



National Tracking Poll #2212059  
December 08-10, 2022

*Crosstabulation Results*

*Methodology:*

This poll was conducted between December 8-December 10, 2022 among a sample of 2213 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, age, race, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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## Crosstabulation Results by Respondent Demographics

**Table MCEN1\_1:** *Do you have a favorable or unfavorable opinion of the following?*  
 James Cameron

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	21%	(467)	31%	(694)	5%	(104)	4%	(92)	39%	(857)	2213
Gender: Male	25%	(268)	36%	(385)	5%	(55)	4%	(47)	29%	(314)	1069
Gender: Female	17%	(199)	27%	(309)	4%	(49)	4%	(45)	47%	(543)	1144
Age: 18-34	18%	(114)	28%	(181)	6%	(41)	5%	(35)	42%	(273)	643
Age: 35-44	23%	(84)	36%	(131)	5%	(18)	3%	(13)	33%	(120)	366
Age: 45-64	24%	(172)	33%	(233)	4%	(26)	4%	(28)	36%	(255)	715
Age: 65+	20%	(97)	30%	(148)	4%	(19)	3%	(17)	43%	(209)	489
GenZers: 1997-2012	14%	(28)	21%	(43)	7%	(15)	6%	(12)	52%	(108)	207
Millennials: 1981-1996	21%	(149)	32%	(226)	6%	(38)	5%	(32)	36%	(251)	696
GenXers: 1965-1980	22%	(116)	34%	(180)	4%	(21)	5%	(26)	35%	(182)	525
Baby Boomers: 1946-1964	23%	(163)	32%	(228)	4%	(28)	3%	(19)	37%	(263)	701
PID: Dem (no lean)	26%	(227)	31%	(265)	5%	(44)	3%	(30)	34%	(295)	861
PID: Ind (no lean)	16%	(108)	32%	(217)	4%	(29)	5%	(34)	44%	(300)	688
PID: Rep (no lean)	20%	(132)	32%	(211)	5%	(31)	4%	(28)	39%	(262)	664
PID/Gender: Dem Men	28%	(118)	36%	(151)	5%	(19)	4%	(16)	27%	(110)	414
PID/Gender: Dem Women	24%	(109)	26%	(114)	6%	(25)	3%	(13)	42%	(185)	447
PID/Gender: Ind Men	20%	(65)	36%	(116)	5%	(16)	6%	(19)	33%	(107)	322
PID/Gender: Ind Women	12%	(44)	28%	(101)	4%	(13)	4%	(15)	53%	(193)	366
PID/Gender: Rep Men	26%	(86)	35%	(118)	6%	(20)	4%	(12)	29%	(97)	333
PID/Gender: Rep Women	14%	(46)	28%	(94)	3%	(11)	5%	(16)	50%	(165)	331
Ideo: Liberal (1-3)	26%	(178)	30%	(207)	6%	(40)	4%	(27)	33%	(227)	680
Ideo: Moderate (4)	21%	(129)	37%	(224)	4%	(27)	3%	(18)	34%	(207)	604
Ideo: Conservative (5-7)	19%	(128)	32%	(217)	5%	(34)	6%	(41)	39%	(265)	684
Educ: < College	20%	(289)	29%	(423)	4%	(58)	4%	(63)	42%	(606)	1439
Educ: Bachelors degree	25%	(123)	34%	(167)	7%	(33)	3%	(14)	32%	(155)	491
Educ: Post-grad	19%	(55)	37%	(104)	5%	(13)	5%	(15)	34%	(96)	283

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**Table MCEN1\_1: Do you have a favorable or unfavorable opinion of the following?**

James Cameron

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	21% (467)	31% (694)	5% (104)	4% (92)	39% (857)	2213
Income: Under 50k	20% (239)	28% (339)	4% (49)	5% (57)	43% (520)	1205
Income: 50k-100k	22% (148)	36% (240)	5% (37)	3% (22)	34% (227)	674
Income: 100k+	24% (79)	34% (114)	5% (18)	4% (13)	33% (109)	334
Ethnicity: White	22% (371)	32% (543)	5% (79)	4% (66)	38% (654)	1713
Ethnicity: Hispanic	24% (90)	31% (116)	7% (24)	6% (22)	32% (121)	374
Ethnicity: Black	18% (50)	25% (70)	5% (14)	6% (17)	47% (131)	283
Ethnicity: Other	21% (46)	37% (81)	5% (10)	4% (9)	33% (71)	217
All Christian	23% (228)	33% (328)	4% (43)	4% (39)	36% (359)	997
All Non-Christian	27% (28)	29% (31)	7% (8)	6% (6)	31% (33)	106
Atheist	14% (14)	41% (43)	5% (5)	4% (4)	37% (39)	106
Agnostic/Nothing in particular	20% (114)	31% (182)	5% (29)	4% (22)	40% (235)	581
Something Else	20% (83)	26% (110)	4% (19)	5% (22)	45% (190)	423
Religious Non-Protestant/Catholic	24% (33)	27% (37)	6% (9)	7% (9)	35% (48)	136
Evangelical	17% (88)	29% (152)	3% (17)	7% (35)	45% (235)	527
Non-Evangelical	25% (207)	32% (267)	5% (43)	3% (22)	35% (293)	833
Community: Urban	23% (142)	32% (195)	7% (41)	3% (21)	35% (218)	617
Community: Suburban	22% (229)	34% (345)	5% (46)	4% (40)	35% (359)	1019
Community: Rural	16% (95)	27% (154)	3% (16)	5% (31)	49% (280)	577
Employ: Private Sector	24% (172)	36% (261)	6% (43)	4% (27)	30% (216)	719
Employ: Government	18% (22)	30% (38)	8% (10)	4% (5)	40% (50)	125
Employ: Self-Employed	22% (44)	32% (66)	4% (8)	7% (15)	35% (71)	205
Employ: Homemaker	14% (21)	30% (46)	3% (5)	4% (6)	49% (75)	152
Employ: Student	15% (8)	34% (18)	9% (5)	— (0)	42% (22)	52
Employ: Retired	21% (120)	29% (163)	3% (19)	3% (16)	43% (239)	558
Employ: Unemployed	19% (42)	26% (58)	3% (8)	7% (17)	45% (102)	225
Employ: Other	22% (38)	25% (45)	4% (6)	3% (6)	46% (82)	177
Military HH: Yes	22% (68)	32% (101)	4% (13)	3% (9)	40% (124)	315
Military HH: No	21% (399)	31% (592)	5% (91)	4% (83)	39% (732)	1898
RD/WT: Right Direction	28% (190)	28% (195)	5% (32)	5% (35)	35% (240)	692
RD/WT: Wrong Track	18% (276)	33% (499)	5% (72)	4% (57)	41% (617)	1521

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**Table MCEN1\_1:** Do you have a favorable or unfavorable opinion of the following?

James Cameron

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	21% (467)	31% (694)	5% (104)	4% (92)	39% (857)	2213
Biden Job Approve	26% (252)	31% (301)	5% (53)	4% (44)	34% (332)	982
Biden Job Disapprove	18% (195)	34% (370)	5% (51)	4% (48)	40% (436)	1100
Biden Job Strongly Approve	30% (126)	25% (107)	5% (21)	6% (25)	34% (142)	421
Biden Job Somewhat Approve	22% (126)	35% (194)	6% (32)	3% (18)	34% (190)	560
Biden Job Somewhat Disapprove	19% (63)	34% (113)	4% (14)	2% (8)	40% (130)	328
Biden Job Strongly Disapprove	17% (132)	33% (257)	5% (37)	5% (40)	40% (306)	772
Favorable of Biden	26% (253)	31% (303)	5% (47)	4% (41)	35% (341)	986
Unfavorable of Biden	18% (198)	34% (368)	5% (52)	4% (45)	40% (435)	1097
Very Favorable of Biden	30% (142)	27% (128)	4% (20)	6% (29)	33% (154)	473
Somewhat Favorable of Biden	22% (111)	34% (176)	5% (27)	2% (12)	37% (188)	513
Somewhat Unfavorable of Biden	20% (57)	35% (100)	5% (13)	2% (4)	39% (114)	289
Very Unfavorable of Biden	17% (140)	33% (268)	5% (38)	5% (41)	40% (321)	808
#1 Issue: Economy	21% (198)	34% (318)	5% (49)	2% (23)	37% (341)	929
#1 Issue: Security	20% (48)	35% (83)	2% (4)	5% (13)	38% (88)	235
#1 Issue: Health Care	25% (35)	31% (43)	1% (2)	6% (8)	37% (51)	140
#1 Issue: Medicare / Social Security	22% (56)	24% (64)	4% (9)	5% (13)	45% (119)	263
#1 Issue: Women's Issues	23% (68)	26% (75)	6% (18)	5% (16)	39% (115)	292
#1 Issue: Education	24% (19)	26% (21)	9% (7)	9% (7)	32% (26)	81
#1 Issue: Energy	14% (20)	38% (53)	6% (8)	5% (7)	38% (53)	141
#1 Issue: Other	17% (22)	27% (36)	5% (6)	4% (5)	48% (63)	133
2022 House Vote: Democrat	27% (237)	33% (293)	6% (50)	3% (30)	31% (273)	883
2022 House Vote: Republican	19% (128)	35% (235)	5% (33)	5% (36)	36% (243)	675
2022 House Vote: Someone else	11% (8)	34% (26)	2% (1)	10% (8)	44% (34)	76
2022 House Vote: Didn't Vote	16% (94)	24% (139)	3% (20)	3% (18)	53% (307)	578
2020 Vote: Joe Biden	25% (231)	33% (309)	5% (50)	4% (37)	33% (305)	932
2020 Vote: Donald Trump	19% (133)	32% (231)	4% (32)	6% (39)	39% (280)	715
2020 Vote: Other	17% (14)	41% (34)	3% (3)	4% (4)	34% (28)	82
2020 Vote: Didn't Vote	18% (89)	25% (120)	4% (20)	2% (12)	50% (244)	484

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**Table MCEN1\_1:** Do you have a favorable or unfavorable opinion of the following?

James Cameron

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	21% (467)	31% (694)	5% (104)	4% (92)	39% (857)	2213
2018 House Vote: Democrat	27% (217)	31% (252)	5% (43)	4% (29)	34% (276)	816
2018 House Vote: Republican	19% (114)	35% (208)	5% (30)	5% (30)	36% (214)	596
2018 House Vote: Someone else	13% (10)	35% (26)	4% (3)	9% (7)	39% (30)	75
2018 House Vote: Didnt Vote	17% (126)	29% (207)	4% (28)	4% (26)	47% (338)	726
4-Region: Northeast	23% (89)	33% (128)	6% (24)	3% (10)	34% (132)	383
4-Region: Midwest	20% (92)	29% (134)	4% (18)	4% (17)	43% (196)	457
4-Region: South	20% (172)	29% (245)	5% (43)	5% (42)	41% (344)	846
4-Region: West	22% (113)	35% (187)	4% (19)	4% (23)	35% (185)	527
Favorable Opinion of Avatar	30% (362)	36% (432)	4% (42)	2% (22)	28% (338)	1197
Unfavorable Opinion of Avatar	12% (51)	33% (142)	12% (52)	14% (61)	29% (122)	427
Enjoyed Seeing Avatar	30% (342)	35% (406)	3% (36)	2% (26)	30% (341)	1150
Did not Enjoy Seeing Avatar	12% (30)	39% (95)	13% (32)	9% (21)	26% (64)	243
Saw Avatar	27% (371)	36% (502)	5% (68)	3% (47)	29% (405)	1393

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

**Table MCEN1\_2: Do you have a favorable or unfavorable opinion of the following?**

Steven Spielberg

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	45% (991)	34% (745)	4% (94)	3% (63)	14% (319)	2213
Gender: Male	48% (513)	34% (361)	4% (45)	3% (33)	11% (118)	1069
Gender: Female	42% (479)	34% (383)	4% (50)	3% (31)	18% (201)	1144
Age: 18-34	34% (221)	32% (203)	7% (42)	4% (23)	24% (153)	643
Age: 35-44	46% (169)	35% (127)	4% (14)	2% (8)	13% (48)	366
Age: 45-64	49% (350)	37% (261)	3% (24)	2% (14)	9% (66)	715
Age: 65+	51% (252)	31% (154)	3% (15)	4% (18)	10% (51)	489
GenZers: 1997-2012	25% (52)	31% (65)	6% (12)	3% (7)	35% (72)	207
Millennials: 1981-1996	42% (291)	32% (221)	6% (43)	3% (23)	17% (118)	696
GenXers: 1965-1980	48% (250)	37% (196)	3% (17)	2% (11)	10% (50)	525
Baby Boomers: 1946-1964	52% (364)	33% (235)	3% (18)	2% (16)	10% (68)	701
PID: Dem (no lean)	52% (449)	30% (262)	4% (34)	2% (16)	12% (100)	861
PID: Ind (no lean)	41% (279)	36% (247)	4% (27)	3% (20)	17% (116)	688
PID: Rep (no lean)	40% (263)	36% (236)	5% (34)	4% (27)	16% (104)	664
PID/Gender: Dem Men	53% (219)	31% (129)	3% (14)	3% (10)	10% (41)	414
PID/Gender: Dem Women	52% (230)	30% (133)	4% (19)	1% (5)	13% (59)	447
PID/Gender: Ind Men	45% (145)	34% (110)	4% (12)	3% (10)	14% (45)	322
PID/Gender: Ind Women	36% (133)	37% (137)	4% (14)	3% (10)	19% (71)	366
PID/Gender: Rep Men	44% (148)	37% (122)	5% (18)	4% (12)	10% (33)	333
PID/Gender: Rep Women	35% (115)	34% (114)	5% (16)	5% (15)	21% (71)	331
Ideo: Liberal (1-3)	54% (366)	32% (220)	3% (20)	2% (15)	9% (60)	680
Ideo: Moderate (4)	47% (286)	34% (207)	2% (13)	3% (16)	13% (81)	604
Ideo: Conservative (5-7)	38% (257)	36% (246)	8% (52)	4% (29)	15% (100)	684
Educ: < College	43% (617)	35% (501)	4% (55)	3% (41)	16% (224)	1439
Educ: Bachelors degree	49% (239)	31% (153)	6% (27)	3% (13)	12% (60)	491
Educ: Post-grad	48% (136)	32% (90)	4% (12)	3% (10)	12% (35)	283
Income: Under 50k	45% (536)	32% (390)	4% (54)	3% (42)	15% (183)	1205
Income: 50k-100k	44% (298)	35% (239)	4% (28)	2% (15)	14% (94)	674
Income: 100k+	47% (157)	34% (115)	4% (13)	2% (7)	13% (42)	334
Ethnicity: White	44% (759)	36% (615)	4% (70)	3% (43)	13% (225)	1713
Ethnicity: Hispanic	44% (164)	33% (124)	6% (23)	4% (15)	13% (49)	374

Continued on next page

**Table MCEN1\_2: Do you have a favorable or unfavorable opinion of the following?**

Steven Spielberg

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	45% (991)	34% (745)	4% (94)	3% (63)	14% (319)	2213
Ethnicity: Black	48% (136)	22% (64)	5% (15)	5% (13)	19% (55)	283
Ethnicity: Other	44% (96)	30% (66)	4% (9)	3% (7)	18% (39)	217
All Christian	48% (475)	34% (337)	4% (37)	2% (24)	12% (124)	997
All Non-Christian	51% (54)	25% (26)	8% (8)	5% (5)	11% (11)	106
Atheist	33% (35)	42% (45)	3% (3)	4% (4)	17% (18)	106
Agnostic/Nothing in particular	43% (248)	32% (187)	4% (25)	3% (17)	18% (104)	581
Something Else	42% (179)	35% (150)	5% (21)	3% (12)	14% (61)	423
Religious Non-Protestant/Catholic	45% (61)	25% (35)	9% (13)	4% (6)	16% (22)	136
Evangelical	43% (229)	34% (180)	5% (28)	4% (20)	13% (70)	527
Non-Evangelical	49% (405)	34% (283)	3% (26)	2% (16)	12% (104)	833
Community: Urban	48% (295)	30% (188)	5% (31)	2% (15)	14% (88)	617
Community: Suburban	47% (477)	35% (357)	3% (29)	3% (27)	13% (130)	1019
Community: Rural	38% (220)	35% (199)	6% (35)	4% (21)	18% (102)	577
Employ: Private Sector	47% (341)	35% (253)	3% (24)	3% (18)	11% (82)	719
Employ: Government	49% (61)	24% (29)	9% (12)	1% (1)	18% (22)	125
Employ: Self-Employed	41% (85)	33% (68)	7% (15)	4% (8)	14% (29)	205
Employ: Homemaker	33% (50)	46% (70)	2% (4)	2% (2)	17% (26)	152
Employ: Student	22% (11)	46% (24)	5% (3)	4% (2)	24% (12)	52
Employ: Retired	52% (292)	31% (171)	3% (15)	3% (19)	11% (62)	558
Employ: Unemployed	38% (86)	31% (69)	6% (14)	5% (11)	20% (45)	225
Employ: Other	37% (66)	34% (61)	5% (9)	1% (2)	23% (40)	177
Military HH: Yes	46% (146)	35% (110)	3% (10)	4% (13)	12% (37)	315
Military HH: No	45% (846)	33% (635)	4% (85)	3% (51)	15% (282)	1898
RD/WT: Right Direction	53% (369)	29% (201)	4% (29)	2% (14)	11% (78)	692
RD/WT: Wrong Track	41% (623)	36% (543)	4% (66)	3% (49)	16% (241)	1521
Biden Job Approve	53% (516)	31% (302)	4% (37)	2% (20)	11% (106)	982
Biden Job Disapprove	39% (424)	38% (414)	5% (52)	4% (43)	15% (167)	1100

Continued on next page

**Table MCEN1\_2:** Do you have a favorable or unfavorable opinion of the following?

Steven Spielberg

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	45% (991)	34% (745)	4% (94)	3% (63)	14% (319)	2213
Biden Job Strongly Approve	59% (249)	25% (104)	4% (19)	2% (8)	10% (42)	421
Biden Job Somewhat Approve	48% (267)	35% (199)	3% (19)	2% (12)	11% (64)	560
Biden Job Somewhat Disapprove	42% (138)	38% (123)	4% (14)	2% (6)	14% (47)	328
Biden Job Strongly Disapprove	37% (286)	38% (291)	5% (38)	5% (36)	16% (120)	772
Favorable of Biden	54% (533)	30% (296)	4% (38)	2% (17)	10% (102)	986
Unfavorable of Biden	38% (421)	37% (410)	5% (53)	4% (43)	16% (170)	1097
Very Favorable of Biden	58% (273)	25% (117)	5% (22)	1% (7)	11% (54)	473
Somewhat Favorable of Biden	51% (260)	35% (179)	3% (16)	2% (10)	9% (48)	513
Somewhat Unfavorable of Biden	44% (126)	38% (110)	3% (9)	1% (3)	14% (42)	289
Very Unfavorable of Biden	37% (295)	37% (301)	5% (44)	5% (39)	16% (128)	808
#1 Issue: Economy	43% (400)	36% (334)	4% (41)	2% (21)	14% (132)	929
#1 Issue: Security	43% (101)	35% (83)	3% (7)	3% (8)	15% (36)	235
#1 Issue: Health Care	45% (63)	35% (49)	3% (4)	5% (7)	12% (17)	140
#1 Issue: Medicare / Social Security	57% (149)	26% (69)	2% (6)	4% (10)	11% (30)	263
#1 Issue: Women's Issues	46% (135)	29% (83)	6% (18)	2% (6)	17% (50)	292
#1 Issue: Education	39% (32)	34% (28)	9% (7)	1% (1)	16% (13)	81
#1 Issue: Energy	45% (63)	33% (47)	5% (8)	3% (4)	13% (19)	141
#1 Issue: Other	36% (48)	38% (51)	3% (4)	5% (7)	17% (23)	133
2022 House Vote: Democrat	54% (474)	30% (269)	4% (33)	2% (16)	10% (93)	883
2022 House Vote: Republican	38% (255)	39% (263)	5% (36)	4% (29)	14% (92)	675
2022 House Vote: Someone else	31% (24)	37% (28)	12% (9)	6% (5)	14% (10)	76
2022 House Vote: Didn't Vote	41% (238)	32% (185)	3% (17)	2% (14)	21% (124)	578
2020 Vote: Joe Biden	54% (507)	30% (282)	3% (30)	2% (16)	10% (96)	932
2020 Vote: Donald Trump	37% (264)	40% (284)	6% (40)	4% (29)	14% (99)	715
2020 Vote: Other	35% (29)	42% (35)	4% (3)	5% (4)	13% (11)	82
2020 Vote: Didn't Vote	40% (191)	30% (144)	4% (21)	3% (14)	24% (114)	484
2018 House Vote: Democrat	55% (445)	31% (257)	3% (25)	2% (15)	9% (74)	816
2018 House Vote: Republican	39% (230)	39% (234)	4% (26)	4% (26)	13% (80)	596
2018 House Vote: Someone else	29% (22)	43% (32)	10% (8)	5% (4)	13% (10)	75
2018 House Vote: Didn't Vote	41% (294)	31% (221)	5% (35)	3% (19)	21% (156)	726

Continued on next page

**Table MCEN1\_2:** Do you have a favorable or unfavorable opinion of the following?

Steven Spielberg

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	45%	(991)	34%	(745)	4%	(94)	3%	(63)	14%	(319)	2213
4-Region: Northeast	45%	(172)	37%	(141)	4%	(14)	2%	(7)	13%	(49)	383
4-Region: Midwest	43%	(196)	34%	(156)	3%	(15)	3%	(13)	17%	(78)	457
4-Region: South	45%	(381)	32%	(273)	5%	(42)	3%	(25)	15%	(125)	846
4-Region: West	46%	(242)	33%	(175)	5%	(24)	3%	(18)	13%	(68)	527
Favorable Opinion of Avatar	55%	(657)	32%	(387)	3%	(37)	2%	(24)	8%	(91)	1197
Unfavorable Opinion of Avatar	34%	(145)	41%	(175)	8%	(34)	5%	(23)	12%	(50)	427
Enjoyed Seeing Avatar	52%	(594)	32%	(371)	4%	(42)	2%	(23)	10%	(120)	1150
Did not Enjoy Seeing Avatar	39%	(96)	40%	(98)	6%	(13)	3%	(7)	12%	(29)	243
Saw Avatar	50%	(690)	34%	(469)	4%	(56)	2%	(30)	11%	(148)	1393

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

**Table MCEN1\_3: Do you have a favorable or unfavorable opinion of the following?**

Ridley Scott

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	14% (308)	23% (516)	4% (82)	3% (73)	56% (1234)	2213
Gender: Male	20% (216)	28% (298)	5% (55)	3% (35)	43% (465)	1069
Gender: Female	8% (92)	19% (218)	2% (27)	3% (38)	67% (769)	1144
Age: 18-34	12% (80)	23% (146)	5% (32)	4% (26)	56% (359)	643
Age: 35-44	17% (62)	27% (98)	3% (12)	4% (14)	49% (180)	366
Age: 45-64	15% (110)	25% (181)	3% (23)	2% (17)	54% (385)	715
Age: 65+	11% (56)	19% (92)	3% (16)	3% (17)	63% (310)	489
GenZers: 1997-2012	11% (24)	20% (41)	4% (8)	5% (11)	60% (124)	207
Millennials: 1981-1996	15% (101)	24% (167)	5% (34)	3% (24)	53% (370)	696
GenXers: 1965-1980	15% (77)	29% (155)	3% (15)	3% (16)	50% (263)	525
Baby Boomers: 1946-1964	14% (100)	20% (144)	3% (23)	3% (20)	59% (414)	701
PID: Dem (no lean)	19% (163)	24% (208)	3% (29)	3% (29)	50% (432)	861
PID: Ind (no lean)	11% (79)	23% (156)	3% (24)	4% (29)	58% (401)	688
PID: Rep (no lean)	10% (67)	23% (152)	4% (30)	2% (15)	60% (401)	664
PID/Gender: Dem Men	26% (108)	27% (111)	4% (18)	4% (16)	39% (161)	414
PID/Gender: Dem Women	12% (55)	22% (97)	2% (11)	3% (13)	61% (271)	447
PID/Gender: Ind Men	18% (57)	28% (90)	4% (13)	4% (12)	47% (150)	322
PID/Gender: Ind Women	6% (21)	18% (66)	3% (11)	5% (17)	69% (251)	366
PID/Gender: Rep Men	15% (51)	29% (97)	7% (24)	2% (7)	46% (153)	333
PID/Gender: Rep Women	5% (16)	17% (55)	2% (6)	2% (8)	75% (247)	331
Ideo: Liberal (1-3)	21% (144)	26% (179)	3% (22)	3% (19)	47% (317)	680
Ideo: Moderate (4)	13% (78)	26% (154)	4% (26)	4% (24)	53% (321)	604
Ideo: Conservative (5-7)	10% (66)	22% (153)	5% (33)	4% (24)	60% (408)	684
Educ: < College	12% (172)	22% (318)	3% (46)	3% (48)	59% (855)	1439
Educ: Bachelors degree	17% (86)	26% (129)	5% (23)	3% (13)	49% (241)	491
Educ: Post-grad	18% (50)	25% (69)	5% (14)	4% (12)	49% (138)	283
Income: Under 50k	12% (147)	21% (256)	3% (40)	4% (50)	59% (711)	1205
Income: 50k-100k	16% (105)	27% (181)	3% (22)	2% (15)	52% (350)	674
Income: 100k+	17% (55)	23% (78)	6% (20)	2% (8)	52% (173)	334
Ethnicity: White	14% (246)	23% (389)	4% (61)	3% (51)	56% (966)	1713
Ethnicity: Hispanic	20% (76)	25% (95)	5% (20)	3% (12)	46% (172)	374

Continued on next page

**Table MCEN1\_3: Do you have a favorable or unfavorable opinion of the following?**

Ridley Scott

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	14%	(308)	23%	(516)	4%	(82)	3%	(73)	56%	(1234)	2213
Ethnicity: Black	13%	(36)	23%	(65)	5%	(15)	7%	(20)	52%	(148)	283
Ethnicity: Other	12%	(26)	29%	(63)	3%	(6)	1%	(3)	55%	(120)	217
All Christian	13%	(134)	24%	(235)	4%	(38)	3%	(27)	56%	(562)	997
All Non-Christian	21%	(22)	25%	(27)	8%	(8)	3%	(3)	43%	(45)	106
Atheist	23%	(24)	24%	(25)	5%	(5)	—	(0)	49%	(52)	106
Agnostic/Nothing in particular	14%	(81)	23%	(133)	2%	(14)	4%	(24)	57%	(329)	581
Something Else	11%	(46)	23%	(96)	4%	(17)	4%	(18)	58%	(246)	423
Religious Non-Protestant/Catholic	18%	(25)	24%	(33)	7%	(10)	3%	(3)	48%	(65)	136
Evangelical	11%	(56)	20%	(106)	3%	(18)	5%	(25)	61%	(323)	527
Non-Evangelical	14%	(115)	25%	(207)	4%	(35)	2%	(19)	55%	(457)	833
Community: Urban	16%	(101)	25%	(155)	5%	(32)	4%	(23)	50%	(306)	617
Community: Suburban	14%	(147)	25%	(258)	4%	(38)	3%	(26)	54%	(550)	1019
Community: Rural	10%	(60)	18%	(103)	2%	(13)	4%	(24)	65%	(377)	577
Employ: Private Sector	18%	(132)	26%	(184)	4%	(32)	3%	(24)	48%	(348)	719
Employ: Government	15%	(19)	22%	(28)	10%	(12)	3%	(4)	50%	(62)	125
Employ: Self-Employed	16%	(32)	26%	(52)	5%	(10)	7%	(13)	47%	(97)	205
Employ: Homemaker	6%	(9)	28%	(43)	—	(1)	1%	(1)	64%	(98)	152
Employ: Student	12%	(6)	27%	(14)	4%	(2)	—	(0)	56%	(29)	52
Employ: Retired	12%	(65)	20%	(114)	3%	(17)	3%	(18)	62%	(344)	558
Employ: Unemployed	13%	(29)	20%	(44)	2%	(5)	4%	(8)	62%	(139)	225
Employ: Other	10%	(17)	21%	(37)	2%	(3)	3%	(5)	65%	(116)	177
Military HH: Yes	15%	(47)	26%	(80)	2%	(6)	2%	(8)	55%	(174)	315
Military HH: No	14%	(261)	23%	(436)	4%	(76)	3%	(65)	56%	(1060)	1898
RD/WT: Right Direction	20%	(141)	24%	(164)	4%	(28)	4%	(27)	48%	(332)	692
RD/WT: Wrong Track	11%	(167)	23%	(352)	4%	(55)	3%	(46)	59%	(901)	1521
Biden Job Approve	19%	(182)	25%	(244)	3%	(34)	4%	(35)	50%	(486)	982
Biden Job Disapprove	10%	(115)	23%	(255)	4%	(43)	3%	(37)	59%	(650)	1100

Continued on next page

**Table MCEN1\_3: Do you have a favorable or unfavorable opinion of the following?**

Ridley Scott

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	14% (308)	23% (516)	4% (82)	3% (73)	56% (1234)	2213
Biden Job Strongly Approve	22% (92)	23% (98)	4% (17)	6% (23)	45% (191)	421
Biden Job Somewhat Approve	16% (90)	26% (146)	3% (17)	2% (12)	53% (295)	560
Biden Job Somewhat Disapprove	14% (47)	24% (78)	4% (12)	1% (4)	57% (187)	328
Biden Job Strongly Disapprove	9% (69)	23% (177)	4% (30)	4% (33)	60% (463)	772
Favorable of Biden	18% (181)	25% (249)	4% (38)	3% (31)	49% (487)	986
Unfavorable of Biden	10% (115)	23% (249)	4% (41)	3% (37)	60% (656)	1097
Very Favorable of Biden	19% (92)	26% (121)	3% (12)	5% (23)	47% (224)	473
Somewhat Favorable of Biden	17% (88)	25% (128)	5% (26)	2% (8)	51% (263)	513
Somewhat Unfavorable of Biden	14% (40)	23% (67)	3% (10)	2% (4)	58% (168)	289
Very Unfavorable of Biden	9% (75)	22% (182)	4% (31)	4% (32)	60% (488)	808
#1 Issue: Economy	13% (123)	25% (236)	3% (31)	2% (23)	56% (516)	929
#1 Issue: Security	12% (29)	25% (58)	3% (8)	3% (6)	57% (133)	235
#1 Issue: Health Care	17% (24)	26% (37)	5% (7)	4% (6)	47% (65)	140
#1 Issue: Medicare / Social Security	10% (27)	16% (41)	3% (7)	5% (13)	67% (175)	263
#1 Issue: Women's Issues	18% (52)	22% (64)	5% (16)	3% (9)	52% (150)	292
#1 Issue: Education	15% (12)	23% (19)	1% (1)	7% (6)	54% (44)	81
#1 Issue: Energy	21% (29)	20% (28)	5% (8)	3% (4)	51% (72)	141
#1 Issue: Other	8% (11)	25% (33)	4% (5)	4% (6)	58% (78)	133
2022 House Vote: Democrat	20% (177)	25% (221)	4% (34)	3% (27)	48% (424)	883
2022 House Vote: Republican	11% (76)	26% (174)	4% (29)	3% (19)	56% (378)	675
2022 House Vote: Someone else	7% (5)	21% (16)	6% (4)	11% (9)	55% (42)	76
2022 House Vote: Didn't Vote	9% (50)	18% (104)	3% (15)	3% (19)	67% (389)	578
2020 Vote: Joe Biden	19% (173)	24% (227)	4% (41)	3% (31)	49% (460)	932
2020 Vote: Donald Trump	11% (78)	23% (166)	3% (24)	3% (24)	59% (422)	715
2020 Vote: Other	8% (7)	30% (24)	4% (3)	3% (3)	55% (45)	82
2020 Vote: Didn't Vote	10% (51)	20% (98)	3% (14)	3% (15)	63% (306)	484
2018 House Vote: Democrat	19% (154)	25% (200)	4% (33)	3% (26)	49% (403)	816
2018 House Vote: Republican	10% (59)	26% (153)	4% (22)	3% (20)	57% (342)	596
2018 House Vote: Someone else	10% (8)	18% (14)	5% (4)	11% (8)	56% (42)	75
2018 House Vote: Didn't Vote	12% (87)	21% (149)	3% (23)	3% (19)	62% (447)	726

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**Table MCEN1\_3: Do you have a favorable or unfavorable opinion of the following?**  
*Ridley Scott*

<b>Demographic</b>	<b>Very favorable</b>		<b>Somewhat favorable</b>		<b>Somewhat unfavorable</b>		<b>Very unfavorable</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	14%	(308)	23%	(516)	4%	(82)	3%	(73)	56%	(1234)	2213
4-Region: Northeast	11%	(44)	30%	(113)	3%	(13)	2%	(9)	53%	(204)	383
4-Region: Midwest	10%	(46)	23%	(104)	3%	(12)	3%	(14)	61%	(281)	457
4-Region: South	14%	(122)	21%	(175)	4%	(32)	4%	(31)	57%	(485)	846
4-Region: West	18%	(96)	24%	(124)	5%	(26)	3%	(18)	50%	(263)	527
Favorable Opinion of Avatar	19%	(231)	28%	(330)	3%	(41)	2%	(28)	47%	(566)	1197
Unfavorable Opinion of Avatar	11%	(47)	27%	(116)	8%	(32)	9%	(38)	45%	(194)	427
Enjoyed Seeing Avatar	19%	(220)	28%	(319)	3%	(40)	2%	(28)	47%	(543)	1150
Did not Enjoy Seeing Avatar	13%	(33)	36%	(88)	7%	(17)	3%	(7)	41%	(99)	243
Saw Avatar	18%	(253)	29%	(407)	4%	(57)	2%	(34)	46%	(642)	1393

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

**Table MCEN1\_4:** Do you have a favorable or unfavorable opinion of the following?

J. J. Abrams

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	14% (313)	27% (588)	5% (105)	3% (65)	52% (1142)	2213
Gender: Male	18% (194)	31% (329)	7% (71)	3% (35)	41% (439)	1069
Gender: Female	10% (119)	23% (259)	3% (34)	3% (30)	61% (703)	1144
Age: 18-34	12% (76)	26% (165)	8% (53)	4% (27)	50% (322)	643
Age: 35-44	18% (66)	34% (124)	4% (14)	4% (13)	41% (149)	366
Age: 45-64	17% (120)	27% (192)	3% (25)	2% (16)	51% (362)	715
Age: 65+	11% (52)	22% (107)	3% (14)	2% (9)	63% (308)	489
GenZers: 1997-2012	8% (17)	20% (41)	8% (18)	5% (11)	58% (121)	207
Millennials: 1981-1996	15% (106)	30% (207)	7% (46)	4% (28)	44% (309)	696
GenXers: 1965-1980	18% (95)	30% (160)	3% (14)	2% (12)	46% (243)	525
Baby Boomers: 1946-1964	13% (93)	24% (169)	4% (25)	2% (13)	57% (401)	701
PID: Dem (no lean)	19% (164)	29% (254)	4% (39)	3% (24)	44% (380)	861
PID: Ind (no lean)	11% (78)	25% (170)	5% (32)	4% (25)	56% (384)	688
PID: Rep (no lean)	11% (71)	25% (164)	5% (35)	2% (16)	57% (378)	664
PID/Gender: Dem Men	22% (93)	33% (136)	7% (28)	3% (14)	35% (143)	414
PID/Gender: Dem Women	16% (71)	26% (117)	2% (11)	2% (10)	53% (237)	447
PID/Gender: Ind Men	15% (49)	31% (101)	6% (18)	4% (12)	44% (142)	322
PID/Gender: Ind Women	8% (28)	19% (69)	4% (14)	3% (13)	66% (242)	366
PID/Gender: Rep Men	16% (52)	28% (92)	8% (25)	3% (9)	46% (155)	333
PID/Gender: Rep Women	6% (19)	22% (72)	3% (9)	2% (7)	68% (224)	331
Ideo: Liberal (1-3)	21% (139)	29% (197)	5% (36)	3% (19)	43% (289)	680
Ideo: Moderate (4)	12% (73)	30% (184)	5% (28)	3% (16)	50% (303)	604
Ideo: Conservative (5-7)	11% (74)	24% (166)	5% (37)	4% (26)	56% (381)	684
Educ: < College	13% (190)	25% (364)	4% (61)	2% (36)	55% (788)	1439
Educ: Bachelors degree	16% (77)	30% (148)	6% (29)	3% (17)	45% (220)	491
Educ: Post-grad	16% (45)	27% (76)	6% (16)	4% (12)	47% (134)	283
Income: Under 50k	13% (154)	25% (304)	4% (51)	3% (38)	55% (657)	1205
Income: 50k-100k	17% (112)	29% (198)	5% (32)	3% (18)	47% (315)	674
Income: 100k+	14% (47)	26% (86)	7% (22)	3% (9)	51% (170)	334
Ethnicity: White	14% (235)	27% (459)	5% (78)	3% (47)	52% (894)	1713
Ethnicity: Hispanic	19% (73)	27% (101)	5% (20)	5% (17)	44% (163)	374

Continued on next page

**Table MCEN1\_4: Do you have a favorable or unfavorable opinion of the following?**

J. J. Abrams

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	14%	(313)	27%	(588)	5%	(105)	3%	(65)	52%	(1142)	2213
Ethnicity: Black	16%	(45)	23%	(65)	6%	(16)	5%	(14)	50%	(143)	283
Ethnicity: Other	15%	(33)	29%	(64)	5%	(11)	2%	(4)	48%	(105)	217
All Christian	13%	(133)	28%	(275)	4%	(41)	2%	(22)	53%	(527)	997
All Non-Christian	23%	(24)	22%	(23)	13%	(13)	3%	(3)	40%	(42)	106
Atheist	10%	(11)	29%	(31)	5%	(5)	6%	(7)	49%	(52)	106
Agnostic/Nothing in particular	16%	(90)	29%	(166)	5%	(27)	3%	(16)	48%	(281)	581
Something Else	13%	(54)	22%	(93)	4%	(18)	4%	(17)	57%	(241)	423
Religious Non-Protestant/Catholic	21%	(28)	23%	(31)	12%	(16)	2%	(3)	42%	(58)	136
Evangelical	10%	(55)	25%	(134)	4%	(22)	4%	(23)	56%	(294)	527
Non-Evangelical	15%	(125)	26%	(213)	4%	(33)	2%	(16)	53%	(445)	833
Community: Urban	17%	(106)	27%	(165)	4%	(25)	3%	(18)	49%	(303)	617
Community: Suburban	15%	(152)	29%	(294)	5%	(53)	2%	(23)	49%	(497)	1019
Community: Rural	9%	(55)	22%	(129)	5%	(27)	4%	(24)	59%	(341)	577
Employ: Private Sector	19%	(134)	30%	(214)	6%	(43)	2%	(16)	43%	(312)	719
Employ: Government	14%	(18)	24%	(30)	10%	(12)	3%	(4)	49%	(61)	125
Employ: Self-Employed	17%	(35)	30%	(62)	7%	(14)	7%	(14)	39%	(80)	205
Employ: Homemaker	9%	(14)	25%	(39)	3%	(4)	3%	(4)	60%	(92)	152
Employ: Student	12%	(6)	40%	(21)	4%	(2)	3%	(2)	41%	(21)	52
Employ: Retired	11%	(63)	24%	(131)	2%	(11)	2%	(11)	61%	(341)	558
Employ: Unemployed	10%	(21)	21%	(48)	5%	(11)	4%	(10)	60%	(135)	225
Employ: Other	13%	(22)	24%	(43)	4%	(8)	2%	(4)	57%	(101)	177
Military HH: Yes	13%	(40)	29%	(92)	2%	(7)	3%	(9)	53%	(167)	315
Military HH: No	14%	(273)	26%	(496)	5%	(98)	3%	(56)	51%	(975)	1898
RD/WT: Right Direction	19%	(134)	29%	(201)	6%	(42)	3%	(24)	42%	(291)	692
RD/WT: Wrong Track	12%	(179)	25%	(386)	4%	(64)	3%	(41)	56%	(851)	1521
Biden Job Approve	19%	(186)	30%	(292)	5%	(49)	3%	(29)	43%	(426)	982
Biden Job Disapprove	10%	(112)	26%	(283)	5%	(56)	3%	(34)	56%	(616)	1100

Continued on next page

**Table MCEN1\_4:** Do you have a favorable or unfavorable opinion of the following?

J. J. Abrams

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	14%	(313)	27%	(588)	5%	(105)	3%	(65)	52%	(1142)	2213
Biden Job Strongly Approve	23%	(99)	25%	(104)	5%	(21)	4%	(16)	43%	(181)	421
Biden Job Somewhat Approve	16%	(87)	33%	(188)	5%	(28)	2%	(13)	44%	(246)	560
Biden Job Somewhat Disapprove	12%	(38)	29%	(96)	7%	(24)	2%	(8)	49%	(162)	328
Biden Job Strongly Disapprove	10%	(74)	24%	(187)	4%	(31)	3%	(26)	59%	(454)	772
Favorable of Biden	19%	(191)	30%	(295)	5%	(48)	3%	(27)	43%	(426)	986
Unfavorable of Biden	10%	(110)	25%	(278)	5%	(56)	3%	(33)	57%	(620)	1097
Very Favorable of Biden	24%	(113)	26%	(124)	5%	(22)	4%	(17)	42%	(197)	473
Somewhat Favorable of Biden	15%	(78)	33%	(170)	5%	(26)	2%	(10)	45%	(229)	513
Somewhat Unfavorable of Biden	11%	(31)	28%	(82)	8%	(22)	2%	(6)	52%	(149)	289
Very Unfavorable of Biden	10%	(80)	24%	(196)	4%	(34)	3%	(27)	58%	(471)	808
#1 Issue: Economy	13%	(119)	28%	(262)	5%	(47)	2%	(16)	52%	(485)	929
#1 Issue: Security	13%	(30)	25%	(58)	5%	(12)	2%	(5)	55%	(130)	235
#1 Issue: Health Care	19%	(26)	31%	(43)	3%	(4)	4%	(6)	43%	(61)	140
#1 Issue: Medicare / Social Security	14%	(37)	17%	(44)	4%	(12)	3%	(9)	61%	(160)	263
#1 Issue: Women's Issues	17%	(48)	28%	(82)	5%	(16)	3%	(9)	47%	(136)	292
#1 Issue: Education	17%	(13)	27%	(22)	4%	(3)	9%	(8)	43%	(34)	81
#1 Issue: Energy	16%	(23)	31%	(44)	6%	(9)	4%	(5)	42%	(59)	141
#1 Issue: Other	12%	(16)	24%	(31)	1%	(2)	5%	(7)	58%	(77)	133
2022 House Vote: Democrat	21%	(182)	31%	(273)	5%	(40)	2%	(19)	42%	(369)	883
2022 House Vote: Republican	11%	(72)	27%	(179)	6%	(44)	3%	(22)	53%	(358)	675
2022 House Vote: Someone else	5%	(4)	26%	(20)	3%	(2)	8%	(6)	58%	(44)	76
2022 House Vote: Didn't Vote	9%	(55)	20%	(115)	3%	(20)	3%	(18)	64%	(370)	578
2020 Vote: Joe Biden	20%	(185)	30%	(282)	5%	(48)	2%	(23)	42%	(394)	932
2020 Vote: Donald Trump	9%	(66)	26%	(184)	5%	(37)	3%	(21)	57%	(408)	715
2020 Vote: Other	7%	(6)	25%	(21)	8%	(7)	6%	(5)	54%	(44)	82
2020 Vote: Didn't Vote	12%	(57)	21%	(101)	3%	(14)	3%	(17)	61%	(296)	484
2018 House Vote: Democrat	19%	(155)	30%	(248)	4%	(35)	2%	(18)	44%	(360)	816
2018 House Vote: Republican	11%	(63)	28%	(168)	5%	(32)	3%	(21)	52%	(312)	596
2018 House Vote: Someone else	6%	(5)	26%	(20)	3%	(2)	9%	(7)	56%	(42)	75
2018 House Vote: Didn't Vote	12%	(90)	21%	(152)	5%	(36)	3%	(20)	59%	(427)	726

Continued on next page

**Table MCEN1\_4:** Do you have a favorable or unfavorable opinion of the following?

J. J. Abrams

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	14%	(313)	27%	(588)	5%	(105)	3%	(65)	52%	(1142)	2213
4-Region: Northeast	15%	(56)	27%	(104)	4%	(15)	3%	(11)	51%	(197)	383
4-Region: Midwest	12%	(56)	28%	(126)	5%	(23)	2%	(10)	53%	(242)	457
4-Region: South	14%	(119)	23%	(195)	6%	(47)	3%	(29)	54%	(457)	846
4-Region: West	16%	(82)	31%	(163)	4%	(20)	3%	(15)	47%	(247)	527
Favorable Opinion of Avatar	20%	(244)	31%	(376)	4%	(49)	2%	(22)	42%	(506)	1197
Unfavorable Opinion of Avatar	11%	(45)	30%	(129)	10%	(43)	9%	(39)	40%	(170)	427
Enjoyed Seeing Avatar	19%	(224)	32%	(363)	4%	(45)	2%	(28)	43%	(490)	1150
Did not Enjoy Seeing Avatar	16%	(38)	39%	(94)	8%	(19)	3%	(7)	35%	(85)	243
Saw Avatar	19%	(262)	33%	(457)	5%	(65)	2%	(34)	41%	(575)	1393

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

**Table MCEN1\_5: Do you have a favorable or unfavorable opinion of the following?**

Christopher Nolan

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	12% (265)	21% (470)	4% (86)	3% (62)	60% (1331)	2213
Gender: Male	15% (160)	26% (281)	6% (61)	3% (33)	50% (535)	1069
Gender: Female	9% (105)	17% (189)	2% (25)	3% (29)	70% (796)	1144
Age: 18-34	16% (101)	24% (154)	6% (35)	4% (27)	51% (325)	643
Age: 35-44	14% (50)	29% (105)	4% (16)	3% (12)	50% (183)	366
Age: 45-64	13% (90)	19% (136)	3% (23)	2% (14)	63% (452)	715
Age: 65+	5% (24)	15% (74)	2% (11)	2% (9)	76% (371)	489
GenZers: 1997-2012	12% (26)	21% (43)	5% (11)	4% (8)	58% (120)	207
Millennials: 1981-1996	16% (114)	27% (187)	5% (37)	4% (25)	48% (333)	696
GenXers: 1965-1980	13% (70)	21% (112)	3% (18)	3% (16)	59% (309)	525
Baby Boomers: 1946-1964	7% (52)	17% (122)	2% (16)	2% (12)	71% (498)	701
PID: Dem (no lean)	16% (140)	25% (215)	3% (26)	3% (26)	53% (453)	861
PID: Ind (no lean)	11% (74)	19% (129)	4% (29)	3% (19)	63% (437)	688
PID: Rep (no lean)	8% (50)	19% (126)	4% (30)	3% (17)	66% (441)	664
PID/Gender: Dem Men	19% (77)	29% (119)	4% (16)	4% (17)	45% (185)	414
PID/Gender: Dem Women	14% (63)	21% (95)	2% (10)	2% (9)	60% (269)	447
PID/Gender: Ind Men	15% (47)	23% (75)	7% (23)	2% (6)	53% (172)	322
PID/Gender: Ind Women	7% (27)	15% (54)	2% (7)	4% (13)	72% (265)	366
PID/Gender: Rep Men	11% (35)	26% (86)	7% (22)	3% (11)	54% (179)	333
PID/Gender: Rep Women	5% (15)	12% (40)	2% (8)	2% (7)	79% (262)	331
Ideo: Liberal (1-3)	20% (139)	26% (174)	3% (22)	3% (20)	48% (326)	680
Ideo: Moderate (4)	10% (60)	25% (153)	3% (18)	3% (15)	59% (359)	604
Ideo: Conservative (5-7)	8% (52)	17% (118)	6% (41)	4% (24)	66% (449)	684
Educ: < College	11% (157)	19% (274)	3% (48)	3% (44)	64% (916)	1439
Educ: Bachelors degree	15% (75)	25% (123)	4% (20)	2% (11)	53% (262)	491
Educ: Post-grad	12% (33)	26% (72)	6% (17)	3% (7)	54% (153)	283
Income: Under 50k	11% (131)	18% (220)	4% (47)	3% (39)	64% (768)	1205
Income: 50k-100k	13% (90)	25% (168)	3% (21)	3% (17)	56% (377)	674
Income: 100k+	13% (44)	25% (82)	5% (17)	2% (6)	56% (186)	334
Ethnicity: White	11% (182)	21% (361)	3% (60)	2% (36)	63% (1075)	1713
Ethnicity: Hispanic	19% (71)	24% (89)	6% (22)	6% (21)	46% (171)	374

Continued on next page

**Table MCEN1\_5: Do you have a favorable or unfavorable opinion of the following?**  
Christopher Nolan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	12%	(265)	21%	(470)	4%	(86)	3%	(62)	60%	(1331)	2213
Ethnicity: Black	17%	(49)	18%	(51)	5%	(14)	6%	(18)	53%	(151)	283
Ethnicity: Other	16%	(35)	27%	(58)	6%	(12)	4%	(8)	48%	(105)	217
All Christian	10%	(104)	22%	(221)	4%	(40)	2%	(17)	62%	(614)	997
All Non-Christian	15%	(16)	20%	(21)	9%	(10)	1%	(1)	54%	(57)	106
Atheist	18%	(20)	22%	(24)	4%	(4)	2%	(2)	53%	(57)	106
Agnostic/Nothing in particular	13%	(76)	21%	(124)	4%	(21)	3%	(19)	59%	(342)	581
Something Else	12%	(49)	19%	(80)	3%	(11)	5%	(22)	62%	(261)	423
Religious Non-Protestant/Catholic	15%	(21)	22%	(31)	7%	(10)	2%	(2)	53%	(73)	136
Evangelical	9%	(50)	19%	(100)	5%	(24)	4%	(22)	63%	(332)	527
Non-Evangelical	11%	(94)	22%	(182)	3%	(27)	2%	(17)	62%	(513)	833
Community: Urban	14%	(85)	26%	(162)	4%	(24)	3%	(18)	53%	(328)	617
Community: Suburban	13%	(133)	21%	(217)	3%	(35)	2%	(20)	60%	(614)	1019
Community: Rural	8%	(47)	16%	(91)	5%	(27)	4%	(23)	67%	(389)	577
Employ: Private Sector	15%	(110)	25%	(182)	4%	(32)	3%	(18)	52%	(377)	719
Employ: Government	14%	(18)	30%	(37)	8%	(10)	1%	(1)	47%	(59)	125
Employ: Self-Employed	12%	(25)	20%	(42)	7%	(15)	8%	(15)	52%	(107)	205
Employ: Homemaker	10%	(15)	17%	(25)	1%	(1)	1%	(1)	72%	(109)	152
Employ: Student	20%	(10)	27%	(14)	—	(0)	—	(0)	54%	(28)	52
Employ: Retired	7%	(38)	17%	(97)	2%	(13)	1%	(8)	72%	(402)	558
Employ: Unemployed	10%	(22)	19%	(43)	4%	(9)	6%	(14)	61%	(138)	225
Employ: Other	15%	(26)	17%	(30)	4%	(7)	2%	(3)	63%	(112)	177
Military HH: Yes	9%	(28)	19%	(60)	2%	(5)	1%	(5)	69%	(217)	315
Military HH: No	12%	(237)	22%	(410)	4%	(80)	3%	(57)	59%	(1114)	1898
RD/WT: Right Direction	17%	(115)	24%	(168)	4%	(24)	3%	(24)	52%	(361)	692
RD/WT: Wrong Track	10%	(150)	20%	(301)	4%	(61)	2%	(38)	64%	(970)	1521
Biden Job Approve	17%	(168)	23%	(229)	4%	(37)	3%	(28)	53%	(518)	982
Biden Job Disapprove	8%	(85)	21%	(228)	4%	(48)	3%	(31)	64%	(709)	1100

Continued on next page

**Table MCEN1\_5: Do you have a favorable or unfavorable opinion of the following?**

Christopher Nolan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	12%	(265)	21%	(470)	4%	(86)	3%	(62)	60%	(1331)	2213
Biden Job Strongly Approve	20%	(85)	21%	(86)	3%	(15)	4%	(18)	52%	(217)	421
Biden Job Somewhat Approve	15%	(83)	25%	(143)	4%	(23)	2%	(10)	54%	(301)	560
Biden Job Somewhat Disapprove	8%	(26)	25%	(83)	3%	(11)	2%	(5)	62%	(203)	328
Biden Job Strongly Disapprove	8%	(59)	19%	(145)	5%	(37)	3%	(25)	66%	(506)	772
Favorable of Biden	17%	(167)	24%	(232)	4%	(36)	3%	(28)	53%	(523)	986
Unfavorable of Biden	8%	(87)	20%	(223)	4%	(47)	3%	(30)	65%	(710)	1097
Very Favorable of Biden	19%	(89)	21%	(100)	4%	(17)	4%	(18)	53%	(249)	473
Somewhat Favorable of Biden	15%	(79)	26%	(132)	4%	(18)	2%	(10)	53%	(275)	513
Somewhat Unfavorable of Biden	9%	(26)	25%	(72)	3%	(9)	1%	(4)	62%	(178)	289
Very Unfavorable of Biden	8%	(61)	19%	(152)	5%	(38)	3%	(26)	66%	(531)	808
#1 Issue: Economy	11%	(103)	23%	(212)	4%	(36)	2%	(21)	60%	(557)	929
#1 Issue: Security	16%	(37)	18%	(43)	5%	(11)	1%	(2)	60%	(141)	235
#1 Issue: Health Care	12%	(17)	27%	(38)	3%	(5)	5%	(6)	53%	(74)	140
#1 Issue: Medicare / Social Security	8%	(20)	13%	(34)	3%	(7)	4%	(9)	73%	(192)	263
#1 Issue: Women's Issues	17%	(49)	19%	(56)	5%	(16)	4%	(13)	54%	(157)	292
#1 Issue: Education	12%	(10)	29%	(23)	6%	(5)	6%	(5)	47%	(38)	81
#1 Issue: Energy	12%	(17)	27%	(38)	3%	(4)	2%	(3)	57%	(80)	141
#1 Issue: Other	8%	(11)	19%	(25)	2%	(2)	2%	(2)	69%	(92)	133
2022 House Vote: Democrat	16%	(143)	26%	(229)	4%	(31)	3%	(26)	51%	(455)	883
2022 House Vote: Republican	9%	(60)	20%	(136)	5%	(35)	3%	(18)	63%	(426)	675
2022 House Vote: Someone else	11%	(8)	18%	(13)	5%	(4)	10%	(8)	56%	(43)	76
2022 House Vote: Didn't Vote	9%	(53)	16%	(91)	3%	(16)	2%	(10)	70%	(407)	578
2020 Vote: Joe Biden	16%	(145)	26%	(241)	4%	(38)	3%	(29)	51%	(479)	932
2020 Vote: Donald Trump	8%	(59)	18%	(130)	4%	(29)	3%	(22)	66%	(475)	715
2020 Vote: Other	18%	(15)	17%	(14)	8%	(6)	—	(0)	58%	(47)	82
2020 Vote: Didn't Vote	9%	(45)	18%	(85)	3%	(13)	2%	(10)	68%	(330)	484
2018 House Vote: Democrat	16%	(129)	25%	(205)	3%	(25)	3%	(23)	53%	(434)	816
2018 House Vote: Republican	7%	(44)	20%	(120)	5%	(28)	2%	(14)	65%	(390)	596
2018 House Vote: Someone else	10%	(8)	16%	(12)	5%	(4)	7%	(5)	62%	(47)	75
2018 House Vote: Didn't Vote	12%	(84)	18%	(133)	4%	(28)	3%	(20)	64%	(461)	726

Continued on next page

**Table MCEN1\_5: Do you have a favorable or unfavorable opinion of the following?**  
*Christopher Nolan*

<b>Demographic</b>	<b>Very favorable</b>		<b>Somewhat favorable</b>		<b>Somewhat unfavorable</b>		<b>Very unfavorable</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	12%	(265)	21%	(470)	4%	(86)	3%	(62)	60%	(1331)	2213
4-Region: Northeast	12%	(45)	23%	(88)	4%	(16)	2%	(9)	59%	(226)	383
4-Region: Midwest	9%	(43)	24%	(108)	2%	(9)	2%	(10)	63%	(288)	457
4-Region: South	12%	(104)	17%	(145)	5%	(44)	4%	(30)	62%	(522)	846
4-Region: West	14%	(73)	24%	(129)	3%	(17)	3%	(13)	56%	(295)	527
Favorable Opinion of Avatar	16%	(191)	27%	(321)	3%	(41)	2%	(25)	52%	(619)	1197
Unfavorable Opinion of Avatar	12%	(52)	24%	(100)	8%	(36)	8%	(33)	48%	(205)	427
Enjoyed Seeing Avatar	16%	(182)	27%	(307)	3%	(40)	2%	(20)	52%	(601)	1150
Did not Enjoy Seeing Avatar	17%	(41)	27%	(65)	6%	(15)	2%	(6)	48%	(116)	243
Saw Avatar	16%	(223)	27%	(372)	4%	(55)	2%	(26)	52%	(717)	1393

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

**Table MCEN1\_6:** Do you have a favorable or unfavorable opinion of the following?

Martin Scorsese

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	26% (567)	31% (689)	4% (91)	3% (68)	36% (798)	2213
Gender: Male	33% (355)	32% (340)	6% (60)	3% (33)	26% (280)	1069
Gender: Female	18% (211)	30% (348)	3% (31)	3% (36)	45% (518)	1144
Age: 18-34	16% (104)	24% (154)	6% (41)	4% (29)	49% (315)	643
Age: 35-44	27% (98)	34% (123)	4% (15)	3% (10)	33% (120)	366
Age: 45-64	31% (224)	32% (228)	3% (23)	3% (19)	31% (221)	715
Age: 65+	29% (140)	38% (184)	3% (12)	2% (11)	29% (143)	489
GenZers: 1997-2012	13% (26)	16% (32)	5% (10)	8% (17)	59% (123)	207
Millennials: 1981-1996	21% (146)	29% (205)	6% (42)	3% (20)	41% (283)	696
GenXers: 1965-1980	32% (168)	32% (167)	3% (16)	2% (13)	31% (161)	525
Baby Boomers: 1946-1964	29% (205)	37% (263)	3% (20)	2% (17)	28% (197)	701
PID: Dem (no lean)	34% (290)	30% (258)	3% (27)	3% (27)	30% (259)	861
PID: Ind (no lean)	22% (152)	28% (196)	5% (32)	3% (20)	42% (288)	688
PID: Rep (no lean)	19% (125)	35% (235)	5% (32)	3% (21)	38% (251)	664
PID/Gender: Dem Men	41% (171)	28% (116)	4% (17)	4% (15)	23% (95)	414
PID/Gender: Dem Women	27% (119)	32% (142)	2% (9)	3% (12)	37% (164)	447
PID/Gender: Ind Men	31% (101)	28% (89)	7% (21)	2% (8)	32% (103)	322
PID/Gender: Ind Women	14% (51)	29% (107)	3% (11)	3% (12)	51% (185)	366
PID/Gender: Rep Men	25% (84)	41% (136)	6% (22)	3% (10)	25% (82)	333
PID/Gender: Rep Women	13% (42)	30% (99)	3% (11)	3% (11)	51% (169)	331
Ideo: Liberal (1-3)	35% (241)	34% (228)	4% (24)	3% (21)	24% (166)	680
Ideo: Moderate (4)	27% (165)	32% (190)	3% (18)	2% (10)	36% (220)	604
Ideo: Conservative (5-7)	18% (124)	33% (229)	7% (47)	5% (32)	37% (253)	684
Educ: < College	24% (351)	27% (395)	4% (51)	4% (52)	41% (590)	1439
Educ: Bachelors degree	28% (140)	37% (182)	5% (24)	2% (8)	28% (137)	491
Educ: Post-grad	27% (76)	39% (111)	6% (17)	3% (8)	25% (71)	283
Income: Under 50k	24% (291)	28% (334)	4% (45)	4% (48)	41% (488)	1205
Income: 50k-100k	27% (180)	34% (230)	5% (32)	2% (15)	32% (217)	674
Income: 100k+	29% (96)	37% (125)	4% (14)	2% (6)	28% (93)	334
Ethnicity: White	25% (430)	33% (567)	4% (68)	3% (48)	35% (600)	1713
Ethnicity: Hispanic	31% (116)	27% (100)	5% (19)	4% (17)	33% (123)	374

Continued on next page

**Table MCEN1\_6: Do you have a favorable or unfavorable opinion of the following?**

*Martin Scorsese*

<b>Demographic</b>	<b>Very favorable</b>		<b>Somewhat favorable</b>		<b>Somewhat unfavorable</b>		<b>Very unfavorable</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	26%	(567)	31%	(689)	4%	(91)	3%	(68)	36%	(798)	2213
Ethnicity: Black	26%	(75)	20%	(57)	5%	(15)	5%	(15)	43%	(121)	283
Ethnicity: Other	28%	(62)	30%	(65)	4%	(8)	2%	(5)	36%	(78)	217
All Christian	26%	(256)	36%	(356)	4%	(42)	2%	(21)	32%	(322)	997
All Non-Christian	43%	(45)	26%	(27)	6%	(7)	2%	(2)	22%	(24)	106
Atheist	32%	(34)	34%	(36)	4%	(5)	1%	(1)	28%	(29)	106
Agnostic/Nothing in particular	24%	(141)	27%	(155)	4%	(24)	4%	(25)	41%	(236)	581
Something Else	21%	(89)	27%	(114)	3%	(15)	4%	(18)	44%	(188)	423
Religious Non-Protestant/Catholic	34%	(46)	27%	(37)	6%	(8)	2%	(3)	31%	(42)	136
Evangelical	18%	(95)	30%	(156)	5%	(29)	5%	(24)	42%	(222)	527
Non-Evangelical	29%	(241)	35%	(292)	3%	(24)	2%	(14)	31%	(262)	833
Community: Urban	30%	(183)	30%	(187)	3%	(21)	3%	(17)	34%	(209)	617
Community: Suburban	26%	(265)	34%	(350)	4%	(42)	3%	(26)	33%	(336)	1019
Community: Rural	21%	(118)	26%	(152)	5%	(28)	4%	(25)	44%	(253)	577
Employ: Private Sector	29%	(205)	33%	(235)	6%	(43)	3%	(20)	30%	(215)	719
Employ: Government	19%	(24)	34%	(42)	6%	(8)	3%	(4)	38%	(48)	125
Employ: Self-Employed	27%	(55)	34%	(70)	4%	(8)	5%	(11)	30%	(62)	205
Employ: Homemaker	15%	(23)	26%	(40)	2%	(3)	3%	(4)	54%	(82)	152
Employ: Student	23%	(12)	22%	(12)	4%	(2)	7%	(4)	44%	(23)	52
Employ: Retired	29%	(163)	34%	(188)	3%	(15)	3%	(17)	31%	(175)	558
Employ: Unemployed	23%	(51)	24%	(55)	4%	(8)	3%	(8)	46%	(104)	225
Employ: Other	19%	(34)	27%	(47)	2%	(4)	1%	(2)	51%	(90)	177
Military HH: Yes	28%	(89)	33%	(103)	3%	(9)	2%	(6)	34%	(108)	315
Military HH: No	25%	(478)	31%	(585)	4%	(83)	3%	(62)	36%	(690)	1898
RD/WT: Right Direction	33%	(226)	32%	(223)	4%	(25)	3%	(24)	28%	(194)	692
RD/WT: Wrong Track	22%	(341)	31%	(465)	4%	(66)	3%	(45)	40%	(605)	1521
Biden Job Approve	32%	(313)	32%	(318)	4%	(41)	4%	(35)	28%	(274)	982
Biden Job Disapprove	21%	(234)	32%	(353)	5%	(50)	3%	(33)	39%	(430)	1100

Continued on next page

**Table MCEN1\_6:** Do you have a favorable or unfavorable opinion of the following?

Martin Scorsese

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	26% (567)	31% (689)	4% (91)	3% (68)	36% (798)	2213
Biden Job Strongly Approve	38% (158)	29% (121)	3% (14)	5% (21)	25% (107)	421
Biden Job Somewhat Approve	28% (154)	35% (197)	5% (28)	3% (14)	30% (166)	560
Biden Job Somewhat Disapprove	24% (80)	29% (96)	4% (12)	1% (3)	42% (137)	328
Biden Job Strongly Disapprove	20% (154)	33% (257)	5% (37)	4% (30)	38% (293)	772
Favorable of Biden	32% (316)	32% (320)	4% (38)	3% (33)	28% (279)	986
Unfavorable of Biden	22% (237)	32% (349)	4% (49)	3% (30)	39% (432)	1097
Very Favorable of Biden	37% (173)	29% (138)	4% (19)	4% (21)	26% (122)	473
Somewhat Favorable of Biden	28% (142)	35% (182)	4% (19)	2% (12)	31% (157)	513
Somewhat Unfavorable of Biden	25% (73)	30% (86)	4% (13)	1% (2)	40% (115)	289
Very Unfavorable of Biden	20% (164)	33% (263)	5% (37)	3% (28)	39% (317)	808
#1 Issue: Economy	25% (237)	31% (286)	5% (45)	2% (17)	37% (344)	929
#1 Issue: Security	21% (49)	33% (78)	4% (10)	4% (9)	38% (89)	235
#1 Issue: Health Care	25% (35)	32% (45)	5% (6)	5% (6)	34% (47)	140
#1 Issue: Medicare / Social Security	29% (77)	32% (83)	3% (7)	3% (7)	34% (89)	263
#1 Issue: Women's Issues	27% (79)	30% (86)	3% (10)	4% (12)	36% (105)	292
#1 Issue: Education	28% (22)	23% (19)	4% (3)	7% (6)	37% (30)	81
#1 Issue: Energy	29% (42)	33% (47)	3% (5)	4% (6)	30% (42)	141
#1 Issue: Other	20% (26)	33% (44)	4% (5)	4% (5)	40% (53)	133
2022 House Vote: Democrat	35% (313)	32% (283)	4% (31)	3% (24)	26% (233)	883
2022 House Vote: Republican	20% (133)	37% (248)	6% (38)	3% (18)	35% (238)	675
2022 House Vote: Someone else	15% (12)	24% (19)	6% (4)	7% (5)	48% (36)	76
2022 House Vote: Didn't Vote	19% (109)	24% (139)	3% (18)	4% (21)	50% (292)	578
2020 Vote: Joe Biden	33% (309)	32% (299)	4% (35)	3% (28)	28% (260)	932
2020 Vote: Donald Trump	19% (134)	36% (254)	5% (38)	3% (23)	37% (266)	715
2020 Vote: Other	29% (24)	29% (24)	4% (4)	1% (1)	37% (31)	82
2020 Vote: Didn't Vote	21% (100)	23% (112)	3% (14)	3% (16)	50% (243)	484
2018 House Vote: Democrat	34% (278)	33% (265)	3% (25)	2% (19)	28% (230)	816
2018 House Vote: Republican	19% (116)	37% (218)	6% (37)	3% (19)	35% (206)	596
2018 House Vote: Someone else	16% (12)	18% (14)	9% (7)	6% (4)	51% (38)	75
2018 House Vote: Didn't Vote	22% (161)	26% (192)	3% (22)	4% (26)	45% (325)	726

Continued on next page

**Table MCEN1\_6:** Do you have a favorable or unfavorable opinion of the following?

Martin Scorsese

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	26%	(567)	31%	(689)	4%	(91)	3%	(68)	36%	(798)	2213
4-Region: Northeast	28%	(109)	39%	(148)	4%	(15)	3%	(11)	26%	(101)	383
4-Region: Midwest	23%	(105)	31%	(142)	3%	(16)	3%	(14)	40%	(181)	457
4-Region: South	24%	(206)	28%	(237)	5%	(43)	4%	(33)	39%	(326)	846
4-Region: West	28%	(146)	31%	(162)	3%	(18)	2%	(10)	36%	(191)	527
Favorable Opinion of Avatar	32%	(383)	33%	(389)	4%	(44)	2%	(26)	30%	(355)	1197
Unfavorable Opinion of Avatar	23%	(97)	33%	(141)	8%	(36)	8%	(35)	28%	(118)	427
Enjoyed Seeing Avatar	31%	(354)	32%	(365)	3%	(39)	3%	(32)	31%	(360)	1150
Did not Enjoy Seeing Avatar	23%	(56)	37%	(89)	9%	(21)	3%	(7)	29%	(71)	243
Saw Avatar	29%	(410)	33%	(454)	4%	(60)	3%	(39)	31%	(430)	1393

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

**Table MCEN1\_7: Do you have a favorable or unfavorable opinion of the following?**

Taika Waititi

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	10% (219)	11% (238)	5% (105)	3% (72)	71% (1578)	2213
Gender: Male	11% (122)	14% (154)	6% (63)	4% (41)	64% (689)	1069
Gender: Female	8% (97)	7% (84)	4% (42)	3% (31)	78% (889)	1144
Age: 18-34	15% (97)	15% (98)	7% (46)	5% (31)	58% (371)	643
Age: 35-44	12% (42)	15% (55)	6% (23)	3% (11)	64% (234)	366
Age: 45-64	9% (66)	8% (59)	3% (24)	3% (18)	77% (548)	715
Age: 65+	3% (15)	5% (26)	3% (12)	2% (12)	87% (425)	489
GenZers: 1997-2012	13% (26)	12% (25)	8% (17)	5% (11)	62% (128)	207
Millennials: 1981-1996	15% (106)	16% (108)	7% (48)	4% (29)	58% (405)	696
GenXers: 1965-1980	11% (58)	11% (57)	4% (19)	2% (13)	72% (377)	525
Baby Boomers: 1946-1964	4% (28)	7% (47)	3% (19)	2% (17)	84% (590)	701
PID: Dem (no lean)	15% (127)	15% (125)	4% (38)	4% (30)	63% (540)	861
PID: Ind (no lean)	8% (57)	10% (69)	5% (31)	3% (23)	74% (508)	688
PID: Rep (no lean)	5% (35)	7% (44)	5% (36)	3% (19)	80% (530)	664
PID/Gender: Dem Men	16% (67)	19% (78)	5% (20)	5% (19)	55% (230)	414
PID/Gender: Dem Women	13% (60)	11% (47)	4% (18)	3% (11)	70% (310)	447
PID/Gender: Ind Men	9% (29)	15% (47)	5% (16)	4% (13)	68% (218)	322
PID/Gender: Ind Women	8% (29)	6% (21)	4% (16)	3% (10)	79% (290)	366
PID/Gender: Rep Men	8% (26)	9% (29)	8% (27)	3% (9)	73% (241)	333
PID/Gender: Rep Women	3% (8)	5% (16)	3% (9)	3% (10)	87% (288)	331
Ideo: Liberal (1-3)	17% (119)	16% (109)	4% (28)	3% (20)	59% (404)	680
Ideo: Moderate (4)	8% (49)	12% (70)	6% (34)	2% (14)	72% (436)	604
Ideo: Conservative (5-7)	5% (31)	7% (49)	6% (38)	5% (35)	78% (531)	684
Educ: < College	9% (126)	9% (123)	4% (65)	3% (47)	75% (1078)	1439
Educ: Bachelors degree	13% (63)	16% (79)	6% (27)	3% (14)	63% (309)	491
Educ: Post-grad	11% (31)	13% (36)	5% (13)	4% (11)	68% (191)	283
Income: Under 50k	8% (94)	10% (117)	5% (59)	4% (48)	74% (887)	1205
Income: 50k-100k	12% (82)	13% (86)	5% (31)	2% (15)	68% (460)	674
Income: 100k+	13% (44)	11% (35)	4% (15)	3% (9)	69% (231)	334
Ethnicity: White	9% (149)	10% (170)	4% (74)	3% (51)	74% (1270)	1713
Ethnicity: Hispanic	19% (72)	12% (45)	7% (27)	5% (18)	57% (212)	374

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**Table MCEN1\_7: Do you have a favorable or unfavorable opinion of the following?**

Taika Waititi

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	10%	(219)	11%	(238)	5%	(105)	3%	(72)	71%	(1578)	2213
Ethnicity: Black	13%	(36)	15%	(42)	7%	(21)	4%	(12)	61%	(172)	283
Ethnicity: Other	16%	(35)	12%	(26)	5%	(11)	4%	(9)	63%	(136)	217
All Christian	7%	(71)	12%	(116)	4%	(44)	3%	(27)	74%	(740)	997
All Non-Christian	15%	(15)	9%	(9)	5%	(5)	4%	(4)	68%	(72)	106
Atheist	26%	(27)	14%	(15)	4%	(4)	2%	(2)	55%	(58)	106
Agnostic/Nothing in particular	12%	(68)	11%	(66)	4%	(20)	3%	(19)	70%	(407)	581
Something Else	9%	(38)	7%	(32)	7%	(32)	5%	(21)	71%	(301)	423
Religious Non-Protestant/Catholic	12%	(17)	10%	(13)	3%	(5)	5%	(7)	69%	(94)	136
Evangelical	7%	(36)	10%	(51)	6%	(31)	5%	(26)	73%	(383)	527
Non-Evangelical	8%	(67)	10%	(87)	5%	(43)	2%	(18)	74%	(619)	833
Community: Urban	14%	(86)	13%	(83)	5%	(33)	3%	(18)	64%	(397)	617
Community: Suburban	10%	(105)	11%	(110)	5%	(50)	3%	(27)	71%	(728)	1019
Community: Rural	5%	(28)	8%	(45)	4%	(22)	5%	(28)	79%	(453)	577
Employ: Private Sector	14%	(101)	13%	(95)	6%	(43)	2%	(12)	65%	(467)	719
Employ: Government	16%	(20)	15%	(18)	11%	(14)	3%	(4)	55%	(69)	125
Employ: Self-Employed	12%	(25)	8%	(17)	5%	(10)	9%	(19)	66%	(134)	205
Employ: Homemaker	5%	(8)	8%	(12)	3%	(5)	2%	(2)	82%	(124)	152
Employ: Student	13%	(7)	24%	(12)	11%	(6)	2%	(1)	50%	(26)	52
Employ: Retired	4%	(24)	7%	(38)	2%	(12)	2%	(13)	84%	(470)	558
Employ: Unemployed	7%	(15)	12%	(26)	5%	(12)	5%	(12)	71%	(160)	225
Employ: Other	10%	(19)	11%	(20)	2%	(3)	4%	(8)	72%	(127)	177
Military HH: Yes	9%	(27)	7%	(24)	3%	(11)	4%	(11)	77%	(243)	315
Military HH: No	10%	(192)	11%	(215)	5%	(94)	3%	(61)	70%	(1335)	1898
RD/WT: Right Direction	15%	(103)	16%	(108)	4%	(28)	4%	(25)	62%	(427)	692
RD/WT: Wrong Track	8%	(116)	9%	(130)	5%	(77)	3%	(47)	76%	(1151)	1521
Biden Job Approve	16%	(156)	15%	(147)	3%	(33)	4%	(35)	62%	(610)	982
Biden Job Disapprove	5%	(51)	8%	(86)	6%	(69)	3%	(37)	78%	(857)	1100

Continued on next page

**Table MCEN1\_7: Do you have a favorable or unfavorable opinion of the following?**

Taika Waititi

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	10%	(219)	11%	(238)	5%	(105)	3%	(72)	71%	(1578)	2213
Biden Job Strongly Approve	18%	(75)	14%	(60)	4%	(19)	5%	(20)	59%	(247)	421
Biden Job Somewhat Approve	15%	(81)	16%	(87)	3%	(14)	3%	(15)	65%	(363)	560
Biden Job Somewhat Disapprove	5%	(17)	12%	(38)	8%	(25)	1%	(4)	74%	(244)	328
Biden Job Strongly Disapprove	4%	(34)	6%	(48)	6%	(43)	4%	(33)	79%	(613)	772
Favorable of Biden	15%	(147)	15%	(151)	3%	(34)	3%	(34)	63%	(620)	986
Unfavorable of Biden	5%	(58)	7%	(78)	6%	(68)	3%	(36)	78%	(857)	1097
Very Favorable of Biden	16%	(77)	14%	(68)	3%	(15)	4%	(19)	62%	(293)	473
Somewhat Favorable of Biden	14%	(70)	16%	(83)	4%	(19)	3%	(15)	64%	(327)	513
Somewhat Unfavorable of Biden	8%	(22)	11%	(33)	5%	(16)	1%	(3)	75%	(216)	289
Very Unfavorable of Biden	5%	(37)	6%	(45)	6%	(52)	4%	(33)	79%	(641)	808
#1 Issue: Economy	8%	(74)	10%	(96)	6%	(52)	3%	(25)	74%	(683)	929
#1 Issue: Security	9%	(22)	10%	(23)	4%	(9)	4%	(8)	73%	(173)	235
#1 Issue: Health Care	12%	(17)	17%	(24)	3%	(4)	3%	(5)	65%	(91)	140
#1 Issue: Medicare / Social Security	5%	(13)	4%	(10)	4%	(10)	3%	(9)	84%	(221)	263
#1 Issue: Women's Issues	20%	(58)	14%	(40)	7%	(19)	2%	(7)	58%	(168)	292
#1 Issue: Education	13%	(11)	18%	(15)	2%	(2)	7%	(6)	59%	(48)	81
#1 Issue: Energy	12%	(17)	15%	(22)	5%	(7)	7%	(11)	60%	(84)	141
#1 Issue: Other	6%	(8)	7%	(10)	1%	(2)	2%	(3)	83%	(110)	133
2022 House Vote: Democrat	15%	(134)	14%	(126)	4%	(39)	3%	(28)	63%	(556)	883
2022 House Vote: Republican	5%	(30)	8%	(55)	6%	(38)	4%	(26)	78%	(526)	675
2022 House Vote: Someone else	7%	(5)	15%	(11)	2%	(1)	7%	(5)	70%	(54)	76
2022 House Vote: Didn't Vote	9%	(49)	8%	(45)	5%	(27)	2%	(13)	77%	(443)	578
2020 Vote: Joe Biden	14%	(130)	15%	(135)	5%	(44)	3%	(29)	64%	(593)	932
2020 Vote: Donald Trump	6%	(41)	7%	(49)	5%	(38)	3%	(24)	79%	(562)	715
2020 Vote: Other	13%	(11)	14%	(11)	4%	(3)	—	(0)	69%	(57)	82
2020 Vote: Didn't Vote	8%	(37)	9%	(42)	4%	(20)	4%	(20)	76%	(365)	484
2018 House Vote: Democrat	15%	(123)	14%	(115)	4%	(33)	3%	(24)	64%	(522)	816
2018 House Vote: Republican	5%	(28)	8%	(46)	5%	(27)	4%	(23)	79%	(472)	596
2018 House Vote: Someone else	9%	(7)	11%	(9)	5%	(4)	4%	(3)	71%	(53)	75
2018 House Vote: Didn't Vote	9%	(62)	9%	(69)	6%	(41)	3%	(22)	73%	(531)	726

Continued on next page

**Table MCEN1\_7: Do you have a favorable or unfavorable opinion of the following?**

*Taika Waititi*

<b>Demographic</b>	<b>Very favorable</b>		<b>Somewhat favorable</b>		<b>Somewhat unfavorable</b>		<b>Very unfavorable</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	10%	(219)	11%	(238)	5%	(105)	3%	(72)	71%	(1578)	2213
4-Region: Northeast	8%	(31)	11%	(43)	4%	(14)	4%	(16)	73%	(279)	383
4-Region: Midwest	8%	(39)	10%	(46)	3%	(15)	3%	(14)	75%	(344)	457
4-Region: South	9%	(78)	10%	(87)	5%	(40)	3%	(26)	73%	(613)	846
4-Region: West	14%	(72)	12%	(62)	7%	(36)	3%	(16)	65%	(342)	527
Favorable Opinion of Avatar	13%	(157)	14%	(171)	4%	(49)	3%	(31)	66%	(789)	1197
Unfavorable Opinion of Avatar	10%	(44)	11%	(45)	11%	(46)	8%	(36)	60%	(256)	427
Enjoyed Seeing Avatar	13%	(152)	14%	(167)	5%	(55)	2%	(24)	65%	(753)	1150
Did not Enjoy Seeing Avatar	17%	(40)	12%	(29)	8%	(18)	5%	(13)	59%	(143)	243
Saw Avatar	14%	(192)	14%	(195)	5%	(74)	3%	(37)	64%	(895)	1393

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

**Table MCEN1\_8:** Do you have a favorable or unfavorable opinion of the following?  
The movie Avatar (2009)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	26% (578)	28% (619)	10% (228)	9% (199)	27% (589)	2213
Gender: Male	27% (294)	30% (323)	12% (126)	9% (91)	22% (235)	1069
Gender: Female	25% (284)	26% (295)	9% (102)	9% (108)	31% (354)	1144
Age: 18-34	32% (203)	27% (176)	14% (87)	10% (64)	17% (112)	643
Age: 35-44	27% (101)	29% (107)	12% (45)	8% (29)	23% (85)	366
Age: 45-64	25% (181)	29% (205)	9% (68)	8% (60)	28% (201)	715
Age: 65+	19% (93)	27% (131)	6% (28)	9% (45)	39% (191)	489
GenZers: 1997-2012	31% (64)	29% (60)	12% (24)	9% (19)	19% (40)	207
Millennials: 1981-1996	30% (211)	28% (192)	14% (95)	9% (63)	19% (135)	696
GenXers: 1965-1980	27% (140)	29% (151)	10% (55)	9% (49)	25% (130)	525
Baby Boomers: 1946-1964	21% (150)	29% (204)	7% (49)	9% (60)	34% (237)	701
PID: Dem (no lean)	30% (258)	27% (230)	10% (90)	8% (70)	25% (212)	861
PID: Ind (no lean)	23% (156)	30% (204)	11% (76)	9% (59)	28% (193)	688
PID: Rep (no lean)	25% (165)	28% (184)	9% (62)	10% (69)	28% (184)	664
PID/Gender: Dem Men	32% (133)	29% (121)	12% (49)	8% (32)	19% (78)	414
PID/Gender: Dem Women	28% (125)	24% (109)	9% (41)	9% (38)	30% (134)	447
PID/Gender: Ind Men	23% (73)	31% (99)	13% (43)	8% (27)	25% (80)	322
PID/Gender: Ind Women	23% (83)	29% (105)	9% (33)	9% (32)	31% (113)	366
PID/Gender: Rep Men	26% (88)	31% (104)	10% (33)	9% (31)	23% (77)	333
PID/Gender: Rep Women	23% (77)	24% (81)	9% (29)	11% (38)	32% (108)	331
Ideo: Liberal (1-3)	32% (217)	26% (174)	11% (76)	7% (50)	24% (163)	680
Ideo: Moderate (4)	24% (145)	32% (191)	12% (74)	7% (45)	25% (148)	604
Ideo: Conservative (5-7)	23% (156)	28% (191)	9% (64)	12% (80)	28% (193)	684
Educ: < College	27% (392)	28% (408)	9% (135)	9% (124)	26% (380)	1439
Educ: Bachelors degree	24% (119)	29% (142)	13% (62)	8% (39)	26% (130)	491
Educ: Post-grad	24% (67)	24% (68)	11% (31)	13% (36)	28% (79)	283
Income: Under 50k	26% (317)	26% (319)	9% (111)	10% (118)	28% (340)	1205
Income: 50k-100k	27% (179)	30% (203)	11% (76)	8% (52)	24% (163)	674
Income: 100k+	25% (82)	29% (96)	12% (41)	9% (29)	26% (86)	334
Ethnicity: White	24% (410)	28% (480)	10% (173)	9% (157)	29% (493)	1713
Ethnicity: Hispanic	36% (133)	25% (94)	13% (47)	9% (33)	18% (67)	374

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**Table MCEN1\_8: Do you have a favorable or unfavorable opinion of the following?**  
*The movie Avatar (2009)*

<b>Demographic</b>	<b>Very favorable</b>		<b>Somewhat favorable</b>		<b>Somewhat unfavorable</b>		<b>Very unfavorable</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	26%	(578)	28%	(619)	10%	(228)	9%	(199)	27%	(589)	2213
Ethnicity: Black	32%	(90)	29%	(81)	11%	(31)	9%	(25)	20%	(55)	283
Ethnicity: Other	36%	(78)	27%	(58)	11%	(24)	8%	(16)	19%	(41)	217
All Christian	24%	(237)	28%	(280)	9%	(94)	10%	(95)	29%	(291)	997
All Non-Christian	28%	(29)	24%	(26)	17%	(18)	8%	(9)	23%	(24)	106
Atheist	28%	(30)	26%	(27)	16%	(17)	8%	(9)	22%	(23)	106
Agnostic/Nothing in particular	28%	(163)	27%	(155)	10%	(60)	8%	(44)	27%	(158)	581
Something Else	28%	(119)	31%	(131)	9%	(40)	10%	(42)	22%	(92)	423
Religious Non-Protestant/Catholic	26%	(35)	24%	(33)	15%	(21)	12%	(16)	23%	(32)	136
Evangelical	27%	(141)	30%	(156)	9%	(45)	9%	(49)	26%	(136)	527
Non-Evangelical	24%	(201)	28%	(233)	10%	(85)	9%	(75)	29%	(239)	833
Community: Urban	30%	(188)	28%	(175)	13%	(78)	7%	(46)	21%	(130)	617
Community: Suburban	24%	(248)	29%	(298)	10%	(97)	9%	(95)	28%	(282)	1019
Community: Rural	25%	(143)	25%	(146)	9%	(53)	10%	(58)	31%	(177)	577
Employ: Private Sector	30%	(214)	28%	(203)	13%	(94)	8%	(56)	21%	(152)	719
Employ: Government	33%	(41)	31%	(39)	13%	(16)	8%	(10)	16%	(19)	125
Employ: Self-Employed	27%	(55)	32%	(65)	11%	(22)	12%	(24)	19%	(38)	205
Employ: Homemaker	25%	(37)	26%	(40)	8%	(12)	11%	(17)	30%	(46)	152
Employ: Student	21%	(11)	34%	(18)	18%	(10)	9%	(5)	17%	(9)	52
Employ: Retired	21%	(116)	26%	(146)	7%	(36)	9%	(51)	37%	(209)	558
Employ: Unemployed	25%	(57)	25%	(57)	11%	(25)	8%	(18)	31%	(69)	225
Employ: Other	27%	(48)	29%	(52)	7%	(12)	11%	(19)	26%	(46)	177
Military HH: Yes	25%	(80)	33%	(104)	7%	(21)	7%	(21)	28%	(89)	315
Military HH: No	26%	(499)	27%	(515)	11%	(208)	9%	(178)	26%	(500)	1898
RD/WT: Right Direction	32%	(221)	28%	(193)	10%	(71)	6%	(39)	24%	(169)	692
RD/WT: Wrong Track	23%	(357)	28%	(426)	10%	(158)	11%	(160)	28%	(421)	1521
Biden Job Approve	30%	(297)	29%	(286)	10%	(102)	7%	(64)	24%	(233)	982
Biden Job Disapprove	24%	(260)	27%	(301)	11%	(122)	11%	(121)	27%	(296)	1100

Continued on next page

**Table MCEN1\_8:** Do you have a favorable or unfavorable opinion of the following?  
The movie Avatar (2009)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	26% (578)	28% (619)	10% (228)	9% (199)	27% (589)	2213
Biden Job Strongly Approve	32% (136)	26% (109)	10% (43)	7% (30)	24% (103)	421
Biden Job Somewhat Approve	29% (161)	32% (177)	10% (58)	6% (35)	23% (130)	560
Biden Job Somewhat Disapprove	25% (82)	33% (107)	13% (44)	5% (17)	24% (78)	328
Biden Job Strongly Disapprove	23% (178)	25% (193)	10% (79)	13% (104)	28% (218)	772
Favorable of Biden	30% (293)	28% (277)	10% (98)	7% (69)	25% (248)	986
Unfavorable of Biden	24% (260)	28% (308)	11% (119)	11% (121)	26% (289)	1097
Very Favorable of Biden	33% (155)	24% (116)	10% (48)	7% (35)	25% (120)	473
Somewhat Favorable of Biden	27% (138)	31% (162)	10% (50)	7% (35)	25% (129)	513
Somewhat Unfavorable of Biden	26% (76)	34% (98)	12% (35)	7% (21)	20% (59)	289
Very Unfavorable of Biden	23% (185)	26% (210)	10% (84)	12% (100)	28% (230)	808
#1 Issue: Economy	28% (259)	29% (273)	11% (99)	8% (79)	24% (219)	929
#1 Issue: Security	23% (54)	30% (70)	10% (23)	11% (26)	26% (61)	235
#1 Issue: Health Care	26% (36)	33% (46)	13% (19)	6% (8)	22% (31)	140
#1 Issue: Medicare / Social Security	22% (58)	22% (57)	5% (13)	9% (23)	43% (112)	263
#1 Issue: Women's Issues	26% (77)	26% (75)	15% (42)	11% (31)	23% (66)	292
#1 Issue: Education	35% (29)	30% (25)	8% (6)	6% (5)	21% (17)	81
#1 Issue: Energy	23% (33)	28% (39)	13% (18)	9% (13)	27% (38)	141
#1 Issue: Other	25% (33)	25% (34)	6% (8)	10% (14)	34% (45)	133
2022 House Vote: Democrat	28% (250)	29% (252)	12% (104)	8% (66)	24% (211)	883
2022 House Vote: Republican	24% (161)	29% (195)	10% (68)	11% (74)	26% (177)	675
2022 House Vote: Someone else	23% (17)	23% (18)	14% (11)	16% (12)	25% (19)	76
2022 House Vote: Didnt Vote	26% (151)	27% (154)	8% (46)	8% (46)	31% (182)	578
2020 Vote: Joe Biden	28% (262)	28% (262)	12% (113)	8% (72)	24% (223)	932
2020 Vote: Donald Trump	22% (158)	29% (207)	9% (66)	11% (77)	29% (206)	715
2020 Vote: Other	33% (27)	23% (19)	13% (10)	7% (6)	24% (20)	82
2020 Vote: Didn't Vote	27% (131)	27% (130)	8% (39)	9% (44)	29% (140)	484
2018 House Vote: Democrat	30% (245)	28% (230)	12% (96)	6% (53)	24% (192)	816
2018 House Vote: Republican	22% (132)	28% (165)	10% (57)	12% (69)	29% (172)	596
2018 House Vote: Someone else	22% (17)	35% (27)	10% (8)	14% (11)	18% (14)	75
2018 House Vote: Didnt Vote	25% (185)	27% (196)	9% (68)	9% (66)	29% (211)	726

Continued on next page

**Table MCEN1\_8:** Do you have a favorable or unfavorable opinion of the following?  
The movie Avatar (2009)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	26%	(578)	28%	(619)	10%	(228)	9%	(199)	27%	(589)	2213
4-Region: Northeast	25%	(95)	29%	(110)	11%	(41)	8%	(31)	28%	(107)	383
4-Region: Midwest	24%	(110)	28%	(126)	7%	(33)	10%	(46)	31%	(141)	457
4-Region: South	27%	(232)	27%	(228)	11%	(89)	8%	(70)	27%	(226)	846
4-Region: West	27%	(140)	29%	(155)	12%	(65)	10%	(52)	22%	(115)	527
Favorable Opinion of Avatar	48%	(578)	52%	(619)	—	(0)	—	(0)	—	(0)	1197
Unfavorable Opinion of Avatar	—	(0)	—	(0)	53%	(228)	47%	(199)	—	(0)	427
Enjoyed Seeing Avatar	46%	(526)	40%	(461)	5%	(62)	2%	(23)	7%	(78)	1150
Did not Enjoy Seeing Avatar	5%	(13)	14%	(35)	36%	(88)	30%	(74)	14%	(33)	243
Saw Avatar	39%	(539)	36%	(496)	11%	(150)	7%	(97)	8%	(112)	1393

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

**Table MCEN1\_9:** Do you have a favorable or unfavorable opinion of the following?  
*Jurassic Park film franchise*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	32% (707)	37% (816)	8% (188)	6% (124)	17% (378)	2213
Gender: Male	32% (344)	38% (407)	10% (103)	6% (59)	15% (157)	1069
Gender: Female	32% (363)	36% (409)	7% (85)	6% (65)	19% (221)	1144
Age: 18-34	36% (230)	37% (240)	8% (49)	6% (40)	13% (84)	643
Age: 35-44	38% (139)	38% (140)	7% (27)	4% (15)	12% (45)	366
Age: 45-64	30% (216)	38% (275)	9% (67)	5% (34)	17% (122)	715
Age: 65+	25% (122)	33% (162)	9% (45)	7% (35)	26% (126)	489
GenZers: 1997-2012	31% (64)	33% (68)	9% (18)	9% (19)	18% (37)	207
Millennials: 1981-1996	40% (276)	38% (266)	7% (47)	4% (30)	11% (77)	696
GenXers: 1965-1980	30% (158)	40% (208)	10% (51)	6% (31)	15% (78)	525
Baby Boomers: 1946-1964	28% (193)	37% (258)	9% (62)	5% (36)	22% (151)	701
PID: Dem (no lean)	33% (288)	35% (301)	9% (76)	5% (47)	17% (149)	861
PID: Ind (no lean)	30% (205)	40% (274)	8% (55)	5% (35)	17% (119)	688
PID: Rep (no lean)	32% (214)	36% (241)	9% (57)	6% (43)	17% (110)	664
PID/Gender: Dem Men	32% (134)	38% (155)	8% (34)	6% (23)	16% (67)	414
PID/Gender: Dem Women	34% (153)	33% (145)	10% (43)	5% (23)	18% (82)	447
PID/Gender: Ind Men	29% (93)	42% (136)	10% (31)	5% (15)	15% (48)	322
PID/Gender: Ind Women	31% (112)	38% (138)	7% (24)	5% (20)	19% (71)	366
PID/Gender: Rep Men	35% (116)	35% (115)	11% (38)	6% (21)	13% (42)	333
PID/Gender: Rep Women	30% (98)	38% (125)	6% (18)	7% (22)	21% (68)	331
Ideo: Liberal (1-3)	34% (231)	37% (251)	9% (59)	5% (34)	15% (104)	680
Ideo: Moderate (4)	31% (186)	41% (250)	8% (48)	5% (27)	15% (92)	604
Ideo: Conservative (5-7)	30% (208)	35% (239)	10% (71)	7% (48)	17% (119)	684
Educ: < College	34% (483)	38% (540)	7% (104)	5% (75)	16% (237)	1439
Educ: Bachelors degree	29% (140)	37% (183)	11% (53)	6% (29)	18% (86)	491
Educ: Post-grad	30% (84)	33% (93)	11% (32)	7% (20)	19% (54)	283
Income: Under 50k	32% (384)	37% (447)	8% (99)	6% (67)	17% (207)	1205
Income: 50k-100k	35% (234)	36% (241)	8% (57)	6% (37)	16% (105)	674
Income: 100k+	27% (89)	38% (127)	10% (32)	6% (20)	20% (66)	334
Ethnicity: White	31% (536)	37% (633)	9% (147)	6% (95)	18% (302)	1713
Ethnicity: Hispanic	39% (144)	36% (134)	9% (33)	6% (23)	11% (41)	374

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**Table MCEN1\_9: Do you have a favorable or unfavorable opinion of the following?**  
*Jurassic Park film franchise*

<b>Demographic</b>	<b>Very favorable</b>		<b>Somewhat favorable</b>		<b>Somewhat unfavorable</b>		<b>Very unfavorable</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	32%	(707)	37%	(816)	8%	(188)	6%	(124)	17%	(378)	2213
Ethnicity: Black	35%	(100)	33%	(92)	8%	(24)	7%	(19)	17%	(48)	283
Ethnicity: Other	33%	(71)	42%	(91)	8%	(17)	5%	(10)	13%	(27)	217
All Christian	31%	(305)	37%	(366)	9%	(89)	6%	(57)	18%	(181)	997
All Non-Christian	34%	(36)	32%	(34)	10%	(11)	7%	(7)	17%	(17)	106
Atheist	27%	(29)	34%	(37)	8%	(8)	11%	(11)	20%	(21)	106
Agnostic/Nothing in particular	33%	(192)	36%	(209)	9%	(54)	4%	(26)	17%	(100)	581
Something Else	34%	(145)	40%	(170)	6%	(27)	5%	(23)	14%	(58)	423
Religious Non-Protestant/Catholic	32%	(43)	33%	(45)	8%	(11)	8%	(11)	19%	(26)	136
Evangelical	32%	(170)	38%	(200)	9%	(46)	6%	(31)	15%	(79)	527
Non-Evangelical	32%	(264)	37%	(310)	8%	(65)	5%	(44)	18%	(150)	833
Community: Urban	35%	(218)	36%	(220)	9%	(58)	5%	(29)	15%	(92)	617
Community: Suburban	31%	(321)	37%	(381)	8%	(85)	6%	(61)	17%	(171)	1019
Community: Rural	29%	(168)	37%	(214)	8%	(45)	6%	(35)	20%	(114)	577
Employ: Private Sector	36%	(255)	39%	(280)	8%	(60)	5%	(35)	12%	(89)	719
Employ: Government	37%	(46)	30%	(38)	14%	(18)	4%	(5)	15%	(19)	125
Employ: Self-Employed	29%	(60)	41%	(84)	10%	(21)	5%	(10)	15%	(31)	205
Employ: Homemaker	29%	(44)	45%	(69)	7%	(10)	4%	(6)	15%	(23)	152
Employ: Student	27%	(14)	41%	(21)	8%	(4)	8%	(4)	15%	(8)	52
Employ: Retired	27%	(148)	32%	(179)	9%	(52)	7%	(37)	26%	(142)	558
Employ: Unemployed	31%	(69)	38%	(85)	7%	(15)	8%	(17)	18%	(39)	225
Employ: Other	40%	(72)	34%	(61)	5%	(8)	6%	(10)	15%	(26)	177
Military HH: Yes	32%	(102)	38%	(119)	9%	(27)	4%	(13)	17%	(53)	315
Military HH: No	32%	(605)	37%	(697)	8%	(161)	6%	(111)	17%	(324)	1898
RD/WT: Right Direction	34%	(232)	33%	(227)	10%	(69)	5%	(36)	18%	(127)	692
RD/WT: Wrong Track	31%	(475)	39%	(589)	8%	(119)	6%	(88)	16%	(251)	1521
Biden Job Approve	32%	(317)	37%	(366)	9%	(91)	5%	(51)	16%	(156)	982
Biden Job Disapprove	32%	(351)	38%	(417)	8%	(93)	6%	(67)	16%	(172)	1100

Continued on next page

**Table MCEN1\_9: Do you have a favorable or unfavorable opinion of the following?**  
*Jurassic Park film franchise*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	32% (707)	37% (816)	8% (188)	6% (124)	17% (378)	2213
Biden Job Strongly Approve	35% (149)	30% (126)	9% (36)	7% (28)	19% (82)	421
Biden Job Somewhat Approve	30% (168)	43% (239)	10% (55)	4% (23)	13% (74)	560
Biden Job Somewhat Disapprove	36% (117)	42% (139)	6% (19)	4% (13)	12% (40)	328
Biden Job Strongly Disapprove	30% (234)	36% (277)	10% (74)	7% (54)	17% (132)	772
Favorable of Biden	33% (325)	35% (349)	9% (91)	6% (55)	17% (166)	986
Unfavorable of Biden	31% (339)	40% (436)	9% (94)	6% (65)	15% (164)	1097
Very Favorable of Biden	35% (166)	30% (142)	8% (38)	6% (29)	21% (97)	473
Somewhat Favorable of Biden	31% (159)	40% (208)	10% (52)	5% (26)	13% (68)	513
Somewhat Unfavorable of Biden	33% (95)	45% (130)	9% (26)	2% (6)	11% (32)	289
Very Unfavorable of Biden	30% (245)	38% (306)	8% (68)	7% (59)	16% (131)	808
#1 Issue: Economy	35% (322)	37% (341)	8% (72)	5% (48)	16% (147)	929
#1 Issue: Security	29% (69)	38% (89)	11% (26)	7% (17)	14% (34)	235
#1 Issue: Health Care	27% (38)	46% (64)	7% (10)	6% (8)	14% (20)	140
#1 Issue: Medicare / Social Security	28% (75)	31% (82)	8% (20)	6% (16)	27% (70)	263
#1 Issue: Women's Issues	36% (105)	34% (100)	9% (27)	4% (12)	16% (48)	292
#1 Issue: Education	31% (25)	48% (39)	7% (6)	4% (3)	10% (8)	81
#1 Issue: Energy	31% (44)	42% (59)	10% (14)	5% (6)	13% (19)	141
#1 Issue: Other	23% (31)	32% (42)	10% (13)	10% (14)	25% (33)	133
2022 House Vote: Democrat	33% (291)	35% (310)	10% (87)	5% (47)	17% (149)	883
2022 House Vote: Republican	31% (211)	38% (257)	8% (54)	6% (43)	16% (110)	675
2022 House Vote: Someone else	28% (22)	38% (29)	13% (10)	4% (3)	17% (13)	76
2022 House Vote: Didn't Vote	32% (184)	38% (221)	6% (37)	5% (30)	18% (106)	578
2020 Vote: Joe Biden	32% (300)	37% (348)	9% (86)	5% (47)	16% (151)	932
2020 Vote: Donald Trump	31% (220)	37% (262)	9% (65)	7% (49)	17% (118)	715
2020 Vote: Other	33% (27)	39% (32)	6% (5)	3% (3)	18% (15)	82
2020 Vote: Didn't Vote	33% (160)	36% (174)	7% (32)	5% (25)	19% (93)	484
2018 House Vote: Democrat	34% (275)	36% (297)	9% (70)	5% (38)	17% (135)	816
2018 House Vote: Republican	29% (176)	38% (226)	8% (49)	8% (45)	17% (100)	596
2018 House Vote: Someone else	31% (23)	40% (30)	8% (6)	6% (5)	16% (12)	75
2018 House Vote: Didn't Vote	32% (233)	36% (263)	9% (63)	5% (37)	18% (130)	726

Continued on next page

**Table MCEN1\_9: Do you have a favorable or unfavorable opinion of the following?  
Jurassic Park film franchise**

<b>Demographic</b>	<b>Very favorable</b>		<b>Somewhat favorable</b>		<b>Somewhat unfavorable</b>		<b>Very unfavorable</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	32%	(707)	37%	(816)	8%	(188)	6%	(124)	17%	(378)	2213
4-Region: Northeast	26%	(100)	41%	(158)	7%	(27)	5%	(20)	20%	(77)	383
4-Region: Midwest	30%	(138)	35%	(162)	10%	(44)	6%	(27)	19%	(87)	457
4-Region: South	35%	(292)	36%	(302)	8%	(67)	6%	(50)	16%	(134)	846
4-Region: West	34%	(177)	37%	(194)	9%	(50)	5%	(28)	15%	(79)	527
Favorable Opinion of Avatar	46%	(547)	40%	(477)	7%	(79)	2%	(27)	6%	(66)	1197
Unfavorable Opinion of Avatar	19%	(83)	39%	(165)	16%	(70)	17%	(74)	8%	(34)	427
Enjoyed Seeing Avatar	43%	(499)	39%	(450)	6%	(73)	3%	(36)	8%	(92)	1150
Did not Enjoy Seeing Avatar	26%	(63)	38%	(93)	16%	(39)	9%	(21)	11%	(27)	243
Saw Avatar	40%	(563)	39%	(543)	8%	(112)	4%	(57)	8%	(118)	1393

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

**Table MCEN1\_10:** Do you have a favorable or unfavorable opinion of the following?*Marvel film franchise*

<b>Demographic</b>	<b>Very favorable</b>		<b>Somewhat favorable</b>		<b>Somewhat unfavorable</b>		<b>Very unfavorable</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	29%	(646)	29%	(651)	9%	(204)	8%	(179)	24%	(533)	2213
Gender: Male	32%	(346)	31%	(334)	10%	(112)	7%	(79)	19%	(199)	1069
Gender: Female	26%	(300)	28%	(317)	8%	(92)	9%	(100)	29%	(334)	1144
Age: 18-34	40%	(259)	30%	(191)	9%	(61)	8%	(49)	13%	(84)	643
Age: 35-44	38%	(138)	31%	(114)	7%	(24)	7%	(26)	17%	(63)	366
Age: 45-64	25%	(180)	32%	(226)	9%	(61)	8%	(60)	26%	(188)	715
Age: 65+	14%	(70)	25%	(120)	12%	(58)	9%	(43)	41%	(199)	489
GenZers: 1997-2012	41%	(85)	29%	(60)	8%	(17)	7%	(16)	14%	(29)	207
Millennials: 1981-1996	40%	(279)	30%	(209)	8%	(59)	8%	(54)	14%	(95)	696
GenXers: 1965-1980	29%	(153)	33%	(175)	8%	(45)	7%	(38)	22%	(115)	525
Baby Boomers: 1946-1964	18%	(123)	28%	(198)	11%	(75)	9%	(64)	34%	(241)	701
PID: Dem (no lean)	34%	(294)	28%	(244)	9%	(77)	8%	(65)	21%	(182)	861
PID: Ind (no lean)	28%	(196)	29%	(199)	9%	(60)	7%	(51)	26%	(182)	688
PID: Rep (no lean)	24%	(157)	31%	(209)	10%	(67)	9%	(63)	25%	(169)	664
PID/Gender: Dem Men	39%	(162)	31%	(127)	8%	(34)	7%	(27)	15%	(64)	414
PID/Gender: Dem Women	29%	(131)	26%	(117)	10%	(43)	8%	(37)	26%	(118)	447
PID/Gender: Ind Men	30%	(95)	29%	(94)	11%	(37)	7%	(24)	22%	(72)	322
PID/Gender: Ind Women	28%	(101)	29%	(105)	6%	(23)	8%	(28)	30%	(110)	366
PID/Gender: Rep Men	27%	(88)	34%	(114)	12%	(41)	8%	(27)	19%	(62)	333
PID/Gender: Rep Women	21%	(68)	29%	(95)	8%	(26)	11%	(35)	32%	(107)	331
Ideo: Liberal (1-3)	36%	(246)	29%	(196)	9%	(63)	6%	(43)	20%	(133)	680
Ideo: Moderate (4)	28%	(167)	33%	(199)	10%	(60)	7%	(45)	22%	(133)	604
Ideo: Conservative (5-7)	22%	(149)	29%	(201)	10%	(70)	11%	(75)	28%	(188)	684
Educ: < College	31%	(449)	29%	(417)	8%	(122)	8%	(111)	24%	(340)	1439
Educ: Bachelors degree	26%	(127)	32%	(155)	10%	(51)	9%	(43)	23%	(114)	491
Educ: Post-grad	25%	(70)	28%	(80)	11%	(30)	9%	(24)	28%	(78)	283
Income: Under 50k	29%	(350)	27%	(326)	9%	(114)	9%	(107)	26%	(308)	1205
Income: 50k-100k	30%	(205)	33%	(225)	8%	(55)	7%	(44)	22%	(146)	674
Income: 100k+	28%	(92)	30%	(100)	11%	(36)	8%	(28)	24%	(79)	334
Ethnicity: White	26%	(449)	29%	(491)	10%	(175)	9%	(146)	26%	(453)	1713
Ethnicity: Hispanic	41%	(152)	29%	(110)	10%	(36)	6%	(23)	14%	(53)	374

Continued on next page

**Table MCEN1\_10: Do you have a favorable or unfavorable opinion of the following?**  
*Marvel film franchise*

<b>Demographic</b>	<b>Very favorable</b>		<b>Somewhat favorable</b>		<b>Somewhat unfavorable</b>		<b>Very unfavorable</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	29%	(646)	29%	(651)	9%	(204)	8%	(179)	24%	(533)	2213
Ethnicity: Black	41%	(115)	29%	(83)	6%	(16)	6%	(17)	18%	(52)	283
Ethnicity: Other	38%	(83)	36%	(77)	6%	(13)	7%	(16)	13%	(28)	217
All Christian	25%	(246)	30%	(301)	10%	(96)	8%	(78)	28%	(276)	997
All Non-Christian	27%	(28)	21%	(22)	16%	(17)	9%	(10)	26%	(28)	106
Atheist	36%	(39)	26%	(28)	6%	(6)	10%	(11)	21%	(23)	106
Agnostic/Nothing in particular	34%	(199)	30%	(177)	8%	(49)	7%	(40)	20%	(116)	581
Something Else	32%	(134)	29%	(123)	8%	(36)	9%	(40)	21%	(90)	423
Religious Non-Protestant/Catholic	26%	(35)	24%	(33)	15%	(21)	9%	(13)	26%	(35)	136
Evangelical	26%	(136)	32%	(168)	9%	(49)	9%	(49)	24%	(125)	527
Non-Evangelical	27%	(224)	28%	(237)	10%	(79)	8%	(64)	28%	(229)	833
Community: Urban	32%	(197)	32%	(194)	11%	(69)	8%	(48)	18%	(109)	617
Community: Suburban	29%	(299)	29%	(295)	9%	(94)	7%	(76)	25%	(256)	1019
Community: Rural	26%	(151)	28%	(162)	7%	(41)	10%	(55)	29%	(167)	577
Employ: Private Sector	34%	(244)	33%	(237)	10%	(71)	7%	(50)	16%	(117)	719
Employ: Government	39%	(48)	33%	(42)	9%	(11)	7%	(8)	13%	(16)	125
Employ: Self-Employed	33%	(67)	35%	(71)	7%	(14)	8%	(16)	17%	(35)	205
Employ: Homemaker	19%	(29)	38%	(58)	10%	(15)	7%	(11)	26%	(40)	152
Employ: Student	48%	(25)	30%	(15)	5%	(2)	8%	(4)	9%	(5)	52
Employ: Retired	17%	(93)	23%	(130)	12%	(65)	9%	(52)	39%	(217)	558
Employ: Unemployed	32%	(72)	24%	(54)	6%	(13)	10%	(23)	28%	(64)	225
Employ: Other	38%	(68)	25%	(44)	7%	(13)	8%	(14)	22%	(39)	177
Military HH: Yes	24%	(74)	35%	(110)	9%	(27)	7%	(22)	26%	(81)	315
Military HH: No	30%	(572)	29%	(542)	9%	(177)	8%	(157)	24%	(452)	1898
RD/WT: Right Direction	32%	(221)	28%	(194)	9%	(66)	5%	(35)	25%	(175)	692
RD/WT: Wrong Track	28%	(425)	30%	(457)	9%	(138)	9%	(144)	23%	(357)	1521
Biden Job Approve	33%	(329)	29%	(286)	10%	(93)	6%	(59)	22%	(214)	982
Biden Job Disapprove	25%	(277)	31%	(339)	10%	(105)	10%	(106)	25%	(273)	1100

Continued on next page

**Table MCEN1\_10: Do you have a favorable or unfavorable opinion of the following?**  
 Marvel film franchise

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	29% (646)	29% (651)	9% (204)	8% (179)	24% (533)	2213
Biden Job Strongly Approve	35% (146)	27% (113)	9% (39)	7% (28)	23% (95)	421
Biden Job Somewhat Approve	33% (183)	31% (173)	10% (55)	6% (31)	21% (119)	560
Biden Job Somewhat Disapprove	30% (98)	36% (119)	9% (29)	6% (20)	19% (63)	328
Biden Job Strongly Disapprove	23% (179)	28% (220)	10% (77)	11% (86)	27% (210)	772
Favorable of Biden	33% (328)	29% (284)	9% (90)	6% (61)	23% (223)	986
Unfavorable of Biden	25% (278)	31% (339)	9% (104)	10% (109)	24% (268)	1097
Very Favorable of Biden	35% (165)	25% (118)	10% (45)	7% (32)	24% (113)	473
Somewhat Favorable of Biden	32% (163)	32% (166)	9% (45)	6% (29)	22% (110)	513
Somewhat Unfavorable of Biden	33% (96)	34% (98)	9% (26)	7% (20)	17% (49)	289
Very Unfavorable of Biden	23% (182)	30% (240)	10% (78)	11% (89)	27% (219)	808
#1 Issue: Economy	29% (269)	33% (306)	9% (81)	7% (66)	22% (207)	929
#1 Issue: Security	27% (63)	30% (71)	10% (23)	10% (24)	23% (55)	235
#1 Issue: Health Care	34% (48)	29% (41)	10% (15)	5% (7)	21% (29)	140
#1 Issue: Medicare / Social Security	20% (52)	20% (52)	8% (21)	8% (21)	44% (116)	263
#1 Issue: Women's Issues	37% (108)	29% (84)	10% (30)	7% (20)	17% (50)	292
#1 Issue: Education	40% (32)	32% (26)	11% (9)	6% (5)	10% (8)	81
#1 Issue: Energy	26% (37)	27% (38)	9% (13)	15% (21)	23% (32)	141
#1 Issue: Other	29% (38)	25% (33)	9% (12)	11% (14)	26% (35)	133
2022 House Vote: Democrat	32% (281)	30% (266)	11% (93)	7% (61)	21% (182)	883
2022 House Vote: Republican	22% (149)	32% (218)	10% (66)	9% (64)	27% (179)	675
2022 House Vote: Someone else	41% (31)	24% (18)	1% (1)	9% (7)	25% (19)	76
2022 House Vote: Didnt Vote	32% (186)	26% (150)	8% (43)	8% (47)	26% (152)	578
2020 Vote: Joe Biden	32% (300)	29% (272)	10% (93)	7% (64)	22% (202)	932
2020 Vote: Donald Trump	23% (163)	32% (226)	9% (66)	10% (73)	26% (188)	715
2020 Vote: Other	39% (32)	23% (19)	6% (5)	7% (6)	25% (21)	82
2020 Vote: Didn't Vote	31% (151)	28% (135)	8% (40)	7% (36)	25% (122)	484
2018 House Vote: Democrat	33% (272)	29% (233)	10% (80)	7% (58)	21% (173)	816
2018 House Vote: Republican	21% (124)	30% (181)	11% (65)	10% (62)	27% (164)	596
2018 House Vote: Someone else	33% (25)	35% (27)	7% (5)	9% (7)	16% (12)	75
2018 House Vote: Didnt Vote	31% (225)	29% (211)	7% (54)	7% (52)	25% (184)	726

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**Table MCEN1\_10:** Do you have a favorable or unfavorable opinion of the following?  
Marvel film franchise

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	29%	(646)	29%	(651)	9%	(204)	8%	(179)	24%	(533)	2213
4-Region: Northeast	28%	(105)	30%	(114)	8%	(32)	9%	(35)	25%	(97)	383
4-Region: Midwest	26%	(117)	30%	(139)	7%	(30)	9%	(42)	28%	(129)	457
4-Region: South	30%	(257)	28%	(233)	10%	(85)	7%	(57)	25%	(213)	846
4-Region: West	32%	(166)	31%	(165)	11%	(57)	8%	(45)	18%	(94)	527
Favorable Opinion of Avatar	41%	(491)	37%	(446)	7%	(89)	4%	(47)	10%	(125)	1197
Unfavorable Opinion of Avatar	24%	(103)	23%	(98)	19%	(79)	22%	(93)	13%	(54)	427
Enjoyed Seeing Avatar	39%	(454)	36%	(415)	7%	(84)	4%	(51)	13%	(146)	1150
Did not Enjoy Seeing Avatar	33%	(79)	25%	(61)	15%	(38)	11%	(27)	16%	(38)	243
Saw Avatar	38%	(533)	34%	(476)	9%	(122)	6%	(77)	13%	(185)	1393

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

**Table MCEN1\_11: Do you have a favorable or unfavorable opinion of the following?**  
*Harry Potter film franchise*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	29% (635)	28% (628)	13% (287)	12% (272)	18% (391)	2213
Gender: Male	27% (286)	30% (324)	14% (150)	13% (141)	16% (168)	1069
Gender: Female	31% (350)	27% (304)	12% (136)	11% (132)	19% (223)	1144
Age: 18-34	39% (252)	27% (174)	13% (85)	11% (68)	10% (63)	643
Age: 35-44	30% (108)	30% (108)	13% (47)	11% (39)	17% (63)	366
Age: 45-64	26% (184)	29% (208)	14% (101)	15% (106)	16% (117)	715
Age: 65+	19% (91)	28% (138)	11% (54)	12% (60)	30% (147)	489
GenZers: 1997-2012	34% (71)	23% (47)	16% (32)	16% (33)	12% (24)	207
Millennials: 1981-1996	39% (271)	28% (195)	12% (84)	9% (60)	12% (85)	696
GenXers: 1965-1980	26% (135)	31% (162)	14% (74)	16% (82)	14% (73)	525
Baby Boomers: 1946-1964	21% (145)	29% (205)	13% (89)	12% (87)	25% (174)	701
PID: Dem (no lean)	33% (284)	28% (240)	12% (102)	11% (92)	17% (143)	861
PID: Ind (no lean)	27% (185)	30% (210)	13% (92)	12% (82)	17% (119)	688
PID: Rep (no lean)	25% (166)	27% (178)	14% (92)	15% (98)	19% (129)	664
PID/Gender: Dem Men	30% (125)	31% (128)	12% (50)	11% (45)	16% (66)	414
PID/Gender: Dem Women	36% (159)	25% (113)	12% (52)	10% (47)	17% (76)	447
PID/Gender: Ind Men	23% (73)	35% (113)	15% (50)	13% (42)	14% (44)	322
PID/Gender: Ind Women	31% (113)	26% (96)	12% (43)	11% (39)	20% (75)	366
PID/Gender: Rep Men	26% (88)	25% (83)	15% (51)	16% (53)	17% (58)	333
PID/Gender: Rep Women	24% (78)	29% (95)	13% (41)	14% (45)	22% (72)	331
Ideo: Liberal (1-3)	32% (220)	30% (203)	13% (92)	9% (62)	15% (104)	680
Ideo: Moderate (4)	31% (186)	29% (173)	13% (79)	11% (68)	16% (99)	604
Ideo: Conservative (5-7)	24% (165)	27% (187)	13% (92)	16% (109)	19% (131)	684
Educ: < College	28% (404)	28% (403)	14% (195)	13% (183)	18% (255)	1439
Educ: Bachelors degree	30% (147)	31% (152)	11% (55)	10% (50)	18% (87)	491
Educ: Post-grad	30% (84)	26% (74)	13% (36)	14% (40)	17% (49)	283
Income: Under 50k	27% (325)	27% (321)	14% (169)	14% (171)	18% (219)	1205
Income: 50k-100k	30% (205)	32% (217)	11% (73)	10% (66)	17% (113)	674
Income: 100k+	32% (105)	27% (90)	13% (45)	11% (35)	18% (59)	334
Ethnicity: White	29% (495)	29% (494)	13% (218)	11% (193)	18% (313)	1713
Ethnicity: Hispanic	30% (112)	29% (107)	18% (66)	12% (47)	11% (42)	374

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**Table MCEN1\_11: Do you have a favorable or unfavorable opinion of the following?  
Harry Potter film franchise**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	29% (635)	28% (628)	13% (287)	12% (272)	18% (391)	2213
Ethnicity: Black	32% (90)	21% (60)	12% (33)	18% (51)	17% (49)	283
Ethnicity: Other	23% (49)	34% (74)	17% (36)	13% (28)	14% (30)	217
All Christian	25% (251)	30% (303)	14% (135)	11% (109)	20% (199)	997
All Non-Christian	31% (33)	22% (23)	15% (16)	8% (8)	24% (25)	106
Atheist	26% (27)	30% (32)	12% (13)	19% (20)	13% (13)	106
Agnostic/Nothing in particular	34% (196)	28% (163)	12% (69)	11% (61)	16% (92)	581
Something Else	30% (128)	25% (107)	13% (53)	17% (73)	14% (61)	423
Religious Non-Protestant/Catholic	30% (40)	26% (36)	15% (20)	7% (10)	22% (30)	136
Evangelical	25% (133)	24% (128)	14% (74)	16% (85)	20% (106)	527
Non-Evangelical	27% (227)	31% (255)	13% (108)	11% (95)	18% (148)	833
Community: Urban	29% (180)	32% (199)	13% (82)	11% (69)	14% (87)	617
Community: Suburban	30% (302)	28% (281)	13% (132)	13% (131)	17% (173)	1019
Community: Rural	27% (154)	26% (147)	13% (73)	12% (72)	23% (130)	577
Employ: Private Sector	33% (238)	32% (233)	12% (87)	11% (78)	12% (83)	719
Employ: Government	35% (44)	19% (24)	18% (22)	14% (17)	14% (17)	125
Employ: Self-Employed	33% (68)	30% (62)	13% (27)	9% (19)	14% (29)	205
Employ: Homemaker	27% (41)	28% (42)	16% (24)	10% (15)	19% (30)	152
Employ: Student	30% (16)	30% (15)	12% (6)	24% (12)	5% (2)	52
Employ: Retired	19% (107)	27% (151)	12% (65)	13% (71)	29% (163)	558
Employ: Unemployed	31% (70)	22% (50)	14% (32)	14% (32)	18% (41)	225
Employ: Other	29% (51)	28% (51)	13% (24)	15% (27)	14% (25)	177
Military HH: Yes	27% (84)	31% (98)	13% (40)	9% (29)	20% (64)	315
Military HH: No	29% (551)	28% (530)	13% (247)	13% (243)	17% (327)	1898
RD/WT: Right Direction	31% (216)	29% (198)	13% (87)	9% (62)	19% (129)	692
RD/WT: Wrong Track	28% (419)	28% (430)	13% (200)	14% (210)	17% (262)	1521
Biden Job Approve	30% (299)	29% (286)	13% (132)	10% (101)	17% (164)	982
Biden Job Disapprove	27% (294)	29% (321)	13% (146)	14% (155)	17% (184)	1100

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**Table MCEN1\_11: Do you have a favorable or unfavorable opinion of the following?  
Harry Potter film franchise**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	29% (635)	28% (628)	13% (287)	12% (272)	18% (391)	2213
Biden Job Strongly Approve	29% (120)	28% (119)	12% (49)	13% (53)	19% (80)	421
Biden Job Somewhat Approve	32% (179)	30% (168)	15% (83)	9% (48)	15% (84)	560
Biden Job Somewhat Disapprove	29% (96)	35% (116)	13% (43)	9% (29)	14% (45)	328
Biden Job Strongly Disapprove	26% (198)	27% (206)	13% (103)	16% (127)	18% (139)	772
Favorable of Biden	32% (311)	29% (282)	13% (129)	10% (98)	17% (166)	986
Unfavorable of Biden	26% (288)	30% (327)	13% (138)	14% (157)	17% (187)	1097
Very Favorable of Biden	30% (142)	27% (126)	13% (60)	10% (49)	20% (96)	473
Somewhat Favorable of Biden	33% (169)	30% (156)	13% (69)	10% (50)	14% (70)	513
Somewhat Unfavorable of Biden	27% (78)	37% (108)	12% (35)	10% (28)	14% (40)	289
Very Unfavorable of Biden	26% (209)	27% (220)	13% (103)	16% (129)	18% (147)	808
#1 Issue: Economy	28% (257)	30% (282)	14% (132)	13% (116)	15% (142)	929
#1 Issue: Security	28% (66)	31% (73)	11% (26)	12% (28)	18% (43)	235
#1 Issue: Health Care	35% (48)	27% (38)	10% (15)	9% (13)	19% (26)	140
#1 Issue: Medicare / Social Security	20% (52)	25% (66)	13% (33)	15% (39)	28% (73)	263
#1 Issue: Women's Issues	39% (115)	25% (72)	12% (35)	10% (29)	14% (41)	292
#1 Issue: Education	34% (27)	30% (24)	16% (13)	6% (5)	14% (12)	81
#1 Issue: Energy	28% (39)	31% (43)	11% (15)	15% (21)	16% (22)	141
#1 Issue: Other	23% (30)	24% (32)	14% (19)	15% (20)	24% (32)	133
2022 House Vote: Democrat	32% (279)	29% (255)	13% (115)	10% (88)	17% (146)	883
2022 House Vote: Republican	24% (164)	29% (197)	14% (96)	14% (92)	19% (126)	675
2022 House Vote: Someone else	31% (24)	29% (22)	8% (6)	12% (9)	20% (15)	76
2022 House Vote: Didn't Vote	29% (168)	27% (154)	12% (69)	14% (83)	18% (104)	578
2020 Vote: Joe Biden	32% (297)	29% (271)	13% (117)	10% (98)	16% (149)	932
2020 Vote: Donald Trump	24% (171)	30% (214)	14% (97)	13% (95)	19% (138)	715
2020 Vote: Other	29% (24)	33% (27)	9% (8)	14% (12)	14% (12)	82
2020 Vote: Didn't Vote	30% (143)	24% (116)	13% (65)	14% (68)	19% (93)	484
2018 House Vote: Democrat	32% (262)	28% (231)	12% (100)	11% (89)	16% (134)	816
2018 House Vote: Republican	24% (146)	28% (166)	14% (83)	13% (80)	20% (121)	596
2018 House Vote: Someone else	34% (25)	29% (22)	10% (8)	12% (9)	15% (11)	75
2018 House Vote: Didn't Vote	28% (202)	29% (209)	13% (96)	13% (95)	17% (124)	726

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**Table MCEN1\_11: Do you have a favorable or unfavorable opinion of the following?  
Harry Potter film franchise**

<b>Demographic</b>	<b>Very favorable</b>		<b>Somewhat favorable</b>		<b>Somewhat unfavorable</b>		<b>Very unfavorable</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	29%	(635)	28%	(628)	13%	(287)	12%	(272)	18%	(391)	2213
4-Region: Northeast	27%	(102)	31%	(119)	12%	(44)	13%	(49)	18%	(69)	383
4-Region: Midwest	30%	(137)	29%	(133)	12%	(53)	10%	(45)	19%	(89)	457
4-Region: South	27%	(229)	25%	(209)	14%	(117)	14%	(121)	20%	(169)	846
4-Region: West	32%	(167)	32%	(167)	14%	(72)	11%	(57)	12%	(64)	527
Favorable Opinion of Avatar	39%	(468)	34%	(408)	12%	(143)	7%	(88)	8%	(91)	1197
Unfavorable Opinion of Avatar	19%	(82)	25%	(106)	23%	(97)	27%	(114)	7%	(28)	427
Enjoyed Seeing Avatar	39%	(446)	32%	(371)	12%	(142)	7%	(79)	10%	(112)	1150
Did not Enjoy Seeing Avatar	25%	(62)	31%	(75)	17%	(42)	18%	(43)	9%	(22)	243
Saw Avatar	36%	(508)	32%	(446)	13%	(184)	9%	(122)	10%	(134)	1393

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

**Table MCEN1\_12: Do you have a favorable or unfavorable opinion of the following?**  
*Star Wars film franchise*

<b>Demographic</b>	<b>Very favorable</b>		<b>Somewhat favorable</b>		<b>Somewhat unfavorable</b>		<b>Very unfavorable</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	31%	(679)	32%	(698)	12%	(257)	9%	(189)	18%	(391)	2213
Gender: Male	37%	(401)	30%	(325)	13%	(139)	7%	(73)	12%	(131)	1069
Gender: Female	24%	(278)	33%	(372)	10%	(118)	10%	(115)	23%	(260)	1144
Age: 18-34	28%	(178)	33%	(215)	14%	(87)	10%	(66)	15%	(97)	643
Age: 35-44	31%	(114)	30%	(110)	12%	(43)	11%	(41)	16%	(59)	366
Age: 45-64	35%	(249)	30%	(217)	11%	(75)	6%	(46)	18%	(128)	715
Age: 65+	28%	(138)	32%	(156)	11%	(52)	7%	(36)	22%	(107)	489
GenZers: 1997-2012	29%	(60)	34%	(70)	10%	(21)	10%	(21)	17%	(35)	207
Millennials: 1981-1996	28%	(195)	32%	(219)	14%	(100)	11%	(75)	15%	(106)	696
GenXers: 1965-1980	36%	(187)	31%	(163)	11%	(59)	6%	(34)	16%	(82)	525
Baby Boomers: 1946-1964	32%	(221)	32%	(226)	9%	(65)	7%	(49)	20%	(139)	701
PID: Dem (no lean)	34%	(296)	30%	(259)	11%	(94)	8%	(65)	17%	(146)	861
PID: Ind (no lean)	28%	(194)	31%	(214)	12%	(85)	10%	(67)	19%	(129)	688
PID: Rep (no lean)	28%	(189)	34%	(224)	12%	(78)	9%	(57)	17%	(116)	664
PID/Gender: Dem Men	40%	(168)	30%	(123)	12%	(50)	6%	(27)	11%	(47)	414
PID/Gender: Dem Women	29%	(128)	30%	(136)	10%	(44)	9%	(39)	22%	(100)	447
PID/Gender: Ind Men	36%	(116)	29%	(93)	13%	(43)	8%	(26)	14%	(44)	322
PID/Gender: Ind Women	21%	(78)	33%	(121)	11%	(41)	11%	(40)	23%	(85)	366
PID/Gender: Rep Men	35%	(117)	33%	(110)	14%	(46)	6%	(20)	12%	(40)	333
PID/Gender: Rep Women	22%	(72)	35%	(115)	10%	(33)	11%	(36)	23%	(76)	331
Ideo: Liberal (1-3)	37%	(253)	31%	(212)	11%	(72)	6%	(44)	15%	(100)	680
Ideo: Moderate (4)	29%	(177)	34%	(205)	13%	(80)	9%	(54)	15%	(89)	604
Ideo: Conservative (5-7)	28%	(191)	32%	(216)	13%	(88)	9%	(65)	18%	(125)	684
Educ: < College	29%	(413)	32%	(460)	12%	(167)	9%	(128)	19%	(271)	1439
Educ: Bachelors degree	35%	(174)	32%	(157)	10%	(51)	7%	(33)	16%	(77)	491
Educ: Post-grad	32%	(92)	29%	(81)	14%	(39)	10%	(28)	15%	(44)	283
Income: Under 50k	28%	(339)	31%	(374)	12%	(148)	8%	(99)	20%	(245)	1205
Income: 50k-100k	33%	(224)	34%	(233)	11%	(73)	8%	(54)	13%	(90)	674
Income: 100k+	35%	(116)	27%	(91)	11%	(36)	10%	(35)	17%	(56)	334
Ethnicity: White	31%	(526)	32%	(556)	11%	(188)	8%	(143)	17%	(300)	1713
Ethnicity: Hispanic	34%	(129)	32%	(120)	14%	(51)	7%	(26)	13%	(48)	374

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**Table MCEN1\_12: Do you have a favorable or unfavorable opinion of the following?**  
*Star Wars film franchise*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	31% (679)	32% (698)	12% (257)	9% (189)	18% (391)	2213
Ethnicity: Black	29% (83)	24% (67)	13% (37)	12% (33)	22% (63)	283
Ethnicity: Other	32% (70)	34% (75)	14% (31)	6% (13)	13% (28)	217
All Christian	32% (321)	33% (330)	10% (101)	7% (68)	18% (177)	997
All Non-Christian	40% (42)	26% (28)	13% (13)	10% (10)	12% (13)	106
Atheist	28% (30)	32% (34)	14% (14)	9% (9)	18% (19)	106
Agnostic/Nothing in particular	28% (164)	31% (178)	12% (70)	11% (62)	18% (107)	581
Something Else	29% (122)	30% (128)	14% (58)	9% (40)	18% (75)	423
Religious Non-Protestant/Catholic	37% (51)	30% (41)	12% (16)	9% (12)	12% (17)	136
Evangelical	30% (157)	32% (169)	13% (67)	8% (44)	17% (90)	527
Non-Evangelical	32% (263)	32% (268)	10% (85)	7% (62)	19% (156)	833
Community: Urban	32% (200)	32% (196)	13% (77)	9% (53)	15% (92)	617
Community: Suburban	34% (346)	33% (334)	10% (106)	7% (72)	16% (162)	1019
Community: Rural	23% (134)	29% (168)	13% (74)	11% (63)	24% (137)	577
Employ: Private Sector	36% (261)	34% (243)	11% (76)	7% (53)	12% (86)	719
Employ: Government	27% (34)	29% (37)	20% (25)	9% (12)	15% (19)	125
Employ: Self-Employed	36% (75)	33% (67)	11% (23)	8% (16)	12% (24)	205
Employ: Homemaker	20% (30)	32% (48)	17% (26)	11% (16)	21% (32)	152
Employ: Student	39% (20)	25% (13)	16% (8)	7% (4)	13% (7)	52
Employ: Retired	27% (149)	31% (171)	12% (65)	8% (42)	23% (130)	558
Employ: Unemployed	28% (63)	28% (62)	6% (14)	15% (35)	23% (51)	225
Employ: Other	27% (47)	32% (57)	11% (20)	6% (11)	24% (42)	177
Military HH: Yes	34% (108)	34% (107)	9% (28)	7% (23)	15% (48)	315
Military HH: No	30% (570)	31% (591)	12% (229)	9% (165)	18% (343)	1898
RD/WT: Right Direction	38% (261)	28% (193)	12% (80)	6% (41)	17% (117)	692
RD/WT: Wrong Track	27% (418)	33% (505)	12% (177)	10% (148)	18% (274)	1521
Biden Job Approve	35% (346)	31% (304)	11% (109)	7% (65)	16% (157)	982
Biden Job Disapprove	27% (299)	33% (362)	13% (141)	10% (113)	17% (184)	1100

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**Table MCEN1\_12:** Do you have a favorable or unfavorable opinion of the following?  
 Star Wars film franchise

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	31% (679)	32% (698)	12% (257)	9% (189)	18% (391)	2213
Biden Job Strongly Approve	41% (173)	27% (116)	9% (37)	7% (31)	15% (65)	421
Biden Job Somewhat Approve	31% (174)	34% (188)	13% (72)	6% (35)	16% (92)	560
Biden Job Somewhat Disapprove	28% (90)	39% (126)	12% (40)	7% (24)	14% (47)	328
Biden Job Strongly Disapprove	27% (209)	31% (236)	13% (101)	12% (89)	18% (137)	772
Favorable of Biden	35% (348)	30% (298)	11% (112)	7% (66)	16% (162)	986
Unfavorable of Biden	27% (299)	33% (366)	12% (135)	10% (113)	17% (183)	1097
Very Favorable of Biden	41% (194)	26% (124)	9% (42)	7% (35)	16% (78)	473
Somewhat Favorable of Biden	30% (153)	34% (173)	14% (70)	6% (31)	16% (85)	513
Somewhat Unfavorable of Biden	28% (81)	38% (111)	11% (32)	7% (21)	15% (44)	289
Very Unfavorable of Biden	27% (218)	32% (256)	13% (103)	11% (92)	17% (139)	808
#1 Issue: Economy	31% (287)	32% (301)	13% (117)	8% (75)	16% (149)	929
#1 Issue: Security	30% (71)	33% (78)	11% (26)	9% (22)	16% (38)	235
#1 Issue: Health Care	30% (41)	36% (51)	11% (15)	10% (13)	13% (19)	140
#1 Issue: Medicare / Social Security	30% (79)	26% (67)	9% (25)	7% (17)	28% (74)	263
#1 Issue: Women's Issues	32% (93)	29% (84)	12% (35)	10% (28)	17% (51)	292
#1 Issue: Education	31% (25)	41% (33)	8% (7)	9% (7)	12% (9)	81
#1 Issue: Energy	32% (45)	34% (48)	11% (16)	8% (11)	15% (22)	141
#1 Issue: Other	28% (37)	27% (36)	12% (16)	11% (15)	22% (29)	133
2022 House Vote: Democrat	36% (319)	31% (274)	11% (100)	7% (61)	15% (130)	883
2022 House Vote: Republican	30% (203)	33% (224)	11% (77)	9% (58)	17% (114)	675
2022 House Vote: Someone else	24% (18)	37% (28)	7% (5)	12% (9)	20% (15)	76
2022 House Vote: Didnt Vote	24% (138)	30% (172)	13% (75)	10% (61)	23% (132)	578
2020 Vote: Joe Biden	36% (332)	30% (284)	12% (110)	7% (63)	15% (143)	932
2020 Vote: Donald Trump	29% (205)	33% (235)	12% (87)	9% (65)	17% (123)	715
2020 Vote: Other	30% (25)	45% (37)	6% (5)	7% (6)	12% (10)	82
2020 Vote: Didn't Vote	24% (117)	29% (141)	12% (56)	11% (54)	24% (115)	484
2018 House Vote: Democrat	37% (303)	29% (237)	12% (95)	7% (56)	15% (125)	816
2018 House Vote: Republican	28% (169)	34% (203)	12% (70)	8% (48)	18% (105)	596
2018 House Vote: Someone else	32% (24)	43% (33)	4% (3)	8% (6)	12% (9)	75
2018 House Vote: Didnt Vote	25% (183)	31% (225)	12% (89)	11% (78)	21% (152)	726

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**Table MCEN1\_12: Do you have a favorable or unfavorable opinion of the following?**  
*Star Wars film franchise*

<b>Demographic</b>	<b>Very favorable</b>		<b>Somewhat favorable</b>		<b>Somewhat unfavorable</b>		<b>Very unfavorable</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	31%	(679)	32%	(698)	12%	(257)	9%	(189)	18%	(391)	2213
4-Region: Northeast	29%	(112)	29%	(112)	11%	(42)	10%	(37)	21%	(80)	383
4-Region: Midwest	29%	(131)	32%	(145)	11%	(50)	9%	(43)	19%	(88)	457
4-Region: South	30%	(255)	30%	(256)	12%	(97)	9%	(72)	20%	(165)	846
4-Region: West	34%	(181)	35%	(185)	13%	(68)	7%	(36)	11%	(58)	527
Favorable Opinion of Avatar	43%	(510)	35%	(419)	10%	(117)	5%	(60)	8%	(91)	1197
Unfavorable Opinion of Avatar	21%	(90)	30%	(128)	22%	(96)	19%	(82)	7%	(31)	427
Enjoyed Seeing Avatar	40%	(464)	34%	(397)	10%	(111)	6%	(66)	10%	(113)	1150
Did not Enjoy Seeing Avatar	29%	(69)	33%	(80)	20%	(49)	8%	(20)	10%	(24)	243
Saw Avatar	38%	(533)	34%	(477)	11%	(160)	6%	(86)	10%	(137)	1393

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

**Table MCEN2\_1: Generally speaking, how interested are you in watching films?***Longer than three hours*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	14% (314)	32% (710)	30% (663)	15% (339)	8% (188)	2213
Gender: Male	17% (182)	33% (354)	30% (320)	13% (136)	7% (77)	1069
Gender: Female	12% (132)	31% (355)	30% (343)	18% (203)	10% (111)	1144
Age: 18-34	17% (106)	38% (241)	27% (171)	11% (71)	8% (53)	643
Age: 35-44	18% (67)	34% (126)	28% (101)	13% (49)	6% (24)	366
Age: 45-64	13% (94)	32% (227)	32% (226)	15% (109)	8% (59)	715
Age: 65+	10% (47)	24% (115)	34% (165)	22% (110)	11% (52)	489
GenZers: 1997-2012	12% (24)	40% (83)	26% (55)	12% (25)	10% (21)	207
Millennials: 1981-1996	19% (133)	35% (242)	28% (196)	11% (80)	7% (46)	696
GenXers: 1965-1980	14% (75)	35% (183)	28% (149)	14% (75)	8% (43)	525
Baby Boomers: 1946-1964	11% (80)	27% (187)	33% (235)	19% (134)	9% (64)	701
PID: Dem (no lean)	15% (130)	34% (294)	28% (238)	16% (138)	7% (60)	861
PID: Ind (no lean)	13% (92)	31% (215)	32% (220)	13% (89)	10% (72)	688
PID: Rep (no lean)	14% (92)	30% (200)	31% (205)	17% (111)	8% (56)	664
PID/Gender: Dem Men	18% (75)	34% (141)	28% (115)	14% (57)	6% (27)	414
PID/Gender: Dem Women	12% (55)	34% (154)	28% (123)	18% (82)	7% (33)	447
PID/Gender: Ind Men	16% (53)	31% (100)	33% (106)	11% (34)	9% (29)	322
PID/Gender: Ind Women	11% (40)	31% (115)	31% (114)	15% (55)	12% (42)	366
PID/Gender: Rep Men	16% (54)	34% (113)	30% (99)	14% (45)	6% (21)	333
PID/Gender: Rep Women	11% (37)	26% (87)	32% (107)	20% (66)	11% (35)	331
Ideo: Liberal (1-3)	16% (111)	36% (243)	29% (196)	15% (103)	4% (27)	680
Ideo: Moderate (4)	15% (89)	32% (194)	29% (172)	15% (93)	9% (55)	604
Ideo: Conservative (5-7)	12% (81)	29% (196)	33% (224)	17% (118)	10% (66)	684
Educ: < College	15% (213)	33% (472)	29% (411)	14% (197)	10% (146)	1439
Educ: Bachelors degree	13% (66)	31% (155)	31% (153)	19% (91)	5% (27)	491
Educ: Post-grad	12% (35)	30% (84)	35% (99)	18% (50)	5% (14)	283
Income: Under 50k	15% (176)	33% (402)	26% (315)	15% (181)	11% (130)	1205
Income: 50k-100k	15% (103)	30% (205)	33% (226)	15% (104)	5% (37)	674
Income: 100k+	10% (35)	31% (103)	37% (122)	16% (53)	6% (21)	334
Ethnicity: White	13% (219)	31% (530)	31% (530)	17% (287)	9% (146)	1713
Ethnicity: Hispanic	22% (84)	36% (136)	23% (88)	9% (34)	9% (32)	374

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**Table MCEN2\_1: Generally speaking, how interested are you in watching films?  
Longer than three hours**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	14% (314)	32% (710)	30% (663)	15% (339)	8% (188)	2213
Ethnicity: Black	18% (51)	36% (101)	24% (67)	13% (37)	9% (27)	283
Ethnicity: Other	20% (44)	36% (79)	30% (65)	7% (15)	7% (15)	217
All Christian	13% (127)	31% (309)	31% (310)	17% (172)	8% (79)	997
All Non-Christian	12% (12)	32% (34)	32% (33)	16% (17)	8% (9)	106
Atheist	13% (14)	31% (33)	39% (42)	15% (16)	1% (1)	106
Agnostic/Nothing in particular	15% (86)	33% (192)	29% (171)	15% (85)	8% (47)	581
Something Else	18% (75)	33% (141)	25% (108)	11% (48)	12% (52)	423
Religious Non-Protestant/Catholic	11% (15)	28% (38)	33% (45)	18% (24)	11% (15)	136
Evangelical	16% (84)	31% (163)	27% (142)	14% (76)	12% (63)	527
Non-Evangelical	13% (106)	33% (273)	31% (258)	16% (135)	7% (62)	833
Community: Urban	16% (100)	37% (229)	27% (167)	11% (69)	8% (52)	617
Community: Suburban	13% (131)	31% (321)	32% (323)	15% (154)	9% (90)	1019
Community: Rural	14% (83)	28% (160)	30% (173)	20% (115)	8% (45)	577
Employ: Private Sector	16% (116)	35% (251)	30% (217)	15% (107)	4% (28)	719
Employ: Government	17% (21)	31% (39)	38% (47)	8% (10)	6% (7)	125
Employ: Self-Employed	12% (24)	37% (76)	29% (59)	12% (25)	10% (21)	205
Employ: Homemaker	8% (11)	34% (51)	33% (51)	14% (22)	12% (18)	152
Employ: Student	24% (12)	31% (16)	30% (16)	13% (6)	2% (1)	52
Employ: Retired	11% (59)	26% (143)	34% (189)	19% (106)	11% (61)	558
Employ: Unemployed	17% (37)	31% (71)	24% (55)	14% (32)	13% (30)	225
Employ: Other	19% (33)	35% (63)	17% (31)	17% (30)	12% (21)	177
Military HH: Yes	12% (38)	31% (98)	31% (99)	17% (54)	8% (26)	315
Military HH: No	15% (275)	32% (612)	30% (564)	15% (285)	9% (161)	1898
RD/WT: Right Direction	17% (121)	33% (230)	27% (185)	13% (93)	9% (63)	692
RD/WT: Wrong Track	13% (193)	32% (480)	31% (478)	16% (245)	8% (125)	1521
Biden Job Approve	16% (153)	34% (333)	29% (283)	15% (146)	7% (66)	982
Biden Job Disapprove	13% (142)	31% (346)	32% (348)	16% (179)	8% (85)	1100

Continued on next page

**Table MCEN2\_1: Generally speaking, how interested are you in watching films?  
Longer than three hours**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	14% (314)	32% (710)	30% (663)	15% (339)	8% (188)	2213
Biden Job Strongly Approve	20% (83)	34% (144)	23% (95)	14% (60)	9% (38)	421
Biden Job Somewhat Approve	12% (69)	34% (189)	34% (188)	15% (86)	5% (27)	560
Biden Job Somewhat Disapprove	13% (43)	38% (124)	32% (105)	11% (36)	6% (20)	328
Biden Job Strongly Disapprove	13% (100)	29% (222)	32% (243)	18% (142)	8% (65)	772
Favorable of Biden	15% (152)	33% (328)	29% (282)	16% (155)	7% (69)	986
Unfavorable of Biden	13% (146)	31% (338)	32% (351)	16% (177)	8% (86)	1097
Very Favorable of Biden	18% (86)	35% (164)	24% (112)	14% (68)	9% (43)	473
Somewhat Favorable of Biden	13% (66)	32% (165)	33% (170)	17% (86)	5% (26)	513
Somewhat Unfavorable of Biden	15% (42)	35% (102)	31% (91)	11% (33)	7% (21)	289
Very Unfavorable of Biden	13% (103)	29% (235)	32% (261)	18% (145)	8% (64)	808
#1 Issue: Economy	13% (125)	33% (305)	31% (284)	16% (150)	7% (65)	929
#1 Issue: Security	16% (39)	27% (63)	30% (70)	17% (39)	10% (24)	235
#1 Issue: Health Care	13% (19)	36% (50)	35% (48)	10% (14)	6% (9)	140
#1 Issue: Medicare / Social Security	14% (36)	27% (70)	27% (72)	17% (45)	15% (39)	263
#1 Issue: Women's Issues	15% (43)	33% (95)	30% (88)	16% (48)	6% (17)	292
#1 Issue: Education	16% (13)	46% (37)	26% (21)	8% (7)	4% (3)	81
#1 Issue: Energy	15% (21)	37% (52)	28% (39)	15% (21)	5% (7)	141
#1 Issue: Other	13% (18)	29% (38)	30% (40)	10% (14)	17% (23)	133
2022 House Vote: Democrat	15% (131)	35% (311)	29% (260)	14% (127)	6% (54)	883
2022 House Vote: Republican	13% (84)	31% (208)	31% (208)	18% (122)	8% (53)	675
2022 House Vote: Someone else	9% (7)	31% (24)	37% (29)	11% (9)	10% (8)	76
2022 House Vote: Didnt Vote	16% (91)	29% (167)	29% (166)	14% (81)	13% (73)	578
2020 Vote: Joe Biden	15% (144)	33% (309)	31% (288)	14% (134)	6% (57)	932
2020 Vote: Donald Trump	13% (94)	31% (219)	30% (215)	17% (122)	9% (65)	715
2020 Vote: Other	15% (12)	36% (29)	32% (27)	13% (11)	4% (3)	82
2020 Vote: Didn't Vote	13% (63)	31% (152)	28% (133)	15% (72)	13% (63)	484
2018 House Vote: Democrat	16% (131)	33% (270)	30% (245)	14% (117)	7% (53)	816
2018 House Vote: Republican	11% (68)	30% (178)	33% (195)	17% (103)	9% (53)	596
2018 House Vote: Someone else	11% (8)	36% (27)	32% (24)	15% (11)	6% (5)	75
2018 House Vote: Didnt Vote	15% (107)	32% (235)	27% (199)	15% (107)	11% (77)	726

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**Table MCEN2\_1: Generally speaking, how interested are you in watching films?  
Longer than three hours**

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not too interested</b>		<b>Not interested at all</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	14%	(314)	32%	(710)	30%	(663)	15%	(339)	8%	(188)	2213
4-Region: Northeast	13%	(49)	30%	(115)	35%	(133)	18%	(69)	5%	(18)	383
4-Region: Midwest	15%	(66)	30%	(136)	30%	(135)	16%	(74)	10%	(45)	457
4-Region: South	14%	(114)	32%	(270)	29%	(246)	16%	(136)	9%	(79)	846
4-Region: West	16%	(84)	36%	(189)	28%	(148)	11%	(60)	9%	(47)	527
Favorable Opinion of Avatar	19%	(224)	40%	(473)	29%	(344)	9%	(108)	4%	(48)	1197
Unfavorable Opinion of Avatar	13%	(54)	30%	(126)	32%	(138)	19%	(80)	7%	(29)	427
Enjoyed Seeing Avatar	19%	(214)	40%	(459)	28%	(326)	8%	(97)	5%	(54)	1150
Did not Enjoy Seeing Avatar	14%	(34)	32%	(78)	34%	(83)	13%	(32)	7%	(17)	243
Saw Avatar	18%	(248)	39%	(537)	29%	(409)	9%	(129)	5%	(71)	1393

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

**Table MCEN2\_2: Generally speaking, how interested are you in watching films?**

In 3D

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	19% (420)	29% (631)	24% (537)	19% (425)	9% (199)	2213
Gender: Male	20% (217)	31% (331)	24% (256)	18% (193)	7% (71)	1069
Gender: Female	18% (203)	26% (300)	25% (281)	20% (232)	11% (128)	1144
Age: 18-34	27% (177)	27% (176)	23% (150)	16% (103)	6% (38)	643
Age: 35-44	24% (88)	30% (109)	24% (87)	17% (62)	6% (21)	366
Age: 45-64	16% (112)	30% (216)	25% (177)	18% (129)	11% (81)	715
Age: 65+	9% (44)	27% (131)	25% (124)	27% (131)	12% (59)	489
GenZers: 1997-2012	31% (65)	27% (55)	22% (46)	14% (28)	6% (13)	207
Millennials: 1981-1996	25% (177)	27% (190)	24% (167)	18% (122)	6% (40)	696
GenXers: 1965-1980	17% (90)	32% (166)	26% (138)	17% (87)	8% (45)	525
Baby Boomers: 1946-1964	12% (84)	29% (204)	24% (171)	23% (158)	12% (84)	701
PID: Dem (no lean)	22% (185)	29% (247)	24% (205)	17% (150)	9% (74)	861
PID: Ind (no lean)	17% (118)	29% (202)	26% (177)	18% (123)	10% (68)	688
PID: Rep (no lean)	18% (118)	28% (183)	23% (155)	23% (152)	9% (57)	664
PID/Gender: Dem Men	24% (101)	33% (135)	20% (82)	17% (70)	6% (26)	414
PID/Gender: Dem Women	19% (84)	25% (112)	28% (123)	18% (80)	11% (48)	447
PID/Gender: Ind Men	16% (52)	32% (104)	28% (89)	15% (49)	9% (27)	322
PID/Gender: Ind Women	18% (65)	27% (97)	24% (88)	20% (74)	11% (41)	366
PID/Gender: Rep Men	19% (64)	28% (92)	26% (85)	22% (75)	5% (17)	333
PID/Gender: Rep Women	16% (54)	27% (91)	21% (70)	23% (78)	12% (39)	331
Ideo: Liberal (1-3)	20% (138)	28% (189)	26% (174)	20% (139)	6% (39)	680
Ideo: Moderate (4)	20% (120)	30% (183)	24% (146)	17% (100)	9% (55)	604
Ideo: Conservative (5-7)	16% (112)	27% (181)	25% (172)	23% (157)	9% (62)	684
Educ: < College	21% (304)	30% (426)	22% (320)	17% (240)	10% (148)	1439
Educ: Bachelors degree	16% (77)	26% (128)	27% (133)	25% (122)	6% (31)	491
Educ: Post-grad	14% (39)	27% (76)	30% (84)	22% (63)	7% (20)	283
Income: Under 50k	20% (240)	28% (337)	22% (263)	19% (229)	11% (136)	1205
Income: 50k-100k	20% (137)	28% (187)	27% (180)	19% (130)	6% (39)	674
Income: 100k+	13% (43)	32% (107)	28% (94)	20% (66)	7% (24)	334
Ethnicity: White	16% (276)	28% (473)	25% (433)	22% (372)	9% (159)	1713
Ethnicity: Hispanic	24% (89)	33% (125)	23% (86)	13% (47)	7% (28)	374

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**Table MCEN2\_2: Generally speaking, how interested are you in watching films?**

In 3D

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	19%	(420)	29%	(631)	24%	(537)	19%	(425)	9%	(199)	2213
Ethnicity: Black	35%	(99)	30%	(84)	15%	(43)	11%	(31)	9%	(26)	283
Ethnicity: Other	21%	(46)	34%	(74)	28%	(61)	10%	(22)	7%	(14)	217
All Christian	17%	(169)	30%	(302)	23%	(233)	21%	(209)	8%	(84)	997
All Non-Christian	18%	(19)	24%	(25)	28%	(30)	19%	(20)	11%	(12)	106
Atheist	11%	(12)	29%	(31)	29%	(31)	26%	(28)	4%	(5)	106
Agnostic/Nothing in particular	20%	(119)	27%	(155)	26%	(153)	19%	(110)	8%	(44)	581
Something Else	24%	(102)	28%	(118)	21%	(90)	14%	(58)	13%	(55)	423
Religious Non-Protestant/Catholic	16%	(22)	22%	(30)	24%	(33)	27%	(36)	11%	(16)	136
Evangelical	24%	(125)	28%	(148)	20%	(107)	16%	(85)	12%	(61)	527
Non-Evangelical	16%	(130)	31%	(258)	25%	(211)	20%	(163)	9%	(72)	833
Community: Urban	22%	(135)	31%	(192)	23%	(144)	15%	(95)	8%	(52)	617
Community: Suburban	18%	(186)	27%	(272)	26%	(265)	20%	(208)	9%	(89)	1019
Community: Rural	17%	(100)	29%	(166)	22%	(129)	21%	(123)	10%	(58)	577
Employ: Private Sector	20%	(145)	28%	(200)	28%	(198)	19%	(136)	5%	(39)	719
Employ: Government	21%	(26)	34%	(42)	24%	(30)	17%	(21)	4%	(5)	125
Employ: Self-Employed	26%	(54)	25%	(51)	26%	(53)	14%	(28)	10%	(20)	205
Employ: Homemaker	16%	(24)	29%	(44)	28%	(42)	16%	(24)	12%	(18)	152
Employ: Student	37%	(19)	29%	(15)	15%	(8)	18%	(9)	2%	(1)	52
Employ: Retired	11%	(60)	29%	(163)	23%	(126)	25%	(140)	12%	(68)	558
Employ: Unemployed	21%	(47)	30%	(68)	18%	(42)	19%	(42)	12%	(27)	225
Employ: Other	26%	(45)	27%	(48)	22%	(39)	14%	(25)	12%	(21)	177
Military HH: Yes	15%	(46)	31%	(96)	22%	(70)	24%	(76)	8%	(26)	315
Military HH: No	20%	(374)	28%	(535)	25%	(467)	18%	(350)	9%	(173)	1898
RD/WT: Right Direction	23%	(156)	29%	(197)	22%	(152)	17%	(116)	10%	(71)	692
RD/WT: Wrong Track	17%	(265)	29%	(434)	25%	(385)	20%	(309)	8%	(129)	1521
Biden Job Approve	21%	(203)	29%	(285)	24%	(238)	18%	(173)	8%	(83)	982
Biden Job Disapprove	18%	(193)	28%	(311)	25%	(274)	22%	(239)	8%	(83)	1100

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**Table MCEN2\_2: Generally speaking, how interested are you in watching films?**  
 In 3D

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	19% (420)	29% (631)	24% (537)	19% (425)	9% (199)	2213
Biden Job Strongly Approve	25% (104)	25% (107)	20% (86)	20% (82)	10% (41)	421
Biden Job Somewhat Approve	18% (98)	32% (178)	27% (152)	16% (91)	7% (42)	560
Biden Job Somewhat Disapprove	16% (54)	33% (108)	27% (90)	18% (58)	6% (19)	328
Biden Job Strongly Disapprove	18% (139)	26% (203)	24% (184)	24% (182)	8% (64)	772
Favorable of Biden	20% (200)	28% (279)	25% (245)	18% (176)	9% (86)	986
Unfavorable of Biden	18% (195)	29% (316)	24% (265)	22% (240)	7% (81)	1097
Very Favorable of Biden	23% (111)	25% (118)	23% (107)	19% (89)	10% (48)	473
Somewhat Favorable of Biden	17% (89)	31% (161)	27% (138)	17% (87)	7% (38)	513
Somewhat Unfavorable of Biden	20% (59)	31% (90)	25% (71)	20% (56)	5% (14)	289
Very Unfavorable of Biden	17% (137)	28% (226)	24% (194)	23% (184)	8% (67)	808
#1 Issue: Economy	19% (181)	30% (278)	24% (226)	19% (179)	7% (66)	929
#1 Issue: Security	22% (53)	29% (67)	23% (53)	17% (39)	10% (23)	235
#1 Issue: Health Care	18% (25)	36% (51)	26% (36)	14% (20)	6% (8)	140
#1 Issue: Medicare / Social Security	13% (34)	26% (69)	21% (56)	22% (57)	18% (47)	263
#1 Issue: Women's Issues	20% (57)	26% (75)	28% (83)	20% (57)	7% (20)	292
#1 Issue: Education	25% (20)	37% (30)	21% (17)	11% (9)	7% (5)	81
#1 Issue: Energy	25% (36)	19% (27)	24% (34)	26% (37)	6% (8)	141
#1 Issue: Other	11% (15)	27% (36)	25% (33)	21% (28)	16% (22)	133
2022 House Vote: Democrat	20% (173)	29% (253)	25% (224)	19% (164)	8% (68)	883
2022 House Vote: Republican	16% (107)	29% (196)	24% (161)	24% (159)	8% (53)	675
2022 House Vote: Someone else	20% (15)	27% (21)	21% (16)	22% (17)	10% (8)	76
2022 House Vote: Didnt Vote	22% (125)	28% (161)	24% (136)	15% (85)	12% (70)	578
2020 Vote: Joe Biden	20% (185)	28% (260)	25% (237)	20% (183)	7% (66)	932
2020 Vote: Donald Trump	17% (121)	27% (194)	25% (175)	23% (161)	9% (64)	715
2020 Vote: Other	14% (12)	38% (31)	27% (23)	16% (13)	4% (3)	82
2020 Vote: Didn't Vote	21% (103)	30% (145)	21% (102)	14% (68)	14% (66)	484
2018 House Vote: Democrat	20% (159)	29% (240)	25% (206)	18% (145)	8% (65)	816
2018 House Vote: Republican	16% (97)	28% (164)	23% (138)	25% (149)	8% (48)	596
2018 House Vote: Someone else	18% (13)	32% (24)	27% (21)	17% (13)	6% (5)	75
2018 House Vote: Didnt Vote	21% (151)	28% (202)	24% (172)	16% (118)	11% (82)	726

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**Table MCEN2\_2: Generally speaking, how interested are you in watching films?**

*In 3D*

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not too interested</b>		<b>Not interested at all</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	19%	(420)	29%	(631)	24%	(537)	19%	(425)	9%	(199)	2213
4-Region: Northeast	14%	(54)	31%	(117)	24%	(91)	23%	(89)	8%	(32)	383
4-Region: Midwest	19%	(86)	25%	(116)	25%	(115)	19%	(86)	12%	(54)	457
4-Region: South	22%	(182)	29%	(242)	23%	(194)	17%	(148)	9%	(80)	846
4-Region: West	19%	(98)	30%	(156)	26%	(138)	19%	(102)	6%	(33)	527
Favorable Opinion of Avatar	26%	(306)	34%	(401)	24%	(292)	12%	(146)	4%	(51)	1197
Unfavorable Opinion of Avatar	15%	(65)	24%	(103)	24%	(100)	31%	(134)	6%	(24)	427
Enjoyed Seeing Avatar	24%	(279)	34%	(390)	23%	(268)	13%	(149)	6%	(63)	1150
Did not Enjoy Seeing Avatar	15%	(37)	21%	(52)	26%	(64)	31%	(76)	6%	(14)	243
Saw Avatar	23%	(317)	32%	(442)	24%	(333)	16%	(225)	6%	(77)	1393

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

**Table MCEN2\_3: Generally speaking, how interested are you in watching films?***In standard movie theaters*

<b>Demographic</b>	<b>Very interested</b>	<b>Somewhat interested</b>	<b>Not too interested</b>	<b>Not interested at all</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	29% (634)	39% (860)	14% (313)	12% (256)	7% (149)	2213
Gender: Male	31% (336)	38% (402)	14% (151)	11% (114)	6% (67)	1069
Gender: Female	26% (299)	40% (459)	14% (162)	12% (142)	7% (82)	1144
Age: 18-34	36% (230)	40% (257)	12% (80)	4% (26)	8% (50)	643
Age: 35-44	34% (125)	36% (131)	15% (54)	10% (36)	6% (21)	366
Age: 45-64	26% (189)	40% (288)	13% (93)	14% (101)	6% (44)	715
Age: 65+	18% (90)	38% (185)	18% (87)	19% (93)	7% (34)	489
GenZers: 1997-2012	38% (79)	35% (72)	14% (30)	3% (6)	10% (20)	207
Millennials: 1981-1996	34% (240)	40% (277)	13% (91)	6% (43)	7% (46)	696
GenXers: 1965-1980	28% (149)	40% (209)	14% (76)	13% (68)	4% (23)	525
Baby Boomers: 1946-1964	22% (155)	39% (276)	15% (104)	17% (118)	7% (48)	701
PID: Dem (no lean)	32% (275)	38% (329)	14% (119)	11% (92)	5% (45)	861
PID: Ind (no lean)	26% (176)	39% (269)	15% (100)	12% (79)	9% (63)	688
PID: Rep (no lean)	28% (183)	39% (262)	14% (94)	13% (85)	6% (40)	664
PID/Gender: Dem Men	36% (149)	35% (143)	13% (55)	10% (42)	6% (25)	414
PID/Gender: Dem Women	28% (125)	42% (186)	14% (64)	11% (51)	5% (21)	447
PID/Gender: Ind Men	26% (83)	40% (129)	15% (48)	11% (34)	9% (28)	322
PID/Gender: Ind Women	25% (93)	38% (140)	14% (53)	12% (45)	10% (35)	366
PID/Gender: Rep Men	31% (103)	39% (129)	15% (49)	11% (38)	4% (14)	333
PID/Gender: Rep Women	24% (80)	40% (133)	14% (45)	14% (47)	8% (26)	331
Ideo: Liberal (1-3)	33% (226)	37% (252)	15% (104)	11% (77)	3% (20)	680
Ideo: Moderate (4)	29% (177)	41% (250)	12% (75)	11% (64)	6% (37)	604
Ideo: Conservative (5-7)	24% (165)	39% (266)	16% (113)	14% (94)	7% (46)	684
Educ: < College	28% (409)	38% (543)	14% (201)	11% (165)	8% (120)	1439
Educ: Bachelors degree	28% (139)	40% (195)	15% (75)	13% (64)	4% (19)	491
Educ: Post-grad	30% (86)	43% (123)	13% (38)	10% (27)	3% (9)	283
Income: Under 50k	27% (320)	37% (451)	14% (164)	13% (161)	9% (109)	1205
Income: 50k-100k	33% (222)	38% (258)	16% (106)	9% (61)	4% (27)	674
Income: 100k+	28% (93)	45% (151)	13% (44)	10% (34)	4% (12)	334
Ethnicity: White	25% (428)	40% (686)	15% (262)	13% (227)	6% (111)	1713
Ethnicity: Hispanic	34% (127)	42% (157)	10% (37)	8% (30)	7% (24)	374

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**Table MCEN2\_3: Generally speaking, how interested are you in watching films?  
In standard movie theaters**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	29% (634)	39% (860)	14% (313)	12% (256)	7% (149)	2213
Ethnicity: Black	45% (127)	30% (85)	9% (27)	8% (22)	8% (22)	283
Ethnicity: Other	36% (79)	41% (90)	11% (25)	4% (8)	7% (16)	217
All Christian	27% (265)	40% (403)	14% (137)	13% (125)	7% (67)	997
All Non-Christian	32% (34)	30% (32)	16% (16)	15% (16)	7% (7)	106
Atheist	22% (24)	42% (45)	18% (20)	15% (16)	2% (2)	106
Agnostic/Nothing in particular	30% (173)	36% (212)	16% (91)	11% (65)	7% (41)	581
Something Else	33% (139)	40% (169)	12% (49)	8% (35)	7% (31)	423
Religious Non-Protestant/Catholic	31% (42)	32% (43)	14% (19)	16% (22)	8% (11)	136
Evangelical	32% (171)	38% (200)	12% (61)	10% (51)	8% (44)	527
Non-Evangelical	26% (214)	42% (350)	15% (121)	12% (97)	6% (50)	833
Community: Urban	34% (212)	37% (226)	14% (87)	8% (47)	7% (45)	617
Community: Suburban	29% (292)	41% (423)	13% (128)	11% (117)	6% (60)	1019
Community: Rural	23% (131)	37% (212)	17% (98)	16% (93)	8% (44)	577
Employ: Private Sector	33% (235)	41% (296)	14% (98)	10% (69)	3% (20)	719
Employ: Government	37% (47)	37% (46)	16% (20)	5% (6)	4% (5)	125
Employ: Self-Employed	38% (78)	36% (74)	13% (28)	5% (11)	7% (14)	205
Employ: Homemaker	21% (32)	47% (72)	14% (22)	10% (16)	7% (10)	152
Employ: Student	36% (19)	48% (25)	11% (6)	1% (1)	4% (2)	52
Employ: Retired	19% (105)	36% (203)	17% (95)	19% (105)	9% (49)	558
Employ: Unemployed	29% (65)	35% (80)	13% (30)	11% (26)	11% (25)	225
Employ: Other	30% (53)	36% (64)	8% (15)	13% (23)	13% (23)	177
Military HH: Yes	29% (92)	38% (118)	16% (50)	12% (37)	6% (18)	315
Military HH: No	29% (543)	39% (742)	14% (263)	12% (220)	7% (130)	1898
RD/WT: Right Direction	32% (225)	37% (258)	12% (86)	10% (72)	7% (51)	692
RD/WT: Wrong Track	27% (410)	40% (602)	15% (227)	12% (184)	6% (98)	1521
Biden Job Approve	32% (311)	39% (379)	13% (128)	11% (112)	5% (51)	982
Biden Job Disapprove	27% (295)	40% (437)	15% (165)	12% (135)	6% (69)	1100

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**Table MCEN2\_3: Generally speaking, how interested are you in watching films?***In standard movie theaters*

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not too interested</b>		<b>Not interested at all</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	29%	(634)	39%	(860)	14%	(313)	12%	(256)	7%	(149)	2213
Biden Job Strongly Approve	35%	(147)	32%	(137)	12%	(52)	14%	(59)	6%	(26)	421
Biden Job Somewhat Approve	29%	(164)	43%	(243)	14%	(76)	10%	(53)	4%	(24)	560
Biden Job Somewhat Disapprove	31%	(102)	41%	(134)	14%	(44)	7%	(22)	8%	(26)	328
Biden Job Strongly Disapprove	25%	(193)	39%	(302)	16%	(121)	15%	(112)	6%	(43)	772
Favorable of Biden	32%	(311)	38%	(372)	14%	(134)	11%	(111)	6%	(58)	986
Unfavorable of Biden	27%	(298)	40%	(435)	15%	(160)	13%	(139)	6%	(65)	1097
Very Favorable of Biden	33%	(158)	32%	(153)	14%	(64)	14%	(64)	7%	(33)	473
Somewhat Favorable of Biden	30%	(153)	43%	(220)	14%	(70)	9%	(47)	5%	(24)	513
Somewhat Unfavorable of Biden	31%	(91)	42%	(120)	14%	(40)	7%	(20)	6%	(18)	289
Very Unfavorable of Biden	26%	(207)	39%	(315)	15%	(120)	15%	(119)	6%	(47)	808
#1 Issue: Economy	30%	(282)	39%	(367)	13%	(125)	11%	(105)	5%	(50)	929
#1 Issue: Security	24%	(56)	44%	(103)	13%	(31)	13%	(31)	6%	(14)	235
#1 Issue: Health Care	31%	(43)	36%	(50)	16%	(23)	12%	(17)	5%	(7)	140
#1 Issue: Medicare / Social Security	23%	(61)	32%	(84)	15%	(39)	16%	(43)	13%	(35)	263
#1 Issue: Women's Issues	32%	(92)	42%	(122)	14%	(41)	7%	(19)	6%	(18)	292
#1 Issue: Education	35%	(28)	38%	(30)	16%	(13)	6%	(5)	5%	(4)	81
#1 Issue: Energy	28%	(39)	40%	(57)	15%	(21)	14%	(20)	3%	(4)	141
#1 Issue: Other	25%	(33)	35%	(47)	16%	(21)	12%	(16)	12%	(16)	133
2022 House Vote: Democrat	32%	(285)	38%	(338)	14%	(126)	11%	(97)	4%	(38)	883
2022 House Vote: Republican	25%	(170)	42%	(285)	13%	(90)	14%	(96)	5%	(34)	675
2022 House Vote: Someone else	31%	(24)	40%	(30)	12%	(9)	12%	(9)	5%	(4)	76
2022 House Vote: Didn't Vote	27%	(156)	36%	(207)	15%	(88)	9%	(55)	13%	(73)	578
2020 Vote: Joe Biden	31%	(287)	40%	(377)	14%	(131)	11%	(100)	4%	(38)	932
2020 Vote: Donald Trump	25%	(177)	39%	(281)	16%	(114)	14%	(99)	6%	(44)	715
2020 Vote: Other	41%	(34)	34%	(28)	12%	(10)	9%	(8)	4%	(3)	82
2020 Vote: Didn't Vote	28%	(137)	36%	(175)	12%	(58)	10%	(50)	13%	(64)	484
2018 House Vote: Democrat	33%	(270)	38%	(312)	13%	(106)	11%	(91)	5%	(38)	816
2018 House Vote: Republican	25%	(150)	41%	(246)	15%	(89)	13%	(80)	5%	(31)	596
2018 House Vote: Someone else	33%	(25)	38%	(29)	14%	(10)	10%	(8)	5%	(4)	75
2018 House Vote: Didn't Vote	26%	(190)	38%	(274)	15%	(107)	11%	(77)	11%	(77)	726

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**Table MCEN2\_3: Generally speaking, how interested are you in watching films?**

*In standard movie theaters*

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not too interested</b>		<b>Not interested at all</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	29%	(634)	39%	(860)	14%	(313)	12%	(256)	7%	(149)	2213
4-Region: Northeast	24%	(94)	38%	(145)	15%	(57)	17%	(63)	6%	(24)	383
4-Region: Midwest	30%	(137)	36%	(166)	16%	(74)	10%	(46)	8%	(35)	457
4-Region: South	29%	(243)	39%	(326)	15%	(125)	11%	(96)	7%	(56)	846
4-Region: West	30%	(160)	42%	(224)	11%	(58)	10%	(51)	6%	(34)	527
Favorable Opinion of Avatar	37%	(443)	39%	(467)	14%	(162)	8%	(95)	3%	(30)	1197
Unfavorable Opinion of Avatar	26%	(113)	43%	(182)	13%	(56)	14%	(58)	4%	(18)	427
Enjoyed Seeing Avatar	36%	(412)	41%	(470)	13%	(154)	7%	(79)	3%	(35)	1150
Did not Enjoy Seeing Avatar	29%	(71)	45%	(110)	13%	(31)	9%	(22)	4%	(10)	243
Saw Avatar	35%	(483)	42%	(580)	13%	(184)	7%	(100)	3%	(45)	1393

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

**Table MCEN2\_4: Generally speaking, how interested are you in watching films?  
 In IMAX theaters**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	25% (545)	33% (735)	16% (363)	15% (322)	11% (247)	2213
Gender: Male	28% (294)	34% (360)	17% (181)	13% (136)	9% (98)	1069
Gender: Female	22% (250)	33% (376)	16% (182)	16% (186)	13% (149)	1144
Age: 18-34	34% (218)	32% (208)	15% (99)	9% (59)	9% (60)	643
Age: 35-44	29% (107)	35% (126)	17% (61)	11% (40)	9% (32)	366
Age: 45-64	22% (154)	34% (242)	16% (113)	16% (116)	13% (90)	715
Age: 65+	13% (66)	33% (159)	19% (91)	22% (108)	13% (65)	489
GenZers: 1997-2012	38% (78)	29% (61)	14% (29)	8% (17)	11% (22)	207
Millennials: 1981-1996	32% (221)	33% (230)	16% (112)	10% (71)	9% (61)	696
GenXers: 1965-1980	25% (130)	37% (195)	14% (72)	14% (72)	10% (55)	525
Baby Boomers: 1946-1964	15% (105)	33% (232)	19% (136)	19% (134)	13% (94)	701
PID: Dem (no lean)	27% (230)	34% (295)	17% (145)	13% (109)	9% (82)	861
PID: Ind (no lean)	24% (167)	32% (218)	15% (106)	15% (101)	14% (95)	688
PID: Rep (no lean)	22% (148)	33% (222)	17% (112)	17% (112)	11% (71)	664
PID/Gender: Dem Men	30% (125)	33% (136)	18% (76)	11% (44)	8% (33)	414
PID/Gender: Dem Women	24% (105)	36% (159)	16% (69)	15% (65)	11% (48)	447
PID/Gender: Ind Men	27% (88)	32% (105)	14% (45)	13% (43)	13% (41)	322
PID/Gender: Ind Women	22% (79)	31% (114)	17% (61)	16% (58)	15% (54)	366
PID/Gender: Rep Men	24% (81)	36% (119)	18% (60)	15% (48)	7% (24)	333
PID/Gender: Rep Women	20% (66)	31% (103)	16% (52)	19% (63)	14% (47)	331
Ideo: Liberal (1-3)	28% (192)	33% (224)	18% (119)	14% (94)	8% (51)	680
Ideo: Moderate (4)	27% (164)	35% (213)	15% (90)	13% (76)	10% (61)	604
Ideo: Conservative (5-7)	20% (135)	32% (222)	18% (122)	18% (122)	12% (83)	684
Educ: < College	26% (374)	32% (463)	14% (202)	14% (204)	14% (197)	1439
Educ: Bachelors degree	22% (109)	37% (179)	18% (89)	16% (80)	7% (34)	491
Educ: Post-grad	22% (62)	33% (93)	26% (73)	14% (38)	6% (17)	283
Income: Under 50k	24% (293)	31% (379)	14% (170)	15% (184)	15% (178)	1205
Income: 50k-100k	27% (183)	32% (216)	19% (125)	15% (100)	7% (50)	674
Income: 100k+	21% (69)	42% (140)	20% (68)	11% (38)	6% (19)	334
Ethnicity: White	21% (364)	33% (562)	19% (319)	16% (277)	11% (191)	1713
Ethnicity: Hispanic	33% (122)	37% (138)	11% (40)	10% (38)	10% (37)	374

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**Table MCEN2\_4: Generally speaking, how interested are you in watching films?**

*In IMAX theaters*

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not too interested</b>		<b>Not interested at all</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	25%	(545)	33%	(735)	16%	(363)	15%	(322)	11%	(247)	2213
Ethnicity: Black	37%	(104)	33%	(92)	8%	(24)	10%	(29)	12%	(34)	283
Ethnicity: Other	35%	(77)	37%	(81)	10%	(21)	7%	(16)	10%	(22)	217
All Christian	22%	(221)	34%	(340)	18%	(176)	15%	(152)	11%	(109)	997
All Non-Christian	22%	(23)	30%	(32)	22%	(23)	17%	(18)	9%	(10)	106
Atheist	19%	(20)	34%	(36)	23%	(24)	20%	(21)	5%	(5)	106
Agnostic/Nothing in particular	25%	(145)	34%	(195)	16%	(96)	15%	(84)	10%	(61)	581
Something Else	32%	(136)	31%	(133)	11%	(45)	11%	(47)	15%	(62)	423
Religious Non-Protestant/Catholic	22%	(30)	30%	(41)	22%	(30)	17%	(23)	9%	(12)	136
Evangelical	28%	(145)	33%	(171)	12%	(64)	13%	(68)	15%	(78)	527
Non-Evangelical	23%	(193)	34%	(281)	18%	(147)	15%	(123)	11%	(88)	833
Community: Urban	30%	(188)	34%	(207)	16%	(100)	10%	(61)	10%	(62)	617
Community: Suburban	24%	(244)	37%	(372)	16%	(166)	14%	(141)	9%	(97)	1019
Community: Rural	20%	(113)	27%	(156)	17%	(98)	21%	(120)	15%	(89)	577
Employ: Private Sector	29%	(207)	34%	(242)	18%	(132)	13%	(94)	6%	(44)	719
Employ: Government	39%	(49)	26%	(32)	17%	(21)	12%	(15)	6%	(8)	125
Employ: Self-Employed	32%	(66)	34%	(69)	15%	(31)	9%	(18)	10%	(20)	205
Employ: Homemaker	16%	(25)	42%	(64)	19%	(28)	11%	(17)	11%	(17)	152
Employ: Student	44%	(23)	26%	(13)	17%	(9)	7%	(4)	7%	(4)	52
Employ: Retired	13%	(71)	34%	(191)	17%	(95)	21%	(117)	15%	(84)	558
Employ: Unemployed	27%	(61)	28%	(63)	15%	(34)	14%	(31)	16%	(36)	225
Employ: Other	25%	(44)	34%	(60)	7%	(13)	14%	(26)	19%	(34)	177
Military HH: Yes	23%	(72)	29%	(92)	16%	(51)	17%	(54)	14%	(45)	315
Military HH: No	25%	(473)	34%	(644)	16%	(312)	14%	(268)	11%	(202)	1898
RD/WT: Right Direction	27%	(190)	31%	(214)	17%	(117)	13%	(93)	11%	(78)	692
RD/WT: Wrong Track	23%	(355)	34%	(522)	16%	(246)	15%	(229)	11%	(169)	1521
Biden Job Approve	25%	(250)	33%	(328)	17%	(171)	14%	(136)	10%	(97)	982
Biden Job Disapprove	24%	(262)	33%	(368)	16%	(177)	16%	(176)	11%	(117)	1100

Continued on next page

**Table MCEN2\_4: Generally speaking, how interested are you in watching films?  
 In IMAX theaters**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	25% (545)	33% (735)	16% (363)	15% (322)	11% (247)	2213
Biden Job Strongly Approve	28% (119)	28% (116)	16% (69)	16% (69)	11% (48)	421
Biden Job Somewhat Approve	23% (131)	38% (212)	18% (102)	12% (67)	9% (48)	560
Biden Job Somewhat Disapprove	28% (93)	39% (128)	14% (47)	10% (34)	8% (26)	328
Biden Job Strongly Disapprove	22% (169)	31% (240)	17% (130)	18% (142)	12% (91)	772
Favorable of Biden	25% (250)	34% (334)	17% (169)	14% (134)	10% (100)	986
Unfavorable of Biden	25% (270)	33% (358)	16% (177)	16% (179)	10% (114)	1097
Very Favorable of Biden	27% (129)	28% (131)	18% (85)	15% (72)	12% (56)	473
Somewhat Favorable of Biden	23% (120)	40% (203)	16% (84)	12% (63)	8% (43)	513
Somewhat Unfavorable of Biden	30% (87)	35% (100)	16% (46)	10% (29)	10% (28)	289
Very Unfavorable of Biden	23% (183)	32% (258)	16% (131)	19% (150)	11% (87)	808
#1 Issue: Economy	27% (249)	34% (312)	17% (159)	13% (122)	9% (87)	929
#1 Issue: Security	25% (59)	30% (71)	13% (31)	18% (41)	14% (33)	235
#1 Issue: Health Care	25% (34)	29% (41)	22% (31)	15% (21)	9% (13)	140
#1 Issue: Medicare / Social Security	15% (40)	31% (80)	16% (41)	17% (46)	21% (56)	263
#1 Issue: Women's Issues	25% (73)	39% (113)	15% (44)	14% (40)	8% (22)	292
#1 Issue: Education	28% (23)	42% (34)	10% (8)	9% (7)	10% (8)	81
#1 Issue: Energy	27% (38)	31% (44)	22% (31)	15% (21)	6% (8)	141
#1 Issue: Other	22% (29)	31% (41)	14% (19)	18% (23)	15% (20)	133
2022 House Vote: Democrat	25% (222)	36% (322)	17% (152)	13% (115)	8% (73)	883
2022 House Vote: Republican	21% (144)	35% (237)	16% (109)	18% (118)	10% (67)	675
2022 House Vote: Someone else	27% (21)	33% (25)	15% (11)	16% (12)	9% (7)	76
2022 House Vote: Didnt Vote	27% (158)	26% (152)	16% (91)	13% (76)	17% (100)	578
2020 Vote: Joe Biden	26% (239)	35% (327)	18% (164)	13% (120)	9% (82)	932
2020 Vote: Donald Trump	22% (161)	32% (227)	17% (120)	17% (125)	12% (83)	715
2020 Vote: Other	32% (26)	34% (28)	13% (10)	17% (14)	5% (4)	82
2020 Vote: Didn't Vote	25% (120)	32% (154)	14% (68)	13% (63)	16% (79)	484
2018 House Vote: Democrat	26% (213)	35% (283)	18% (144)	13% (102)	9% (74)	816
2018 House Vote: Republican	22% (133)	33% (199)	16% (96)	18% (106)	10% (62)	596
2018 House Vote: Someone else	20% (15)	37% (28)	19% (14)	14% (10)	10% (7)	75
2018 House Vote: Didnt Vote	25% (184)	31% (225)	15% (110)	14% (104)	14% (104)	726

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**Table MCEN2\_4: Generally speaking, how interested are you in watching films?**

*In IMAX theaters*

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not too interested</b>		<b>Not interested at all</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	25%	(545)	33%	(735)	16%	(363)	15%	(322)	11%	(247)	2213
4-Region: Northeast	21%	(80)	36%	(137)	17%	(64)	18%	(71)	8%	(31)	383
4-Region: Midwest	22%	(103)	31%	(144)	19%	(87)	13%	(59)	14%	(65)	457
4-Region: South	26%	(218)	32%	(267)	15%	(131)	15%	(123)	13%	(108)	846
4-Region: West	27%	(144)	36%	(188)	16%	(82)	13%	(70)	8%	(43)	527
Favorable Opinion of Avatar	33%	(399)	36%	(429)	15%	(176)	9%	(111)	7%	(81)	1197
Unfavorable Opinion of Avatar	22%	(93)	29%	(126)	21%	(89)	21%	(89)	7%	(31)	427
Enjoyed Seeing Avatar	33%	(379)	36%	(410)	15%	(172)	9%	(106)	7%	(83)	1150
Did not Enjoy Seeing Avatar	25%	(60)	28%	(68)	24%	(58)	15%	(37)	9%	(21)	243
Saw Avatar	32%	(439)	34%	(478)	16%	(229)	10%	(142)	7%	(104)	1393

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

**Table MCEN2\_5: Generally speaking, how interested are you in watching films?***On streaming services the day they are released in theaters*

<b>Demographic</b>	<b>Very interested</b>	<b>Somewhat interested</b>	<b>Not too interested</b>	<b>Not interested at all</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	34% (760)	30% (659)	14% (320)	12% (274)	9% (199)	2213
Gender: Male	33% (351)	31% (333)	14% (153)	13% (144)	8% (88)	1069
Gender: Female	36% (408)	29% (326)	15% (168)	11% (130)	10% (112)	1144
Age: 18-34	45% (292)	32% (206)	11% (70)	5% (30)	7% (45)	643
Age: 35-44	44% (161)	31% (115)	13% (48)	6% (23)	5% (19)	366
Age: 45-64	30% (218)	31% (224)	15% (107)	13% (94)	10% (73)	715
Age: 65+	18% (89)	23% (115)	19% (95)	26% (128)	13% (63)	489
GenZers: 1997-2012	42% (88)	29% (61)	15% (32)	4% (8)	9% (18)	207
Millennials: 1981-1996	46% (322)	31% (219)	11% (74)	6% (40)	6% (41)	696
GenXers: 1965-1980	35% (185)	33% (175)	15% (76)	10% (52)	7% (37)	525
Baby Boomers: 1946-1964	23% (161)	28% (197)	17% (121)	19% (136)	12% (85)	701
PID: Dem (no lean)	38% (331)	29% (252)	14% (119)	11% (96)	7% (63)	861
PID: Ind (no lean)	31% (211)	31% (216)	14% (94)	12% (85)	12% (82)	688
PID: Rep (no lean)	33% (218)	29% (192)	16% (108)	14% (93)	8% (54)	664
PID/Gender: Dem Men	38% (158)	30% (125)	13% (53)	12% (50)	7% (27)	414
PID/Gender: Dem Women	39% (173)	28% (127)	15% (65)	10% (46)	8% (36)	447
PID/Gender: Ind Men	29% (94)	32% (103)	13% (43)	13% (42)	12% (40)	322
PID/Gender: Ind Women	32% (117)	31% (113)	14% (51)	12% (43)	12% (43)	366
PID/Gender: Rep Men	30% (99)	31% (104)	17% (56)	16% (52)	6% (21)	333
PID/Gender: Rep Women	36% (119)	26% (87)	15% (51)	12% (41)	10% (33)	331
Ideo: Liberal (1-3)	41% (276)	30% (206)	13% (88)	12% (82)	4% (28)	680
Ideo: Moderate (4)	32% (196)	32% (196)	15% (88)	11% (65)	10% (58)	604
Ideo: Conservative (5-7)	28% (195)	26% (180)	18% (122)	16% (113)	11% (74)	684
Educ: < College	35% (510)	29% (420)	14% (204)	11% (160)	10% (144)	1439
Educ: Bachelors degree	33% (164)	31% (151)	14% (69)	15% (72)	7% (36)	491
Educ: Post-grad	30% (86)	31% (89)	17% (47)	15% (42)	7% (19)	283
Income: Under 50k	34% (406)	29% (352)	13% (161)	13% (156)	11% (129)	1205
Income: 50k-100k	35% (234)	32% (214)	16% (108)	11% (76)	6% (42)	674
Income: 100k+	36% (119)	28% (94)	15% (52)	13% (42)	8% (28)	334
Ethnicity: White	31% (527)	30% (515)	16% (268)	14% (241)	9% (162)	1713
Ethnicity: Hispanic	43% (162)	31% (116)	11% (43)	7% (25)	8% (28)	374

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**Table MCEN2\_5: Generally speaking, how interested are you in watching films?  
On streaming services the day they are released in theaters**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	34% (760)	30% (659)	14% (320)	12% (274)	9% (199)	2213
Ethnicity: Black	50% (140)	29% (82)	6% (18)	7% (19)	8% (24)	283
Ethnicity: Other	43% (93)	29% (63)	16% (34)	7% (14)	6% (13)	217
All Christian	28% (283)	30% (300)	16% (159)	16% (157)	10% (98)	997
All Non-Christian	35% (37)	28% (30)	15% (16)	12% (13)	9% (9)	106
Atheist	28% (29)	35% (37)	18% (19)	15% (16)	5% (5)	106
Agnostic/Nothing in particular	40% (234)	29% (166)	14% (79)	11% (62)	7% (40)	581
Something Else	42% (177)	30% (126)	11% (47)	6% (26)	11% (47)	423
Religious Non-Protestant/Catholic	34% (47)	28% (39)	16% (22)	12% (16)	10% (13)	136
Evangelical	35% (186)	30% (158)	12% (63)	10% (55)	13% (66)	527
Non-Evangelical	31% (254)	30% (248)	16% (136)	15% (121)	9% (74)	833
Community: Urban	39% (241)	33% (203)	11% (67)	9% (56)	8% (50)	617
Community: Suburban	32% (330)	30% (301)	16% (161)	13% (128)	10% (99)	1019
Community: Rural	33% (189)	27% (155)	16% (92)	16% (90)	9% (51)	577
Employ: Private Sector	39% (278)	33% (239)	13% (94)	11% (76)	4% (31)	719
Employ: Government	45% (57)	27% (33)	17% (21)	7% (8)	5% (6)	125
Employ: Self-Employed	44% (91)	30% (61)	12% (24)	5% (10)	9% (19)	205
Employ: Homemaker	33% (50)	36% (55)	11% (16)	7% (11)	14% (21)	152
Employ: Student	36% (19)	37% (19)	14% (7)	6% (3)	7% (4)	52
Employ: Retired	21% (115)	24% (135)	19% (105)	23% (128)	13% (75)	558
Employ: Unemployed	39% (88)	28% (63)	14% (33)	8% (19)	10% (24)	225
Employ: Other	36% (64)	31% (55)	12% (20)	11% (19)	11% (20)	177
Military HH: Yes	30% (95)	25% (80)	19% (58)	16% (50)	10% (32)	315
Military HH: No	35% (665)	31% (580)	14% (262)	12% (224)	9% (167)	1898
RD/WT: Right Direction	36% (252)	28% (195)	13% (87)	13% (91)	10% (67)	692
RD/WT: Wrong Track	33% (508)	31% (465)	15% (233)	12% (183)	9% (132)	1521
Biden Job Approve	36% (357)	30% (290)	14% (142)	12% (120)	7% (72)	982
Biden Job Disapprove	33% (367)	30% (331)	15% (168)	13% (143)	8% (91)	1100

Continued on next page

**Table MCEN2\_5: Generally speaking, how interested are you in watching films?***On streaming services the day they are released in theaters*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	34% (760)	30% (659)	14% (320)	12% (274)	9% (199)	2213
Biden Job Strongly Approve	40% (170)	25% (107)	11% (45)	15% (63)	9% (36)	421
Biden Job Somewhat Approve	33% (187)	33% (183)	17% (96)	10% (57)	6% (36)	560
Biden Job Somewhat Disapprove	37% (121)	32% (106)	17% (56)	7% (23)	7% (22)	328
Biden Job Strongly Disapprove	32% (246)	29% (226)	15% (112)	16% (120)	9% (69)	772
Favorable of Biden	37% (362)	29% (290)	13% (131)	13% (126)	8% (77)	986
Unfavorable of Biden	33% (360)	31% (336)	16% (174)	13% (141)	8% (87)	1097
Very Favorable of Biden	38% (180)	26% (122)	11% (53)	16% (76)	9% (43)	473
Somewhat Favorable of Biden	35% (182)	33% (168)	15% (78)	10% (50)	7% (35)	513
Somewhat Unfavorable of Biden	37% (107)	33% (95)	19% (54)	6% (17)	5% (16)	289
Very Unfavorable of Biden	31% (253)	30% (241)	15% (120)	15% (123)	9% (71)	808
#1 Issue: Economy	37% (339)	30% (282)	14% (132)	12% (107)	7% (69)	929
#1 Issue: Security	33% (78)	31% (74)	12% (28)	13% (31)	10% (25)	235
#1 Issue: Health Care	37% (51)	33% (46)	13% (18)	11% (15)	7% (10)	140
#1 Issue: Medicare / Social Security	22% (57)	23% (61)	17% (44)	20% (53)	18% (48)	263
#1 Issue: Women's Issues	41% (118)	31% (91)	16% (48)	7% (20)	5% (14)	292
#1 Issue: Education	42% (34)	34% (27)	14% (11)	5% (4)	5% (4)	81
#1 Issue: Energy	34% (49)	33% (46)	13% (18)	14% (19)	6% (9)	141
#1 Issue: Other	25% (33)	24% (32)	16% (21)	18% (25)	17% (22)	133
2022 House Vote: Democrat	39% (341)	29% (257)	13% (116)	13% (112)	7% (58)	883
2022 House Vote: Republican	28% (190)	29% (198)	17% (116)	16% (110)	9% (61)	675
2022 House Vote: Someone else	46% (35)	31% (24)	8% (6)	8% (6)	7% (5)	76
2022 House Vote: Didnt Vote	33% (194)	31% (181)	14% (82)	8% (47)	13% (75)	578
2020 Vote: Joe Biden	39% (363)	29% (270)	14% (128)	12% (108)	7% (64)	932
2020 Vote: Donald Trump	31% (219)	28% (202)	17% (121)	15% (109)	9% (63)	715
2020 Vote: Other	38% (31)	33% (27)	11% (9)	11% (9)	7% (6)	82
2020 Vote: Didn't Vote	30% (147)	33% (160)	13% (63)	10% (47)	14% (67)	484
2018 House Vote: Democrat	38% (310)	30% (243)	13% (106)	12% (98)	7% (59)	816
2018 House Vote: Republican	28% (165)	29% (172)	18% (105)	17% (99)	9% (55)	596
2018 House Vote: Someone else	35% (27)	33% (25)	12% (9)	12% (9)	7% (5)	75
2018 House Vote: Didnt Vote	35% (258)	30% (220)	14% (100)	9% (67)	11% (80)	726

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**Table MCEN2\_5: Generally speaking, how interested are you in watching films?  
On streaming services the day they are released in theaters**

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not too interested</b>		<b>Not interested at all</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	34%	(760)	30%	(659)	14%	(320)	12%	(274)	9%	(199)	2213
4-Region: Northeast	32%	(122)	30%	(116)	14%	(53)	15%	(57)	9%	(34)	383
4-Region: Midwest	33%	(152)	29%	(134)	16%	(74)	11%	(49)	11%	(48)	457
4-Region: South	35%	(293)	29%	(248)	13%	(109)	13%	(114)	10%	(82)	846
4-Region: West	36%	(192)	31%	(161)	16%	(84)	10%	(54)	7%	(35)	527
Favorable Opinion of Avatar	43%	(510)	32%	(379)	13%	(161)	8%	(92)	5%	(55)	1197
Unfavorable Opinion of Avatar	32%	(137)	35%	(149)	14%	(58)	14%	(60)	5%	(23)	427
Enjoyed Seeing Avatar	43%	(489)	32%	(372)	13%	(146)	7%	(77)	6%	(65)	1150
Did not Enjoy Seeing Avatar	34%	(82)	37%	(89)	15%	(37)	9%	(22)	6%	(13)	243
Saw Avatar	41%	(571)	33%	(461)	13%	(183)	7%	(99)	6%	(79)	1393

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

**Table MCEN2\_6: Generally speaking, how interested are you in watching films?  
 On streaming services in general**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	47% (1046)	32% (698)	7% (156)	7% (161)	7% (152)	2213
Gender: Male	46% (487)	32% (339)	8% (85)	9% (94)	6% (64)	1069
Gender: Female	49% (559)	31% (359)	6% (71)	6% (67)	8% (88)	1144
Age: 18-34	52% (336)	34% (218)	5% (30)	4% (23)	6% (36)	643
Age: 35-44	60% (221)	27% (98)	5% (17)	4% (14)	5% (17)	366
Age: 45-64	44% (315)	33% (233)	9% (62)	7% (50)	8% (54)	715
Age: 65+	36% (174)	30% (149)	10% (47)	15% (75)	9% (45)	489
GenZers: 1997-2012	44% (91)	40% (83)	5% (11)	4% (8)	7% (14)	207
Millennials: 1981-1996	58% (403)	29% (201)	4% (29)	4% (27)	5% (35)	696
GenXers: 1965-1980	49% (256)	33% (174)	8% (44)	4% (23)	5% (28)	525
Baby Boomers: 1946-1964	41% (284)	30% (212)	9% (64)	12% (81)	9% (60)	701
PID: Dem (no lean)	52% (447)	30% (256)	7% (60)	6% (49)	6% (48)	861
PID: Ind (no lean)	46% (315)	31% (215)	6% (43)	8% (57)	9% (60)	688
PID: Rep (no lean)	43% (284)	34% (227)	8% (53)	8% (56)	7% (44)	664
PID/Gender: Dem Men	49% (205)	30% (126)	9% (36)	7% (30)	4% (19)	414
PID/Gender: Dem Women	54% (243)	29% (130)	6% (25)	4% (19)	7% (30)	447
PID/Gender: Ind Men	45% (144)	32% (102)	5% (17)	9% (31)	9% (28)	322
PID/Gender: Ind Women	47% (170)	31% (112)	7% (26)	7% (26)	9% (31)	366
PID/Gender: Rep Men	42% (138)	33% (110)	10% (33)	10% (34)	5% (18)	333
PID/Gender: Rep Women	44% (146)	35% (117)	6% (21)	7% (22)	8% (26)	331
Ideo: Liberal (1-3)	59% (399)	26% (174)	6% (41)	6% (41)	4% (25)	680
Ideo: Moderate (4)	45% (273)	34% (206)	7% (40)	7% (43)	7% (43)	604
Ideo: Conservative (5-7)	40% (272)	34% (234)	9% (62)	10% (66)	7% (51)	684
Educ: < College	47% (678)	31% (450)	7% (98)	7% (100)	8% (113)	1439
Educ: Bachelors degree	48% (236)	32% (157)	8% (38)	7% (32)	6% (28)	491
Educ: Post-grad	47% (132)	32% (90)	7% (20)	10% (29)	4% (11)	283
Income: Under 50k	46% (560)	30% (363)	7% (81)	8% (94)	9% (107)	1205
Income: 50k-100k	47% (315)	33% (226)	9% (58)	6% (43)	5% (33)	674
Income: 100k+	51% (171)	33% (109)	5% (17)	7% (25)	4% (12)	334
Ethnicity: White	46% (781)	32% (546)	8% (129)	8% (137)	7% (120)	1713
Ethnicity: Hispanic	54% (203)	29% (108)	6% (22)	6% (21)	5% (20)	374

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**Table MCEN2\_6: Generally speaking, how interested are you in watching films?  
On streaming services in general**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	47% (1046)	32% (698)	7% (156)	7% (161)	7% (152)	2213
Ethnicity: Black	53% (150)	29% (82)	5% (15)	4% (10)	9% (25)	283
Ethnicity: Other	53% (115)	32% (70)	5% (12)	6% (13)	4% (8)	217
All Christian	42% (423)	32% (317)	9% (90)	9% (94)	7% (72)	997
All Non-Christian	49% (52)	28% (29)	10% (11)	6% (7)	6% (7)	106
Atheist	54% (57)	29% (31)	7% (7)	8% (8)	2% (2)	106
Agnostic/Nothing in particular	50% (291)	33% (194)	5% (30)	5% (32)	6% (33)	581
Something Else	53% (222)	30% (126)	4% (18)	5% (20)	9% (38)	423
Religious Non-Protestant/Catholic	46% (62)	28% (39)	10% (14)	8% (11)	8% (11)	136
Evangelical	45% (238)	30% (158)	8% (43)	8% (41)	9% (47)	527
Non-Evangelical	46% (387)	31% (261)	7% (60)	8% (69)	7% (55)	833
Community: Urban	50% (311)	33% (202)	6% (34)	6% (34)	6% (36)	617
Community: Suburban	47% (482)	30% (311)	8% (80)	7% (73)	7% (74)	1019
Community: Rural	44% (253)	32% (185)	7% (42)	9% (53)	7% (42)	577
Employ: Private Sector	52% (374)	33% (239)	6% (43)	5% (39)	3% (23)	719
Employ: Government	48% (60)	34% (42)	9% (11)	6% (8)	3% (4)	125
Employ: Self-Employed	54% (110)	27% (56)	8% (17)	3% (7)	7% (15)	205
Employ: Homemaker	48% (73)	33% (51)	7% (11)	4% (6)	8% (12)	152
Employ: Student	51% (26)	41% (21)	2% (1)	1% (1)	5% (3)	52
Employ: Retired	37% (209)	30% (167)	9% (51)	13% (73)	10% (58)	558
Employ: Unemployed	49% (110)	31% (70)	7% (15)	6% (13)	8% (17)	225
Employ: Other	48% (84)	29% (51)	4% (8)	9% (15)	11% (20)	177
Military HH: Yes	47% (149)	28% (87)	8% (24)	9% (29)	8% (25)	315
Military HH: No	47% (896)	32% (611)	7% (132)	7% (132)	7% (127)	1898
RD/WT: Right Direction	47% (325)	29% (201)	9% (60)	7% (50)	8% (56)	692
RD/WT: Wrong Track	47% (721)	33% (496)	6% (97)	7% (111)	6% (96)	1521
Biden Job Approve	51% (500)	29% (287)	8% (77)	7% (64)	5% (53)	982
Biden Job Disapprove	46% (503)	33% (368)	6% (71)	8% (91)	6% (66)	1100

Continued on next page

**Table MCEN2\_6: Generally speaking, how interested are you in watching films?  
 On streaming services in general**

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not too interested</b>		<b>Not interested at all</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	47%	(1046)	32%	(698)	7%	(156)	7%	(161)	7%	(152)	2213
Biden Job Strongly Approve	53%	(225)	25%	(106)	7%	(31)	8%	(32)	6%	(27)	421
Biden Job Somewhat Approve	49%	(275)	32%	(181)	8%	(46)	6%	(33)	5%	(26)	560
Biden Job Somewhat Disapprove	50%	(163)	33%	(109)	6%	(19)	6%	(18)	6%	(19)	328
Biden Job Strongly Disapprove	44%	(340)	34%	(259)	7%	(52)	9%	(73)	6%	(47)	772
Favorable of Biden	51%	(501)	29%	(282)	8%	(78)	7%	(67)	6%	(57)	986
Unfavorable of Biden	46%	(507)	33%	(367)	6%	(69)	8%	(90)	6%	(64)	1097
Very Favorable of Biden	52%	(246)	25%	(117)	8%	(39)	8%	(38)	7%	(34)	473
Somewhat Favorable of Biden	50%	(256)	32%	(166)	8%	(39)	6%	(29)	5%	(23)	513
Somewhat Unfavorable of Biden	50%	(144)	34%	(99)	6%	(16)	5%	(16)	5%	(14)	289
Very Unfavorable of Biden	45%	(363)	33%	(268)	7%	(53)	9%	(75)	6%	(50)	808
#1 Issue: Economy	49%	(452)	33%	(310)	6%	(60)	6%	(59)	5%	(47)	929
#1 Issue: Security	37%	(86)	37%	(87)	7%	(17)	10%	(23)	10%	(23)	235
#1 Issue: Health Care	57%	(80)	25%	(34)	10%	(14)	4%	(6)	4%	(6)	140
#1 Issue: Medicare / Social Security	35%	(92)	32%	(84)	6%	(15)	13%	(35)	14%	(37)	263
#1 Issue: Women's Issues	54%	(158)	27%	(79)	9%	(27)	4%	(12)	5%	(15)	292
#1 Issue: Education	55%	(44)	33%	(27)	7%	(6)	2%	(1)	4%	(3)	81
#1 Issue: Energy	50%	(71)	30%	(42)	7%	(9)	9%	(12)	4%	(6)	141
#1 Issue: Other	47%	(62)	25%	(34)	6%	(8)	10%	(13)	12%	(15)	133
2022 House Vote: Democrat	52%	(462)	28%	(246)	8%	(69)	7%	(59)	5%	(48)	883
2022 House Vote: Republican	41%	(274)	35%	(239)	8%	(54)	9%	(63)	7%	(45)	675
2022 House Vote: Someone else	45%	(35)	35%	(27)	6%	(5)	7%	(5)	7%	(5)	76
2022 House Vote: Didnt Vote	48%	(275)	32%	(186)	5%	(29)	6%	(33)	10%	(55)	578
2020 Vote: Joe Biden	53%	(494)	28%	(259)	8%	(71)	6%	(60)	5%	(48)	932
2020 Vote: Donald Trump	41%	(294)	36%	(258)	7%	(52)	9%	(63)	7%	(48)	715
2020 Vote: Other	48%	(39)	31%	(26)	7%	(6)	8%	(7)	6%	(5)	82
2020 Vote: Didn't Vote	45%	(218)	32%	(155)	6%	(28)	7%	(32)	11%	(51)	484
2018 House Vote: Democrat	53%	(431)	28%	(231)	7%	(53)	7%	(54)	6%	(46)	816
2018 House Vote: Republican	38%	(228)	37%	(221)	9%	(53)	9%	(54)	7%	(39)	596
2018 House Vote: Someone else	44%	(33)	29%	(22)	13%	(10)	8%	(6)	7%	(5)	75
2018 House Vote: Didnt Vote	49%	(354)	31%	(223)	6%	(41)	6%	(47)	9%	(62)	726

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**Table MCEN2\_6: Generally speaking, how interested are you in watching films?  
On streaming services in general**

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not too interested</b>		<b>Not interested at all</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	47%	(1046)	32%	(698)	7%	(156)	7%	(161)	7%	(152)	2213
4-Region: Northeast	42%	(162)	36%	(137)	6%	(24)	11%	(41)	5%	(20)	383
4-Region: Midwest	47%	(215)	30%	(139)	7%	(32)	7%	(32)	8%	(39)	457
4-Region: South	46%	(388)	32%	(271)	9%	(74)	6%	(47)	8%	(65)	846
4-Region: West	53%	(281)	28%	(150)	5%	(27)	8%	(41)	5%	(28)	527
Favorable Opinion of Avatar	56%	(664)	33%	(396)	5%	(64)	3%	(41)	3%	(32)	1197
Unfavorable Opinion of Avatar	47%	(203)	30%	(128)	9%	(40)	9%	(40)	4%	(17)	427
Enjoyed Seeing Avatar	56%	(642)	33%	(380)	5%	(57)	3%	(32)	3%	(40)	1150
Did not Enjoy Seeing Avatar	49%	(119)	34%	(83)	8%	(19)	5%	(11)	4%	(11)	243
Saw Avatar	55%	(761)	33%	(463)	5%	(75)	3%	(43)	4%	(51)	1393

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

**Table MCEN3\_1: How much have you seen, read or heard about the following films?**  
*Avatar: The Way of Water, the sequel to Avatar (2009)*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(399)	35%	(785)	20%	(452)	26%	(576)	2213
Gender: Male	20%	(210)	36%	(387)	21%	(222)	23%	(249)	1069
Gender: Female	17%	(189)	35%	(398)	20%	(230)	29%	(327)	1144
Age: 18-34	26%	(164)	40%	(254)	18%	(113)	17%	(112)	643
Age: 35-44	22%	(79)	35%	(128)	23%	(84)	21%	(75)	366
Age: 45-64	16%	(114)	35%	(249)	22%	(157)	27%	(195)	715
Age: 65+	9%	(43)	31%	(154)	20%	(99)	40%	(194)	489
GenZers: 1997-2012	30%	(63)	35%	(72)	18%	(37)	17%	(35)	207
Millennials: 1981-1996	24%	(168)	38%	(264)	19%	(133)	19%	(130)	696
GenXers: 1965-1980	17%	(88)	37%	(197)	21%	(110)	25%	(130)	525
Baby Boomers: 1946-1964	11%	(79)	32%	(227)	22%	(157)	34%	(238)	701
PID: Dem (no lean)	22%	(189)	36%	(314)	20%	(168)	22%	(190)	861
PID: Ind (no lean)	17%	(114)	36%	(248)	20%	(137)	27%	(189)	688
PID: Rep (no lean)	14%	(96)	34%	(223)	22%	(148)	30%	(197)	664
PID/Gender: Dem Men	25%	(105)	37%	(153)	19%	(80)	19%	(77)	414
PID/Gender: Dem Women	19%	(84)	36%	(161)	20%	(88)	25%	(113)	447
PID/Gender: Ind Men	16%	(52)	36%	(117)	21%	(67)	27%	(86)	322
PID/Gender: Ind Women	17%	(62)	36%	(131)	19%	(70)	28%	(103)	366
PID/Gender: Rep Men	16%	(53)	36%	(118)	23%	(76)	26%	(86)	333
PID/Gender: Rep Women	13%	(43)	32%	(105)	22%	(72)	33%	(111)	331
Ideo: Liberal (1-3)	23%	(156)	35%	(241)	21%	(145)	20%	(138)	680
Ideo: Moderate (4)	17%	(102)	42%	(252)	20%	(121)	22%	(130)	604
Ideo: Conservative (5-7)	15%	(106)	30%	(207)	21%	(146)	33%	(226)	684
Educ: < College	19%	(268)	35%	(504)	20%	(285)	27%	(382)	1439
Educ: Bachelors degree	17%	(83)	40%	(199)	22%	(106)	21%	(103)	491
Educ: Post-grad	17%	(48)	29%	(82)	22%	(62)	32%	(90)	283
Income: Under 50k	18%	(215)	33%	(396)	20%	(239)	29%	(355)	1205
Income: 50k-100k	20%	(133)	40%	(273)	20%	(134)	20%	(135)	674
Income: 100k+	16%	(52)	35%	(116)	24%	(79)	26%	(87)	334
Ethnicity: White	16%	(272)	35%	(594)	22%	(378)	27%	(469)	1713
Ethnicity: Hispanic	29%	(109)	33%	(123)	19%	(69)	20%	(73)	374
Ethnicity: Black	26%	(74)	37%	(104)	15%	(42)	22%	(63)	283

Continued on next page

**Table MCEN3\_1: How much have you seen, read or heard about the following films?**  
*Avatar: The Way of Water, the sequel to Avatar (2009)*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(399)	35%	(785)	20%	(452)	26%	(576)	2213
Ethnicity: Other	25%	(53)	40%	(87)	15%	(33)	20%	(44)	217
All Christian	16%	(156)	36%	(356)	21%	(207)	28%	(278)	997
All Non-Christian	16%	(17)	33%	(35)	27%	(29)	24%	(25)	106
Atheist	12%	(13)	41%	(44)	21%	(22)	26%	(27)	106
Agnostic/Nothing in particular	22%	(127)	34%	(200)	21%	(123)	23%	(131)	581
Something Else	20%	(87)	36%	(151)	17%	(71)	27%	(114)	423
Religious Non-Protestant/Catholic	13%	(18)	39%	(53)	26%	(35)	23%	(31)	136
Evangelical	21%	(113)	32%	(170)	19%	(100)	27%	(144)	527
Non-Evangelical	15%	(123)	36%	(302)	20%	(169)	29%	(239)	833
Community: Urban	24%	(149)	37%	(227)	18%	(112)	21%	(130)	617
Community: Suburban	17%	(173)	35%	(358)	22%	(226)	26%	(262)	1019
Community: Rural	13%	(78)	35%	(200)	20%	(115)	32%	(184)	577
Employ: Private Sector	20%	(143)	40%	(291)	21%	(150)	19%	(135)	719
Employ: Government	21%	(27)	37%	(46)	21%	(27)	21%	(26)	125
Employ: Self-Employed	26%	(53)	33%	(69)	21%	(44)	19%	(39)	205
Employ: Homemaker	18%	(28)	38%	(58)	22%	(33)	22%	(34)	152
Employ: Student	24%	(13)	35%	(18)	23%	(12)	17%	(9)	52
Employ: Retired	10%	(54)	31%	(174)	21%	(115)	38%	(215)	558
Employ: Unemployed	22%	(50)	31%	(71)	18%	(40)	29%	(65)	225
Employ: Other	18%	(32)	33%	(59)	18%	(33)	30%	(53)	177
Military HH: Yes	15%	(47)	35%	(109)	26%	(83)	24%	(75)	315
Military HH: No	19%	(352)	36%	(676)	19%	(370)	26%	(501)	1898
RD/WT: Right Direction	22%	(155)	38%	(265)	18%	(126)	21%	(146)	692
RD/WT: Wrong Track	16%	(244)	34%	(520)	21%	(327)	28%	(430)	1521
Biden Job Approve	21%	(209)	39%	(381)	19%	(190)	20%	(201)	982
Biden Job Disapprove	16%	(173)	33%	(367)	22%	(243)	29%	(317)	1100
Biden Job Strongly Approve	22%	(95)	39%	(162)	18%	(74)	21%	(90)	421
Biden Job Somewhat Approve	20%	(114)	39%	(219)	21%	(116)	20%	(111)	560
Biden Job Somewhat Disapprove	21%	(70)	40%	(131)	21%	(68)	18%	(60)	328
Biden Job Strongly Disapprove	13%	(103)	31%	(237)	23%	(175)	33%	(257)	772

Continued on next page

**Table MCEN3\_1:** How much have you seen, read or heard about the following films?*Avatar: The Way of Water, the sequel to Avatar (2009)*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(399)	35%	(785)	20%	(452)	26%	(576)	2213
Favorable of Biden	21%	(209)	38%	(371)	20%	(195)	21%	(211)	986
Unfavorable of Biden	16%	(171)	34%	(372)	21%	(233)	29%	(321)	1097
Very Favorable of Biden	23%	(108)	37%	(173)	17%	(82)	23%	(109)	473
Somewhat Favorable of Biden	20%	(101)	39%	(198)	22%	(112)	20%	(102)	513
Somewhat Unfavorable of Biden	21%	(60)	41%	(117)	20%	(59)	18%	(52)	289
Very Unfavorable of Biden	14%	(111)	32%	(255)	22%	(174)	33%	(268)	808
#1 Issue: Economy	19%	(174)	36%	(336)	20%	(190)	25%	(230)	929
#1 Issue: Security	15%	(36)	34%	(79)	23%	(53)	29%	(67)	235
#1 Issue: Health Care	20%	(28)	33%	(47)	27%	(38)	19%	(27)	140
#1 Issue: Medicare / Social Security	11%	(30)	29%	(76)	17%	(43)	43%	(113)	263
#1 Issue: Women's Issues	22%	(64)	37%	(108)	22%	(64)	19%	(56)	292
#1 Issue: Education	26%	(21)	43%	(35)	10%	(8)	21%	(17)	81
#1 Issue: Energy	22%	(31)	37%	(52)	18%	(26)	23%	(32)	141
#1 Issue: Other	12%	(16)	39%	(52)	23%	(31)	25%	(34)	133
2022 House Vote: Democrat	20%	(175)	39%	(346)	21%	(182)	20%	(180)	883
2022 House Vote: Republican	13%	(91)	34%	(232)	23%	(152)	30%	(200)	675
2022 House Vote: Someone else	21%	(16)	26%	(20)	19%	(14)	34%	(26)	76
2022 House Vote: Didnt Vote	20%	(117)	32%	(187)	18%	(104)	29%	(170)	578
2020 Vote: Joe Biden	20%	(191)	38%	(353)	21%	(196)	21%	(193)	932
2020 Vote: Donald Trump	14%	(100)	35%	(250)	20%	(145)	31%	(220)	715
2020 Vote: Other	18%	(15)	34%	(28)	17%	(14)	32%	(26)	82
2020 Vote: Didn't Vote	19%	(94)	32%	(155)	20%	(98)	28%	(138)	484
2018 House Vote: Democrat	21%	(174)	38%	(312)	18%	(149)	22%	(181)	816
2018 House Vote: Republican	13%	(78)	33%	(200)	23%	(139)	30%	(179)	596
2018 House Vote: Someone else	21%	(16)	31%	(23)	14%	(11)	34%	(26)	75
2018 House Vote: Didnt Vote	18%	(132)	35%	(251)	21%	(153)	26%	(190)	726
4-Region: Northeast	14%	(54)	39%	(148)	19%	(74)	28%	(108)	383
4-Region: Midwest	18%	(80)	38%	(176)	19%	(85)	25%	(116)	457
4-Region: South	18%	(156)	34%	(288)	20%	(169)	28%	(233)	846
4-Region: West	21%	(110)	33%	(174)	23%	(124)	23%	(120)	527

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**Table MCEN3\_1:** How much have you seen, read or heard about the following films?  
*Avatar: The Way of Water, the sequel to Avatar (2009)*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(399)	35%	(785)	20%	(452)	26%	(576)	2213
Favorable Opinion of Avatar	27%	(319)	46%	(546)	17%	(198)	11%	(134)	1197
Unfavorable Opinion of Avatar	13%	(54)	33%	(142)	25%	(106)	30%	(126)	427
Enjoyed Seeing Avatar	28%	(324)	47%	(540)	15%	(173)	10%	(114)	1150
Did not Enjoy Seeing Avatar	14%	(34)	38%	(91)	31%	(76)	17%	(42)	243
Saw Avatar	26%	(358)	45%	(631)	18%	(248)	11%	(156)	1393

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

**Table MCEN3\_2:** How much have you seen, read or heard about the following films?*The 3 Avatar movies that will follow Avatar: The Way of Water*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(222)	22%	(495)	24%	(523)	44%	(973)	2213
Gender: Male	12%	(128)	23%	(250)	23%	(247)	42%	(444)	1069
Gender: Female	8%	(94)	21%	(245)	24%	(276)	46%	(529)	1144
Age: 18-34	16%	(102)	29%	(183)	22%	(141)	34%	(216)	643
Age: 35-44	9%	(31)	21%	(77)	31%	(113)	39%	(144)	366
Age: 45-64	9%	(67)	23%	(163)	24%	(169)	44%	(316)	715
Age: 65+	4%	(22)	15%	(72)	20%	(99)	61%	(297)	489
GenZers: 1997-2012	18%	(38)	26%	(54)	21%	(45)	34%	(70)	207
Millennials: 1981-1996	13%	(88)	26%	(184)	25%	(171)	36%	(254)	696
GenXers: 1965-1980	11%	(58)	22%	(117)	26%	(135)	41%	(215)	525
Baby Boomers: 1946-1964	5%	(36)	18%	(130)	23%	(159)	54%	(376)	701
PID: Dem (no lean)	14%	(119)	24%	(203)	23%	(198)	40%	(342)	861
PID: Ind (no lean)	8%	(58)	22%	(150)	25%	(171)	45%	(310)	688
PID: Rep (no lean)	7%	(45)	21%	(143)	23%	(155)	48%	(322)	664
PID/Gender: Dem Men	18%	(74)	24%	(100)	22%	(91)	36%	(149)	414
PID/Gender: Dem Women	10%	(44)	23%	(103)	24%	(106)	43%	(193)	447
PID/Gender: Ind Men	9%	(28)	21%	(69)	25%	(79)	45%	(146)	322
PID/Gender: Ind Women	8%	(30)	22%	(81)	25%	(92)	45%	(163)	366
PID/Gender: Rep Men	8%	(25)	24%	(81)	23%	(77)	45%	(149)	333
PID/Gender: Rep Women	6%	(20)	19%	(62)	23%	(77)	52%	(173)	331
Ideo: Liberal (1-3)	14%	(97)	21%	(140)	23%	(153)	43%	(290)	680
Ideo: Moderate (4)	9%	(52)	27%	(166)	27%	(161)	37%	(225)	604
Ideo: Conservative (5-7)	7%	(48)	20%	(135)	24%	(165)	49%	(336)	684
Educ: < College	11%	(155)	22%	(319)	24%	(340)	43%	(625)	1439
Educ: Bachelors degree	8%	(40)	23%	(114)	26%	(126)	43%	(211)	491
Educ: Post-grad	10%	(27)	22%	(61)	20%	(57)	48%	(137)	283
Income: Under 50k	11%	(128)	22%	(270)	22%	(261)	45%	(546)	1205
Income: 50k-100k	11%	(71)	24%	(159)	26%	(175)	40%	(269)	674
Income: 100k+	7%	(23)	20%	(66)	26%	(87)	48%	(159)	334
Ethnicity: White	8%	(136)	21%	(361)	23%	(402)	47%	(813)	1713
Ethnicity: Hispanic	15%	(57)	27%	(100)	26%	(96)	33%	(122)	374
Ethnicity: Black	20%	(57)	27%	(75)	20%	(57)	33%	(93)	283

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**Table MCEN3\_2: How much have you seen, read or heard about the following films?**  
*The 3 Avatar movies that will follow Avatar: The Way of Water*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(222)	22%	(495)	24%	(523)	44%	(973)	2213
Ethnicity: Other	13%	(29)	27%	(58)	29%	(63)	31%	(67)	217
All Christian	9%	(85)	24%	(235)	22%	(216)	46%	(461)	997
All Non-Christian	14%	(14)	22%	(23)	23%	(24)	41%	(43)	106
Atheist	6%	(6)	20%	(21)	27%	(29)	47%	(50)	106
Agnostic/Nothing in particular	11%	(63)	20%	(114)	24%	(142)	45%	(262)	581
Something Else	13%	(53)	24%	(102)	26%	(111)	37%	(157)	423
Religious Non-Protestant/Catholic	11%	(15)	26%	(35)	21%	(28)	42%	(58)	136
Evangelical	10%	(54)	25%	(133)	22%	(115)	43%	(225)	527
Non-Evangelical	9%	(79)	21%	(178)	25%	(206)	44%	(371)	833
Community: Urban	15%	(90)	26%	(161)	24%	(148)	35%	(218)	617
Community: Suburban	9%	(89)	23%	(233)	23%	(236)	45%	(461)	1019
Community: Rural	7%	(42)	18%	(101)	24%	(139)	51%	(295)	577
Employ: Private Sector	12%	(83)	25%	(179)	26%	(187)	38%	(270)	719
Employ: Government	17%	(21)	25%	(31)	24%	(30)	34%	(42)	125
Employ: Self-Employed	15%	(32)	25%	(51)	25%	(50)	35%	(71)	205
Employ: Homemaker	11%	(17)	21%	(32)	25%	(38)	43%	(65)	152
Employ: Student	16%	(8)	30%	(15)	23%	(12)	32%	(17)	52
Employ: Retired	5%	(27)	17%	(93)	20%	(112)	58%	(325)	558
Employ: Unemployed	9%	(20)	27%	(61)	24%	(53)	40%	(91)	225
Employ: Other	8%	(13)	18%	(32)	23%	(40)	52%	(92)	177
Military HH: Yes	7%	(22)	20%	(61)	24%	(77)	49%	(155)	315
Military HH: No	11%	(200)	23%	(433)	24%	(446)	43%	(819)	1898
RD/WT: Right Direction	15%	(103)	26%	(177)	21%	(148)	38%	(264)	692
RD/WT: Wrong Track	8%	(119)	21%	(318)	25%	(375)	47%	(709)	1521
Biden Job Approve	14%	(139)	25%	(241)	22%	(218)	39%	(384)	982
Biden Job Disapprove	7%	(78)	21%	(226)	26%	(283)	47%	(513)	1100
Biden Job Strongly Approve	17%	(72)	25%	(107)	20%	(83)	38%	(159)	421
Biden Job Somewhat Approve	12%	(67)	24%	(133)	24%	(135)	40%	(225)	560
Biden Job Somewhat Disapprove	10%	(32)	23%	(75)	30%	(97)	38%	(124)	328
Biden Job Strongly Disapprove	6%	(46)	20%	(151)	24%	(185)	50%	(389)	772

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**Table MCEN3\_2:** How much have you seen, read or heard about the following films?*The 3 Avatar movies that will follow Avatar: The Way of Water*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(222)	22%	(495)	24%	(523)	44%	(973)	2213
Favorable of Biden	13%	(128)	24%	(239)	22%	(219)	41%	(400)	986
Unfavorable of Biden	7%	(80)	21%	(227)	25%	(276)	47%	(514)	1097
Very Favorable of Biden	16%	(76)	23%	(110)	20%	(95)	41%	(193)	473
Somewhat Favorable of Biden	10%	(52)	25%	(130)	24%	(124)	40%	(207)	513
Somewhat Unfavorable of Biden	10%	(30)	25%	(72)	28%	(80)	37%	(108)	289
Very Unfavorable of Biden	6%	(50)	19%	(156)	24%	(196)	50%	(406)	808
#1 Issue: Economy	11%	(99)	22%	(204)	25%	(231)	43%	(396)	929
#1 Issue: Security	8%	(19)	24%	(57)	21%	(51)	46%	(108)	235
#1 Issue: Health Care	14%	(19)	22%	(31)	28%	(39)	36%	(51)	140
#1 Issue: Medicare / Social Security	6%	(17)	17%	(45)	15%	(41)	61%	(160)	263
#1 Issue: Women's Issues	10%	(30)	24%	(69)	30%	(87)	37%	(106)	292
#1 Issue: Education	14%	(11)	28%	(22)	22%	(17)	36%	(29)	81
#1 Issue: Energy	13%	(18)	26%	(36)	23%	(33)	39%	(55)	141
#1 Issue: Other	7%	(9)	22%	(30)	19%	(26)	51%	(68)	133
2022 House Vote: Democrat	13%	(112)	25%	(218)	24%	(210)	39%	(343)	883
2022 House Vote: Republican	6%	(37)	21%	(142)	25%	(169)	48%	(327)	675
2022 House Vote: Someone else	12%	(9)	21%	(16)	21%	(16)	46%	(35)	76
2022 House Vote: Didnt Vote	11%	(63)	21%	(119)	22%	(128)	46%	(268)	578
2020 Vote: Joe Biden	11%	(104)	25%	(235)	24%	(224)	40%	(368)	932
2020 Vote: Donald Trump	8%	(56)	19%	(138)	24%	(171)	49%	(350)	715
2020 Vote: Other	7%	(6)	20%	(16)	29%	(24)	44%	(36)	82
2020 Vote: Didn't Vote	12%	(56)	22%	(105)	22%	(104)	45%	(219)	484
2018 House Vote: Democrat	13%	(108)	24%	(197)	24%	(194)	39%	(318)	816
2018 House Vote: Republican	6%	(34)	19%	(112)	25%	(151)	50%	(299)	596
2018 House Vote: Someone else	16%	(12)	23%	(17)	16%	(12)	46%	(35)	75
2018 House Vote: Didnt Vote	9%	(67)	23%	(169)	23%	(167)	44%	(322)	726
4-Region: Northeast	8%	(32)	23%	(89)	24%	(93)	44%	(169)	383
4-Region: Midwest	10%	(44)	24%	(109)	22%	(101)	45%	(204)	457
4-Region: South	9%	(80)	22%	(187)	24%	(205)	44%	(374)	846
4-Region: West	13%	(66)	21%	(110)	23%	(124)	43%	(227)	527

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**Table MCEN3\_2:** How much have you seen, read or heard about the following films?  
The 3 Avatar movies that will follow Avatar: The Way of Water

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(222)	22%	(495)	24%	(523)	44%	(973)	2213
Favorable Opinion of Avatar	15%	(180)	30%	(359)	25%	(302)	30%	(356)	1197
Unfavorable Opinion of Avatar	7%	(28)	18%	(78)	26%	(109)	50%	(212)	427
Enjoyed Seeing Avatar	15%	(174)	31%	(355)	25%	(285)	29%	(336)	1150
Did not Enjoy Seeing Avatar	10%	(23)	19%	(47)	28%	(69)	43%	(103)	243
Saw Avatar	14%	(197)	29%	(403)	25%	(354)	32%	(439)	1393

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

**Table MCEN3\_3: How much have you seen, read or heard about the following films?***Creed III*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(193)	21%	(460)	24%	(536)	46%	(1025)	2213
Gender: Male	11%	(118)	25%	(265)	25%	(262)	40%	(423)	1069
Gender: Female	7%	(75)	17%	(194)	24%	(273)	53%	(601)	1144
Age: 18-34	17%	(110)	27%	(175)	26%	(164)	30%	(193)	643
Age: 35-44	8%	(30)	24%	(88)	29%	(105)	39%	(142)	366
Age: 45-64	6%	(43)	21%	(147)	24%	(172)	49%	(352)	715
Age: 65+	2%	(9)	10%	(49)	19%	(94)	69%	(337)	489
GenZers: 1997-2012	16%	(34)	28%	(58)	27%	(56)	29%	(59)	207
Millennials: 1981-1996	15%	(103)	25%	(176)	26%	(181)	34%	(236)	696
GenXers: 1965-1980	7%	(35)	25%	(132)	25%	(133)	43%	(225)	525
Baby Boomers: 1946-1964	3%	(21)	13%	(91)	22%	(157)	62%	(431)	701
PID: Dem (no lean)	11%	(94)	23%	(198)	23%	(199)	43%	(370)	861
PID: Ind (no lean)	9%	(63)	19%	(130)	26%	(182)	46%	(314)	688
PID: Rep (no lean)	5%	(36)	20%	(132)	23%	(155)	51%	(340)	664
PID/Gender: Dem Men	15%	(61)	28%	(114)	23%	(95)	35%	(143)	414
PID/Gender: Dem Women	7%	(33)	19%	(84)	23%	(103)	51%	(227)	447
PID/Gender: Ind Men	10%	(32)	21%	(68)	28%	(89)	41%	(133)	322
PID/Gender: Ind Women	8%	(30)	17%	(62)	25%	(92)	50%	(181)	366
PID/Gender: Rep Men	7%	(25)	25%	(83)	23%	(78)	44%	(147)	333
PID/Gender: Rep Women	3%	(11)	15%	(49)	23%	(78)	58%	(193)	331
Ideo: Liberal (1-3)	11%	(76)	20%	(139)	23%	(155)	46%	(310)	680
Ideo: Moderate (4)	9%	(52)	27%	(160)	25%	(154)	39%	(238)	604
Ideo: Conservative (5-7)	6%	(44)	18%	(121)	25%	(170)	51%	(349)	684
Educ: < College	10%	(140)	21%	(304)	24%	(345)	45%	(651)	1439
Educ: Bachelors degree	6%	(30)	21%	(105)	26%	(130)	46%	(227)	491
Educ: Post-grad	8%	(24)	18%	(50)	22%	(62)	52%	(147)	283
Income: Under 50k	9%	(108)	20%	(245)	23%	(276)	48%	(575)	1205
Income: 50k-100k	9%	(61)	23%	(154)	25%	(166)	44%	(294)	674
Income: 100k+	7%	(24)	18%	(61)	28%	(93)	47%	(156)	334
Ethnicity: White	6%	(103)	18%	(305)	24%	(417)	52%	(888)	1713
Ethnicity: Hispanic	12%	(46)	29%	(109)	28%	(104)	31%	(116)	374
Ethnicity: Black	25%	(71)	32%	(90)	20%	(56)	23%	(66)	283

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**Table MCEN3\_3: How much have you seen, read or heard about the following films?**

*Creed III*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(193)	21%	(460)	24%	(536)	46%	(1025)	2213
Ethnicity: Other	9%	(20)	30%	(65)	29%	(62)	33%	(71)	217
All Christian	7%	(67)	20%	(196)	25%	(248)	49%	(486)	997
All Non-Christian	7%	(7)	19%	(20)	28%	(30)	46%	(49)	106
Atheist	4%	(5)	14%	(15)	30%	(32)	52%	(55)	106
Agnostic/Nothing in particular	10%	(56)	22%	(129)	23%	(132)	45%	(264)	581
Something Else	14%	(58)	24%	(100)	22%	(94)	41%	(172)	423
Religious Non-Protestant/Catholic	7%	(9)	20%	(28)	27%	(37)	45%	(62)	136
Evangelical	10%	(55)	21%	(113)	23%	(121)	45%	(238)	527
Non-Evangelical	8%	(65)	20%	(166)	25%	(206)	48%	(397)	833
Community: Urban	12%	(74)	24%	(146)	26%	(162)	38%	(235)	617
Community: Suburban	7%	(74)	22%	(224)	24%	(240)	47%	(481)	1019
Community: Rural	8%	(45)	16%	(90)	23%	(133)	54%	(309)	577
Employ: Private Sector	11%	(77)	24%	(171)	26%	(188)	39%	(282)	719
Employ: Government	10%	(13)	32%	(40)	27%	(34)	30%	(38)	125
Employ: Self-Employed	16%	(32)	20%	(41)	25%	(52)	39%	(80)	205
Employ: Homemaker	6%	(9)	17%	(27)	27%	(40)	50%	(76)	152
Employ: Student	13%	(7)	33%	(17)	32%	(17)	22%	(11)	52
Employ: Retired	3%	(15)	12%	(65)	20%	(114)	65%	(363)	558
Employ: Unemployed	12%	(28)	23%	(52)	21%	(47)	44%	(98)	225
Employ: Other	6%	(11)	26%	(47)	25%	(44)	43%	(76)	177
Military HH: Yes	4%	(12)	18%	(56)	27%	(85)	52%	(163)	315
Military HH: No	10%	(181)	21%	(404)	24%	(451)	45%	(862)	1898
RD/WT: Right Direction	14%	(94)	20%	(137)	23%	(162)	43%	(300)	692
RD/WT: Wrong Track	7%	(99)	21%	(323)	25%	(373)	48%	(725)	1521
Biden Job Approve	12%	(119)	20%	(197)	24%	(232)	44%	(433)	982
Biden Job Disapprove	6%	(61)	21%	(234)	26%	(282)	48%	(523)	1100
Biden Job Strongly Approve	16%	(66)	18%	(75)	23%	(99)	43%	(181)	421
Biden Job Somewhat Approve	9%	(52)	22%	(122)	24%	(133)	45%	(253)	560
Biden Job Somewhat Disapprove	6%	(18)	25%	(81)	31%	(102)	39%	(128)	328
Biden Job Strongly Disapprove	6%	(43)	20%	(153)	23%	(181)	51%	(395)	772

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**Table MCEN3\_3: How much have you seen, read or heard about the following films?***Creed III*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(193)	21%	(460)	24%	(536)	46%	(1025)	2213
Favorable of Biden	12%	(117)	20%	(194)	24%	(235)	45%	(441)	986
Unfavorable of Biden	6%	(61)	22%	(243)	24%	(267)	48%	(526)	1097
Very Favorable of Biden	14%	(66)	18%	(87)	23%	(110)	45%	(210)	473
Somewhat Favorable of Biden	10%	(51)	21%	(107)	24%	(125)	45%	(230)	513
Somewhat Unfavorable of Biden	4%	(12)	28%	(80)	30%	(87)	38%	(111)	289
Very Unfavorable of Biden	6%	(50)	20%	(163)	22%	(180)	51%	(416)	808
#1 Issue: Economy	10%	(91)	22%	(204)	24%	(226)	44%	(408)	929
#1 Issue: Security	7%	(17)	26%	(61)	23%	(55)	44%	(102)	235
#1 Issue: Health Care	9%	(12)	26%	(36)	25%	(36)	40%	(56)	140
#1 Issue: Medicare / Social Security	4%	(10)	12%	(31)	19%	(49)	66%	(173)	263
#1 Issue: Women's Issues	11%	(31)	22%	(65)	26%	(76)	41%	(120)	292
#1 Issue: Education	11%	(9)	21%	(17)	30%	(25)	38%	(31)	81
#1 Issue: Energy	10%	(14)	18%	(26)	23%	(33)	48%	(68)	141
#1 Issue: Other	7%	(9)	15%	(20)	28%	(37)	50%	(66)	133
2022 House Vote: Democrat	11%	(96)	23%	(200)	23%	(207)	43%	(381)	883
2022 House Vote: Republican	6%	(43)	20%	(133)	23%	(157)	51%	(342)	675
2022 House Vote: Someone else	15%	(11)	15%	(12)	24%	(19)	45%	(34)	76
2022 House Vote: Didnt Vote	7%	(43)	20%	(115)	27%	(153)	46%	(267)	578
2020 Vote: Joe Biden	11%	(100)	21%	(193)	25%	(231)	44%	(409)	932
2020 Vote: Donald Trump	6%	(44)	20%	(140)	23%	(162)	52%	(369)	715
2020 Vote: Other	9%	(7)	20%	(17)	25%	(20)	46%	(38)	82
2020 Vote: Didn't Vote	9%	(42)	23%	(110)	25%	(122)	43%	(210)	484
2018 House Vote: Democrat	11%	(92)	22%	(181)	24%	(196)	42%	(346)	816
2018 House Vote: Republican	5%	(29)	18%	(109)	22%	(133)	55%	(325)	596
2018 House Vote: Someone else	15%	(11)	23%	(17)	22%	(17)	40%	(30)	75
2018 House Vote: Didnt Vote	8%	(60)	21%	(153)	26%	(190)	45%	(323)	726
4-Region: Northeast	8%	(29)	17%	(67)	27%	(102)	49%	(186)	383
4-Region: Midwest	8%	(38)	16%	(71)	27%	(123)	49%	(226)	457
4-Region: South	9%	(80)	23%	(194)	23%	(196)	45%	(377)	846
4-Region: West	9%	(47)	24%	(128)	22%	(116)	45%	(236)	527

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**Table MCEN3\_3:** How much have you seen, read or heard about the following films?

*Creed III*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(193)	21%	(460)	24%	(536)	46%	(1025)	2213
Favorable Opinion of Avatar	12%	(144)	25%	(302)	27%	(324)	36%	(427)	1197
Unfavorable Opinion of Avatar	9%	(37)	21%	(91)	22%	(92)	49%	(207)	427
Enjoyed Seeing Avatar	12%	(133)	25%	(290)	28%	(324)	35%	(403)	1150
Did not Enjoy Seeing Avatar	9%	(21)	23%	(55)	25%	(61)	44%	(106)	243
Saw Avatar	11%	(154)	25%	(344)	28%	(385)	37%	(509)	1393

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

**Table MCEN3\_4:** How much have you seen, read or heard about the following films?*Magic Mike's Last Dance*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(142)	18%	(400)	24%	(527)	52%	(1144)	2213
Gender: Male	6%	(62)	15%	(161)	25%	(270)	54%	(577)	1069
Gender: Female	7%	(81)	21%	(239)	23%	(258)	50%	(566)	1144
Age: 18-34	13%	(82)	22%	(140)	27%	(174)	38%	(247)	643
Age: 35-44	4%	(15)	25%	(91)	25%	(92)	46%	(168)	366
Age: 45-64	5%	(39)	19%	(133)	23%	(163)	53%	(380)	715
Age: 65+	1%	(6)	7%	(36)	20%	(98)	71%	(349)	489
GenZers: 1997-2012	12%	(25)	17%	(34)	32%	(66)	40%	(82)	207
Millennials: 1981-1996	10%	(68)	25%	(174)	24%	(166)	41%	(288)	696
GenXers: 1965-1980	6%	(30)	20%	(104)	25%	(130)	50%	(260)	525
Baby Boomers: 1946-1964	3%	(19)	12%	(87)	22%	(155)	63%	(440)	701
PID: Dem (no lean)	8%	(70)	21%	(185)	24%	(204)	47%	(402)	861
PID: Ind (no lean)	5%	(37)	16%	(110)	25%	(170)	54%	(372)	688
PID: Rep (no lean)	5%	(36)	16%	(105)	23%	(153)	56%	(370)	664
PID/Gender: Dem Men	9%	(38)	21%	(89)	25%	(102)	45%	(186)	414
PID/Gender: Dem Women	7%	(32)	21%	(96)	23%	(103)	48%	(216)	447
PID/Gender: Ind Men	2%	(7)	10%	(32)	26%	(83)	62%	(200)	322
PID/Gender: Ind Women	8%	(30)	21%	(78)	24%	(87)	47%	(172)	366
PID/Gender: Rep Men	5%	(16)	12%	(40)	26%	(85)	57%	(191)	333
PID/Gender: Rep Women	6%	(19)	20%	(66)	21%	(68)	54%	(178)	331
Ideo: Liberal (1-3)	6%	(41)	21%	(140)	25%	(171)	48%	(327)	680
Ideo: Moderate (4)	7%	(41)	22%	(131)	25%	(149)	47%	(284)	604
Ideo: Conservative (5-7)	5%	(35)	12%	(84)	23%	(155)	60%	(411)	684
Educ: < College	7%	(105)	18%	(261)	24%	(339)	51%	(734)	1439
Educ: Bachelors degree	5%	(24)	20%	(98)	25%	(122)	50%	(248)	491
Educ: Post-grad	5%	(13)	15%	(41)	24%	(67)	57%	(161)	283
Income: Under 50k	8%	(91)	16%	(198)	24%	(285)	52%	(630)	1205
Income: 50k-100k	6%	(39)	21%	(140)	24%	(159)	50%	(336)	674
Income: 100k+	4%	(12)	18%	(62)	25%	(84)	53%	(177)	334
Ethnicity: White	6%	(101)	16%	(282)	23%	(389)	55%	(941)	1713
Ethnicity: Hispanic	6%	(23)	23%	(87)	28%	(106)	42%	(159)	374
Ethnicity: Black	11%	(30)	24%	(67)	25%	(71)	40%	(114)	283

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**Table MCEN3\_4:** How much have you seen, read or heard about the following films?

*Magic Mike's Last Dance*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(142)	18%	(400)	24%	(527)	52%	(1144)	2213
Ethnicity: Other	5%	(11)	23%	(50)	31%	(67)	41%	(88)	217
All Christian	5%	(53)	18%	(177)	24%	(235)	53%	(531)	997
All Non-Christian	7%	(8)	17%	(18)	23%	(24)	53%	(56)	106
Atheist	2%	(2)	20%	(21)	19%	(20)	60%	(63)	106
Agnostic/Nothing in particular	8%	(46)	18%	(105)	26%	(152)	48%	(279)	581
Something Else	8%	(34)	19%	(79)	23%	(97)	51%	(214)	423
Religious Non-Protestant/Catholic	9%	(12)	17%	(23)	20%	(27)	54%	(74)	136
Evangelical	5%	(28)	18%	(95)	23%	(121)	54%	(283)	527
Non-Evangelical	6%	(51)	18%	(149)	24%	(203)	52%	(431)	833
Community: Urban	9%	(55)	23%	(139)	23%	(139)	46%	(284)	617
Community: Suburban	5%	(53)	17%	(169)	25%	(255)	53%	(542)	1019
Community: Rural	6%	(35)	16%	(91)	23%	(133)	55%	(318)	577
Employ: Private Sector	8%	(56)	23%	(167)	24%	(172)	45%	(324)	719
Employ: Government	8%	(10)	21%	(27)	30%	(37)	41%	(51)	125
Employ: Self-Employed	8%	(16)	15%	(30)	29%	(60)	48%	(98)	205
Employ: Homemaker	5%	(8)	26%	(39)	23%	(35)	46%	(69)	152
Employ: Student	12%	(6)	16%	(8)	31%	(16)	41%	(21)	52
Employ: Retired	2%	(9)	10%	(57)	20%	(114)	68%	(378)	558
Employ: Unemployed	10%	(24)	18%	(40)	23%	(51)	49%	(111)	225
Employ: Other	7%	(13)	18%	(31)	24%	(42)	51%	(91)	177
Military HH: Yes	3%	(10)	15%	(47)	23%	(71)	59%	(187)	315
Military HH: No	7%	(133)	19%	(352)	24%	(456)	50%	(956)	1898
RD/WT: Right Direction	10%	(66)	21%	(145)	22%	(153)	47%	(328)	692
RD/WT: Wrong Track	5%	(76)	17%	(255)	25%	(375)	54%	(816)	1521
Biden Job Approve	8%	(79)	20%	(197)	25%	(241)	47%	(465)	982
Biden Job Disapprove	5%	(53)	16%	(179)	23%	(258)	55%	(610)	1100
Biden Job Strongly Approve	11%	(45)	20%	(86)	22%	(92)	47%	(199)	421
Biden Job Somewhat Approve	6%	(33)	20%	(111)	27%	(150)	48%	(266)	560
Biden Job Somewhat Disapprove	5%	(17)	18%	(60)	28%	(92)	49%	(159)	328
Biden Job Strongly Disapprove	5%	(36)	15%	(119)	21%	(166)	58%	(451)	772

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**Table MCEN3\_4:** How much have you seen, read or heard about the following films?*Magic Mike's Last Dance*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(142)	18%	(400)	24%	(527)	52%	(1144)	2213
Favorable of Biden	7%	(74)	20%	(200)	24%	(239)	48%	(473)	986
Unfavorable of Biden	5%	(55)	17%	(187)	23%	(250)	55%	(606)	1097
Very Favorable of Biden	9%	(42)	21%	(101)	20%	(96)	49%	(233)	473
Somewhat Favorable of Biden	6%	(32)	19%	(98)	28%	(143)	47%	(240)	513
Somewhat Unfavorable of Biden	6%	(18)	20%	(58)	27%	(78)	47%	(136)	289
Very Unfavorable of Biden	5%	(37)	16%	(129)	21%	(172)	58%	(470)	808
#1 Issue: Economy	5%	(47)	18%	(166)	26%	(237)	52%	(480)	929
#1 Issue: Security	6%	(15)	20%	(48)	17%	(40)	56%	(133)	235
#1 Issue: Health Care	9%	(12)	27%	(38)	23%	(32)	41%	(57)	140
#1 Issue: Medicare / Social Security	5%	(13)	11%	(30)	20%	(52)	64%	(168)	263
#1 Issue: Women's Issues	10%	(28)	24%	(70)	24%	(71)	42%	(122)	292
#1 Issue: Education	14%	(11)	15%	(12)	31%	(25)	41%	(33)	81
#1 Issue: Energy	8%	(12)	15%	(22)	22%	(30)	55%	(77)	141
#1 Issue: Other	3%	(4)	11%	(15)	30%	(40)	56%	(74)	133
2022 House Vote: Democrat	6%	(51)	21%	(187)	24%	(216)	49%	(430)	883
2022 House Vote: Republican	5%	(35)	13%	(90)	23%	(156)	58%	(394)	675
2022 House Vote: Someone else	8%	(6)	25%	(19)	21%	(16)	46%	(35)	76
2022 House Vote: Didnt Vote	9%	(51)	18%	(103)	24%	(139)	49%	(285)	578
2020 Vote: Joe Biden	5%	(51)	22%	(208)	26%	(241)	46%	(432)	932
2020 Vote: Donald Trump	6%	(42)	13%	(95)	22%	(156)	59%	(422)	715
2020 Vote: Other	5%	(4)	18%	(15)	24%	(20)	53%	(43)	82
2020 Vote: Didn't Vote	9%	(45)	17%	(82)	23%	(109)	51%	(247)	484
2018 House Vote: Democrat	6%	(51)	21%	(170)	25%	(207)	48%	(389)	816
2018 House Vote: Republican	5%	(28)	13%	(80)	22%	(133)	60%	(355)	596
2018 House Vote: Someone else	9%	(7)	19%	(15)	30%	(23)	41%	(31)	75
2018 House Vote: Didnt Vote	8%	(57)	19%	(135)	23%	(164)	51%	(369)	726
4-Region: Northeast	6%	(23)	18%	(67)	24%	(90)	53%	(203)	383
4-Region: Midwest	6%	(29)	16%	(72)	24%	(111)	54%	(245)	457
4-Region: South	7%	(60)	18%	(156)	24%	(204)	50%	(425)	846
4-Region: West	6%	(31)	20%	(105)	23%	(122)	51%	(270)	527

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**Table MCEN3\_4:** How much have you seen, read or heard about the following films?  
*Magic Mike's Last Dance*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(142)	18%	(400)	24%	(527)	52%	(1144)	2213
Favorable Opinion of Avatar	8%	(100)	22%	(263)	27%	(318)	43%	(516)	1197
Unfavorable Opinion of Avatar	7%	(31)	18%	(78)	21%	(91)	53%	(227)	427
Enjoyed Seeing Avatar	8%	(98)	23%	(267)	26%	(303)	42%	(482)	1150
Did not Enjoy Seeing Avatar	9%	(21)	16%	(40)	29%	(69)	46%	(113)	243
Saw Avatar	9%	(119)	22%	(307)	27%	(372)	43%	(595)	1393

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

**Table MCEN3\_5:** How much have you seen, read or heard about the following films?*John Wick: Chapter 4*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(311)	26%	(571)	23%	(513)	37%	(819)	2213
Gender: Male	18%	(189)	29%	(315)	22%	(231)	31%	(334)	1069
Gender: Female	11%	(121)	22%	(255)	25%	(282)	42%	(485)	1144
Age: 18-34	23%	(150)	26%	(169)	26%	(168)	24%	(156)	643
Age: 35-44	17%	(62)	33%	(119)	22%	(80)	29%	(105)	366
Age: 45-64	11%	(76)	28%	(200)	22%	(160)	39%	(279)	715
Age: 65+	5%	(23)	17%	(82)	21%	(105)	57%	(279)	489
GenZers: 1997-2012	27%	(55)	27%	(55)	24%	(50)	22%	(46)	207
Millennials: 1981-1996	21%	(145)	28%	(195)	25%	(177)	26%	(179)	696
GenXers: 1965-1980	12%	(61)	31%	(165)	21%	(110)	36%	(189)	525
Baby Boomers: 1946-1964	7%	(48)	21%	(148)	23%	(162)	49%	(342)	701
PID: Dem (no lean)	17%	(150)	26%	(226)	23%	(196)	33%	(288)	861
PID: Ind (no lean)	12%	(83)	26%	(179)	24%	(165)	38%	(261)	688
PID: Rep (no lean)	12%	(78)	25%	(165)	23%	(151)	41%	(270)	664
PID/Gender: Dem Men	23%	(97)	30%	(126)	20%	(84)	26%	(107)	414
PID/Gender: Dem Women	12%	(53)	22%	(100)	25%	(112)	40%	(180)	447
PID/Gender: Ind Men	12%	(39)	30%	(96)	22%	(70)	37%	(118)	322
PID/Gender: Ind Women	12%	(44)	23%	(83)	26%	(95)	39%	(144)	366
PID/Gender: Rep Men	16%	(54)	28%	(93)	23%	(78)	33%	(109)	333
PID/Gender: Rep Women	7%	(24)	22%	(72)	22%	(74)	49%	(161)	331
Ideo: Liberal (1-3)	18%	(120)	28%	(193)	22%	(150)	32%	(217)	680
Ideo: Moderate (4)	13%	(81)	27%	(163)	24%	(145)	36%	(215)	604
Ideo: Conservative (5-7)	12%	(80)	22%	(148)	23%	(155)	44%	(301)	684
Educ: < College	15%	(214)	27%	(392)	22%	(318)	36%	(514)	1439
Educ: Bachelors degree	12%	(58)	25%	(122)	25%	(123)	38%	(188)	491
Educ: Post-grad	13%	(38)	20%	(57)	25%	(71)	41%	(117)	283
Income: Under 50k	14%	(168)	25%	(297)	24%	(289)	37%	(451)	1205
Income: 50k-100k	16%	(105)	29%	(195)	21%	(142)	34%	(233)	674
Income: 100k+	11%	(38)	24%	(79)	25%	(82)	41%	(135)	334
Ethnicity: White	12%	(202)	24%	(405)	24%	(404)	41%	(702)	1713
Ethnicity: Hispanic	24%	(89)	32%	(119)	25%	(95)	19%	(70)	374
Ethnicity: Black	27%	(76)	27%	(75)	22%	(63)	24%	(68)	283

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**Table MCEN3\_5: How much have you seen, read or heard about the following films?**

*John Wick: Chapter 4*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(311)	26%	(571)	23%	(513)	37%	(819)	2213
Ethnicity: Other	15%	(32)	42%	(90)	21%	(46)	22%	(49)	217
All Christian	13%	(127)	25%	(249)	22%	(221)	40%	(400)	997
All Non-Christian	15%	(16)	14%	(15)	35%	(37)	36%	(38)	106
Atheist	9%	(10)	29%	(31)	19%	(20)	43%	(45)	106
Agnostic/Nothing in particular	15%	(85)	27%	(159)	24%	(142)	33%	(194)	581
Something Else	17%	(73)	28%	(117)	22%	(92)	33%	(141)	423
Religious Non-Protestant/Catholic	15%	(21)	16%	(22)	32%	(44)	36%	(50)	136
Evangelical	16%	(86)	26%	(138)	20%	(103)	38%	(199)	527
Non-Evangelical	12%	(104)	25%	(212)	23%	(194)	39%	(323)	833
Community: Urban	18%	(112)	27%	(167)	25%	(153)	30%	(184)	617
Community: Suburban	13%	(127)	26%	(267)	23%	(239)	38%	(386)	1019
Community: Rural	12%	(71)	24%	(137)	21%	(120)	43%	(249)	577
Employ: Private Sector	17%	(119)	30%	(215)	21%	(151)	32%	(234)	719
Employ: Government	17%	(21)	35%	(44)	20%	(25)	28%	(35)	125
Employ: Self-Employed	18%	(38)	17%	(36)	29%	(58)	36%	(73)	205
Employ: Homemaker	10%	(15)	29%	(45)	26%	(40)	34%	(52)	152
Employ: Student	26%	(13)	32%	(17)	19%	(10)	23%	(12)	52
Employ: Retired	7%	(36)	20%	(110)	24%	(133)	50%	(278)	558
Employ: Unemployed	15%	(35)	27%	(61)	24%	(54)	33%	(75)	225
Employ: Other	19%	(33)	25%	(44)	23%	(41)	34%	(60)	177
Military HH: Yes	11%	(35)	28%	(87)	23%	(71)	39%	(122)	315
Military HH: No	15%	(275)	25%	(484)	23%	(442)	37%	(697)	1898
RD/WT: Right Direction	18%	(127)	25%	(173)	22%	(150)	35%	(241)	692
RD/WT: Wrong Track	12%	(183)	26%	(397)	24%	(363)	38%	(578)	1521
Biden Job Approve	17%	(168)	25%	(250)	23%	(221)	35%	(342)	982
Biden Job Disapprove	12%	(127)	27%	(293)	23%	(253)	39%	(428)	1100
Biden Job Strongly Approve	21%	(90)	25%	(107)	20%	(85)	33%	(138)	421
Biden Job Somewhat Approve	14%	(78)	26%	(143)	24%	(136)	36%	(204)	560
Biden Job Somewhat Disapprove	18%	(58)	28%	(93)	25%	(82)	29%	(96)	328
Biden Job Strongly Disapprove	9%	(69)	26%	(200)	22%	(171)	43%	(332)	772

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**Table MCEN3\_5:** How much have you seen, read or heard about the following films?  
 John Wick: Chapter 4

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(311)	26%	(571)	23%	(513)	37%	(819)	2213
Favorable of Biden	16%	(162)	25%	(250)	23%	(224)	35%	(349)	986
Unfavorable of Biden	12%	(131)	27%	(298)	22%	(246)	39%	(423)	1097
Very Favorable of Biden	18%	(86)	24%	(115)	21%	(101)	36%	(171)	473
Somewhat Favorable of Biden	15%	(77)	26%	(135)	24%	(124)	35%	(178)	513
Somewhat Unfavorable of Biden	17%	(49)	32%	(91)	23%	(66)	28%	(82)	289
Very Unfavorable of Biden	10%	(81)	26%	(207)	22%	(179)	42%	(341)	808
#1 Issue: Economy	16%	(144)	27%	(247)	23%	(211)	35%	(327)	929
#1 Issue: Security	12%	(29)	22%	(53)	23%	(55)	42%	(98)	235
#1 Issue: Health Care	12%	(16)	30%	(42)	31%	(43)	27%	(38)	140
#1 Issue: Medicare / Social Security	8%	(20)	18%	(48)	21%	(55)	53%	(140)	263
#1 Issue: Women's Issues	16%	(46)	27%	(79)	22%	(66)	35%	(101)	292
#1 Issue: Education	18%	(14)	33%	(27)	27%	(22)	22%	(18)	81
#1 Issue: Energy	16%	(23)	31%	(44)	16%	(22)	37%	(52)	141
#1 Issue: Other	14%	(18)	24%	(31)	29%	(39)	33%	(44)	133
2022 House Vote: Democrat	16%	(144)	27%	(239)	22%	(197)	34%	(304)	883
2022 House Vote: Republican	11%	(74)	25%	(169)	22%	(146)	43%	(287)	675
2022 House Vote: Someone else	13%	(10)	23%	(18)	30%	(23)	34%	(26)	76
2022 House Vote: Didnt Vote	14%	(83)	25%	(146)	25%	(147)	35%	(202)	578
2020 Vote: Joe Biden	16%	(152)	27%	(248)	22%	(209)	35%	(323)	932
2020 Vote: Donald Trump	11%	(79)	25%	(182)	21%	(149)	43%	(305)	715
2020 Vote: Other	13%	(10)	22%	(18)	31%	(25)	34%	(28)	82
2020 Vote: Didn't Vote	14%	(69)	25%	(123)	27%	(130)	33%	(162)	484
2018 House Vote: Democrat	17%	(140)	26%	(211)	23%	(188)	34%	(277)	816
2018 House Vote: Republican	10%	(60)	25%	(150)	22%	(132)	43%	(254)	596
2018 House Vote: Someone else	14%	(10)	30%	(22)	19%	(14)	38%	(28)	75
2018 House Vote: Didnt Vote	14%	(100)	26%	(188)	24%	(178)	36%	(260)	726
4-Region: Northeast	11%	(42)	25%	(94)	22%	(86)	42%	(161)	383
4-Region: Midwest	12%	(56)	24%	(108)	24%	(108)	40%	(185)	457
4-Region: South	15%	(129)	26%	(223)	22%	(190)	36%	(304)	846
4-Region: West	16%	(84)	28%	(146)	24%	(129)	32%	(169)	527

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**Table MCEN3\_5:** How much have you seen, read or heard about the following films?

*John Wick: Chapter 4*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(311)	26%	(571)	23%	(513)	37%	(819)	2213
Favorable Opinion of Avatar	20%	(235)	33%	(389)	23%	(272)	25%	(300)	1197
Unfavorable Opinion of Avatar	12%	(53)	24%	(104)	23%	(99)	40%	(170)	427
Enjoyed Seeing Avatar	20%	(234)	32%	(370)	23%	(264)	25%	(282)	1150
Did not Enjoy Seeing Avatar	13%	(32)	28%	(68)	27%	(66)	32%	(77)	243
Saw Avatar	19%	(266)	31%	(438)	24%	(330)	26%	(359)	1393

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

**Table MCEN3\_6:** How much have you seen, read or heard about the following films?  
*Super Mario Bros. Movie*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	12%	(263)	24%	(523)	23%	(505)	42%	(922)	2213
Gender: Male	14%	(155)	24%	(256)	23%	(247)	39%	(412)	1069
Gender: Female	9%	(108)	23%	(267)	23%	(259)	45%	(510)	1144
Age: 18-34	25%	(158)	34%	(217)	19%	(125)	22%	(143)	643
Age: 35-44	17%	(61)	27%	(99)	27%	(98)	30%	(109)	366
Age: 45-64	5%	(37)	23%	(162)	24%	(173)	48%	(343)	715
Age: 65+	2%	(8)	9%	(46)	22%	(109)	67%	(326)	489
GenZers: 1997-2012	32%	(67)	29%	(60)	18%	(37)	21%	(44)	207
Millennials: 1981-1996	20%	(138)	33%	(232)	22%	(152)	25%	(173)	696
GenXers: 1965-1980	8%	(41)	25%	(131)	25%	(133)	42%	(221)	525
Baby Boomers: 1946-1964	2%	(17)	14%	(96)	24%	(166)	60%	(421)	701
PID: Dem (no lean)	16%	(137)	25%	(216)	23%	(199)	36%	(309)	861
PID: Ind (no lean)	11%	(77)	25%	(170)	23%	(157)	41%	(283)	688
PID: Rep (no lean)	7%	(49)	21%	(137)	22%	(149)	50%	(330)	664
PID/Gender: Dem Men	22%	(91)	26%	(108)	22%	(92)	30%	(124)	414
PID/Gender: Dem Women	10%	(46)	24%	(108)	24%	(107)	41%	(185)	447
PID/Gender: Ind Men	11%	(36)	24%	(77)	23%	(73)	42%	(136)	322
PID/Gender: Ind Women	11%	(41)	26%	(94)	23%	(84)	40%	(147)	366
PID/Gender: Rep Men	8%	(28)	21%	(71)	25%	(82)	46%	(151)	333
PID/Gender: Rep Women	6%	(20)	20%	(66)	20%	(67)	54%	(178)	331
Ideo: Liberal (1-3)	17%	(112)	26%	(176)	22%	(149)	36%	(243)	680
Ideo: Moderate (4)	11%	(65)	25%	(153)	24%	(145)	40%	(241)	604
Ideo: Conservative (5-7)	8%	(56)	18%	(126)	24%	(163)	50%	(339)	684
Educ: < College	13%	(184)	24%	(341)	23%	(329)	41%	(585)	1439
Educ: Bachelors degree	11%	(56)	25%	(124)	22%	(106)	42%	(206)	491
Educ: Post-grad	8%	(23)	21%	(59)	25%	(70)	46%	(130)	283
Income: Under 50k	12%	(145)	22%	(269)	23%	(276)	43%	(514)	1205
Income: 50k-100k	13%	(89)	27%	(182)	22%	(150)	38%	(254)	674
Income: 100k+	9%	(29)	22%	(73)	24%	(79)	46%	(154)	334
Ethnicity: White	9%	(151)	21%	(366)	24%	(419)	45%	(778)	1713
Ethnicity: Hispanic	21%	(77)	32%	(118)	22%	(84)	26%	(96)	374
Ethnicity: Black	24%	(68)	30%	(86)	14%	(39)	32%	(89)	283

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**Table MCEN3\_6: How much have you seen, read or heard about the following films?**

*Super Mario Bros. Movie*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	12%	(263)	24%	(523)	23%	(505)	42%	(922)	2213
Ethnicity: Other	20%	(44)	33%	(71)	22%	(48)	25%	(55)	217
All Christian	9%	(86)	22%	(222)	24%	(236)	45%	(453)	997
All Non-Christian	10%	(11)	21%	(22)	29%	(31)	39%	(41)	106
Atheist	14%	(15)	30%	(31)	17%	(18)	40%	(42)	106
Agnostic/Nothing in particular	16%	(94)	23%	(131)	24%	(137)	38%	(219)	581
Something Else	14%	(58)	27%	(116)	20%	(83)	39%	(166)	423
Religious Non-Protestant/Catholic	10%	(14)	27%	(37)	26%	(35)	38%	(51)	136
Evangelical	14%	(72)	24%	(127)	20%	(108)	42%	(220)	527
Non-Evangelical	8%	(66)	22%	(185)	24%	(199)	46%	(383)	833
Community: Urban	15%	(95)	28%	(176)	22%	(138)	34%	(208)	617
Community: Suburban	12%	(118)	22%	(228)	24%	(242)	42%	(432)	1019
Community: Rural	9%	(50)	21%	(120)	22%	(125)	49%	(282)	577
Employ: Private Sector	15%	(110)	29%	(205)	23%	(165)	33%	(238)	719
Employ: Government	16%	(20)	35%	(44)	18%	(22)	31%	(39)	125
Employ: Self-Employed	17%	(35)	27%	(54)	19%	(39)	37%	(77)	205
Employ: Homemaker	9%	(13)	31%	(47)	22%	(34)	38%	(57)	152
Employ: Student	28%	(14)	32%	(16)	24%	(12)	17%	(9)	52
Employ: Retired	2%	(11)	12%	(68)	23%	(129)	63%	(350)	558
Employ: Unemployed	16%	(36)	21%	(47)	27%	(60)	37%	(82)	225
Employ: Other	14%	(24)	23%	(41)	24%	(43)	39%	(69)	177
Military HH: Yes	7%	(23)	19%	(59)	27%	(84)	47%	(148)	315
Military HH: No	13%	(240)	24%	(464)	22%	(421)	41%	(773)	1898
RD/WT: Right Direction	16%	(110)	26%	(177)	22%	(153)	36%	(252)	692
RD/WT: Wrong Track	10%	(153)	23%	(346)	23%	(352)	44%	(669)	1521
Biden Job Approve	15%	(146)	26%	(251)	24%	(234)	36%	(352)	982
Biden Job Disapprove	9%	(102)	21%	(233)	22%	(246)	47%	(519)	1100
Biden Job Strongly Approve	17%	(72)	23%	(95)	22%	(92)	38%	(162)	421
Biden Job Somewhat Approve	13%	(74)	28%	(155)	25%	(142)	34%	(190)	560
Biden Job Somewhat Disapprove	16%	(52)	25%	(82)	22%	(73)	37%	(122)	328
Biden Job Strongly Disapprove	6%	(50)	20%	(151)	23%	(174)	51%	(397)	772

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**Table MCEN3\_6:** How much have you seen, read or heard about the following films?*Super Mario Bros. Movie*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	12%	(263)	24%	(523)	23%	(505)	42%	(922)	2213
Favorable of Biden	14%	(137)	25%	(245)	24%	(236)	37%	(368)	986
Unfavorable of Biden	10%	(107)	22%	(247)	22%	(238)	46%	(505)	1097
Very Favorable of Biden	15%	(71)	23%	(107)	23%	(108)	39%	(186)	473
Somewhat Favorable of Biden	13%	(66)	27%	(137)	25%	(128)	35%	(182)	513
Somewhat Unfavorable of Biden	17%	(48)	29%	(83)	23%	(67)	31%	(91)	289
Very Unfavorable of Biden	7%	(59)	20%	(164)	21%	(171)	51%	(414)	808
#1 Issue: Economy	12%	(108)	24%	(227)	23%	(213)	41%	(381)	929
#1 Issue: Security	10%	(24)	22%	(52)	20%	(47)	47%	(112)	235
#1 Issue: Health Care	21%	(29)	23%	(32)	23%	(33)	33%	(47)	140
#1 Issue: Medicare / Social Security	3%	(9)	14%	(37)	22%	(57)	61%	(160)	263
#1 Issue: Women's Issues	17%	(49)	31%	(89)	24%	(70)	29%	(84)	292
#1 Issue: Education	23%	(19)	39%	(32)	13%	(10)	25%	(20)	81
#1 Issue: Energy	10%	(13)	18%	(26)	28%	(39)	45%	(63)	141
#1 Issue: Other	9%	(11)	22%	(29)	27%	(36)	42%	(56)	133
2022 House Vote: Democrat	14%	(127)	25%	(221)	23%	(200)	38%	(336)	883
2022 House Vote: Republican	7%	(47)	21%	(140)	23%	(154)	50%	(335)	675
2022 House Vote: Someone else	23%	(18)	25%	(19)	30%	(23)	23%	(17)	76
2022 House Vote: Didnt Vote	13%	(72)	25%	(144)	22%	(129)	40%	(233)	578
2020 Vote: Joe Biden	14%	(132)	26%	(242)	23%	(217)	37%	(341)	932
2020 Vote: Donald Trump	9%	(63)	19%	(139)	22%	(160)	49%	(354)	715
2020 Vote: Other	12%	(10)	26%	(22)	33%	(27)	28%	(23)	82
2020 Vote: Didn't Vote	12%	(58)	25%	(120)	21%	(101)	42%	(204)	484
2018 House Vote: Democrat	13%	(108)	26%	(209)	22%	(181)	39%	(318)	816
2018 House Vote: Republican	7%	(39)	19%	(116)	22%	(132)	52%	(308)	596
2018 House Vote: Someone else	23%	(18)	18%	(14)	29%	(22)	30%	(23)	75
2018 House Vote: Didnt Vote	14%	(99)	25%	(185)	23%	(170)	38%	(272)	726
4-Region: Northeast	8%	(30)	20%	(77)	27%	(102)	45%	(173)	383
4-Region: Midwest	11%	(51)	22%	(102)	22%	(101)	44%	(203)	457
4-Region: South	12%	(104)	24%	(202)	23%	(191)	41%	(349)	846
4-Region: West	15%	(78)	27%	(142)	21%	(112)	37%	(196)	527

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**Table MCEN3\_6:** How much have you seen, read or heard about the following films?

*Super Mario Bros. Movie*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	12%	(263)	24%	(523)	23%	(505)	42%	(922)	2213
Favorable Opinion of Avatar	15%	(180)	28%	(332)	25%	(294)	33%	(391)	1197
Unfavorable Opinion of Avatar	14%	(60)	28%	(119)	19%	(79)	40%	(169)	427
Enjoyed Seeing Avatar	16%	(186)	29%	(335)	24%	(271)	31%	(358)	1150
Did not Enjoy Seeing Avatar	14%	(35)	28%	(68)	24%	(60)	33%	(81)	243
Saw Avatar	16%	(221)	29%	(403)	24%	(330)	32%	(439)	1393

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

**Table MCEN3\_7: How much have you seen, read or heard about the following films?***Spider-Man: Across the Spider-Verse*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	16%	(345)	25%	(552)	21%	(471)	38%	(845)	2213
Gender: Male	18%	(197)	26%	(281)	21%	(228)	34%	(363)	1069
Gender: Female	13%	(147)	24%	(271)	21%	(244)	42%	(482)	1144
Age: 18-34	30%	(193)	31%	(200)	19%	(122)	20%	(129)	643
Age: 35-44	19%	(71)	28%	(101)	21%	(75)	32%	(118)	366
Age: 45-64	9%	(65)	26%	(189)	24%	(173)	40%	(288)	715
Age: 65+	3%	(17)	13%	(62)	21%	(101)	63%	(310)	489
GenZers: 1997-2012	38%	(80)	25%	(52)	18%	(36)	19%	(40)	207
Millennials: 1981-1996	24%	(167)	31%	(217)	20%	(141)	24%	(170)	696
GenXers: 1965-1980	12%	(65)	29%	(150)	23%	(120)	36%	(191)	525
Baby Boomers: 1946-1964	5%	(33)	18%	(128)	22%	(157)	55%	(382)	701
PID: Dem (no lean)	20%	(176)	25%	(214)	20%	(175)	34%	(295)	861
PID: Ind (no lean)	14%	(98)	27%	(188)	21%	(147)	37%	(255)	688
PID: Rep (no lean)	11%	(70)	23%	(150)	22%	(149)	44%	(295)	664
PID/Gender: Dem Men	27%	(113)	26%	(109)	19%	(78)	27%	(114)	414
PID/Gender: Dem Women	14%	(63)	24%	(105)	22%	(97)	41%	(181)	447
PID/Gender: Ind Men	14%	(45)	28%	(89)	21%	(69)	37%	(119)	322
PID/Gender: Ind Women	14%	(53)	27%	(99)	21%	(79)	37%	(136)	366
PID/Gender: Rep Men	12%	(39)	25%	(83)	24%	(81)	39%	(130)	333
PID/Gender: Rep Women	9%	(31)	20%	(67)	21%	(68)	50%	(165)	331
Ideo: Liberal (1-3)	23%	(154)	25%	(168)	21%	(141)	32%	(218)	680
Ideo: Moderate (4)	14%	(83)	29%	(173)	21%	(128)	36%	(220)	604
Ideo: Conservative (5-7)	11%	(72)	22%	(149)	22%	(149)	46%	(314)	684
Educ: < College	16%	(229)	25%	(365)	22%	(311)	37%	(534)	1439
Educ: Bachelors degree	15%	(75)	25%	(122)	20%	(100)	39%	(194)	491
Educ: Post-grad	14%	(41)	23%	(65)	21%	(60)	41%	(117)	283
Income: Under 50k	16%	(199)	23%	(283)	21%	(255)	39%	(468)	1205
Income: 50k-100k	15%	(103)	29%	(197)	21%	(145)	34%	(230)	674
Income: 100k+	13%	(43)	22%	(73)	21%	(72)	44%	(147)	334
Ethnicity: White	12%	(210)	24%	(407)	23%	(387)	41%	(709)	1713
Ethnicity: Hispanic	25%	(94)	29%	(109)	22%	(81)	24%	(90)	374
Ethnicity: Black	30%	(84)	27%	(78)	13%	(35)	30%	(86)	283

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**Table MCEN3\_7: How much have you seen, read or heard about the following films?**  
*Spider-Man: Across the Spider-Verse*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	16%	(345)	25%	(552)	21%	(471)	38%	(845)	2213
Ethnicity: Other	24%	(51)	31%	(67)	22%	(49)	23%	(50)	217
All Christian	12%	(123)	24%	(244)	21%	(214)	42%	(416)	997
All Non-Christian	11%	(11)	28%	(29)	20%	(21)	41%	(44)	106
Atheist	14%	(15)	27%	(28)	19%	(20)	40%	(43)	106
Agnostic/Nothing in particular	19%	(108)	24%	(138)	24%	(141)	33%	(194)	581
Something Else	21%	(88)	27%	(112)	17%	(74)	35%	(149)	423
Religious Non-Protestant/Catholic	10%	(14)	35%	(47)	19%	(26)	36%	(49)	136
Evangelical	17%	(91)	24%	(127)	21%	(109)	38%	(200)	527
Non-Evangelical	13%	(111)	24%	(199)	20%	(169)	42%	(354)	833
Community: Urban	21%	(128)	29%	(182)	21%	(131)	29%	(177)	617
Community: Suburban	14%	(144)	24%	(242)	23%	(232)	39%	(402)	1019
Community: Rural	13%	(73)	22%	(128)	19%	(109)	46%	(266)	577
Employ: Private Sector	20%	(143)	31%	(222)	20%	(144)	29%	(210)	719
Employ: Government	23%	(28)	32%	(39)	20%	(26)	25%	(32)	125
Employ: Self-Employed	18%	(37)	27%	(55)	24%	(50)	31%	(63)	205
Employ: Homemaker	12%	(19)	31%	(47)	24%	(36)	33%	(50)	152
Employ: Student	45%	(23)	27%	(14)	11%	(6)	18%	(9)	52
Employ: Retired	6%	(32)	15%	(84)	21%	(119)	58%	(323)	558
Employ: Unemployed	16%	(37)	21%	(47)	23%	(52)	39%	(89)	225
Employ: Other	14%	(26)	25%	(44)	22%	(39)	39%	(69)	177
Military HH: Yes	12%	(37)	21%	(67)	23%	(71)	44%	(140)	315
Military HH: No	16%	(308)	26%	(485)	21%	(400)	37%	(705)	1898
RD/WT: Right Direction	20%	(140)	26%	(183)	20%	(139)	33%	(230)	692
RD/WT: Wrong Track	13%	(205)	24%	(369)	22%	(333)	40%	(615)	1521
Biden Job Approve	20%	(196)	26%	(257)	20%	(201)	33%	(328)	982
Biden Job Disapprove	12%	(134)	23%	(256)	22%	(243)	42%	(467)	1100
Biden Job Strongly Approve	19%	(81)	25%	(105)	21%	(88)	35%	(147)	421
Biden Job Somewhat Approve	21%	(115)	27%	(152)	20%	(113)	32%	(181)	560
Biden Job Somewhat Disapprove	17%	(55)	30%	(98)	22%	(72)	32%	(104)	328
Biden Job Strongly Disapprove	10%	(79)	20%	(158)	22%	(172)	47%	(363)	772

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**Table MCEN3\_7: How much have you seen, read or heard about the following films?***Spider-Man: Across the Spider-Verse*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	16%	(345)	25%	(552)	21%	(471)	38%	(845)	2213
Favorable of Biden	19%	(190)	26%	(255)	20%	(201)	34%	(340)	986
Unfavorable of Biden	12%	(137)	23%	(250)	23%	(249)	42%	(461)	1097
Very Favorable of Biden	19%	(90)	23%	(110)	22%	(104)	35%	(168)	473
Somewhat Favorable of Biden	19%	(100)	28%	(145)	19%	(97)	34%	(172)	513
Somewhat Unfavorable of Biden	18%	(51)	30%	(86)	23%	(67)	30%	(86)	289
Very Unfavorable of Biden	11%	(86)	20%	(164)	23%	(183)	46%	(375)	808
#1 Issue: Economy	14%	(133)	27%	(249)	21%	(195)	38%	(352)	929
#1 Issue: Security	17%	(39)	23%	(54)	19%	(45)	41%	(96)	235
#1 Issue: Health Care	23%	(32)	28%	(40)	22%	(31)	26%	(37)	140
#1 Issue: Medicare / Social Security	8%	(20)	15%	(40)	18%	(48)	59%	(155)	263
#1 Issue: Women's Issues	20%	(59)	25%	(74)	20%	(59)	34%	(99)	292
#1 Issue: Education	33%	(26)	31%	(25)	23%	(18)	14%	(11)	81
#1 Issue: Energy	15%	(20)	29%	(41)	21%	(30)	35%	(50)	141
#1 Issue: Other	10%	(14)	22%	(29)	34%	(45)	34%	(45)	133
2022 House Vote: Democrat	18%	(157)	27%	(242)	21%	(182)	34%	(303)	883
2022 House Vote: Republican	12%	(78)	21%	(144)	23%	(155)	44%	(298)	675
2022 House Vote: Someone else	21%	(16)	31%	(23)	18%	(13)	31%	(24)	76
2022 House Vote: Didnt Vote	16%	(94)	25%	(143)	21%	(121)	38%	(220)	578
2020 Vote: Joe Biden	19%	(176)	27%	(249)	20%	(190)	34%	(317)	932
2020 Vote: Donald Trump	11%	(77)	23%	(161)	22%	(159)	44%	(318)	715
2020 Vote: Other	18%	(15)	26%	(21)	25%	(21)	31%	(26)	82
2020 Vote: Didn't Vote	16%	(78)	25%	(121)	21%	(102)	38%	(184)	484
2018 House Vote: Democrat	19%	(153)	26%	(213)	20%	(164)	35%	(286)	816
2018 House Vote: Republican	9%	(57)	21%	(124)	23%	(139)	46%	(276)	596
2018 House Vote: Someone else	18%	(14)	26%	(20)	21%	(16)	35%	(26)	75
2018 House Vote: Didnt Vote	17%	(122)	27%	(195)	21%	(152)	35%	(257)	726
4-Region: Northeast	15%	(56)	22%	(83)	22%	(86)	41%	(158)	383
4-Region: Midwest	14%	(66)	25%	(114)	19%	(88)	41%	(190)	457
4-Region: South	16%	(135)	25%	(207)	22%	(185)	38%	(319)	846
4-Region: West	17%	(89)	28%	(148)	21%	(113)	34%	(178)	527

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**Table MCEN3\_7:** How much have you seen, read or heard about the following films?  
*Spider-Man: Across the Spider-Verse*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	16%	(345)	25%	(552)	21%	(471)	38%	(845)	2213
Favorable Opinion of Avatar	21%	(248)	31%	(374)	21%	(257)	27%	(318)	1197
Unfavorable Opinion of Avatar	14%	(61)	24%	(101)	21%	(92)	41%	(173)	427
Enjoyed Seeing Avatar	21%	(240)	32%	(365)	21%	(247)	26%	(298)	1150
Did not Enjoy Seeing Avatar	14%	(34)	32%	(78)	25%	(60)	29%	(71)	243
Saw Avatar	20%	(274)	32%	(443)	22%	(307)	26%	(369)	1393

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

**Table MCEN3\_8:** How much have you seen, read or heard about the following films?*The Marvels*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(324)	23%	(504)	22%	(485)	41%	(901)	2213
Gender: Male	16%	(169)	25%	(271)	22%	(236)	37%	(392)	1069
Gender: Female	14%	(155)	20%	(233)	22%	(249)	44%	(508)	1144
Age: 18-34	23%	(147)	31%	(197)	21%	(135)	25%	(163)	643
Age: 35-44	23%	(83)	23%	(83)	23%	(86)	31%	(114)	366
Age: 45-64	11%	(78)	23%	(161)	23%	(163)	44%	(313)	715
Age: 65+	3%	(16)	13%	(62)	21%	(101)	63%	(311)	489
GenZers: 1997-2012	25%	(52)	27%	(56)	21%	(43)	27%	(57)	207
Millennials: 1981-1996	24%	(166)	28%	(195)	22%	(151)	26%	(184)	696
GenXers: 1965-1980	13%	(71)	25%	(131)	23%	(123)	38%	(200)	525
Baby Boomers: 1946-1964	5%	(35)	17%	(116)	22%	(153)	57%	(396)	701
PID: Dem (no lean)	18%	(152)	22%	(190)	24%	(204)	37%	(316)	861
PID: Ind (no lean)	14%	(93)	23%	(161)	20%	(139)	43%	(295)	688
PID: Rep (no lean)	12%	(79)	23%	(153)	21%	(142)	44%	(290)	664
PID/Gender: Dem Men	22%	(93)	23%	(96)	24%	(99)	30%	(126)	414
PID/Gender: Dem Women	13%	(59)	21%	(94)	23%	(104)	42%	(189)	447
PID/Gender: Ind Men	10%	(32)	27%	(88)	19%	(62)	43%	(139)	322
PID/Gender: Ind Women	17%	(60)	20%	(73)	21%	(77)	42%	(155)	366
PID/Gender: Rep Men	13%	(44)	26%	(87)	22%	(75)	38%	(127)	333
PID/Gender: Rep Women	11%	(35)	20%	(66)	20%	(67)	49%	(163)	331
Ideo: Liberal (1-3)	16%	(110)	22%	(150)	24%	(166)	37%	(254)	680
Ideo: Moderate (4)	15%	(89)	27%	(165)	20%	(118)	38%	(232)	604
Ideo: Conservative (5-7)	11%	(76)	19%	(130)	22%	(150)	48%	(328)	684
Educ: < College	15%	(219)	24%	(339)	22%	(318)	39%	(563)	1439
Educ: Bachelors degree	13%	(64)	22%	(109)	23%	(113)	42%	(205)	491
Educ: Post-grad	15%	(41)	20%	(55)	19%	(53)	47%	(133)	283
Income: Under 50k	16%	(190)	21%	(252)	21%	(253)	42%	(509)	1205
Income: 50k-100k	13%	(90)	30%	(199)	21%	(144)	36%	(241)	674
Income: 100k+	13%	(44)	16%	(53)	26%	(87)	45%	(150)	334
Ethnicity: White	12%	(203)	21%	(366)	23%	(386)	44%	(759)	1713
Ethnicity: Hispanic	23%	(86)	25%	(94)	24%	(90)	28%	(105)	374
Ethnicity: Black	25%	(71)	29%	(81)	17%	(47)	29%	(83)	283

Continued on next page

**Table MCEN3\_8:** How much have you seen, read or heard about the following films?

*The Marvels*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(324)	23%	(504)	22%	(485)	41%	(901)	2213
Ethnicity: Other	23%	(50)	27%	(58)	24%	(51)	27%	(58)	217
All Christian	12%	(121)	22%	(223)	22%	(219)	44%	(434)	997
All Non-Christian	9%	(9)	16%	(17)	26%	(28)	48%	(51)	106
Atheist	10%	(10)	19%	(20)	27%	(29)	44%	(47)	106
Agnostic/Nothing in particular	17%	(96)	26%	(149)	20%	(119)	37%	(216)	581
Something Else	21%	(87)	22%	(94)	21%	(90)	36%	(152)	423
Religious Non-Protestant/Catholic	8%	(11)	22%	(30)	23%	(32)	46%	(63)	136
Evangelical	17%	(91)	21%	(110)	22%	(118)	39%	(207)	527
Non-Evangelical	13%	(111)	22%	(180)	22%	(179)	44%	(363)	833
Community: Urban	19%	(120)	28%	(170)	20%	(121)	33%	(205)	617
Community: Suburban	12%	(122)	22%	(227)	24%	(247)	42%	(423)	1019
Community: Rural	14%	(82)	18%	(106)	20%	(116)	47%	(272)	577
Employ: Private Sector	19%	(135)	27%	(197)	23%	(168)	30%	(219)	719
Employ: Government	19%	(24)	29%	(36)	21%	(26)	31%	(39)	125
Employ: Self-Employed	19%	(40)	24%	(49)	21%	(44)	35%	(72)	205
Employ: Homemaker	12%	(19)	24%	(37)	28%	(43)	35%	(53)	152
Employ: Student	42%	(22)	19%	(10)	8%	(4)	31%	(16)	52
Employ: Retired	5%	(28)	14%	(78)	23%	(126)	58%	(325)	558
Employ: Unemployed	14%	(31)	19%	(43)	19%	(43)	48%	(108)	225
Employ: Other	14%	(25)	30%	(54)	18%	(31)	38%	(68)	177
Military HH: Yes	9%	(29)	25%	(78)	21%	(66)	45%	(142)	315
Military HH: No	16%	(295)	22%	(426)	22%	(419)	40%	(759)	1898
RD/WT: Right Direction	18%	(123)	25%	(171)	21%	(144)	37%	(255)	692
RD/WT: Wrong Track	13%	(201)	22%	(333)	22%	(341)	42%	(646)	1521
Biden Job Approve	17%	(162)	25%	(244)	22%	(219)	36%	(356)	982
Biden Job Disapprove	12%	(137)	21%	(231)	22%	(239)	45%	(493)	1100
Biden Job Strongly Approve	18%	(78)	22%	(93)	22%	(91)	38%	(160)	421
Biden Job Somewhat Approve	15%	(85)	27%	(151)	23%	(128)	35%	(196)	560
Biden Job Somewhat Disapprove	15%	(48)	26%	(86)	24%	(80)	35%	(114)	328
Biden Job Strongly Disapprove	12%	(89)	19%	(146)	21%	(159)	49%	(378)	772

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**Table MCEN3\_8:** How much have you seen, read or heard about the following films?*The Marvels*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(324)	23%	(504)	22%	(485)	41%	(901)	2213
Favorable of Biden	17%	(165)	24%	(238)	22%	(220)	37%	(363)	986
Unfavorable of Biden	13%	(137)	21%	(232)	22%	(240)	44%	(488)	1097
Very Favorable of Biden	19%	(88)	21%	(101)	22%	(102)	38%	(182)	473
Somewhat Favorable of Biden	15%	(77)	27%	(137)	23%	(118)	35%	(181)	513
Somewhat Unfavorable of Biden	16%	(48)	27%	(78)	22%	(65)	34%	(98)	289
Very Unfavorable of Biden	11%	(90)	19%	(154)	22%	(175)	48%	(389)	808
#1 Issue: Economy	14%	(134)	25%	(231)	21%	(198)	39%	(367)	929
#1 Issue: Security	15%	(35)	22%	(52)	18%	(43)	45%	(105)	235
#1 Issue: Health Care	22%	(31)	22%	(31)	26%	(37)	29%	(41)	140
#1 Issue: Medicare / Social Security	8%	(20)	12%	(31)	20%	(52)	61%	(159)	263
#1 Issue: Women's Issues	17%	(49)	24%	(69)	25%	(74)	34%	(100)	292
#1 Issue: Education	18%	(14)	37%	(30)	28%	(22)	18%	(15)	81
#1 Issue: Energy	15%	(22)	28%	(39)	20%	(28)	37%	(52)	141
#1 Issue: Other	14%	(19)	15%	(21)	23%	(31)	47%	(62)	133
2022 House Vote: Democrat	16%	(143)	23%	(202)	23%	(206)	38%	(331)	883
2022 House Vote: Republican	10%	(68)	22%	(149)	21%	(143)	47%	(316)	675
2022 House Vote: Someone else	23%	(17)	25%	(19)	17%	(13)	35%	(27)	76
2022 House Vote: Didnt Vote	16%	(95)	23%	(134)	21%	(122)	39%	(227)	578
2020 Vote: Joe Biden	17%	(158)	23%	(211)	24%	(219)	37%	(344)	932
2020 Vote: Donald Trump	10%	(73)	22%	(157)	21%	(150)	47%	(335)	715
2020 Vote: Other	17%	(14)	25%	(21)	19%	(16)	39%	(32)	82
2020 Vote: Didn't Vote	16%	(79)	24%	(116)	21%	(100)	39%	(189)	484
2018 House Vote: Democrat	17%	(139)	23%	(191)	23%	(188)	36%	(298)	816
2018 House Vote: Republican	9%	(52)	21%	(124)	21%	(127)	49%	(293)	596
2018 House Vote: Someone else	19%	(15)	31%	(23)	15%	(11)	35%	(26)	75
2018 House Vote: Didnt Vote	16%	(118)	23%	(166)	22%	(158)	39%	(284)	726
4-Region: Northeast	12%	(47)	25%	(94)	19%	(73)	44%	(169)	383
4-Region: Midwest	14%	(63)	22%	(102)	21%	(94)	43%	(198)	457
4-Region: South	15%	(130)	24%	(200)	21%	(181)	39%	(334)	846
4-Region: West	16%	(84)	20%	(107)	26%	(137)	38%	(200)	527

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**Table MCEN3\_8:** How much have you seen, read or heard about the following films?

*The Marvels*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(324)	23%	(504)	22%	(485)	41%	(901)	2213
Favorable Opinion of Avatar	21%	(246)	29%	(351)	22%	(262)	28%	(338)	1197
Unfavorable Opinion of Avatar	10%	(45)	20%	(85)	25%	(105)	45%	(192)	427
Enjoyed Seeing Avatar	21%	(237)	30%	(350)	22%	(249)	27%	(314)	1150
Did not Enjoy Seeing Avatar	12%	(28)	22%	(53)	29%	(71)	38%	(92)	243
Saw Avatar	19%	(265)	29%	(403)	23%	(320)	29%	(406)	1393

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

**Table MCEN3\_9:** How much have you seen, read or heard about the following films?*Guardians of the Galaxy: Volume 3*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(342)	26%	(565)	23%	(507)	36%	(799)	2213
Gender: Male	17%	(185)	28%	(303)	22%	(236)	32%	(345)	1069
Gender: Female	14%	(157)	23%	(262)	24%	(271)	40%	(454)	1144
Age: 18-34	26%	(165)	32%	(207)	20%	(131)	22%	(141)	643
Age: 35-44	22%	(82)	26%	(93)	23%	(83)	29%	(108)	366
Age: 45-64	11%	(78)	27%	(196)	25%	(179)	37%	(262)	715
Age: 65+	3%	(17)	14%	(69)	23%	(115)	59%	(289)	489
GenZers: 1997-2012	29%	(60)	28%	(59)	19%	(40)	23%	(47)	207
Millennials: 1981-1996	25%	(171)	30%	(210)	21%	(148)	24%	(167)	696
GenXers: 1965-1980	14%	(73)	29%	(153)	24%	(128)	33%	(171)	525
Baby Boomers: 1946-1964	5%	(37)	19%	(135)	25%	(178)	50%	(350)	701
PID: Dem (no lean)	18%	(156)	26%	(225)	22%	(192)	33%	(288)	861
PID: Ind (no lean)	16%	(110)	25%	(174)	24%	(166)	35%	(238)	688
PID: Rep (no lean)	11%	(76)	25%	(166)	22%	(149)	41%	(274)	664
PID/Gender: Dem Men	24%	(100)	28%	(115)	20%	(84)	28%	(115)	414
PID/Gender: Dem Women	13%	(56)	25%	(110)	24%	(107)	39%	(173)	447
PID/Gender: Ind Men	13%	(43)	29%	(95)	23%	(73)	35%	(112)	322
PID/Gender: Ind Women	18%	(68)	22%	(79)	26%	(93)	34%	(126)	366
PID/Gender: Rep Men	13%	(42)	28%	(93)	24%	(79)	36%	(118)	333
PID/Gender: Rep Women	10%	(33)	22%	(72)	21%	(71)	47%	(155)	331
Ideo: Liberal (1-3)	19%	(129)	26%	(176)	24%	(163)	31%	(212)	680
Ideo: Moderate (4)	15%	(88)	29%	(174)	23%	(140)	33%	(202)	604
Ideo: Conservative (5-7)	11%	(77)	24%	(161)	23%	(159)	42%	(288)	684
Educ: < College	17%	(242)	26%	(368)	22%	(323)	35%	(505)	1439
Educ: Bachelors degree	13%	(65)	26%	(129)	24%	(119)	36%	(178)	491
Educ: Post-grad	12%	(34)	24%	(67)	23%	(65)	41%	(116)	283
Income: Under 50k	16%	(193)	23%	(277)	23%	(273)	38%	(462)	1205
Income: 50k-100k	16%	(109)	31%	(206)	23%	(157)	30%	(202)	674
Income: 100k+	12%	(40)	24%	(82)	23%	(77)	41%	(136)	334
Ethnicity: White	13%	(214)	25%	(427)	24%	(410)	39%	(661)	1713
Ethnicity: Hispanic	26%	(98)	28%	(106)	24%	(89)	22%	(82)	374
Ethnicity: Black	26%	(72)	25%	(70)	19%	(55)	30%	(86)	283

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**Table MCEN3\_9:** How much have you seen, read or heard about the following films?  
*Guardians of the Galaxy: Volume 3*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(342)	26%	(565)	23%	(507)	36%	(799)	2213
Ethnicity: Other	25%	(55)	31%	(68)	19%	(42)	24%	(52)	217
All Christian	12%	(117)	25%	(251)	24%	(235)	40%	(395)	997
All Non-Christian	8%	(9)	27%	(29)	27%	(28)	38%	(40)	106
Atheist	14%	(15)	25%	(27)	21%	(22)	39%	(42)	106
Agnostic/Nothing in particular	19%	(112)	26%	(153)	23%	(131)	32%	(184)	581
Something Else	21%	(89)	25%	(105)	22%	(91)	33%	(138)	423
Religious Non-Protestant/Catholic	7%	(10)	29%	(40)	28%	(39)	35%	(48)	136
Evangelical	15%	(82)	26%	(137)	22%	(114)	37%	(194)	527
Non-Evangelical	14%	(118)	23%	(196)	24%	(196)	39%	(324)	833
Community: Urban	20%	(121)	26%	(163)	23%	(144)	31%	(188)	617
Community: Suburban	13%	(137)	27%	(276)	23%	(238)	36%	(368)	1019
Community: Rural	14%	(83)	22%	(125)	22%	(124)	42%	(243)	577
Employ: Private Sector	20%	(144)	30%	(218)	22%	(158)	28%	(199)	719
Employ: Government	14%	(17)	31%	(39)	26%	(32)	30%	(37)	125
Employ: Self-Employed	18%	(37)	27%	(56)	28%	(57)	27%	(55)	205
Employ: Homemaker	11%	(17)	34%	(52)	22%	(33)	33%	(50)	152
Employ: Student	40%	(21)	28%	(14)	20%	(11)	11%	(6)	52
Employ: Retired	6%	(34)	16%	(89)	24%	(134)	54%	(300)	558
Employ: Unemployed	18%	(40)	24%	(54)	20%	(46)	38%	(85)	225
Employ: Other	18%	(32)	24%	(42)	21%	(36)	38%	(68)	177
Military HH: Yes	10%	(32)	23%	(72)	29%	(92)	38%	(119)	315
Military HH: No	16%	(309)	26%	(493)	22%	(415)	36%	(681)	1898
RD/WT: Right Direction	19%	(130)	26%	(181)	21%	(145)	34%	(235)	692
RD/WT: Wrong Track	14%	(212)	25%	(384)	24%	(362)	37%	(564)	1521
Biden Job Approve	18%	(182)	27%	(262)	21%	(210)	33%	(328)	982
Biden Job Disapprove	12%	(137)	25%	(277)	25%	(271)	38%	(416)	1100
Biden Job Strongly Approve	21%	(90)	25%	(104)	21%	(90)	33%	(137)	421
Biden Job Somewhat Approve	16%	(92)	28%	(159)	21%	(119)	34%	(191)	560
Biden Job Somewhat Disapprove	15%	(49)	28%	(93)	28%	(91)	29%	(96)	328
Biden Job Strongly Disapprove	11%	(88)	24%	(184)	23%	(180)	41%	(320)	772

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**Table MCEN3\_9:** How much have you seen, read or heard about the following films?  
 Guardians of the Galaxy: Volume 3

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(342)	26%	(565)	23%	(507)	36%	(799)	2213
Favorable of Biden	18%	(176)	27%	(266)	21%	(210)	34%	(334)	986
Unfavorable of Biden	13%	(142)	25%	(273)	24%	(263)	38%	(419)	1097
Very Favorable of Biden	20%	(95)	24%	(113)	21%	(101)	34%	(163)	473
Somewhat Favorable of Biden	16%	(80)	30%	(153)	21%	(109)	33%	(171)	513
Somewhat Unfavorable of Biden	17%	(50)	27%	(77)	28%	(80)	28%	(82)	289
Very Unfavorable of Biden	11%	(92)	24%	(195)	23%	(183)	42%	(338)	808
#1 Issue: Economy	16%	(145)	26%	(241)	23%	(216)	35%	(327)	929
#1 Issue: Security	14%	(32)	24%	(57)	21%	(49)	41%	(96)	235
#1 Issue: Health Care	19%	(27)	29%	(41)	24%	(33)	28%	(38)	140
#1 Issue: Medicare / Social Security	8%	(21)	18%	(48)	18%	(48)	56%	(146)	263
#1 Issue: Women's Issues	20%	(59)	27%	(78)	25%	(73)	28%	(82)	292
#1 Issue: Education	15%	(12)	43%	(35)	24%	(19)	18%	(14)	81
#1 Issue: Energy	19%	(26)	26%	(37)	21%	(29)	34%	(48)	141
#1 Issue: Other	15%	(19)	21%	(28)	29%	(39)	35%	(47)	133
2022 House Vote: Democrat	17%	(150)	27%	(236)	23%	(206)	33%	(291)	883
2022 House Vote: Republican	10%	(71)	25%	(169)	23%	(155)	42%	(281)	675
2022 House Vote: Someone else	25%	(19)	26%	(20)	20%	(15)	29%	(22)	76
2022 House Vote: Didnt Vote	18%	(102)	24%	(139)	23%	(131)	36%	(206)	578
2020 Vote: Joe Biden	17%	(162)	28%	(257)	22%	(209)	33%	(304)	932
2020 Vote: Donald Trump	11%	(81)	23%	(168)	24%	(172)	41%	(294)	715
2020 Vote: Other	26%	(21)	26%	(21)	16%	(13)	32%	(27)	82
2020 Vote: Didn't Vote	16%	(78)	24%	(118)	23%	(113)	36%	(175)	484
2018 House Vote: Democrat	18%	(145)	26%	(209)	23%	(187)	34%	(276)	816
2018 House Vote: Republican	9%	(55)	24%	(145)	24%	(145)	42%	(251)	596
2018 House Vote: Someone else	24%	(18)	25%	(19)	15%	(11)	36%	(28)	75
2018 House Vote: Didnt Vote	17%	(124)	26%	(192)	23%	(163)	34%	(246)	726
4-Region: Northeast	12%	(46)	24%	(92)	24%	(93)	40%	(151)	383
4-Region: Midwest	16%	(75)	22%	(102)	24%	(109)	37%	(171)	457
4-Region: South	15%	(125)	26%	(221)	23%	(191)	37%	(309)	846
4-Region: West	18%	(96)	28%	(149)	22%	(114)	32%	(168)	527

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**Table MCEN3\_9:** How much have you seen, read or heard about the following films?  
*Guardians of the Galaxy: Volume 3*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(342)	26%	(565)	23%	(507)	36%	(799)	2213
Favorable Opinion of Avatar	21%	(256)	31%	(374)	23%	(276)	24%	(291)	1197
Unfavorable Opinion of Avatar	13%	(55)	27%	(116)	23%	(100)	37%	(157)	427
Enjoyed Seeing Avatar	21%	(244)	33%	(377)	22%	(255)	24%	(274)	1150
Did not Enjoy Seeing Avatar	15%	(36)	32%	(77)	31%	(75)	23%	(55)	243
Saw Avatar	20%	(280)	33%	(454)	24%	(330)	24%	(329)	1393

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

**Table MCEN3\_10: How much have you seen, read or heard about the following films?**  
*Ant-Man and the Wasp: Quantumania*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(246)	20%	(439)	20%	(453)	49%	(1075)	2213
Gender: Male	13%	(142)	23%	(241)	20%	(218)	44%	(468)	1069
Gender: Female	9%	(104)	17%	(198)	21%	(235)	53%	(607)	1144
Age: 18-34	19%	(124)	27%	(176)	24%	(152)	30%	(191)	643
Age: 35-44	17%	(61)	22%	(81)	25%	(90)	37%	(134)	366
Age: 45-64	7%	(51)	20%	(141)	19%	(135)	54%	(388)	715
Age: 65+	2%	(10)	8%	(41)	16%	(77)	74%	(362)	489
GenZers: 1997-2012	21%	(43)	26%	(54)	23%	(48)	30%	(62)	207
Millennials: 1981-1996	19%	(135)	25%	(174)	25%	(171)	31%	(216)	696
GenXers: 1965-1980	9%	(49)	23%	(119)	19%	(100)	49%	(258)	525
Baby Boomers: 1946-1964	3%	(19)	13%	(91)	18%	(124)	66%	(466)	701
PID: Dem (no lean)	14%	(124)	20%	(175)	20%	(168)	46%	(394)	861
PID: Ind (no lean)	10%	(70)	19%	(134)	23%	(156)	48%	(329)	688
PID: Rep (no lean)	8%	(52)	20%	(130)	19%	(129)	53%	(352)	664
PID/Gender: Dem Men	19%	(78)	25%	(101)	18%	(73)	39%	(161)	414
PID/Gender: Dem Women	10%	(45)	16%	(73)	21%	(95)	52%	(233)	447
PID/Gender: Ind Men	10%	(32)	20%	(66)	22%	(72)	47%	(152)	322
PID/Gender: Ind Women	11%	(38)	19%	(68)	23%	(84)	48%	(176)	366
PID/Gender: Rep Men	10%	(32)	22%	(73)	22%	(73)	46%	(155)	333
PID/Gender: Rep Women	6%	(20)	17%	(57)	17%	(56)	60%	(198)	331
Ideo: Liberal (1-3)	14%	(98)	20%	(138)	20%	(138)	45%	(306)	680
Ideo: Moderate (4)	11%	(65)	22%	(133)	22%	(130)	45%	(275)	604
Ideo: Conservative (5-7)	8%	(56)	17%	(115)	18%	(126)	57%	(388)	684
Educ: < College	12%	(165)	20%	(283)	21%	(297)	48%	(693)	1439
Educ: Bachelors degree	11%	(52)	20%	(100)	21%	(103)	48%	(236)	491
Educ: Post-grad	10%	(29)	20%	(55)	19%	(53)	51%	(145)	283
Income: Under 50k	12%	(140)	16%	(195)	20%	(245)	52%	(625)	1205
Income: 50k-100k	11%	(76)	27%	(180)	22%	(145)	40%	(273)	674
Income: 100k+	9%	(30)	19%	(64)	19%	(64)	53%	(177)	334
Ethnicity: White	8%	(142)	18%	(310)	20%	(349)	53%	(912)	1713
Ethnicity: Hispanic	19%	(69)	23%	(88)	26%	(97)	32%	(120)	374
Ethnicity: Black	23%	(66)	23%	(65)	19%	(53)	35%	(98)	283

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**Table MCEN3\_10:** How much have you seen, read or heard about the following films?  
*Ant-Man and the Wasp: Quantumania*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(246)	20%	(439)	20%	(453)	49%	(1075)	2213
Ethnicity: Other	17%	(38)	29%	(63)	24%	(52)	30%	(65)	217
All Christian	9%	(85)	20%	(194)	19%	(188)	53%	(530)	997
All Non-Christian	8%	(9)	24%	(26)	21%	(23)	46%	(48)	106
Atheist	9%	(10)	22%	(24)	22%	(23)	47%	(50)	106
Agnostic/Nothing in particular	13%	(78)	19%	(109)	23%	(136)	44%	(258)	581
Something Else	15%	(65)	20%	(86)	20%	(84)	45%	(189)	423
Religious Non-Protestant/Catholic	8%	(10)	24%	(33)	20%	(27)	49%	(66)	136
Evangelical	12%	(61)	22%	(118)	20%	(105)	46%	(243)	527
Non-Evangelical	10%	(85)	17%	(144)	19%	(157)	54%	(447)	833
Community: Urban	15%	(95)	21%	(132)	23%	(143)	40%	(248)	617
Community: Suburban	11%	(107)	20%	(207)	20%	(208)	49%	(497)	1019
Community: Rural	8%	(44)	17%	(99)	18%	(102)	57%	(331)	577
Employ: Private Sector	14%	(101)	27%	(194)	22%	(155)	37%	(269)	719
Employ: Government	14%	(17)	30%	(38)	21%	(26)	35%	(44)	125
Employ: Self-Employed	16%	(32)	15%	(31)	28%	(58)	41%	(84)	205
Employ: Homemaker	8%	(12)	21%	(31)	18%	(28)	53%	(81)	152
Employ: Student	25%	(13)	28%	(15)	26%	(13)	21%	(11)	52
Employ: Retired	3%	(19)	10%	(56)	15%	(85)	71%	(397)	558
Employ: Unemployed	14%	(32)	18%	(41)	20%	(45)	48%	(108)	225
Employ: Other	11%	(20)	19%	(34)	24%	(43)	45%	(81)	177
Military HH: Yes	5%	(17)	18%	(56)	22%	(70)	55%	(172)	315
Military HH: No	12%	(229)	20%	(383)	20%	(383)	48%	(903)	1898
RD/WT: Right Direction	16%	(109)	19%	(134)	21%	(142)	44%	(307)	692
RD/WT: Wrong Track	9%	(137)	20%	(305)	20%	(311)	51%	(768)	1521
Biden Job Approve	14%	(141)	21%	(206)	20%	(194)	45%	(440)	982
Biden Job Disapprove	8%	(89)	19%	(209)	21%	(226)	52%	(576)	1100
Biden Job Strongly Approve	16%	(69)	21%	(88)	20%	(83)	43%	(181)	421
Biden Job Somewhat Approve	13%	(72)	21%	(118)	20%	(111)	46%	(259)	560
Biden Job Somewhat Disapprove	9%	(31)	24%	(78)	25%	(82)	42%	(137)	328
Biden Job Strongly Disapprove	8%	(58)	17%	(130)	19%	(144)	57%	(439)	772

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**Table MCEN3\_10:** How much have you seen, read or heard about the following films?  
*Ant-Man and the Wasp: Quantumania*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(246)	20%	(439)	20%	(453)	49%	(1075)	2213
Favorable of Biden	14%	(141)	21%	(209)	19%	(184)	46%	(452)	986
Unfavorable of Biden	8%	(89)	19%	(205)	21%	(231)	52%	(572)	1097
Very Favorable of Biden	15%	(70)	19%	(91)	21%	(97)	45%	(214)	473
Somewhat Favorable of Biden	14%	(70)	23%	(117)	17%	(87)	47%	(239)	513
Somewhat Unfavorable of Biden	10%	(28)	23%	(67)	26%	(77)	41%	(118)	289
Very Unfavorable of Biden	8%	(61)	17%	(138)	19%	(155)	56%	(454)	808
#1 Issue: Economy	12%	(109)	21%	(193)	20%	(186)	48%	(442)	929
#1 Issue: Security	9%	(22)	22%	(51)	16%	(37)	53%	(125)	235
#1 Issue: Health Care	15%	(21)	21%	(30)	26%	(36)	38%	(53)	140
#1 Issue: Medicare / Social Security	4%	(12)	12%	(32)	15%	(40)	68%	(179)	263
#1 Issue: Women's Issues	17%	(48)	21%	(60)	22%	(64)	41%	(119)	292
#1 Issue: Education	8%	(7)	36%	(29)	28%	(22)	29%	(23)	81
#1 Issue: Energy	11%	(16)	17%	(25)	25%	(35)	46%	(65)	141
#1 Issue: Other	9%	(12)	14%	(19)	24%	(32)	52%	(70)	133
2022 House Vote: Democrat	13%	(116)	21%	(182)	21%	(181)	46%	(404)	883
2022 House Vote: Republican	8%	(57)	18%	(125)	18%	(120)	55%	(374)	675
2022 House Vote: Someone else	16%	(12)	22%	(16)	25%	(19)	38%	(29)	76
2022 House Vote: Didnt Vote	11%	(61)	20%	(116)	23%	(133)	46%	(268)	578
2020 Vote: Joe Biden	14%	(131)	20%	(187)	21%	(194)	45%	(420)	932
2020 Vote: Donald Trump	7%	(53)	19%	(135)	18%	(129)	56%	(397)	715
2020 Vote: Other	13%	(11)	23%	(19)	24%	(20)	40%	(33)	82
2020 Vote: Didn't Vote	11%	(51)	20%	(97)	23%	(111)	46%	(225)	484
2018 House Vote: Democrat	15%	(123)	20%	(162)	20%	(161)	45%	(370)	816
2018 House Vote: Republican	7%	(41)	18%	(105)	18%	(107)	58%	(343)	596
2018 House Vote: Someone else	10%	(8)	18%	(14)	27%	(21)	44%	(33)	75
2018 House Vote: Didnt Vote	10%	(74)	22%	(158)	23%	(165)	45%	(329)	726
4-Region: Northeast	11%	(42)	18%	(70)	18%	(70)	53%	(201)	383
4-Region: Midwest	11%	(51)	17%	(76)	19%	(87)	53%	(243)	457
4-Region: South	10%	(87)	21%	(182)	22%	(188)	46%	(388)	846
4-Region: West	12%	(66)	21%	(112)	20%	(107)	46%	(242)	527

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**Table MCEN3\_10:** How much have you seen, read or heard about the following films?  
*Ant-Man and the Wasp: Quantumania*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(246)	20%	(439)	20%	(453)	49%	(1075)	2213
Favorable Opinion of Avatar	15%	(181)	26%	(309)	22%	(262)	37%	(445)	1197
Unfavorable Opinion of Avatar	11%	(45)	19%	(80)	20%	(86)	50%	(215)	427
Enjoyed Seeing Avatar	16%	(185)	25%	(289)	23%	(259)	36%	(417)	1150
Did not Enjoy Seeing Avatar	10%	(25)	29%	(71)	22%	(54)	38%	(93)	243
Saw Avatar	15%	(209)	26%	(360)	23%	(314)	37%	(510)	1393

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

**Table MCEN4:** Have you seen James Cameron's film Avatar (2009), and if so, did you enjoy it?

Demographic	Yes, enjoyed it a lot		Yes, somewhat enjoyed it		Yes, but did not enjoy it much		Yes, but did not enjoy it at all		No, I have not see it		Total N
Adults	31%	(689)	21%	(461)	7%	(156)	4%	(87)	37%	(820)	2213
Gender: Male	33%	(351)	22%	(235)	8%	(81)	4%	(38)	34%	(363)	1069
Gender: Female	30%	(338)	20%	(226)	6%	(74)	4%	(49)	40%	(457)	1144
Age: 18-34	35%	(228)	25%	(163)	9%	(58)	6%	(39)	24%	(155)	643
Age: 35-44	37%	(135)	21%	(78)	8%	(31)	4%	(14)	30%	(108)	366
Age: 45-64	30%	(217)	21%	(150)	7%	(48)	4%	(27)	38%	(274)	715
Age: 65+	22%	(109)	14%	(70)	4%	(19)	2%	(8)	58%	(283)	489
GenZers: 1997-2012	32%	(67)	27%	(56)	8%	(16)	7%	(14)	26%	(54)	207
Millennials: 1981-1996	37%	(256)	24%	(165)	10%	(69)	5%	(32)	25%	(174)	696
GenXers: 1965-1980	34%	(181)	21%	(112)	8%	(42)	5%	(28)	31%	(162)	525
Baby Boomers: 1946-1964	25%	(172)	17%	(122)	4%	(27)	2%	(14)	52%	(366)	701
PID: Dem (no lean)	34%	(289)	21%	(177)	7%	(61)	4%	(33)	35%	(302)	861
PID: Ind (no lean)	29%	(200)	21%	(147)	9%	(59)	5%	(34)	36%	(249)	688
PID: Rep (no lean)	30%	(200)	21%	(137)	5%	(36)	3%	(21)	41%	(269)	664
PID/Gender: Dem Men	35%	(145)	23%	(93)	8%	(32)	3%	(14)	31%	(130)	414
PID/Gender: Dem Women	32%	(144)	19%	(83)	6%	(29)	4%	(19)	38%	(172)	447
PID/Gender: Ind Men	30%	(98)	20%	(64)	9%	(29)	5%	(16)	36%	(114)	322
PID/Gender: Ind Women	28%	(102)	23%	(83)	8%	(30)	5%	(17)	37%	(135)	366
PID/Gender: Rep Men	32%	(108)	23%	(78)	6%	(21)	3%	(8)	36%	(119)	333
PID/Gender: Rep Women	28%	(92)	18%	(60)	5%	(16)	4%	(13)	45%	(150)	331
Ideo: Liberal (1-3)	34%	(233)	19%	(131)	9%	(58)	5%	(32)	33%	(226)	680
Ideo: Moderate (4)	29%	(175)	26%	(157)	6%	(38)	3%	(19)	36%	(214)	604
Ideo: Conservative (5-7)	29%	(199)	17%	(119)	7%	(46)	3%	(20)	44%	(300)	684
Educ: < College	32%	(463)	21%	(295)	7%	(96)	4%	(57)	37%	(528)	1439
Educ: Bachelors degree	29%	(144)	24%	(120)	8%	(40)	4%	(18)	35%	(170)	491
Educ: Post-grad	29%	(81)	16%	(46)	7%	(21)	5%	(13)	43%	(122)	283
Income: Under 50k	30%	(366)	19%	(232)	6%	(73)	4%	(49)	40%	(484)	1205
Income: 50k-100k	33%	(221)	23%	(158)	8%	(52)	4%	(25)	32%	(219)	674
Income: 100k+	30%	(102)	21%	(72)	9%	(30)	4%	(13)	35%	(117)	334
Ethnicity: White	30%	(508)	21%	(356)	7%	(114)	4%	(71)	39%	(664)	1713
Ethnicity: Hispanic	41%	(155)	21%	(78)	10%	(36)	4%	(13)	25%	(92)	374
Ethnicity: Black	37%	(104)	19%	(53)	7%	(18)	4%	(10)	34%	(97)	283

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**Table MCEN4:** *Have you seen James Cameron's film Avatar (2009), and if so, did you enjoy it?*

Demographic	Yes, enjoyed it a lot		Yes, somewhat enjoyed it		Yes, but did not enjoy it much		Yes, but did not enjoy it at all		No, I have not see it		Total N
Adults	31%	(689)	21%	(461)	7%	(156)	4%	(87)	37%	(820)	2213
Ethnicity: Other	35%	(77)	24%	(52)	11%	(23)	3%	(6)	27%	(59)	217
All Christian	28%	(280)	20%	(200)	6%	(64)	4%	(37)	42%	(417)	997
All Non-Christian	33%	(35)	17%	(18)	8%	(8)	3%	(3)	39%	(41)	106
Atheist	36%	(38)	17%	(18)	10%	(11)	5%	(5)	32%	(34)	106
Agnostic/Nothing in particular	35%	(201)	22%	(130)	7%	(39)	5%	(26)	32%	(185)	581
Something Else	32%	(135)	22%	(95)	8%	(34)	4%	(17)	34%	(143)	423
Religious Non-Protestant/Catholic	32%	(43)	18%	(24)	8%	(11)	5%	(7)	37%	(51)	136
Evangelical	31%	(162)	21%	(110)	7%	(35)	3%	(17)	39%	(203)	527
Non-Evangelical	28%	(235)	20%	(167)	7%	(59)	4%	(32)	41%	(340)	833
Community: Urban	36%	(221)	21%	(130)	8%	(49)	4%	(22)	32%	(195)	617
Community: Suburban	29%	(293)	22%	(220)	7%	(72)	5%	(46)	38%	(388)	1019
Community: Rural	30%	(174)	19%	(111)	6%	(35)	3%	(19)	41%	(236)	577
Employ: Private Sector	35%	(248)	24%	(170)	10%	(69)	5%	(33)	28%	(198)	719
Employ: Government	37%	(46)	25%	(32)	6%	(8)	5%	(7)	26%	(33)	125
Employ: Self-Employed	36%	(73)	20%	(40)	8%	(17)	6%	(12)	30%	(62)	205
Employ: Homemaker	25%	(38)	32%	(49)	9%	(13)	3%	(5)	31%	(47)	152
Employ: Student	25%	(13)	30%	(15)	8%	(4)	5%	(2)	33%	(17)	52
Employ: Retired	23%	(129)	16%	(88)	4%	(24)	2%	(8)	55%	(308)	558
Employ: Unemployed	32%	(71)	18%	(41)	6%	(14)	4%	(10)	39%	(89)	225
Employ: Other	39%	(70)	14%	(25)	3%	(5)	6%	(10)	38%	(67)	177
Military HH: Yes	31%	(96)	22%	(70)	6%	(20)	1%	(2)	40%	(127)	315
Military HH: No	31%	(592)	21%	(392)	7%	(136)	4%	(85)	37%	(693)	1898
RD/WT: Right Direction	34%	(232)	22%	(154)	6%	(40)	3%	(22)	35%	(244)	692
RD/WT: Wrong Track	30%	(457)	20%	(307)	8%	(116)	4%	(65)	38%	(576)	1521
Biden Job Approve	34%	(330)	22%	(212)	6%	(63)	4%	(36)	35%	(341)	982
Biden Job Disapprove	30%	(326)	20%	(218)	8%	(86)	4%	(44)	39%	(427)	1100
Biden Job Strongly Approve	34%	(145)	18%	(74)	6%	(27)	3%	(13)	38%	(161)	421
Biden Job Somewhat Approve	33%	(184)	25%	(138)	7%	(37)	4%	(23)	32%	(179)	560
Biden Job Somewhat Disapprove	33%	(110)	22%	(71)	10%	(34)	5%	(16)	30%	(98)	328
Biden Job Strongly Disapprove	28%	(216)	19%	(147)	7%	(51)	4%	(29)	43%	(329)	772

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**Table MCEN4:** Have you seen James Cameron's film Avatar (2009), and if so, did you enjoy it?

Demographic	Yes, enjoyed it a lot		Yes, somewhat enjoyed it		Yes, but did not enjoy it much		Yes, but did not enjoy it at all		No, I have not see it		Total N
Adults	31%	(689)	21%	(461)	7%	(156)	4%	(87)	37%	(820)	2213
Favorable of Biden	33%	(323)	21%	(208)	7%	(67)	4%	(39)	35%	(349)	986
Unfavorable of Biden	30%	(334)	20%	(219)	7%	(78)	4%	(42)	39%	(424)	1097
Very Favorable of Biden	34%	(162)	17%	(83)	7%	(32)	3%	(16)	38%	(180)	473
Somewhat Favorable of Biden	31%	(161)	24%	(125)	7%	(36)	4%	(22)	33%	(169)	513
Somewhat Unfavorable of Biden	35%	(100)	22%	(64)	9%	(25)	5%	(14)	30%	(85)	289
Very Unfavorable of Biden	29%	(234)	19%	(155)	7%	(53)	3%	(28)	42%	(338)	808
#1 Issue: Economy	33%	(309)	21%	(197)	8%	(73)	5%	(44)	33%	(307)	929
#1 Issue: Security	27%	(64)	23%	(55)	7%	(16)	3%	(7)	40%	(94)	235
#1 Issue: Health Care	34%	(48)	26%	(37)	7%	(9)	2%	(3)	31%	(43)	140
#1 Issue: Medicare / Social Security	22%	(58)	11%	(28)	4%	(10)	1%	(4)	62%	(163)	263
#1 Issue: Women's Issues	32%	(92)	24%	(70)	9%	(27)	5%	(14)	30%	(88)	292
#1 Issue: Education	42%	(34)	29%	(24)	11%	(9)	3%	(2)	15%	(12)	81
#1 Issue: Energy	27%	(38)	18%	(25)	7%	(9)	7%	(10)	41%	(58)	141
#1 Issue: Other	34%	(45)	19%	(26)	2%	(3)	3%	(4)	41%	(55)	133
2022 House Vote: Democrat	33%	(288)	20%	(180)	8%	(69)	4%	(31)	36%	(316)	883
2022 House Vote: Republican	29%	(194)	22%	(148)	6%	(42)	3%	(21)	40%	(270)	675
2022 House Vote: Someone else	22%	(17)	27%	(20)	7%	(5)	6%	(5)	39%	(29)	76
2022 House Vote: Didnt Vote	33%	(190)	20%	(114)	7%	(39)	5%	(30)	35%	(205)	578
2020 Vote: Joe Biden	33%	(306)	20%	(182)	8%	(77)	4%	(36)	35%	(330)	932
2020 Vote: Donald Trump	28%	(198)	24%	(168)	6%	(41)	3%	(22)	40%	(286)	715
2020 Vote: Other	32%	(26)	20%	(17)	6%	(5)	4%	(3)	37%	(31)	82
2020 Vote: Didn't Vote	33%	(158)	19%	(94)	7%	(32)	5%	(26)	36%	(173)	484
2018 House Vote: Democrat	35%	(282)	19%	(158)	8%	(68)	4%	(30)	34%	(278)	816
2018 House Vote: Republican	28%	(167)	21%	(125)	7%	(39)	4%	(23)	41%	(242)	596
2018 House Vote: Someone else	27%	(20)	20%	(15)	7%	(5)	6%	(5)	40%	(30)	75
2018 House Vote: Didnt Vote	30%	(220)	22%	(163)	6%	(44)	4%	(29)	37%	(269)	726
4-Region: Northeast	25%	(94)	23%	(87)	6%	(21)	4%	(15)	43%	(165)	383
4-Region: Midwest	29%	(135)	22%	(101)	6%	(28)	5%	(21)	38%	(172)	457
4-Region: South	32%	(272)	20%	(170)	8%	(64)	3%	(27)	37%	(312)	846
4-Region: West	36%	(188)	19%	(102)	8%	(43)	5%	(24)	32%	(170)	527

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**Table MCEN4:** *Have you seen James Cameron's film Avatar (2009), and if so, did you enjoy it?*

Demographic	Yes, enjoyed it a lot	Yes, somewhat enjoyed it	Yes, but did not enjoy it much	Yes, but did not enjoy it at all	No, I have not see it	Total N
Adults	31% (689)	21% (461)	7% (156)	4% (87)	37% (820)	2213
Favorable Opinion of Avatar	54% (644)	29% (342)	3% (38)	1% (10)	14% (162)	1197
Unfavorable Opinion of Avatar	7% (28)	13% (56)	21% (91)	17% (71)	42% (180)	427
Enjoyed Seeing Avatar	60% (689)	40% (461)	— (0)	— (0)	— (0)	1150
Did not Enjoy Seeing Avatar	— (0)	— (0)	64% (156)	36% (87)	— (0)	243
Saw Avatar	49% (689)	33% (461)	11% (156)	6% (87)	— (0)	1393

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

**Table MCEN5\_1: How interested are you in seeing the following movies?***The Marvels*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	21%	(457)	28%	(627)	18%	(395)	33%	(734)	2213
Gender: Male	22%	(238)	31%	(332)	20%	(212)	27%	(287)	1069
Gender: Female	19%	(219)	26%	(294)	16%	(184)	39%	(446)	1144
Age: 18-34	30%	(195)	33%	(213)	17%	(106)	20%	(129)	643
Age: 35-44	29%	(108)	31%	(114)	15%	(55)	24%	(89)	366
Age: 45-64	18%	(126)	31%	(219)	19%	(136)	33%	(234)	715
Age: 65+	6%	(29)	16%	(81)	20%	(98)	58%	(282)	489
GenZers: 1997-2012	31%	(65)	31%	(64)	17%	(36)	20%	(42)	207
Millennials: 1981-1996	31%	(213)	33%	(228)	15%	(107)	21%	(148)	696
GenXers: 1965-1980	22%	(116)	32%	(169)	19%	(98)	27%	(142)	525
Baby Boomers: 1946-1964	9%	(61)	23%	(162)	21%	(144)	48%	(334)	701
PID: Dem (no lean)	24%	(208)	30%	(259)	15%	(128)	31%	(266)	861
PID: Ind (no lean)	20%	(136)	27%	(185)	21%	(148)	32%	(220)	688
PID: Rep (no lean)	17%	(114)	28%	(183)	18%	(120)	37%	(247)	664
PID/Gender: Dem Men	29%	(120)	31%	(128)	17%	(70)	23%	(97)	414
PID/Gender: Dem Women	20%	(88)	29%	(131)	13%	(58)	38%	(170)	447
PID/Gender: Ind Men	18%	(59)	29%	(95)	24%	(76)	29%	(92)	322
PID/Gender: Ind Women	21%	(77)	25%	(90)	19%	(71)	35%	(128)	366
PID/Gender: Rep Men	18%	(59)	33%	(110)	20%	(65)	30%	(98)	333
PID/Gender: Rep Women	17%	(55)	22%	(73)	16%	(54)	45%	(149)	331
Ideo: Liberal (1-3)	22%	(146)	31%	(211)	17%	(112)	31%	(211)	680
Ideo: Moderate (4)	23%	(137)	29%	(176)	18%	(107)	30%	(183)	604
Ideo: Conservative (5-7)	15%	(100)	26%	(176)	20%	(139)	39%	(270)	684
Educ: < College	23%	(326)	28%	(404)	18%	(261)	31%	(447)	1439
Educ: Bachelors degree	17%	(84)	30%	(147)	17%	(85)	36%	(176)	491
Educ: Post-grad	17%	(47)	27%	(75)	17%	(49)	39%	(111)	283
Income: Under 50k	22%	(259)	26%	(315)	18%	(214)	35%	(416)	1205
Income: 50k-100k	20%	(135)	33%	(222)	18%	(122)	29%	(195)	674
Income: 100k+	19%	(63)	27%	(90)	18%	(59)	37%	(123)	334
Ethnicity: White	17%	(284)	28%	(471)	19%	(323)	37%	(635)	1713
Ethnicity: Hispanic	30%	(114)	34%	(128)	18%	(68)	17%	(65)	374

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**Table MCEN5\_1: How interested are you in seeing the following movies?**

*The Marvels*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	21%	(457)	28%	(627)	18%	(395)	33%	(734)	2213
Ethnicity: Black	40%	(113)	28%	(80)	14%	(40)	18%	(50)	283
Ethnicity: Other	28%	(60)	35%	(75)	15%	(33)	22%	(48)	217
All Christian	18%	(178)	27%	(271)	18%	(182)	37%	(366)	997
All Non-Christian	11%	(12)	23%	(25)	27%	(28)	39%	(41)	106
Atheist	16%	(17)	31%	(33)	17%	(18)	36%	(38)	106
Agnostic/Nothing in particular	23%	(135)	31%	(178)	16%	(93)	30%	(175)	581
Something Else	27%	(116)	28%	(120)	17%	(74)	27%	(114)	423
Religious Non-Protestant/Catholic	14%	(20)	23%	(32)	26%	(36)	36%	(50)	136
Evangelical	23%	(120)	29%	(153)	17%	(90)	31%	(164)	527
Non-Evangelical	19%	(160)	26%	(219)	18%	(154)	36%	(301)	833
Community: Urban	25%	(154)	30%	(182)	18%	(111)	28%	(170)	617
Community: Suburban	20%	(199)	28%	(289)	19%	(193)	33%	(339)	1019
Community: Rural	18%	(105)	27%	(155)	16%	(92)	39%	(225)	577
Employ: Private Sector	25%	(180)	33%	(238)	18%	(126)	24%	(175)	719
Employ: Government	27%	(34)	32%	(40)	20%	(25)	21%	(26)	125
Employ: Self-Employed	23%	(46)	30%	(62)	21%	(43)	26%	(54)	205
Employ: Homemaker	21%	(32)	34%	(51)	19%	(28)	27%	(41)	152
Employ: Student	38%	(20)	31%	(16)	7%	(3)	24%	(12)	52
Employ: Retired	8%	(43)	20%	(111)	20%	(112)	52%	(291)	558
Employ: Unemployed	23%	(52)	26%	(59)	14%	(32)	36%	(81)	225
Employ: Other	29%	(51)	27%	(49)	14%	(26)	30%	(53)	177
Military HH: Yes	16%	(51)	32%	(101)	18%	(58)	33%	(105)	315
Military HH: No	21%	(406)	28%	(525)	18%	(338)	33%	(629)	1898
RD/WT: Right Direction	21%	(145)	31%	(215)	17%	(117)	31%	(215)	692
RD/WT: Wrong Track	21%	(312)	27%	(411)	18%	(279)	34%	(519)	1521
Biden Job Approve	21%	(210)	30%	(297)	17%	(170)	31%	(305)	982
Biden Job Disapprove	19%	(212)	26%	(288)	19%	(209)	36%	(391)	1100

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**Table MCEN5\_1: How interested are you in seeing the following movies?***The Marvels*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	21%	(457)	28%	(627)	18%	(395)	33%	(734)	2213
Biden Job Strongly Approve	23%	(98)	28%	(117)	20%	(82)	29%	(124)	421
Biden Job Somewhat Approve	20%	(112)	32%	(180)	16%	(87)	32%	(181)	560
Biden Job Somewhat Disapprove	23%	(76)	34%	(112)	19%	(62)	24%	(78)	328
Biden Job Strongly Disapprove	18%	(136)	23%	(176)	19%	(147)	41%	(313)	772
Favorable of Biden	22%	(212)	30%	(295)	16%	(163)	32%	(316)	986
Unfavorable of Biden	19%	(211)	27%	(292)	19%	(212)	35%	(382)	1097
Very Favorable of Biden	24%	(113)	28%	(131)	17%	(81)	31%	(148)	473
Somewhat Favorable of Biden	19%	(100)	32%	(164)	16%	(82)	33%	(168)	513
Somewhat Unfavorable of Biden	26%	(76)	32%	(93)	19%	(54)	23%	(67)	289
Very Unfavorable of Biden	17%	(135)	25%	(199)	20%	(159)	39%	(315)	808
#1 Issue: Economy	22%	(205)	30%	(279)	18%	(164)	30%	(282)	929
#1 Issue: Security	18%	(43)	29%	(68)	20%	(46)	33%	(78)	235
#1 Issue: Health Care	21%	(29)	34%	(48)	16%	(23)	28%	(40)	140
#1 Issue: Medicare / Social Security	10%	(27)	19%	(51)	18%	(48)	52%	(137)	263
#1 Issue: Women's Issues	25%	(73)	27%	(80)	20%	(58)	28%	(80)	292
#1 Issue: Education	23%	(19)	37%	(30)	24%	(19)	16%	(13)	81
#1 Issue: Energy	20%	(28)	26%	(37)	13%	(18)	41%	(58)	141
#1 Issue: Other	24%	(32)	26%	(34)	15%	(19)	35%	(47)	133
2022 House Vote: Democrat	22%	(192)	30%	(264)	18%	(160)	30%	(268)	883
2022 House Vote: Republican	15%	(102)	28%	(187)	19%	(126)	38%	(259)	675
2022 House Vote: Someone else	27%	(21)	28%	(21)	11%	(9)	34%	(26)	76
2022 House Vote: Didnt Vote	25%	(142)	27%	(154)	17%	(101)	31%	(181)	578
2020 Vote: Joe Biden	22%	(207)	28%	(263)	18%	(169)	31%	(293)	932
2020 Vote: Donald Trump	16%	(116)	27%	(194)	19%	(134)	38%	(270)	715
2020 Vote: Other	25%	(20)	29%	(24)	12%	(10)	34%	(28)	82
2020 Vote: Didn't Vote	23%	(113)	30%	(145)	17%	(83)	30%	(143)	484
2018 House Vote: Democrat	23%	(187)	29%	(240)	17%	(141)	30%	(248)	816
2018 House Vote: Republican	14%	(86)	27%	(159)	19%	(113)	40%	(238)	596
2018 House Vote: Someone else	31%	(24)	28%	(21)	13%	(9)	28%	(21)	75
2018 House Vote: Didnt Vote	22%	(161)	28%	(207)	18%	(132)	31%	(226)	726

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**Table MCEN5\_1: How interested are you in seeing the following movies?**

*The Marvels*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	21%	(457)	28%	(627)	18%	(395)	33%	(734)	2213
4-Region: Northeast	17%	(65)	29%	(111)	17%	(67)	37%	(140)	383
4-Region: Midwest	20%	(93)	26%	(117)	19%	(88)	35%	(159)	457
4-Region: South	22%	(186)	28%	(239)	18%	(148)	32%	(272)	846
4-Region: West	21%	(113)	30%	(159)	18%	(93)	31%	(162)	527
Favorable Opinion of Avatar	28%	(340)	36%	(432)	18%	(216)	17%	(209)	1197
Unfavorable Opinion of Avatar	18%	(75)	21%	(88)	20%	(84)	42%	(180)	427
Enjoyed Seeing Avatar	29%	(339)	37%	(428)	18%	(202)	16%	(181)	1150
Did not Enjoy Seeing Avatar	20%	(48)	27%	(67)	25%	(61)	28%	(68)	243
Saw Avatar	28%	(387)	35%	(494)	19%	(263)	18%	(249)	1393

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

**Table MCEN5\_2: How interested are you in seeing the following movies?**  
*Guardians of the Galaxy: Volume 3*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	28%	(615)	25%	(564)	16%	(349)	31%	(685)	2213
Gender: Male	31%	(333)	27%	(288)	16%	(173)	26%	(276)	1069
Gender: Female	25%	(282)	24%	(276)	15%	(176)	36%	(410)	1144
Age: 18-34	39%	(250)	27%	(175)	14%	(92)	20%	(126)	643
Age: 35-44	37%	(136)	26%	(95)	14%	(51)	23%	(83)	366
Age: 45-64	24%	(174)	29%	(205)	17%	(122)	30%	(214)	715
Age: 65+	11%	(55)	18%	(89)	17%	(84)	53%	(262)	489
GenZers: 1997-2012	38%	(79)	23%	(48)	16%	(33)	23%	(48)	207
Millennials: 1981-1996	40%	(277)	28%	(192)	13%	(91)	20%	(136)	696
GenXers: 1965-1980	28%	(147)	30%	(158)	17%	(92)	24%	(128)	525
Baby Boomers: 1946-1964	16%	(110)	22%	(155)	18%	(126)	44%	(310)	701
PID: Dem (no lean)	30%	(254)	26%	(222)	16%	(134)	29%	(250)	861
PID: Ind (no lean)	29%	(197)	25%	(175)	17%	(119)	29%	(197)	688
PID: Rep (no lean)	25%	(164)	25%	(166)	15%	(96)	36%	(238)	664
PID/Gender: Dem Men	36%	(147)	26%	(108)	17%	(70)	21%	(89)	414
PID/Gender: Dem Women	24%	(107)	26%	(115)	14%	(63)	36%	(161)	447
PID/Gender: Ind Men	28%	(91)	27%	(87)	18%	(58)	27%	(86)	322
PID/Gender: Ind Women	29%	(106)	24%	(88)	17%	(61)	31%	(112)	366
PID/Gender: Rep Men	28%	(95)	28%	(93)	13%	(44)	30%	(101)	333
PID/Gender: Rep Women	21%	(69)	22%	(73)	16%	(52)	41%	(136)	331
Ideo: Liberal (1-3)	31%	(209)	26%	(176)	15%	(101)	28%	(194)	680
Ideo: Moderate (4)	28%	(169)	28%	(169)	16%	(99)	28%	(167)	604
Ideo: Conservative (5-7)	23%	(160)	23%	(156)	17%	(117)	37%	(251)	684
Educ: < College	30%	(426)	26%	(373)	15%	(215)	30%	(425)	1439
Educ: Bachelors degree	26%	(130)	23%	(115)	18%	(87)	32%	(159)	491
Educ: Post-grad	21%	(59)	27%	(77)	16%	(46)	36%	(100)	283
Income: Under 50k	27%	(326)	25%	(306)	15%	(182)	32%	(391)	1205
Income: 50k-100k	30%	(205)	27%	(179)	16%	(110)	27%	(180)	674
Income: 100k+	25%	(84)	24%	(79)	17%	(57)	34%	(114)	334
Ethnicity: White	25%	(431)	25%	(428)	16%	(280)	34%	(574)	1713
Ethnicity: Hispanic	39%	(146)	29%	(109)	16%	(59)	16%	(60)	374

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**Table MCEN5\_2: How interested are you in seeing the following movies?**  
*Guardians of the Galaxy: Volume 3*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	28%	(615)	25%	(564)	16%	(349)	31%	(685)	2213
Ethnicity: Black	36%	(101)	25%	(72)	14%	(41)	25%	(69)	283
Ethnicity: Other	38%	(83)	30%	(65)	13%	(28)	19%	(41)	217
All Christian	25%	(245)	25%	(253)	16%	(164)	34%	(336)	997
All Non-Christian	19%	(20)	24%	(26)	20%	(21)	36%	(38)	106
Atheist	39%	(42)	18%	(19)	9%	(10)	34%	(36)	106
Agnostic/Nothing in particular	31%	(178)	26%	(152)	16%	(90)	28%	(161)	581
Something Else	31%	(131)	27%	(115)	15%	(64)	27%	(114)	423
Religious Non-Protestant/Catholic	21%	(28)	25%	(34)	21%	(29)	33%	(46)	136
Evangelical	29%	(154)	26%	(139)	16%	(84)	28%	(150)	527
Non-Evangelical	24%	(203)	26%	(214)	16%	(130)	34%	(287)	833
Community: Urban	29%	(179)	28%	(171)	17%	(106)	26%	(161)	617
Community: Suburban	28%	(283)	25%	(260)	16%	(166)	31%	(312)	1019
Community: Rural	27%	(153)	23%	(134)	13%	(77)	37%	(212)	577
Employ: Private Sector	34%	(245)	28%	(202)	15%	(107)	23%	(165)	719
Employ: Government	33%	(41)	30%	(37)	18%	(22)	19%	(24)	125
Employ: Self-Employed	28%	(57)	28%	(57)	22%	(44)	23%	(46)	205
Employ: Homemaker	21%	(32)	31%	(47)	18%	(28)	30%	(45)	152
Employ: Student	44%	(22)	29%	(15)	9%	(5)	18%	(9)	52
Employ: Retired	12%	(69)	23%	(128)	16%	(88)	49%	(273)	558
Employ: Unemployed	40%	(90)	16%	(36)	12%	(27)	32%	(72)	225
Employ: Other	34%	(60)	23%	(42)	15%	(26)	28%	(50)	177
Military HH: Yes	26%	(82)	29%	(90)	16%	(49)	30%	(94)	315
Military HH: No	28%	(533)	25%	(474)	16%	(300)	31%	(591)	1898
RD/WT: Right Direction	27%	(187)	29%	(197)	16%	(108)	29%	(200)	692
RD/WT: Wrong Track	28%	(429)	24%	(367)	16%	(241)	32%	(485)	1521
Biden Job Approve	29%	(282)	26%	(259)	16%	(154)	29%	(287)	982
Biden Job Disapprove	26%	(291)	25%	(279)	16%	(172)	33%	(359)	1100

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**Table MCEN5\_2: How interested are you in seeing the following movies?**  
*Guardians of the Galaxy: Volume 3*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	28%	(615)	25%	(564)	16%	(349)	31%	(685)	2213
Biden Job Strongly Approve	29%	(123)	24%	(100)	19%	(80)	28%	(117)	421
Biden Job Somewhat Approve	28%	(158)	28%	(159)	13%	(74)	30%	(170)	560
Biden Job Somewhat Disapprove	31%	(103)	29%	(96)	18%	(60)	21%	(70)	328
Biden Job Strongly Disapprove	24%	(188)	24%	(183)	15%	(112)	37%	(289)	772
Favorable of Biden	28%	(274)	27%	(263)	15%	(150)	30%	(298)	986
Unfavorable of Biden	28%	(305)	25%	(270)	16%	(172)	32%	(351)	1097
Very Favorable of Biden	27%	(127)	26%	(125)	17%	(80)	30%	(141)	473
Somewhat Favorable of Biden	29%	(147)	27%	(139)	14%	(71)	31%	(157)	513
Somewhat Unfavorable of Biden	34%	(99)	29%	(84)	18%	(51)	19%	(56)	289
Very Unfavorable of Biden	25%	(206)	23%	(187)	15%	(121)	36%	(295)	808
#1 Issue: Economy	30%	(278)	25%	(235)	16%	(147)	29%	(270)	929
#1 Issue: Security	24%	(56)	27%	(64)	17%	(41)	32%	(75)	235
#1 Issue: Health Care	34%	(48)	26%	(36)	13%	(18)	27%	(38)	140
#1 Issue: Medicare / Social Security	15%	(39)	19%	(50)	21%	(55)	45%	(119)	263
#1 Issue: Women's Issues	32%	(94)	28%	(80)	12%	(36)	28%	(81)	292
#1 Issue: Education	41%	(33)	26%	(21)	16%	(13)	18%	(14)	81
#1 Issue: Energy	21%	(30)	27%	(38)	15%	(22)	36%	(51)	141
#1 Issue: Other	29%	(38)	30%	(40)	13%	(17)	28%	(37)	133
2022 House Vote: Democrat	28%	(245)	26%	(234)	17%	(148)	29%	(257)	883
2022 House Vote: Republican	25%	(166)	24%	(160)	15%	(103)	37%	(247)	675
2022 House Vote: Someone else	33%	(25)	23%	(17)	15%	(11)	30%	(23)	76
2022 House Vote: Didn't Vote	31%	(179)	26%	(153)	15%	(87)	27%	(159)	578
2020 Vote: Joe Biden	28%	(260)	27%	(249)	16%	(151)	29%	(272)	932
2020 Vote: Donald Trump	25%	(179)	24%	(175)	15%	(109)	35%	(252)	715
2020 Vote: Other	37%	(31)	22%	(18)	12%	(10)	29%	(24)	82
2020 Vote: Didn't Vote	30%	(145)	25%	(122)	16%	(79)	28%	(137)	484
2018 House Vote: Democrat	28%	(231)	26%	(209)	17%	(136)	29%	(241)	816
2018 House Vote: Republican	23%	(138)	24%	(146)	15%	(90)	37%	(222)	596
2018 House Vote: Someone else	32%	(24)	27%	(20)	14%	(11)	27%	(20)	75
2018 House Vote: Didn't Vote	31%	(221)	26%	(189)	15%	(112)	28%	(202)	726

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**Table MCEN5\_2: How interested are you in seeing the following movies?**  
*Guardians of the Galaxy: Volume 3*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	28%	(615)	25%	(564)	16%	(349)	31%	(685)	2213
4-Region: Northeast	24%	(90)	24%	(91)	18%	(68)	35%	(134)	383
4-Region: Midwest	27%	(121)	25%	(112)	16%	(75)	33%	(149)	457
4-Region: South	28%	(233)	27%	(225)	15%	(124)	31%	(264)	846
4-Region: West	32%	(171)	26%	(136)	16%	(82)	26%	(139)	527
Favorable Opinion of Avatar	38%	(452)	32%	(386)	15%	(181)	15%	(178)	1197
Unfavorable Opinion of Avatar	24%	(103)	22%	(94)	14%	(60)	40%	(170)	427
Enjoyed Seeing Avatar	40%	(458)	32%	(374)	14%	(159)	14%	(159)	1150
Did not Enjoy Seeing Avatar	29%	(71)	26%	(63)	21%	(51)	24%	(59)	243
Saw Avatar	38%	(529)	31%	(436)	15%	(210)	16%	(218)	1393

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

**Table MCEN5\_3: How interested are you in seeing the following movies?***Ant-Man and the Wasp: Quantumania*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	19%	(430)	23%	(510)	20%	(435)	38%	(837)	2213
Gender: Male	23%	(247)	25%	(271)	20%	(216)	31%	(334)	1069
Gender: Female	16%	(183)	21%	(239)	19%	(219)	44%	(503)	1144
Age: 18-34	29%	(188)	25%	(162)	22%	(144)	23%	(149)	643
Age: 35-44	28%	(104)	27%	(100)	16%	(57)	29%	(105)	366
Age: 45-64	15%	(107)	27%	(190)	20%	(141)	39%	(277)	715
Age: 65+	6%	(31)	12%	(59)	19%	(93)	63%	(306)	489
GenZers: 1997-2012	32%	(66)	22%	(47)	22%	(46)	23%	(49)	207
Millennials: 1981-1996	29%	(205)	26%	(182)	19%	(135)	25%	(173)	696
GenXers: 1965-1980	19%	(100)	29%	(152)	19%	(100)	33%	(172)	525
Baby Boomers: 1946-1964	8%	(59)	18%	(123)	21%	(144)	54%	(375)	701
PID: Dem (no lean)	24%	(205)	23%	(200)	19%	(164)	34%	(292)	861
PID: Ind (no lean)	18%	(122)	23%	(160)	21%	(146)	38%	(260)	688
PID: Rep (no lean)	15%	(102)	23%	(150)	19%	(126)	43%	(286)	664
PID/Gender: Dem Men	29%	(120)	28%	(114)	19%	(77)	25%	(103)	414
PID/Gender: Dem Women	19%	(86)	19%	(85)	19%	(87)	42%	(188)	447
PID/Gender: Ind Men	21%	(67)	22%	(72)	22%	(69)	35%	(114)	322
PID/Gender: Ind Women	15%	(55)	24%	(89)	21%	(76)	40%	(146)	366
PID/Gender: Rep Men	18%	(61)	26%	(85)	21%	(70)	35%	(117)	333
PID/Gender: Rep Women	13%	(42)	20%	(65)	17%	(56)	51%	(169)	331
Ideo: Liberal (1-3)	25%	(173)	23%	(154)	19%	(129)	33%	(224)	680
Ideo: Moderate (4)	18%	(109)	28%	(167)	20%	(121)	34%	(207)	604
Ideo: Conservative (5-7)	15%	(103)	19%	(128)	20%	(140)	46%	(314)	684
Educ: < College	21%	(297)	23%	(337)	19%	(277)	37%	(528)	1439
Educ: Bachelors degree	17%	(84)	23%	(114)	21%	(101)	39%	(193)	491
Educ: Post-grad	17%	(49)	21%	(59)	20%	(58)	41%	(117)	283
Income: Under 50k	18%	(221)	22%	(264)	19%	(227)	41%	(492)	1205
Income: 50k-100k	22%	(150)	25%	(170)	21%	(142)	31%	(211)	674
Income: 100k+	18%	(59)	23%	(76)	20%	(66)	40%	(134)	334
Ethnicity: White	16%	(280)	22%	(374)	20%	(351)	41%	(708)	1713
Ethnicity: Hispanic	29%	(107)	28%	(106)	22%	(83)	21%	(78)	374

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**Table MCEN5\_3: How interested are you in seeing the following movies?**  
*Ant-Man and the Wasp: Quantumania*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	19%	(430)	23%	(510)	20%	(435)	38%	(837)	2213
Ethnicity: Black	31%	(89)	25%	(71)	19%	(53)	25%	(70)	283
Ethnicity: Other	28%	(61)	30%	(65)	14%	(31)	28%	(60)	217
All Christian	16%	(160)	24%	(235)	18%	(181)	42%	(421)	997
All Non-Christian	12%	(13)	23%	(24)	27%	(28)	38%	(41)	106
Atheist	34%	(36)	15%	(16)	16%	(17)	35%	(37)	106
Agnostic/Nothing in particular	23%	(135)	22%	(130)	20%	(117)	34%	(198)	581
Something Else	20%	(86)	25%	(106)	22%	(92)	33%	(140)	423
Religious Non-Protestant/Catholic	13%	(18)	22%	(30)	25%	(35)	39%	(54)	136
Evangelical	20%	(108)	24%	(125)	20%	(107)	35%	(187)	527
Non-Evangelical	15%	(129)	24%	(196)	19%	(155)	42%	(353)	833
Community: Urban	22%	(135)	25%	(155)	22%	(133)	31%	(194)	617
Community: Suburban	21%	(210)	22%	(220)	20%	(205)	38%	(385)	1019
Community: Rural	15%	(86)	23%	(135)	17%	(97)	45%	(259)	577
Employ: Private Sector	24%	(170)	29%	(211)	18%	(128)	29%	(210)	719
Employ: Government	28%	(35)	25%	(31)	25%	(32)	21%	(27)	125
Employ: Self-Employed	20%	(41)	20%	(42)	26%	(54)	33%	(68)	205
Employ: Homemaker	16%	(25)	27%	(40)	26%	(40)	31%	(47)	152
Employ: Student	41%	(21)	22%	(12)	10%	(5)	27%	(14)	52
Employ: Retired	8%	(43)	15%	(81)	20%	(114)	57%	(319)	558
Employ: Unemployed	24%	(55)	23%	(52)	12%	(27)	40%	(91)	225
Employ: Other	22%	(39)	23%	(41)	20%	(36)	35%	(62)	177
Military HH: Yes	14%	(43)	26%	(81)	22%	(68)	39%	(122)	315
Military HH: No	20%	(387)	23%	(429)	19%	(367)	38%	(715)	1898
RD/WT: Right Direction	23%	(158)	24%	(163)	20%	(136)	34%	(235)	692
RD/WT: Wrong Track	18%	(273)	23%	(347)	20%	(299)	40%	(602)	1521
Biden Job Approve	23%	(229)	23%	(222)	19%	(185)	35%	(346)	982
Biden Job Disapprove	15%	(169)	23%	(252)	21%	(229)	41%	(450)	1100

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**Table MCEN5\_3: How interested are you in seeing the following movies?**  
*Ant-Man and the Wasp: Quantumania*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	19%	(430)	23%	(510)	20%	(435)	38%	(837)	2213
Biden Job Strongly Approve	24%	(101)	22%	(94)	20%	(84)	34%	(142)	421
Biden Job Somewhat Approve	23%	(128)	23%	(129)	18%	(101)	36%	(203)	560
Biden Job Somewhat Disapprove	19%	(62)	28%	(93)	23%	(75)	30%	(99)	328
Biden Job Strongly Disapprove	14%	(108)	21%	(159)	20%	(155)	45%	(350)	772
Favorable of Biden	23%	(224)	23%	(229)	18%	(176)	36%	(357)	986
Unfavorable of Biden	16%	(176)	22%	(237)	22%	(240)	40%	(444)	1097
Very Favorable of Biden	23%	(107)	24%	(111)	19%	(91)	35%	(163)	473
Somewhat Favorable of Biden	23%	(116)	23%	(118)	17%	(85)	38%	(194)	513
Somewhat Unfavorable of Biden	19%	(55)	27%	(78)	26%	(75)	28%	(82)	289
Very Unfavorable of Biden	15%	(121)	20%	(159)	21%	(166)	45%	(362)	808
#1 Issue: Economy	19%	(178)	25%	(231)	20%	(184)	36%	(337)	929
#1 Issue: Security	20%	(46)	21%	(50)	21%	(49)	38%	(89)	235
#1 Issue: Health Care	29%	(41)	23%	(32)	20%	(29)	28%	(39)	140
#1 Issue: Medicare / Social Security	12%	(31)	15%	(40)	16%	(43)	57%	(149)	263
#1 Issue: Women's Issues	25%	(72)	21%	(62)	23%	(68)	31%	(90)	292
#1 Issue: Education	22%	(18)	31%	(25)	26%	(21)	21%	(17)	81
#1 Issue: Energy	15%	(21)	25%	(35)	15%	(21)	45%	(63)	141
#1 Issue: Other	18%	(24)	27%	(36)	15%	(21)	40%	(53)	133
2022 House Vote: Democrat	23%	(199)	24%	(209)	20%	(179)	33%	(296)	883
2022 House Vote: Republican	15%	(101)	21%	(141)	19%	(131)	45%	(302)	675
2022 House Vote: Someone else	16%	(12)	27%	(21)	19%	(14)	38%	(29)	76
2022 House Vote: Didnt Vote	20%	(118)	24%	(139)	19%	(111)	37%	(211)	578
2020 Vote: Joe Biden	22%	(208)	24%	(219)	20%	(184)	34%	(321)	932
2020 Vote: Donald Trump	16%	(111)	21%	(153)	20%	(140)	43%	(311)	715
2020 Vote: Other	23%	(19)	28%	(23)	16%	(13)	34%	(28)	82
2020 Vote: Didn't Vote	19%	(92)	24%	(115)	20%	(99)	37%	(178)	484
2018 House Vote: Democrat	24%	(192)	22%	(183)	21%	(167)	34%	(273)	816
2018 House Vote: Republican	14%	(86)	21%	(123)	19%	(113)	46%	(274)	596
2018 House Vote: Someone else	11%	(8)	32%	(24)	26%	(19)	31%	(23)	75
2018 House Vote: Didnt Vote	20%	(144)	25%	(180)	19%	(135)	37%	(267)	726

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**Table MCEN5\_3: How interested are you in seeing the following movies?**  
*Ant-Man and the Wasp: Quantumania*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	19%	(430)	23%	(510)	20%	(435)	38%	(837)	2213
4-Region: Northeast	18%	(70)	23%	(89)	17%	(65)	41%	(158)	383
4-Region: Midwest	16%	(75)	22%	(101)	22%	(102)	39%	(179)	457
4-Region: South	19%	(163)	23%	(192)	19%	(165)	39%	(326)	846
4-Region: West	23%	(121)	24%	(128)	20%	(103)	33%	(175)	527
Favorable Opinion of Avatar	26%	(311)	30%	(354)	22%	(262)	23%	(270)	1197
Unfavorable Opinion of Avatar	19%	(82)	18%	(78)	18%	(75)	45%	(191)	427
Enjoyed Seeing Avatar	27%	(314)	30%	(348)	22%	(255)	20%	(233)	1150
Did not Enjoy Seeing Avatar	24%	(57)	25%	(60)	21%	(51)	31%	(75)	243
Saw Avatar	27%	(372)	29%	(408)	22%	(305)	22%	(308)	1393

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

**Table MCEN5\_4: How interested are you in seeing the following movies?**  
*Fantastic Four (2025)*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	20%	(445)	29%	(645)	18%	(396)	33%	(727)	2213
Gender: Male	24%	(258)	30%	(323)	17%	(186)	28%	(302)	1069
Gender: Female	16%	(187)	28%	(322)	18%	(210)	37%	(425)	1144
Age: 18-34	29%	(189)	33%	(210)	17%	(112)	21%	(133)	643
Age: 35-44	24%	(89)	33%	(122)	18%	(65)	25%	(90)	366
Age: 45-64	19%	(133)	32%	(232)	17%	(121)	32%	(229)	715
Age: 65+	7%	(35)	17%	(82)	20%	(97)	56%	(276)	489
GenZers: 1997-2012	29%	(60)	35%	(72)	15%	(31)	22%	(45)	207
Millennials: 1981-1996	29%	(198)	31%	(214)	19%	(131)	22%	(153)	696
GenXers: 1965-1980	21%	(109)	35%	(181)	18%	(93)	27%	(142)	525
Baby Boomers: 1946-1964	11%	(76)	25%	(174)	19%	(131)	46%	(320)	701
PID: Dem (no lean)	23%	(199)	29%	(251)	17%	(145)	31%	(265)	861
PID: Ind (no lean)	21%	(143)	29%	(199)	19%	(134)	31%	(212)	688
PID: Rep (no lean)	16%	(103)	29%	(194)	18%	(117)	38%	(250)	664
PID/Gender: Dem Men	29%	(121)	30%	(126)	17%	(69)	24%	(98)	414
PID/Gender: Dem Women	18%	(78)	28%	(125)	17%	(76)	37%	(167)	447
PID/Gender: Ind Men	24%	(78)	29%	(92)	17%	(56)	30%	(96)	322
PID/Gender: Ind Women	18%	(66)	29%	(107)	21%	(78)	31%	(115)	366
PID/Gender: Rep Men	18%	(60)	31%	(104)	18%	(61)	32%	(108)	333
PID/Gender: Rep Women	13%	(43)	27%	(90)	17%	(56)	43%	(143)	331
Ideo: Liberal (1-3)	24%	(165)	28%	(193)	17%	(117)	30%	(206)	680
Ideo: Moderate (4)	21%	(124)	31%	(187)	19%	(115)	29%	(178)	604
Ideo: Conservative (5-7)	14%	(94)	28%	(189)	19%	(127)	40%	(274)	684
Educ: < College	23%	(327)	29%	(417)	17%	(246)	31%	(449)	1439
Educ: Bachelors degree	15%	(72)	32%	(160)	18%	(89)	35%	(172)	491
Educ: Post-grad	17%	(47)	24%	(68)	22%	(61)	38%	(107)	283
Income: Under 50k	21%	(251)	27%	(330)	18%	(213)	34%	(411)	1205
Income: 50k-100k	21%	(144)	31%	(210)	17%	(117)	30%	(203)	674
Income: 100k+	15%	(50)	31%	(105)	20%	(66)	34%	(114)	334
Ethnicity: White	17%	(289)	28%	(475)	19%	(324)	36%	(624)	1713
Ethnicity: Hispanic	29%	(110)	36%	(136)	16%	(58)	19%	(71)	374

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**Table MCEN5\_4: How interested are you in seeing the following movies?**  
*Fantastic Four (2025)*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	20%	(445)	29%	(645)	18%	(396)	33%	(727)	2213
Ethnicity: Black	35%	(99)	30%	(84)	15%	(42)	21%	(58)	283
Ethnicity: Other	26%	(57)	40%	(86)	14%	(30)	21%	(45)	217
All Christian	18%	(178)	30%	(295)	16%	(155)	37%	(369)	997
All Non-Christian	15%	(15)	23%	(25)	27%	(29)	35%	(37)	106
Atheist	25%	(27)	22%	(23)	18%	(19)	35%	(37)	106
Agnostic/Nothing in particular	20%	(115)	32%	(185)	20%	(114)	29%	(166)	581
Something Else	26%	(109)	28%	(117)	19%	(79)	28%	(118)	423
Religious Non-Protestant/Catholic	15%	(20)	26%	(35)	25%	(35)	34%	(47)	136
Evangelical	24%	(126)	28%	(148)	16%	(86)	32%	(167)	527
Non-Evangelical	18%	(148)	29%	(241)	17%	(140)	36%	(304)	833
Community: Urban	23%	(139)	34%	(207)	16%	(98)	28%	(173)	617
Community: Suburban	20%	(206)	28%	(286)	19%	(189)	33%	(338)	1019
Community: Rural	17%	(100)	26%	(152)	19%	(108)	37%	(216)	577
Employ: Private Sector	21%	(152)	38%	(276)	16%	(116)	24%	(174)	719
Employ: Government	24%	(30)	31%	(39)	23%	(28)	22%	(27)	125
Employ: Self-Employed	24%	(49)	31%	(64)	19%	(39)	26%	(53)	205
Employ: Homemaker	15%	(23)	29%	(44)	24%	(36)	32%	(49)	152
Employ: Student	36%	(19)	26%	(14)	15%	(8)	22%	(11)	52
Employ: Retired	10%	(58)	19%	(106)	19%	(107)	51%	(287)	558
Employ: Unemployed	25%	(57)	28%	(62)	15%	(34)	32%	(72)	225
Employ: Other	32%	(57)	22%	(39)	15%	(27)	31%	(54)	177
Military HH: Yes	17%	(53)	30%	(95)	19%	(59)	34%	(108)	315
Military HH: No	21%	(393)	29%	(550)	18%	(336)	33%	(619)	1898
RD/WT: Right Direction	23%	(161)	30%	(206)	15%	(107)	32%	(218)	692
RD/WT: Wrong Track	19%	(285)	29%	(439)	19%	(289)	33%	(509)	1521
Biden Job Approve	23%	(224)	29%	(287)	16%	(160)	32%	(311)	982
Biden Job Disapprove	17%	(188)	29%	(318)	20%	(215)	35%	(380)	1100

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**Table MCEN5\_4: How interested are you in seeing the following movies?**  
*Fantastic Four (2025)*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	20%	(445)	29%	(645)	18%	(396)	33%	(727)	2213
Biden Job Strongly Approve	26%	(110)	25%	(104)	17%	(70)	33%	(138)	421
Biden Job Somewhat Approve	20%	(114)	33%	(183)	16%	(90)	31%	(173)	560
Biden Job Somewhat Disapprove	23%	(75)	35%	(115)	21%	(71)	21%	(69)	328
Biden Job Strongly Disapprove	15%	(113)	26%	(203)	19%	(144)	40%	(312)	772
Favorable of Biden	23%	(227)	29%	(285)	16%	(159)	32%	(314)	986
Unfavorable of Biden	18%	(193)	29%	(317)	19%	(210)	34%	(376)	1097
Very Favorable of Biden	24%	(114)	26%	(124)	16%	(77)	33%	(157)	473
Somewhat Favorable of Biden	22%	(113)	32%	(162)	16%	(82)	31%	(157)	513
Somewhat Unfavorable of Biden	24%	(71)	35%	(101)	20%	(58)	20%	(59)	289
Very Unfavorable of Biden	15%	(122)	27%	(216)	19%	(152)	39%	(318)	808
#1 Issue: Economy	22%	(204)	29%	(270)	18%	(170)	31%	(285)	929
#1 Issue: Security	20%	(47)	27%	(64)	19%	(45)	34%	(80)	235
#1 Issue: Health Care	24%	(33)	38%	(53)	13%	(19)	25%	(35)	140
#1 Issue: Medicare / Social Security	14%	(37)	17%	(45)	19%	(50)	49%	(130)	263
#1 Issue: Women's Issues	20%	(59)	33%	(97)	19%	(56)	27%	(80)	292
#1 Issue: Education	23%	(19)	42%	(34)	15%	(12)	20%	(16)	81
#1 Issue: Energy	17%	(24)	30%	(42)	18%	(25)	35%	(50)	141
#1 Issue: Other	17%	(22)	29%	(39)	15%	(19)	39%	(52)	133
2022 House Vote: Democrat	22%	(199)	29%	(255)	19%	(167)	30%	(263)	883
2022 House Vote: Republican	16%	(106)	28%	(189)	17%	(117)	39%	(263)	675
2022 House Vote: Someone else	21%	(16)	42%	(32)	9%	(7)	28%	(21)	76
2022 House Vote: Didnt Vote	22%	(125)	29%	(168)	18%	(105)	31%	(180)	578
2020 Vote: Joe Biden	22%	(209)	30%	(277)	18%	(165)	30%	(281)	932
2020 Vote: Donald Trump	16%	(116)	29%	(207)	17%	(119)	38%	(273)	715
2020 Vote: Other	20%	(17)	36%	(30)	11%	(9)	32%	(26)	82
2020 Vote: Didn't Vote	21%	(103)	27%	(131)	21%	(102)	31%	(148)	484
2018 House Vote: Democrat	23%	(190)	29%	(237)	18%	(143)	30%	(245)	816
2018 House Vote: Republican	15%	(87)	26%	(157)	19%	(114)	40%	(238)	596
2018 House Vote: Someone else	23%	(17)	41%	(31)	8%	(6)	29%	(22)	75
2018 House Vote: Didnt Vote	21%	(151)	30%	(220)	18%	(132)	31%	(222)	726

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**Table MCEN5\_4: How interested are you in seeing the following movies?**  
*Fantastic Four (2025)*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	20%	(445)	29%	(645)	18%	(396)	33%	(727)	2213
4-Region: Northeast	20%	(76)	27%	(103)	18%	(67)	36%	(137)	383
4-Region: Midwest	17%	(77)	32%	(145)	18%	(81)	34%	(154)	457
4-Region: South	22%	(185)	28%	(236)	17%	(143)	33%	(281)	846
4-Region: West	20%	(107)	31%	(161)	20%	(104)	29%	(155)	527
Favorable Opinion of Avatar	29%	(344)	37%	(447)	17%	(205)	17%	(201)	1197
Unfavorable Opinion of Avatar	14%	(61)	23%	(97)	20%	(87)	42%	(181)	427
Enjoyed Seeing Avatar	29%	(336)	38%	(440)	17%	(190)	16%	(184)	1150
Did not Enjoy Seeing Avatar	17%	(41)	32%	(77)	26%	(62)	26%	(63)	243
Saw Avatar	27%	(377)	37%	(517)	18%	(252)	18%	(247)	1393

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

**Table MCEN5\_5: How interested are you in seeing the following movies?***Blade (2024)*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	21%	(458)	25%	(559)	20%	(446)	34%	(750)	2213
Gender: Male	26%	(280)	28%	(303)	17%	(183)	28%	(304)	1069
Gender: Female	16%	(179)	22%	(256)	23%	(263)	39%	(446)	1144
Age: 18-34	31%	(199)	27%	(176)	20%	(127)	22%	(142)	643
Age: 35-44	27%	(97)	30%	(111)	19%	(70)	24%	(87)	366
Age: 45-64	18%	(132)	27%	(196)	20%	(140)	35%	(247)	715
Age: 65+	6%	(31)	16%	(77)	22%	(108)	56%	(273)	489
GenZers: 1997-2012	26%	(54)	26%	(53)	21%	(45)	27%	(56)	207
Millennials: 1981-1996	32%	(225)	28%	(192)	19%	(130)	21%	(149)	696
GenXers: 1965-1980	20%	(106)	33%	(174)	20%	(102)	27%	(142)	525
Baby Boomers: 1946-1964	10%	(72)	19%	(134)	23%	(160)	48%	(334)	701
PID: Dem (no lean)	24%	(208)	25%	(214)	20%	(176)	31%	(263)	861
PID: Ind (no lean)	21%	(143)	26%	(179)	20%	(139)	33%	(227)	688
PID: Rep (no lean)	16%	(107)	25%	(166)	20%	(130)	39%	(260)	664
PID/Gender: Dem Men	30%	(126)	28%	(118)	18%	(75)	23%	(96)	414
PID/Gender: Dem Women	18%	(82)	22%	(96)	23%	(101)	37%	(166)	447
PID/Gender: Ind Men	24%	(76)	29%	(93)	17%	(54)	31%	(99)	322
PID/Gender: Ind Women	18%	(67)	24%	(86)	23%	(85)	35%	(128)	366
PID/Gender: Rep Men	24%	(78)	28%	(92)	16%	(54)	33%	(109)	333
PID/Gender: Rep Women	9%	(29)	22%	(74)	23%	(77)	46%	(152)	331
Ideo: Liberal (1-3)	24%	(162)	24%	(161)	22%	(148)	31%	(209)	680
Ideo: Moderate (4)	24%	(148)	27%	(162)	19%	(117)	29%	(178)	604
Ideo: Conservative (5-7)	15%	(100)	24%	(167)	20%	(135)	41%	(282)	684
Educ: < College	23%	(337)	26%	(378)	19%	(270)	32%	(455)	1439
Educ: Bachelors degree	15%	(76)	25%	(124)	24%	(117)	36%	(174)	491
Educ: Post-grad	16%	(46)	20%	(57)	21%	(58)	43%	(120)	283
Income: Under 50k	22%	(262)	25%	(305)	18%	(219)	35%	(419)	1205
Income: 50k-100k	23%	(155)	24%	(164)	22%	(148)	31%	(206)	674
Income: 100k+	12%	(41)	27%	(90)	23%	(78)	37%	(125)	334
Ethnicity: White	16%	(276)	25%	(428)	22%	(372)	37%	(638)	1713
Ethnicity: Hispanic	30%	(114)	30%	(114)	22%	(81)	18%	(66)	374

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**Table MCEN5\_5: How interested are you in seeing the following movies?**

*Blade (2024)*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	21%	(458)	25%	(559)	20%	(446)	34%	(750)	2213
Ethnicity: Black	42%	(120)	23%	(64)	12%	(35)	23%	(64)	283
Ethnicity: Other	29%	(63)	31%	(67)	18%	(39)	22%	(48)	217
All Christian	17%	(168)	25%	(251)	19%	(193)	39%	(385)	997
All Non-Christian	19%	(20)	29%	(31)	15%	(16)	37%	(39)	106
Atheist	21%	(22)	30%	(32)	20%	(21)	29%	(31)	106
Agnostic/Nothing in particular	25%	(146)	23%	(132)	21%	(122)	31%	(181)	581
Something Else	24%	(103)	27%	(113)	22%	(94)	27%	(113)	423
Religious Non-Protestant/Catholic	16%	(22)	28%	(39)	15%	(21)	40%	(55)	136
Evangelical	20%	(107)	27%	(144)	20%	(104)	33%	(172)	527
Non-Evangelical	18%	(149)	25%	(205)	21%	(176)	36%	(303)	833
Community: Urban	27%	(164)	28%	(174)	19%	(120)	26%	(160)	617
Community: Suburban	19%	(193)	24%	(244)	21%	(211)	36%	(371)	1019
Community: Rural	18%	(101)	25%	(142)	20%	(115)	38%	(218)	577
Employ: Private Sector	24%	(174)	28%	(201)	20%	(145)	28%	(199)	719
Employ: Government	22%	(28)	30%	(37)	17%	(22)	31%	(38)	125
Employ: Self-Employed	26%	(52)	29%	(58)	19%	(39)	27%	(55)	205
Employ: Homemaker	16%	(25)	30%	(46)	21%	(33)	32%	(49)	152
Employ: Student	21%	(11)	24%	(12)	20%	(10)	34%	(18)	52
Employ: Retired	9%	(51)	19%	(107)	21%	(117)	51%	(283)	558
Employ: Unemployed	26%	(58)	27%	(60)	20%	(44)	28%	(63)	225
Employ: Other	34%	(60)	21%	(38)	20%	(35)	25%	(45)	177
Military HH: Yes	17%	(52)	28%	(90)	21%	(66)	34%	(107)	315
Military HH: No	21%	(406)	25%	(470)	20%	(379)	34%	(643)	1898
RD/WT: Right Direction	23%	(157)	25%	(176)	19%	(128)	33%	(230)	692
RD/WT: Wrong Track	20%	(301)	25%	(383)	21%	(317)	34%	(519)	1521
Biden Job Approve	23%	(225)	26%	(256)	19%	(186)	32%	(314)	982
Biden Job Disapprove	19%	(209)	25%	(273)	21%	(226)	36%	(392)	1100

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**Table MCEN5\_5: How interested are you in seeing the following movies?***Blade (2024)*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	21%	(458)	25%	(559)	20%	(446)	34%	(750)	2213
Biden Job Strongly Approve	26%	(109)	24%	(102)	18%	(74)	32%	(136)	421
Biden Job Somewhat Approve	21%	(116)	28%	(154)	20%	(112)	32%	(178)	560
Biden Job Somewhat Disapprove	25%	(81)	28%	(92)	22%	(72)	25%	(84)	328
Biden Job Strongly Disapprove	17%	(128)	24%	(182)	20%	(154)	40%	(309)	772
Favorable of Biden	23%	(228)	24%	(241)	19%	(190)	33%	(326)	986
Unfavorable of Biden	19%	(208)	27%	(291)	20%	(217)	35%	(381)	1097
Very Favorable of Biden	24%	(113)	25%	(117)	18%	(87)	33%	(156)	473
Somewhat Favorable of Biden	22%	(115)	24%	(124)	20%	(103)	33%	(171)	513
Somewhat Unfavorable of Biden	22%	(63)	33%	(97)	24%	(69)	21%	(61)	289
Very Unfavorable of Biden	18%	(146)	24%	(194)	18%	(149)	40%	(320)	808
#1 Issue: Economy	24%	(223)	24%	(222)	21%	(192)	32%	(293)	929
#1 Issue: Security	20%	(48)	27%	(64)	17%	(41)	35%	(83)	235
#1 Issue: Health Care	21%	(29)	29%	(40)	22%	(30)	29%	(40)	140
#1 Issue: Medicare / Social Security	12%	(31)	18%	(47)	21%	(54)	50%	(130)	263
#1 Issue: Women's Issues	21%	(61)	30%	(87)	19%	(56)	30%	(88)	292
#1 Issue: Education	24%	(19)	42%	(34)	17%	(13)	18%	(15)	81
#1 Issue: Energy	19%	(26)	24%	(34)	20%	(28)	37%	(53)	141
#1 Issue: Other	16%	(21)	24%	(32)	23%	(31)	36%	(48)	133
2022 House Vote: Democrat	23%	(204)	27%	(236)	19%	(172)	31%	(272)	883
2022 House Vote: Republican	16%	(110)	24%	(160)	20%	(134)	40%	(272)	675
2022 House Vote: Someone else	23%	(18)	13%	(10)	29%	(22)	36%	(27)	76
2022 House Vote: Didnt Vote	22%	(127)	27%	(154)	20%	(118)	31%	(179)	578
2020 Vote: Joe Biden	23%	(215)	26%	(246)	19%	(180)	31%	(291)	932
2020 Vote: Donald Trump	17%	(119)	24%	(168)	21%	(148)	39%	(280)	715
2020 Vote: Other	25%	(21)	23%	(19)	19%	(15)	34%	(28)	82
2020 Vote: Didn't Vote	21%	(104)	26%	(126)	21%	(102)	31%	(151)	484
2018 House Vote: Democrat	25%	(203)	26%	(210)	20%	(163)	30%	(241)	816
2018 House Vote: Republican	14%	(84)	25%	(148)	20%	(119)	41%	(244)	596
2018 House Vote: Someone else	25%	(19)	12%	(9)	29%	(22)	34%	(26)	75
2018 House Vote: Didnt Vote	21%	(153)	27%	(193)	20%	(142)	33%	(238)	726

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**Table MCEN5\_5: How interested are you in seeing the following movies?**  
*Blade (2024)*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	21%	(458)	25%	(559)	20%	(446)	34%	(750)	2213
4-Region: Northeast	18%	(70)	26%	(99)	18%	(67)	38%	(147)	383
4-Region: Midwest	21%	(98)	22%	(102)	20%	(93)	36%	(164)	457
4-Region: South	22%	(182)	26%	(220)	19%	(161)	33%	(283)	846
4-Region: West	21%	(108)	26%	(139)	24%	(124)	30%	(156)	527
Favorable Opinion of Avatar	29%	(349)	32%	(379)	22%	(258)	18%	(211)	1197
Unfavorable Opinion of Avatar	17%	(73)	20%	(85)	18%	(76)	45%	(193)	427
Enjoyed Seeing Avatar	31%	(353)	31%	(359)	21%	(242)	17%	(196)	1150
Did not Enjoy Seeing Avatar	19%	(47)	25%	(61)	25%	(60)	31%	(75)	243
Saw Avatar	29%	(399)	30%	(420)	22%	(302)	20%	(272)	1393

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

**Table MCEN5\_6: How interested are you in seeing the following movies?**  
*Captain America: New World Order*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	25%	(542)	26%	(573)	17%	(366)	33%	(731)	2213
Gender: Male	29%	(312)	28%	(298)	16%	(170)	27%	(289)	1069
Gender: Female	20%	(230)	24%	(275)	17%	(196)	39%	(442)	1144
Age: 18-34	34%	(220)	28%	(178)	17%	(109)	21%	(136)	643
Age: 35-44	36%	(130)	30%	(111)	10%	(35)	24%	(90)	366
Age: 45-64	21%	(148)	29%	(205)	17%	(124)	33%	(238)	715
Age: 65+	9%	(43)	16%	(79)	20%	(99)	55%	(268)	489
GenZers: 1997-2012	36%	(75)	24%	(50)	18%	(36)	22%	(46)	207
Millennials: 1981-1996	35%	(247)	29%	(200)	14%	(95)	22%	(154)	696
GenXers: 1965-1980	26%	(136)	32%	(166)	16%	(84)	26%	(139)	525
Baby Boomers: 1946-1964	12%	(81)	22%	(154)	19%	(135)	47%	(331)	701
PID: Dem (no lean)	28%	(241)	27%	(230)	15%	(126)	31%	(263)	861
PID: Ind (no lean)	25%	(172)	25%	(169)	19%	(131)	31%	(216)	688
PID: Rep (no lean)	19%	(129)	26%	(174)	16%	(109)	38%	(253)	664
PID/Gender: Dem Men	36%	(148)	26%	(108)	15%	(61)	23%	(97)	414
PID/Gender: Dem Women	21%	(94)	27%	(122)	15%	(65)	37%	(166)	447
PID/Gender: Ind Men	28%	(89)	27%	(86)	18%	(56)	28%	(91)	322
PID/Gender: Ind Women	23%	(83)	23%	(83)	20%	(75)	34%	(125)	366
PID/Gender: Rep Men	23%	(76)	31%	(104)	16%	(52)	30%	(101)	333
PID/Gender: Rep Women	16%	(53)	21%	(70)	17%	(56)	46%	(152)	331
Ideo: Liberal (1-3)	28%	(188)	26%	(178)	16%	(106)	31%	(208)	680
Ideo: Moderate (4)	27%	(162)	25%	(152)	18%	(109)	30%	(181)	604
Ideo: Conservative (5-7)	19%	(127)	25%	(168)	17%	(115)	40%	(274)	684
Educ: < College	26%	(369)	27%	(387)	15%	(223)	32%	(461)	1439
Educ: Bachelors degree	23%	(111)	24%	(119)	19%	(93)	34%	(169)	491
Educ: Post-grad	22%	(63)	24%	(67)	18%	(51)	36%	(101)	283
Income: Under 50k	24%	(283)	25%	(301)	17%	(203)	35%	(417)	1205
Income: 50k-100k	26%	(172)	30%	(200)	16%	(109)	29%	(193)	674
Income: 100k+	26%	(87)	22%	(72)	16%	(54)	36%	(121)	334
Ethnicity: White	21%	(362)	25%	(423)	17%	(297)	37%	(631)	1713
Ethnicity: Hispanic	37%	(138)	30%	(114)	18%	(69)	14%	(54)	374

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**Table MCEN5\_6: How interested are you in seeing the following movies?**  
*Captain America: New World Order*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	25%	(542)	26%	(573)	17%	(366)	33%	(731)	2213
Ethnicity: Black	37%	(105)	27%	(77)	14%	(41)	21%	(60)	283
Ethnicity: Other	34%	(75)	34%	(73)	13%	(28)	19%	(41)	217
All Christian	22%	(220)	25%	(249)	17%	(166)	36%	(362)	997
All Non-Christian	13%	(13)	23%	(25)	24%	(26)	40%	(42)	106
Atheist	27%	(29)	23%	(24)	9%	(10)	41%	(43)	106
Agnostic/Nothing in particular	28%	(164)	27%	(157)	17%	(98)	28%	(162)	581
Something Else	28%	(116)	28%	(117)	16%	(67)	29%	(122)	423
Religious Non-Protestant/Catholic	15%	(20)	23%	(31)	23%	(32)	39%	(54)	136
Evangelical	26%	(138)	27%	(144)	15%	(77)	32%	(168)	527
Non-Evangelical	22%	(183)	24%	(203)	18%	(149)	36%	(298)	833
Community: Urban	29%	(177)	29%	(177)	17%	(102)	26%	(162)	617
Community: Suburban	24%	(241)	26%	(260)	17%	(176)	34%	(342)	1019
Community: Rural	22%	(124)	24%	(136)	15%	(89)	40%	(228)	577
Employ: Private Sector	30%	(219)	29%	(208)	15%	(111)	25%	(181)	719
Employ: Government	32%	(40)	32%	(40)	16%	(20)	20%	(25)	125
Employ: Self-Employed	22%	(46)	29%	(59)	21%	(43)	28%	(57)	205
Employ: Homemaker	21%	(31)	29%	(44)	20%	(30)	31%	(47)	152
Employ: Student	38%	(20)	36%	(19)	8%	(4)	17%	(9)	52
Employ: Retired	11%	(63)	19%	(105)	19%	(105)	51%	(284)	558
Employ: Unemployed	27%	(61)	25%	(57)	15%	(33)	33%	(75)	225
Employ: Other	35%	(62)	24%	(42)	11%	(19)	30%	(54)	177
Military HH: Yes	23%	(74)	29%	(92)	15%	(48)	32%	(102)	315
Military HH: No	25%	(469)	25%	(481)	17%	(319)	33%	(630)	1898
RD/WT: Right Direction	27%	(188)	27%	(187)	16%	(113)	29%	(203)	692
RD/WT: Wrong Track	23%	(354)	25%	(386)	17%	(253)	35%	(529)	1521
Biden Job Approve	28%	(278)	26%	(251)	15%	(148)	31%	(305)	982
Biden Job Disapprove	20%	(225)	26%	(283)	18%	(202)	35%	(390)	1100

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**Table MCEN5\_6: How interested are you in seeing the following movies?**  
*Captain America: New World Order*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	25%	(542)	26%	(573)	17%	(366)	33%	(731)	2213
Biden Job Strongly Approve	27%	(114)	27%	(115)	16%	(68)	29%	(124)	421
Biden Job Somewhat Approve	29%	(163)	24%	(136)	14%	(80)	32%	(181)	560
Biden Job Somewhat Disapprove	24%	(80)	32%	(105)	19%	(61)	25%	(82)	328
Biden Job Strongly Disapprove	19%	(145)	23%	(178)	18%	(141)	40%	(308)	772
Favorable of Biden	28%	(277)	25%	(245)	15%	(147)	32%	(317)	986
Unfavorable of Biden	21%	(230)	26%	(289)	18%	(200)	34%	(378)	1097
Very Favorable of Biden	26%	(121)	28%	(135)	16%	(73)	30%	(143)	473
Somewhat Favorable of Biden	30%	(156)	22%	(111)	14%	(73)	34%	(173)	513
Somewhat Unfavorable of Biden	28%	(80)	31%	(89)	19%	(54)	23%	(67)	289
Very Unfavorable of Biden	19%	(150)	25%	(200)	18%	(146)	39%	(311)	808
#1 Issue: Economy	26%	(242)	28%	(258)	16%	(151)	30%	(279)	929
#1 Issue: Security	21%	(49)	26%	(61)	18%	(43)	35%	(82)	235
#1 Issue: Health Care	27%	(38)	31%	(44)	14%	(20)	27%	(38)	140
#1 Issue: Medicare / Social Security	15%	(38)	18%	(47)	20%	(52)	48%	(126)	263
#1 Issue: Women's Issues	28%	(83)	25%	(72)	16%	(46)	31%	(91)	292
#1 Issue: Education	35%	(29)	32%	(26)	16%	(13)	17%	(14)	81
#1 Issue: Energy	23%	(32)	21%	(30)	16%	(23)	40%	(56)	141
#1 Issue: Other	23%	(31)	27%	(36)	15%	(20)	35%	(46)	133
2022 House Vote: Democrat	26%	(234)	27%	(241)	17%	(148)	30%	(261)	883
2022 House Vote: Republican	18%	(125)	25%	(170)	18%	(120)	39%	(261)	675
2022 House Vote: Someone else	28%	(21)	24%	(18)	16%	(12)	32%	(25)	76
2022 House Vote: Didn't Vote	28%	(162)	25%	(144)	15%	(87)	32%	(185)	578
2020 Vote: Joe Biden	27%	(253)	25%	(231)	17%	(154)	31%	(293)	932
2020 Vote: Donald Trump	19%	(135)	26%	(187)	18%	(127)	37%	(266)	715
2020 Vote: Other	32%	(27)	31%	(25)	5%	(4)	32%	(26)	82
2020 Vote: Didn't Vote	26%	(128)	27%	(130)	17%	(81)	30%	(146)	484
2018 House Vote: Democrat	29%	(234)	26%	(210)	16%	(127)	30%	(246)	816
2018 House Vote: Republican	17%	(102)	26%	(152)	17%	(104)	40%	(237)	596
2018 House Vote: Someone else	30%	(22)	26%	(20)	13%	(10)	31%	(24)	75
2018 House Vote: Didn't Vote	25%	(184)	26%	(191)	17%	(125)	31%	(225)	726

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**Table MCEN5\_6: How interested are you in seeing the following movies?**  
*Captain America: New World Order*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	25%	(542)	26%	(573)	17%	(366)	33%	(731)	2213
4-Region: Northeast	21%	(81)	27%	(102)	16%	(61)	36%	(139)	383
4-Region: Midwest	22%	(103)	25%	(114)	17%	(78)	36%	(163)	457
4-Region: South	24%	(207)	26%	(221)	16%	(138)	33%	(279)	846
4-Region: West	29%	(152)	26%	(136)	17%	(89)	29%	(150)	527
Favorable Opinion of Avatar	33%	(396)	34%	(402)	16%	(186)	18%	(212)	1197
Unfavorable Opinion of Avatar	21%	(92)	18%	(75)	19%	(80)	42%	(180)	427
Enjoyed Seeing Avatar	35%	(407)	33%	(384)	15%	(171)	16%	(189)	1150
Did not Enjoy Seeing Avatar	21%	(52)	27%	(65)	25%	(61)	27%	(65)	243
Saw Avatar	33%	(458)	32%	(449)	17%	(232)	18%	(254)	1393

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

**Table MCEN5\_7: How interested are you in seeing the following movies?***Thunderbolts*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	9% (191)	22% (478)	27% (597)	43% (947)	2213
Gender: Male	12% (130)	25% (270)	27% (286)	36% (383)	1069
Gender: Female	5% (61)	18% (208)	27% (311)	49% (564)	1144
Age: 18-34	13% (85)	25% (159)	31% (197)	31% (202)	643
Age: 35-44	11% (41)	26% (93)	28% (103)	35% (128)	366
Age: 45-64	8% (59)	23% (168)	24% (171)	44% (318)	715
Age: 65+	1% (6)	12% (58)	26% (126)	61% (300)	489
GenZers: 1997-2012	16% (33)	19% (40)	35% (72)	30% (62)	207
Millennials: 1981-1996	13% (88)	26% (178)	29% (199)	33% (231)	696
GenXers: 1965-1980	10% (51)	27% (141)	25% (132)	38% (201)	525
Baby Boomers: 1946-1964	3% (20)	16% (115)	26% (181)	55% (385)	701
PID: Dem (no lean)	10% (87)	24% (209)	26% (222)	40% (342)	861
PID: Ind (no lean)	8% (56)	22% (149)	29% (201)	41% (283)	688
PID: Rep (no lean)	7% (48)	18% (120)	26% (174)	48% (322)	664
PID/Gender: Dem Men	16% (65)	29% (121)	24% (100)	31% (129)	414
PID/Gender: Dem Women	5% (23)	20% (88)	27% (122)	48% (213)	447
PID/Gender: Ind Men	10% (31)	24% (79)	29% (93)	37% (120)	322
PID/Gender: Ind Women	7% (25)	19% (70)	30% (108)	44% (163)	366
PID/Gender: Rep Men	10% (34)	21% (70)	28% (94)	40% (135)	333
PID/Gender: Rep Women	4% (14)	15% (50)	24% (80)	57% (187)	331
Ideo: Liberal (1-3)	10% (67)	22% (150)	28% (190)	40% (272)	680
Ideo: Moderate (4)	9% (56)	25% (154)	26% (155)	40% (239)	604
Ideo: Conservative (5-7)	7% (48)	17% (117)	27% (186)	49% (333)	684
Educ: < College	9% (127)	23% (331)	27% (384)	41% (597)	1439
Educ: Bachelors degree	9% (43)	19% (94)	29% (144)	43% (211)	491
Educ: Post-grad	8% (22)	19% (54)	24% (69)	49% (139)	283
Income: Under 50k	9% (103)	20% (246)	25% (306)	46% (549)	1205
Income: 50k-100k	9% (63)	24% (159)	31% (206)	36% (246)	674
Income: 100k+	8% (25)	22% (73)	25% (84)	45% (152)	334
Ethnicity: White	6% (110)	20% (337)	27% (469)	47% (797)	1713
Ethnicity: Hispanic	15% (57)	23% (85)	33% (123)	29% (110)	374

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**Table MCEN5\_7: How interested are you in seeing the following movies?**  
*Thunderbolts*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	9%	(191)	22%	(478)	27%	(597)	43%	(947)	2213
Ethnicity: Black	20%	(57)	28%	(80)	25%	(71)	26%	(74)	283
Ethnicity: Other	11%	(25)	28%	(60)	26%	(57)	35%	(75)	217
All Christian	8%	(76)	23%	(226)	25%	(246)	45%	(450)	997
All Non-Christian	8%	(9)	21%	(22)	25%	(26)	46%	(48)	106
Atheist	5%	(6)	25%	(26)	26%	(27)	44%	(47)	106
Agnostic/Nothing in particular	10%	(57)	20%	(115)	29%	(169)	41%	(239)	581
Something Else	10%	(43)	21%	(88)	30%	(129)	38%	(163)	423
Religious Non-Protestant/Catholic	7%	(9)	20%	(27)	22%	(30)	51%	(69)	136
Evangelical	12%	(63)	22%	(115)	28%	(147)	38%	(202)	527
Non-Evangelical	6%	(53)	22%	(183)	26%	(219)	45%	(378)	833
Community: Urban	11%	(67)	24%	(151)	30%	(185)	35%	(215)	617
Community: Suburban	8%	(83)	20%	(202)	28%	(284)	44%	(449)	1019
Community: Rural	7%	(41)	22%	(125)	22%	(128)	49%	(283)	577
Employ: Private Sector	13%	(92)	27%	(195)	25%	(181)	35%	(251)	719
Employ: Government	9%	(12)	24%	(30)	33%	(41)	34%	(42)	125
Employ: Self-Employed	11%	(22)	25%	(51)	29%	(60)	36%	(73)	205
Employ: Homemaker	4%	(7)	20%	(31)	29%	(44)	46%	(70)	152
Employ: Student	15%	(8)	21%	(11)	30%	(15)	35%	(18)	52
Employ: Retired	2%	(12)	14%	(79)	25%	(140)	59%	(327)	558
Employ: Unemployed	8%	(18)	19%	(42)	29%	(65)	44%	(100)	225
Employ: Other	12%	(21)	23%	(40)	29%	(51)	37%	(65)	177
Military HH: Yes	6%	(18)	23%	(72)	27%	(85)	44%	(139)	315
Military HH: No	9%	(173)	21%	(406)	27%	(512)	43%	(807)	1898
RD/WT: Right Direction	11%	(79)	24%	(168)	26%	(181)	38%	(263)	692
RD/WT: Wrong Track	7%	(112)	20%	(310)	27%	(416)	45%	(684)	1521
Biden Job Approve	11%	(106)	24%	(231)	26%	(255)	40%	(390)	982
Biden Job Disapprove	7%	(74)	19%	(214)	28%	(308)	46%	(503)	1100

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**Table MCEN5\_7: How interested are you in seeing the following movies?***Thunderbolts*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	9% (191)	22% (478)	27% (597)	43% (947)	2213
Biden Job Strongly Approve	15% (62)	21% (87)	26% (111)	38% (162)	421
Biden Job Somewhat Approve	8% (44)	26% (144)	26% (144)	41% (228)	560
Biden Job Somewhat Disapprove	8% (27)	25% (81)	31% (102)	36% (118)	328
Biden Job Strongly Disapprove	6% (47)	17% (134)	27% (206)	50% (385)	772
Favorable of Biden	10% (101)	23% (231)	26% (253)	41% (401)	986
Unfavorable of Biden	7% (75)	20% (220)	28% (303)	45% (499)	1097
Very Favorable of Biden	11% (54)	24% (114)	24% (115)	40% (190)	473
Somewhat Favorable of Biden	9% (47)	23% (117)	27% (138)	41% (211)	513
Somewhat Unfavorable of Biden	9% (27)	25% (72)	33% (96)	33% (94)	289
Very Unfavorable of Biden	6% (48)	18% (148)	26% (207)	50% (404)	808
#1 Issue: Economy	9% (85)	20% (185)	29% (269)	42% (390)	929
#1 Issue: Security	11% (25)	25% (58)	25% (60)	39% (92)	235
#1 Issue: Health Care	11% (16)	27% (38)	19% (26)	43% (60)	140
#1 Issue: Medicare / Social Security	7% (17)	13% (34)	25% (66)	55% (145)	263
#1 Issue: Women's Issues	5% (15)	25% (74)	28% (82)	42% (121)	292
#1 Issue: Education	16% (13)	24% (19)	39% (31)	22% (17)	81
#1 Issue: Energy	8% (12)	23% (33)	21% (30)	47% (66)	141
#1 Issue: Other	7% (9)	28% (37)	25% (33)	41% (54)	133
2022 House Vote: Democrat	10% (92)	23% (206)	27% (241)	39% (344)	883
2022 House Vote: Republican	7% (45)	19% (126)	26% (176)	48% (327)	675
2022 House Vote: Someone else	6% (4)	21% (16)	30% (23)	43% (33)	76
2022 House Vote: Didnt Vote	9% (50)	22% (129)	27% (156)	42% (242)	578
2020 Vote: Joe Biden	10% (96)	24% (221)	27% (248)	39% (366)	932
2020 Vote: Donald Trump	7% (51)	19% (134)	27% (192)	47% (338)	715
2020 Vote: Other	4% (3)	26% (22)	28% (23)	42% (35)	82
2020 Vote: Didn't Vote	8% (41)	21% (101)	28% (134)	43% (208)	484
2018 House Vote: Democrat	12% (95)	24% (193)	27% (219)	38% (309)	816
2018 House Vote: Republican	6% (34)	18% (108)	27% (161)	49% (293)	596
2018 House Vote: Someone else	7% (5)	21% (16)	25% (19)	46% (35)	75
2018 House Vote: Didnt Vote	8% (57)	22% (161)	27% (198)	43% (310)	726

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**Table MCEN5\_7: How interested are you in seeing the following movies?**

*Thunderbolts*

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not too interested</b>		<b>Not interested at all</b>		<b>Total N</b>
Adults	9%	(191)	22%	(478)	27%	(597)	43%	(947)	2213
4-Region: Northeast	9%	(33)	24%	(91)	24%	(90)	44%	(169)	383
4-Region: Midwest	7%	(33)	20%	(92)	28%	(129)	44%	(203)	457
4-Region: South	10%	(82)	21%	(180)	27%	(232)	42%	(352)	846
4-Region: West	8%	(44)	22%	(115)	28%	(146)	42%	(222)	527
Favorable Opinion of Avatar	12%	(147)	30%	(363)	31%	(368)	27%	(319)	1197
Unfavorable Opinion of Avatar	8%	(33)	13%	(56)	26%	(113)	53%	(225)	427
Enjoyed Seeing Avatar	13%	(145)	30%	(343)	31%	(361)	26%	(301)	1150
Did not Enjoy Seeing Avatar	11%	(26)	17%	(41)	31%	(76)	41%	(100)	243
Saw Avatar	12%	(171)	28%	(384)	31%	(437)	29%	(401)	1393

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

**Table MCEN5\_8:** How interested are you in seeing the following movies?*Avengers: The Kang Dynasty*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	24%	(533)	25%	(560)	16%	(361)	34%	(759)	2213
Gender: Male	28%	(298)	27%	(288)	16%	(171)	29%	(313)	1069
Gender: Female	21%	(235)	24%	(273)	17%	(190)	39%	(446)	1144
Age: 18-34	35%	(222)	27%	(174)	16%	(102)	23%	(145)	643
Age: 35-44	35%	(126)	30%	(108)	11%	(42)	24%	(90)	366
Age: 45-64	21%	(147)	28%	(202)	18%	(126)	33%	(239)	715
Age: 65+	8%	(37)	16%	(76)	19%	(91)	58%	(285)	489
GenZers: 1997-2012	34%	(71)	25%	(53)	16%	(34)	24%	(50)	207
Millennials: 1981-1996	36%	(248)	28%	(198)	14%	(96)	22%	(155)	696
GenXers: 1965-1980	25%	(129)	30%	(159)	17%	(87)	29%	(150)	525
Baby Boomers: 1946-1964	12%	(83)	20%	(144)	19%	(135)	48%	(339)	701
PID: Dem (no lean)	28%	(238)	26%	(223)	16%	(134)	31%	(265)	861
PID: Ind (no lean)	24%	(164)	24%	(165)	18%	(124)	34%	(235)	688
PID: Rep (no lean)	20%	(130)	26%	(173)	15%	(102)	39%	(259)	664
PID/Gender: Dem Men	34%	(142)	26%	(109)	15%	(63)	24%	(99)	414
PID/Gender: Dem Women	22%	(97)	25%	(113)	16%	(71)	37%	(165)	447
PID/Gender: Ind Men	25%	(80)	23%	(75)	18%	(59)	33%	(108)	322
PID/Gender: Ind Women	23%	(84)	24%	(90)	18%	(65)	35%	(128)	366
PID/Gender: Rep Men	23%	(76)	31%	(103)	15%	(48)	32%	(106)	333
PID/Gender: Rep Women	16%	(54)	21%	(70)	16%	(54)	46%	(153)	331
Ideo: Liberal (1-3)	28%	(188)	26%	(175)	16%	(110)	30%	(207)	680
Ideo: Moderate (4)	25%	(148)	26%	(159)	17%	(104)	32%	(192)	604
Ideo: Conservative (5-7)	17%	(117)	24%	(163)	17%	(118)	42%	(286)	684
Educ: < College	26%	(368)	25%	(366)	16%	(225)	33%	(479)	1439
Educ: Bachelors degree	22%	(107)	24%	(120)	18%	(90)	35%	(174)	491
Educ: Post-grad	21%	(58)	26%	(74)	16%	(45)	37%	(106)	283
Income: Under 50k	25%	(297)	23%	(272)	17%	(200)	36%	(435)	1205
Income: 50k-100k	24%	(160)	30%	(201)	17%	(115)	29%	(199)	674
Income: 100k+	23%	(76)	26%	(88)	14%	(45)	38%	(126)	334
Ethnicity: White	21%	(352)	24%	(410)	18%	(300)	38%	(651)	1713
Ethnicity: Hispanic	37%	(138)	31%	(115)	15%	(55)	17%	(65)	374

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**Table MCEN5\_8: How interested are you in seeing the following movies?**  
*Avengers: The Kang Dynasty*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	24%	(533)	25%	(560)	16%	(361)	34%	(759)	2213
Ethnicity: Black	37%	(103)	29%	(81)	13%	(36)	22%	(62)	283
Ethnicity: Other	35%	(77)	32%	(70)	11%	(24)	21%	(46)	217
All Christian	21%	(213)	24%	(244)	16%	(155)	39%	(385)	997
All Non-Christian	15%	(15)	24%	(25)	22%	(23)	40%	(42)	106
Atheist	32%	(34)	20%	(21)	12%	(12)	37%	(39)	106
Agnostic/Nothing in particular	27%	(154)	28%	(165)	16%	(92)	29%	(170)	581
Something Else	28%	(117)	25%	(105)	18%	(78)	29%	(124)	423
Religious Non-Protestant/Catholic	16%	(21)	22%	(30)	23%	(31)	39%	(54)	136
Evangelical	26%	(136)	24%	(127)	17%	(91)	33%	(173)	527
Non-Evangelical	22%	(181)	24%	(203)	16%	(133)	38%	(317)	833
Community: Urban	27%	(165)	29%	(182)	17%	(105)	27%	(165)	617
Community: Suburban	24%	(245)	24%	(250)	16%	(165)	35%	(360)	1019
Community: Rural	21%	(122)	22%	(129)	16%	(91)	41%	(234)	577
Employ: Private Sector	29%	(210)	30%	(212)	15%	(110)	26%	(187)	719
Employ: Government	32%	(39)	33%	(41)	16%	(20)	19%	(24)	125
Employ: Self-Employed	25%	(51)	28%	(58)	17%	(36)	30%	(61)	205
Employ: Homemaker	21%	(32)	29%	(45)	17%	(27)	32%	(49)	152
Employ: Student	39%	(20)	30%	(16)	12%	(6)	19%	(10)	52
Employ: Retired	10%	(54)	18%	(102)	19%	(105)	53%	(296)	558
Employ: Unemployed	31%	(71)	20%	(46)	15%	(33)	34%	(76)	225
Employ: Other	32%	(56)	23%	(41)	13%	(24)	32%	(57)	177
Military HH: Yes	19%	(59)	29%	(90)	18%	(58)	34%	(108)	315
Military HH: No	25%	(474)	25%	(470)	16%	(303)	34%	(651)	1898
RD/WT: Right Direction	25%	(174)	28%	(194)	16%	(110)	31%	(214)	692
RD/WT: Wrong Track	24%	(359)	24%	(367)	16%	(250)	36%	(545)	1521
Biden Job Approve	27%	(263)	26%	(251)	16%	(154)	32%	(313)	982
Biden Job Disapprove	21%	(229)	25%	(279)	17%	(191)	36%	(401)	1100

Continued on next page

**Table MCEN5\_8:** How interested are you in seeing the following movies?*Avengers: The Kang Dynasty*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	24% (533)	25% (560)	16% (361)	34% (759)	2213
Biden Job Strongly Approve	26% (111)	27% (113)	16% (69)	30% (128)	421
Biden Job Somewhat Approve	27% (152)	25% (139)	15% (85)	33% (185)	560
Biden Job Somewhat Disapprove	25% (83)	29% (96)	18% (61)	27% (89)	328
Biden Job Strongly Disapprove	19% (147)	24% (183)	17% (130)	40% (312)	772
Favorable of Biden	27% (266)	25% (246)	15% (152)	33% (322)	986
Unfavorable of Biden	21% (231)	26% (283)	17% (189)	36% (395)	1097
Very Favorable of Biden	25% (118)	27% (128)	16% (77)	32% (149)	473
Somewhat Favorable of Biden	29% (147)	23% (118)	15% (75)	34% (173)	513
Somewhat Unfavorable of Biden	27% (78)	29% (85)	18% (52)	26% (74)	289
Very Unfavorable of Biden	19% (152)	24% (198)	17% (137)	40% (321)	808
#1 Issue: Economy	25% (234)	28% (264)	14% (130)	33% (302)	929
#1 Issue: Security	21% (48)	28% (67)	15% (36)	36% (84)	235
#1 Issue: Health Care	29% (41)	26% (36)	18% (25)	27% (38)	140
#1 Issue: Medicare / Social Security	13% (35)	17% (44)	17% (46)	52% (137)	263
#1 Issue: Women's Issues	29% (84)	23% (67)	20% (58)	28% (83)	292
#1 Issue: Education	33% (27)	27% (22)	23% (18)	17% (14)	81
#1 Issue: Energy	21% (30)	19% (27)	20% (29)	39% (55)	141
#1 Issue: Other	25% (34)	26% (34)	14% (19)	34% (46)	133
2022 House Vote: Democrat	26% (228)	26% (227)	17% (149)	32% (279)	883
2022 House Vote: Republican	18% (125)	27% (181)	16% (107)	39% (263)	675
2022 House Vote: Someone else	24% (18)	29% (22)	15% (11)	33% (25)	76
2022 House Vote: Didn't Vote	28% (161)	23% (130)	16% (94)	33% (193)	578
2020 Vote: Joe Biden	26% (243)	25% (229)	17% (157)	33% (304)	932
2020 Vote: Donald Trump	19% (139)	26% (187)	16% (116)	38% (272)	715
2020 Vote: Other	29% (24)	27% (22)	12% (10)	32% (26)	82
2020 Vote: Didn't Vote	26% (126)	25% (123)	16% (78)	32% (157)	484
2018 House Vote: Democrat	28% (229)	24% (196)	16% (132)	32% (258)	816
2018 House Vote: Republican	18% (106)	25% (146)	17% (102)	40% (241)	596
2018 House Vote: Someone else	26% (20)	34% (25)	12% (9)	28% (21)	75
2018 House Vote: Didn't Vote	24% (177)	27% (193)	16% (117)	33% (238)	726

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**Table MCEN5\_8: How interested are you in seeing the following movies?**  
*Avengers: The Kang Dynasty*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	24%	(533)	25%	(560)	16%	(361)	34%	(759)	2213
4-Region: Northeast	20%	(78)	28%	(106)	15%	(57)	37%	(142)	383
4-Region: Midwest	22%	(99)	25%	(114)	17%	(77)	37%	(167)	457
4-Region: South	24%	(204)	26%	(219)	17%	(145)	33%	(277)	846
4-Region: West	29%	(151)	23%	(122)	15%	(81)	33%	(173)	527
Favorable Opinion of Avatar	32%	(388)	33%	(400)	17%	(199)	17%	(209)	1197
Unfavorable Opinion of Avatar	22%	(94)	17%	(73)	16%	(69)	45%	(192)	427
Enjoyed Seeing Avatar	34%	(390)	35%	(397)	15%	(176)	16%	(187)	1150
Did not Enjoy Seeing Avatar	26%	(63)	23%	(55)	22%	(53)	29%	(71)	243
Saw Avatar	32%	(453)	32%	(452)	16%	(230)	19%	(258)	1393

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

**Table MCEN5\_9: How interested are you in seeing the following movies?**  
*Avengers: Secret Wars*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	26%	(584)	25%	(555)	16%	(349)	33%	(725)	2213
Gender: Male	32%	(337)	26%	(278)	15%	(161)	27%	(293)	1069
Gender: Female	22%	(247)	24%	(277)	16%	(188)	38%	(431)	1144
Age: 18-34	37%	(238)	27%	(172)	16%	(101)	21%	(132)	643
Age: 35-44	37%	(135)	27%	(99)	13%	(49)	23%	(83)	366
Age: 45-64	23%	(162)	29%	(208)	15%	(108)	33%	(237)	715
Age: 65+	10%	(49)	16%	(77)	18%	(90)	56%	(272)	489
GenZers: 1997-2012	36%	(74)	24%	(50)	19%	(40)	21%	(43)	207
Millennials: 1981-1996	38%	(267)	27%	(188)	13%	(92)	21%	(149)	696
GenXers: 1965-1980	27%	(142)	32%	(167)	15%	(79)	26%	(137)	525
Baby Boomers: 1946-1964	14%	(99)	20%	(143)	18%	(127)	47%	(331)	701
PID: Dem (no lean)	30%	(259)	24%	(209)	15%	(132)	30%	(261)	861
PID: Ind (no lean)	25%	(170)	27%	(185)	18%	(122)	31%	(212)	688
PID: Rep (no lean)	23%	(156)	24%	(161)	14%	(95)	38%	(252)	664
PID/Gender: Dem Men	37%	(154)	25%	(103)	15%	(62)	23%	(96)	414
PID/Gender: Dem Women	24%	(105)	24%	(106)	16%	(70)	37%	(165)	447
PID/Gender: Ind Men	28%	(89)	26%	(85)	17%	(55)	29%	(93)	322
PID/Gender: Ind Women	22%	(81)	27%	(100)	18%	(67)	32%	(118)	366
PID/Gender: Rep Men	28%	(94)	27%	(90)	13%	(45)	31%	(104)	333
PID/Gender: Rep Women	19%	(62)	21%	(71)	15%	(51)	45%	(148)	331
Ideo: Liberal (1-3)	31%	(211)	24%	(162)	14%	(96)	31%	(210)	680
Ideo: Moderate (4)	25%	(153)	27%	(164)	19%	(112)	29%	(175)	604
Ideo: Conservative (5-7)	21%	(147)	24%	(162)	15%	(103)	40%	(272)	684
Educ: < College	29%	(412)	25%	(357)	15%	(216)	32%	(454)	1439
Educ: Bachelors degree	22%	(106)	26%	(128)	19%	(91)	34%	(166)	491
Educ: Post-grad	23%	(66)	25%	(70)	15%	(41)	37%	(105)	283
Income: Under 50k	27%	(328)	23%	(274)	17%	(200)	33%	(402)	1205
Income: 50k-100k	26%	(174)	29%	(197)	15%	(100)	30%	(203)	674
Income: 100k+	25%	(82)	25%	(85)	14%	(48)	36%	(119)	334
Ethnicity: White	23%	(389)	24%	(406)	17%	(288)	37%	(630)	1713
Ethnicity: Hispanic	41%	(152)	28%	(106)	15%	(57)	16%	(60)	374

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**Table MCEN5\_9: How interested are you in seeing the following movies?**  
*Avengers: Secret Wars*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	26%	(584)	25%	(555)	16%	(349)	33%	(725)	2213
Ethnicity: Black	40%	(113)	27%	(78)	12%	(34)	21%	(58)	283
Ethnicity: Other	38%	(82)	33%	(72)	12%	(27)	17%	(36)	217
All Christian	24%	(236)	23%	(233)	16%	(155)	37%	(372)	997
All Non-Christian	22%	(23)	24%	(25)	18%	(19)	36%	(38)	106
Atheist	34%	(36)	19%	(20)	8%	(8)	39%	(42)	106
Agnostic/Nothing in particular	28%	(161)	28%	(164)	17%	(99)	27%	(156)	581
Something Else	30%	(127)	27%	(112)	16%	(67)	28%	(116)	423
Religious Non-Protestant/Catholic	21%	(29)	26%	(35)	19%	(26)	34%	(46)	136
Evangelical	28%	(147)	23%	(123)	16%	(86)	32%	(171)	527
Non-Evangelical	24%	(201)	24%	(202)	15%	(128)	36%	(302)	833
Community: Urban	31%	(189)	28%	(172)	16%	(99)	26%	(158)	617
Community: Suburban	26%	(265)	24%	(246)	17%	(171)	33%	(337)	1019
Community: Rural	23%	(131)	24%	(137)	14%	(79)	40%	(229)	577
Employ: Private Sector	32%	(229)	28%	(203)	15%	(111)	24%	(175)	719
Employ: Government	33%	(41)	33%	(42)	9%	(11)	25%	(32)	125
Employ: Self-Employed	26%	(53)	30%	(61)	21%	(43)	24%	(49)	205
Employ: Homemaker	23%	(35)	30%	(46)	16%	(24)	31%	(47)	152
Employ: Student	46%	(23)	22%	(11)	12%	(6)	21%	(11)	52
Employ: Retired	13%	(74)	17%	(96)	18%	(100)	52%	(288)	558
Employ: Unemployed	31%	(70)	25%	(57)	12%	(27)	32%	(71)	225
Employ: Other	34%	(60)	22%	(39)	15%	(26)	29%	(52)	177
Military HH: Yes	23%	(74)	28%	(88)	15%	(46)	34%	(107)	315
Military HH: No	27%	(511)	25%	(467)	16%	(302)	33%	(618)	1898
RD/WT: Right Direction	29%	(201)	25%	(174)	15%	(106)	30%	(211)	692
RD/WT: Wrong Track	25%	(383)	25%	(381)	16%	(243)	34%	(514)	1521
Biden Job Approve	30%	(296)	24%	(235)	14%	(141)	31%	(309)	982
Biden Job Disapprove	23%	(253)	26%	(282)	17%	(185)	35%	(380)	1100

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**Table MCEN5\_9:** How interested are you in seeing the following movies?*Avengers: Secret Wars*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	26%	(584)	25%	(555)	16%	(349)	33%	(725)	2213
Biden Job Strongly Approve	31%	(129)	23%	(95)	17%	(71)	30%	(126)	421
Biden Job Somewhat Approve	30%	(166)	25%	(140)	13%	(70)	33%	(183)	560
Biden Job Somewhat Disapprove	26%	(84)	32%	(104)	19%	(62)	24%	(79)	328
Biden Job Strongly Disapprove	22%	(169)	23%	(178)	16%	(123)	39%	(301)	772
Favorable of Biden	30%	(299)	23%	(230)	15%	(143)	32%	(314)	986
Unfavorable of Biden	23%	(255)	26%	(289)	16%	(180)	34%	(374)	1097
Very Favorable of Biden	30%	(140)	25%	(116)	15%	(72)	31%	(145)	473
Somewhat Favorable of Biden	31%	(159)	22%	(114)	14%	(71)	33%	(169)	513
Somewhat Unfavorable of Biden	28%	(80)	31%	(89)	19%	(55)	22%	(65)	289
Very Unfavorable of Biden	22%	(175)	25%	(200)	15%	(125)	38%	(309)	808
#1 Issue: Economy	28%	(256)	26%	(246)	16%	(145)	30%	(282)	929
#1 Issue: Security	24%	(57)	28%	(67)	14%	(32)	34%	(79)	235
#1 Issue: Health Care	32%	(44)	25%	(35)	16%	(22)	28%	(39)	140
#1 Issue: Medicare / Social Security	16%	(43)	15%	(40)	19%	(50)	49%	(130)	263
#1 Issue: Women's Issues	32%	(93)	23%	(67)	16%	(47)	29%	(85)	292
#1 Issue: Education	31%	(25)	38%	(31)	16%	(13)	15%	(12)	81
#1 Issue: Energy	24%	(34)	26%	(36)	13%	(18)	37%	(53)	141
#1 Issue: Other	24%	(31)	26%	(35)	16%	(22)	34%	(45)	133
2022 House Vote: Democrat	28%	(247)	25%	(222)	16%	(145)	30%	(269)	883
2022 House Vote: Republican	22%	(147)	25%	(172)	15%	(99)	38%	(258)	675
2022 House Vote: Someone else	28%	(21)	30%	(23)	11%	(8)	32%	(24)	76
2022 House Vote: Didn't Vote	29%	(169)	24%	(139)	17%	(96)	30%	(174)	578
2020 Vote: Joe Biden	29%	(273)	24%	(226)	16%	(145)	31%	(288)	932
2020 Vote: Donald Trump	22%	(157)	25%	(179)	15%	(111)	37%	(268)	715
2020 Vote: Other	33%	(27)	27%	(22)	8%	(7)	32%	(26)	82
2020 Vote: Didn't Vote	26%	(127)	26%	(128)	18%	(86)	30%	(143)	484
2018 House Vote: Democrat	31%	(255)	23%	(187)	16%	(129)	30%	(246)	816
2018 House Vote: Republican	21%	(127)	24%	(143)	15%	(89)	40%	(237)	596
2018 House Vote: Someone else	25%	(19)	34%	(26)	9%	(7)	32%	(24)	75
2018 House Vote: Didn't Vote	25%	(183)	28%	(200)	17%	(124)	30%	(218)	726

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**Table MCEN5\_9: How interested are you in seeing the following movies?**  
*Avengers: Secret Wars*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	26%	(584)	25%	(555)	16%	(349)	33%	(725)	2213
4-Region: Northeast	24%	(91)	23%	(90)	17%	(66)	35%	(135)	383
4-Region: Midwest	23%	(104)	25%	(115)	18%	(83)	34%	(155)	457
4-Region: South	28%	(234)	24%	(205)	14%	(122)	34%	(285)	846
4-Region: West	29%	(155)	28%	(145)	15%	(77)	28%	(149)	527
Favorable Opinion of Avatar	36%	(436)	32%	(384)	15%	(183)	16%	(194)	1197
Unfavorable Opinion of Avatar	23%	(96)	18%	(78)	17%	(73)	42%	(180)	427
Enjoyed Seeing Avatar	37%	(431)	33%	(384)	15%	(167)	15%	(169)	1150
Did not Enjoy Seeing Avatar	26%	(64)	25%	(62)	22%	(53)	26%	(64)	243
Saw Avatar	36%	(495)	32%	(445)	16%	(220)	17%	(233)	1393

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

**Table MCEN5\_10: How interested are you in seeing the following movies?**  
*Avatar: The Way of Water*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	27%	(589)	25%	(542)	16%	(346)	33%	(735)	2213
Gender: Male	29%	(315)	26%	(274)	15%	(162)	30%	(318)	1069
Gender: Female	24%	(274)	23%	(268)	16%	(185)	36%	(417)	1144
Age: 18-34	34%	(220)	25%	(164)	18%	(114)	23%	(146)	643
Age: 35-44	31%	(113)	24%	(89)	15%	(56)	29%	(108)	366
Age: 45-64	24%	(170)	29%	(205)	14%	(101)	33%	(239)	715
Age: 65+	18%	(87)	17%	(85)	15%	(75)	50%	(243)	489
GenZers: 1997-2012	32%	(67)	24%	(50)	20%	(41)	24%	(50)	207
Millennials: 1981-1996	34%	(233)	26%	(178)	16%	(114)	24%	(170)	696
GenXers: 1965-1980	26%	(138)	30%	(156)	14%	(74)	30%	(157)	525
Baby Boomers: 1946-1964	20%	(141)	21%	(147)	16%	(112)	43%	(299)	701
PID: Dem (no lean)	31%	(265)	25%	(212)	15%	(133)	29%	(250)	861
PID: Ind (no lean)	24%	(163)	25%	(173)	18%	(123)	33%	(228)	688
PID: Rep (no lean)	24%	(161)	24%	(157)	13%	(90)	39%	(257)	664
PID/Gender: Dem Men	36%	(150)	25%	(105)	15%	(64)	23%	(96)	414
PID/Gender: Dem Women	26%	(115)	24%	(107)	16%	(69)	35%	(155)	447
PID/Gender: Ind Men	24%	(77)	26%	(83)	16%	(53)	34%	(109)	322
PID/Gender: Ind Women	23%	(86)	25%	(91)	19%	(71)	33%	(119)	366
PID/Gender: Rep Men	26%	(88)	26%	(86)	14%	(45)	34%	(114)	333
PID/Gender: Rep Women	22%	(73)	21%	(70)	13%	(45)	43%	(143)	331
Ideo: Liberal (1-3)	29%	(196)	24%	(163)	17%	(115)	30%	(206)	680
Ideo: Moderate (4)	27%	(164)	29%	(175)	16%	(97)	28%	(168)	604
Ideo: Conservative (5-7)	24%	(161)	22%	(148)	14%	(95)	41%	(281)	684
Educ: < College	28%	(410)	25%	(356)	15%	(218)	32%	(455)	1439
Educ: Bachelors degree	23%	(115)	26%	(128)	16%	(80)	34%	(169)	491
Educ: Post-grad	23%	(65)	21%	(59)	17%	(48)	39%	(111)	283
Income: Under 50k	27%	(328)	24%	(295)	14%	(167)	34%	(414)	1205
Income: 50k-100k	27%	(179)	25%	(166)	18%	(121)	31%	(208)	674
Income: 100k+	24%	(81)	24%	(82)	17%	(58)	34%	(113)	334
Ethnicity: White	24%	(408)	24%	(416)	16%	(275)	36%	(615)	1713
Ethnicity: Hispanic	35%	(131)	25%	(94)	19%	(72)	21%	(77)	374

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**Table MCEN5\_10: How interested are you in seeing the following movies?**  
*Avatar: The Way of Water*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	27%	(589)	25%	(542)	16%	(346)	33%	(735)	2213
Ethnicity: Black	36%	(102)	26%	(73)	14%	(39)	24%	(68)	283
Ethnicity: Other	36%	(79)	25%	(53)	15%	(32)	24%	(53)	217
All Christian	24%	(236)	24%	(243)	15%	(152)	37%	(366)	997
All Non-Christian	22%	(23)	24%	(25)	21%	(23)	33%	(35)	106
Atheist	32%	(34)	18%	(19)	12%	(13)	38%	(40)	106
Agnostic/Nothing in particular	30%	(172)	23%	(134)	17%	(100)	30%	(175)	581
Something Else	29%	(123)	29%	(121)	14%	(59)	28%	(119)	423
Religious Non-Protestant/Catholic	22%	(30)	22%	(30)	21%	(29)	34%	(46)	136
Evangelical	28%	(147)	26%	(137)	16%	(86)	30%	(156)	527
Non-Evangelical	24%	(196)	25%	(211)	14%	(117)	37%	(309)	833
Community: Urban	29%	(181)	26%	(163)	18%	(110)	26%	(163)	617
Community: Suburban	25%	(260)	24%	(242)	17%	(168)	34%	(349)	1019
Community: Rural	26%	(148)	24%	(137)	12%	(68)	39%	(223)	577
Employ: Private Sector	29%	(206)	28%	(200)	17%	(124)	26%	(189)	719
Employ: Government	30%	(37)	24%	(30)	18%	(22)	28%	(35)	125
Employ: Self-Employed	30%	(62)	29%	(59)	14%	(30)	27%	(54)	205
Employ: Homemaker	23%	(35)	26%	(40)	18%	(28)	33%	(50)	152
Employ: Student	27%	(14)	33%	(17)	12%	(6)	27%	(14)	52
Employ: Retired	20%	(109)	20%	(111)	14%	(78)	47%	(259)	558
Employ: Unemployed	31%	(70)	18%	(40)	15%	(33)	36%	(82)	225
Employ: Other	31%	(56)	25%	(44)	14%	(26)	29%	(52)	177
Military HH: Yes	24%	(76)	29%	(90)	14%	(44)	33%	(105)	315
Military HH: No	27%	(513)	24%	(452)	16%	(302)	33%	(630)	1898
RD/WT: Right Direction	29%	(201)	27%	(189)	15%	(102)	29%	(200)	692
RD/WT: Wrong Track	26%	(388)	23%	(354)	16%	(244)	35%	(535)	1521
Biden Job Approve	29%	(288)	26%	(254)	15%	(152)	29%	(288)	982
Biden Job Disapprove	25%	(270)	24%	(262)	15%	(167)	36%	(401)	1100

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**Table MCEN5\_10: How interested are you in seeing the following movies?**  
*Avatar: The Way of Water*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	27%	(589)	25%	(542)	16%	(346)	33%	(735)	2213
Biden Job Strongly Approve	32%	(134)	22%	(92)	16%	(69)	30%	(125)	421
Biden Job Somewhat Approve	27%	(153)	29%	(162)	15%	(83)	29%	(163)	560
Biden Job Somewhat Disapprove	33%	(107)	26%	(87)	13%	(44)	27%	(90)	328
Biden Job Strongly Disapprove	21%	(162)	23%	(175)	16%	(123)	40%	(311)	772
Favorable of Biden	29%	(289)	25%	(249)	15%	(151)	30%	(297)	986
Unfavorable of Biden	25%	(271)	24%	(260)	15%	(169)	36%	(397)	1097
Very Favorable of Biden	31%	(145)	24%	(115)	15%	(73)	30%	(139)	473
Somewhat Favorable of Biden	28%	(144)	26%	(134)	15%	(78)	31%	(157)	513
Somewhat Unfavorable of Biden	31%	(89)	26%	(76)	16%	(47)	26%	(77)	289
Very Unfavorable of Biden	22%	(182)	23%	(184)	15%	(122)	40%	(321)	808
#1 Issue: Economy	30%	(277)	25%	(237)	14%	(127)	31%	(289)	929
#1 Issue: Security	22%	(52)	26%	(61)	18%	(43)	34%	(79)	235
#1 Issue: Health Care	29%	(41)	28%	(39)	16%	(23)	27%	(38)	140
#1 Issue: Medicare / Social Security	19%	(50)	18%	(46)	17%	(45)	46%	(121)	263
#1 Issue: Women's Issues	26%	(76)	24%	(69)	19%	(54)	32%	(92)	292
#1 Issue: Education	41%	(33)	27%	(21)	13%	(10)	19%	(16)	81
#1 Issue: Energy	24%	(34)	24%	(34)	16%	(22)	36%	(51)	141
#1 Issue: Other	20%	(27)	26%	(35)	17%	(22)	37%	(49)	133
2022 House Vote: Democrat	29%	(255)	27%	(235)	16%	(140)	29%	(253)	883
2022 House Vote: Republican	21%	(145)	25%	(171)	14%	(97)	39%	(263)	675
2022 House Vote: Someone else	26%	(20)	22%	(17)	15%	(12)	36%	(28)	76
2022 House Vote: Didnt Vote	29%	(170)	21%	(120)	17%	(98)	33%	(191)	578
2020 Vote: Joe Biden	29%	(266)	26%	(241)	16%	(153)	29%	(272)	932
2020 Vote: Donald Trump	21%	(153)	24%	(174)	15%	(110)	39%	(278)	715
2020 Vote: Other	27%	(22)	23%	(19)	15%	(12)	36%	(29)	82
2020 Vote: Didn't Vote	31%	(149)	22%	(108)	15%	(72)	32%	(156)	484
2018 House Vote: Democrat	31%	(253)	25%	(202)	16%	(134)	28%	(228)	816
2018 House Vote: Republican	22%	(129)	24%	(140)	14%	(82)	41%	(244)	596
2018 House Vote: Someone else	21%	(16)	28%	(21)	21%	(16)	30%	(23)	75
2018 House Vote: Didnt Vote	26%	(191)	25%	(179)	16%	(115)	33%	(240)	726

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**Table MCEN5\_10: How interested are you in seeing the following movies?**  
*Avatar: The Way of Water*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	27%	(589)	25%	(542)	16%	(346)	33%	(735)	2213
4-Region: Northeast	23%	(88)	26%	(98)	14%	(54)	37%	(142)	383
4-Region: Midwest	26%	(119)	23%	(105)	16%	(73)	35%	(161)	457
4-Region: South	29%	(243)	23%	(198)	14%	(123)	33%	(282)	846
4-Region: West	26%	(139)	27%	(141)	18%	(97)	29%	(150)	527
Favorable Opinion of Avatar	46%	(548)	35%	(423)	11%	(128)	8%	(98)	1197
Unfavorable Opinion of Avatar	6%	(24)	12%	(50)	22%	(92)	61%	(260)	427
Enjoyed Seeing Avatar	47%	(543)	36%	(411)	11%	(125)	6%	(71)	1150
Did not Enjoy Seeing Avatar	6%	(15)	13%	(31)	28%	(68)	53%	(129)	243
Saw Avatar	40%	(558)	32%	(443)	14%	(192)	14%	(200)	1393

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

**Table MCEN5\_11: How interested are you in seeing the following movies?**  
*Avatar 3 (2024)*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	25%	(562)	24%	(535)	16%	(365)	34%	(751)	2213
Gender: Male	28%	(300)	25%	(269)	16%	(170)	31%	(329)	1069
Gender: Female	23%	(262)	23%	(266)	17%	(194)	37%	(422)	1144
Age: 18-34	33%	(210)	24%	(154)	19%	(124)	24%	(154)	643
Age: 35-44	27%	(98)	27%	(100)	16%	(60)	30%	(109)	366
Age: 45-64	24%	(175)	27%	(195)	15%	(109)	33%	(236)	715
Age: 65+	16%	(79)	18%	(86)	15%	(72)	51%	(252)	489
GenZers: 1997-2012	33%	(68)	21%	(44)	24%	(50)	22%	(45)	207
Millennials: 1981-1996	30%	(211)	26%	(182)	17%	(121)	26%	(182)	696
GenXers: 1965-1980	26%	(135)	30%	(155)	14%	(72)	31%	(163)	525
Baby Boomers: 1946-1964	20%	(141)	20%	(140)	17%	(119)	43%	(300)	701
PID: Dem (no lean)	28%	(237)	25%	(213)	17%	(144)	31%	(267)	861
PID: Ind (no lean)	24%	(162)	24%	(166)	20%	(136)	33%	(224)	688
PID: Rep (no lean)	25%	(163)	24%	(157)	13%	(84)	39%	(260)	664
PID/Gender: Dem Men	32%	(134)	26%	(109)	16%	(68)	25%	(103)	414
PID/Gender: Dem Women	23%	(103)	23%	(103)	17%	(76)	37%	(164)	447
PID/Gender: Ind Men	24%	(77)	24%	(76)	18%	(59)	34%	(111)	322
PID/Gender: Ind Women	23%	(86)	25%	(90)	21%	(78)	31%	(113)	366
PID/Gender: Rep Men	27%	(90)	25%	(84)	13%	(44)	35%	(115)	333
PID/Gender: Rep Women	22%	(74)	22%	(73)	12%	(40)	44%	(145)	331
Ideo: Liberal (1-3)	27%	(185)	22%	(151)	18%	(125)	32%	(219)	680
Ideo: Moderate (4)	27%	(164)	27%	(162)	17%	(102)	29%	(176)	604
Ideo: Conservative (5-7)	22%	(152)	23%	(160)	13%	(90)	41%	(282)	684
Educ: < College	28%	(397)	24%	(350)	17%	(238)	32%	(455)	1439
Educ: Bachelors degree	21%	(102)	26%	(128)	17%	(85)	36%	(176)	491
Educ: Post-grad	23%	(64)	20%	(56)	15%	(42)	42%	(120)	283
Income: Under 50k	26%	(308)	24%	(287)	16%	(199)	34%	(411)	1205
Income: 50k-100k	27%	(185)	23%	(156)	17%	(117)	32%	(217)	674
Income: 100k+	21%	(70)	28%	(92)	15%	(49)	37%	(123)	334
Ethnicity: White	23%	(395)	24%	(405)	16%	(283)	37%	(630)	1713
Ethnicity: Hispanic	35%	(129)	21%	(79)	24%	(89)	20%	(77)	374

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**Table MCEN5\_11: How interested are you in seeing the following movies?**  
*Avatar 3 (2024)*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	25%	(562)	24%	(535)	16%	(365)	34%	(751)	2213
Ethnicity: Black	35%	(98)	24%	(69)	16%	(45)	25%	(72)	283
Ethnicity: Other	32%	(70)	28%	(61)	17%	(38)	23%	(49)	217
All Christian	23%	(225)	24%	(241)	15%	(147)	39%	(384)	997
All Non-Christian	23%	(24)	21%	(22)	23%	(25)	33%	(34)	106
Atheist	31%	(33)	19%	(20)	12%	(13)	37%	(40)	106
Agnostic/Nothing in particular	28%	(160)	24%	(139)	19%	(110)	29%	(171)	581
Something Else	28%	(120)	26%	(112)	16%	(70)	29%	(121)	423
Religious Non-Protestant/Catholic	21%	(29)	23%	(31)	22%	(29)	35%	(47)	136
Evangelical	27%	(140)	25%	(134)	17%	(87)	31%	(165)	527
Non-Evangelical	23%	(189)	24%	(201)	15%	(125)	38%	(319)	833
Community: Urban	28%	(175)	26%	(159)	19%	(116)	27%	(168)	617
Community: Suburban	24%	(242)	24%	(245)	17%	(172)	35%	(360)	1019
Community: Rural	25%	(145)	23%	(132)	13%	(77)	39%	(223)	577
Employ: Private Sector	28%	(202)	26%	(188)	18%	(126)	28%	(202)	719
Employ: Government	29%	(36)	25%	(31)	19%	(24)	27%	(34)	125
Employ: Self-Employed	29%	(60)	25%	(51)	18%	(37)	28%	(57)	205
Employ: Homemaker	25%	(38)	27%	(41)	16%	(24)	32%	(49)	152
Employ: Student	21%	(11)	30%	(16)	19%	(10)	30%	(15)	52
Employ: Retired	18%	(102)	20%	(112)	14%	(78)	48%	(266)	558
Employ: Unemployed	29%	(66)	22%	(50)	15%	(34)	34%	(76)	225
Employ: Other	27%	(48)	26%	(46)	18%	(31)	29%	(52)	177
Military HH: Yes	24%	(75)	30%	(93)	15%	(47)	32%	(100)	315
Military HH: No	26%	(487)	23%	(442)	17%	(318)	34%	(651)	1898
RD/WT: Right Direction	26%	(178)	27%	(189)	16%	(112)	31%	(213)	692
RD/WT: Wrong Track	25%	(384)	23%	(346)	17%	(253)	35%	(538)	1521
Biden Job Approve	27%	(263)	25%	(248)	17%	(166)	31%	(303)	982
Biden Job Disapprove	24%	(269)	23%	(254)	16%	(171)	37%	(406)	1100

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**Table MCEN5\_11: How interested are you in seeing the following movies?**  
*Avatar 3 (2024)*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	25%	(562)	24%	(535)	16%	(365)	34%	(751)	2213
Biden Job Strongly Approve	29%	(124)	22%	(93)	18%	(75)	31%	(130)	421
Biden Job Somewhat Approve	25%	(140)	28%	(156)	16%	(92)	31%	(173)	560
Biden Job Somewhat Disapprove	32%	(106)	26%	(84)	15%	(51)	27%	(87)	328
Biden Job Strongly Disapprove	21%	(163)	22%	(170)	16%	(120)	41%	(319)	772
Favorable of Biden	27%	(263)	25%	(242)	17%	(167)	32%	(314)	986
Unfavorable of Biden	25%	(271)	24%	(266)	15%	(162)	36%	(399)	1097
Very Favorable of Biden	28%	(133)	23%	(109)	17%	(81)	32%	(150)	473
Somewhat Favorable of Biden	25%	(129)	26%	(133)	17%	(86)	32%	(165)	513
Somewhat Unfavorable of Biden	33%	(97)	25%	(73)	16%	(46)	25%	(74)	289
Very Unfavorable of Biden	22%	(174)	24%	(194)	14%	(116)	40%	(325)	808
#1 Issue: Economy	28%	(257)	25%	(235)	15%	(137)	32%	(301)	929
#1 Issue: Security	23%	(55)	26%	(60)	16%	(38)	35%	(82)	235
#1 Issue: Health Care	30%	(42)	27%	(38)	14%	(19)	29%	(40)	140
#1 Issue: Medicare / Social Security	19%	(51)	15%	(40)	20%	(52)	46%	(120)	263
#1 Issue: Women's Issues	23%	(67)	25%	(72)	20%	(57)	32%	(95)	292
#1 Issue: Education	40%	(32)	24%	(19)	14%	(12)	22%	(18)	81
#1 Issue: Energy	23%	(32)	24%	(33)	19%	(26)	35%	(50)	141
#1 Issue: Other	20%	(27)	27%	(36)	18%	(23)	35%	(46)	133
2022 House Vote: Democrat	27%	(236)	24%	(211)	18%	(163)	31%	(273)	883
2022 House Vote: Republican	22%	(149)	25%	(171)	13%	(90)	39%	(266)	675
2022 House Vote: Someone else	23%	(18)	20%	(15)	20%	(16)	36%	(28)	76
2022 House Vote: Didn't Vote	28%	(160)	24%	(138)	17%	(96)	32%	(184)	578
2020 Vote: Joe Biden	26%	(245)	24%	(227)	18%	(168)	31%	(291)	932
2020 Vote: Donald Trump	23%	(163)	24%	(169)	14%	(102)	39%	(281)	715
2020 Vote: Other	25%	(21)	29%	(24)	12%	(10)	34%	(28)	82
2020 Vote: Didn't Vote	28%	(134)	24%	(114)	18%	(85)	31%	(151)	484
2018 House Vote: Democrat	29%	(233)	24%	(194)	18%	(149)	29%	(240)	816
2018 House Vote: Republican	21%	(124)	23%	(140)	14%	(83)	42%	(249)	596
2018 House Vote: Someone else	20%	(15)	31%	(23)	20%	(15)	30%	(23)	75
2018 House Vote: Didn't Vote	26%	(190)	25%	(179)	16%	(118)	33%	(239)	726

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**Table MCEN5\_11: How interested are you in seeing the following movies?**  
*Avatar 3 (2024)*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	25%	(562)	24%	(535)	16%	(365)	34%	(751)	2213
4-Region: Northeast	20%	(77)	27%	(103)	16%	(60)	37%	(143)	383
4-Region: Midwest	26%	(118)	23%	(106)	17%	(76)	35%	(158)	457
4-Region: South	27%	(226)	22%	(186)	16%	(137)	35%	(297)	846
4-Region: West	27%	(141)	27%	(140)	18%	(92)	29%	(154)	527
Favorable Opinion of Avatar	43%	(513)	36%	(429)	12%	(147)	9%	(108)	1197
Unfavorable Opinion of Avatar	6%	(27)	11%	(49)	20%	(85)	62%	(266)	427
Enjoyed Seeing Avatar	44%	(512)	37%	(430)	11%	(124)	7%	(84)	1150
Did not Enjoy Seeing Avatar	5%	(12)	9%	(23)	32%	(77)	54%	(132)	243
Saw Avatar	38%	(524)	33%	(453)	14%	(201)	15%	(216)	1393

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

**Table MCEN5\_12:** How interested are you in seeing the following movies?  
 Avatar 4 (2026)

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	24%	(532)	25%	(548)	17%	(368)	35%	(765)	2213
Gender: Male	27%	(287)	26%	(278)	16%	(174)	31%	(330)	1069
Gender: Female	21%	(245)	24%	(271)	17%	(193)	38%	(435)	1144
Age: 18-34	29%	(189)	27%	(173)	20%	(128)	24%	(153)	643
Age: 35-44	28%	(103)	24%	(89)	15%	(54)	33%	(119)	366
Age: 45-64	23%	(167)	28%	(198)	15%	(107)	34%	(242)	715
Age: 65+	15%	(73)	18%	(88)	16%	(79)	51%	(250)	489
GenZers: 1997-2012	27%	(55)	28%	(58)	22%	(46)	23%	(48)	207
Millennials: 1981-1996	30%	(208)	26%	(178)	18%	(124)	27%	(186)	696
GenXers: 1965-1980	25%	(132)	29%	(155)	13%	(71)	32%	(168)	525
Baby Boomers: 1946-1964	19%	(131)	21%	(146)	17%	(120)	43%	(303)	701
PID: Dem (no lean)	26%	(228)	25%	(216)	17%	(149)	31%	(268)	861
PID: Ind (no lean)	23%	(157)	24%	(166)	18%	(126)	35%	(239)	688
PID: Rep (no lean)	22%	(148)	25%	(166)	14%	(93)	39%	(257)	664
PID/Gender: Dem Men	31%	(130)	25%	(104)	19%	(79)	24%	(101)	414
PID/Gender: Dem Women	22%	(97)	25%	(112)	16%	(70)	38%	(168)	447
PID/Gender: Ind Men	24%	(76)	25%	(80)	16%	(50)	36%	(116)	322
PID/Gender: Ind Women	22%	(80)	24%	(86)	21%	(76)	34%	(123)	366
PID/Gender: Rep Men	24%	(81)	28%	(94)	14%	(45)	34%	(113)	333
PID/Gender: Rep Women	20%	(68)	22%	(72)	14%	(47)	43%	(144)	331
Ideo: Liberal (1-3)	26%	(176)	24%	(166)	17%	(116)	33%	(222)	680
Ideo: Moderate (4)	25%	(151)	28%	(167)	18%	(106)	30%	(180)	604
Ideo: Conservative (5-7)	21%	(142)	23%	(156)	15%	(104)	41%	(282)	684
Educ: < College	26%	(371)	26%	(369)	16%	(226)	33%	(472)	1439
Educ: Bachelors degree	21%	(103)	25%	(121)	19%	(92)	36%	(176)	491
Educ: Post-grad	21%	(58)	21%	(58)	18%	(50)	41%	(117)	283
Income: Under 50k	24%	(288)	24%	(293)	16%	(188)	36%	(436)	1205
Income: 50k-100k	25%	(171)	26%	(175)	17%	(117)	31%	(211)	674
Income: 100k+	22%	(73)	24%	(81)	19%	(62)	35%	(118)	334
Ethnicity: White	22%	(375)	24%	(414)	17%	(287)	37%	(637)	1713
Ethnicity: Hispanic	31%	(117)	26%	(99)	20%	(77)	22%	(82)	374

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**Table MCEN5\_12: How interested are you in seeing the following movies?**  
*Avatar 4 (2026)*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	24%	(532)	25%	(548)	17%	(368)	35%	(765)	2213
Ethnicity: Black	34%	(96)	24%	(67)	17%	(47)	26%	(72)	283
Ethnicity: Other	28%	(61)	31%	(67)	15%	(33)	25%	(55)	217
All Christian	22%	(218)	24%	(242)	16%	(158)	38%	(379)	997
All Non-Christian	20%	(21)	25%	(26)	23%	(24)	32%	(34)	106
Atheist	30%	(32)	20%	(21)	11%	(12)	39%	(42)	106
Agnostic/Nothing in particular	25%	(146)	26%	(149)	18%	(106)	31%	(179)	581
Something Else	27%	(115)	26%	(110)	16%	(67)	31%	(131)	423
Religious Non-Protestant/Catholic	17%	(24)	28%	(38)	21%	(28)	34%	(46)	136
Evangelical	27%	(143)	23%	(121)	17%	(88)	33%	(174)	527
Non-Evangelical	21%	(178)	25%	(208)	16%	(132)	38%	(315)	833
Community: Urban	26%	(163)	27%	(167)	18%	(112)	28%	(175)	617
Community: Suburban	23%	(230)	23%	(239)	18%	(183)	36%	(368)	1019
Community: Rural	24%	(139)	25%	(143)	13%	(73)	39%	(222)	577
Employ: Private Sector	27%	(197)	27%	(193)	18%	(129)	28%	(200)	719
Employ: Government	24%	(30)	32%	(40)	15%	(18)	29%	(37)	125
Employ: Self-Employed	31%	(63)	25%	(52)	18%	(36)	26%	(54)	205
Employ: Homemaker	20%	(30)	28%	(43)	18%	(27)	35%	(53)	152
Employ: Student	16%	(8)	33%	(17)	18%	(10)	32%	(17)	52
Employ: Retired	17%	(93)	21%	(117)	14%	(79)	48%	(269)	558
Employ: Unemployed	29%	(66)	17%	(39)	16%	(37)	37%	(83)	225
Employ: Other	25%	(44)	27%	(48)	18%	(31)	30%	(54)	177
Military HH: Yes	20%	(64)	31%	(97)	16%	(49)	33%	(104)	315
Military HH: No	25%	(468)	24%	(451)	17%	(318)	35%	(661)	1898
RD/WT: Right Direction	24%	(168)	30%	(207)	16%	(112)	30%	(206)	692
RD/WT: Wrong Track	24%	(365)	22%	(342)	17%	(256)	37%	(559)	1521
Biden Job Approve	25%	(248)	27%	(267)	17%	(168)	30%	(299)	982
Biden Job Disapprove	23%	(256)	23%	(251)	16%	(173)	38%	(420)	1100

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**Table MCEN5\_12: How interested are you in seeing the following movies?**  
*Avatar 4 (2026)*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	24%	(532)	25%	(548)	17%	(368)	35%	(765)	2213
Biden Job Strongly Approve	28%	(117)	24%	(102)	17%	(70)	32%	(133)	421
Biden Job Somewhat Approve	23%	(131)	29%	(165)	18%	(98)	30%	(166)	560
Biden Job Somewhat Disapprove	32%	(106)	23%	(76)	16%	(52)	29%	(95)	328
Biden Job Strongly Disapprove	19%	(150)	23%	(175)	16%	(121)	42%	(325)	772
Favorable of Biden	26%	(252)	26%	(259)	17%	(166)	31%	(309)	986
Unfavorable of Biden	23%	(252)	24%	(258)	16%	(173)	38%	(414)	1097
Very Favorable of Biden	27%	(125)	25%	(120)	16%	(74)	32%	(153)	473
Somewhat Favorable of Biden	25%	(126)	27%	(139)	18%	(91)	30%	(157)	513
Somewhat Unfavorable of Biden	30%	(87)	25%	(72)	18%	(51)	27%	(79)	289
Very Unfavorable of Biden	20%	(165)	23%	(187)	15%	(122)	41%	(334)	808
#1 Issue: Economy	26%	(239)	26%	(241)	15%	(138)	34%	(311)	929
#1 Issue: Security	21%	(49)	25%	(59)	19%	(45)	35%	(82)	235
#1 Issue: Health Care	28%	(40)	29%	(41)	14%	(20)	28%	(39)	140
#1 Issue: Medicare / Social Security	19%	(49)	16%	(42)	17%	(46)	48%	(125)	263
#1 Issue: Women's Issues	23%	(67)	26%	(76)	19%	(56)	32%	(92)	292
#1 Issue: Education	37%	(30)	24%	(20)	17%	(14)	22%	(18)	81
#1 Issue: Energy	23%	(32)	25%	(36)	16%	(22)	36%	(50)	141
#1 Issue: Other	19%	(26)	26%	(34)	20%	(26)	35%	(46)	133
2022 House Vote: Democrat	25%	(224)	26%	(227)	18%	(160)	31%	(273)	883
2022 House Vote: Republican	20%	(138)	25%	(170)	15%	(104)	39%	(263)	675
2022 House Vote: Someone else	21%	(16)	26%	(20)	10%	(8)	43%	(33)	76
2022 House Vote: Didnt Vote	27%	(154)	23%	(132)	17%	(96)	34%	(196)	578
2020 Vote: Joe Biden	25%	(233)	26%	(242)	18%	(166)	31%	(292)	932
2020 Vote: Donald Trump	20%	(145)	25%	(181)	14%	(103)	40%	(287)	715
2020 Vote: Other	26%	(21)	20%	(16)	18%	(15)	36%	(30)	82
2020 Vote: Didn't Vote	28%	(134)	23%	(109)	17%	(84)	32%	(157)	484
2018 House Vote: Democrat	28%	(227)	24%	(193)	18%	(146)	31%	(249)	816
2018 House Vote: Republican	20%	(119)	24%	(142)	15%	(88)	41%	(247)	596
2018 House Vote: Someone else	18%	(14)	29%	(22)	18%	(13)	35%	(27)	75
2018 House Vote: Didnt Vote	24%	(172)	26%	(191)	17%	(120)	33%	(242)	726

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**Table MCEN5\_12: How interested are you in seeing the following movies?**  
*Avatar 4 (2026)*

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not too interested</b>		<b>Not interested at all</b>		<b>Total N</b>
Adults	24%	(532)	25%	(548)	17%	(368)	35%	(765)	2213
4-Region: Northeast	21%	(80)	25%	(96)	17%	(64)	38%	(144)	383
4-Region: Midwest	23%	(103)	25%	(112)	17%	(76)	36%	(166)	457
4-Region: South	26%	(216)	23%	(193)	16%	(138)	35%	(298)	846
4-Region: West	25%	(134)	28%	(147)	17%	(90)	30%	(157)	527
Favorable Opinion of Avatar	40%	(485)	38%	(456)	12%	(150)	9%	(106)	1197
Unfavorable Opinion of Avatar	7%	(28)	10%	(41)	21%	(88)	63%	(270)	427
Enjoyed Seeing Avatar	42%	(487)	38%	(438)	12%	(136)	8%	(88)	1150
Did not Enjoy Seeing Avatar	6%	(13)	10%	(25)	29%	(70)	55%	(135)	243
Saw Avatar	36%	(501)	33%	(463)	15%	(206)	16%	(223)	1393

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

**Table MCEN5\_13: How interested are you in seeing the following movies?**  
*Avatar 5 (2028)*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	24%	(527)	24%	(539)	17%	(384)	34%	(763)	2213
Gender: Male	26%	(276)	27%	(283)	17%	(181)	31%	(329)	1069
Gender: Female	22%	(251)	22%	(256)	18%	(202)	38%	(434)	1144
Age: 18-34	30%	(191)	24%	(155)	22%	(143)	24%	(154)	643
Age: 35-44	26%	(97)	26%	(97)	16%	(59)	31%	(114)	366
Age: 45-64	23%	(162)	28%	(201)	15%	(108)	34%	(243)	715
Age: 65+	16%	(77)	18%	(86)	15%	(75)	52%	(252)	489
GenZers: 1997-2012	30%	(62)	24%	(50)	22%	(46)	23%	(48)	207
Millennials: 1981-1996	29%	(199)	25%	(173)	20%	(141)	26%	(183)	696
GenXers: 1965-1980	24%	(128)	29%	(151)	15%	(78)	32%	(168)	525
Baby Boomers: 1946-1964	19%	(131)	22%	(151)	16%	(113)	44%	(305)	701
PID: Dem (no lean)	26%	(226)	25%	(214)	18%	(151)	31%	(269)	861
PID: Ind (no lean)	23%	(159)	24%	(162)	20%	(137)	34%	(231)	688
PID: Rep (no lean)	21%	(141)	25%	(163)	14%	(96)	40%	(264)	664
PID/Gender: Dem Men	30%	(125)	28%	(116)	19%	(78)	23%	(95)	414
PID/Gender: Dem Women	23%	(102)	22%	(98)	17%	(74)	39%	(173)	447
PID/Gender: Ind Men	23%	(74)	25%	(82)	16%	(50)	36%	(116)	322
PID/Gender: Ind Women	23%	(84)	22%	(80)	24%	(87)	31%	(115)	366
PID/Gender: Rep Men	23%	(76)	26%	(85)	16%	(54)	35%	(118)	333
PID/Gender: Rep Women	20%	(65)	24%	(78)	13%	(42)	44%	(146)	331
Ideo: Liberal (1-3)	26%	(179)	22%	(149)	19%	(127)	33%	(226)	680
Ideo: Moderate (4)	25%	(151)	27%	(165)	18%	(106)	30%	(182)	604
Ideo: Conservative (5-7)	19%	(132)	24%	(166)	16%	(109)	41%	(277)	684
Educ: < College	26%	(370)	26%	(373)	16%	(233)	32%	(462)	1439
Educ: Bachelors degree	20%	(97)	24%	(116)	20%	(96)	37%	(183)	491
Educ: Post-grad	21%	(59)	18%	(50)	19%	(55)	42%	(118)	283
Income: Under 50k	24%	(285)	24%	(294)	17%	(203)	35%	(422)	1205
Income: 50k-100k	25%	(171)	25%	(169)	17%	(115)	32%	(219)	674
Income: 100k+	21%	(70)	23%	(76)	20%	(66)	37%	(122)	334
Ethnicity: White	21%	(362)	24%	(417)	17%	(294)	37%	(641)	1713
Ethnicity: Hispanic	34%	(127)	23%	(85)	22%	(83)	21%	(79)	374

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**Table MCEN5\_13: How interested are you in seeing the following movies?**  
*Avatar 5 (2028)*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	24%	(527)	24%	(539)	17%	(384)	34%	(763)	2213
Ethnicity: Black	35%	(98)	23%	(64)	18%	(52)	24%	(69)	283
Ethnicity: Other	31%	(67)	27%	(59)	17%	(38)	25%	(54)	217
All Christian	21%	(205)	25%	(252)	15%	(154)	39%	(386)	997
All Non-Christian	19%	(20)	23%	(25)	24%	(25)	33%	(35)	106
Atheist	33%	(35)	16%	(17)	15%	(16)	37%	(39)	106
Agnostic/Nothing in particular	26%	(150)	24%	(137)	20%	(113)	31%	(181)	581
Something Else	28%	(117)	26%	(109)	18%	(75)	29%	(122)	423
Religious Non-Protestant/Catholic	17%	(24)	24%	(33)	23%	(31)	36%	(49)	136
Evangelical	25%	(130)	26%	(137)	17%	(91)	32%	(169)	527
Non-Evangelical	22%	(180)	25%	(205)	16%	(131)	38%	(318)	833
Community: Urban	27%	(168)	26%	(161)	19%	(120)	27%	(168)	617
Community: Suburban	21%	(215)	25%	(252)	18%	(179)	37%	(374)	1019
Community: Rural	25%	(144)	22%	(127)	15%	(85)	38%	(221)	577
Employ: Private Sector	25%	(183)	28%	(199)	18%	(133)	28%	(204)	719
Employ: Government	25%	(31)	28%	(35)	25%	(31)	22%	(28)	125
Employ: Self-Employed	27%	(56)	26%	(53)	19%	(39)	28%	(57)	205
Employ: Homemaker	19%	(28)	30%	(46)	16%	(24)	35%	(53)	152
Employ: Student	23%	(12)	21%	(11)	27%	(14)	30%	(15)	52
Employ: Retired	18%	(98)	20%	(110)	14%	(79)	49%	(271)	558
Employ: Unemployed	29%	(66)	19%	(42)	18%	(40)	34%	(78)	225
Employ: Other	30%	(53)	24%	(43)	14%	(24)	32%	(57)	177
Military HH: Yes	21%	(66)	30%	(94)	16%	(50)	33%	(105)	315
Military HH: No	24%	(461)	23%	(445)	18%	(334)	35%	(658)	1898
RD/WT: Right Direction	26%	(180)	27%	(184)	16%	(111)	31%	(217)	692
RD/WT: Wrong Track	23%	(346)	23%	(356)	18%	(273)	36%	(547)	1521
Biden Job Approve	26%	(251)	26%	(250)	17%	(168)	32%	(312)	982
Biden Job Disapprove	22%	(246)	24%	(262)	17%	(182)	37%	(410)	1100

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**Table MCEN5\_13: How interested are you in seeing the following movies?**  
*Avatar 5 (2028)*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	24%	(527)	24%	(539)	17%	(384)	34%	(763)	2213
Biden Job Strongly Approve	29%	(121)	23%	(99)	15%	(65)	32%	(137)	421
Biden Job Somewhat Approve	23%	(130)	27%	(151)	18%	(103)	31%	(176)	560
Biden Job Somewhat Disapprove	30%	(99)	26%	(86)	16%	(52)	28%	(91)	328
Biden Job Strongly Disapprove	19%	(147)	23%	(177)	17%	(130)	41%	(319)	772
Favorable of Biden	25%	(250)	25%	(247)	17%	(168)	33%	(321)	986
Unfavorable of Biden	22%	(246)	24%	(268)	16%	(179)	37%	(404)	1097
Very Favorable of Biden	27%	(127)	24%	(115)	16%	(73)	33%	(156)	473
Somewhat Favorable of Biden	24%	(122)	26%	(131)	18%	(95)	32%	(165)	513
Somewhat Unfavorable of Biden	32%	(93)	23%	(66)	18%	(52)	27%	(78)	289
Very Unfavorable of Biden	19%	(153)	25%	(202)	16%	(127)	40%	(326)	808
#1 Issue: Economy	25%	(236)	26%	(240)	16%	(150)	33%	(304)	929
#1 Issue: Security	21%	(50)	27%	(63)	18%	(42)	34%	(81)	235
#1 Issue: Health Care	26%	(37)	32%	(44)	13%	(18)	30%	(41)	140
#1 Issue: Medicare / Social Security	19%	(49)	15%	(40)	18%	(48)	48%	(125)	263
#1 Issue: Women's Issues	22%	(66)	23%	(66)	20%	(60)	34%	(101)	292
#1 Issue: Education	38%	(31)	27%	(22)	17%	(13)	19%	(15)	81
#1 Issue: Energy	20%	(29)	25%	(35)	18%	(25)	37%	(52)	141
#1 Issue: Other	22%	(29)	22%	(30)	22%	(29)	34%	(45)	133
2022 House Vote: Democrat	26%	(227)	24%	(212)	19%	(166)	32%	(278)	883
2022 House Vote: Republican	18%	(123)	26%	(175)	16%	(107)	40%	(270)	675
2022 House Vote: Someone else	22%	(17)	22%	(17)	20%	(15)	35%	(27)	76
2022 House Vote: Didnt Vote	28%	(160)	23%	(135)	16%	(95)	32%	(188)	578
2020 Vote: Joe Biden	25%	(232)	25%	(233)	19%	(173)	32%	(294)	932
2020 Vote: Donald Trump	19%	(137)	25%	(180)	16%	(113)	40%	(284)	715
2020 Vote: Other	25%	(20)	23%	(19)	18%	(15)	34%	(28)	82
2020 Vote: Didn't Vote	28%	(137)	22%	(107)	17%	(83)	32%	(157)	484
2018 House Vote: Democrat	27%	(222)	24%	(199)	18%	(149)	30%	(246)	816
2018 House Vote: Republican	19%	(114)	23%	(138)	15%	(91)	42%	(253)	596
2018 House Vote: Someone else	15%	(11)	30%	(23)	24%	(18)	31%	(24)	75
2018 House Vote: Didnt Vote	25%	(180)	25%	(180)	17%	(126)	33%	(240)	726

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**Table MCEN5\_13: How interested are you in seeing the following movies?**  
*Avatar 5 (2028)*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	24%	(527)	24%	(539)	17%	(384)	34%	(763)	2213
4-Region: Northeast	21%	(79)	27%	(102)	15%	(59)	37%	(143)	383
4-Region: Midwest	23%	(104)	24%	(110)	16%	(74)	37%	(169)	457
4-Region: South	25%	(210)	23%	(197)	18%	(151)	34%	(289)	846
4-Region: West	25%	(134)	25%	(131)	19%	(101)	31%	(162)	527
Favorable Opinion of Avatar	40%	(483)	37%	(442)	14%	(167)	9%	(105)	1197
Unfavorable Opinion of Avatar	5%	(22)	10%	(43)	21%	(91)	64%	(271)	427
Enjoyed Seeing Avatar	42%	(485)	37%	(428)	12%	(143)	8%	(93)	1150
Did not Enjoy Seeing Avatar	4%	(9)	13%	(31)	29%	(70)	54%	(132)	243
Saw Avatar	35%	(494)	33%	(460)	15%	(213)	16%	(226)	1393

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

**Table MCEN5\_14: How interested are you in seeing the following movies?***Creed III*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	15%	(335)	24%	(532)	23%	(512)	38%	(834)	2213
Gender: Male	19%	(201)	27%	(289)	22%	(240)	32%	(339)	1069
Gender: Female	12%	(134)	21%	(242)	24%	(272)	43%	(495)	1144
Age: 18-34	23%	(146)	25%	(162)	25%	(162)	27%	(174)	643
Age: 35-44	21%	(77)	27%	(98)	22%	(81)	30%	(110)	366
Age: 45-64	12%	(89)	28%	(199)	22%	(156)	38%	(271)	715
Age: 65+	5%	(23)	15%	(73)	23%	(114)	57%	(280)	489
GenZers: 1997-2012	21%	(43)	24%	(51)	28%	(59)	27%	(55)	207
Millennials: 1981-1996	23%	(162)	24%	(169)	24%	(164)	29%	(201)	696
GenXers: 1965-1980	15%	(78)	32%	(170)	20%	(102)	33%	(174)	525
Baby Boomers: 1946-1964	7%	(52)	19%	(134)	25%	(175)	48%	(339)	701
PID: Dem (no lean)	17%	(149)	27%	(228)	20%	(175)	36%	(308)	861
PID: Ind (no lean)	14%	(100)	24%	(162)	26%	(181)	36%	(245)	688
PID: Rep (no lean)	13%	(86)	21%	(141)	24%	(156)	42%	(280)	664
PID/Gender: Dem Men	24%	(99)	30%	(126)	18%	(75)	28%	(114)	414
PID/Gender: Dem Women	11%	(50)	23%	(102)	22%	(100)	43%	(194)	447
PID/Gender: Ind Men	15%	(47)	26%	(85)	27%	(88)	32%	(102)	322
PID/Gender: Ind Women	14%	(53)	21%	(77)	25%	(92)	39%	(143)	366
PID/Gender: Rep Men	17%	(55)	24%	(78)	23%	(77)	37%	(122)	333
PID/Gender: Rep Women	9%	(31)	19%	(63)	24%	(80)	48%	(158)	331
Ideo: Liberal (1-3)	16%	(111)	23%	(158)	23%	(154)	38%	(257)	680
Ideo: Moderate (4)	17%	(103)	27%	(163)	23%	(142)	33%	(196)	604
Ideo: Conservative (5-7)	11%	(79)	23%	(158)	22%	(153)	43%	(295)	684
Educ: < College	17%	(245)	24%	(352)	23%	(333)	35%	(509)	1439
Educ: Bachelors degree	11%	(53)	25%	(123)	23%	(115)	41%	(200)	491
Educ: Post-grad	13%	(37)	20%	(56)	23%	(64)	44%	(125)	283
Income: Under 50k	15%	(178)	25%	(298)	23%	(274)	38%	(454)	1205
Income: 50k-100k	16%	(111)	22%	(148)	25%	(170)	36%	(246)	674
Income: 100k+	14%	(46)	26%	(85)	20%	(68)	40%	(134)	334
Ethnicity: White	10%	(179)	22%	(378)	25%	(425)	43%	(731)	1713
Ethnicity: Hispanic	22%	(81)	32%	(122)	24%	(90)	22%	(81)	374

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**Table MCEN5\_14: How interested are you in seeing the following movies?**

*Creed III*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	15%	(335)	24%	(532)	23%	(512)	38%	(834)	2213
Ethnicity: Black	41%	(115)	31%	(87)	15%	(42)	14%	(40)	283
Ethnicity: Other	19%	(41)	31%	(67)	21%	(46)	29%	(63)	217
All Christian	13%	(132)	24%	(242)	23%	(231)	39%	(393)	997
All Non-Christian	14%	(15)	23%	(25)	26%	(27)	37%	(39)	106
Atheist	9%	(10)	18%	(20)	23%	(25)	49%	(52)	106
Agnostic/Nothing in particular	16%	(91)	23%	(134)	25%	(146)	36%	(210)	581
Something Else	21%	(87)	26%	(111)	20%	(84)	33%	(141)	423
Religious Non-Protestant/Catholic	13%	(18)	25%	(34)	23%	(32)	39%	(53)	136
Evangelical	20%	(108)	24%	(128)	22%	(116)	33%	(175)	527
Non-Evangelical	13%	(107)	25%	(206)	22%	(185)	40%	(335)	833
Community: Urban	21%	(127)	29%	(178)	22%	(134)	29%	(178)	617
Community: Suburban	13%	(132)	23%	(232)	25%	(255)	39%	(401)	1019
Community: Rural	13%	(76)	21%	(122)	21%	(123)	44%	(255)	577
Employ: Private Sector	19%	(136)	25%	(183)	23%	(163)	33%	(237)	719
Employ: Government	21%	(26)	32%	(40)	22%	(27)	26%	(32)	125
Employ: Self-Employed	16%	(33)	30%	(61)	27%	(56)	27%	(55)	205
Employ: Homemaker	9%	(13)	22%	(33)	23%	(36)	46%	(70)	152
Employ: Student	6%	(3)	37%	(19)	22%	(11)	35%	(18)	52
Employ: Retired	6%	(35)	18%	(98)	23%	(130)	53%	(295)	558
Employ: Unemployed	22%	(50)	21%	(47)	23%	(52)	34%	(76)	225
Employ: Other	22%	(39)	28%	(51)	20%	(36)	29%	(51)	177
Military HH: Yes	10%	(31)	21%	(66)	27%	(86)	42%	(132)	315
Military HH: No	16%	(304)	25%	(466)	22%	(426)	37%	(702)	1898
RD/WT: Right Direction	19%	(134)	26%	(177)	22%	(149)	34%	(232)	692
RD/WT: Wrong Track	13%	(201)	23%	(355)	24%	(363)	40%	(602)	1521
Biden Job Approve	19%	(182)	23%	(230)	22%	(221)	36%	(349)	982
Biden Job Disapprove	12%	(132)	25%	(272)	24%	(260)	40%	(436)	1100

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**Table MCEN5\_14: How interested are you in seeing the following movies?***Creed III*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	15%	(335)	24%	(532)	23%	(512)	38%	(834)	2213
Biden Job Strongly Approve	23%	(99)	22%	(93)	19%	(81)	35%	(149)	421
Biden Job Somewhat Approve	15%	(83)	25%	(137)	25%	(140)	36%	(200)	560
Biden Job Somewhat Disapprove	15%	(50)	32%	(106)	24%	(78)	28%	(94)	328
Biden Job Strongly Disapprove	11%	(82)	22%	(166)	24%	(181)	44%	(342)	772
Favorable of Biden	19%	(184)	24%	(232)	22%	(214)	36%	(356)	986
Unfavorable of Biden	12%	(129)	24%	(267)	25%	(270)	39%	(431)	1097
Very Favorable of Biden	21%	(100)	24%	(112)	19%	(88)	37%	(173)	473
Somewhat Favorable of Biden	16%	(84)	24%	(121)	25%	(126)	36%	(183)	513
Somewhat Unfavorable of Biden	14%	(41)	29%	(84)	29%	(83)	28%	(80)	289
Very Unfavorable of Biden	11%	(88)	23%	(182)	23%	(186)	43%	(351)	808
#1 Issue: Economy	17%	(155)	26%	(241)	22%	(207)	35%	(326)	929
#1 Issue: Security	14%	(33)	27%	(63)	23%	(55)	36%	(84)	235
#1 Issue: Health Care	21%	(29)	21%	(30)	21%	(29)	37%	(52)	140
#1 Issue: Medicare / Social Security	11%	(30)	19%	(49)	21%	(54)	50%	(130)	263
#1 Issue: Women's Issues	16%	(46)	23%	(67)	24%	(70)	37%	(108)	292
#1 Issue: Education	15%	(12)	32%	(26)	28%	(23)	25%	(20)	81
#1 Issue: Energy	10%	(14)	24%	(34)	25%	(36)	40%	(57)	141
#1 Issue: Other	12%	(15)	16%	(22)	30%	(39)	42%	(56)	133
2022 House Vote: Democrat	18%	(158)	26%	(233)	21%	(190)	34%	(303)	883
2022 House Vote: Republican	11%	(74)	22%	(148)	25%	(169)	42%	(284)	675
2022 House Vote: Someone else	13%	(10)	24%	(19)	24%	(18)	39%	(29)	76
2022 House Vote: Didnt Vote	16%	(93)	23%	(132)	23%	(135)	38%	(218)	578
2020 Vote: Joe Biden	18%	(167)	25%	(233)	23%	(213)	34%	(319)	932
2020 Vote: Donald Trump	11%	(77)	21%	(153)	25%	(176)	43%	(309)	715
2020 Vote: Other	7%	(6)	36%	(30)	20%	(16)	37%	(30)	82
2020 Vote: Didn't Vote	18%	(85)	24%	(116)	22%	(108)	36%	(175)	484
2018 House Vote: Democrat	20%	(161)	26%	(213)	21%	(175)	33%	(269)	816
2018 House Vote: Republican	10%	(59)	21%	(125)	24%	(145)	45%	(267)	596
2018 House Vote: Someone else	13%	(9)	28%	(21)	25%	(19)	34%	(26)	75
2018 House Vote: Didnt Vote	15%	(106)	24%	(174)	24%	(173)	38%	(273)	726

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**Table MCEN5\_14:** How interested are you in seeing the following movies?

*Creed III*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	15%	(335)	24%	(532)	23%	(512)	38%	(834)	2213
4-Region: Northeast	13%	(52)	25%	(95)	24%	(93)	38%	(144)	383
4-Region: Midwest	12%	(53)	22%	(99)	28%	(130)	38%	(175)	457
4-Region: South	18%	(155)	24%	(203)	20%	(166)	38%	(322)	846
4-Region: West	14%	(75)	26%	(135)	23%	(124)	37%	(194)	527
Favorable Opinion of Avatar	21%	(247)	30%	(358)	25%	(305)	24%	(287)	1197
Unfavorable Opinion of Avatar	12%	(50)	22%	(95)	20%	(86)	46%	(195)	427
Enjoyed Seeing Avatar	20%	(232)	29%	(335)	26%	(299)	25%	(283)	1150
Did not Enjoy Seeing Avatar	12%	(29)	27%	(65)	23%	(57)	38%	(92)	243
Saw Avatar	19%	(261)	29%	(401)	26%	(356)	27%	(375)	1393

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

**Table MCEN5\_15: How interested are you in seeing the following movies?**  
*Magic Mike's Last Dance*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	12%	(264)	20%	(443)	22%	(496)	46%	(1010)	2213
Gender: Male	8%	(80)	17%	(177)	24%	(258)	52%	(554)	1069
Gender: Female	16%	(184)	23%	(266)	21%	(238)	40%	(456)	1144
Age: 18-34	17%	(110)	22%	(144)	26%	(168)	35%	(222)	643
Age: 35-44	15%	(55)	23%	(83)	19%	(71)	43%	(157)	366
Age: 45-64	12%	(86)	21%	(153)	22%	(158)	44%	(317)	715
Age: 65+	3%	(13)	13%	(63)	20%	(99)	64%	(315)	489
GenZers: 1997-2012	16%	(32)	22%	(46)	27%	(56)	35%	(72)	207
Millennials: 1981-1996	17%	(117)	22%	(152)	23%	(161)	38%	(265)	696
GenXers: 1965-1980	14%	(75)	23%	(120)	23%	(119)	40%	(211)	525
Baby Boomers: 1946-1964	5%	(38)	17%	(120)	21%	(146)	57%	(397)	701
PID: Dem (no lean)	14%	(123)	23%	(202)	21%	(177)	42%	(360)	861
PID: Ind (no lean)	11%	(78)	17%	(115)	26%	(178)	46%	(317)	688
PID: Rep (no lean)	10%	(63)	19%	(127)	21%	(141)	50%	(333)	664
PID/Gender: Dem Men	13%	(52)	21%	(89)	23%	(93)	43%	(180)	414
PID/Gender: Dem Women	16%	(70)	25%	(113)	19%	(83)	40%	(180)	447
PID/Gender: Ind Men	5%	(16)	11%	(37)	27%	(87)	56%	(182)	322
PID/Gender: Ind Women	17%	(62)	21%	(78)	25%	(91)	37%	(135)	366
PID/Gender: Rep Men	4%	(12)	15%	(51)	23%	(78)	58%	(192)	333
PID/Gender: Rep Women	15%	(51)	23%	(76)	19%	(63)	43%	(141)	331
Ideo: Liberal (1-3)	12%	(80)	22%	(148)	23%	(156)	43%	(296)	680
Ideo: Moderate (4)	13%	(77)	21%	(128)	24%	(143)	42%	(255)	604
Ideo: Conservative (5-7)	8%	(54)	17%	(119)	20%	(140)	54%	(372)	684
Educ: < College	15%	(209)	20%	(286)	22%	(310)	44%	(634)	1439
Educ: Bachelors degree	7%	(36)	22%	(107)	25%	(121)	46%	(228)	491
Educ: Post-grad	7%	(19)	18%	(51)	23%	(64)	53%	(149)	283
Income: Under 50k	14%	(165)	20%	(239)	20%	(237)	47%	(563)	1205
Income: 50k-100k	10%	(68)	20%	(137)	26%	(178)	43%	(291)	674
Income: 100k+	9%	(31)	20%	(67)	24%	(81)	47%	(155)	334
Ethnicity: White	11%	(186)	19%	(327)	22%	(368)	49%	(832)	1713
Ethnicity: Hispanic	12%	(47)	23%	(87)	30%	(114)	34%	(127)	374

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**Table MCEN5\_15: How interested are you in seeing the following movies?**  
*Magic Mike's Last Dance*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	12%	(264)	20%	(443)	22%	(496)	46%	(1010)	2213
Ethnicity: Black	21%	(60)	24%	(67)	23%	(65)	32%	(91)	283
Ethnicity: Other	8%	(18)	23%	(49)	29%	(62)	40%	(88)	217
All Christian	10%	(97)	22%	(218)	21%	(208)	48%	(475)	997
All Non-Christian	9%	(10)	19%	(20)	27%	(28)	45%	(48)	106
Atheist	9%	(9)	16%	(18)	19%	(20)	56%	(59)	106
Agnostic/Nothing in particular	14%	(80)	18%	(103)	23%	(131)	46%	(267)	581
Something Else	16%	(69)	20%	(84)	26%	(108)	38%	(162)	423
Religious Non-Protestant/Catholic	10%	(14)	19%	(26)	24%	(33)	47%	(64)	136
Evangelical	13%	(69)	21%	(112)	23%	(119)	43%	(227)	527
Non-Evangelical	11%	(91)	21%	(174)	22%	(183)	46%	(384)	833
Community: Urban	15%	(95)	25%	(152)	21%	(133)	39%	(238)	617
Community: Suburban	10%	(99)	18%	(183)	24%	(244)	48%	(493)	1019
Community: Rural	12%	(71)	19%	(108)	21%	(119)	48%	(279)	577
Employ: Private Sector	13%	(96)	23%	(166)	23%	(168)	40%	(290)	719
Employ: Government	15%	(18)	18%	(22)	33%	(41)	35%	(44)	125
Employ: Self-Employed	11%	(23)	21%	(44)	27%	(55)	41%	(83)	205
Employ: Homemaker	15%	(23)	26%	(39)	24%	(37)	35%	(53)	152
Employ: Student	11%	(6)	15%	(8)	17%	(9)	57%	(29)	52
Employ: Retired	4%	(20)	15%	(86)	20%	(113)	61%	(339)	558
Employ: Unemployed	18%	(41)	22%	(50)	17%	(39)	43%	(96)	225
Employ: Other	21%	(37)	16%	(29)	20%	(35)	43%	(77)	177
Military HH: Yes	7%	(22)	16%	(50)	26%	(83)	51%	(160)	315
Military HH: No	13%	(242)	21%	(393)	22%	(413)	45%	(850)	1898
RD/WT: Right Direction	14%	(100)	23%	(158)	22%	(150)	41%	(283)	692
RD/WT: Wrong Track	11%	(164)	19%	(285)	23%	(346)	48%	(727)	1521
Biden Job Approve	13%	(132)	23%	(223)	22%	(213)	42%	(414)	982
Biden Job Disapprove	9%	(104)	18%	(197)	23%	(248)	50%	(551)	1100

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**Table MCEN5\_15: How interested are you in seeing the following movies?**  
*Magic Mike's Last Dance*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	12%	(264)	20%	(443)	22%	(496)	46%	(1010)	2213
Biden Job Strongly Approve	18%	(78)	20%	(83)	22%	(93)	40%	(168)	421
Biden Job Somewhat Approve	10%	(54)	25%	(140)	21%	(120)	44%	(246)	560
Biden Job Somewhat Disapprove	8%	(26)	22%	(73)	25%	(82)	45%	(147)	328
Biden Job Strongly Disapprove	10%	(78)	16%	(123)	22%	(166)	52%	(404)	772
Favorable of Biden	13%	(132)	22%	(217)	21%	(211)	43%	(427)	986
Unfavorable of Biden	10%	(109)	18%	(202)	22%	(246)	49%	(540)	1097
Very Favorable of Biden	16%	(78)	23%	(107)	21%	(100)	40%	(188)	473
Somewhat Favorable of Biden	11%	(54)	21%	(110)	22%	(111)	46%	(238)	513
Somewhat Unfavorable of Biden	9%	(27)	24%	(70)	25%	(72)	42%	(120)	289
Very Unfavorable of Biden	10%	(83)	16%	(132)	21%	(174)	52%	(420)	808
#1 Issue: Economy	12%	(110)	18%	(170)	24%	(225)	46%	(424)	929
#1 Issue: Security	12%	(28)	18%	(41)	19%	(45)	51%	(121)	235
#1 Issue: Health Care	16%	(23)	31%	(43)	16%	(22)	37%	(52)	140
#1 Issue: Medicare / Social Security	9%	(23)	17%	(45)	22%	(57)	52%	(137)	263
#1 Issue: Women's Issues	16%	(46)	23%	(66)	24%	(70)	37%	(109)	292
#1 Issue: Education	10%	(8)	32%	(26)	25%	(20)	33%	(27)	81
#1 Issue: Energy	9%	(13)	15%	(21)	22%	(31)	54%	(77)	141
#1 Issue: Other	10%	(13)	23%	(31)	19%	(25)	48%	(64)	133
2022 House Vote: Democrat	12%	(106)	22%	(194)	23%	(202)	43%	(382)	883
2022 House Vote: Republican	7%	(51)	16%	(111)	23%	(154)	53%	(359)	675
2022 House Vote: Someone else	20%	(15)	20%	(15)	23%	(17)	37%	(29)	76
2022 House Vote: Didnt Vote	16%	(92)	21%	(123)	21%	(122)	42%	(241)	578
2020 Vote: Joe Biden	12%	(116)	22%	(203)	23%	(217)	42%	(396)	932
2020 Vote: Donald Trump	8%	(57)	18%	(126)	22%	(157)	52%	(374)	715
2020 Vote: Other	11%	(9)	16%	(13)	19%	(16)	53%	(44)	82
2020 Vote: Didn't Vote	17%	(81)	21%	(101)	22%	(105)	41%	(197)	484
2018 House Vote: Democrat	13%	(104)	22%	(177)	24%	(195)	42%	(340)	816
2018 House Vote: Republican	7%	(41)	15%	(92)	22%	(131)	56%	(332)	596
2018 House Vote: Someone else	17%	(13)	19%	(15)	28%	(21)	36%	(27)	75
2018 House Vote: Didnt Vote	15%	(106)	22%	(160)	20%	(148)	43%	(312)	726

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**Table MCEN5\_15: How interested are you in seeing the following movies?**  
*Magic Mike's Last Dance*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	12%	(264)	20%	(443)	22%	(496)	46%	(1010)	2213
4-Region: Northeast	11%	(42)	20%	(76)	22%	(85)	47%	(180)	383
4-Region: Midwest	12%	(56)	19%	(86)	24%	(112)	44%	(203)	457
4-Region: South	13%	(110)	21%	(178)	22%	(186)	44%	(371)	846
4-Region: West	11%	(56)	20%	(103)	21%	(113)	48%	(256)	527
Favorable Opinion of Avatar	16%	(193)	24%	(284)	25%	(297)	35%	(422)	1197
Unfavorable Opinion of Avatar	9%	(36)	16%	(69)	21%	(89)	54%	(233)	427
Enjoyed Seeing Avatar	16%	(186)	25%	(287)	24%	(280)	35%	(397)	1150
Did not Enjoy Seeing Avatar	8%	(19)	16%	(39)	30%	(74)	46%	(111)	243
Saw Avatar	15%	(205)	23%	(326)	25%	(354)	36%	(508)	1393

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

**Table MCEN5\_16:** How interested are you in seeing the following movies?  
*John Wick: Chapter 4*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	30%	(659)	22%	(485)	18%	(389)	31%	(681)	2213
Gender: Male	38%	(405)	23%	(246)	16%	(169)	23%	(249)	1069
Gender: Female	22%	(254)	21%	(239)	19%	(220)	38%	(432)	1144
Age: 18-34	36%	(232)	24%	(154)	17%	(110)	23%	(147)	643
Age: 35-44	35%	(128)	24%	(89)	16%	(60)	24%	(89)	366
Age: 45-64	29%	(208)	23%	(168)	18%	(128)	30%	(212)	715
Age: 65+	19%	(91)	15%	(75)	18%	(90)	48%	(233)	489
GenZers: 1997-2012	41%	(85)	14%	(29)	22%	(45)	23%	(48)	207
Millennials: 1981-1996	35%	(246)	27%	(185)	15%	(104)	23%	(161)	696
GenXers: 1965-1980	29%	(152)	25%	(132)	20%	(104)	26%	(137)	525
Baby Boomers: 1946-1964	24%	(168)	19%	(131)	18%	(125)	40%	(277)	701
PID: Dem (no lean)	32%	(274)	23%	(199)	17%	(149)	28%	(239)	861
PID: Ind (no lean)	28%	(192)	22%	(151)	19%	(129)	31%	(216)	688
PID: Rep (no lean)	29%	(194)	20%	(135)	17%	(110)	34%	(226)	664
PID/Gender: Dem Men	40%	(167)	24%	(97)	15%	(64)	21%	(85)	414
PID/Gender: Dem Women	24%	(106)	23%	(102)	19%	(85)	34%	(153)	447
PID/Gender: Ind Men	35%	(114)	21%	(68)	18%	(58)	26%	(82)	322
PID/Gender: Ind Women	21%	(78)	23%	(83)	19%	(71)	37%	(134)	366
PID/Gender: Rep Men	37%	(124)	24%	(81)	14%	(47)	24%	(81)	333
PID/Gender: Rep Women	21%	(70)	16%	(54)	19%	(64)	44%	(144)	331
Ideo: Liberal (1-3)	32%	(215)	24%	(166)	18%	(120)	26%	(180)	680
Ideo: Moderate (4)	29%	(177)	23%	(142)	18%	(109)	29%	(176)	604
Ideo: Conservative (5-7)	29%	(197)	19%	(128)	16%	(110)	37%	(250)	684
Educ: < College	32%	(467)	23%	(324)	16%	(226)	29%	(422)	1439
Educ: Bachelors degree	24%	(120)	23%	(113)	21%	(102)	32%	(157)	491
Educ: Post-grad	26%	(72)	17%	(48)	21%	(60)	36%	(102)	283
Income: Under 50k	28%	(342)	22%	(264)	17%	(200)	33%	(399)	1205
Income: 50k-100k	34%	(228)	23%	(152)	18%	(121)	26%	(173)	674
Income: 100k+	27%	(89)	21%	(69)	20%	(68)	33%	(109)	334
Ethnicity: White	27%	(457)	21%	(363)	19%	(320)	33%	(573)	1713
Ethnicity: Hispanic	40%	(150)	26%	(97)	16%	(60)	18%	(67)	374

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**Table MCEN5\_16:** How interested are you in seeing the following movies?

John Wick: Chapter 4

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	30%	(659)	22%	(485)	18%	(389)	31%	(681)	2213
Ethnicity: Black	47%	(132)	20%	(56)	15%	(43)	18%	(52)	283
Ethnicity: Other	32%	(70)	30%	(66)	12%	(25)	26%	(56)	217
All Christian	28%	(284)	22%	(222)	17%	(167)	33%	(324)	997
All Non-Christian	20%	(21)	25%	(26)	26%	(27)	29%	(31)	106
Atheist	26%	(27)	21%	(22)	19%	(21)	34%	(36)	106
Agnostic/Nothing in particular	33%	(190)	21%	(123)	17%	(99)	29%	(169)	581
Something Else	32%	(137)	22%	(91)	18%	(74)	28%	(120)	423
Religious Non-Protestant/Catholic	21%	(28)	22%	(30)	24%	(33)	33%	(45)	136
Evangelical	33%	(172)	21%	(108)	19%	(101)	28%	(146)	527
Non-Evangelical	27%	(228)	23%	(194)	16%	(135)	33%	(276)	833
Community: Urban	35%	(215)	24%	(149)	15%	(94)	26%	(159)	617
Community: Suburban	27%	(272)	22%	(227)	21%	(214)	30%	(306)	1019
Community: Rural	30%	(172)	19%	(109)	14%	(81)	37%	(215)	577
Employ: Private Sector	33%	(240)	23%	(163)	20%	(142)	24%	(174)	719
Employ: Government	36%	(45)	29%	(37)	13%	(16)	22%	(27)	125
Employ: Self-Employed	32%	(65)	20%	(41)	23%	(47)	26%	(52)	205
Employ: Homemaker	18%	(27)	25%	(38)	17%	(26)	40%	(61)	152
Employ: Student	44%	(23)	24%	(13)	12%	(6)	19%	(10)	52
Employ: Retired	21%	(115)	19%	(105)	18%	(98)	43%	(240)	558
Employ: Unemployed	32%	(73)	25%	(57)	12%	(28)	30%	(67)	225
Employ: Other	41%	(73)	17%	(31)	15%	(26)	27%	(48)	177
Military HH: Yes	32%	(100)	23%	(72)	15%	(49)	30%	(94)	315
Military HH: No	29%	(559)	22%	(413)	18%	(340)	31%	(587)	1898
RD/WT: Right Direction	30%	(211)	24%	(168)	16%	(111)	29%	(202)	692
RD/WT: Wrong Track	29%	(449)	21%	(317)	18%	(278)	31%	(478)	1521
Biden Job Approve	32%	(314)	21%	(203)	18%	(177)	29%	(287)	982
Biden Job Disapprove	29%	(315)	23%	(251)	16%	(181)	32%	(353)	1100

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**Table MCEN5\_16:** How interested are you in seeing the following movies?  
 John Wick: Chapter 4

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	30%	(659)	22%	(485)	18%	(389)	31%	(681)	2213
Biden Job Strongly Approve	36%	(152)	21%	(90)	13%	(55)	29%	(124)	421
Biden Job Somewhat Approve	29%	(162)	20%	(113)	22%	(122)	29%	(163)	560
Biden Job Somewhat Disapprove	30%	(99)	29%	(94)	16%	(53)	25%	(82)	328
Biden Job Strongly Disapprove	28%	(216)	20%	(157)	16%	(127)	35%	(271)	772
Favorable of Biden	31%	(305)	21%	(211)	18%	(177)	30%	(293)	986
Unfavorable of Biden	29%	(322)	22%	(245)	16%	(180)	32%	(350)	1097
Very Favorable of Biden	33%	(155)	22%	(106)	14%	(68)	30%	(144)	473
Somewhat Favorable of Biden	29%	(150)	20%	(105)	21%	(109)	29%	(149)	513
Somewhat Unfavorable of Biden	31%	(91)	29%	(83)	17%	(49)	23%	(66)	289
Very Unfavorable of Biden	29%	(232)	20%	(161)	16%	(131)	35%	(284)	808
#1 Issue: Economy	32%	(294)	23%	(211)	17%	(154)	29%	(270)	929
#1 Issue: Security	26%	(61)	23%	(54)	20%	(47)	31%	(73)	235
#1 Issue: Health Care	28%	(40)	26%	(37)	14%	(19)	32%	(44)	140
#1 Issue: Medicare / Social Security	25%	(67)	16%	(43)	18%	(47)	40%	(106)	263
#1 Issue: Women's Issues	27%	(78)	23%	(66)	20%	(59)	30%	(88)	292
#1 Issue: Education	37%	(30)	21%	(17)	21%	(17)	21%	(17)	81
#1 Issue: Energy	36%	(51)	20%	(28)	13%	(18)	31%	(44)	141
#1 Issue: Other	29%	(38)	22%	(29)	21%	(28)	28%	(37)	133
2022 House Vote: Democrat	31%	(274)	24%	(210)	18%	(162)	27%	(237)	883
2022 House Vote: Republican	29%	(194)	20%	(136)	17%	(112)	34%	(233)	675
2022 House Vote: Someone else	16%	(12)	23%	(18)	19%	(14)	42%	(32)	76
2022 House Vote: Didnt Vote	31%	(179)	21%	(120)	17%	(100)	31%	(179)	578
2020 Vote: Joe Biden	32%	(296)	22%	(209)	18%	(167)	28%	(260)	932
2020 Vote: Donald Trump	29%	(205)	21%	(151)	17%	(122)	33%	(238)	715
2020 Vote: Other	25%	(20)	21%	(17)	19%	(16)	36%	(30)	82
2020 Vote: Didn't Vote	28%	(137)	22%	(109)	18%	(85)	32%	(153)	484
2018 House Vote: Democrat	33%	(270)	22%	(182)	18%	(145)	27%	(220)	816
2018 House Vote: Republican	29%	(174)	19%	(116)	18%	(105)	34%	(201)	596
2018 House Vote: Someone else	20%	(15)	24%	(18)	20%	(15)	36%	(27)	75
2018 House Vote: Didnt Vote	28%	(201)	23%	(169)	17%	(124)	32%	(232)	726

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**Table MCEN5\_16:** How interested are you in seeing the following movies?

John Wick: Chapter 4

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	30%	(659)	22%	(485)	18%	(389)	31%	(681)	2213
4-Region: Northeast	26%	(101)	23%	(87)	18%	(69)	33%	(127)	383
4-Region: Midwest	28%	(126)	20%	(91)	19%	(87)	33%	(153)	457
4-Region: South	33%	(281)	21%	(178)	16%	(138)	29%	(248)	846
4-Region: West	29%	(152)	24%	(129)	18%	(94)	29%	(153)	527
Favorable Opinion of Avatar	40%	(482)	26%	(311)	17%	(203)	17%	(201)	1197
Unfavorable Opinion of Avatar	25%	(106)	19%	(83)	19%	(80)	37%	(159)	427
Enjoyed Seeing Avatar	40%	(465)	27%	(314)	16%	(185)	16%	(185)	1150
Did not Enjoy Seeing Avatar	28%	(68)	20%	(49)	26%	(64)	26%	(63)	243
Saw Avatar	38%	(533)	26%	(363)	18%	(249)	18%	(248)	1393

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

**Table MCEN5\_17: How interested are you in seeing the following movies?***Super Mario Bros. Movie*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	17%	(379)	24%	(521)	21%	(472)	38%	(841)	2213
Gender: Male	21%	(221)	24%	(255)	21%	(229)	34%	(364)	1069
Gender: Female	14%	(158)	23%	(266)	21%	(243)	42%	(476)	1144
Age: 18-34	33%	(212)	31%	(198)	18%	(114)	19%	(119)	643
Age: 35-44	22%	(81)	35%	(127)	21%	(75)	22%	(82)	366
Age: 45-64	10%	(68)	22%	(154)	25%	(181)	44%	(311)	715
Age: 65+	4%	(18)	9%	(42)	21%	(102)	67%	(328)	489
GenZers: 1997-2012	38%	(78)	26%	(54)	19%	(39)	17%	(36)	207
Millennials: 1981-1996	29%	(199)	33%	(232)	18%	(124)	20%	(141)	696
GenXers: 1965-1980	13%	(71)	25%	(131)	26%	(135)	36%	(188)	525
Baby Boomers: 1946-1964	4%	(31)	14%	(101)	23%	(161)	58%	(407)	701
PID: Dem (no lean)	18%	(156)	26%	(224)	20%	(172)	36%	(308)	861
PID: Ind (no lean)	20%	(138)	22%	(150)	22%	(153)	36%	(247)	688
PID: Rep (no lean)	13%	(85)	22%	(147)	22%	(146)	43%	(285)	664
PID/Gender: Dem Men	24%	(100)	27%	(110)	19%	(81)	30%	(123)	414
PID/Gender: Dem Women	13%	(56)	25%	(113)	21%	(92)	41%	(185)	447
PID/Gender: Ind Men	21%	(68)	21%	(67)	23%	(75)	35%	(111)	322
PID/Gender: Ind Women	19%	(70)	23%	(83)	21%	(77)	37%	(136)	366
PID/Gender: Rep Men	16%	(53)	23%	(78)	22%	(73)	39%	(130)	333
PID/Gender: Rep Women	10%	(32)	21%	(70)	22%	(74)	47%	(155)	331
Ideo: Liberal (1-3)	18%	(122)	23%	(158)	22%	(151)	37%	(249)	680
Ideo: Moderate (4)	20%	(121)	23%	(142)	20%	(124)	36%	(218)	604
Ideo: Conservative (5-7)	13%	(87)	20%	(136)	21%	(147)	46%	(314)	684
Educ: < College	19%	(273)	25%	(359)	21%	(308)	35%	(500)	1439
Educ: Bachelors degree	15%	(76)	24%	(118)	20%	(98)	41%	(200)	491
Educ: Post-grad	11%	(30)	16%	(45)	24%	(67)	50%	(141)	283
Income: Under 50k	18%	(215)	24%	(284)	21%	(250)	38%	(455)	1205
Income: 50k-100k	17%	(118)	24%	(162)	23%	(156)	35%	(238)	674
Income: 100k+	14%	(46)	22%	(75)	20%	(65)	44%	(148)	334
Ethnicity: White	13%	(228)	22%	(373)	23%	(387)	42%	(725)	1713
Ethnicity: Hispanic	30%	(111)	26%	(97)	20%	(76)	24%	(91)	374

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**Table MCEN5\_17: How interested are you in seeing the following movies?**  
*Super Mario Bros. Movie*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	17%	(379)	24%	(521)	21%	(472)	38%	(841)	2213
Ethnicity: Black	30%	(86)	31%	(89)	18%	(51)	20%	(57)	283
Ethnicity: Other	30%	(65)	27%	(60)	15%	(34)	27%	(59)	217
All Christian	14%	(142)	21%	(214)	21%	(211)	43%	(430)	997
All Non-Christian	16%	(17)	20%	(21)	26%	(28)	38%	(40)	106
Atheist	17%	(18)	23%	(25)	13%	(14)	46%	(49)	106
Agnostic/Nothing in particular	21%	(120)	25%	(148)	22%	(128)	32%	(185)	581
Something Else	19%	(82)	27%	(114)	22%	(92)	32%	(136)	423
Religious Non-Protestant/Catholic	16%	(22)	21%	(29)	26%	(36)	36%	(49)	136
Evangelical	20%	(105)	28%	(148)	17%	(87)	36%	(187)	527
Non-Evangelical	13%	(107)	20%	(165)	24%	(198)	44%	(363)	833
Community: Urban	23%	(140)	26%	(161)	20%	(125)	31%	(190)	617
Community: Suburban	15%	(158)	23%	(231)	23%	(237)	39%	(393)	1019
Community: Rural	14%	(81)	22%	(129)	19%	(110)	45%	(257)	577
Employ: Private Sector	21%	(153)	30%	(215)	20%	(144)	29%	(207)	719
Employ: Government	17%	(22)	30%	(38)	21%	(26)	32%	(40)	125
Employ: Self-Employed	25%	(50)	27%	(55)	22%	(45)	27%	(55)	205
Employ: Homemaker	15%	(23)	29%	(44)	22%	(34)	34%	(51)	152
Employ: Student	28%	(14)	27%	(14)	13%	(7)	32%	(17)	52
Employ: Retired	4%	(24)	11%	(61)	24%	(133)	61%	(339)	558
Employ: Unemployed	23%	(53)	22%	(51)	19%	(43)	35%	(79)	225
Employ: Other	23%	(41)	25%	(44)	22%	(39)	30%	(54)	177
Military HH: Yes	10%	(31)	21%	(66)	23%	(73)	46%	(145)	315
Military HH: No	18%	(348)	24%	(455)	21%	(399)	37%	(696)	1898
RD/WT: Right Direction	20%	(137)	27%	(183)	18%	(126)	35%	(245)	692
RD/WT: Wrong Track	16%	(242)	22%	(338)	23%	(345)	39%	(596)	1521
Biden Job Approve	18%	(179)	26%	(252)	20%	(194)	36%	(357)	982
Biden Job Disapprove	15%	(169)	21%	(229)	24%	(260)	40%	(442)	1100

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**Table MCEN5\_17: How interested are you in seeing the following movies?**  
*Super Mario Bros. Movie*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	17%	(379)	24%	(521)	21%	(472)	38%	(841)	2213
Biden Job Strongly Approve	23%	(98)	21%	(88)	19%	(81)	37%	(154)	421
Biden Job Somewhat Approve	14%	(81)	29%	(164)	20%	(112)	36%	(203)	560
Biden Job Somewhat Disapprove	23%	(77)	23%	(77)	27%	(88)	26%	(86)	328
Biden Job Strongly Disapprove	12%	(92)	20%	(152)	22%	(172)	46%	(356)	772
Favorable of Biden	18%	(177)	25%	(251)	20%	(193)	37%	(366)	986
Unfavorable of Biden	16%	(176)	22%	(237)	23%	(251)	39%	(433)	1097
Very Favorable of Biden	20%	(94)	23%	(111)	19%	(89)	38%	(179)	473
Somewhat Favorable of Biden	16%	(83)	27%	(140)	20%	(104)	36%	(186)	513
Somewhat Unfavorable of Biden	24%	(69)	21%	(61)	30%	(88)	25%	(71)	289
Very Unfavorable of Biden	13%	(107)	22%	(176)	20%	(163)	45%	(362)	808
#1 Issue: Economy	17%	(159)	26%	(238)	21%	(194)	36%	(338)	929
#1 Issue: Security	22%	(52)	21%	(48)	22%	(51)	35%	(83)	235
#1 Issue: Health Care	21%	(29)	30%	(43)	18%	(25)	31%	(44)	140
#1 Issue: Medicare / Social Security	8%	(21)	12%	(32)	20%	(54)	59%	(155)	263
#1 Issue: Women's Issues	19%	(56)	29%	(84)	23%	(66)	29%	(85)	292
#1 Issue: Education	33%	(27)	29%	(23)	13%	(10)	26%	(21)	81
#1 Issue: Energy	13%	(18)	20%	(28)	21%	(30)	46%	(65)	141
#1 Issue: Other	12%	(17)	18%	(25)	32%	(42)	38%	(50)	133
2022 House Vote: Democrat	17%	(151)	24%	(215)	22%	(197)	36%	(320)	883
2022 House Vote: Republican	14%	(92)	20%	(136)	21%	(140)	45%	(307)	675
2022 House Vote: Someone else	23%	(18)	20%	(15)	25%	(19)	32%	(25)	76
2022 House Vote: Didnt Vote	21%	(119)	27%	(155)	20%	(115)	33%	(189)	578
2020 Vote: Joe Biden	18%	(167)	23%	(219)	22%	(206)	37%	(341)	932
2020 Vote: Donald Trump	14%	(100)	20%	(143)	23%	(163)	43%	(309)	715
2020 Vote: Other	14%	(11)	25%	(20)	23%	(19)	38%	(32)	82
2020 Vote: Didn't Vote	21%	(100)	29%	(140)	17%	(84)	33%	(159)	484
2018 House Vote: Democrat	18%	(146)	23%	(189)	22%	(182)	37%	(300)	816
2018 House Vote: Republican	10%	(59)	20%	(119)	21%	(124)	49%	(294)	596
2018 House Vote: Someone else	24%	(18)	20%	(15)	21%	(16)	35%	(26)	75
2018 House Vote: Didnt Vote	22%	(156)	27%	(198)	21%	(151)	30%	(220)	726

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**Table MCEN5\_17: How interested are you in seeing the following movies?**  
*Super Mario Bros. Movie*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	17%	(379)	24%	(521)	21%	(472)	38%	(841)	2213
4-Region: Northeast	12%	(46)	23%	(88)	24%	(93)	41%	(156)	383
4-Region: Midwest	16%	(74)	22%	(101)	24%	(108)	38%	(174)	457
4-Region: South	17%	(147)	25%	(213)	18%	(155)	39%	(330)	846
4-Region: West	21%	(112)	23%	(120)	22%	(115)	34%	(180)	527
Favorable Opinion of Avatar	23%	(274)	28%	(340)	23%	(276)	26%	(307)	1197
Unfavorable Opinion of Avatar	16%	(68)	21%	(89)	18%	(77)	45%	(192)	427
Enjoyed Seeing Avatar	24%	(272)	28%	(324)	23%	(268)	25%	(286)	1150
Did not Enjoy Seeing Avatar	14%	(35)	27%	(66)	23%	(57)	35%	(85)	243
Saw Avatar	22%	(308)	28%	(390)	23%	(324)	27%	(371)	1393

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

**Table MCEN5\_18: How interested are you in seeing the following movies?**  
*Spider-Man: Across the Spider-Verse*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	24% (532)	28% (616)	18% (389)	31% (676)	2213
Gender: Male	28% (300)	30% (318)	17% (183)	25% (268)	1069
Gender: Female	20% (232)	26% (297)	18% (207)	36% (408)	1144
Age: 18-34	38% (247)	30% (195)	15% (99)	16% (101)	643
Age: 35-44	30% (111)	30% (109)	17% (61)	23% (85)	366
Age: 45-64	19% (136)	32% (230)	18% (129)	31% (220)	715
Age: 65+	8% (38)	17% (82)	20% (100)	55% (270)	489
GenZers: 1997-2012	44% (90)	24% (49)	17% (36)	15% (32)	207
Millennials: 1981-1996	34% (237)	32% (222)	15% (107)	19% (130)	696
GenXers: 1965-1980	25% (131)	33% (171)	17% (92)	25% (131)	525
Baby Boomers: 1946-1964	10% (70)	24% (168)	21% (144)	45% (319)	701
PID: Dem (no lean)	29% (253)	29% (251)	15% (131)	26% (226)	861
PID: Ind (no lean)	23% (160)	27% (183)	20% (138)	30% (207)	688
PID: Rep (no lean)	18% (119)	27% (182)	18% (120)	37% (243)	664
PID/Gender: Dem Men	37% (155)	30% (123)	14% (57)	19% (79)	414
PID/Gender: Dem Women	22% (98)	29% (127)	16% (73)	33% (148)	447
PID/Gender: Ind Men	25% (79)	27% (86)	21% (69)	27% (88)	322
PID/Gender: Ind Women	22% (81)	26% (96)	19% (70)	32% (119)	366
PID/Gender: Rep Men	20% (66)	33% (109)	17% (57)	31% (102)	333
PID/Gender: Rep Women	16% (53)	22% (73)	19% (64)	43% (141)	331
Ideo: Liberal (1-3)	31% (209)	28% (191)	16% (107)	25% (173)	680
Ideo: Moderate (4)	24% (143)	28% (172)	18% (111)	29% (178)	604
Ideo: Conservative (5-7)	17% (119)	26% (177)	18% (127)	38% (262)	684
Educ: < College	25% (358)	29% (422)	17% (246)	29% (413)	1439
Educ: Bachelors degree	23% (114)	26% (128)	19% (95)	31% (154)	491
Educ: Post-grad	21% (60)	23% (65)	17% (49)	39% (109)	283
Income: Under 50k	24% (294)	26% (314)	18% (212)	32% (384)	1205
Income: 50k-100k	25% (165)	33% (219)	16% (111)	27% (179)	674
Income: 100k+	22% (73)	25% (82)	20% (67)	34% (113)	334
Ethnicity: White	20% (340)	26% (453)	20% (335)	34% (584)	1713
Ethnicity: Hispanic	38% (143)	30% (113)	16% (61)	15% (57)	374

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**Table MCEN5\_18: How interested are you in seeing the following movies?**  
*Spider-Man: Across the Spider-Verse*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	24%	(532)	28%	(616)	18%	(389)	31%	(676)	2213
Ethnicity: Black	43%	(120)	28%	(79)	11%	(32)	18%	(51)	283
Ethnicity: Other	33%	(72)	38%	(83)	10%	(22)	19%	(40)	217
All Christian	22%	(217)	26%	(260)	18%	(181)	34%	(339)	997
All Non-Christian	14%	(15)	26%	(28)	23%	(24)	37%	(39)	106
Atheist	33%	(35)	23%	(24)	13%	(14)	31%	(33)	106
Agnostic/Nothing in particular	26%	(153)	29%	(166)	18%	(107)	27%	(155)	581
Something Else	26%	(112)	33%	(139)	15%	(63)	26%	(110)	423
Religious Non-Protestant/Catholic	17%	(23)	27%	(37)	23%	(31)	34%	(46)	136
Evangelical	25%	(130)	32%	(169)	16%	(85)	27%	(143)	527
Non-Evangelical	22%	(182)	25%	(212)	18%	(149)	35%	(291)	833
Community: Urban	31%	(191)	31%	(190)	15%	(95)	23%	(141)	617
Community: Suburban	23%	(232)	28%	(285)	18%	(180)	32%	(323)	1019
Community: Rural	19%	(109)	24%	(141)	20%	(114)	37%	(212)	577
Employ: Private Sector	30%	(213)	32%	(228)	16%	(117)	22%	(161)	719
Employ: Government	30%	(37)	30%	(38)	22%	(27)	19%	(23)	125
Employ: Self-Employed	25%	(51)	34%	(69)	19%	(40)	22%	(45)	205
Employ: Homemaker	21%	(32)	37%	(56)	15%	(23)	27%	(41)	152
Employ: Student	52%	(27)	24%	(13)	9%	(4)	15%	(8)	52
Employ: Retired	11%	(61)	19%	(109)	20%	(110)	50%	(278)	558
Employ: Unemployed	29%	(66)	24%	(54)	14%	(33)	33%	(73)	225
Employ: Other	26%	(46)	28%	(50)	20%	(35)	26%	(46)	177
Military HH: Yes	18%	(57)	31%	(98)	16%	(51)	35%	(109)	315
Military HH: No	25%	(476)	27%	(517)	18%	(338)	30%	(567)	1898
RD/WT: Right Direction	28%	(195)	29%	(204)	16%	(109)	27%	(184)	692
RD/WT: Wrong Track	22%	(337)	27%	(412)	18%	(280)	32%	(492)	1521
Biden Job Approve	29%	(285)	28%	(272)	16%	(159)	27%	(266)	982
Biden Job Disapprove	20%	(215)	28%	(303)	19%	(211)	34%	(372)	1100

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**Table MCEN5\_18:** How interested are you in seeing the following movies?  
 Spider-Man: Across the Spider-Verse

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	24%	(532)	28%	(616)	18%	(389)	31%	(676)	2213
Biden Job Strongly Approve	29%	(121)	27%	(113)	18%	(74)	27%	(112)	421
Biden Job Somewhat Approve	29%	(164)	28%	(159)	15%	(84)	27%	(154)	560
Biden Job Somewhat Disapprove	25%	(83)	34%	(111)	19%	(62)	22%	(72)	328
Biden Job Strongly Disapprove	17%	(132)	25%	(191)	19%	(148)	39%	(300)	772
Favorable of Biden	29%	(283)	27%	(263)	16%	(160)	28%	(280)	986
Unfavorable of Biden	20%	(222)	28%	(303)	19%	(209)	33%	(363)	1097
Very Favorable of Biden	28%	(131)	28%	(130)	16%	(78)	28%	(134)	473
Somewhat Favorable of Biden	29%	(151)	26%	(133)	16%	(83)	29%	(146)	513
Somewhat Unfavorable of Biden	28%	(82)	34%	(98)	18%	(51)	20%	(58)	289
Very Unfavorable of Biden	17%	(140)	25%	(205)	20%	(158)	38%	(306)	808
#1 Issue: Economy	25%	(230)	29%	(267)	18%	(165)	29%	(267)	929
#1 Issue: Security	21%	(49)	31%	(72)	17%	(40)	32%	(74)	235
#1 Issue: Health Care	30%	(41)	30%	(42)	15%	(21)	25%	(35)	140
#1 Issue: Medicare / Social Security	13%	(34)	18%	(48)	20%	(53)	48%	(127)	263
#1 Issue: Women's Issues	31%	(91)	32%	(93)	12%	(34)	25%	(74)	292
#1 Issue: Education	38%	(30)	26%	(21)	23%	(19)	14%	(11)	81
#1 Issue: Energy	24%	(34)	22%	(31)	22%	(31)	32%	(45)	141
#1 Issue: Other	18%	(24)	31%	(41)	20%	(26)	32%	(43)	133
2022 House Vote: Democrat	27%	(238)	30%	(263)	17%	(151)	26%	(232)	883
2022 House Vote: Republican	18%	(121)	26%	(176)	18%	(122)	38%	(256)	675
2022 House Vote: Someone else	31%	(24)	25%	(19)	14%	(11)	29%	(22)	76
2022 House Vote: Didnt Vote	26%	(150)	27%	(157)	18%	(106)	29%	(165)	578
2020 Vote: Joe Biden	28%	(257)	29%	(266)	17%	(155)	27%	(255)	932
2020 Vote: Donald Trump	17%	(123)	28%	(197)	19%	(134)	37%	(261)	715
2020 Vote: Other	31%	(26)	22%	(18)	14%	(11)	33%	(27)	82
2020 Vote: Didn't Vote	26%	(127)	28%	(135)	18%	(89)	27%	(133)	484
2018 House Vote: Democrat	29%	(233)	29%	(233)	16%	(132)	27%	(218)	816
2018 House Vote: Republican	16%	(95)	26%	(157)	19%	(112)	39%	(231)	596
2018 House Vote: Someone else	27%	(20)	26%	(20)	18%	(14)	28%	(21)	75
2018 House Vote: Didnt Vote	25%	(184)	28%	(206)	18%	(131)	28%	(206)	726

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**Table MCEN5\_18:** How interested are you in seeing the following movies?  
*Spider-Man: Across the Spider-Verse*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	24%	(532)	28%	(616)	18%	(389)	31%	(676)	2213
4-Region: Northeast	21%	(82)	25%	(95)	20%	(75)	34%	(131)	383
4-Region: Midwest	21%	(95)	26%	(120)	21%	(97)	32%	(146)	457
4-Region: South	26%	(221)	28%	(238)	15%	(129)	31%	(258)	846
4-Region: West	26%	(135)	31%	(164)	17%	(88)	27%	(140)	527
Favorable Opinion of Avatar	33%	(398)	35%	(416)	16%	(197)	15%	(185)	1197
Unfavorable Opinion of Avatar	20%	(85)	21%	(89)	21%	(90)	38%	(163)	427
Enjoyed Seeing Avatar	34%	(390)	35%	(403)	16%	(185)	15%	(173)	1150
Did not Enjoy Seeing Avatar	23%	(55)	29%	(70)	26%	(62)	23%	(55)	243
Saw Avatar	32%	(445)	34%	(473)	18%	(247)	16%	(228)	1393

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

**Table MCEN6\_1:** And how are you planning to first watch the following movies?*The Marvels*

<b>Demographic</b>	<b>I will see this movie in theaters</b>		<b>I will see this movie when it's available at home/on a streaming platform</b>		<b>I will not see this movie</b>		<b>Total N</b>
Adults	15%	(331)	41%	(907)	44%	(975)	2213
Gender: Male	19%	(201)	42%	(448)	39%	(420)	1069
Gender: Female	11%	(130)	40%	(459)	49%	(555)	1144
Age: 18-34	23%	(147)	43%	(280)	34%	(217)	643
Age: 35-44	16%	(58)	53%	(193)	31%	(115)	366
Age: 45-64	14%	(100)	43%	(310)	43%	(305)	715
Age: 65+	5%	(26)	26%	(125)	69%	(338)	489
GenZers: 1997-2012	26%	(54)	37%	(77)	37%	(76)	207
Millennials: 1981-1996	19%	(134)	49%	(343)	31%	(219)	696
GenXers: 1965-1980	18%	(92)	45%	(239)	37%	(194)	525
Baby Boomers: 1946-1964	7%	(47)	34%	(241)	59%	(413)	701
PID: Dem (no lean)	18%	(158)	42%	(361)	40%	(341)	861
PID: Ind (no lean)	13%	(87)	41%	(282)	46%	(320)	688
PID: Rep (no lean)	13%	(85)	40%	(264)	47%	(315)	664
PID/Gender: Dem Men	24%	(98)	42%	(173)	35%	(143)	414
PID/Gender: Dem Women	13%	(60)	42%	(189)	44%	(198)	447
PID/Gender: Ind Men	17%	(54)	39%	(127)	44%	(141)	322
PID/Gender: Ind Women	9%	(33)	42%	(155)	49%	(178)	366
PID/Gender: Rep Men	15%	(49)	45%	(149)	41%	(135)	333
PID/Gender: Rep Women	11%	(37)	35%	(115)	54%	(179)	331
Ideo: Liberal (1-3)	16%	(110)	43%	(294)	41%	(276)	680
Ideo: Moderate (4)	16%	(96)	42%	(253)	42%	(256)	604
Ideo: Conservative (5-7)	13%	(90)	36%	(247)	51%	(347)	684
Educ: < College	15%	(217)	43%	(613)	42%	(609)	1439
Educ: Bachelors degree	14%	(69)	40%	(197)	46%	(225)	491
Educ: Post-grad	16%	(44)	34%	(97)	50%	(141)	283
Income: Under 50k	13%	(159)	41%	(491)	46%	(554)	1205
Income: 50k-100k	18%	(123)	42%	(286)	39%	(265)	674
Income: 100k+	15%	(49)	39%	(130)	47%	(156)	334

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**Table MCEN6\_1:** And how are you planning to first watch the following movies?  
The Marvels

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	15%	(331)	41%	(907)	44%	(975)	2213
Ethnicity: White	12%	(203)	39%	(673)	49%	(837)	1713
Ethnicity: Hispanic	20%	(74)	50%	(187)	30%	(113)	374
Ethnicity: Black	28%	(79)	46%	(129)	26%	(74)	283
Ethnicity: Other	22%	(48)	48%	(105)	30%	(64)	217
All Christian	15%	(146)	39%	(391)	46%	(461)	997
All Non-Christian	11%	(12)	30%	(31)	59%	(62)	106
Atheist	8%	(8)	49%	(52)	43%	(46)	106
Agnostic/Nothing in particular	15%	(87)	42%	(242)	43%	(252)	581
Something Else	18%	(78)	45%	(191)	37%	(155)	423
Religious Non-Protestant/Catholic	12%	(16)	31%	(43)	57%	(77)	136
Evangelical	19%	(100)	41%	(217)	40%	(210)	527
Non-Evangelical	13%	(111)	41%	(340)	46%	(382)	833
Community: Urban	17%	(104)	45%	(275)	39%	(238)	617
Community: Suburban	16%	(161)	40%	(409)	44%	(449)	1019
Community: Rural	11%	(66)	39%	(223)	50%	(288)	577
Employ: Private Sector	19%	(135)	48%	(347)	33%	(237)	719
Employ: Government	19%	(23)	47%	(59)	34%	(42)	125
Employ: Self-Employed	20%	(41)	41%	(83)	39%	(80)	205
Employ: Homemaker	12%	(18)	49%	(75)	39%	(60)	152
Employ: Student	24%	(12)	40%	(21)	36%	(18)	52
Employ: Retired	6%	(35)	29%	(161)	65%	(361)	558
Employ: Unemployed	13%	(29)	41%	(93)	46%	(104)	225
Employ: Other	21%	(37)	38%	(68)	41%	(73)	177
Military HH: Yes	13%	(42)	40%	(127)	46%	(146)	315
Military HH: No	15%	(289)	41%	(780)	44%	(829)	1898
RD/WT: Right Direction	18%	(127)	41%	(286)	40%	(279)	692
RD/WT: Wrong Track	13%	(204)	41%	(621)	46%	(696)	1521

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**Table MCEN6\_1:** And how are you planning to first watch the following movies?*The Marvels*

<b>Demographic</b>	<b>I will see this movie in theaters</b>		<b>I will see this movie when it's available at home/on a streaming platform</b>		<b>I will not see this movie</b>		<b>Total N</b>
Adults	15%	(331)	41%	(907)	44%	(975)	2213
Biden Job Approve	17%	(169)	42%	(409)	41%	(404)	982
Biden Job Disapprove	13%	(146)	40%	(437)	47%	(517)	1100
Biden Job Strongly Approve	17%	(73)	40%	(167)	43%	(181)	421
Biden Job Somewhat Approve	17%	(96)	43%	(242)	40%	(223)	560
Biden Job Somewhat Disapprove	17%	(56)	47%	(154)	36%	(119)	328
Biden Job Strongly Disapprove	12%	(90)	37%	(283)	52%	(398)	772
Favorable of Biden	17%	(165)	41%	(409)	42%	(412)	986
Unfavorable of Biden	13%	(141)	41%	(447)	46%	(510)	1097
Very Favorable of Biden	16%	(76)	41%	(193)	43%	(204)	473
Somewhat Favorable of Biden	17%	(89)	42%	(216)	41%	(208)	513
Somewhat Unfavorable of Biden	15%	(44)	51%	(149)	33%	(96)	289
Very Unfavorable of Biden	12%	(96)	37%	(299)	51%	(413)	808
#1 Issue: Economy	16%	(147)	42%	(395)	42%	(387)	929
#1 Issue: Security	16%	(37)	39%	(90)	46%	(107)	235
#1 Issue: Health Care	15%	(21)	48%	(67)	37%	(52)	140
#1 Issue: Medicare / Social Security	7%	(19)	31%	(81)	62%	(162)	263
#1 Issue: Women's Issues	18%	(52)	43%	(124)	40%	(116)	292
#1 Issue: Education	13%	(11)	54%	(44)	33%	(27)	81
#1 Issue: Energy	18%	(26)	35%	(50)	46%	(65)	141
#1 Issue: Other	14%	(18)	42%	(56)	44%	(59)	133
2022 House Vote: Democrat	16%	(145)	43%	(379)	41%	(359)	883
2022 House Vote: Republican	14%	(93)	37%	(249)	49%	(333)	675
2022 House Vote: Someone else	18%	(14)	42%	(32)	40%	(30)	76
2022 House Vote: Didn't Vote	13%	(78)	43%	(248)	44%	(253)	578
2020 Vote: Joe Biden	16%	(150)	43%	(397)	41%	(385)	932
2020 Vote: Donald Trump	13%	(95)	39%	(277)	48%	(343)	715
2020 Vote: Other	17%	(14)	46%	(38)	37%	(30)	82
2020 Vote: Didn't Vote	15%	(72)	40%	(195)	45%	(217)	484

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**Table MCEN6\_1: And how are you planning to first watch the following movies?**  
*The Marvels*

<b>Demographic</b>	<b>I will see this movie in theaters</b>		<b>I will see this movie when it's available at home/on a streaming platform</b>		<b>I will not see this movie</b>		<b>Total N</b>
Adults	15%	(331)	41%	(907)	44%	(975)	2213
2018 House Vote: Democrat	17%	(138)	43%	(354)	40%	(324)	816
2018 House Vote: Republican	13%	(79)	36%	(215)	51%	(302)	596
2018 House Vote: Someone else	19%	(14)	44%	(33)	38%	(28)	75
2018 House Vote: Didnt Vote	14%	(99)	42%	(305)	44%	(321)	726
4-Region: Northeast	14%	(52)	41%	(156)	46%	(175)	383
4-Region: Midwest	14%	(65)	40%	(184)	45%	(208)	457
4-Region: South	14%	(121)	42%	(355)	44%	(370)	846
4-Region: West	17%	(92)	40%	(213)	42%	(223)	527
Favorable Opinion of Avatar	21%	(248)	51%	(615)	28%	(334)	1197
Unfavorable Opinion of Avatar	13%	(54)	34%	(146)	53%	(227)	427
Enjoyed Seeing Avatar	21%	(241)	52%	(603)	27%	(306)	1150
Did not Enjoy Seeing Avatar	16%	(39)	43%	(105)	41%	(99)	243
Saw Avatar	20%	(280)	51%	(708)	29%	(405)	1393

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

**Table MCEN6\_2:** And how are you planning to first watch the following movies?  
 Guardians of the Galaxy: Volume 3

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	20%	(450)	40%	(885)	40%	(877)	2213
Gender: Male	25%	(267)	41%	(437)	34%	(366)	1069
Gender: Female	16%	(183)	39%	(449)	45%	(512)	1144
Age: 18-34	29%	(185)	44%	(286)	27%	(172)	643
Age: 35-44	29%	(105)	40%	(148)	31%	(113)	366
Age: 45-64	19%	(133)	42%	(299)	40%	(283)	715
Age: 65+	6%	(28)	31%	(152)	63%	(310)	489
GenZers: 1997-2012	32%	(66)	35%	(73)	33%	(68)	207
Millennials: 1981-1996	28%	(197)	46%	(317)	26%	(181)	696
GenXers: 1965-1980	22%	(116)	44%	(234)	33%	(175)	525
Baby Boomers: 1946-1964	9%	(66)	35%	(247)	55%	(387)	701
PID: Dem (no lean)	24%	(203)	39%	(336)	37%	(322)	861
PID: Ind (no lean)	20%	(135)	41%	(283)	39%	(270)	688
PID: Rep (no lean)	17%	(112)	40%	(267)	43%	(285)	664
PID/Gender: Dem Men	29%	(120)	40%	(167)	31%	(128)	414
PID/Gender: Dem Women	19%	(83)	38%	(169)	44%	(195)	447
PID/Gender: Ind Men	25%	(79)	39%	(127)	36%	(117)	322
PID/Gender: Ind Women	15%	(56)	43%	(156)	42%	(154)	366
PID/Gender: Rep Men	20%	(68)	43%	(143)	37%	(122)	333
PID/Gender: Rep Women	13%	(44)	37%	(124)	49%	(163)	331
Ideo: Liberal (1-3)	24%	(163)	40%	(270)	36%	(247)	680
Ideo: Moderate (4)	21%	(129)	40%	(239)	39%	(236)	604
Ideo: Conservative (5-7)	17%	(115)	38%	(263)	45%	(306)	684
Educ: < College	20%	(289)	41%	(592)	39%	(558)	1439
Educ: Bachelors degree	21%	(101)	39%	(194)	40%	(197)	491
Educ: Post-grad	21%	(60)	35%	(100)	43%	(123)	283
Income: Under 50k	18%	(211)	42%	(504)	41%	(490)	1205
Income: 50k-100k	25%	(171)	39%	(264)	36%	(240)	674
Income: 100k+	20%	(68)	35%	(118)	44%	(148)	334

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**Table MCEN6\_2:** And how are you planning to first watch the following movies?  
*Guardians of the Galaxy: Volume 3*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	20%	(450)	40%	(885)	40%	(877)	2213
Ethnicity: White	17%	(293)	40%	(687)	43%	(733)	1713
Ethnicity: Hispanic	34%	(126)	41%	(153)	26%	(96)	374
Ethnicity: Black	27%	(76)	42%	(118)	31%	(88)	283
Ethnicity: Other	37%	(81)	37%	(81)	26%	(56)	217
All Christian	19%	(194)	38%	(378)	43%	(425)	997
All Non-Christian	13%	(14)	38%	(40)	49%	(52)	106
Atheist	22%	(24)	37%	(39)	41%	(44)	106
Agnostic/Nothing in particular	22%	(130)	42%	(246)	35%	(205)	581
Something Else	21%	(89)	43%	(183)	36%	(152)	423
Religious Non-Protestant/Catholic	15%	(20)	38%	(52)	47%	(64)	136
Evangelical	23%	(123)	40%	(208)	37%	(196)	527
Non-Evangelical	18%	(147)	39%	(325)	43%	(361)	833
Community: Urban	23%	(142)	42%	(260)	35%	(215)	617
Community: Suburban	22%	(224)	39%	(394)	39%	(402)	1019
Community: Rural	15%	(84)	40%	(231)	45%	(261)	577
Employ: Private Sector	28%	(198)	42%	(301)	31%	(220)	719
Employ: Government	31%	(38)	42%	(53)	27%	(34)	125
Employ: Self-Employed	22%	(45)	38%	(78)	40%	(82)	205
Employ: Homemaker	17%	(26)	46%	(71)	37%	(56)	152
Employ: Student	29%	(15)	53%	(27)	18%	(9)	52
Employ: Retired	7%	(38)	34%	(190)	59%	(330)	558
Employ: Unemployed	21%	(48)	41%	(93)	38%	(85)	225
Employ: Other	24%	(42)	41%	(72)	35%	(63)	177
Military HH: Yes	18%	(58)	41%	(129)	41%	(128)	315
Military HH: No	21%	(392)	40%	(756)	40%	(750)	1898
RD/WT: Right Direction	21%	(148)	40%	(277)	39%	(267)	692
RD/WT: Wrong Track	20%	(302)	40%	(609)	40%	(611)	1521

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**Table MCEN6\_2:** And how are you planning to first watch the following movies?  
 Guardians of the Galaxy: Volume 3

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	20%	(450)	40%	(885)	40%	(877)	2213
Biden Job Approve	23%	(223)	39%	(382)	38%	(376)	982
Biden Job Disapprove	18%	(202)	41%	(449)	41%	(448)	1100
Biden Job Strongly Approve	21%	(87)	40%	(169)	39%	(165)	421
Biden Job Somewhat Approve	24%	(136)	38%	(213)	38%	(211)	560
Biden Job Somewhat Disapprove	24%	(80)	45%	(146)	31%	(103)	328
Biden Job Strongly Disapprove	16%	(123)	39%	(303)	45%	(346)	772
Favorable of Biden	22%	(219)	39%	(382)	39%	(385)	986
Unfavorable of Biden	19%	(203)	42%	(455)	40%	(439)	1097
Very Favorable of Biden	20%	(97)	39%	(186)	40%	(190)	473
Somewhat Favorable of Biden	24%	(122)	38%	(197)	38%	(195)	513
Somewhat Unfavorable of Biden	24%	(69)	46%	(133)	30%	(88)	289
Very Unfavorable of Biden	17%	(135)	40%	(322)	43%	(351)	808
#1 Issue: Economy	23%	(211)	40%	(373)	37%	(346)	929
#1 Issue: Security	17%	(39)	40%	(94)	43%	(102)	235
#1 Issue: Health Care	20%	(28)	47%	(65)	33%	(46)	140
#1 Issue: Medicare / Social Security	8%	(21)	33%	(86)	59%	(155)	263
#1 Issue: Women's Issues	25%	(74)	39%	(115)	35%	(103)	292
#1 Issue: Education	29%	(24)	49%	(40)	22%	(18)	81
#1 Issue: Energy	18%	(26)	39%	(55)	43%	(60)	141
#1 Issue: Other	21%	(28)	43%	(57)	36%	(47)	133
2022 House Vote: Democrat	23%	(206)	39%	(344)	38%	(333)	883
2022 House Vote: Republican	17%	(116)	38%	(257)	45%	(302)	675
2022 House Vote: Someone else	27%	(21)	29%	(22)	43%	(33)	76
2022 House Vote: Didn't Vote	18%	(107)	45%	(262)	36%	(209)	578
2020 Vote: Joe Biden	22%	(209)	38%	(356)	39%	(366)	932
2020 Vote: Donald Trump	18%	(126)	39%	(280)	43%	(309)	715
2020 Vote: Other	30%	(25)	37%	(30)	33%	(27)	82
2020 Vote: Didn't Vote	19%	(90)	45%	(218)	36%	(175)	484

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**Table MCEN6\_2:** And how are you planning to first watch the following movies?  
*Guardians of the Galaxy: Volume 3*

<b>Demographic</b>	<b>I will see this movie in theaters</b>		<b>I will see this movie when it's available at home/on a streaming platform</b>		<b>I will not see this movie</b>		<b>Total N</b>
Adults	20%	(450)	40%	(885)	40%	(877)	2213
2018 House Vote: Democrat	22%	(180)	39%	(316)	39%	(320)	816
2018 House Vote: Republican	18%	(107)	37%	(219)	45%	(270)	596
2018 House Vote: Someone else	27%	(20)	36%	(27)	37%	(28)	75
2018 House Vote: Didnt Vote	20%	(143)	45%	(323)	36%	(260)	726
4-Region: Northeast	15%	(59)	42%	(162)	42%	(162)	383
4-Region: Midwest	17%	(76)	40%	(183)	43%	(198)	457
4-Region: South	20%	(166)	42%	(352)	39%	(328)	846
4-Region: West	28%	(149)	36%	(188)	36%	(190)	527
Favorable Opinion of Avatar	26%	(314)	50%	(604)	23%	(279)	1197
Unfavorable Opinion of Avatar	21%	(90)	34%	(144)	45%	(192)	427
Enjoyed Seeing Avatar	28%	(321)	51%	(585)	21%	(244)	1150
Did not Enjoy Seeing Avatar	24%	(58)	41%	(100)	35%	(84)	243
Saw Avatar	27%	(379)	49%	(686)	24%	(328)	1393

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

**Table MCEN6\_3:** And how are you planning to first watch the following movies?  
*Ant-Man and the Wasp: Quantumania*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	14%	(312)	37%	(824)	49%	(1077)	2213
Gender: Male	18%	(191)	40%	(433)	42%	(445)	1069
Gender: Female	11%	(121)	34%	(391)	55%	(632)	1144
Age: 18-34	20%	(128)	44%	(283)	36%	(232)	643
Age: 35-44	21%	(77)	42%	(154)	37%	(134)	366
Age: 45-64	13%	(93)	38%	(269)	49%	(353)	715
Age: 65+	3%	(15)	24%	(118)	73%	(357)	489
GenZers: 1997-2012	26%	(53)	37%	(76)	38%	(78)	207
Millennials: 1981-1996	19%	(133)	45%	(315)	36%	(247)	696
GenXers: 1965-1980	17%	(91)	40%	(212)	42%	(222)	525
Baby Boomers: 1946-1964	5%	(32)	31%	(214)	65%	(454)	701
PID: Dem (no lean)	17%	(150)	38%	(330)	44%	(381)	861
PID: Ind (no lean)	13%	(89)	37%	(254)	50%	(345)	688
PID: Rep (no lean)	11%	(73)	36%	(241)	53%	(350)	664
PID/Gender: Dem Men	22%	(92)	42%	(176)	35%	(147)	414
PID/Gender: Dem Women	13%	(58)	34%	(154)	53%	(235)	447
PID/Gender: Ind Men	17%	(55)	35%	(114)	47%	(152)	322
PID/Gender: Ind Women	9%	(34)	38%	(140)	53%	(193)	366
PID/Gender: Rep Men	13%	(44)	43%	(143)	44%	(146)	333
PID/Gender: Rep Women	9%	(29)	30%	(98)	62%	(204)	331
Ideo: Liberal (1-3)	18%	(119)	38%	(257)	45%	(304)	680
Ideo: Moderate (4)	14%	(84)	42%	(252)	44%	(268)	604
Ideo: Conservative (5-7)	10%	(70)	34%	(230)	56%	(385)	684
Educ: < College	14%	(204)	38%	(540)	48%	(695)	1439
Educ: Bachelors degree	13%	(63)	38%	(187)	49%	(241)	491
Educ: Post-grad	16%	(44)	35%	(98)	50%	(141)	283
Income: Under 50k	12%	(145)	36%	(438)	52%	(622)	1205
Income: 50k-100k	18%	(118)	40%	(271)	42%	(285)	674
Income: 100k+	15%	(49)	35%	(116)	51%	(170)	334

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**Table MCEN6\_3:** And how are you planning to first watch the following movies?  
*Ant-Man and the Wasp: Quantumania*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	14%	(312)	37%	(824)	49%	(1077)	2213
Ethnicity: White	11%	(197)	36%	(614)	53%	(902)	1713
Ethnicity: Hispanic	23%	(87)	44%	(163)	33%	(124)	374
Ethnicity: Black	21%	(60)	44%	(124)	35%	(99)	283
Ethnicity: Other	26%	(56)	39%	(86)	35%	(76)	217
All Christian	12%	(119)	36%	(359)	52%	(519)	997
All Non-Christian	12%	(12)	39%	(41)	50%	(52)	106
Atheist	18%	(19)	39%	(41)	43%	(46)	106
Agnostic/Nothing in particular	16%	(91)	38%	(220)	46%	(270)	581
Something Else	17%	(71)	38%	(163)	45%	(190)	423
Religious Non-Protestant/Catholic	11%	(15)	39%	(53)	50%	(68)	136
Evangelical	17%	(89)	37%	(196)	46%	(242)	527
Non-Evangelical	11%	(93)	36%	(300)	53%	(441)	833
Community: Urban	16%	(101)	40%	(246)	44%	(269)	617
Community: Suburban	15%	(154)	35%	(360)	50%	(505)	1019
Community: Rural	10%	(57)	38%	(218)	52%	(302)	577
Employ: Private Sector	18%	(128)	44%	(314)	38%	(276)	719
Employ: Government	24%	(30)	44%	(55)	32%	(40)	125
Employ: Self-Employed	14%	(29)	40%	(82)	46%	(94)	205
Employ: Homemaker	13%	(19)	39%	(60)	48%	(73)	152
Employ: Student	29%	(15)	35%	(18)	37%	(19)	52
Employ: Retired	4%	(23)	27%	(152)	69%	(383)	558
Employ: Unemployed	14%	(32)	37%	(84)	48%	(109)	225
Employ: Other	20%	(36)	33%	(59)	47%	(83)	177
Military HH: Yes	10%	(33)	37%	(118)	52%	(164)	315
Military HH: No	15%	(279)	37%	(706)	48%	(913)	1898
RD/WT: Right Direction	18%	(123)	38%	(260)	45%	(309)	692
RD/WT: Wrong Track	12%	(189)	37%	(564)	50%	(768)	1521

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**Table MCEN6\_3:** *And how are you planning to first watch the following movies?  
 Ant-Man and the Wasp: Quantumania*

<b>Demographic</b>	<b>I will see this movie in theaters</b>		<b>I will see this movie when it's available at home/on a streaming platform</b>		<b>I will not see this movie</b>		<b>Total N</b>
Adults	14%	(312)	37%	(824)	49%	(1077)	2213
Biden Job Approve	18%	(173)	36%	(357)	46%	(452)	982
Biden Job Disapprove	11%	(117)	38%	(420)	51%	(563)	1100
Biden Job Strongly Approve	19%	(79)	38%	(158)	44%	(184)	421
Biden Job Somewhat Approve	17%	(95)	35%	(198)	48%	(268)	560
Biden Job Somewhat Disapprove	13%	(44)	47%	(154)	40%	(130)	328
Biden Job Strongly Disapprove	10%	(73)	34%	(266)	56%	(433)	772
Favorable of Biden	16%	(162)	37%	(366)	46%	(458)	986
Unfavorable of Biden	11%	(121)	37%	(411)	51%	(565)	1097
Very Favorable of Biden	17%	(82)	37%	(174)	46%	(216)	473
Somewhat Favorable of Biden	16%	(80)	37%	(191)	47%	(242)	513
Somewhat Unfavorable of Biden	13%	(38)	46%	(132)	41%	(118)	289
Very Unfavorable of Biden	10%	(83)	35%	(279)	55%	(446)	808
#1 Issue: Economy	15%	(138)	39%	(359)	47%	(433)	929
#1 Issue: Security	12%	(29)	38%	(89)	50%	(117)	235
#1 Issue: Health Care	16%	(23)	44%	(61)	40%	(56)	140
#1 Issue: Medicare / Social Security	6%	(16)	25%	(67)	68%	(180)	263
#1 Issue: Women's Issues	19%	(55)	38%	(111)	43%	(126)	292
#1 Issue: Education	15%	(12)	48%	(39)	37%	(30)	81
#1 Issue: Energy	14%	(19)	37%	(52)	50%	(70)	141
#1 Issue: Other	15%	(20)	35%	(47)	50%	(66)	133
2022 House Vote: Democrat	17%	(154)	39%	(340)	44%	(389)	883
2022 House Vote: Republican	11%	(72)	35%	(237)	54%	(367)	675
2022 House Vote: Someone else	14%	(10)	31%	(23)	55%	(42)	76
2022 House Vote: Didn't Vote	13%	(76)	39%	(224)	48%	(278)	578
2020 Vote: Joe Biden	16%	(151)	38%	(356)	46%	(425)	932
2020 Vote: Donald Trump	12%	(83)	35%	(248)	54%	(384)	715
2020 Vote: Other	19%	(16)	35%	(29)	46%	(38)	82
2020 Vote: Didn't Vote	13%	(62)	40%	(192)	48%	(230)	484

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**Table MCEN6\_3:** And how are you planning to first watch the following movies?  
*Ant-Man and the Wasp: Quantumania*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	14%	(312)	37%	(824)	49%	(1077)	2213
2018 House Vote: Democrat	17%	(138)	39%	(316)	44%	(362)	816
2018 House Vote: Republican	11%	(65)	33%	(199)	56%	(332)	596
2018 House Vote: Someone else	12%	(9)	37%	(28)	51%	(38)	75
2018 House Vote: Didnt Vote	14%	(101)	39%	(281)	47%	(344)	726
4-Region: Northeast	12%	(45)	37%	(142)	51%	(196)	383
4-Region: Midwest	13%	(57)	37%	(168)	51%	(232)	457
4-Region: South	13%	(112)	38%	(325)	48%	(409)	846
4-Region: West	19%	(98)	36%	(190)	45%	(239)	527
Favorable Opinion of Avatar	18%	(213)	49%	(581)	34%	(403)	1197
Unfavorable Opinion of Avatar	15%	(63)	29%	(123)	56%	(241)	427
Enjoyed Seeing Avatar	19%	(224)	48%	(556)	32%	(370)	1150
Did not Enjoy Seeing Avatar	16%	(40)	37%	(91)	46%	(112)	243
Saw Avatar	19%	(264)	46%	(647)	35%	(482)	1393

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

**Table MCEN6\_4:** And how are you planning to first watch the following movies?  
 Fantastic Four (2025)

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	15%	(338)	40%	(893)	44%	(982)	2213
Gender: Male	20%	(216)	41%	(444)	38%	(410)	1069
Gender: Female	11%	(122)	39%	(450)	50%	(572)	1144
Age: 18-34	23%	(145)	44%	(281)	34%	(217)	643
Age: 35-44	17%	(62)	50%	(182)	33%	(122)	366
Age: 45-64	16%	(112)	42%	(303)	42%	(300)	715
Age: 65+	4%	(19)	26%	(127)	70%	(343)	489
GenZers: 1997-2012	28%	(57)	41%	(84)	32%	(66)	207
Millennials: 1981-1996	19%	(132)	47%	(327)	34%	(237)	696
GenXers: 1965-1980	18%	(95)	46%	(242)	36%	(189)	525
Baby Boomers: 1946-1964	8%	(53)	33%	(232)	59%	(415)	701
PID: Dem (no lean)	18%	(155)	42%	(357)	40%	(348)	861
PID: Ind (no lean)	14%	(97)	42%	(290)	44%	(301)	688
PID: Rep (no lean)	13%	(85)	37%	(246)	50%	(333)	664
PID/Gender: Dem Men	25%	(102)	42%	(175)	33%	(137)	414
PID/Gender: Dem Women	12%	(53)	41%	(183)	47%	(211)	447
PID/Gender: Ind Men	18%	(57)	41%	(133)	41%	(132)	322
PID/Gender: Ind Women	11%	(40)	43%	(157)	46%	(169)	366
PID/Gender: Rep Men	17%	(57)	41%	(136)	42%	(140)	333
PID/Gender: Rep Women	9%	(29)	33%	(110)	58%	(192)	331
Ideo: Liberal (1-3)	18%	(120)	42%	(285)	40%	(275)	680
Ideo: Moderate (4)	15%	(92)	43%	(261)	42%	(251)	604
Ideo: Conservative (5-7)	13%	(89)	35%	(238)	52%	(357)	684
Educ: < College	16%	(225)	42%	(597)	43%	(616)	1439
Educ: Bachelors degree	14%	(70)	41%	(200)	45%	(221)	491
Educ: Post-grad	15%	(42)	34%	(96)	51%	(144)	283
Income: Under 50k	14%	(167)	40%	(485)	46%	(553)	1205
Income: 50k-100k	19%	(130)	41%	(278)	39%	(266)	674
Income: 100k+	12%	(41)	39%	(131)	49%	(162)	334

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**Table MCEN6\_4: And how are you planning to first watch the following movies?**  
*Fantastic Four (2025)*

<b>Demographic</b>	<b>I will see this movie in theaters</b>		<b>I will see this movie when it's available at home/on a streaming platform</b>		<b>I will not see this movie</b>		<b>Total N</b>
Adults	15%	(338)	40%	(893)	44%	(982)	2213
Ethnicity: White	12%	(203)	39%	(672)	49%	(838)	1713
Ethnicity: Hispanic	25%	(94)	46%	(171)	29%	(110)	374
Ethnicity: Black	27%	(75)	44%	(126)	29%	(82)	283
Ethnicity: Other	28%	(60)	44%	(95)	29%	(62)	217
All Christian	13%	(133)	40%	(403)	46%	(461)	997
All Non-Christian	9%	(10)	39%	(42)	51%	(54)	106
Atheist	16%	(17)	39%	(41)	45%	(48)	106
Agnostic/Nothing in particular	17%	(98)	39%	(229)	44%	(254)	581
Something Else	19%	(79)	42%	(179)	39%	(165)	423
Religious Non-Protestant/Catholic	10%	(14)	40%	(54)	50%	(68)	136
Evangelical	19%	(98)	41%	(216)	40%	(213)	527
Non-Evangelical	13%	(105)	40%	(337)	47%	(391)	833
Community: Urban	18%	(111)	42%	(259)	40%	(247)	617
Community: Suburban	17%	(169)	39%	(396)	45%	(455)	1019
Community: Rural	10%	(58)	41%	(239)	48%	(279)	577
Employ: Private Sector	20%	(144)	45%	(325)	35%	(249)	719
Employ: Government	16%	(20)	50%	(62)	35%	(43)	125
Employ: Self-Employed	21%	(44)	42%	(86)	37%	(75)	205
Employ: Homemaker	10%	(15)	45%	(68)	46%	(69)	152
Employ: Student	27%	(14)	41%	(21)	32%	(17)	52
Employ: Retired	5%	(29)	30%	(170)	64%	(359)	558
Employ: Unemployed	19%	(44)	38%	(87)	42%	(95)	225
Employ: Other	16%	(29)	42%	(74)	42%	(75)	177
Military HH: Yes	11%	(35)	45%	(140)	44%	(140)	315
Military HH: No	16%	(303)	40%	(753)	44%	(842)	1898
RD/WT: Right Direction	18%	(126)	42%	(287)	40%	(278)	692
RD/WT: Wrong Track	14%	(211)	40%	(606)	46%	(704)	1521

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**Table MCEN6\_4:** And how are you planning to first watch the following movies?  
 Fantastic Four (2025)

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	15%	(338)	40%	(893)	44%	(982)	2213
Biden Job Approve	18%	(177)	41%	(400)	41%	(405)	982
Biden Job Disapprove	13%	(138)	40%	(443)	47%	(519)	1100
Biden Job Strongly Approve	16%	(69)	42%	(176)	42%	(176)	421
Biden Job Somewhat Approve	19%	(108)	40%	(224)	41%	(228)	560
Biden Job Somewhat Disapprove	17%	(57)	47%	(153)	36%	(119)	328
Biden Job Strongly Disapprove	11%	(81)	38%	(290)	52%	(400)	772
Favorable of Biden	17%	(168)	41%	(403)	42%	(414)	986
Unfavorable of Biden	13%	(144)	40%	(443)	47%	(510)	1097
Very Favorable of Biden	16%	(74)	43%	(201)	42%	(197)	473
Somewhat Favorable of Biden	18%	(94)	39%	(202)	42%	(217)	513
Somewhat Unfavorable of Biden	17%	(48)	49%	(143)	34%	(98)	289
Very Unfavorable of Biden	12%	(95)	37%	(301)	51%	(412)	808
#1 Issue: Economy	18%	(163)	40%	(374)	42%	(392)	929
#1 Issue: Security	16%	(38)	39%	(91)	45%	(106)	235
#1 Issue: Health Care	16%	(22)	47%	(65)	38%	(52)	140
#1 Issue: Medicare / Social Security	7%	(19)	33%	(85)	60%	(158)	263
#1 Issue: Women's Issues	16%	(46)	42%	(123)	42%	(123)	292
#1 Issue: Education	15%	(12)	55%	(44)	30%	(24)	81
#1 Issue: Energy	16%	(22)	41%	(58)	43%	(61)	141
#1 Issue: Other	11%	(15)	39%	(52)	49%	(65)	133
2022 House Vote: Democrat	17%	(154)	41%	(365)	41%	(364)	883
2022 House Vote: Republican	13%	(90)	36%	(243)	51%	(342)	675
2022 House Vote: Someone else	21%	(16)	36%	(28)	43%	(33)	76
2022 House Vote: Didn't Vote	13%	(77)	45%	(258)	42%	(243)	578
2020 Vote: Joe Biden	17%	(159)	41%	(386)	41%	(387)	932
2020 Vote: Donald Trump	14%	(98)	37%	(262)	50%	(355)	715
2020 Vote: Other	16%	(13)	43%	(35)	41%	(34)	82
2020 Vote: Didn't Vote	14%	(67)	43%	(210)	43%	(207)	484

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**Table MCEN6\_4:** And how are you planning to first watch the following movies?  
Fantastic Four (2025)

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	15%	(338)	40%	(893)	44%	(982)	2213
2018 House Vote: Democrat	17%	(140)	42%	(346)	40%	(330)	816
2018 House Vote: Republican	13%	(80)	34%	(204)	52%	(312)	596
2018 House Vote: Someone else	19%	(15)	37%	(28)	43%	(33)	75
2018 House Vote: Didnt Vote	14%	(104)	43%	(316)	42%	(306)	726
4-Region: Northeast	14%	(55)	42%	(159)	44%	(169)	383
4-Region: Midwest	14%	(62)	39%	(181)	47%	(214)	457
4-Region: South	15%	(126)	41%	(347)	44%	(373)	846
4-Region: West	18%	(94)	39%	(207)	43%	(226)	527
Favorable Opinion of Avatar	20%	(241)	52%	(623)	28%	(332)	1197
Unfavorable Opinion of Avatar	14%	(61)	31%	(134)	54%	(232)	427
Enjoyed Seeing Avatar	21%	(245)	53%	(605)	26%	(300)	1150
Did not Enjoy Seeing Avatar	16%	(38)	42%	(101)	43%	(104)	243
Saw Avatar	20%	(283)	51%	(706)	29%	(404)	1393

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

**Table MCEN6\_5:** And how are you planning to first watch the following movies?*Blade (2024)*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	15%	(332)	39%	(874)	46%	(1007)	2213
Gender: Male	21%	(220)	41%	(439)	38%	(411)	1069
Gender: Female	10%	(113)	38%	(435)	52%	(596)	1144
Age: 18-34	23%	(148)	42%	(271)	35%	(224)	643
Age: 35-44	21%	(77)	47%	(171)	32%	(118)	366
Age: 45-64	12%	(88)	41%	(296)	46%	(331)	715
Age: 65+	4%	(20)	28%	(135)	68%	(334)	489
GenZers: 1997-2012	24%	(50)	34%	(71)	42%	(87)	207
Millennials: 1981-1996	23%	(160)	45%	(313)	32%	(223)	696
GenXers: 1965-1980	15%	(78)	47%	(248)	38%	(199)	525
Baby Boomers: 1946-1964	6%	(43)	33%	(234)	60%	(423)	701
PID: Dem (no lean)	18%	(155)	40%	(341)	42%	(365)	861
PID: Ind (no lean)	14%	(96)	42%	(289)	44%	(304)	688
PID: Rep (no lean)	12%	(82)	37%	(244)	51%	(339)	664
PID/Gender: Dem Men	24%	(100)	42%	(173)	34%	(141)	414
PID/Gender: Dem Women	12%	(54)	38%	(169)	50%	(223)	447
PID/Gender: Ind Men	19%	(62)	42%	(134)	39%	(127)	322
PID/Gender: Ind Women	9%	(34)	42%	(155)	48%	(177)	366
PID/Gender: Rep Men	17%	(58)	40%	(132)	43%	(143)	333
PID/Gender: Rep Women	7%	(24)	34%	(112)	59%	(195)	331
Ideo: Liberal (1-3)	16%	(110)	43%	(292)	41%	(278)	680
Ideo: Moderate (4)	19%	(112)	39%	(234)	43%	(258)	604
Ideo: Conservative (5-7)	11%	(77)	36%	(248)	53%	(359)	684
Educ: < College	16%	(224)	41%	(592)	43%	(623)	1439
Educ: Bachelors degree	14%	(70)	40%	(195)	46%	(227)	491
Educ: Post-grad	14%	(38)	31%	(87)	56%	(157)	283
Income: Under 50k	14%	(164)	41%	(492)	45%	(548)	1205
Income: 50k-100k	19%	(130)	39%	(261)	42%	(284)	674
Income: 100k+	11%	(38)	36%	(121)	52%	(175)	334

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**Table MCEN6\_5:** And how are you planning to first watch the following movies?

*Blade (2024)*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	15%	(332)	39%	(874)	46%	(1007)	2213
Ethnicity: White	11%	(188)	39%	(674)	50%	(851)	1713
Ethnicity: Hispanic	25%	(95)	43%	(161)	31%	(118)	374
Ethnicity: Black	32%	(90)	41%	(117)	27%	(76)	283
Ethnicity: Other	25%	(54)	38%	(83)	37%	(80)	217
All Christian	13%	(125)	37%	(369)	50%	(503)	997
All Non-Christian	16%	(17)	38%	(40)	46%	(48)	106
Atheist	8%	(8)	48%	(51)	44%	(47)	106
Agnostic/Nothing in particular	19%	(109)	40%	(231)	41%	(241)	581
Something Else	17%	(72)	43%	(182)	40%	(169)	423
Religious Non-Protestant/Catholic	15%	(20)	36%	(49)	49%	(67)	136
Evangelical	16%	(82)	41%	(215)	44%	(230)	527
Non-Evangelical	13%	(107)	38%	(312)	50%	(414)	833
Community: Urban	21%	(131)	41%	(256)	37%	(231)	617
Community: Suburban	14%	(141)	38%	(391)	48%	(488)	1019
Community: Rural	11%	(61)	39%	(227)	50%	(289)	577
Employ: Private Sector	20%	(142)	40%	(290)	40%	(286)	719
Employ: Government	28%	(35)	40%	(50)	32%	(40)	125
Employ: Self-Employed	21%	(44)	40%	(81)	39%	(80)	205
Employ: Homemaker	10%	(15)	41%	(63)	49%	(74)	152
Employ: Student	15%	(8)	37%	(19)	47%	(24)	52
Employ: Retired	5%	(26)	32%	(177)	63%	(354)	558
Employ: Unemployed	12%	(28)	49%	(111)	38%	(87)	225
Employ: Other	19%	(34)	46%	(81)	35%	(62)	177
Military HH: Yes	11%	(35)	41%	(129)	48%	(151)	315
Military HH: No	16%	(297)	39%	(744)	45%	(856)	1898
RD/WT: Right Direction	18%	(124)	39%	(271)	43%	(297)	692
RD/WT: Wrong Track	14%	(208)	40%	(603)	47%	(710)	1521

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**Table MCEN6\_5:** And how are you planning to first watch the following movies?*Blade (2024)*

<b>Demographic</b>	<b>I will see this movie in theaters</b>		<b>I will see this movie when it's available at home/on a streaming platform</b>		<b>I will not see this movie</b>		<b>Total N</b>
Adults	15%	(332)	39%	(874)	46%	(1007)	2213
Biden Job Approve	17%	(170)	38%	(376)	44%	(435)	982
Biden Job Disapprove	14%	(149)	40%	(441)	46%	(510)	1100
Biden Job Strongly Approve	17%	(72)	41%	(172)	42%	(177)	421
Biden Job Somewhat Approve	18%	(98)	36%	(204)	46%	(258)	560
Biden Job Somewhat Disapprove	18%	(60)	44%	(146)	37%	(122)	328
Biden Job Strongly Disapprove	11%	(88)	38%	(295)	50%	(388)	772
Favorable of Biden	17%	(172)	38%	(375)	45%	(439)	986
Unfavorable of Biden	13%	(147)	40%	(444)	46%	(506)	1097
Very Favorable of Biden	16%	(74)	41%	(195)	43%	(204)	473
Somewhat Favorable of Biden	19%	(98)	35%	(181)	46%	(235)	513
Somewhat Unfavorable of Biden	16%	(47)	48%	(138)	36%	(105)	289
Very Unfavorable of Biden	12%	(101)	38%	(307)	50%	(401)	808
#1 Issue: Economy	18%	(163)	40%	(373)	42%	(393)	929
#1 Issue: Security	13%	(30)	38%	(90)	49%	(114)	235
#1 Issue: Health Care	17%	(23)	40%	(56)	43%	(61)	140
#1 Issue: Medicare / Social Security	8%	(20)	32%	(84)	60%	(159)	263
#1 Issue: Women's Issues	16%	(47)	42%	(121)	42%	(123)	292
#1 Issue: Education	14%	(11)	57%	(46)	30%	(24)	81
#1 Issue: Energy	17%	(23)	36%	(51)	48%	(67)	141
#1 Issue: Other	10%	(14)	40%	(53)	49%	(66)	133
2022 House Vote: Democrat	18%	(162)	40%	(358)	41%	(364)	883
2022 House Vote: Republican	12%	(80)	35%	(239)	53%	(357)	675
2022 House Vote: Someone else	14%	(11)	33%	(25)	53%	(40)	76
2022 House Vote: Didn't Vote	14%	(80)	44%	(252)	43%	(246)	578
2020 Vote: Joe Biden	18%	(165)	40%	(374)	42%	(392)	932
2020 Vote: Donald Trump	12%	(86)	37%	(267)	51%	(361)	715
2020 Vote: Other	24%	(20)	38%	(31)	38%	(31)	82
2020 Vote: Didn't Vote	13%	(61)	42%	(201)	46%	(222)	484

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**Table MCEN6\_5: And how are you planning to first watch the following movies?**  
*Blade (2024)*

<b>Demographic</b>	<b>I will see this movie in theaters</b>		<b>I will see this movie when it's available at home/on a streaming platform</b>		<b>I will not see this movie</b>		<b>Total N</b>
Adults	15%	(332)	39%	(874)	46%	(1007)	2213
2018 House Vote: Democrat	19%	(153)	41%	(335)	40%	(328)	816
2018 House Vote: Republican	11%	(68)	36%	(213)	53%	(314)	596
2018 House Vote: Someone else	17%	(13)	33%	(25)	50%	(38)	75
2018 House Vote: Didnt Vote	13%	(98)	41%	(300)	45%	(327)	726
4-Region: Northeast	13%	(51)	40%	(154)	46%	(178)	383
4-Region: Midwest	13%	(61)	39%	(178)	48%	(218)	457
4-Region: South	16%	(133)	39%	(330)	45%	(383)	846
4-Region: West	17%	(88)	40%	(211)	43%	(229)	527
Favorable Opinion of Avatar	20%	(244)	49%	(585)	31%	(368)	1197
Unfavorable Opinion of Avatar	16%	(68)	31%	(131)	54%	(229)	427
Enjoyed Seeing Avatar	21%	(244)	48%	(553)	31%	(353)	1150
Did not Enjoy Seeing Avatar	19%	(46)	45%	(109)	36%	(89)	243
Saw Avatar	21%	(290)	48%	(662)	32%	(441)	1393

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

**Table MCEN6\_6:** And how are you planning to first watch the following movies?  
 Captain America: New World Order

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(415)	39%	(871)	42%	(927)	2213
Gender: Male	24%	(253)	41%	(444)	35%	(373)	1069
Gender: Female	14%	(162)	37%	(427)	48%	(555)	1144
Age: 18-34	28%	(180)	42%	(271)	30%	(192)	643
Age: 35-44	25%	(93)	43%	(159)	31%	(114)	366
Age: 45-64	17%	(119)	43%	(305)	41%	(291)	715
Age: 65+	5%	(23)	28%	(135)	68%	(331)	489
GenZers: 1997-2012	31%	(64)	36%	(74)	33%	(69)	207
Millennials: 1981-1996	27%	(186)	44%	(307)	29%	(203)	696
GenXers: 1965-1980	21%	(109)	45%	(237)	34%	(179)	525
Baby Boomers: 1946-1964	8%	(53)	35%	(244)	58%	(403)	701
PID: Dem (no lean)	23%	(201)	38%	(330)	38%	(330)	861
PID: Ind (no lean)	16%	(113)	41%	(279)	43%	(296)	688
PID: Rep (no lean)	15%	(101)	39%	(262)	45%	(302)	664
PID/Gender: Dem Men	30%	(124)	38%	(155)	33%	(135)	414
PID/Gender: Dem Women	17%	(77)	39%	(175)	44%	(195)	447
PID/Gender: Ind Men	20%	(63)	43%	(140)	37%	(120)	322
PID/Gender: Ind Women	14%	(50)	38%	(139)	48%	(176)	366
PID/Gender: Rep Men	20%	(66)	45%	(149)	36%	(118)	333
PID/Gender: Rep Women	11%	(35)	34%	(113)	55%	(183)	331
Ideo: Liberal (1-3)	20%	(138)	42%	(287)	37%	(255)	680
Ideo: Moderate (4)	20%	(121)	39%	(238)	41%	(245)	604
Ideo: Conservative (5-7)	15%	(104)	36%	(248)	49%	(333)	684
Educ: < College	19%	(271)	40%	(582)	41%	(586)	1439
Educ: Bachelors degree	19%	(91)	39%	(190)	43%	(211)	491
Educ: Post-grad	19%	(53)	35%	(99)	46%	(131)	283
Income: Under 50k	17%	(201)	39%	(473)	44%	(531)	1205
Income: 50k-100k	23%	(152)	41%	(275)	37%	(247)	674
Income: 100k+	19%	(62)	37%	(123)	45%	(150)	334

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**Table MCEN6\_6:** And how are you planning to first watch the following movies?  
*Captain America: New World Order*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(415)	39%	(871)	42%	(927)	2213
Ethnicity: White	15%	(255)	39%	(662)	46%	(796)	1713
Ethnicity: Hispanic	30%	(111)	45%	(170)	25%	(93)	374
Ethnicity: Black	32%	(90)	40%	(113)	28%	(80)	283
Ethnicity: Other	32%	(70)	44%	(95)	24%	(52)	217
All Christian	17%	(168)	39%	(390)	44%	(439)	997
All Non-Christian	11%	(12)	37%	(40)	51%	(54)	106
Atheist	16%	(17)	39%	(42)	44%	(47)	106
Agnostic/Nothing in particular	21%	(121)	41%	(235)	39%	(225)	581
Something Else	23%	(97)	39%	(164)	38%	(162)	423
Religious Non-Protestant/Catholic	10%	(14)	40%	(55)	49%	(67)	136
Evangelical	23%	(119)	39%	(204)	39%	(204)	527
Non-Evangelical	16%	(137)	38%	(318)	45%	(379)	833
Community: Urban	21%	(130)	44%	(269)	35%	(218)	617
Community: Suburban	20%	(207)	37%	(378)	43%	(434)	1019
Community: Rural	13%	(78)	39%	(224)	48%	(275)	577
Employ: Private Sector	25%	(177)	43%	(311)	32%	(231)	719
Employ: Government	24%	(30)	46%	(57)	30%	(37)	125
Employ: Self-Employed	23%	(47)	38%	(78)	39%	(81)	205
Employ: Homemaker	13%	(20)	48%	(74)	38%	(58)	152
Employ: Student	34%	(18)	45%	(23)	21%	(11)	52
Employ: Retired	5%	(30)	33%	(183)	62%	(345)	558
Employ: Unemployed	20%	(45)	36%	(81)	44%	(99)	225
Employ: Other	27%	(48)	36%	(65)	36%	(65)	177
Military HH: Yes	14%	(45)	43%	(135)	43%	(135)	315
Military HH: No	19%	(370)	39%	(736)	42%	(792)	1898
RD/WT: Right Direction	21%	(142)	41%	(281)	39%	(269)	692
RD/WT: Wrong Track	18%	(273)	39%	(590)	43%	(658)	1521

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**Table MCEN6\_6:** And how are you planning to first watch the following movies?  
*Captain America: New World Order*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(415)	39%	(871)	42%	(927)	2213
Biden Job Approve	22%	(216)	39%	(383)	39%	(382)	982
Biden Job Disapprove	15%	(169)	40%	(438)	45%	(493)	1100
Biden Job Strongly Approve	20%	(84)	41%	(171)	39%	(166)	421
Biden Job Somewhat Approve	24%	(132)	38%	(212)	39%	(216)	560
Biden Job Somewhat Disapprove	20%	(65)	44%	(143)	36%	(119)	328
Biden Job Strongly Disapprove	13%	(104)	38%	(295)	48%	(373)	772
Favorable of Biden	22%	(213)	38%	(379)	40%	(394)	986
Unfavorable of Biden	16%	(173)	40%	(444)	44%	(480)	1097
Very Favorable of Biden	19%	(92)	41%	(196)	39%	(186)	473
Somewhat Favorable of Biden	24%	(121)	36%	(184)	41%	(208)	513
Somewhat Unfavorable of Biden	21%	(61)	46%	(133)	33%	(95)	289
Very Unfavorable of Biden	14%	(112)	39%	(311)	48%	(385)	808
#1 Issue: Economy	22%	(201)	40%	(373)	38%	(356)	929
#1 Issue: Security	15%	(35)	41%	(97)	44%	(104)	235
#1 Issue: Health Care	21%	(30)	45%	(62)	34%	(48)	140
#1 Issue: Medicare / Social Security	7%	(19)	31%	(81)	62%	(162)	263
#1 Issue: Women's Issues	22%	(64)	38%	(112)	40%	(116)	292
#1 Issue: Education	25%	(20)	49%	(40)	26%	(21)	81
#1 Issue: Energy	17%	(24)	38%	(54)	45%	(64)	141
#1 Issue: Other	17%	(23)	40%	(53)	43%	(57)	133
2022 House Vote: Democrat	22%	(198)	40%	(350)	38%	(335)	883
2022 House Vote: Republican	15%	(100)	39%	(265)	46%	(310)	675
2022 House Vote: Someone else	21%	(16)	36%	(27)	43%	(33)	76
2022 House Vote: Didn't Vote	17%	(100)	40%	(229)	43%	(249)	578
2020 Vote: Joe Biden	21%	(195)	40%	(372)	39%	(364)	932
2020 Vote: Donald Trump	14%	(102)	40%	(283)	46%	(330)	715
2020 Vote: Other	29%	(24)	35%	(29)	36%	(29)	82
2020 Vote: Didn't Vote	19%	(93)	39%	(187)	42%	(204)	484

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**Table MCEN6\_6:** And how are you planning to first watch the following movies?  
*Captain America: New World Order*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(415)	39%	(871)	42%	(927)	2213
2018 House Vote: Democrat	22%	(179)	39%	(321)	39%	(316)	816
2018 House Vote: Republican	16%	(95)	36%	(213)	48%	(287)	596
2018 House Vote: Someone else	25%	(19)	36%	(27)	39%	(29)	75
2018 House Vote: Didnt Vote	17%	(122)	43%	(309)	41%	(294)	726
4-Region: Northeast	16%	(61)	43%	(164)	41%	(158)	383
4-Region: Midwest	16%	(75)	39%	(177)	45%	(206)	457
4-Region: South	18%	(155)	39%	(331)	42%	(359)	846
4-Region: West	24%	(124)	38%	(199)	39%	(204)	527
Favorable Opinion of Avatar	24%	(293)	49%	(590)	26%	(314)	1197
Unfavorable Opinion of Avatar	17%	(74)	34%	(146)	48%	(207)	427
Enjoyed Seeing Avatar	25%	(293)	50%	(574)	25%	(283)	1150
Did not Enjoy Seeing Avatar	21%	(51)	44%	(108)	35%	(85)	243
Saw Avatar	25%	(344)	49%	(681)	26%	(368)	1393

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

**Table MCEN6\_7:** And how are you planning to first watch the following movies?*Thunderbolts*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	8%	(170)	34%	(756)	58%	(1287)	2213
Gender: Male	12%	(129)	38%	(405)	50%	(535)	1069
Gender: Female	4%	(41)	31%	(350)	66%	(752)	1144
Age: 18-34	10%	(65)	40%	(258)	50%	(320)	643
Age: 35-44	12%	(43)	40%	(146)	48%	(176)	366
Age: 45-64	7%	(52)	34%	(246)	58%	(416)	715
Age: 65+	2%	(9)	22%	(106)	76%	(374)	489
GenZers: 1997-2012	11%	(23)	33%	(68)	56%	(116)	207
Millennials: 1981-1996	11%	(77)	41%	(288)	47%	(330)	696
GenXers: 1965-1980	10%	(50)	39%	(206)	51%	(269)	525
Baby Boomers: 1946-1964	3%	(19)	27%	(186)	71%	(496)	701
PID: Dem (no lean)	9%	(74)	37%	(315)	55%	(471)	861
PID: Ind (no lean)	7%	(47)	36%	(245)	58%	(396)	688
PID: Rep (no lean)	7%	(49)	29%	(196)	63%	(419)	664
PID/Gender: Dem Men	14%	(59)	42%	(172)	44%	(183)	414
PID/Gender: Dem Women	3%	(15)	32%	(143)	65%	(289)	447
PID/Gender: Ind Men	11%	(35)	36%	(115)	53%	(172)	322
PID/Gender: Ind Women	3%	(12)	36%	(130)	61%	(224)	366
PID/Gender: Rep Men	10%	(35)	36%	(118)	54%	(180)	333
PID/Gender: Rep Women	4%	(14)	23%	(78)	72%	(239)	331
Ideo: Liberal (1-3)	8%	(56)	36%	(248)	55%	(377)	680
Ideo: Moderate (4)	9%	(54)	36%	(214)	56%	(336)	604
Ideo: Conservative (5-7)	7%	(45)	30%	(207)	63%	(432)	684
Educ: < College	8%	(111)	35%	(497)	58%	(831)	1439
Educ: Bachelors degree	8%	(38)	34%	(168)	58%	(285)	491
Educ: Post-grad	8%	(22)	32%	(90)	60%	(171)	283
Income: Under 50k	7%	(78)	34%	(404)	60%	(722)	1205
Income: 50k-100k	10%	(66)	36%	(245)	54%	(363)	674
Income: 100k+	8%	(25)	32%	(107)	61%	(202)	334

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**Table MCEN6\_7: And how are you planning to first watch the following movies?**  
*Thunderbolts*

<b>Demographic</b>	<b>I will see this movie in theaters</b>		<b>I will see this movie when it's available at home/on a streaming platform</b>		<b>I will not see this movie</b>		<b>Total N</b>
Adults	8%	(170)	34%	(756)	58%	(1287)	2213
Ethnicity: White	6%	(100)	31%	(539)	63%	(1074)	1713
Ethnicity: Hispanic	11%	(40)	41%	(155)	48%	(179)	374
Ethnicity: Black	16%	(46)	42%	(118)	42%	(118)	283
Ethnicity: Other	11%	(23)	46%	(99)	44%	(95)	217
All Christian	8%	(76)	34%	(338)	59%	(583)	997
All Non-Christian	6%	(6)	32%	(34)	62%	(66)	106
Atheist	4%	(5)	39%	(42)	57%	(60)	106
Agnostic/Nothing in particular	8%	(48)	32%	(184)	60%	(349)	581
Something Else	8%	(35)	38%	(159)	54%	(229)	423
Religious Non-Protestant/Catholic	5%	(6)	32%	(43)	64%	(87)	136
Evangelical	11%	(57)	36%	(190)	53%	(280)	527
Non-Evangelical	6%	(48)	34%	(285)	60%	(500)	833
Community: Urban	10%	(64)	38%	(236)	51%	(316)	617
Community: Suburban	7%	(75)	32%	(327)	60%	(617)	1019
Community: Rural	5%	(30)	33%	(192)	61%	(354)	577
Employ: Private Sector	10%	(75)	42%	(299)	48%	(345)	719
Employ: Government	9%	(12)	42%	(53)	49%	(61)	125
Employ: Self-Employed	9%	(18)	36%	(74)	55%	(113)	205
Employ: Homemaker	4%	(6)	32%	(48)	64%	(98)	152
Employ: Student	7%	(4)	42%	(22)	51%	(26)	52
Employ: Retired	2%	(12)	24%	(131)	74%	(414)	558
Employ: Unemployed	7%	(17)	32%	(72)	61%	(137)	225
Employ: Other	16%	(28)	33%	(58)	52%	(92)	177
Military HH: Yes	6%	(18)	35%	(109)	60%	(188)	315
Military HH: No	8%	(152)	34%	(647)	58%	(1099)	1898
RD/WT: Right Direction	11%	(75)	36%	(247)	53%	(370)	692
RD/WT: Wrong Track	6%	(95)	33%	(509)	60%	(917)	1521

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**Table MCEN6\_7:** And how are you planning to first watch the following movies?  
 Thunderbolts

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	8%	(170)	34%	(756)	58%	(1287)	2213
Biden Job Approve	10%	(97)	35%	(344)	55%	(541)	982
Biden Job Disapprove	6%	(64)	33%	(363)	61%	(673)	1100
Biden Job Strongly Approve	10%	(43)	35%	(149)	55%	(230)	421
Biden Job Somewhat Approve	10%	(54)	35%	(195)	56%	(311)	560
Biden Job Somewhat Disapprove	7%	(24)	38%	(126)	54%	(178)	328
Biden Job Strongly Disapprove	5%	(40)	31%	(237)	64%	(495)	772
Favorable of Biden	9%	(90)	35%	(347)	56%	(549)	986
Unfavorable of Biden	7%	(71)	33%	(363)	60%	(663)	1097
Very Favorable of Biden	9%	(42)	36%	(170)	55%	(262)	473
Somewhat Favorable of Biden	9%	(49)	34%	(177)	56%	(288)	513
Somewhat Unfavorable of Biden	8%	(23)	39%	(113)	53%	(153)	289
Very Unfavorable of Biden	6%	(48)	31%	(249)	63%	(511)	808
#1 Issue: Economy	8%	(71)	34%	(319)	58%	(540)	929
#1 Issue: Security	9%	(22)	35%	(83)	55%	(130)	235
#1 Issue: Health Care	10%	(14)	41%	(57)	49%	(69)	140
#1 Issue: Medicare / Social Security	5%	(14)	21%	(55)	74%	(193)	263
#1 Issue: Women's Issues	7%	(21)	36%	(104)	57%	(166)	292
#1 Issue: Education	8%	(7)	50%	(40)	42%	(34)	81
#1 Issue: Energy	8%	(12)	35%	(49)	57%	(80)	141
#1 Issue: Other	8%	(11)	36%	(48)	56%	(74)	133
2022 House Vote: Democrat	9%	(77)	37%	(326)	54%	(480)	883
2022 House Vote: Republican	6%	(42)	31%	(208)	63%	(425)	675
2022 House Vote: Someone else	6%	(5)	37%	(28)	57%	(43)	76
2022 House Vote: Didnt Vote	8%	(46)	33%	(193)	59%	(339)	578
2020 Vote: Joe Biden	9%	(83)	36%	(338)	55%	(511)	932
2020 Vote: Donald Trump	7%	(49)	31%	(222)	62%	(444)	715
2020 Vote: Other	10%	(8)	34%	(28)	57%	(47)	82
2020 Vote: Didn't Vote	6%	(30)	35%	(168)	59%	(286)	484

Continued on next page

**Table MCEN6\_7: And how are you planning to first watch the following movies?**  
*Thunderbolts*

<b>Demographic</b>	<b>I will see this movie in theaters</b>		<b>I will see this movie when it's available at home/on a streaming platform</b>		<b>I will not see this movie</b>		<b>Total N</b>
Adults	8%	(170)	34%	(756)	58%	(1287)	2213
2018 House Vote: Democrat	9%	(75)	38%	(306)	53%	(435)	816
2018 House Vote: Republican	6%	(36)	29%	(174)	65%	(386)	596
2018 House Vote: Someone else	10%	(8)	34%	(26)	56%	(42)	75
2018 House Vote: Didnt Vote	7%	(52)	34%	(250)	58%	(424)	726
4-Region: Northeast	9%	(33)	34%	(132)	57%	(218)	383
4-Region: Midwest	8%	(35)	31%	(144)	61%	(279)	457
4-Region: South	7%	(63)	35%	(293)	58%	(490)	846
4-Region: West	7%	(39)	36%	(188)	57%	(300)	527
Favorable Opinion of Avatar	10%	(123)	45%	(535)	45%	(539)	1197
Unfavorable Opinion of Avatar	8%	(35)	27%	(114)	65%	(278)	427
Enjoyed Seeing Avatar	11%	(124)	45%	(518)	44%	(507)	1150
Did not Enjoy Seeing Avatar	9%	(21)	34%	(83)	57%	(140)	243
Saw Avatar	10%	(145)	43%	(601)	46%	(647)	1393

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

**Table MCEN6\_8:** And how are you planning to first watch the following movies?  
*Avengers: The Kang Dynasty*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	17%	(377)	39%	(863)	44%	(972)	2213
Gender: Male	23%	(241)	39%	(422)	38%	(406)	1069
Gender: Female	12%	(137)	39%	(441)	49%	(566)	1144
Age: 18-34	26%	(165)	42%	(268)	33%	(209)	643
Age: 35-44	23%	(85)	45%	(166)	31%	(115)	366
Age: 45-64	15%	(105)	42%	(298)	44%	(312)	715
Age: 65+	4%	(22)	27%	(132)	69%	(336)	489
GenZers: 1997-2012	27%	(57)	40%	(82)	33%	(68)	207
Millennials: 1981-1996	25%	(171)	44%	(307)	31%	(217)	696
GenXers: 1965-1980	19%	(101)	43%	(226)	38%	(199)	525
Baby Boomers: 1946-1964	6%	(45)	34%	(237)	60%	(418)	701
PID: Dem (no lean)	22%	(189)	39%	(332)	39%	(340)	861
PID: Ind (no lean)	14%	(100)	39%	(271)	46%	(318)	688
PID: Rep (no lean)	13%	(88)	39%	(261)	47%	(315)	664
PID/Gender: Dem Men	30%	(124)	38%	(156)	32%	(134)	414
PID/Gender: Dem Women	15%	(65)	39%	(176)	46%	(205)	447
PID/Gender: Ind Men	18%	(59)	38%	(121)	44%	(143)	322
PID/Gender: Ind Women	11%	(41)	41%	(150)	48%	(175)	366
PID/Gender: Rep Men	17%	(58)	44%	(146)	39%	(129)	333
PID/Gender: Rep Women	9%	(30)	35%	(116)	56%	(186)	331
Ideo: Liberal (1-3)	21%	(140)	38%	(262)	41%	(278)	680
Ideo: Moderate (4)	17%	(100)	41%	(246)	43%	(258)	604
Ideo: Conservative (5-7)	14%	(93)	36%	(248)	50%	(344)	684
Educ: < College	17%	(244)	40%	(579)	43%	(616)	1439
Educ: Bachelors degree	16%	(80)	38%	(187)	46%	(224)	491
Educ: Post-grad	19%	(54)	34%	(97)	47%	(132)	283
Income: Under 50k	15%	(183)	39%	(465)	46%	(556)	1205
Income: 50k-100k	20%	(137)	40%	(273)	39%	(264)	674
Income: 100k+	17%	(58)	37%	(125)	45%	(152)	334

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**Table MCEN6\_8:** And how are you planning to first watch the following movies?  
*Avengers: The Kang Dynasty*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	17%	(377)	39%	(863)	44%	(972)	2213
Ethnicity: White	13%	(231)	38%	(654)	48%	(828)	1713
Ethnicity: Hispanic	30%	(113)	44%	(166)	25%	(95)	374
Ethnicity: Black	27%	(76)	42%	(118)	31%	(88)	283
Ethnicity: Other	32%	(71)	42%	(91)	26%	(56)	217
All Christian	15%	(153)	38%	(382)	46%	(462)	997
All Non-Christian	15%	(16)	32%	(34)	53%	(56)	106
Atheist	21%	(22)	36%	(38)	44%	(46)	106
Agnostic/Nothing in particular	18%	(102)	42%	(246)	40%	(233)	581
Something Else	20%	(85)	38%	(163)	42%	(176)	423
Religious Non-Protestant/Catholic	13%	(17)	36%	(49)	51%	(70)	136
Evangelical	19%	(98)	40%	(211)	41%	(218)	527
Non-Evangelical	16%	(131)	36%	(303)	48%	(399)	833
Community: Urban	20%	(123)	43%	(265)	37%	(229)	617
Community: Suburban	18%	(183)	37%	(375)	45%	(462)	1019
Community: Rural	12%	(71)	39%	(223)	49%	(282)	577
Employ: Private Sector	24%	(169)	42%	(299)	35%	(250)	719
Employ: Government	22%	(27)	48%	(60)	30%	(37)	125
Employ: Self-Employed	20%	(40)	41%	(84)	40%	(81)	205
Employ: Homemaker	13%	(19)	45%	(68)	43%	(65)	152
Employ: Student	25%	(13)	56%	(29)	19%	(10)	52
Employ: Retired	5%	(30)	30%	(168)	64%	(359)	558
Employ: Unemployed	16%	(37)	41%	(92)	43%	(96)	225
Employ: Other	23%	(41)	35%	(63)	41%	(73)	177
Military HH: Yes	13%	(42)	44%	(138)	43%	(134)	315
Military HH: No	18%	(335)	38%	(725)	44%	(838)	1898
RD/WT: Right Direction	20%	(136)	40%	(275)	41%	(281)	692
RD/WT: Wrong Track	16%	(242)	39%	(588)	45%	(692)	1521

Continued on next page

**Table MCEN6\_8:** And how are you planning to first watch the following movies?  
 Avengers: The Kang Dynasty

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	17%	(377)	39%	(863)	44%	(972)	2213
Biden Job Approve	21%	(203)	37%	(368)	42%	(411)	982
Biden Job Disapprove	14%	(151)	40%	(441)	46%	(509)	1100
Biden Job Strongly Approve	21%	(88)	40%	(168)	39%	(165)	421
Biden Job Somewhat Approve	20%	(115)	36%	(200)	44%	(246)	560
Biden Job Somewhat Disapprove	20%	(64)	44%	(144)	37%	(120)	328
Biden Job Strongly Disapprove	11%	(86)	38%	(297)	50%	(388)	772
Favorable of Biden	20%	(199)	37%	(369)	42%	(417)	986
Unfavorable of Biden	14%	(156)	41%	(445)	45%	(496)	1097
Very Favorable of Biden	20%	(92)	39%	(186)	41%	(194)	473
Somewhat Favorable of Biden	21%	(107)	36%	(183)	43%	(223)	513
Somewhat Unfavorable of Biden	21%	(60)	43%	(125)	36%	(104)	289
Very Unfavorable of Biden	12%	(97)	40%	(320)	48%	(392)	808
#1 Issue: Economy	19%	(175)	40%	(374)	41%	(380)	929
#1 Issue: Security	11%	(25)	42%	(99)	47%	(112)	235
#1 Issue: Health Care	19%	(26)	42%	(58)	39%	(55)	140
#1 Issue: Medicare / Social Security	8%	(22)	27%	(71)	65%	(170)	263
#1 Issue: Women's Issues	23%	(68)	38%	(111)	39%	(113)	292
#1 Issue: Education	25%	(20)	48%	(39)	27%	(22)	81
#1 Issue: Energy	15%	(21)	40%	(56)	45%	(64)	141
#1 Issue: Other	15%	(20)	42%	(56)	43%	(57)	133
2022 House Vote: Democrat	21%	(187)	39%	(343)	40%	(353)	883
2022 House Vote: Republican	13%	(89)	38%	(257)	49%	(329)	675
2022 House Vote: Someone else	23%	(17)	35%	(27)	42%	(32)	76
2022 House Vote: Didn't Vote	15%	(84)	41%	(237)	45%	(257)	578
2020 Vote: Joe Biden	20%	(184)	38%	(354)	42%	(393)	932
2020 Vote: Donald Trump	14%	(98)	39%	(280)	47%	(337)	715
2020 Vote: Other	28%	(23)	32%	(26)	39%	(32)	82
2020 Vote: Didn't Vote	15%	(72)	42%	(203)	43%	(210)	484

Continued on next page

**Table MCEN6\_8:** And how are you planning to first watch the following movies?  
Avengers: The Kang Dynasty

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	17%	(377)	39%	(863)	44%	(972)	2213
2018 House Vote: Democrat	21%	(175)	38%	(313)	40%	(329)	816
2018 House Vote: Republican	14%	(83)	35%	(211)	51%	(302)	596
2018 House Vote: Someone else	20%	(15)	44%	(33)	36%	(27)	75
2018 House Vote: Didnt Vote	14%	(105)	42%	(306)	43%	(314)	726
4-Region: Northeast	13%	(52)	42%	(161)	44%	(170)	383
4-Region: Midwest	16%	(72)	37%	(168)	48%	(217)	457
4-Region: South	17%	(142)	41%	(344)	43%	(360)	846
4-Region: West	21%	(112)	36%	(191)	43%	(225)	527
Favorable Opinion of Avatar	22%	(268)	50%	(593)	28%	(336)	1197
Unfavorable Opinion of Avatar	16%	(69)	32%	(138)	51%	(219)	427
Enjoyed Seeing Avatar	23%	(268)	51%	(586)	26%	(296)	1150
Did not Enjoy Seeing Avatar	22%	(52)	39%	(95)	39%	(96)	243
Saw Avatar	23%	(320)	49%	(681)	28%	(391)	1393

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

**Table MCEN6\_9:** And how are you planning to first watch the following movies?  
 Avengers: Secret Wars

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	20%	(451)	37%	(808)	43%	(953)	2213
Gender: Male	26%	(280)	38%	(402)	36%	(387)	1069
Gender: Female	15%	(171)	36%	(407)	49%	(566)	1144
Age: 18-34	30%	(192)	38%	(243)	32%	(208)	643
Age: 35-44	27%	(98)	42%	(152)	32%	(115)	366
Age: 45-64	18%	(130)	39%	(279)	43%	(306)	715
Age: 65+	6%	(31)	27%	(134)	66%	(324)	489
GenZers: 1997-2012	33%	(68)	32%	(66)	36%	(74)	207
Millennials: 1981-1996	28%	(194)	42%	(290)	30%	(212)	696
GenXers: 1965-1980	23%	(123)	39%	(206)	37%	(196)	525
Baby Boomers: 1946-1964	9%	(63)	34%	(236)	57%	(401)	701
PID: Dem (no lean)	24%	(209)	36%	(311)	40%	(341)	861
PID: Ind (no lean)	19%	(131)	37%	(257)	44%	(300)	688
PID: Rep (no lean)	17%	(111)	36%	(240)	47%	(313)	664
PID/Gender: Dem Men	31%	(128)	37%	(153)	32%	(133)	414
PID/Gender: Dem Women	18%	(80)	35%	(158)	47%	(208)	447
PID/Gender: Ind Men	25%	(79)	37%	(119)	39%	(124)	322
PID/Gender: Ind Women	14%	(52)	38%	(138)	48%	(176)	366
PID/Gender: Rep Men	22%	(73)	39%	(130)	39%	(130)	333
PID/Gender: Rep Women	12%	(39)	33%	(110)	55%	(183)	331
Ideo: Liberal (1-3)	25%	(169)	36%	(247)	39%	(264)	680
Ideo: Moderate (4)	20%	(124)	38%	(229)	42%	(251)	604
Ideo: Conservative (5-7)	16%	(109)	34%	(232)	50%	(343)	684
Educ: < College	20%	(290)	38%	(543)	42%	(607)	1439
Educ: Bachelors degree	20%	(100)	36%	(175)	44%	(217)	491
Educ: Post-grad	22%	(62)	32%	(91)	46%	(130)	283
Income: Under 50k	18%	(213)	38%	(458)	44%	(533)	1205
Income: 50k-100k	25%	(170)	35%	(236)	40%	(268)	674
Income: 100k+	20%	(68)	34%	(114)	45%	(152)	334

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**Table MCEN6\_9:** And how are you planning to first watch the following movies?  
*Avengers: Secret Wars*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	20%	(451)	37%	(808)	43%	(953)	2213
Ethnicity: White	16%	(279)	37%	(628)	47%	(806)	1713
Ethnicity: Hispanic	34%	(129)	38%	(142)	28%	(104)	374
Ethnicity: Black	33%	(93)	38%	(107)	29%	(83)	283
Ethnicity: Other	36%	(79)	34%	(74)	30%	(64)	217
All Christian	19%	(190)	35%	(350)	46%	(456)	997
All Non-Christian	15%	(16)	33%	(35)	52%	(54)	106
Atheist	24%	(26)	32%	(33)	44%	(47)	106
Agnostic/Nothing in particular	21%	(120)	40%	(230)	40%	(231)	581
Something Else	23%	(99)	38%	(160)	39%	(164)	423
Religious Non-Protestant/Catholic	14%	(19)	37%	(51)	49%	(66)	136
Evangelical	23%	(122)	37%	(192)	40%	(213)	527
Non-Evangelical	19%	(155)	35%	(290)	47%	(388)	833
Community: Urban	24%	(145)	40%	(245)	37%	(227)	617
Community: Suburban	22%	(225)	34%	(346)	44%	(449)	1019
Community: Rural	14%	(82)	38%	(218)	48%	(277)	577
Employ: Private Sector	27%	(194)	39%	(280)	34%	(245)	719
Employ: Government	29%	(36)	40%	(50)	31%	(39)	125
Employ: Self-Employed	24%	(50)	37%	(75)	39%	(80)	205
Employ: Homemaker	14%	(21)	44%	(68)	42%	(64)	152
Employ: Student	29%	(15)	41%	(21)	31%	(16)	52
Employ: Retired	7%	(39)	31%	(175)	62%	(344)	558
Employ: Unemployed	23%	(51)	35%	(79)	42%	(95)	225
Employ: Other	26%	(46)	34%	(60)	40%	(72)	177
Military HH: Yes	17%	(52)	41%	(129)	42%	(133)	315
Military HH: No	21%	(399)	36%	(679)	43%	(820)	1898
RD/WT: Right Direction	23%	(161)	38%	(265)	38%	(266)	692
RD/WT: Wrong Track	19%	(290)	36%	(543)	45%	(688)	1521

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**Table MCEN6\_9:** And how are you planning to first watch the following movies?*Avengers: Secret Wars*

<b>Demographic</b>	<b>I will see this movie in theaters</b>		<b>I will see this movie when it's available at home/on a streaming platform</b>		<b>I will not see this movie</b>		<b>Total N</b>
Adults	20%	(451)	37%	(808)	43%	(953)	2213
Biden Job Approve	24%	(235)	35%	(348)	41%	(399)	982
Biden Job Disapprove	17%	(189)	37%	(411)	45%	(500)	1100
Biden Job Strongly Approve	23%	(96)	37%	(155)	40%	(170)	421
Biden Job Somewhat Approve	25%	(138)	35%	(194)	41%	(229)	560
Biden Job Somewhat Disapprove	23%	(75)	41%	(134)	37%	(120)	328
Biden Job Strongly Disapprove	15%	(114)	36%	(278)	49%	(380)	772
Favorable of Biden	23%	(228)	36%	(355)	41%	(403)	986
Unfavorable of Biden	18%	(193)	37%	(408)	45%	(497)	1097
Very Favorable of Biden	22%	(105)	37%	(176)	41%	(192)	473
Somewhat Favorable of Biden	24%	(123)	35%	(179)	41%	(211)	513
Somewhat Unfavorable of Biden	23%	(68)	39%	(113)	38%	(108)	289
Very Unfavorable of Biden	15%	(125)	37%	(295)	48%	(388)	808
#1 Issue: Economy	23%	(210)	37%	(342)	41%	(377)	929
#1 Issue: Security	16%	(39)	38%	(88)	46%	(108)	235
#1 Issue: Health Care	19%	(27)	44%	(61)	37%	(52)	140
#1 Issue: Medicare / Social Security	8%	(22)	30%	(80)	61%	(161)	263
#1 Issue: Women's Issues	27%	(78)	35%	(101)	39%	(112)	292
#1 Issue: Education	28%	(23)	44%	(36)	28%	(22)	81
#1 Issue: Energy	19%	(26)	37%	(51)	45%	(63)	141
#1 Issue: Other	21%	(28)	36%	(48)	43%	(57)	133
2022 House Vote: Democrat	24%	(208)	37%	(323)	40%	(353)	883
2022 House Vote: Republican	17%	(116)	35%	(238)	48%	(321)	675
2022 House Vote: Someone else	27%	(20)	36%	(27)	38%	(29)	76
2022 House Vote: Didn't Vote	18%	(107)	38%	(221)	43%	(251)	578
2020 Vote: Joe Biden	23%	(210)	37%	(341)	41%	(381)	932
2020 Vote: Donald Trump	17%	(119)	37%	(262)	47%	(334)	715
2020 Vote: Other	33%	(27)	33%	(28)	33%	(27)	82
2020 Vote: Didn't Vote	20%	(94)	37%	(178)	44%	(211)	484

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**Table MCEN6\_9: And how are you planning to first watch the following movies?**  
*Avengers: Secret Wars*

<b>Demographic</b>	<b>I will see this movie in theaters</b>		<b>I will see this movie when it's available at home/on a streaming platform</b>		<b>I will not see this movie</b>		<b>Total N</b>
Adults	20%	(451)	37%	(808)	43%	(953)	2213
2018 House Vote: Democrat	24%	(192)	36%	(297)	40%	(327)	816
2018 House Vote: Republican	16%	(98)	34%	(204)	49%	(294)	596
2018 House Vote: Someone else	28%	(21)	37%	(28)	35%	(27)	75
2018 House Vote: Didnt Vote	19%	(140)	39%	(280)	42%	(306)	726
4-Region: Northeast	16%	(62)	38%	(146)	46%	(175)	383
4-Region: Midwest	18%	(81)	35%	(159)	47%	(217)	457
4-Region: South	19%	(162)	39%	(327)	42%	(357)	846
4-Region: West	28%	(146)	34%	(177)	39%	(204)	527
Favorable Opinion of Avatar	27%	(325)	47%	(558)	26%	(313)	1197
Unfavorable Opinion of Avatar	19%	(82)	29%	(126)	51%	(220)	427
Enjoyed Seeing Avatar	28%	(325)	48%	(548)	24%	(277)	1150
Did not Enjoy Seeing Avatar	24%	(58)	36%	(86)	41%	(99)	243
Saw Avatar	27%	(383)	46%	(634)	27%	(376)	1393

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

**Table MCEN6\_10:** And how are you planning to first watch the following movies?  
*Avatar: The Way of Water*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	21%	(454)	37%	(812)	43%	(947)	2213
Gender: Male	26%	(274)	37%	(391)	38%	(405)	1069
Gender: Female	16%	(180)	37%	(422)	47%	(542)	1144
Age: 18-34	27%	(174)	39%	(253)	34%	(216)	643
Age: 35-44	21%	(77)	41%	(149)	38%	(140)	366
Age: 45-64	19%	(134)	40%	(287)	41%	(294)	715
Age: 65+	14%	(69)	25%	(124)	61%	(297)	489
GenZers: 1997-2012	29%	(60)	37%	(76)	34%	(71)	207
Millennials: 1981-1996	25%	(171)	40%	(281)	35%	(245)	696
GenXers: 1965-1980	21%	(112)	41%	(214)	38%	(199)	525
Baby Boomers: 1946-1964	15%	(102)	33%	(230)	53%	(368)	701
PID: Dem (no lean)	25%	(213)	36%	(309)	39%	(339)	861
PID: Ind (no lean)	17%	(117)	40%	(272)	43%	(299)	688
PID: Rep (no lean)	19%	(124)	35%	(232)	46%	(309)	664
PID/Gender: Dem Men	32%	(132)	35%	(143)	34%	(139)	414
PID/Gender: Dem Women	18%	(81)	37%	(166)	45%	(200)	447
PID/Gender: Ind Men	21%	(69)	39%	(124)	40%	(129)	322
PID/Gender: Ind Women	13%	(49)	40%	(148)	46%	(170)	366
PID/Gender: Rep Men	22%	(73)	37%	(123)	41%	(136)	333
PID/Gender: Rep Women	15%	(51)	33%	(108)	52%	(172)	331
Ideo: Liberal (1-3)	23%	(159)	36%	(247)	40%	(275)	680
Ideo: Moderate (4)	22%	(132)	40%	(242)	38%	(229)	604
Ideo: Conservative (5-7)	18%	(122)	33%	(228)	49%	(335)	684
Educ: < College	21%	(298)	38%	(550)	41%	(592)	1439
Educ: Bachelors degree	19%	(93)	38%	(187)	43%	(212)	491
Educ: Post-grad	23%	(64)	27%	(76)	51%	(143)	283
Income: Under 50k	18%	(217)	39%	(470)	43%	(518)	1205
Income: 50k-100k	24%	(161)	36%	(243)	40%	(270)	674
Income: 100k+	23%	(76)	30%	(99)	48%	(159)	334

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**Table MCEN6\_10:** And how are you planning to first watch the following movies?  
*Avatar: The Way of Water*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	21%	(454)	37%	(812)	43%	(947)	2213
Ethnicity: White	18%	(309)	37%	(625)	45%	(779)	1713
Ethnicity: Hispanic	31%	(115)	36%	(133)	34%	(126)	374
Ethnicity: Black	25%	(72)	42%	(119)	32%	(92)	283
Ethnicity: Other	34%	(73)	31%	(68)	35%	(76)	217
All Christian	19%	(193)	35%	(354)	45%	(450)	997
All Non-Christian	22%	(24)	35%	(37)	43%	(45)	106
Atheist	21%	(23)	33%	(35)	46%	(49)	106
Agnostic/Nothing in particular	22%	(127)	36%	(210)	42%	(244)	581
Something Else	21%	(88)	42%	(176)	38%	(159)	423
Religious Non-Protestant/Catholic	22%	(30)	33%	(44)	45%	(61)	136
Evangelical	21%	(111)	39%	(208)	39%	(208)	527
Non-Evangelical	18%	(154)	36%	(304)	45%	(376)	833
Community: Urban	24%	(147)	39%	(241)	37%	(229)	617
Community: Suburban	20%	(207)	36%	(364)	44%	(449)	1019
Community: Rural	17%	(101)	36%	(207)	47%	(268)	577
Employ: Private Sector	24%	(171)	40%	(287)	36%	(261)	719
Employ: Government	26%	(32)	39%	(48)	35%	(44)	125
Employ: Self-Employed	29%	(58)	33%	(69)	38%	(78)	205
Employ: Homemaker	17%	(25)	42%	(64)	41%	(63)	152
Employ: Student	19%	(10)	47%	(24)	33%	(17)	52
Employ: Retired	13%	(74)	30%	(166)	57%	(319)	558
Employ: Unemployed	18%	(41)	38%	(86)	44%	(98)	225
Employ: Other	23%	(41)	39%	(69)	38%	(67)	177
Military HH: Yes	21%	(65)	39%	(122)	41%	(128)	315
Military HH: No	21%	(389)	36%	(691)	43%	(818)	1898
RD/WT: Right Direction	25%	(171)	37%	(256)	38%	(265)	692
RD/WT: Wrong Track	19%	(283)	37%	(556)	45%	(682)	1521

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**Table MCEN6\_10:** *And how are you planning to first watch the following movies?*  
*Avatar: The Way of Water*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	21%	(454)	37%	(812)	43%	(947)	2213
Biden Job Approve	24%	(239)	36%	(354)	40%	(389)	982
Biden Job Disapprove	18%	(193)	37%	(410)	45%	(497)	1100
Biden Job Strongly Approve	23%	(98)	36%	(150)	41%	(173)	421
Biden Job Somewhat Approve	25%	(141)	36%	(204)	38%	(216)	560
Biden Job Somewhat Disapprove	23%	(76)	40%	(131)	37%	(121)	328
Biden Job Strongly Disapprove	15%	(117)	36%	(279)	49%	(376)	772
Favorable of Biden	24%	(236)	36%	(356)	40%	(394)	986
Unfavorable of Biden	18%	(193)	37%	(410)	45%	(494)	1097
Very Favorable of Biden	25%	(118)	35%	(164)	40%	(191)	473
Somewhat Favorable of Biden	23%	(118)	37%	(192)	40%	(204)	513
Somewhat Unfavorable of Biden	22%	(65)	40%	(116)	37%	(108)	289
Very Unfavorable of Biden	16%	(128)	36%	(294)	48%	(386)	808
#1 Issue: Economy	24%	(222)	36%	(334)	40%	(373)	929
#1 Issue: Security	18%	(42)	37%	(87)	45%	(106)	235
#1 Issue: Health Care	19%	(26)	44%	(61)	38%	(52)	140
#1 Issue: Medicare / Social Security	14%	(37)	28%	(73)	58%	(152)	263
#1 Issue: Women's Issues	18%	(53)	39%	(112)	43%	(126)	292
#1 Issue: Education	31%	(25)	43%	(35)	26%	(21)	81
#1 Issue: Energy	16%	(23)	41%	(57)	43%	(61)	141
#1 Issue: Other	20%	(27)	39%	(52)	40%	(54)	133
2022 House Vote: Democrat	25%	(223)	36%	(317)	39%	(344)	883
2022 House Vote: Republican	18%	(119)	36%	(242)	47%	(315)	675
2022 House Vote: Someone else	23%	(18)	27%	(21)	50%	(38)	76
2022 House Vote: Didnt Vote	16%	(94)	40%	(233)	43%	(251)	578
2020 Vote: Joe Biden	23%	(210)	37%	(349)	40%	(373)	932
2020 Vote: Donald Trump	18%	(126)	35%	(250)	47%	(339)	715
2020 Vote: Other	28%	(23)	31%	(25)	41%	(33)	82
2020 Vote: Didn't Vote	20%	(94)	39%	(188)	42%	(202)	484

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**Table MCEN6\_10:** And how are you planning to first watch the following movies?  
*Avatar: The Way of Water*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	21%	(454)	37%	(812)	43%	(947)	2213
2018 House Vote: Democrat	24%	(195)	37%	(299)	40%	(323)	816
2018 House Vote: Republican	17%	(104)	34%	(201)	49%	(291)	596
2018 House Vote: Someone else	27%	(20)	28%	(21)	45%	(34)	75
2018 House Vote: Didnt Vote	19%	(135)	40%	(291)	41%	(299)	726
4-Region: Northeast	17%	(63)	40%	(152)	44%	(168)	383
4-Region: Midwest	19%	(88)	34%	(154)	47%	(215)	457
4-Region: South	19%	(162)	38%	(320)	43%	(364)	846
4-Region: West	27%	(141)	35%	(187)	38%	(200)	527
Favorable Opinion of Avatar	33%	(398)	52%	(626)	15%	(174)	1197
Unfavorable Opinion of Avatar	8%	(33)	20%	(86)	72%	(308)	427
Enjoyed Seeing Avatar	35%	(404)	52%	(598)	13%	(148)	1150
Did not Enjoy Seeing Avatar	7%	(18)	24%	(59)	68%	(166)	243
Saw Avatar	30%	(422)	47%	(657)	23%	(314)	1393

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 MCEN6\_11: And how are you planning to first watch the following movies?**  
*Avatar 3 (2024)*

<b>Demographic</b>	<b>I will see this movie in theaters</b>		<b>I will see this movie when it's available at home/on a streaming platform</b>		<b>I will not see this movie</b>		<b>Total N</b>
Adults	19%	(425)	38%	(835)	43%	(952)	2213
Gender: Male	24%	(257)	37%	(396)	39%	(416)	1069
Gender: Female	15%	(168)	38%	(440)	47%	(536)	1144
Age: 18-34	26%	(165)	40%	(256)	34%	(221)	643
Age: 35-44	19%	(68)	43%	(158)	38%	(139)	366
Age: 45-64	18%	(129)	41%	(291)	41%	(295)	715
Age: 65+	13%	(63)	27%	(130)	61%	(297)	489
GenZers: 1997-2012	32%	(66)	32%	(66)	36%	(74)	207
Millennials: 1981-1996	21%	(148)	44%	(303)	35%	(245)	696
GenXers: 1965-1980	20%	(105)	42%	(223)	37%	(197)	525
Baby Boomers: 1946-1964	14%	(97)	33%	(232)	53%	(372)	701
PID: Dem (no lean)	23%	(196)	36%	(310)	41%	(355)	861
PID: Ind (no lean)	16%	(109)	41%	(279)	44%	(300)	688
PID: Rep (no lean)	18%	(121)	37%	(247)	45%	(297)	664
PID/Gender: Dem Men	28%	(118)	35%	(146)	36%	(150)	414
PID/Gender: Dem Women	18%	(78)	37%	(164)	46%	(205)	447
PID/Gender: Ind Men	21%	(67)	38%	(122)	41%	(133)	322
PID/Gender: Ind Women	11%	(42)	43%	(157)	46%	(167)	366
PID/Gender: Rep Men	22%	(73)	38%	(128)	40%	(132)	333
PID/Gender: Rep Women	14%	(48)	36%	(119)	50%	(165)	331
Ideo: Liberal (1-3)	22%	(149)	36%	(242)	42%	(289)	680
Ideo: Moderate (4)	20%	(122)	40%	(243)	40%	(239)	604
Ideo: Conservative (5-7)	17%	(114)	36%	(245)	48%	(325)	684
Educ: < College	20%	(285)	39%	(561)	41%	(593)	1439
Educ: Bachelors degree	17%	(82)	39%	(190)	45%	(219)	491
Educ: Post-grad	21%	(58)	30%	(84)	50%	(140)	283
Income: Under 50k	17%	(206)	40%	(476)	43%	(522)	1205
Income: 50k-100k	22%	(147)	38%	(255)	40%	(272)	674
Income: 100k+	21%	(72)	31%	(104)	47%	(158)	334

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**Table MCEN6\_11: And how are you planning to first watch the following movies?**  
*Avatar 3 (2024)*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(425)	38%	(835)	43%	(952)	2213
Ethnicity: White	17%	(290)	38%	(647)	45%	(776)	1713
Ethnicity: Hispanic	28%	(106)	40%	(152)	31%	(117)	374
Ethnicity: Black	26%	(74)	38%	(108)	36%	(101)	283
Ethnicity: Other	28%	(62)	37%	(81)	35%	(75)	217
All Christian	19%	(191)	35%	(351)	46%	(454)	997
All Non-Christian	21%	(22)	35%	(37)	44%	(47)	106
Atheist	18%	(19)	35%	(37)	46%	(49)	106
Agnostic/Nothing in particular	20%	(116)	38%	(223)	42%	(241)	581
Something Else	18%	(76)	44%	(186)	38%	(161)	423
Religious Non-Protestant/Catholic	20%	(28)	34%	(46)	46%	(63)	136
Evangelical	19%	(99)	42%	(219)	40%	(209)	527
Non-Evangelical	18%	(153)	36%	(300)	46%	(381)	833
Community: Urban	24%	(145)	39%	(240)	38%	(232)	617
Community: Suburban	17%	(177)	38%	(386)	45%	(457)	1019
Community: Rural	18%	(103)	36%	(210)	46%	(263)	577
Employ: Private Sector	24%	(170)	40%	(286)	37%	(263)	719
Employ: Government	24%	(30)	40%	(50)	36%	(45)	125
Employ: Self-Employed	25%	(51)	38%	(78)	37%	(76)	205
Employ: Homemaker	11%	(16)	47%	(71)	43%	(65)	152
Employ: Student	25%	(13)	31%	(16)	43%	(22)	52
Employ: Retired	12%	(67)	31%	(176)	56%	(315)	558
Employ: Unemployed	18%	(40)	39%	(89)	43%	(97)	225
Employ: Other	21%	(38)	40%	(70)	39%	(69)	177
Military HH: Yes	20%	(64)	40%	(125)	40%	(126)	315
Military HH: No	19%	(362)	37%	(710)	44%	(826)	1898
RD/WT: Right Direction	24%	(166)	36%	(249)	40%	(276)	692
RD/WT: Wrong Track	17%	(259)	39%	(586)	44%	(676)	1521

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**Table MCEN6\_11:** And how are you planning to first watch the following movies?  
Avatar 3 (2024)

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(425)	38%	(835)	43%	(952)	2213
Biden Job Approve	22%	(221)	36%	(358)	41%	(403)	982
Biden Job Disapprove	17%	(191)	38%	(423)	44%	(486)	1100
Biden Job Strongly Approve	22%	(93)	35%	(149)	42%	(179)	421
Biden Job Somewhat Approve	23%	(128)	37%	(209)	40%	(224)	560
Biden Job Somewhat Disapprove	23%	(76)	42%	(136)	35%	(116)	328
Biden Job Strongly Disapprove	15%	(115)	37%	(287)	48%	(370)	772
Favorable of Biden	22%	(215)	36%	(359)	42%	(412)	986
Unfavorable of Biden	17%	(191)	39%	(427)	44%	(480)	1097
Very Favorable of Biden	24%	(112)	34%	(159)	43%	(202)	473
Somewhat Favorable of Biden	20%	(103)	39%	(200)	41%	(210)	513
Somewhat Unfavorable of Biden	22%	(64)	41%	(120)	37%	(106)	289
Very Unfavorable of Biden	16%	(127)	38%	(307)	46%	(374)	808
#1 Issue: Economy	22%	(208)	38%	(354)	40%	(368)	929
#1 Issue: Security	17%	(39)	40%	(94)	44%	(102)	235
#1 Issue: Health Care	19%	(27)	45%	(63)	36%	(50)	140
#1 Issue: Medicare / Social Security	13%	(35)	28%	(72)	59%	(155)	263
#1 Issue: Women's Issues	17%	(48)	37%	(109)	46%	(134)	292
#1 Issue: Education	26%	(21)	46%	(37)	28%	(23)	81
#1 Issue: Energy	18%	(25)	39%	(55)	43%	(61)	141
#1 Issue: Other	17%	(22)	39%	(52)	45%	(59)	133
2022 House Vote: Democrat	23%	(205)	36%	(317)	41%	(361)	883
2022 House Vote: Republican	17%	(114)	38%	(253)	46%	(307)	675
2022 House Vote: Someone else	21%	(16)	29%	(22)	51%	(39)	76
2022 House Vote: Didn't Vote	16%	(90)	42%	(243)	42%	(245)	578
2020 Vote: Joe Biden	21%	(196)	37%	(346)	42%	(390)	932
2020 Vote: Donald Trump	17%	(122)	37%	(264)	46%	(329)	715
2020 Vote: Other	25%	(21)	34%	(28)	41%	(34)	82
2020 Vote: Didn't Vote	18%	(87)	41%	(198)	41%	(200)	484

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**Table MCEN6\_11:** And how are you planning to first watch the following movies?  
Avatar 3 (2024)

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(425)	38%	(835)	43%	(952)	2213
2018 House Vote: Democrat	22%	(178)	38%	(307)	41%	(332)	816
2018 House Vote: Republican	16%	(97)	35%	(208)	49%	(290)	596
2018 House Vote: Someone else	20%	(15)	36%	(27)	43%	(33)	75
2018 House Vote: Didnt Vote	19%	(135)	40%	(293)	41%	(298)	726
4-Region: Northeast	16%	(62)	40%	(152)	44%	(169)	383
4-Region: Midwest	18%	(82)	37%	(170)	45%	(206)	457
4-Region: South	18%	(153)	39%	(327)	43%	(366)	846
4-Region: West	24%	(128)	35%	(187)	40%	(212)	527
Favorable Opinion of Avatar	32%	(378)	54%	(648)	14%	(171)	1197
Unfavorable Opinion of Avatar	7%	(29)	21%	(88)	73%	(310)	427
Enjoyed Seeing Avatar	33%	(377)	54%	(620)	13%	(153)	1150
Did not Enjoy Seeing Avatar	5%	(13)	29%	(71)	66%	(160)	243
Saw Avatar	28%	(390)	50%	(691)	22%	(312)	1393

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

**Table MCEN6\_12:** And how are you planning to first watch the following movies?  
 Avatar 4 (2026)

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(414)	38%	(831)	44%	(968)	2213
Gender: Male	23%	(243)	38%	(410)	39%	(417)	1069
Gender: Female	15%	(172)	37%	(421)	48%	(551)	1144
Age: 18-34	24%	(153)	42%	(268)	34%	(221)	643
Age: 35-44	19%	(70)	41%	(151)	40%	(145)	366
Age: 45-64	18%	(129)	40%	(284)	42%	(302)	715
Age: 65+	13%	(62)	26%	(128)	61%	(299)	489
GenZers: 1997-2012	25%	(52)	40%	(84)	34%	(71)	207
Millennials: 1981-1996	22%	(151)	42%	(294)	36%	(251)	696
GenXers: 1965-1980	20%	(105)	39%	(206)	41%	(214)	525
Baby Boomers: 1946-1964	14%	(99)	34%	(235)	52%	(367)	701
PID: Dem (no lean)	22%	(191)	37%	(315)	41%	(355)	861
PID: Ind (no lean)	16%	(110)	41%	(281)	43%	(297)	688
PID: Rep (no lean)	17%	(114)	35%	(235)	47%	(315)	664
PID/Gender: Dem Men	27%	(113)	39%	(160)	34%	(142)	414
PID/Gender: Dem Women	17%	(78)	35%	(156)	48%	(213)	447
PID/Gender: Ind Men	20%	(64)	39%	(127)	41%	(132)	322
PID/Gender: Ind Women	13%	(46)	42%	(154)	45%	(166)	366
PID/Gender: Rep Men	20%	(67)	37%	(123)	43%	(143)	333
PID/Gender: Rep Women	14%	(47)	34%	(112)	52%	(172)	331
Ideo: Liberal (1-3)	22%	(150)	36%	(243)	42%	(287)	680
Ideo: Moderate (4)	20%	(119)	41%	(246)	39%	(238)	604
Ideo: Conservative (5-7)	16%	(109)	35%	(238)	49%	(338)	684
Educ: < College	19%	(279)	39%	(558)	42%	(602)	1439
Educ: Bachelors degree	17%	(84)	39%	(192)	44%	(216)	491
Educ: Post-grad	18%	(52)	29%	(81)	53%	(150)	283
Income: Under 50k	16%	(198)	40%	(478)	44%	(529)	1205
Income: 50k-100k	22%	(147)	37%	(250)	41%	(277)	674
Income: 100k+	21%	(69)	31%	(103)	48%	(162)	334

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**Table MCEN6\_12: And how are you planning to first watch the following movies?**  
*Avatar 4 (2026)*

<b>Demographic</b>	<b>I will see this movie in theaters</b>		<b>I will see this movie when it's available at home/on a streaming platform</b>		<b>I will not see this movie</b>		<b>Total N</b>
Adults	19%	(414)	38%	(831)	44%	(968)	2213
Ethnicity: White	17%	(291)	37%	(628)	46%	(794)	1713
Ethnicity: Hispanic	29%	(107)	37%	(140)	34%	(128)	374
Ethnicity: Black	24%	(68)	41%	(117)	35%	(98)	283
Ethnicity: Other	26%	(56)	39%	(86)	35%	(76)	217
All Christian	19%	(186)	35%	(351)	46%	(459)	997
All Non-Christian	21%	(23)	36%	(38)	42%	(44)	106
Atheist	18%	(19)	38%	(40)	45%	(48)	106
Agnostic/Nothing in particular	18%	(105)	39%	(227)	43%	(249)	581
Something Else	19%	(82)	41%	(174)	40%	(168)	423
Religious Non-Protestant/Catholic	18%	(25)	36%	(49)	45%	(62)	136
Evangelical	20%	(105)	38%	(201)	42%	(221)	527
Non-Evangelical	18%	(153)	36%	(299)	46%	(382)	833
Community: Urban	21%	(132)	40%	(247)	39%	(238)	617
Community: Suburban	19%	(189)	36%	(366)	46%	(465)	1019
Community: Rural	16%	(93)	38%	(219)	46%	(265)	577
Employ: Private Sector	23%	(163)	41%	(294)	36%	(261)	719
Employ: Government	20%	(25)	43%	(54)	37%	(46)	125
Employ: Self-Employed	27%	(55)	34%	(70)	39%	(80)	205
Employ: Homemaker	15%	(23)	39%	(60)	45%	(69)	152
Employ: Student	24%	(13)	35%	(18)	41%	(21)	52
Employ: Retired	13%	(70)	30%	(167)	57%	(320)	558
Employ: Unemployed	14%	(32)	41%	(93)	44%	(100)	225
Employ: Other	19%	(33)	42%	(75)	39%	(70)	177
Military HH: Yes	18%	(56)	40%	(126)	42%	(133)	315
Military HH: No	19%	(358)	37%	(705)	44%	(835)	1898
RD/WT: Right Direction	22%	(155)	38%	(262)	40%	(274)	692
RD/WT: Wrong Track	17%	(259)	37%	(569)	46%	(693)	1521

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**Table MCEN6\_12:** And how are you planning to first watch the following movies?  
 Avatar 4 (2026)

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(414)	38%	(831)	44%	(968)	2213
Biden Job Approve	21%	(209)	38%	(373)	41%	(399)	982
Biden Job Disapprove	17%	(187)	37%	(407)	46%	(506)	1100
Biden Job Strongly Approve	22%	(94)	35%	(146)	43%	(181)	421
Biden Job Somewhat Approve	21%	(116)	41%	(227)	39%	(218)	560
Biden Job Somewhat Disapprove	24%	(77)	38%	(125)	39%	(126)	328
Biden Job Strongly Disapprove	14%	(110)	37%	(283)	49%	(380)	772
Favorable of Biden	21%	(207)	38%	(370)	41%	(409)	986
Unfavorable of Biden	17%	(182)	38%	(416)	45%	(499)	1097
Very Favorable of Biden	22%	(106)	35%	(166)	43%	(201)	473
Somewhat Favorable of Biden	20%	(102)	40%	(204)	40%	(208)	513
Somewhat Unfavorable of Biden	21%	(61)	43%	(123)	36%	(105)	289
Very Unfavorable of Biden	15%	(121)	36%	(293)	49%	(394)	808
#1 Issue: Economy	21%	(195)	38%	(354)	41%	(380)	929
#1 Issue: Security	16%	(38)	41%	(96)	43%	(101)	235
#1 Issue: Health Care	20%	(27)	45%	(63)	36%	(50)	140
#1 Issue: Medicare / Social Security	13%	(35)	27%	(70)	60%	(158)	263
#1 Issue: Women's Issues	18%	(52)	36%	(106)	46%	(133)	292
#1 Issue: Education	27%	(22)	44%	(36)	29%	(23)	81
#1 Issue: Energy	17%	(24)	39%	(55)	43%	(61)	141
#1 Issue: Other	15%	(20)	39%	(52)	46%	(61)	133
2022 House Vote: Democrat	23%	(203)	36%	(317)	41%	(363)	883
2022 House Vote: Republican	16%	(110)	36%	(245)	47%	(320)	675
2022 House Vote: Someone else	20%	(15)	31%	(24)	49%	(37)	76
2022 House Vote: Didn't Vote	15%	(86)	42%	(245)	43%	(247)	578
2020 Vote: Joe Biden	21%	(192)	38%	(350)	42%	(390)	932
2020 Vote: Donald Trump	16%	(118)	36%	(256)	48%	(341)	715
2020 Vote: Other	26%	(21)	31%	(26)	43%	(35)	82
2020 Vote: Didn't Vote	17%	(84)	41%	(199)	42%	(201)	484

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**Table MCEN6\_12:** And how are you planning to first watch the following movies?  
Avatar 4 (2026)

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(414)	38%	(831)	44%	(968)	2213
2018 House Vote: Democrat	22%	(183)	36%	(296)	41%	(337)	816
2018 House Vote: Republican	17%	(98)	33%	(198)	50%	(300)	596
2018 House Vote: Someone else	19%	(15)	33%	(25)	47%	(36)	75
2018 House Vote: Didnt Vote	16%	(119)	43%	(312)	41%	(295)	726
4-Region: Northeast	14%	(55)	42%	(160)	44%	(168)	383
4-Region: Midwest	16%	(75)	37%	(169)	47%	(213)	457
4-Region: South	19%	(157)	37%	(309)	45%	(379)	846
4-Region: West	24%	(127)	37%	(193)	39%	(208)	527
Favorable Opinion of Avatar	30%	(361)	55%	(656)	15%	(181)	1197
Unfavorable Opinion of Avatar	8%	(34)	19%	(80)	73%	(313)	427
Enjoyed Seeing Avatar	32%	(368)	54%	(623)	14%	(160)	1150
Did not Enjoy Seeing Avatar	8%	(18)	24%	(58)	69%	(167)	243
Saw Avatar	28%	(386)	49%	(680)	23%	(327)	1393

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

**Table MCEN6\_13:** And how are you planning to first watch the following movies?*Avatar 5 (2028)*

<b>Demographic</b>	<b>I will see this movie in theaters</b>		<b>I will see this movie when it's available at home/on a streaming platform</b>		<b>I will not see this movie</b>		<b>Total N</b>
Adults	19%	(413)	38%	(833)	44%	(966)	2213
Gender: Male	23%	(248)	38%	(409)	39%	(412)	1069
Gender: Female	14%	(166)	37%	(424)	48%	(554)	1144
Age: 18-34	23%	(146)	42%	(273)	35%	(224)	643
Age: 35-44	19%	(69)	42%	(153)	39%	(144)	366
Age: 45-64	18%	(131)	40%	(286)	42%	(298)	715
Age: 65+	14%	(67)	25%	(121)	61%	(301)	489
GenZers: 1997-2012	24%	(49)	41%	(85)	35%	(73)	207
Millennials: 1981-1996	21%	(146)	43%	(298)	36%	(252)	696
GenXers: 1965-1980	20%	(107)	41%	(213)	39%	(206)	525
Baby Boomers: 1946-1964	15%	(102)	32%	(227)	53%	(372)	701
PID: Dem (no lean)	22%	(185)	38%	(325)	41%	(351)	861
PID: Ind (no lean)	15%	(100)	42%	(287)	44%	(301)	688
PID: Rep (no lean)	19%	(128)	33%	(221)	47%	(315)	664
PID/Gender: Dem Men	27%	(111)	39%	(163)	34%	(140)	414
PID/Gender: Dem Women	17%	(75)	36%	(162)	47%	(210)	447
PID/Gender: Ind Men	19%	(62)	40%	(130)	40%	(130)	322
PID/Gender: Ind Women	11%	(39)	43%	(157)	47%	(170)	366
PID/Gender: Rep Men	23%	(75)	35%	(116)	42%	(141)	333
PID/Gender: Rep Women	16%	(53)	32%	(105)	52%	(174)	331
Ideo: Liberal (1-3)	21%	(144)	38%	(259)	41%	(277)	680
Ideo: Moderate (4)	19%	(116)	41%	(249)	39%	(238)	604
Ideo: Conservative (5-7)	17%	(117)	33%	(223)	50%	(344)	684
Educ: < College	20%	(285)	39%	(556)	42%	(598)	1439
Educ: Bachelors degree	16%	(78)	39%	(189)	46%	(224)	491
Educ: Post-grad	18%	(51)	31%	(88)	51%	(144)	283
Income: Under 50k	17%	(200)	40%	(477)	44%	(527)	1205
Income: 50k-100k	21%	(142)	38%	(255)	41%	(277)	674
Income: 100k+	21%	(71)	30%	(101)	49%	(162)	334

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**Table MCEN6\_13:** And how are you planning to first watch the following movies?  
Avatar 5 (2028)

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(413)	38%	(833)	44%	(966)	2213
Ethnicity: White	17%	(283)	37%	(631)	47%	(799)	1713
Ethnicity: Hispanic	26%	(96)	41%	(153)	34%	(126)	374
Ethnicity: Black	26%	(73)	42%	(120)	32%	(90)	283
Ethnicity: Other	26%	(57)	38%	(83)	35%	(77)	217
All Christian	19%	(188)	35%	(346)	46%	(463)	997
All Non-Christian	18%	(19)	39%	(41)	43%	(46)	106
Atheist	19%	(20)	36%	(38)	45%	(48)	106
Agnostic/Nothing in particular	18%	(104)	39%	(226)	43%	(251)	581
Something Else	20%	(83)	43%	(182)	37%	(158)	423
Religious Non-Protestant/Catholic	17%	(24)	37%	(51)	45%	(62)	136
Evangelical	20%	(107)	38%	(200)	42%	(220)	527
Non-Evangelical	18%	(150)	37%	(305)	45%	(378)	833
Community: Urban	22%	(135)	40%	(244)	39%	(238)	617
Community: Suburban	18%	(185)	37%	(374)	45%	(460)	1019
Community: Rural	16%	(93)	37%	(215)	47%	(268)	577
Employ: Private Sector	22%	(161)	41%	(295)	37%	(264)	719
Employ: Government	23%	(29)	42%	(53)	34%	(43)	125
Employ: Self-Employed	24%	(49)	37%	(77)	39%	(80)	205
Employ: Homemaker	14%	(22)	42%	(64)	43%	(66)	152
Employ: Student	16%	(8)	47%	(25)	37%	(19)	52
Employ: Retired	13%	(72)	29%	(160)	58%	(325)	558
Employ: Unemployed	17%	(39)	38%	(86)	45%	(100)	225
Employ: Other	19%	(34)	42%	(74)	39%	(69)	177
Military HH: Yes	19%	(61)	40%	(125)	41%	(129)	315
Military HH: No	19%	(353)	37%	(708)	44%	(837)	1898
RD/WT: Right Direction	22%	(149)	40%	(276)	39%	(267)	692
RD/WT: Wrong Track	17%	(264)	37%	(558)	46%	(699)	1521

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**Table MCEN6\_13:** And how are you planning to first watch the following movies?  
 Avatar 5 (2028)

<b>Demographic</b>	<b>I will see this movie in theaters</b>		<b>I will see this movie when it's available at home/on a streaming platform</b>		<b>I will not see this movie</b>		<b>Total N</b>
Adults	19%	(413)	38%	(833)	44%	(966)	2213
Biden Job Approve	21%	(206)	39%	(383)	40%	(392)	982
Biden Job Disapprove	17%	(191)	36%	(396)	47%	(513)	1100
Biden Job Strongly Approve	20%	(84)	38%	(160)	42%	(176)	421
Biden Job Somewhat Approve	22%	(122)	40%	(223)	38%	(216)	560
Biden Job Somewhat Disapprove	22%	(72)	40%	(133)	38%	(124)	328
Biden Job Strongly Disapprove	15%	(119)	34%	(263)	50%	(389)	772
Favorable of Biden	20%	(202)	39%	(382)	41%	(403)	986
Unfavorable of Biden	17%	(190)	37%	(407)	46%	(501)	1097
Very Favorable of Biden	21%	(97)	38%	(178)	42%	(198)	473
Somewhat Favorable of Biden	20%	(104)	40%	(204)	40%	(205)	513
Somewhat Unfavorable of Biden	20%	(58)	44%	(127)	36%	(104)	289
Very Unfavorable of Biden	16%	(132)	35%	(280)	49%	(397)	808
#1 Issue: Economy	21%	(192)	38%	(355)	41%	(383)	929
#1 Issue: Security	16%	(37)	40%	(94)	44%	(103)	235
#1 Issue: Health Care	19%	(27)	45%	(63)	36%	(50)	140
#1 Issue: Medicare / Social Security	12%	(32)	27%	(72)	60%	(158)	263
#1 Issue: Women's Issues	18%	(53)	37%	(107)	45%	(132)	292
#1 Issue: Education	27%	(22)	46%	(37)	27%	(22)	81
#1 Issue: Energy	19%	(27)	40%	(56)	41%	(58)	141
#1 Issue: Other	18%	(23)	37%	(49)	45%	(60)	133
2022 House Vote: Democrat	22%	(194)	38%	(334)	40%	(355)	883
2022 House Vote: Republican	18%	(119)	35%	(234)	48%	(323)	675
2022 House Vote: Someone else	19%	(15)	31%	(24)	49%	(38)	76
2022 House Vote: Didn't Vote	15%	(86)	42%	(242)	43%	(251)	578
2020 Vote: Joe Biden	20%	(186)	39%	(360)	41%	(386)	932
2020 Vote: Donald Trump	18%	(125)	35%	(250)	47%	(340)	715
2020 Vote: Other	27%	(22)	30%	(24)	44%	(36)	82
2020 Vote: Didn't Vote	16%	(80)	41%	(199)	42%	(205)	484

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**Table MCEN6\_13:** And how are you planning to first watch the following movies?  
Avatar 5 (2028)

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(413)	38%	(833)	44%	(966)	2213
2018 House Vote: Democrat	21%	(175)	39%	(316)	40%	(325)	816
2018 House Vote: Republican	17%	(102)	33%	(196)	50%	(298)	596
2018 House Vote: Someone else	18%	(14)	33%	(25)	48%	(36)	75
2018 House Vote: Didnt Vote	17%	(122)	41%	(297)	42%	(307)	726
4-Region: Northeast	16%	(60)	40%	(152)	45%	(172)	383
4-Region: Midwest	17%	(79)	35%	(162)	47%	(216)	457
4-Region: South	18%	(150)	38%	(321)	44%	(374)	846
4-Region: West	24%	(125)	38%	(198)	39%	(204)	527
Favorable Opinion of Avatar	30%	(358)	54%	(651)	16%	(188)	1197
Unfavorable Opinion of Avatar	7%	(31)	19%	(83)	73%	(313)	427
Enjoyed Seeing Avatar	31%	(361)	54%	(623)	14%	(165)	1150
Did not Enjoy Seeing Avatar	9%	(21)	22%	(54)	69%	(168)	243
Saw Avatar	27%	(382)	49%	(677)	24%	(334)	1393

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

**Table MCEN6\_14:** And how are you planning to first watch the following movies?*Super Mario Bros. Movie*

<b>Demographic</b>	<b>I will see this movie in theaters</b>		<b>I will see this movie when it's available at home/on a streaming platform</b>		<b>I will not see this movie</b>		<b>Total N</b>
Adults	14%	(307)	36%	(801)	50%	(1105)	2213
Gender: Male	18%	(194)	36%	(383)	46%	(492)	1069
Gender: Female	10%	(113)	37%	(418)	54%	(613)	1144
Age: 18-34	25%	(161)	47%	(304)	28%	(178)	643
Age: 35-44	19%	(69)	49%	(179)	32%	(119)	366
Age: 45-64	9%	(65)	34%	(244)	57%	(406)	715
Age: 65+	3%	(13)	15%	(74)	82%	(402)	489
GenZers: 1997-2012	35%	(72)	38%	(79)	27%	(57)	207
Millennials: 1981-1996	21%	(143)	50%	(349)	29%	(204)	696
GenXers: 1965-1980	13%	(68)	40%	(211)	47%	(246)	525
Baby Boomers: 1946-1964	3%	(23)	22%	(157)	74%	(521)	701
PID: Dem (no lean)	16%	(134)	38%	(325)	47%	(402)	861
PID: Ind (no lean)	15%	(101)	37%	(254)	48%	(333)	688
PID: Rep (no lean)	11%	(72)	33%	(222)	56%	(370)	664
PID/Gender: Dem Men	24%	(99)	36%	(148)	40%	(167)	414
PID/Gender: Dem Women	8%	(35)	39%	(176)	53%	(236)	447
PID/Gender: Ind Men	16%	(52)	37%	(119)	47%	(151)	322
PID/Gender: Ind Women	13%	(49)	37%	(135)	50%	(182)	366
PID/Gender: Rep Men	13%	(43)	35%	(115)	53%	(175)	333
PID/Gender: Rep Women	9%	(29)	32%	(107)	59%	(195)	331
Ideo: Liberal (1-3)	14%	(98)	38%	(259)	47%	(322)	680
Ideo: Moderate (4)	15%	(91)	37%	(221)	48%	(293)	604
Ideo: Conservative (5-7)	11%	(72)	32%	(218)	58%	(394)	684
Educ: < College	14%	(209)	38%	(551)	47%	(680)	1439
Educ: Bachelors degree	14%	(70)	35%	(171)	51%	(251)	491
Educ: Post-grad	10%	(29)	28%	(79)	62%	(174)	283
Income: Under 50k	13%	(154)	37%	(450)	50%	(601)	1205
Income: 50k-100k	17%	(114)	35%	(236)	48%	(324)	674
Income: 100k+	12%	(39)	34%	(115)	54%	(180)	334

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**Table MCEN6\_14:** *And how are you planning to first watch the following movies?*  
*Super Mario Bros. Movie*

<b>Demographic</b>	<b>I will see this movie in theaters</b>		<b>I will see this movie when it's available at home/on a streaming platform</b>		<b>I will not see this movie</b>		<b>Total N</b>
Adults	14%	(307)	36%	(801)	50%	(1105)	2213
Ethnicity: White	10%	(176)	35%	(606)	54%	(931)	1713
Ethnicity: Hispanic	25%	(93)	41%	(153)	34%	(128)	374
Ethnicity: Black	29%	(83)	37%	(105)	33%	(94)	283
Ethnicity: Other	22%	(48)	41%	(90)	37%	(80)	217
All Christian	12%	(117)	34%	(335)	55%	(545)	997
All Non-Christian	15%	(16)	31%	(33)	54%	(57)	106
Atheist	14%	(15)	34%	(36)	52%	(55)	106
Agnostic/Nothing in particular	14%	(79)	40%	(230)	47%	(272)	581
Something Else	19%	(81)	39%	(166)	42%	(176)	423
Religious Non-Protestant/Catholic	14%	(20)	33%	(45)	53%	(72)	136
Evangelical	19%	(101)	39%	(203)	42%	(223)	527
Non-Evangelical	11%	(88)	33%	(275)	56%	(470)	833
Community: Urban	18%	(108)	41%	(252)	42%	(257)	617
Community: Suburban	13%	(136)	35%	(356)	52%	(527)	1019
Community: Rural	11%	(63)	33%	(193)	56%	(321)	577
Employ: Private Sector	17%	(121)	44%	(316)	39%	(282)	719
Employ: Government	20%	(25)	44%	(55)	36%	(45)	125
Employ: Self-Employed	20%	(42)	40%	(81)	40%	(82)	205
Employ: Homemaker	10%	(15)	45%	(69)	45%	(68)	152
Employ: Student	23%	(12)	39%	(20)	37%	(19)	52
Employ: Retired	3%	(15)	19%	(108)	78%	(434)	558
Employ: Unemployed	18%	(42)	35%	(79)	46%	(104)	225
Employ: Other	20%	(36)	41%	(73)	39%	(69)	177
Military HH: Yes	11%	(34)	30%	(95)	59%	(185)	315
Military HH: No	14%	(273)	37%	(705)	48%	(920)	1898
RD/WT: Right Direction	17%	(121)	36%	(246)	47%	(325)	692
RD/WT: Wrong Track	12%	(187)	36%	(555)	51%	(780)	1521

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**Table MCEN6\_14:** And how are you planning to first watch the following movies?  
*Super Mario Bros. Movie*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	14%	(307)	36%	(801)	50%	(1105)	2213
Biden Job Approve	16%	(155)	37%	(361)	47%	(466)	982
Biden Job Disapprove	11%	(123)	35%	(390)	53%	(587)	1100
Biden Job Strongly Approve	18%	(75)	33%	(141)	49%	(205)	421
Biden Job Somewhat Approve	14%	(80)	39%	(220)	46%	(260)	560
Biden Job Somewhat Disapprove	13%	(42)	45%	(146)	43%	(140)	328
Biden Job Strongly Disapprove	11%	(82)	32%	(244)	58%	(446)	772
Favorable of Biden	15%	(144)	37%	(365)	48%	(476)	986
Unfavorable of Biden	12%	(133)	36%	(393)	52%	(572)	1097
Very Favorable of Biden	16%	(74)	35%	(164)	50%	(235)	473
Somewhat Favorable of Biden	14%	(70)	39%	(202)	47%	(242)	513
Somewhat Unfavorable of Biden	14%	(41)	45%	(131)	40%	(116)	289
Very Unfavorable of Biden	11%	(91)	32%	(261)	56%	(456)	808
#1 Issue: Economy	15%	(140)	38%	(349)	47%	(441)	929
#1 Issue: Security	15%	(35)	38%	(89)	47%	(110)	235
#1 Issue: Health Care	14%	(19)	42%	(59)	44%	(61)	140
#1 Issue: Medicare / Social Security	6%	(16)	20%	(53)	74%	(194)	263
#1 Issue: Women's Issues	16%	(47)	39%	(115)	44%	(130)	292
#1 Issue: Education	26%	(21)	46%	(37)	28%	(23)	81
#1 Issue: Energy	13%	(18)	36%	(50)	51%	(72)	141
#1 Issue: Other	8%	(11)	36%	(48)	55%	(74)	133
2022 House Vote: Democrat	16%	(138)	36%	(316)	49%	(429)	883
2022 House Vote: Republican	11%	(77)	32%	(218)	56%	(381)	675
2022 House Vote: Someone else	21%	(16)	28%	(21)	51%	(39)	76
2022 House Vote: Didn't Vote	13%	(76)	43%	(246)	44%	(256)	578
2020 Vote: Joe Biden	15%	(142)	36%	(335)	49%	(454)	932
2020 Vote: Donald Trump	12%	(83)	33%	(238)	55%	(395)	715
2020 Vote: Other	12%	(10)	37%	(30)	51%	(42)	82
2020 Vote: Didn't Vote	15%	(72)	41%	(198)	44%	(214)	484

Continued on next page

**Table MCEN6\_14:** And how are you planning to first watch the following movies?  
*Super Mario Bros. Movie*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	14%	(307)	36%	(801)	50%	(1105)	2213
2018 House Vote: Democrat	14%	(116)	37%	(303)	49%	(397)	816
2018 House Vote: Republican	10%	(59)	29%	(174)	61%	(363)	596
2018 House Vote: Someone else	19%	(15)	35%	(26)	46%	(35)	75
2018 House Vote: Didnt Vote	16%	(118)	41%	(298)	43%	(310)	726
4-Region: Northeast	10%	(39)	36%	(138)	54%	(206)	383
4-Region: Midwest	12%	(53)	37%	(168)	52%	(236)	457
4-Region: South	15%	(128)	35%	(295)	50%	(423)	846
4-Region: West	17%	(87)	38%	(200)	46%	(240)	527
Favorable Opinion of Avatar	17%	(199)	45%	(536)	39%	(462)	1197
Unfavorable Opinion of Avatar	16%	(69)	31%	(131)	53%	(228)	427
Enjoyed Seeing Avatar	18%	(208)	44%	(511)	37%	(430)	1150
Did not Enjoy Seeing Avatar	15%	(35)	41%	(100)	44%	(108)	243
Saw Avatar	17%	(244)	44%	(611)	39%	(538)	1393

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

**Table MCEN6\_15: And how are you planning to first watch the following movies?**  
*Creed III*

<b>Demographic</b>	<b>I will see this movie in theaters</b>		<b>I will see this movie when it's available at home/on a streaming platform</b>		<b>I will not see this movie</b>		<b>Total N</b>
Adults	12%	(267)	36%	(801)	52%	(1144)	2213
Gender: Male	16%	(172)	39%	(419)	45%	(477)	1069
Gender: Female	8%	(95)	33%	(382)	58%	(667)	1144
Age: 18-34	19%	(123)	37%	(238)	44%	(282)	643
Age: 35-44	16%	(58)	43%	(156)	42%	(152)	366
Age: 45-64	10%	(70)	39%	(281)	51%	(364)	715
Age: 65+	4%	(17)	26%	(126)	71%	(346)	489
GenZers: 1997-2012	17%	(35)	39%	(80)	44%	(92)	207
Millennials: 1981-1996	18%	(126)	38%	(264)	44%	(306)	696
GenXers: 1965-1980	13%	(68)	44%	(231)	43%	(225)	525
Baby Boomers: 1946-1964	5%	(33)	31%	(218)	64%	(450)	701
PID: Dem (no lean)	15%	(125)	37%	(317)	49%	(418)	861
PID: Ind (no lean)	11%	(77)	37%	(254)	52%	(357)	688
PID: Rep (no lean)	10%	(66)	35%	(229)	56%	(369)	664
PID/Gender: Dem Men	21%	(86)	40%	(167)	39%	(161)	414
PID/Gender: Dem Women	9%	(39)	34%	(150)	58%	(257)	447
PID/Gender: Ind Men	15%	(47)	37%	(118)	49%	(156)	322
PID/Gender: Ind Women	8%	(29)	37%	(136)	55%	(200)	366
PID/Gender: Rep Men	12%	(39)	40%	(134)	48%	(160)	333
PID/Gender: Rep Women	8%	(27)	29%	(95)	63%	(209)	331
Ideo: Liberal (1-3)	12%	(81)	35%	(241)	53%	(358)	680
Ideo: Moderate (4)	15%	(90)	39%	(238)	46%	(276)	604
Ideo: Conservative (5-7)	9%	(64)	34%	(231)	57%	(390)	684
Educ: < College	12%	(179)	38%	(553)	49%	(708)	1439
Educ: Bachelors degree	11%	(55)	33%	(161)	56%	(275)	491
Educ: Post-grad	12%	(34)	31%	(88)	57%	(161)	283
Income: Under 50k	12%	(142)	36%	(439)	52%	(623)	1205
Income: 50k-100k	12%	(82)	37%	(247)	51%	(345)	674
Income: 100k+	13%	(43)	35%	(116)	53%	(176)	334

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**Table MCEN6\_15: And how are you planning to first watch the following movies?**

*Creed III*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	12%	(267)	36%	(801)	52%	(1144)	2213
Ethnicity: White	8%	(137)	34%	(580)	58%	(997)	1713
Ethnicity: Hispanic	18%	(68)	43%	(160)	39%	(147)	374
Ethnicity: Black	35%	(98)	44%	(125)	21%	(60)	283
Ethnicity: Other	15%	(33)	44%	(96)	40%	(88)	217
All Christian	12%	(116)	34%	(342)	54%	(540)	997
All Non-Christian	11%	(12)	34%	(36)	55%	(58)	106
Atheist	5%	(5)	32%	(34)	63%	(67)	106
Agnostic/Nothing in particular	12%	(72)	38%	(221)	50%	(288)	581
Something Else	15%	(64)	40%	(169)	45%	(191)	423
Religious Non-Protestant/Catholic	11%	(15)	34%	(47)	55%	(75)	136
Evangelical	18%	(96)	36%	(187)	46%	(244)	527
Non-Evangelical	9%	(79)	36%	(301)	54%	(454)	833
Community: Urban	17%	(102)	40%	(249)	43%	(266)	617
Community: Suburban	11%	(107)	35%	(356)	55%	(556)	1019
Community: Rural	10%	(58)	34%	(196)	56%	(323)	577
Employ: Private Sector	14%	(102)	40%	(284)	46%	(332)	719
Employ: Government	22%	(27)	40%	(50)	38%	(48)	125
Employ: Self-Employed	16%	(34)	36%	(73)	48%	(98)	205
Employ: Homemaker	5%	(7)	35%	(53)	60%	(92)	152
Employ: Student	11%	(6)	47%	(24)	42%	(22)	52
Employ: Retired	4%	(23)	28%	(159)	67%	(376)	558
Employ: Unemployed	15%	(33)	40%	(89)	46%	(103)	225
Employ: Other	20%	(35)	39%	(69)	41%	(73)	177
Military HH: Yes	8%	(25)	32%	(102)	59%	(187)	315
Military HH: No	13%	(242)	37%	(699)	50%	(957)	1898
RD/WT: Right Direction	16%	(107)	35%	(242)	50%	(343)	692
RD/WT: Wrong Track	11%	(160)	37%	(559)	53%	(802)	1521

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**Table MCEN6\_15:** And how are you planning to first watch the following movies?  
 Creed III

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	12%	(267)	36%	(801)	52%	(1144)	2213
Biden Job Approve	15%	(142)	35%	(339)	51%	(500)	982
Biden Job Disapprove	10%	(112)	38%	(417)	52%	(572)	1100
Biden Job Strongly Approve	16%	(69)	34%	(144)	49%	(208)	421
Biden Job Somewhat Approve	13%	(74)	35%	(195)	52%	(292)	560
Biden Job Somewhat Disapprove	11%	(36)	45%	(147)	44%	(145)	328
Biden Job Strongly Disapprove	10%	(75)	35%	(269)	55%	(427)	772
Favorable of Biden	15%	(146)	33%	(327)	52%	(513)	986
Unfavorable of Biden	10%	(109)	39%	(425)	51%	(563)	1097
Very Favorable of Biden	16%	(73)	33%	(157)	51%	(242)	473
Somewhat Favorable of Biden	14%	(73)	33%	(170)	53%	(270)	513
Somewhat Unfavorable of Biden	9%	(27)	45%	(131)	45%	(131)	289
Very Unfavorable of Biden	10%	(82)	36%	(294)	53%	(432)	808
#1 Issue: Economy	13%	(123)	39%	(363)	48%	(443)	929
#1 Issue: Security	11%	(26)	37%	(87)	52%	(121)	235
#1 Issue: Health Care	13%	(18)	38%	(53)	49%	(69)	140
#1 Issue: Medicare / Social Security	7%	(18)	29%	(77)	64%	(167)	263
#1 Issue: Women's Issues	13%	(38)	31%	(92)	56%	(162)	292
#1 Issue: Education	11%	(9)	43%	(35)	46%	(37)	81
#1 Issue: Energy	16%	(22)	34%	(48)	50%	(70)	141
#1 Issue: Other	9%	(12)	34%	(45)	57%	(75)	133
2022 House Vote: Democrat	15%	(131)	36%	(316)	49%	(436)	883
2022 House Vote: Republican	9%	(63)	34%	(227)	57%	(385)	675
2022 House Vote: Someone else	14%	(11)	35%	(27)	51%	(39)	76
2022 House Vote: Didn't Vote	11%	(63)	40%	(232)	49%	(284)	578
2020 Vote: Joe Biden	15%	(143)	35%	(324)	50%	(465)	932
2020 Vote: Donald Trump	8%	(59)	35%	(248)	57%	(408)	715
2020 Vote: Other	10%	(8)	44%	(36)	46%	(38)	82
2020 Vote: Didn't Vote	12%	(58)	40%	(193)	48%	(233)	484

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**Table MCEN6\_15:** And how are you planning to first watch the following movies?

*Creed III*

<b>Demographic</b>	<b>I will see this movie in theaters</b>		<b>I will see this movie when it's available at home/on a streaming platform</b>		<b>I will not see this movie</b>		<b>Total N</b>
Adults	12%	(267)	36%	(801)	52%	(1144)	2213
2018 House Vote: Democrat	15%	(126)	37%	(299)	48%	(392)	816
2018 House Vote: Republican	9%	(52)	33%	(195)	58%	(348)	596
2018 House Vote: Someone else	17%	(13)	33%	(25)	50%	(38)	75
2018 House Vote: Didnt Vote	11%	(77)	39%	(283)	50%	(366)	726
4-Region: Northeast	10%	(39)	39%	(149)	51%	(195)	383
4-Region: Midwest	9%	(42)	33%	(152)	58%	(263)	457
4-Region: South	13%	(111)	37%	(311)	50%	(423)	846
4-Region: West	14%	(75)	36%	(189)	50%	(264)	527
Favorable Opinion of Avatar	15%	(179)	45%	(543)	40%	(476)	1197
Unfavorable Opinion of Avatar	13%	(54)	30%	(128)	57%	(245)	427
Enjoyed Seeing Avatar	15%	(169)	45%	(514)	41%	(467)	1150
Did not Enjoy Seeing Avatar	12%	(30)	38%	(92)	50%	(122)	243
Saw Avatar	14%	(199)	43%	(606)	42%	(588)	1393

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

**Table MCEN6\_16:** And how are you planning to first watch the following movies?  
*Magic Mike's Last Dance*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	8%	(184)	34%	(743)	58%	(1286)	2213
Gender: Male	8%	(89)	26%	(281)	65%	(699)	1069
Gender: Female	8%	(95)	40%	(462)	51%	(587)	1144
Age: 18-34	12%	(75)	38%	(244)	50%	(323)	643
Age: 35-44	10%	(35)	38%	(140)	52%	(191)	366
Age: 45-64	8%	(55)	36%	(256)	57%	(405)	715
Age: 65+	4%	(18)	21%	(104)	75%	(367)	489
GenZers: 1997-2012	14%	(30)	31%	(64)	55%	(113)	207
Millennials: 1981-1996	11%	(74)	40%	(276)	50%	(346)	696
GenXers: 1965-1980	9%	(48)	39%	(206)	52%	(271)	525
Baby Boomers: 1946-1964	4%	(31)	27%	(191)	68%	(479)	701
PID: Dem (no lean)	10%	(87)	37%	(315)	53%	(459)	861
PID: Ind (no lean)	7%	(46)	32%	(217)	62%	(425)	688
PID: Rep (no lean)	8%	(51)	32%	(211)	61%	(402)	664
PID/Gender: Dem Men	12%	(51)	30%	(125)	58%	(239)	414
PID/Gender: Dem Women	8%	(36)	43%	(190)	49%	(220)	447
PID/Gender: Ind Men	6%	(19)	27%	(86)	68%	(218)	322
PID/Gender: Ind Women	8%	(28)	36%	(131)	57%	(207)	366
PID/Gender: Rep Men	6%	(20)	21%	(70)	73%	(243)	333
PID/Gender: Rep Women	9%	(31)	43%	(141)	48%	(159)	331
Ideo: Liberal (1-3)	8%	(58)	35%	(238)	57%	(385)	680
Ideo: Moderate (4)	10%	(58)	37%	(222)	54%	(323)	604
Ideo: Conservative (5-7)	6%	(40)	27%	(186)	67%	(458)	684
Educ: < College	9%	(134)	34%	(493)	56%	(812)	1439
Educ: Bachelors degree	5%	(27)	35%	(171)	60%	(294)	491
Educ: Post-grad	8%	(23)	28%	(79)	64%	(181)	283
Income: Under 50k	8%	(97)	34%	(409)	58%	(699)	1205
Income: 50k-100k	10%	(64)	33%	(225)	57%	(385)	674
Income: 100k+	7%	(23)	33%	(110)	60%	(202)	334

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**Table MCEN6\_16:** And how are you planning to first watch the following movies?  
*Magic Mike's Last Dance*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	8%	(184)	34%	(743)	58%	(1286)	2213
Ethnicity: White	7%	(125)	32%	(553)	60%	(1034)	1713
Ethnicity: Hispanic	10%	(36)	35%	(133)	55%	(205)	374
Ethnicity: Black	15%	(42)	37%	(105)	48%	(135)	283
Ethnicity: Other	7%	(16)	39%	(85)	54%	(116)	217
All Christian	8%	(76)	34%	(342)	58%	(580)	997
All Non-Christian	8%	(9)	32%	(33)	60%	(63)	106
Atheist	8%	(8)	26%	(28)	66%	(70)	106
Agnostic/Nothing in particular	9%	(53)	32%	(188)	58%	(340)	581
Something Else	9%	(38)	36%	(152)	55%	(234)	423
Religious Non-Protestant/Catholic	8%	(11)	30%	(41)	62%	(84)	136
Evangelical	10%	(52)	33%	(175)	57%	(300)	527
Non-Evangelical	7%	(59)	36%	(298)	57%	(476)	833
Community: Urban	13%	(80)	36%	(225)	51%	(313)	617
Community: Suburban	7%	(71)	32%	(331)	61%	(618)	1019
Community: Rural	6%	(33)	33%	(188)	62%	(355)	577
Employ: Private Sector	10%	(72)	36%	(262)	54%	(386)	719
Employ: Government	8%	(10)	37%	(47)	55%	(69)	125
Employ: Self-Employed	10%	(20)	34%	(71)	56%	(114)	205
Employ: Homemaker	9%	(14)	43%	(65)	48%	(74)	152
Employ: Student	5%	(3)	37%	(19)	58%	(30)	52
Employ: Retired	3%	(18)	24%	(136)	72%	(403)	558
Employ: Unemployed	10%	(23)	40%	(90)	50%	(113)	225
Employ: Other	14%	(25)	30%	(53)	56%	(99)	177
Military HH: Yes	5%	(15)	30%	(94)	65%	(206)	315
Military HH: No	9%	(169)	34%	(649)	57%	(1080)	1898
RD/WT: Right Direction	11%	(75)	36%	(247)	54%	(370)	692
RD/WT: Wrong Track	7%	(109)	33%	(496)	60%	(916)	1521

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**Table MCEN6\_16:** And how are you planning to first watch the following movies?  
 Magic Mike's Last Dance

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	8%	(184)	34%	(743)	58%	(1286)	2213
Biden Job Approve	10%	(98)	35%	(346)	55%	(538)	982
Biden Job Disapprove	6%	(71)	32%	(353)	61%	(676)	1100
Biden Job Strongly Approve	11%	(48)	34%	(142)	55%	(232)	421
Biden Job Somewhat Approve	9%	(50)	36%	(204)	55%	(306)	560
Biden Job Somewhat Disapprove	6%	(20)	34%	(111)	60%	(196)	328
Biden Job Strongly Disapprove	7%	(51)	31%	(241)	62%	(480)	772
Favorable of Biden	9%	(91)	35%	(348)	56%	(547)	986
Unfavorable of Biden	7%	(75)	32%	(353)	61%	(669)	1097
Very Favorable of Biden	10%	(48)	36%	(172)	54%	(254)	473
Somewhat Favorable of Biden	8%	(43)	34%	(176)	57%	(294)	513
Somewhat Unfavorable of Biden	8%	(23)	35%	(102)	57%	(165)	289
Very Unfavorable of Biden	7%	(53)	31%	(251)	62%	(504)	808
#1 Issue: Economy	8%	(70)	34%	(314)	59%	(546)	929
#1 Issue: Security	11%	(26)	29%	(68)	60%	(141)	235
#1 Issue: Health Care	8%	(11)	41%	(58)	51%	(71)	140
#1 Issue: Medicare / Social Security	6%	(17)	28%	(73)	66%	(173)	263
#1 Issue: Women's Issues	11%	(32)	36%	(105)	53%	(154)	292
#1 Issue: Education	5%	(4)	43%	(35)	52%	(42)	81
#1 Issue: Energy	8%	(11)	34%	(49)	57%	(81)	141
#1 Issue: Other	10%	(13)	31%	(41)	59%	(79)	133
2022 House Vote: Democrat	9%	(82)	35%	(312)	55%	(489)	883
2022 House Vote: Republican	6%	(40)	28%	(188)	66%	(447)	675
2022 House Vote: Someone else	8%	(6)	32%	(25)	59%	(45)	76
2022 House Vote: Didn't Vote	10%	(55)	38%	(218)	53%	(305)	578
2020 Vote: Joe Biden	9%	(87)	34%	(321)	56%	(524)	932
2020 Vote: Donald Trump	6%	(45)	30%	(216)	63%	(454)	715
2020 Vote: Other	6%	(5)	32%	(26)	63%	(52)	82
2020 Vote: Didn't Vote	10%	(47)	37%	(180)	53%	(257)	484

Continued on next page

**Table MCEN6\_16:** And how are you planning to first watch the following movies?  
*Magic Mike's Last Dance*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	8%	(184)	34%	(743)	58%	(1286)	2213
2018 House Vote: Democrat	9%	(77)	35%	(283)	56%	(456)	816
2018 House Vote: Republican	5%	(31)	28%	(166)	67%	(399)	596
2018 House Vote: Someone else	10%	(8)	30%	(23)	60%	(45)	75
2018 House Vote: Didnt Vote	9%	(68)	37%	(271)	53%	(386)	726
4-Region: Northeast	7%	(28)	34%	(131)	58%	(224)	383
4-Region: Midwest	8%	(38)	33%	(151)	59%	(269)	457
4-Region: South	9%	(72)	35%	(294)	57%	(479)	846
4-Region: West	9%	(46)	32%	(167)	60%	(315)	527
Favorable Opinion of Avatar	10%	(122)	40%	(484)	49%	(591)	1197
Unfavorable Opinion of Avatar	9%	(37)	30%	(127)	62%	(263)	427
Enjoyed Seeing Avatar	10%	(117)	42%	(479)	48%	(554)	1150
Did not Enjoy Seeing Avatar	7%	(16)	32%	(79)	61%	(148)	243
Saw Avatar	10%	(133)	40%	(558)	50%	(702)	1393

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

**Table MCEN6\_17: And how are you planning to first watch the following movies?**  
*John Wick: Chapter 4*

<b>Demographic</b>	<b>I will see this movie in theaters</b>		<b>I will see this movie when it's available at home/on a streaming platform</b>		<b>I will not see this movie</b>		<b>Total N</b>
Adults	19%	(427)	40%	(891)	40%	(895)	2213
Gender: Male	26%	(278)	41%	(438)	33%	(353)	1069
Gender: Female	13%	(149)	40%	(453)	47%	(542)	1144
Age: 18-34	28%	(181)	38%	(246)	34%	(217)	643
Age: 35-44	24%	(86)	46%	(167)	31%	(112)	366
Age: 45-64	16%	(117)	44%	(315)	40%	(284)	715
Age: 65+	9%	(43)	34%	(164)	58%	(282)	489
GenZers: 1997-2012	34%	(71)	30%	(63)	35%	(73)	207
Millennials: 1981-1996	25%	(172)	43%	(302)	32%	(222)	696
GenXers: 1965-1980	20%	(105)	43%	(228)	37%	(192)	525
Baby Boomers: 1946-1964	11%	(74)	40%	(282)	49%	(344)	701
PID: Dem (no lean)	19%	(166)	43%	(373)	37%	(322)	861
PID: Ind (no lean)	19%	(130)	38%	(262)	43%	(296)	688
PID: Rep (no lean)	20%	(130)	39%	(257)	42%	(278)	664
PID/Gender: Dem Men	25%	(103)	45%	(187)	30%	(124)	414
PID/Gender: Dem Women	14%	(63)	42%	(186)	44%	(198)	447
PID/Gender: Ind Men	26%	(85)	37%	(118)	37%	(119)	322
PID/Gender: Ind Women	12%	(46)	39%	(144)	48%	(177)	366
PID/Gender: Rep Men	27%	(89)	40%	(133)	33%	(110)	333
PID/Gender: Rep Women	12%	(40)	37%	(123)	51%	(167)	331
Ideo: Liberal (1-3)	21%	(143)	43%	(290)	36%	(247)	680
Ideo: Moderate (4)	22%	(130)	40%	(242)	38%	(232)	604
Ideo: Conservative (5-7)	17%	(114)	38%	(258)	46%	(312)	684
Educ: < College	21%	(298)	41%	(591)	38%	(550)	1439
Educ: Bachelors degree	16%	(77)	41%	(201)	43%	(213)	491
Educ: Post-grad	18%	(51)	35%	(100)	47%	(131)	283
Income: Under 50k	17%	(210)	42%	(500)	41%	(495)	1205
Income: 50k-100k	23%	(158)	40%	(270)	37%	(247)	674
Income: 100k+	18%	(59)	36%	(121)	46%	(153)	334

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**Table MCEN6\_17: And how are you planning to first watch the following movies?**

John Wick: Chapter 4

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(427)	40%	(891)	40%	(895)	2213
Ethnicity: White	16%	(275)	40%	(685)	44%	(754)	1713
Ethnicity: Hispanic	31%	(115)	42%	(156)	28%	(103)	374
Ethnicity: Black	33%	(93)	40%	(113)	27%	(77)	283
Ethnicity: Other	27%	(59)	43%	(94)	30%	(64)	217
All Christian	19%	(187)	39%	(386)	43%	(424)	997
All Non-Christian	18%	(19)	37%	(39)	45%	(47)	106
Atheist	17%	(18)	41%	(43)	42%	(45)	106
Agnostic/Nothing in particular	20%	(118)	40%	(233)	40%	(230)	581
Something Else	20%	(85)	45%	(190)	35%	(149)	423
Religious Non-Protestant/Catholic	17%	(23)	34%	(47)	48%	(66)	136
Evangelical	20%	(107)	43%	(224)	37%	(196)	527
Non-Evangelical	19%	(155)	39%	(329)	42%	(349)	833
Community: Urban	24%	(147)	40%	(248)	36%	(223)	617
Community: Suburban	19%	(194)	40%	(410)	41%	(416)	1019
Community: Rural	15%	(86)	41%	(234)	44%	(257)	577
Employ: Private Sector	24%	(175)	40%	(286)	36%	(258)	719
Employ: Government	27%	(33)	44%	(56)	29%	(36)	125
Employ: Self-Employed	23%	(47)	41%	(84)	36%	(74)	205
Employ: Homemaker	12%	(19)	44%	(67)	44%	(66)	152
Employ: Student	33%	(17)	41%	(21)	26%	(14)	52
Employ: Retired	8%	(46)	38%	(212)	54%	(299)	558
Employ: Unemployed	20%	(46)	43%	(98)	36%	(82)	225
Employ: Other	25%	(44)	38%	(67)	37%	(66)	177
Military HH: Yes	22%	(70)	43%	(134)	35%	(111)	315
Military HH: No	19%	(357)	40%	(758)	41%	(784)	1898
RD/WT: Right Direction	22%	(151)	40%	(275)	39%	(266)	692
RD/WT: Wrong Track	18%	(276)	41%	(617)	41%	(628)	1521

Continued on next page

**Table MCEN6\_17: And how are you planning to first watch the following movies?**  
*John Wick: Chapter 4*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(427)	40%	(891)	40%	(895)	2213
Biden Job Approve	21%	(203)	39%	(387)	40%	(391)	982
Biden Job Disapprove	19%	(208)	41%	(446)	41%	(447)	1100
Biden Job Strongly Approve	23%	(96)	39%	(163)	39%	(163)	421
Biden Job Somewhat Approve	19%	(108)	40%	(224)	41%	(229)	560
Biden Job Somewhat Disapprove	19%	(62)	46%	(151)	35%	(115)	328
Biden Job Strongly Disapprove	19%	(145)	38%	(295)	43%	(331)	772
Favorable of Biden	20%	(192)	40%	(393)	41%	(401)	986
Unfavorable of Biden	19%	(214)	41%	(449)	40%	(434)	1097
Very Favorable of Biden	20%	(96)	41%	(194)	39%	(183)	473
Somewhat Favorable of Biden	19%	(97)	39%	(199)	42%	(218)	513
Somewhat Unfavorable of Biden	23%	(67)	43%	(124)	34%	(98)	289
Very Unfavorable of Biden	18%	(147)	40%	(325)	42%	(336)	808
#1 Issue: Economy	22%	(205)	40%	(372)	38%	(352)	929
#1 Issue: Security	17%	(41)	41%	(97)	41%	(97)	235
#1 Issue: Health Care	21%	(29)	42%	(59)	37%	(52)	140
#1 Issue: Medicare / Social Security	11%	(29)	37%	(98)	52%	(136)	263
#1 Issue: Women's Issues	19%	(57)	36%	(106)	44%	(129)	292
#1 Issue: Education	24%	(19)	46%	(37)	30%	(24)	81
#1 Issue: Energy	20%	(28)	43%	(61)	37%	(53)	141
#1 Issue: Other	14%	(19)	47%	(63)	38%	(51)	133
2022 House Vote: Democrat	20%	(180)	41%	(366)	38%	(337)	883
2022 House Vote: Republican	20%	(133)	37%	(253)	43%	(289)	675
2022 House Vote: Someone else	15%	(11)	34%	(26)	52%	(39)	76
2022 House Vote: Didn't Vote	18%	(102)	43%	(247)	40%	(229)	578
2020 Vote: Joe Biden	20%	(191)	41%	(387)	38%	(354)	932
2020 Vote: Donald Trump	18%	(131)	38%	(274)	43%	(310)	715
2020 Vote: Other	19%	(16)	35%	(29)	46%	(38)	82
2020 Vote: Didn't Vote	18%	(89)	42%	(202)	40%	(193)	484

Continued on next page

**Table MCEN6\_17: And how are you planning to first watch the following movies?**

John Wick: Chapter 4

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	19%	(427)	40%	(891)	40%	(895)	2213
2018 House Vote: Democrat	21%	(172)	42%	(346)	37%	(298)	816
2018 House Vote: Republican	18%	(110)	39%	(231)	43%	(255)	596
2018 House Vote: Someone else	15%	(11)	40%	(30)	45%	(34)	75
2018 House Vote: Didnt Vote	18%	(133)	39%	(285)	42%	(307)	726
4-Region: Northeast	15%	(56)	41%	(157)	44%	(169)	383
4-Region: Midwest	18%	(81)	37%	(171)	45%	(206)	457
4-Region: South	20%	(170)	40%	(342)	39%	(334)	846
4-Region: West	23%	(120)	42%	(221)	35%	(186)	527
Favorable Opinion of Avatar	26%	(314)	49%	(584)	25%	(299)	1197
Unfavorable Opinion of Avatar	17%	(71)	36%	(152)	48%	(203)	427
Enjoyed Seeing Avatar	26%	(303)	49%	(569)	24%	(277)	1150
Did not Enjoy Seeing Avatar	21%	(51)	40%	(96)	40%	(96)	243
Saw Avatar	25%	(354)	48%	(665)	27%	(374)	1393

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

**Table MCEN6\_18:** And how are you planning to first watch the following movies?  
*Spider-Man: Across the Spider-Verse*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	18%	(389)	42%	(938)	40%	(886)	2213
Gender: Male	21%	(222)	45%	(484)	34%	(364)	1069
Gender: Female	15%	(168)	40%	(454)	46%	(522)	1144
Age: 18-34	28%	(182)	46%	(293)	26%	(167)	643
Age: 35-44	20%	(73)	49%	(181)	31%	(112)	366
Age: 45-64	15%	(109)	46%	(328)	39%	(277)	715
Age: 65+	5%	(24)	28%	(135)	67%	(329)	489
GenZers: 1997-2012	34%	(69)	37%	(78)	29%	(60)	207
Millennials: 1981-1996	24%	(168)	49%	(341)	27%	(187)	696
GenXers: 1965-1980	18%	(97)	49%	(258)	32%	(170)	525
Baby Boomers: 1946-1964	7%	(52)	36%	(254)	56%	(395)	701
PID: Dem (no lean)	22%	(189)	44%	(375)	34%	(296)	861
PID: Ind (no lean)	16%	(109)	42%	(291)	42%	(288)	688
PID: Rep (no lean)	14%	(90)	41%	(272)	45%	(302)	664
PID/Gender: Dem Men	26%	(110)	45%	(185)	29%	(120)	414
PID/Gender: Dem Women	18%	(80)	43%	(190)	40%	(177)	447
PID/Gender: Ind Men	19%	(60)	45%	(146)	36%	(116)	322
PID/Gender: Ind Women	14%	(49)	40%	(145)	47%	(172)	366
PID/Gender: Rep Men	16%	(52)	46%	(153)	38%	(128)	333
PID/Gender: Rep Women	12%	(38)	36%	(120)	52%	(173)	331
Ideo: Liberal (1-3)	22%	(152)	45%	(307)	33%	(221)	680
Ideo: Moderate (4)	18%	(109)	42%	(256)	39%	(239)	604
Ideo: Conservative (5-7)	13%	(91)	37%	(255)	49%	(338)	684
Educ: < College	18%	(256)	43%	(625)	39%	(558)	1439
Educ: Bachelors degree	16%	(79)	45%	(221)	39%	(191)	491
Educ: Post-grad	19%	(54)	33%	(92)	48%	(136)	283
Income: Under 50k	16%	(195)	43%	(518)	41%	(492)	1205
Income: 50k-100k	20%	(138)	43%	(289)	37%	(248)	674
Income: 100k+	17%	(57)	39%	(131)	44%	(146)	334

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**Table MCEN6\_18:** And how are you planning to first watch the following movies?  
*Spider-Man: Across the Spider-Verse*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	18%	(389)	42%	(938)	40%	(886)	2213
Ethnicity: White	14%	(233)	42%	(719)	44%	(761)	1713
Ethnicity: Hispanic	29%	(108)	46%	(173)	25%	(93)	374
Ethnicity: Black	31%	(88)	45%	(129)	23%	(66)	283
Ethnicity: Other	31%	(68)	42%	(90)	27%	(59)	217
All Christian	16%	(158)	41%	(410)	43%	(429)	997
All Non-Christian	12%	(13)	40%	(42)	48%	(51)	106
Atheist	16%	(17)	43%	(45)	41%	(44)	106
Agnostic/Nothing in particular	19%	(112)	44%	(254)	37%	(215)	581
Something Else	21%	(90)	44%	(187)	35%	(147)	423
Religious Non-Protestant/Catholic	14%	(19)	41%	(56)	45%	(62)	136
Evangelical	20%	(104)	44%	(232)	36%	(190)	527
Non-Evangelical	16%	(131)	40%	(334)	44%	(369)	833
Community: Urban	21%	(131)	47%	(291)	32%	(195)	617
Community: Suburban	19%	(195)	39%	(402)	41%	(422)	1019
Community: Rural	11%	(64)	42%	(244)	47%	(269)	577
Employ: Private Sector	22%	(161)	47%	(340)	30%	(217)	719
Employ: Government	25%	(31)	48%	(60)	27%	(34)	125
Employ: Self-Employed	19%	(40)	42%	(87)	38%	(78)	205
Employ: Homemaker	18%	(28)	45%	(69)	37%	(56)	152
Employ: Student	38%	(20)	40%	(20)	22%	(12)	52
Employ: Retired	6%	(33)	33%	(185)	61%	(340)	558
Employ: Unemployed	19%	(42)	40%	(89)	42%	(94)	225
Employ: Other	20%	(35)	49%	(88)	31%	(55)	177
Military HH: Yes	14%	(44)	42%	(131)	45%	(140)	315
Military HH: No	18%	(346)	43%	(807)	39%	(746)	1898
RD/WT: Right Direction	21%	(146)	43%	(300)	35%	(245)	692
RD/WT: Wrong Track	16%	(243)	42%	(638)	42%	(640)	1521

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**Table MCEN6\_18:** And how are you planning to first watch the following movies?  
 Spider-Man: Across the Spider-Verse

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	18%	(389)	42%	(938)	40%	(886)	2213
Biden Job Approve	21%	(201)	44%	(430)	36%	(351)	982
Biden Job Disapprove	15%	(164)	41%	(454)	44%	(482)	1100
Biden Job Strongly Approve	18%	(77)	45%	(190)	37%	(154)	421
Biden Job Somewhat Approve	22%	(124)	43%	(240)	35%	(197)	560
Biden Job Somewhat Disapprove	20%	(67)	46%	(152)	33%	(109)	328
Biden Job Strongly Disapprove	13%	(97)	39%	(302)	48%	(373)	772
Favorable of Biden	20%	(199)	43%	(425)	37%	(362)	986
Unfavorable of Biden	15%	(163)	42%	(456)	44%	(478)	1097
Very Favorable of Biden	18%	(83)	46%	(220)	36%	(170)	473
Somewhat Favorable of Biden	23%	(116)	40%	(205)	37%	(192)	513
Somewhat Unfavorable of Biden	19%	(56)	48%	(140)	33%	(94)	289
Very Unfavorable of Biden	13%	(108)	39%	(316)	48%	(384)	808
#1 Issue: Economy	19%	(179)	43%	(396)	38%	(355)	929
#1 Issue: Security	17%	(40)	39%	(91)	44%	(104)	235
#1 Issue: Health Care	18%	(26)	50%	(69)	32%	(45)	140
#1 Issue: Medicare / Social Security	8%	(21)	33%	(87)	59%	(155)	263
#1 Issue: Women's Issues	23%	(67)	45%	(132)	32%	(93)	292
#1 Issue: Education	19%	(15)	55%	(44)	26%	(21)	81
#1 Issue: Energy	16%	(22)	44%	(62)	40%	(57)	141
#1 Issue: Other	14%	(19)	44%	(58)	42%	(56)	133
2022 House Vote: Democrat	20%	(178)	45%	(396)	35%	(309)	883
2022 House Vote: Republican	14%	(96)	39%	(261)	47%	(318)	675
2022 House Vote: Someone else	24%	(18)	38%	(29)	38%	(29)	76
2022 House Vote: Didn't Vote	17%	(97)	44%	(252)	40%	(229)	578
2020 Vote: Joe Biden	19%	(178)	45%	(421)	36%	(333)	932
2020 Vote: Donald Trump	15%	(105)	39%	(278)	46%	(331)	715
2020 Vote: Other	21%	(18)	43%	(35)	36%	(30)	82
2020 Vote: Didn't Vote	18%	(89)	42%	(203)	40%	(192)	484

Continued on next page

**Table MCEN6\_18:** And how are you planning to first watch the following movies?  
*Spider-Man: Across the Spider-Verse*

Demographic	I will see this movie in theaters		I will see this movie when it's available at home/on a streaming platform		I will not see this movie		Total N
Adults	18%	(389)	42%	(938)	40%	(886)	2213
2018 House Vote: Democrat	20%	(162)	46%	(373)	34%	(280)	816
2018 House Vote: Republican	14%	(85)	38%	(225)	48%	(286)	596
2018 House Vote: Someone else	24%	(18)	36%	(27)	41%	(31)	75
2018 House Vote: Didnt Vote	17%	(124)	43%	(313)	40%	(288)	726
4-Region: Northeast	15%	(58)	42%	(161)	43%	(164)	383
4-Region: Midwest	14%	(65)	40%	(184)	46%	(208)	457
4-Region: South	18%	(153)	43%	(367)	39%	(326)	846
4-Region: West	21%	(113)	43%	(226)	36%	(188)	527
Favorable Opinion of Avatar	23%	(274)	51%	(616)	26%	(307)	1197
Unfavorable Opinion of Avatar	16%	(70)	38%	(162)	46%	(195)	427
Enjoyed Seeing Avatar	23%	(267)	53%	(608)	24%	(275)	1150
Did not Enjoy Seeing Avatar	21%	(51)	46%	(111)	33%	(81)	243
Saw Avatar	23%	(317)	52%	(719)	26%	(356)	1393

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

**Table MCEN7\_1:** And in what kind of theater would you most like to see the following movies?*The Marvels*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	47%	(155)	9%	(31)	30%	(99)	14%	(46)	331
Gender: Male	42%	(85)	9%	(19)	34%	(69)	14%	(28)	201
Gender: Female	54%	(70)	9%	(12)	23%	(30)	14%	(18)	130
Age: 18-34	45%	(65)	9%	(14)	32%	(47)	14%	(21)	147
Age: 35-44	46%	(27)	2%	(1)	34%	(20)	18%	(10)	58
Age: 45-64	50%	(50)	12%	(12)	25%	(25)	12%	(12)	100
GenZers: 1997-2012	53%	(29)	9%	(5)	23%	(13)	15%	(8)	54
Millennials: 1981-1996	42%	(56)	6%	(9)	37%	(49)	15%	(20)	134
GenXers: 1965-1980	50%	(46)	13%	(12)	24%	(22)	13%	(12)	92
PID: Dem (no lean)	53%	(84)	9%	(14)	24%	(39)	14%	(21)	158
PID: Ind (no lean)	39%	(34)	5%	(4)	42%	(37)	14%	(12)	87
PID: Rep (no lean)	43%	(37)	14%	(12)	27%	(23)	15%	(13)	85
PID/Gender: Dem Men	48%	(47)	8%	(8)	26%	(25)	18%	(18)	98
PID/Gender: Dem Women	62%	(37)	10%	(6)	22%	(13)	6%	(4)	60
PID/Gender: Ind Men	34%	(18)	5%	(3)	50%	(27)	11%	(6)	54
Ideo: Liberal (1-3)	50%	(55)	9%	(9)	26%	(29)	15%	(17)	110
Ideo: Moderate (4)	46%	(44)	9%	(8)	36%	(35)	9%	(9)	96
Ideo: Conservative (5-7)	40%	(36)	12%	(11)	33%	(29)	15%	(14)	90
Educ: < College	50%	(108)	6%	(14)	30%	(65)	14%	(31)	217
Educ: Bachelors degree	43%	(30)	14%	(10)	35%	(24)	8%	(6)	69
Income: Under 50k	54%	(86)	7%	(11)	23%	(37)	16%	(25)	159
Income: 50k-100k	37%	(46)	11%	(13)	38%	(47)	14%	(17)	123
Ethnicity: White	48%	(97)	10%	(20)	28%	(58)	14%	(28)	203
Ethnicity: Hispanic	51%	(38)	1%	(1)	28%	(21)	20%	(15)	74
Ethnicity: Black	42%	(33)	11%	(8)	29%	(23)	18%	(15)	79
All Christian	43%	(63)	9%	(13)	31%	(45)	17%	(25)	146
Agnostic/Nothing in particular	53%	(46)	10%	(9)	26%	(23)	11%	(10)	87
Something Else	47%	(37)	5%	(4)	35%	(28)	13%	(10)	78
Evangelical	34%	(34)	8%	(8)	35%	(35)	24%	(24)	100
Non-Evangelical	54%	(59)	6%	(6)	31%	(34)	10%	(11)	111

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**Table MCEN7\_1:** And in what kind of theater would you most like to see the following movies?

*The Marvels*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	47%	(155)	9%	(31)	30%	(99)	14%	(46)	331
Community: Urban	30%	(31)	16%	(17)	34%	(35)	20%	(21)	104
Community: Suburban	56%	(90)	7%	(12)	27%	(44)	9%	(15)	161
Community: Rural	51%	(33)	3%	(2)	30%	(20)	16%	(11)	66
Employ: Private Sector	40%	(54)	12%	(16)	37%	(50)	11%	(15)	135
Military HH: No	46%	(133)	9%	(26)	31%	(89)	14%	(40)	289
RD/WT: Right Direction	43%	(54)	14%	(17)	24%	(30)	20%	(25)	127
RD/WT: Wrong Track	50%	(101)	7%	(13)	33%	(68)	11%	(21)	204
Biden Job Approve	47%	(80)	11%	(18)	27%	(46)	15%	(25)	169
Biden Job Disapprove	45%	(65)	9%	(12)	36%	(52)	11%	(16)	146
Biden Job Strongly Approve	39%	(28)	14%	(10)	25%	(18)	22%	(16)	73
Biden Job Somewhat Approve	53%	(51)	9%	(8)	29%	(28)	9%	(9)	96
Biden Job Somewhat Disapprove	47%	(26)	6%	(3)	41%	(23)	6%	(3)	56
Biden Job Strongly Disapprove	44%	(39)	10%	(9)	33%	(29)	14%	(12)	90
Favorable of Biden	49%	(81)	9%	(15)	28%	(46)	14%	(23)	165
Unfavorable of Biden	42%	(58)	9%	(13)	37%	(52)	13%	(18)	141
Very Favorable of Biden	40%	(30)	12%	(9)	26%	(20)	22%	(16)	76
Somewhat Favorable of Biden	57%	(51)	7%	(6)	29%	(26)	7%	(6)	89
Very Unfavorable of Biden	46%	(44)	9%	(8)	31%	(30)	14%	(14)	96
#1 Issue: Economy	41%	(61)	7%	(10)	38%	(55)	14%	(21)	147
#1 Issue: Women's Issues	59%	(30)	14%	(7)	16%	(8)	11%	(6)	52
2022 House Vote: Democrat	51%	(74)	8%	(11)	27%	(40)	14%	(21)	145
2022 House Vote: Republican	39%	(36)	13%	(12)	39%	(37)	9%	(9)	93
2022 House Vote: Didnt Vote	52%	(40)	8%	(6)	23%	(18)	17%	(13)	78
2020 Vote: Joe Biden	49%	(74)	8%	(12)	28%	(41)	15%	(22)	150
2020 Vote: Donald Trump	36%	(34)	13%	(12)	39%	(37)	13%	(12)	95
2020 Vote: Didn't Vote	57%	(41)	7%	(5)	21%	(15)	15%	(11)	72
2018 House Vote: Democrat	56%	(77)	8%	(10)	25%	(34)	12%	(17)	138
2018 House Vote: Republican	40%	(31)	10%	(8)	38%	(30)	13%	(10)	79
2018 House Vote: Didnt Vote	44%	(43)	10%	(10)	31%	(31)	16%	(16)	99

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**Table MCEN7\_1:** And in what kind of theater would you most like to see the following movies?*The Marvels*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	47%	(155)	9%	(31)	30%	(99)	14%	(46)	331
4-Region: Northeast	34%	(18)	8%	(4)	42%	(22)	17%	(9)	52
4-Region: Midwest	58%	(38)	9%	(6)	25%	(16)	8%	(5)	65
4-Region: South	46%	(55)	11%	(13)	28%	(34)	16%	(19)	121
4-Region: West	48%	(44)	8%	(7)	29%	(27)	15%	(13)	92
Favorable Opinion of Avatar	44%	(109)	11%	(27)	29%	(72)	16%	(40)	248
Unfavorable Opinion of Avatar	52%	(29)	7%	(4)	36%	(20)	5%	(3)	54
Enjoyed Seeing Avatar	45%	(109)	10%	(24)	29%	(70)	16%	(37)	241
Saw Avatar	46%	(130)	10%	(27)	30%	(85)	13%	(37)	280

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

**Table MCEN7\_2: And in what kind of theater would you most like to see the following movies?**  
*Guardians of the Galaxy: Volume 3*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	44%	(200)	10%	(43)	30%	(135)	16%	(71)	450
Gender: Male	40%	(107)	10%	(26)	33%	(88)	17%	(46)	267
Gender: Female	51%	(93)	9%	(17)	26%	(48)	14%	(25)	183
Age: 18-34	37%	(68)	8%	(15)	37%	(68)	18%	(33)	185
Age: 35-44	42%	(44)	12%	(12)	29%	(31)	17%	(18)	105
Age: 45-64	54%	(72)	11%	(15)	21%	(27)	14%	(18)	133
GenZers: 1997-2012	32%	(21)	14%	(9)	29%	(19)	25%	(16)	66
Millennials: 1981-1996	38%	(76)	7%	(14)	38%	(75)	16%	(33)	197
GenXers: 1965-1980	55%	(64)	11%	(13)	22%	(26)	12%	(14)	116
Baby Boomers: 1946-1964	56%	(37)	10%	(7)	21%	(14)	12%	(8)	66
PID: Dem (no lean)	44%	(88)	11%	(22)	28%	(57)	17%	(35)	203
PID: Ind (no lean)	43%	(58)	6%	(8)	37%	(50)	14%	(19)	135
PID: Rep (no lean)	48%	(54)	12%	(14)	25%	(28)	16%	(18)	112
PID/Gender: Dem Men	38%	(45)	11%	(13)	30%	(36)	22%	(26)	120
PID/Gender: Dem Women	52%	(43)	12%	(10)	26%	(21)	10%	(9)	83
PID/Gender: Ind Men	37%	(29)	6%	(5)	41%	(33)	15%	(12)	79
PID/Gender: Ind Women	51%	(29)	5%	(3)	32%	(18)	13%	(7)	56
PID/Gender: Rep Men	47%	(32)	13%	(9)	28%	(19)	12%	(8)	68
Ideo: Liberal (1-3)	48%	(79)	7%	(11)	26%	(43)	18%	(30)	163
Ideo: Moderate (4)	38%	(49)	9%	(12)	38%	(49)	14%	(19)	129
Ideo: Conservative (5-7)	43%	(49)	15%	(17)	29%	(34)	13%	(15)	115
Educ: < College	44%	(127)	9%	(27)	30%	(87)	17%	(48)	289
Educ: Bachelors degree	40%	(41)	13%	(13)	36%	(36)	11%	(11)	101
Educ: Post-grad	54%	(33)	6%	(4)	19%	(11)	21%	(12)	60
Income: Under 50k	45%	(96)	9%	(20)	28%	(59)	17%	(36)	211
Income: 50k-100k	39%	(66)	11%	(18)	35%	(60)	16%	(27)	171
Income: 100k+	55%	(38)	8%	(5)	25%	(17)	12%	(8)	68
Ethnicity: White	49%	(144)	9%	(28)	28%	(83)	13%	(39)	293
Ethnicity: Hispanic	39%	(49)	6%	(8)	37%	(47)	18%	(23)	126
Ethnicity: Black	27%	(20)	15%	(11)	34%	(26)	25%	(19)	76
Ethnicity: Other	45%	(36)	5%	(4)	33%	(26)	17%	(14)	81

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**Table MCEN7\_2:** And in what kind of theater would you most like to see the following movies?*Guardians of the Galaxy: Volume 3*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	44%	(200)	10%	(43)	30%	(135)	16%	(71)	450
All Christian	45%	(87)	12%	(23)	29%	(55)	15%	(29)	194
Agnostic/Nothing in particular	48%	(63)	6%	(7)	30%	(39)	16%	(20)	130
Something Else	38%	(34)	10%	(9)	35%	(31)	16%	(15)	89
Evangelical	36%	(44)	13%	(16)	31%	(38)	20%	(25)	123
Non-Evangelical	48%	(70)	10%	(15)	29%	(43)	13%	(19)	147
Community: Urban	35%	(50)	10%	(14)	35%	(50)	19%	(27)	142
Community: Suburban	53%	(119)	8%	(18)	26%	(58)	13%	(29)	224
Community: Rural	36%	(30)	13%	(11)	32%	(27)	19%	(16)	84
Employ: Private Sector	43%	(85)	10%	(19)	34%	(67)	13%	(27)	198
Military HH: Yes	54%	(31)	5%	(3)	24%	(14)	17%	(10)	58
Military HH: No	43%	(169)	10%	(41)	31%	(122)	16%	(62)	392
RD/WT: Right Direction	41%	(61)	15%	(23)	27%	(40)	17%	(25)	148
RD/WT: Wrong Track	46%	(139)	7%	(21)	32%	(95)	16%	(47)	302
Biden Job Approve	42%	(93)	13%	(29)	30%	(66)	16%	(35)	223
Biden Job Disapprove	47%	(95)	7%	(14)	32%	(65)	14%	(28)	202
Biden Job Strongly Approve	36%	(31)	18%	(16)	29%	(25)	17%	(14)	87
Biden Job Somewhat Approve	45%	(62)	10%	(13)	30%	(41)	15%	(20)	136
Biden Job Somewhat Disapprove	46%	(37)	2%	(1)	42%	(34)	10%	(8)	80
Biden Job Strongly Disapprove	47%	(58)	11%	(13)	26%	(31)	16%	(20)	123
Favorable of Biden	45%	(99)	12%	(26)	29%	(62)	15%	(32)	219
Unfavorable of Biden	44%	(90)	7%	(14)	35%	(70)	14%	(29)	203
Very Favorable of Biden	38%	(36)	18%	(18)	27%	(27)	17%	(16)	97
Somewhat Favorable of Biden	51%	(62)	7%	(8)	29%	(36)	13%	(16)	122
Somewhat Unfavorable of Biden	41%	(28)	3%	(2)	47%	(32)	9%	(6)	69
Very Unfavorable of Biden	46%	(62)	9%	(12)	28%	(38)	17%	(23)	135
#1 Issue: Economy	41%	(86)	8%	(16)	35%	(74)	16%	(35)	211
#1 Issue: Women's Issues	56%	(41)	10%	(7)	23%	(17)	12%	(9)	74
2022 House Vote: Democrat	45%	(93)	12%	(24)	28%	(58)	15%	(31)	206
2022 House Vote: Republican	51%	(59)	7%	(9)	28%	(33)	13%	(16)	116
2022 House Vote: Didnt Vote	36%	(38)	8%	(9)	35%	(37)	21%	(22)	107

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**Table MCEN7\_2: And in what kind of theater would you most like to see the following movies?**  
*Guardians of the Galaxy: Volume 3*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	44%	(200)	10%	(43)	30%	(135)	16%	(71)	450
2020 Vote: Joe Biden	45%	(94)	11%	(24)	29%	(60)	15%	(31)	209
2020 Vote: Donald Trump	47%	(59)	9%	(12)	29%	(37)	14%	(18)	126
2020 Vote: Didn't Vote	42%	(38)	5%	(5)	31%	(28)	22%	(20)	90
2018 House Vote: Democrat	46%	(83)	10%	(18)	29%	(52)	15%	(28)	180
2018 House Vote: Republican	52%	(56)	7%	(7)	26%	(28)	15%	(16)	107
2018 House Vote: Didnt Vote	40%	(57)	12%	(16)	32%	(45)	17%	(24)	143
4-Region: Northeast	39%	(23)	5%	(3)	35%	(21)	21%	(12)	59
4-Region: Midwest	52%	(40)	11%	(8)	29%	(22)	8%	(6)	76
4-Region: South	46%	(76)	12%	(20)	24%	(40)	18%	(31)	166
4-Region: West	41%	(62)	8%	(12)	35%	(53)	15%	(23)	149
Favorable Opinion of Avatar	42%	(132)	10%	(32)	30%	(94)	18%	(56)	314
Unfavorable Opinion of Avatar	46%	(41)	9%	(8)	34%	(31)	11%	(10)	90
Enjoyed Seeing Avatar	40%	(127)	12%	(37)	32%	(104)	16%	(53)	321
Did not Enjoy Seeing Avatar	52%	(30)	6%	(4)	30%	(17)	12%	(7)	58
Saw Avatar	41%	(157)	11%	(41)	32%	(122)	16%	(60)	379

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

**Table MCEN7\_3: And in what kind of theater would you most like to see the following movies?**  
*Ant-Man and the Wasp: Quantumania*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	46%	(142)	9%	(29)	30%	(92)	16%	(48)	312
Gender: Male	38%	(73)	10%	(19)	35%	(67)	16%	(31)	191
Gender: Female	57%	(69)	8%	(10)	21%	(25)	14%	(17)	121
Age: 18-34	38%	(49)	8%	(11)	35%	(45)	18%	(23)	128
Age: 35-44	44%	(34)	6%	(5)	31%	(24)	19%	(15)	77
Age: 45-64	54%	(50)	13%	(12)	24%	(22)	10%	(9)	93
GenZers: 1997-2012	35%	(19)	9%	(5)	36%	(19)	21%	(11)	53
Millennials: 1981-1996	42%	(55)	7%	(9)	32%	(43)	20%	(26)	133
GenXers: 1965-1980	54%	(49)	10%	(9)	26%	(24)	10%	(9)	91
PID: Dem (no lean)	49%	(74)	11%	(16)	24%	(36)	16%	(24)	150
PID: Ind (no lean)	39%	(35)	7%	(7)	41%	(37)	12%	(11)	89
PID: Rep (no lean)	46%	(34)	9%	(6)	26%	(19)	19%	(14)	73
PID/Gender: Dem Men	40%	(37)	12%	(11)	27%	(25)	21%	(19)	92
PID/Gender: Dem Women	64%	(37)	9%	(5)	19%	(11)	8%	(5)	58
PID/Gender: Ind Men	34%	(19)	4%	(2)	51%	(28)	11%	(6)	55
Ideo: Liberal (1-3)	46%	(55)	7%	(8)	26%	(30)	22%	(26)	119
Ideo: Moderate (4)	41%	(34)	11%	(9)	38%	(32)	10%	(9)	84
Ideo: Conservative (5-7)	44%	(31)	12%	(8)	31%	(21)	13%	(9)	70
Educ: < College	44%	(90)	9%	(18)	29%	(59)	18%	(38)	204
Educ: Bachelors degree	45%	(28)	13%	(8)	36%	(23)	6%	(4)	63
Income: Under 50k	45%	(65)	9%	(12)	26%	(38)	20%	(29)	145
Income: 50k-100k	41%	(49)	10%	(12)	34%	(40)	14%	(16)	118
Ethnicity: White	49%	(97)	9%	(17)	28%	(56)	14%	(27)	197
Ethnicity: Hispanic	46%	(40)	—	(0)	29%	(26)	24%	(21)	87
Ethnicity: Black	40%	(24)	11%	(6)	29%	(17)	20%	(12)	60
Ethnicity: Other	38%	(21)	10%	(6)	35%	(19)	17%	(9)	56
All Christian	47%	(56)	6%	(7)	30%	(35)	18%	(21)	119
Agnostic/Nothing in particular	48%	(44)	10%	(10)	28%	(25)	14%	(12)	91
Something Else	43%	(31)	4%	(3)	37%	(26)	16%	(11)	71
Evangelical	39%	(35)	4%	(4)	36%	(32)	21%	(18)	89
Non-Evangelical	51%	(47)	5%	(5)	29%	(27)	15%	(14)	93

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**Table MCEN7\_3: And in what kind of theater would you most like to see the following movies?**  
*Ant-Man and the Wasp: Quantumania*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	46%	(142)	9%	(29)	30%	(92)	16%	(48)	312
Community: Urban	33%	(34)	11%	(11)	35%	(36)	21%	(21)	101
Community: Suburban	55%	(85)	8%	(12)	26%	(39)	11%	(17)	154
Community: Rural	41%	(23)	11%	(6)	30%	(17)	18%	(10)	57
Employ: Private Sector	48%	(62)	7%	(10)	33%	(43)	11%	(14)	128
Military HH: No	46%	(130)	9%	(25)	30%	(84)	15%	(41)	279
RD/WT: Right Direction	40%	(49)	14%	(18)	26%	(32)	20%	(24)	123
RD/WT: Wrong Track	49%	(93)	6%	(12)	32%	(60)	13%	(24)	189
Biden Job Approve	46%	(79)	9%	(16)	30%	(51)	16%	(27)	173
Biden Job Disapprove	46%	(54)	11%	(13)	32%	(37)	11%	(13)	117
Biden Job Strongly Approve	39%	(31)	14%	(11)	27%	(21)	21%	(16)	79
Biden Job Somewhat Approve	51%	(48)	5%	(5)	32%	(30)	12%	(11)	95
Biden Job Strongly Disapprove	43%	(32)	12%	(8)	33%	(24)	13%	(9)	73
Favorable of Biden	45%	(73)	8%	(13)	30%	(49)	16%	(26)	162
Unfavorable of Biden	45%	(54)	11%	(14)	32%	(39)	12%	(14)	121
Very Favorable of Biden	37%	(31)	12%	(10)	32%	(26)	19%	(15)	82
Somewhat Favorable of Biden	54%	(43)	4%	(3)	29%	(23)	13%	(11)	80
Very Unfavorable of Biden	45%	(37)	10%	(8)	32%	(27)	13%	(10)	83
#1 Issue: Economy	43%	(59)	8%	(12)	33%	(45)	16%	(22)	138
#1 Issue: Women's Issues	52%	(28)	11%	(6)	20%	(11)	17%	(9)	55
2022 House Vote: Democrat	46%	(70)	10%	(16)	27%	(41)	17%	(27)	154
2022 House Vote: Republican	43%	(31)	11%	(8)	36%	(26)	10%	(7)	72
2022 House Vote: Didnt Vote	47%	(36)	7%	(5)	28%	(21)	18%	(14)	76
2020 Vote: Joe Biden	47%	(71)	8%	(12)	29%	(43)	16%	(25)	151
2020 Vote: Donald Trump	34%	(28)	14%	(12)	39%	(32)	13%	(11)	83
2020 Vote: Didn't Vote	56%	(35)	6%	(4)	19%	(12)	18%	(12)	62
2018 House Vote: Democrat	51%	(70)	7%	(10)	27%	(37)	15%	(20)	138
2018 House Vote: Republican	45%	(29)	9%	(6)	30%	(19)	16%	(10)	65
2018 House Vote: Didnt Vote	39%	(39)	12%	(13)	32%	(32)	17%	(17)	101
4-Region: Midwest	52%	(30)	11%	(6)	29%	(17)	7%	(4)	57
4-Region: South	45%	(51)	8%	(9)	28%	(31)	18%	(20)	112
4-Region: West	43%	(42)	8%	(8)	32%	(31)	17%	(16)	98

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**Table MCEN7\_3:** *And in what kind of theater would you most like to see the following movies?**Ant-Man and the Wasp: Quantumania*

<b>Demographic</b>	<b>Standard theater</b>		<b>3D theater</b>		<b>IMAX theater</b>		<b>IMAX 3D theater</b>		<b>Total N</b>
Adults	46%	(142)	9%	(29)	30%	(92)	16%	(48)	312
Favorable Opinion of Avatar	42%	(90)	11%	(23)	28%	(60)	19%	(41)	213
Unfavorable Opinion of Avatar	51%	(32)	4%	(3)	40%	(25)	6%	(4)	63
Enjoyed Seeing Avatar	42%	(95)	10%	(22)	30%	(67)	18%	(39)	224
Saw Avatar	44%	(115)	10%	(26)	30%	(80)	16%	(43)	264

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

**Table MCEN7\_4: And in what kind of theater would you most like to see the following movies?**  
*Fantastic Four (2025)*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	43%	(144)	10%	(33)	34%	(114)	14%	(48)	338
Gender: Male	39%	(85)	9%	(19)	37%	(80)	15%	(32)	216
Gender: Female	48%	(59)	11%	(14)	28%	(34)	13%	(15)	122
Age: 18-34	34%	(49)	9%	(13)	41%	(59)	17%	(24)	145
Age: 35-44	44%	(27)	7%	(5)	34%	(21)	14%	(9)	62
Age: 45-64	51%	(57)	11%	(13)	26%	(29)	12%	(13)	112
GenZers: 1997-2012	34%	(19)	9%	(5)	41%	(23)	17%	(9)	57
Millennials: 1981-1996	36%	(47)	9%	(11)	39%	(51)	17%	(22)	132
GenXers: 1965-1980	49%	(46)	11%	(10)	29%	(28)	11%	(10)	95
Baby Boomers: 1946-1964	58%	(31)	12%	(6)	21%	(11)	9%	(5)	53
PID: Dem (no lean)	47%	(73)	10%	(15)	28%	(44)	15%	(24)	155
PID: Ind (no lean)	36%	(35)	7%	(7)	45%	(44)	11%	(11)	97
PID: Rep (no lean)	42%	(36)	13%	(11)	30%	(26)	15%	(13)	85
PID/Gender: Dem Men	39%	(40)	10%	(10)	31%	(32)	20%	(20)	102
PID/Gender: Dem Women	61%	(32)	10%	(5)	23%	(12)	6%	(3)	53
PID/Gender: Ind Men	35%	(20)	6%	(4)	48%	(27)	11%	(6)	57
PID/Gender: Rep Men	43%	(25)	10%	(6)	36%	(21)	10%	(6)	57
Ideo: Liberal (1-3)	43%	(51)	8%	(10)	33%	(39)	16%	(20)	120
Ideo: Moderate (4)	39%	(36)	11%	(11)	43%	(39)	7%	(7)	92
Ideo: Conservative (5-7)	42%	(38)	12%	(10)	30%	(27)	16%	(14)	89
Educ: < College	41%	(92)	9%	(21)	36%	(82)	13%	(30)	225
Educ: Bachelors degree	45%	(31)	10%	(7)	30%	(21)	15%	(11)	70
Income: Under 50k	45%	(75)	8%	(13)	31%	(52)	16%	(26)	167
Income: 50k-100k	41%	(53)	10%	(13)	36%	(48)	13%	(16)	130
Ethnicity: White	45%	(92)	10%	(20)	30%	(62)	14%	(29)	203
Ethnicity: Hispanic	43%	(40)	3%	(3)	38%	(36)	16%	(15)	94
Ethnicity: Black	31%	(24)	11%	(8)	37%	(28)	20%	(15)	75
Ethnicity: Other	47%	(28)	7%	(4)	40%	(24)	6%	(4)	60
All Christian	45%	(60)	10%	(13)	30%	(40)	15%	(20)	133
Agnostic/Nothing in particular	37%	(37)	12%	(11)	37%	(37)	14%	(14)	98
Something Else	46%	(37)	7%	(6)	34%	(27)	13%	(10)	79

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**Table MCEN7\_4:** *And in what kind of theater would you most like to see the following movies?*  
*Fantastic Four (2025)*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	43%	(144)	10%	(33)	34%	(114)	14%	(48)	338
Evangelical	43%	(42)	9%	(9)	29%	(28)	20%	(19)	98
Non-Evangelical	50%	(52)	7%	(8)	34%	(36)	9%	(9)	105
Community: Urban	31%	(34)	14%	(15)	37%	(41)	18%	(20)	111
Community: Suburban	52%	(88)	8%	(13)	30%	(51)	10%	(17)	169
Community: Rural	36%	(21)	8%	(5)	37%	(21)	19%	(11)	58
Employ: Private Sector	40%	(58)	8%	(11)	38%	(55)	14%	(20)	144
Military HH: No	41%	(125)	10%	(31)	34%	(104)	14%	(42)	303
RD/WT: Right Direction	39%	(49)	17%	(21)	28%	(36)	17%	(21)	126
RD/WT: Wrong Track	45%	(95)	6%	(12)	37%	(78)	13%	(27)	211
Biden Job Approve	42%	(75)	11%	(20)	31%	(55)	16%	(28)	177
Biden Job Disapprove	41%	(57)	8%	(12)	38%	(52)	13%	(17)	138
Biden Job Strongly Approve	34%	(23)	9%	(6)	36%	(25)	22%	(15)	69
Biden Job Somewhat Approve	48%	(52)	13%	(14)	28%	(30)	12%	(13)	108
Biden Job Somewhat Disapprove	43%	(24)	7%	(4)	43%	(25)	7%	(4)	57
Biden Job Strongly Disapprove	40%	(33)	10%	(8)	34%	(28)	16%	(13)	81
Favorable of Biden	43%	(72)	11%	(19)	32%	(54)	14%	(24)	168
Unfavorable of Biden	42%	(60)	7%	(10)	36%	(52)	15%	(21)	144
Very Favorable of Biden	36%	(27)	12%	(9)	33%	(24)	19%	(14)	74
Somewhat Favorable of Biden	48%	(45)	10%	(10)	31%	(30)	10%	(10)	94
Very Unfavorable of Biden	46%	(44)	9%	(8)	29%	(28)	16%	(15)	95
#1 Issue: Economy	40%	(65)	9%	(15)	36%	(59)	15%	(24)	163
2022 House Vote: Democrat	45%	(69)	8%	(12)	34%	(52)	14%	(22)	154
2022 House Vote: Republican	42%	(38)	14%	(12)	35%	(31)	9%	(9)	90
2022 House Vote: Didnt Vote	43%	(33)	10%	(8)	31%	(24)	17%	(13)	77
2020 Vote: Joe Biden	43%	(69)	9%	(15)	32%	(50)	16%	(25)	159
2020 Vote: Donald Trump	39%	(39)	12%	(12)	37%	(37)	11%	(11)	98
2020 Vote: Didn't Vote	46%	(31)	8%	(5)	33%	(23)	13%	(9)	67
2018 House Vote: Democrat	43%	(61)	10%	(14)	33%	(47)	14%	(19)	140
2018 House Vote: Republican	44%	(35)	12%	(10)	33%	(26)	11%	(9)	80
2018 House Vote: Didnt Vote	44%	(45)	6%	(6)	36%	(38)	14%	(14)	104

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**Table MCEN7\_4:** And in what kind of theater would you most like to see the following movies?  
Fantastic Four (2025)

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	43%	(144)	10%	(33)	34%	(114)	14%	(48)	338
4-Region: Northeast	32%	(18)	4%	(2)	45%	(25)	19%	(11)	55
4-Region: Midwest	43%	(27)	15%	(9)	32%	(20)	10%	(6)	62
4-Region: South	45%	(57)	10%	(13)	29%	(37)	15%	(19)	126
4-Region: West	45%	(42)	9%	(9)	34%	(32)	12%	(11)	94
Favorable Opinion of Avatar	39%	(93)	11%	(27)	35%	(84)	16%	(37)	241
Unfavorable Opinion of Avatar	48%	(29)	9%	(5)	35%	(21)	8%	(5)	61
Enjoyed Seeing Avatar	42%	(103)	9%	(22)	34%	(83)	15%	(37)	245
Saw Avatar	42%	(119)	11%	(30)	34%	(95)	14%	(38)	283

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

**Table MCEN7\_5:** And in what kind of theater would you most like to see the following movies?*Blade (2024)*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	45%	(149)	13%	(42)	29%	(98)	13%	(43)	332
Gender: Male	42%	(93)	14%	(31)	30%	(65)	14%	(31)	220
Gender: Female	50%	(57)	10%	(12)	29%	(33)	10%	(12)	113
Age: 18-34	35%	(52)	16%	(24)	37%	(54)	12%	(18)	148
Age: 35-44	44%	(34)	8%	(6)	29%	(22)	18%	(14)	77
Age: 45-64	60%	(52)	10%	(9)	20%	(17)	10%	(9)	88
GenZers: 1997-2012	34%	(17)	23%	(11)	31%	(15)	13%	(6)	50
Millennials: 1981-1996	39%	(62)	9%	(15)	36%	(58)	15%	(24)	160
GenXers: 1965-1980	52%	(41)	16%	(13)	19%	(15)	12%	(9)	78
PID: Dem (no lean)	45%	(70)	12%	(18)	30%	(46)	14%	(21)	155
PID: Ind (no lean)	38%	(37)	19%	(18)	37%	(36)	6%	(6)	96
PID: Rep (no lean)	52%	(43)	8%	(7)	20%	(16)	20%	(16)	82
PID/Gender: Dem Men	39%	(40)	13%	(13)	30%	(30)	18%	(18)	100
PID/Gender: Dem Women	56%	(30)	10%	(5)	28%	(15)	6%	(3)	54
PID/Gender: Ind Men	36%	(22)	22%	(14)	34%	(21)	8%	(5)	62
PID/Gender: Rep Men	54%	(31)	8%	(4)	23%	(14)	15%	(8)	58
Ideo: Liberal (1-3)	46%	(51)	7%	(8)	30%	(33)	17%	(19)	110
Ideo: Moderate (4)	38%	(42)	21%	(23)	35%	(39)	7%	(8)	112
Ideo: Conservative (5-7)	49%	(38)	10%	(7)	25%	(19)	16%	(13)	77
Educ: < College	46%	(104)	14%	(30)	27%	(60)	13%	(29)	224
Educ: Bachelors degree	38%	(27)	12%	(8)	38%	(27)	11%	(8)	70
Income: Under 50k	45%	(74)	15%	(25)	29%	(47)	11%	(18)	164
Income: 50k-100k	39%	(51)	11%	(14)	33%	(42)	17%	(22)	130
Ethnicity: White	51%	(96)	13%	(24)	22%	(42)	14%	(26)	188
Ethnicity: Hispanic	43%	(41)	4%	(3)	40%	(38)	13%	(13)	95
Ethnicity: Black	28%	(25)	18%	(16)	41%	(37)	14%	(12)	90
Ethnicity: Other	52%	(28)	4%	(2)	35%	(19)	9%	(5)	54
All Christian	43%	(54)	10%	(13)	33%	(41)	14%	(17)	125
Agnostic/Nothing in particular	54%	(59)	12%	(13)	23%	(25)	11%	(12)	109
Something Else	38%	(28)	15%	(11)	34%	(24)	13%	(9)	72
Evangelical	33%	(27)	15%	(12)	32%	(26)	20%	(16)	82
Non-Evangelical	47%	(50)	10%	(10)	34%	(36)	10%	(10)	107

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**Table MCEN7\_5: And in what kind of theater would you most like to see the following movies?**

*Blade (2024)*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	45%	(149)	13%	(42)	29%	(98)	13%	(43)	332
Community: Urban	41%	(53)	14%	(19)	33%	(43)	12%	(15)	131
Community: Suburban	54%	(76)	9%	(13)	25%	(35)	12%	(16)	141
Community: Rural	32%	(20)	18%	(11)	31%	(19)	18%	(11)	61
Employ: Private Sector	44%	(62)	15%	(22)	29%	(42)	12%	(17)	142
Military HH: No	45%	(135)	13%	(40)	29%	(86)	12%	(36)	297
RD/WT: Right Direction	49%	(61)	14%	(17)	23%	(29)	14%	(18)	124
RD/WT: Wrong Track	43%	(89)	12%	(25)	33%	(69)	12%	(25)	208
Biden Job Approve	43%	(72)	15%	(25)	29%	(49)	14%	(23)	170
Biden Job Disapprove	47%	(70)	9%	(13)	31%	(46)	13%	(20)	149
Biden Job Strongly Approve	40%	(29)	16%	(12)	25%	(18)	19%	(13)	72
Biden Job Somewhat Approve	44%	(44)	14%	(14)	32%	(31)	10%	(10)	98
Biden Job Somewhat Disapprove	46%	(28)	6%	(4)	40%	(24)	8%	(5)	60
Biden Job Strongly Disapprove	48%	(43)	10%	(9)	24%	(22)	17%	(15)	88
Favorable of Biden	42%	(73)	13%	(23)	32%	(56)	12%	(20)	172
Unfavorable of Biden	46%	(68)	11%	(16)	28%	(41)	15%	(22)	147
Very Favorable of Biden	36%	(26)	16%	(11)	33%	(24)	16%	(12)	74
Somewhat Favorable of Biden	48%	(47)	12%	(11)	32%	(32)	9%	(8)	98
Very Unfavorable of Biden	48%	(49)	10%	(10)	24%	(24)	18%	(18)	101
#1 Issue: Economy	41%	(67)	12%	(19)	34%	(56)	13%	(21)	163
2022 House Vote: Democrat	44%	(72)	11%	(18)	34%	(55)	11%	(17)	162
2022 House Vote: Republican	48%	(38)	8%	(7)	28%	(22)	16%	(12)	80
2022 House Vote: Didnt Vote	43%	(34)	20%	(16)	22%	(17)	15%	(12)	80
2020 Vote: Joe Biden	42%	(69)	13%	(21)	33%	(55)	13%	(21)	165
2020 Vote: Donald Trump	47%	(41)	9%	(7)	29%	(25)	15%	(13)	86
2020 Vote: Didn't Vote	55%	(34)	17%	(10)	18%	(11)	9%	(6)	61
2018 House Vote: Democrat	45%	(70)	14%	(22)	29%	(44)	12%	(18)	153
2018 House Vote: Republican	43%	(30)	6%	(4)	31%	(21)	19%	(13)	68
2018 House Vote: Didnt Vote	47%	(46)	13%	(13)	28%	(28)	12%	(11)	98

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**Table MCEN7\_5:** *And in what kind of theater would you most like to see the following movies?*  
*Blade (2024)*

<b>Demographic</b>	<b>Standard theater</b>		<b>3D theater</b>		<b>IMAX theater</b>		<b>IMAX 3D theater</b>		<b>Total N</b>
Adults	45%	(149)	13%	(42)	29%	(98)	13%	(43)	332
4-Region: Northeast	42%	(21)	6%	(3)	35%	(18)	16%	(8)	51
4-Region: Midwest	42%	(26)	16%	(10)	26%	(16)	16%	(10)	61
4-Region: South	40%	(54)	16%	(21)	28%	(38)	15%	(20)	133
4-Region: West	55%	(48)	9%	(8)	30%	(26)	6%	(5)	88
Favorable Opinion of Avatar	42%	(102)	12%	(30)	32%	(79)	14%	(34)	244
Unfavorable Opinion of Avatar	52%	(35)	16%	(11)	23%	(16)	9%	(6)	68
Enjoyed Seeing Avatar	45%	(109)	12%	(30)	30%	(73)	13%	(32)	244
Saw Avatar	47%	(136)	13%	(37)	29%	(85)	11%	(33)	290

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

**Table MCEN7\_6:** And in what kind of theater would you most like to see the following movies?  
*Captain America: New World Order*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	46%	(191)	9%	(38)	29%	(121)	16%	(66)	415
Gender: Male	42%	(107)	11%	(27)	32%	(81)	15%	(37)	253
Gender: Female	52%	(84)	6%	(10)	24%	(39)	18%	(29)	162
Age: 18-34	38%	(69)	11%	(19)	32%	(58)	19%	(34)	180
Age: 35-44	52%	(49)	1%	(1)	32%	(30)	15%	(14)	93
Age: 45-64	52%	(62)	11%	(13)	23%	(27)	14%	(16)	119
GenZers: 1997-2012	34%	(22)	16%	(11)	29%	(18)	21%	(13)	64
Millennials: 1981-1996	44%	(82)	5%	(9)	34%	(63)	17%	(32)	186
GenXers: 1965-1980	52%	(57)	10%	(11)	23%	(25)	15%	(16)	109
Baby Boomers: 1946-1964	52%	(27)	14%	(7)	27%	(14)	8%	(4)	53
PID: Dem (no lean)	47%	(94)	13%	(25)	27%	(54)	14%	(27)	201
PID: Ind (no lean)	38%	(43)	6%	(7)	34%	(38)	22%	(24)	113
PID: Rep (no lean)	52%	(53)	5%	(5)	28%	(28)	14%	(14)	101
PID/Gender: Dem Men	41%	(51)	16%	(20)	25%	(31)	18%	(22)	124
PID/Gender: Dem Women	57%	(44)	7%	(5)	30%	(23)	7%	(5)	77
PID/Gender: Ind Men	36%	(22)	6%	(4)	42%	(26)	16%	(10)	63
PID/Gender: Ind Women	42%	(21)	7%	(3)	23%	(12)	28%	(14)	50
PID/Gender: Rep Men	51%	(34)	5%	(3)	36%	(23)	8%	(5)	66
Ideo: Liberal (1-3)	47%	(66)	7%	(10)	29%	(40)	17%	(23)	138
Ideo: Moderate (4)	36%	(44)	13%	(16)	37%	(44)	14%	(17)	121
Ideo: Conservative (5-7)	49%	(51)	8%	(8)	27%	(28)	16%	(16)	104
Educ: < College	45%	(123)	8%	(21)	30%	(81)	17%	(46)	271
Educ: Bachelors degree	44%	(40)	13%	(12)	32%	(29)	12%	(11)	91
Educ: Post-grad	53%	(28)	9%	(5)	20%	(11)	18%	(9)	53
Income: Under 50k	44%	(89)	10%	(20)	27%	(53)	19%	(38)	201
Income: 50k-100k	43%	(65)	10%	(15)	33%	(50)	14%	(22)	152
Income: 100k+	58%	(36)	5%	(3)	27%	(17)	10%	(6)	62
Ethnicity: White	50%	(127)	8%	(19)	28%	(72)	14%	(36)	255
Ethnicity: Hispanic	43%	(48)	2%	(3)	37%	(41)	18%	(20)	111
Ethnicity: Black	35%	(32)	16%	(14)	25%	(23)	24%	(21)	90
Ethnicity: Other	45%	(32)	6%	(4)	37%	(26)	12%	(8)	70

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**Table MCEN7\_6:** And in what kind of theater would you most like to see the following movies?  
 Captain America: New World Order

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	46%	(191)	9%	(38)	29%	(121)	16%	(66)	415
All Christian	47%	(78)	9%	(16)	29%	(48)	15%	(26)	168
Agnostic/Nothing in particular	52%	(63)	9%	(11)	25%	(30)	14%	(17)	121
Something Else	42%	(41)	7%	(6)	35%	(34)	17%	(16)	97
Evangelical	42%	(50)	6%	(7)	27%	(32)	25%	(30)	119
Non-Evangelical	47%	(64)	10%	(13)	35%	(47)	9%	(12)	137
Community: Urban	36%	(46)	11%	(15)	33%	(43)	20%	(26)	130
Community: Suburban	56%	(117)	7%	(15)	26%	(53)	10%	(21)	207
Community: Rural	35%	(27)	9%	(7)	31%	(24)	25%	(19)	78
Employ: Private Sector	46%	(81)	8%	(15)	31%	(54)	15%	(27)	177
Military HH: No	47%	(172)	8%	(31)	30%	(109)	16%	(58)	370
RD/WT: Right Direction	41%	(59)	12%	(18)	26%	(36)	21%	(29)	142
RD/WT: Wrong Track	48%	(132)	7%	(20)	31%	(84)	13%	(37)	273
Biden Job Approve	45%	(97)	10%	(22)	29%	(63)	16%	(34)	216
Biden Job Disapprove	47%	(79)	9%	(15)	32%	(54)	13%	(22)	169
Biden Job Strongly Approve	37%	(31)	14%	(11)	29%	(25)	20%	(16)	84
Biden Job Somewhat Approve	50%	(66)	8%	(10)	29%	(39)	13%	(17)	132
Biden Job Somewhat Disapprove	51%	(33)	6%	(4)	36%	(24)	7%	(5)	65
Biden Job Strongly Disapprove	44%	(45)	10%	(11)	29%	(30)	17%	(17)	104
Favorable of Biden	47%	(100)	9%	(20)	29%	(62)	15%	(31)	213
Unfavorable of Biden	44%	(76)	9%	(15)	32%	(55)	15%	(26)	173
Very Favorable of Biden	38%	(35)	13%	(12)	30%	(27)	19%	(17)	92
Somewhat Favorable of Biden	53%	(65)	7%	(8)	29%	(35)	11%	(14)	121
Somewhat Unfavorable of Biden	39%	(24)	7%	(4)	42%	(26)	12%	(7)	61
Very Unfavorable of Biden	47%	(53)	10%	(11)	27%	(30)	17%	(19)	112
#1 Issue: Economy	45%	(89)	8%	(16)	32%	(64)	16%	(31)	201
#1 Issue: Women's Issues	61%	(39)	7%	(4)	18%	(11)	15%	(10)	64
2022 House Vote: Democrat	44%	(87)	11%	(23)	31%	(61)	14%	(28)	198
2022 House Vote: Republican	53%	(53)	5%	(5)	31%	(32)	11%	(11)	100
2022 House Vote: Didnt Vote	45%	(45)	9%	(9)	25%	(25)	22%	(22)	100

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**Table MCEN7\_6:** *And in what kind of theater would you most like to see the following movies?*  
*Captain America: New World Order*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	46%	(191)	9%	(38)	29%	(121)	16%	(66)	415
2020 Vote: Joe Biden	46%	(91)	9%	(18)	29%	(57)	15%	(30)	195
2020 Vote: Donald Trump	45%	(46)	10%	(10)	32%	(33)	13%	(13)	102
2020 Vote: Didn't Vote	47%	(43)	8%	(8)	26%	(25)	19%	(17)	93
2018 House Vote: Democrat	49%	(87)	9%	(16)	28%	(50)	14%	(25)	179
2018 House Vote: Republican	50%	(48)	6%	(6)	30%	(29)	13%	(12)	95
2018 House Vote: Didnt Vote	42%	(52)	11%	(13)	31%	(38)	16%	(20)	122
4-Region: Northeast	42%	(25)	8%	(5)	35%	(21)	15%	(9)	61
4-Region: Midwest	54%	(40)	10%	(8)	26%	(20)	10%	(7)	75
4-Region: South	46%	(72)	8%	(13)	28%	(43)	18%	(28)	155
4-Region: West	43%	(53)	10%	(13)	29%	(37)	17%	(22)	124
Favorable Opinion of Avatar	44%	(129)	9%	(27)	29%	(84)	18%	(53)	293
Unfavorable Opinion of Avatar	48%	(35)	9%	(7)	35%	(26)	7%	(5)	74
Enjoyed Seeing Avatar	43%	(127)	9%	(28)	30%	(89)	17%	(49)	293
Did not Enjoy Seeing Avatar	48%	(24)	7%	(4)	33%	(17)	11%	(6)	51
Saw Avatar	44%	(151)	9%	(31)	31%	(106)	16%	(55)	344

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

**Table MCEN7\_7: And in what kind of theater would you most like to see the following movies?***Thunderbolts*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	41%	(70)	9%	(15)	35%	(59)	16%	(27)	170
Gender: Male	38%	(49)	9%	(11)	38%	(48)	16%	(21)	129
Age: 18-34	36%	(24)	14%	(9)	36%	(23)	14%	(9)	65
Age: 45-64	44%	(23)	5%	(3)	36%	(19)	15%	(8)	52
Millennials: 1981-1996	43%	(33)	10%	(8)	32%	(24)	16%	(12)	77
GenXers: 1965-1980	44%	(22)	4%	(2)	36%	(18)	16%	(8)	50
PID: Dem (no lean)	37%	(27)	10%	(7)	37%	(28)	16%	(12)	74
PID/Gender: Dem Men	33%	(20)	10%	(6)	38%	(23)	19%	(11)	59
Ideo: Liberal (1-3)	26%	(14)	12%	(7)	36%	(20)	26%	(15)	56
Ideo: Moderate (4)	47%	(25)	9%	(5)	39%	(21)	4%	(2)	54
Educ: < College	42%	(47)	6%	(7)	34%	(38)	18%	(20)	111
Income: Under 50k	42%	(33)	8%	(6)	28%	(22)	23%	(18)	78
Income: 50k-100k	38%	(25)	11%	(7)	40%	(27)	11%	(7)	66
Ethnicity: White	37%	(38)	14%	(14)	33%	(33)	16%	(16)	100
All Christian	37%	(28)	12%	(9)	33%	(25)	19%	(14)	76
Evangelical	37%	(21)	6%	(3)	35%	(20)	22%	(13)	57
Community: Urban	35%	(22)	10%	(6)	41%	(26)	14%	(9)	64
Community: Suburban	47%	(36)	9%	(7)	26%	(20)	17%	(13)	75
Employ: Private Sector	41%	(31)	11%	(9)	38%	(28)	10%	(7)	75
Military HH: No	42%	(64)	9%	(14)	34%	(52)	15%	(22)	152
RD/WT: Right Direction	34%	(26)	10%	(8)	34%	(26)	21%	(16)	75
RD/WT: Wrong Track	46%	(44)	7%	(7)	35%	(33)	11%	(11)	95
Biden Job Approve	35%	(34)	10%	(10)	37%	(36)	17%	(17)	97
Biden Job Disapprove	48%	(31)	8%	(5)	35%	(23)	8%	(5)	64
Biden Job Somewhat Approve	39%	(21)	10%	(5)	39%	(21)	12%	(7)	54
Favorable of Biden	35%	(32)	9%	(8)	39%	(35)	17%	(15)	90
Unfavorable of Biden	48%	(34)	8%	(6)	31%	(22)	13%	(9)	71
#1 Issue: Economy	44%	(31)	4%	(3)	38%	(27)	13%	(9)	71
2022 House Vote: Democrat	36%	(27)	9%	(7)	39%	(29)	17%	(13)	77
2020 Vote: Joe Biden	40%	(33)	8%	(6)	36%	(30)	17%	(14)	83

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**Table MCEN7\_7: And in what kind of theater would you most like to see the following movies?**

*Thunderbolts*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	41%	(70)	9%	(15)	35%	(59)	16%	(27)	170
2018 House Vote: Democrat	44%	(33)	6%	(5)	36%	(27)	14%	(10)	75
2018 House Vote: Didnt Vote	41%	(21)	14%	(7)	26%	(14)	18%	(9)	52
4-Region: South	48%	(30)	5%	(3)	29%	(18)	19%	(12)	63
Favorable Opinion of Avatar	42%	(52)	12%	(14)	31%	(38)	16%	(19)	123
Enjoyed Seeing Avatar	45%	(56)	7%	(9)	33%	(41)	15%	(18)	124
Saw Avatar	44%	(64)	9%	(12)	33%	(48)	14%	(21)	145

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

**Table MCEN7\_8:** And in what kind of theater would you most like to see the following movies?*Avengers: The Kang Dynasty*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	50%	(190)	5%	(20)	29%	(109)	15%	(58)	377
Gender: Male	48%	(116)	6%	(14)	31%	(74)	15%	(36)	241
Gender: Female	54%	(74)	5%	(6)	26%	(35)	16%	(22)	137
Age: 18-34	43%	(71)	6%	(9)	34%	(56)	18%	(30)	165
Age: 35-44	55%	(47)	—	(0)	30%	(26)	14%	(12)	85
Age: 45-64	57%	(60)	10%	(11)	20%	(21)	13%	(14)	105
GenZers: 1997-2012	41%	(23)	7%	(4)	36%	(20)	16%	(9)	57
Millennials: 1981-1996	46%	(79)	3%	(5)	33%	(56)	18%	(31)	171
GenXers: 1965-1980	60%	(60)	8%	(8)	20%	(20)	12%	(12)	101
PID: Dem (no lean)	51%	(96)	8%	(15)	28%	(53)	14%	(26)	189
PID: Ind (no lean)	44%	(44)	—	(0)	36%	(36)	20%	(20)	100
PID: Rep (no lean)	57%	(50)	6%	(5)	23%	(20)	14%	(13)	88
PID/Gender: Dem Men	46%	(57)	8%	(10)	28%	(35)	18%	(22)	124
PID/Gender: Dem Women	60%	(39)	8%	(5)	27%	(18)	5%	(3)	65
PID/Gender: Ind Men	43%	(25)	—	(0)	42%	(24)	15%	(9)	59
PID/Gender: Rep Men	58%	(33)	8%	(5)	25%	(15)	9%	(5)	58
Ideo: Liberal (1-3)	50%	(71)	5%	(6)	28%	(39)	17%	(24)	140
Ideo: Moderate (4)	44%	(45)	5%	(5)	38%	(38)	12%	(12)	100
Ideo: Conservative (5-7)	53%	(49)	8%	(7)	23%	(22)	16%	(15)	93
Educ: < College	50%	(122)	5%	(12)	29%	(72)	16%	(38)	244
Educ: Bachelors degree	44%	(35)	5%	(4)	38%	(30)	13%	(10)	80
Educ: Post-grad	60%	(32)	9%	(5)	14%	(7)	17%	(9)	54
Income: Under 50k	52%	(96)	4%	(7)	26%	(47)	18%	(33)	183
Income: 50k-100k	44%	(61)	6%	(8)	35%	(48)	15%	(20)	137
Income: 100k+	57%	(33)	10%	(6)	26%	(15)	7%	(4)	58
Ethnicity: White	52%	(119)	5%	(13)	29%	(67)	14%	(32)	231
Ethnicity: Hispanic	42%	(48)	6%	(7)	36%	(40)	16%	(18)	113
Ethnicity: Black	45%	(34)	4%	(3)	26%	(20)	26%	(20)	76
Ethnicity: Other	52%	(36)	7%	(5)	32%	(23)	10%	(7)	71
All Christian	51%	(78)	6%	(8)	26%	(40)	17%	(26)	153
Agnostic/Nothing in particular	58%	(59)	5%	(5)	26%	(26)	11%	(11)	102
Something Else	43%	(36)	—	(0)	37%	(31)	19%	(16)	85

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**Table MCEN7\_8:** And in what kind of theater would you most like to see the following movies?

*Avengers: The Kang Dynasty*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	50%	(190)	5%	(20)	29%	(109)	15%	(58)	377
Evangelical	39%	(39)	6%	(6)	27%	(26)	28%	(27)	98
Non-Evangelical	54%	(71)	2%	(3)	32%	(42)	12%	(15)	131
Community: Urban	42%	(52)	4%	(5)	34%	(42)	20%	(24)	123
Community: Suburban	59%	(108)	5%	(8)	24%	(45)	12%	(22)	183
Community: Rural	42%	(30)	9%	(7)	32%	(23)	17%	(12)	71
Employ: Private Sector	49%	(82)	5%	(8)	35%	(59)	12%	(20)	169
Military HH: No	49%	(166)	6%	(19)	30%	(100)	15%	(50)	335
RD/WT: Right Direction	44%	(59)	10%	(14)	29%	(39)	17%	(24)	136
RD/WT: Wrong Track	54%	(130)	3%	(7)	29%	(70)	14%	(34)	242
Biden Job Approve	46%	(93)	7%	(14)	32%	(65)	15%	(31)	203
Biden Job Disapprove	57%	(85)	4%	(6)	27%	(41)	12%	(19)	151
Biden Job Strongly Approve	43%	(38)	8%	(7)	29%	(25)	21%	(18)	88
Biden Job Somewhat Approve	48%	(55)	7%	(8)	34%	(39)	11%	(12)	115
Biden Job Somewhat Disapprove	54%	(34)	4%	(2)	33%	(21)	10%	(6)	64
Biden Job Strongly Disapprove	59%	(51)	4%	(4)	22%	(19)	14%	(13)	86
Favorable of Biden	48%	(95)	7%	(13)	32%	(63)	14%	(27)	199
Unfavorable of Biden	53%	(83)	4%	(6)	29%	(45)	14%	(22)	156
Very Favorable of Biden	42%	(39)	7%	(7)	31%	(28)	20%	(18)	92
Somewhat Favorable of Biden	53%	(56)	6%	(7)	33%	(35)	8%	(9)	107
Somewhat Unfavorable of Biden	43%	(26)	3%	(2)	40%	(24)	13%	(8)	60
Very Unfavorable of Biden	60%	(57)	4%	(4)	21%	(21)	15%	(14)	97
#1 Issue: Economy	46%	(80)	4%	(7)	33%	(59)	17%	(30)	175
#1 Issue: Women's Issues	66%	(44)	6%	(4)	17%	(11)	11%	(8)	68
2022 House Vote: Democrat	52%	(98)	5%	(10)	30%	(56)	13%	(24)	187
2022 House Vote: Republican	55%	(49)	4%	(4)	32%	(28)	9%	(8)	89
2022 House Vote: Didn't Vote	43%	(36)	7%	(6)	26%	(22)	25%	(21)	84
2020 Vote: Joe Biden	50%	(93)	6%	(11)	28%	(52)	16%	(29)	184
2020 Vote: Donald Trump	49%	(48)	5%	(5)	35%	(34)	11%	(10)	98
2020 Vote: Didn't Vote	52%	(37)	4%	(3)	24%	(17)	20%	(14)	72

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**Table MCEN7\_8:** *And in what kind of theater would you most like to see the following movies?**Avengers: The Kang Dynasty*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	50%	(190)	5%	(20)	29%	(109)	15%	(58)	377
2018 House Vote: Democrat	50%	(87)	6%	(11)	29%	(51)	15%	(26)	175
2018 House Vote: Republican	57%	(47)	6%	(5)	25%	(21)	12%	(10)	83
2018 House Vote: Didnt Vote	51%	(53)	3%	(3)	33%	(35)	13%	(14)	105
4-Region: Northeast	43%	(22)	1%	(1)	34%	(17)	22%	(11)	52
4-Region: Midwest	53%	(39)	13%	(9)	28%	(20)	7%	(5)	72
4-Region: South	51%	(72)	6%	(8)	29%	(42)	14%	(20)	142
4-Region: West	51%	(57)	2%	(2)	27%	(30)	20%	(22)	112
Favorable Opinion of Avatar	45%	(121)	6%	(16)	31%	(82)	18%	(49)	268
Unfavorable Opinion of Avatar	56%	(39)	5%	(4)	32%	(22)	7%	(5)	69
Enjoyed Seeing Avatar	46%	(123)	6%	(17)	32%	(86)	16%	(42)	268
Did not Enjoy Seeing Avatar	58%	(31)	3%	(2)	26%	(13)	13%	(7)	52
Saw Avatar	48%	(154)	6%	(18)	31%	(99)	15%	(48)	320

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

**Table MCEN7\_9: And in what kind of theater would you most like to see the following movies?**

*Avengers: Secret Wars*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	48%	(217)	8%	(38)	29%	(132)	14%	(64)	451
Gender: Male	44%	(123)	8%	(23)	33%	(91)	15%	(43)	280
Gender: Female	55%	(94)	8%	(14)	24%	(41)	13%	(21)	171
Age: 18-34	40%	(76)	10%	(20)	33%	(63)	17%	(33)	192
Age: 35-44	51%	(50)	6%	(6)	30%	(30)	12%	(12)	98
Age: 45-64	56%	(72)	7%	(9)	25%	(33)	12%	(16)	130
GenZers: 1997-2012	37%	(25)	21%	(14)	26%	(18)	17%	(11)	68
Millennials: 1981-1996	43%	(84)	5%	(9)	36%	(70)	16%	(31)	194
GenXers: 1965-1980	57%	(71)	8%	(10)	24%	(29)	11%	(13)	123
Baby Boomers: 1946-1964	55%	(35)	7%	(4)	25%	(16)	13%	(9)	63
PID: Dem (no lean)	52%	(107)	7%	(15)	27%	(56)	14%	(30)	209
PID: Ind (no lean)	45%	(59)	10%	(14)	32%	(41)	13%	(17)	131
PID: Rep (no lean)	45%	(50)	8%	(9)	31%	(35)	16%	(18)	111
PID/Gender: Dem Men	45%	(57)	7%	(8)	29%	(37)	20%	(26)	128
PID/Gender: Dem Women	63%	(50)	8%	(7)	24%	(20)	5%	(4)	80
PID/Gender: Ind Men	41%	(32)	13%	(10)	35%	(28)	11%	(8)	79
PID/Gender: Ind Women	52%	(27)	6%	(3)	26%	(13)	16%	(9)	52
PID/Gender: Rep Men	45%	(33)	6%	(5)	37%	(27)	12%	(9)	73
Ideo: Liberal (1-3)	54%	(92)	6%	(10)	27%	(46)	12%	(21)	169
Ideo: Moderate (4)	43%	(53)	9%	(11)	33%	(40)	15%	(19)	124
Ideo: Conservative (5-7)	42%	(46)	10%	(11)	33%	(36)	15%	(16)	109
Educ: < College	49%	(141)	7%	(20)	29%	(85)	15%	(44)	290
Educ: Bachelors degree	43%	(43)	9%	(9)	36%	(36)	12%	(12)	100
Educ: Post-grad	53%	(32)	15%	(9)	18%	(11)	15%	(9)	62
Income: Under 50k	49%	(104)	8%	(17)	26%	(56)	17%	(36)	213
Income: 50k-100k	45%	(76)	9%	(15)	33%	(57)	13%	(22)	170
Income: 100k+	54%	(37)	7%	(5)	29%	(20)	10%	(7)	68
Ethnicity: White	48%	(135)	7%	(21)	28%	(78)	16%	(45)	279
Ethnicity: Hispanic	47%	(61)	5%	(7)	32%	(42)	15%	(19)	129
Ethnicity: Black	41%	(38)	12%	(11)	29%	(27)	18%	(16)	93
Ethnicity: Other	55%	(44)	7%	(5)	34%	(27)	4%	(3)	79

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**Table MCEN7\_9:** And in what kind of theater would you most like to see the following movies?*Avengers: Secret Wars*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	48%	(217)	8%	(38)	29%	(132)	14%	(64)	451
All Christian	47%	(90)	6%	(12)	29%	(55)	18%	(34)	190
Agnostic/Nothing in particular	48%	(58)	9%	(11)	29%	(35)	14%	(16)	120
Something Else	49%	(48)	8%	(8)	32%	(32)	10%	(10)	99
Evangelical	39%	(47)	9%	(11)	30%	(37)	21%	(26)	122
Non-Evangelical	54%	(84)	6%	(9)	30%	(46)	11%	(17)	155
Community: Urban	40%	(57)	10%	(15)	31%	(45)	19%	(27)	145
Community: Suburban	57%	(128)	8%	(18)	27%	(60)	8%	(19)	225
Community: Rural	38%	(31)	6%	(5)	33%	(27)	23%	(18)	82
Employ: Private Sector	45%	(88)	8%	(15)	34%	(65)	13%	(26)	194
Employ: Self-Employed	45%	(23)	16%	(8)	28%	(14)	10%	(5)	50
Employ: Unemployed	57%	(29)	5%	(3)	16%	(8)	21%	(11)	51
Military HH: Yes	52%	(27)	7%	(3)	27%	(14)	15%	(8)	52
Military HH: No	48%	(190)	9%	(34)	30%	(118)	14%	(57)	399
RD/WT: Right Direction	45%	(73)	12%	(19)	25%	(40)	18%	(29)	161
RD/WT: Wrong Track	50%	(144)	6%	(18)	32%	(92)	12%	(36)	290
Biden Job Approve	47%	(111)	9%	(22)	29%	(69)	14%	(34)	235
Biden Job Disapprove	49%	(93)	8%	(16)	30%	(57)	12%	(23)	189
Biden Job Strongly Approve	45%	(44)	6%	(6)	28%	(27)	20%	(19)	96
Biden Job Somewhat Approve	49%	(67)	11%	(15)	30%	(41)	10%	(14)	138
Biden Job Somewhat Disapprove	48%	(36)	7%	(5)	36%	(27)	9%	(6)	75
Biden Job Strongly Disapprove	50%	(57)	9%	(11)	26%	(30)	14%	(17)	114
Favorable of Biden	48%	(110)	7%	(17)	31%	(70)	14%	(31)	228
Unfavorable of Biden	47%	(91)	8%	(16)	30%	(58)	14%	(27)	193
Very Favorable of Biden	45%	(47)	6%	(6)	31%	(32)	19%	(20)	105
Somewhat Favorable of Biden	51%	(63)	9%	(11)	31%	(38)	9%	(11)	123
Somewhat Unfavorable of Biden	40%	(27)	8%	(5)	39%	(27)	13%	(9)	68
Very Unfavorable of Biden	51%	(64)	9%	(11)	25%	(32)	14%	(18)	125
#1 Issue: Economy	47%	(99)	7%	(14)	34%	(71)	13%	(26)	210
#1 Issue: Women's Issues	59%	(46)	8%	(6)	22%	(17)	11%	(8)	78

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**Table MCEN7\_9:** *And in what kind of theater would you most like to see the following movies?*

*Avengers: Secret Wars*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	48%	(217)	8%	(38)	29%	(132)	14%	(64)	451
2022 House Vote: Democrat	51%	(107)	8%	(16)	26%	(53)	15%	(31)	208
2022 House Vote: Republican	45%	(52)	8%	(9)	37%	(43)	10%	(11)	116
2022 House Vote: Didnt Vote	47%	(50)	9%	(9)	29%	(31)	15%	(16)	107
2020 Vote: Joe Biden	52%	(109)	7%	(15)	26%	(54)	16%	(33)	210
2020 Vote: Donald Trump	42%	(50)	10%	(12)	36%	(43)	12%	(14)	119
2020 Vote: Didn't Vote	51%	(48)	7%	(6)	29%	(28)	13%	(13)	94
2018 House Vote: Democrat	51%	(98)	8%	(15)	28%	(54)	13%	(25)	192
2018 House Vote: Republican	46%	(45)	7%	(7)	35%	(34)	12%	(12)	98
2018 House Vote: Didnt Vote	47%	(66)	10%	(14)	28%	(39)	15%	(20)	140
4-Region: Northeast	49%	(30)	7%	(4)	31%	(19)	13%	(8)	62
4-Region: Midwest	53%	(43)	10%	(8)	30%	(24)	7%	(5)	81
4-Region: South	43%	(70)	10%	(15)	29%	(48)	18%	(28)	162
4-Region: West	50%	(73)	7%	(10)	28%	(42)	15%	(22)	146
Favorable Opinion of Avatar	45%	(148)	9%	(28)	30%	(97)	16%	(52)	325
Unfavorable Opinion of Avatar	50%	(41)	9%	(7)	32%	(26)	9%	(7)	82
Enjoyed Seeing Avatar	44%	(143)	10%	(32)	31%	(101)	15%	(49)	325
Did not Enjoy Seeing Avatar	52%	(30)	4%	(2)	34%	(20)	10%	(6)	58
Saw Avatar	45%	(173)	9%	(34)	31%	(120)	14%	(55)	383

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

**Table MCEN7\_10:** And in what kind of theater would you most like to see the following movies?  
*Avatar: The Way of Water*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	34%	(155)	14%	(63)	29%	(132)	23%	(104)	454
Gender: Male	32%	(89)	14%	(39)	29%	(80)	24%	(65)	274
Gender: Female	37%	(66)	13%	(24)	29%	(52)	21%	(38)	180
Age: 18-34	33%	(57)	10%	(17)	33%	(57)	25%	(43)	174
Age: 35-44	28%	(21)	16%	(13)	25%	(20)	31%	(24)	77
Age: 45-64	37%	(49)	17%	(22)	28%	(37)	19%	(26)	134
Age: 65+	41%	(28)	16%	(11)	27%	(18)	17%	(11)	69
GenZers: 1997-2012	27%	(16)	6%	(4)	28%	(17)	39%	(23)	60
Millennials: 1981-1996	30%	(51)	13%	(22)	35%	(59)	23%	(39)	171
GenXers: 1965-1980	41%	(46)	18%	(20)	22%	(25)	18%	(20)	112
Baby Boomers: 1946-1964	37%	(38)	17%	(17)	29%	(30)	17%	(17)	102
PID: Dem (no lean)	35%	(75)	18%	(38)	28%	(59)	19%	(41)	213
PID: Ind (no lean)	29%	(34)	11%	(13)	34%	(40)	26%	(30)	117
PID: Rep (no lean)	37%	(46)	10%	(12)	27%	(33)	26%	(33)	124
PID/Gender: Dem Men	35%	(47)	16%	(21)	27%	(36)	21%	(28)	132
PID/Gender: Dem Women	35%	(28)	21%	(17)	28%	(23)	16%	(13)	81
PID/Gender: Ind Men	26%	(18)	12%	(8)	33%	(22)	30%	(20)	69
PID/Gender: Rep Men	34%	(25)	14%	(10)	30%	(22)	23%	(17)	73
PID/Gender: Rep Women	41%	(21)	4%	(2)	23%	(12)	31%	(16)	51
Ideo: Liberal (1-3)	33%	(52)	16%	(25)	30%	(48)	21%	(34)	159
Ideo: Moderate (4)	34%	(45)	11%	(14)	32%	(42)	23%	(31)	132
Ideo: Conservative (5-7)	37%	(45)	15%	(18)	27%	(33)	21%	(26)	122
Educ: < College	36%	(107)	13%	(40)	27%	(81)	23%	(70)	298
Educ: Bachelors degree	29%	(26)	17%	(16)	37%	(34)	17%	(16)	93
Educ: Post-grad	33%	(21)	11%	(7)	27%	(17)	28%	(18)	64
Income: Under 50k	38%	(82)	14%	(30)	28%	(62)	20%	(43)	217
Income: 50k-100k	28%	(44)	15%	(24)	30%	(49)	28%	(45)	161
Income: 100k+	38%	(28)	12%	(9)	29%	(22)	21%	(16)	76
Ethnicity: White	36%	(111)	15%	(46)	28%	(86)	22%	(67)	309
Ethnicity: Hispanic	26%	(30)	14%	(16)	30%	(35)	30%	(35)	115
Ethnicity: Black	25%	(18)	11%	(8)	32%	(23)	32%	(23)	72
Ethnicity: Other	37%	(27)	12%	(9)	32%	(23)	19%	(14)	73

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**Table MCEN7\_10:** And in what kind of theater would you most like to see the following movies?  
*Avatar: The Way of Water*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	34%	(155)	14%	(63)	29%	(132)	23%	(104)	454
All Christian	32%	(62)	15%	(29)	31%	(60)	22%	(43)	193
Agnostic/Nothing in particular	36%	(45)	12%	(15)	30%	(38)	23%	(28)	127
Something Else	37%	(33)	10%	(9)	27%	(24)	25%	(22)	88
Evangelical	31%	(34)	16%	(18)	27%	(30)	27%	(30)	111
Non-Evangelical	36%	(56)	12%	(18)	30%	(46)	22%	(33)	154
Community: Urban	29%	(43)	15%	(22)	30%	(44)	25%	(37)	147
Community: Suburban	38%	(78)	15%	(31)	28%	(57)	20%	(40)	207
Community: Rural	34%	(34)	9%	(9)	31%	(31)	26%	(26)	101
Employ: Private Sector	31%	(54)	10%	(16)	36%	(62)	23%	(40)	171
Employ: Self-Employed	34%	(20)	21%	(12)	28%	(16)	17%	(10)	58
Employ: Retired	34%	(25)	20%	(15)	26%	(19)	20%	(14)	74
Military HH: Yes	33%	(22)	12%	(8)	34%	(22)	21%	(13)	65
Military HH: No	34%	(134)	14%	(55)	28%	(110)	23%	(90)	389
RD/WT: Right Direction	30%	(51)	20%	(35)	24%	(42)	25%	(43)	171
RD/WT: Wrong Track	37%	(104)	10%	(29)	32%	(90)	21%	(60)	283
Biden Job Approve	32%	(77)	18%	(43)	25%	(61)	24%	(58)	239
Biden Job Disapprove	35%	(67)	10%	(19)	36%	(69)	20%	(38)	193
Biden Job Strongly Approve	35%	(34)	18%	(18)	18%	(18)	29%	(28)	98
Biden Job Somewhat Approve	31%	(43)	18%	(25)	30%	(42)	22%	(30)	141
Biden Job Somewhat Disapprove	30%	(23)	11%	(8)	48%	(36)	11%	(8)	76
Biden Job Strongly Disapprove	37%	(44)	9%	(11)	28%	(33)	26%	(30)	117
Favorable of Biden	32%	(77)	18%	(43)	27%	(63)	23%	(54)	236
Unfavorable of Biden	34%	(66)	9%	(17)	34%	(66)	23%	(44)	193
Very Favorable of Biden	32%	(37)	20%	(24)	25%	(30)	23%	(27)	118
Somewhat Favorable of Biden	33%	(39)	16%	(19)	28%	(33)	22%	(26)	118
Somewhat Unfavorable of Biden	30%	(19)	8%	(5)	43%	(28)	18%	(12)	65
Very Unfavorable of Biden	37%	(47)	9%	(12)	29%	(38)	25%	(32)	128
#1 Issue: Economy	31%	(69)	13%	(30)	35%	(77)	21%	(47)	222
#1 Issue: Women's Issues	34%	(18)	18%	(9)	34%	(18)	14%	(8)	53

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**Table MCEN7\_10:** *And in what kind of theater would you most like to see the following movies?*  
*Avatar: The Way of Water*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	34%	(155)	14%	(63)	29%	(132)	23%	(104)	454
2022 House Vote: Democrat	35%	(77)	18%	(39)	28%	(63)	19%	(43)	223
2022 House Vote: Republican	38%	(45)	9%	(10)	33%	(40)	20%	(24)	119
2022 House Vote: Didnt Vote	28%	(27)	11%	(11)	26%	(25)	34%	(32)	94
2020 Vote: Joe Biden	36%	(76)	17%	(36)	28%	(59)	19%	(40)	210
2020 Vote: Donald Trump	32%	(40)	13%	(16)	30%	(37)	26%	(32)	126
2020 Vote: Didn't Vote	34%	(33)	11%	(10)	28%	(26)	27%	(26)	94
2018 House Vote: Democrat	36%	(70)	16%	(32)	30%	(58)	18%	(35)	195
2018 House Vote: Republican	34%	(35)	13%	(14)	33%	(34)	20%	(21)	104
2018 House Vote: Didnt Vote	34%	(46)	10%	(14)	25%	(34)	31%	(41)	135
4-Region: Northeast	26%	(17)	11%	(7)	28%	(18)	35%	(22)	63
4-Region: Midwest	41%	(37)	15%	(13)	29%	(25)	15%	(13)	88
4-Region: South	34%	(55)	16%	(26)	25%	(41)	25%	(40)	162
4-Region: West	34%	(47)	12%	(17)	34%	(48)	20%	(28)	141
Favorable Opinion of Avatar	33%	(133)	13%	(52)	29%	(116)	24%	(96)	398
Enjoyed Seeing Avatar	33%	(135)	14%	(58)	29%	(116)	23%	(95)	404
Saw Avatar	33%	(140)	15%	(62)	29%	(123)	23%	(96)	422

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

**Table MCEN7\_11: And in what kind of theater would you most like to see the following movies?**

Avatar 3 (2024)

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	34%	(143)	16%	(68)	29%	(123)	22%	(92)	425
Gender: Male	30%	(78)	17%	(43)	30%	(78)	22%	(58)	257
Gender: Female	39%	(65)	15%	(25)	26%	(44)	20%	(34)	168
Age: 18-34	28%	(47)	17%	(28)	29%	(47)	26%	(43)	165
Age: 35-44	35%	(24)	9%	(6)	30%	(20)	26%	(17)	68
Age: 45-64	36%	(47)	17%	(22)	28%	(37)	19%	(24)	129
Age: 65+	40%	(25)	18%	(12)	29%	(18)	12%	(8)	63
GenZers: 1997-2012	23%	(15)	22%	(15)	27%	(18)	28%	(18)	66
Millennials: 1981-1996	30%	(45)	12%	(18)	31%	(46)	26%	(38)	148
GenXers: 1965-1980	40%	(42)	15%	(16)	26%	(27)	19%	(20)	105
Baby Boomers: 1946-1964	39%	(37)	19%	(19)	31%	(30)	11%	(10)	97
PID: Dem (no lean)	34%	(67)	19%	(37)	27%	(53)	20%	(38)	196
PID: Ind (no lean)	30%	(32)	14%	(16)	34%	(37)	22%	(23)	109
PID: Rep (no lean)	36%	(44)	12%	(15)	27%	(33)	25%	(30)	121
PID/Gender: Dem Men	34%	(40)	18%	(21)	27%	(31)	21%	(25)	118
PID/Gender: Dem Women	34%	(27)	21%	(17)	27%	(21)	17%	(13)	78
PID/Gender: Ind Men	22%	(15)	15%	(10)	38%	(25)	25%	(17)	67
PID/Gender: Rep Men	32%	(23)	17%	(12)	29%	(21)	22%	(16)	73
Ideo: Liberal (1-3)	36%	(53)	18%	(27)	28%	(42)	18%	(27)	149
Ideo: Moderate (4)	30%	(37)	12%	(15)	33%	(40)	25%	(30)	122
Ideo: Conservative (5-7)	33%	(38)	17%	(19)	29%	(33)	21%	(24)	114
Educ: < College	35%	(99)	16%	(45)	26%	(74)	23%	(66)	285
Educ: Bachelors degree	30%	(25)	17%	(14)	40%	(33)	13%	(11)	82
Educ: Post-grad	34%	(20)	15%	(9)	26%	(15)	25%	(15)	58
Income: Under 50k	35%	(73)	17%	(34)	27%	(55)	21%	(44)	206
Income: 50k-100k	27%	(40)	18%	(26)	31%	(46)	24%	(36)	147
Income: 100k+	43%	(31)	11%	(8)	29%	(21)	17%	(12)	72
Ethnicity: White	36%	(103)	17%	(50)	26%	(76)	21%	(60)	290
Ethnicity: Hispanic	17%	(18)	14%	(15)	35%	(37)	34%	(36)	106
Ethnicity: Black	27%	(20)	15%	(11)	34%	(25)	24%	(18)	74
Ethnicity: Other	33%	(20)	11%	(7)	34%	(21)	22%	(14)	62

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**Table MCEN7\_11: And in what kind of theater would you most like to see the following movies?**  
*Avatar 3 (2024)*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	34%	(143)	16%	(68)	29%	(123)	22%	(92)	425
All Christian	33%	(62)	18%	(34)	29%	(55)	21%	(40)	191
Agnostic/Nothing in particular	35%	(40)	14%	(16)	29%	(34)	23%	(26)	116
Something Else	34%	(26)	15%	(12)	27%	(21)	23%	(18)	76
Evangelical	32%	(32)	18%	(18)	24%	(23)	26%	(26)	99
Non-Evangelical	34%	(52)	15%	(22)	31%	(47)	20%	(31)	153
Community: Urban	28%	(41)	18%	(26)	33%	(47)	21%	(31)	145
Community: Suburban	36%	(64)	17%	(31)	27%	(47)	20%	(35)	177
Community: Rural	37%	(38)	10%	(11)	27%	(28)	26%	(27)	103
Employ: Private Sector	31%	(53)	13%	(23)	38%	(64)	18%	(30)	170
Employ: Self-Employed	31%	(16)	29%	(15)	23%	(11)	18%	(9)	51
Employ: Retired	39%	(26)	18%	(12)	24%	(16)	19%	(13)	67
Military HH: Yes	37%	(23)	15%	(9)	32%	(20)	17%	(11)	64
Military HH: No	33%	(120)	16%	(58)	28%	(102)	22%	(81)	362
RD/WT: Right Direction	32%	(54)	17%	(28)	25%	(42)	26%	(42)	166
RD/WT: Wrong Track	35%	(90)	15%	(39)	31%	(81)	19%	(49)	259
Biden Job Approve	32%	(70)	17%	(37)	27%	(59)	25%	(55)	221
Biden Job Disapprove	34%	(65)	16%	(30)	33%	(63)	17%	(32)	191
Biden Job Strongly Approve	38%	(35)	14%	(13)	21%	(20)	27%	(25)	93
Biden Job Somewhat Approve	27%	(35)	19%	(24)	31%	(39)	23%	(30)	128
Biden Job Somewhat Disapprove	31%	(23)	15%	(11)	41%	(31)	12%	(9)	76
Biden Job Strongly Disapprove	36%	(42)	16%	(19)	28%	(32)	20%	(23)	115
Favorable of Biden	34%	(72)	16%	(35)	27%	(57)	23%	(50)	215
Unfavorable of Biden	33%	(62)	16%	(30)	32%	(62)	19%	(37)	191
Very Favorable of Biden	36%	(40)	16%	(18)	25%	(28)	23%	(26)	112
Somewhat Favorable of Biden	31%	(32)	17%	(18)	29%	(30)	23%	(24)	103
Somewhat Unfavorable of Biden	26%	(17)	19%	(12)	39%	(25)	15%	(10)	64
Very Unfavorable of Biden	36%	(46)	14%	(17)	29%	(37)	21%	(27)	127
#1 Issue: Economy	33%	(68)	15%	(30)	34%	(72)	18%	(38)	208
2022 House Vote: Democrat	34%	(70)	17%	(35)	30%	(62)	19%	(39)	205
2022 House Vote: Republican	35%	(40)	16%	(19)	31%	(35)	18%	(21)	114
2022 House Vote: Didnt Vote	31%	(28)	13%	(12)	25%	(22)	31%	(28)	90

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**Table MCEN7\_11:** And in what kind of theater would you most like to see the following movies?  
Avatar 3 (2024)

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	34%	(143)	16%	(68)	29%	(123)	22%	(92)	425
2020 Vote: Joe Biden	34%	(66)	16%	(31)	29%	(56)	22%	(42)	196
2020 Vote: Donald Trump	31%	(38)	19%	(24)	29%	(36)	21%	(25)	122
2020 Vote: Didn't Vote	38%	(33)	13%	(11)	24%	(21)	25%	(22)	87
2018 House Vote: Democrat	34%	(60)	15%	(26)	32%	(57)	20%	(35)	178
2018 House Vote: Republican	33%	(32)	16%	(15)	33%	(32)	18%	(18)	97
2018 House Vote: Didnt Vote	35%	(48)	17%	(22)	22%	(30)	26%	(35)	135
4-Region: Northeast	27%	(17)	18%	(11)	32%	(20)	23%	(14)	62
4-Region: Midwest	42%	(35)	22%	(18)	22%	(18)	14%	(12)	82
4-Region: South	35%	(54)	15%	(23)	28%	(43)	22%	(34)	153
4-Region: West	29%	(38)	13%	(17)	33%	(42)	25%	(32)	128
Favorable Opinion of Avatar	33%	(126)	15%	(57)	29%	(110)	22%	(85)	378
Enjoyed Seeing Avatar	33%	(126)	16%	(59)	29%	(109)	22%	(83)	377
Saw Avatar	33%	(130)	16%	(63)	29%	(111)	22%	(86)	390

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

**Table MCEN7\_12:** *And in what kind of theater would you most like to see the following movies?*  
*Avatar 4 (2026)*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	35%	(145)	14%	(57)	32%	(131)	20%	(82)	414
Gender: Male	33%	(81)	14%	(33)	33%	(80)	20%	(49)	243
Gender: Female	38%	(65)	14%	(23)	30%	(51)	19%	(33)	172
Age: 18-34	32%	(49)	15%	(23)	31%	(47)	23%	(35)	153
Age: 35-44	35%	(25)	10%	(7)	34%	(24)	22%	(15)	70
Age: 45-64	38%	(49)	15%	(20)	27%	(35)	19%	(25)	129
Age: 65+	36%	(23)	12%	(8)	39%	(24)	12%	(8)	62
GenZers: 1997-2012	33%	(17)	16%	(8)	32%	(17)	19%	(10)	52
Millennials: 1981-1996	30%	(45)	13%	(19)	33%	(50)	24%	(36)	151
GenXers: 1965-1980	42%	(44)	16%	(16)	26%	(27)	17%	(18)	105
Baby Boomers: 1946-1964	36%	(35)	13%	(13)	37%	(36)	15%	(15)	99
PID: Dem (no lean)	36%	(68)	18%	(35)	28%	(53)	18%	(35)	191
PID: Ind (no lean)	29%	(31)	13%	(14)	41%	(45)	18%	(19)	110
PID: Rep (no lean)	40%	(46)	6%	(7)	29%	(33)	24%	(28)	114
PID/Gender: Dem Men	38%	(43)	18%	(20)	23%	(25)	22%	(24)	113
PID/Gender: Dem Women	32%	(25)	19%	(15)	35%	(28)	13%	(10)	78
PID/Gender: Ind Men	20%	(13)	15%	(10)	48%	(31)	17%	(11)	64
PID/Gender: Rep Men	38%	(25)	5%	(4)	35%	(23)	21%	(14)	67
Ideo: Liberal (1-3)	31%	(47)	19%	(29)	29%	(43)	21%	(31)	150
Ideo: Moderate (4)	33%	(40)	12%	(15)	36%	(44)	18%	(21)	119
Ideo: Conservative (5-7)	39%	(43)	9%	(10)	32%	(35)	20%	(22)	109
Educ: < College	37%	(102)	14%	(39)	29%	(80)	21%	(57)	279
Educ: Bachelors degree	32%	(27)	12%	(10)	41%	(34)	15%	(13)	84
Educ: Post-grad	31%	(16)	15%	(8)	31%	(16)	23%	(12)	52
Income: Under 50k	38%	(75)	13%	(27)	30%	(60)	19%	(37)	198
Income: 50k-100k	30%	(44)	15%	(21)	34%	(50)	22%	(32)	147
Income: 100k+	38%	(27)	12%	(8)	31%	(21)	19%	(13)	69
Ethnicity: White	37%	(108)	15%	(43)	29%	(85)	19%	(56)	291
Ethnicity: Hispanic	22%	(24)	10%	(11)	40%	(43)	27%	(29)	107
Ethnicity: Black	26%	(18)	15%	(10)	33%	(22)	26%	(18)	68
Ethnicity: Other	35%	(20)	7%	(4)	42%	(24)	15%	(9)	56

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**Table MCEN7\_12: And in what kind of theater would you most like to see the following movies?**  
*Avatar 4 (2026)*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	35%	(145)	14%	(57)	32%	(131)	20%	(82)	414
All Christian	35%	(64)	15%	(27)	28%	(52)	23%	(43)	186
Agnostic/Nothing in particular	33%	(35)	12%	(13)	37%	(39)	17%	(18)	105
Something Else	38%	(31)	13%	(10)	32%	(26)	18%	(15)	82
Evangelical	34%	(36)	13%	(14)	30%	(32)	23%	(24)	105
Non-Evangelical	37%	(57)	14%	(22)	28%	(42)	21%	(32)	153
Community: Urban	31%	(41)	13%	(17)	34%	(44)	23%	(30)	132
Community: Suburban	38%	(71)	15%	(28)	31%	(58)	17%	(31)	189
Community: Rural	35%	(33)	12%	(11)	30%	(28)	22%	(21)	93
Employ: Private Sector	30%	(48)	14%	(23)	36%	(59)	20%	(33)	163
Employ: Self-Employed	33%	(18)	17%	(9)	32%	(18)	18%	(10)	55
Employ: Retired	37%	(26)	16%	(11)	31%	(22)	15%	(11)	70
Military HH: Yes	33%	(18)	10%	(6)	37%	(21)	20%	(11)	56
Military HH: No	35%	(127)	14%	(51)	31%	(110)	20%	(71)	358
RD/WT: Right Direction	34%	(53)	16%	(25)	26%	(40)	24%	(37)	155
RD/WT: Wrong Track	35%	(92)	12%	(31)	35%	(91)	18%	(46)	259
Biden Job Approve	35%	(72)	18%	(37)	27%	(56)	21%	(43)	209
Biden Job Disapprove	32%	(60)	10%	(19)	39%	(72)	19%	(36)	187
Biden Job Strongly Approve	36%	(34)	13%	(12)	22%	(21)	28%	(27)	94
Biden Job Somewhat Approve	33%	(38)	22%	(25)	31%	(35)	14%	(17)	116
Biden Job Somewhat Disapprove	29%	(22)	11%	(8)	46%	(35)	15%	(11)	77
Biden Job Strongly Disapprove	35%	(38)	9%	(10)	34%	(37)	22%	(24)	110
Favorable of Biden	34%	(71)	17%	(35)	29%	(61)	20%	(41)	207
Unfavorable of Biden	32%	(59)	11%	(20)	37%	(67)	20%	(37)	182
Very Favorable of Biden	33%	(35)	14%	(14)	27%	(29)	26%	(28)	106
Somewhat Favorable of Biden	35%	(36)	20%	(21)	31%	(32)	13%	(13)	102
Somewhat Unfavorable of Biden	24%	(15)	16%	(10)	44%	(26)	16%	(10)	61
Very Unfavorable of Biden	37%	(44)	8%	(10)	33%	(40)	22%	(27)	121
#1 Issue: Economy	37%	(71)	11%	(22)	32%	(62)	20%	(39)	195
#1 Issue: Women's Issues	29%	(15)	16%	(8)	32%	(17)	23%	(12)	52

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**Table MCEN7\_12:** *And in what kind of theater would you most like to see the following movies?*  
*Avatar 4 (2026)*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	35%	(145)	14%	(57)	32%	(131)	20%	(82)	414
2022 House Vote: Democrat	35%	(71)	16%	(33)	31%	(64)	17%	(36)	203
2022 House Vote: Republican	39%	(43)	9%	(10)	34%	(37)	18%	(20)	110
2022 House Vote: Didnt Vote	28%	(24)	13%	(11)	32%	(27)	27%	(23)	86
2020 Vote: Joe Biden	33%	(63)	17%	(33)	30%	(57)	20%	(38)	192
2020 Vote: Donald Trump	34%	(40)	11%	(13)	37%	(44)	18%	(21)	118
2020 Vote: Didn't Vote	42%	(35)	11%	(9)	24%	(20)	23%	(19)	84
2018 House Vote: Democrat	33%	(61)	16%	(30)	31%	(56)	20%	(36)	183
2018 House Vote: Republican	39%	(38)	6%	(6)	37%	(37)	18%	(17)	98
2018 House Vote: Didnt Vote	35%	(42)	15%	(18)	28%	(33)	21%	(25)	119
4-Region: Northeast	35%	(19)	12%	(7)	26%	(14)	27%	(15)	55
4-Region: Midwest	37%	(28)	20%	(15)	30%	(23)	14%	(10)	75
4-Region: South	38%	(60)	11%	(18)	30%	(48)	20%	(32)	157
4-Region: West	30%	(39)	13%	(17)	36%	(46)	20%	(25)	127
Favorable Opinion of Avatar	34%	(124)	13%	(46)	32%	(116)	21%	(75)	361
Enjoyed Seeing Avatar	35%	(130)	13%	(49)	31%	(115)	20%	(74)	368
Saw Avatar	34%	(133)	14%	(55)	31%	(121)	20%	(77)	386

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

**Table MCEN7\_13: And in what kind of theater would you most like to see the following movies?**  
*Avatar 5 (2028)*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	37%	(151)	14%	(58)	30%	(123)	20%	(81)	413
Gender: Male	33%	(82)	15%	(36)	33%	(82)	19%	(48)	248
Gender: Female	42%	(70)	13%	(22)	24%	(40)	20%	(34)	166
Age: 18-34	33%	(49)	16%	(23)	29%	(42)	21%	(31)	146
Age: 35-44	34%	(24)	8%	(6)	36%	(25)	22%	(15)	69
Age: 45-64	42%	(55)	15%	(20)	25%	(32)	19%	(24)	131
Age: 65+	35%	(24)	14%	(10)	35%	(23)	16%	(11)	67
Millennials: 1981-1996	33%	(48)	12%	(17)	34%	(50)	21%	(31)	146
GenXers: 1965-1980	46%	(49)	13%	(14)	22%	(24)	19%	(20)	107
Baby Boomers: 1946-1964	36%	(37)	16%	(17)	32%	(33)	15%	(16)	102
PID: Dem (no lean)	40%	(74)	16%	(30)	27%	(49)	17%	(32)	185
PID: Ind (no lean)	27%	(27)	15%	(15)	37%	(37)	21%	(21)	100
PID: Rep (no lean)	39%	(50)	10%	(13)	29%	(36)	22%	(28)	128
PID/Gender: Dem Men	41%	(45)	14%	(15)	26%	(29)	19%	(21)	111
PID/Gender: Dem Women	39%	(29)	19%	(14)	28%	(21)	14%	(11)	75
PID/Gender: Ind Men	21%	(13)	14%	(9)	44%	(27)	22%	(13)	62
PID/Gender: Rep Men	31%	(24)	16%	(12)	35%	(27)	17%	(13)	75
PID/Gender: Rep Women	50%	(26)	2%	(1)	19%	(10)	29%	(15)	53
Ideo: Liberal (1-3)	34%	(49)	21%	(31)	28%	(41)	16%	(24)	144
Ideo: Moderate (4)	37%	(43)	12%	(14)	31%	(36)	20%	(23)	116
Ideo: Conservative (5-7)	37%	(44)	8%	(10)	33%	(38)	22%	(26)	117
Educ: < College	37%	(106)	14%	(41)	28%	(81)	20%	(57)	285
Educ: Bachelors degree	37%	(29)	13%	(10)	35%	(28)	14%	(11)	78
Educ: Post-grad	31%	(16)	13%	(7)	28%	(14)	27%	(14)	51
Income: Under 50k	41%	(81)	15%	(31)	26%	(53)	18%	(35)	200
Income: 50k-100k	29%	(41)	14%	(19)	35%	(50)	22%	(32)	142
Income: 100k+	40%	(29)	12%	(8)	28%	(20)	20%	(14)	71
Ethnicity: White	38%	(108)	16%	(44)	27%	(77)	19%	(55)	283
Ethnicity: Hispanic	22%	(21)	11%	(11)	42%	(40)	25%	(24)	96
Ethnicity: Black	32%	(23)	11%	(8)	32%	(23)	25%	(18)	73
Ethnicity: Other	35%	(20)	10%	(6)	40%	(23)	15%	(8)	57

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**Table MCEN7\_13:** *And in what kind of theater would you most like to see the following movies?*  
*Avatar 5 (2028)*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	37%	(151)	14%	(58)	30%	(123)	20%	(81)	413
All Christian	36%	(68)	13%	(24)	29%	(54)	22%	(41)	188
Agnostic/Nothing in particular	34%	(35)	15%	(15)	34%	(35)	18%	(18)	104
Something Else	39%	(32)	13%	(11)	27%	(22)	21%	(17)	83
Evangelical	35%	(37)	15%	(16)	25%	(27)	25%	(27)	107
Non-Evangelical	39%	(58)	10%	(16)	30%	(44)	21%	(32)	150
Community: Urban	34%	(46)	13%	(18)	34%	(46)	19%	(25)	135
Community: Suburban	37%	(69)	16%	(30)	27%	(50)	19%	(36)	185
Community: Rural	39%	(36)	11%	(10)	28%	(26)	22%	(20)	93
Employ: Private Sector	35%	(56)	9%	(15)	35%	(56)	21%	(34)	161
Employ: Retired	33%	(24)	16%	(12)	31%	(22)	21%	(15)	72
Military HH: Yes	36%	(22)	11%	(6)	32%	(19)	21%	(13)	61
Military HH: No	37%	(129)	15%	(52)	29%	(103)	19%	(69)	353
RD/WT: Right Direction	36%	(54)	18%	(27)	24%	(36)	22%	(32)	149
RD/WT: Wrong Track	37%	(97)	12%	(31)	33%	(87)	19%	(49)	264
Biden Job Approve	37%	(76)	17%	(36)	27%	(55)	19%	(40)	206
Biden Job Disapprove	34%	(64)	12%	(22)	36%	(68)	19%	(37)	191
Biden Job Strongly Approve	40%	(34)	14%	(12)	22%	(19)	23%	(20)	84
Biden Job Somewhat Approve	34%	(41)	19%	(24)	30%	(36)	17%	(21)	122
Biden Job Somewhat Disapprove	28%	(20)	8%	(6)	47%	(34)	16%	(12)	72
Biden Job Strongly Disapprove	37%	(44)	14%	(16)	28%	(34)	21%	(25)	119
Favorable of Biden	38%	(76)	17%	(34)	27%	(55)	18%	(36)	202
Unfavorable of Biden	33%	(63)	12%	(23)	34%	(64)	21%	(40)	190
Very Favorable of Biden	40%	(39)	15%	(14)	25%	(24)	21%	(20)	97
Somewhat Favorable of Biden	36%	(37)	19%	(20)	30%	(31)	15%	(16)	104
Somewhat Unfavorable of Biden	27%	(16)	11%	(7)	43%	(25)	19%	(11)	58
Very Unfavorable of Biden	36%	(47)	12%	(16)	30%	(39)	22%	(29)	132
#1 Issue: Economy	35%	(67)	11%	(21)	31%	(59)	23%	(44)	192
#1 Issue: Women's Issues	39%	(21)	14%	(8)	34%	(18)	13%	(7)	53
2022 House Vote: Democrat	38%	(74)	15%	(28)	31%	(60)	17%	(32)	194
2022 House Vote: Republican	39%	(46)	14%	(17)	29%	(35)	18%	(21)	119
2022 House Vote: Didnt Vote	29%	(25)	13%	(11)	30%	(26)	28%	(24)	86

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**Table MCEN7\_13:** *And in what kind of theater would you most like to see the following movies?*  
*Avatar 5 (2028)*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	37%	(151)	14%	(58)	30%	(123)	20%	(81)	413
2020 Vote: Joe Biden	37%	(70)	15%	(28)	29%	(55)	18%	(34)	186
2020 Vote: Donald Trump	37%	(46)	13%	(17)	30%	(38)	20%	(25)	125
2020 Vote: Didn't Vote	34%	(27)	15%	(12)	27%	(21)	24%	(19)	80
2018 House Vote: Democrat	38%	(67)	14%	(25)	30%	(53)	17%	(31)	175
2018 House Vote: Republican	37%	(38)	13%	(13)	32%	(33)	18%	(18)	102
2018 House Vote: Didnt Vote	35%	(43)	14%	(17)	28%	(34)	23%	(28)	122
4-Region: Northeast	33%	(20)	14%	(8)	22%	(13)	31%	(18)	60
4-Region: Midwest	38%	(30)	24%	(19)	24%	(19)	14%	(11)	79
4-Region: South	40%	(59)	12%	(18)	28%	(42)	21%	(31)	150
4-Region: West	34%	(42)	11%	(13)	39%	(49)	17%	(21)	125
Favorable Opinion of Avatar	35%	(127)	13%	(47)	31%	(111)	20%	(72)	358
Enjoyed Seeing Avatar	35%	(127)	14%	(50)	31%	(111)	20%	(74)	361
Saw Avatar	36%	(139)	15%	(56)	30%	(113)	19%	(74)	382

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

**Table MCEN7\_14:** And in what kind of theater would you most like to see the following movies?*Super Mario Bros. Movie*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	43%	(131)	11%	(34)	29%	(88)	18%	(54)	307
Gender: Male	39%	(75)	11%	(21)	31%	(60)	20%	(38)	194
Gender: Female	49%	(56)	11%	(13)	25%	(29)	14%	(16)	113
Age: 18-34	37%	(59)	12%	(19)	33%	(52)	19%	(30)	161
Age: 35-44	44%	(30)	5%	(3)	32%	(22)	19%	(13)	69
Age: 45-64	57%	(37)	14%	(9)	16%	(10)	14%	(9)	65
GenZers: 1997-2012	39%	(28)	13%	(9)	27%	(20)	21%	(15)	72
Millennials: 1981-1996	39%	(56)	8%	(11)	34%	(49)	19%	(27)	143
GenXers: 1965-1980	56%	(38)	12%	(8)	18%	(12)	15%	(10)	68
PID: Dem (no lean)	38%	(51)	14%	(19)	27%	(36)	21%	(28)	134
PID: Ind (no lean)	39%	(40)	9%	(9)	38%	(39)	14%	(14)	101
PID: Rep (no lean)	55%	(40)	8%	(6)	19%	(14)	17%	(13)	72
PID/Gender: Dem Men	35%	(35)	14%	(14)	26%	(26)	25%	(25)	99
PID/Gender: Ind Men	31%	(16)	8%	(4)	41%	(22)	19%	(10)	52
Ideo: Liberal (1-3)	46%	(45)	6%	(6)	25%	(25)	23%	(23)	98
Ideo: Moderate (4)	32%	(29)	16%	(15)	35%	(32)	17%	(15)	91
Ideo: Conservative (5-7)	49%	(35)	12%	(9)	27%	(20)	12%	(9)	72
Educ: < College	46%	(95)	11%	(23)	27%	(56)	17%	(34)	209
Educ: Bachelors degree	35%	(24)	9%	(6)	34%	(24)	22%	(15)	70
Income: Under 50k	48%	(74)	10%	(15)	24%	(36)	19%	(29)	154
Income: 50k-100k	37%	(42)	13%	(14)	36%	(41)	15%	(17)	114
Ethnicity: White	48%	(84)	8%	(14)	27%	(48)	17%	(31)	176
Ethnicity: Hispanic	36%	(33)	6%	(6)	40%	(37)	18%	(17)	93
Ethnicity: Black	26%	(22)	18%	(15)	33%	(27)	24%	(20)	83
All Christian	41%	(48)	5%	(6)	33%	(38)	21%	(24)	117
Agnostic/Nothing in particular	44%	(35)	10%	(8)	28%	(22)	17%	(14)	79
Something Else	48%	(39)	14%	(11)	25%	(21)	13%	(10)	81
Evangelical	39%	(39)	7%	(7)	29%	(29)	25%	(25)	101
Non-Evangelical	48%	(42)	11%	(10)	30%	(27)	11%	(9)	88
Community: Urban	39%	(42)	11%	(12)	30%	(32)	21%	(23)	108
Community: Suburban	46%	(63)	12%	(16)	26%	(35)	16%	(22)	136
Community: Rural	42%	(27)	9%	(6)	34%	(21)	15%	(9)	63

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**Table MCEN7\_14:** And in what kind of theater would you most like to see the following movies?

*Super Mario Bros. Movie*

Demographic	Standard theater		3D theater		IMAX theater		IMAX 3D theater		Total N
Adults	43%	(131)	11%	(34)	29%	(88)	18%	(54)	307
Employ: Private Sector	46%	(56)	5%	(6)	33%	(40)	15%	(18)	121
Military HH: No	44%	(121)	11%	(29)	28%	(76)	17%	(47)	273
RD/WT: Right Direction	38%	(46)	13%	(16)	26%	(31)	22%	(27)	121
RD/WT: Wrong Track	46%	(85)	10%	(18)	30%	(57)	15%	(27)	187
Biden Job Approve	38%	(59)	13%	(21)	27%	(42)	21%	(33)	155
Biden Job Disapprove	46%	(57)	9%	(11)	32%	(40)	13%	(15)	123
Biden Job Strongly Approve	39%	(29)	13%	(10)	31%	(23)	17%	(13)	75
Biden Job Somewhat Approve	37%	(30)	14%	(11)	23%	(18)	26%	(21)	80
Biden Job Strongly Disapprove	44%	(36)	12%	(9)	29%	(23)	16%	(13)	82
Favorable of Biden	38%	(55)	12%	(17)	30%	(44)	19%	(28)	144
Unfavorable of Biden	44%	(59)	9%	(12)	32%	(42)	14%	(19)	133
Very Favorable of Biden	40%	(30)	13%	(9)	31%	(23)	16%	(12)	74
Somewhat Favorable of Biden	37%	(26)	11%	(8)	29%	(21)	23%	(16)	70
Very Unfavorable of Biden	42%	(39)	9%	(8)	31%	(29)	18%	(16)	91
#1 Issue: Economy	46%	(64)	7%	(10)	34%	(47)	13%	(18)	140
2022 House Vote: Democrat	39%	(54)	12%	(16)	29%	(40)	20%	(27)	138
2022 House Vote: Republican	51%	(39)	7%	(5)	31%	(24)	11%	(9)	77
2022 House Vote: Didnt Vote	43%	(32)	13%	(10)	21%	(16)	23%	(17)	76
2020 Vote: Joe Biden	37%	(53)	12%	(18)	28%	(40)	22%	(32)	142
2020 Vote: Donald Trump	46%	(38)	8%	(7)	33%	(27)	12%	(10)	83
2020 Vote: Didn't Vote	49%	(36)	13%	(9)	22%	(16)	16%	(12)	72
2018 House Vote: Democrat	39%	(45)	11%	(12)	26%	(31)	24%	(28)	116
2018 House Vote: Republican	47%	(28)	9%	(5)	33%	(19)	11%	(7)	59
2018 House Vote: Didnt Vote	47%	(56)	13%	(15)	25%	(30)	15%	(17)	118
4-Region: Midwest	48%	(26)	17%	(9)	22%	(12)	13%	(7)	53
4-Region: South	48%	(61)	8%	(10)	26%	(33)	19%	(24)	128
4-Region: West	40%	(35)	11%	(9)	33%	(29)	17%	(15)	87
Favorable Opinion of Avatar	38%	(76)	10%	(21)	33%	(65)	18%	(37)	199
Unfavorable Opinion of Avatar	48%	(33)	13%	(9)	27%	(18)	12%	(8)	69
Enjoyed Seeing Avatar	39%	(81)	9%	(19)	33%	(69)	19%	(39)	208
Saw Avatar	41%	(101)	10%	(24)	32%	(78)	17%	(41)	244

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

**Table MCENdem1\_1: In general, what kind of fan do you consider yourself of the following?***Film*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	32%	(698)	52%	(1159)	16%	(356)	2213
Gender: Male	39%	(413)	48%	(515)	13%	(141)	1069
Gender: Female	25%	(285)	56%	(644)	19%	(214)	1144
Age: 18-34	34%	(219)	50%	(323)	16%	(101)	643
Age: 35-44	37%	(135)	47%	(172)	16%	(59)	366
Age: 45-64	31%	(219)	54%	(388)	15%	(108)	715
Age: 65+	26%	(125)	56%	(276)	18%	(88)	489
GenZers: 1997-2012	37%	(76)	49%	(101)	14%	(30)	207
Millennials: 1981-1996	35%	(241)	49%	(341)	16%	(114)	696
GenXers: 1965-1980	32%	(166)	54%	(285)	14%	(74)	525
Baby Boomers: 1946-1964	28%	(196)	56%	(389)	16%	(115)	701
PID: Dem (no lean)	38%	(329)	48%	(412)	14%	(120)	861
PID: Ind (no lean)	28%	(195)	55%	(376)	17%	(117)	688
PID: Rep (no lean)	26%	(174)	56%	(371)	18%	(119)	664
PID/Gender: Dem Men	45%	(188)	42%	(173)	13%	(53)	414
PID/Gender: Dem Women	32%	(141)	54%	(239)	15%	(66)	447
PID/Gender: Ind Men	36%	(117)	49%	(158)	14%	(47)	322
PID/Gender: Ind Women	21%	(78)	59%	(217)	19%	(71)	366
PID/Gender: Rep Men	32%	(108)	55%	(183)	12%	(41)	333
PID/Gender: Rep Women	20%	(66)	57%	(188)	23%	(78)	331
Ideo: Liberal (1-3)	42%	(283)	48%	(328)	10%	(69)	680
Ideo: Moderate (4)	32%	(196)	54%	(327)	13%	(81)	604
Ideo: Conservative (5-7)	23%	(154)	55%	(376)	22%	(154)	684
Educ: < College	30%	(437)	53%	(757)	17%	(245)	1439
Educ: Bachelors degree	35%	(173)	51%	(249)	14%	(70)	491
Educ: Post-grad	31%	(88)	54%	(154)	15%	(41)	283
Income: Under 50k	31%	(377)	51%	(610)	18%	(217)	1205
Income: 50k-100k	32%	(217)	55%	(373)	12%	(84)	674
Income: 100k+	31%	(103)	53%	(176)	16%	(55)	334
Ethnicity: White	30%	(506)	54%	(927)	16%	(280)	1713
Ethnicity: Hispanic	37%	(139)	46%	(174)	16%	(62)	374
Ethnicity: Black	40%	(112)	42%	(120)	18%	(50)	283

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**Table MCENdem1\_1: In general, what kind of fan do you consider yourself of the following?**

*Film*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	32%	(698)	52%	(1159)	16%	(356)	2213
Ethnicity: Other	37%	(80)	52%	(112)	12%	(25)	217
All Christian	29%	(286)	56%	(556)	15%	(155)	997
All Non-Christian	41%	(43)	43%	(46)	16%	(17)	106
Atheist	43%	(45)	48%	(51)	10%	(10)	106
Agnostic/Nothing in particular	34%	(198)	49%	(286)	17%	(97)	581
Something Else	30%	(126)	52%	(220)	18%	(78)	423
Religious Non-Protestant/Catholic	37%	(50)	43%	(59)	20%	(28)	136
Evangelical	27%	(143)	53%	(281)	20%	(103)	527
Non-Evangelical	30%	(249)	56%	(469)	14%	(114)	833
Community: Urban	36%	(220)	50%	(308)	14%	(89)	617
Community: Suburban	33%	(338)	52%	(531)	15%	(150)	1019
Community: Rural	24%	(140)	56%	(320)	20%	(116)	577
Employ: Private Sector	37%	(264)	52%	(370)	12%	(85)	719
Employ: Government	28%	(36)	52%	(65)	19%	(24)	125
Employ: Self-Employed	34%	(70)	46%	(95)	19%	(39)	205
Employ: Homemaker	24%	(37)	53%	(81)	23%	(34)	152
Employ: Student	39%	(20)	55%	(29)	6%	(3)	52
Employ: Retired	26%	(146)	56%	(310)	18%	(102)	558
Employ: Unemployed	31%	(70)	49%	(111)	20%	(44)	225
Employ: Other	31%	(55)	55%	(98)	14%	(24)	177
Military HH: Yes	30%	(93)	56%	(177)	14%	(44)	315
Military HH: No	32%	(604)	52%	(982)	16%	(312)	1898
RD/WT: Right Direction	35%	(242)	51%	(350)	15%	(100)	692
RD/WT: Wrong Track	30%	(456)	53%	(810)	17%	(255)	1521
Biden Job Approve	38%	(376)	48%	(471)	14%	(135)	982
Biden Job Disapprove	26%	(291)	57%	(624)	17%	(186)	1100
Biden Job Strongly Approve	39%	(165)	46%	(195)	14%	(61)	421
Biden Job Somewhat Approve	38%	(211)	49%	(276)	13%	(74)	560
Biden Job Somewhat Disapprove	29%	(95)	59%	(192)	12%	(41)	328
Biden Job Strongly Disapprove	25%	(196)	56%	(431)	19%	(144)	772

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**Table MCENdem1\_1: In general, what kind of fan do you consider yourself of the following?***Film*

<b>Demographic</b>	<b>An avid fan</b>		<b>A casual fan</b>		<b>Not a fan</b>		<b>Total N</b>
Adults	32%	(698)	52%	(1159)	16%	(356)	2213
Favorable of Biden	37%	(363)	49%	(481)	14%	(142)	986
Unfavorable of Biden	27%	(300)	56%	(612)	17%	(185)	1097
Very Favorable of Biden	39%	(184)	46%	(216)	15%	(72)	473
Somewhat Favorable of Biden	35%	(178)	52%	(265)	14%	(70)	513
Somewhat Unfavorable of Biden	34%	(97)	55%	(160)	11%	(32)	289
Very Unfavorable of Biden	25%	(203)	56%	(452)	19%	(153)	808
#1 Issue: Economy	32%	(293)	54%	(498)	15%	(139)	929
#1 Issue: Security	24%	(57)	56%	(131)	20%	(47)	235
#1 Issue: Health Care	38%	(53)	51%	(72)	11%	(15)	140
#1 Issue: Medicare / Social Security	27%	(70)	50%	(130)	24%	(62)	263
#1 Issue: Women's Issues	34%	(99)	53%	(154)	13%	(39)	292
#1 Issue: Education	38%	(30)	50%	(41)	12%	(10)	81
#1 Issue: Energy	38%	(54)	42%	(59)	20%	(28)	141
#1 Issue: Other	32%	(42)	56%	(74)	12%	(16)	133
2022 House Vote: Democrat	38%	(338)	49%	(432)	13%	(114)	883
2022 House Vote: Republican	26%	(178)	56%	(378)	18%	(120)	675
2022 House Vote: Someone else	21%	(16)	58%	(45)	21%	(16)	76
2022 House Vote: Didnt Vote	29%	(167)	53%	(305)	18%	(106)	578
2020 Vote: Joe Biden	38%	(352)	49%	(455)	13%	(125)	932
2020 Vote: Donald Trump	25%	(182)	57%	(408)	17%	(125)	715
2020 Vote: Other	37%	(30)	49%	(41)	14%	(11)	82
2020 Vote: Didn't Vote	28%	(133)	53%	(256)	20%	(95)	484
2018 House Vote: Democrat	38%	(313)	48%	(392)	14%	(111)	816
2018 House Vote: Republican	26%	(153)	57%	(340)	17%	(102)	596
2018 House Vote: Someone else	26%	(20)	54%	(41)	20%	(15)	75
2018 House Vote: Didnt Vote	29%	(212)	53%	(386)	18%	(128)	726
4-Region: Northeast	35%	(135)	50%	(192)	14%	(55)	383
4-Region: Midwest	31%	(144)	52%	(238)	16%	(75)	457
4-Region: South	30%	(251)	53%	(450)	17%	(145)	846
4-Region: West	32%	(168)	53%	(279)	15%	(80)	527

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**Table MCENdem1\_1: In general, what kind of fan do you consider yourself of the following?**

*Film*

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	32% (698)	52% (1159)	16% (356)	2213
Favorable Opinion of Avatar	40% (475)	51% (605)	10% (117)	1197
Unfavorable Opinion of Avatar	31% (133)	50% (212)	19% (82)	427
Enjoyed Seeing Avatar	39% (453)	52% (594)	9% (103)	1150
Did not Enjoy Seeing Avatar	35% (86)	51% (123)	14% (34)	243
Saw Avatar	39% (539)	51% (717)	10% (138)	1393

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

**Table MCENdem1\_2: In general, what kind of fan do you consider yourself of the following?***Television*

<b>Demographic</b>	<b>An avid fan</b>		<b>A casual fan</b>		<b>Not a fan</b>		<b>Total N</b>
Adults	47%	(1047)	45%	(989)	8%	(177)	2213
Gender: Male	49%	(528)	42%	(448)	9%	(93)	1069
Gender: Female	45%	(519)	47%	(541)	7%	(84)	1144
Age: 18-34	37%	(235)	53%	(338)	11%	(70)	643
Age: 35-44	48%	(175)	46%	(167)	7%	(25)	366
Age: 45-64	53%	(377)	39%	(281)	8%	(57)	715
Age: 65+	53%	(260)	42%	(204)	5%	(26)	489
GenZers: 1997-2012	36%	(75)	52%	(108)	12%	(25)	207
Millennials: 1981-1996	40%	(276)	51%	(352)	10%	(68)	696
GenXers: 1965-1980	53%	(278)	40%	(211)	7%	(36)	525
Baby Boomers: 1946-1964	54%	(381)	40%	(277)	6%	(42)	701
PID: Dem (no lean)	50%	(430)	42%	(363)	8%	(67)	861
PID: Ind (no lean)	42%	(288)	49%	(335)	9%	(65)	688
PID: Rep (no lean)	50%	(329)	44%	(290)	7%	(45)	664
PID/Gender: Dem Men	51%	(213)	41%	(169)	8%	(32)	414
PID/Gender: Dem Women	49%	(217)	43%	(194)	8%	(35)	447
PID/Gender: Ind Men	43%	(139)	47%	(151)	10%	(33)	322
PID/Gender: Ind Women	41%	(149)	50%	(185)	9%	(32)	366
PID/Gender: Rep Men	53%	(176)	38%	(128)	9%	(28)	333
PID/Gender: Rep Women	46%	(153)	49%	(162)	5%	(17)	331
Ideo: Liberal (1-3)	52%	(353)	42%	(288)	6%	(39)	680
Ideo: Moderate (4)	46%	(276)	46%	(279)	8%	(49)	604
Ideo: Conservative (5-7)	48%	(325)	44%	(300)	9%	(59)	684
Educ: < College	48%	(695)	44%	(631)	8%	(113)	1439
Educ: Bachelors degree	47%	(230)	46%	(224)	8%	(38)	491
Educ: Post-grad	44%	(123)	47%	(134)	9%	(26)	283
Income: Under 50k	48%	(574)	43%	(515)	10%	(116)	1205
Income: 50k-100k	47%	(316)	47%	(319)	6%	(40)	674
Income: 100k+	47%	(157)	47%	(155)	6%	(21)	334
Ethnicity: White	47%	(814)	45%	(778)	7%	(121)	1713
Ethnicity: Hispanic	40%	(149)	45%	(168)	15%	(57)	374
Ethnicity: Black	56%	(160)	34%	(97)	9%	(26)	283

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**Table MCENdem1\_2: In general, what kind of fan do you consider yourself of the following?**

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	47%	(1047)	45%	(989)	8%	(177)	2213
Ethnicity: Other	34%	(74)	52%	(113)	14%	(30)	217
All Christian	49%	(490)	45%	(451)	6%	(56)	997
All Non-Christian	44%	(47)	43%	(45)	13%	(14)	106
Atheist	43%	(45)	45%	(48)	12%	(13)	106
Agnostic/Nothing in particular	46%	(266)	46%	(268)	8%	(47)	581
Something Else	47%	(200)	42%	(176)	11%	(48)	423
Religious Non-Protestant/Catholic	42%	(58)	42%	(58)	15%	(21)	136
Evangelical	50%	(261)	43%	(228)	7%	(37)	527
Non-Evangelical	48%	(399)	45%	(376)	7%	(58)	833
Community: Urban	46%	(284)	43%	(268)	11%	(65)	617
Community: Suburban	50%	(506)	43%	(440)	7%	(73)	1019
Community: Rural	45%	(257)	49%	(281)	7%	(39)	577
Employ: Private Sector	49%	(349)	45%	(320)	7%	(50)	719
Employ: Government	39%	(49)	49%	(61)	12%	(15)	125
Employ: Self-Employed	45%	(92)	44%	(91)	11%	(22)	205
Employ: Homemaker	41%	(63)	51%	(77)	8%	(12)	152
Employ: Student	32%	(16)	53%	(28)	15%	(8)	52
Employ: Retired	54%	(299)	41%	(227)	6%	(31)	558
Employ: Unemployed	40%	(91)	49%	(110)	11%	(24)	225
Employ: Other	50%	(88)	42%	(74)	9%	(16)	177
Military HH: Yes	48%	(152)	46%	(146)	5%	(16)	315
Military HH: No	47%	(895)	44%	(842)	8%	(161)	1898
RD/WT: Right Direction	50%	(344)	42%	(292)	8%	(56)	692
RD/WT: Wrong Track	46%	(703)	46%	(696)	8%	(122)	1521
Biden Job Approve	51%	(502)	42%	(410)	7%	(70)	982
Biden Job Disapprove	45%	(500)	47%	(516)	8%	(84)	1100
Biden Job Strongly Approve	53%	(222)	39%	(163)	9%	(37)	421
Biden Job Somewhat Approve	50%	(280)	44%	(247)	6%	(33)	560
Biden Job Somewhat Disapprove	41%	(133)	51%	(169)	8%	(27)	328
Biden Job Strongly Disapprove	48%	(367)	45%	(347)	7%	(57)	772

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**Table MCENdem1\_2: In general, what kind of fan do you consider yourself of the following?***Television*

<b>Demographic</b>	<b>An avid fan</b>		<b>A casual fan</b>		<b>Not a fan</b>		<b>Total N</b>
Adults	47%	(1047)	45%	(989)	8%	(177)	2213
Favorable of Biden	50%	(491)	43%	(426)	7%	(70)	986
Unfavorable of Biden	47%	(511)	46%	(501)	8%	(86)	1097
Very Favorable of Biden	52%	(244)	41%	(192)	8%	(36)	473
Somewhat Favorable of Biden	48%	(246)	45%	(233)	7%	(33)	513
Somewhat Unfavorable of Biden	46%	(132)	46%	(134)	8%	(23)	289
Very Unfavorable of Biden	47%	(379)	45%	(366)	8%	(63)	808
#1 Issue: Economy	46%	(426)	46%	(431)	8%	(72)	929
#1 Issue: Security	48%	(113)	42%	(99)	10%	(23)	235
#1 Issue: Health Care	45%	(63)	49%	(68)	6%	(9)	140
#1 Issue: Medicare / Social Security	60%	(157)	34%	(89)	6%	(17)	263
#1 Issue: Women's Issues	46%	(133)	47%	(137)	7%	(21)	292
#1 Issue: Education	39%	(31)	52%	(42)	9%	(8)	81
#1 Issue: Energy	46%	(64)	42%	(60)	12%	(17)	141
#1 Issue: Other	45%	(60)	47%	(63)	8%	(10)	133
2022 House Vote: Democrat	51%	(448)	42%	(371)	7%	(64)	883
2022 House Vote: Republican	47%	(319)	46%	(311)	7%	(46)	675
2022 House Vote: Someone else	42%	(32)	47%	(36)	11%	(8)	76
2022 House Vote: Didnt Vote	43%	(248)	47%	(271)	10%	(59)	578
2020 Vote: Joe Biden	51%	(474)	43%	(398)	6%	(60)	932
2020 Vote: Donald Trump	47%	(336)	46%	(332)	7%	(48)	715
2020 Vote: Other	42%	(35)	49%	(41)	9%	(7)	82
2020 Vote: Didn't Vote	42%	(203)	45%	(218)	13%	(63)	484
2018 House Vote: Democrat	51%	(415)	43%	(349)	6%	(53)	816
2018 House Vote: Republican	48%	(284)	47%	(282)	5%	(30)	596
2018 House Vote: Someone else	48%	(36)	43%	(32)	9%	(7)	75
2018 House Vote: Didnt Vote	43%	(312)	45%	(325)	12%	(88)	726
4-Region: Northeast	51%	(197)	40%	(154)	8%	(32)	383
4-Region: Midwest	49%	(223)	45%	(207)	6%	(27)	457
4-Region: South	47%	(399)	45%	(379)	8%	(67)	846
4-Region: West	43%	(228)	47%	(248)	10%	(51)	527

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**Table MCENdem1\_2: In general, what kind of fan do you consider yourself of the following?**

*Television*

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	47% (1047)	45% (989)	8% (177)	2213
Favorable Opinion of Avatar	51% (614)	43% (511)	6% (72)	1197
Unfavorable Opinion of Avatar	45% (193)	43% (185)	11% (48)	427
Enjoyed Seeing Avatar	50% (576)	45% (515)	5% (59)	1150
Did not Enjoy Seeing Avatar	44% (107)	47% (114)	9% (22)	243
Saw Avatar	49% (683)	45% (629)	6% (81)	1393

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

**Table MCENdem1\_3: In general, what kind of fan do you consider yourself of the following?**

## DC Comics

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	14%	(313)	39%	(874)	46%	(1026)	2213
Gender: Male	19%	(198)	43%	(460)	38%	(411)	1069
Gender: Female	10%	(115)	36%	(414)	54%	(615)	1144
Age: 18-34	20%	(126)	46%	(298)	34%	(219)	643
Age: 35-44	18%	(65)	46%	(167)	36%	(133)	366
Age: 45-64	13%	(92)	40%	(284)	47%	(339)	715
Age: 65+	6%	(30)	25%	(124)	68%	(335)	489
GenZers: 1997-2012	23%	(48)	40%	(84)	37%	(76)	207
Millennials: 1981-1996	18%	(126)	47%	(329)	35%	(241)	696
GenXers: 1965-1980	14%	(71)	46%	(240)	41%	(214)	525
Baby Boomers: 1946-1964	9%	(64)	30%	(212)	61%	(425)	701
PID: Dem (no lean)	15%	(127)	41%	(357)	44%	(377)	861
PID: Ind (no lean)	13%	(90)	41%	(280)	46%	(318)	688
PID: Rep (no lean)	14%	(96)	36%	(237)	50%	(331)	664
PID/Gender: Dem Men	21%	(87)	47%	(193)	32%	(134)	414
PID/Gender: Dem Women	9%	(40)	37%	(163)	54%	(243)	447
PID/Gender: Ind Men	15%	(49)	41%	(132)	44%	(141)	322
PID/Gender: Ind Women	11%	(41)	40%	(148)	48%	(177)	366
PID/Gender: Rep Men	19%	(63)	40%	(134)	41%	(137)	333
PID/Gender: Rep Women	10%	(33)	31%	(104)	59%	(194)	331
Ideo: Liberal (1-3)	14%	(98)	42%	(288)	43%	(294)	680
Ideo: Moderate (4)	16%	(95)	42%	(254)	42%	(255)	604
Ideo: Conservative (5-7)	12%	(80)	34%	(230)	55%	(375)	684
Educ: < College	16%	(226)	40%	(574)	44%	(639)	1439
Educ: Bachelors degree	12%	(59)	40%	(198)	48%	(235)	491
Educ: Post-grad	10%	(28)	36%	(103)	54%	(152)	283
Income: Under 50k	15%	(179)	39%	(470)	46%	(555)	1205
Income: 50k-100k	14%	(97)	43%	(287)	43%	(290)	674
Income: 100k+	11%	(37)	35%	(116)	54%	(181)	334
Ethnicity: White	12%	(204)	37%	(633)	51%	(875)	1713
Ethnicity: Hispanic	21%	(79)	47%	(177)	31%	(117)	374
Ethnicity: Black	21%	(61)	46%	(130)	32%	(91)	283

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**Table MCENdem1\_3: In general, what kind of fan do you consider yourself of the following?**

DC Comics

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	14%	(313)	39%	(874)	46%	(1026)	2213
Ethnicity: Other	22%	(48)	51%	(110)	27%	(59)	217
All Christian	14%	(139)	37%	(367)	49%	(491)	997
All Non-Christian	10%	(11)	37%	(39)	52%	(55)	106
Atheist	15%	(15)	36%	(39)	49%	(52)	106
Agnostic/Nothing in particular	15%	(89)	42%	(242)	43%	(250)	581
Something Else	14%	(59)	44%	(187)	42%	(177)	423
Religious Non-Protestant/Catholic	13%	(18)	37%	(51)	50%	(68)	136
Evangelical	15%	(80)	40%	(209)	45%	(238)	527
Non-Evangelical	13%	(104)	38%	(319)	49%	(409)	833
Community: Urban	17%	(104)	44%	(274)	39%	(239)	617
Community: Suburban	14%	(141)	38%	(383)	49%	(495)	1019
Community: Rural	12%	(68)	38%	(217)	51%	(292)	577
Employ: Private Sector	17%	(124)	44%	(316)	39%	(279)	719
Employ: Government	17%	(22)	49%	(61)	34%	(42)	125
Employ: Self-Employed	17%	(36)	45%	(93)	37%	(76)	205
Employ: Homemaker	4%	(6)	50%	(76)	46%	(70)	152
Employ: Student	21%	(11)	42%	(22)	37%	(19)	52
Employ: Retired	7%	(40)	27%	(153)	65%	(364)	558
Employ: Unemployed	16%	(36)	40%	(90)	44%	(99)	225
Employ: Other	22%	(39)	36%	(64)	42%	(75)	177
Military HH: Yes	11%	(35)	42%	(132)	47%	(148)	315
Military HH: No	15%	(278)	39%	(742)	46%	(878)	1898
RD/WT: Right Direction	15%	(103)	41%	(286)	44%	(302)	692
RD/WT: Wrong Track	14%	(210)	39%	(588)	48%	(724)	1521
Biden Job Approve	14%	(134)	41%	(406)	45%	(441)	982
Biden Job Disapprove	14%	(157)	38%	(413)	48%	(530)	1100
Biden Job Strongly Approve	16%	(68)	38%	(161)	46%	(193)	421
Biden Job Somewhat Approve	12%	(66)	44%	(246)	44%	(249)	560
Biden Job Somewhat Disapprove	19%	(62)	44%	(144)	37%	(122)	328
Biden Job Strongly Disapprove	12%	(95)	35%	(269)	53%	(408)	772

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**Table MCENdem1\_3: In general, what kind of fan do you consider yourself of the following?****DC Comics**

<b>Demographic</b>	<b>An avid fan</b>		<b>A casual fan</b>		<b>Not a fan</b>		<b>Total N</b>
Adults	14%	(313)	39%	(874)	46%	(1026)	2213
Favorable of Biden	13%	(125)	42%	(413)	45%	(447)	986
Unfavorable of Biden	15%	(162)	37%	(410)	48%	(526)	1097
Very Favorable of Biden	14%	(68)	41%	(194)	44%	(210)	473
Somewhat Favorable of Biden	11%	(57)	43%	(219)	46%	(237)	513
Somewhat Unfavorable of Biden	18%	(52)	46%	(133)	36%	(105)	289
Very Unfavorable of Biden	14%	(110)	34%	(277)	52%	(421)	808
#1 Issue: Economy	14%	(129)	41%	(383)	45%	(417)	929
#1 Issue: Security	13%	(31)	44%	(102)	43%	(101)	235
#1 Issue: Health Care	15%	(21)	41%	(58)	44%	(61)	140
#1 Issue: Medicare / Social Security	11%	(29)	28%	(72)	61%	(161)	263
#1 Issue: Women's Issues	13%	(37)	43%	(126)	44%	(129)	292
#1 Issue: Education	17%	(14)	41%	(33)	42%	(34)	81
#1 Issue: Energy	16%	(23)	37%	(52)	47%	(66)	141
#1 Issue: Other	22%	(29)	36%	(48)	42%	(56)	133
2022 House Vote: Democrat	14%	(119)	42%	(374)	44%	(389)	883
2022 House Vote: Republican	12%	(80)	37%	(251)	51%	(344)	675
2022 House Vote: Someone else	17%	(13)	38%	(29)	45%	(35)	76
2022 House Vote: Didnt Vote	17%	(101)	38%	(220)	45%	(257)	578
2020 Vote: Joe Biden	13%	(124)	41%	(382)	46%	(426)	932
2020 Vote: Donald Trump	13%	(91)	37%	(262)	51%	(361)	715
2020 Vote: Other	26%	(21)	33%	(27)	41%	(34)	82
2020 Vote: Didn't Vote	16%	(77)	42%	(202)	42%	(205)	484
2018 House Vote: Democrat	15%	(119)	41%	(331)	45%	(366)	816
2018 House Vote: Republican	13%	(80)	35%	(208)	52%	(308)	596
2018 House Vote: Someone else	20%	(15)	34%	(26)	46%	(35)	75
2018 House Vote: Didnt Vote	14%	(98)	43%	(310)	44%	(317)	726
4-Region: Northeast	14%	(53)	41%	(157)	45%	(174)	383
4-Region: Midwest	12%	(54)	41%	(186)	47%	(217)	457
4-Region: South	15%	(125)	38%	(321)	47%	(399)	846
4-Region: West	15%	(81)	40%	(210)	45%	(236)	527

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**Table MCENdem1\_3: In general, what kind of fan do you consider yourself of the following?**

DC Comics

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	14%	(313)	39%	(874)	46%	(1026)	2213
Favorable Opinion of Avatar	20%	(238)	46%	(551)	34%	(407)	1197
Unfavorable Opinion of Avatar	13%	(55)	35%	(150)	52%	(222)	427
Enjoyed Seeing Avatar	20%	(233)	48%	(552)	32%	(365)	1150
Did not Enjoy Seeing Avatar	16%	(38)	40%	(97)	45%	(109)	243
Saw Avatar	19%	(271)	47%	(648)	34%	(473)	1393

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

**Table MCENdem1\_4:** In general, what kind of fan do you consider yourself of the following?*Marvel Comics*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(431)	37%	(821)	43%	(961)	2213
Gender: Male	25%	(269)	39%	(417)	36%	(383)	1069
Gender: Female	14%	(162)	35%	(404)	51%	(578)	1144
Age: 18-34	27%	(174)	44%	(283)	29%	(187)	643
Age: 35-44	27%	(101)	42%	(154)	31%	(112)	366
Age: 45-64	17%	(123)	38%	(268)	45%	(323)	715
Age: 65+	7%	(34)	24%	(117)	69%	(339)	489
GenZers: 1997-2012	29%	(59)	40%	(82)	32%	(66)	207
Millennials: 1981-1996	28%	(194)	43%	(298)	29%	(203)	696
GenXers: 1965-1980	19%	(102)	41%	(218)	39%	(206)	525
Baby Boomers: 1946-1964	10%	(72)	31%	(215)	59%	(413)	701
PID: Dem (no lean)	22%	(190)	38%	(327)	40%	(344)	861
PID: Ind (no lean)	18%	(123)	37%	(257)	45%	(308)	688
PID: Rep (no lean)	18%	(118)	36%	(237)	47%	(309)	664
PID/Gender: Dem Men	31%	(130)	40%	(167)	28%	(117)	414
PID/Gender: Dem Women	14%	(60)	36%	(160)	51%	(227)	447
PID/Gender: Ind Men	19%	(63)	37%	(118)	44%	(142)	322
PID/Gender: Ind Women	16%	(60)	38%	(139)	45%	(166)	366
PID/Gender: Rep Men	23%	(77)	40%	(132)	37%	(124)	333
PID/Gender: Rep Women	13%	(41)	32%	(105)	56%	(185)	331
Ideo: Liberal (1-3)	23%	(157)	36%	(243)	41%	(280)	680
Ideo: Moderate (4)	19%	(116)	42%	(253)	39%	(235)	604
Ideo: Conservative (5-7)	15%	(101)	34%	(231)	51%	(352)	684
Educ: < College	21%	(307)	37%	(531)	42%	(601)	1439
Educ: Bachelors degree	17%	(81)	39%	(193)	44%	(218)	491
Educ: Post-grad	15%	(43)	34%	(97)	50%	(142)	283
Income: Under 50k	21%	(254)	34%	(414)	45%	(536)	1205
Income: 50k-100k	19%	(129)	43%	(288)	38%	(257)	674
Income: 100k+	14%	(48)	36%	(119)	50%	(167)	334
Ethnicity: White	16%	(280)	35%	(606)	48%	(827)	1713
Ethnicity: Hispanic	29%	(109)	43%	(163)	27%	(103)	374
Ethnicity: Black	31%	(88)	43%	(122)	26%	(73)	283

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**Table MCENdem1\_4:** In general, what kind of fan do you consider yourself of the following?

Marvel Comics

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(431)	37%	(821)	43%	(961)	2213
Ethnicity: Other	29%	(63)	43%	(93)	28%	(61)	217
All Christian	18%	(179)	35%	(348)	47%	(470)	997
All Non-Christian	15%	(15)	35%	(37)	50%	(53)	106
Atheist	23%	(24)	34%	(36)	43%	(46)	106
Agnostic/Nothing in particular	21%	(122)	42%	(243)	37%	(216)	581
Something Else	21%	(90)	37%	(157)	42%	(176)	423
Religious Non-Protestant/Catholic	19%	(25)	33%	(45)	49%	(66)	136
Evangelical	21%	(112)	36%	(187)	43%	(228)	527
Non-Evangelical	17%	(138)	36%	(298)	48%	(398)	833
Community: Urban	22%	(135)	43%	(267)	35%	(215)	617
Community: Suburban	19%	(198)	34%	(348)	46%	(473)	1019
Community: Rural	17%	(98)	36%	(206)	47%	(273)	577
Employ: Private Sector	24%	(175)	41%	(294)	35%	(250)	719
Employ: Government	25%	(32)	44%	(55)	31%	(39)	125
Employ: Self-Employed	23%	(46)	45%	(92)	33%	(67)	205
Employ: Homemaker	9%	(13)	47%	(71)	45%	(68)	152
Employ: Student	31%	(16)	41%	(21)	28%	(14)	52
Employ: Retired	10%	(58)	25%	(142)	64%	(358)	558
Employ: Unemployed	23%	(52)	35%	(79)	42%	(95)	225
Employ: Other	22%	(39)	38%	(67)	40%	(71)	177
Military HH: Yes	15%	(46)	43%	(134)	43%	(134)	315
Military HH: No	20%	(385)	36%	(687)	44%	(827)	1898
RD/WT: Right Direction	23%	(161)	37%	(257)	40%	(273)	692
RD/WT: Wrong Track	18%	(270)	37%	(564)	45%	(688)	1521
Biden Job Approve	22%	(215)	38%	(369)	40%	(397)	982
Biden Job Disapprove	17%	(187)	37%	(409)	46%	(505)	1100
Biden Job Strongly Approve	25%	(106)	35%	(147)	40%	(169)	421
Biden Job Somewhat Approve	20%	(110)	40%	(222)	41%	(229)	560
Biden Job Somewhat Disapprove	22%	(72)	45%	(148)	33%	(108)	328
Biden Job Strongly Disapprove	15%	(114)	34%	(261)	51%	(396)	772

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**Table MCENdem1\_4:** In general, what kind of fan do you consider yourself of the following?*Marvel Comics*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(431)	37%	(821)	43%	(961)	2213
Favorable of Biden	21%	(210)	37%	(368)	41%	(408)	986
Unfavorable of Biden	18%	(194)	37%	(403)	46%	(501)	1097
Very Favorable of Biden	23%	(106)	36%	(172)	41%	(194)	473
Somewhat Favorable of Biden	20%	(104)	38%	(195)	42%	(214)	513
Somewhat Unfavorable of Biden	23%	(67)	44%	(126)	33%	(96)	289
Very Unfavorable of Biden	16%	(127)	34%	(276)	50%	(405)	808
#1 Issue: Economy	19%	(179)	38%	(357)	42%	(394)	929
#1 Issue: Security	20%	(46)	36%	(84)	45%	(105)	235
#1 Issue: Health Care	21%	(30)	44%	(61)	35%	(48)	140
#1 Issue: Medicare / Social Security	13%	(33)	26%	(67)	62%	(162)	263
#1 Issue: Women's Issues	22%	(63)	41%	(121)	37%	(108)	292
#1 Issue: Education	18%	(14)	51%	(41)	31%	(25)	81
#1 Issue: Energy	23%	(33)	32%	(46)	44%	(62)	141
#1 Issue: Other	25%	(33)	33%	(43)	42%	(56)	133
2022 House Vote: Democrat	21%	(181)	40%	(349)	40%	(353)	883
2022 House Vote: Republican	15%	(104)	34%	(233)	50%	(338)	675
2022 House Vote: Someone else	32%	(25)	30%	(23)	38%	(29)	76
2022 House Vote: Didnt Vote	21%	(121)	37%	(216)	42%	(241)	578
2020 Vote: Joe Biden	21%	(197)	37%	(343)	42%	(392)	932
2020 Vote: Donald Trump	18%	(128)	34%	(244)	48%	(343)	715
2020 Vote: Other	26%	(21)	38%	(32)	35%	(29)	82
2020 Vote: Didn't Vote	18%	(86)	42%	(202)	41%	(197)	484
2018 House Vote: Democrat	22%	(181)	37%	(304)	41%	(331)	816
2018 House Vote: Republican	16%	(95)	34%	(202)	50%	(299)	596
2018 House Vote: Someone else	30%	(23)	33%	(25)	37%	(28)	75
2018 House Vote: Didnt Vote	18%	(133)	40%	(290)	42%	(302)	726
4-Region: Northeast	19%	(72)	37%	(141)	45%	(171)	383
4-Region: Midwest	18%	(84)	36%	(166)	45%	(207)	457
4-Region: South	19%	(161)	38%	(319)	43%	(366)	846
4-Region: West	22%	(115)	37%	(195)	41%	(217)	527

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**Table MCENdem1\_4:** In general, what kind of fan do you consider yourself of the following?

Marvel Comics

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(431)	37%	(821)	43%	(961)	2213
Favorable Opinion of Avatar	27%	(319)	44%	(521)	30%	(356)	1197
Unfavorable Opinion of Avatar	18%	(75)	32%	(136)	51%	(216)	427
Enjoyed Seeing Avatar	27%	(312)	45%	(519)	28%	(318)	1150
Did not Enjoy Seeing Avatar	23%	(55)	34%	(82)	44%	(106)	243
Saw Avatar	26%	(368)	43%	(601)	30%	(425)	1393

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

**Table MCENdem1\_5: In general, what kind of fan do you consider yourself of the following?  
Marvel movies and TV shows**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(574)	38%	(843)	36%	(796)	2213
Gender: Male	31%	(331)	39%	(421)	30%	(317)	1069
Gender: Female	21%	(243)	37%	(422)	42%	(479)	1144
Age: 18-34	37%	(235)	41%	(261)	23%	(147)	643
Age: 35-44	34%	(126)	41%	(152)	24%	(88)	366
Age: 45-64	22%	(160)	42%	(297)	36%	(257)	715
Age: 65+	11%	(53)	27%	(134)	62%	(303)	489
GenZers: 1997-2012	38%	(79)	38%	(79)	24%	(49)	207
Millennials: 1981-1996	37%	(254)	41%	(285)	22%	(156)	696
GenXers: 1965-1980	26%	(135)	43%	(224)	32%	(167)	525
Baby Boomers: 1946-1964	14%	(102)	35%	(244)	51%	(355)	701
PID: Dem (no lean)	29%	(250)	39%	(334)	32%	(277)	861
PID: Ind (no lean)	24%	(166)	39%	(271)	37%	(251)	688
PID: Rep (no lean)	24%	(158)	36%	(238)	40%	(268)	664
PID/Gender: Dem Men	36%	(150)	40%	(164)	24%	(100)	414
PID/Gender: Dem Women	22%	(100)	38%	(170)	40%	(177)	447
PID/Gender: Ind Men	27%	(86)	39%	(125)	34%	(111)	322
PID/Gender: Ind Women	22%	(80)	40%	(145)	38%	(140)	366
PID/Gender: Rep Men	28%	(94)	40%	(132)	32%	(107)	333
PID/Gender: Rep Women	19%	(63)	32%	(107)	49%	(161)	331
Ideo: Liberal (1-3)	32%	(216)	38%	(256)	31%	(208)	680
Ideo: Moderate (4)	26%	(155)	41%	(245)	34%	(204)	604
Ideo: Conservative (5-7)	19%	(128)	36%	(250)	45%	(307)	684
Educ: < College	27%	(384)	39%	(568)	34%	(487)	1439
Educ: Bachelors degree	25%	(123)	37%	(184)	38%	(185)	491
Educ: Post-grad	24%	(67)	32%	(92)	44%	(124)	283
Income: Under 50k	26%	(317)	38%	(454)	36%	(433)	1205
Income: 50k-100k	26%	(177)	41%	(277)	33%	(220)	674
Income: 100k+	24%	(79)	34%	(112)	43%	(143)	334
Ethnicity: White	23%	(386)	36%	(625)	41%	(702)	1713
Ethnicity: Hispanic	36%	(135)	43%	(159)	22%	(81)	374
Ethnicity: Black	39%	(110)	44%	(124)	17%	(48)	283

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**Table MCENdem1\_5: In general, what kind of fan do you consider yourself of the following?  
Marvel movies and TV shows**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(574)	38%	(843)	36%	(796)	2213
Ethnicity: Other	35%	(77)	43%	(94)	21%	(46)	217
All Christian	24%	(235)	35%	(348)	42%	(414)	997
All Non-Christian	21%	(23)	38%	(40)	41%	(43)	106
Atheist	33%	(35)	32%	(34)	34%	(36)	106
Agnostic/Nothing in particular	29%	(168)	41%	(240)	30%	(172)	581
Something Else	27%	(112)	43%	(181)	31%	(130)	423
Religious Non-Protestant/Catholic	22%	(30)	37%	(50)	41%	(56)	136
Evangelical	26%	(136)	39%	(207)	35%	(184)	527
Non-Evangelical	22%	(186)	37%	(306)	41%	(342)	833
Community: Urban	30%	(186)	42%	(256)	28%	(175)	617
Community: Suburban	26%	(262)	36%	(366)	38%	(391)	1019
Community: Rural	22%	(127)	38%	(221)	40%	(229)	577
Employ: Private Sector	32%	(233)	41%	(292)	27%	(194)	719
Employ: Government	34%	(43)	42%	(52)	24%	(30)	125
Employ: Self-Employed	27%	(55)	44%	(91)	28%	(58)	205
Employ: Homemaker	15%	(22)	49%	(75)	36%	(55)	152
Employ: Student	41%	(21)	39%	(20)	20%	(10)	52
Employ: Retired	14%	(75)	30%	(165)	57%	(318)	558
Employ: Unemployed	27%	(62)	36%	(82)	36%	(82)	225
Employ: Other	35%	(62)	37%	(66)	28%	(50)	177
Military HH: Yes	18%	(58)	45%	(141)	37%	(116)	315
Military HH: No	27%	(516)	37%	(703)	36%	(680)	1898
RD/WT: Right Direction	29%	(200)	39%	(268)	32%	(223)	692
RD/WT: Wrong Track	25%	(374)	38%	(575)	38%	(573)	1521
Biden Job Approve	29%	(286)	39%	(382)	32%	(313)	982
Biden Job Disapprove	23%	(248)	38%	(417)	40%	(435)	1100
Biden Job Strongly Approve	31%	(132)	36%	(153)	32%	(136)	421
Biden Job Somewhat Approve	28%	(155)	41%	(229)	32%	(177)	560
Biden Job Somewhat Disapprove	27%	(90)	45%	(147)	28%	(92)	328
Biden Job Strongly Disapprove	21%	(159)	35%	(270)	44%	(343)	772

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**Table MCENdem1\_5: In general, what kind of fan do you consider yourself of the following?  
Marvel movies and TV shows**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(574)	38%	(843)	36%	(796)	2213
Favorable of Biden	29%	(288)	38%	(378)	32%	(320)	986
Unfavorable of Biden	22%	(246)	38%	(418)	39%	(433)	1097
Very Favorable of Biden	31%	(144)	37%	(175)	32%	(153)	473
Somewhat Favorable of Biden	28%	(144)	39%	(203)	33%	(167)	513
Somewhat Unfavorable of Biden	26%	(77)	46%	(134)	27%	(78)	289
Very Unfavorable of Biden	21%	(169)	35%	(284)	44%	(355)	808
#1 Issue: Economy	26%	(245)	39%	(363)	35%	(322)	929
#1 Issue: Security	22%	(52)	39%	(93)	38%	(90)	235
#1 Issue: Health Care	29%	(40)	41%	(57)	30%	(42)	140
#1 Issue: Medicare / Social Security	16%	(43)	30%	(79)	54%	(141)	263
#1 Issue: Women's Issues	32%	(95)	43%	(125)	25%	(73)	292
#1 Issue: Education	26%	(21)	48%	(39)	26%	(21)	81
#1 Issue: Energy	29%	(41)	29%	(40)	42%	(60)	141
#1 Issue: Other	28%	(37)	36%	(48)	36%	(47)	133
2022 House Vote: Democrat	28%	(250)	39%	(346)	33%	(287)	883
2022 House Vote: Republican	21%	(143)	36%	(245)	42%	(287)	675
2022 House Vote: Someone else	28%	(22)	36%	(28)	35%	(27)	76
2022 House Vote: Didnt Vote	28%	(159)	39%	(224)	34%	(195)	578
2020 Vote: Joe Biden	28%	(262)	39%	(360)	33%	(310)	932
2020 Vote: Donald Trump	23%	(162)	36%	(255)	42%	(298)	715
2020 Vote: Other	29%	(24)	38%	(31)	33%	(27)	82
2020 Vote: Didn't Vote	26%	(127)	41%	(197)	33%	(161)	484
2018 House Vote: Democrat	30%	(245)	37%	(300)	33%	(271)	816
2018 House Vote: Republican	20%	(121)	35%	(211)	44%	(263)	596
2018 House Vote: Someone else	27%	(20)	43%	(33)	30%	(23)	75
2018 House Vote: Didnt Vote	26%	(187)	41%	(299)	33%	(239)	726
4-Region: Northeast	26%	(100)	36%	(138)	38%	(145)	383
4-Region: Midwest	23%	(107)	39%	(176)	38%	(174)	457
4-Region: South	26%	(219)	38%	(323)	36%	(304)	846
4-Region: West	28%	(147)	39%	(207)	33%	(173)	527

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**Table MCENdem1\_5: In general, what kind of fan do you consider yourself of the following?  
Marvel movies and TV shows**

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	26% (574)	38% (843)	36% (796)	2213
Favorable Opinion of Avatar	35% (418)	45% (537)	20% (241)	1197
Unfavorable Opinion of Avatar	24% (101)	31% (131)	46% (195)	427
Enjoyed Seeing Avatar	35% (408)	46% (530)	18% (212)	1150
Did not Enjoy Seeing Avatar	31% (75)	35% (85)	34% (83)	243
Saw Avatar	35% (483)	44% (615)	21% (295)	1393

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

**Table MCENdem1\_6:** In general, what kind of fan do you consider yourself of the following?

DC movies and TV shows

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	18%	(396)	43%	(958)	39%	(859)	2213
Gender: Male	23%	(243)	45%	(486)	32%	(340)	1069
Gender: Female	13%	(153)	41%	(472)	45%	(519)	1144
Age: 18-34	25%	(160)	50%	(322)	25%	(161)	643
Age: 35-44	24%	(87)	46%	(169)	30%	(110)	366
Age: 45-64	16%	(111)	43%	(304)	42%	(300)	715
Age: 65+	8%	(38)	33%	(163)	59%	(288)	489
GenZers: 1997-2012	27%	(56)	48%	(100)	24%	(51)	207
Millennials: 1981-1996	25%	(173)	48%	(337)	27%	(186)	696
GenXers: 1965-1980	17%	(89)	46%	(240)	37%	(197)	525
Baby Boomers: 1946-1964	11%	(75)	37%	(262)	52%	(364)	701
PID: Dem (no lean)	20%	(173)	42%	(364)	38%	(324)	861
PID: Ind (no lean)	17%	(120)	44%	(303)	39%	(265)	688
PID: Rep (no lean)	16%	(103)	44%	(292)	41%	(269)	664
PID/Gender: Dem Men	28%	(114)	45%	(185)	28%	(115)	414
PID/Gender: Dem Women	13%	(59)	40%	(179)	47%	(209)	447
PID/Gender: Ind Men	19%	(60)	44%	(140)	38%	(122)	322
PID/Gender: Ind Women	16%	(60)	44%	(162)	39%	(144)	366
PID/Gender: Rep Men	21%	(69)	48%	(161)	31%	(103)	333
PID/Gender: Rep Women	10%	(34)	39%	(130)	50%	(166)	331
Ideo: Liberal (1-3)	19%	(130)	46%	(311)	35%	(239)	680
Ideo: Moderate (4)	21%	(127)	43%	(261)	36%	(217)	604
Ideo: Conservative (5-7)	13%	(92)	40%	(275)	46%	(317)	684
Educ: < College	19%	(274)	44%	(639)	37%	(526)	1439
Educ: Bachelors degree	17%	(81)	43%	(212)	40%	(198)	491
Educ: Post-grad	15%	(41)	38%	(107)	48%	(135)	283
Income: Under 50k	19%	(234)	42%	(504)	39%	(467)	1205
Income: 50k-100k	17%	(115)	48%	(323)	35%	(236)	674
Income: 100k+	14%	(47)	39%	(131)	47%	(156)	334
Ethnicity: White	15%	(255)	42%	(717)	43%	(741)	1713
Ethnicity: Hispanic	24%	(90)	49%	(184)	27%	(100)	374
Ethnicity: Black	33%	(92)	45%	(126)	23%	(64)	283

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**Table MCENdem1\_6:** In general, what kind of fan do you consider yourself of the following?

DC movies and TV shows

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	18%	(396)	43%	(958)	39%	(859)	2213
Ethnicity: Other	23%	(49)	53%	(115)	25%	(53)	217
All Christian	17%	(174)	41%	(410)	41%	(413)	997
All Non-Christian	7%	(7)	50%	(53)	43%	(45)	106
Atheist	15%	(15)	41%	(44)	44%	(47)	106
Agnostic/Nothing in particular	21%	(120)	46%	(268)	33%	(193)	581
Something Else	19%	(79)	43%	(183)	38%	(160)	423
Religious Non-Protestant/Catholic	10%	(14)	48%	(65)	42%	(57)	136
Evangelical	19%	(103)	42%	(220)	39%	(204)	527
Non-Evangelical	16%	(130)	43%	(355)	42%	(348)	833
Community: Urban	22%	(138)	47%	(290)	31%	(189)	617
Community: Suburban	17%	(169)	41%	(422)	42%	(429)	1019
Community: Rural	16%	(90)	43%	(246)	42%	(241)	577
Employ: Private Sector	21%	(153)	49%	(349)	30%	(217)	719
Employ: Government	22%	(28)	52%	(65)	26%	(32)	125
Employ: Self-Employed	23%	(47)	51%	(104)	26%	(54)	205
Employ: Homemaker	9%	(13)	44%	(67)	47%	(72)	152
Employ: Student	19%	(10)	51%	(26)	30%	(16)	52
Employ: Retired	10%	(54)	34%	(191)	56%	(313)	558
Employ: Unemployed	21%	(48)	38%	(86)	41%	(92)	225
Employ: Other	25%	(45)	40%	(70)	35%	(62)	177
Military HH: Yes	13%	(42)	46%	(145)	41%	(128)	315
Military HH: No	19%	(354)	43%	(813)	38%	(731)	1898
RD/WT: Right Direction	22%	(152)	42%	(292)	36%	(248)	692
RD/WT: Wrong Track	16%	(244)	44%	(666)	40%	(611)	1521
Biden Job Approve	20%	(200)	43%	(427)	36%	(355)	982
Biden Job Disapprove	16%	(173)	43%	(470)	42%	(457)	1100
Biden Job Strongly Approve	23%	(95)	42%	(177)	35%	(149)	421
Biden Job Somewhat Approve	19%	(105)	44%	(249)	37%	(206)	560
Biden Job Somewhat Disapprove	20%	(67)	49%	(159)	31%	(102)	328
Biden Job Strongly Disapprove	14%	(106)	40%	(311)	46%	(355)	772

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**Table MCENdem1\_6:** In general, what kind of fan do you consider yourself of the following?

DC movies and TV shows

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	18%	(396)	43%	(958)	39%	(859)	2213
Favorable of Biden	20%	(195)	44%	(429)	37%	(362)	986
Unfavorable of Biden	16%	(173)	43%	(477)	41%	(448)	1097
Very Favorable of Biden	21%	(99)	43%	(202)	36%	(172)	473
Somewhat Favorable of Biden	19%	(96)	44%	(227)	37%	(190)	513
Somewhat Unfavorable of Biden	19%	(56)	54%	(156)	27%	(77)	289
Very Unfavorable of Biden	15%	(117)	40%	(321)	46%	(370)	808
#1 Issue: Economy	17%	(161)	45%	(417)	38%	(351)	929
#1 Issue: Security	17%	(40)	43%	(102)	39%	(93)	235
#1 Issue: Health Care	23%	(32)	42%	(59)	35%	(49)	140
#1 Issue: Medicare / Social Security	13%	(33)	35%	(92)	52%	(137)	263
#1 Issue: Women's Issues	17%	(49)	50%	(146)	33%	(96)	292
#1 Issue: Education	26%	(21)	48%	(38)	27%	(22)	81
#1 Issue: Energy	21%	(30)	34%	(49)	45%	(63)	141
#1 Issue: Other	23%	(31)	41%	(55)	36%	(47)	133
2022 House Vote: Democrat	20%	(176)	44%	(392)	36%	(314)	883
2022 House Vote: Republican	14%	(93)	43%	(292)	43%	(290)	675
2022 House Vote: Someone else	20%	(16)	47%	(36)	32%	(25)	76
2022 House Vote: Didnt Vote	19%	(112)	41%	(237)	40%	(229)	578
2020 Vote: Joe Biden	20%	(182)	43%	(401)	37%	(349)	932
2020 Vote: Donald Trump	16%	(112)	42%	(304)	42%	(299)	715
2020 Vote: Other	24%	(20)	40%	(33)	35%	(29)	82
2020 Vote: Didn't Vote	17%	(82)	46%	(220)	38%	(182)	484
2018 House Vote: Democrat	21%	(173)	42%	(340)	37%	(304)	816
2018 House Vote: Republican	14%	(80)	43%	(256)	44%	(260)	596
2018 House Vote: Someone else	26%	(20)	46%	(34)	28%	(21)	75
2018 House Vote: Didnt Vote	17%	(124)	45%	(328)	38%	(274)	726
4-Region: Northeast	17%	(64)	44%	(169)	39%	(150)	383
4-Region: Midwest	15%	(67)	45%	(206)	40%	(183)	457
4-Region: South	19%	(163)	42%	(353)	39%	(330)	846
4-Region: West	19%	(102)	44%	(230)	37%	(195)	527

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**Table MCENdem1\_6:** In general, what kind of fan do you consider yourself of the following?

DC movies and TV shows

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	18%	(396)	43%	(958)	39%	(859)	2213
Favorable Opinion of Avatar	26%	(312)	49%	(590)	25%	(295)	1197
Unfavorable Opinion of Avatar	13%	(57)	40%	(169)	47%	(201)	427
Enjoyed Seeing Avatar	25%	(289)	51%	(586)	24%	(275)	1150
Did not Enjoy Seeing Avatar	16%	(40)	46%	(112)	38%	(91)	243
Saw Avatar	24%	(329)	50%	(698)	26%	(366)	1393

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

**Table MCENdem1\_7: In general, what kind of fan do you consider yourself of the following?**  
*Superheroes in general*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(481)	43%	(959)	35%	(773)	2213
Gender: Male	27%	(293)	44%	(475)	28%	(300)	1069
Gender: Female	16%	(187)	42%	(484)	41%	(472)	1144
Age: 18-34	29%	(189)	48%	(309)	22%	(144)	643
Age: 35-44	31%	(113)	47%	(171)	22%	(81)	366
Age: 45-64	19%	(138)	44%	(315)	37%	(262)	715
Age: 65+	8%	(40)	33%	(164)	58%	(286)	489
GenZers: 1997-2012	32%	(67)	46%	(96)	21%	(44)	207
Millennials: 1981-1996	31%	(214)	46%	(322)	23%	(160)	696
GenXers: 1965-1980	21%	(110)	48%	(253)	31%	(162)	525
Baby Boomers: 1946-1964	12%	(86)	39%	(272)	49%	(343)	701
PID: Dem (no lean)	25%	(214)	43%	(367)	33%	(280)	861
PID: Ind (no lean)	19%	(130)	46%	(314)	35%	(244)	688
PID: Rep (no lean)	21%	(137)	42%	(278)	37%	(249)	664
PID/Gender: Dem Men	33%	(137)	43%	(177)	24%	(99)	414
PID/Gender: Dem Women	17%	(76)	42%	(190)	40%	(181)	447
PID/Gender: Ind Men	22%	(71)	45%	(144)	33%	(107)	322
PID/Gender: Ind Women	16%	(58)	47%	(171)	37%	(137)	366
PID/Gender: Rep Men	25%	(84)	46%	(154)	28%	(94)	333
PID/Gender: Rep Women	16%	(53)	37%	(124)	47%	(155)	331
Ideo: Liberal (1-3)	26%	(175)	44%	(296)	31%	(209)	680
Ideo: Moderate (4)	23%	(138)	44%	(264)	33%	(202)	604
Ideo: Conservative (5-7)	16%	(113)	42%	(290)	41%	(281)	684
Educ: < College	23%	(324)	45%	(647)	33%	(468)	1439
Educ: Bachelors degree	22%	(106)	41%	(200)	38%	(185)	491
Educ: Post-grad	18%	(50)	40%	(112)	42%	(120)	283
Income: Under 50k	22%	(271)	42%	(509)	35%	(425)	1205
Income: 50k-100k	22%	(150)	47%	(319)	30%	(205)	674
Income: 100k+	18%	(60)	39%	(131)	43%	(143)	334
Ethnicity: White	19%	(324)	42%	(720)	39%	(669)	1713
Ethnicity: Hispanic	32%	(121)	46%	(171)	22%	(83)	374
Ethnicity: Black	35%	(100)	42%	(119)	22%	(63)	283

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**Table MCENdem1\_7: In general, what kind of fan do you consider yourself of the following?  
Superheroes in general**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(481)	43%	(959)	35%	(773)	2213
Ethnicity: Other	26%	(56)	55%	(120)	19%	(41)	217
All Christian	20%	(196)	42%	(415)	39%	(386)	997
All Non-Christian	16%	(16)	43%	(45)	42%	(44)	106
Atheist	28%	(30)	38%	(40)	34%	(36)	106
Agnostic/Nothing in particular	24%	(140)	45%	(262)	31%	(179)	581
Something Else	23%	(99)	46%	(197)	30%	(128)	423
Religious Non-Protestant/Catholic	18%	(24)	40%	(55)	42%	(57)	136
Evangelical	23%	(121)	42%	(224)	35%	(182)	527
Non-Evangelical	18%	(153)	44%	(368)	37%	(312)	833
Community: Urban	26%	(160)	45%	(275)	29%	(182)	617
Community: Suburban	21%	(214)	42%	(432)	37%	(373)	1019
Community: Rural	18%	(106)	44%	(252)	38%	(218)	577
Employ: Private Sector	27%	(197)	46%	(332)	26%	(189)	719
Employ: Government	33%	(41)	40%	(50)	27%	(34)	125
Employ: Self-Employed	22%	(46)	49%	(101)	28%	(58)	205
Employ: Homemaker	11%	(16)	51%	(78)	38%	(58)	152
Employ: Student	32%	(16)	47%	(24)	21%	(11)	52
Employ: Retired	10%	(58)	36%	(202)	53%	(298)	558
Employ: Unemployed	22%	(50)	43%	(98)	34%	(77)	225
Employ: Other	31%	(55)	42%	(74)	27%	(48)	177
Military HH: Yes	17%	(55)	48%	(150)	35%	(110)	315
Military HH: No	22%	(426)	43%	(810)	35%	(663)	1898
RD/WT: Right Direction	24%	(167)	42%	(289)	34%	(236)	692
RD/WT: Wrong Track	21%	(313)	44%	(671)	35%	(537)	1521
Biden Job Approve	24%	(235)	43%	(422)	33%	(324)	982
Biden Job Disapprove	20%	(217)	44%	(483)	36%	(400)	1100
Biden Job Strongly Approve	27%	(114)	40%	(167)	33%	(141)	421
Biden Job Somewhat Approve	22%	(122)	46%	(255)	33%	(183)	560
Biden Job Somewhat Disapprove	22%	(72)	53%	(174)	25%	(82)	328
Biden Job Strongly Disapprove	19%	(145)	40%	(309)	41%	(318)	772

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**Table MCENdem1\_7: In general, what kind of fan do you consider yourself of the following?**  
*Superheroes in general*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(481)	43%	(959)	35%	(773)	2213
Favorable of Biden	23%	(229)	43%	(428)	33%	(329)	986
Unfavorable of Biden	21%	(225)	43%	(474)	36%	(398)	1097
Very Favorable of Biden	25%	(120)	40%	(189)	35%	(164)	473
Somewhat Favorable of Biden	21%	(109)	47%	(239)	32%	(165)	513
Somewhat Unfavorable of Biden	25%	(74)	50%	(145)	24%	(70)	289
Very Unfavorable of Biden	19%	(151)	41%	(328)	41%	(328)	808
#1 Issue: Economy	22%	(202)	45%	(416)	33%	(311)	929
#1 Issue: Security	18%	(43)	42%	(98)	40%	(94)	235
#1 Issue: Health Care	24%	(34)	49%	(69)	26%	(37)	140
#1 Issue: Medicare / Social Security	16%	(42)	30%	(79)	54%	(141)	263
#1 Issue: Women's Issues	27%	(78)	47%	(136)	27%	(78)	292
#1 Issue: Education	22%	(18)	55%	(45)	23%	(18)	81
#1 Issue: Energy	23%	(32)	43%	(61)	34%	(48)	141
#1 Issue: Other	23%	(31)	42%	(56)	35%	(46)	133
2022 House Vote: Democrat	25%	(221)	42%	(374)	33%	(288)	883
2022 House Vote: Republican	18%	(119)	44%	(296)	38%	(259)	675
2022 House Vote: Someone else	29%	(22)	40%	(31)	31%	(24)	76
2022 House Vote: Didnt Vote	20%	(118)	45%	(258)	35%	(202)	578
2020 Vote: Joe Biden	24%	(225)	43%	(397)	33%	(310)	932
2020 Vote: Donald Trump	19%	(139)	42%	(303)	38%	(273)	715
2020 Vote: Other	30%	(25)	36%	(30)	33%	(27)	82
2020 Vote: Didn't Vote	19%	(91)	47%	(229)	34%	(163)	484
2018 House Vote: Democrat	25%	(202)	42%	(343)	33%	(271)	816
2018 House Vote: Republican	18%	(105)	42%	(248)	41%	(243)	596
2018 House Vote: Someone else	24%	(18)	52%	(39)	24%	(18)	75
2018 House Vote: Didnt Vote	22%	(156)	45%	(329)	33%	(241)	726
4-Region: Northeast	23%	(87)	41%	(158)	36%	(138)	383
4-Region: Midwest	19%	(88)	43%	(197)	38%	(172)	457
4-Region: South	22%	(185)	45%	(377)	34%	(284)	846
4-Region: West	23%	(121)	43%	(227)	34%	(179)	527

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**Table MCENdem1\_7: In general, what kind of fan do you consider yourself of the following?  
Superheroes in general**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(481)	43%	(959)	35%	(773)	2213
Favorable Opinion of Avatar	29%	(352)	49%	(585)	22%	(260)	1197
Unfavorable Opinion of Avatar	20%	(86)	40%	(170)	40%	(171)	427
Enjoyed Seeing Avatar	30%	(340)	50%	(578)	20%	(231)	1150
Did not Enjoy Seeing Avatar	25%	(62)	45%	(109)	30%	(72)	243
Saw Avatar	29%	(402)	49%	(688)	22%	(303)	1393

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

**Table MCENdem1\_8:** In general, what kind of fan do you consider yourself of the following?  
 Fantasy movies and TV shows

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	24%	(532)	45%	(996)	31%	(685)	2213
Gender: Male	28%	(302)	43%	(459)	29%	(308)	1069
Gender: Female	20%	(230)	47%	(538)	33%	(376)	1144
Age: 18-34	34%	(218)	49%	(314)	17%	(110)	643
Age: 35-44	28%	(104)	47%	(173)	24%	(89)	366
Age: 45-64	22%	(160)	46%	(328)	32%	(227)	715
Age: 65+	10%	(51)	37%	(181)	53%	(258)	489
GenZers: 1997-2012	35%	(72)	46%	(96)	19%	(40)	207
Millennials: 1981-1996	32%	(222)	49%	(342)	19%	(131)	696
GenXers: 1965-1980	25%	(130)	47%	(247)	28%	(148)	525
Baby Boomers: 1946-1964	15%	(103)	41%	(290)	44%	(307)	701
PID: Dem (no lean)	26%	(220)	44%	(377)	31%	(264)	861
PID: Ind (no lean)	24%	(168)	45%	(312)	30%	(209)	688
PID: Rep (no lean)	22%	(144)	46%	(308)	32%	(212)	664
PID/Gender: Dem Men	31%	(130)	42%	(172)	27%	(112)	414
PID/Gender: Dem Women	20%	(91)	46%	(204)	34%	(152)	447
PID/Gender: Ind Men	25%	(80)	43%	(140)	32%	(102)	322
PID/Gender: Ind Women	24%	(87)	47%	(172)	29%	(107)	366
PID/Gender: Rep Men	28%	(92)	44%	(146)	28%	(94)	333
PID/Gender: Rep Women	16%	(52)	49%	(162)	36%	(118)	331
Ideo: Liberal (1-3)	25%	(171)	45%	(309)	29%	(200)	680
Ideo: Moderate (4)	25%	(153)	48%	(287)	27%	(164)	604
Ideo: Conservative (5-7)	20%	(137)	42%	(288)	38%	(260)	684
Educ: < College	25%	(367)	46%	(667)	28%	(405)	1439
Educ: Bachelors degree	23%	(111)	46%	(224)	32%	(156)	491
Educ: Post-grad	19%	(54)	37%	(105)	44%	(123)	283
Income: Under 50k	26%	(307)	45%	(544)	29%	(354)	1205
Income: 50k-100k	24%	(161)	46%	(311)	30%	(202)	674
Income: 100k+	19%	(64)	42%	(141)	39%	(129)	334
Ethnicity: White	22%	(379)	45%	(764)	33%	(570)	1713
Ethnicity: Hispanic	30%	(112)	48%	(179)	22%	(83)	374
Ethnicity: Black	33%	(92)	42%	(119)	25%	(72)	283

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**Table MCENdem1\_8:** *In general, what kind of fan do you consider yourself of the following?*  
*Fantasy movies and TV shows*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	24%	(532)	45%	(996)	31%	(685)	2213
Ethnicity: Other	28%	(61)	52%	(114)	20%	(43)	217
All Christian	21%	(208)	43%	(432)	36%	(357)	997
All Non-Christian	16%	(17)	46%	(48)	38%	(40)	106
Atheist	31%	(33)	40%	(42)	29%	(31)	106
Agnostic/Nothing in particular	28%	(162)	47%	(275)	25%	(144)	581
Something Else	27%	(112)	47%	(199)	27%	(112)	423
Religious Non-Protestant/Catholic	19%	(26)	44%	(60)	37%	(51)	136
Evangelical	24%	(127)	44%	(229)	32%	(170)	527
Non-Evangelical	21%	(172)	46%	(379)	34%	(282)	833
Community: Urban	25%	(155)	49%	(303)	26%	(159)	617
Community: Suburban	23%	(235)	44%	(444)	33%	(340)	1019
Community: Rural	25%	(142)	43%	(250)	32%	(185)	577
Employ: Private Sector	28%	(201)	48%	(348)	24%	(170)	719
Employ: Government	25%	(31)	51%	(64)	24%	(30)	125
Employ: Self-Employed	29%	(59)	44%	(90)	27%	(56)	205
Employ: Homemaker	21%	(32)	47%	(71)	32%	(49)	152
Employ: Student	24%	(12)	50%	(26)	27%	(14)	52
Employ: Retired	11%	(64)	40%	(222)	49%	(272)	558
Employ: Unemployed	30%	(68)	43%	(97)	27%	(60)	225
Employ: Other	37%	(65)	44%	(79)	19%	(34)	177
Military HH: Yes	19%	(61)	50%	(157)	31%	(97)	315
Military HH: No	25%	(471)	44%	(840)	31%	(587)	1898
RD/WT: Right Direction	25%	(175)	44%	(305)	31%	(212)	692
RD/WT: Wrong Track	23%	(357)	45%	(691)	31%	(473)	1521
Biden Job Approve	25%	(246)	45%	(438)	30%	(297)	982
Biden Job Disapprove	22%	(247)	45%	(499)	32%	(354)	1100
Biden Job Strongly Approve	25%	(107)	42%	(177)	32%	(137)	421
Biden Job Somewhat Approve	25%	(139)	47%	(261)	29%	(160)	560
Biden Job Somewhat Disapprove	27%	(88)	49%	(162)	24%	(78)	328
Biden Job Strongly Disapprove	21%	(159)	44%	(337)	36%	(276)	772

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**Table MCENdem1\_8:** In general, what kind of fan do you consider yourself of the following?  
Fantasy movies and TV shows

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	24%	(532)	45%	(996)	31%	(685)	2213
Favorable of Biden	25%	(248)	44%	(435)	31%	(303)	986
Unfavorable of Biden	23%	(247)	46%	(500)	32%	(350)	1097
Very Favorable of Biden	25%	(118)	42%	(200)	33%	(155)	473
Somewhat Favorable of Biden	25%	(130)	46%	(234)	29%	(149)	513
Somewhat Unfavorable of Biden	26%	(76)	48%	(139)	26%	(74)	289
Very Unfavorable of Biden	21%	(171)	45%	(361)	34%	(277)	808
#1 Issue: Economy	24%	(222)	47%	(440)	29%	(268)	929
#1 Issue: Security	21%	(50)	43%	(102)	35%	(83)	235
#1 Issue: Health Care	29%	(40)	48%	(68)	23%	(32)	140
#1 Issue: Medicare / Social Security	15%	(39)	35%	(92)	50%	(131)	263
#1 Issue: Women's Issues	30%	(88)	46%	(133)	24%	(71)	292
#1 Issue: Education	28%	(23)	53%	(43)	19%	(15)	81
#1 Issue: Energy	30%	(42)	37%	(52)	33%	(47)	141
#1 Issue: Other	21%	(27)	51%	(68)	29%	(38)	133
2022 House Vote: Democrat	25%	(224)	43%	(379)	32%	(280)	883
2022 House Vote: Republican	21%	(141)	45%	(301)	35%	(234)	675
2022 House Vote: Someone else	26%	(20)	43%	(33)	31%	(24)	76
2022 House Vote: Didnt Vote	25%	(147)	49%	(284)	25%	(147)	578
2020 Vote: Joe Biden	26%	(242)	43%	(405)	31%	(285)	932
2020 Vote: Donald Trump	21%	(150)	45%	(323)	34%	(242)	715
2020 Vote: Other	24%	(20)	46%	(38)	30%	(25)	82
2020 Vote: Didn't Vote	25%	(120)	48%	(231)	28%	(133)	484
2018 House Vote: Democrat	26%	(214)	43%	(350)	31%	(252)	816
2018 House Vote: Republican	21%	(123)	44%	(263)	35%	(209)	596
2018 House Vote: Someone else	27%	(21)	46%	(35)	26%	(20)	75
2018 House Vote: Didnt Vote	24%	(174)	48%	(348)	28%	(204)	726
4-Region: Northeast	25%	(94)	40%	(155)	35%	(134)	383
4-Region: Midwest	24%	(110)	47%	(213)	29%	(134)	457
4-Region: South	23%	(197)	46%	(391)	31%	(258)	846
4-Region: West	25%	(131)	45%	(238)	30%	(158)	527

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**Table MCENdem1\_8:** *In general, what kind of fan do you consider yourself of the following?  
Fantasy movies and TV shows*

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	24% (532)	45% (996)	31% (685)	2213
Favorable Opinion of Avatar	33% (400)	49% (587)	18% (210)	1197
Unfavorable Opinion of Avatar	18% (76)	44% (188)	38% (163)	427
Enjoyed Seeing Avatar	34% (395)	50% (574)	16% (181)	1150
Did not Enjoy Seeing Avatar	19% (46)	56% (137)	25% (61)	243
Saw Avatar	32% (441)	51% (711)	17% (241)	1393

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

**Table MCENdem1\_9:** *In general, what kind of fan do you consider yourself of the following?*  
*Science Fiction movies and TV shows*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(570)	45%	(985)	30%	(658)	2213
Gender: Male	34%	(368)	44%	(466)	22%	(235)	1069
Gender: Female	18%	(203)	45%	(519)	37%	(422)	1144
Age: 18-34	29%	(184)	49%	(314)	23%	(145)	643
Age: 35-44	31%	(113)	45%	(166)	24%	(87)	366
Age: 45-64	26%	(189)	43%	(304)	31%	(222)	715
Age: 65+	17%	(85)	41%	(201)	42%	(203)	489
GenZers: 1997-2012	30%	(62)	44%	(91)	26%	(54)	207
Millennials: 1981-1996	30%	(209)	48%	(336)	22%	(151)	696
GenXers: 1965-1980	26%	(138)	47%	(245)	27%	(143)	525
Baby Boomers: 1946-1964	22%	(156)	40%	(283)	37%	(262)	701
PID: Dem (no lean)	29%	(246)	43%	(367)	29%	(248)	861
PID: Ind (no lean)	27%	(185)	46%	(319)	27%	(185)	688
PID: Rep (no lean)	21%	(140)	45%	(299)	34%	(225)	664
PID/Gender: Dem Men	38%	(158)	41%	(172)	20%	(84)	414
PID/Gender: Dem Women	20%	(88)	44%	(195)	37%	(163)	447
PID/Gender: Ind Men	34%	(109)	44%	(140)	23%	(73)	322
PID/Gender: Ind Women	21%	(76)	49%	(178)	30%	(112)	366
PID/Gender: Rep Men	30%	(101)	46%	(154)	23%	(78)	333
PID/Gender: Rep Women	12%	(39)	44%	(145)	44%	(147)	331
Ideo: Liberal (1-3)	33%	(227)	40%	(274)	26%	(179)	680
Ideo: Moderate (4)	24%	(148)	50%	(301)	26%	(155)	604
Ideo: Conservative (5-7)	20%	(136)	45%	(305)	36%	(243)	684
Educ: < College	26%	(371)	46%	(665)	28%	(402)	1439
Educ: Bachelors degree	28%	(140)	42%	(204)	30%	(147)	491
Educ: Post-grad	21%	(59)	41%	(116)	38%	(108)	283
Income: Under 50k	28%	(332)	44%	(526)	29%	(347)	1205
Income: 50k-100k	26%	(175)	46%	(309)	28%	(191)	674
Income: 100k+	19%	(64)	45%	(150)	36%	(120)	334
Ethnicity: White	24%	(414)	44%	(751)	32%	(548)	1713
Ethnicity: Hispanic	30%	(111)	48%	(180)	22%	(84)	374
Ethnicity: Black	33%	(94)	43%	(121)	24%	(68)	283

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**Table MCENdem1\_9: In general, what kind of fan do you consider yourself of the following?  
Science Fiction movies and TV shows**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(570)	45%	(985)	30%	(658)	2213
Ethnicity: Other	29%	(62)	52%	(113)	19%	(42)	217
All Christian	24%	(236)	44%	(443)	32%	(318)	997
All Non-Christian	21%	(23)	47%	(49)	32%	(34)	106
Atheist	44%	(47)	34%	(36)	22%	(23)	106
Agnostic/Nothing in particular	25%	(147)	47%	(273)	28%	(161)	581
Something Else	28%	(117)	43%	(184)	29%	(122)	423
Religious Non-Protestant/Catholic	21%	(29)	44%	(60)	35%	(47)	136
Evangelical	26%	(138)	46%	(240)	28%	(149)	527
Non-Evangelical	24%	(196)	43%	(361)	33%	(275)	833
Community: Urban	28%	(176)	46%	(285)	25%	(156)	617
Community: Suburban	25%	(254)	46%	(464)	30%	(302)	1019
Community: Rural	24%	(141)	41%	(236)	35%	(200)	577
Employ: Private Sector	31%	(222)	46%	(329)	23%	(167)	719
Employ: Government	24%	(30)	46%	(58)	30%	(37)	125
Employ: Self-Employed	30%	(61)	46%	(93)	25%	(51)	205
Employ: Homemaker	13%	(20)	43%	(65)	44%	(68)	152
Employ: Student	28%	(14)	48%	(25)	24%	(12)	52
Employ: Retired	19%	(104)	42%	(232)	40%	(221)	558
Employ: Unemployed	27%	(61)	46%	(105)	26%	(60)	225
Employ: Other	33%	(59)	44%	(78)	23%	(41)	177
Military HH: Yes	27%	(87)	48%	(152)	24%	(76)	315
Military HH: No	25%	(484)	44%	(833)	31%	(582)	1898
RD/WT: Right Direction	29%	(201)	41%	(286)	29%	(204)	692
RD/WT: Wrong Track	24%	(369)	46%	(699)	30%	(454)	1521
Biden Job Approve	31%	(305)	41%	(404)	28%	(272)	982
Biden Job Disapprove	22%	(239)	47%	(516)	31%	(346)	1100
Biden Job Strongly Approve	35%	(146)	35%	(149)	30%	(126)	421
Biden Job Somewhat Approve	28%	(159)	45%	(255)	26%	(147)	560
Biden Job Somewhat Disapprove	25%	(81)	51%	(168)	24%	(80)	328
Biden Job Strongly Disapprove	20%	(158)	45%	(348)	34%	(265)	772

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**Table MCENdem1\_9: In general, what kind of fan do you consider yourself of the following?**  
*Science Fiction movies and TV shows*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(570)	45%	(985)	30%	(658)	2213
Favorable of Biden	30%	(300)	41%	(401)	29%	(285)	986
Unfavorable of Biden	22%	(244)	47%	(518)	31%	(336)	1097
Very Favorable of Biden	32%	(152)	36%	(171)	32%	(150)	473
Somewhat Favorable of Biden	29%	(148)	45%	(231)	26%	(135)	513
Somewhat Unfavorable of Biden	24%	(70)	53%	(153)	23%	(66)	289
Very Unfavorable of Biden	21%	(173)	45%	(364)	33%	(271)	808
#1 Issue: Economy	25%	(234)	45%	(416)	30%	(280)	929
#1 Issue: Security	25%	(59)	47%	(111)	27%	(64)	235
#1 Issue: Health Care	31%	(43)	44%	(62)	25%	(35)	140
#1 Issue: Medicare / Social Security	21%	(55)	35%	(93)	43%	(114)	263
#1 Issue: Women's Issues	24%	(71)	49%	(144)	26%	(76)	292
#1 Issue: Education	29%	(24)	57%	(46)	14%	(11)	81
#1 Issue: Energy	33%	(46)	39%	(55)	28%	(40)	141
#1 Issue: Other	29%	(38)	43%	(58)	28%	(37)	133
2022 House Vote: Democrat	30%	(267)	41%	(366)	28%	(250)	883
2022 House Vote: Republican	22%	(151)	46%	(310)	32%	(214)	675
2022 House Vote: Someone else	28%	(21)	43%	(33)	29%	(22)	76
2022 House Vote: Didnt Vote	23%	(131)	48%	(275)	30%	(172)	578
2020 Vote: Joe Biden	31%	(287)	41%	(387)	28%	(258)	932
2020 Vote: Donald Trump	22%	(157)	45%	(324)	33%	(234)	715
2020 Vote: Other	29%	(24)	41%	(34)	30%	(25)	82
2020 Vote: Didn't Vote	21%	(102)	50%	(241)	29%	(141)	484
2018 House Vote: Democrat	30%	(247)	41%	(338)	28%	(231)	816
2018 House Vote: Republican	22%	(132)	46%	(276)	32%	(188)	596
2018 House Vote: Someone else	30%	(23)	45%	(34)	25%	(19)	75
2018 House Vote: Didnt Vote	23%	(169)	46%	(337)	30%	(220)	726
4-Region: Northeast	27%	(102)	44%	(170)	29%	(111)	383
4-Region: Midwest	29%	(130)	40%	(184)	31%	(143)	457
4-Region: South	24%	(202)	45%	(383)	31%	(261)	846
4-Region: West	26%	(136)	47%	(248)	27%	(143)	527

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**Table MCENdem1\_9: In general, what kind of fan do you consider yourself of the following?**  
Science Fiction movies and TV shows

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	26% (570)	45% (985)	30% (658)	2213
Favorable Opinion of Avatar	35% (419)	49% (588)	16% (190)	1197
Unfavorable Opinion of Avatar	21% (92)	42% (179)	37% (156)	427
Enjoyed Seeing Avatar	36% (412)	50% (574)	14% (164)	1150
Did not Enjoy Seeing Avatar	26% (64)	46% (111)	28% (68)	243
Saw Avatar	34% (476)	49% (685)	17% (232)	1393

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

**Table MCENdem1\_10:** *In general, what kind of fan do you consider yourself of the following?  
Horror movies and TV shows*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	30%	(657)	32%	(703)	39%	(853)	2213
Gender: Male	32%	(338)	35%	(373)	33%	(358)	1069
Gender: Female	28%	(319)	29%	(329)	43%	(495)	1144
Age: 18-34	41%	(264)	34%	(215)	25%	(163)	643
Age: 35-44	42%	(154)	34%	(124)	24%	(88)	366
Age: 45-64	27%	(196)	33%	(239)	39%	(280)	715
Age: 65+	9%	(43)	25%	(125)	66%	(322)	489
GenZers: 1997-2012	39%	(81)	32%	(67)	28%	(59)	207
Millennials: 1981-1996	41%	(286)	35%	(243)	24%	(166)	696
GenXers: 1965-1980	36%	(187)	32%	(165)	33%	(172)	525
Baby Boomers: 1946-1964	14%	(98)	30%	(213)	56%	(390)	701
PID: Dem (no lean)	32%	(278)	32%	(277)	36%	(306)	861
PID: Ind (no lean)	31%	(210)	31%	(215)	38%	(263)	688
PID: Rep (no lean)	25%	(169)	32%	(211)	43%	(284)	664
PID/Gender: Dem Men	35%	(143)	36%	(149)	29%	(122)	414
PID/Gender: Dem Women	30%	(135)	29%	(128)	41%	(184)	447
PID/Gender: Ind Men	31%	(98)	32%	(103)	37%	(121)	322
PID/Gender: Ind Women	30%	(112)	31%	(112)	39%	(143)	366
PID/Gender: Rep Men	29%	(96)	36%	(121)	35%	(115)	333
PID/Gender: Rep Women	22%	(73)	27%	(90)	51%	(168)	331
Ideo: Liberal (1-3)	32%	(218)	32%	(220)	36%	(242)	680
Ideo: Moderate (4)	32%	(194)	32%	(194)	36%	(216)	604
Ideo: Conservative (5-7)	24%	(167)	31%	(211)	45%	(306)	684
Educ: < College	34%	(486)	33%	(477)	33%	(476)	1439
Educ: Bachelors degree	24%	(119)	31%	(152)	45%	(220)	491
Educ: Post-grad	18%	(52)	26%	(74)	56%	(157)	283
Income: Under 50k	32%	(383)	32%	(390)	36%	(432)	1205
Income: 50k-100k	30%	(199)	33%	(219)	38%	(256)	674
Income: 100k+	22%	(75)	28%	(94)	50%	(165)	334
Ethnicity: White	27%	(458)	31%	(533)	42%	(722)	1713
Ethnicity: Hispanic	41%	(152)	31%	(117)	28%	(105)	374
Ethnicity: Black	48%	(136)	31%	(86)	21%	(61)	283

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**Table MCENdem1\_10:** *In general, what kind of fan do you consider yourself of the following?  
Horror movies and TV shows*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	30%	(657)	32%	(703)	39%	(853)	2213
Ethnicity: Other	29%	(63)	38%	(83)	33%	(71)	217
All Christian	23%	(226)	32%	(318)	45%	(453)	997
All Non-Christian	26%	(27)	31%	(33)	43%	(46)	106
Atheist	37%	(39)	26%	(27)	37%	(40)	106
Agnostic/Nothing in particular	38%	(221)	33%	(192)	29%	(168)	581
Something Else	34%	(143)	31%	(133)	35%	(147)	423
Religious Non-Protestant/Catholic	23%	(32)	30%	(40)	47%	(64)	136
Evangelical	28%	(146)	30%	(160)	42%	(221)	527
Non-Evangelical	25%	(208)	33%	(272)	42%	(353)	833
Community: Urban	39%	(238)	30%	(184)	32%	(195)	617
Community: Suburban	24%	(249)	33%	(336)	43%	(435)	1019
Community: Rural	29%	(170)	32%	(183)	39%	(224)	577
Employ: Private Sector	34%	(242)	33%	(240)	33%	(237)	719
Employ: Government	38%	(47)	35%	(44)	28%	(35)	125
Employ: Self-Employed	32%	(66)	31%	(63)	37%	(76)	205
Employ: Homemaker	31%	(47)	28%	(43)	41%	(62)	152
Employ: Student	21%	(11)	42%	(22)	37%	(19)	52
Employ: Retired	13%	(74)	29%	(160)	58%	(324)	558
Employ: Unemployed	42%	(95)	29%	(65)	29%	(65)	225
Employ: Other	43%	(75)	38%	(67)	20%	(35)	177
Military HH: Yes	24%	(76)	33%	(104)	43%	(135)	315
Military HH: No	31%	(581)	32%	(599)	38%	(718)	1898
RD/WT: Right Direction	31%	(211)	31%	(213)	39%	(268)	692
RD/WT: Wrong Track	29%	(446)	32%	(490)	38%	(585)	1521
Biden Job Approve	31%	(308)	31%	(306)	38%	(368)	982
Biden Job Disapprove	28%	(307)	32%	(357)	40%	(436)	1100
Biden Job Strongly Approve	32%	(137)	29%	(124)	38%	(161)	421
Biden Job Somewhat Approve	31%	(171)	32%	(182)	37%	(207)	560
Biden Job Somewhat Disapprove	31%	(102)	34%	(112)	35%	(114)	328
Biden Job Strongly Disapprove	27%	(205)	32%	(244)	42%	(323)	772

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**Table MCENdem1\_10:** In general, what kind of fan do you consider yourself of the following?  
Horror movies and TV shows

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	30%	(657)	32%	(703)	39%	(853)	2213
Favorable of Biden	30%	(298)	32%	(312)	38%	(376)	986
Unfavorable of Biden	29%	(317)	31%	(344)	40%	(436)	1097
Very Favorable of Biden	31%	(146)	29%	(136)	40%	(190)	473
Somewhat Favorable of Biden	30%	(151)	34%	(176)	36%	(186)	513
Somewhat Unfavorable of Biden	35%	(101)	32%	(92)	33%	(96)	289
Very Unfavorable of Biden	27%	(215)	31%	(253)	42%	(340)	808
#1 Issue: Economy	30%	(278)	32%	(301)	38%	(351)	929
#1 Issue: Security	26%	(61)	34%	(79)	41%	(95)	235
#1 Issue: Health Care	38%	(52)	35%	(48)	28%	(39)	140
#1 Issue: Medicare / Social Security	19%	(49)	26%	(68)	56%	(146)	263
#1 Issue: Women's Issues	39%	(115)	30%	(89)	30%	(88)	292
#1 Issue: Education	36%	(29)	39%	(31)	25%	(20)	81
#1 Issue: Energy	30%	(43)	29%	(40)	41%	(58)	141
#1 Issue: Other	23%	(31)	35%	(46)	42%	(56)	133
2022 House Vote: Democrat	29%	(258)	32%	(282)	39%	(343)	883
2022 House Vote: Republican	23%	(152)	33%	(221)	45%	(302)	675
2022 House Vote: Someone else	31%	(24)	26%	(20)	43%	(33)	76
2022 House Vote: Didnt Vote	39%	(223)	31%	(180)	30%	(175)	578
2020 Vote: Joe Biden	31%	(290)	32%	(294)	37%	(347)	932
2020 Vote: Donald Trump	24%	(173)	32%	(231)	43%	(310)	715
2020 Vote: Other	27%	(22)	29%	(24)	43%	(36)	82
2020 Vote: Didn't Vote	35%	(171)	32%	(153)	33%	(160)	484
2018 House Vote: Democrat	31%	(252)	32%	(263)	37%	(301)	816
2018 House Vote: Republican	21%	(127)	31%	(186)	47%	(283)	596
2018 House Vote: Someone else	27%	(21)	39%	(30)	34%	(25)	75
2018 House Vote: Didnt Vote	35%	(257)	31%	(224)	34%	(244)	726
4-Region: Northeast	32%	(123)	30%	(116)	38%	(144)	383
4-Region: Midwest	31%	(142)	31%	(144)	38%	(171)	457
4-Region: South	29%	(246)	35%	(292)	36%	(308)	846
4-Region: West	28%	(146)	29%	(151)	44%	(230)	527

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**Table MCENdem1\_10:** *In general, what kind of fan do you consider yourself of the following?  
Horror movies and TV shows*

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	30% (657)	32% (703)	39% (853)	2213
Favorable Opinion of Avatar	35% (424)	33% (393)	32% (380)	1197
Unfavorable Opinion of Avatar	29% (125)	32% (137)	39% (164)	427
Enjoyed Seeing Avatar	37% (422)	34% (388)	30% (340)	1150
Did not Enjoy Seeing Avatar	32% (77)	33% (80)	35% (86)	243
Saw Avatar	36% (500)	34% (468)	31% (425)	1393

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2213	100%
xdemGender	Gender: Male	1069	48%
	Gender: Female	1144	52%
	N	2213	
age	Age: 18-34	643	29%
	Age: 35-44	366	17%
	Age: 45-64	715	32%
	Age: 65+	489	22%
	N	2213	
demAgeGeneration	GenZers: 1997-2012	207	9%
	Millennials: 1981-1996	696	31%
	GenXers: 1965-1980	525	24%
	Baby Boomers: 1946-1964	701	32%
	N	2129	
xpid3	PID: Dem (no lean)	861	39%
	PID: Ind (no lean)	688	31%
	PID: Rep (no lean)	664	30%
	N	2213	
xpidGender	PID/Gender: Dem Men	414	19%
	PID/Gender: Dem Women	447	20%
	PID/Gender: Ind Men	322	15%
	PID/Gender: Ind Women	366	17%
	PID/Gender: Rep Men	333	15%
	PID/Gender: Rep Women	331	15%
	N	2213	
xdemIdeo3	Ideo: Liberal (1-3)	680	31%
	Ideo: Moderate (4)	604	27%
	Ideo: Conservative (5-7)	684	31%
	N	1968	
xeduc3	Educ: < College	1439	65%
	Educ: Bachelors degree	491	22%
	Educ: Post-grad	283	13%
	N	2213	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1205	54%
	Income: 50k-100k	674	30%
	Income: 100k+	334	15%
	N	2213	
xdemWhite	Ethnicity: White	1713	77%
xdemHispBin	Ethnicity: Hispanic	374	17%
demBlackBin	Ethnicity: Black	283	13%
demRaceOther	Ethnicity: Other	217	10%
xdemReligion	All Christian	997	45%
	All Non-Christian	106	5%
	Atheist	106	5%
	Agnostic/Nothing in particular	581	26%
	Something Else	423	19%
	N	2213	
xdemReligOther	Religious Non-Protestant/Catholic	136	6%
xdemEvang	Evangelical	527	24%
	Non-Evangelical	833	38%
	N	1360	
xdemUsr	Community: Urban	617	28%
	Community: Suburban	1019	46%
	Community: Rural	577	26%
	N	2213	
xdemEmploy	Employ: Private Sector	719	32%
	Employ: Government	125	6%
	Employ: Self-Employed	205	9%
	Employ: Homemaker	152	7%
	Employ: Student	52	2%
	Employ: Retired	558	25%
	Employ: Unemployed	225	10%
	Employ: Other	177	8%
	N	2213	
xdemMilHH1	Military HH: Yes	315	14%
	Military HH: No	1898	86%
	N	2213	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	692	31%
	RD/WT: Wrong Track	1521	69%
	N	2213	
xdemBidenApprove	Biden Job Approve	982	44%
	Biden Job Disapprove	1100	50%
	N	2082	
xdemBidenApprove2	Biden Job Strongly Approve	421	19%
	Biden Job Somewhat Approve	560	25%
	Biden Job Somewhat Disapprove	328	15%
	Biden Job Strongly Disapprove	772	35%
	N	2082	
xdemBidenFav	Favorable of Biden	986	45%
	Unfavorable of Biden	1097	50%
	N	2083	
xdemBidenFavFull	Very Favorable of Biden	473	21%
	Somewhat Favorable of Biden	513	23%
	Somewhat Unfavorable of Biden	289	13%
	Very Unfavorable of Biden	808	37%
	N	2083	
xnr3	#1 Issue: Economy	929	42%
	#1 Issue: Security	235	11%
	#1 Issue: Health Care	140	6%
	#1 Issue: Medicare / Social Security	263	12%
	#1 Issue: Women's Issues	292	13%
	#1 Issue: Education	81	4%
	#1 Issue: Energy	141	6%
	#1 Issue: Other	133	6%
	N	2213	
xsubVote22O	2022 House Vote: Democrat	883	40%
	2022 House Vote: Republican	675	31%
	2022 House Vote: Someone else	76	3%
	2022 House Vote: Didnt Vote	578	26%
	N	2213	
xsubVote20O	2020 Vote: Joe Biden	932	42%
	2020 Vote: Donald Trump	715	32%
	2020 Vote: Other	82	4%
	2020 Vote: Didn't Vote	484	22%
	N	2213	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote18O	2018 House Vote: Democrat	816	37%
	2018 House Vote: Republican	596	27%
	2018 House Vote: Someone else	75	3%
	2018 House Vote: Didnt Vote	726	33%
	N	2213	
xreg4	4-Region: Northeast	383	17%
	4-Region: Midwest	457	21%
	4-Region: South	846	38%
	4-Region: West	527	24%
	N	2213	
MCENxdem1	Favorable Opinion of Avatar	1197	54%
	Unfavorable Opinion of Avatar	427	19%
	N	1624	
MCENxdem2	Enjoyed Seeing Avatar	1150	52%
	Did not Enjoy Seeing Avatar	243	11%
	N	1393	
MCENxdem3	Saw Avatar	1393	63%

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

The logo consists of a stylized 'M' shape formed by two overlapping chevron-like shapes pointing downwards.

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