)	5% (46)	7% (69)	4% (43)	72% (717)	1000
TikTok Users	4% (29)	4% (27)	6% (43)	5% (34)	9% (59)	4% (29)	68% (459)	680
Twitch Users	5% (11)	6% (15)	7% (17)	5% (13)	10% (23)	3% (7)	64% (150)	236
2022 Sports Viewers/Attendees	4% (26)	4% (26)	5% (33)	5% (32)	7% (44)	6% (34)	67% (402)	597
Monthly Moviegoers	8% (13)	6% (11)	10% (16)	6% (9)	9% (15)	4% (7)	58% (98)	168
Few Times per Year + Moviegoers	4% (25)	5% (29)	7% (40)	6% (32)	7% (41)	4% (24)	67% (380)	571
Heard Smile Campaign	5% (22)	5% (19)	6% (26)	7% (30)	9% (37)	4% (15)	65% (275)	425
Heard Minion Campaign	4% (23)	5% (24)	5% (26)	6% (28)	9% (47)	4% (18)	67% (340)	505
Listens to Podcasts	5% (25)	6% (31)	7% (39)	7% (39)	11% (60)	6% (32)	59% (326)	552
Streaming Services User	4% (36)	4% (35)	6% (55)	5% (42)	8% (68)	5% (42)	69% (621)	898
Netflix User	4% (35)	4% (33)	6% (51)	5% (43)	7% (64)	5% (41)	69% (597)	864
Disney+ User	5% (34)	5% (29)	8% (49)	6% (38)	11% (66)	6% (36)	59% (366)	617
Heterosexual or straight	4% (27)	4% (27)	5% (38)	5% (35)	6% (40)	5% (35)	71% (499)	702
Bisexual	3% (5)	3% (5)	4% (6)	5% (7)	5% (6)	3% (5)	76% (107)	141
Something else	— (0)	2% (1)	12% (7)	1% (0)	22% (12)	5% (3)	59% (33)	56
Yes	5% (7)	2% (3)	7% (10)	3% (4)	9% (13)	8% (11)	66% (92)	140
No	3% (29)	4% (32)	5% (45)	5% (42)	6% (56)	4% (33)	73% (624)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE41\_17: How often did you use the following services in the past month?**

Showtime

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	1% (15)	3% (25)	4% (38)	4% (37)	6% (65)	5% (48)	77% (772)	1000
Gender: Male	2% (9)	3% (15)	4% (20)	4% (19)	6% (32)	5% (27)	76% (385)	506
Gender: Female	1% (6)	2% (10)	4% (18)	4% (18)	7% (33)	4% (21)	78% (388)	494
Age: 18-34	2% (14)	4% (24)	5% (28)	6% (34)	7% (42)	4% (24)	73% (443)	609
GenZers: 1997-2012	1% (15)	3% (25)	4% (38)	4% (37)	6% (65)	5% (48)	77% (772)	1000
Ideo: Liberal (1-3)	2% (7)	2% (7)	4% (14)	5% (14)	10% (29)	2% (5)	75% (227)	304
Ideo: Moderate (4)	1% (3)	4% (10)	3% (8)	5% (11)	4% (9)	5% (12)	77% (180)	232
Ideo: Conservative (5-7)	1% (2)	1% (2)	4% (7)	3% (5)	7% (12)	5% (8)	78% (129)	165
Educ: < College	1% (13)	3% (23)	3% (32)	3% (30)	6% (52)	5% (45)	79% (715)	910
Educ: Bachelors degree	1% (1)	4% (2)	5% (3)	7% (5)	16% (10)	2% (1)	65% (43)	65
Ethnicity: White	1% (7)	2% (17)	3% (25)	3% (25)	6% (45)	5% (36)	79% (576)	731
Ethnicity: Hispanic	2% (5)	5% (11)	3% (7)	3% (8)	7% (17)	4% (10)	76% (183)	242
Ethnicity: Black	3% (5)	5% (7)	6% (10)	4% (6)	8% (12)	5% (7)	69% (102)	148
Ethnicity: Other	2% (3)	1% (1)	3% (3)	6% (7)	7% (8)	4% (5)	78% (95)	121
All Christian	3% (6)	2% (5)	4% (11)	5% (12)	6% (14)	6% (13)	74% (176)	237
All Non-Christian	1% (1)	9% (4)	10% (5)	7% (4)	3% (1)	10% (5)	60% (30)	50
Atheist	— (0)	1% (1)	2% (3)	3% (3)	4% (5)	— (0)	90% (104)	116
Agnostic/Nothing in particular	2% (6)	2% (9)	3% (12)	3% (12)	8% (34)	4% (18)	77% (312)	405
Something Else	1% (1)	3% (6)	4% (7)	3% (6)	5% (10)	6% (12)	78% (150)	193
Religious Non-Protestant/Catholic	4% (3)	8% (5)	8% (6)	6% (4)	2% (1)	17% (11)	54% (37)	68
Evangelical	1% (1)	5% (9)	5% (9)	5% (9)	6% (11)	5% (9)	72% (124)	172
Non-Evangelical	1% (3)	— (1)	4% (8)	2% (5)	6% (13)	3% (8)	83% (190)	228
Community: Urban	2% (6)	3% (9)	5% (14)	5% (13)	7% (21)	5% (15)	73% (211)	288
Community: Suburban	1% (5)	3% (13)	4% (17)	4% (18)	5% (24)	4% (18)	78% (341)	435
Community: Rural	1% (4)	1% (3)	3% (7)	2% (6)	7% (20)	5% (15)	80% (221)	276
Military HH: Yes	1% (1)	4% (4)	6% (6)	5% (5)	10% (10)	4% (4)	70% (68)	97
Military HH: No	1% (13)	2% (21)	4% (32)	4% (33)	6% (55)	5% (44)	78% (704)	903
4-Region: Northeast	1% (2)	3% (5)	6% (9)	2% (3)	8% (13)	5% (8)	75% (123)	164
4-Region: Midwest	2% (5)	2% (5)	4% (10)	3% (6)	5% (12)	4% (10)	79% (184)	233
4-Region: South	2% (7)	2% (11)	3% (12)	5% (21)	8% (33)	4% (16)	77% (332)	432
4-Region: West	— (1)	3% (4)	4% (7)	4% (7)	3% (6)	8% (14)	77% (133)	172

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**Table MCFE41\_17: How often did you use the following services in the past month?**

Showtime

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	1% (15)	3% (25)	4% (38)	4% (37)	6% (65)	5% (48)	77% (772)	1000
TikTok Users	1% (10)	3% (21)	5% (31)	3% (21)	7% (50)	5% (32)	76% (515)	680
Twitch Users	1% (3)	3% (8)	5% (11)	4% (8)	8% (20)	3% (8)	75% (177)	236
2022 Sports Viewers/Attendees	2% (12)	3% (19)	4% (24)	4% (26)	7% (43)	6% (33)	74% (440)	597
Monthly Moviegoers	4% (7)	5% (9)	6% (10)	6% (10)	11% (18)	6% (11)	61% (103)	168
Few Times per Year + Moviegoers	2% (11)	3% (19)	5% (28)	5% (26)	9% (49)	5% (30)	72% (408)	571
Heard Smile Campaign	2% (9)	4% (17)	5% (20)	5% (23)	9% (38)	5% (22)	69% (295)	425
Heard Minion Campaign	2% (11)	3% (17)	5% (24)	4% (23)	7% (38)	5% (24)	73% (369)	505
Listens to Podcasts	2% (13)	4% (23)	6% (33)	6% (34)	10% (58)	6% (36)	64% (356)	552
Streaming Services User	2% (14)	3% (24)	4% (37)	4% (36)	7% (64)	5% (45)	76% (679)	898
Netflix User	2% (15)	3% (24)	4% (36)	4% (33)	7% (64)	5% (47)	75% (646)	864
Disney+ User	2% (13)	4% (23)	5% (32)	5% (31)	9% (53)	6% (38)	69% (427)	617
Heterosexual or straight	1% (10)	3% (23)	4% (25)	4% (28)	6% (45)	6% (40)	76% (532)	702
Bisexual	2% (2)	1% (1)	3% (5)	3% (4)	4% (6)	2% (3)	85% (119)	141
Something else	— (0)	— (0)	2% (1)	6% (4)	10% (6)	6% (3)	76% (43)	56
Yes	2% (3)	3% (5)	5% (7)	3% (4)	9% (12)	10% (14)	68% (94)	140
No	1% (12)	2% (20)	4% (31)	4% (34)	6% (52)	4% (34)	79% (678)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://morningconsult.com).

**Table MCFE41\_18:** *How often did you use the following services in the past month?*

Starz

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	3% (25)	2% (25)	3% (34)	4% (40)	5% (54)	5% (47)	78% (775)	1000
Gender: Male	3% (15)	2% (12)	4% (23)	5% (23)	6% (29)	4% (21)	76% (383)	506
Gender: Female	2% (10)	3% (13)	2% (11)	4% (17)	5% (25)	5% (26)	79% (392)	494
Age: 18-34	3% (16)	3% (19)	5% (31)	5% (29)	6% (37)	4% (21)	75% (455)	609
GenZers: 1997-2012	3% (25)	2% (25)	3% (34)	4% (40)	5% (54)	5% (47)	78% (775)	1000
Ideo: Liberal (1-3)	3% (8)	1% (3)	5% (15)	6% (17)	6% (17)	4% (13)	76% (230)	304
Ideo: Moderate (4)	3% (6)	4% (9)	4% (9)	4% (10)	5% (11)	4% (10)	76% (178)	232
Ideo: Conservative (5-7)	2% (3)	3% (5)	4% (6)	3% (5)	6% (10)	3% (5)	79% (131)	165
Educ: < College	3% (23)	3% (23)	3% (31)	4% (33)	5% (46)	5% (42)	78% (712)	910
Educ: Bachelors degree	2% (1)	1% (0)	2% (1)	8% (5)	9% (6)	8% (5)	71% (46)	65
Ethnicity: White	1% (10)	2% (17)	3% (21)	4% (30)	5% (34)	5% (39)	80% (581)	731
Ethnicity: Hispanic	3% (8)	2% (5)	3% (7)	3% (7)	8% (20)	2% (5)	79% (191)	242
Ethnicity: Black	8% (11)	4% (6)	7% (10)	4% (6)	10% (15)	3% (5)	65% (96)	148
Ethnicity: Other	3% (4)	2% (2)	2% (3)	4% (4)	5% (6)	3% (4)	81% (98)	121
All Christian	3% (7)	3% (6)	4% (10)	6% (15)	2% (5)	7% (16)	75% (178)	237
All Non-Christian	2% (1)	6% (3)	9% (4)	5% (2)	6% (3)	2% (1)	71% (35)	50
Atheist	1% (1)	— (0)	1% (1)	6% (7)	8% (10)	8% (9)	76% (88)	116
Agnostic/Nothing in particular	3% (13)	2% (8)	3% (13)	2% (10)	6% (24)	3% (13)	80% (324)	405
Something Else	2% (3)	4% (7)	3% (6)	3% (6)	6% (11)	5% (9)	78% (150)	193
Religious Non-Protestant/Catholic	5% (3)	7% (4)	7% (4)	4% (2)	4% (3)	12% (8)	62% (42)	68
Evangelical	3% (5)	4% (6)	6% (11)	6% (11)	4% (8)	6% (10)	71% (122)	172
Non-Evangelical	1% (2)	2% (5)	2% (4)	4% (10)	4% (8)	3% (6)	84% (193)	228
Community: Urban	3% (9)	2% (6)	4% (11)	6% (17)	5% (15)	6% (16)	75% (215)	288
Community: Suburban	3% (11)	3% (13)	4% (18)	3% (13)	4% (19)	2% (11)	80% (350)	435
Community: Rural	2% (5)	2% (5)	2% (5)	4% (10)	7% (20)	8% (21)	76% (210)	276
Military HH: Yes	6% (6)	6% (5)	8% (7)	2% (2)	6% (6)	5% (4)	68% (66)	97
Military HH: No	2% (19)	2% (19)	3% (26)	4% (38)	5% (48)	5% (43)	79% (709)	903
4-Region: Northeast	3% (5)	3% (4)	3% (5)	3% (5)	4% (6)	4% (6)	81% (134)	164
4-Region: Midwest	3% (6)	2% (6)	4% (10)	4% (9)	7% (16)	7% (16)	73% (169)	233
4-Region: South	3% (12)	2% (9)	4% (16)	5% (22)	6% (27)	3% (13)	77% (334)	432
4-Region: West	1% (2)	3% (5)	1% (2)	3% (5)	3% (6)	8% (13)	81% (139)	172

Continued on next page

**Table MCFE41\_18:** *How often did you use the following services in the past month?*

Starz

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	3% (25)	2% (25)	3% (34)	4% (40)	5% (54)	5% (47)	78% (775)	1000
TikTok Users	3% (20)	3% (20)	4% (24)	4% (30)	7% (48)	4% (30)	75% (509)	680
Twitch Users	4% (9)	5% (11)	2% (5)	1% (3)	8% (18)	3% (7)	78% (183)	236
2022 Sports Viewers/Attendees	4% (21)	3% (17)	4% (26)	4% (23)	6% (35)	6% (33)	74% (441)	597
Monthly Moviegoers	7% (11)	6% (9)	5% (8)	9% (15)	6% (10)	6% (10)	62% (105)	168
Few Times per Year + Moviegoers	4% (21)	3% (17)	4% (22)	6% (32)	5% (28)	6% (33)	73% (419)	571
Heard Smile Campaign	4% (16)	3% (12)	5% (20)	7% (30)	6% (26)	3% (13)	72% (307)	425
Heard Minion Campaign	3% (17)	2% (12)	4% (18)	4% (22)	7% (35)	6% (28)	74% (374)	505
Listens to Podcasts	4% (22)	4% (21)	5% (30)	7% (39)	7% (40)	6% (34)	66% (367)	552
Streaming Services User	3% (24)	2% (22)	4% (33)	4% (38)	6% (50)	5% (45)	76% (686)	898
Netflix User	3% (25)	3% (24)	4% (33)	4% (36)	6% (51)	5% (47)	75% (647)	864
Disney+ User	4% (24)	4% (22)	5% (31)	5% (33)	7% (46)	6% (39)	68% (422)	617
Heterosexual or straight	3% (20)	2% (17)	4% (28)	4% (30)	6% (39)	4% (29)	77% (538)	702
Bisexual	2% (3)	3% (4)	1% (2)	3% (4)	6% (8)	6% (9)	78% (111)	141
Something else	— (0)	6% (3)	1% (1)	3% (2)	6% (4)	5% (3)	79% (44)	56
Yes	5% (7)	2% (3)	2% (2)	3% (4)	6% (8)	9% (12)	74% (104)	140
No	2% (18)	3% (22)	4% (31)	4% (36)	5% (46)	4% (36)	78% (672)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE41\_19: How often did you use the following services in the past month?**

*Tubi*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	4% (38)	3% (29)	5% (53)	6% (59)	8% (80)	6% (56)	69% (685)	1000
Gender: Male	3% (15)	3% (14)	5% (26)	6% (29)	8% (42)	4% (22)	71% (357)	506
Gender: Female	5% (22)	3% (14)	6% (27)	6% (29)	8% (38)	7% (34)	66% (328)	494
Age: 18-34	5% (31)	4% (24)	7% (42)	7% (40)	9% (54)	5% (30)	64% (388)	609
GenZers: 1997-2012	4% (38)	3% (29)	5% (53)	6% (59)	8% (80)	6% (56)	69% (685)	1000
Ideo: Liberal (1-3)	3% (10)	3% (11)	7% (23)	5% (14)	9% (28)	7% (21)	65% (199)	304
Ideo: Moderate (4)	4% (10)	4% (10)	8% (19)	6% (14)	8% (19)	4% (8)	65% (151)	232
Ideo: Conservative (5-7)	3% (4)	1% (2)	2% (4)	11% (18)	4% (7)	3% (5)	75% (125)	165
Educ: < College	4% (35)	3% (27)	5% (48)	6% (52)	8% (71)	6% (51)	69% (624)	910
Educ: Bachelors degree	2% (1)	1% (0)	5% (4)	5% (3)	8% (5)	7% (5)	72% (47)	65
Ethnicity: White	3% (20)	2% (16)	4% (33)	6% (42)	8% (59)	6% (43)	71% (517)	731
Ethnicity: Hispanic	6% (14)	4% (9)	5% (12)	6% (15)	8% (21)	4% (10)	67% (162)	242
Ethnicity: Black	8% (12)	7% (10)	10% (16)	7% (10)	8% (11)	5% (7)	55% (82)	148
Ethnicity: Other	5% (6)	2% (3)	4% (5)	5% (6)	8% (9)	5% (6)	71% (86)	121
All Christian	3% (7)	3% (8)	4% (10)	5% (13)	7% (16)	6% (14)	71% (168)	237
All Non-Christian	13% (7)	5% (2)	11% (5)	6% (3)	7% (3)	2% (1)	56% (28)	50
Atheist	2% (2)	1% (1)	1% (1)	5% (6)	10% (12)	5% (6)	76% (88)	116
Agnostic/Nothing in particular	3% (14)	3% (13)	6% (26)	4% (18)	9% (35)	5% (21)	69% (279)	405
Something Else	4% (9)	3% (5)	5% (10)	10% (19)	7% (13)	7% (14)	64% (123)	193
Religious Non-Protestant/Catholic	11% (8)	5% (3)	9% (6)	4% (3)	7% (5)	14% (9)	49% (33)	68
Evangelical	4% (6)	3% (5)	7% (12)	13% (23)	7% (13)	8% (14)	58% (99)	172
Non-Evangelical	3% (6)	3% (6)	3% (7)	4% (8)	7% (15)	2% (6)	79% (180)	228
Community: Urban	4% (12)	4% (11)	7% (20)	5% (14)	9% (25)	8% (23)	64% (183)	288
Community: Suburban	4% (15)	3% (12)	5% (22)	4% (19)	7% (29)	5% (20)	73% (318)	435
Community: Rural	4% (11)	2% (6)	4% (12)	9% (25)	9% (26)	5% (13)	67% (184)	276
Military HH: Yes	6% (6)	4% (4)	7% (7)	10% (10)	8% (8)	3% (3)	62% (60)	97
Military HH: No	4% (32)	3% (25)	5% (46)	5% (49)	8% (72)	6% (53)	69% (626)	903
4-Region: Northeast	8% (13)	2% (3)	4% (6)	4% (6)	7% (11)	6% (10)	69% (113)	164
4-Region: Midwest	3% (7)	2% (4)	5% (12)	4% (10)	12% (27)	4% (10)	69% (161)	233
4-Region: South	4% (15)	4% (17)	7% (29)	8% (35)	6% (28)	6% (27)	65% (281)	432
4-Region: West	1% (2)	3% (5)	3% (5)	4% (7)	8% (14)	5% (9)	76% (131)	172

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**Table MCFE41\_19:** *How often did you use the following services in the past month?*

*Tubi*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	4% (38)	3% (29)	5% (53)	6% (59)	8% (80)	6% (56)	69% (685)	1000
TikTok Users	4% (30)	3% (21)	5% (36)	6% (44)	10% (70)	6% (43)	64% (438)	680
Twitch Users	4% (10)	4% (9)	6% (13)	4% (9)	7% (16)	8% (19)	68% (160)	236
2022 Sports Viewers/Attendees	3% (20)	3% (20)	5% (30)	5% (33)	9% (56)	6% (38)	67% (401)	597
Monthly Moviegoers	7% (12)	5% (9)	8% (13)	6% (10)	13% (21)	9% (15)	52% (88)	168
Few Times per Year + Moviegoers	3% (20)	4% (23)	6% (36)	7% (38)	9% (51)	7% (37)	64% (366)	571
Heard Smile Campaign	5% (19)	3% (14)	6% (27)	7% (29)	12% (49)	3% (14)	64% (271)	425
Heard Minion Campaign	5% (23)	3% (13)	6% (29)	5% (25)	9% (45)	5% (25)	68% (345)	505
Listens to Podcasts	4% (22)	4% (24)	7% (40)	8% (44)	11% (64)	6% (35)	59% (324)	552
Streaming Services User	4% (35)	3% (28)	6% (53)	7% (58)	8% (76)	6% (53)	66% (595)	898
Netflix User	4% (34)	3% (27)	5% (46)	6% (55)	9% (77)	6% (50)	67% (576)	864
Disney+ User	4% (27)	4% (22)	6% (38)	8% (48)	11% (67)	8% (47)	60% (368)	617
Heterosexual or straight	4% (29)	3% (21)	5% (37)	7% (47)	7% (52)	5% (38)	68% (478)	702
Bisexual	4% (5)	3% (4)	6% (8)	5% (6)	10% (14)	5% (8)	68% (96)	141
Something else	3% (2)	— (0)	4% (2)	5% (3)	12% (7)	5% (3)	70% (39)	56
Yes	4% (6)	5% (7)	4% (6)	9% (12)	8% (11)	11% (15)	59% (82)	140
No	4% (32)	3% (22)	5% (47)	5% (47)	8% (69)	5% (41)	70% (603)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE41\_20:** *How often did you use the following services in the past month?*

*Pluto TV*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	2% (19)	2% (20)	4% (43)	5% (48)	6% (63)	6% (60)	75% (747)	1000
Gender: Male	2% (9)	2% (8)	5% (26)	4% (21)	6% (30)	6% (30)	76% (383)	506
Gender: Female	2% (10)	2% (12)	3% (17)	5% (27)	7% (33)	6% (31)	74% (364)	494
Age: 18-34	3% (18)	3% (17)	6% (35)	5% (33)	7% (45)	5% (29)	71% (432)	609
GenZers: 1997-2012	2% (19)	2% (20)	4% (43)	5% (48)	6% (63)	6% (60)	75% (747)	1000
Ideo: Liberal (1-3)	2% (7)	2% (7)	5% (15)	6% (18)	7% (21)	7% (22)	71% (214)	304
Ideo: Moderate (4)	2% (4)	3% (7)	7% (16)	4% (10)	5% (11)	5% (12)	74% (172)	232
Ideo: Conservative (5-7)	2% (4)	1% (1)	2% (3)	9% (15)	9% (14)	2% (4)	75% (124)	165
Educ: < College	2% (17)	2% (17)	4% (38)	5% (43)	6% (55)	6% (53)	76% (688)	910
Educ: Bachelors degree	— (0)	4% (2)	6% (4)	5% (3)	9% (6)	8% (5)	68% (44)	65
Ethnicity: White	2% (14)	2% (13)	3% (22)	5% (34)	7% (48)	7% (50)	75% (550)	731
Ethnicity: Hispanic	2% (5)	3% (7)	7% (17)	3% (8)	3% (8)	4% (11)	77% (186)	242
Ethnicity: Black	4% (5)	3% (5)	11% (16)	7% (10)	6% (9)	4% (6)	65% (97)	148
Ethnicity: Other	— (0)	1% (2)	3% (4)	3% (4)	5% (6)	4% (4)	83% (101)	121
All Christian	2% (4)	3% (7)	2% (5)	5% (12)	5% (13)	7% (17)	76% (180)	237
All Non-Christian	2% (1)	— (0)	18% (9)	4% (2)	6% (3)	4% (2)	66% (33)	50
Atheist	— (0)	— (0)	1% (1)	5% (5)	6% (7)	6% (6)	82% (95)	116
Agnostic/Nothing in particular	2% (10)	1% (5)	5% (21)	4% (16)	8% (31)	5% (21)	74% (300)	405
Something Else	2% (4)	4% (8)	3% (6)	6% (12)	5% (9)	7% (14)	72% (139)	193
Religious Non-Protestant/Catholic	3% (2)	— (0)	16% (11)	5% (4)	5% (3)	13% (9)	59% (40)	68
Evangelical	1% (3)	4% (7)	4% (6)	10% (17)	8% (13)	7% (11)	67% (114)	172
Non-Evangelical	1% (3)	3% (6)	1% (3)	2% (6)	4% (8)	5% (11)	84% (191)	228
Community: Urban	3% (7)	3% (8)	3% (8)	5% (15)	6% (17)	10% (29)	71% (203)	288
Community: Suburban	2% (8)	2% (8)	5% (22)	3% (13)	5% (22)	4% (20)	79% (342)	435
Community: Rural	1% (4)	1% (3)	5% (13)	7% (19)	9% (24)	4% (11)	73% (202)	276
Military HH: Yes	5% (5)	— (0)	11% (11)	6% (6)	15% (14)	3% (3)	60% (58)	97
Military HH: No	2% (14)	2% (20)	4% (32)	5% (42)	5% (49)	6% (57)	76% (689)	903
4-Region: Northeast	2% (4)	4% (6)	6% (10)	3% (5)	5% (8)	4% (7)	76% (124)	164
4-Region: Midwest	2% (5)	2% (5)	4% (9)	4% (10)	8% (19)	3% (7)	76% (178)	233
4-Region: South	2% (10)	1% (5)	5% (24)	6% (27)	6% (26)	5% (24)	73% (316)	432
4-Region: West	— (0)	2% (4)	— (0)	3% (6)	6% (10)	13% (23)	75% (129)	172

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**Table MCFE41\_20:** How often did you use the following services in the past month?

Pluto TV

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	2% (19)	2% (20)	4% (43)	5% (48)	6% (63)	6% (60)	75% (747)	1000
TikTok Users	2% (13)	3% (18)	5% (35)	6% (38)	6% (40)	6% (44)	73% (493)	680
Twitch Users	1% (3)	4% (9)	6% (15)	3% (6)	6% (15)	8% (18)	72% (170)	236
2022 Sports Viewers/Attendees	2% (14)	2% (12)	5% (30)	4% (27)	8% (45)	7% (43)	71% (426)	597
Monthly Moviegoers	5% (8)	4% (7)	7% (12)	9% (14)	7% (12)	7% (12)	62% (104)	168
Few Times per Year + Moviegoers	2% (14)	3% (14)	5% (29)	7% (39)	8% (44)	7% (41)	68% (389)	571
Heard Smile Campaign	2% (10)	3% (11)	5% (22)	7% (30)	7% (30)	6% (23)	70% (298)	425
Heard Minion Campaign	2% (10)	3% (15)	5% (24)	5% (25)	6% (30)	6% (32)	73% (370)	505
Listens to Podcasts	3% (14)	3% (15)	7% (36)	7% (41)	8% (44)	9% (48)	64% (353)	552
Streaming Services User	2% (17)	2% (20)	5% (42)	5% (47)	7% (62)	7% (60)	72% (651)	898
Netflix User	2% (17)	2% (19)	5% (39)	6% (48)	7% (59)	7% (58)	72% (624)	864
Disney+ User	2% (14)	3% (17)	6% (36)	7% (41)	8% (51)	8% (49)	66% (410)	617
Heterosexual or straight	2% (14)	2% (16)	4% (30)	5% (36)	6% (43)	6% (39)	75% (523)	702
Bisexual	— (0)	3% (4)	3% (4)	4% (5)	7% (10)	4% (5)	80% (113)	141
Something else	5% (3)	— (0)	9% (5)	2% (1)	10% (6)	14% (8)	60% (34)	56
Yes	3% (4)	1% (2)	4% (6)	10% (14)	5% (7)	13% (19)	63% (89)	140
No	2% (15)	2% (18)	4% (37)	4% (34)	6% (56)	5% (42)	77% (658)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE41\_21:** *How often did you use the following services in the past month?*

*The Roku Channel*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	4% (40)	5% (51)	7% (65)	6% (55)	8% (82)	8% (77)	63% (630)	1000
Gender: Male	4% (22)	5% (25)	5% (28)	3% (17)	8% (39)	8% (40)	66% (335)	506
Gender: Female	4% (17)	5% (26)	8% (38)	8% (38)	9% (43)	7% (37)	60% (295)	494
Age: 18-34	5% (29)	7% (41)	8% (47)	4% (26)	8% (50)	7% (41)	62% (375)	609
GenZers: 1997-2012	4% (40)	5% (51)	7% (65)	6% (55)	8% (82)	8% (77)	63% (630)	1000
Ideo: Liberal (1-3)	3% (8)	6% (19)	6% (19)	8% (25)	9% (27)	5% (17)	63% (190)	304
Ideo: Moderate (4)	4% (10)	4% (9)	8% (18)	4% (8)	6% (15)	8% (18)	67% (155)	232
Ideo: Conservative (5-7)	7% (12)	5% (8)	8% (14)	7% (12)	8% (13)	5% (9)	60% (98)	165
Educ: < College	4% (38)	5% (44)	7% (59)	5% (49)	8% (75)	8% (72)	63% (572)	910
Educ: Bachelors degree	2% (1)	8% (5)	7% (5)	4% (3)	8% (5)	3% (2)	67% (44)	65
Ethnicity: White	3% (25)	5% (36)	6% (45)	5% (39)	9% (63)	8% (58)	64% (465)	731
Ethnicity: Hispanic	1% (4)	8% (18)	6% (13)	3% (8)	10% (24)	10% (24)	62% (151)	242
Ethnicity: Black	9% (13)	6% (9)	8% (11)	7% (11)	8% (13)	4% (5)	58% (86)	148
Ethnicity: Other	1% (1)	5% (6)	7% (9)	5% (5)	5% (6)	11% (14)	65% (79)	121
All Christian	6% (14)	7% (17)	5% (12)	5% (12)	9% (21)	10% (24)	58% (138)	237
All Non-Christian	3% (2)	7% (3)	9% (4)	7% (4)	8% (4)	7% (4)	59% (29)	50
Atheist	— (0)	6% (7)	7% (8)	1% (1)	5% (6)	3% (3)	78% (91)	116
Agnostic/Nothing in particular	4% (15)	5% (18)	5% (19)	7% (29)	8% (34)	6% (22)	66% (267)	405
Something Else	4% (8)	3% (6)	12% (22)	5% (9)	9% (17)	12% (23)	55% (106)	193
Religious Non-Protestant/Catholic	4% (3)	6% (4)	6% (4)	5% (4)	9% (6)	18% (13)	52% (35)	68
Evangelical	8% (14)	9% (15)	12% (20)	8% (13)	8% (13)	9% (16)	47% (80)	172
Non-Evangelical	2% (6)	3% (7)	6% (14)	3% (7)	9% (21)	9% (20)	67% (153)	228
Community: Urban	4% (11)	7% (19)	7% (20)	7% (19)	8% (22)	10% (30)	58% (167)	288
Community: Suburban	4% (17)	5% (23)	5% (22)	6% (26)	8% (35)	5% (20)	67% (293)	435
Community: Rural	4% (11)	3% (9)	8% (23)	4% (11)	9% (25)	10% (27)	62% (170)	276
Military HH: Yes	4% (4)	12% (12)	11% (11)	5% (5)	10% (9)	3% (3)	55% (53)	97
Military HH: No	4% (35)	4% (39)	6% (55)	6% (50)	8% (72)	8% (74)	64% (577)	903
4-Region: Northeast	3% (5)	4% (7)	4% (6)	6% (10)	6% (10)	7% (12)	69% (114)	164
4-Region: Midwest	5% (11)	5% (11)	4% (10)	7% (16)	12% (28)	5% (11)	63% (146)	233
4-Region: South	5% (22)	6% (26)	9% (39)	5% (23)	7% (30)	8% (36)	59% (256)	432
4-Region: West	1% (1)	4% (7)	6% (11)	3% (6)	8% (14)	10% (17)	67% (115)	172

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**Table MCFE41\_21:** How often did you use the following services in the past month?  
The Roku Channel

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	4% (40)	5% (51)	7% (65)	6% (55)	8% (82)	8% (77)	63% (630)	1000
TikTok Users	4% (26)	6% (43)	7% (46)	7% (50)	9% (59)	8% (54)	59% (403)	680
Twitch Users	3% (6)	6% (15)	7% (16)	7% (17)	11% (26)	5% (13)	61% (144)	236
2022 Sports Viewers/Attendees	5% (29)	6% (34)	5% (33)	5% (29)	8% (51)	10% (58)	61% (364)	597
Monthly Moviegoers	5% (8)	9% (16)	7% (11)	8% (14)	7% (11)	10% (17)	54% (91)	168
Few Times per Year + Moviegoers	4% (22)	6% (34)	9% (50)	8% (45)	8% (47)	7% (41)	58% (333)	571
Heard Smile Campaign	6% (27)	7% (28)	7% (30)	5% (21)	10% (43)	6% (27)	59% (249)	425
Heard Minion Campaign	6% (30)	6% (28)	6% (32)	6% (28)	9% (46)	8% (39)	60% (302)	505
Listens to Podcasts	4% (23)	7% (41)	8% (47)	8% (45)	10% (54)	9% (48)	53% (296)	552
Streaming Services User	4% (36)	6% (51)	7% (61)	6% (54)	9% (81)	8% (71)	61% (545)	898
Netflix User	4% (32)	6% (50)	7% (61)	6% (52)	9% (74)	8% (69)	61% (525)	864
Disney+ User	5% (31)	7% (40)	7% (46)	7% (46)	11% (66)	9% (56)	54% (331)	617
Heterosexual or straight	5% (33)	6% (43)	7% (50)	4% (27)	8% (53)	8% (58)	62% (437)	702
Bisexual	2% (3)	3% (4)	8% (11)	6% (8)	13% (18)	6% (9)	63% (89)	141
Something else	— (0)	3% (2)	1% (0)	11% (6)	5% (3)	10% (6)	70% (39)	56
Yes	5% (7)	2% (3)	8% (12)	7% (10)	9% (12)	11% (15)	58% (81)	140
No	4% (32)	6% (48)	6% (54)	5% (46)	8% (69)	7% (62)	64% (549)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE41\_22:** *How often did you use the following services in the past month?*  
*Freevee (formerly IMDbTV)*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	2% (18)	2% (23)	4% (44)	3% (31)	5% (52)	4% (42)	79% (792)	1000
Gender: Male	1% (7)	2% (8)	5% (26)	3% (13)	4% (22)	5% (25)	80% (404)	506
Gender: Female	2% (11)	3% (14)	4% (18)	3% (17)	6% (30)	3% (16)	79% (388)	494
Age: 18-34	3% (16)	3% (18)	4% (26)	4% (24)	5% (31)	4% (23)	78% (473)	609
GenZers: 1997-2012	2% (18)	2% (23)	4% (44)	3% (31)	5% (52)	4% (42)	79% (792)	1000
Ideo: Liberal (1-3)	3% (8)	4% (11)	5% (16)	4% (13)	9% (29)	3% (8)	72% (219)	304
Ideo: Moderate (4)	2% (4)	1% (3)	5% (12)	2% (5)	5% (11)	4% (9)	81% (189)	232
Ideo: Conservative (5-7)	1% (2)	2% (3)	3% (5)	4% (7)	3% (5)	2% (3)	85% (141)	165
Educ: < College	2% (17)	2% (19)	4% (39)	3% (24)	5% (47)	4% (39)	80% (724)	910
Educ: Bachelors degree	1% (0)	4% (3)	3% (2)	5% (3)	6% (4)	4% (2)	78% (51)	65
Ethnicity: White	2% (14)	2% (14)	4% (32)	2% (16)	5% (40)	4% (32)	80% (582)	731
Ethnicity: Hispanic	2% (4)	4% (9)	6% (14)	5% (11)	4% (11)	5% (12)	75% (180)	242
Ethnicity: Black	1% (2)	4% (6)	4% (7)	7% (10)	5% (8)	5% (7)	74% (109)	148
Ethnicity: Other	1% (2)	2% (3)	4% (5)	4% (4)	3% (4)	2% (3)	83% (101)	121
All Christian	2% (5)	2% (5)	5% (11)	3% (7)	5% (12)	7% (16)	76% (181)	237
All Non-Christian	3% (2)	9% (5)	7% (3)	3% (1)	5% (2)	2% (1)	72% (36)	50
Atheist	— (0)	5% (6)	2% (2)	1% (1)	8% (9)	1% (1)	83% (96)	116
Agnostic/Nothing in particular	2% (8)	1% (5)	5% (21)	3% (12)	5% (22)	3% (14)	80% (323)	405
Something Else	2% (3)	1% (3)	3% (6)	5% (9)	3% (5)	5% (10)	81% (156)	193
Religious Non-Protestant/Catholic	4% (3)	7% (5)	6% (4)	5% (3)	5% (3)	11% (7)	63% (43)	68
Evangelical	2% (3)	4% (6)	5% (9)	5% (8)	4% (8)	6% (10)	74% (127)	172
Non-Evangelical	1% (2)	— (0)	2% (5)	3% (7)	4% (9)	4% (9)	86% (196)	228
Community: Urban	1% (4)	3% (8)	7% (20)	4% (12)	5% (13)	5% (15)	75% (216)	288
Community: Suburban	2% (7)	1% (6)	4% (16)	3% (12)	6% (27)	3% (13)	82% (356)	435
Community: Rural	2% (6)	3% (9)	3% (9)	3% (8)	4% (12)	5% (14)	79% (220)	276
Military HH: Yes	2% (2)	6% (6)	10% (10)	2% (2)	12% (12)	1% (1)	67% (64)	97
Military HH: No	2% (16)	2% (17)	4% (34)	3% (29)	4% (40)	5% (41)	81% (727)	903
4-Region: Northeast	4% (6)	4% (7)	1% (2)	2% (3)	3% (6)	5% (8)	81% (132)	164
4-Region: Midwest	2% (6)	1% (2)	5% (11)	4% (10)	4% (8)	3% (8)	81% (187)	233
4-Region: South	1% (5)	2% (9)	6% (27)	3% (14)	6% (28)	3% (15)	77% (334)	432
4-Region: West	1% (1)	3% (4)	2% (3)	2% (4)	6% (10)	6% (11)	80% (138)	172

Continued on next page

**Table MCFE41\_22:** *How often did you use the following services in the past month?*  
*Freevee (formerly IMDbTV)*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	2% (18)	2% (23)	4% (44)	3% (31)	5% (52)	4% (42)	79% (792)	1000
TikTok Users	1% (9)	3% (22)	5% (35)	3% (23)	5% (37)	4% (28)	77% (526)	680
Twitch Users	3% (6)	3% (7)	5% (12)	3% (6)	7% (17)	3% (7)	76% (179)	236
2022 Sports Viewers/Attendees	2% (10)	3% (15)	4% (24)	3% (21)	6% (35)	4% (25)	78% (468)	597
Monthly Moviegoers	4% (7)	5% (8)	8% (14)	5% (9)	7% (12)	3% (5)	67% (113)	168
Few Times per Year + Moviegoers	2% (10)	2% (13)	6% (33)	4% (23)	7% (41)	4% (25)	75% (427)	571
Heard Smile Campaign	3% (12)	3% (13)	6% (24)	5% (19)	5% (21)	4% (18)	75% (317)	425
Heard Minion Campaign	2% (9)	3% (17)	6% (28)	4% (20)	5% (23)	4% (22)	76% (386)	505
Listens to Podcasts	2% (12)	4% (19)	7% (40)	5% (29)	8% (43)	6% (34)	68% (375)	552
Streaming Services User	2% (18)	2% (22)	5% (44)	3% (31)	6% (51)	4% (39)	77% (693)	898
Netflix User	2% (17)	3% (22)	5% (40)	4% (31)	5% (46)	5% (41)	77% (668)	864
Disney+ User	2% (15)	3% (19)	7% (41)	4% (27)	7% (42)	5% (28)	72% (445)	617
Heterosexual or straight	2% (12)	2% (14)	5% (33)	3% (20)	4% (31)	4% (30)	80% (562)	702
Bisexual	— (1)	3% (4)	5% (7)	2% (2)	9% (13)	4% (6)	76% (108)	141
Something else	5% (3)	2% (1)	— (0)	11% (6)	2% (1)	5% (3)	75% (42)	56
Yes	5% (6)	3% (5)	3% (4)	2% (3)	7% (10)	7% (10)	73% (102)	140
No	1% (11)	2% (18)	5% (40)	3% (28)	5% (42)	4% (31)	80% (690)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE41\_23:** *How often did you use the following services in the past month?*

Redbox

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	2% (21)	2% (17)	3% (28)	4% (37)	8% (77)	5% (51)	77% (770)	1000
Gender: Male	2% (12)	2% (11)	3% (15)	4% (19)	6% (28)	6% (30)	77% (392)	506
Gender: Female	2% (9)	1% (7)	3% (13)	4% (18)	10% (49)	4% (21)	77% (378)	494
Age: 18-34	2% (12)	3% (16)	3% (18)	4% (24)	8% (47)	5% (30)	76% (462)	609
GenZers: 1997-2012	2% (21)	2% (17)	3% (28)	4% (37)	8% (77)	5% (51)	77% (770)	1000
Ideo: Liberal (1-3)	2% (6)	2% (5)	3% (10)	5% (14)	7% (22)	5% (16)	76% (230)	304
Ideo: Moderate (4)	— (0)	3% (7)	3% (6)	4% (9)	7% (17)	3% (8)	80% (185)	232
Ideo: Conservative (5-7)	6% (10)	2% (3)	2% (4)	3% (5)	10% (17)	5% (9)	71% (117)	165
Educ: < College	2% (20)	2% (17)	3% (26)	3% (31)	8% (69)	5% (41)	77% (705)	910
Educ: Bachelors degree	— (0)	— (0)	1% (1)	6% (4)	7% (5)	9% (6)	77% (50)	65
Ethnicity: White	2% (16)	2% (12)	2% (15)	4% (28)	8% (59)	6% (41)	77% (561)	731
Ethnicity: Hispanic	2% (4)	2% (6)	3% (7)	2% (4)	8% (20)	5% (12)	78% (189)	242
Ethnicity: Black	3% (4)	3% (4)	4% (7)	4% (6)	7% (10)	3% (5)	75% (111)	148
Ethnicity: Other	1% (1)	1% (2)	5% (6)	2% (3)	6% (8)	4% (4)	81% (98)	121
All Christian	5% (13)	2% (6)	2% (6)	4% (9)	10% (23)	7% (16)	70% (165)	237
All Non-Christian	— (0)	4% (2)	11% (6)	3% (2)	6% (3)	2% (1)	74% (37)	50
Atheist	— (0)	— (0)	1% (1)	3% (3)	3% (3)	6% (7)	88% (102)	116
Agnostic/Nothing in particular	1% (4)	2% (9)	3% (12)	4% (16)	6% (26)	4% (16)	80% (322)	405
Something Else	2% (4)	1% (2)	2% (4)	3% (6)	11% (22)	6% (11)	75% (144)	193
Religious Non-Protestant/Catholic	2% (1)	3% (2)	11% (7)	2% (2)	8% (6)	13% (9)	61% (41)	68
Evangelical	5% (8)	4% (6)	3% (6)	6% (10)	15% (25)	5% (9)	63% (108)	172
Non-Evangelical	2% (5)	— (1)	1% (2)	2% (5)	6% (14)	5% (10)	83% (190)	228
Community: Urban	1% (4)	3% (8)	1% (2)	5% (15)	8% (23)	9% (25)	73% (211)	288
Community: Suburban	3% (13)	2% (8)	5% (20)	3% (11)	6% (24)	3% (11)	80% (348)	435
Community: Rural	1% (4)	— (1)	2% (6)	4% (11)	11% (30)	5% (14)	76% (211)	276
Military HH: Yes	2% (2)	3% (3)	11% (10)	3% (3)	11% (10)	3% (3)	68% (65)	97
Military HH: No	2% (18)	2% (14)	2% (17)	4% (34)	7% (67)	5% (48)	78% (705)	903
4-Region: Northeast	1% (2)	3% (5)	2% (3)	3% (4)	7% (11)	5% (8)	80% (131)	164
4-Region: Midwest	1% (3)	1% (3)	2% (4)	4% (8)	8% (18)	6% (14)	78% (181)	233
4-Region: South	3% (15)	2% (8)	4% (17)	5% (20)	9% (40)	3% (15)	74% (318)	432
4-Region: West	1% (1)	1% (2)	2% (3)	2% (4)	5% (8)	8% (13)	81% (140)	172

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**Table MCFE41\_23:** How often did you use the following services in the past month?

Redbox

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	2% (21)	2% (17)	3% (28)	4% (37)	8% (77)	5% (51)	77% (770)	1000
TikTok Users	1% (7)	2% (12)	3% (21)	4% (27)	9% (61)	5% (35)	76% (517)	680
Twitch Users	2% (4)	2% (4)	4% (10)	3% (7)	11% (25)	5% (11)	74% (175)	236
2022 Sports Viewers/Attendees	3% (19)	2% (14)	4% (23)	4% (22)	9% (55)	7% (39)	71% (426)	597
Monthly Moviegoers	3% (5)	5% (8)	4% (8)	8% (14)	13% (22)	9% (14)	58% (97)	168
Few Times per Year + Moviegoers	2% (11)	2% (14)	3% (20)	5% (26)	11% (62)	6% (36)	71% (403)	571
Heard Smile Campaign	4% (17)	2% (11)	3% (14)	4% (19)	10% (41)	6% (28)	70% (296)	425
Heard Minion Campaign	3% (16)	2% (11)	4% (20)	3% (16)	8% (41)	5% (26)	74% (376)	505
Listens to Podcasts	2% (11)	3% (15)	5% (27)	6% (35)	11% (60)	7% (40)	66% (365)	552
Streaming Services User	2% (20)	2% (17)	3% (26)	4% (36)	8% (76)	5% (49)	75% (674)	898
Netflix User	2% (14)	2% (17)	3% (26)	4% (37)	9% (76)	5% (46)	75% (648)	864
Disney+ User	2% (12)	3% (16)	4% (25)	6% (35)	10% (65)	6% (37)	69% (427)	617
Heterosexual or straight	2% (17)	2% (15)	3% (20)	4% (28)	8% (58)	6% (42)	74% (521)	702
Bisexual	2% (2)	1% (1)	1% (2)	3% (5)	7% (9)	4% (5)	83% (116)	141
Something else	1% (1)	1% (0)	5% (3)	3% (1)	5% (3)	— (0)	85% (48)	56
Yes	2% (3)	2% (2)	2% (2)	4% (5)	12% (17)	8% (11)	71% (99)	140
No	2% (17)	2% (15)	3% (25)	4% (31)	7% (60)	5% (39)	78% (671)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

**Table MCFE41\_24:** *How often did you use the following services in the past month?*

*Sling Free*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	1% (12)	2% (23)	3% (29)	4% (42)	3% (35)	4% (45)	81% (815)	1000
Gender: Male	— (2)	2% (11)	3% (16)	5% (26)	3% (18)	5% (24)	81% (410)	506
Gender: Female	2% (10)	2% (12)	3% (14)	3% (16)	3% (17)	4% (21)	82% (404)	494
Age: 18-34	2% (12)	3% (18)	4% (26)	4% (27)	5% (29)	4% (22)	78% (475)	609
GenZers: 1997-2012	1% (12)	2% (23)	3% (29)	4% (42)	3% (35)	4% (45)	81% (815)	1000
Ideo: Liberal (1-3)	1% (2)	4% (12)	4% (12)	6% (18)	4% (13)	5% (15)	76% (231)	304
Ideo: Moderate (4)	2% (4)	3% (7)	4% (8)	2% (6)	4% (10)	3% (6)	82% (191)	232
Ideo: Conservative (5-7)	1% (2)	— (1)	4% (7)	5% (8)	3% (4)	3% (6)	84% (138)	165
Educ: < College	1% (12)	2% (19)	3% (26)	4% (35)	3% (26)	5% (42)	82% (750)	910
Educ: Bachelors degree	— (0)	5% (3)	2% (2)	7% (4)	9% (6)	2% (1)	75% (49)	65
Ethnicity: White	1% (9)	2% (15)	3% (21)	4% (31)	3% (21)	4% (31)	82% (602)	731
Ethnicity: Hispanic	1% (3)	2% (6)	2% (4)	5% (13)	5% (12)	2% (5)	83% (200)	242
Ethnicity: Black	2% (2)	5% (8)	4% (6)	6% (8)	4% (6)	6% (9)	73% (108)	148
Ethnicity: Other	1% (1)	— (0)	2% (2)	2% (2)	6% (7)	4% (5)	86% (104)	121
All Christian	2% (5)	1% (3)	4% (8)	3% (8)	4% (9)	8% (18)	79% (186)	237
All Non-Christian	2% (1)	3% (2)	6% (3)	7% (4)	7% (4)	3% (1)	71% (35)	50
Atheist	— (0)	2% (2)	2% (3)	3% (4)	1% (1)	2% (2)	91% (105)	116
Agnostic/Nothing in particular	1% (6)	3% (11)	2% (9)	4% (15)	4% (16)	5% (19)	81% (329)	405
Something Else	1% (1)	2% (5)	3% (6)	6% (12)	3% (6)	2% (4)	83% (159)	193
Religious Non-Protestant/Catholic	3% (2)	3% (2)	7% (4)	5% (4)	7% (5)	12% (8)	63% (43)	68
Evangelical	1% (2)	3% (5)	4% (7)	6% (11)	4% (7)	6% (11)	75% (129)	172
Non-Evangelical	— (0)	1% (3)	3% (6)	3% (8)	2% (5)	2% (4)	89% (202)	228
Community: Urban	2% (6)	3% (8)	4% (10)	4% (12)	4% (12)	6% (18)	77% (222)	288
Community: Suburban	1% (5)	3% (11)	3% (12)	3% (13)	4% (17)	4% (17)	83% (361)	435
Community: Rural	1% (2)	1% (4)	3% (7)	6% (17)	2% (5)	3% (9)	84% (232)	276
Military HH: Yes	3% (3)	4% (4)	5% (4)	6% (6)	6% (6)	4% (4)	71% (69)	97
Military HH: No	1% (9)	2% (19)	3% (25)	4% (35)	3% (29)	4% (40)	83% (746)	903
4-Region: Northeast	3% (5)	2% (3)	3% (5)	2% (3)	3% (5)	6% (10)	81% (133)	164
4-Region: Midwest	1% (3)	1% (3)	3% (8)	6% (15)	4% (8)	3% (6)	82% (190)	233
4-Region: South	1% (5)	3% (12)	4% (15)	5% (23)	3% (15)	4% (15)	80% (347)	432
4-Region: West	— (0)	3% (5)	— (1)	1% (2)	4% (6)	7% (13)	85% (145)	172

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**Table MCFE41\_24:** How often did you use the following services in the past month?

*Sling Free*

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
GenZers	1%	(12)	2%	(23)	3%	(29)	4%	(42)	3%	(35)	4%	(45)	81%	(815)	1000
TikTok Users	1%	(9)	3%	(19)	3%	(20)	5%	(32)	5%	(33)	4%	(29)	79%	(537)	680
Twitch Users	1%	(3)	3%	(6)	3%	(6)	3%	(7)	4%	(10)	5%	(13)	81%	(190)	236
2022 Sports Viewers/Attendees	1%	(7)	3%	(17)	4%	(23)	5%	(29)	4%	(25)	5%	(32)	78%	(465)	597
Monthly Moviegoers	3%	(6)	8%	(13)	5%	(8)	6%	(10)	7%	(11)	6%	(11)	66%	(110)	168
Few Times per Year + Moviegoers	2%	(9)	3%	(19)	4%	(24)	5%	(29)	4%	(25)	6%	(34)	75%	(430)	571
Heard Smile Campaign	2%	(8)	3%	(14)	5%	(20)	6%	(26)	5%	(22)	4%	(16)	75%	(319)	425
Heard Minion Campaign	2%	(11)	3%	(14)	4%	(18)	4%	(23)	4%	(19)	4%	(22)	79%	(399)	505
Listens to Podcasts	2%	(12)	4%	(23)	5%	(27)	7%	(41)	6%	(32)	7%	(36)	69%	(382)	552
Streaming Services User	1%	(12)	2%	(21)	3%	(29)	4%	(40)	4%	(35)	5%	(41)	80%	(720)	898
Netflix User	1%	(12)	3%	(23)	3%	(28)	5%	(39)	4%	(33)	5%	(42)	79%	(686)	864
Disney+ User	2%	(12)	4%	(22)	4%	(26)	6%	(38)	5%	(31)	6%	(36)	73%	(452)	617
Heterosexual or straight	1%	(10)	2%	(15)	3%	(23)	4%	(31)	4%	(25)	5%	(32)	81%	(566)	702
Bisexual	—	(1)	2%	(3)	3%	(5)	3%	(5)	4%	(5)	2%	(2)	85%	(120)	141
Something else	—	(0)	7%	(4)	1%	(1)	4%	(2)	3%	(2)	5%	(3)	80%	(45)	56
Yes	2%	(3)	1%	(1)	2%	(2)	1%	(2)	4%	(6)	14%	(19)	76%	(107)	140
No	1%	(10)	3%	(22)	3%	(27)	5%	(39)	3%	(29)	3%	(26)	82%	(708)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE41\_25: How often did you use the following services in the past month?**

Plex

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
GenZers	1%	(9)	2%	(21)	3%	(27)	5%	(52)	3%	(28)	4%	(39)	82%	(823)	1000
Gender: Male	1%	(5)	1%	(7)	3%	(14)	7%	(36)	2%	(9)	4%	(22)	82%	(413)	506
Gender: Female	1%	(4)	3%	(14)	3%	(13)	3%	(16)	4%	(20)	3%	(17)	83%	(410)	494
Age: 18-34	1%	(9)	3%	(18)	3%	(16)	6%	(34)	4%	(23)	3%	(21)	80%	(488)	609
GenZers: 1997-2012	1%	(9)	2%	(21)	3%	(27)	5%	(52)	3%	(28)	4%	(39)	82%	(823)	1000
Ideo: Liberal (1-3)	2%	(7)	3%	(8)	5%	(16)	6%	(18)	4%	(11)	5%	(15)	75%	(229)	304
Ideo: Moderate (4)	—	(0)	4%	(9)	2%	(5)	4%	(9)	2%	(6)	3%	(7)	85%	(198)	232
Ideo: Conservative (5-7)	1%	(1)	2%	(3)	2%	(4)	6%	(10)	2%	(4)	3%	(5)	84%	(139)	165
Educ: < College	1%	(9)	2%	(17)	3%	(23)	5%	(47)	3%	(24)	4%	(38)	83%	(752)	910
Educ: Bachelors degree	—	(0)	3%	(2)	3%	(2)	6%	(4)	5%	(4)	1%	(1)	82%	(53)	65
Ethnicity: White	1%	(6)	2%	(14)	3%	(20)	5%	(37)	3%	(21)	4%	(30)	83%	(604)	731
Ethnicity: Hispanic	2%	(4)	3%	(8)	1%	(3)	6%	(13)	2%	(4)	2%	(5)	84%	(204)	242
Ethnicity: Black	2%	(3)	3%	(4)	2%	(3)	7%	(11)	4%	(5)	4%	(6)	78%	(116)	148
Ethnicity: Other	—	(0)	2%	(3)	4%	(5)	4%	(5)	2%	(2)	3%	(3)	85%	(103)	121
All Christian	2%	(5)	2%	(5)	3%	(7)	5%	(13)	3%	(6)	6%	(13)	79%	(187)	237
All Non-Christian	—	(0)	3%	(2)	5%	(2)	7%	(3)	3%	(2)	9%	(5)	72%	(36)	50
Atheist	—	(0)	1%	(2)	3%	(4)	1%	(1)	—	(0)	1%	(1)	93%	(107)	116
Agnostic/Nothing in particular	1%	(4)	1%	(6)	2%	(10)	6%	(25)	4%	(18)	3%	(14)	81%	(328)	405
Something Else	—	(0)	3%	(7)	2%	(4)	5%	(9)	1%	(2)	3%	(6)	85%	(164)	193
Religious Non-Protestant/Catholic	3%	(2)	3%	(2)	4%	(2)	6%	(4)	5%	(3)	16%	(11)	64%	(43)	68
Evangelical	—	(1)	4%	(7)	4%	(6)	9%	(15)	2%	(4)	4%	(7)	77%	(132)	172
Non-Evangelical	1%	(2)	2%	(4)	2%	(4)	3%	(6)	1%	(3)	2%	(5)	90%	(205)	228
Community: Urban	1%	(2)	4%	(11)	2%	(7)	4%	(12)	3%	(10)	5%	(14)	81%	(234)	288
Community: Suburban	1%	(5)	2%	(8)	3%	(11)	5%	(24)	3%	(12)	3%	(15)	83%	(361)	435
Community: Rural	1%	(3)	1%	(2)	4%	(10)	6%	(17)	2%	(7)	4%	(10)	83%	(228)	276
Military HH: Yes	1%	(1)	2%	(2)	7%	(7)	10%	(10)	3%	(3)	5%	(5)	73%	(70)	97
Military HH: No	1%	(8)	2%	(19)	2%	(21)	5%	(43)	3%	(26)	4%	(34)	83%	(753)	903
4-Region: Northeast	2%	(4)	5%	(8)	1%	(2)	5%	(9)	2%	(3)	3%	(6)	81%	(133)	164
4-Region: Midwest	1%	(2)	—	(1)	3%	(7)	6%	(15)	3%	(7)	3%	(7)	83%	(194)	233
4-Region: South	1%	(4)	2%	(7)	4%	(17)	5%	(23)	4%	(15)	3%	(15)	81%	(351)	432
4-Region: West	—	(0)	3%	(6)	1%	(1)	3%	(6)	2%	(4)	6%	(11)	84%	(144)	172

Continued on next page

**Table MCFE41\_25: How often did you use the following services in the past month?**

Plex

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
GenZers	1%	(9)	2%	(21)	3%	(27)	5%	(52)	3%	(28)	4%	(39)	82%	(823)	1000
TikTok Users	1%	(5)	3%	(19)	3%	(20)	6%	(41)	3%	(22)	4%	(26)	81%	(547)	680
Twitch Users	2%	(5)	3%	(7)	2%	(5)	7%	(17)	3%	(8)	4%	(9)	78%	(184)	236
2022 Sports Viewers/Attendees	1%	(6)	2%	(15)	3%	(19)	6%	(35)	3%	(15)	5%	(32)	80%	(475)	597
Monthly Moviegoers	2%	(4)	8%	(13)	7%	(11)	10%	(16)	4%	(8)	4%	(7)	65%	(109)	168
Few Times per Year + Moviegoers	1%	(7)	3%	(18)	3%	(20)	6%	(33)	4%	(21)	5%	(28)	78%	(444)	571
Heard Smile Campaign	1%	(5)	4%	(15)	4%	(15)	7%	(28)	3%	(12)	3%	(13)	79%	(337)	425
Heard Minion Campaign	1%	(6)	2%	(12)	3%	(16)	6%	(28)	4%	(19)	3%	(17)	81%	(407)	505
Listens to Podcasts	1%	(7)	4%	(21)	5%	(25)	9%	(48)	4%	(24)	6%	(32)	72%	(396)	552
Streaming Services User	1%	(9)	2%	(21)	3%	(27)	6%	(51)	3%	(26)	4%	(37)	81%	(727)	898
Netflix User	1%	(9)	2%	(20)	3%	(26)	6%	(52)	3%	(25)	4%	(35)	81%	(698)	864
Disney+ User	1%	(6)	3%	(20)	4%	(26)	8%	(49)	4%	(25)	5%	(30)	75%	(461)	617
Heterosexual or straight	1%	(6)	2%	(14)	3%	(21)	6%	(42)	3%	(19)	4%	(28)	81%	(570)	702
Bisexual	—	(0)	2%	(3)	3%	(4)	3%	(4)	2%	(3)	2%	(3)	89%	(125)	141
Something else	3%	(2)	6%	(3)	1%	(1)	5%	(3)	—	(0)	9%	(5)	76%	(43)	56
Yes	2%	(2)	—	(1)	4%	(5)	7%	(10)	6%	(8)	6%	(8)	76%	(106)	140
No	1%	(7)	2%	(20)	3%	(22)	5%	(43)	2%	(20)	4%	(31)	83%	(717)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE41\_26:** *How often did you use the following services in the past month?*

Crackle

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
GenZers	1%	(7)	2%	(25)	4%	(37)	4%	(36)	3%	(31)	4%	(44)	82%	(821)	1000
Gender: Male	—	(2)	3%	(14)	4%	(20)	3%	(17)	3%	(18)	5%	(26)	81%	(409)	506
Gender: Female	1%	(4)	2%	(10)	3%	(17)	4%	(19)	3%	(13)	4%	(18)	83%	(412)	494
Age: 18-34	1%	(7)	3%	(18)	5%	(29)	5%	(29)	4%	(22)	5%	(31)	78%	(473)	609
GenZers: 1997-2012	1%	(7)	2%	(25)	4%	(37)	4%	(36)	3%	(31)	4%	(44)	82%	(821)	1000
Ideo: Liberal (1-3)	1%	(3)	3%	(10)	7%	(20)	5%	(16)	3%	(9)	4%	(12)	77%	(234)	304
Ideo: Moderate (4)	—	(1)	3%	(7)	3%	(7)	6%	(13)	3%	(7)	4%	(10)	81%	(187)	232
Ideo: Conservative (5-7)	1%	(1)	2%	(4)	3%	(4)	3%	(5)	4%	(7)	3%	(5)	85%	(140)	165
Educ: < College	1%	(6)	3%	(25)	3%	(29)	3%	(26)	3%	(26)	5%	(43)	83%	(755)	910
Educ: Bachelors degree	1%	(1)	—	(0)	5%	(3)	11%	(7)	4%	(2)	1%	(1)	78%	(51)	65
Ethnicity: White	1%	(4)	2%	(16)	3%	(20)	4%	(30)	3%	(19)	4%	(33)	83%	(609)	731
Ethnicity: Hispanic	—	(1)	3%	(6)	5%	(12)	4%	(11)	3%	(7)	4%	(9)	81%	(195)	242
Ethnicity: Black	1%	(1)	6%	(8)	7%	(11)	3%	(5)	6%	(8)	5%	(8)	72%	(107)	148
Ethnicity: Other	1%	(1)	—	(0)	5%	(6)	1%	(1)	3%	(3)	3%	(4)	87%	(105)	121
All Christian	1%	(3)	2%	(5)	4%	(9)	4%	(8)	4%	(11)	4%	(10)	81%	(191)	237
All Non-Christian	—	(0)	3%	(1)	11%	(5)	6%	(3)	4%	(2)	5%	(3)	71%	(35)	50
Atheist	—	(0)	3%	(4)	2%	(3)	3%	(3)	3%	(4)	1%	(1)	88%	(101)	116
Agnostic/Nothing in particular	1%	(4)	2%	(8)	3%	(13)	3%	(13)	3%	(10)	6%	(23)	83%	(335)	405
Something Else	—	(0)	3%	(7)	3%	(7)	5%	(9)	2%	(4)	4%	(8)	82%	(158)	193
Religious Non-Protestant/Catholic	2%	(1)	3%	(2)	10%	(7)	4%	(3)	4%	(3)	14%	(9)	63%	(43)	68
Evangelical	—	(0)	3%	(6)	6%	(10)	5%	(9)	7%	(12)	3%	(6)	75%	(129)	172
Non-Evangelical	—	(1)	2%	(5)	2%	(4)	3%	(6)	1%	(2)	3%	(6)	90%	(204)	228
Community: Urban	1%	(3)	2%	(5)	6%	(16)	5%	(14)	4%	(10)	8%	(22)	76%	(218)	288
Community: Suburban	1%	(3)	2%	(8)	3%	(15)	3%	(13)	3%	(13)	4%	(18)	84%	(365)	435
Community: Rural	—	(0)	4%	(11)	2%	(6)	3%	(9)	3%	(7)	2%	(5)	86%	(238)	276
Military HH: Yes	1%	(1)	1%	(1)	10%	(9)	5%	(5)	3%	(3)	9%	(9)	71%	(68)	97
Military HH: No	1%	(6)	3%	(24)	3%	(27)	3%	(31)	3%	(27)	4%	(36)	83%	(752)	903
4-Region: Northeast	1%	(1)	2%	(3)	3%	(5)	5%	(8)	2%	(4)	3%	(6)	84%	(137)	164
4-Region: Midwest	1%	(3)	3%	(7)	2%	(5)	5%	(12)	2%	(4)	5%	(12)	82%	(191)	233
4-Region: South	—	(2)	3%	(12)	6%	(24)	3%	(14)	5%	(21)	3%	(12)	80%	(346)	432
4-Region: West	—	(0)	2%	(3)	1%	(3)	1%	(2)	1%	(2)	9%	(15)	85%	(147)	172

Continued on next page

**Table MCFE41\_26:** How often did you use the following services in the past month?

Crackle

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
GenZers	1%	(7)	2%	(25)	4%	(37)	4%	(36)	3%	(31)	4%	(44)	82%	(821)	1000
TikTok Users	1%	(4)	3%	(17)	4%	(29)	4%	(30)	4%	(25)	5%	(31)	80%	(544)	680
Twitch Users	—	(1)	2%	(5)	6%	(15)	3%	(7)	2%	(4)	7%	(16)	80%	(188)	236
2022 Sports Viewers/Attendees	1%	(5)	3%	(19)	4%	(23)	5%	(28)	3%	(19)	5%	(31)	79%	(472)	597
Monthly Moviegoers	2%	(3)	7%	(12)	5%	(9)	6%	(10)	6%	(9)	7%	(12)	67%	(113)	168
Few Times per Year + Moviegoers	1%	(5)	3%	(19)	5%	(26)	4%	(25)	4%	(21)	6%	(35)	77%	(440)	571
Heard Smile Campaign	1%	(5)	3%	(14)	5%	(23)	6%	(25)	5%	(21)	4%	(18)	75%	(318)	425
Heard Minion Campaign	1%	(5)	3%	(13)	5%	(26)	4%	(22)	3%	(16)	3%	(17)	80%	(405)	505
Listens to Podcasts	1%	(6)	4%	(24)	7%	(36)	6%	(35)	4%	(23)	6%	(34)	71%	(395)	552
Streaming Services User	1%	(6)	3%	(25)	4%	(37)	4%	(34)	3%	(30)	5%	(42)	81%	(725)	898
Netflix User	1%	(7)	3%	(25)	4%	(37)	4%	(33)	3%	(29)	5%	(42)	80%	(693)	864
Disney+ User	1%	(6)	4%	(23)	6%	(35)	5%	(33)	5%	(28)	6%	(37)	74%	(454)	617
Heterosexual or straight	1%	(5)	3%	(20)	4%	(27)	4%	(28)	4%	(28)	4%	(30)	81%	(565)	702
Bisexual	1%	(1)	2%	(3)	3%	(4)	3%	(4)	2%	(2)	5%	(7)	85%	(119)	141
Something else	—	(0)	—	(0)	5%	(3)	1%	(1)	1%	(1)	8%	(4)	85%	(48)	56
Yes	1%	(2)	2%	(3)	3%	(4)	5%	(7)	3%	(4)	9%	(12)	77%	(107)	140
No	1%	(5)	3%	(22)	4%	(33)	3%	(29)	3%	(26)	4%	(32)	83%	(713)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE41\_27: How often did you use the following services in the past month?**

Vudu

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	2% (20)	2% (17)	5% (49)	4% (39)	5% (48)	6% (57)	77% (768)	1000
Gender: Male	3% (13)	2% (9)	4% (22)	5% (26)	4% (21)	7% (34)	75% (381)	506
Gender: Female	1% (7)	2% (9)	6% (28)	3% (13)	6% (27)	5% (24)	78% (387)	494
Age: 18-34	2% (13)	2% (13)	6% (38)	4% (27)	5% (31)	6% (35)	74% (452)	609
GenZers: 1997-2012	2% (20)	2% (17)	5% (49)	4% (39)	5% (48)	6% (57)	77% (768)	1000
Ideo: Liberal (1-3)	2% (6)	2% (6)	6% (17)	6% (18)	6% (18)	7% (21)	72% (217)	304
Ideo: Moderate (4)	1% (3)	2% (4)	7% (16)	3% (6)	5% (11)	4% (9)	79% (184)	232
Ideo: Conservative (5-7)	5% (8)	3% (4)	2% (4)	4% (6)	5% (8)	4% (7)	77% (127)	165
Educ: < College	2% (19)	2% (15)	5% (45)	3% (30)	5% (43)	6% (55)	77% (703)	910
Educ: Bachelors degree	2% (1)	— (0)	4% (3)	11% (7)	4% (2)	3% (2)	77% (50)	65
Ethnicity: White	2% (16)	2% (12)	5% (38)	4% (26)	5% (34)	6% (44)	77% (561)	731
Ethnicity: Hispanic	1% (2)	2% (4)	6% (14)	5% (12)	5% (12)	4% (11)	77% (188)	242
Ethnicity: Black	2% (2)	2% (3)	5% (7)	6% (9)	7% (10)	4% (5)	75% (111)	148
Ethnicity: Other	1% (2)	1% (1)	4% (5)	4% (4)	4% (5)	6% (8)	80% (97)	121
All Christian	5% (13)	2% (4)	5% (12)	3% (8)	3% (8)	8% (19)	73% (173)	237
All Non-Christian	2% (1)	2% (1)	7% (3)	10% (5)	4% (2)	6% (3)	69% (34)	50
Atheist	— (0)	— (0)	1% (2)	6% (7)	2% (2)	8% (9)	83% (96)	116
Agnostic/Nothing in particular	1% (5)	2% (10)	6% (23)	3% (12)	6% (23)	3% (14)	78% (318)	405
Something Else	1% (2)	1% (2)	5% (10)	4% (8)	7% (13)	6% (12)	76% (147)	193
Religious Non-Protestant/Catholic	3% (2)	3% (2)	5% (3)	8% (6)	5% (3)	17% (11)	59% (40)	68
Evangelical	5% (8)	3% (5)	8% (13)	5% (8)	7% (12)	6% (10)	67% (115)	172
Non-Evangelical	1% (3)	— (0)	3% (7)	3% (6)	3% (7)	5% (11)	85% (195)	228
Community: Urban	2% (5)	2% (7)	5% (15)	4% (11)	5% (14)	8% (22)	74% (213)	288
Community: Suburban	3% (15)	2% (8)	5% (20)	3% (11)	4% (18)	5% (20)	79% (343)	435
Community: Rural	— (0)	1% (3)	5% (14)	6% (16)	6% (16)	5% (15)	77% (212)	276
Military HH: Yes	4% (4)	2% (2)	8% (8)	9% (9)	6% (6)	4% (4)	66% (64)	97
Military HH: No	2% (16)	2% (15)	5% (41)	3% (30)	5% (43)	6% (53)	78% (704)	903
4-Region: Northeast	2% (4)	1% (1)	3% (5)	4% (6)	4% (7)	8% (13)	77% (127)	164
4-Region: Midwest	2% (4)	3% (6)	3% (8)	6% (14)	5% (11)	7% (17)	74% (173)	233
4-Region: South	3% (12)	2% (8)	6% (26)	4% (15)	6% (24)	3% (14)	77% (332)	432
4-Region: West	— (1)	1% (1)	6% (10)	2% (4)	4% (6)	8% (13)	80% (137)	172

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**Table MCFE41\_27: How often did you use the following services in the past month?**

Vudu

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	2% (20)	2% (17)	5% (49)	4% (39)	5% (48)	6% (57)	77% (768)	1000
TikTok Users	2% (12)	2% (12)	5% (35)	5% (33)	6% (38)	5% (33)	76% (518)	680
Twitch Users	2% (5)	2% (5)	4% (9)	5% (11)	7% (15)	5% (12)	75% (178)	236
2022 Sports Viewers/Attendees	3% (16)	1% (7)	5% (31)	5% (31)	5% (29)	7% (41)	74% (443)	597
Monthly Moviegoers	4% (7)	2% (3)	10% (17)	6% (11)	12% (20)	6% (10)	60% (101)	168
Few Times per Year + Moviegoers	2% (10)	1% (8)	6% (35)	5% (29)	7% (40)	7% (39)	72% (410)	571
Heard Smile Campaign	4% (17)	2% (10)	7% (31)	5% (21)	5% (22)	4% (17)	72% (307)	425
Heard Minion Campaign	4% (19)	2% (9)	6% (28)	5% (28)	4% (21)	5% (27)	74% (374)	505
Listens to Podcasts	2% (12)	3% (15)	8% (44)	7% (36)	6% (33)	8% (42)	67% (370)	552
Streaming Services User	2% (20)	2% (17)	5% (49)	4% (37)	5% (47)	5% (48)	76% (680)	898
Netflix User	2% (14)	2% (17)	6% (48)	4% (38)	5% (47)	6% (48)	76% (653)	864
Disney+ User	2% (13)	3% (17)	7% (44)	6% (37)	6% (38)	6% (40)	69% (427)	617
Heterosexual or straight	2% (16)	2% (12)	6% (40)	4% (31)	5% (35)	5% (38)	75% (529)	702
Bisexual	2% (3)	1% (1)	5% (8)	2% (3)	5% (7)	2% (3)	83% (117)	141
Something else	1% (1)	— (0)	1% (0)	5% (3)	7% (4)	20% (11)	67% (37)	56
Yes	2% (3)	4% (6)	5% (7)	1% (1)	9% (13)	10% (15)	68% (95)	140
No	2% (17)	1% (11)	5% (42)	4% (38)	4% (35)	5% (43)	78% (674)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE41\_28:** *How often did you use the following services in the past month?*

Xumo

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	2% (19)	2% (18)	3% (30)	2% (25)	3% (27)	3% (31)	85% (852)	1000
Gender: Male	2% (9)	2% (11)	3% (14)	2% (11)	3% (15)	4% (19)	84% (427)	506
Gender: Female	2% (10)	1% (6)	3% (15)	3% (14)	2% (12)	2% (12)	86% (425)	494
Age: 18-34	1% (7)	3% (16)	4% (25)	4% (23)	2% (13)	3% (19)	83% (506)	609
GenZers: 1997-2012	2% (19)	2% (18)	3% (30)	2% (25)	3% (27)	3% (31)	85% (852)	1000
Ideo: Liberal (1-3)	2% (8)	2% (7)	5% (14)	3% (8)	5% (15)	3% (9)	80% (243)	304
Ideo: Moderate (4)	— (0)	2% (5)	2% (6)	4% (10)	2% (4)	3% (7)	86% (200)	232
Ideo: Conservative (5-7)	5% (8)	2% (3)	3% (4)	3% (6)	3% (4)	— (0)	85% (140)	165
Educ: < College	2% (17)	2% (17)	3% (25)	2% (18)	3% (25)	3% (24)	86% (783)	910
Educ: Bachelors degree	2% (1)	1% (1)	4% (3)	4% (3)	— (0)	7% (5)	81% (53)	65
Ethnicity: White	2% (17)	1% (10)	3% (24)	3% (19)	2% (12)	3% (23)	86% (626)	731
Ethnicity: Hispanic	— (0)	2% (5)	4% (10)	2% (4)	3% (7)	4% (9)	86% (207)	242
Ethnicity: Black	1% (1)	3% (5)	3% (5)	3% (4)	7% (10)	2% (4)	81% (120)	148
Ethnicity: Other	— (1)	2% (2)	1% (1)	2% (2)	4% (5)	3% (4)	87% (106)	121
All Christian	4% (9)	3% (8)	5% (11)	2% (4)	2% (5)	5% (12)	79% (187)	237
All Non-Christian	1% (0)	2% (1)	3% (2)	7% (3)	3% (2)	2% (1)	82% (41)	50
Atheist	— (0)	1% (1)	— (0)	1% (1)	4% (5)	1% (1)	94% (108)	116
Agnostic/Nothing in particular	2% (8)	2% (7)	2% (6)	3% (11)	3% (12)	3% (11)	86% (349)	405
Something Else	1% (2)	— (1)	5% (10)	3% (5)	1% (2)	3% (6)	87% (167)	193
Religious Non-Protestant/Catholic	2% (1)	2% (1)	3% (2)	5% (3)	4% (2)	13% (9)	71% (48)	68
Evangelical	5% (8)	4% (7)	7% (13)	4% (7)	2% (4)	3% (5)	75% (128)	172
Non-Evangelical	— (0)	1% (1)	4% (8)	1% (2)	— (1)	2% (5)	92% (211)	228
Community: Urban	— (1)	3% (7)	4% (11)	4% (11)	2% (7)	6% (17)	81% (233)	288
Community: Suburban	4% (17)	2% (10)	3% (12)	2% (8)	2% (10)	1% (5)	86% (373)	435
Community: Rural	— (1)	— (0)	2% (6)	2% (6)	3% (10)	3% (8)	89% (246)	276
Military HH: Yes	2% (2)	5% (5)	5% (5)	3% (3)	7% (6)	1% (1)	78% (76)	97
Military HH: No	2% (17)	1% (13)	3% (25)	2% (22)	2% (21)	3% (30)	86% (776)	903
4-Region: Northeast	1% (1)	2% (4)	4% (6)	2% (4)	2% (3)	4% (7)	85% (139)	164
4-Region: Midwest	1% (2)	1% (3)	1% (3)	5% (11)	2% (5)	2% (5)	88% (204)	233
4-Region: South	3% (15)	2% (9)	4% (17)	2% (10)	4% (16)	2% (8)	83% (357)	432
4-Region: West	1% (2)	1% (2)	2% (4)	— (1)	1% (2)	6% (11)	88% (151)	172

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**Table MCFE41\_28:** *How often did you use the following services in the past month?*

Xumo

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
GenZers	2%	(19)	2%	(18)	3%	(30)	2%	(25)	3%	(27)	3%	(31)	85%	(852)	1000
TikTok Users	1%	(9)	2%	(12)	3%	(22)	3%	(22)	3%	(23)	2%	(15)	85%	(576)	680
Twitch Users	3%	(6)	3%	(7)	3%	(6)	3%	(6)	4%	(9)	2%	(4)	84%	(198)	236
2022 Sports Viewers/Attendees	2%	(11)	2%	(11)	3%	(18)	3%	(18)	3%	(19)	4%	(26)	83%	(494)	597
Monthly Moviegoers	2%	(4)	6%	(10)	6%	(11)	4%	(6)	6%	(10)	6%	(10)	70%	(118)	168
Few Times per Year + Moviegoers	2%	(11)	2%	(13)	4%	(22)	3%	(18)	4%	(21)	4%	(25)	81%	(461)	571
Heard Smile Campaign	3%	(13)	3%	(12)	5%	(20)	4%	(17)	4%	(16)	3%	(13)	78%	(333)	425
Heard Minion Campaign	3%	(17)	2%	(11)	3%	(16)	4%	(19)	2%	(12)	3%	(14)	82%	(415)	505
Listens to Podcasts	2%	(11)	3%	(16)	5%	(29)	4%	(25)	5%	(26)	5%	(28)	76%	(417)	552
Streaming Services User	2%	(19)	2%	(18)	3%	(30)	3%	(23)	3%	(27)	3%	(29)	84%	(754)	898
Netflix User	1%	(12)	2%	(18)	3%	(30)	3%	(23)	3%	(26)	3%	(29)	84%	(726)	864
Disney+ User	2%	(11)	2%	(14)	5%	(29)	4%	(25)	4%	(25)	4%	(27)	79%	(487)	617
Heterosexual or straight	2%	(12)	2%	(14)	3%	(22)	3%	(18)	3%	(20)	4%	(28)	84%	(588)	702
Bisexual	—	(0)	2%	(3)	2%	(3)	3%	(5)	2%	(2)	—	(1)	90%	(127)	141
Something else	1%	(0)	1%	(1)	5%	(3)	—	(0)	4%	(3)	3%	(2)	86%	(48)	56
Yes	6%	(8)	1%	(1)	4%	(6)	2%	(3)	4%	(6)	6%	(9)	77%	(108)	140
No	1%	(11)	2%	(17)	3%	(24)	3%	(22)	2%	(21)	3%	(22)	87%	(744)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE41\_29:** *How often did you use the following services in the past month?*

YouTube

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	45% (452)	14% (141)	14% (137)	5% (48)	8% (85)	5% (50)	9% (86)	1000
Gender: Male	53% (267)	14% (68)	12% (63)	5% (25)	6% (29)	5% (24)	6% (28)	506
Gender: Female	37% (184)	15% (73)	15% (74)	5% (23)	11% (56)	5% (26)	12% (58)	494
Age: 18-34	44% (271)	14% (88)	15% (91)	5% (29)	9% (56)	4% (26)	8% (48)	609
GenZers: 1997-2012	45% (452)	14% (141)	14% (137)	5% (48)	8% (85)	5% (50)	9% (86)	1000
Ideo: Liberal (1-3)	48% (147)	16% (48)	14% (41)	4% (13)	10% (32)	4% (12)	4% (12)	304
Ideo: Moderate (4)	47% (108)	15% (34)	16% (38)	3% (6)	8% (19)	4% (8)	8% (18)	232
Ideo: Conservative (5-7)	36% (59)	18% (29)	14% (23)	10% (16)	6% (10)	7% (11)	10% (17)	165
Educ: < College	46% (418)	14% (129)	14% (124)	5% (45)	8% (69)	5% (48)	8% (76)	910
Educ: Bachelors degree	42% (27)	17% (11)	15% (10)	2% (1)	14% (9)	3% (2)	8% (5)	65
Ethnicity: White	42% (307)	15% (113)	14% (103)	4% (28)	10% (69)	6% (44)	9% (66)	731
Ethnicity: Hispanic	46% (111)	11% (26)	12% (29)	6% (16)	7% (16)	4% (10)	14% (34)	242
Ethnicity: Black	54% (80)	11% (16)	14% (21)	9% (13)	4% (6)	2% (3)	6% (10)	148
Ethnicity: Other	53% (65)	10% (12)	11% (14)	6% (8)	8% (9)	3% (4)	8% (10)	121
All Christian	36% (85)	17% (39)	13% (31)	7% (17)	9% (21)	9% (21)	10% (23)	237
All Non-Christian	52% (26)	9% (5)	13% (7)	7% (4)	7% (3)	5% (2)	7% (3)	50
Atheist	51% (58)	16% (19)	15% (18)	1% (2)	8% (9)	5% (6)	4% (4)	116
Agnostic/Nothing in particular	48% (195)	11% (45)	14% (58)	4% (17)	10% (39)	3% (13)	9% (37)	405
Something Else	46% (88)	18% (34)	13% (24)	5% (9)	6% (12)	4% (8)	9% (18)	193
Religious Non-Protestant/Catholic	46% (32)	7% (5)	11% (7)	5% (4)	10% (7)	16% (11)	5% (4)	68
Evangelical	41% (70)	18% (32)	12% (21)	6% (11)	10% (18)	6% (11)	5% (9)	172
Non-Evangelical	39% (90)	18% (41)	14% (32)	6% (13)	6% (13)	3% (8)	14% (31)	228
Community: Urban	48% (139)	16% (45)	11% (32)	4% (11)	8% (24)	6% (17)	7% (19)	288
Community: Suburban	46% (201)	13% (58)	14% (62)	6% (25)	8% (37)	4% (18)	8% (35)	435
Community: Rural	40% (111)	14% (38)	16% (44)	4% (12)	9% (24)	6% (16)	11% (32)	276
Military HH: Yes	49% (48)	16% (15)	14% (13)	5% (5)	8% (7)	4% (4)	5% (4)	97
Military HH: No	45% (404)	14% (126)	14% (124)	5% (44)	9% (78)	5% (46)	9% (82)	903
4-Region: Northeast	57% (93)	12% (20)	11% (18)	3% (5)	8% (14)	4% (7)	5% (7)	164
4-Region: Midwest	43% (101)	17% (40)	14% (34)	4% (9)	9% (21)	3% (7)	9% (21)	233
4-Region: South	44% (189)	13% (55)	16% (68)	6% (25)	7% (32)	5% (20)	10% (43)	432
4-Region: West	40% (68)	15% (26)	10% (18)	5% (9)	11% (18)	10% (17)	9% (15)	172

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**Table MCFE41\_29:** *How often did you use the following services in the past month?*

YouTube

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
GenZers	45% (452)	14% (141)	14% (137)	5% (48)	8% (85)	5% (50)	9% (86)	1000
TikTok Users	42% (286)	16% (108)	13% (88)	6% (41)	10% (71)	5% (33)	8% (54)	680
Twitch Users	62% (146)	13% (31)	13% (30)	3% (8)	4% (10)	2% (4)	3% (7)	236
2022 Sports Viewers/Attendees	44% (265)	14% (85)	15% (89)	5% (31)	10% (59)	5% (32)	6% (37)	597
Monthly Moviegoers	39% (65)	12% (20)	17% (28)	5% (9)	10% (18)	9% (15)	8% (13)	168
Few Times per Year + Moviegoers	46% (260)	14% (81)	15% (83)	6% (32)	9% (54)	6% (32)	5% (29)	571
Heard Smile Campaign	43% (184)	15% (65)	13% (53)	6% (25)	9% (40)	5% (21)	9% (37)	425
Heard Minion Campaign	46% (230)	15% (74)	14% (72)	7% (33)	8% (40)	3% (17)	8% (39)	505
Listens to Podcasts	43% (237)	16% (86)	14% (75)	7% (37)	10% (55)	6% (34)	5% (29)	552
Streaming Services User	44% (398)	15% (136)	14% (130)	5% (46)	9% (81)	5% (46)	7% (61)	898
Netflix User	44% (377)	15% (133)	14% (121)	5% (46)	9% (76)	5% (44)	8% (66)	864
Disney+ User	42% (261)	15% (92)	14% (86)	6% (35)	10% (63)	7% (42)	6% (39)	617
Heterosexual or straight	43% (302)	15% (106)	14% (97)	5% (34)	9% (61)	5% (38)	9% (63)	702
Bisexual	51% (72)	10% (14)	13% (19)	5% (6)	10% (14)	2% (2)	9% (13)	141
Something else	53% (30)	13% (8)	7% (4)	4% (2)	7% (4)	6% (3)	9% (5)	56
Yes	46% (64)	17% (24)	11% (15)	3% (5)	6% (8)	10% (14)	7% (10)	140
No	45% (388)	14% (117)	14% (123)	5% (44)	9% (77)	4% (36)	9% (76)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://morningconsult.com).

**Table MCFE42:** *If you had to guess, over the course of your lifetime do you think you will be better or worse off financially than your parents were, or do you think you will be doing the same as them?*

Demographic	Better off		The same		Worse off		Total N
GenZers	38%	(377)	43%	(433)	19%	(190)	1000
Gender: Male	39%	(200)	43%	(217)	18%	(89)	506
Gender: Female	36%	(177)	44%	(216)	20%	(101)	494
Age: 18-34	35%	(210)	44%	(270)	21%	(129)	609
GenZers: 1997-2012	38%	(377)	43%	(433)	19%	(190)	1000
Ideo: Liberal (1-3)	42%	(129)	34%	(102)	24%	(72)	304
Ideo: Moderate (4)	35%	(82)	49%	(113)	16%	(38)	232
Ideo: Conservative (5-7)	35%	(58)	47%	(77)	18%	(31)	165
Educ: < College	38%	(342)	44%	(399)	19%	(169)	910
Educ: Bachelors degree	41%	(27)	38%	(25)	21%	(14)	65
Ethnicity: White	35%	(256)	44%	(325)	21%	(150)	731
Ethnicity: Hispanic	42%	(102)	41%	(99)	17%	(41)	242
Ethnicity: Black	46%	(68)	40%	(59)	15%	(22)	148
Ethnicity: Other	44%	(53)	41%	(50)	15%	(18)	121
All Christian	36%	(85)	45%	(107)	19%	(46)	237
All Non-Christian	44%	(22)	43%	(21)	14%	(7)	50
Atheist	43%	(50)	34%	(39)	23%	(27)	116
Agnostic/Nothing in particular	33%	(132)	46%	(185)	22%	(88)	405
Something Else	46%	(89)	42%	(81)	12%	(23)	193
Religious Non-Protestant/Catholic	38%	(26)	49%	(33)	13%	(9)	68
Evangelical	42%	(72)	49%	(84)	9%	(16)	172
Non-Evangelical	41%	(94)	37%	(85)	21%	(49)	228
Community: Urban	41%	(118)	42%	(121)	17%	(49)	288
Community: Suburban	36%	(157)	43%	(188)	21%	(90)	435
Community: Rural	37%	(102)	45%	(124)	18%	(51)	276
Military HH: Yes	41%	(40)	39%	(37)	20%	(19)	97
Military HH: No	37%	(337)	44%	(396)	19%	(171)	903
4-Region: Northeast	35%	(57)	46%	(75)	19%	(32)	164
4-Region: Midwest	42%	(97)	42%	(97)	16%	(38)	233
4-Region: South	37%	(161)	45%	(194)	18%	(76)	432
4-Region: West	35%	(61)	39%	(66)	26%	(45)	172
TikTok Users	39%	(266)	44%	(300)	17%	(113)	680

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**Table MCFE42:** *If you had to guess, over the course of your lifetime do you think you will be better or worse off financially than your parents were, or do you think you will be doing the same as them?*

Demographic	Better off		The same		Worse off		Total N
GenZers	38%	(377)	43%	(433)	19%	(190)	1000
Twitch Users	44%	(103)	36%	(86)	20%	(47)	236
2022 Sports Viewers/Attendees	39%	(234)	43%	(257)	18%	(106)	597
Monthly Moviegoers	45%	(75)	40%	(67)	15%	(26)	168
Few Times per Year + Moviegoers	43%	(245)	40%	(229)	17%	(97)	571
Heard Smile Campaign	38%	(161)	43%	(182)	19%	(81)	425
Heard Minion Campaign	39%	(197)	43%	(219)	18%	(89)	505
Listens to Podcasts	38%	(213)	45%	(247)	17%	(93)	552
Streaming Services User	39%	(346)	43%	(388)	18%	(165)	898
Netflix User	38%	(332)	43%	(374)	18%	(158)	864
Disney+ User	40%	(244)	44%	(274)	16%	(99)	617
Heterosexual or straight	38%	(266)	46%	(321)	16%	(114)	702
Bisexual	39%	(55)	39%	(55)	22%	(32)	141
Something else	50%	(28)	35%	(20)	15%	(8)	56
Yes	29%	(41)	47%	(65)	24%	(34)	140
No	39%	(336)	43%	(368)	18%	(156)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE43: How do you typically prefer to shop?**

Demographic	I prefer to shop online		I prefer to shop in stores		I don't have a preference where I shop		Total N
GenZers	34%	(342)	36%	(359)	30%	(299)	1000
Gender: Male	39%	(195)	31%	(156)	31%	(155)	506
Gender: Female	30%	(146)	41%	(203)	29%	(144)	494
Age: 18-34	36%	(217)	37%	(224)	28%	(168)	609
GenZers: 1997-2012	34%	(342)	36%	(359)	30%	(299)	1000
Ideo: Liberal (1-3)	41%	(124)	35%	(107)	24%	(73)	304
Ideo: Moderate (4)	33%	(78)	34%	(78)	33%	(77)	232
Ideo: Conservative (5-7)	32%	(53)	42%	(70)	26%	(43)	165
Educ: < College	34%	(306)	36%	(324)	31%	(280)	910
Educ: Bachelors degree	43%	(28)	38%	(25)	18%	(12)	65
Ethnicity: White	32%	(234)	39%	(282)	29%	(215)	731
Ethnicity: Hispanic	30%	(73)	42%	(101)	28%	(68)	242
Ethnicity: Black	42%	(62)	30%	(44)	28%	(42)	148
Ethnicity: Other	37%	(45)	27%	(33)	35%	(43)	121
All Christian	31%	(73)	42%	(100)	27%	(64)	237
All Non-Christian	39%	(19)	36%	(18)	25%	(12)	50
Atheist	38%	(44)	27%	(31)	35%	(40)	116
Agnostic/Nothing in particular	37%	(150)	33%	(133)	30%	(122)	405
Something Else	29%	(55)	40%	(77)	31%	(61)	193
Religious Non-Protestant/Catholic	38%	(26)	31%	(21)	31%	(21)	68
Evangelical	36%	(62)	35%	(61)	28%	(49)	172
Non-Evangelical	25%	(56)	47%	(107)	29%	(65)	228
Community: Urban	31%	(88)	39%	(113)	30%	(86)	288
Community: Suburban	38%	(166)	33%	(145)	29%	(124)	435
Community: Rural	31%	(87)	36%	(101)	32%	(89)	276
Military HH: Yes	40%	(38)	31%	(30)	29%	(28)	97
Military HH: No	34%	(303)	36%	(329)	30%	(271)	903
4-Region: Northeast	41%	(67)	29%	(48)	30%	(50)	164
4-Region: Midwest	32%	(74)	38%	(89)	30%	(69)	233
4-Region: South	34%	(148)	38%	(165)	28%	(119)	432
4-Region: West	31%	(53)	33%	(57)	36%	(61)	172
TikTok Users	36%	(242)	36%	(246)	28%	(191)	680

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**Table MCFE43: How do you typically prefer to shop?**

Demographic	I prefer to shop online		I prefer to shop in stores		I don't have a preference where I shop		Total N
GenZers	34%	(342)	36%	(359)	30%	(299)	1000
Twitch Users	40%	(93)	29%	(68)	31%	(74)	236
2022 Sports Viewers/Attendees	39%	(230)	34%	(201)	28%	(166)	597
Monthly Moviegoers	40%	(67)	39%	(66)	21%	(35)	168
Few Times per Year + Moviegoers	34%	(196)	38%	(214)	28%	(160)	571
Heard Smile Campaign	39%	(164)	35%	(148)	27%	(113)	425
Heard Minion Campaign	35%	(176)	35%	(176)	30%	(154)	505
Listens to Podcasts	35%	(194)	35%	(194)	30%	(164)	552
Streaming Services User	35%	(310)	37%	(332)	29%	(256)	898
Netflix User	34%	(291)	37%	(320)	29%	(253)	864
Disney+ User	34%	(209)	36%	(224)	30%	(183)	617
Heterosexual or straight	34%	(239)	37%	(262)	29%	(201)	702
Bisexual	38%	(54)	33%	(46)	29%	(41)	141
Something else	23%	(13)	31%	(18)	46%	(26)	56
Yes	29%	(41)	36%	(51)	34%	(48)	140
No	35%	(301)	36%	(308)	29%	(252)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE44\_1:** When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'  
Grocery and household goods

Demographic	Use my own money		Use someone else's money, and they don't need to approve the purchase		Use someone else's money, though they need to approve the purchase		I don't make these purchases		Total N
GenZers	41%	(413)	15%	(154)	20%	(198)	23%	(235)	1000
Gender: Male	45%	(229)	14%	(71)	19%	(97)	22%	(109)	506
Gender: Female	37%	(185)	17%	(83)	20%	(101)	25%	(126)	494
Age: 18-34	58%	(354)	16%	(100)	13%	(79)	13%	(76)	609
GenZers: 1997-2012	41%	(413)	15%	(154)	20%	(198)	23%	(235)	1000
Ideo: Liberal (1-3)	41%	(125)	16%	(50)	21%	(65)	21%	(64)	304
Ideo: Moderate (4)	51%	(119)	16%	(38)	13%	(30)	20%	(46)	232
Ideo: Conservative (5-7)	41%	(68)	14%	(22)	27%	(44)	18%	(30)	165
Educ: < College	40%	(365)	15%	(135)	20%	(184)	25%	(226)	910
Educ: Bachelors degree	55%	(36)	22%	(15)	14%	(9)	8%	(5)	65
Ethnicity: White	40%	(296)	16%	(116)	20%	(146)	24%	(173)	731
Ethnicity: Hispanic	40%	(96)	17%	(41)	22%	(54)	21%	(50)	242
Ethnicity: Black	48%	(72)	14%	(21)	18%	(26)	20%	(29)	148
Ethnicity: Other	38%	(46)	14%	(17)	21%	(26)	27%	(32)	121
All Christian	41%	(97)	17%	(40)	23%	(55)	19%	(46)	237
All Non-Christian	54%	(27)	15%	(7)	20%	(10)	11%	(6)	50
Atheist	41%	(47)	11%	(13)	21%	(24)	27%	(31)	116
Agnostic/Nothing in particular	43%	(173)	13%	(53)	18%	(72)	27%	(108)	405
Something Else	36%	(70)	21%	(41)	19%	(37)	23%	(45)	193
Religious Non-Protestant/Catholic	50%	(34)	14%	(10)	17%	(12)	18%	(12)	68
Evangelical	40%	(69)	21%	(36)	24%	(41)	15%	(26)	172
Non-Evangelical	38%	(87)	18%	(40)	21%	(47)	24%	(55)	228
Community: Urban	46%	(133)	15%	(43)	20%	(57)	20%	(56)	288
Community: Suburban	40%	(176)	15%	(66)	18%	(79)	26%	(114)	435
Community: Rural	38%	(104)	16%	(45)	23%	(62)	23%	(64)	276
Military HH: Yes	36%	(35)	15%	(14)	24%	(23)	25%	(24)	97
Military HH: No	42%	(378)	15%	(140)	19%	(174)	23%	(211)	903

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**Table MCFE44\_1:** When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'  
Grocery and household goods

Demographic	Use my own money		Use someone else's money, and they don't need to approve the purchase		Use someone else's money, though they need to approve the purchase		I don't make these purchases		Total N
GenZers	41%	(413)	15%	(154)	20%	(198)	23%	(235)	1000
4-Region: Northeast	47%	(77)	15%	(24)	18%	(29)	21%	(34)	164
4-Region: Midwest	43%	(99)	17%	(39)	16%	(37)	25%	(57)	233
4-Region: South	40%	(172)	15%	(67)	22%	(93)	23%	(100)	432
4-Region: West	38%	(65)	14%	(24)	22%	(38)	26%	(44)	172
TikTok Users	42%	(284)	18%	(121)	21%	(145)	19%	(131)	680
Twitch Users	37%	(88)	22%	(51)	18%	(43)	23%	(54)	236
2022 Sports Viewers/Attendees	43%	(257)	18%	(106)	20%	(121)	19%	(113)	597
Monthly Moviegoers	45%	(76)	18%	(30)	21%	(35)	16%	(27)	168
Few Times per Year + Moviegoers	42%	(242)	17%	(98)	19%	(110)	21%	(121)	571
Heard Smile Campaign	43%	(184)	16%	(69)	21%	(89)	20%	(83)	425
Heard Minion Campaign	38%	(191)	17%	(87)	23%	(117)	22%	(110)	505
Listens to Podcasts	45%	(248)	17%	(95)	20%	(111)	18%	(99)	552
Streaming Services User	43%	(383)	16%	(146)	20%	(183)	21%	(187)	898
Netflix User	42%	(364)	16%	(138)	20%	(169)	22%	(193)	864
Disney+ User	42%	(257)	18%	(110)	20%	(125)	20%	(124)	617
Heterosexual or straight	44%	(308)	14%	(101)	20%	(142)	22%	(151)	702
Bisexual	44%	(62)	17%	(24)	19%	(27)	20%	(28)	141
Something else	26%	(15)	12%	(6)	29%	(16)	33%	(19)	56
Yes	33%	(46)	12%	(16)	16%	(22)	40%	(56)	140
No	43%	(368)	16%	(138)	20%	(176)	21%	(179)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://morningconsult.com).

**Table MCFE44\_2:** When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'  
Apparel, shoes, or accessories

Demographic	Use my own money	Use someone else's money, and they don't need to approve the purchase	Use someone else's money, though they need to approve the purchase	I don't make these purchases	Total N
GenZers	55% (549)	10% (96)	23% (225)	13% (130)	1000
Gender: Male	56% (282)	8% (42)	22% (112)	14% (70)	506
Gender: Female	54% (267)	11% (54)	23% (113)	12% (60)	494
Age: 18-34	69% (420)	11% (69)	12% (71)	8% (48)	609
GenZers: 1997-2012	55% (549)	10% (96)	23% (225)	13% (130)	1000
Ideo: Liberal (1-3)	60% (182)	11% (34)	21% (63)	8% (25)	304
Ideo: Moderate (4)	61% (143)	11% (27)	19% (44)	8% (19)	232
Ideo: Conservative (5-7)	56% (92)	9% (14)	27% (44)	9% (15)	165
Educ: < College	54% (488)	9% (81)	24% (214)	14% (126)	910
Educ: Bachelors degree	73% (47)	15% (10)	13% (8)	— (0)	65
Ethnicity: White	55% (400)	9% (64)	22% (161)	14% (106)	731
Ethnicity: Hispanic	56% (134)	11% (26)	22% (54)	11% (27)	242
Ethnicity: Black	57% (84)	10% (15)	23% (34)	10% (15)	148
Ethnicity: Other	54% (65)	14% (17)	25% (30)	7% (9)	121
All Christian	54% (129)	9% (22)	23% (54)	13% (32)	237
All Non-Christian	62% (31)	12% (6)	19% (9)	7% (4)	50
Atheist	48% (55)	9% (10)	24% (28)	19% (22)	116
Agnostic/Nothing in particular	57% (229)	9% (38)	21% (86)	13% (52)	405
Something Else	55% (105)	10% (20)	25% (48)	10% (20)	193
Religious Non-Protestant/Catholic	60% (41)	10% (7)	14% (9)	16% (11)	68
Evangelical	50% (86)	16% (27)	30% (51)	4% (8)	172
Non-Evangelical	59% (134)	5% (12)	21% (48)	15% (34)	228
Community: Urban	59% (169)	9% (25)	20% (57)	13% (38)	288
Community: Suburban	53% (230)	11% (48)	23% (100)	13% (57)	435
Community: Rural	54% (150)	8% (23)	25% (68)	12% (34)	276
Military HH: Yes	42% (41)	14% (14)	25% (24)	19% (18)	97
Military HH: No	56% (508)	9% (82)	22% (201)	12% (112)	903

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**Table MCFE44\_2:** When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'  
Apparel, shoes, or accessories

Demographic	Use my own money		Use someone else's money, and they don't need to approve the purchase		Use someone else's money, though they need to approve the purchase		I don't make these purchases		Total N
GenZers	55%	(549)	10%	(96)	23%	(225)	13%	(130)	1000
4-Region: Northeast	68%	(112)	9%	(15)	17%	(27)	6%	(10)	164
4-Region: Midwest	53%	(123)	10%	(22)	20%	(46)	18%	(42)	233
4-Region: South	54%	(234)	11%	(46)	24%	(102)	11%	(50)	432
4-Region: West	47%	(80)	7%	(12)	29%	(50)	17%	(29)	172
TikTok Users	57%	(390)	11%	(74)	24%	(166)	7%	(50)	680
Twitch Users	50%	(119)	10%	(24)	29%	(67)	11%	(26)	236
2022 Sports Viewers/Attendees	57%	(339)	10%	(58)	25%	(148)	9%	(53)	597
Monthly Moviegoers	56%	(94)	14%	(23)	21%	(35)	10%	(16)	168
Few Times per Year + Moviegoers	55%	(313)	12%	(67)	21%	(122)	12%	(69)	571
Heard Smile Campaign	58%	(248)	11%	(48)	21%	(87)	10%	(41)	425
Heard Minion Campaign	55%	(277)	10%	(51)	24%	(123)	11%	(54)	505
Listens to Podcasts	56%	(310)	13%	(71)	22%	(119)	9%	(52)	552
Streaming Services User	57%	(512)	10%	(89)	23%	(207)	10%	(90)	898
Netflix User	56%	(484)	10%	(86)	23%	(198)	11%	(96)	864
Disney+ User	55%	(342)	12%	(74)	22%	(136)	11%	(65)	617
Heterosexual or straight	56%	(396)	10%	(67)	23%	(159)	11%	(80)	702
Bisexual	56%	(78)	10%	(14)	21%	(29)	14%	(19)	141
Something else	34%	(19)	14%	(8)	28%	(16)	24%	(13)	56
Yes	51%	(72)	9%	(13)	22%	(31)	18%	(25)	140
No	55%	(477)	10%	(84)	23%	(194)	12%	(105)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://morningconsult.com).

**Table MCFE44\_3:** When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'

Personal electronics

Demographic	Use my own money	Use someone else's money, and they don't need to approve the purchase	Use someone else's money, though they need to approve the purchase	I don't make these purchases	Total N
GenZers	49% (490)	9% (94)	21% (213)	20% (202)	1000
Gender: Male	57% (289)	10% (49)	19% (95)	15% (73)	506
Gender: Female	41% (201)	9% (45)	24% (118)	26% (129)	494
Age: 18-34	64% (387)	11% (70)	13% (76)	12% (76)	609
GenZers: 1997-2012	49% (490)	9% (94)	21% (213)	20% (202)	1000
Ideo: Liberal (1-3)	49% (150)	12% (35)	25% (77)	14% (42)	304
Ideo: Moderate (4)	59% (138)	10% (23)	17% (38)	14% (33)	232
Ideo: Conservative (5-7)	46% (77)	10% (16)	22% (36)	22% (37)	165
Educ: < College	47% (431)	10% (87)	22% (199)	21% (193)	910
Educ: Bachelors degree	69% (45)	7% (5)	17% (11)	7% (5)	65
Ethnicity: White	49% (360)	8% (61)	21% (153)	21% (156)	731
Ethnicity: Hispanic	55% (134)	10% (25)	16% (39)	19% (45)	242
Ethnicity: Black	46% (69)	15% (23)	22% (32)	17% (25)	148
Ethnicity: Other	50% (61)	9% (10)	23% (28)	18% (22)	121
All Christian	48% (114)	7% (17)	26% (62)	19% (44)	237
All Non-Christian	52% (26)	15% (8)	21% (10)	12% (6)	50
Atheist	53% (62)	9% (10)	19% (21)	19% (23)	116
Agnostic/Nothing in particular	48% (196)	10% (39)	22% (89)	20% (80)	405
Something Else	48% (93)	10% (20)	16% (30)	26% (50)	193
Religious Non-Protestant/Catholic	49% (33)	14% (9)	19% (13)	19% (13)	68
Evangelical	53% (91)	14% (24)	19% (33)	14% (23)	172
Non-Evangelical	44% (102)	5% (10)	24% (55)	27% (61)	228
Community: Urban	52% (151)	11% (31)	20% (57)	17% (50)	288
Community: Suburban	49% (213)	8% (35)	24% (105)	19% (83)	435
Community: Rural	46% (126)	10% (29)	19% (52)	25% (70)	276
Military HH: Yes	38% (37)	11% (10)	22% (21)	30% (29)	97
Military HH: No	50% (453)	9% (84)	21% (192)	19% (174)	903

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**Table MCFE44\_3:** When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'

Personal electronics

Demographic	Use my own money		Use someone else's money, and they don't need to approve the purchase		Use someone else's money, though they need to approve the purchase		I don't make these purchases		Total N
GenZers	49%	(490)	9%	(94)	21%	(213)	20%	(202)	1000
4-Region: Northeast	56%	(92)	11%	(18)	23%	(37)	10%	(17)	164
4-Region: Midwest	49%	(113)	12%	(27)	18%	(42)	22%	(50)	233
4-Region: South	48%	(209)	9%	(38)	22%	(94)	21%	(91)	432
4-Region: West	44%	(76)	7%	(12)	24%	(41)	26%	(44)	172
TikTok Users	50%	(342)	10%	(71)	24%	(162)	15%	(105)	680
Twitch Users	52%	(123)	8%	(19)	28%	(67)	12%	(27)	236
2022 Sports Viewers/Attendees	53%	(314)	9%	(51)	23%	(137)	16%	(95)	597
Monthly Moviegoers	51%	(86)	15%	(25)	18%	(30)	17%	(28)	168
Few Times per Year + Moviegoers	49%	(279)	11%	(60)	22%	(124)	19%	(107)	571
Heard Smile Campaign	49%	(208)	13%	(54)	23%	(98)	15%	(65)	425
Heard Minion Campaign	47%	(237)	10%	(48)	26%	(133)	17%	(86)	505
Listens to Podcasts	52%	(289)	13%	(71)	19%	(107)	16%	(86)	552
Streaming Services User	50%	(452)	10%	(87)	22%	(194)	18%	(165)	898
Netflix User	49%	(426)	10%	(85)	21%	(185)	19%	(168)	864
Disney+ User	49%	(304)	12%	(73)	20%	(124)	19%	(116)	617
Heterosexual or straight	51%	(356)	10%	(70)	20%	(138)	20%	(137)	702
Bisexual	50%	(70)	6%	(9)	22%	(30)	22%	(31)	141
Something else	29%	(17)	10%	(6)	35%	(20)	25%	(14)	56
Yes	46%	(65)	11%	(15)	19%	(27)	24%	(33)	140
No	49%	(425)	9%	(80)	22%	(187)	20%	(169)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).



**Table MCFE44\_4:** When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'  
Beauty and/or personal care products

Demographic	Use my own money	Use someone else's money, and they don't need to approve the purchase	Use someone else's money, though they need to approve the purchase	I don't make these purchases	Total N
GenZers	50% (499)	10% (105)	14% (137)	26% (259)	1000
Gender: Male	44% (225)	10% (52)	12% (59)	34% (170)	506
Gender: Female	56% (274)	11% (53)	16% (77)	18% (90)	494
Age: 18-34	63% (383)	11% (69)	9% (54)	17% (103)	609
GenZers: 1997-2012	50% (499)	10% (105)	14% (137)	26% (259)	1000
Ideo: Liberal (1-3)	53% (162)	14% (44)	15% (46)	17% (52)	304
Ideo: Moderate (4)	59% (137)	11% (25)	8% (18)	23% (53)	232
Ideo: Conservative (5-7)	51% (84)	9% (15)	15% (25)	25% (41)	165
Educ: < College	48% (439)	10% (92)	14% (128)	27% (250)	910
Educ: Bachelors degree	72% (47)	14% (9)	8% (5)	7% (4)	65
Ethnicity: White	51% (372)	10% (72)	14% (101)	25% (186)	731
Ethnicity: Hispanic	56% (136)	9% (22)	10% (25)	25% (60)	242
Ethnicity: Black	48% (70)	14% (20)	14% (20)	25% (37)	148
Ethnicity: Other	47% (57)	10% (13)	13% (15)	30% (36)	121
All Christian	51% (121)	10% (23)	14% (34)	25% (59)	237
All Non-Christian	55% (27)	13% (7)	14% (7)	18% (9)	50
Atheist	46% (53)	10% (12)	15% (17)	29% (33)	116
Agnostic/Nothing in particular	50% (202)	11% (43)	12% (50)	27% (109)	405
Something Else	50% (96)	11% (21)	14% (28)	25% (49)	193
Religious Non-Protestant/Catholic	51% (35)	12% (8)	14% (9)	23% (15)	68
Evangelical	45% (76)	15% (26)	20% (35)	20% (35)	172
Non-Evangelical	56% (129)	6% (14)	10% (22)	28% (63)	228
Community: Urban	54% (155)	10% (28)	13% (36)	24% (68)	288
Community: Suburban	51% (222)	11% (48)	14% (61)	24% (104)	435
Community: Rural	44% (122)	10% (29)	14% (40)	31% (86)	276
Military HH: Yes	36% (35)	13% (12)	23% (23)	27% (26)	97
Military HH: No	51% (464)	10% (92)	13% (114)	26% (233)	903

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**Table MCFE44\_4:** When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'  
Beauty and/or personal care products

Demographic	Use my own money		Use someone else's money, and they don't need to approve the purchase		Use someone else's money, though they need to approve the purchase		I don't make these purchases		Total N
GenZers	50%	(499)	10%	(105)	14%	(137)	26%	(259)	1000
4-Region: Northeast	57%	(94)	12%	(20)	11%	(17)	20%	(33)	164
4-Region: Midwest	45%	(106)	12%	(28)	12%	(28)	31%	(71)	233
4-Region: South	49%	(211)	11%	(46)	15%	(66)	25%	(109)	432
4-Region: West	52%	(89)	6%	(11)	15%	(26)	27%	(46)	172
TikTok Users	55%	(373)	11%	(76)	14%	(93)	20%	(138)	680
Twitch Users	46%	(109)	9%	(22)	18%	(42)	26%	(62)	236
2022 Sports Viewers/Attendees	52%	(308)	10%	(61)	16%	(98)	22%	(130)	597
Monthly Moviegoers	50%	(85)	18%	(30)	14%	(23)	18%	(31)	168
Few Times per Year + Moviegoers	52%	(294)	12%	(66)	13%	(77)	23%	(134)	571
Heard Smile Campaign	51%	(216)	13%	(56)	17%	(71)	19%	(81)	425
Heard Minion Campaign	50%	(253)	11%	(54)	14%	(73)	25%	(124)	505
Listens to Podcasts	51%	(284)	15%	(81)	14%	(78)	20%	(109)	552
Streaming Services User	53%	(472)	10%	(94)	14%	(125)	23%	(208)	898
Netflix User	52%	(445)	11%	(94)	14%	(117)	24%	(208)	864
Disney+ User	52%	(320)	13%	(79)	15%	(94)	20%	(124)	617
Heterosexual or straight	49%	(341)	11%	(75)	14%	(95)	27%	(190)	702
Bisexual	58%	(82)	8%	(12)	12%	(17)	21%	(30)	141
Something else	22%	(12)	16%	(9)	27%	(15)	35%	(19)	56
Yes	46%	(65)	12%	(16)	10%	(13)	32%	(45)	140
No	51%	(434)	10%	(89)	14%	(123)	25%	(214)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE45\_1:** The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores. Have you had any of the following experiences shopping for, buying, or selling secondhand items?

*I bought secondhand item(s) online*

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
GenZers	7%	(72)	11%	(108)	11%	(114)	11%	(107)	12%	(120)	48%	(479)	1000
Gender: Male	7%	(33)	11%	(56)	14%	(70)	12%	(58)	14%	(72)	43%	(217)	506
Gender: Female	8%	(39)	11%	(53)	9%	(44)	10%	(48)	10%	(48)	53%	(262)	494
Age: 18-34	8%	(49)	11%	(67)	13%	(80)	10%	(59)	14%	(83)	44%	(271)	609
GenZers: 1997-2012	7%	(72)	11%	(108)	11%	(114)	11%	(107)	12%	(120)	48%	(479)	1000
Ideo: Liberal (1-3)	9%	(28)	9%	(28)	15%	(45)	14%	(42)	11%	(33)	42%	(128)	304
Ideo: Moderate (4)	10%	(23)	10%	(24)	13%	(31)	10%	(24)	13%	(31)	43%	(100)	232
Ideo: Conservative (5-7)	5%	(8)	10%	(16)	13%	(21)	12%	(20)	15%	(25)	45%	(75)	165
Educ: < College	6%	(59)	11%	(98)	11%	(102)	11%	(98)	12%	(113)	48%	(441)	910
Educ: Bachelors degree	14%	(9)	16%	(10)	14%	(9)	9%	(6)	9%	(6)	38%	(25)	65
Ethnicity: White	7%	(49)	11%	(79)	12%	(84)	10%	(72)	13%	(92)	48%	(354)	731
Ethnicity: Hispanic	7%	(16)	8%	(20)	11%	(27)	8%	(19)	10%	(23)	56%	(136)	242
Ethnicity: Black	10%	(15)	11%	(16)	15%	(23)	13%	(19)	9%	(14)	41%	(61)	148
Ethnicity: Other	6%	(8)	11%	(13)	6%	(7)	12%	(15)	11%	(14)	53%	(64)	121
All Christian	7%	(16)	12%	(29)	13%	(30)	9%	(22)	14%	(34)	45%	(107)	237
All Non-Christian	4%	(2)	9%	(5)	7%	(4)	17%	(9)	5%	(2)	58%	(29)	50
Atheist	4%	(5)	10%	(12)	9%	(11)	14%	(16)	9%	(10)	54%	(63)	116
Agnostic/Nothing in particular	9%	(35)	8%	(32)	11%	(45)	11%	(45)	13%	(54)	48%	(195)	405
Something Else	7%	(14)	16%	(31)	13%	(26)	8%	(16)	11%	(20)	45%	(86)	193
Religious Non-Protestant/Catholic	3%	(2)	9%	(6)	10%	(7)	14%	(10)	18%	(12)	45%	(31)	68
Evangelical	9%	(15)	18%	(30)	18%	(31)	9%	(16)	12%	(20)	34%	(59)	172
Non-Evangelical	6%	(14)	12%	(27)	9%	(20)	8%	(19)	9%	(21)	56%	(128)	228
Community: Urban	10%	(30)	10%	(29)	11%	(32)	7%	(21)	13%	(37)	48%	(139)	288
Community: Suburban	6%	(26)	10%	(45)	10%	(45)	14%	(59)	14%	(59)	46%	(202)	435
Community: Rural	6%	(16)	12%	(34)	14%	(38)	10%	(27)	9%	(24)	50%	(138)	276
Military HH: Yes	9%	(9)	15%	(15)	9%	(8)	14%	(14)	17%	(17)	36%	(35)	97
Military HH: No	7%	(63)	10%	(94)	12%	(106)	10%	(93)	11%	(103)	49%	(445)	903

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**Table MCFE45\_1:** The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores. Have you had any of the following experiences shopping for, buying, or selling secondhand items?

I bought secondhand item(s) online

Demographic			Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
	Yes, within the past week												
GenZers	7%	(72)	11%	(108)	11%	(114)	11%	(107)	12%	(120)	48%	(479)	1000
4-Region: Northeast	7%	(12)	13%	(22)	10%	(16)	5%	(8)	12%	(19)	54%	(88)	164
4-Region: Midwest	8%	(18)	13%	(30)	8%	(19)	12%	(28)	12%	(28)	47%	(109)	233
4-Region: South	7%	(29)	10%	(44)	16%	(68)	9%	(40)	11%	(46)	47%	(204)	432
4-Region: West	7%	(13)	7%	(12)	7%	(12)	18%	(31)	15%	(26)	45%	(78)	172
TikTok Users	9%	(62)	11%	(78)	11%	(76)	12%	(79)	11%	(73)	46%	(313)	680
Twitch Users	9%	(20)	15%	(36)	9%	(22)	14%	(34)	14%	(32)	39%	(92)	236
2022 Sports Viewers/Attendees	8%	(50)	13%	(78)	13%	(75)	11%	(66)	13%	(78)	42%	(250)	597
Monthly Moviegoers	15%	(26)	15%	(25)	11%	(19)	11%	(18)	12%	(20)	36%	(60)	168
Few Times per Year + Moviegoers	9%	(52)	14%	(79)	12%	(68)	12%	(71)	12%	(68)	41%	(232)	571
Heard Smile Campaign	11%	(46)	13%	(57)	14%	(59)	11%	(47)	11%	(47)	40%	(169)	425
Heard Minion Campaign	9%	(48)	13%	(67)	13%	(64)	11%	(57)	12%	(59)	42%	(211)	505
Listens to Podcasts	9%	(47)	13%	(70)	14%	(77)	13%	(71)	14%	(77)	38%	(211)	552
Streaming Services User	8%	(70)	11%	(99)	12%	(109)	11%	(101)	13%	(115)	45%	(404)	898
Netflix User	8%	(71)	12%	(100)	11%	(95)	11%	(91)	12%	(101)	47%	(407)	864
Disney+ User	9%	(53)	13%	(79)	12%	(74)	12%	(76)	13%	(82)	41%	(254)	617
Heterosexual or straight	7%	(50)	11%	(80)	11%	(80)	10%	(69)	13%	(91)	47%	(332)	702
Bisexual	5%	(6)	11%	(16)	9%	(13)	10%	(14)	12%	(17)	53%	(74)	141
Something else	5%	(3)	12%	(7)	10%	(6)	5%	(3)	6%	(3)	61%	(34)	56
Yes	5%	(7)	7%	(10)	9%	(12)	13%	(18)	19%	(27)	47%	(66)	140
No	8%	(65)	11%	(98)	12%	(102)	10%	(89)	11%	(92)	48%	(414)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE45\_2:** The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores. Have you had any of the following experiences shopping for, buying, or selling secondhand items?

*I bought secondhand item(s) in a store*

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never	Total N	
GenZers	9%	(94)	18%	(175)	13%	(131)	11%	(109)	16%	(156)	34%	(336)	1000
Gender: Male	8%	(39)	15%	(74)	13%	(67)	11%	(58)	15%	(75)	38%	(193)	506
Gender: Female	11%	(55)	21%	(101)	13%	(64)	10%	(51)	16%	(80)	29%	(142)	494
Age: 18-34	9%	(57)	17%	(106)	15%	(92)	10%	(61)	15%	(94)	33%	(199)	609
GenZers: 1997-2012	9%	(94)	18%	(175)	13%	(131)	11%	(109)	16%	(156)	34%	(336)	1000
Ideo: Liberal (1-3)	14%	(43)	22%	(66)	16%	(49)	11%	(34)	12%	(37)	24%	(74)	304
Ideo: Moderate (4)	9%	(20)	19%	(44)	15%	(35)	12%	(28)	13%	(31)	32%	(75)	232
Ideo: Conservative (5-7)	6%	(10)	18%	(30)	14%	(24)	10%	(17)	21%	(34)	31%	(51)	165
Educ: < College	9%	(84)	17%	(153)	13%	(115)	11%	(96)	16%	(147)	35%	(316)	910
Educ: Bachelors degree	12%	(8)	25%	(16)	23%	(15)	14%	(9)	7%	(4)	19%	(12)	65
Ethnicity: White	9%	(68)	19%	(142)	14%	(100)	10%	(73)	17%	(122)	31%	(226)	731
Ethnicity: Hispanic	6%	(15)	19%	(46)	14%	(33)	11%	(27)	14%	(35)	36%	(86)	242
Ethnicity: Black	9%	(13)	13%	(19)	11%	(17)	14%	(21)	12%	(18)	41%	(61)	148
Ethnicity: Other	11%	(14)	12%	(15)	11%	(14)	12%	(15)	12%	(15)	41%	(49)	121
All Christian	11%	(25)	17%	(39)	16%	(37)	12%	(30)	16%	(37)	29%	(69)	237
All Non-Christian	8%	(4)	19%	(9)	14%	(7)	11%	(5)	9%	(4)	40%	(20)	50
Atheist	7%	(8)	20%	(23)	8%	(9)	13%	(15)	13%	(15)	39%	(46)	116
Agnostic/Nothing in particular	9%	(37)	17%	(70)	12%	(48)	11%	(43)	16%	(65)	35%	(142)	405
Something Else	10%	(20)	17%	(33)	15%	(29)	9%	(17)	18%	(35)	31%	(59)	193
Religious Non-Protestant/Catholic	7%	(5)	16%	(11)	14%	(10)	10%	(6)	23%	(16)	30%	(20)	68
Evangelical	12%	(21)	20%	(35)	15%	(26)	12%	(21)	13%	(21)	28%	(48)	172
Non-Evangelical	9%	(22)	15%	(33)	17%	(38)	10%	(23)	16%	(37)	33%	(76)	228
Community: Urban	14%	(40)	18%	(50)	10%	(28)	11%	(32)	15%	(44)	33%	(94)	288
Community: Suburban	7%	(31)	19%	(81)	14%	(60)	10%	(42)	15%	(66)	36%	(155)	435
Community: Rural	8%	(23)	16%	(44)	15%	(42)	13%	(35)	16%	(45)	31%	(87)	276
Military HH: Yes	12%	(12)	14%	(14)	13%	(12)	12%	(11)	21%	(21)	28%	(27)	97
Military HH: No	9%	(82)	18%	(161)	13%	(119)	11%	(97)	15%	(135)	34%	(309)	903

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**Table MCFE45\_2:** The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores. Have you had any of the following experiences shopping for, buying, or selling secondhand items?

I bought secondhand item(s) in a store

Demographic			Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
	Yes, within the past week												
GenZers	9%	(94)	18%	(175)	13%	(131)	11%	(109)	16%	(156)	34%	(336)	1000
4-Region: Northeast	8%	(13)	15%	(25)	10%	(16)	12%	(19)	14%	(24)	41%	(67)	164
4-Region: Midwest	10%	(23)	19%	(45)	11%	(25)	12%	(28)	13%	(31)	35%	(81)	233
4-Region: South	11%	(47)	18%	(76)	16%	(70)	10%	(45)	13%	(55)	32%	(139)	432
4-Region: West	7%	(11)	17%	(29)	11%	(20)	10%	(17)	26%	(45)	29%	(49)	172
TikTok Users	11%	(74)	19%	(129)	13%	(87)	11%	(78)	15%	(104)	31%	(208)	680
Twitch Users	12%	(29)	18%	(42)	13%	(31)	12%	(28)	15%	(34)	31%	(72)	236
2022 Sports Viewers/Attendees	10%	(58)	20%	(122)	16%	(98)	11%	(68)	15%	(90)	27%	(161)	597
Monthly Moviegoers	16%	(27)	18%	(30)	15%	(26)	13%	(22)	13%	(21)	25%	(43)	168
Few Times per Year + Moviegoers	10%	(59)	21%	(122)	14%	(82)	12%	(66)	15%	(85)	27%	(156)	571
Heard Smile Campaign	13%	(56)	20%	(85)	16%	(67)	13%	(54)	14%	(59)	24%	(103)	425
Heard Minion Campaign	11%	(56)	23%	(114)	15%	(73)	11%	(54)	16%	(80)	25%	(128)	505
Listens to Podcasts	10%	(57)	22%	(122)	14%	(79)	13%	(72)	16%	(87)	25%	(136)	552
Streaming Services User	10%	(88)	18%	(165)	14%	(125)	11%	(102)	16%	(142)	31%	(276)	898
Netflix User	10%	(87)	19%	(161)	13%	(113)	11%	(94)	15%	(132)	32%	(278)	864
Disney+ User	12%	(72)	21%	(130)	14%	(87)	10%	(64)	15%	(93)	28%	(170)	617
Heterosexual or straight	10%	(67)	15%	(109)	13%	(93)	12%	(81)	16%	(112)	34%	(240)	702
Bisexual	8%	(12)	22%	(31)	8%	(12)	9%	(13)	17%	(25)	35%	(49)	141
Something else	7%	(4)	26%	(14)	15%	(9)	5%	(3)	15%	(8)	33%	(18)	56
Yes	6%	(9)	20%	(28)	9%	(13)	13%	(19)	17%	(23)	34%	(48)	140
No	10%	(85)	17%	(147)	14%	(118)	10%	(90)	15%	(132)	33%	(288)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE45\_3:** The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores. Have you had any of the following experiences shopping for, buying, or selling secondhand items?

*I shopped for secondhand item(s) online*

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never	Total N	
GenZers	13%	(127)	12%	(122)	10%	(100)	9%	(92)	9%	(94)	47%	(465)	1000
Gender: Male	13%	(66)	12%	(62)	11%	(56)	10%	(49)	10%	(52)	44%	(222)	506
Gender: Female	12%	(60)	12%	(61)	9%	(44)	9%	(44)	9%	(42)	49%	(243)	494
Age: 18-34	13%	(78)	13%	(78)	11%	(67)	10%	(63)	10%	(62)	43%	(261)	609
GenZers: 1997-2012	13%	(127)	12%	(122)	10%	(100)	9%	(92)	9%	(94)	47%	(465)	1000
Ideo: Liberal (1-3)	17%	(53)	12%	(36)	13%	(38)	9%	(27)	9%	(26)	40%	(122)	304
Ideo: Moderate (4)	12%	(29)	16%	(37)	11%	(25)	10%	(24)	9%	(20)	42%	(97)	232
Ideo: Conservative (5-7)	9%	(14)	10%	(17)	11%	(18)	14%	(23)	13%	(22)	43%	(71)	165
Educ: < College	12%	(113)	12%	(111)	10%	(93)	9%	(79)	9%	(83)	47%	(432)	910
Educ: Bachelors degree	15%	(10)	15%	(10)	7%	(4)	14%	(9)	13%	(9)	36%	(23)	65
Ethnicity: White	12%	(85)	12%	(89)	11%	(77)	9%	(69)	10%	(73)	46%	(337)	731
Ethnicity: Hispanic	11%	(26)	13%	(33)	9%	(22)	9%	(21)	8%	(20)	50%	(121)	242
Ethnicity: Black	17%	(24)	13%	(20)	10%	(14)	9%	(13)	7%	(10)	45%	(67)	148
Ethnicity: Other	14%	(17)	11%	(13)	7%	(8)	8%	(10)	9%	(11)	51%	(61)	121
All Christian	12%	(27)	13%	(31)	11%	(26)	8%	(20)	13%	(31)	43%	(102)	237
All Non-Christian	9%	(4)	7%	(4)	19%	(10)	10%	(5)	2%	(1)	54%	(27)	50
Atheist	18%	(20)	8%	(9)	8%	(9)	7%	(8)	6%	(7)	54%	(62)	116
Agnostic/Nothing in particular	13%	(52)	10%	(40)	10%	(40)	9%	(36)	10%	(41)	48%	(196)	405
Something Else	12%	(23)	20%	(39)	8%	(15)	12%	(24)	7%	(13)	41%	(78)	193
Religious Non-Protestant/Catholic	8%	(5)	7%	(5)	17%	(12)	11%	(8)	16%	(11)	40%	(27)	68
Evangelical	15%	(26)	21%	(36)	13%	(22)	13%	(22)	7%	(12)	32%	(54)	172
Non-Evangelical	9%	(21)	14%	(33)	7%	(17)	7%	(17)	10%	(22)	52%	(119)	228
Community: Urban	13%	(38)	11%	(32)	9%	(27)	10%	(29)	13%	(36)	44%	(126)	288
Community: Suburban	13%	(58)	10%	(44)	11%	(49)	9%	(41)	8%	(34)	48%	(211)	435
Community: Rural	11%	(31)	17%	(46)	9%	(24)	8%	(22)	9%	(24)	46%	(129)	276
Military HH: Yes	12%	(12)	15%	(15)	11%	(11)	12%	(11)	7%	(6)	43%	(41)	97
Military HH: No	13%	(115)	12%	(107)	10%	(89)	9%	(81)	10%	(88)	47%	(424)	903

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**Table MCFE45\_3:** The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores. Have you had any of the following experiences shopping for, buying, or selling secondhand items?

*I shopped for secondhand item(s) online*

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
GenZers	13%	(127)	12%	(122)	10%	(100)	9%	(92)	9%	(94)	47%	(465)	1000
4-Region: Northeast	13%	(22)	9%	(16)	10%	(16)	9%	(15)	11%	(18)	48%	(79)	164
4-Region: Midwest	14%	(33)	13%	(29)	8%	(19)	8%	(19)	8%	(19)	49%	(114)	233
4-Region: South	11%	(48)	15%	(66)	13%	(56)	7%	(30)	9%	(37)	45%	(194)	432
4-Region: West	14%	(24)	7%	(12)	5%	(9)	17%	(28)	12%	(21)	46%	(78)	172
TikTok Users	15%	(102)	13%	(90)	11%	(72)	9%	(62)	9%	(61)	43%	(293)	680
Twitch Users	17%	(41)	18%	(43)	10%	(24)	9%	(21)	8%	(18)	37%	(88)	236
2022 Sports Viewers/Attendees	14%	(82)	15%	(87)	12%	(72)	10%	(59)	10%	(61)	40%	(238)	597
Monthly Moviegoers	21%	(35)	14%	(24)	12%	(20)	8%	(14)	9%	(15)	35%	(59)	168
Few Times per Year + Moviegoers	13%	(75)	16%	(90)	11%	(66)	10%	(55)	10%	(56)	40%	(229)	571
Heard Smile Campaign	15%	(64)	14%	(58)	13%	(54)	12%	(49)	8%	(35)	38%	(163)	425
Heard Minion Campaign	14%	(70)	15%	(75)	12%	(59)	11%	(55)	10%	(49)	39%	(197)	505
Listens to Podcasts	15%	(82)	14%	(75)	12%	(68)	12%	(67)	11%	(59)	36%	(201)	552
Streaming Services User	14%	(123)	13%	(116)	10%	(92)	10%	(87)	10%	(89)	44%	(391)	898
Netflix User	13%	(113)	13%	(112)	10%	(85)	10%	(84)	9%	(79)	45%	(390)	864
Disney+ User	14%	(86)	15%	(92)	12%	(75)	10%	(65)	10%	(61)	39%	(238)	617
Heterosexual or straight	12%	(85)	12%	(87)	9%	(60)	10%	(71)	11%	(74)	46%	(324)	702
Bisexual	11%	(15)	12%	(17)	8%	(12)	9%	(12)	7%	(10)	53%	(75)	141
Something else	20%	(11)	5%	(3)	8%	(4)	6%	(3)	6%	(3)	56%	(31)	56
Yes	11%	(16)	12%	(16)	9%	(12)	10%	(15)	10%	(14)	48%	(67)	140
No	13%	(111)	12%	(106)	10%	(88)	9%	(78)	9%	(80)	46%	(398)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE45\_4:** The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores. Have you had any of the following experiences shopping for, buying, or selling secondhand items?

*I shopped for secondhand item(s) in a store*

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never	Total N	
GenZers	12%	(124)	17%	(174)	13%	(126)	10%	(100)	14%	(139)	34%	(338)	1000
Gender: Male	11%	(55)	14%	(69)	14%	(71)	10%	(51)	14%	(72)	37%	(189)	506
Gender: Female	14%	(68)	21%	(106)	11%	(55)	10%	(48)	14%	(67)	30%	(149)	494
Age: 18-34	12%	(72)	17%	(101)	13%	(78)	10%	(62)	15%	(92)	34%	(205)	609
GenZers: 1997-2012	12%	(124)	17%	(174)	13%	(126)	10%	(100)	14%	(139)	34%	(338)	1000
Ideo: Liberal (1-3)	18%	(54)	24%	(72)	13%	(39)	9%	(26)	12%	(36)	25%	(76)	304
Ideo: Moderate (4)	11%	(27)	18%	(41)	13%	(31)	12%	(28)	11%	(25)	35%	(81)	232
Ideo: Conservative (5-7)	7%	(12)	18%	(30)	16%	(27)	12%	(20)	17%	(28)	29%	(49)	165
Educ: < College	12%	(108)	17%	(157)	12%	(110)	10%	(92)	14%	(126)	35%	(316)	910
Educ: Bachelors degree	18%	(12)	20%	(13)	21%	(13)	9%	(6)	12%	(8)	20%	(13)	65
Ethnicity: White	13%	(91)	19%	(141)	12%	(90)	10%	(72)	15%	(112)	31%	(226)	731
Ethnicity: Hispanic	13%	(30)	16%	(39)	13%	(31)	9%	(22)	14%	(33)	36%	(86)	242
Ethnicity: Black	11%	(16)	13%	(19)	13%	(19)	10%	(15)	11%	(17)	42%	(62)	148
Ethnicity: Other	13%	(16)	12%	(15)	14%	(17)	11%	(13)	9%	(11)	41%	(50)	121
All Christian	14%	(34)	16%	(39)	16%	(39)	7%	(18)	15%	(36)	30%	(72)	237
All Non-Christian	5%	(3)	7%	(4)	23%	(11)	6%	(3)	9%	(5)	49%	(24)	50
Atheist	9%	(11)	26%	(30)	8%	(9)	12%	(13)	10%	(11)	35%	(41)	116
Agnostic/Nothing in particular	12%	(49)	17%	(70)	11%	(44)	11%	(45)	14%	(57)	35%	(140)	405
Something Else	14%	(27)	17%	(32)	11%	(22)	10%	(20)	16%	(30)	32%	(61)	193
Religious Non-Protestant/Catholic	6%	(4)	8%	(6)	23%	(15)	5%	(4)	20%	(14)	38%	(25)	68
Evangelical	15%	(25)	16%	(27)	18%	(30)	9%	(16)	16%	(27)	27%	(46)	172
Non-Evangelical	14%	(33)	18%	(41)	11%	(25)	9%	(20)	12%	(27)	36%	(82)	228
Community: Urban	17%	(49)	14%	(42)	10%	(30)	10%	(29)	16%	(46)	32%	(93)	288
Community: Suburban	10%	(43)	19%	(81)	14%	(61)	10%	(43)	11%	(49)	36%	(159)	435
Community: Rural	11%	(32)	19%	(52)	12%	(34)	10%	(28)	16%	(44)	31%	(86)	276
Military HH: Yes	15%	(15)	15%	(14)	9%	(9)	13%	(13)	19%	(18)	29%	(28)	97
Military HH: No	12%	(109)	18%	(160)	13%	(117)	10%	(87)	13%	(121)	34%	(310)	903

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**Table MCFE45\_4:** The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores. Have you had any of the following experiences shopping for, buying, or selling secondhand items?

*I shopped for secondhand item(s) in a store*

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
GenZers	12%	(124)	17%	(174)	13%	(126)	10%	(100)	14%	(139)	34%	(338)	1000
4-Region: Northeast	11%	(19)	15%	(25)	12%	(19)	7%	(12)	16%	(27)	38%	(63)	164
4-Region: Midwest	13%	(30)	21%	(48)	11%	(25)	8%	(19)	12%	(28)	36%	(83)	233
4-Region: South	14%	(59)	17%	(75)	14%	(60)	11%	(46)	12%	(51)	33%	(140)	432
4-Region: West	9%	(16)	16%	(27)	12%	(21)	13%	(22)	19%	(33)	30%	(52)	172
TikTok Users	14%	(98)	18%	(124)	12%	(83)	11%	(74)	13%	(87)	32%	(215)	680
Twitch Users	19%	(44)	17%	(41)	11%	(27)	8%	(19)	9%	(21)	36%	(84)	236
2022 Sports Viewers/Attendees	13%	(79)	19%	(113)	16%	(98)	9%	(56)	13%	(78)	29%	(173)	597
Monthly Moviegoers	20%	(33)	18%	(31)	14%	(24)	9%	(15)	12%	(20)	28%	(46)	168
Few Times per Year + Moviegoers	13%	(77)	20%	(112)	15%	(86)	10%	(59)	13%	(76)	28%	(160)	571
Heard Smile Campaign	16%	(70)	19%	(80)	17%	(72)	11%	(48)	12%	(53)	24%	(103)	425
Heard Minion Campaign	16%	(82)	21%	(104)	14%	(72)	11%	(54)	13%	(64)	25%	(129)	505
Listens to Podcasts	15%	(82)	21%	(119)	13%	(70)	10%	(54)	15%	(83)	26%	(145)	552
Streaming Services User	13%	(117)	18%	(164)	14%	(123)	10%	(91)	14%	(126)	31%	(278)	898
Netflix User	14%	(118)	18%	(154)	13%	(110)	10%	(86)	13%	(115)	32%	(281)	864
Disney+ User	15%	(90)	20%	(125)	14%	(85)	9%	(54)	14%	(84)	29%	(178)	617
Heterosexual or straight	11%	(80)	16%	(112)	13%	(91)	11%	(75)	14%	(99)	35%	(245)	702
Bisexual	10%	(14)	23%	(33)	9%	(13)	9%	(12)	13%	(19)	35%	(49)	141
Something else	13%	(8)	35%	(20)	10%	(5)	3%	(1)	17%	(9)	23%	(13)	56
Yes	12%	(17)	13%	(19)	12%	(17)	9%	(12)	20%	(28)	33%	(46)	140
No	12%	(106)	18%	(156)	13%	(108)	10%	(87)	13%	(111)	34%	(292)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE45\_5:** *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores. Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

*I sold secondhand item(s) online*

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
GenZers	7%	(72)	8%	(82)	8%	(82)	7%	(72)	11%	(106)	59%	(586)	1000
Gender: Male	6%	(29)	9%	(48)	9%	(44)	8%	(38)	11%	(58)	57%	(289)	506
Gender: Female	9%	(43)	7%	(35)	8%	(38)	7%	(33)	10%	(48)	60%	(297)	494
Age: 18-34	8%	(49)	10%	(60)	9%	(57)	8%	(49)	10%	(61)	55%	(333)	609
GenZers: 1997-2012	7%	(72)	8%	(82)	8%	(82)	7%	(72)	11%	(106)	59%	(586)	1000
Ideo: Liberal (1-3)	11%	(32)	10%	(30)	8%	(25)	9%	(28)	9%	(28)	53%	(161)	304
Ideo: Moderate (4)	8%	(19)	8%	(19)	8%	(19)	9%	(22)	12%	(27)	54%	(127)	232
Ideo: Conservative (5-7)	6%	(11)	10%	(16)	16%	(26)	5%	(8)	10%	(17)	53%	(88)	165
Educ: < College	7%	(62)	8%	(68)	8%	(75)	7%	(62)	11%	(97)	60%	(545)	910
Educ: Bachelors degree	14%	(9)	15%	(10)	6%	(4)	11%	(7)	8%	(5)	47%	(30)	65
Ethnicity: White	8%	(55)	8%	(56)	8%	(59)	7%	(54)	12%	(88)	57%	(418)	731
Ethnicity: Hispanic	8%	(18)	11%	(27)	6%	(14)	7%	(16)	9%	(22)	60%	(144)	242
Ethnicity: Black	9%	(13)	10%	(15)	11%	(16)	7%	(11)	5%	(8)	58%	(85)	148
Ethnicity: Other	4%	(5)	10%	(12)	5%	(6)	5%	(6)	8%	(10)	68%	(83)	121
All Christian	7%	(17)	8%	(19)	15%	(35)	5%	(13)	14%	(33)	51%	(121)	237
All Non-Christian	2%	(1)	13%	(6)	4%	(2)	11%	(5)	11%	(5)	59%	(29)	50
Atheist	3%	(4)	11%	(13)	5%	(5)	9%	(10)	5%	(5)	68%	(78)	116
Agnostic/Nothing in particular	7%	(28)	6%	(25)	6%	(25)	7%	(29)	10%	(42)	63%	(255)	405
Something Else	12%	(22)	10%	(19)	7%	(14)	7%	(14)	11%	(20)	53%	(102)	193
Religious Non-Protestant/Catholic	4%	(3)	12%	(8)	6%	(4)	9%	(6)	21%	(14)	48%	(33)	68
Evangelical	10%	(18)	13%	(22)	17%	(29)	7%	(11)	11%	(19)	43%	(73)	172
Non-Evangelical	8%	(18)	6%	(14)	8%	(18)	6%	(13)	11%	(25)	61%	(140)	228
Community: Urban	8%	(23)	10%	(28)	9%	(26)	7%	(20)	11%	(31)	56%	(160)	288
Community: Suburban	9%	(37)	7%	(30)	10%	(41)	7%	(31)	10%	(43)	58%	(252)	435
Community: Rural	4%	(12)	9%	(24)	5%	(15)	7%	(20)	11%	(31)	63%	(174)	276
Military HH: Yes	1%	(1)	9%	(9)	14%	(13)	11%	(11)	12%	(11)	54%	(52)	97
Military HH: No	8%	(71)	8%	(74)	8%	(69)	7%	(61)	10%	(95)	59%	(534)	903

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**Table MCFE45\_5:** The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores. Have you had any of the following experiences shopping for, buying, or selling secondhand items?

I sold secondhand item(s) online

Demographic			Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
	Yes, within the past week												
GenZers	7%	(72)	8%	(82)	8%	(82)	7%	(72)	11%	(106)	59%	(586)	1000
4-Region: Northeast	5%	(8)	8%	(14)	10%	(17)	9%	(14)	10%	(16)	58%	(96)	164
4-Region: Midwest	8%	(19)	8%	(18)	5%	(13)	5%	(12)	10%	(24)	63%	(146)	233
4-Region: South	8%	(34)	9%	(40)	10%	(43)	6%	(28)	10%	(41)	57%	(245)	432
4-Region: West	6%	(11)	6%	(11)	5%	(9)	10%	(17)	15%	(25)	58%	(99)	172
TikTok Users	8%	(55)	9%	(62)	8%	(56)	8%	(57)	12%	(79)	55%	(371)	680
Twitch Users	7%	(16)	8%	(19)	9%	(22)	7%	(18)	12%	(28)	56%	(132)	236
2022 Sports Viewers/Attendees	8%	(50)	9%	(52)	10%	(63)	8%	(50)	13%	(79)	51%	(302)	597
Monthly Moviegoers	11%	(18)	10%	(16)	12%	(20)	9%	(15)	8%	(13)	52%	(87)	168
Few Times per Year + Moviegoers	8%	(44)	10%	(55)	10%	(55)	9%	(51)	12%	(68)	52%	(298)	571
Heard Smile Campaign	9%	(39)	11%	(47)	12%	(53)	7%	(30)	11%	(46)	50%	(211)	425
Heard Minion Campaign	9%	(48)	12%	(59)	10%	(52)	7%	(34)	9%	(45)	53%	(267)	505
Listens to Podcasts	9%	(52)	11%	(62)	11%	(60)	9%	(50)	12%	(65)	48%	(264)	552
Streaming Services User	8%	(70)	9%	(78)	9%	(79)	8%	(68)	11%	(98)	56%	(505)	898
Netflix User	8%	(68)	9%	(75)	8%	(71)	7%	(63)	10%	(89)	58%	(498)	864
Disney+ User	9%	(55)	10%	(62)	10%	(62)	8%	(51)	12%	(71)	51%	(316)	617
Heterosexual or straight	7%	(50)	9%	(63)	8%	(59)	7%	(52)	10%	(74)	58%	(405)	702
Bisexual	12%	(16)	5%	(8)	8%	(12)	4%	(5)	10%	(14)	61%	(86)	141
Something else	—	(0)	10%	(5)	9%	(5)	6%	(4)	10%	(6)	65%	(36)	56
Yes	5%	(8)	5%	(6)	8%	(11)	7%	(9)	13%	(18)	63%	(88)	140
No	8%	(65)	9%	(76)	8%	(71)	7%	(62)	10%	(88)	58%	(498)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE45\_6:** *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores. Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

*I sold secondhand item(s) in a store*

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
GenZers	5%	(46)	6%	(58)	9%	(86)	6%	(57)	9%	(90)	66%	(663)	1000
Gender: Male	4%	(20)	7%	(33)	10%	(52)	5%	(25)	9%	(46)	65%	(330)	506
Gender: Female	5%	(26)	5%	(24)	7%	(34)	6%	(32)	9%	(44)	67%	(333)	494
Age: 18-34	5%	(32)	9%	(53)	10%	(59)	5%	(31)	10%	(59)	62%	(375)	609
GenZers: 1997-2012	5%	(46)	6%	(58)	9%	(86)	6%	(57)	9%	(90)	66%	(663)	1000
Ideo: Liberal (1-3)	6%	(19)	7%	(21)	8%	(26)	7%	(23)	8%	(23)	63%	(192)	304
Ideo: Moderate (4)	4%	(8)	6%	(14)	10%	(24)	5%	(13)	8%	(18)	67%	(155)	232
Ideo: Conservative (5-7)	3%	(5)	7%	(12)	13%	(21)	7%	(12)	11%	(19)	58%	(96)	165
Educ: < College	4%	(38)	5%	(44)	8%	(76)	6%	(52)	9%	(82)	68%	(617)	910
Educ: Bachelors degree	8%	(5)	15%	(9)	11%	(7)	5%	(3)	9%	(6)	53%	(34)	65
Ethnicity: White	4%	(28)	5%	(36)	9%	(66)	6%	(42)	10%	(70)	67%	(490)	731
Ethnicity: Hispanic	6%	(13)	5%	(13)	12%	(30)	4%	(9)	11%	(26)	62%	(151)	242
Ethnicity: Black	9%	(14)	9%	(13)	7%	(10)	8%	(11)	7%	(10)	60%	(89)	148
Ethnicity: Other	4%	(5)	7%	(8)	9%	(10)	3%	(4)	8%	(10)	70%	(84)	121
All Christian	6%	(15)	5%	(12)	13%	(30)	6%	(15)	11%	(26)	59%	(140)	237
All Non-Christian	2%	(1)	5%	(2)	9%	(5)	11%	(5)	1%	(1)	72%	(36)	50
Atheist	1%	(2)	5%	(6)	5%	(6)	3%	(3)	7%	(8)	79%	(91)	116
Agnostic/Nothing in particular	5%	(20)	5%	(21)	6%	(23)	6%	(25)	9%	(36)	69%	(279)	405
Something Else	4%	(8)	8%	(15)	12%	(24)	5%	(9)	10%	(19)	61%	(117)	193
Religious Non-Protestant/Catholic	3%	(2)	6%	(4)	9%	(6)	9%	(6)	12%	(8)	61%	(41)	68
Evangelical	7%	(13)	11%	(18)	18%	(31)	6%	(10)	8%	(13)	50%	(86)	172
Non-Evangelical	3%	(8)	3%	(7)	9%	(20)	5%	(11)	10%	(23)	70%	(160)	228
Community: Urban	7%	(20)	6%	(17)	8%	(22)	5%	(15)	11%	(32)	63%	(182)	288
Community: Suburban	5%	(20)	5%	(22)	11%	(48)	6%	(27)	8%	(33)	66%	(285)	435
Community: Rural	2%	(6)	7%	(19)	6%	(16)	6%	(15)	9%	(24)	71%	(196)	276
Military HH: Yes	4%	(4)	6%	(6)	13%	(12)	9%	(8)	9%	(9)	59%	(57)	97
Military HH: No	5%	(42)	6%	(51)	8%	(74)	5%	(49)	9%	(81)	67%	(606)	903

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**Table MCFE45\_6:** The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores. Have you had any of the following experiences shopping for, buying, or selling secondhand items?

I sold secondhand item(s) in a store

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never	Total N
GenZers	5%	(46)	6%	(58)	9%	(86)	6%	(57)	9%	(90)	66% (663)	1000
4-Region: Northeast	5%	(8)	7%	(12)	9%	(15)	4%	(7)	6%	(9)	69% (113)	164
4-Region: Midwest	4%	(9)	7%	(16)	5%	(12)	8%	(18)	10%	(23)	67% (155)	233
4-Region: South	5%	(23)	6%	(26)	11%	(48)	5%	(21)	8%	(33)	65% (282)	432
4-Region: West	4%	(6)	3%	(5)	7%	(11)	7%	(12)	14%	(24)	66% (113)	172
TikTok Users	6%	(39)	6%	(43)	9%	(60)	7%	(49)	8%	(56)	64% (433)	680
Twitch Users	7%	(16)	6%	(13)	9%	(20)	6%	(15)	11%	(27)	61% (144)	236
2022 Sports Viewers/Attendees	5%	(31)	7%	(41)	12%	(69)	6%	(36)	11%	(63)	60% (357)	597
Monthly Moviegoers	10%	(17)	11%	(18)	10%	(17)	5%	(8)	8%	(13)	57% (96)	168
Few Times per Year + Moviegoers	5%	(29)	7%	(42)	10%	(55)	6%	(32)	10%	(54)	63% (358)	571
Heard Smile Campaign	7%	(28)	9%	(38)	13%	(54)	7%	(29)	8%	(33)	57% (243)	425
Heard Minion Campaign	5%	(28)	7%	(38)	11%	(57)	7%	(34)	8%	(42)	61% (306)	505
Listens to Podcasts	7%	(39)	9%	(50)	11%	(62)	8%	(42)	12%	(66)	53% (294)	552
Streaming Services User	5%	(43)	6%	(55)	9%	(81)	6%	(54)	9%	(82)	65% (583)	898
Netflix User	5%	(44)	6%	(53)	8%	(73)	6%	(55)	9%	(81)	65% (559)	864
Disney+ User	6%	(38)	7%	(44)	10%	(63)	7%	(44)	9%	(56)	60% (372)	617
Heterosexual or straight	5%	(36)	6%	(43)	10%	(68)	5%	(35)	10%	(73)	64% (446)	702
Bisexual	3%	(4)	3%	(5)	6%	(8)	7%	(10)	7%	(9)	74% (104)	141
Something else	1%	(0)	11%	(6)	8%	(5)	7%	(4)	6%	(3)	67% (38)	56
Yes	6%	(8)	3%	(4)	7%	(9)	7%	(9)	9%	(12)	69% (97)	140
No	4%	(38)	6%	(53)	9%	(77)	6%	(48)	9%	(78)	66% (566)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE46\_1:** To what extent are the following reasons why you choose to shop for/buy secondhand products?  
*I save money*

Demographic	A major reason		A minor reason		Not a reason		Total N
GenZers	58%	(449)	29%	(220)	13%	(101)	769
Gender: Male	52%	(198)	33%	(127)	15%	(58)	383
Gender: Female	65%	(251)	24%	(93)	11%	(43)	387
Age: 18-34	58%	(280)	30%	(143)	12%	(56)	479
GenZers: 1997-2012	58%	(449)	29%	(220)	13%	(101)	769
Ideo: Liberal (1-3)	65%	(172)	27%	(71)	8%	(21)	263
Ideo: Moderate (4)	57%	(105)	32%	(59)	11%	(19)	183
Ideo: Conservative (5-7)	51%	(66)	29%	(37)	20%	(25)	128
Educ: < College	58%	(406)	29%	(198)	13%	(90)	694
Educ: Bachelors degree	65%	(37)	24%	(14)	11%	(6)	57
Ethnicity: White	60%	(349)	27%	(157)	13%	(73)	579
Ethnicity: Hispanic	61%	(109)	27%	(49)	12%	(21)	179
Ethnicity: Black	49%	(52)	38%	(41)	12%	(13)	107
Ethnicity: Other	57%	(48)	26%	(22)	17%	(14)	83
All Christian	61%	(117)	25%	(48)	14%	(27)	192
Atheist	70%	(62)	21%	(19)	9%	(7)	88
Agnostic/Nothing in particular	56%	(170)	33%	(101)	11%	(34)	305
Something Else	52%	(79)	29%	(44)	20%	(30)	153
Religious Non-Protestant/Catholic	61%	(31)	22%	(11)	17%	(9)	51
Evangelical	51%	(73)	37%	(52)	12%	(17)	142
Non-Evangelical	64%	(111)	19%	(32)	17%	(30)	174
Community: Urban	60%	(133)	25%	(57)	15%	(33)	223
Community: Suburban	57%	(192)	29%	(99)	13%	(44)	335
Community: Rural	59%	(124)	30%	(64)	11%	(23)	211
Military HH: Yes	52%	(41)	41%	(33)	8%	(6)	80
Military HH: No	59%	(408)	27%	(187)	14%	(95)	689
4-Region: Northeast	62%	(71)	30%	(35)	8%	(9)	116
4-Region: Midwest	62%	(116)	29%	(53)	9%	(16)	185
4-Region: South	58%	(189)	27%	(87)	16%	(52)	328
4-Region: West	52%	(73)	31%	(44)	17%	(23)	141
TikTok Users	61%	(327)	29%	(154)	11%	(57)	538
Twitch Users	56%	(105)	35%	(65)	9%	(18)	187

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**Table MCFE46\_1:** To what extent are the following reasons why you choose to shop for/buy secondhand products?

*I save money*

Demographic	A major reason		A minor reason		Not a reason		Total N
GenZers	58%	(449)	29%	(220)	13%	(101)	769
2022 Sports Viewers/Attendees	60%	(293)	29%	(139)	11%	(54)	486
Monthly Moviegoers	55%	(76)	32%	(44)	13%	(18)	138
Few Times per Year + Moviegoers	59%	(277)	28%	(129)	13%	(63)	469
Heard Smile Campaign	60%	(214)	30%	(106)	10%	(34)	354
Heard Minion Campaign	59%	(249)	31%	(131)	10%	(44)	423
Listens to Podcasts	56%	(265)	33%	(157)	10%	(49)	472
Streaming Services User	60%	(424)	29%	(204)	12%	(85)	713
Netflix User	60%	(403)	28%	(192)	12%	(80)	675
Disney+ User	59%	(297)	30%	(150)	11%	(56)	503
Heterosexual or straight	56%	(300)	30%	(161)	13%	(72)	532
Bisexual	65%	(70)	22%	(24)	13%	(14)	108
Yes	56%	(59)	23%	(24)	21%	(22)	105
No	59%	(390)	29%	(196)	12%	(78)	664

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE46\_2:** To what extent are the following reasons why you choose to shop for/buy secondhand products?  
I can get one-of-a-kind or unique items

Demographic	A major reason		A minor reason		Not a reason		Total N
GenZers	32%	(249)	37%	(284)	31%	(237)	769
Gender: Male	28%	(108)	38%	(146)	34%	(129)	383
Gender: Female	36%	(141)	36%	(138)	28%	(107)	387
Age: 18-34	33%	(157)	38%	(184)	29%	(138)	479
GenZers: 1997-2012	32%	(249)	37%	(284)	31%	(237)	769
Ideo: Liberal (1-3)	39%	(104)	37%	(96)	24%	(63)	263
Ideo: Moderate (4)	29%	(54)	38%	(70)	33%	(60)	183
Ideo: Conservative (5-7)	25%	(32)	40%	(51)	35%	(45)	128
Educ: < College	32%	(224)	36%	(249)	32%	(221)	694
Educ: Bachelors degree	30%	(17)	49%	(28)	20%	(12)	57
Ethnicity: White	33%	(190)	36%	(211)	31%	(179)	579
Ethnicity: Hispanic	37%	(65)	37%	(66)	26%	(47)	179
Ethnicity: Black	31%	(33)	37%	(39)	32%	(34)	107
Ethnicity: Other	31%	(26)	41%	(34)	28%	(23)	83
All Christian	23%	(45)	42%	(81)	35%	(66)	192
Atheist	22%	(20)	37%	(32)	41%	(36)	88
Agnostic/Nothing in particular	39%	(118)	36%	(108)	26%	(78)	305
Something Else	34%	(52)	34%	(52)	32%	(49)	153
Religious Non-Protestant/Catholic	35%	(18)	31%	(16)	34%	(17)	51
Evangelical	29%	(41)	44%	(63)	27%	(39)	142
Non-Evangelical	29%	(51)	35%	(61)	36%	(62)	174
Community: Urban	35%	(78)	36%	(81)	29%	(64)	223
Community: Suburban	30%	(99)	40%	(134)	30%	(102)	335
Community: Rural	33%	(71)	33%	(70)	34%	(71)	211
Military HH: Yes	30%	(24)	39%	(31)	31%	(25)	80
Military HH: No	33%	(224)	37%	(253)	31%	(212)	689
4-Region: Northeast	39%	(45)	41%	(48)	20%	(23)	116
4-Region: Midwest	31%	(57)	33%	(60)	37%	(68)	185
4-Region: South	32%	(105)	40%	(130)	28%	(93)	328
4-Region: West	30%	(42)	33%	(46)	38%	(53)	141
TikTok Users	37%	(197)	38%	(204)	25%	(137)	538
Twitch Users	38%	(70)	38%	(72)	24%	(45)	187

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**Table MCFE46\_2:** To what extent are the following reasons why you choose to shop for/buy secondhand products?  
I can get one-of-a-kind or unique items

Demographic	A major reason		A minor reason		Not a reason		Total N
GenZers	32%	(249)	37%	(284)	31%	(237)	769
2022 Sports Viewers/Attendees	35%	(170)	37%	(182)	28%	(134)	486
Monthly Moviegoers	37%	(51)	41%	(56)	23%	(31)	138
Few Times per Year + Moviegoers	34%	(158)	38%	(177)	29%	(134)	469
Heard Smile Campaign	36%	(126)	40%	(142)	24%	(86)	354
Heard Minion Campaign	38%	(159)	37%	(155)	26%	(110)	423
Listens to Podcasts	35%	(165)	38%	(180)	27%	(126)	472
Streaming Services User	33%	(233)	38%	(273)	29%	(208)	713
Netflix User	33%	(224)	39%	(265)	28%	(187)	675
Disney+ User	35%	(175)	39%	(196)	26%	(132)	503
Heterosexual or straight	29%	(155)	40%	(213)	31%	(164)	532
Bisexual	44%	(47)	28%	(31)	28%	(30)	108
Yes	30%	(31)	35%	(37)	35%	(37)	105
No	33%	(217)	37%	(247)	30%	(200)	664

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE46\_3:** To what extent are the following reasons why you choose to shop for/buy secondhand products?  
I like being a part of the resale community

Demographic	A major reason		A minor reason		Not a reason		Total N
GenZers	19%	(143)	31%	(239)	50%	(387)	769
Gender: Male	14%	(54)	30%	(114)	56%	(215)	383
Gender: Female	23%	(88)	32%	(126)	45%	(173)	387
Age: 18-34	20%	(97)	33%	(157)	47%	(225)	479
GenZers: 1997-2012	19%	(143)	31%	(239)	50%	(387)	769
Ideo: Liberal (1-3)	24%	(62)	32%	(84)	45%	(117)	263
Ideo: Moderate (4)	21%	(38)	30%	(54)	50%	(92)	183
Ideo: Conservative (5-7)	15%	(19)	39%	(50)	46%	(59)	128
Educ: < College	18%	(125)	31%	(213)	51%	(356)	694
Educ: Bachelors degree	20%	(11)	36%	(20)	44%	(25)	57
Ethnicity: White	19%	(110)	31%	(177)	50%	(292)	579
Ethnicity: Hispanic	19%	(33)	28%	(51)	53%	(94)	179
Ethnicity: Black	20%	(21)	33%	(35)	47%	(50)	107
Ethnicity: Other	13%	(11)	32%	(27)	54%	(45)	83
All Christian	14%	(27)	36%	(69)	50%	(96)	192
Atheist	10%	(9)	22%	(19)	68%	(60)	88
Agnostic/Nothing in particular	25%	(76)	29%	(90)	46%	(140)	305
Something Else	16%	(25)	32%	(49)	51%	(79)	153
Religious Non-Protestant/Catholic	22%	(11)	33%	(17)	45%	(23)	51
Evangelical	12%	(17)	40%	(56)	48%	(69)	142
Non-Evangelical	17%	(29)	32%	(56)	51%	(88)	174
Community: Urban	20%	(44)	37%	(83)	43%	(96)	223
Community: Suburban	20%	(67)	26%	(87)	54%	(181)	335
Community: Rural	15%	(32)	33%	(69)	52%	(110)	211
Military HH: Yes	14%	(11)	38%	(31)	48%	(39)	80
Military HH: No	19%	(132)	30%	(209)	51%	(349)	689
4-Region: Northeast	26%	(30)	30%	(34)	44%	(51)	116
4-Region: Midwest	13%	(24)	37%	(68)	50%	(93)	185
4-Region: South	19%	(62)	30%	(99)	51%	(167)	328
4-Region: West	19%	(26)	27%	(38)	54%	(76)	141
TikTok Users	22%	(116)	33%	(178)	45%	(243)	538
Twitch Users	26%	(49)	27%	(50)	48%	(89)	187

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**Table MCFE46\_3:** To what extent are the following reasons why you choose to shop for/buy secondhand products?  
I like being a part of the resale community

Demographic	A major reason		A minor reason		Not a reason		Total N
GenZers	19%	(143)	31%	(239)	50%	(387)	769
2022 Sports Viewers/Attendees	22%	(108)	30%	(147)	47%	(230)	486
Monthly Moviegoers	25%	(35)	36%	(49)	39%	(54)	138
Few Times per Year + Moviegoers	22%	(102)	33%	(157)	45%	(210)	469
Heard Smile Campaign	23%	(82)	39%	(138)	38%	(134)	354
Heard Minion Campaign	23%	(95)	33%	(140)	44%	(188)	423
Listens to Podcasts	22%	(105)	35%	(164)	43%	(203)	472
Streaming Services User	19%	(137)	32%	(227)	49%	(349)	713
Netflix User	20%	(133)	32%	(219)	48%	(323)	675
Disney+ User	21%	(106)	36%	(179)	43%	(218)	503
Heterosexual or straight	16%	(86)	33%	(175)	51%	(271)	532
Bisexual	24%	(26)	31%	(33)	45%	(48)	108
Yes	18%	(19)	24%	(26)	57%	(60)	105
No	19%	(124)	32%	(214)	49%	(327)	664

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE46\_4:** *To what extent are the following reasons why you choose to shop for/buy secondhand products?  
I like shopping sustainably*

Demographic	A major reason		A minor reason		Not a reason		Total N
GenZers	32%	(247)	35%	(270)	33%	(252)	769
Gender: Male	25%	(97)	38%	(144)	37%	(143)	383
Gender: Female	39%	(150)	33%	(127)	28%	(110)	387
Age: 18-34	32%	(155)	39%	(186)	29%	(138)	479
GenZers: 1997-2012	32%	(247)	35%	(270)	33%	(252)	769
Ideo: Liberal (1-3)	42%	(111)	38%	(100)	20%	(52)	263
Ideo: Moderate (4)	27%	(49)	38%	(70)	35%	(64)	183
Ideo: Conservative (5-7)	27%	(34)	27%	(35)	46%	(59)	128
Educ: < College	32%	(221)	35%	(241)	34%	(232)	694
Educ: Bachelors degree	36%	(20)	36%	(20)	29%	(16)	57
Ethnicity: White	33%	(191)	32%	(185)	35%	(204)	579
Ethnicity: Hispanic	38%	(69)	35%	(62)	27%	(48)	179
Ethnicity: Black	29%	(31)	48%	(51)	23%	(24)	107
Ethnicity: Other	30%	(25)	41%	(34)	29%	(24)	83
All Christian	27%	(52)	33%	(63)	40%	(77)	192
Atheist	33%	(29)	34%	(30)	34%	(30)	88
Agnostic/Nothing in particular	36%	(110)	38%	(116)	26%	(79)	305
Something Else	28%	(42)	32%	(49)	40%	(61)	153
Religious Non-Protestant/Catholic	30%	(15)	34%	(17)	36%	(19)	51
Evangelical	28%	(40)	36%	(51)	36%	(51)	142
Non-Evangelical	30%	(51)	31%	(54)	40%	(69)	174
Community: Urban	38%	(85)	32%	(72)	30%	(66)	223
Community: Suburban	29%	(98)	40%	(136)	30%	(102)	335
Community: Rural	30%	(64)	30%	(63)	40%	(84)	211
Military HH: Yes	26%	(21)	39%	(32)	35%	(28)	80
Military HH: No	33%	(226)	35%	(239)	33%	(224)	689
4-Region: Northeast	40%	(46)	32%	(37)	28%	(33)	116
4-Region: Midwest	32%	(59)	38%	(71)	30%	(55)	185
4-Region: South	30%	(97)	37%	(122)	33%	(109)	328
4-Region: West	31%	(44)	29%	(41)	40%	(56)	141
TikTok Users	36%	(196)	36%	(196)	27%	(146)	538
Twitch Users	38%	(72)	35%	(66)	27%	(50)	187

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**Table MCFE46\_4:** To what extent are the following reasons why you choose to shop for/buy secondhand products?  
I like shopping sustainably

Demographic	A major reason		A minor reason		Not a reason		Total N
GenZers	32%	(247)	35%	(270)	33%	(252)	769
2022 Sports Viewers/Attendees	35%	(168)	36%	(174)	30%	(144)	486
Monthly Moviegoers	29%	(39)	38%	(52)	33%	(46)	138
Few Times per Year + Moviegoers	33%	(154)	34%	(159)	33%	(155)	469
Heard Smile Campaign	37%	(130)	39%	(138)	24%	(86)	354
Heard Minion Campaign	38%	(161)	33%	(139)	29%	(123)	423
Listens to Podcasts	37%	(173)	38%	(178)	26%	(121)	472
Streaming Services User	33%	(237)	36%	(259)	31%	(218)	713
Netflix User	34%	(227)	37%	(247)	30%	(201)	675
Disney+ User	34%	(171)	37%	(186)	29%	(146)	503
Heterosexual or straight	28%	(151)	37%	(199)	34%	(183)	532
Bisexual	40%	(43)	30%	(32)	30%	(32)	108
Yes	35%	(37)	35%	(37)	30%	(31)	105
No	32%	(210)	35%	(234)	33%	(221)	664

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE46\_5:** *To what extent are the following reasons why you choose to shop for/buy secondhand products?*  
*I like shopping for older/classic fashions*

Demographic	A major reason		A minor reason		Not a reason		Total N
GenZers	24%	(188)	30%	(228)	46%	(354)	769
Gender: Male	21%	(79)	30%	(116)	49%	(188)	383
Gender: Female	28%	(109)	29%	(113)	43%	(165)	387
Age: 18-34	26%	(126)	33%	(159)	41%	(194)	479
GenZers: 1997-2012	24%	(188)	30%	(228)	46%	(354)	769
Ideo: Liberal (1-3)	34%	(89)	30%	(78)	37%	(97)	263
Ideo: Moderate (4)	25%	(46)	30%	(54)	45%	(83)	183
Ideo: Conservative (5-7)	17%	(22)	33%	(43)	49%	(63)	128
Educ: < College	25%	(172)	29%	(204)	46%	(318)	694
Educ: Bachelors degree	22%	(13)	30%	(17)	48%	(27)	57
Ethnicity: White	26%	(149)	29%	(167)	45%	(263)	579
Ethnicity: Hispanic	25%	(45)	30%	(54)	45%	(80)	179
Ethnicity: Black	23%	(25)	38%	(40)	39%	(41)	107
Ethnicity: Other	16%	(13)	25%	(21)	59%	(49)	83
All Christian	18%	(34)	34%	(65)	48%	(92)	192
Atheist	22%	(19)	20%	(18)	58%	(51)	88
Agnostic/Nothing in particular	28%	(87)	28%	(87)	43%	(131)	305
Something Else	21%	(33)	34%	(52)	44%	(68)	153
Religious Non-Protestant/Catholic	33%	(17)	20%	(10)	47%	(24)	51
Evangelical	18%	(26)	43%	(61)	39%	(55)	142
Non-Evangelical	21%	(36)	28%	(48)	51%	(89)	174
Community: Urban	32%	(70)	27%	(61)	41%	(92)	223
Community: Suburban	23%	(77)	30%	(101)	47%	(158)	335
Community: Rural	19%	(40)	32%	(67)	49%	(104)	211
Military HH: Yes	26%	(21)	32%	(26)	43%	(34)	80
Military HH: No	24%	(167)	29%	(203)	46%	(319)	689
4-Region: Northeast	22%	(26)	37%	(42)	41%	(48)	116
4-Region: Midwest	25%	(47)	27%	(50)	47%	(88)	185
4-Region: South	23%	(76)	31%	(100)	46%	(152)	328
4-Region: West	28%	(39)	25%	(35)	47%	(66)	141
TikTok Users	29%	(154)	32%	(170)	40%	(214)	538
Twitch Users	33%	(61)	32%	(59)	36%	(67)	187

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**Table MCFE46\_5:** To what extent are the following reasons why you choose to shop for/buy secondhand products?  
I like shopping for older/classic fashions

Demographic	A major reason		A minor reason		Not a reason		Total N
GenZers	24%	(188)	30%	(228)	46%	(354)	769
2022 Sports Viewers/Attendees	25%	(124)	32%	(157)	42%	(205)	486
Monthly Moviegoers	31%	(43)	34%	(47)	34%	(47)	138
Few Times per Year + Moviegoers	27%	(126)	31%	(144)	42%	(199)	469
Heard Smile Campaign	31%	(111)	32%	(114)	36%	(129)	354
Heard Minion Campaign	28%	(119)	31%	(133)	40%	(171)	423
Listens to Podcasts	28%	(130)	33%	(157)	39%	(184)	472
Streaming Services User	25%	(181)	30%	(217)	44%	(315)	713
Netflix User	25%	(168)	31%	(211)	44%	(297)	675
Disney+ User	27%	(134)	33%	(164)	41%	(206)	503
Heterosexual or straight	22%	(117)	31%	(164)	47%	(252)	532
Bisexual	23%	(25)	38%	(41)	39%	(42)	108
Yes	29%	(31)	25%	(26)	46%	(48)	105
No	24%	(157)	30%	(202)	46%	(305)	664

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE46\_6:** To what extent are the following reasons why you choose to shop for/buy secondhand products?  
I like shopping for harder-to-find items

Demographic	A major reason		A minor reason		Not a reason		Total N
GenZers	23%	(178)	38%	(295)	39%	(297)	769
Gender: Male	23%	(89)	40%	(152)	37%	(142)	383
Gender: Female	23%	(89)	37%	(142)	40%	(155)	387
Age: 18-34	25%	(120)	36%	(172)	39%	(187)	479
GenZers: 1997-2012	23%	(178)	38%	(295)	39%	(297)	769
Ideo: Liberal (1-3)	28%	(73)	38%	(101)	34%	(89)	263
Ideo: Moderate (4)	25%	(46)	39%	(72)	35%	(65)	183
Ideo: Conservative (5-7)	22%	(28)	41%	(52)	37%	(48)	128
Educ: < College	23%	(159)	40%	(275)	38%	(260)	694
Educ: Bachelors degree	24%	(14)	30%	(17)	46%	(26)	57
Ethnicity: White	23%	(132)	38%	(222)	39%	(226)	579
Ethnicity: Hispanic	22%	(39)	42%	(74)	37%	(65)	179
Ethnicity: Black	26%	(28)	39%	(41)	35%	(38)	107
Ethnicity: Other	22%	(18)	38%	(31)	40%	(34)	83
All Christian	19%	(36)	40%	(76)	42%	(80)	192
Atheist	16%	(14)	35%	(30)	50%	(44)	88
Agnostic/Nothing in particular	27%	(83)	37%	(113)	35%	(108)	305
Something Else	21%	(33)	40%	(61)	39%	(59)	153
Religious Non-Protestant/Catholic	28%	(14)	41%	(21)	31%	(16)	51
Evangelical	22%	(32)	41%	(58)	36%	(52)	142
Non-Evangelical	19%	(32)	40%	(69)	41%	(72)	174
Community: Urban	25%	(57)	37%	(83)	37%	(84)	223
Community: Suburban	25%	(83)	35%	(118)	40%	(134)	335
Community: Rural	18%	(38)	44%	(94)	38%	(79)	211
Military HH: Yes	23%	(18)	39%	(31)	38%	(31)	80
Military HH: No	23%	(160)	38%	(263)	39%	(266)	689
4-Region: Northeast	24%	(27)	39%	(45)	38%	(44)	116
4-Region: Midwest	25%	(46)	37%	(69)	38%	(70)	185
4-Region: South	22%	(73)	38%	(126)	39%	(129)	328
4-Region: West	22%	(32)	39%	(54)	39%	(55)	141
TikTok Users	27%	(147)	38%	(206)	34%	(186)	538
Twitch Users	27%	(51)	43%	(80)	30%	(57)	187

Continued on next page

**Table MCFE46\_6:** To what extent are the following reasons why you choose to shop for/buy secondhand products?  
I like shopping for harder-to-find items

Demographic	A major reason		A minor reason		Not a reason		Total N
GenZers	23%	(178)	38%	(295)	39%	(297)	769
2022 Sports Viewers/Attendees	24%	(115)	43%	(209)	33%	(162)	486
Monthly Moviegoers	26%	(35)	47%	(65)	27%	(38)	138
Few Times per Year + Moviegoers	23%	(109)	40%	(187)	37%	(172)	469
Heard Smile Campaign	27%	(97)	42%	(148)	31%	(109)	354
Heard Minion Campaign	26%	(111)	41%	(175)	33%	(138)	423
Listens to Podcasts	25%	(117)	44%	(207)	31%	(147)	472
Streaming Services User	24%	(168)	39%	(279)	37%	(266)	713
Netflix User	24%	(160)	40%	(270)	36%	(246)	675
Disney+ User	24%	(122)	40%	(202)	35%	(178)	503
Heterosexual or straight	22%	(117)	39%	(205)	39%	(210)	532
Bisexual	25%	(27)	38%	(41)	38%	(40)	108
Yes	29%	(30)	34%	(35)	37%	(39)	105
No	22%	(147)	39%	(259)	39%	(258)	664

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE46\_7:** *To what extent are the following reasons why you choose to shop for/buy secondhand products?  
I like shopping peer to peer, where I communicate with and purchase products directly from individual sellers*

Demographic	A major reason		A minor reason		Not a reason		Total N
GenZers	15%	(119)	31%	(239)	54%	(412)	769
Gender: Male	13%	(51)	37%	(141)	50%	(191)	383
Gender: Female	18%	(68)	25%	(98)	57%	(221)	387
Age: 18-34	18%	(84)	33%	(158)	49%	(237)	479
GenZers: 1997-2012	15%	(119)	31%	(239)	54%	(412)	769
Ideo: Liberal (1-3)	18%	(47)	31%	(81)	51%	(136)	263
Ideo: Moderate (4)	15%	(27)	35%	(65)	50%	(92)	183
Ideo: Conservative (5-7)	15%	(20)	37%	(47)	48%	(62)	128
Educ: < College	16%	(110)	30%	(210)	54%	(374)	694
Educ: Bachelors degree	14%	(8)	38%	(22)	48%	(27)	57
Ethnicity: White	15%	(86)	30%	(175)	55%	(319)	579
Ethnicity: Hispanic	18%	(32)	28%	(50)	55%	(98)	179
Ethnicity: Black	21%	(22)	37%	(39)	42%	(45)	107
Ethnicity: Other	13%	(11)	30%	(25)	57%	(48)	83
All Christian	15%	(28)	32%	(61)	53%	(102)	192
Atheist	9%	(8)	25%	(22)	66%	(58)	88
Agnostic/Nothing in particular	18%	(54)	29%	(87)	54%	(163)	305
Something Else	15%	(23)	33%	(50)	52%	(79)	153
Religious Non-Protestant/Catholic	15%	(8)	41%	(21)	44%	(22)	51
Evangelical	16%	(23)	40%	(57)	43%	(62)	142
Non-Evangelical	15%	(26)	26%	(45)	59%	(103)	174
Community: Urban	15%	(34)	36%	(81)	48%	(108)	223
Community: Suburban	15%	(52)	29%	(97)	56%	(187)	335
Community: Rural	15%	(33)	29%	(61)	56%	(117)	211
Military HH: Yes	20%	(16)	41%	(33)	38%	(31)	80
Military HH: No	15%	(102)	30%	(206)	55%	(381)	689
4-Region: Northeast	19%	(22)	37%	(43)	44%	(51)	116
4-Region: Midwest	11%	(20)	36%	(66)	53%	(99)	185
4-Region: South	18%	(58)	28%	(93)	54%	(177)	328
4-Region: West	13%	(18)	26%	(36)	61%	(86)	141
TikTok Users	18%	(98)	33%	(176)	49%	(264)	538
Twitch Users	21%	(40)	33%	(61)	46%	(87)	187

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**Table MCFE46\_7:** To what extent are the following reasons why you choose to shop for/buy secondhand products?  
I like shopping peer to peer, where I communicate with and purchase products directly from individual sellers

Demographic	A major reason		A minor reason		Not a reason		Total N
GenZers	15%	(119)	31%	(239)	54%	(412)	769
2022 Sports Viewers/Attendees	17%	(85)	32%	(154)	51%	(247)	486
Monthly Moviegoers	22%	(30)	32%	(45)	46%	(63)	138
Few Times per Year + Moviegoers	17%	(79)	33%	(156)	50%	(234)	469
Heard Smile Campaign	19%	(68)	37%	(130)	44%	(155)	354
Heard Minion Campaign	21%	(87)	33%	(140)	46%	(196)	423
Listens to Podcasts	17%	(79)	35%	(167)	48%	(225)	472
Streaming Services User	15%	(110)	32%	(227)	53%	(376)	713
Netflix User	16%	(108)	32%	(219)	52%	(348)	675
Disney+ User	17%	(87)	34%	(170)	49%	(247)	503
Heterosexual or straight	15%	(79)	32%	(170)	53%	(283)	532
Bisexual	14%	(15)	27%	(30)	59%	(63)	108
Yes	19%	(20)	28%	(29)	53%	(56)	105
No	15%	(98)	32%	(210)	54%	(356)	664

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE46\_8:** *To what extent are the following reasons why you choose to shop for/buy secondhand products?  
I like being able to shop multiple brands at secondhand clothing stores*

Demographic	A major reason		A minor reason		Not a reason		Total N
GenZers	30%	(230)	31%	(240)	39%	(299)	769
Gender: Male	26%	(100)	31%	(118)	43%	(165)	383
Gender: Female	34%	(130)	32%	(122)	35%	(134)	387
Age: 18-34	30%	(143)	35%	(168)	35%	(168)	479
GenZers: 1997-2012	30%	(230)	31%	(240)	39%	(299)	769
Ideo: Liberal (1-3)	29%	(77)	34%	(89)	37%	(97)	263
Ideo: Moderate (4)	31%	(57)	35%	(64)	34%	(62)	183
Ideo: Conservative (5-7)	31%	(40)	29%	(38)	39%	(50)	128
Educ: < College	30%	(210)	30%	(209)	40%	(276)	694
Educ: Bachelors degree	31%	(18)	41%	(23)	28%	(16)	57
Ethnicity: White	31%	(177)	30%	(176)	39%	(227)	579
Ethnicity: Hispanic	24%	(42)	35%	(62)	41%	(74)	179
Ethnicity: Black	31%	(33)	34%	(37)	34%	(36)	107
Ethnicity: Other	24%	(20)	33%	(28)	42%	(35)	83
All Christian	27%	(51)	36%	(68)	37%	(72)	192
Atheist	22%	(20)	26%	(23)	52%	(46)	88
Agnostic/Nothing in particular	32%	(98)	30%	(92)	38%	(115)	305
Something Else	33%	(50)	31%	(47)	36%	(55)	153
Religious Non-Protestant/Catholic	29%	(15)	25%	(13)	46%	(23)	51
Evangelical	34%	(48)	36%	(50)	31%	(43)	142
Non-Evangelical	29%	(50)	33%	(58)	38%	(66)	174
Community: Urban	32%	(72)	26%	(58)	42%	(93)	223
Community: Suburban	29%	(97)	34%	(115)	37%	(123)	335
Community: Rural	29%	(62)	31%	(66)	39%	(83)	211
Military HH: Yes	25%	(20)	33%	(27)	41%	(33)	80
Military HH: No	30%	(210)	31%	(213)	39%	(266)	689
4-Region: Northeast	36%	(42)	35%	(41)	29%	(33)	116
4-Region: Midwest	26%	(48)	35%	(65)	39%	(72)	185
4-Region: South	29%	(94)	30%	(97)	42%	(137)	328
4-Region: West	32%	(46)	27%	(38)	40%	(57)	141
TikTok Users	35%	(187)	33%	(179)	32%	(172)	538
Twitch Users	35%	(65)	28%	(53)	37%	(69)	187

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**Table MCFE46\_8:** To what extent are the following reasons why you choose to shop for/buy secondhand products?  
I like being able to shop multiple brands at secondhand clothing stores

Demographic	A major reason		A minor reason		Not a reason		Total N
GenZers	30%	(230)	31%	(240)	39%	(299)	769
2022 Sports Viewers/Attendees	35%	(168)	32%	(154)	34%	(164)	486
Monthly Moviegoers	35%	(49)	39%	(54)	25%	(35)	138
Few Times per Year + Moviegoers	31%	(145)	34%	(160)	35%	(164)	469
Heard Smile Campaign	38%	(135)	33%	(117)	29%	(102)	354
Heard Minion Campaign	32%	(133)	32%	(135)	37%	(155)	423
Listens to Podcasts	30%	(141)	36%	(168)	34%	(162)	472
Streaming Services User	30%	(216)	32%	(230)	37%	(267)	713
Netflix User	32%	(215)	32%	(218)	36%	(242)	675
Disney+ User	33%	(166)	35%	(176)	32%	(161)	503
Heterosexual or straight	30%	(158)	32%	(168)	39%	(206)	532
Bisexual	28%	(30)	40%	(43)	32%	(34)	108
Yes	22%	(23)	30%	(31)	48%	(51)	105
No	31%	(207)	31%	(209)	37%	(248)	664

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE49\_1NET:** Which of the following describes your diet? Please select all that apply.  
*Vegetarian - eat eggs and milk products, but no meat*

Demographic	Selected		Not Selected		Total N
GenZers	5%	(53)	95%	(947)	1000
Gender: Male	3%	(13)	97%	(493)	506
Gender: Female	8%	(39)	92%	(455)	494
Age: 18-34	5%	(32)	95%	(577)	609
GenZers: 1997-2012	5%	(53)	95%	(947)	1000
Ideo: Liberal (1-3)	10%	(30)	90%	(274)	304
Ideo: Moderate (4)	4%	(8)	96%	(224)	232
Ideo: Conservative (5-7)	2%	(3)	98%	(162)	165
Educ: < College	5%	(47)	95%	(863)	910
Educ: Bachelors degree	6%	(4)	94%	(61)	65
Ethnicity: White	5%	(38)	95%	(693)	731
Ethnicity: Hispanic	4%	(10)	96%	(232)	242
Ethnicity: Black	4%	(5)	96%	(143)	148
Ethnicity: Other	8%	(9)	92%	(112)	121
All Christian	5%	(11)	95%	(226)	237
All Non-Christian	11%	(6)	89%	(44)	50
Atheist	7%	(8)	93%	(108)	116
Agnostic/Nothing in particular	6%	(23)	94%	(381)	405
Something Else	3%	(5)	97%	(188)	193
Religious Non-Protestant/Catholic	10%	(7)	90%	(61)	68
Evangelical	4%	(7)	96%	(165)	172
Non-Evangelical	3%	(6)	97%	(222)	228
Community: Urban	5%	(13)	95%	(275)	288
Community: Suburban	6%	(27)	94%	(409)	435
Community: Rural	4%	(12)	96%	(264)	276
Military HH: Yes	6%	(6)	94%	(91)	97
Military HH: No	5%	(47)	95%	(856)	903
4-Region: Northeast	6%	(10)	94%	(154)	164
4-Region: Midwest	5%	(11)	95%	(222)	233
4-Region: South	6%	(25)	94%	(406)	432
4-Region: West	4%	(7)	96%	(165)	172
TikTok Users	5%	(36)	95%	(644)	680

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**Table MCFE49\_1NET:** Which of the following describes your diet? Please select all that apply.  
Vegetarian - eat eggs and milk products, but no meat

Demographic	Selected		Not Selected		Total N
GenZers	5%	(53)	95%	(947)	1000
Twitch Users	7%	(16)	93%	(219)	236
2022 Sports Viewers/Attendees	5%	(31)	95%	(566)	597
Monthly Moviegoers	4%	(7)	96%	(162)	168
Few Times per Year + Moviegoers	5%	(30)	95%	(540)	571
Heard Smile Campaign	5%	(21)	95%	(404)	425
Heard Minion Campaign	5%	(26)	95%	(480)	505
Listens to Podcasts	6%	(36)	94%	(517)	552
Streaming Services User	5%	(48)	95%	(850)	898
Netflix User	5%	(42)	95%	(822)	864
Disney+ User	5%	(31)	95%	(586)	617
Heterosexual or straight	4%	(26)	96%	(675)	702
Bisexual	6%	(8)	94%	(133)	141
Something else	3%	(2)	97%	(54)	56
Yes	11%	(16)	89%	(124)	140
No	4%	(37)	96%	(823)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE49\_2NET:** Which of the following describes your diet? Please select all that apply.  
Vegan - do not eat meat (including fish or chicken), milk products, eggs, or any other animal products

Demographic	Selected		Not Selected		Total N
GenZers	2%	(22)	98%	(978)	1000
Gender: Male	2%	(9)	98%	(497)	506
Gender: Female	2%	(12)	98%	(482)	494
Age: 18-34	3%	(18)	97%	(591)	609
GenZers: 1997-2012	2%	(22)	98%	(978)	1000
Ideo: Liberal (1-3)	4%	(11)	96%	(292)	304
Ideo: Moderate (4)	2%	(5)	98%	(228)	232
Ideo: Conservative (5-7)	1%	(1)	99%	(164)	165
Educ: < College	2%	(15)	98%	(894)	910
Educ: Bachelors degree	8%	(5)	92%	(60)	65
Ethnicity: White	2%	(16)	98%	(715)	731
Ethnicity: Hispanic	3%	(8)	97%	(234)	242
Ethnicity: Black	2%	(3)	98%	(145)	148
Ethnicity: Other	2%	(2)	98%	(119)	121
All Christian	4%	(8)	96%	(229)	237
All Non-Christian	6%	(3)	94%	(47)	50
Atheist	2%	(2)	98%	(114)	116
Agnostic/Nothing in particular	2%	(7)	98%	(398)	405
Something Else	1%	(2)	99%	(191)	193
Religious Non-Protestant/Catholic	4%	(3)	96%	(65)	68
Evangelical	3%	(6)	97%	(166)	172
Non-Evangelical	2%	(4)	98%	(224)	228
Community: Urban	3%	(9)	97%	(279)	288
Community: Suburban	2%	(10)	98%	(425)	435
Community: Rural	1%	(2)	99%	(274)	276
Military HH: Yes	3%	(3)	97%	(94)	97
Military HH: No	2%	(19)	98%	(885)	903
4-Region: Northeast	4%	(6)	96%	(158)	164
4-Region: Midwest	1%	(2)	99%	(230)	233
4-Region: South	2%	(10)	98%	(422)	432
4-Region: West	2%	(3)	98%	(168)	172
TikTok Users	2%	(15)	98%	(665)	680

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**Table MCFE49\_2NET:** Which of the following describes your diet? Please select all that apply.  
Vegan - do not eat meat (including fish or chicken), milk products, eggs, or any other animal products

Demographic	Selected		Not Selected		Total N
GenZers	2%	(22)	98%	(978)	1000
Twitch Users	2%	(5)	98%	(231)	236
2022 Sports Viewers/Attendees	3%	(18)	97%	(579)	597
Monthly Moviegoers	5%	(8)	95%	(161)	168
Few Times per Year + Moviegoers	2%	(14)	98%	(557)	571
Heard Smile Campaign	2%	(10)	98%	(414)	425
Heard Minion Campaign	1%	(7)	99%	(498)	505
Listens to Podcasts	4%	(20)	96%	(533)	552
Streaming Services User	2%	(19)	98%	(879)	898
Netflix User	2%	(20)	98%	(844)	864
Disney+ User	3%	(18)	97%	(599)	617
Heterosexual or straight	2%	(15)	98%	(687)	702
Bisexual	—	(0)	100%	(140)	141
Something else	8%	(5)	92%	(52)	56
Yes	3%	(4)	97%	(136)	140
No	2%	(18)	98%	(842)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE49\_3NET:** Which of the following describes your diet? Please select all that apply.  
*Pescatarian - eat fish, but no meat*

Demographic	Selected		Not Selected		Total N
GenZers	2%	(16)	98%	(984)	1000
Gender: Male	1%	(5)	99%	(501)	506
Gender: Female	2%	(11)	98%	(483)	494
Age: 18-34	2%	(12)	98%	(597)	609
GenZers: 1997-2012	2%	(16)	98%	(984)	1000
Ideo: Liberal (1-3)	3%	(9)	97%	(294)	304
Ideo: Moderate (4)	2%	(4)	98%	(228)	232
Ideo: Conservative (5-7)	1%	(1)	99%	(164)	165
Educ: < College	1%	(13)	99%	(896)	910
Educ: Bachelors degree	3%	(2)	97%	(63)	65
Ethnicity: White	2%	(13)	98%	(718)	731
Ethnicity: Hispanic	1%	(3)	99%	(239)	242
Ethnicity: Black	2%	(3)	98%	(145)	148
Ethnicity: Other	1%	(1)	99%	(120)	121
All Christian	1%	(3)	99%	(235)	237
All Non-Christian	5%	(3)	95%	(47)	50
Atheist	—	(0)	100%	(116)	116
Agnostic/Nothing in particular	2%	(9)	98%	(396)	405
Something Else	1%	(2)	99%	(191)	193
Religious Non-Protestant/Catholic	4%	(3)	96%	(65)	68
Evangelical	1%	(1)	99%	(171)	172
Non-Evangelical	2%	(4)	98%	(224)	228
Community: Urban	3%	(7)	97%	(281)	288
Community: Suburban	2%	(8)	98%	(427)	435
Community: Rural	—	(1)	100%	(276)	276
Military HH: Yes	2%	(2)	98%	(95)	97
Military HH: No	2%	(14)	98%	(889)	903
4-Region: Northeast	3%	(5)	97%	(160)	164
4-Region: Midwest	1%	(3)	99%	(230)	233
4-Region: South	2%	(7)	98%	(425)	432
4-Region: West	1%	(2)	99%	(170)	172
TikTok Users	2%	(14)	98%	(666)	680

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**Table MCFE49\_3NET:** Which of the following describes your diet? Please select all that apply.

*Pescatarian - eat fish, but no meat*

Demographic	Selected		Not Selected		Total N
GenZers	2%	(16)	98%	(984)	1000
Twitch Users	1%	(3)	99%	(232)	236
2022 Sports Viewers/Attendees	2%	(10)	98%	(588)	597
Monthly Moviegoers	3%	(5)	97%	(163)	168
Few Times per Year + Moviegoers	2%	(11)	98%	(559)	571
Heard Smile Campaign	2%	(8)	98%	(417)	425
Heard Minion Campaign	2%	(8)	98%	(497)	505
Listens to Podcasts	2%	(11)	98%	(542)	552
Streaming Services User	2%	(14)	98%	(884)	898
Netflix User	2%	(14)	98%	(850)	864
Disney+ User	1%	(8)	99%	(609)	617
Heterosexual or straight	1%	(8)	99%	(694)	702
Bisexual	3%	(4)	97%	(136)	141
Something else	2%	(1)	98%	(55)	56
Yes	1%	(2)	99%	(138)	140
No	2%	(15)	98%	(846)	860

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE49\_4NET:** Which of the following describes your diet? Please select all that apply.  
Meat reduction - eat meat, but trying to reduce the amount you eat while eating more fruits and vegetables

Demographic	Selected		Not Selected		Total N
GenZers	14%	(136)	86%	(864)	1000
Gender: Male	13%	(68)	87%	(438)	506
Gender: Female	14%	(69)	86%	(425)	494
Age: 18-34	16%	(95)	84%	(514)	609
GenZers: 1997-2012	14%	(136)	86%	(864)	1000
Ideo: Liberal (1-3)	16%	(49)	84%	(255)	304
Ideo: Moderate (4)	15%	(34)	85%	(199)	232
Ideo: Conservative (5-7)	16%	(27)	84%	(139)	165
Educ: < College	13%	(117)	87%	(793)	910
Educ: Bachelors degree	18%	(12)	82%	(53)	65
Ethnicity: White	13%	(92)	87%	(639)	731
Ethnicity: Hispanic	12%	(30)	88%	(212)	242
Ethnicity: Black	21%	(31)	79%	(117)	148
Ethnicity: Other	12%	(14)	88%	(107)	121
All Christian	15%	(36)	85%	(201)	237
All Non-Christian	24%	(12)	76%	(38)	50
Atheist	8%	(9)	92%	(107)	116
Agnostic/Nothing in particular	11%	(46)	89%	(359)	405
Something Else	18%	(34)	82%	(159)	193
Religious Non-Protestant/Catholic	18%	(12)	82%	(56)	68
Evangelical	25%	(43)	75%	(129)	172
Non-Evangelical	11%	(26)	89%	(202)	228
Community: Urban	17%	(48)	83%	(240)	288
Community: Suburban	14%	(63)	86%	(373)	435
Community: Rural	9%	(26)	91%	(251)	276
Military HH: Yes	20%	(19)	80%	(78)	97
Military HH: No	13%	(117)	87%	(786)	903
4-Region: Northeast	15%	(24)	85%	(140)	164
4-Region: Midwest	13%	(30)	87%	(202)	233
4-Region: South	14%	(60)	86%	(372)	432
4-Region: West	13%	(23)	87%	(149)	172
TikTok Users	14%	(94)	86%	(585)	680

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**Table MCFE49\_4NET:** Which of the following describes your diet? Please select all that apply.  
Meat reduction - eat meat, but trying to reduce the amount you eat while eating more fruits and vegetables

Demographic	Selected		Not Selected		Total N
GenZers	14%	(136)	86%	(864)	1000
Twitch Users	19%	(46)	81%	(190)	236
2022 Sports Viewers/Attendees	17%	(100)	83%	(497)	597
Monthly Moviegoers	15%	(25)	85%	(143)	168
Few Times per Year + Moviegoers	14%	(78)	86%	(492)	571
Heard Smile Campaign	18%	(76)	82%	(349)	425
Heard Minion Campaign	16%	(82)	84%	(423)	505
Listens to Podcasts	17%	(91)	83%	(461)	552
Streaming Services User	14%	(128)	86%	(770)	898
Netflix User	13%	(112)	87%	(752)	864
Disney+ User	16%	(97)	84%	(520)	617
Heterosexual or straight	14%	(95)	86%	(607)	702
Bisexual	13%	(18)	87%	(123)	141
Something else	17%	(9)	83%	(47)	56
Yes	16%	(22)	84%	(118)	140
No	13%	(114)	87%	(746)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE49\_5NET:** Which of the following describes your diet? Please select all that apply.  
*Gluten-free - avoid eating foods that contain gluten*

Demographic	Selected		Not Selected		Total N
GenZers	4%	(41)	96%	(959)	1000
Gender: Male	3%	(15)	97%	(491)	506
Gender: Female	5%	(27)	95%	(467)	494
Age: 18-34	5%	(30)	95%	(579)	609
GenZers: 1997-2012	4%	(41)	96%	(959)	1000
Ideo: Liberal (1-3)	6%	(19)	94%	(285)	304
Ideo: Moderate (4)	6%	(13)	94%	(219)	232
Ideo: Conservative (5-7)	3%	(4)	97%	(161)	165
Educ: < College	4%	(39)	96%	(871)	910
Educ: Bachelors degree	4%	(2)	96%	(63)	65
Ethnicity: White	4%	(30)	96%	(701)	731
Ethnicity: Hispanic	5%	(11)	95%	(231)	242
Ethnicity: Black	4%	(6)	96%	(142)	148
Ethnicity: Other	4%	(5)	96%	(116)	121
All Christian	3%	(7)	97%	(230)	237
All Non-Christian	8%	(4)	92%	(46)	50
Atheist	1%	(1)	99%	(115)	116
Agnostic/Nothing in particular	5%	(21)	95%	(383)	405
Something Else	4%	(8)	96%	(185)	193
Religious Non-Protestant/Catholic	7%	(5)	93%	(63)	68
Evangelical	3%	(6)	97%	(166)	172
Non-Evangelical	3%	(7)	97%	(221)	228
Community: Urban	6%	(16)	94%	(272)	288
Community: Suburban	5%	(20)	95%	(415)	435
Community: Rural	2%	(5)	98%	(271)	276
Military HH: Yes	7%	(7)	93%	(90)	97
Military HH: No	4%	(35)	96%	(869)	903
4-Region: Northeast	6%	(10)	94%	(154)	164
4-Region: Midwest	2%	(5)	98%	(228)	233
4-Region: South	5%	(20)	95%	(411)	432
4-Region: West	4%	(6)	96%	(166)	172
TikTok Users	5%	(32)	95%	(648)	680

Continued on next page

**Table MCFE49\_5NET:** Which of the following describes your diet? Please select all that apply.  
Gluten-free - avoid eating foods that contain gluten

Demographic	Selected		Not Selected		Total N
GenZers	4%	(41)	96%	(959)	1000
Twitch Users	7%	(16)	93%	(220)	236
2022 Sports Viewers/Attendees	4%	(26)	96%	(571)	597
Monthly Moviegoers	5%	(9)	95%	(160)	168
Few Times per Year + Moviegoers	4%	(26)	96%	(545)	571
Heard Smile Campaign	5%	(23)	95%	(402)	425
Heard Minion Campaign	5%	(26)	95%	(479)	505
Listens to Podcasts	6%	(32)	94%	(520)	552
Streaming Services User	4%	(38)	96%	(861)	898
Netflix User	4%	(37)	96%	(827)	864
Disney+ User	5%	(32)	95%	(585)	617
Heterosexual or straight	4%	(26)	96%	(676)	702
Bisexual	4%	(5)	96%	(136)	141
Something else	3%	(2)	97%	(55)	56
Yes	6%	(8)	94%	(131)	140
No	4%	(33)	96%	(827)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).



**Table MCFE49\_6NET:** Which of the following describes your diet? Please select all that apply.  
*Lactose-free - avoid eating foods that contain dairy*

Demographic	Selected		Not Selected		Total N
GenZers	6%	(63)	94%	(937)	1000
Gender: Male	5%	(25)	95%	(481)	506
Gender: Female	8%	(37)	92%	(457)	494
Age: 18-34	9%	(54)	91%	(555)	609
GenZers: 1997-2012	6%	(63)	94%	(937)	1000
Ideo: Liberal (1-3)	8%	(23)	92%	(281)	304
Ideo: Moderate (4)	6%	(15)	94%	(218)	232
Ideo: Conservative (5-7)	7%	(12)	93%	(153)	165
Educ: < College	6%	(55)	94%	(854)	910
Educ: Bachelors degree	8%	(5)	92%	(60)	65
Ethnicity: White	7%	(49)	93%	(682)	731
Ethnicity: Hispanic	7%	(17)	93%	(225)	242
Ethnicity: Black	6%	(9)	94%	(139)	148
Ethnicity: Other	4%	(5)	96%	(116)	121
All Christian	7%	(16)	93%	(221)	237
All Non-Christian	8%	(4)	92%	(46)	50
Atheist	6%	(7)	94%	(109)	116
Agnostic/Nothing in particular	5%	(21)	95%	(384)	405
Something Else	8%	(15)	92%	(177)	193
Religious Non-Protestant/Catholic	12%	(8)	88%	(60)	68
Evangelical	7%	(12)	93%	(160)	172
Non-Evangelical	7%	(15)	93%	(213)	228
Community: Urban	8%	(22)	92%	(266)	288
Community: Suburban	5%	(23)	95%	(412)	435
Community: Rural	6%	(17)	94%	(259)	276
Military HH: Yes	9%	(9)	91%	(88)	97
Military HH: No	6%	(54)	94%	(849)	903
4-Region: Northeast	8%	(13)	92%	(151)	164
4-Region: Midwest	5%	(12)	95%	(221)	233
4-Region: South	6%	(26)	94%	(405)	432
4-Region: West	7%	(12)	93%	(160)	172
TikTok Users	7%	(45)	93%	(635)	680

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**Table MCFE49\_6NET:** Which of the following describes your diet? Please select all that apply.  
Lactose-free - avoid eating foods that contain dairy

Demographic	Selected		Not Selected		Total N
GenZers	6%	(63)	94%	(937)	1000
Twitch Users	4%	(11)	96%	(225)	236
2022 Sports Viewers/Attendees	7%	(39)	93%	(558)	597
Monthly Moviegoers	6%	(10)	94%	(159)	168
Few Times per Year + Moviegoers	7%	(43)	93%	(528)	571
Heard Smile Campaign	7%	(30)	93%	(395)	425
Heard Minion Campaign	6%	(31)	94%	(475)	505
Listens to Podcasts	8%	(46)	92%	(507)	552
Streaming Services User	7%	(60)	93%	(839)	898
Netflix User	6%	(54)	94%	(810)	864
Disney+ User	7%	(43)	93%	(574)	617
Heterosexual or straight	6%	(40)	94%	(662)	702
Bisexual	10%	(14)	90%	(127)	141
Something else	1%	(0)	99%	(56)	56
Yes	10%	(14)	90%	(125)	140
No	6%	(48)	94%	(812)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE49\_7NET:** Which of the following describes your diet? Please select all that apply.

No specific diet

Demographic	Selected		Not Selected		Total N
GenZers	73%	(735)	27%	(265)	1000
Gender: Male	77%	(392)	23%	(114)	506
Gender: Female	69%	(343)	31%	(151)	494
Age: 18-34	68%	(415)	32%	(194)	609
GenZers: 1997-2012	73%	(735)	27%	(265)	1000
Ideo: Liberal (1-3)	66%	(200)	34%	(104)	304
Ideo: Moderate (4)	74%	(171)	26%	(61)	232
Ideo: Conservative (5-7)	74%	(122)	26%	(43)	165
Educ: < College	74%	(675)	26%	(235)	910
Educ: Bachelors degree	72%	(47)	28%	(18)	65
Ethnicity: White	75%	(545)	25%	(186)	731
Ethnicity: Hispanic	75%	(182)	25%	(60)	242
Ethnicity: Black	66%	(98)	34%	(50)	148
Ethnicity: Other	76%	(92)	24%	(29)	121
All Christian	72%	(172)	28%	(65)	237
All Non-Christian	55%	(28)	45%	(22)	50
Atheist	78%	(90)	22%	(25)	116
Agnostic/Nothing in particular	76%	(308)	24%	(97)	405
Something Else	71%	(137)	29%	(56)	193
Religious Non-Protestant/Catholic	59%	(40)	41%	(28)	68
Evangelical	65%	(112)	35%	(60)	172
Non-Evangelical	77%	(176)	23%	(52)	228
Community: Urban	69%	(198)	31%	(90)	288
Community: Suburban	73%	(317)	27%	(118)	435
Community: Rural	79%	(220)	21%	(57)	276
Military HH: Yes	67%	(65)	33%	(32)	97
Military HH: No	74%	(670)	26%	(233)	903
4-Region: Northeast	66%	(108)	34%	(56)	164
4-Region: Midwest	77%	(179)	23%	(54)	233
4-Region: South	74%	(321)	26%	(111)	432
4-Region: West	74%	(127)	26%	(45)	172
TikTok Users	73%	(494)	27%	(186)	680

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**Table MCFE49\_7NET:** Which of the following describes your diet? Please select all that apply.

No specific diet

Demographic	Selected		Not Selected		Total N
GenZers	73%	(735)	27%	(265)	1000
Twitch Users	73%	(171)	27%	(65)	236
2022 Sports Viewers/Attendees	70%	(417)	30%	(180)	597
Monthly Moviegoers	69%	(115)	31%	(53)	168
Few Times per Year + Moviegoers	73%	(415)	27%	(156)	571
Heard Smile Campaign	68%	(289)	32%	(135)	425
Heard Minion Campaign	71%	(361)	29%	(144)	505
Listens to Podcasts	67%	(372)	33%	(181)	552
Streaming Services User	72%	(651)	28%	(247)	898
Netflix User	74%	(643)	26%	(221)	864
Disney+ User	70%	(433)	30%	(184)	617
Heterosexual or straight	76%	(530)	24%	(172)	702
Bisexual	71%	(100)	29%	(41)	141
Something else	72%	(41)	28%	(15)	56
Yes	65%	(91)	35%	(49)	140
No	75%	(643)	25%	(217)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE50\_1:** *How many of the following have you tried for the first time in the past month, if you have tried this at all?*  
*A new restaurant or bar*

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
GenZers	49%	(495)	14%	(141)	13%	(127)	13%	(130)	5%	(52)	6%	(55)	1000
Gender: Male	49%	(246)	13%	(66)	14%	(69)	14%	(71)	6%	(28)	5%	(26)	506
Gender: Female	50%	(248)	15%	(76)	12%	(58)	12%	(59)	5%	(24)	6%	(30)	494
Age: 18-34	45%	(271)	11%	(67)	14%	(83)	17%	(104)	6%	(36)	8%	(49)	609
GenZers: 1997-2012	49%	(495)	14%	(141)	13%	(127)	13%	(130)	5%	(52)	6%	(55)	1000
Ideo: Liberal (1-3)	41%	(125)	14%	(43)	15%	(45)	15%	(45)	7%	(22)	8%	(23)	304
Ideo: Moderate (4)	49%	(114)	12%	(29)	15%	(34)	13%	(31)	6%	(13)	5%	(12)	232
Ideo: Conservative (5-7)	46%	(75)	15%	(24)	13%	(21)	20%	(34)	4%	(7)	2%	(3)	165
Educ: < College	51%	(462)	15%	(136)	13%	(115)	12%	(110)	5%	(44)	5%	(42)	910
Educ: Bachelors degree	36%	(23)	7%	(4)	13%	(8)	20%	(13)	12%	(8)	12%	(8)	65
Ethnicity: White	49%	(360)	15%	(112)	13%	(94)	13%	(96)	5%	(36)	5%	(34)	731
Ethnicity: Hispanic	51%	(123)	12%	(30)	12%	(30)	15%	(35)	5%	(11)	5%	(13)	242
Ethnicity: Black	47%	(70)	9%	(13)	10%	(15)	16%	(24)	7%	(11)	9%	(14)	148
Ethnicity: Other	53%	(65)	13%	(16)	15%	(18)	8%	(9)	4%	(5)	6%	(8)	121
All Christian	47%	(112)	13%	(30)	11%	(26)	18%	(44)	7%	(16)	4%	(10)	237
All Non-Christian	47%	(23)	3%	(2)	15%	(7)	18%	(9)	6%	(3)	11%	(5)	50
Atheist	60%	(69)	17%	(20)	8%	(9)	9%	(10)	2%	(2)	5%	(5)	116
Agnostic/Nothing in particular	51%	(205)	12%	(50)	16%	(64)	10%	(40)	5%	(19)	7%	(28)	405
Something Else	44%	(85)	21%	(40)	11%	(21)	14%	(27)	6%	(12)	4%	(7)	193
Religious Non-Protestant/Catholic	51%	(35)	2%	(2)	13%	(9)	18%	(12)	6%	(4)	9%	(6)	68
Evangelical	33%	(57)	18%	(30)	14%	(24)	22%	(38)	9%	(16)	4%	(7)	172
Non-Evangelical	53%	(122)	17%	(39)	9%	(22)	12%	(27)	5%	(11)	4%	(8)	228
Community: Urban	49%	(142)	8%	(23)	12%	(34)	14%	(42)	7%	(20)	10%	(28)	288
Community: Suburban	49%	(212)	17%	(73)	15%	(66)	12%	(51)	5%	(21)	3%	(12)	435
Community: Rural	51%	(141)	16%	(45)	10%	(27)	14%	(38)	4%	(11)	5%	(15)	276

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**Table MCFE50\_1:** How many of the following have you tried for the first time in the past month, if you have tried this at all?  
A new restaurant or bar

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
GenZers	49%	(495)	14%	(141)	13%	(127)	13%	(130)	5%	(52)	6%	(55)	1000
Military HH: Yes	49%	(48)	10%	(9)	14%	(14)	15%	(14)	8%	(8)	4%	(4)	97
Military HH: No	49%	(447)	15%	(132)	13%	(114)	13%	(115)	5%	(44)	6%	(51)	903
4-Region: Northeast	44%	(72)	15%	(25)	11%	(17)	12%	(19)	9%	(14)	10%	(16)	164
4-Region: Midwest	50%	(116)	16%	(38)	11%	(26)	15%	(35)	3%	(8)	4%	(9)	233
4-Region: South	51%	(221)	12%	(51)	13%	(55)	13%	(57)	6%	(27)	4%	(19)	432
4-Region: West	50%	(86)	15%	(26)	16%	(28)	10%	(18)	1%	(2)	6%	(11)	172
TikTok Users	46%	(314)	14%	(96)	14%	(94)	14%	(92)	6%	(40)	6%	(43)	680
Twitch Users	41%	(98)	18%	(42)	17%	(40)	11%	(26)	6%	(14)	7%	(15)	236
2022 Sports Viewers/Attendees	39%	(233)	17%	(104)	15%	(88)	17%	(101)	5%	(32)	7%	(39)	597
Monthly Moviegoers	35%	(58)	11%	(19)	19%	(32)	19%	(32)	7%	(11)	10%	(17)	168
Few Times per Year + Moviegoers	39%	(224)	17%	(95)	17%	(97)	14%	(83)	6%	(34)	7%	(39)	571
Heard Smile Campaign	35%	(150)	16%	(68)	15%	(64)	18%	(77)	6%	(25)	10%	(42)	425
Heard Minion Campaign	43%	(219)	15%	(76)	12%	(61)	16%	(80)	7%	(34)	7%	(35)	505
Listens to Podcasts	35%	(196)	16%	(90)	17%	(95)	17%	(93)	7%	(37)	7%	(41)	552
Streaming Services User	47%	(421)	15%	(131)	14%	(122)	14%	(125)	5%	(48)	6%	(51)	898
Netflix User	46%	(401)	15%	(130)	13%	(116)	13%	(116)	6%	(49)	6%	(51)	864
Disney+ User	41%	(254)	14%	(85)	16%	(96)	16%	(101)	7%	(43)	6%	(38)	617
Heterosexual or straight	48%	(336)	14%	(101)	13%	(91)	14%	(97)	6%	(41)	5%	(36)	702
Bisexual	54%	(77)	12%	(17)	11%	(16)	13%	(19)	7%	(10)	2%	(3)	141
Something else	37%	(21)	19%	(11)	15%	(8)	8%	(4)	—	(0)	22%	(12)	56
Yes	57%	(80)	16%	(22)	11%	(15)	9%	(13)	4%	(5)	4%	(5)	140
No	48%	(415)	14%	(119)	13%	(113)	14%	(117)	5%	(47)	6%	(50)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE50\_2:** *How many of the following have you tried for the first time in the past month, if you have tried this at all?*  
*A new coffee shop or bakery*

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
GenZers	60%	(604)	12%	(123)	8%	(84)	10%	(104)	5%	(48)	4%	(37)	1000
Gender: Male	62%	(316)	10%	(51)	6%	(29)	12%	(60)	5%	(26)	5%	(24)	506
Gender: Female	58%	(288)	15%	(72)	11%	(55)	9%	(43)	4%	(22)	3%	(13)	494
Age: 18-34	54%	(330)	12%	(72)	8%	(49)	13%	(82)	7%	(43)	6%	(34)	609
GenZers: 1997-2012	60%	(604)	12%	(123)	8%	(84)	10%	(104)	5%	(48)	4%	(37)	1000
Ideo: Liberal (1-3)	47%	(143)	13%	(39)	14%	(42)	13%	(41)	9%	(27)	4%	(13)	304
Ideo: Moderate (4)	60%	(139)	13%	(31)	4%	(10)	14%	(32)	5%	(11)	4%	(9)	232
Ideo: Conservative (5-7)	66%	(109)	8%	(13)	10%	(16)	12%	(19)	5%	(7)	—	(1)	165
Educ: < College	63%	(569)	12%	(112)	8%	(73)	10%	(92)	3%	(32)	3%	(32)	910
Educ: Bachelors degree	37%	(24)	12%	(8)	9%	(6)	16%	(10)	19%	(13)	7%	(4)	65
Ethnicity: White	61%	(445)	12%	(91)	8%	(60)	10%	(77)	5%	(36)	3%	(23)	731
Ethnicity: Hispanic	57%	(138)	15%	(36)	8%	(20)	9%	(22)	7%	(16)	4%	(10)	242
Ethnicity: Black	54%	(80)	11%	(17)	11%	(16)	11%	(16)	5%	(8)	7%	(11)	148
Ethnicity: Other	65%	(78)	13%	(15)	7%	(8)	9%	(11)	3%	(4)	3%	(4)	121
All Christian	58%	(136)	10%	(24)	9%	(22)	14%	(33)	7%	(17)	2%	(4)	237
All Non-Christian	60%	(30)	12%	(6)	6%	(3)	13%	(6)	5%	(3)	5%	(2)	50
Atheist	69%	(80)	16%	(18)	2%	(2)	9%	(10)	2%	(2)	2%	(2)	116
Agnostic/Nothing in particular	62%	(250)	13%	(51)	10%	(40)	8%	(34)	2%	(10)	5%	(20)	405
Something Else	56%	(108)	12%	(23)	9%	(17)	10%	(20)	8%	(16)	4%	(8)	193
Religious Non-Protestant/Catholic	62%	(42)	11%	(7)	5%	(4)	13%	(9)	5%	(3)	3%	(2)	68
Evangelical	43%	(74)	11%	(19)	12%	(20)	21%	(36)	10%	(17)	3%	(6)	172
Non-Evangelical	66%	(151)	11%	(25)	8%	(17)	6%	(13)	7%	(15)	2%	(6)	228
Community: Urban	57%	(163)	11%	(33)	8%	(22)	12%	(35)	6%	(18)	6%	(17)	288
Community: Suburban	60%	(262)	14%	(62)	9%	(38)	11%	(46)	4%	(17)	2%	(10)	435
Community: Rural	65%	(179)	10%	(28)	9%	(24)	8%	(22)	5%	(13)	4%	(11)	276

Continued on next page

**Table MCFE50\_2:** How many of the following have you tried for the first time in the past month, if you have tried this at all?  
A new coffee shop or bakery

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
GenZers	60%	(604)	12%	(123)	8%	(84)	10%	(104)	5%	(48)	4%	(37)	1000
Military HH: Yes	58%	(56)	14%	(14)	7%	(7)	13%	(13)	4%	(4)	3%	(3)	97
Military HH: No	61%	(547)	12%	(109)	9%	(77)	10%	(91)	5%	(44)	4%	(34)	903
4-Region: Northeast	54%	(89)	14%	(23)	9%	(15)	9%	(15)	8%	(12)	6%	(10)	164
4-Region: Midwest	63%	(148)	13%	(30)	6%	(15)	10%	(22)	5%	(12)	3%	(6)	233
4-Region: South	60%	(259)	9%	(38)	10%	(44)	12%	(53)	5%	(20)	4%	(17)	432
4-Region: West	63%	(107)	19%	(33)	6%	(10)	8%	(14)	2%	(4)	2%	(4)	172
TikTok Users	56%	(378)	13%	(91)	10%	(71)	11%	(73)	6%	(39)	4%	(28)	680
Twitch Users	54%	(128)	15%	(35)	12%	(28)	10%	(23)	6%	(13)	4%	(8)	236
2022 Sports Viewers/Attendees	53%	(318)	15%	(91)	10%	(57)	12%	(72)	6%	(35)	4%	(25)	597
Monthly Moviegoers	43%	(73)	12%	(20)	12%	(21)	14%	(24)	10%	(16)	9%	(14)	168
Few Times per Year + Moviegoers	53%	(304)	14%	(83)	10%	(57)	11%	(65)	6%	(35)	5%	(27)	571
Heard Smile Campaign	47%	(200)	15%	(66)	9%	(39)	14%	(61)	9%	(38)	5%	(21)	425
Heard Minion Campaign	52%	(263)	16%	(80)	9%	(47)	13%	(65)	6%	(30)	4%	(20)	505
Listens to Podcasts	49%	(268)	15%	(83)	11%	(60)	14%	(78)	7%	(40)	4%	(24)	552
Streaming Services User	58%	(522)	13%	(114)	9%	(83)	11%	(99)	5%	(45)	4%	(35)	898
Netflix User	58%	(504)	13%	(115)	9%	(76)	10%	(89)	5%	(47)	4%	(33)	864
Disney+ User	52%	(322)	14%	(85)	10%	(64)	13%	(80)	6%	(35)	5%	(30)	617
Heterosexual or straight	62%	(435)	11%	(78)	8%	(55)	10%	(72)	6%	(39)	3%	(23)	702
Bisexual	55%	(78)	18%	(26)	6%	(9)	14%	(20)	4%	(5)	3%	(4)	141
Something else	52%	(29)	17%	(10)	10%	(6)	6%	(3)	4%	(2)	11%	(6)	56
Yes	61%	(85)	12%	(17)	13%	(18)	8%	(11)	3%	(4)	3%	(4)	140
No	60%	(518)	12%	(105)	8%	(66)	11%	(93)	5%	(44)	4%	(34)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).



**Table MCFE50\_3:** How many of the following have you tried for the first time in the past month, if you have tried this at all?  
A new packaged food product

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
GenZers	43%	(435)	13%	(130)	13%	(130)	17%	(168)	7%	(67)	7%	(70)	1000
Gender: Male	46%	(230)	11%	(55)	14%	(70)	17%	(87)	6%	(32)	6%	(31)	506
Gender: Female	41%	(204)	15%	(75)	12%	(60)	16%	(81)	7%	(35)	8%	(39)	494
Age: 18-34	38%	(232)	12%	(74)	14%	(86)	18%	(107)	10%	(60)	8%	(50)	609
GenZers: 1997-2012	43%	(435)	13%	(130)	13%	(130)	17%	(168)	7%	(67)	7%	(70)	1000
Ideo: Liberal (1-3)	35%	(105)	11%	(32)	15%	(46)	21%	(63)	10%	(30)	9%	(27)	304
Ideo: Moderate (4)	41%	(96)	14%	(34)	15%	(34)	17%	(40)	8%	(20)	4%	(9)	232
Ideo: Conservative (5-7)	46%	(75)	12%	(20)	14%	(23)	18%	(30)	7%	(11)	4%	(6)	165
Educ: < College	45%	(410)	13%	(117)	13%	(117)	17%	(152)	6%	(53)	7%	(61)	910
Educ: Bachelors degree	27%	(18)	14%	(9)	16%	(10)	19%	(12)	18%	(12)	7%	(4)	65
Ethnicity: White	43%	(312)	14%	(99)	13%	(94)	17%	(123)	7%	(51)	7%	(52)	731
Ethnicity: Hispanic	46%	(112)	16%	(38)	13%	(31)	12%	(29)	6%	(14)	7%	(17)	242
Ethnicity: Black	42%	(62)	8%	(12)	15%	(23)	18%	(27)	9%	(13)	7%	(11)	148
Ethnicity: Other	50%	(60)	16%	(19)	12%	(14)	15%	(18)	2%	(3)	6%	(7)	121
All Christian	40%	(95)	11%	(25)	16%	(37)	20%	(48)	8%	(18)	6%	(14)	237
All Non-Christian	34%	(17)	5%	(2)	23%	(12)	23%	(12)	8%	(4)	7%	(3)	50
Atheist	47%	(55)	10%	(12)	11%	(13)	14%	(16)	6%	(7)	10%	(12)	116
Agnostic/Nothing in particular	47%	(188)	14%	(58)	10%	(40)	15%	(60)	7%	(29)	7%	(29)	405
Something Else	41%	(80)	17%	(32)	14%	(28)	16%	(32)	5%	(9)	6%	(12)	193
Religious Non-Protestant/Catholic	39%	(26)	10%	(7)	17%	(12)	21%	(14)	7%	(5)	7%	(4)	68
Evangelical	29%	(50)	18%	(31)	16%	(27)	26%	(45)	7%	(12)	4%	(7)	172
Non-Evangelical	49%	(111)	10%	(22)	16%	(36)	13%	(29)	6%	(15)	7%	(17)	228
Community: Urban	42%	(121)	11%	(33)	15%	(43)	17%	(48)	7%	(21)	8%	(24)	288
Community: Suburban	44%	(190)	12%	(50)	13%	(56)	19%	(84)	7%	(31)	5%	(24)	435
Community: Rural	45%	(124)	17%	(47)	11%	(32)	13%	(36)	6%	(15)	8%	(22)	276

Continued on next page

**Table MCFE50\_3:** How many of the following have you tried for the first time in the past month, if you have tried this at all?  
A new packaged food product

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
GenZers	43%	(435)	13%	(130)	13%	(130)	17%	(168)	7%	(67)	7%	(70)	1000
Military HH: Yes	30%	(29)	16%	(15)	17%	(16)	21%	(21)	8%	(8)	8%	(8)	97
Military HH: No	45%	(405)	13%	(114)	13%	(114)	16%	(147)	7%	(60)	7%	(62)	903
4-Region: Northeast	42%	(69)	11%	(18)	15%	(25)	16%	(27)	9%	(14)	7%	(11)	164
4-Region: Midwest	41%	(96)	13%	(31)	14%	(32)	14%	(33)	8%	(18)	10%	(22)	233
4-Region: South	43%	(187)	13%	(54)	14%	(60)	18%	(77)	7%	(30)	6%	(24)	432
4-Region: West	49%	(83)	16%	(27)	7%	(12)	18%	(31)	3%	(5)	7%	(12)	172
TikTok Users	41%	(277)	13%	(86)	13%	(91)	18%	(125)	8%	(55)	7%	(46)	680
Twitch Users	38%	(88)	14%	(34)	14%	(33)	19%	(45)	8%	(18)	8%	(18)	236
2022 Sports Viewers/Attendees	36%	(216)	15%	(92)	14%	(83)	19%	(113)	8%	(49)	7%	(45)	597
Monthly Moviegoers	39%	(66)	9%	(16)	9%	(15)	21%	(36)	9%	(15)	12%	(20)	168
Few Times per Year + Moviegoers	37%	(210)	13%	(74)	14%	(78)	20%	(112)	8%	(48)	9%	(50)	571
Heard Smile Campaign	27%	(116)	15%	(63)	16%	(69)	23%	(99)	9%	(40)	9%	(39)	425
Heard Minion Campaign	33%	(166)	14%	(73)	17%	(85)	19%	(94)	8%	(40)	9%	(47)	505
Listens to Podcasts	34%	(187)	13%	(72)	16%	(89)	20%	(110)	9%	(49)	8%	(45)	552
Streaming Services User	40%	(356)	14%	(126)	14%	(128)	18%	(159)	7%	(67)	7%	(62)	898
Netflix User	41%	(351)	13%	(116)	13%	(116)	17%	(149)	8%	(67)	8%	(66)	864
Disney+ User	33%	(206)	14%	(89)	16%	(99)	19%	(118)	8%	(51)	9%	(53)	617
Heterosexual or straight	44%	(311)	13%	(90)	14%	(96)	17%	(119)	7%	(50)	5%	(36)	702
Bisexual	40%	(56)	16%	(23)	11%	(15)	15%	(21)	6%	(8)	12%	(17)	141
Something else	41%	(23)	17%	(9)	12%	(7)	18%	(10)	4%	(2)	8%	(4)	56
Yes	48%	(67)	13%	(19)	12%	(17)	16%	(23)	5%	(6)	6%	(8)	140
No	43%	(368)	13%	(111)	13%	(114)	17%	(145)	7%	(61)	7%	(61)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE50\_4:** How many of the following have you tried for the first time in the past month, if you have tried this at all?  
A new dish on a restaurant menu

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
GenZers	43%	(430)	15%	(151)	13%	(132)	15%	(153)	8%	(78)	6%	(56)	1000
Gender: Male	43%	(217)	12%	(62)	14%	(72)	17%	(85)	8%	(39)	6%	(31)	506
Gender: Female	43%	(213)	18%	(90)	12%	(60)	14%	(68)	8%	(40)	5%	(24)	494
Age: 18-34	39%	(238)	13%	(82)	14%	(83)	17%	(104)	10%	(60)	7%	(43)	609
GenZers: 1997-2012	43%	(430)	15%	(151)	13%	(132)	15%	(153)	8%	(78)	6%	(56)	1000
Ideo: Liberal (1-3)	31%	(93)	16%	(50)	12%	(37)	22%	(67)	12%	(35)	7%	(22)	304
Ideo: Moderate (4)	44%	(103)	12%	(29)	16%	(37)	13%	(31)	9%	(22)	5%	(12)	232
Ideo: Conservative (5-7)	40%	(67)	14%	(23)	17%	(28)	19%	(31)	6%	(10)	4%	(6)	165
Educ: < College	44%	(402)	16%	(144)	13%	(117)	15%	(135)	7%	(64)	5%	(47)	910
Educ: Bachelors degree	31%	(20)	6%	(4)	21%	(13)	20%	(13)	18%	(12)	4%	(3)	65
Ethnicity: White	42%	(309)	15%	(111)	13%	(97)	17%	(123)	8%	(55)	5%	(35)	731
Ethnicity: Hispanic	45%	(109)	17%	(42)	11%	(28)	13%	(31)	9%	(22)	4%	(10)	242
Ethnicity: Black	40%	(59)	13%	(19)	11%	(16)	14%	(21)	12%	(18)	10%	(15)	148
Ethnicity: Other	51%	(62)	18%	(21)	16%	(19)	7%	(8)	4%	(5)	5%	(6)	121
All Christian	42%	(101)	14%	(34)	12%	(28)	20%	(47)	8%	(19)	4%	(9)	237
All Non-Christian	31%	(15)	16%	(8)	21%	(10)	19%	(9)	10%	(5)	4%	(2)	50
Atheist	51%	(59)	14%	(16)	4%	(5)	18%	(21)	7%	(8)	5%	(6)	116
Agnostic/Nothing in particular	44%	(178)	14%	(57)	13%	(54)	13%	(53)	8%	(32)	8%	(31)	405
Something Else	40%	(77)	19%	(37)	18%	(34)	11%	(22)	7%	(14)	4%	(8)	193
Religious Non-Protestant/Catholic	37%	(25)	13%	(9)	18%	(12)	21%	(15)	9%	(6)	3%	(2)	68
Evangelical	33%	(56)	15%	(26)	18%	(32)	22%	(38)	9%	(15)	3%	(6)	172
Non-Evangelical	46%	(106)	19%	(44)	12%	(29)	11%	(25)	7%	(15)	5%	(10)	228
Community: Urban	41%	(118)	17%	(48)	10%	(29)	13%	(38)	12%	(34)	7%	(21)	288
Community: Suburban	42%	(183)	16%	(69)	14%	(63)	17%	(73)	6%	(28)	5%	(20)	435
Community: Rural	47%	(129)	13%	(35)	15%	(41)	15%	(42)	6%	(16)	5%	(15)	276

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**Table MCFE50\_4:** How many of the following have you tried for the first time in the past month, if you have tried this at all?  
A new dish on a restaurant menu

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
GenZers	43%	(430)	15%	(151)	13%	(132)	15%	(153)	8%	(78)	6%	(56)	1000
Military HH: Yes	33%	(32)	19%	(18)	11%	(10)	22%	(21)	7%	(7)	8%	(8)	97
Military HH: No	44%	(397)	15%	(133)	14%	(122)	15%	(132)	8%	(71)	5%	(48)	903
4-Region: Northeast	41%	(67)	19%	(31)	11%	(18)	12%	(19)	11%	(18)	6%	(11)	164
4-Region: Midwest	40%	(94)	14%	(32)	16%	(38)	19%	(44)	5%	(12)	5%	(11)	233
4-Region: South	44%	(191)	13%	(55)	14%	(62)	15%	(66)	8%	(35)	5%	(23)	432
4-Region: West	45%	(77)	19%	(33)	8%	(14)	14%	(24)	8%	(13)	6%	(11)	172
TikTok Users	38%	(261)	17%	(114)	14%	(98)	15%	(104)	9%	(64)	6%	(39)	680
Twitch Users	40%	(94)	15%	(36)	12%	(29)	19%	(46)	8%	(19)	5%	(11)	236
2022 Sports Viewers/Attendees	34%	(201)	17%	(104)	16%	(97)	16%	(98)	10%	(57)	7%	(40)	597
Monthly Moviegoers	28%	(47)	14%	(23)	16%	(27)	15%	(25)	17%	(28)	10%	(17)	168
Few Times per Year + Moviegoers	35%	(197)	17%	(100)	14%	(78)	17%	(99)	10%	(57)	7%	(40)	571
Heard Smile Campaign	29%	(121)	18%	(76)	14%	(61)	18%	(78)	13%	(54)	8%	(35)	425
Heard Minion Campaign	37%	(187)	16%	(79)	14%	(72)	18%	(91)	9%	(48)	6%	(30)	505
Listens to Podcasts	32%	(176)	15%	(84)	15%	(80)	20%	(108)	12%	(66)	7%	(39)	552
Streaming Services User	40%	(362)	16%	(144)	14%	(127)	16%	(140)	8%	(76)	5%	(49)	898
Netflix User	40%	(350)	16%	(137)	14%	(122)	15%	(128)	9%	(77)	6%	(50)	864
Disney+ User	36%	(219)	16%	(97)	14%	(89)	17%	(106)	11%	(68)	6%	(38)	617
Heterosexual or straight	44%	(307)	14%	(102)	14%	(101)	15%	(106)	7%	(51)	5%	(36)	702
Bisexual	46%	(64)	18%	(25)	10%	(15)	16%	(23)	6%	(8)	4%	(6)	141
Something else	29%	(17)	11%	(6)	12%	(7)	14%	(8)	21%	(12)	12%	(7)	56
Yes	49%	(68)	12%	(17)	16%	(22)	15%	(22)	5%	(7)	3%	(4)	140
No	42%	(362)	16%	(135)	13%	(110)	15%	(131)	8%	(71)	6%	(51)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE50\_5:** *How many of the following have you tried for the first time in the past month, if you have tried this at all?*  
*A new beverage*

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
GenZers	38%	(383)	17%	(167)	16%	(161)	15%	(148)	9%	(85)	6%	(56)	1000
Gender: Male	38%	(191)	15%	(74)	18%	(89)	16%	(83)	8%	(40)	6%	(28)	506
Gender: Female	39%	(191)	19%	(93)	15%	(72)	13%	(64)	9%	(45)	6%	(28)	494
Age: 18-34	33%	(202)	15%	(93)	17%	(102)	16%	(99)	11%	(64)	8%	(48)	609
GenZers: 1997-2012	38%	(383)	17%	(167)	16%	(161)	15%	(148)	9%	(85)	6%	(56)	1000
Ideo: Liberal (1-3)	29%	(88)	14%	(43)	18%	(56)	16%	(47)	15%	(45)	8%	(25)	304
Ideo: Moderate (4)	40%	(92)	15%	(36)	16%	(37)	15%	(34)	9%	(20)	6%	(14)	232
Ideo: Conservative (5-7)	41%	(67)	17%	(28)	16%	(26)	18%	(30)	6%	(10)	3%	(4)	165
Educ: < College	40%	(359)	17%	(156)	16%	(148)	14%	(127)	8%	(73)	5%	(46)	910
Educ: Bachelors degree	25%	(16)	14%	(9)	17%	(11)	22%	(15)	14%	(9)	8%	(5)	65
Ethnicity: White	40%	(289)	17%	(127)	16%	(115)	15%	(106)	9%	(63)	4%	(31)	731
Ethnicity: Hispanic	35%	(84)	19%	(47)	16%	(38)	20%	(47)	5%	(12)	5%	(13)	242
Ethnicity: Black	34%	(50)	12%	(18)	14%	(21)	16%	(24)	11%	(17)	12%	(18)	148
Ethnicity: Other	36%	(44)	18%	(22)	21%	(26)	14%	(17)	4%	(5)	6%	(7)	121
All Christian	38%	(90)	18%	(44)	12%	(29)	18%	(42)	9%	(22)	4%	(11)	237
All Non-Christian	34%	(17)	8%	(4)	23%	(11)	16%	(8)	16%	(8)	3%	(1)	50
Atheist	41%	(47)	22%	(26)	17%	(19)	10%	(11)	8%	(9)	3%	(4)	116
Agnostic/Nothing in particular	39%	(160)	13%	(53)	18%	(73)	14%	(57)	8%	(31)	8%	(31)	405
Something Else	36%	(69)	21%	(40)	15%	(29)	16%	(30)	8%	(15)	5%	(10)	193
Religious Non-Protestant/Catholic	37%	(25)	12%	(8)	20%	(13)	13%	(9)	14%	(10)	4%	(2)	68
Evangelical	26%	(45)	16%	(28)	17%	(29)	24%	(41)	11%	(19)	6%	(11)	172
Non-Evangelical	45%	(102)	22%	(50)	12%	(26)	12%	(27)	7%	(16)	3%	(7)	228
Community: Urban	37%	(108)	14%	(40)	16%	(45)	13%	(37)	12%	(35)	8%	(22)	288
Community: Suburban	38%	(164)	18%	(76)	17%	(72)	17%	(73)	7%	(29)	5%	(20)	435
Community: Rural	40%	(111)	18%	(50)	16%	(43)	14%	(38)	7%	(21)	5%	(14)	276

Continued on next page

**Table MCFE50\_5:** How many of the following have you tried for the first time in the past month, if you have tried this at all?  
A new beverage

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
GenZers	38%	(383)	17%	(167)	16%	(161)	15%	(148)	9%	(85)	6%	(56)	1000
Military HH: Yes	32%	(31)	14%	(14)	20%	(20)	12%	(11)	14%	(14)	7%	(7)	97
Military HH: No	39%	(352)	17%	(153)	16%	(141)	15%	(136)	8%	(72)	5%	(49)	903
4-Region: Northeast	32%	(53)	19%	(31)	20%	(33)	14%	(24)	7%	(12)	7%	(11)	164
4-Region: Midwest	38%	(88)	17%	(41)	15%	(35)	18%	(41)	8%	(19)	4%	(9)	233
4-Region: South	40%	(172)	15%	(64)	14%	(61)	13%	(57)	11%	(49)	7%	(28)	432
4-Region: West	41%	(70)	18%	(31)	19%	(33)	15%	(26)	3%	(5)	4%	(8)	172
TikTok Users	34%	(228)	16%	(109)	18%	(119)	16%	(109)	10%	(69)	7%	(45)	680
Twitch Users	28%	(66)	22%	(52)	17%	(40)	15%	(36)	10%	(24)	7%	(17)	236
2022 Sports Viewers/Attendees	30%	(180)	18%	(110)	18%	(110)	17%	(104)	9%	(53)	7%	(41)	597
Monthly Moviegoers	30%	(50)	9%	(16)	19%	(32)	18%	(30)	12%	(21)	12%	(20)	168
Few Times per Year + Moviegoers	33%	(188)	14%	(81)	19%	(109)	17%	(94)	10%	(60)	7%	(38)	571
Heard Smile Campaign	27%	(115)	17%	(71)	18%	(78)	16%	(68)	13%	(55)	9%	(37)	425
Heard Minion Campaign	29%	(147)	20%	(99)	15%	(77)	18%	(92)	11%	(54)	7%	(37)	505
Listens to Podcasts	28%	(157)	17%	(95)	16%	(89)	18%	(100)	12%	(68)	8%	(42)	552
Streaming Services User	35%	(312)	18%	(158)	17%	(152)	16%	(142)	9%	(83)	6%	(50)	898
Netflix User	35%	(300)	17%	(150)	17%	(150)	15%	(132)	9%	(81)	6%	(51)	864
Disney+ User	28%	(174)	17%	(105)	19%	(117)	17%	(107)	12%	(74)	6%	(38)	617
Heterosexual or straight	38%	(267)	16%	(115)	16%	(113)	16%	(112)	8%	(57)	5%	(37)	702
Bisexual	35%	(49)	19%	(27)	18%	(25)	16%	(22)	9%	(12)	4%	(5)	141
Something else	43%	(24)	13%	(7)	17%	(10)	7%	(4)	5%	(3)	15%	(8)	56
Yes	47%	(65)	16%	(23)	12%	(17)	10%	(14)	9%	(13)	5%	(7)	140
No	37%	(317)	17%	(144)	17%	(144)	16%	(134)	8%	(72)	6%	(49)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE50\_6:** How many of the following have you tried for the first time in the past month, if you have tried this at all?

*A new recipe*

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
GenZers	44%	(437)	11%	(109)	15%	(147)	15%	(150)	7%	(71)	9%	(86)	1000
Gender: Male	46%	(234)	11%	(53)	15%	(75)	14%	(70)	7%	(35)	8%	(39)	506
Gender: Female	41%	(203)	11%	(56)	15%	(72)	16%	(80)	7%	(37)	10%	(47)	494
Age: 18-34	40%	(243)	10%	(63)	15%	(91)	17%	(106)	9%	(58)	8%	(49)	609
GenZers: 1997-2012	44%	(437)	11%	(109)	15%	(147)	15%	(150)	7%	(71)	9%	(86)	1000
Ideo: Liberal (1-3)	34%	(103)	10%	(29)	17%	(52)	16%	(50)	10%	(30)	13%	(39)	304
Ideo: Moderate (4)	42%	(98)	14%	(32)	11%	(26)	18%	(42)	10%	(24)	4%	(10)	232
Ideo: Conservative (5-7)	38%	(62)	10%	(16)	18%	(30)	19%	(32)	7%	(12)	8%	(14)	165
Educ: < College	45%	(408)	11%	(102)	15%	(136)	15%	(132)	6%	(55)	8%	(77)	910
Educ: Bachelors degree	32%	(21)	8%	(5)	13%	(8)	18%	(12)	22%	(14)	7%	(5)	65
Ethnicity: White	44%	(323)	10%	(75)	16%	(116)	14%	(104)	7%	(53)	8%	(60)	731
Ethnicity: Hispanic	45%	(109)	11%	(27)	14%	(35)	15%	(37)	8%	(19)	7%	(16)	242
Ethnicity: Black	37%	(55)	14%	(20)	11%	(16)	19%	(28)	9%	(14)	10%	(15)	148
Ethnicity: Other	49%	(60)	12%	(14)	12%	(14)	14%	(17)	4%	(4)	9%	(11)	121
All Christian	39%	(93)	12%	(28)	16%	(37)	18%	(43)	10%	(23)	5%	(13)	237
All Non-Christian	40%	(20)	4%	(2)	29%	(14)	14%	(7)	2%	(1)	11%	(5)	50
Atheist	45%	(52)	8%	(10)	13%	(15)	13%	(15)	5%	(6)	15%	(17)	116
Agnostic/Nothing in particular	47%	(191)	11%	(44)	13%	(52)	15%	(60)	6%	(25)	8%	(32)	405
Something Else	42%	(80)	13%	(26)	14%	(28)	12%	(24)	9%	(17)	10%	(19)	193
Religious Non-Protestant/Catholic	44%	(30)	3%	(2)	24%	(16)	15%	(10)	4%	(3)	11%	(7)	68
Evangelical	33%	(57)	9%	(16)	18%	(30)	18%	(31)	13%	(22)	9%	(15)	172
Non-Evangelical	46%	(104)	16%	(36)	14%	(31)	13%	(30)	6%	(15)	6%	(13)	228
Community: Urban	45%	(131)	7%	(19)	10%	(29)	19%	(54)	10%	(28)	10%	(28)	288
Community: Suburban	44%	(190)	15%	(64)	15%	(66)	13%	(58)	6%	(25)	8%	(33)	435
Community: Rural	42%	(117)	9%	(25)	19%	(52)	14%	(38)	7%	(19)	9%	(26)	276

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**Table MCFE50\_6:** How many of the following have you tried for the first time in the past month, if you have tried this at all?

A new recipe

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
GenZers	44%	(437)	11%	(109)	15%	(147)	15%	(150)	7%	(71)	9%	(86)	1000
Military HH: Yes	43%	(41)	9%	(9)	15%	(15)	16%	(16)	11%	(10)	7%	(6)	97
Military HH: No	44%	(396)	11%	(100)	15%	(132)	15%	(134)	7%	(61)	9%	(80)	903
4-Region: Northeast	43%	(70)	13%	(21)	17%	(27)	12%	(20)	10%	(17)	5%	(9)	164
4-Region: Midwest	44%	(101)	9%	(21)	14%	(33)	15%	(35)	6%	(13)	12%	(29)	233
4-Region: South	42%	(180)	11%	(46)	15%	(66)	16%	(69)	8%	(34)	9%	(37)	432
4-Region: West	50%	(86)	12%	(20)	12%	(20)	15%	(26)	5%	(8)	7%	(11)	172
TikTok Users	40%	(269)	11%	(77)	17%	(114)	16%	(109)	8%	(56)	8%	(56)	680
Twitch Users	42%	(98)	15%	(35)	15%	(35)	14%	(34)	7%	(17)	8%	(18)	236
2022 Sports Viewers/Attendees	37%	(222)	12%	(72)	17%	(99)	18%	(106)	8%	(48)	8%	(50)	597
Monthly Moviegoers	35%	(59)	6%	(10)	22%	(36)	17%	(28)	9%	(14)	12%	(21)	168
Few Times per Year + Moviegoers	38%	(219)	11%	(62)	15%	(88)	17%	(96)	8%	(43)	11%	(63)	571
Heard Smile Campaign	31%	(130)	12%	(51)	17%	(70)	22%	(91)	9%	(37)	11%	(45)	425
Heard Minion Campaign	34%	(172)	12%	(59)	17%	(86)	17%	(88)	9%	(44)	11%	(55)	505
Listens to Podcasts	33%	(184)	11%	(61)	17%	(92)	19%	(108)	10%	(53)	10%	(55)	552
Streaming Services User	41%	(370)	11%	(98)	16%	(143)	16%	(146)	8%	(68)	8%	(74)	898
Netflix User	41%	(358)	11%	(95)	16%	(138)	15%	(132)	8%	(67)	9%	(75)	864
Disney+ User	36%	(219)	11%	(66)	17%	(103)	18%	(111)	10%	(61)	9%	(57)	617
Heterosexual or straight	45%	(319)	11%	(74)	15%	(107)	15%	(102)	8%	(55)	6%	(44)	702
Bisexual	43%	(61)	14%	(19)	13%	(18)	17%	(24)	6%	(8)	8%	(11)	141
Something else	35%	(20)	14%	(8)	9%	(5)	19%	(11)	3%	(2)	20%	(12)	56
Yes	54%	(76)	7%	(10)	11%	(16)	10%	(14)	8%	(11)	10%	(14)	140
No	42%	(362)	12%	(99)	15%	(131)	16%	(136)	7%	(61)	8%	(72)	860

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).



## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	GenZers	1000	100%
xdemGender	Gender: Male	506	51%
	Gender: Female	494	49%
	N	1000	
age	Age: 18-34	609	61%
demAgeGeneration	GenZers: 1997-2012	1000	100%
xdemIdeo3	Ideo: Liberal (1-3)	304	30%
	Ideo: Moderate (4)	232	23%
	Ideo: Conservative (5-7)	165	17%
	N	701	
xeduc3	Educ: < College	910	91%
	Educ: Bachelors degree	65	7%
	Educ: Post-grad	25	3%
	N	1000	
xdemWhite	Ethnicity: White	731	73%
xdemHispBin	Ethnicity: Hispanic	242	24%
demBlackBin	Ethnicity: Black	148	15%
demRaceOther	Ethnicity: Other	121	12%
xdemReligion	All Christian	237	24%
	All Non-Christian	50	5%
	Atheist	116	12%
	Agnostic/Nothing in particular	405	40%
	Something Else	193	19%
	N	1000	
xdemReligOther	Religious Non-Protestant/Catholic	68	7%
xdemEvang	Evangelical	172	17%
	Non-Evangelical	228	23%
	N	400	
xdemUsr	Community: Urban	288	29%
	Community: Suburban	435	44%
	Community: Rural	276	28%
	N	1000	

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## Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemMilHH1	Military HH: Yes	97	10%
	Military HH: No	903	90%
	N	1000	
xreg4	4-Region: Northeast	164	16%
	4-Region: Midwest	233	23%
	4-Region: South	432	43%
	4-Region: West	172	17%
	N	1000	
MCFExdem1	TikTok Users	680	68%
MCFExdem2	Twitch Users	236	24%
MCFExdem3	2022 Sports Viewers/Attendees	597	60%
MCFExdem4	Monthly Moviegoers	168	17%
MCFExdem5	Few Times per Year + Moviegoers	571	57%
MCFExdem6	Heard Smile Campaign	425	42%
MCFExdem7	Heard Minion Campaign	505	51%
MCFExdem8	Listens to Podcasts	552	55%
MCFExdem9	Streaming Services User	898	90%
MCFExdem10	Netflix User	864	86%
MCFExdem11	Disney+ User	617	62%
demLGBTQ1	Heterosexual or straight	702	70%
	Gay	31	3%
	Lesbian	29	3%
	Bisexual	141	14%
	Queer	26	3%
	Asexual	16	2%
	Something else	56	6%
	N	1000	
demLGBTQ2	Yes	140	14%
	No	860	86%
	N	1000	

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

