MORNING CONSULT

National Tracking Poll #2304076
April 13-16, 2023

Crosstabulation Results

Table Index

Crosstabulation Results by Respondent Demographics

Table MCEN1_1: *How much have you seen, read or heard about the following films and TV series?*
Barbie

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	16%	(362)	29%	(637)	18%	(402)	36%	(800)	2202
Gender: Male	18%	(197)	27%	(291)	18%	(196)	36%	(381)	1065
Gender: Female	14%	(158)	31%	(344)	18%	(203)	37%	(416)	1121
Age: 18-34	29%	(181)	33%	(206)	15%	(96)	24%	(149)	631
Age: 35-44	17%	(65)	34%	(128)	17%	(62)	31%	(117)	372
Age: 45-64	14%	(99)	26%	(187)	21%	(152)	38%	(273)	711
Age: 65+	3%	(17)	24%	(117)	19%	(92)	53%	(261)	487
GenZers: 1997-2012	26%	(57)	33%	(72)	16%	(35)	25%	(55)	219
Millennials: 1981-1996	26%	(186)	33%	(241)	16%	(112)	25%	(180)	719
GenXers: 1965-1980	15%	(79)	27%	(146)	22%	(119)	36%	(191)	535
Baby Boomers: 1946-1964	6%	(39)	25%	(167)	19%	(130)	50%	(334)	669
PID: Dem (no lean)	23%	(234)	28%	(282)	17%	(169)	32%	(322)	1007
PID: Ind (no lean)	13%	(78)	29%	(175)	20%	(118)	38%	(232)	605
PID: Rep (no lean)	8%	(50)	31%	(180)	19%	(115)	42%	(245)	590
PID/Gender: Dem Men	27%	(138)	27%	(141)	15%	(77)	32%	(164)	519
PID/Gender: Dem Women	19%	(92)	29%	(141)	19%	(91)	33%	(157)	481
PID/Gender: Ind Men	14%	(35)	26%	(64)	24%	(61)	36%	(90)	250
PID/Gender: Ind Women	12%	(40)	31%	(108)	16%	(57)	41%	(142)	346
PID/Gender: Rep Men	8%	(24)	29%	(85)	20%	(59)	43%	(128)	296
PID/Gender: Rep Women	9%	(26)	32%	(95)	19%	(55)	40%	(118)	294
Ideo: Liberal (1-3)	25%	(182)	29%	(209)	15%	(109)	31%	(229)	728
Ideo: Moderate (4)	15%	(92)	29%	(179)	22%	(134)	34%	(210)	615
Ideo: Conservative (5-7)	11%	(73)	30%	(207)	18%	(122)	41%	(283)	684
Educ: < College	13%	(194)	27%	(393)	19%	(270)	41%	(583)	1439
Educ: Bachelors degree	18%	(89)	32%	(155)	19%	(90)	31%	(150)	485
Educ: Post-grad	28%	(79)	32%	(90)	15%	(43)	24%	(67)	278
Income: Under 50k	12%	(140)	27%	(305)	18%	(203)	43%	(484)	1132
Income: 50k-100k	20%	(133)	31%	(207)	21%	(145)	28%	(191)	675
Income: 100k+	23%	(90)	32%	(126)	14%	(54)	32%	(125)	395

Table MCEN1_1: *How much have you seen, read or heard about the following films and TV series?*
Barbie

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	16%	(362)	29%	(637)	18%	(402)	36%	(800)	2202
Ethnicity: White	15%	(248)	29%	(497)	19%	(326)	37%	(629)	1699
Ethnicity: Hispanic	22%	(84)	32%	(120)	12%	(46)	34%	(129)	379
Ethnicity: Black	25%	(69)	24%	(68)	15%	(42)	37%	(104)	283
Ethnicity: Other	21%	(45)	33%	(73)	16%	(35)	31%	(67)	220
All Christian	14%	(138)	30%	(300)	19%	(191)	38%	(379)	1008
All Non-Christian	32%	(54)	32%	(55)	11%	(19)	25%	(43)	171
Atheist	18%	(17)	31%	(30)	19%	(18)	32%	(30)	96
Agnostic/Nothing in particular	16%	(92)	27%	(161)	19%	(110)	38%	(223)	586
Something Else	18%	(61)	27%	(92)	19%	(64)	36%	(124)	342
Religious Non-Protestant/Catholic	30%	(56)	33%	(61)	12%	(22)	25%	(46)	185
Evangelical	16%	(98)	30%	(179)	17%	(101)	36%	(216)	594
Non-Evangelical	13%	(95)	28%	(203)	21%	(152)	39%	(286)	735
Community: Urban	26%	(192)	29%	(212)	14%	(105)	30%	(220)	729
Community: Suburban	13%	(125)	31%	(302)	21%	(204)	35%	(347)	978
Community: Rural	9%	(45)	25%	(123)	19%	(94)	47%	(232)	495
Employ: Private Sector	23%	(174)	33%	(244)	18%	(130)	26%	(193)	741
Employ: Government	28%	(35)	31%	(38)	11%	(14)	29%	(36)	123
Employ: Self-Employed	18%	(42)	27%	(64)	16%	(36)	39%	(92)	234
Employ: Homemaker	12%	(17)	33%	(49)	23%	(34)	33%	(50)	150
Employ: Retired	6%	(34)	25%	(139)	18%	(102)	50%	(277)	552
Employ: Unemployed	11%	(24)	26%	(56)	26%	(54)	37%	(79)	214
Employ: Other	14%	(19)	21%	(29)	20%	(29)	45%	(64)	140
Military HH: Yes	13%	(42)	30%	(97)	17%	(55)	40%	(131)	324
Military HH: No	17%	(320)	29%	(541)	19%	(348)	36%	(669)	1878
2022 House Vote: Democrat	23%	(232)	30%	(305)	17%	(178)	30%	(308)	1023
2022 House Vote: Republican	9%	(50)	29%	(163)	20%	(115)	42%	(239)	567
2022 House Vote: Someone else	25%	(13)	27%	(14)	16%	(8)	32%	(17)	53
2022 House Vote: Didnt Vote	12%	(67)	28%	(155)	18%	(101)	42%	(236)	559

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Table MCEN1_1: *How much have you seen, read or heard about the following films and TV series?*
Barbie

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	16%	(362)	29%	(637)	18%	(402)	36%	(800)	2202
2020 Vote: Joe Biden	22%	(227)	30%	(311)	18%	(194)	30%	(318)	1049
2020 Vote: Donald Trump	8%	(51)	28%	(169)	20%	(121)	44%	(265)	607
2020 Vote: Other	8%	(4)	38%	(21)	18%	(10)	37%	(20)	55
2020 Vote: Didn't Vote	16%	(80)	28%	(137)	16%	(77)	40%	(197)	490
2018 House Vote: Democrat	24%	(217)	30%	(272)	16%	(149)	30%	(273)	911
2018 House Vote: Republican	9%	(50)	31%	(171)	19%	(106)	42%	(234)	560
2018 House Vote: Didnt Vote	13%	(91)	27%	(186)	19%	(133)	40%	(276)	686
4-Region: Northeast	20%	(76)	27%	(105)	14%	(55)	39%	(150)	386
4-Region: Midwest	11%	(49)	31%	(143)	18%	(82)	40%	(182)	455
4-Region: South	14%	(120)	28%	(239)	20%	(169)	37%	(312)	840
4-Region: West	23%	(118)	29%	(151)	19%	(97)	30%	(156)	521
Film Fans	18%	(350)	31%	(606)	19%	(361)	32%	(620)	1936
TV Fans	17%	(353)	29%	(607)	18%	(384)	35%	(735)	2079

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

Table MCEN1_2: *How much have you seen, read or heard about the following films and TV series?*
Tetris

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(245)	21%	(468)	17%	(371)	51%	(1118)	2202
Gender: Male	15%	(155)	25%	(263)	18%	(188)	43%	(459)	1065
Gender: Female	8%	(89)	18%	(205)	16%	(180)	58%	(648)	1121
Age: 18-34	21%	(130)	25%	(158)	17%	(106)	38%	(237)	631
Age: 35-44	16%	(58)	26%	(97)	19%	(72)	39%	(145)	372
Age: 45-64	7%	(53)	24%	(171)	17%	(120)	52%	(368)	711
Age: 65+	1%	(4)	9%	(43)	15%	(74)	75%	(367)	487
GenZers: 1997-2012	15%	(32)	26%	(58)	17%	(37)	42%	(92)	219
Millennials: 1981-1996	21%	(151)	25%	(182)	18%	(127)	36%	(259)	719
GenXers: 1965-1980	9%	(47)	25%	(136)	18%	(97)	48%	(255)	535
Baby Boomers: 1946-1964	2%	(13)	13%	(90)	16%	(104)	69%	(463)	669
PID: Dem (no lean)	14%	(138)	23%	(235)	16%	(165)	47%	(469)	1007
PID: Ind (no lean)	10%	(60)	20%	(118)	15%	(91)	55%	(334)	605
PID: Rep (no lean)	8%	(47)	19%	(115)	19%	(114)	53%	(314)	590
PID/Gender: Dem Men	18%	(95)	28%	(143)	16%	(85)	38%	(196)	519
PID/Gender: Dem Women	9%	(43)	19%	(92)	16%	(79)	56%	(267)	481
PID/Gender: Ind Men	12%	(29)	21%	(53)	17%	(43)	50%	(126)	250
PID/Gender: Ind Women	9%	(30)	19%	(66)	13%	(46)	59%	(204)	346
PID/Gender: Rep Men	11%	(31)	23%	(67)	20%	(60)	46%	(137)	296
PID/Gender: Rep Women	5%	(16)	16%	(48)	18%	(54)	60%	(176)	294
Ideo: Liberal (1-3)	13%	(93)	23%	(164)	17%	(123)	48%	(348)	728
Ideo: Moderate (4)	12%	(72)	22%	(135)	16%	(100)	50%	(308)	615
Ideo: Conservative (5-7)	10%	(66)	19%	(133)	18%	(125)	53%	(360)	684
Educ: < College	9%	(131)	20%	(284)	16%	(236)	55%	(788)	1439
Educ: Bachelors degree	12%	(59)	22%	(105)	19%	(93)	47%	(227)	485
Educ: Post-grad	20%	(55)	28%	(79)	15%	(43)	37%	(102)	278
Income: Under 50k	9%	(103)	20%	(226)	16%	(181)	55%	(621)	1132
Income: 50k-100k	11%	(76)	22%	(148)	19%	(127)	48%	(323)	675
Income: 100k+	16%	(65)	24%	(93)	16%	(63)	44%	(174)	395
Ethnicity: White	10%	(174)	21%	(349)	16%	(277)	53%	(898)	1699
Ethnicity: Hispanic	14%	(53)	31%	(118)	11%	(40)	44%	(168)	379
Ethnicity: Black	15%	(43)	21%	(61)	19%	(55)	44%	(125)	283

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Table MCEN1_2: *How much have you seen, read or heard about the following films and TV series?*
Tetris

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(245)	21%	(468)	17%	(371)	51%	(1118)	2202
Ethnicity: Other	13%	(28)	26%	(58)	18%	(39)	43%	(95)	220
All Christian	10%	(100)	20%	(206)	18%	(184)	51%	(519)	1008
All Non-Christian	30%	(51)	25%	(43)	7%	(13)	38%	(64)	171
Atheist	5%	(4)	29%	(28)	25%	(24)	41%	(39)	96
Agnostic/Nothing in particular	9%	(51)	20%	(119)	16%	(94)	55%	(321)	586
Something Else	11%	(39)	21%	(72)	17%	(57)	51%	(173)	342
Religious Non-Protestant/Catholic	28%	(52)	26%	(47)	9%	(16)	38%	(69)	185
Evangelical	13%	(80)	21%	(123)	18%	(110)	47%	(281)	594
Non-Evangelical	7%	(55)	20%	(144)	17%	(125)	56%	(412)	735
Community: Urban	21%	(152)	23%	(169)	17%	(121)	39%	(287)	729
Community: Suburban	7%	(67)	22%	(213)	17%	(170)	54%	(528)	978
Community: Rural	5%	(26)	17%	(86)	16%	(81)	61%	(302)	495
Employ: Private Sector	16%	(120)	30%	(221)	17%	(122)	37%	(277)	741
Employ: Government	16%	(19)	25%	(30)	18%	(22)	42%	(52)	123
Employ: Self-Employed	13%	(31)	21%	(50)	12%	(27)	54%	(126)	234
Employ: Homemaker	8%	(12)	19%	(29)	18%	(27)	55%	(82)	150
Employ: Retired	3%	(18)	12%	(64)	18%	(100)	67%	(370)	552
Employ: Unemployed	7%	(16)	23%	(50)	19%	(40)	51%	(108)	214
Employ: Other	15%	(21)	14%	(19)	16%	(23)	56%	(78)	140
Military HH: Yes	10%	(33)	15%	(48)	24%	(77)	51%	(166)	324
Military HH: No	11%	(212)	22%	(420)	16%	(295)	51%	(951)	1878
2022 House Vote: Democrat	12%	(127)	24%	(248)	16%	(167)	47%	(481)	1023
2022 House Vote: Republican	8%	(47)	20%	(111)	18%	(102)	54%	(308)	567
2022 House Vote: Someone else	9%	(5)	23%	(12)	18%	(10)	50%	(26)	53
2022 House Vote: Didnt Vote	12%	(66)	17%	(97)	17%	(93)	54%	(303)	559
2020 Vote: Joe Biden	13%	(133)	25%	(261)	16%	(163)	47%	(491)	1049
2020 Vote: Donald Trump	7%	(40)	18%	(111)	18%	(111)	57%	(345)	607
2020 Vote: Other	8%	(4)	15%	(9)	19%	(10)	58%	(32)	55
2020 Vote: Didn't Vote	14%	(68)	18%	(87)	18%	(87)	51%	(249)	490

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Table MCEN1_2: *How much have you seen, read or heard about the following films and TV series?*
Tetris

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(245)	21%	(468)	17%	(371)	51%	(1118)	2202
2018 House Vote: Democrat	13%	(115)	25%	(229)	15%	(140)	47%	(426)	911
2018 House Vote: Republican	8%	(46)	16%	(91)	18%	(100)	58%	(323)	560
2018 House Vote: Didnt Vote	11%	(78)	21%	(144)	17%	(117)	51%	(347)	686
4-Region: Northeast	12%	(47)	23%	(90)	14%	(55)	50%	(195)	386
4-Region: Midwest	10%	(44)	19%	(84)	18%	(80)	54%	(247)	455
4-Region: South	10%	(81)	19%	(160)	19%	(158)	52%	(441)	840
4-Region: West	14%	(74)	26%	(134)	15%	(79)	45%	(235)	521
Film Fans	12%	(233)	23%	(442)	18%	(343)	47%	(917)	1936
TV Fans	11%	(233)	22%	(455)	17%	(349)	50%	(1043)	2079

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

Table MCEN1_3: *How much have you seen, read or heard about the following films and TV series?*
Pinball: The Man Who Saved the Game

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(171)	11%	(245)	13%	(288)	68%	(1498)	2202
Gender: Male	12%	(130)	15%	(159)	14%	(147)	59%	(628)	1065
Gender: Female	4%	(40)	8%	(86)	13%	(141)	76%	(854)	1121
Age: 18-34	14%	(90)	15%	(92)	19%	(119)	52%	(331)	631
Age: 35-44	11%	(43)	17%	(65)	15%	(56)	56%	(209)	372
Age: 45-64	5%	(36)	10%	(71)	11%	(77)	74%	(527)	711
Age: 65+	—	(2)	4%	(17)	8%	(37)	88%	(431)	487
GenZers: 1997-2012	9%	(19)	12%	(25)	26%	(57)	54%	(118)	219
Millennials: 1981-1996	15%	(108)	18%	(127)	16%	(112)	52%	(373)	719
GenXers: 1965-1980	7%	(37)	9%	(49)	12%	(62)	72%	(386)	535
Baby Boomers: 1946-1964	1%	(5)	6%	(43)	8%	(55)	85%	(566)	669
PID: Dem (no lean)	10%	(102)	13%	(135)	14%	(141)	62%	(629)	1007
PID: Ind (no lean)	6%	(39)	7%	(41)	14%	(82)	73%	(443)	605
PID: Rep (no lean)	5%	(29)	12%	(69)	11%	(65)	72%	(427)	590
PID/Gender: Dem Men	16%	(81)	17%	(90)	16%	(80)	51%	(267)	519
PID/Gender: Dem Women	4%	(21)	9%	(45)	13%	(60)	74%	(355)	481
PID/Gender: Ind Men	10%	(25)	8%	(20)	13%	(32)	69%	(174)	250
PID/Gender: Ind Women	4%	(14)	6%	(21)	14%	(50)	75%	(261)	346
PID/Gender: Rep Men	8%	(24)	16%	(49)	12%	(35)	64%	(188)	296
PID/Gender: Rep Women	2%	(5)	7%	(20)	10%	(31)	81%	(238)	294
Ideo: Liberal (1-3)	9%	(66)	12%	(88)	14%	(103)	65%	(471)	728
Ideo: Moderate (4)	7%	(43)	12%	(73)	13%	(81)	68%	(419)	615
Ideo: Conservative (5-7)	7%	(45)	10%	(70)	11%	(78)	72%	(491)	684
Educ: < College	6%	(79)	9%	(123)	13%	(190)	73%	(1047)	1439
Educ: Bachelors degree	9%	(42)	14%	(67)	14%	(70)	63%	(306)	485
Educ: Post-grad	18%	(49)	20%	(55)	10%	(29)	52%	(145)	278
Income: Under 50k	6%	(65)	9%	(100)	13%	(152)	72%	(815)	1132
Income: 50k-100k	7%	(47)	12%	(80)	14%	(95)	67%	(454)	675
Income: 100k+	15%	(59)	16%	(65)	11%	(42)	58%	(230)	395
Ethnicity: White	8%	(137)	11%	(188)	12%	(210)	68%	(1164)	1699
Ethnicity: Hispanic	13%	(50)	15%	(56)	19%	(74)	53%	(199)	379
Ethnicity: Black	8%	(23)	12%	(33)	16%	(45)	64%	(182)	283

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Table MCEN1_3: *How much have you seen, read or heard about the following films and TV series?*
Pinball: The Man Who Saved the Game

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(171)	11%	(245)	13%	(288)	68%	(1498)	2202
Ethnicity: Other	5%	(10)	11%	(25)	15%	(33)	69%	(152)	220
All Christian	7%	(71)	11%	(109)	13%	(135)	69%	(693)	1008
All Non-Christian	26%	(44)	20%	(35)	9%	(16)	44%	(75)	171
Atheist	2%	(2)	7%	(7)	13%	(12)	77%	(74)	96
Agnostic/Nothing in particular	4%	(24)	10%	(56)	12%	(72)	74%	(434)	586
Something Else	8%	(29)	11%	(39)	15%	(52)	65%	(222)	342
Religious Non-Protestant/Catholic	24%	(45)	20%	(37)	10%	(18)	46%	(85)	185
Evangelical	10%	(60)	12%	(74)	16%	(93)	62%	(368)	594
Non-Evangelical	4%	(32)	9%	(70)	12%	(89)	74%	(545)	735
Community: Urban	15%	(111)	16%	(118)	15%	(108)	54%	(393)	729
Community: Suburban	4%	(39)	8%	(82)	14%	(135)	74%	(723)	978
Community: Rural	4%	(21)	9%	(46)	9%	(45)	77%	(383)	495
Employ: Private Sector	13%	(98)	16%	(119)	14%	(106)	56%	(418)	741
Employ: Government	14%	(17)	13%	(16)	14%	(17)	59%	(73)	123
Employ: Self-Employed	9%	(21)	12%	(29)	15%	(35)	64%	(149)	234
Employ: Homemaker	1%	(1)	12%	(18)	14%	(21)	73%	(109)	150
Employ: Retired	1%	(7)	5%	(28)	9%	(51)	84%	(466)	552
Employ: Unemployed	3%	(6)	10%	(22)	16%	(34)	71%	(151)	214
Employ: Other	12%	(17)	7%	(9)	14%	(19)	68%	(95)	140
Military HH: Yes	7%	(24)	8%	(28)	10%	(34)	74%	(239)	324
Military HH: No	8%	(147)	12%	(217)	14%	(255)	67%	(1259)	1878
2022 House Vote: Democrat	10%	(98)	12%	(128)	13%	(132)	65%	(666)	1023
2022 House Vote: Republican	6%	(32)	11%	(63)	12%	(66)	72%	(407)	567
2022 House Vote: Someone else	13%	(7)	17%	(9)	11%	(6)	59%	(31)	53
2022 House Vote: Didnt Vote	6%	(34)	8%	(46)	15%	(85)	71%	(395)	559
2020 Vote: Joe Biden	9%	(95)	13%	(133)	13%	(136)	65%	(685)	1049
2020 Vote: Donald Trump	4%	(26)	10%	(63)	12%	(71)	74%	(447)	607
2020 Vote: Other	1%	(1)	12%	(6)	10%	(5)	77%	(43)	55
2020 Vote: Didn't Vote	10%	(49)	9%	(43)	16%	(76)	66%	(323)	490

Table MCEN1_3: *How much have you seen, read or heard about the following films and TV series?*
Pinball: The Man Who Saved the Game

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(171)	11%	(245)	13%	(288)	68%	(1498)	2202
2018 House Vote: Democrat	10%	(89)	14%	(127)	12%	(113)	64%	(583)	911
2018 House Vote: Republican	6%	(35)	10%	(56)	11%	(61)	73%	(408)	560
2018 House Vote: Didnt Vote	6%	(44)	9%	(60)	15%	(105)	70%	(477)	686
4-Region: Northeast	9%	(33)	11%	(42)	13%	(50)	68%	(261)	386
4-Region: Midwest	4%	(19)	10%	(44)	12%	(53)	74%	(339)	455
4-Region: South	7%	(60)	10%	(83)	13%	(109)	70%	(588)	840
4-Region: West	11%	(59)	15%	(76)	15%	(76)	59%	(310)	521
Film Fans	8%	(158)	12%	(237)	14%	(263)	66%	(1278)	1936
TV Fans	8%	(165)	11%	(236)	13%	(272)	68%	(1407)	2079

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

Table MCEN1_4: *How much have you seen, read or heard about the following films and TV series?*
Blackberry

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(167)	11%	(252)	12%	(266)	69%	(1516)	2202
Gender: Male	12%	(126)	13%	(143)	14%	(149)	61%	(647)	1065
Gender: Female	4%	(41)	10%	(109)	10%	(117)	76%	(854)	1121
Age: 18-34	15%	(95)	18%	(113)	14%	(91)	53%	(332)	631
Age: 35-44	10%	(38)	18%	(65)	14%	(53)	58%	(216)	372
Age: 45-64	4%	(32)	7%	(50)	11%	(78)	78%	(552)	711
Age: 65+	—	(2)	5%	(24)	9%	(44)	85%	(416)	487
GenZers: 1997-2012	11%	(24)	18%	(40)	14%	(31)	57%	(124)	219
Millennials: 1981-1996	15%	(108)	18%	(132)	15%	(106)	52%	(373)	719
GenXers: 1965-1980	5%	(29)	9%	(47)	12%	(65)	74%	(395)	535
Baby Boomers: 1946-1964	1%	(6)	5%	(31)	9%	(61)	85%	(572)	669
PID: Dem (no lean)	12%	(122)	15%	(148)	9%	(94)	64%	(643)	1007
PID: Ind (no lean)	3%	(19)	7%	(45)	16%	(96)	73%	(444)	605
PID: Rep (no lean)	4%	(25)	10%	(59)	13%	(76)	73%	(429)	590
PID/Gender: Dem Men	19%	(96)	18%	(92)	9%	(48)	54%	(283)	519
PID/Gender: Dem Women	5%	(26)	12%	(57)	10%	(46)	73%	(352)	481
PID/Gender: Ind Men	4%	(9)	5%	(12)	20%	(51)	71%	(179)	250
PID/Gender: Ind Women	3%	(10)	9%	(32)	13%	(46)	75%	(258)	346
PID/Gender: Rep Men	7%	(21)	13%	(39)	17%	(50)	63%	(186)	296
PID/Gender: Rep Women	2%	(5)	7%	(20)	9%	(26)	83%	(244)	294
Ideo: Liberal (1-3)	10%	(71)	12%	(88)	11%	(78)	67%	(490)	728
Ideo: Moderate (4)	7%	(41)	14%	(88)	13%	(82)	66%	(404)	615
Ideo: Conservative (5-7)	7%	(45)	10%	(66)	12%	(82)	72%	(492)	684
Educ: < College	5%	(78)	9%	(131)	12%	(170)	74%	(1060)	1439
Educ: Bachelors degree	8%	(40)	13%	(64)	14%	(67)	65%	(313)	485
Educ: Post-grad	18%	(49)	21%	(57)	10%	(29)	51%	(143)	278
Income: Under 50k	5%	(56)	10%	(110)	13%	(143)	73%	(823)	1132
Income: 50k-100k	7%	(47)	12%	(79)	13%	(90)	68%	(460)	675
Income: 100k+	16%	(64)	16%	(64)	9%	(34)	59%	(234)	395
Ethnicity: White	8%	(129)	11%	(185)	12%	(202)	70%	(1183)	1699
Ethnicity: Hispanic	12%	(44)	19%	(70)	13%	(49)	57%	(216)	379
Ethnicity: Black	10%	(29)	13%	(36)	12%	(33)	65%	(185)	283

Table MCEN1_4: *How much have you seen, read or heard about the following films and TV series?*
Blackberry

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(167)	11%	(252)	12%	(266)	69%	(1516)	2202
Ethnicity: Other	4%	(10)	14%	(32)	14%	(31)	67%	(148)	220
All Christian	7%	(76)	12%	(118)	12%	(124)	69%	(691)	1008
All Non-Christian	29%	(49)	23%	(40)	6%	(10)	42%	(72)	171
Atheist	4%	(4)	12%	(12)	6%	(5)	78%	(75)	96
Agnostic/Nothing in particular	3%	(20)	10%	(56)	13%	(74)	74%	(435)	586
Something Else	6%	(19)	8%	(27)	16%	(53)	71%	(243)	342
Religious Non-Protestant/Catholic	26%	(49)	24%	(45)	6%	(11)	43%	(80)	185
Evangelical	11%	(67)	15%	(86)	13%	(76)	61%	(365)	594
Non-Evangelical	2%	(18)	7%	(50)	14%	(100)	77%	(567)	735
Community: Urban	17%	(121)	16%	(116)	11%	(81)	56%	(412)	729
Community: Suburban	3%	(32)	9%	(89)	13%	(132)	74%	(725)	978
Community: Rural	3%	(14)	10%	(48)	11%	(53)	77%	(379)	495
Employ: Private Sector	12%	(89)	17%	(124)	16%	(119)	55%	(409)	741
Employ: Government	18%	(22)	17%	(21)	7%	(8)	58%	(72)	123
Employ: Self-Employed	7%	(16)	10%	(24)	11%	(26)	72%	(168)	234
Employ: Homemaker	1%	(2)	11%	(16)	13%	(19)	75%	(112)	150
Employ: Retired	1%	(8)	5%	(30)	9%	(51)	84%	(463)	552
Employ: Unemployed	6%	(12)	11%	(24)	11%	(24)	72%	(153)	214
Employ: Other	10%	(14)	8%	(11)	7%	(10)	75%	(105)	140
Military HH: Yes	7%	(23)	8%	(25)	11%	(36)	74%	(240)	324
Military HH: No	8%	(144)	12%	(228)	12%	(230)	68%	(1276)	1878
2022 House Vote: Democrat	11%	(117)	14%	(144)	10%	(101)	65%	(661)	1023
2022 House Vote: Republican	3%	(15)	10%	(54)	13%	(73)	75%	(424)	567
2022 House Vote: Someone else	—	(0)	16%	(8)	27%	(14)	57%	(30)	53
2022 House Vote: Didnt Vote	6%	(35)	8%	(46)	14%	(78)	72%	(401)	559
2020 Vote: Joe Biden	10%	(105)	14%	(144)	10%	(106)	66%	(694)	1049
2020 Vote: Donald Trump	3%	(17)	8%	(47)	13%	(80)	76%	(462)	607
2020 Vote: Other	1%	(1)	13%	(7)	21%	(12)	65%	(36)	55
2020 Vote: Didn't Vote	9%	(44)	11%	(54)	14%	(69)	66%	(324)	490

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Table MCEN1_4: *How much have you seen, read or heard about the following films and TV series?*
Blackberry

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(167)	11%	(252)	12%	(266)	69%	(1516)	2202
2018 House Vote: Democrat	11%	(97)	15%	(135)	10%	(89)	65%	(590)	911
2018 House Vote: Republican	3%	(17)	9%	(48)	14%	(80)	74%	(415)	560
2018 House Vote: Didnt Vote	7%	(51)	9%	(63)	12%	(85)	71%	(486)	686
4-Region: Northeast	9%	(36)	9%	(36)	11%	(43)	70%	(271)	386
4-Region: Midwest	3%	(16)	11%	(51)	13%	(60)	72%	(328)	455
4-Region: South	7%	(57)	12%	(98)	11%	(88)	71%	(597)	840
4-Region: West	11%	(59)	13%	(68)	14%	(74)	62%	(321)	521
Film Fans	8%	(156)	12%	(232)	13%	(249)	67%	(1298)	1936
TV Fans	8%	(161)	12%	(246)	12%	(248)	68%	(1424)	2079

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

Table MCEN1_5: *How much have you seen, read or heard about the following films and TV series?*

Flamin' Hot

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(166)	12%	(271)	12%	(271)	68%	(1493)	2202
Gender: Male	10%	(106)	15%	(165)	14%	(151)	60%	(643)	1065
Gender: Female	5%	(61)	9%	(106)	11%	(119)	75%	(836)	1121
Age: 18-34	16%	(103)	19%	(118)	16%	(101)	49%	(309)	631
Age: 35-44	8%	(32)	18%	(68)	14%	(53)	59%	(219)	372
Age: 45-64	4%	(31)	9%	(61)	12%	(83)	76%	(537)	711
Age: 65+	—	(1)	5%	(24)	7%	(34)	88%	(428)	487
GenZers: 1997-2012	15%	(32)	18%	(40)	19%	(42)	48%	(105)	219
Millennials: 1981-1996	14%	(101)	20%	(140)	15%	(106)	52%	(371)	719
GenXers: 1965-1980	5%	(27)	10%	(56)	10%	(55)	74%	(397)	535
Baby Boomers: 1946-1964	1%	(6)	5%	(35)	10%	(65)	84%	(563)	669
PID: Dem (no lean)	11%	(112)	14%	(139)	12%	(120)	63%	(636)	1007
PID: Ind (no lean)	5%	(32)	9%	(56)	13%	(80)	72%	(436)	605
PID: Rep (no lean)	4%	(22)	13%	(76)	12%	(70)	71%	(422)	590
PID/Gender: Dem Men	15%	(78)	17%	(89)	13%	(69)	55%	(283)	519
PID/Gender: Dem Women	7%	(34)	10%	(50)	11%	(51)	72%	(346)	481
PID/Gender: Ind Men	5%	(13)	11%	(27)	14%	(34)	71%	(177)	250
PID/Gender: Ind Women	6%	(20)	8%	(29)	13%	(45)	73%	(252)	346
PID/Gender: Rep Men	5%	(15)	17%	(49)	16%	(48)	62%	(183)	296
PID/Gender: Rep Women	3%	(7)	9%	(27)	8%	(22)	81%	(238)	294
Ideo: Liberal (1-3)	8%	(60)	13%	(93)	13%	(95)	66%	(480)	728
Ideo: Moderate (4)	6%	(37)	15%	(91)	13%	(81)	66%	(406)	615
Ideo: Conservative (5-7)	7%	(49)	10%	(68)	11%	(77)	72%	(490)	684
Educ: < College	6%	(89)	10%	(146)	13%	(185)	71%	(1019)	1439
Educ: Bachelors degree	6%	(31)	15%	(73)	13%	(61)	66%	(320)	485
Educ: Post-grad	17%	(46)	19%	(53)	9%	(24)	56%	(155)	278
Income: Under 50k	6%	(67)	11%	(119)	13%	(144)	71%	(801)	1132
Income: 50k-100k	7%	(50)	11%	(77)	13%	(90)	68%	(458)	675
Income: 100k+	12%	(48)	19%	(75)	9%	(37)	59%	(235)	395
Ethnicity: White	7%	(123)	12%	(196)	12%	(205)	69%	(1174)	1699
Ethnicity: Hispanic	13%	(48)	19%	(73)	18%	(70)	50%	(188)	379
Ethnicity: Black	10%	(29)	17%	(47)	14%	(41)	59%	(166)	283

Continued on next page

Table MCEN1_5: *How much have you seen, read or heard about the following films and TV series?*
Flamin' Hot

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(166)	12%	(271)	12%	(271)	68%	(1493)	2202
Ethnicity: Other	7%	(14)	13%	(28)	11%	(25)	70%	(153)	220
All Christian	6%	(62)	12%	(118)	13%	(134)	69%	(694)	1008
All Non-Christian	23%	(40)	24%	(41)	7%	(12)	46%	(79)	171
Atheist	3%	(3)	9%	(8)	8%	(8)	80%	(77)	96
Agnostic/Nothing in particular	5%	(30)	11%	(66)	11%	(65)	72%	(424)	586
Something Else	9%	(32)	11%	(38)	15%	(52)	64%	(219)	342
Religious Non-Protestant/Catholic	22%	(40)	24%	(45)	7%	(13)	47%	(86)	185
Evangelical	10%	(58)	16%	(92)	15%	(91)	59%	(353)	594
Non-Evangelical	4%	(31)	7%	(51)	13%	(95)	76%	(558)	735
Community: Urban	14%	(99)	19%	(138)	14%	(100)	54%	(392)	729
Community: Suburban	4%	(41)	9%	(87)	12%	(120)	75%	(729)	978
Community: Rural	5%	(26)	9%	(46)	10%	(50)	75%	(372)	495
Employ: Private Sector	10%	(75)	19%	(138)	14%	(107)	57%	(422)	741
Employ: Government	19%	(24)	14%	(18)	6%	(8)	60%	(74)	123
Employ: Self-Employed	9%	(21)	12%	(28)	14%	(33)	65%	(152)	234
Employ: Homemaker	3%	(4)	8%	(12)	18%	(26)	72%	(107)	150
Employ: Retired	1%	(7)	7%	(36)	9%	(49)	83%	(461)	552
Employ: Unemployed	4%	(8)	10%	(22)	16%	(33)	70%	(150)	214
Employ: Other	19%	(27)	8%	(11)	7%	(10)	66%	(93)	140
Military HH: Yes	6%	(18)	13%	(41)	11%	(35)	71%	(230)	324
Military HH: No	8%	(148)	12%	(230)	13%	(236)	67%	(1263)	1878
2022 House Vote: Democrat	10%	(100)	13%	(131)	12%	(126)	65%	(666)	1023
2022 House Vote: Republican	4%	(20)	12%	(66)	11%	(65)	73%	(416)	567
2022 House Vote: Someone else	—	(0)	20%	(11)	19%	(10)	61%	(32)	53
2022 House Vote: Didnt Vote	8%	(46)	11%	(63)	12%	(70)	68%	(380)	559
2020 Vote: Joe Biden	8%	(89)	13%	(135)	13%	(135)	66%	(691)	1049
2020 Vote: Donald Trump	4%	(26)	10%	(58)	12%	(72)	74%	(451)	607
2020 Vote: Other	1%	(1)	18%	(10)	7%	(4)	73%	(41)	55
2020 Vote: Didn't Vote	10%	(51)	14%	(68)	12%	(61)	63%	(311)	490

Table MCEN1_5: *How much have you seen, read or heard about the following films and TV series?*
Flamin' Hot

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(166)	12%	(271)	12%	(271)	68%	(1493)	2202
2018 House Vote: Democrat	9%	(86)	14%	(125)	12%	(109)	65%	(592)	911
2018 House Vote: Republican	5%	(27)	10%	(58)	13%	(75)	71%	(401)	560
2018 House Vote: Didnt Vote	8%	(52)	12%	(84)	11%	(79)	69%	(470)	686
4-Region: Northeast	8%	(29)	9%	(33)	13%	(50)	71%	(273)	386
4-Region: Midwest	5%	(21)	11%	(51)	10%	(46)	74%	(337)	455
4-Region: South	7%	(62)	13%	(109)	11%	(94)	68%	(575)	840
4-Region: West	10%	(54)	15%	(78)	16%	(81)	59%	(308)	521
Film Fans	8%	(153)	13%	(248)	13%	(252)	66%	(1283)	1936
TV Fans	8%	(161)	12%	(254)	13%	(262)	67%	(1403)	2079

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

Table MCEN1_6: *How much have you seen, read or heard about the following films and TV series?*
The Super Mario Bros. Movie

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	29%	(640)	33%	(729)	17%	(384)	20%	(450)	2202
Gender: Male	33%	(351)	33%	(357)	17%	(179)	17%	(179)	1065
Gender: Female	25%	(280)	33%	(372)	18%	(201)	24%	(269)	1121
Age: 18-34	48%	(304)	28%	(177)	11%	(73)	12%	(78)	631
Age: 35-44	35%	(132)	41%	(152)	16%	(59)	8%	(28)	372
Age: 45-64	21%	(151)	37%	(260)	20%	(139)	23%	(161)	711
Age: 65+	11%	(53)	29%	(139)	23%	(113)	37%	(183)	487
GenZers: 1997-2012	55%	(120)	23%	(51)	8%	(18)	14%	(30)	219
Millennials: 1981-1996	41%	(298)	35%	(254)	15%	(105)	9%	(62)	719
GenXers: 1965-1980	25%	(132)	35%	(187)	21%	(113)	19%	(104)	535
Baby Boomers: 1946-1964	13%	(85)	34%	(225)	19%	(130)	34%	(230)	669
PID: Dem (no lean)	35%	(348)	32%	(326)	15%	(153)	18%	(180)	1007
PID: Ind (no lean)	27%	(161)	35%	(212)	16%	(96)	22%	(136)	605
PID: Rep (no lean)	22%	(130)	32%	(191)	23%	(135)	23%	(134)	590
PID/Gender: Dem Men	39%	(203)	33%	(171)	12%	(64)	16%	(82)	519
PID/Gender: Dem Women	29%	(142)	32%	(155)	18%	(86)	20%	(98)	481
PID/Gender: Ind Men	29%	(72)	40%	(99)	14%	(36)	17%	(43)	250
PID/Gender: Ind Women	24%	(84)	33%	(112)	17%	(59)	26%	(91)	346
PID/Gender: Rep Men	26%	(76)	29%	(87)	27%	(79)	18%	(54)	296
PID/Gender: Rep Women	18%	(54)	35%	(104)	19%	(56)	27%	(80)	294
Ideo: Liberal (1-3)	36%	(260)	31%	(228)	16%	(114)	17%	(126)	728
Ideo: Moderate (4)	29%	(177)	34%	(209)	19%	(116)	18%	(113)	615
Ideo: Conservative (5-7)	23%	(158)	34%	(235)	18%	(127)	24%	(164)	684
Educ: < College	28%	(408)	31%	(449)	19%	(275)	21%	(307)	1439
Educ: Bachelors degree	29%	(140)	37%	(178)	14%	(68)	20%	(99)	485
Educ: Post-grad	33%	(92)	37%	(103)	15%	(40)	16%	(44)	278
Income: Under 50k	26%	(296)	32%	(360)	18%	(208)	24%	(267)	1132
Income: 50k-100k	31%	(206)	35%	(240)	18%	(122)	16%	(107)	675
Income: 100k+	35%	(137)	33%	(129)	14%	(53)	19%	(76)	395
Ethnicity: White	28%	(468)	35%	(590)	18%	(303)	20%	(338)	1699
Ethnicity: Hispanic	48%	(183)	29%	(111)	12%	(44)	11%	(41)	379
Ethnicity: Black	34%	(96)	26%	(74)	16%	(46)	24%	(67)	283

Table MCEN1_6: *How much have you seen, read or heard about the following films and TV series?*
The Super Mario Bros. Movie

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	29%	(640)	33%	(729)	17%	(384)	20%	(450)	2202
Ethnicity: Other	34%	(76)	29%	(65)	16%	(35)	20%	(44)	220
All Christian	28%	(282)	33%	(332)	19%	(193)	20%	(202)	1008
All Non-Christian	35%	(60)	38%	(65)	13%	(23)	13%	(23)	171
Atheist	27%	(26)	33%	(32)	16%	(16)	23%	(22)	96
Agnostic/Nothing in particular	29%	(168)	30%	(175)	18%	(104)	23%	(137)	586
Something Else	30%	(104)	36%	(124)	14%	(49)	19%	(65)	342
Religious Non-Protestant/Catholic	35%	(64)	38%	(69)	15%	(27)	13%	(24)	185
Evangelical	31%	(186)	35%	(209)	15%	(90)	19%	(110)	594
Non-Evangelical	26%	(192)	33%	(241)	20%	(146)	21%	(156)	735
Community: Urban	35%	(256)	30%	(219)	15%	(108)	20%	(146)	729
Community: Suburban	28%	(275)	34%	(335)	17%	(166)	21%	(203)	978
Community: Rural	22%	(109)	35%	(175)	22%	(110)	20%	(101)	495
Employ: Private Sector	36%	(268)	34%	(252)	16%	(115)	14%	(106)	741
Employ: Government	49%	(60)	32%	(39)	11%	(13)	9%	(11)	123
Employ: Self-Employed	33%	(77)	37%	(87)	15%	(34)	15%	(35)	234
Employ: Homemaker	24%	(35)	38%	(56)	21%	(31)	18%	(27)	150
Employ: Retired	11%	(62)	31%	(170)	22%	(123)	36%	(197)	552
Employ: Unemployed	26%	(56)	36%	(77)	19%	(41)	19%	(40)	214
Employ: Other	36%	(51)	27%	(37)	16%	(23)	21%	(29)	140
Military HH: Yes	22%	(70)	35%	(112)	18%	(57)	26%	(85)	324
Military HH: No	30%	(569)	33%	(617)	17%	(327)	19%	(364)	1878
2022 House Vote: Democrat	34%	(345)	34%	(346)	15%	(157)	17%	(175)	1023
2022 House Vote: Republican	23%	(129)	34%	(195)	20%	(113)	23%	(130)	567
2022 House Vote: Someone else	33%	(18)	32%	(17)	19%	(10)	16%	(8)	53
2022 House Vote: Didnt Vote	26%	(148)	31%	(171)	19%	(104)	24%	(136)	559
2020 Vote: Joe Biden	32%	(339)	33%	(349)	17%	(174)	18%	(187)	1049
2020 Vote: Donald Trump	22%	(131)	34%	(206)	20%	(123)	24%	(148)	607
2020 Vote: Other	27%	(15)	38%	(21)	25%	(14)	10%	(6)	55
2020 Vote: Didn't Vote	32%	(155)	31%	(153)	15%	(74)	22%	(109)	490

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Table MCEN1_6: *How much have you seen, read or heard about the following films and TV series?*
The Super Mario Bros. Movie

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	29%	(640)	33%	(729)	17%	(384)	20%	(450)	2202
2018 House Vote: Democrat	33%	(304)	34%	(314)	15%	(137)	17%	(156)	911
2018 House Vote: Republican	22%	(121)	32%	(182)	23%	(128)	23%	(130)	560
2018 House Vote: Didnt Vote	29%	(199)	32%	(223)	16%	(108)	23%	(156)	686
4-Region: Northeast	26%	(102)	33%	(127)	18%	(68)	23%	(89)	386
4-Region: Midwest	25%	(116)	34%	(155)	14%	(65)	26%	(120)	455
4-Region: South	26%	(222)	34%	(282)	21%	(175)	19%	(161)	840
4-Region: West	38%	(200)	32%	(166)	14%	(76)	15%	(80)	521
Film Fans	31%	(600)	35%	(682)	17%	(334)	17%	(320)	1936
TV Fans	30%	(619)	34%	(705)	17%	(357)	19%	(398)	2079

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

Table MCEN1_7: *How much have you seen, read or heard about the following films and TV series?*
Air

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(328)	19%	(426)	15%	(330)	51%	(1118)	2202
Gender: Male	20%	(215)	23%	(243)	16%	(173)	41%	(435)	1065
Gender: Female	10%	(110)	16%	(183)	14%	(154)	60%	(675)	1121
Age: 18-34	21%	(131)	17%	(110)	18%	(115)	44%	(276)	631
Age: 35-44	20%	(73)	25%	(94)	19%	(71)	36%	(134)	372
Age: 45-64	13%	(95)	20%	(142)	14%	(100)	53%	(375)	711
Age: 65+	6%	(30)	17%	(81)	9%	(44)	68%	(333)	487
GenZers: 1997-2012	16%	(34)	19%	(41)	20%	(44)	46%	(100)	219
Millennials: 1981-1996	23%	(163)	21%	(150)	18%	(130)	38%	(277)	719
GenXers: 1965-1980	13%	(70)	22%	(117)	14%	(75)	51%	(273)	535
Baby Boomers: 1946-1964	9%	(60)	17%	(115)	12%	(79)	62%	(416)	669
PID: Dem (no lean)	21%	(214)	23%	(232)	14%	(145)	41%	(416)	1007
PID: Ind (no lean)	8%	(51)	15%	(92)	19%	(113)	58%	(349)	605
PID: Rep (no lean)	11%	(63)	17%	(102)	12%	(71)	60%	(354)	590
PID/Gender: Dem Men	28%	(148)	27%	(140)	15%	(76)	30%	(156)	519
PID/Gender: Dem Women	13%	(63)	19%	(93)	14%	(70)	53%	(256)	481
PID/Gender: Ind Men	9%	(22)	16%	(41)	23%	(58)	52%	(130)	250
PID/Gender: Ind Women	8%	(29)	14%	(50)	15%	(53)	62%	(215)	346
PID/Gender: Rep Men	15%	(45)	21%	(62)	13%	(39)	51%	(149)	296
PID/Gender: Rep Women	6%	(18)	14%	(40)	11%	(32)	69%	(205)	294
Ideo: Liberal (1-3)	20%	(149)	23%	(171)	16%	(115)	40%	(294)	728
Ideo: Moderate (4)	15%	(90)	22%	(136)	15%	(90)	49%	(299)	615
Ideo: Conservative (5-7)	12%	(79)	15%	(102)	14%	(96)	59%	(407)	684
Educ: < College	13%	(181)	16%	(235)	16%	(230)	55%	(794)	1439
Educ: Bachelors degree	17%	(80)	23%	(110)	14%	(68)	47%	(227)	485
Educ: Post-grad	24%	(67)	29%	(82)	11%	(31)	35%	(98)	278
Income: Under 50k	11%	(119)	17%	(192)	17%	(193)	55%	(628)	1132
Income: 50k-100k	17%	(114)	20%	(132)	14%	(93)	50%	(337)	675
Income: 100k+	24%	(96)	26%	(102)	11%	(44)	39%	(153)	395
Ethnicity: White	14%	(231)	18%	(312)	15%	(251)	53%	(904)	1699
Ethnicity: Hispanic	23%	(88)	16%	(61)	23%	(88)	38%	(143)	379
Ethnicity: Black	23%	(66)	22%	(64)	15%	(44)	39%	(110)	283

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Table MCEN1_7: *How much have you seen, read or heard about the following films and TV series?*
Air

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(328)	19%	(426)	15%	(330)	51%	(1118)	2202
Ethnicity: Other	14%	(31)	23%	(50)	16%	(35)	47%	(104)	220
All Christian	15%	(149)	20%	(200)	15%	(153)	50%	(507)	1008
All Non-Christian	38%	(64)	27%	(46)	8%	(13)	28%	(47)	171
Atheist	12%	(11)	19%	(19)	17%	(16)	52%	(50)	96
Agnostic/Nothing in particular	10%	(56)	20%	(116)	16%	(96)	54%	(318)	586
Something Else	14%	(47)	13%	(45)	15%	(53)	58%	(196)	342
Religious Non-Protestant/Catholic	35%	(65)	29%	(53)	8%	(14)	28%	(53)	185
Evangelical	17%	(100)	16%	(98)	18%	(105)	49%	(291)	594
Non-Evangelical	12%	(91)	19%	(137)	13%	(98)	56%	(410)	735
Community: Urban	24%	(175)	23%	(170)	14%	(103)	39%	(281)	729
Community: Suburban	11%	(110)	17%	(171)	17%	(165)	54%	(533)	978
Community: Rural	9%	(43)	17%	(85)	13%	(62)	62%	(304)	495
Employ: Private Sector	22%	(162)	26%	(191)	15%	(109)	38%	(280)	741
Employ: Government	25%	(31)	22%	(28)	13%	(16)	39%	(49)	123
Employ: Self-Employed	15%	(34)	16%	(38)	18%	(42)	51%	(119)	234
Employ: Homemaker	4%	(7)	13%	(20)	20%	(30)	62%	(93)	150
Employ: Retired	6%	(35)	18%	(101)	13%	(69)	63%	(348)	552
Employ: Unemployed	13%	(29)	12%	(26)	20%	(43)	54%	(115)	214
Employ: Other	15%	(22)	11%	(16)	11%	(15)	62%	(87)	140
Military HH: Yes	12%	(38)	17%	(55)	13%	(42)	58%	(189)	324
Military HH: No	15%	(290)	20%	(371)	15%	(287)	49%	(929)	1878
2022 House Vote: Democrat	21%	(212)	23%	(236)	15%	(152)	41%	(423)	1023
2022 House Vote: Republican	9%	(50)	18%	(100)	13%	(76)	60%	(341)	567
2022 House Vote: Someone else	7%	(3)	22%	(11)	36%	(19)	36%	(19)	53
2022 House Vote: Didnt Vote	11%	(62)	14%	(79)	15%	(83)	60%	(335)	559
2020 Vote: Joe Biden	20%	(211)	24%	(254)	14%	(147)	42%	(438)	1049
2020 Vote: Donald Trump	8%	(48)	15%	(91)	15%	(91)	62%	(376)	607
2020 Vote: Other	9%	(5)	19%	(10)	17%	(9)	56%	(31)	55
2020 Vote: Didn't Vote	13%	(65)	14%	(71)	17%	(82)	56%	(273)	490

Table MCEN1_7: *How much have you seen, read or heard about the following films and TV series?*
Air

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(328)	19%	(426)	15%	(330)	51%	(1118)	2202
2018 House Vote: Democrat	22%	(198)	24%	(221)	15%	(136)	39%	(357)	911
2018 House Vote: Republican	10%	(57)	15%	(84)	16%	(88)	59%	(331)	560
2018 House Vote: Didnt Vote	10%	(70)	16%	(107)	15%	(101)	59%	(408)	686
4-Region: Northeast	16%	(60)	23%	(87)	13%	(49)	49%	(190)	386
4-Region: Midwest	12%	(54)	23%	(103)	11%	(51)	54%	(248)	455
4-Region: South	13%	(111)	15%	(126)	17%	(141)	55%	(461)	840
4-Region: West	20%	(103)	21%	(110)	17%	(89)	42%	(219)	521
Film Fans	16%	(314)	21%	(401)	15%	(297)	48%	(924)	1936
TV Fans	15%	(319)	20%	(414)	15%	(314)	50%	(1031)	2079

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

Table MCEN1_8: *How much have you seen, read or heard about the following films and TV series?*
Unfrosted: The Pop-Tart Story

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(148)	9%	(189)	12%	(264)	73%	(1602)	2202
Gender: Male	10%	(104)	11%	(114)	15%	(159)	65%	(689)	1065
Gender: Female	4%	(44)	7%	(75)	9%	(104)	80%	(898)	1121
Age: 18-34	13%	(81)	14%	(91)	16%	(104)	56%	(356)	631
Age: 35-44	9%	(35)	11%	(39)	16%	(59)	64%	(239)	372
Age: 45-64	4%	(31)	6%	(45)	10%	(71)	79%	(565)	711
Age: 65+	—	(1)	3%	(14)	6%	(30)	91%	(442)	487
GenZers: 1997-2012	8%	(17)	13%	(28)	17%	(38)	62%	(136)	219
Millennials: 1981-1996	13%	(95)	14%	(100)	16%	(118)	56%	(406)	719
GenXers: 1965-1980	5%	(27)	7%	(37)	10%	(53)	78%	(417)	535
Baby Boomers: 1946-1964	1%	(8)	3%	(23)	8%	(51)	88%	(587)	669
PID: Dem (no lean)	10%	(100)	11%	(111)	11%	(112)	68%	(685)	1007
PID: Ind (no lean)	4%	(23)	5%	(31)	13%	(79)	78%	(471)	605
PID: Rep (no lean)	4%	(25)	8%	(47)	12%	(73)	76%	(446)	590
PID/Gender: Dem Men	15%	(80)	14%	(72)	13%	(70)	57%	(297)	519
PID/Gender: Dem Women	4%	(20)	8%	(38)	9%	(42)	79%	(381)	481
PID/Gender: Ind Men	5%	(12)	4%	(9)	15%	(38)	76%	(191)	250
PID/Gender: Ind Women	3%	(11)	6%	(21)	12%	(40)	79%	(273)	346
PID/Gender: Rep Men	4%	(11)	11%	(32)	17%	(52)	68%	(201)	296
PID/Gender: Rep Women	5%	(13)	5%	(15)	7%	(21)	83%	(245)	294
Ideo: Liberal (1-3)	9%	(66)	10%	(76)	11%	(81)	69%	(505)	728
Ideo: Moderate (4)	5%	(33)	10%	(59)	14%	(86)	71%	(436)	615
Ideo: Conservative (5-7)	6%	(42)	7%	(47)	11%	(77)	76%	(518)	684
Educ: < College	4%	(62)	7%	(97)	11%	(155)	78%	(1126)	1439
Educ: Bachelors degree	7%	(34)	10%	(49)	16%	(75)	67%	(326)	485
Educ: Post-grad	19%	(52)	15%	(43)	12%	(34)	54%	(150)	278
Income: Under 50k	4%	(51)	7%	(79)	11%	(121)	78%	(880)	1132
Income: 50k-100k	6%	(40)	8%	(55)	15%	(98)	71%	(482)	675
Income: 100k+	14%	(57)	14%	(54)	11%	(44)	61%	(239)	395
Ethnicity: White	7%	(113)	10%	(163)	10%	(178)	73%	(1245)	1699
Ethnicity: Hispanic	12%	(44)	15%	(55)	12%	(46)	62%	(234)	379
Ethnicity: Black	9%	(27)	5%	(14)	16%	(46)	69%	(197)	283

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Table MCEN1_8: *How much have you seen, read or heard about the following films and TV series?*
Unfrosted: The Pop-Tart Story

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(148)	9%	(189)	12%	(264)	73%	(1602)	2202
Ethnicity: Other	4%	(8)	5%	(12)	18%	(40)	73%	(160)	220
All Christian	6%	(59)	10%	(98)	13%	(129)	72%	(722)	1008
All Non-Christian	23%	(40)	19%	(33)	8%	(13)	50%	(85)	171
Atheist	3%	(3)	9%	(9)	7%	(7)	81%	(78)	96
Agnostic/Nothing in particular	5%	(28)	6%	(33)	11%	(66)	78%	(458)	586
Something Else	5%	(17)	5%	(16)	14%	(49)	76%	(259)	342
Religious Non-Protestant/Catholic	22%	(40)	20%	(37)	7%	(13)	51%	(94)	185
Evangelical	8%	(46)	10%	(62)	15%	(87)	67%	(399)	594
Non-Evangelical	3%	(25)	6%	(43)	12%	(91)	78%	(577)	735
Community: Urban	13%	(98)	14%	(103)	14%	(104)	58%	(424)	729
Community: Suburban	4%	(36)	6%	(57)	12%	(117)	79%	(769)	978
Community: Rural	3%	(14)	6%	(29)	9%	(43)	83%	(409)	495
Employ: Private Sector	11%	(85)	12%	(90)	15%	(112)	61%	(453)	741
Employ: Government	11%	(14)	16%	(20)	10%	(12)	63%	(77)	123
Employ: Self-Employed	10%	(22)	8%	(19)	12%	(29)	70%	(164)	234
Employ: Homemaker	3%	(4)	6%	(9)	14%	(20)	78%	(117)	150
Employ: Retired	1%	(8)	5%	(27)	7%	(41)	86%	(476)	552
Employ: Unemployed	2%	(4)	7%	(15)	13%	(27)	78%	(167)	214
Employ: Other	6%	(8)	4%	(6)	12%	(17)	78%	(110)	140
Military HH: Yes	7%	(23)	8%	(25)	9%	(29)	76%	(247)	324
Military HH: No	7%	(125)	9%	(164)	13%	(235)	72%	(1354)	1878
2022 House Vote: Democrat	9%	(94)	11%	(108)	11%	(117)	69%	(704)	1023
2022 House Vote: Republican	4%	(25)	7%	(40)	12%	(67)	77%	(435)	567
2022 House Vote: Someone else	15%	(8)	13%	(7)	16%	(9)	55%	(29)	53
2022 House Vote: Didnt Vote	4%	(21)	6%	(34)	13%	(71)	77%	(433)	559
2020 Vote: Joe Biden	8%	(89)	9%	(99)	12%	(125)	70%	(737)	1049
2020 Vote: Donald Trump	4%	(23)	7%	(40)	11%	(67)	79%	(477)	607
2020 Vote: Other	1%	(1)	8%	(4)	11%	(6)	80%	(44)	55
2020 Vote: Didn't Vote	7%	(35)	9%	(45)	13%	(66)	70%	(344)	490

Table MCEN1_8: *How much have you seen, read or heard about the following films and TV series?*
Unfrosted: The Pop-Tart Story

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(148)	9%	(189)	12%	(264)	73%	(1602)	2202
2018 House Vote: Democrat	9%	(80)	11%	(97)	12%	(111)	68%	(623)	911
2018 House Vote: Republican	5%	(26)	7%	(37)	12%	(69)	76%	(428)	560
2018 House Vote: Didnt Vote	6%	(40)	8%	(53)	11%	(76)	75%	(517)	686
4-Region: Northeast	7%	(27)	10%	(40)	11%	(44)	71%	(275)	386
4-Region: Midwest	3%	(13)	6%	(29)	13%	(59)	78%	(353)	455
4-Region: South	6%	(54)	8%	(67)	11%	(96)	74%	(623)	840
4-Region: West	10%	(54)	10%	(53)	12%	(64)	67%	(350)	521
Film Fans	7%	(139)	9%	(176)	13%	(250)	71%	(1371)	1936
TV Fans	7%	(143)	9%	(183)	12%	(252)	72%	(1501)	2079

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

Table MCEN1_9: *How much have you seen, read or heard about the following films and TV series?*
Dungeons and Dragons: Honor Among Thieves

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(394)	27%	(592)	19%	(419)	36%	(798)	2202
Gender: Male	23%	(245)	30%	(317)	18%	(192)	29%	(310)	1065
Gender: Female	13%	(147)	24%	(268)	20%	(219)	43%	(487)	1121
Age: 18-34	30%	(191)	31%	(199)	15%	(92)	24%	(150)	631
Age: 35-44	20%	(75)	34%	(125)	20%	(73)	26%	(98)	372
Age: 45-64	15%	(103)	26%	(186)	19%	(134)	41%	(288)	711
Age: 65+	5%	(25)	17%	(82)	25%	(119)	53%	(261)	487
GenZers: 1997-2012	30%	(67)	34%	(75)	15%	(33)	20%	(44)	219
Millennials: 1981-1996	27%	(195)	31%	(226)	17%	(121)	25%	(177)	719
GenXers: 1965-1980	15%	(83)	28%	(150)	18%	(95)	39%	(207)	535
Baby Boomers: 1946-1964	7%	(49)	19%	(129)	23%	(156)	50%	(335)	669
PID: Dem (no lean)	23%	(233)	26%	(266)	17%	(173)	33%	(335)	1007
PID: Ind (no lean)	14%	(85)	29%	(174)	20%	(124)	37%	(222)	605
PID: Rep (no lean)	13%	(76)	26%	(152)	21%	(122)	41%	(241)	590
PID/Gender: Dem Men	29%	(150)	28%	(147)	15%	(78)	28%	(144)	519
PID/Gender: Dem Women	17%	(83)	24%	(115)	19%	(92)	40%	(191)	481
PID/Gender: Ind Men	15%	(39)	33%	(82)	22%	(56)	29%	(74)	250
PID/Gender: Ind Women	13%	(45)	26%	(89)	19%	(64)	43%	(148)	346
PID/Gender: Rep Men	19%	(56)	30%	(89)	20%	(58)	31%	(93)	296
PID/Gender: Rep Women	7%	(20)	21%	(63)	22%	(64)	50%	(148)	294
Ideo: Liberal (1-3)	26%	(187)	28%	(201)	16%	(116)	31%	(224)	728
Ideo: Moderate (4)	17%	(105)	27%	(165)	20%	(124)	36%	(221)	615
Ideo: Conservative (5-7)	12%	(83)	27%	(185)	21%	(145)	40%	(271)	684
Educ: < College	17%	(245)	24%	(343)	20%	(281)	40%	(570)	1439
Educ: Bachelors degree	17%	(82)	32%	(156)	19%	(92)	32%	(155)	485
Educ: Post-grad	24%	(67)	33%	(92)	16%	(45)	26%	(73)	278
Income: Under 50k	14%	(162)	25%	(278)	19%	(219)	42%	(472)	1132
Income: 50k-100k	21%	(139)	28%	(187)	21%	(139)	31%	(211)	675
Income: 100k+	24%	(94)	32%	(126)	15%	(61)	29%	(114)	395
Ethnicity: White	17%	(290)	27%	(462)	19%	(327)	36%	(619)	1699
Ethnicity: Hispanic	36%	(137)	24%	(92)	11%	(40)	29%	(110)	379
Ethnicity: Black	23%	(65)	21%	(60)	18%	(50)	38%	(109)	283

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Table MCEN1_9: *How much have you seen, read or heard about the following films and TV series?*
Dungeons and Dragons: Honor Among Thieves

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(394)	27%	(592)	19%	(419)	36%	(798)	2202
Ethnicity: Other	18%	(39)	32%	(70)	19%	(41)	32%	(70)	220
All Christian	18%	(178)	22%	(219)	22%	(218)	39%	(393)	1008
All Non-Christian	30%	(51)	30%	(51)	15%	(26)	26%	(44)	171
Atheist	18%	(18)	34%	(33)	20%	(19)	27%	(26)	96
Agnostic/Nothing in particular	16%	(95)	31%	(184)	17%	(99)	35%	(208)	586
Something Else	15%	(53)	31%	(105)	16%	(56)	37%	(127)	342
Religious Non-Protestant/Catholic	29%	(53)	30%	(55)	16%	(29)	26%	(48)	185
Evangelical	20%	(120)	27%	(159)	18%	(109)	35%	(207)	594
Non-Evangelical	14%	(103)	21%	(158)	22%	(159)	43%	(316)	735
Community: Urban	25%	(179)	28%	(201)	15%	(109)	33%	(240)	729
Community: Suburban	16%	(158)	27%	(260)	20%	(193)	38%	(367)	978
Community: Rural	12%	(57)	26%	(130)	24%	(117)	39%	(191)	495
Employ: Private Sector	24%	(181)	32%	(237)	18%	(131)	26%	(193)	741
Employ: Government	39%	(48)	24%	(30)	17%	(20)	20%	(25)	123
Employ: Self-Employed	19%	(45)	29%	(68)	18%	(43)	33%	(78)	234
Employ: Homemaker	10%	(16)	19%	(29)	26%	(39)	44%	(66)	150
Employ: Retired	6%	(34)	21%	(115)	22%	(119)	52%	(284)	552
Employ: Unemployed	16%	(34)	26%	(56)	18%	(38)	40%	(86)	214
Employ: Other	19%	(26)	26%	(36)	16%	(23)	39%	(55)	140
Military HH: Yes	17%	(54)	22%	(72)	24%	(77)	37%	(121)	324
Military HH: No	18%	(340)	28%	(520)	18%	(341)	36%	(676)	1878
2022 House Vote: Democrat	24%	(244)	29%	(294)	17%	(170)	31%	(315)	1023
2022 House Vote: Republican	13%	(72)	25%	(143)	21%	(117)	41%	(234)	567
2022 House Vote: Someone else	17%	(9)	29%	(15)	23%	(12)	31%	(16)	53
2022 House Vote: Didnt Vote	12%	(70)	25%	(139)	21%	(118)	41%	(232)	559
2020 Vote: Joe Biden	22%	(236)	27%	(285)	17%	(179)	33%	(349)	1049
2020 Vote: Donald Trump	11%	(67)	26%	(157)	22%	(133)	41%	(249)	607
2020 Vote: Other	10%	(6)	34%	(19)	27%	(15)	29%	(16)	55
2020 Vote: Didn't Vote	18%	(86)	27%	(130)	19%	(92)	37%	(183)	490

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Table MCEN1_9: *How much have you seen, read or heard about the following films and TV series?*
Dungeons and Dragons: Honor Among Thieves

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(394)	27%	(592)	19%	(419)	36%	(798)	2202
2018 House Vote: Democrat	23%	(209)	28%	(252)	17%	(156)	32%	(294)	911
2018 House Vote: Republican	14%	(77)	25%	(139)	22%	(125)	39%	(220)	560
2018 House Vote: Didnt Vote	14%	(99)	27%	(188)	19%	(128)	39%	(271)	686
4-Region: Northeast	18%	(70)	19%	(72)	22%	(84)	42%	(161)	386
4-Region: Midwest	15%	(70)	26%	(116)	22%	(102)	37%	(167)	455
4-Region: South	17%	(140)	26%	(220)	19%	(161)	38%	(319)	840
4-Region: West	22%	(115)	35%	(183)	14%	(72)	29%	(151)	521
Film Fans	20%	(382)	30%	(572)	19%	(365)	32%	(616)	1936
TV Fans	18%	(384)	27%	(569)	19%	(398)	35%	(728)	2079

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

Table MCEN2_1: *Do you have a favorable or unfavorable opinion of the following movies?*
Jobs (2013)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	12%	(273)	14%	(309)	3%	(76)	3%	(62)	22%	(476)	46%	(1007)	2202
Gender: Male	18%	(190)	18%	(190)	3%	(35)	3%	(37)	19%	(198)	39%	(416)	1065
Gender: Female	7%	(82)	11%	(119)	4%	(41)	2%	(25)	25%	(276)	52%	(579)	1121
Age: 18-34	21%	(134)	16%	(102)	6%	(35)	3%	(18)	18%	(114)	36%	(229)	631
Age: 35-44	17%	(65)	17%	(63)	3%	(11)	2%	(7)	25%	(91)	36%	(135)	372
Age: 45-64	8%	(57)	14%	(100)	4%	(27)	3%	(24)	22%	(156)	49%	(349)	711
Age: 65+	4%	(17)	9%	(44)	1%	(4)	3%	(13)	23%	(114)	60%	(294)	487
GenZers: 1997-2012	15%	(34)	12%	(27)	6%	(13)	3%	(6)	16%	(35)	48%	(105)	219
Millennials: 1981-1996	22%	(160)	18%	(132)	4%	(32)	2%	(18)	22%	(155)	31%	(222)	719
GenXers: 1965-1980	9%	(48)	17%	(90)	4%	(21)	2%	(10)	21%	(113)	47%	(253)	535
Baby Boomers: 1946-1964	4%	(30)	9%	(60)	2%	(10)	4%	(27)	24%	(162)	57%	(380)	669
PID: Dem (no lean)	18%	(180)	17%	(173)	4%	(37)	3%	(30)	20%	(206)	38%	(382)	1007
PID: Ind (no lean)	6%	(34)	9%	(56)	4%	(21)	2%	(15)	26%	(159)	53%	(319)	605
PID: Rep (no lean)	10%	(59)	13%	(80)	3%	(18)	3%	(17)	19%	(111)	52%	(306)	590
PID/Gender: Dem Men	26%	(135)	20%	(103)	4%	(20)	3%	(16)	16%	(85)	31%	(159)	519
PID/Gender: Dem Women	9%	(45)	15%	(70)	4%	(17)	3%	(13)	25%	(119)	45%	(216)	481
PID/Gender: Ind Men	5%	(13)	11%	(28)	3%	(8)	5%	(12)	27%	(69)	48%	(121)	250
PID/Gender: Ind Women	6%	(21)	8%	(27)	4%	(13)	1%	(3)	26%	(90)	55%	(192)	346
PID/Gender: Rep Men	15%	(43)	20%	(59)	2%	(7)	3%	(8)	15%	(44)	46%	(135)	296
PID/Gender: Rep Women	5%	(16)	7%	(21)	4%	(11)	3%	(9)	23%	(67)	58%	(171)	294
Ideo: Liberal (1-3)	15%	(108)	16%	(119)	3%	(25)	5%	(33)	23%	(167)	38%	(276)	728
Ideo: Moderate (4)	12%	(73)	16%	(97)	4%	(26)	1%	(8)	23%	(139)	44%	(272)	615
Ideo: Conservative (5-7)	12%	(84)	11%	(79)	2%	(13)	3%	(20)	19%	(130)	52%	(359)	684
Educ: < College	9%	(129)	11%	(160)	4%	(51)	3%	(43)	22%	(320)	51%	(736)	1439
Educ: Bachelors degree	14%	(67)	21%	(104)	4%	(17)	2%	(11)	22%	(107)	37%	(178)	485
Educ: Post-grad	27%	(76)	16%	(46)	3%	(8)	3%	(7)	17%	(49)	33%	(93)	278
Income: Under 50k	9%	(102)	11%	(126)	4%	(42)	3%	(31)	21%	(241)	52%	(589)	1132
Income: 50k-100k	13%	(85)	15%	(104)	3%	(22)	2%	(13)	23%	(154)	44%	(297)	675
Income: 100k+	22%	(86)	20%	(80)	3%	(12)	4%	(17)	20%	(80)	30%	(120)	395
Ethnicity: White	12%	(212)	13%	(227)	3%	(49)	3%	(50)	21%	(361)	47%	(801)	1699
Ethnicity: Hispanic	20%	(77)	15%	(55)	4%	(13)	6%	(25)	16%	(59)	39%	(150)	379

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Table MCEN2_1: *Do you have a favorable or unfavorable opinion of the following movies?*

Jobs (2013)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	12%	(273)	14%	(309)	3%	(76)	3%	(62)	22%	(476)	46%	(1007)	2202
Ethnicity: Black	14%	(40)	16%	(45)	3%	(9)	2%	(5)	23%	(65)	42%	(119)	283
Ethnicity: Other	9%	(21)	17%	(37)	8%	(18)	3%	(7)	23%	(50)	39%	(86)	220
All Christian	14%	(143)	14%	(143)	3%	(30)	3%	(29)	20%	(198)	46%	(466)	1008
All Non-Christian	34%	(58)	22%	(37)	2%	(4)	2%	(3)	17%	(29)	24%	(40)	171
Atheist	8%	(8)	13%	(13)	4%	(4)	2%	(2)	23%	(22)	50%	(48)	96
Agnostic/Nothing in particular	6%	(34)	13%	(74)	5%	(26)	4%	(21)	24%	(143)	49%	(288)	586
Something Else	9%	(30)	12%	(42)	4%	(12)	2%	(7)	25%	(84)	48%	(166)	342
Religious Non-Protestant/Catholic	32%	(59)	21%	(39)	2%	(4)	2%	(3)	17%	(32)	26%	(47)	185
Evangelical	17%	(104)	13%	(77)	4%	(21)	2%	(10)	21%	(123)	44%	(259)	594
Non-Evangelical	8%	(58)	14%	(101)	3%	(20)	4%	(29)	21%	(158)	50%	(370)	735
Community: Urban	24%	(176)	18%	(131)	3%	(25)	3%	(20)	20%	(144)	32%	(233)	729
Community: Suburban	7%	(72)	13%	(127)	5%	(44)	2%	(24)	22%	(212)	51%	(499)	978
Community: Rural	5%	(24)	10%	(51)	1%	(7)	4%	(18)	24%	(120)	55%	(274)	495
Employ: Private Sector	21%	(152)	20%	(146)	4%	(27)	2%	(15)	20%	(150)	34%	(251)	741
Employ: Government	21%	(26)	14%	(18)	10%	(12)	9%	(11)	19%	(23)	27%	(33)	123
Employ: Self-Employed	16%	(36)	11%	(27)	5%	(11)	4%	(10)	24%	(55)	41%	(95)	234
Employ: Homemaker	2%	(3)	9%	(14)	1%	(2)	2%	(3)	21%	(32)	64%	(96)	150
Employ: Retired	4%	(20)	9%	(52)	2%	(9)	1%	(6)	24%	(133)	60%	(332)	552
Employ: Unemployed	6%	(13)	17%	(35)	4%	(8)	7%	(16)	23%	(49)	43%	(92)	214
Employ: Other	12%	(16)	9%	(12)	5%	(6)	—	(1)	20%	(27)	55%	(78)	140
Military HH: Yes	10%	(31)	12%	(40)	2%	(6)	2%	(5)	22%	(70)	53%	(171)	324
Military HH: No	13%	(241)	14%	(269)	4%	(70)	3%	(57)	22%	(405)	44%	(835)	1878
2022 House Vote: Democrat	17%	(179)	17%	(171)	4%	(39)	3%	(31)	23%	(232)	36%	(371)	1023
2022 House Vote: Republican	9%	(51)	14%	(79)	2%	(11)	3%	(16)	19%	(110)	53%	(299)	567
2022 House Vote: Someone else	4%	(2)	3%	(2)	9%	(5)	13%	(7)	28%	(15)	42%	(22)	53
2022 House Vote: Didnt Vote	7%	(41)	10%	(57)	4%	(21)	1%	(7)	21%	(119)	56%	(314)	559
2020 Vote: Joe Biden	16%	(170)	17%	(182)	3%	(32)	3%	(28)	23%	(241)	38%	(396)	1049
2020 Vote: Donald Trump	8%	(50)	12%	(75)	4%	(22)	3%	(17)	19%	(117)	53%	(324)	607
2020 Vote: Other	2%	(1)	8%	(5)	—	(0)	—	(0)	32%	(18)	58%	(32)	55
2020 Vote: Didn't Vote	10%	(51)	10%	(47)	4%	(22)	3%	(16)	20%	(100)	52%	(255)	490

Table MCEN2_1: *Do you have a favorable or unfavorable opinion of the following movies?*
Jobs (2013)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	12%	(273)	14%	(309)	3%	(76)	3%	(62)	22%	(476)	46%	(1007)	2202
2018 House Vote: Democrat	16%	(150)	18%	(163)	3%	(31)	3%	(27)	24%	(214)	36%	(326)	911
2018 House Vote: Republican	8%	(45)	12%	(68)	3%	(17)	4%	(23)	20%	(112)	53%	(295)	560
2018 House Vote: Didnt Vote	11%	(77)	11%	(73)	4%	(28)	2%	(10)	20%	(136)	53%	(362)	686
4-Region: Northeast	13%	(50)	12%	(48)	3%	(13)	5%	(18)	24%	(94)	42%	(163)	386
4-Region: Midwest	10%	(44)	13%	(59)	2%	(10)	2%	(10)	24%	(108)	49%	(224)	455
4-Region: South	10%	(83)	12%	(104)	4%	(30)	2%	(16)	22%	(186)	50%	(420)	840
4-Region: West	18%	(96)	19%	(98)	4%	(23)	3%	(18)	17%	(87)	38%	(199)	521
Film Fans	13%	(258)	15%	(295)	4%	(72)	2%	(43)	22%	(433)	43%	(835)	1936
TV Fans	13%	(262)	15%	(303)	3%	(72)	3%	(55)	22%	(449)	45%	(938)	2079

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

Table MCEN2_2: *Do you have a favorable or unfavorable opinion of the following movies?*
The Social Network (2010)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	15%	(320)	20%	(444)	5%	(110)	3%	(72)	21%	(452)	37%	(804)	2202
Gender: Male	19%	(208)	24%	(254)	5%	(55)	4%	(44)	16%	(175)	31%	(330)	1065
Gender: Female	10%	(112)	17%	(189)	5%	(55)	3%	(28)	24%	(270)	42%	(467)	1121
Age: 18-34	28%	(174)	22%	(139)	6%	(37)	4%	(27)	15%	(96)	25%	(159)	631
Age: 35-44	15%	(55)	30%	(113)	6%	(21)	4%	(14)	21%	(78)	25%	(92)	372
Age: 45-64	10%	(72)	19%	(135)	6%	(39)	3%	(23)	23%	(164)	39%	(278)	711
Age: 65+	4%	(20)	12%	(57)	3%	(13)	2%	(8)	23%	(114)	56%	(275)	487
GenZers: 1997-2012	16%	(36)	24%	(52)	2%	(5)	4%	(9)	14%	(31)	39%	(86)	219
Millennials: 1981-1996	26%	(185)	26%	(185)	7%	(52)	4%	(28)	17%	(124)	20%	(145)	719
GenXers: 1965-1980	12%	(63)	22%	(117)	7%	(35)	1%	(8)	24%	(126)	35%	(186)	535
Baby Boomers: 1946-1964	5%	(36)	12%	(79)	3%	(18)	4%	(25)	24%	(160)	53%	(352)	669
PID: Dem (no lean)	20%	(201)	24%	(244)	4%	(44)	3%	(28)	20%	(206)	28%	(284)	1007
PID: Ind (no lean)	8%	(46)	15%	(90)	6%	(35)	3%	(20)	26%	(160)	42%	(254)	605
PID: Rep (no lean)	12%	(72)	19%	(110)	5%	(31)	4%	(24)	15%	(87)	45%	(266)	590
PID/Gender: Dem Men	27%	(139)	27%	(142)	4%	(23)	3%	(16)	15%	(79)	23%	(119)	519
PID/Gender: Dem Women	13%	(63)	21%	(102)	4%	(20)	2%	(12)	26%	(125)	33%	(159)	481
PID/Gender: Ind Men	7%	(17)	18%	(45)	7%	(16)	7%	(17)	23%	(57)	40%	(99)	250
PID/Gender: Ind Women	8%	(29)	13%	(45)	5%	(19)	1%	(3)	28%	(97)	44%	(153)	346
PID/Gender: Rep Men	18%	(52)	23%	(68)	5%	(15)	4%	(11)	13%	(39)	38%	(111)	296
PID/Gender: Rep Women	7%	(20)	14%	(42)	5%	(16)	4%	(13)	16%	(48)	53%	(155)	294
Ideo: Liberal (1-3)	18%	(130)	24%	(173)	4%	(31)	4%	(28)	24%	(172)	27%	(195)	728
Ideo: Moderate (4)	13%	(82)	22%	(133)	6%	(35)	2%	(15)	19%	(116)	38%	(233)	615
Ideo: Conservative (5-7)	14%	(94)	16%	(111)	5%	(33)	3%	(24)	18%	(123)	44%	(299)	684
Educ: < College	12%	(169)	16%	(231)	5%	(65)	4%	(55)	21%	(308)	42%	(611)	1439
Educ: Bachelors degree	17%	(84)	27%	(133)	6%	(29)	3%	(14)	20%	(99)	26%	(125)	485
Educ: Post-grad	24%	(68)	29%	(80)	5%	(15)	1%	(3)	16%	(44)	25%	(68)	278
Income: Under 50k	12%	(133)	17%	(190)	5%	(57)	3%	(39)	20%	(232)	43%	(481)	1132
Income: 50k-100k	14%	(96)	23%	(154)	4%	(29)	3%	(19)	22%	(148)	34%	(229)	675
Income: 100k+	23%	(91)	25%	(100)	6%	(24)	4%	(15)	18%	(72)	24%	(94)	395
Ethnicity: White	14%	(230)	20%	(340)	5%	(86)	3%	(52)	20%	(347)	38%	(645)	1699
Ethnicity: Hispanic	21%	(79)	25%	(96)	6%	(23)	6%	(23)	16%	(59)	26%	(99)	379

Continued on next page

Table MCEN2_2: *Do you have a favorable or unfavorable opinion of the following movies?*
The Social Network (2010)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	15%	(320)	20%	(444)	5%	(110)	3%	(72)	21%	(452)	37%	(804)	2202
Ethnicity: Black	19%	(54)	17%	(48)	3%	(9)	2%	(7)	23%	(66)	35%	(99)	283
Ethnicity: Other	17%	(36)	26%	(56)	7%	(15)	6%	(13)	18%	(39)	28%	(61)	220
All Christian	14%	(146)	19%	(195)	4%	(42)	3%	(28)	21%	(212)	38%	(386)	1008
All Non-Christian	32%	(54)	32%	(54)	3%	(6)	—	(1)	15%	(25)	18%	(31)	171
Atheist	14%	(14)	16%	(16)	12%	(12)	3%	(3)	21%	(20)	33%	(32)	96
Agnostic/Nothing in particular	11%	(62)	19%	(109)	6%	(34)	5%	(30)	22%	(130)	38%	(222)	586
Something Else	13%	(45)	20%	(70)	5%	(16)	3%	(11)	19%	(66)	39%	(134)	342
Religious Non-Protestant/Catholic	29%	(54)	30%	(56)	3%	(6)	1%	(1)	15%	(28)	21%	(39)	185
Evangelical	18%	(107)	19%	(112)	4%	(22)	2%	(13)	19%	(116)	38%	(225)	594
Non-Evangelical	10%	(76)	19%	(143)	5%	(37)	4%	(28)	22%	(159)	40%	(293)	735
Community: Urban	24%	(173)	24%	(178)	7%	(49)	3%	(22)	16%	(119)	26%	(189)	729
Community: Suburban	12%	(115)	17%	(171)	5%	(46)	4%	(42)	22%	(214)	40%	(391)	978
Community: Rural	7%	(32)	19%	(95)	3%	(15)	2%	(8)	24%	(119)	46%	(225)	495
Employ: Private Sector	22%	(161)	26%	(195)	5%	(39)	3%	(24)	20%	(149)	23%	(173)	741
Employ: Government	28%	(34)	22%	(27)	8%	(10)	3%	(3)	20%	(25)	19%	(24)	123
Employ: Self-Employed	16%	(37)	20%	(46)	6%	(14)	6%	(14)	19%	(44)	34%	(80)	234
Employ: Homemaker	7%	(11)	15%	(23)	1%	(2)	3%	(4)	24%	(36)	49%	(73)	150
Employ: Retired	6%	(31)	13%	(70)	4%	(20)	1%	(8)	23%	(125)	54%	(298)	552
Employ: Unemployed	11%	(23)	25%	(53)	9%	(19)	9%	(19)	16%	(34)	31%	(65)	214
Employ: Other	14%	(20)	15%	(21)	3%	(4)	—	(0)	22%	(30)	46%	(65)	140
Military HH: Yes	12%	(39)	15%	(49)	4%	(14)	3%	(8)	19%	(61)	47%	(154)	324
Military HH: No	15%	(282)	21%	(395)	5%	(96)	3%	(64)	21%	(391)	35%	(651)	1878
2022 House Vote: Democrat	19%	(196)	25%	(251)	6%	(57)	3%	(27)	21%	(218)	27%	(275)	1023
2022 House Vote: Republican	11%	(60)	16%	(91)	6%	(33)	5%	(27)	18%	(103)	45%	(253)	567
2022 House Vote: Someone else	4%	(2)	12%	(6)	10%	(5)	14%	(7)	27%	(14)	34%	(18)	53
2022 House Vote: Didnt Vote	11%	(62)	17%	(95)	3%	(15)	2%	(11)	21%	(117)	46%	(258)	559
2020 Vote: Joe Biden	18%	(192)	24%	(255)	5%	(51)	2%	(24)	22%	(228)	28%	(299)	1049
2020 Vote: Donald Trump	10%	(59)	16%	(97)	6%	(37)	5%	(29)	19%	(113)	45%	(272)	607
2020 Vote: Other	6%	(3)	20%	(11)	7%	(4)	4%	(2)	18%	(10)	46%	(26)	55
2020 Vote: Didn't Vote	13%	(66)	17%	(81)	4%	(18)	4%	(17)	21%	(101)	42%	(208)	490

Table MCEN2_2: *Do you have a favorable or unfavorable opinion of the following movies?*
The Social Network (2010)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	15%	(320)	20%	(444)	5%	(110)	3%	(72)	21%	(452)	37%	(804)	2202
2018 House Vote: Democrat	19%	(173)	24%	(223)	6%	(56)	2%	(20)	22%	(204)	26%	(234)	911
2018 House Vote: Republican	10%	(57)	16%	(88)	4%	(25)	6%	(34)	19%	(108)	44%	(249)	560
2018 House Vote: Didnt Vote	13%	(88)	18%	(123)	4%	(27)	3%	(18)	19%	(129)	44%	(300)	686
4-Region: Northeast	14%	(54)	23%	(87)	6%	(23)	4%	(16)	22%	(86)	31%	(120)	386
4-Region: Midwest	10%	(44)	17%	(79)	4%	(16)	1%	(7)	25%	(114)	43%	(195)	455
4-Region: South	13%	(111)	16%	(139)	6%	(49)	3%	(26)	19%	(162)	42%	(353)	840
4-Region: West	21%	(110)	27%	(139)	4%	(21)	5%	(23)	17%	(90)	26%	(137)	521
Film Fans	16%	(311)	21%	(414)	5%	(101)	3%	(53)	21%	(407)	34%	(651)	1936
TV Fans	15%	(311)	21%	(428)	5%	(100)	3%	(68)	21%	(427)	36%	(745)	2079

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

Table MCEN2_3: *Do you have a favorable or unfavorable opinion of the following movies?*
The Founder (2016)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	11%	(243)	13%	(295)	4%	(85)	3%	(67)	19%	(409)	50%	(1104)	2202
Gender: Male	16%	(173)	19%	(202)	4%	(38)	5%	(50)	15%	(163)	41%	(439)	1065
Gender: Female	6%	(70)	8%	(92)	4%	(47)	1%	(16)	21%	(239)	59%	(657)	1121
Age: 18-34	20%	(125)	19%	(119)	8%	(48)	3%	(17)	16%	(101)	35%	(221)	631
Age: 35-44	14%	(51)	18%	(67)	4%	(14)	4%	(13)	20%	(75)	41%	(152)	372
Age: 45-64	7%	(52)	11%	(80)	2%	(14)	4%	(31)	19%	(138)	56%	(397)	711
Age: 65+	3%	(14)	6%	(29)	2%	(9)	1%	(5)	19%	(95)	69%	(335)	487
GenZers: 1997-2012	14%	(31)	19%	(42)	6%	(12)	1%	(3)	14%	(31)	46%	(101)	219
Millennials: 1981-1996	19%	(139)	19%	(135)	7%	(50)	4%	(26)	19%	(134)	33%	(235)	719
GenXers: 1965-1980	10%	(52)	13%	(72)	2%	(13)	2%	(12)	19%	(102)	53%	(284)	535
Baby Boomers: 1946-1964	3%	(19)	6%	(43)	1%	(7)	4%	(25)	20%	(135)	66%	(440)	669
PID: Dem (no lean)	15%	(151)	16%	(159)	3%	(34)	3%	(32)	19%	(192)	44%	(439)	1007
PID: Ind (no lean)	6%	(36)	11%	(64)	5%	(29)	2%	(12)	20%	(118)	57%	(345)	605
PID: Rep (no lean)	9%	(55)	12%	(72)	4%	(22)	4%	(23)	17%	(98)	54%	(319)	590
PID/Gender: Dem Men	21%	(107)	21%	(111)	4%	(19)	5%	(26)	14%	(74)	35%	(182)	519
PID/Gender: Dem Women	9%	(44)	10%	(48)	3%	(15)	1%	(6)	24%	(115)	53%	(254)	481
PID/Gender: Ind Men	8%	(20)	13%	(33)	5%	(12)	4%	(10)	19%	(47)	51%	(127)	250
PID/Gender: Ind Women	5%	(16)	9%	(30)	5%	(17)	—	(2)	20%	(68)	62%	(214)	346
PID/Gender: Rep Men	15%	(45)	20%	(58)	2%	(7)	5%	(14)	14%	(41)	44%	(130)	296
PID/Gender: Rep Women	3%	(10)	5%	(14)	5%	(15)	3%	(9)	19%	(57)	64%	(189)	294
Ideo: Liberal (1-3)	13%	(98)	14%	(101)	4%	(26)	3%	(22)	21%	(155)	45%	(327)	728
Ideo: Moderate (4)	10%	(61)	15%	(93)	4%	(26)	2%	(15)	18%	(110)	50%	(310)	615
Ideo: Conservative (5-7)	11%	(75)	12%	(82)	4%	(26)	3%	(24)	17%	(115)	53%	(363)	684
Educ: < College	8%	(117)	10%	(148)	4%	(60)	3%	(49)	20%	(284)	54%	(780)	1439
Educ: Bachelors degree	15%	(72)	20%	(97)	3%	(13)	2%	(11)	18%	(86)	42%	(206)	485
Educ: Post-grad	19%	(54)	18%	(50)	5%	(13)	2%	(6)	14%	(38)	42%	(118)	278
Income: Under 50k	7%	(78)	12%	(133)	4%	(49)	3%	(37)	18%	(208)	55%	(627)	1132
Income: 50k-100k	13%	(85)	13%	(85)	4%	(24)	3%	(17)	20%	(137)	48%	(327)	675
Income: 100k+	20%	(80)	19%	(76)	3%	(13)	3%	(13)	16%	(64)	38%	(149)	395
Ethnicity: White	10%	(176)	13%	(225)	4%	(67)	3%	(51)	17%	(294)	52%	(886)	1699
Ethnicity: Hispanic	14%	(55)	16%	(61)	9%	(34)	5%	(18)	18%	(68)	38%	(144)	379

Table MCEN2_3: *Do you have a favorable or unfavorable opinion of the following movies?*
The Founder (2016)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	11%	(243)	13%	(295)	4%	(85)	3%	(67)	19%	(409)	50%	(1104)	2202
Ethnicity: Black	17%	(49)	11%	(30)	3%	(8)	2%	(6)	23%	(64)	45%	(127)	283
Ethnicity: Other	8%	(18)	18%	(40)	5%	(11)	5%	(10)	23%	(50)	41%	(91)	220
All Christian	12%	(118)	12%	(117)	3%	(34)	4%	(38)	18%	(186)	51%	(516)	1008
All Non-Christian	31%	(52)	26%	(45)	3%	(5)	1%	(2)	11%	(18)	28%	(49)	171
Atheist	9%	(9)	13%	(13)	5%	(4)	3%	(3)	17%	(16)	53%	(51)	96
Agnostic/Nothing in particular	7%	(41)	11%	(64)	5%	(29)	3%	(18)	21%	(121)	53%	(313)	586
Something Else	7%	(23)	16%	(56)	4%	(13)	2%	(6)	20%	(68)	51%	(176)	342
Religious Non-Protestant/Catholic	29%	(54)	25%	(47)	2%	(5)	1%	(2)	12%	(21)	30%	(56)	185
Evangelical	13%	(79)	13%	(80)	4%	(26)	3%	(19)	18%	(105)	48%	(286)	594
Non-Evangelical	7%	(50)	11%	(84)	3%	(22)	4%	(29)	20%	(147)	55%	(404)	735
Community: Urban	21%	(155)	19%	(136)	4%	(30)	5%	(34)	16%	(120)	35%	(254)	729
Community: Suburban	7%	(70)	10%	(99)	5%	(49)	2%	(21)	19%	(190)	56%	(550)	978
Community: Rural	4%	(17)	12%	(60)	1%	(7)	2%	(12)	20%	(99)	61%	(300)	495
Employ: Private Sector	19%	(137)	18%	(137)	4%	(33)	3%	(22)	17%	(124)	39%	(288)	741
Employ: Government	22%	(27)	14%	(17)	8%	(9)	4%	(4)	27%	(34)	26%	(32)	123
Employ: Self-Employed	12%	(29)	16%	(37)	7%	(15)	4%	(10)	18%	(43)	43%	(100)	234
Employ: Homemaker	3%	(5)	8%	(12)	1%	(2)	2%	(3)	16%	(24)	69%	(103)	150
Employ: Retired	4%	(23)	7%	(36)	2%	(9)	2%	(11)	18%	(101)	67%	(372)	552
Employ: Unemployed	6%	(13)	16%	(34)	4%	(9)	6%	(12)	19%	(40)	49%	(106)	214
Employ: Other	5%	(8)	12%	(16)	5%	(7)	3%	(4)	22%	(31)	54%	(75)	140
Military HH: Yes	10%	(31)	9%	(29)	3%	(10)	1%	(2)	15%	(49)	63%	(203)	324
Military HH: No	11%	(211)	14%	(266)	4%	(75)	3%	(65)	19%	(360)	48%	(900)	1878
2022 House Vote: Democrat	15%	(151)	15%	(157)	3%	(35)	3%	(34)	21%	(212)	42%	(434)	1023
2022 House Vote: Republican	8%	(48)	13%	(76)	4%	(23)	3%	(17)	18%	(105)	53%	(299)	567
2022 House Vote: Someone else	4%	(2)	3%	(2)	20%	(10)	11%	(6)	12%	(6)	50%	(26)	53
2022 House Vote: Didnt Vote	7%	(41)	11%	(60)	3%	(18)	2%	(10)	15%	(86)	62%	(344)	559
2020 Vote: Joe Biden	14%	(143)	15%	(160)	2%	(26)	3%	(36)	20%	(205)	46%	(479)	1049
2020 Vote: Donald Trump	8%	(47)	11%	(65)	5%	(28)	4%	(22)	20%	(121)	53%	(323)	607
2020 Vote: Other	4%	(2)	17%	(10)	2%	(1)	—	(0)	18%	(10)	59%	(33)	55
2020 Vote: Didn't Vote	10%	(50)	12%	(60)	6%	(30)	2%	(8)	15%	(73)	55%	(270)	490

Table MCEN2_3: *Do you have a favorable or unfavorable opinion of the following movies?*
The Founder (2016)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	11%	(243)	13%	(295)	4%	(85)	3%	(67)	19%	(409)	50%	(1104)	2202
2018 House Vote: Democrat	14%	(127)	15%	(137)	3%	(28)	4%	(36)	22%	(203)	42%	(379)	911
2018 House Vote: Republican	9%	(48)	12%	(68)	5%	(26)	3%	(18)	18%	(101)	53%	(300)	560
2018 House Vote: Didnt Vote	10%	(66)	12%	(83)	4%	(31)	2%	(10)	14%	(99)	58%	(397)	686
4-Region: Northeast	13%	(50)	13%	(50)	2%	(7)	5%	(18)	20%	(77)	48%	(183)	386
4-Region: Midwest	8%	(37)	11%	(50)	2%	(8)	1%	(7)	18%	(83)	59%	(269)	455
4-Region: South	8%	(67)	11%	(89)	5%	(43)	3%	(25)	18%	(149)	56%	(466)	840
4-Region: West	17%	(88)	20%	(104)	5%	(28)	3%	(17)	19%	(100)	35%	(185)	521
Film Fans	12%	(235)	14%	(277)	4%	(79)	3%	(49)	19%	(369)	48%	(927)	1936
TV Fans	11%	(232)	14%	(289)	4%	(78)	3%	(62)	19%	(391)	49%	(1028)	2079

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

Table MCEN2_4: *Do you have a favorable or unfavorable opinion of the following movies?*
House of Gucci (2021)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	14%	(298)	16%	(358)	5%	(109)	4%	(78)	29%	(648)	32%	(710)	2202
Gender: Male	17%	(184)	17%	(182)	5%	(53)	4%	(42)	25%	(271)	31%	(333)	1065
Gender: Female	10%	(114)	16%	(176)	5%	(56)	3%	(36)	33%	(370)	33%	(369)	1121
Age: 18-34	22%	(140)	17%	(109)	4%	(26)	4%	(24)	24%	(154)	28%	(178)	631
Age: 35-44	16%	(61)	16%	(59)	7%	(25)	4%	(13)	34%	(128)	23%	(85)	372
Age: 45-64	11%	(78)	17%	(120)	6%	(42)	4%	(25)	31%	(222)	32%	(225)	711
Age: 65+	4%	(19)	14%	(70)	3%	(16)	3%	(16)	30%	(145)	45%	(221)	487
GenZers: 1997-2012	16%	(35)	14%	(31)	4%	(8)	4%	(8)	22%	(48)	41%	(89)	219
Millennials: 1981-1996	22%	(158)	18%	(130)	6%	(42)	4%	(28)	29%	(210)	21%	(151)	719
GenXers: 1965-1980	11%	(58)	18%	(96)	6%	(33)	3%	(16)	31%	(168)	31%	(165)	535
Baby Boomers: 1946-1964	7%	(46)	14%	(94)	4%	(27)	4%	(25)	30%	(204)	41%	(273)	669
PID: Dem (no lean)	18%	(182)	20%	(205)	7%	(66)	3%	(28)	28%	(286)	24%	(240)	1007
PID: Ind (no lean)	9%	(52)	12%	(70)	3%	(20)	4%	(22)	32%	(193)	41%	(248)	605
PID: Rep (no lean)	11%	(64)	14%	(83)	4%	(23)	5%	(28)	29%	(169)	38%	(222)	590
PID/Gender: Dem Men	23%	(117)	22%	(113)	7%	(36)	3%	(18)	22%	(113)	24%	(122)	519
PID/Gender: Dem Women	14%	(65)	19%	(92)	6%	(30)	2%	(10)	36%	(171)	23%	(112)	481
PID/Gender: Ind Men	9%	(24)	11%	(28)	3%	(7)	4%	(9)	31%	(78)	42%	(105)	250
PID/Gender: Ind Women	8%	(29)	12%	(42)	4%	(12)	4%	(13)	32%	(109)	41%	(141)	346
PID/Gender: Rep Men	15%	(43)	14%	(42)	3%	(10)	5%	(15)	27%	(80)	36%	(106)	296
PID/Gender: Rep Women	7%	(20)	14%	(41)	5%	(14)	4%	(13)	30%	(90)	40%	(117)	294
Ideo: Liberal (1-3)	18%	(128)	19%	(137)	5%	(35)	3%	(20)	32%	(233)	24%	(175)	728
Ideo: Moderate (4)	13%	(78)	15%	(91)	7%	(42)	3%	(20)	31%	(189)	32%	(195)	615
Ideo: Conservative (5-7)	11%	(78)	16%	(108)	4%	(25)	5%	(31)	28%	(190)	37%	(252)	684
Educ: < College	11%	(154)	13%	(193)	4%	(63)	4%	(57)	31%	(444)	37%	(528)	1439
Educ: Bachelors degree	17%	(81)	20%	(98)	6%	(29)	3%	(16)	28%	(137)	25%	(123)	485
Educ: Post-grad	23%	(63)	24%	(67)	6%	(17)	2%	(5)	24%	(68)	21%	(58)	278
Income: Under 50k	10%	(115)	14%	(155)	4%	(45)	4%	(41)	29%	(325)	40%	(450)	1132
Income: 50k-100k	16%	(105)	16%	(110)	6%	(38)	4%	(25)	32%	(216)	27%	(181)	675
Income: 100k+	20%	(78)	24%	(93)	7%	(26)	3%	(12)	27%	(107)	20%	(79)	395
Ethnicity: White	13%	(223)	15%	(259)	5%	(81)	4%	(63)	30%	(513)	33%	(560)	1699
Ethnicity: Hispanic	19%	(72)	18%	(67)	6%	(23)	4%	(15)	28%	(107)	25%	(96)	379

Table MCEN2_4: *Do you have a favorable or unfavorable opinion of the following movies?*
House of Gucci (2021)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	14%	(298)	16%	(358)	5%	(109)	4%	(78)	29%	(648)	32%	(710)	2202
Ethnicity: Black	18%	(50)	19%	(55)	5%	(15)	2%	(6)	26%	(75)	29%	(83)	283
Ethnicity: Other	11%	(25)	20%	(44)	6%	(13)	4%	(9)	28%	(61)	31%	(67)	220
All Christian	14%	(144)	17%	(167)	4%	(44)	3%	(33)	28%	(285)	33%	(335)	1008
All Non-Christian	33%	(57)	28%	(49)	2%	(4)	1%	(2)	17%	(29)	18%	(31)	171
Atheist	12%	(11)	9%	(9)	7%	(6)	6%	(6)	39%	(37)	27%	(26)	96
Agnostic/Nothing in particular	9%	(51)	14%	(82)	5%	(29)	4%	(24)	32%	(189)	36%	(211)	586
Something Else	10%	(35)	15%	(51)	8%	(26)	4%	(14)	32%	(109)	31%	(106)	342
Religious Non-Protestant/Catholic	32%	(60)	27%	(50)	2%	(4)	1%	(2)	19%	(36)	18%	(34)	185
Evangelical	15%	(90)	16%	(98)	5%	(32)	3%	(17)	30%	(180)	30%	(177)	594
Non-Evangelical	10%	(74)	16%	(117)	5%	(39)	4%	(32)	28%	(209)	36%	(265)	735
Community: Urban	24%	(179)	23%	(169)	6%	(40)	3%	(19)	23%	(165)	22%	(157)	729
Community: Suburban	10%	(93)	14%	(136)	6%	(56)	5%	(47)	30%	(294)	36%	(351)	978
Community: Rural	5%	(26)	11%	(53)	3%	(13)	3%	(13)	38%	(189)	41%	(201)	495
Employ: Private Sector	22%	(162)	21%	(156)	7%	(50)	3%	(22)	27%	(197)	21%	(155)	741
Employ: Government	22%	(26)	19%	(24)	5%	(6)	2%	(2)	35%	(44)	17%	(21)	123
Employ: Self-Employed	12%	(28)	16%	(37)	5%	(12)	6%	(13)	31%	(72)	31%	(72)	234
Employ: Homemaker	3%	(4)	9%	(14)	7%	(11)	2%	(2)	43%	(65)	36%	(54)	150
Employ: Retired	7%	(38)	15%	(82)	3%	(16)	3%	(17)	28%	(155)	44%	(245)	552
Employ: Unemployed	11%	(25)	12%	(25)	4%	(9)	8%	(16)	28%	(59)	37%	(80)	214
Employ: Other	7%	(10)	11%	(15)	3%	(4)	4%	(5)	30%	(42)	45%	(63)	140
Military HH: Yes	10%	(31)	15%	(48)	5%	(17)	3%	(8)	28%	(92)	39%	(128)	324
Military HH: No	14%	(267)	16%	(310)	5%	(93)	4%	(70)	30%	(556)	31%	(582)	1878
2022 House Vote: Democrat	18%	(187)	19%	(197)	6%	(60)	4%	(39)	30%	(309)	22%	(230)	1023
2022 House Vote: Republican	9%	(54)	15%	(88)	4%	(23)	5%	(27)	26%	(147)	40%	(229)	567
2022 House Vote: Someone else	17%	(9)	3%	(2)	11%	(6)	2%	(1)	28%	(15)	38%	(20)	53
2022 House Vote: Didnt Vote	9%	(48)	13%	(71)	4%	(21)	2%	(11)	32%	(177)	41%	(231)	559
2020 Vote: Joe Biden	16%	(173)	21%	(218)	6%	(66)	3%	(35)	30%	(313)	23%	(245)	1049
2020 Vote: Donald Trump	10%	(58)	13%	(81)	4%	(27)	5%	(30)	27%	(165)	41%	(247)	607
2020 Vote: Other	7%	(4)	10%	(5)	1%	(1)	5%	(3)	30%	(17)	47%	(26)	55
2020 Vote: Didn't Vote	13%	(63)	11%	(55)	3%	(16)	2%	(11)	31%	(154)	39%	(193)	490

Table MCEN2_4: *Do you have a favorable or unfavorable opinion of the following movies?*
House of Gucci (2021)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	14%	(298)	16%	(358)	5%	(109)	4%	(78)	29%	(648)	32%	(710)	2202
2018 House Vote: Democrat	18%	(162)	20%	(186)	7%	(61)	4%	(32)	30%	(278)	21%	(192)	911
2018 House Vote: Republican	10%	(59)	14%	(81)	4%	(20)	5%	(28)	28%	(158)	38%	(214)	560
2018 House Vote: Didnt Vote	11%	(76)	12%	(84)	4%	(27)	3%	(18)	29%	(197)	41%	(284)	686
4-Region: Northeast	18%	(70)	19%	(73)	5%	(18)	3%	(10)	27%	(103)	29%	(112)	386
4-Region: Midwest	9%	(41)	12%	(56)	4%	(20)	3%	(13)	32%	(146)	39%	(179)	455
4-Region: South	10%	(87)	16%	(135)	5%	(42)	4%	(32)	30%	(251)	35%	(293)	840
4-Region: West	19%	(100)	18%	(94)	6%	(30)	4%	(23)	28%	(148)	24%	(125)	521
Film Fans	15%	(283)	17%	(336)	5%	(104)	3%	(62)	31%	(601)	28%	(550)	1936
TV Fans	14%	(287)	17%	(349)	5%	(105)	3%	(72)	30%	(629)	31%	(639)	2079

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

Table MCEN2_5: *Do you have a favorable or unfavorable opinion of the following movies?*
Ford v. Ferrari (2019)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	18%	(388)	17%	(377)	4%	(83)	3%	(76)	23%	(497)	35%	(781)	2202
Gender: Male	25%	(272)	22%	(235)	4%	(44)	3%	(37)	19%	(204)	26%	(275)	1065
Gender: Female	10%	(116)	13%	(142)	4%	(40)	4%	(39)	26%	(290)	44%	(494)	1121
Age: 18-34	27%	(168)	14%	(88)	6%	(35)	4%	(25)	17%	(105)	33%	(209)	631
Age: 35-44	19%	(69)	21%	(79)	6%	(21)	2%	(8)	21%	(77)	32%	(119)	372
Age: 45-64	14%	(98)	18%	(127)	3%	(20)	5%	(34)	27%	(190)	34%	(243)	711
Age: 65+	11%	(52)	17%	(83)	2%	(8)	2%	(9)	26%	(125)	43%	(210)	487
GenZers: 1997-2012	21%	(45)	9%	(20)	5%	(11)	5%	(10)	17%	(37)	43%	(95)	219
Millennials: 1981-1996	25%	(180)	19%	(136)	6%	(44)	3%	(23)	18%	(131)	29%	(205)	719
GenXers: 1965-1980	16%	(83)	19%	(104)	3%	(17)	2%	(13)	28%	(148)	32%	(170)	535
Baby Boomers: 1946-1964	12%	(78)	16%	(110)	1%	(10)	4%	(29)	25%	(166)	41%	(276)	669
PID: Dem (no lean)	20%	(196)	22%	(218)	3%	(32)	4%	(40)	22%	(226)	29%	(295)	1007
PID: Ind (no lean)	14%	(87)	12%	(73)	4%	(25)	1%	(9)	25%	(151)	43%	(260)	605
PID: Rep (no lean)	18%	(104)	15%	(86)	4%	(26)	5%	(27)	20%	(120)	38%	(226)	590
PID/Gender: Dem Men	27%	(141)	26%	(137)	4%	(19)	4%	(19)	17%	(89)	22%	(113)	519
PID/Gender: Dem Women	11%	(55)	17%	(81)	3%	(12)	4%	(21)	28%	(136)	36%	(174)	481
PID/Gender: Ind Men	20%	(51)	18%	(44)	4%	(11)	2%	(5)	26%	(65)	30%	(74)	250
PID/Gender: Ind Women	10%	(36)	8%	(28)	4%	(15)	1%	(3)	24%	(83)	52%	(181)	346
PID/Gender: Rep Men	27%	(79)	18%	(54)	5%	(13)	4%	(12)	17%	(50)	29%	(87)	296
PID/Gender: Rep Women	9%	(25)	11%	(32)	4%	(13)	5%	(14)	24%	(70)	47%	(139)	294
Ideo: Liberal (1-3)	20%	(144)	20%	(143)	3%	(23)	3%	(21)	24%	(175)	30%	(222)	728
Ideo: Moderate (4)	17%	(102)	17%	(105)	5%	(28)	4%	(24)	20%	(122)	38%	(234)	615
Ideo: Conservative (5-7)	18%	(123)	16%	(112)	4%	(27)	4%	(24)	23%	(155)	36%	(243)	684
Educ: < College	15%	(209)	14%	(203)	4%	(59)	4%	(56)	23%	(335)	40%	(577)	1439
Educ: Bachelors degree	22%	(104)	21%	(104)	4%	(17)	2%	(11)	23%	(114)	28%	(135)	485
Educ: Post-grad	27%	(75)	25%	(70)	3%	(8)	3%	(9)	17%	(48)	25%	(70)	278
Income: Under 50k	13%	(149)	12%	(135)	4%	(42)	4%	(42)	23%	(255)	45%	(508)	1132
Income: 50k-100k	20%	(134)	20%	(132)	4%	(29)	3%	(19)	24%	(163)	29%	(197)	675
Income: 100k+	27%	(105)	28%	(109)	3%	(12)	4%	(14)	20%	(78)	19%	(76)	395
Ethnicity: White	18%	(308)	17%	(292)	3%	(57)	3%	(58)	23%	(383)	35%	(601)	1699
Ethnicity: Hispanic	26%	(97)	17%	(63)	4%	(14)	7%	(26)	17%	(65)	30%	(114)	379

Table MCEN2_5: *Do you have a favorable or unfavorable opinion of the following movies?*
Ford v. Ferrari (2019)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	18%	(388)	17%	(377)	4%	(83)	3%	(76)	23%	(497)	35%	(781)	2202
Ethnicity: Black	18%	(52)	13%	(37)	4%	(10)	3%	(10)	23%	(64)	39%	(111)	283
Ethnicity: Other	12%	(27)	22%	(48)	7%	(16)	4%	(8)	23%	(50)	32%	(70)	220
All Christian	18%	(183)	19%	(188)	3%	(35)	3%	(35)	22%	(218)	35%	(350)	1008
All Non-Christian	29%	(49)	30%	(51)	4%	(7)	1%	(2)	14%	(24)	22%	(38)	171
Atheist	15%	(15)	10%	(9)	5%	(5)	4%	(4)	34%	(32)	32%	(31)	96
Agnostic/Nothing in particular	15%	(85)	14%	(80)	3%	(20)	4%	(22)	25%	(148)	39%	(230)	586
Something Else	16%	(56)	14%	(48)	5%	(16)	4%	(13)	22%	(75)	39%	(132)	342
Religious Non-Protestant/Catholic	29%	(53)	28%	(51)	4%	(8)	1%	(2)	14%	(26)	24%	(44)	185
Evangelical	20%	(121)	17%	(103)	5%	(27)	3%	(19)	22%	(128)	33%	(197)	594
Non-Evangelical	15%	(109)	17%	(125)	3%	(24)	4%	(31)	23%	(167)	38%	(279)	735
Community: Urban	25%	(183)	21%	(156)	5%	(37)	4%	(26)	19%	(136)	26%	(191)	729
Community: Suburban	14%	(136)	16%	(158)	4%	(35)	4%	(39)	23%	(224)	39%	(386)	978
Community: Rural	14%	(69)	13%	(63)	2%	(11)	2%	(11)	28%	(136)	41%	(204)	495
Employ: Private Sector	25%	(182)	23%	(170)	5%	(37)	3%	(20)	20%	(152)	24%	(180)	741
Employ: Government	26%	(32)	22%	(27)	4%	(5)	6%	(7)	18%	(22)	25%	(31)	123
Employ: Self-Employed	18%	(43)	19%	(44)	3%	(8)	4%	(10)	23%	(53)	32%	(75)	234
Employ: Homemaker	10%	(15)	8%	(12)	1%	(1)	5%	(8)	28%	(42)	48%	(71)	150
Employ: Retired	12%	(65)	15%	(82)	2%	(10)	2%	(13)	24%	(134)	45%	(249)	552
Employ: Unemployed	11%	(23)	12%	(25)	7%	(15)	8%	(17)	23%	(49)	40%	(85)	214
Employ: Other	16%	(23)	9%	(13)	5%	(7)	1%	(1)	24%	(34)	45%	(63)	140
Military HH: Yes	16%	(52)	19%	(61)	4%	(13)	4%	(12)	19%	(63)	38%	(124)	324
Military HH: No	18%	(336)	17%	(316)	4%	(71)	3%	(64)	23%	(434)	35%	(657)	1878
2022 House Vote: Democrat	21%	(213)	21%	(212)	4%	(40)	3%	(34)	23%	(238)	28%	(286)	1023
2022 House Vote: Republican	16%	(92)	16%	(90)	4%	(20)	4%	(25)	23%	(128)	37%	(212)	567
2022 House Vote: Someone else	25%	(13)	23%	(12)	10%	(5)	1%	(1)	12%	(6)	30%	(16)	53
2022 House Vote: Didnt Vote	12%	(69)	11%	(64)	3%	(19)	3%	(17)	22%	(124)	48%	(266)	559
2020 Vote: Joe Biden	20%	(213)	21%	(225)	3%	(35)	3%	(36)	23%	(242)	28%	(298)	1049
2020 Vote: Donald Trump	15%	(92)	16%	(97)	3%	(20)	5%	(30)	23%	(137)	38%	(230)	607
2020 Vote: Other	10%	(5)	14%	(8)	6%	(3)	4%	(2)	21%	(12)	46%	(25)	55
2020 Vote: Didn't Vote	16%	(77)	10%	(47)	5%	(26)	2%	(8)	21%	(105)	46%	(227)	490

Continued on next page

Table MCEN2_5: *Do you have a favorable or unfavorable opinion of the following movies?*
Ford v. Ferrari (2019)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	18%	(388)	17%	(377)	4%	(83)	3%	(76)	23%	(497)	35%	(781)	2202
2018 House Vote: Democrat	21%	(193)	22%	(203)	3%	(30)	3%	(31)	24%	(220)	26%	(233)	911
2018 House Vote: Republican	17%	(97)	15%	(81)	4%	(23)	5%	(26)	22%	(122)	37%	(210)	560
2018 House Vote: Didnt Vote	13%	(92)	12%	(84)	4%	(29)	2%	(17)	21%	(144)	47%	(320)	686
4-Region: Northeast	18%	(71)	19%	(72)	2%	(7)	5%	(18)	22%	(86)	34%	(132)	386
4-Region: Midwest	12%	(56)	17%	(79)	3%	(13)	2%	(7)	26%	(118)	40%	(182)	455
4-Region: South	14%	(119)	14%	(121)	4%	(37)	4%	(34)	23%	(192)	40%	(336)	840
4-Region: West	27%	(141)	20%	(104)	5%	(26)	3%	(17)	19%	(101)	25%	(131)	521
Film Fans	19%	(369)	19%	(359)	4%	(79)	3%	(50)	22%	(433)	33%	(647)	1936
TV Fans	18%	(382)	18%	(367)	4%	(77)	3%	(67)	23%	(476)	34%	(710)	2079

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

Table MCEN2_6: *Do you have a favorable or unfavorable opinion of the following movies?*
Transformers (2007)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	30%	(662)	27%	(589)	6%	(139)	4%	(94)	24%	(526)	9%	(191)	2202
Gender: Male	39%	(411)	26%	(275)	6%	(69)	4%	(45)	18%	(195)	7%	(70)	1065
Gender: Female	22%	(250)	27%	(308)	6%	(70)	4%	(48)	29%	(328)	11%	(118)	1121
Age: 18-34	47%	(298)	23%	(146)	7%	(47)	5%	(33)	10%	(63)	7%	(45)	631
Age: 35-44	39%	(144)	28%	(106)	8%	(30)	4%	(15)	17%	(63)	4%	(14)	372
Age: 45-64	24%	(169)	33%	(234)	5%	(37)	5%	(37)	25%	(179)	8%	(56)	711
Age: 65+	10%	(51)	21%	(104)	5%	(26)	2%	(10)	45%	(221)	15%	(75)	487
GenZers: 1997-2012	42%	(91)	21%	(47)	10%	(21)	4%	(9)	12%	(27)	11%	(23)	219
Millennials: 1981-1996	46%	(329)	26%	(190)	7%	(51)	5%	(38)	11%	(77)	5%	(35)	719
GenXers: 1965-1980	26%	(140)	34%	(180)	5%	(28)	4%	(24)	24%	(131)	6%	(32)	535
Baby Boomers: 1946-1964	14%	(97)	24%	(161)	5%	(36)	3%	(23)	39%	(264)	13%	(88)	669
PID: Dem (no lean)	35%	(350)	27%	(273)	5%	(54)	4%	(42)	22%	(218)	7%	(71)	1007
PID: Ind (no lean)	23%	(140)	30%	(181)	7%	(45)	4%	(25)	24%	(147)	11%	(66)	605
PID: Rep (no lean)	29%	(173)	23%	(135)	7%	(40)	5%	(28)	27%	(161)	9%	(55)	590
PID/Gender: Dem Men	44%	(229)	26%	(134)	6%	(31)	4%	(22)	15%	(76)	5%	(27)	519
PID/Gender: Dem Women	25%	(121)	28%	(136)	5%	(23)	4%	(20)	29%	(141)	8%	(40)	481
PID/Gender: Ind Men	24%	(60)	32%	(80)	9%	(22)	6%	(15)	21%	(53)	8%	(21)	250
PID/Gender: Ind Women	23%	(79)	28%	(97)	7%	(23)	3%	(10)	27%	(92)	13%	(45)	346
PID/Gender: Rep Men	42%	(123)	20%	(60)	5%	(15)	3%	(9)	22%	(66)	7%	(22)	296
PID/Gender: Rep Women	17%	(50)	25%	(75)	8%	(24)	6%	(19)	32%	(95)	11%	(33)	294
Ideo: Liberal (1-3)	31%	(228)	27%	(194)	6%	(45)	6%	(45)	22%	(161)	8%	(55)	728
Ideo: Moderate (4)	33%	(202)	28%	(170)	6%	(36)	3%	(18)	23%	(143)	8%	(46)	615
Ideo: Conservative (5-7)	26%	(177)	27%	(187)	7%	(47)	4%	(26)	27%	(186)	9%	(61)	684
Educ: < College	31%	(448)	26%	(367)	6%	(80)	5%	(71)	24%	(339)	9%	(133)	1439
Educ: Bachelors degree	26%	(128)	31%	(149)	9%	(42)	3%	(15)	24%	(118)	7%	(34)	485
Educ: Post-grad	31%	(86)	26%	(74)	6%	(17)	3%	(8)	25%	(69)	9%	(25)	278
Income: Under 50k	28%	(314)	27%	(300)	6%	(66)	5%	(55)	25%	(283)	10%	(113)	1132
Income: 50k-100k	32%	(215)	26%	(173)	6%	(43)	4%	(24)	24%	(165)	8%	(55)	675
Income: 100k+	34%	(133)	29%	(115)	8%	(31)	4%	(15)	20%	(78)	6%	(23)	395
Ethnicity: White	28%	(475)	27%	(463)	6%	(109)	5%	(77)	25%	(432)	8%	(143)	1699
Ethnicity: Hispanic	47%	(179)	24%	(93)	6%	(24)	6%	(22)	11%	(40)	5%	(21)	379

Table MCEN2_6: *Do you have a favorable or unfavorable opinion of the following movies?*
Transformers (2007)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	30%	(662)	27%	(589)	6%	(139)	4%	(94)	24%	(526)	9%	(191)	2202
Ethnicity: Black	43%	(123)	21%	(60)	4%	(12)	1%	(2)	18%	(52)	12%	(35)	283
Ethnicity: Other	30%	(65)	30%	(67)	8%	(18)	7%	(15)	19%	(42)	6%	(13)	220
All Christian	28%	(284)	27%	(268)	6%	(61)	3%	(33)	27%	(276)	8%	(86)	1008
All Non-Christian	49%	(83)	21%	(35)	3%	(5)	3%	(5)	19%	(32)	6%	(10)	171
Atheist	19%	(18)	35%	(34)	5%	(5)	7%	(6)	25%	(24)	9%	(9)	96
Agnostic/Nothing in particular	27%	(157)	26%	(152)	7%	(42)	7%	(39)	23%	(134)	10%	(61)	586
Something Else	35%	(119)	30%	(101)	8%	(26)	3%	(10)	17%	(59)	8%	(26)	342
Religious Non-Protestant/Catholic	46%	(84)	23%	(42)	3%	(6)	4%	(7)	19%	(35)	6%	(10)	185
Evangelical	33%	(198)	30%	(176)	5%	(31)	3%	(16)	22%	(132)	7%	(42)	594
Non-Evangelical	28%	(202)	25%	(181)	7%	(52)	4%	(29)	28%	(203)	9%	(68)	735
Community: Urban	40%	(293)	25%	(181)	4%	(33)	4%	(27)	18%	(134)	8%	(62)	729
Community: Suburban	25%	(244)	28%	(270)	8%	(80)	5%	(49)	26%	(250)	9%	(85)	978
Community: Rural	25%	(126)	28%	(138)	5%	(26)	4%	(19)	29%	(142)	9%	(44)	495
Employ: Private Sector	38%	(285)	27%	(201)	7%	(52)	5%	(35)	17%	(129)	5%	(39)	741
Employ: Government	43%	(52)	23%	(29)	8%	(10)	3%	(4)	20%	(24)	3%	(4)	123
Employ: Self-Employed	36%	(85)	25%	(59)	6%	(14)	9%	(20)	19%	(45)	4%	(10)	234
Employ: Homemaker	18%	(28)	40%	(60)	5%	(8)	3%	(5)	23%	(34)	10%	(15)	150
Employ: Retired	14%	(79)	23%	(125)	5%	(29)	2%	(13)	39%	(214)	17%	(93)	552
Employ: Unemployed	33%	(71)	28%	(61)	6%	(13)	6%	(12)	20%	(42)	7%	(14)	214
Employ: Other	33%	(47)	30%	(42)	6%	(9)	3%	(5)	22%	(31)	5%	(7)	140
Military HH: Yes	26%	(86)	30%	(97)	6%	(21)	3%	(9)	26%	(83)	9%	(30)	324
Military HH: No	31%	(577)	26%	(493)	6%	(118)	5%	(85)	24%	(443)	9%	(162)	1878
2022 House Vote: Democrat	34%	(353)	26%	(266)	6%	(63)	3%	(34)	24%	(244)	6%	(64)	1023
2022 House Vote: Republican	24%	(133)	28%	(158)	7%	(40)	5%	(27)	27%	(152)	10%	(57)	567
2022 House Vote: Someone else	26%	(14)	21%	(11)	1%	(1)	23%	(12)	19%	(10)	10%	(5)	53
2022 House Vote: Didnt Vote	29%	(162)	28%	(155)	6%	(36)	4%	(21)	21%	(120)	12%	(65)	559
2020 Vote: Joe Biden	33%	(344)	28%	(289)	6%	(58)	4%	(43)	22%	(236)	8%	(80)	1049
2020 Vote: Donald Trump	26%	(156)	26%	(157)	7%	(42)	4%	(26)	28%	(170)	9%	(56)	607
2020 Vote: Other	23%	(13)	33%	(18)	6%	(4)	2%	(1)	24%	(13)	12%	(6)	55
2020 Vote: Didn't Vote	31%	(150)	26%	(126)	7%	(35)	5%	(24)	22%	(106)	10%	(49)	490

Table MCEN2_6: *Do you have a favorable or unfavorable opinion of the following movies?*
Transformers (2007)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	30%	(662)	27%	(589)	6%	(139)	4%	(94)	24%	(526)	9%	(191)	2202
2018 House Vote: Democrat	34%	(312)	27%	(244)	6%	(54)	3%	(31)	23%	(211)	7%	(60)	911
2018 House Vote: Republican	26%	(143)	25%	(140)	6%	(34)	5%	(30)	28%	(157)	10%	(56)	560
2018 House Vote: Didnt Vote	28%	(195)	28%	(192)	7%	(48)	5%	(32)	21%	(147)	10%	(72)	686
4-Region: Northeast	29%	(113)	22%	(86)	5%	(21)	4%	(17)	30%	(115)	9%	(33)	386
4-Region: Midwest	25%	(114)	24%	(108)	8%	(35)	3%	(15)	30%	(135)	11%	(50)	455
4-Region: South	30%	(250)	29%	(245)	7%	(56)	4%	(32)	22%	(182)	9%	(75)	840
4-Region: West	36%	(186)	29%	(150)	5%	(28)	6%	(31)	18%	(94)	6%	(33)	521
Film Fans	32%	(611)	29%	(555)	6%	(116)	4%	(79)	23%	(442)	7%	(132)	1936
TV Fans	31%	(643)	27%	(560)	6%	(130)	4%	(85)	24%	(493)	8%	(168)	2079

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

Table MCEN2_7: *Do you have a favorable or unfavorable opinion of the following movies?*
The Lego Movie (2014)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	22%	(476)	24%	(536)	6%	(130)	4%	(86)	33%	(736)	11%	(239)	2202
Gender: Male	25%	(263)	25%	(268)	8%	(82)	4%	(46)	28%	(295)	11%	(112)	1065
Gender: Female	19%	(209)	23%	(258)	4%	(48)	4%	(40)	39%	(439)	11%	(127)	1121
Age: 18-34	39%	(245)	26%	(162)	7%	(45)	3%	(21)	18%	(113)	7%	(45)	631
Age: 35-44	27%	(102)	30%	(111)	6%	(21)	3%	(11)	25%	(93)	9%	(34)	372
Age: 45-64	14%	(99)	23%	(164)	7%	(52)	6%	(43)	39%	(276)	11%	(78)	711
Age: 65+	6%	(30)	20%	(99)	2%	(11)	2%	(11)	52%	(255)	17%	(82)	487
GenZers: 1997-2012	33%	(73)	25%	(55)	10%	(22)	5%	(12)	18%	(40)	7%	(16)	219
Millennials: 1981-1996	36%	(260)	28%	(201)	6%	(42)	3%	(20)	19%	(140)	8%	(57)	719
GenXers: 1965-1980	16%	(87)	26%	(137)	7%	(35)	6%	(31)	36%	(195)	9%	(51)	535
Baby Boomers: 1946-1964	8%	(51)	20%	(134)	5%	(30)	3%	(23)	49%	(329)	15%	(103)	669
PID: Dem (no lean)	25%	(250)	26%	(264)	6%	(63)	4%	(43)	29%	(288)	10%	(101)	1007
PID: Ind (no lean)	20%	(120)	20%	(119)	6%	(34)	3%	(17)	39%	(234)	13%	(81)	605
PID: Rep (no lean)	18%	(106)	26%	(153)	5%	(32)	4%	(27)	36%	(214)	10%	(58)	590
PID/Gender: Dem Men	28%	(143)	28%	(145)	8%	(41)	5%	(25)	22%	(116)	9%	(49)	519
PID/Gender: Dem Women	22%	(105)	24%	(115)	5%	(22)	4%	(17)	35%	(170)	11%	(52)	481
PID/Gender: Ind Men	20%	(50)	20%	(50)	9%	(23)	3%	(6)	36%	(90)	13%	(32)	250
PID/Gender: Ind Women	20%	(68)	19%	(64)	3%	(12)	3%	(10)	42%	(144)	14%	(48)	346
PID/Gender: Rep Men	23%	(69)	25%	(74)	6%	(18)	5%	(14)	30%	(89)	11%	(32)	296
PID/Gender: Rep Women	13%	(37)	27%	(79)	5%	(15)	4%	(12)	42%	(125)	9%	(27)	294
Ideo: Liberal (1-3)	24%	(174)	24%	(178)	6%	(42)	5%	(37)	30%	(221)	10%	(76)	728
Ideo: Moderate (4)	22%	(132)	26%	(159)	6%	(34)	3%	(20)	33%	(203)	11%	(67)	615
Ideo: Conservative (5-7)	17%	(118)	26%	(178)	6%	(40)	3%	(23)	38%	(259)	10%	(67)	684
Educ: < College	21%	(307)	22%	(319)	6%	(86)	5%	(69)	34%	(486)	12%	(171)	1439
Educ: Bachelors degree	21%	(101)	29%	(142)	5%	(26)	2%	(9)	34%	(164)	9%	(42)	485
Educ: Post-grad	24%	(68)	27%	(75)	6%	(18)	3%	(7)	31%	(85)	9%	(26)	278
Income: Under 50k	21%	(235)	20%	(225)	6%	(73)	4%	(46)	36%	(404)	13%	(148)	1132
Income: 50k-100k	23%	(154)	27%	(182)	5%	(34)	4%	(25)	32%	(219)	9%	(61)	675
Income: 100k+	22%	(86)	33%	(129)	6%	(23)	4%	(14)	29%	(113)	8%	(30)	395
Ethnicity: White	21%	(356)	24%	(409)	6%	(95)	4%	(62)	35%	(588)	11%	(190)	1699
Ethnicity: Hispanic	38%	(143)	25%	(96)	4%	(16)	4%	(16)	17%	(64)	11%	(44)	379

Table MCEN2_7: *Do you have a favorable or unfavorable opinion of the following movies?*
The Lego Movie (2014)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	22%	(476)	24%	(536)	6%	(130)	4%	(86)	33%	(736)	11%	(239)	2202
Ethnicity: Black	26%	(73)	23%	(66)	6%	(16)	5%	(14)	30%	(84)	11%	(31)	283
Ethnicity: Other	21%	(47)	28%	(61)	9%	(19)	5%	(10)	29%	(64)	8%	(19)	220
All Christian	20%	(201)	26%	(260)	5%	(47)	4%	(37)	33%	(337)	13%	(127)	1008
All Non-Christian	36%	(61)	26%	(44)	5%	(8)	3%	(5)	24%	(41)	7%	(11)	171
Atheist	23%	(22)	23%	(22)	1%	(1)	5%	(5)	36%	(34)	12%	(11)	96
Agnostic/Nothing in particular	19%	(112)	21%	(124)	8%	(48)	4%	(24)	37%	(217)	10%	(60)	586
Something Else	23%	(78)	25%	(85)	7%	(25)	4%	(14)	31%	(107)	9%	(30)	342
Religious Non-Protestant/Catholic	34%	(63)	28%	(51)	5%	(10)	3%	(5)	24%	(44)	6%	(11)	185
Evangelical	23%	(138)	26%	(153)	5%	(31)	4%	(22)	32%	(189)	10%	(61)	594
Non-Evangelical	18%	(135)	24%	(180)	5%	(39)	4%	(32)	35%	(255)	13%	(95)	735
Community: Urban	29%	(208)	24%	(175)	8%	(55)	5%	(34)	26%	(193)	9%	(66)	729
Community: Suburban	17%	(169)	25%	(242)	5%	(50)	4%	(37)	38%	(373)	11%	(107)	978
Community: Rural	20%	(98)	24%	(119)	5%	(25)	3%	(15)	34%	(170)	14%	(67)	495
Employ: Private Sector	29%	(216)	27%	(201)	7%	(49)	5%	(39)	25%	(186)	7%	(49)	741
Employ: Government	35%	(43)	35%	(43)	5%	(6)	2%	(2)	18%	(22)	6%	(7)	123
Employ: Self-Employed	19%	(44)	29%	(67)	7%	(16)	6%	(13)	32%	(75)	8%	(19)	234
Employ: Homemaker	18%	(27)	23%	(35)	4%	(6)	3%	(4)	40%	(60)	11%	(17)	150
Employ: Retired	8%	(42)	19%	(104)	5%	(27)	2%	(13)	48%	(265)	19%	(102)	552
Employ: Unemployed	24%	(51)	22%	(47)	6%	(12)	4%	(8)	35%	(74)	10%	(21)	214
Employ: Other	24%	(34)	18%	(25)	8%	(11)	4%	(5)	31%	(44)	15%	(21)	140
Military HH: Yes	18%	(60)	22%	(70)	4%	(13)	3%	(11)	40%	(128)	13%	(42)	324
Military HH: No	22%	(416)	25%	(466)	6%	(117)	4%	(75)	32%	(607)	10%	(197)	1878
2022 House Vote: Democrat	24%	(244)	27%	(272)	5%	(53)	3%	(35)	32%	(329)	9%	(90)	1023
2022 House Vote: Republican	18%	(101)	23%	(132)	6%	(32)	4%	(24)	37%	(212)	12%	(66)	567
2022 House Vote: Someone else	25%	(13)	19%	(10)	13%	(7)	9%	(5)	31%	(16)	4%	(2)	53
2022 House Vote: Didnt Vote	21%	(117)	22%	(122)	7%	(38)	4%	(22)	32%	(178)	14%	(81)	559
2020 Vote: Joe Biden	23%	(243)	27%	(286)	5%	(50)	4%	(42)	31%	(328)	10%	(100)	1049
2020 Vote: Donald Trump	16%	(98)	22%	(133)	6%	(37)	4%	(25)	39%	(238)	12%	(75)	607
2020 Vote: Other	24%	(13)	21%	(12)	9%	(5)	1%	(1)	40%	(22)	5%	(3)	55
2020 Vote: Didn't Vote	25%	(122)	21%	(105)	8%	(38)	4%	(17)	30%	(148)	12%	(61)	490

Table MCEN2_7: *Do you have a favorable or unfavorable opinion of the following movies?*
The Lego Movie (2014)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	22%	(476)	24%	(536)	6%	(130)	4%	(86)	33%	(736)	11%	(239)	2202
2018 House Vote: Democrat	24%	(216)	28%	(252)	5%	(45)	4%	(33)	31%	(282)	9%	(83)	911
2018 House Vote: Republican	19%	(105)	22%	(121)	5%	(26)	4%	(20)	40%	(223)	12%	(66)	560
2018 House Vote: Didnt Vote	21%	(145)	22%	(154)	8%	(54)	4%	(30)	31%	(215)	13%	(88)	686
4-Region: Northeast	21%	(80)	22%	(85)	7%	(26)	5%	(21)	36%	(138)	9%	(36)	386
4-Region: Midwest	18%	(84)	25%	(112)	6%	(28)	3%	(13)	35%	(159)	13%	(59)	455
4-Region: South	20%	(165)	23%	(197)	4%	(34)	4%	(30)	37%	(307)	13%	(106)	840
4-Region: West	28%	(146)	27%	(142)	8%	(41)	4%	(22)	25%	(132)	7%	(39)	521
Film Fans	23%	(445)	26%	(506)	6%	(118)	4%	(71)	33%	(631)	9%	(165)	1936
TV Fans	22%	(454)	25%	(521)	6%	(123)	4%	(76)	33%	(696)	10%	(209)	2079

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

Table MCEN2_8: *Do you have a favorable or unfavorable opinion of the following movies?*
The Super Mario Bros. Movie (2023)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	22%	(495)	15%	(335)	4%	(85)	4%	(81)	44%	(964)	11%	(242)	2202
Gender: Male	28%	(297)	17%	(186)	5%	(50)	5%	(54)	35%	(372)	10%	(107)	1065
Gender: Female	17%	(191)	13%	(149)	3%	(35)	2%	(27)	52%	(586)	12%	(134)	1121
Age: 18-34	39%	(243)	17%	(106)	4%	(26)	3%	(17)	32%	(202)	6%	(38)	631
Age: 35-44	28%	(103)	18%	(69)	3%	(13)	5%	(18)	40%	(149)	5%	(20)	372
Age: 45-64	16%	(111)	14%	(101)	5%	(36)	5%	(38)	47%	(338)	12%	(89)	711
Age: 65+	8%	(37)	12%	(60)	2%	(11)	2%	(8)	57%	(276)	20%	(96)	487
GenZers: 1997-2012	33%	(72)	15%	(33)	7%	(15)	3%	(6)	35%	(77)	7%	(15)	219
Millennials: 1981-1996	36%	(259)	19%	(135)	3%	(24)	4%	(29)	33%	(237)	5%	(34)	719
GenXers: 1965-1980	18%	(98)	14%	(76)	5%	(26)	5%	(24)	46%	(246)	12%	(66)	535
Baby Boomers: 1946-1964	9%	(62)	12%	(80)	3%	(21)	3%	(21)	55%	(371)	17%	(115)	669
PID: Dem (no lean)	28%	(280)	17%	(170)	5%	(47)	3%	(33)	37%	(375)	10%	(101)	1007
PID: Ind (no lean)	16%	(98)	12%	(74)	3%	(18)	2%	(11)	54%	(326)	13%	(76)	605
PID: Rep (no lean)	20%	(116)	15%	(91)	3%	(20)	6%	(36)	44%	(262)	11%	(65)	590
PID/Gender: Dem Men	34%	(176)	18%	(96)	6%	(32)	5%	(24)	26%	(137)	10%	(53)	519
PID/Gender: Dem Women	21%	(99)	15%	(74)	3%	(15)	2%	(9)	49%	(237)	10%	(48)	481
PID/Gender: Ind Men	17%	(43)	17%	(44)	3%	(6)	2%	(6)	51%	(127)	10%	(24)	250
PID/Gender: Ind Women	16%	(54)	9%	(30)	3%	(12)	2%	(5)	56%	(195)	15%	(51)	346
PID/Gender: Rep Men	26%	(78)	16%	(46)	4%	(11)	8%	(24)	36%	(108)	10%	(29)	296
PID/Gender: Rep Women	13%	(38)	15%	(45)	3%	(9)	4%	(13)	53%	(155)	12%	(35)	294
Ideo: Liberal (1-3)	26%	(190)	16%	(120)	3%	(25)	3%	(23)	40%	(292)	11%	(79)	728
Ideo: Moderate (4)	22%	(138)	16%	(101)	3%	(20)	4%	(24)	44%	(268)	11%	(65)	615
Ideo: Conservative (5-7)	19%	(131)	14%	(97)	4%	(27)	4%	(29)	48%	(328)	11%	(73)	684
Educ: < College	22%	(309)	14%	(201)	4%	(54)	5%	(66)	45%	(650)	11%	(159)	1439
Educ: Bachelors degree	20%	(99)	19%	(92)	3%	(15)	2%	(9)	44%	(215)	11%	(55)	485
Educ: Post-grad	31%	(86)	15%	(43)	6%	(16)	2%	(6)	36%	(100)	10%	(28)	278
Income: Under 50k	19%	(219)	14%	(157)	5%	(53)	3%	(39)	46%	(518)	13%	(145)	1132
Income: 50k-100k	23%	(154)	16%	(109)	3%	(18)	4%	(28)	45%	(301)	10%	(65)	675
Income: 100k+	31%	(121)	17%	(68)	4%	(15)	3%	(13)	37%	(146)	8%	(31)	395
Ethnicity: White	21%	(362)	15%	(260)	4%	(69)	4%	(64)	44%	(749)	12%	(196)	1699
Ethnicity: Hispanic	39%	(149)	18%	(67)	6%	(22)	6%	(24)	27%	(101)	4%	(17)	379

Table MCEN2_8: *Do you have a favorable or unfavorable opinion of the following movies?*
The Super Mario Bros. Movie (2023)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	22%	(495)	15%	(335)	4%	(85)	4%	(81)	44%	(964)	11%	(242)	2202
Ethnicity: Black	26%	(74)	13%	(36)	4%	(12)	3%	(7)	43%	(121)	11%	(32)	283
Ethnicity: Other	27%	(59)	18%	(39)	2%	(4)	4%	(9)	43%	(94)	6%	(14)	220
All Christian	23%	(234)	16%	(163)	4%	(37)	4%	(40)	42%	(420)	11%	(113)	1008
All Non-Christian	44%	(74)	16%	(28)	3%	(6)	—	(1)	28%	(48)	8%	(14)	171
Atheist	12%	(11)	9%	(9)	4%	(3)	5%	(5)	52%	(50)	18%	(17)	96
Agnostic/Nothing in particular	17%	(102)	12%	(68)	5%	(30)	5%	(28)	50%	(292)	11%	(65)	586
Something Else	21%	(72)	20%	(67)	3%	(10)	2%	(7)	45%	(153)	9%	(32)	342
Religious Non-Protestant/Catholic	41%	(75)	17%	(32)	5%	(10)	—	(1)	28%	(51)	9%	(16)	185
Evangelical	25%	(147)	18%	(108)	4%	(22)	4%	(21)	43%	(253)	7%	(44)	594
Non-Evangelical	20%	(150)	15%	(112)	3%	(19)	4%	(30)	44%	(326)	13%	(99)	735
Community: Urban	32%	(230)	16%	(115)	5%	(36)	4%	(29)	36%	(263)	8%	(56)	729
Community: Suburban	19%	(189)	14%	(141)	3%	(32)	3%	(32)	47%	(461)	13%	(124)	978
Community: Rural	15%	(75)	16%	(79)	3%	(17)	4%	(20)	49%	(241)	13%	(62)	495
Employ: Private Sector	30%	(223)	17%	(128)	3%	(25)	6%	(45)	35%	(256)	9%	(64)	741
Employ: Government	37%	(45)	20%	(24)	7%	(8)	1%	(2)	31%	(38)	5%	(6)	123
Employ: Self-Employed	25%	(58)	23%	(54)	6%	(14)	3%	(7)	39%	(91)	4%	(9)	234
Employ: Homemaker	15%	(22)	10%	(16)	1%	(2)	2%	(3)	62%	(92)	9%	(14)	150
Employ: Retired	8%	(45)	13%	(72)	4%	(24)	2%	(10)	53%	(294)	20%	(108)	552
Employ: Unemployed	23%	(50)	9%	(20)	4%	(9)	4%	(9)	50%	(107)	9%	(19)	214
Employ: Other	23%	(32)	13%	(18)	2%	(3)	3%	(5)	44%	(62)	15%	(21)	140
Military HH: Yes	15%	(47)	13%	(42)	4%	(13)	4%	(14)	48%	(156)	16%	(53)	324
Military HH: No	24%	(447)	16%	(294)	4%	(72)	4%	(66)	43%	(809)	10%	(189)	1878
2022 House Vote: Democrat	27%	(272)	16%	(166)	4%	(41)	3%	(35)	40%	(409)	10%	(101)	1023
2022 House Vote: Republican	19%	(109)	15%	(84)	3%	(16)	5%	(28)	47%	(265)	12%	(66)	567
2022 House Vote: Someone else	26%	(14)	22%	(12)	3%	(2)	1%	(1)	42%	(22)	5%	(3)	53
2022 House Vote: Didnt Vote	18%	(100)	13%	(74)	5%	(26)	3%	(17)	48%	(269)	13%	(72)	559
2020 Vote: Joe Biden	25%	(262)	17%	(174)	4%	(37)	3%	(31)	41%	(430)	11%	(115)	1049
2020 Vote: Donald Trump	17%	(104)	14%	(85)	4%	(24)	5%	(28)	49%	(299)	11%	(66)	607
2020 Vote: Other	22%	(12)	17%	(10)	1%	(1)	—	(0)	48%	(27)	11%	(6)	55
2020 Vote: Didn't Vote	24%	(116)	14%	(66)	5%	(24)	4%	(22)	42%	(208)	11%	(55)	490

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Table MCEN2_8: *Do you have a favorable or unfavorable opinion of the following movies?*
The Super Mario Bros. Movie (2023)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	22%	(495)	15%	(335)	4%	(85)	4%	(81)	44%	(964)	11%	(242)	2202
2018 House Vote: Democrat	27%	(244)	17%	(151)	4%	(35)	3%	(29)	40%	(364)	10%	(88)	911
2018 House Vote: Republican	19%	(108)	13%	(72)	4%	(21)	5%	(29)	47%	(265)	12%	(65)	560
2018 House Vote: Didnt Vote	19%	(133)	16%	(109)	4%	(29)	3%	(20)	45%	(310)	13%	(86)	686
4-Region: Northeast	22%	(85)	15%	(58)	3%	(11)	5%	(17)	43%	(166)	12%	(48)	386
4-Region: Midwest	19%	(87)	12%	(56)	3%	(11)	2%	(11)	48%	(218)	15%	(70)	455
4-Region: South	18%	(154)	17%	(144)	4%	(33)	4%	(32)	45%	(381)	11%	(96)	840
4-Region: West	32%	(169)	15%	(77)	6%	(30)	4%	(20)	38%	(198)	5%	(28)	521
Film Fans	24%	(460)	16%	(319)	4%	(70)	3%	(61)	44%	(854)	9%	(171)	1936
TV Fans	23%	(475)	15%	(320)	4%	(77)	4%	(77)	44%	(922)	10%	(208)	2079

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

Table MCEN2_9: *Do you have a favorable or unfavorable opinion of the following movies?*
G.I. Joe: The Rise of Cobra (2009)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	18%	(386)	20%	(450)	7%	(147)	5%	(99)	30%	(662)	21%	(458)	2202
Gender: Male	26%	(279)	28%	(296)	8%	(85)	5%	(48)	21%	(225)	12%	(132)	1065
Gender: Female	9%	(105)	14%	(152)	5%	(61)	5%	(51)	38%	(428)	29%	(324)	1121
Age: 18-34	30%	(192)	23%	(144)	7%	(43)	5%	(32)	19%	(119)	16%	(101)	631
Age: 35-44	17%	(63)	25%	(94)	11%	(40)	4%	(16)	28%	(106)	14%	(53)	372
Age: 45-64	14%	(97)	23%	(164)	5%	(38)	6%	(42)	34%	(240)	18%	(131)	711
Age: 65+	7%	(33)	10%	(48)	5%	(26)	2%	(10)	41%	(198)	35%	(172)	487
GenZers: 1997-2012	26%	(56)	19%	(42)	8%	(17)	7%	(15)	20%	(43)	21%	(47)	219
Millennials: 1981-1996	27%	(193)	25%	(183)	9%	(62)	4%	(32)	22%	(156)	13%	(93)	719
GenXers: 1965-1980	14%	(75)	25%	(134)	6%	(34)	6%	(30)	32%	(173)	16%	(88)	535
Baby Boomers: 1946-1964	9%	(62)	13%	(88)	5%	(30)	3%	(21)	39%	(262)	31%	(206)	669
PID: Dem (no lean)	20%	(205)	22%	(223)	7%	(71)	4%	(41)	27%	(274)	19%	(192)	1007
PID: Ind (no lean)	14%	(83)	20%	(119)	6%	(36)	4%	(24)	33%	(201)	23%	(141)	605
PID: Rep (no lean)	17%	(98)	18%	(107)	7%	(40)	6%	(34)	32%	(187)	21%	(125)	590
PID/Gender: Dem Men	30%	(155)	30%	(155)	9%	(47)	4%	(20)	17%	(90)	10%	(52)	519
PID/Gender: Dem Women	10%	(50)	14%	(68)	5%	(24)	4%	(22)	37%	(178)	29%	(139)	481
PID/Gender: Ind Men	17%	(43)	28%	(71)	6%	(16)	5%	(12)	28%	(70)	16%	(39)	250
PID/Gender: Ind Women	11%	(38)	14%	(48)	6%	(19)	4%	(12)	37%	(127)	29%	(101)	346
PID/Gender: Rep Men	28%	(81)	24%	(70)	8%	(22)	6%	(16)	22%	(65)	14%	(41)	296
PID/Gender: Rep Women	6%	(16)	12%	(37)	6%	(18)	6%	(17)	42%	(122)	28%	(84)	294
Ideo: Liberal (1-3)	20%	(146)	20%	(148)	8%	(55)	5%	(33)	28%	(205)	19%	(140)	728
Ideo: Moderate (4)	18%	(113)	22%	(135)	7%	(41)	4%	(25)	28%	(172)	21%	(127)	615
Ideo: Conservative (5-7)	15%	(99)	19%	(133)	7%	(48)	4%	(30)	34%	(234)	21%	(141)	684
Educ: < College	18%	(256)	18%	(263)	6%	(90)	5%	(74)	31%	(450)	21%	(306)	1439
Educ: Bachelors degree	15%	(72)	24%	(114)	8%	(41)	3%	(16)	29%	(143)	20%	(99)	485
Educ: Post-grad	21%	(58)	26%	(72)	6%	(16)	3%	(9)	25%	(69)	19%	(53)	278
Income: Under 50k	16%	(185)	18%	(198)	7%	(81)	6%	(64)	32%	(357)	22%	(247)	1132
Income: 50k-100k	18%	(120)	21%	(140)	6%	(41)	3%	(21)	31%	(210)	21%	(143)	675
Income: 100k+	20%	(80)	28%	(111)	6%	(25)	4%	(15)	24%	(95)	17%	(69)	395
Ethnicity: White	16%	(272)	19%	(320)	7%	(116)	5%	(77)	32%	(541)	22%	(374)	1699
Ethnicity: Hispanic	31%	(119)	20%	(76)	9%	(36)	6%	(24)	20%	(77)	12%	(47)	379

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Table MCEN2_9: *Do you have a favorable or unfavorable opinion of the following movies?*
G.I. Joe: The Rise of Cobra (2009)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	18%	(386)	20%	(450)	7%	(147)	5%	(99)	30%	(662)	21%	(458)	2202
Ethnicity: Black	28%	(78)	22%	(61)	7%	(18)	3%	(7)	25%	(70)	17%	(49)	283
Ethnicity: Other	16%	(36)	31%	(69)	6%	(13)	7%	(15)	23%	(50)	16%	(36)	220
All Christian	17%	(172)	20%	(205)	6%	(58)	3%	(34)	31%	(317)	22%	(223)	1008
All Non-Christian	33%	(57)	26%	(44)	5%	(9)	2%	(4)	18%	(30)	15%	(26)	171
Atheist	7%	(7)	17%	(16)	10%	(10)	5%	(5)	39%	(37)	22%	(21)	96
Agnostic/Nothing in particular	13%	(74)	20%	(115)	9%	(51)	7%	(39)	30%	(173)	23%	(134)	586
Something Else	22%	(77)	20%	(70)	5%	(19)	5%	(17)	31%	(105)	16%	(55)	342
Religious Non-Protestant/Catholic	32%	(58)	26%	(48)	5%	(9)	4%	(7)	19%	(34)	15%	(28)	185
Evangelical	24%	(143)	23%	(134)	4%	(24)	4%	(24)	29%	(172)	16%	(97)	594
Non-Evangelical	13%	(98)	18%	(133)	7%	(54)	4%	(26)	34%	(248)	24%	(177)	735
Community: Urban	27%	(196)	24%	(177)	6%	(41)	4%	(32)	23%	(165)	16%	(118)	729
Community: Suburban	13%	(124)	19%	(190)	9%	(83)	5%	(49)	32%	(315)	22%	(218)	978
Community: Rural	13%	(67)	17%	(83)	5%	(23)	4%	(19)	37%	(182)	25%	(122)	495
Employ: Private Sector	22%	(162)	28%	(206)	7%	(55)	4%	(33)	25%	(182)	14%	(104)	741
Employ: Government	28%	(34)	19%	(24)	4%	(6)	6%	(8)	19%	(24)	24%	(29)	123
Employ: Self-Employed	22%	(52)	22%	(52)	8%	(20)	7%	(16)	23%	(53)	17%	(41)	234
Employ: Homemaker	8%	(12)	12%	(18)	6%	(9)	4%	(5)	47%	(71)	23%	(35)	150
Employ: Retired	9%	(51)	13%	(71)	5%	(29)	3%	(15)	39%	(213)	32%	(174)	552
Employ: Unemployed	20%	(43)	19%	(41)	7%	(15)	6%	(14)	31%	(67)	16%	(33)	214
Employ: Other	18%	(26)	21%	(29)	6%	(8)	5%	(8)	28%	(39)	22%	(31)	140
Military HH: Yes	18%	(57)	22%	(72)	5%	(15)	5%	(16)	33%	(106)	18%	(58)	324
Military HH: No	18%	(329)	20%	(378)	7%	(132)	4%	(83)	30%	(556)	21%	(400)	1878
2022 House Vote: Democrat	20%	(203)	23%	(230)	7%	(73)	4%	(39)	27%	(281)	19%	(197)	1023
2022 House Vote: Republican	14%	(81)	20%	(113)	7%	(40)	5%	(28)	33%	(185)	21%	(120)	567
2022 House Vote: Someone else	19%	(10)	33%	(17)	11%	(6)	2%	(1)	20%	(11)	15%	(8)	53
2022 House Vote: Didnt Vote	16%	(92)	16%	(89)	5%	(28)	6%	(31)	33%	(185)	24%	(134)	559
2020 Vote: Joe Biden	19%	(200)	23%	(243)	6%	(68)	4%	(39)	27%	(287)	20%	(213)	1049
2020 Vote: Donald Trump	14%	(86)	19%	(113)	8%	(50)	6%	(37)	32%	(192)	21%	(129)	607
2020 Vote: Other	11%	(6)	17%	(10)	9%	(5)	—	(0)	39%	(22)	24%	(13)	55
2020 Vote: Didn't Vote	19%	(95)	17%	(84)	5%	(24)	5%	(23)	33%	(161)	21%	(103)	490

Table MCEN2_9: *Do you have a favorable or unfavorable opinion of the following movies?*
G.I. Joe: The Rise of Cobra (2009)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	18%	(386)	20%	(450)	7%	(147)	5%	(99)	30%	(662)	21%	(458)	2202
2018 House Vote: Democrat	20%	(182)	23%	(210)	7%	(60)	4%	(32)	28%	(254)	19%	(172)	911
2018 House Vote: Republican	16%	(91)	18%	(103)	7%	(37)	6%	(33)	31%	(176)	21%	(120)	560
2018 House Vote: Didnt Vote	15%	(101)	19%	(130)	7%	(46)	5%	(33)	32%	(217)	23%	(159)	686
4-Region: Northeast	17%	(64)	17%	(64)	6%	(23)	6%	(23)	31%	(120)	24%	(92)	386
4-Region: Midwest	13%	(60)	19%	(86)	5%	(21)	3%	(15)	29%	(133)	31%	(141)	455
4-Region: South	17%	(145)	20%	(164)	7%	(58)	4%	(35)	33%	(281)	19%	(157)	840
4-Region: West	23%	(118)	26%	(135)	9%	(46)	5%	(26)	25%	(129)	13%	(68)	521
Film Fans	18%	(353)	22%	(421)	7%	(135)	4%	(81)	30%	(579)	19%	(367)	1936
TV Fans	18%	(376)	21%	(429)	7%	(137)	4%	(90)	30%	(631)	20%	(416)	2079

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

Table MCEN2_10: *Do you have a favorable or unfavorable opinion of the following movies?*
Dungeons and Dragons: Honor Among Thieves (2023)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	16%	(344)	14%	(299)	5%	(120)	4%	(85)	39%	(858)	23%	(497)	2202
Gender: Male	22%	(232)	17%	(185)	7%	(74)	5%	(49)	33%	(354)	16%	(171)	1065
Gender: Female	10%	(110)	10%	(110)	4%	(46)	3%	(36)	44%	(494)	29%	(326)	1121
Age: 18-34	27%	(172)	16%	(101)	7%	(44)	2%	(10)	31%	(195)	17%	(109)	631
Age: 35-44	19%	(70)	15%	(56)	7%	(27)	5%	(18)	38%	(140)	16%	(61)	372
Age: 45-64	12%	(83)	13%	(90)	5%	(36)	6%	(41)	42%	(297)	23%	(163)	711
Age: 65+	4%	(18)	11%	(52)	3%	(13)	3%	(16)	46%	(226)	33%	(163)	487
GenZers: 1997-2012	21%	(46)	14%	(31)	9%	(20)	2%	(4)	38%	(84)	16%	(34)	219
Millennials: 1981-1996	26%	(187)	17%	(121)	7%	(50)	3%	(21)	31%	(223)	16%	(117)	719
GenXers: 1965-1980	13%	(68)	14%	(77)	5%	(26)	4%	(23)	41%	(218)	23%	(122)	535
Baby Boomers: 1946-1964	6%	(42)	9%	(61)	4%	(25)	5%	(32)	46%	(310)	30%	(200)	669
PID: Dem (no lean)	21%	(208)	17%	(168)	6%	(57)	4%	(39)	36%	(359)	18%	(177)	1007
PID: Ind (no lean)	9%	(57)	9%	(55)	5%	(33)	3%	(19)	44%	(265)	29%	(176)	605
PID: Rep (no lean)	13%	(79)	13%	(76)	5%	(30)	5%	(27)	40%	(234)	24%	(144)	590
PID/Gender: Dem Men	27%	(139)	21%	(110)	8%	(39)	5%	(26)	26%	(137)	13%	(68)	519
PID/Gender: Dem Women	14%	(69)	11%	(55)	4%	(18)	3%	(12)	45%	(219)	23%	(108)	481
PID/Gender: Ind Men	10%	(25)	12%	(31)	8%	(21)	5%	(12)	42%	(105)	23%	(57)	250
PID/Gender: Ind Women	9%	(30)	7%	(24)	3%	(11)	2%	(8)	44%	(153)	34%	(119)	346
PID/Gender: Rep Men	23%	(68)	15%	(45)	5%	(14)	4%	(11)	38%	(113)	15%	(46)	296
PID/Gender: Rep Women	4%	(11)	11%	(31)	6%	(17)	5%	(16)	41%	(122)	33%	(98)	294
Ideo: Liberal (1-3)	22%	(157)	14%	(100)	6%	(45)	4%	(27)	37%	(271)	17%	(127)	728
Ideo: Moderate (4)	15%	(93)	15%	(94)	4%	(27)	4%	(22)	39%	(241)	23%	(139)	615
Ideo: Conservative (5-7)	12%	(80)	14%	(96)	4%	(29)	4%	(29)	41%	(277)	25%	(173)	684
Educ: < College	14%	(199)	11%	(161)	6%	(84)	4%	(64)	41%	(593)	24%	(339)	1439
Educ: Bachelors degree	16%	(79)	17%	(81)	5%	(22)	3%	(16)	38%	(183)	21%	(104)	485
Educ: Post-grad	24%	(66)	21%	(57)	5%	(13)	2%	(5)	29%	(82)	20%	(54)	278
Income: Under 50k	12%	(139)	12%	(130)	6%	(69)	4%	(49)	39%	(441)	27%	(303)	1132
Income: 50k-100k	17%	(114)	14%	(92)	5%	(37)	4%	(24)	41%	(274)	20%	(134)	675
Income: 100k+	23%	(90)	19%	(77)	4%	(14)	3%	(12)	36%	(142)	15%	(60)	395
Ethnicity: White	15%	(257)	13%	(227)	5%	(90)	4%	(73)	39%	(656)	23%	(396)	1699
Ethnicity: Hispanic	29%	(110)	15%	(57)	11%	(40)	5%	(18)	26%	(97)	15%	(57)	379

Table MCEN2_10: *Do you have a favorable or unfavorable opinion of the following movies?*
Dungeons and Dragons: Honor Among Thieves (2023)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	16%	(344)	14%	(299)	5%	(120)	4%	(85)	39%	(858)	23%	(497)	2202
Ethnicity: Black	17%	(47)	15%	(43)	6%	(18)	2%	(6)	39%	(110)	21%	(60)	283
Ethnicity: Other	18%	(39)	13%	(29)	5%	(12)	3%	(6)	42%	(92)	19%	(41)	220
All Christian	16%	(162)	14%	(139)	5%	(48)	4%	(45)	37%	(372)	24%	(243)	1008
All Non-Christian	34%	(59)	23%	(40)	3%	(5)	1%	(2)	24%	(41)	14%	(24)	171
Atheist	12%	(12)	10%	(9)	2%	(2)	4%	(3)	54%	(52)	18%	(17)	96
Agnostic/Nothing in particular	10%	(61)	12%	(67)	7%	(39)	3%	(19)	44%	(260)	24%	(139)	586
Something Else	15%	(51)	13%	(44)	7%	(25)	5%	(16)	39%	(132)	22%	(73)	342
Religious Non-Protestant/Catholic	34%	(62)	22%	(41)	4%	(7)	2%	(3)	24%	(45)	14%	(26)	185
Evangelical	20%	(116)	15%	(89)	5%	(30)	4%	(26)	36%	(213)	20%	(120)	594
Non-Evangelical	12%	(86)	12%	(85)	6%	(41)	5%	(35)	40%	(293)	27%	(195)	735
Community: Urban	23%	(171)	20%	(143)	5%	(35)	4%	(30)	31%	(226)	17%	(125)	729
Community: Suburban	12%	(116)	11%	(108)	6%	(59)	4%	(35)	42%	(413)	25%	(247)	978
Community: Rural	12%	(57)	10%	(47)	5%	(26)	4%	(20)	44%	(219)	25%	(125)	495
Employ: Private Sector	25%	(183)	19%	(139)	6%	(41)	4%	(31)	33%	(243)	14%	(104)	741
Employ: Government	28%	(34)	11%	(13)	11%	(13)	2%	(2)	38%	(47)	11%	(14)	123
Employ: Self-Employed	15%	(36)	15%	(36)	7%	(17)	3%	(8)	38%	(88)	21%	(48)	234
Employ: Homemaker	5%	(8)	8%	(12)	2%	(2)	2%	(3)	53%	(79)	31%	(46)	150
Employ: Retired	6%	(31)	10%	(56)	4%	(21)	4%	(19)	43%	(238)	34%	(186)	552
Employ: Unemployed	13%	(28)	11%	(22)	6%	(12)	7%	(14)	43%	(91)	21%	(45)	214
Employ: Other	12%	(17)	9%	(12)	9%	(12)	5%	(7)	36%	(51)	30%	(42)	140
Military HH: Yes	12%	(39)	13%	(42)	3%	(10)	3%	(10)	45%	(147)	23%	(76)	324
Military HH: No	16%	(305)	14%	(257)	6%	(109)	4%	(75)	38%	(711)	22%	(421)	1878
2022 House Vote: Democrat	20%	(207)	16%	(161)	6%	(57)	4%	(41)	38%	(392)	16%	(167)	1023
2022 House Vote: Republican	11%	(64)	13%	(76)	5%	(27)	5%	(26)	41%	(233)	25%	(141)	567
2022 House Vote: Someone else	18%	(9)	5%	(3)	15%	(8)	3%	(2)	28%	(15)	31%	(17)	53
2022 House Vote: Didnt Vote	11%	(64)	11%	(60)	5%	(28)	3%	(16)	39%	(218)	31%	(172)	559
2020 Vote: Joe Biden	19%	(198)	16%	(168)	4%	(45)	4%	(39)	38%	(404)	19%	(196)	1049
2020 Vote: Donald Trump	10%	(62)	12%	(71)	7%	(42)	5%	(32)	42%	(252)	24%	(148)	607
2020 Vote: Other	8%	(4)	12%	(7)	1%	(0)	—	(0)	40%	(22)	38%	(21)	55
2020 Vote: Didn't Vote	16%	(79)	11%	(54)	6%	(32)	3%	(14)	37%	(180)	27%	(132)	490

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Table MCEN2_10: *Do you have a favorable or unfavorable opinion of the following movies?*
Dungeons and Dragons: Honor Among Thieves (2023)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	16%	(344)	14%	(299)	5%	(120)	4%	(85)	39%	(858)	23%	(497)	2202
2018 House Vote: Democrat	20%	(182)	16%	(144)	6%	(53)	4%	(36)	38%	(345)	17%	(152)	911
2018 House Vote: Republican	12%	(68)	11%	(62)	4%	(24)	5%	(29)	43%	(241)	24%	(136)	560
2018 House Vote: Didnt Vote	13%	(88)	13%	(87)	6%	(42)	3%	(18)	37%	(257)	28%	(194)	686
4-Region: Northeast	14%	(56)	12%	(47)	6%	(22)	8%	(32)	35%	(134)	25%	(95)	386
4-Region: Midwest	12%	(55)	10%	(43)	3%	(15)	3%	(12)	45%	(204)	28%	(126)	455
4-Region: South	15%	(122)	13%	(106)	6%	(47)	3%	(29)	40%	(337)	24%	(199)	840
4-Region: West	21%	(111)	20%	(103)	7%	(36)	2%	(12)	35%	(184)	15%	(77)	521
Film Fans	17%	(330)	15%	(288)	5%	(100)	3%	(60)	40%	(779)	20%	(379)	1936
TV Fans	16%	(335)	14%	(291)	5%	(112)	4%	(74)	39%	(820)	21%	(447)	2079

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

Table MCEN2_11: *Do you have a favorable or unfavorable opinion of the following movies?*
Tetris (2023)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	11%	(247)	11%	(243)	3%	(71)	4%	(83)	34%	(759)	36%	(799)	2202
Gender: Male	17%	(176)	14%	(154)	4%	(45)	5%	(53)	31%	(333)	28%	(303)	1065
Gender: Female	6%	(70)	8%	(89)	2%	(26)	3%	(30)	37%	(414)	44%	(491)	1121
Age: 18-34	19%	(117)	15%	(94)	4%	(25)	5%	(30)	29%	(185)	28%	(179)	631
Age: 35-44	17%	(62)	12%	(45)	5%	(19)	2%	(9)	35%	(132)	28%	(106)	372
Age: 45-64	8%	(60)	10%	(70)	2%	(17)	5%	(36)	39%	(276)	36%	(253)	711
Age: 65+	1%	(7)	7%	(34)	2%	(11)	2%	(8)	34%	(166)	54%	(261)	487
GenZers: 1997-2012	11%	(25)	15%	(33)	2%	(5)	6%	(14)	30%	(67)	35%	(76)	219
Millennials: 1981-1996	20%	(146)	14%	(102)	5%	(38)	3%	(25)	31%	(226)	25%	(182)	719
GenXers: 1965-1980	11%	(60)	10%	(55)	3%	(14)	3%	(17)	39%	(207)	34%	(182)	535
Baby Boomers: 1946-1964	2%	(15)	7%	(49)	2%	(14)	4%	(24)	36%	(238)	49%	(329)	669
PID: Dem (no lean)	15%	(154)	12%	(125)	3%	(29)	4%	(45)	34%	(342)	31%	(312)	1007
PID: Ind (no lean)	6%	(37)	8%	(51)	3%	(18)	3%	(21)	37%	(221)	42%	(257)	605
PID: Rep (no lean)	9%	(55)	11%	(68)	4%	(25)	3%	(17)	33%	(195)	39%	(231)	590
PID/Gender: Dem Men	22%	(113)	16%	(85)	3%	(17)	5%	(27)	28%	(147)	25%	(130)	519
PID/Gender: Dem Women	9%	(41)	8%	(40)	2%	(11)	4%	(19)	39%	(188)	38%	(182)	481
PID/Gender: Ind Men	7%	(19)	10%	(26)	4%	(11)	7%	(16)	37%	(93)	34%	(86)	250
PID/Gender: Ind Women	5%	(19)	7%	(24)	2%	(8)	1%	(4)	36%	(124)	48%	(167)	346
PID/Gender: Rep Men	15%	(45)	14%	(42)	6%	(17)	4%	(10)	32%	(93)	30%	(87)	296
PID/Gender: Rep Women	3%	(10)	9%	(25)	3%	(8)	2%	(7)	34%	(102)	49%	(143)	294
Ideo: Liberal (1-3)	13%	(94)	12%	(90)	2%	(17)	5%	(35)	36%	(260)	32%	(232)	728
Ideo: Moderate (4)	11%	(70)	12%	(75)	4%	(25)	3%	(16)	35%	(218)	34%	(211)	615
Ideo: Conservative (5-7)	10%	(65)	10%	(71)	3%	(24)	3%	(21)	33%	(228)	40%	(275)	684
Educ: < College	9%	(126)	8%	(120)	3%	(40)	4%	(64)	37%	(532)	39%	(556)	1439
Educ: Bachelors degree	11%	(54)	17%	(83)	3%	(17)	3%	(13)	32%	(157)	33%	(161)	485
Educ: Post-grad	24%	(67)	15%	(41)	5%	(14)	2%	(6)	25%	(69)	30%	(82)	278
Income: Under 50k	8%	(93)	10%	(108)	3%	(35)	5%	(51)	34%	(381)	41%	(464)	1132
Income: 50k-100k	12%	(78)	11%	(77)	3%	(22)	3%	(18)	38%	(260)	33%	(220)	675
Income: 100k+	19%	(75)	15%	(58)	4%	(14)	3%	(14)	30%	(118)	29%	(115)	395
Ethnicity: White	11%	(183)	11%	(189)	3%	(58)	3%	(59)	33%	(561)	38%	(650)	1699
Ethnicity: Hispanic	18%	(68)	13%	(48)	3%	(12)	7%	(27)	31%	(118)	28%	(105)	379

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Table MCEN2_11: *Do you have a favorable or unfavorable opinion of the following movies?*
Tetris (2023)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	11%	(247)	11%	(243)	3%	(71)	4%	(83)	34%	(759)	36%	(799)	2202
Ethnicity: Black	16%	(44)	11%	(30)	4%	(11)	4%	(10)	34%	(97)	32%	(91)	283
Ethnicity: Other	9%	(20)	11%	(24)	1%	(2)	6%	(14)	46%	(101)	26%	(58)	220
All Christian	10%	(98)	13%	(126)	2%	(25)	4%	(42)	33%	(337)	38%	(380)	1008
All Non-Christian	38%	(65)	14%	(24)	2%	(4)	—	(1)	20%	(34)	25%	(43)	171
Atheist	4%	(4)	8%	(7)	3%	(3)	4%	(4)	46%	(45)	35%	(33)	96
Agnostic/Nothing in particular	7%	(38)	10%	(56)	3%	(20)	4%	(26)	38%	(223)	38%	(222)	586
Something Else	12%	(41)	9%	(30)	6%	(19)	3%	(11)	35%	(120)	35%	(121)	342
Religious Non-Protestant/Catholic	35%	(65)	14%	(26)	3%	(5)	1%	(2)	20%	(38)	26%	(48)	185
Evangelical	12%	(73)	13%	(76)	4%	(24)	4%	(24)	32%	(188)	35%	(209)	594
Non-Evangelical	7%	(55)	10%	(74)	3%	(19)	4%	(30)	36%	(268)	39%	(289)	735
Community: Urban	21%	(154)	16%	(115)	3%	(24)	4%	(29)	30%	(216)	26%	(191)	729
Community: Suburban	6%	(56)	10%	(96)	3%	(29)	4%	(41)	38%	(369)	40%	(388)	978
Community: Rural	7%	(36)	7%	(32)	4%	(19)	3%	(14)	35%	(174)	45%	(220)	495
Employ: Private Sector	18%	(136)	17%	(124)	3%	(23)	3%	(26)	33%	(243)	26%	(190)	741
Employ: Government	21%	(26)	7%	(9)	5%	(6)	6%	(7)	28%	(35)	33%	(41)	123
Employ: Self-Employed	11%	(26)	11%	(25)	6%	(14)	7%	(16)	34%	(79)	31%	(73)	234
Employ: Homemaker	3%	(5)	5%	(8)	—	(1)	2%	(3)	44%	(65)	46%	(68)	150
Employ: Retired	3%	(17)	7%	(38)	2%	(13)	3%	(15)	34%	(189)	51%	(281)	552
Employ: Unemployed	9%	(19)	12%	(25)	4%	(8)	6%	(14)	35%	(75)	34%	(73)	214
Employ: Other	12%	(17)	8%	(12)	3%	(5)	2%	(3)	35%	(49)	40%	(56)	140
Military HH: Yes	8%	(26)	11%	(34)	3%	(9)	3%	(10)	34%	(109)	42%	(136)	324
Military HH: No	12%	(220)	11%	(209)	3%	(63)	4%	(73)	35%	(649)	35%	(663)	1878
2022 House Vote: Democrat	14%	(147)	12%	(126)	3%	(34)	4%	(38)	35%	(358)	31%	(321)	1023
2022 House Vote: Republican	9%	(50)	12%	(70)	3%	(14)	3%	(18)	34%	(193)	39%	(222)	567
2022 House Vote: Someone else	2%	(1)	4%	(2)	1%	(1)	28%	(15)	33%	(18)	32%	(17)	53
2022 House Vote: Didnt Vote	9%	(49)	8%	(46)	4%	(23)	2%	(13)	34%	(190)	43%	(239)	559
2020 Vote: Joe Biden	13%	(139)	13%	(136)	3%	(30)	4%	(37)	36%	(380)	31%	(326)	1049
2020 Vote: Donald Trump	7%	(44)	9%	(57)	3%	(18)	4%	(27)	35%	(210)	41%	(251)	607
2020 Vote: Other	6%	(3)	14%	(8)	—	(0)	—	(0)	27%	(15)	53%	(29)	55
2020 Vote: Didn't Vote	12%	(60)	8%	(41)	5%	(24)	4%	(19)	31%	(154)	39%	(192)	490

Table MCEN2_11: *Do you have a favorable or unfavorable opinion of the following movies?*
Tetris (2023)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	11%	(247)	11%	(243)	3%	(71)	4%	(83)	34%	(759)	36%	(799)	2202
2018 House Vote: Democrat	15%	(133)	12%	(111)	3%	(26)	4%	(38)	36%	(328)	30%	(275)	911
2018 House Vote: Republican	9%	(49)	10%	(56)	2%	(14)	5%	(29)	34%	(188)	40%	(224)	560
2018 House Vote: Didnt Vote	9%	(64)	10%	(70)	4%	(31)	2%	(13)	33%	(228)	41%	(280)	686
4-Region: Northeast	13%	(51)	13%	(49)	3%	(10)	5%	(21)	33%	(128)	33%	(127)	386
4-Region: Midwest	9%	(40)	10%	(44)	2%	(8)	2%	(9)	34%	(157)	43%	(198)	455
4-Region: South	9%	(77)	10%	(86)	3%	(24)	3%	(28)	35%	(290)	40%	(335)	840
4-Region: West	15%	(79)	12%	(65)	6%	(29)	5%	(26)	35%	(184)	27%	(139)	521
Film Fans	12%	(228)	12%	(237)	3%	(66)	3%	(62)	36%	(689)	34%	(654)	1936
TV Fans	11%	(232)	11%	(236)	3%	(67)	4%	(76)	35%	(726)	36%	(742)	2079

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

Table MCEN2_12: *Do you have a favorable or unfavorable opinion of the following movies?*
Air (2023)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	11%	(247)	12%	(263)	4%	(80)	3%	(70)	31%	(684)	39%	(857)	2202
Gender: Male	16%	(167)	16%	(166)	5%	(53)	4%	(40)	30%	(316)	30%	(323)	1065
Gender: Female	7%	(80)	9%	(97)	2%	(26)	3%	(30)	32%	(360)	47%	(528)	1121
Age: 18-34	16%	(103)	14%	(89)	5%	(33)	4%	(28)	25%	(156)	35%	(222)	631
Age: 35-44	12%	(46)	17%	(61)	4%	(13)	3%	(12)	33%	(123)	31%	(116)	372
Age: 45-64	11%	(76)	11%	(79)	4%	(26)	3%	(24)	34%	(240)	38%	(268)	711
Age: 65+	5%	(23)	7%	(34)	1%	(7)	1%	(6)	34%	(166)	52%	(252)	487
GenZers: 1997-2012	12%	(27)	11%	(23)	7%	(16)	5%	(11)	23%	(50)	41%	(91)	219
Millennials: 1981-1996	16%	(112)	17%	(123)	4%	(30)	4%	(28)	29%	(208)	30%	(217)	719
GenXers: 1965-1980	12%	(64)	12%	(67)	4%	(21)	2%	(8)	34%	(181)	36%	(194)	535
Baby Boomers: 1946-1964	7%	(44)	7%	(46)	1%	(9)	3%	(22)	34%	(226)	48%	(322)	669
PID: Dem (no lean)	15%	(154)	16%	(164)	4%	(39)	3%	(26)	33%	(328)	29%	(296)	1007
PID: Ind (no lean)	6%	(39)	7%	(41)	3%	(20)	3%	(18)	33%	(199)	48%	(287)	605
PID: Rep (no lean)	9%	(55)	10%	(58)	4%	(21)	4%	(26)	27%	(157)	46%	(274)	590
PID/Gender: Dem Men	21%	(108)	20%	(105)	5%	(28)	3%	(17)	29%	(150)	21%	(111)	519
PID/Gender: Dem Women	9%	(45)	12%	(59)	2%	(11)	2%	(9)	36%	(175)	38%	(181)	481
PID/Gender: Ind Men	8%	(21)	8%	(19)	5%	(11)	5%	(12)	35%	(86)	40%	(101)	250
PID/Gender: Ind Women	5%	(18)	6%	(22)	2%	(9)	2%	(6)	31%	(108)	53%	(184)	346
PID/Gender: Rep Men	13%	(38)	14%	(42)	5%	(14)	4%	(11)	27%	(79)	38%	(111)	296
PID/Gender: Rep Women	6%	(17)	5%	(16)	2%	(7)	5%	(15)	26%	(77)	55%	(162)	294
Ideo: Liberal (1-3)	14%	(103)	14%	(100)	4%	(33)	4%	(29)	34%	(247)	30%	(217)	728
Ideo: Moderate (4)	11%	(70)	14%	(88)	3%	(19)	3%	(16)	32%	(196)	37%	(227)	615
Ideo: Conservative (5-7)	9%	(65)	10%	(66)	3%	(17)	3%	(23)	28%	(194)	47%	(319)	684
Educ: < College	9%	(123)	8%	(122)	4%	(51)	4%	(57)	33%	(468)	43%	(619)	1439
Educ: Bachelors degree	15%	(75)	16%	(79)	4%	(19)	2%	(9)	30%	(143)	33%	(160)	485
Educ: Post-grad	18%	(50)	23%	(63)	4%	(10)	2%	(5)	26%	(73)	28%	(78)	278
Income: Under 50k	8%	(87)	9%	(104)	4%	(41)	4%	(45)	32%	(362)	44%	(493)	1132
Income: 50k-100k	13%	(90)	12%	(79)	4%	(24)	2%	(13)	31%	(211)	38%	(257)	675
Income: 100k+	18%	(70)	20%	(80)	4%	(14)	3%	(12)	28%	(111)	27%	(107)	395
Ethnicity: White	11%	(180)	12%	(202)	3%	(53)	3%	(57)	30%	(503)	41%	(705)	1699
Ethnicity: Hispanic	14%	(54)	14%	(55)	3%	(12)	6%	(24)	29%	(110)	33%	(125)	379

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Table MCEN2_12: *Do you have a favorable or unfavorable opinion of the following movies?*
Air (2023)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	11%	(247)	12%	(263)	4%	(80)	3%	(70)	31%	(684)	39%	(857)	2202
Ethnicity: Black	17%	(47)	11%	(32)	5%	(13)	2%	(5)	39%	(111)	27%	(76)	283
Ethnicity: Other	9%	(20)	13%	(29)	6%	(14)	4%	(9)	32%	(71)	35%	(77)	220
All Christian	12%	(124)	13%	(126)	3%	(28)	3%	(34)	30%	(302)	39%	(395)	1008
All Non-Christian	25%	(42)	28%	(47)	5%	(8)	1%	(1)	20%	(34)	22%	(38)	171
Atheist	6%	(6)	14%	(13)	1%	(1)	2%	(2)	38%	(36)	40%	(38)	96
Agnostic/Nothing in particular	7%	(38)	7%	(42)	5%	(30)	4%	(25)	37%	(216)	40%	(234)	586
Something Else	11%	(37)	10%	(35)	4%	(12)	3%	(9)	28%	(96)	44%	(152)	342
Religious Non-Protestant/Catholic	24%	(44)	28%	(52)	4%	(8)	1%	(1)	20%	(37)	23%	(43)	185
Evangelical	15%	(89)	12%	(73)	3%	(19)	3%	(15)	30%	(180)	37%	(218)	594
Non-Evangelical	9%	(67)	10%	(73)	3%	(20)	4%	(29)	30%	(220)	44%	(326)	735
Community: Urban	19%	(137)	18%	(131)	6%	(41)	3%	(24)	29%	(208)	26%	(188)	729
Community: Suburban	8%	(76)	10%	(97)	3%	(32)	3%	(34)	32%	(312)	44%	(427)	978
Community: Rural	7%	(35)	7%	(35)	1%	(7)	2%	(12)	33%	(164)	49%	(242)	495
Employ: Private Sector	18%	(133)	18%	(135)	4%	(33)	4%	(26)	30%	(219)	26%	(196)	741
Employ: Government	19%	(24)	15%	(18)	6%	(7)	2%	(2)	31%	(38)	27%	(34)	123
Employ: Self-Employed	10%	(22)	12%	(29)	4%	(10)	7%	(17)	29%	(68)	38%	(88)	234
Employ: Homemaker	2%	(3)	6%	(9)	1%	(2)	—	(1)	39%	(58)	51%	(77)	150
Employ: Retired	6%	(32)	7%	(41)	3%	(14)	1%	(8)	33%	(181)	50%	(276)	552
Employ: Unemployed	9%	(18)	11%	(23)	3%	(6)	7%	(15)	28%	(60)	43%	(91)	214
Employ: Other	10%	(14)	3%	(5)	5%	(7)	1%	(1)	29%	(41)	52%	(73)	140
Military HH: Yes	8%	(25)	11%	(35)	5%	(16)	2%	(6)	31%	(101)	44%	(143)	324
Military HH: No	12%	(223)	12%	(228)	3%	(64)	3%	(65)	31%	(584)	38%	(714)	1878
2022 House Vote: Democrat	15%	(155)	16%	(164)	3%	(35)	2%	(26)	33%	(342)	29%	(301)	1023
2022 House Vote: Republican	9%	(49)	11%	(61)	3%	(14)	5%	(27)	29%	(167)	44%	(250)	567
2022 House Vote: Someone else	3%	(1)	3%	(2)	12%	(6)	14%	(7)	39%	(21)	29%	(15)	53
2022 House Vote: Didnt Vote	8%	(42)	6%	(36)	4%	(24)	2%	(11)	28%	(155)	52%	(291)	559
2020 Vote: Joe Biden	15%	(159)	15%	(160)	4%	(38)	2%	(21)	34%	(358)	30%	(313)	1049
2020 Vote: Donald Trump	7%	(44)	9%	(54)	3%	(20)	5%	(27)	28%	(169)	48%	(292)	607
2020 Vote: Other	8%	(4)	5%	(3)	—	(0)	—	(0)	39%	(22)	48%	(27)	55
2020 Vote: Didn't Vote	8%	(41)	9%	(46)	4%	(22)	4%	(22)	27%	(135)	46%	(226)	490

Table MCEN2_12: *Do you have a favorable or unfavorable opinion of the following movies?*
Air (2023)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	11%	(247)	12%	(263)	4%	(80)	3%	(70)	31%	(684)	39%	(857)	2202
2018 House Vote: Democrat	16%	(146)	16%	(145)	4%	(32)	3%	(24)	34%	(314)	27%	(249)	911
2018 House Vote: Republican	8%	(46)	9%	(51)	3%	(16)	5%	(26)	29%	(165)	46%	(256)	560
2018 House Vote: Didnt Vote	7%	(51)	9%	(60)	4%	(29)	3%	(19)	27%	(188)	49%	(339)	686
4-Region: Northeast	10%	(38)	14%	(54)	6%	(23)	5%	(18)	32%	(124)	33%	(128)	386
4-Region: Midwest	9%	(43)	9%	(42)	3%	(12)	2%	(10)	30%	(137)	46%	(211)	455
4-Region: South	10%	(85)	11%	(93)	3%	(27)	2%	(19)	31%	(259)	42%	(357)	840
4-Region: West	16%	(82)	14%	(74)	3%	(18)	4%	(23)	32%	(164)	31%	(161)	521
Film Fans	12%	(242)	13%	(244)	4%	(76)	2%	(47)	32%	(624)	36%	(704)	1936
TV Fans	12%	(241)	12%	(253)	3%	(72)	3%	(66)	32%	(658)	38%	(790)	2079

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

Table MCEN2_13: *Do you have a favorable or unfavorable opinion of the following movies?*
Battleship (2012)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	16%	(343)	18%	(405)	6%	(121)	4%	(84)	24%	(524)	33%	(724)	2202
Gender: Male	24%	(259)	23%	(246)	7%	(73)	5%	(51)	20%	(211)	21%	(224)	1065
Gender: Female	7%	(83)	14%	(154)	4%	(47)	3%	(32)	28%	(310)	44%	(495)	1121
Age: 18-34	24%	(155)	22%	(137)	6%	(38)	4%	(25)	19%	(117)	25%	(160)	631
Age: 35-44	21%	(77)	21%	(77)	8%	(28)	5%	(20)	21%	(77)	25%	(93)	372
Age: 45-64	11%	(77)	18%	(130)	5%	(36)	4%	(31)	28%	(196)	34%	(242)	711
Age: 65+	7%	(34)	13%	(61)	4%	(19)	2%	(9)	28%	(134)	47%	(230)	487
GenZers: 1997-2012	21%	(46)	19%	(41)	6%	(12)	3%	(6)	21%	(47)	31%	(67)	219
Millennials: 1981-1996	25%	(177)	22%	(160)	7%	(52)	5%	(39)	19%	(134)	22%	(156)	719
GenXers: 1965-1980	12%	(64)	20%	(104)	6%	(31)	3%	(14)	28%	(149)	32%	(173)	535
Baby Boomers: 1946-1964	8%	(53)	13%	(90)	4%	(26)	4%	(25)	26%	(176)	45%	(299)	669
PID: Dem (no lean)	18%	(185)	20%	(204)	7%	(70)	4%	(40)	23%	(230)	28%	(278)	1007
PID: Ind (no lean)	11%	(68)	17%	(103)	5%	(30)	4%	(22)	26%	(155)	37%	(226)	605
PID: Rep (no lean)	15%	(90)	17%	(98)	4%	(21)	4%	(22)	24%	(139)	37%	(220)	590
PID/Gender: Dem Men	28%	(145)	25%	(130)	8%	(42)	5%	(28)	16%	(85)	17%	(90)	519
PID/Gender: Dem Women	8%	(41)	15%	(70)	6%	(28)	3%	(13)	30%	(145)	38%	(185)	481
PID/Gender: Ind Men	15%	(37)	19%	(48)	8%	(20)	6%	(14)	27%	(68)	25%	(63)	250
PID/Gender: Ind Women	9%	(29)	16%	(54)	3%	(10)	2%	(7)	24%	(83)	47%	(162)	346
PID/Gender: Rep Men	26%	(77)	23%	(68)	4%	(12)	3%	(10)	19%	(57)	24%	(71)	296
PID/Gender: Rep Women	4%	(13)	10%	(29)	3%	(9)	4%	(13)	28%	(82)	51%	(149)	294
Ideo: Liberal (1-3)	15%	(107)	20%	(145)	7%	(52)	6%	(44)	22%	(159)	30%	(221)	728
Ideo: Moderate (4)	19%	(116)	18%	(112)	6%	(37)	3%	(16)	25%	(156)	29%	(179)	615
Ideo: Conservative (5-7)	14%	(96)	19%	(129)	3%	(24)	3%	(20)	24%	(165)	37%	(251)	684
Educ: < College	13%	(189)	17%	(252)	5%	(68)	4%	(61)	25%	(362)	35%	(507)	1439
Educ: Bachelors degree	17%	(82)	23%	(110)	8%	(36)	4%	(18)	21%	(102)	28%	(137)	485
Educ: Post-grad	26%	(72)	16%	(43)	6%	(17)	2%	(6)	22%	(60)	29%	(80)	278
Income: Under 50k	13%	(143)	17%	(187)	5%	(51)	4%	(51)	24%	(276)	37%	(423)	1132
Income: 50k-100k	17%	(113)	18%	(121)	6%	(42)	3%	(22)	25%	(171)	31%	(206)	675
Income: 100k+	22%	(87)	25%	(97)	7%	(28)	3%	(12)	20%	(77)	24%	(95)	395
Ethnicity: White	15%	(256)	18%	(298)	5%	(85)	4%	(64)	24%	(402)	35%	(594)	1699
Ethnicity: Hispanic	24%	(93)	21%	(78)	5%	(19)	6%	(22)	19%	(74)	25%	(93)	379

Continued on next page

Table MCEN2_13: *Do you have a favorable or unfavorable opinion of the following movies?*
Battleship (2012)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	16%	(343)	18%	(405)	6%	(121)	4%	(84)	24%	(524)	33%	(724)	2202
Ethnicity: Black	22%	(64)	18%	(52)	6%	(16)	3%	(9)	23%	(66)	27%	(76)	283
Ethnicity: Other	11%	(24)	25%	(55)	9%	(20)	5%	(11)	25%	(56)	25%	(54)	220
All Christian	16%	(162)	19%	(195)	5%	(54)	2%	(25)	24%	(240)	33%	(333)	1008
All Non-Christian	36%	(62)	27%	(46)	2%	(4)	2%	(4)	12%	(20)	20%	(35)	171
Atheist	8%	(7)	16%	(15)	6%	(5)	4%	(4)	25%	(24)	41%	(40)	96
Agnostic/Nothing in particular	9%	(53)	15%	(89)	8%	(45)	7%	(40)	26%	(153)	35%	(204)	586
Something Else	17%	(59)	17%	(59)	4%	(13)	3%	(11)	26%	(87)	33%	(112)	342
Religious Non-Protestant/Catholic	36%	(67)	25%	(47)	2%	(4)	2%	(4)	13%	(24)	21%	(39)	185
Evangelical	21%	(124)	19%	(113)	4%	(25)	2%	(14)	23%	(138)	30%	(181)	594
Non-Evangelical	12%	(87)	18%	(134)	6%	(44)	3%	(25)	25%	(185)	36%	(261)	735
Community: Urban	25%	(181)	23%	(171)	4%	(32)	4%	(27)	19%	(135)	25%	(183)	729
Community: Suburban	10%	(98)	18%	(180)	7%	(69)	4%	(44)	26%	(257)	34%	(330)	978
Community: Rural	13%	(64)	11%	(54)	4%	(20)	3%	(13)	27%	(132)	43%	(211)	495
Employ: Private Sector	23%	(167)	22%	(166)	6%	(45)	4%	(28)	21%	(155)	24%	(180)	741
Employ: Government	18%	(22)	15%	(18)	15%	(19)	3%	(4)	23%	(28)	26%	(32)	123
Employ: Self-Employed	16%	(38)	20%	(46)	6%	(14)	7%	(16)	21%	(48)	30%	(71)	234
Employ: Homemaker	6%	(9)	18%	(26)	1%	(1)	2%	(3)	34%	(50)	39%	(59)	150
Employ: Retired	8%	(44)	14%	(75)	5%	(25)	2%	(9)	27%	(150)	45%	(250)	552
Employ: Unemployed	13%	(29)	22%	(47)	4%	(8)	8%	(17)	25%	(52)	28%	(60)	214
Employ: Other	21%	(29)	12%	(17)	4%	(6)	5%	(7)	17%	(24)	41%	(58)	140
Military HH: Yes	15%	(48)	22%	(70)	3%	(11)	4%	(12)	23%	(74)	34%	(109)	324
Military HH: No	16%	(295)	18%	(335)	6%	(110)	4%	(72)	24%	(451)	33%	(615)	1878
2022 House Vote: Democrat	18%	(179)	21%	(210)	8%	(78)	4%	(39)	22%	(223)	29%	(294)	1023
2022 House Vote: Republican	14%	(80)	17%	(96)	4%	(24)	4%	(21)	25%	(144)	36%	(202)	567
2022 House Vote: Someone else	12%	(6)	20%	(11)	4%	(2)	14%	(7)	31%	(16)	18%	(10)	53
2022 House Vote: Didnt Vote	14%	(77)	16%	(88)	3%	(17)	3%	(17)	25%	(141)	39%	(219)	559
2020 Vote: Joe Biden	17%	(176)	21%	(221)	7%	(71)	4%	(40)	23%	(237)	29%	(304)	1049
2020 Vote: Donald Trump	14%	(85)	18%	(107)	4%	(26)	3%	(21)	25%	(154)	35%	(214)	607
2020 Vote: Other	11%	(6)	17%	(10)	2%	(1)	—	(0)	33%	(19)	36%	(20)	55
2020 Vote: Didn't Vote	15%	(76)	14%	(67)	5%	(23)	5%	(24)	23%	(115)	38%	(187)	490

Table MCEN2_13: *Do you have a favorable or unfavorable opinion of the following movies?*
Battleship (2012)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, have not seen		Never heard of		Total N
Adults	16%	(343)	18%	(405)	6%	(121)	4%	(84)	24%	(524)	33%	(724)	2202
2018 House Vote: Democrat	18%	(160)	21%	(195)	7%	(64)	4%	(35)	23%	(211)	27%	(246)	911
2018 House Vote: Republican	16%	(88)	17%	(94)	5%	(26)	5%	(26)	25%	(142)	33%	(184)	560
2018 House Vote: Didnt Vote	13%	(86)	16%	(110)	4%	(25)	3%	(21)	23%	(158)	42%	(286)	686
4-Region: Northeast	13%	(49)	18%	(68)	6%	(21)	5%	(21)	26%	(102)	32%	(124)	386
4-Region: Midwest	12%	(52)	16%	(74)	4%	(19)	3%	(12)	25%	(112)	41%	(185)	455
4-Region: South	15%	(129)	19%	(159)	5%	(42)	3%	(24)	24%	(200)	34%	(286)	840
4-Region: West	22%	(113)	20%	(104)	7%	(38)	5%	(27)	21%	(110)	25%	(129)	521
Film Fans	17%	(321)	20%	(378)	6%	(119)	3%	(65)	24%	(461)	31%	(592)	1936
TV Fans	16%	(327)	19%	(393)	6%	(117)	4%	(78)	24%	(498)	32%	(667)	2079

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

Table MCEN3_1: *How interested are you in watching the following movies once they are released?*
Barbie

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	17%	(368)	17%	(371)	13%	(291)	39%	(852)	15%	(320)	2202
Gender: Male	17%	(185)	15%	(165)	14%	(150)	40%	(424)	13%	(141)	1065
Gender: Female	16%	(176)	18%	(204)	12%	(139)	38%	(425)	16%	(178)	1121
Age: 18-34	32%	(203)	25%	(156)	12%	(74)	16%	(100)	16%	(99)	631
Age: 35-44	21%	(80)	22%	(82)	13%	(47)	28%	(105)	16%	(58)	372
Age: 45-64	9%	(63)	12%	(86)	16%	(115)	51%	(362)	12%	(85)	711
Age: 65+	5%	(22)	10%	(47)	11%	(55)	58%	(284)	16%	(78)	487
GenZers: 1997-2012	28%	(61)	17%	(38)	15%	(33)	18%	(39)	22%	(48)	219
Millennials: 1981-1996	29%	(212)	27%	(194)	11%	(81)	19%	(137)	13%	(95)	719
GenXers: 1965-1980	11%	(61)	13%	(70)	15%	(83)	46%	(246)	14%	(74)	535
Baby Boomers: 1946-1964	5%	(31)	10%	(64)	14%	(91)	60%	(398)	13%	(85)	669
PID: Dem (no lean)	24%	(240)	19%	(193)	13%	(133)	31%	(313)	13%	(129)	1007
PID: Ind (no lean)	10%	(62)	16%	(95)	12%	(74)	42%	(257)	19%	(117)	605
PID: Rep (no lean)	11%	(66)	14%	(83)	14%	(84)	48%	(282)	13%	(74)	590
PID/Gender: Dem Men	25%	(129)	19%	(97)	15%	(76)	29%	(151)	13%	(65)	519
PID/Gender: Dem Women	22%	(104)	20%	(96)	12%	(56)	34%	(162)	13%	(63)	481
PID/Gender: Ind Men	7%	(17)	11%	(28)	12%	(30)	55%	(138)	15%	(39)	250
PID/Gender: Ind Women	13%	(45)	18%	(64)	12%	(42)	34%	(116)	23%	(79)	346
PID/Gender: Rep Men	13%	(39)	13%	(40)	15%	(44)	46%	(136)	13%	(37)	296
PID/Gender: Rep Women	9%	(27)	15%	(44)	14%	(41)	50%	(147)	12%	(36)	294
Ideo: Liberal (1-3)	23%	(169)	19%	(142)	12%	(90)	34%	(248)	11%	(79)	728
Ideo: Moderate (4)	16%	(101)	15%	(94)	16%	(101)	38%	(231)	14%	(89)	615
Ideo: Conservative (5-7)	12%	(84)	16%	(109)	12%	(80)	47%	(323)	13%	(88)	684
Educ: < College	14%	(199)	15%	(214)	14%	(204)	41%	(596)	16%	(226)	1439
Educ: Bachelors degree	19%	(92)	19%	(92)	13%	(62)	35%	(170)	14%	(69)	485
Educ: Post-grad	28%	(77)	23%	(65)	9%	(25)	31%	(86)	9%	(25)	278
Income: Under 50k	13%	(145)	15%	(171)	14%	(158)	41%	(462)	17%	(196)	1132
Income: 50k-100k	17%	(118)	17%	(115)	14%	(93)	38%	(259)	13%	(90)	675
Income: 100k+	27%	(105)	21%	(85)	10%	(40)	33%	(131)	9%	(34)	395
Ethnicity: White	16%	(263)	17%	(296)	12%	(207)	42%	(706)	13%	(226)	1699
Ethnicity: Hispanic	22%	(85)	22%	(85)	12%	(45)	32%	(121)	11%	(43)	379

Continued on next page

Table MCEN3_1: *How interested are you in watching the following movies once they are released?*
Barbie

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	17%	(368)	17%	(371)	13%	(291)	39%	(852)	15%	(320)	2202
Ethnicity: Black	22%	(62)	14%	(40)	19%	(55)	29%	(82)	16%	(45)	283
Ethnicity: Other	19%	(43)	16%	(35)	13%	(29)	29%	(64)	23%	(50)	220
All Christian	16%	(161)	16%	(158)	14%	(141)	43%	(433)	11%	(115)	1008
All Non-Christian	35%	(59)	28%	(48)	3%	(4)	24%	(42)	10%	(18)	171
Atheist	17%	(17)	19%	(18)	7%	(7)	36%	(34)	21%	(20)	96
Agnostic/Nothing in particular	13%	(77)	17%	(97)	14%	(84)	37%	(215)	19%	(112)	586
Something Else	16%	(54)	14%	(49)	16%	(54)	38%	(128)	16%	(56)	342
Religious Non-Protestant/Catholic	34%	(62)	26%	(49)	3%	(6)	26%	(49)	10%	(18)	185
Evangelical	20%	(117)	16%	(97)	15%	(91)	37%	(221)	12%	(68)	594
Non-Evangelical	11%	(84)	14%	(103)	15%	(107)	46%	(341)	14%	(100)	735
Community: Urban	29%	(211)	21%	(150)	11%	(84)	26%	(193)	12%	(90)	729
Community: Suburban	12%	(116)	17%	(162)	15%	(145)	40%	(396)	16%	(160)	978
Community: Rural	8%	(41)	12%	(58)	13%	(62)	53%	(263)	14%	(70)	495
Employ: Private Sector	23%	(169)	23%	(167)	15%	(113)	30%	(226)	9%	(67)	741
Employ: Government	32%	(39)	14%	(18)	16%	(19)	25%	(31)	13%	(16)	123
Employ: Self-Employed	16%	(37)	17%	(39)	10%	(23)	38%	(89)	20%	(47)	234
Employ: Homemaker	16%	(25)	16%	(23)	8%	(12)	41%	(62)	19%	(28)	150
Employ: Retired	6%	(32)	10%	(53)	13%	(71)	56%	(312)	15%	(85)	552
Employ: Unemployed	14%	(31)	19%	(41)	18%	(39)	31%	(67)	17%	(36)	214
Employ: Other	15%	(21)	13%	(19)	8%	(11)	43%	(61)	21%	(29)	140
Military HH: Yes	14%	(47)	9%	(29)	15%	(48)	49%	(158)	13%	(43)	324
Military HH: No	17%	(321)	18%	(342)	13%	(243)	37%	(694)	15%	(277)	1878
2022 House Vote: Democrat	23%	(233)	19%	(196)	14%	(145)	31%	(320)	13%	(130)	1023
2022 House Vote: Republican	11%	(60)	12%	(70)	14%	(81)	52%	(297)	11%	(60)	567
2022 House Vote: Someone else	6%	(3)	22%	(11)	16%	(8)	45%	(24)	12%	(6)	53
2022 House Vote: Didnt Vote	13%	(73)	17%	(94)	10%	(57)	38%	(212)	22%	(124)	559
2020 Vote: Joe Biden	21%	(224)	20%	(209)	14%	(146)	34%	(360)	11%	(111)	1049
2020 Vote: Donald Trump	10%	(63)	11%	(68)	15%	(89)	51%	(312)	12%	(74)	607
2020 Vote: Other	6%	(3)	17%	(9)	9%	(5)	42%	(24)	26%	(14)	55
2020 Vote: Didn't Vote	16%	(78)	17%	(84)	10%	(50)	32%	(157)	25%	(120)	490

Table MCEN3_1: *How interested are you in watching the following movies once they are released?*
Barbie

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	17%	(368)	17%	(371)	13%	(291)	39%	(852)	15%	(320)	2202
2018 House Vote: Democrat	22%	(199)	20%	(178)	13%	(119)	32%	(295)	13%	(120)	911
2018 House Vote: Republican	10%	(58)	12%	(68)	13%	(75)	53%	(300)	11%	(60)	560
2018 House Vote: Didnt Vote	16%	(109)	18%	(122)	12%	(84)	34%	(237)	20%	(135)	686
4-Region: Northeast	18%	(70)	17%	(66)	12%	(45)	38%	(148)	15%	(56)	386
4-Region: Midwest	11%	(50)	16%	(73)	15%	(66)	43%	(198)	15%	(67)	455
4-Region: South	15%	(123)	17%	(144)	13%	(111)	40%	(334)	15%	(128)	840
4-Region: West	24%	(124)	17%	(87)	13%	(68)	33%	(172)	13%	(70)	521
Film Fans	18%	(352)	18%	(350)	14%	(266)	37%	(719)	13%	(250)	1936
TV Fans	17%	(357)	17%	(360)	13%	(272)	39%	(801)	14%	(289)	2079

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

Table MCEN3_2: *How interested are you in watching the following movies once they are released?*
Transformers: Rise of the Beasts

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	25%	(560)	23%	(514)	10%	(230)	28%	(616)	13%	(281)	2202
Gender: Male	33%	(348)	26%	(280)	10%	(103)	23%	(243)	9%	(92)	1065
Gender: Female	19%	(211)	20%	(227)	11%	(124)	33%	(371)	17%	(188)	1121
Age: 18-34	42%	(262)	26%	(162)	10%	(63)	11%	(70)	12%	(74)	631
Age: 35-44	38%	(142)	24%	(89)	12%	(45)	15%	(56)	11%	(40)	372
Age: 45-64	18%	(126)	27%	(193)	10%	(73)	33%	(233)	12%	(87)	711
Age: 65+	6%	(30)	14%	(70)	10%	(49)	53%	(257)	17%	(81)	487
GenZers: 1997-2012	38%	(83)	22%	(49)	13%	(29)	13%	(28)	14%	(30)	219
Millennials: 1981-1996	42%	(302)	26%	(190)	10%	(73)	12%	(87)	9%	(67)	719
GenXers: 1965-1980	20%	(109)	27%	(146)	10%	(56)	27%	(145)	15%	(78)	535
Baby Boomers: 1946-1964	10%	(64)	18%	(123)	10%	(68)	48%	(324)	14%	(90)	669
PID: Dem (no lean)	28%	(280)	26%	(259)	10%	(100)	25%	(249)	12%	(119)	1007
PID: Ind (no lean)	21%	(129)	22%	(136)	13%	(77)	28%	(170)	16%	(94)	605
PID: Rep (no lean)	26%	(152)	20%	(119)	9%	(53)	33%	(198)	12%	(68)	590
PID/Gender: Dem Men	36%	(186)	29%	(151)	10%	(51)	18%	(92)	8%	(40)	519
PID/Gender: Dem Women	20%	(95)	21%	(102)	10%	(47)	33%	(158)	17%	(79)	481
PID/Gender: Ind Men	21%	(53)	23%	(57)	14%	(34)	32%	(80)	11%	(27)	250
PID/Gender: Ind Women	21%	(74)	22%	(77)	12%	(42)	25%	(87)	19%	(65)	346
PID/Gender: Rep Men	37%	(109)	24%	(72)	6%	(18)	24%	(71)	8%	(25)	296
PID/Gender: Rep Women	14%	(42)	16%	(48)	12%	(35)	43%	(126)	15%	(43)	294
Ideo: Liberal (1-3)	26%	(187)	24%	(174)	10%	(75)	29%	(210)	11%	(82)	728
Ideo: Moderate (4)	29%	(177)	25%	(152)	11%	(68)	24%	(146)	12%	(72)	615
Ideo: Conservative (5-7)	22%	(148)	22%	(153)	10%	(69)	34%	(232)	12%	(83)	684
Educ: < College	27%	(382)	22%	(319)	11%	(152)	27%	(387)	14%	(199)	1439
Educ: Bachelors degree	22%	(105)	26%	(125)	11%	(55)	30%	(144)	11%	(56)	485
Educ: Post-grad	26%	(73)	25%	(70)	9%	(24)	31%	(85)	10%	(27)	278
Income: Under 50k	22%	(253)	23%	(262)	11%	(125)	29%	(324)	15%	(167)	1132
Income: 50k-100k	27%	(184)	23%	(155)	10%	(68)	29%	(194)	11%	(75)	675
Income: 100k+	31%	(123)	25%	(97)	9%	(37)	25%	(98)	10%	(39)	395
Ethnicity: White	24%	(405)	22%	(377)	10%	(170)	32%	(537)	12%	(210)	1699
Ethnicity: Hispanic	41%	(155)	27%	(103)	8%	(30)	16%	(59)	8%	(31)	379

Table MCEN3_2: *How interested are you in watching the following movies once they are released?*
Transformers: Rise of the Beasts

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	25%	(560)	23%	(514)	10%	(230)	28%	(616)	13%	(281)	2202
Ethnicity: Black	35%	(99)	27%	(76)	10%	(28)	15%	(42)	13%	(38)	283
Ethnicity: Other	26%	(57)	27%	(60)	15%	(32)	17%	(38)	15%	(33)	220
All Christian	22%	(223)	23%	(232)	10%	(104)	33%	(329)	12%	(121)	1008
All Non-Christian	43%	(74)	27%	(46)	4%	(7)	19%	(32)	7%	(12)	171
Atheist	18%	(17)	21%	(20)	11%	(11)	38%	(37)	11%	(11)	96
Agnostic/Nothing in particular	22%	(130)	24%	(141)	12%	(68)	26%	(155)	16%	(92)	586
Something Else	34%	(117)	22%	(75)	11%	(39)	19%	(64)	13%	(46)	342
Religious Non-Protestant/Catholic	40%	(74)	28%	(52)	5%	(10)	19%	(35)	8%	(14)	185
Evangelical	34%	(202)	22%	(128)	10%	(59)	22%	(132)	12%	(74)	594
Non-Evangelical	17%	(128)	23%	(170)	12%	(85)	36%	(262)	12%	(90)	735
Community: Urban	35%	(255)	23%	(171)	10%	(70)	21%	(153)	11%	(80)	729
Community: Suburban	20%	(197)	24%	(232)	10%	(102)	32%	(310)	14%	(136)	978
Community: Rural	22%	(108)	23%	(112)	12%	(57)	31%	(153)	13%	(65)	495
Employ: Private Sector	33%	(242)	25%	(188)	12%	(88)	22%	(162)	8%	(61)	741
Employ: Government	36%	(44)	26%	(32)	8%	(10)	20%	(24)	10%	(13)	123
Employ: Self-Employed	32%	(75)	26%	(61)	6%	(15)	22%	(52)	14%	(32)	234
Employ: Homemaker	19%	(28)	20%	(30)	9%	(13)	29%	(43)	23%	(35)	150
Employ: Retired	10%	(56)	19%	(104)	9%	(49)	47%	(260)	15%	(83)	552
Employ: Unemployed	26%	(56)	26%	(56)	13%	(28)	19%	(40)	15%	(33)	214
Employ: Other	32%	(46)	21%	(29)	15%	(21)	20%	(28)	13%	(18)	140
Military HH: Yes	19%	(63)	26%	(85)	14%	(45)	29%	(95)	11%	(37)	324
Military HH: No	26%	(497)	23%	(429)	10%	(185)	28%	(522)	13%	(244)	1878
2022 House Vote: Democrat	29%	(293)	24%	(243)	10%	(104)	26%	(266)	12%	(118)	1023
2022 House Vote: Republican	21%	(122)	21%	(121)	9%	(53)	38%	(215)	10%	(57)	567
2022 House Vote: Someone else	20%	(10)	28%	(15)	18%	(10)	23%	(12)	11%	(6)	53
2022 House Vote: Didnt Vote	24%	(136)	24%	(136)	11%	(63)	22%	(123)	18%	(101)	559
2020 Vote: Joe Biden	27%	(278)	25%	(260)	10%	(100)	28%	(290)	12%	(121)	1049
2020 Vote: Donald Trump	22%	(135)	19%	(118)	11%	(66)	37%	(222)	11%	(66)	607
2020 Vote: Other	23%	(13)	13%	(7)	7%	(4)	33%	(19)	24%	(13)	55
2020 Vote: Didn't Vote	27%	(134)	26%	(129)	12%	(60)	18%	(86)	16%	(80)	490

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Table MCEN3_2: *How interested are you in watching the following movies once they are released?*
Transformers: Rise of the Beasts

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	25%	(560)	23%	(514)	10%	(230)	28%	(616)	13%	(281)	2202
2018 House Vote: Democrat	28%	(254)	24%	(221)	10%	(87)	27%	(242)	12%	(107)	911
2018 House Vote: Republican	23%	(128)	21%	(120)	7%	(39)	38%	(213)	11%	(60)	560
2018 House Vote: Didnt Vote	25%	(172)	24%	(162)	14%	(95)	21%	(147)	16%	(110)	686
4-Region: Northeast	20%	(76)	19%	(74)	11%	(41)	36%	(140)	14%	(54)	386
4-Region: Midwest	20%	(92)	21%	(94)	11%	(51)	35%	(157)	13%	(61)	455
4-Region: South	26%	(222)	25%	(206)	11%	(90)	24%	(205)	14%	(117)	840
4-Region: West	33%	(170)	27%	(140)	9%	(48)	22%	(114)	10%	(50)	521
Film Fans	27%	(524)	25%	(480)	10%	(202)	26%	(497)	12%	(233)	1936
TV Fans	26%	(546)	24%	(492)	10%	(211)	28%	(575)	12%	(255)	2079

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

Table MCEN3_3: *How interested are you in watching the following movies once they are released?*
Blackberry

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	12%	(257)	12%	(264)	12%	(262)	32%	(706)	32%	(713)	2202
Gender: Male	16%	(175)	15%	(162)	13%	(142)	29%	(308)	26%	(277)	1065
Gender: Female	7%	(77)	9%	(101)	11%	(120)	35%	(397)	38%	(426)	1121
Age: 18-34	21%	(131)	17%	(104)	14%	(88)	16%	(101)	33%	(208)	631
Age: 35-44	16%	(59)	15%	(56)	13%	(49)	24%	(88)	32%	(119)	372
Age: 45-64	8%	(59)	10%	(72)	12%	(89)	37%	(266)	32%	(225)	711
Age: 65+	2%	(8)	6%	(31)	7%	(36)	52%	(251)	33%	(161)	487
GenZers: 1997-2012	13%	(29)	16%	(34)	17%	(36)	17%	(37)	38%	(82)	219
Millennials: 1981-1996	21%	(153)	17%	(123)	12%	(90)	19%	(133)	31%	(220)	719
GenXers: 1965-1980	11%	(58)	11%	(60)	13%	(72)	32%	(171)	32%	(173)	535
Baby Boomers: 1946-1964	2%	(16)	6%	(41)	9%	(59)	50%	(337)	32%	(216)	669
PID: Dem (no lean)	16%	(162)	15%	(151)	11%	(110)	28%	(286)	30%	(298)	1007
PID: Ind (no lean)	7%	(40)	8%	(51)	12%	(75)	31%	(189)	41%	(249)	605
PID: Rep (no lean)	9%	(54)	10%	(61)	13%	(78)	39%	(231)	28%	(166)	590
PID/Gender: Dem Men	23%	(117)	19%	(99)	12%	(63)	24%	(126)	22%	(113)	519
PID/Gender: Dem Women	9%	(41)	11%	(52)	10%	(46)	33%	(160)	38%	(182)	481
PID/Gender: Ind Men	7%	(18)	9%	(23)	13%	(33)	33%	(83)	37%	(93)	250
PID/Gender: Ind Women	6%	(22)	8%	(28)	12%	(42)	30%	(104)	43%	(150)	346
PID/Gender: Rep Men	14%	(40)	14%	(40)	15%	(45)	34%	(99)	24%	(71)	296
PID/Gender: Rep Women	5%	(14)	7%	(21)	11%	(33)	45%	(132)	32%	(94)	294
Ideo: Liberal (1-3)	13%	(98)	14%	(100)	10%	(75)	32%	(232)	31%	(222)	728
Ideo: Moderate (4)	11%	(66)	15%	(89)	14%	(86)	27%	(168)	33%	(206)	615
Ideo: Conservative (5-7)	12%	(82)	10%	(67)	12%	(84)	38%	(261)	28%	(191)	684
Educ: < College	9%	(130)	9%	(126)	13%	(188)	34%	(489)	35%	(505)	1439
Educ: Bachelors degree	12%	(60)	17%	(82)	10%	(49)	30%	(148)	30%	(146)	485
Educ: Post-grad	24%	(66)	20%	(55)	9%	(26)	25%	(69)	22%	(62)	278
Income: Under 50k	8%	(96)	10%	(114)	12%	(137)	33%	(379)	36%	(406)	1132
Income: 50k-100k	12%	(81)	11%	(74)	13%	(86)	34%	(232)	30%	(203)	675
Income: 100k+	20%	(80)	19%	(76)	10%	(39)	24%	(96)	26%	(104)	395
Ethnicity: White	11%	(190)	12%	(199)	11%	(187)	35%	(588)	32%	(535)	1699
Ethnicity: Hispanic	17%	(66)	15%	(56)	14%	(53)	26%	(98)	28%	(106)	379

Table MCEN3_3: *How interested are you in watching the following movies once they are released?*
Blackberry

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	12%	(257)	12%	(264)	12%	(262)	32%	(706)	32%	(713)	2202
Ethnicity: Black	15%	(43)	13%	(37)	15%	(42)	23%	(65)	34%	(96)	283
Ethnicity: Other	11%	(24)	12%	(27)	15%	(33)	24%	(53)	37%	(82)	220
All Christian	12%	(117)	13%	(128)	12%	(118)	36%	(359)	28%	(286)	1008
All Non-Christian	30%	(51)	32%	(54)	4%	(7)	18%	(30)	17%	(28)	171
Atheist	6%	(6)	8%	(8)	13%	(12)	32%	(30)	42%	(40)	96
Agnostic/Nothing in particular	6%	(35)	9%	(54)	12%	(71)	33%	(191)	40%	(235)	586
Something Else	14%	(47)	6%	(19)	16%	(54)	28%	(97)	37%	(125)	342
Religious Non-Protestant/Catholic	29%	(54)	31%	(57)	4%	(7)	19%	(35)	17%	(31)	185
Evangelical	20%	(116)	13%	(77)	12%	(70)	29%	(171)	27%	(161)	594
Non-Evangelical	5%	(38)	8%	(58)	14%	(104)	39%	(286)	34%	(250)	735
Community: Urban	21%	(155)	16%	(118)	12%	(89)	24%	(174)	27%	(193)	729
Community: Suburban	7%	(70)	10%	(102)	12%	(120)	35%	(344)	35%	(342)	978
Community: Rural	6%	(31)	9%	(45)	11%	(53)	38%	(188)	36%	(178)	495
Employ: Private Sector	17%	(129)	17%	(128)	14%	(105)	26%	(191)	25%	(188)	741
Employ: Government	20%	(24)	19%	(23)	15%	(19)	16%	(20)	30%	(37)	123
Employ: Self-Employed	13%	(30)	12%	(29)	13%	(32)	24%	(57)	37%	(86)	234
Employ: Homemaker	8%	(11)	6%	(8)	5%	(8)	31%	(46)	51%	(76)	150
Employ: Retired	4%	(22)	8%	(42)	8%	(43)	51%	(281)	30%	(164)	552
Employ: Unemployed	9%	(20)	10%	(21)	17%	(37)	25%	(54)	38%	(81)	214
Employ: Other	8%	(11)	6%	(8)	10%	(14)	34%	(48)	42%	(58)	140
Military HH: Yes	10%	(34)	11%	(34)	9%	(30)	39%	(125)	31%	(102)	324
Military HH: No	12%	(223)	12%	(229)	12%	(233)	31%	(582)	33%	(611)	1878
2022 House Vote: Democrat	16%	(163)	15%	(152)	11%	(111)	27%	(280)	31%	(317)	1023
2022 House Vote: Republican	9%	(49)	11%	(63)	12%	(67)	42%	(237)	27%	(151)	567
2022 House Vote: Someone else	6%	(3)	19%	(10)	2%	(1)	38%	(20)	35%	(18)	53
2022 House Vote: Didnt Vote	7%	(42)	7%	(38)	15%	(83)	30%	(170)	40%	(226)	559
2020 Vote: Joe Biden	15%	(159)	14%	(151)	11%	(112)	30%	(312)	30%	(315)	1049
2020 Vote: Donald Trump	7%	(40)	10%	(59)	13%	(77)	42%	(257)	29%	(173)	607
2020 Vote: Other	7%	(4)	2%	(1)	9%	(5)	36%	(20)	45%	(25)	55
2020 Vote: Didn't Vote	11%	(53)	11%	(52)	14%	(68)	24%	(117)	41%	(200)	490

Table MCEN3_3: *How interested are you in watching the following movies once they are released?*
Blackberry

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	12%	(257)	12%	(264)	12%	(262)	32%	(706)	32%	(713)	2202
2018 House Vote: Democrat	15%	(136)	15%	(140)	10%	(92)	29%	(260)	31%	(283)	911
2018 House Vote: Republican	9%	(49)	11%	(61)	11%	(62)	43%	(241)	26%	(148)	560
2018 House Vote: Didnt Vote	10%	(70)	9%	(59)	15%	(104)	28%	(191)	38%	(262)	686
4-Region: Northeast	11%	(44)	14%	(53)	9%	(36)	38%	(145)	28%	(109)	386
4-Region: Midwest	9%	(40)	10%	(47)	12%	(55)	35%	(160)	34%	(154)	455
4-Region: South	10%	(81)	10%	(86)	13%	(107)	31%	(263)	36%	(304)	840
4-Region: West	18%	(92)	15%	(78)	13%	(65)	27%	(139)	28%	(146)	521
Film Fans	13%	(246)	13%	(251)	12%	(239)	30%	(579)	32%	(621)	1936
TV Fans	12%	(246)	13%	(261)	12%	(250)	31%	(648)	32%	(674)	2079

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

Table MCEN3_4: *How interested are you in watching the following movies once they are released?*

Flamin' Hot

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	10%	(218)	14%	(305)	11%	(240)	34%	(755)	31%	(684)	2202
Gender: Male	14%	(153)	18%	(187)	13%	(136)	31%	(333)	24%	(256)	1065
Gender: Female	6%	(66)	11%	(118)	9%	(103)	37%	(417)	37%	(418)	1121
Age: 18-34	21%	(130)	23%	(143)	9%	(56)	20%	(128)	28%	(175)	631
Age: 35-44	13%	(47)	19%	(70)	14%	(53)	22%	(81)	33%	(121)	372
Age: 45-64	5%	(36)	10%	(70)	13%	(92)	39%	(279)	33%	(235)	711
Age: 65+	1%	(5)	5%	(22)	8%	(39)	55%	(267)	32%	(154)	487
GenZers: 1997-2012	14%	(30)	24%	(52)	11%	(24)	21%	(45)	31%	(68)	219
Millennials: 1981-1996	20%	(144)	22%	(156)	10%	(74)	21%	(149)	27%	(197)	719
GenXers: 1965-1980	6%	(33)	11%	(59)	14%	(77)	33%	(178)	35%	(189)	535
Baby Boomers: 1946-1964	2%	(11)	5%	(37)	9%	(62)	53%	(352)	31%	(208)	669
PID: Dem (no lean)	13%	(134)	17%	(170)	11%	(113)	29%	(295)	29%	(295)	1007
PID: Ind (no lean)	7%	(40)	11%	(65)	10%	(59)	35%	(210)	38%	(231)	605
PID: Rep (no lean)	8%	(44)	12%	(70)	11%	(68)	42%	(250)	27%	(158)	590
PID/Gender: Dem Men	19%	(99)	19%	(101)	15%	(76)	25%	(131)	22%	(113)	519
PID/Gender: Dem Women	7%	(35)	14%	(69)	8%	(37)	33%	(160)	37%	(179)	481
PID/Gender: Ind Men	8%	(21)	13%	(32)	10%	(25)	38%	(94)	31%	(78)	250
PID/Gender: Ind Women	5%	(19)	10%	(33)	10%	(34)	33%	(114)	42%	(146)	346
PID/Gender: Rep Men	11%	(33)	18%	(54)	12%	(36)	36%	(107)	22%	(65)	296
PID/Gender: Rep Women	4%	(11)	5%	(16)	11%	(32)	48%	(142)	32%	(93)	294
Ideo: Liberal (1-3)	11%	(82)	15%	(112)	10%	(75)	32%	(234)	31%	(226)	728
Ideo: Moderate (4)	9%	(58)	16%	(96)	13%	(81)	30%	(185)	32%	(195)	615
Ideo: Conservative (5-7)	9%	(63)	12%	(79)	11%	(72)	42%	(289)	26%	(181)	684
Educ: < College	7%	(107)	12%	(172)	11%	(156)	36%	(515)	34%	(488)	1439
Educ: Bachelors degree	12%	(59)	15%	(70)	11%	(55)	33%	(159)	29%	(141)	485
Educ: Post-grad	19%	(53)	23%	(63)	10%	(29)	29%	(80)	19%	(54)	278
Income: Under 50k	7%	(80)	13%	(146)	10%	(119)	36%	(409)	33%	(378)	1132
Income: 50k-100k	11%	(73)	12%	(78)	11%	(77)	36%	(240)	31%	(207)	675
Income: 100k+	17%	(66)	20%	(81)	11%	(44)	27%	(106)	25%	(99)	395
Ethnicity: White	10%	(163)	14%	(230)	10%	(170)	37%	(629)	30%	(507)	1699
Ethnicity: Hispanic	16%	(62)	25%	(96)	9%	(36)	26%	(98)	23%	(88)	379

Table MCEN3_4: *How interested are you in watching the following movies once they are released?*
Flamin' Hot

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	10%	(218)	14%	(305)	11%	(240)	34%	(755)	31%	(684)	2202
Ethnicity: Black	12%	(34)	16%	(46)	16%	(44)	25%	(70)	32%	(90)	283
Ethnicity: Other	10%	(22)	13%	(29)	12%	(26)	25%	(56)	40%	(87)	220
All Christian	9%	(89)	15%	(151)	12%	(119)	37%	(375)	27%	(274)	1008
All Non-Christian	32%	(54)	21%	(35)	10%	(16)	22%	(37)	16%	(27)	171
Atheist	5%	(5)	7%	(7)	8%	(8)	39%	(38)	41%	(39)	96
Agnostic/Nothing in particular	4%	(25)	13%	(79)	10%	(57)	34%	(202)	38%	(223)	586
Something Else	13%	(45)	10%	(33)	12%	(40)	30%	(102)	35%	(120)	342
Religious Non-Protestant/Catholic	30%	(55)	22%	(40)	9%	(17)	23%	(42)	16%	(30)	185
Evangelical	15%	(87)	18%	(107)	10%	(60)	31%	(186)	26%	(153)	594
Non-Evangelical	5%	(36)	9%	(67)	13%	(97)	40%	(296)	32%	(239)	735
Community: Urban	19%	(135)	20%	(146)	12%	(90)	26%	(186)	24%	(172)	729
Community: Suburban	5%	(49)	12%	(116)	10%	(102)	38%	(368)	35%	(344)	978
Community: Rural	7%	(34)	9%	(43)	10%	(48)	41%	(201)	34%	(169)	495
Employ: Private Sector	16%	(115)	20%	(145)	14%	(103)	27%	(198)	24%	(180)	741
Employ: Government	18%	(22)	20%	(25)	10%	(13)	18%	(22)	34%	(41)	123
Employ: Self-Employed	12%	(29)	14%	(32)	12%	(28)	27%	(64)	35%	(81)	234
Employ: Homemaker	7%	(11)	6%	(9)	5%	(7)	34%	(51)	48%	(71)	150
Employ: Retired	2%	(10)	7%	(40)	9%	(47)	53%	(290)	30%	(165)	552
Employ: Unemployed	3%	(7)	15%	(32)	13%	(27)	32%	(68)	37%	(79)	214
Employ: Other	14%	(19)	14%	(20)	5%	(8)	33%	(47)	34%	(47)	140
Military HH: Yes	8%	(28)	10%	(33)	10%	(34)	39%	(127)	32%	(103)	324
Military HH: No	10%	(191)	14%	(272)	11%	(206)	33%	(628)	31%	(581)	1878
2022 House Vote: Democrat	13%	(130)	17%	(174)	10%	(106)	29%	(300)	30%	(312)	1023
2022 House Vote: Republican	7%	(41)	11%	(61)	11%	(62)	46%	(259)	25%	(144)	567
2022 House Vote: Someone else	3%	(2)	19%	(10)	11%	(6)	38%	(20)	28%	(15)	53
2022 House Vote: Didnt Vote	8%	(45)	11%	(60)	12%	(65)	31%	(175)	38%	(214)	559
2020 Vote: Joe Biden	12%	(124)	15%	(156)	11%	(116)	32%	(339)	30%	(314)	1049
2020 Vote: Donald Trump	6%	(38)	11%	(66)	12%	(72)	44%	(268)	27%	(163)	607
2020 Vote: Other	2%	(1)	8%	(5)	7%	(4)	39%	(22)	43%	(24)	55
2020 Vote: Didn't Vote	11%	(55)	16%	(79)	10%	(47)	26%	(126)	37%	(184)	490

Table MCEN3_4: *How interested are you in watching the following movies once they are released?*
Flamin' Hot

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	10%	(218)	14%	(305)	11%	(240)	34%	(755)	31%	(684)	2202
2018 House Vote: Democrat	12%	(112)	16%	(145)	10%	(90)	31%	(284)	31%	(281)	911
2018 House Vote: Republican	8%	(45)	12%	(69)	9%	(51)	45%	(252)	26%	(144)	560
2018 House Vote: Didnt Vote	9%	(62)	13%	(89)	13%	(89)	29%	(202)	36%	(245)	686
4-Region: Northeast	9%	(35)	14%	(52)	13%	(50)	39%	(150)	25%	(98)	386
4-Region: Midwest	7%	(30)	10%	(43)	11%	(51)	38%	(172)	35%	(159)	455
4-Region: South	9%	(78)	13%	(111)	10%	(82)	34%	(287)	34%	(282)	840
4-Region: West	14%	(76)	19%	(99)	11%	(57)	28%	(145)	28%	(145)	521
Film Fans	11%	(206)	15%	(288)	11%	(217)	32%	(620)	31%	(604)	1936
TV Fans	10%	(212)	14%	(297)	11%	(227)	34%	(697)	31%	(646)	2079

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

Table MCEN3_5: *How interested are you in watching the following movies once they are released?*
Unfrosted: The Pop Tart Story

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	11%	(246)	15%	(332)	12%	(262)	36%	(791)	26%	(571)	2202
Gender: Male	15%	(156)	18%	(192)	13%	(140)	34%	(361)	20%	(216)	1065
Gender: Female	8%	(90)	12%	(140)	10%	(116)	38%	(428)	31%	(348)	1121
Age: 18-34	21%	(131)	23%	(146)	14%	(87)	16%	(100)	26%	(166)	631
Age: 35-44	16%	(61)	18%	(67)	12%	(45)	26%	(96)	27%	(102)	372
Age: 45-64	6%	(43)	14%	(96)	13%	(90)	43%	(305)	25%	(177)	711
Age: 65+	2%	(11)	5%	(22)	8%	(39)	59%	(289)	26%	(125)	487
GenZers: 1997-2012	13%	(28)	18%	(40)	20%	(44)	18%	(39)	31%	(67)	219
Millennials: 1981-1996	22%	(158)	23%	(168)	11%	(82)	19%	(135)	25%	(176)	719
GenXers: 1965-1980	7%	(39)	16%	(84)	11%	(60)	38%	(204)	28%	(149)	535
Baby Boomers: 1946-1964	3%	(20)	6%	(38)	11%	(74)	57%	(380)	24%	(159)	669
PID: Dem (no lean)	14%	(146)	18%	(182)	11%	(109)	32%	(327)	24%	(244)	1007
PID: Ind (no lean)	6%	(38)	12%	(73)	13%	(77)	35%	(214)	33%	(202)	605
PID: Rep (no lean)	11%	(62)	13%	(78)	13%	(76)	42%	(249)	21%	(125)	590
PID/Gender: Dem Men	18%	(94)	23%	(120)	11%	(57)	29%	(152)	19%	(96)	519
PID/Gender: Dem Women	11%	(51)	13%	(62)	10%	(48)	36%	(175)	30%	(144)	481
PID/Gender: Ind Men	6%	(16)	11%	(29)	15%	(38)	41%	(102)	26%	(66)	250
PID/Gender: Ind Women	6%	(22)	13%	(45)	11%	(38)	32%	(110)	38%	(131)	346
PID/Gender: Rep Men	16%	(46)	15%	(44)	15%	(46)	36%	(107)	18%	(53)	296
PID/Gender: Rep Women	5%	(16)	11%	(33)	10%	(31)	48%	(143)	24%	(72)	294
Ideo: Liberal (1-3)	12%	(87)	17%	(120)	11%	(83)	36%	(259)	24%	(178)	728
Ideo: Moderate (4)	12%	(73)	17%	(107)	13%	(83)	33%	(202)	25%	(151)	615
Ideo: Conservative (5-7)	12%	(79)	13%	(87)	11%	(78)	42%	(291)	22%	(149)	684
Educ: < College	9%	(129)	13%	(187)	12%	(176)	37%	(532)	29%	(414)	1439
Educ: Bachelors degree	12%	(60)	17%	(84)	13%	(63)	35%	(170)	22%	(109)	485
Educ: Post-grad	21%	(58)	22%	(61)	8%	(23)	32%	(88)	17%	(48)	278
Income: Under 50k	8%	(95)	13%	(147)	13%	(143)	37%	(421)	29%	(325)	1132
Income: 50k-100k	10%	(70)	15%	(100)	13%	(86)	38%	(253)	24%	(165)	675
Income: 100k+	20%	(80)	22%	(86)	8%	(32)	29%	(116)	20%	(80)	395
Ethnicity: White	11%	(187)	15%	(261)	11%	(187)	38%	(648)	25%	(417)	1699
Ethnicity: Hispanic	20%	(76)	22%	(84)	11%	(42)	26%	(99)	21%	(78)	379

Table MCEN3_5: *How interested are you in watching the following movies once they are released?*
Unfrosted: The Pop Tart Story

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	11%	(246)	15%	(332)	12%	(262)	36%	(791)	26%	(571)	2202
Ethnicity: Black	13%	(37)	17%	(47)	14%	(41)	30%	(85)	26%	(74)	283
Ethnicity: Other	10%	(23)	11%	(25)	16%	(34)	27%	(58)	36%	(79)	220
All Christian	11%	(111)	16%	(162)	11%	(108)	40%	(398)	23%	(229)	1008
All Non-Christian	34%	(59)	26%	(44)	5%	(9)	21%	(36)	14%	(23)	171
Atheist	5%	(5)	6%	(6)	15%	(14)	36%	(35)	37%	(36)	96
Agnostic/Nothing in particular	6%	(38)	13%	(79)	12%	(72)	37%	(215)	31%	(182)	586
Something Else	10%	(34)	12%	(42)	17%	(58)	31%	(107)	30%	(101)	342
Religious Non-Protestant/Catholic	32%	(60)	25%	(47)	5%	(10)	24%	(43)	14%	(25)	185
Evangelical	16%	(93)	20%	(118)	12%	(71)	31%	(185)	21%	(127)	594
Non-Evangelical	6%	(42)	10%	(77)	13%	(98)	43%	(316)	28%	(202)	735
Community: Urban	21%	(155)	21%	(150)	12%	(88)	27%	(195)	19%	(141)	729
Community: Suburban	6%	(58)	13%	(131)	12%	(113)	40%	(388)	30%	(289)	978
Community: Rural	7%	(33)	10%	(51)	12%	(61)	42%	(208)	29%	(141)	495
Employ: Private Sector	18%	(136)	20%	(149)	14%	(104)	27%	(200)	21%	(153)	741
Employ: Government	22%	(27)	18%	(22)	12%	(14)	23%	(28)	25%	(31)	123
Employ: Self-Employed	13%	(31)	20%	(47)	14%	(32)	24%	(56)	29%	(68)	234
Employ: Homemaker	8%	(11)	10%	(14)	6%	(8)	36%	(54)	41%	(61)	150
Employ: Retired	3%	(16)	6%	(34)	9%	(50)	58%	(322)	23%	(129)	552
Employ: Unemployed	3%	(7)	21%	(45)	15%	(33)	28%	(59)	32%	(69)	214
Employ: Other	8%	(12)	13%	(18)	7%	(9)	43%	(60)	30%	(41)	140
Military HH: Yes	8%	(27)	11%	(34)	9%	(30)	45%	(146)	27%	(87)	324
Military HH: No	12%	(220)	16%	(298)	12%	(231)	34%	(644)	26%	(484)	1878
2022 House Vote: Democrat	14%	(145)	17%	(177)	11%	(115)	33%	(333)	25%	(252)	1023
2022 House Vote: Republican	9%	(51)	13%	(72)	11%	(65)	47%	(268)	20%	(111)	567
2022 House Vote: Someone else	3%	(2)	21%	(11)	17%	(9)	34%	(18)	24%	(13)	53
2022 House Vote: Didnt Vote	9%	(48)	13%	(72)	13%	(73)	31%	(172)	35%	(195)	559
2020 Vote: Joe Biden	12%	(131)	17%	(180)	11%	(112)	35%	(372)	24%	(256)	1049
2020 Vote: Donald Trump	9%	(53)	12%	(73)	13%	(78)	45%	(272)	21%	(130)	607
2020 Vote: Other	4%	(2)	9%	(5)	9%	(5)	45%	(25)	33%	(18)	55
2020 Vote: Didn't Vote	12%	(60)	15%	(75)	14%	(66)	25%	(122)	34%	(167)	490

Table MCEN3_5: *How interested are you in watching the following movies once they are released?*
Unfrosted: The Pop Tart Story

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	11%	(246)	15%	(332)	12%	(262)	36%	(791)	26%	(571)	2202
2018 House Vote: Democrat	13%	(120)	17%	(158)	11%	(101)	33%	(303)	25%	(228)	911
2018 House Vote: Republican	10%	(56)	13%	(72)	10%	(56)	47%	(262)	20%	(114)	560
2018 House Vote: Didnt Vote	10%	(70)	14%	(96)	14%	(96)	30%	(207)	32%	(219)	686
4-Region: Northeast	12%	(46)	16%	(63)	11%	(43)	38%	(148)	22%	(86)	386
4-Region: Midwest	7%	(32)	13%	(58)	13%	(58)	42%	(189)	26%	(119)	455
4-Region: South	11%	(96)	13%	(113)	12%	(98)	34%	(285)	29%	(247)	840
4-Region: West	14%	(72)	19%	(98)	12%	(63)	32%	(168)	23%	(119)	521
Film Fans	12%	(235)	16%	(316)	13%	(248)	34%	(652)	25%	(485)	1936
TV Fans	12%	(241)	16%	(325)	12%	(248)	35%	(732)	26%	(533)	2079

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

Table MCEN4_1: *How interested would you be in watching movies about the following brands and products?*
American Girl

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	12%	(271)	17%	(371)	14%	(316)	41%	(892)	16%	(352)	2202
Gender: Male	14%	(148)	17%	(176)	15%	(162)	39%	(418)	15%	(160)	1065
Gender: Female	11%	(123)	17%	(191)	13%	(150)	42%	(468)	17%	(189)	1121
Age: 18-34	23%	(144)	21%	(132)	15%	(93)	26%	(161)	16%	(101)	631
Age: 35-44	17%	(63)	21%	(79)	18%	(68)	28%	(105)	15%	(56)	372
Age: 45-64	6%	(46)	14%	(101)	16%	(112)	46%	(324)	18%	(129)	711
Age: 65+	4%	(18)	12%	(59)	9%	(43)	62%	(301)	13%	(66)	487
GenZers: 1997-2012	16%	(35)	20%	(44)	18%	(40)	29%	(63)	17%	(37)	219
Millennials: 1981-1996	23%	(166)	22%	(156)	15%	(111)	25%	(180)	15%	(106)	719
GenXers: 1965-1980	7%	(40)	16%	(84)	16%	(85)	43%	(230)	18%	(95)	535
Baby Boomers: 1946-1964	4%	(29)	12%	(78)	11%	(75)	58%	(387)	15%	(101)	669
PID: Dem (no lean)	17%	(171)	20%	(197)	14%	(142)	35%	(355)	14%	(142)	1007
PID: Ind (no lean)	7%	(40)	13%	(79)	12%	(75)	45%	(272)	23%	(138)	605
PID: Rep (no lean)	10%	(60)	16%	(95)	17%	(99)	45%	(264)	12%	(71)	590
PID/Gender: Dem Men	19%	(101)	20%	(104)	15%	(78)	33%	(170)	13%	(66)	519
PID/Gender: Dem Women	15%	(70)	19%	(92)	12%	(60)	38%	(184)	16%	(76)	481
PID/Gender: Ind Men	4%	(9)	11%	(27)	10%	(26)	53%	(132)	22%	(56)	250
PID/Gender: Ind Women	9%	(31)	15%	(50)	14%	(48)	39%	(136)	23%	(80)	346
PID/Gender: Rep Men	13%	(38)	16%	(46)	19%	(57)	39%	(116)	13%	(38)	296
PID/Gender: Rep Women	7%	(22)	17%	(49)	14%	(42)	50%	(148)	11%	(33)	294
Ideo: Liberal (1-3)	14%	(102)	18%	(128)	16%	(115)	39%	(281)	14%	(102)	728
Ideo: Moderate (4)	12%	(76)	16%	(98)	13%	(83)	42%	(257)	16%	(101)	615
Ideo: Conservative (5-7)	12%	(85)	16%	(112)	14%	(97)	45%	(310)	12%	(81)	684
Educ: < College	10%	(143)	15%	(210)	15%	(214)	43%	(615)	18%	(256)	1439
Educ: Bachelors degree	13%	(65)	20%	(98)	13%	(64)	39%	(191)	14%	(66)	485
Educ: Post-grad	23%	(63)	23%	(63)	14%	(38)	31%	(86)	11%	(30)	278
Income: Under 50k	8%	(92)	16%	(179)	16%	(181)	41%	(466)	19%	(213)	1132
Income: 50k-100k	13%	(90)	17%	(117)	13%	(86)	42%	(287)	14%	(96)	675
Income: 100k+	23%	(89)	19%	(75)	12%	(49)	35%	(139)	11%	(43)	395
Ethnicity: White	13%	(213)	17%	(293)	14%	(240)	43%	(727)	13%	(226)	1699
Ethnicity: Hispanic	20%	(76)	19%	(74)	18%	(67)	30%	(114)	13%	(49)	379

Continued on next page

Table MCEN4_1: *How interested would you be in watching movies about the following brands and products?*
American Girl

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	12%	(271)	17%	(371)	14%	(316)	41%	(892)	16%	(352)	2202
Ethnicity: Black	13%	(36)	16%	(45)	13%	(37)	34%	(97)	24%	(68)	283
Ethnicity: Other	10%	(22)	15%	(33)	18%	(39)	31%	(68)	26%	(58)	220
All Christian	15%	(147)	18%	(177)	15%	(155)	40%	(404)	12%	(125)	1008
All Non-Christian	29%	(50)	27%	(46)	7%	(12)	26%	(44)	11%	(18)	171
Atheist	6%	(6)	11%	(10)	7%	(7)	56%	(54)	20%	(19)	96
Agnostic/Nothing in particular	6%	(37)	14%	(81)	13%	(77)	47%	(273)	20%	(117)	586
Something Else	9%	(31)	17%	(57)	19%	(64)	34%	(117)	21%	(72)	342
Religious Non-Protestant/Catholic	27%	(50)	28%	(52)	8%	(14)	27%	(50)	10%	(19)	185
Evangelical	17%	(101)	20%	(118)	17%	(99)	32%	(191)	14%	(86)	594
Non-Evangelical	10%	(70)	14%	(104)	16%	(119)	45%	(334)	15%	(109)	735
Community: Urban	22%	(159)	22%	(160)	10%	(75)	32%	(232)	14%	(103)	729
Community: Suburban	7%	(73)	14%	(137)	16%	(153)	46%	(449)	17%	(167)	978
Community: Rural	8%	(40)	15%	(75)	18%	(87)	43%	(211)	16%	(81)	495
Employ: Private Sector	18%	(137)	20%	(145)	14%	(104)	36%	(266)	12%	(89)	741
Employ: Government	27%	(34)	21%	(26)	12%	(15)	24%	(30)	15%	(19)	123
Employ: Self-Employed	12%	(28)	20%	(47)	13%	(30)	41%	(96)	14%	(32)	234
Employ: Homemaker	12%	(18)	13%	(19)	14%	(21)	41%	(62)	20%	(31)	150
Employ: Retired	4%	(22)	13%	(72)	13%	(73)	54%	(300)	16%	(86)	552
Employ: Unemployed	6%	(13)	16%	(34)	22%	(48)	35%	(76)	20%	(43)	214
Employ: Other	9%	(12)	15%	(21)	11%	(16)	37%	(52)	28%	(40)	140
Military HH: Yes	12%	(38)	11%	(36)	12%	(39)	49%	(160)	16%	(51)	324
Military HH: No	12%	(233)	18%	(335)	15%	(277)	39%	(731)	16%	(301)	1878
2022 House Vote: Democrat	16%	(159)	19%	(197)	13%	(130)	38%	(388)	15%	(149)	1023
2022 House Vote: Republican	9%	(50)	16%	(90)	16%	(90)	47%	(266)	13%	(72)	567
2022 House Vote: Someone else	1%	(1)	16%	(8)	9%	(5)	52%	(27)	23%	(12)	53
2022 House Vote: Didnt Vote	11%	(62)	14%	(77)	16%	(91)	38%	(211)	21%	(119)	559
2020 Vote: Joe Biden	15%	(156)	18%	(187)	13%	(140)	40%	(415)	14%	(150)	1049
2020 Vote: Donald Trump	8%	(48)	17%	(104)	16%	(95)	46%	(281)	13%	(78)	607
2020 Vote: Other	7%	(4)	9%	(5)	13%	(7)	48%	(27)	22%	(12)	55
2020 Vote: Didn't Vote	13%	(63)	15%	(75)	15%	(72)	35%	(170)	23%	(111)	490

Continued on next page

Table MCEN4_1: *How interested would you be in watching movies about the following brands and products?*
American Girl

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	12%	(271)	17%	(371)	14%	(316)	41%	(892)	16%	(352)	2202
2018 House Vote: Democrat	17%	(152)	19%	(172)	12%	(108)	39%	(352)	14%	(127)	911
2018 House Vote: Republican	9%	(53)	16%	(92)	15%	(82)	47%	(263)	13%	(71)	560
2018 House Vote: Didnt Vote	10%	(66)	15%	(105)	17%	(116)	37%	(252)	21%	(147)	686
4-Region: Northeast	14%	(52)	17%	(66)	13%	(49)	43%	(167)	14%	(52)	386
4-Region: Midwest	8%	(38)	16%	(71)	16%	(71)	46%	(211)	14%	(65)	455
4-Region: South	11%	(95)	17%	(146)	12%	(103)	40%	(337)	19%	(159)	840
4-Region: West	17%	(87)	17%	(89)	18%	(93)	34%	(177)	15%	(76)	521
Film Fans	13%	(260)	18%	(344)	15%	(292)	39%	(759)	15%	(282)	1936
TV Fans	13%	(267)	17%	(353)	15%	(305)	40%	(838)	15%	(317)	2079

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

Table MCEN4_2: *How interested would you be in watching movies about the following brands and products?*
Hot Wheels

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	19%	(410)	22%	(494)	13%	(277)	34%	(749)	12%	(271)	2202
Gender: Male	28%	(296)	26%	(273)	11%	(121)	27%	(286)	8%	(89)	1065
Gender: Female	10%	(114)	19%	(212)	14%	(155)	41%	(458)	16%	(182)	1121
Age: 18-34	34%	(213)	28%	(176)	12%	(75)	14%	(88)	13%	(79)	631
Age: 35-44	20%	(74)	27%	(101)	16%	(61)	26%	(98)	10%	(38)	372
Age: 45-64	15%	(107)	22%	(158)	14%	(96)	36%	(253)	14%	(96)	711
Age: 65+	3%	(16)	12%	(59)	9%	(45)	63%	(309)	12%	(58)	487
GenZers: 1997-2012	27%	(59)	32%	(69)	11%	(24)	16%	(34)	15%	(33)	219
Millennials: 1981-1996	30%	(216)	27%	(192)	15%	(105)	18%	(128)	11%	(78)	719
GenXers: 1965-1980	19%	(99)	22%	(117)	14%	(74)	32%	(171)	14%	(74)	535
Baby Boomers: 1946-1964	5%	(34)	16%	(108)	11%	(71)	57%	(383)	11%	(74)	669
PID: Dem (no lean)	21%	(216)	24%	(238)	12%	(117)	32%	(322)	11%	(114)	1007
PID: Ind (no lean)	12%	(73)	21%	(125)	14%	(88)	36%	(219)	16%	(100)	605
PID: Rep (no lean)	20%	(121)	22%	(131)	12%	(73)	35%	(208)	10%	(57)	590
PID/Gender: Dem Men	31%	(162)	27%	(139)	11%	(59)	23%	(119)	8%	(39)	519
PID/Gender: Dem Women	11%	(54)	19%	(93)	12%	(58)	42%	(201)	16%	(75)	481
PID/Gender: Ind Men	16%	(40)	24%	(59)	13%	(33)	35%	(88)	12%	(30)	250
PID/Gender: Ind Women	10%	(33)	18%	(63)	15%	(53)	37%	(128)	20%	(69)	346
PID/Gender: Rep Men	32%	(94)	25%	(75)	10%	(29)	26%	(78)	7%	(20)	296
PID/Gender: Rep Women	9%	(27)	19%	(56)	15%	(44)	44%	(130)	13%	(38)	294
Ideo: Liberal (1-3)	19%	(140)	23%	(166)	10%	(74)	37%	(273)	10%	(76)	728
Ideo: Moderate (4)	21%	(127)	22%	(135)	15%	(93)	29%	(178)	14%	(83)	615
Ideo: Conservative (5-7)	17%	(117)	24%	(161)	13%	(88)	38%	(260)	9%	(58)	684
Educ: < College	18%	(255)	22%	(312)	12%	(177)	35%	(504)	13%	(191)	1439
Educ: Bachelors degree	17%	(84)	23%	(110)	14%	(67)	34%	(166)	12%	(58)	485
Educ: Post-grad	25%	(71)	26%	(72)	12%	(34)	28%	(79)	8%	(23)	278
Income: Under 50k	16%	(176)	21%	(236)	14%	(163)	34%	(387)	15%	(170)	1132
Income: 50k-100k	21%	(140)	23%	(154)	11%	(73)	36%	(242)	10%	(66)	675
Income: 100k+	24%	(94)	26%	(104)	11%	(42)	30%	(120)	9%	(36)	395
Ethnicity: White	18%	(308)	22%	(369)	12%	(208)	38%	(641)	10%	(174)	1699
Ethnicity: Hispanic	35%	(134)	23%	(86)	10%	(40)	22%	(85)	9%	(35)	379

Continued on next page

Table MCEN4_2: *How interested would you be in watching movies about the following brands and products?*
Hot Wheels

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	19%	(410)	22%	(494)	13%	(277)	34%	(749)	12%	(271)	2202
Ethnicity: Black	23%	(66)	22%	(64)	12%	(35)	23%	(64)	19%	(54)	283
Ethnicity: Other	16%	(36)	28%	(62)	16%	(35)	20%	(44)	20%	(44)	220
All Christian	18%	(185)	23%	(228)	13%	(129)	37%	(370)	10%	(96)	1008
All Non-Christian	36%	(61)	25%	(43)	12%	(20)	21%	(36)	7%	(11)	171
Atheist	8%	(7)	24%	(23)	19%	(18)	42%	(40)	7%	(7)	96
Agnostic/Nothing in particular	14%	(85)	21%	(124)	10%	(61)	36%	(212)	18%	(105)	586
Something Else	21%	(72)	22%	(76)	14%	(49)	27%	(92)	15%	(52)	342
Religious Non-Protestant/Catholic	33%	(61)	28%	(51)	11%	(20)	22%	(41)	6%	(11)	185
Evangelical	25%	(149)	23%	(136)	11%	(68)	29%	(170)	12%	(72)	594
Non-Evangelical	13%	(99)	21%	(155)	15%	(113)	40%	(293)	10%	(76)	735
Community: Urban	27%	(196)	26%	(186)	12%	(86)	25%	(179)	11%	(82)	729
Community: Suburban	13%	(130)	22%	(217)	13%	(128)	39%	(381)	12%	(122)	978
Community: Rural	17%	(84)	18%	(91)	13%	(63)	38%	(189)	14%	(68)	495
Employ: Private Sector	26%	(193)	26%	(196)	15%	(113)	24%	(181)	8%	(57)	741
Employ: Government	32%	(39)	24%	(30)	8%	(9)	23%	(28)	14%	(17)	123
Employ: Self-Employed	21%	(49)	24%	(56)	12%	(29)	27%	(63)	16%	(36)	234
Employ: Homemaker	11%	(16)	17%	(26)	10%	(15)	43%	(65)	18%	(28)	150
Employ: Retired	6%	(33)	16%	(86)	11%	(61)	56%	(309)	11%	(63)	552
Employ: Unemployed	19%	(40)	24%	(50)	13%	(29)	27%	(58)	17%	(37)	214
Employ: Other	21%	(29)	21%	(30)	12%	(17)	28%	(39)	19%	(26)	140
Military HH: Yes	15%	(48)	21%	(69)	12%	(38)	40%	(130)	12%	(39)	324
Military HH: No	19%	(362)	23%	(425)	13%	(239)	33%	(619)	12%	(232)	1878
2022 House Vote: Democrat	20%	(205)	24%	(241)	13%	(129)	33%	(338)	11%	(110)	1023
2022 House Vote: Republican	16%	(92)	20%	(114)	14%	(81)	40%	(225)	10%	(55)	567
2022 House Vote: Someone else	24%	(13)	24%	(13)	8%	(4)	30%	(16)	13%	(7)	53
2022 House Vote: Didnt Vote	18%	(100)	23%	(126)	11%	(63)	30%	(170)	18%	(100)	559
2020 Vote: Joe Biden	19%	(199)	23%	(239)	12%	(129)	35%	(367)	11%	(115)	1049
2020 Vote: Donald Trump	15%	(91)	23%	(141)	14%	(84)	39%	(235)	9%	(56)	607
2020 Vote: Other	18%	(10)	13%	(7)	15%	(8)	38%	(21)	16%	(9)	55
2020 Vote: Didn't Vote	22%	(109)	22%	(108)	11%	(56)	26%	(126)	19%	(91)	490

Table MCEN4_2: *How interested would you be in watching movies about the following brands and products?*
Hot Wheels

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	19%	(410)	22%	(494)	13%	(277)	34%	(749)	12%	(271)	2202
2018 House Vote: Democrat	19%	(177)	23%	(209)	13%	(119)	34%	(308)	11%	(98)	911
2018 House Vote: Republican	19%	(104)	19%	(109)	12%	(68)	40%	(226)	10%	(54)	560
2018 House Vote: Didnt Vote	18%	(122)	25%	(168)	12%	(82)	29%	(199)	17%	(115)	686
4-Region: Northeast	17%	(64)	24%	(92)	9%	(33)	40%	(153)	11%	(44)	386
4-Region: Midwest	11%	(50)	21%	(94)	15%	(67)	41%	(186)	13%	(58)	455
4-Region: South	17%	(141)	22%	(183)	14%	(114)	33%	(276)	15%	(126)	840
4-Region: West	30%	(155)	24%	(125)	12%	(64)	26%	(134)	8%	(44)	521
Film Fans	20%	(380)	24%	(468)	13%	(244)	33%	(634)	11%	(210)	1936
TV Fans	19%	(398)	23%	(476)	13%	(266)	34%	(697)	12%	(243)	2079

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

Table MCEN4_3: *How interested would you be in watching movies about the following brands and products?*
Barney

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	11%	(244)	13%	(292)	14%	(309)	48%	(1055)	14%	(300)	2202
Gender: Male	16%	(169)	15%	(156)	15%	(160)	44%	(464)	11%	(117)	1065
Gender: Female	7%	(75)	12%	(131)	13%	(146)	52%	(585)	16%	(184)	1121
Age: 18-34	20%	(128)	20%	(126)	15%	(98)	30%	(189)	14%	(91)	631
Age: 35-44	15%	(55)	14%	(51)	15%	(57)	43%	(160)	13%	(48)	372
Age: 45-64	8%	(56)	11%	(76)	15%	(105)	54%	(382)	13%	(92)	711
Age: 65+	1%	(5)	8%	(38)	10%	(49)	67%	(324)	14%	(70)	487
GenZers: 1997-2012	16%	(36)	18%	(38)	18%	(39)	32%	(70)	16%	(36)	219
Millennials: 1981-1996	20%	(141)	19%	(136)	15%	(109)	33%	(238)	13%	(94)	719
GenXers: 1965-1980	9%	(46)	11%	(61)	14%	(73)	54%	(289)	12%	(66)	535
Baby Boomers: 1946-1964	3%	(21)	7%	(50)	12%	(82)	63%	(423)	14%	(93)	669
PID: Dem (no lean)	16%	(160)	17%	(169)	14%	(144)	41%	(416)	12%	(119)	1007
PID: Ind (no lean)	5%	(33)	10%	(58)	15%	(92)	52%	(313)	18%	(108)	605
PID: Rep (no lean)	9%	(52)	11%	(65)	12%	(73)	55%	(326)	13%	(74)	590
PID/Gender: Dem Men	22%	(115)	19%	(97)	15%	(77)	34%	(178)	10%	(51)	519
PID/Gender: Dem Women	9%	(45)	14%	(70)	13%	(63)	49%	(235)	14%	(68)	481
PID/Gender: Ind Men	6%	(14)	8%	(21)	18%	(44)	55%	(138)	13%	(33)	250
PID/Gender: Ind Women	5%	(19)	10%	(34)	14%	(48)	49%	(171)	22%	(74)	346
PID/Gender: Rep Men	13%	(40)	13%	(37)	13%	(39)	50%	(147)	11%	(33)	296
PID/Gender: Rep Women	4%	(12)	9%	(28)	12%	(34)	61%	(179)	14%	(41)	294
Ideo: Liberal (1-3)	14%	(102)	14%	(103)	15%	(110)	45%	(330)	11%	(83)	728
Ideo: Moderate (4)	10%	(62)	16%	(97)	16%	(99)	45%	(277)	13%	(81)	615
Ideo: Conservative (5-7)	10%	(67)	12%	(81)	12%	(79)	56%	(384)	11%	(73)	684
Educ: < College	8%	(115)	12%	(169)	14%	(207)	51%	(729)	15%	(219)	1439
Educ: Bachelors degree	14%	(70)	15%	(72)	15%	(70)	46%	(221)	11%	(52)	485
Educ: Post-grad	21%	(59)	18%	(51)	12%	(32)	38%	(106)	11%	(30)	278
Income: Under 50k	7%	(78)	14%	(154)	15%	(169)	48%	(546)	16%	(185)	1132
Income: 50k-100k	13%	(87)	11%	(75)	14%	(92)	51%	(345)	11%	(76)	675
Income: 100k+	20%	(79)	16%	(63)	12%	(48)	42%	(165)	10%	(39)	395
Ethnicity: White	11%	(188)	12%	(207)	13%	(222)	52%	(882)	12%	(200)	1699
Ethnicity: Hispanic	22%	(83)	15%	(58)	14%	(52)	38%	(146)	11%	(41)	379

Table MCEN4_3: *How interested would you be in watching movies about the following brands and products?*
Barney

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	11%	(244)	13%	(292)	14%	(309)	48%	(1055)	14%	(300)	2202
Ethnicity: Black	14%	(39)	20%	(57)	15%	(42)	31%	(88)	20%	(57)	283
Ethnicity: Other	8%	(17)	13%	(28)	21%	(45)	39%	(86)	20%	(43)	220
All Christian	11%	(114)	14%	(138)	15%	(148)	50%	(505)	10%	(104)	1008
All Non-Christian	34%	(58)	25%	(43)	9%	(15)	24%	(41)	8%	(13)	171
Atheist	4%	(4)	8%	(7)	23%	(22)	56%	(54)	9%	(9)	96
Agnostic/Nothing in particular	6%	(35)	11%	(64)	14%	(82)	51%	(298)	18%	(107)	586
Something Else	10%	(34)	12%	(40)	12%	(43)	46%	(157)	20%	(68)	342
Religious Non-Protestant/Catholic	32%	(59)	24%	(44)	9%	(17)	28%	(51)	7%	(14)	185
Evangelical	14%	(83)	15%	(89)	12%	(69)	44%	(264)	15%	(89)	594
Non-Evangelical	8%	(57)	11%	(83)	16%	(120)	53%	(392)	11%	(84)	735
Community: Urban	22%	(158)	20%	(146)	13%	(92)	33%	(243)	12%	(90)	729
Community: Suburban	6%	(57)	10%	(97)	16%	(153)	54%	(532)	14%	(139)	978
Community: Rural	6%	(29)	10%	(49)	13%	(64)	57%	(280)	15%	(72)	495
Employ: Private Sector	17%	(125)	18%	(137)	13%	(94)	42%	(309)	10%	(77)	741
Employ: Government	27%	(33)	12%	(15)	19%	(23)	33%	(40)	10%	(12)	123
Employ: Self-Employed	11%	(25)	11%	(26)	10%	(23)	50%	(118)	18%	(43)	234
Employ: Homemaker	4%	(5)	9%	(13)	14%	(21)	58%	(87)	15%	(23)	150
Employ: Retired	3%	(16)	8%	(46)	12%	(69)	62%	(344)	14%	(78)	552
Employ: Unemployed	7%	(15)	16%	(35)	23%	(50)	40%	(86)	13%	(28)	214
Employ: Other	13%	(19)	11%	(15)	11%	(15)	43%	(60)	23%	(32)	140
Military HH: Yes	11%	(35)	8%	(27)	15%	(47)	51%	(167)	15%	(48)	324
Military HH: No	11%	(209)	14%	(265)	14%	(262)	47%	(889)	13%	(252)	1878
2022 House Vote: Democrat	15%	(153)	16%	(163)	15%	(148)	43%	(442)	11%	(117)	1023
2022 House Vote: Republican	9%	(48)	12%	(67)	13%	(75)	55%	(313)	11%	(63)	567
2022 House Vote: Someone else	—	(0)	8%	(4)	22%	(11)	58%	(31)	13%	(7)	53
2022 House Vote: Didnt Vote	8%	(43)	10%	(58)	13%	(74)	48%	(270)	20%	(114)	559
2020 Vote: Joe Biden	14%	(149)	15%	(158)	15%	(153)	45%	(476)	11%	(113)	1049
2020 Vote: Donald Trump	7%	(43)	13%	(77)	13%	(78)	55%	(334)	12%	(74)	607
2020 Vote: Other	4%	(2)	6%	(4)	18%	(10)	53%	(29)	19%	(10)	55
2020 Vote: Didn't Vote	10%	(50)	11%	(53)	14%	(67)	44%	(216)	21%	(103)	490

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Table MCEN4_3: *How interested would you be in watching movies about the following brands and products?*
Barney

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	11%	(244)	13%	(292)	14%	(309)	48%	(1055)	14%	(300)	2202
2018 House Vote: Democrat	16%	(142)	16%	(144)	15%	(135)	42%	(382)	12%	(108)	911
2018 House Vote: Republican	7%	(40)	12%	(65)	12%	(69)	58%	(324)	11%	(63)	560
2018 House Vote: Didnt Vote	9%	(63)	12%	(80)	14%	(98)	47%	(321)	18%	(125)	686
4-Region: Northeast	15%	(57)	13%	(52)	14%	(53)	47%	(181)	11%	(43)	386
4-Region: Midwest	6%	(28)	12%	(56)	15%	(67)	54%	(246)	13%	(59)	455
4-Region: South	8%	(66)	15%	(123)	14%	(118)	47%	(391)	17%	(141)	840
4-Region: West	18%	(94)	12%	(61)	14%	(71)	45%	(237)	11%	(58)	521
Film Fans	12%	(229)	14%	(271)	14%	(274)	48%	(928)	12%	(234)	1936
TV Fans	12%	(240)	13%	(279)	14%	(297)	48%	(996)	13%	(268)	2079

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

Table MCEN4_4: *How interested would you be in watching movies about the following brands and products?*
Magic 8 Ball

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	15%	(329)	18%	(392)	13%	(291)	37%	(810)	17%	(380)	2202
Gender: Male	21%	(223)	20%	(211)	13%	(134)	34%	(357)	13%	(140)	1065
Gender: Female	9%	(106)	16%	(176)	14%	(156)	40%	(447)	21%	(237)	1121
Age: 18-34	30%	(190)	21%	(130)	14%	(87)	19%	(120)	17%	(105)	631
Age: 35-44	18%	(66)	27%	(100)	14%	(52)	28%	(104)	14%	(51)	372
Age: 45-64	10%	(68)	17%	(120)	15%	(105)	41%	(291)	18%	(128)	711
Age: 65+	1%	(6)	9%	(43)	10%	(46)	61%	(296)	20%	(97)	487
GenZers: 1997-2012	25%	(54)	20%	(44)	14%	(30)	22%	(49)	19%	(41)	219
Millennials: 1981-1996	27%	(193)	24%	(171)	15%	(105)	21%	(148)	14%	(102)	719
GenXers: 1965-1980	11%	(62)	21%	(111)	14%	(76)	36%	(192)	18%	(95)	535
Baby Boomers: 1946-1964	3%	(20)	9%	(64)	11%	(76)	57%	(384)	19%	(125)	669
PID: Dem (no lean)	20%	(199)	19%	(187)	13%	(128)	34%	(340)	15%	(154)	1007
PID: Ind (no lean)	9%	(52)	17%	(102)	14%	(85)	38%	(229)	23%	(136)	605
PID: Rep (no lean)	13%	(78)	17%	(103)	13%	(78)	41%	(241)	15%	(91)	590
PID/Gender: Dem Men	26%	(136)	21%	(109)	12%	(62)	31%	(160)	10%	(52)	519
PID/Gender: Dem Women	13%	(62)	16%	(76)	13%	(65)	37%	(180)	20%	(98)	481
PID/Gender: Ind Men	10%	(24)	20%	(50)	14%	(35)	40%	(100)	16%	(41)	250
PID/Gender: Ind Women	8%	(28)	14%	(49)	15%	(50)	36%	(123)	27%	(95)	346
PID/Gender: Rep Men	21%	(62)	18%	(52)	13%	(37)	33%	(98)	16%	(46)	296
PID/Gender: Rep Women	5%	(15)	17%	(50)	14%	(41)	49%	(144)	15%	(44)	294
Ideo: Liberal (1-3)	18%	(130)	18%	(130)	15%	(106)	36%	(261)	14%	(101)	728
Ideo: Moderate (4)	14%	(88)	19%	(120)	15%	(92)	34%	(208)	18%	(108)	615
Ideo: Conservative (5-7)	13%	(88)	17%	(119)	11%	(78)	43%	(292)	16%	(107)	684
Educ: < College	14%	(196)	16%	(235)	13%	(187)	38%	(548)	19%	(274)	1439
Educ: Bachelors degree	15%	(71)	19%	(92)	14%	(69)	38%	(183)	14%	(70)	485
Educ: Post-grad	22%	(62)	24%	(66)	12%	(34)	28%	(79)	13%	(36)	278
Income: Under 50k	11%	(128)	17%	(192)	13%	(150)	38%	(432)	20%	(230)	1132
Income: 50k-100k	16%	(108)	18%	(118)	15%	(99)	38%	(255)	14%	(94)	675
Income: 100k+	24%	(93)	21%	(82)	10%	(41)	31%	(123)	14%	(56)	395
Ethnicity: White	16%	(269)	18%	(300)	12%	(209)	40%	(675)	15%	(246)	1699
Ethnicity: Hispanic	34%	(129)	16%	(61)	14%	(52)	24%	(92)	12%	(46)	379

Table MCEN4_4: *How interested would you be in watching movies about the following brands and products?*
Magic 8 Ball

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	15%	(329)	18%	(392)	13%	(291)	37%	(810)	17%	(380)	2202
Ethnicity: Black	12%	(35)	17%	(49)	15%	(42)	29%	(81)	27%	(75)	283
Ethnicity: Other	11%	(25)	20%	(43)	18%	(40)	25%	(54)	27%	(58)	220
All Christian	15%	(152)	17%	(171)	15%	(154)	38%	(382)	15%	(149)	1008
All Non-Christian	38%	(64)	23%	(40)	10%	(17)	19%	(32)	10%	(17)	171
Atheist	4%	(4)	15%	(14)	19%	(18)	51%	(49)	11%	(11)	96
Agnostic/Nothing in particular	10%	(56)	16%	(93)	12%	(70)	40%	(235)	22%	(131)	586
Something Else	15%	(52)	22%	(74)	9%	(32)	33%	(112)	21%	(72)	342
Religious Non-Protestant/Catholic	35%	(64)	23%	(42)	11%	(21)	21%	(38)	10%	(19)	185
Evangelical	21%	(126)	22%	(128)	11%	(66)	30%	(179)	16%	(95)	594
Non-Evangelical	9%	(68)	15%	(110)	16%	(117)	43%	(316)	17%	(124)	735
Community: Urban	24%	(176)	21%	(153)	11%	(82)	27%	(198)	16%	(120)	729
Community: Suburban	9%	(93)	16%	(159)	14%	(136)	44%	(426)	17%	(165)	978
Community: Rural	12%	(60)	16%	(81)	15%	(73)	38%	(186)	19%	(95)	495
Employ: Private Sector	22%	(160)	22%	(163)	14%	(103)	29%	(217)	13%	(98)	741
Employ: Government	34%	(42)	22%	(27)	9%	(11)	18%	(22)	17%	(21)	123
Employ: Self-Employed	16%	(36)	21%	(48)	11%	(25)	37%	(87)	16%	(36)	234
Employ: Homemaker	10%	(14)	11%	(17)	12%	(17)	44%	(65)	24%	(35)	150
Employ: Retired	3%	(18)	10%	(56)	13%	(70)	56%	(310)	18%	(98)	552
Employ: Unemployed	14%	(29)	23%	(49)	16%	(33)	27%	(58)	21%	(44)	214
Employ: Other	15%	(21)	16%	(22)	15%	(20)	30%	(43)	24%	(34)	140
Military HH: Yes	13%	(41)	12%	(40)	15%	(48)	43%	(140)	17%	(56)	324
Military HH: No	15%	(288)	19%	(352)	13%	(243)	36%	(670)	17%	(324)	1878
2022 House Vote: Democrat	18%	(188)	19%	(190)	14%	(139)	34%	(349)	15%	(157)	1023
2022 House Vote: Republican	10%	(56)	17%	(94)	13%	(75)	44%	(251)	16%	(91)	567
2022 House Vote: Someone else	—	(0)	32%	(17)	8%	(4)	41%	(21)	20%	(11)	53
2022 House Vote: Didnt Vote	15%	(85)	16%	(91)	13%	(73)	34%	(189)	22%	(121)	559
2020 Vote: Joe Biden	17%	(180)	19%	(200)	14%	(144)	35%	(370)	15%	(155)	1049
2020 Vote: Donald Trump	9%	(54)	16%	(97)	13%	(77)	46%	(278)	17%	(101)	607
2020 Vote: Other	5%	(3)	18%	(10)	8%	(5)	45%	(25)	24%	(13)	55
2020 Vote: Didn't Vote	19%	(92)	17%	(85)	13%	(66)	28%	(137)	23%	(111)	490

Morning Consult
Table MCEN4_4

Table MCEN4_4: *How interested would you be in watching movies about the following brands and products?*
Magic 8 Ball

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	15%	(329)	18%	(392)	13%	(291)	37%	(810)	17%	(380)	2202
2018 House Vote: Democrat	18%	(161)	18%	(164)	14%	(129)	35%	(323)	15%	(133)	911
2018 House Vote: Republican	11%	(60)	17%	(94)	12%	(67)	45%	(250)	16%	(89)	560
2018 House Vote: Didnt Vote	15%	(104)	18%	(124)	13%	(89)	32%	(219)	22%	(150)	686
4-Region: Northeast	14%	(53)	16%	(63)	12%	(45)	44%	(171)	14%	(53)	386
4-Region: Midwest	11%	(51)	15%	(69)	14%	(64)	41%	(185)	19%	(85)	455
4-Region: South	12%	(101)	18%	(151)	13%	(113)	37%	(310)	20%	(165)	840
4-Region: West	24%	(123)	21%	(110)	13%	(69)	27%	(143)	15%	(77)	521
Film Fans	16%	(313)	19%	(369)	13%	(255)	36%	(693)	16%	(306)	1936
TV Fans	16%	(324)	18%	(378)	14%	(281)	36%	(755)	16%	(342)	2079

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

Table MCEN4_5: *How interested would you be in watching movies about the following brands and products?*
Major Matt Mason

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	9%	(197)	11%	(243)	11%	(238)	40%	(877)	29%	(646)	2202
Gender: Male	14%	(153)	15%	(155)	12%	(126)	36%	(386)	23%	(245)	1065
Gender: Female	4%	(44)	8%	(88)	10%	(113)	43%	(487)	35%	(389)	1121
Age: 18-34	18%	(112)	14%	(89)	11%	(69)	26%	(165)	31%	(197)	631
Age: 35-44	13%	(47)	16%	(61)	11%	(40)	29%	(108)	31%	(117)	372
Age: 45-64	5%	(39)	9%	(63)	12%	(86)	43%	(307)	31%	(217)	711
Age: 65+	—	(0)	6%	(31)	9%	(43)	61%	(298)	24%	(115)	487
GenZers: 1997-2012	9%	(20)	11%	(25)	13%	(29)	31%	(68)	36%	(78)	219
Millennials: 1981-1996	18%	(132)	17%	(122)	10%	(75)	25%	(178)	30%	(212)	719
GenXers: 1965-1980	6%	(33)	10%	(56)	11%	(60)	41%	(217)	32%	(170)	535
Baby Boomers: 1946-1964	2%	(13)	6%	(38)	11%	(72)	56%	(378)	25%	(169)	669
PID: Dem (no lean)	14%	(140)	13%	(130)	10%	(105)	37%	(369)	26%	(263)	1007
PID: Ind (no lean)	4%	(22)	6%	(35)	10%	(58)	40%	(241)	41%	(248)	605
PID: Rep (no lean)	6%	(35)	13%	(78)	13%	(76)	45%	(267)	23%	(135)	590
PID/Gender: Dem Men	22%	(112)	17%	(88)	11%	(57)	33%	(171)	18%	(91)	519
PID/Gender: Dem Women	6%	(28)	9%	(42)	10%	(48)	41%	(198)	34%	(165)	481
PID/Gender: Ind Men	5%	(14)	6%	(15)	9%	(23)	43%	(108)	36%	(91)	250
PID/Gender: Ind Women	3%	(9)	6%	(20)	10%	(35)	37%	(129)	44%	(153)	346
PID/Gender: Rep Men	9%	(27)	18%	(52)	15%	(46)	36%	(108)	21%	(63)	296
PID/Gender: Rep Women	2%	(7)	9%	(26)	10%	(30)	54%	(160)	24%	(72)	294
Ideo: Liberal (1-3)	13%	(95)	11%	(80)	10%	(73)	38%	(278)	28%	(203)	728
Ideo: Moderate (4)	7%	(41)	11%	(68)	13%	(78)	40%	(246)	30%	(182)	615
Ideo: Conservative (5-7)	8%	(55)	12%	(82)	11%	(74)	45%	(306)	24%	(167)	684
Educ: < College	6%	(93)	8%	(118)	12%	(166)	42%	(607)	32%	(455)	1439
Educ: Bachelors degree	9%	(46)	16%	(75)	10%	(48)	38%	(185)	27%	(130)	485
Educ: Post-grad	21%	(59)	18%	(50)	8%	(23)	31%	(86)	22%	(60)	278
Income: Under 50k	6%	(65)	9%	(100)	12%	(134)	40%	(456)	33%	(377)	1132
Income: 50k-100k	9%	(63)	11%	(77)	10%	(67)	42%	(283)	27%	(185)	675
Income: 100k+	18%	(70)	17%	(66)	9%	(37)	35%	(139)	21%	(83)	395
Ethnicity: White	9%	(158)	11%	(192)	10%	(175)	42%	(714)	27%	(461)	1699
Ethnicity: Hispanic	20%	(75)	12%	(47)	12%	(44)	30%	(112)	27%	(101)	379

Table MCEN4_5: *How interested would you be in watching movies about the following brands and products?*
Major Matt Mason

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	9%	(197)	11%	(243)	11%	(238)	40%	(877)	29%	(646)	2202
Ethnicity: Black	9%	(25)	11%	(32)	11%	(31)	35%	(100)	33%	(93)	283
Ethnicity: Other	6%	(14)	9%	(19)	14%	(32)	29%	(63)	42%	(92)	220
All Christian	10%	(105)	12%	(118)	12%	(116)	40%	(408)	26%	(260)	1008
All Non-Christian	29%	(49)	21%	(35)	11%	(19)	27%	(45)	13%	(22)	171
Atheist	4%	(4)	8%	(7)	11%	(10)	47%	(45)	31%	(30)	96
Agnostic/Nothing in particular	4%	(23)	9%	(52)	7%	(44)	43%	(254)	36%	(213)	586
Something Else	5%	(16)	9%	(31)	14%	(49)	37%	(125)	35%	(121)	342
Religious Non-Protestant/Catholic	28%	(52)	21%	(38)	10%	(19)	28%	(52)	13%	(23)	185
Evangelical	12%	(73)	13%	(76)	13%	(78)	34%	(201)	28%	(166)	594
Non-Evangelical	5%	(37)	8%	(61)	12%	(87)	45%	(332)	30%	(218)	735
Community: Urban	20%	(143)	17%	(123)	10%	(74)	30%	(216)	24%	(172)	729
Community: Suburban	4%	(39)	8%	(78)	11%	(112)	46%	(448)	31%	(301)	978
Community: Rural	3%	(15)	9%	(43)	10%	(52)	43%	(213)	35%	(172)	495
Employ: Private Sector	15%	(114)	16%	(118)	12%	(88)	32%	(237)	25%	(184)	741
Employ: Government	18%	(23)	12%	(15)	12%	(15)	31%	(38)	26%	(32)	123
Employ: Self-Employed	12%	(27)	11%	(26)	10%	(23)	37%	(86)	30%	(71)	234
Employ: Homemaker	2%	(3)	5%	(7)	7%	(10)	44%	(65)	43%	(64)	150
Employ: Retired	1%	(5)	8%	(43)	11%	(61)	55%	(306)	25%	(138)	552
Employ: Unemployed	6%	(13)	11%	(23)	11%	(24)	37%	(78)	35%	(75)	214
Employ: Other	6%	(8)	6%	(8)	7%	(10)	40%	(56)	41%	(58)	140
Military HH: Yes	8%	(28)	8%	(26)	12%	(38)	46%	(149)	26%	(85)	324
Military HH: No	9%	(170)	12%	(217)	11%	(200)	39%	(729)	30%	(561)	1878
2022 House Vote: Democrat	13%	(128)	13%	(128)	11%	(111)	38%	(385)	26%	(270)	1023
2022 House Vote: Republican	5%	(26)	12%	(69)	11%	(62)	47%	(266)	25%	(144)	567
2022 House Vote: Someone else	21%	(11)	1%	(1)	11%	(6)	42%	(22)	24%	(13)	53
2022 House Vote: Didnt Vote	6%	(32)	8%	(45)	11%	(60)	36%	(204)	39%	(219)	559
2020 Vote: Joe Biden	13%	(136)	11%	(120)	10%	(101)	40%	(415)	26%	(278)	1049
2020 Vote: Donald Trump	4%	(24)	11%	(66)	12%	(73)	47%	(284)	26%	(160)	607
2020 Vote: Other	—	(0)	18%	(10)	11%	(6)	45%	(25)	26%	(14)	55
2020 Vote: Didn't Vote	8%	(38)	10%	(48)	12%	(58)	31%	(153)	39%	(194)	490

Table MCEN4_5: *How interested would you be in watching movies about the following brands and products?*
Major Matt Mason

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	9%	(197)	11%	(243)	11%	(238)	40%	(877)	29%	(646)	2202
2018 House Vote: Democrat	13%	(118)	12%	(112)	11%	(98)	38%	(348)	26%	(236)	911
2018 House Vote: Republican	6%	(35)	11%	(64)	11%	(60)	46%	(256)	26%	(146)	560
2018 House Vote: Didnt Vote	7%	(45)	9%	(62)	11%	(72)	37%	(254)	37%	(253)	686
4-Region: Northeast	12%	(45)	10%	(40)	11%	(43)	43%	(165)	24%	(94)	386
4-Region: Midwest	5%	(24)	9%	(41)	11%	(49)	42%	(193)	33%	(148)	455
4-Region: South	6%	(52)	11%	(94)	10%	(84)	41%	(343)	32%	(267)	840
4-Region: West	15%	(77)	13%	(68)	12%	(63)	34%	(177)	26%	(137)	521
Film Fans	10%	(188)	12%	(224)	11%	(207)	39%	(762)	29%	(555)	1936
TV Fans	9%	(192)	11%	(236)	11%	(227)	39%	(821)	29%	(603)	2079

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

Table MCEN4_6: *How interested would you be in watching movies about the following brands and products?*
Masters of the Universe

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	17%	(385)	21%	(463)	11%	(240)	34%	(739)	17%	(376)	2202
Gender: Male	27%	(286)	25%	(264)	11%	(114)	27%	(287)	11%	(114)	1065
Gender: Female	9%	(97)	17%	(191)	11%	(123)	40%	(449)	23%	(261)	1121
Age: 18-34	27%	(172)	20%	(125)	12%	(77)	17%	(110)	23%	(146)	631
Age: 35-44	27%	(100)	25%	(94)	14%	(51)	17%	(65)	17%	(62)	372
Age: 45-64	13%	(95)	23%	(163)	10%	(72)	40%	(281)	14%	(101)	711
Age: 65+	4%	(17)	17%	(81)	8%	(40)	58%	(282)	14%	(67)	487
GenZers: 1997-2012	19%	(41)	19%	(41)	12%	(26)	23%	(51)	27%	(59)	219
Millennials: 1981-1996	30%	(213)	24%	(169)	13%	(92)	15%	(108)	19%	(137)	719
GenXers: 1965-1980	17%	(92)	21%	(111)	13%	(68)	34%	(181)	15%	(82)	535
Baby Boomers: 1946-1964	6%	(38)	20%	(134)	7%	(48)	54%	(364)	13%	(85)	669
PID: Dem (no lean)	22%	(224)	21%	(213)	10%	(100)	31%	(312)	16%	(158)	1007
PID: Ind (no lean)	12%	(71)	20%	(123)	13%	(78)	32%	(193)	23%	(139)	605
PID: Rep (no lean)	15%	(90)	21%	(126)	11%	(62)	40%	(233)	13%	(78)	590
PID/Gender: Dem Men	33%	(173)	23%	(121)	10%	(53)	24%	(126)	9%	(46)	519
PID/Gender: Dem Women	11%	(52)	18%	(86)	9%	(45)	39%	(186)	23%	(113)	481
PID/Gender: Ind Men	17%	(44)	25%	(64)	11%	(28)	32%	(80)	14%	(36)	250
PID/Gender: Ind Women	7%	(26)	17%	(59)	14%	(49)	32%	(111)	30%	(102)	346
PID/Gender: Rep Men	24%	(70)	27%	(79)	11%	(33)	27%	(81)	11%	(32)	296
PID/Gender: Rep Women	7%	(20)	16%	(47)	10%	(29)	52%	(153)	16%	(46)	294
Ideo: Liberal (1-3)	22%	(158)	21%	(150)	10%	(74)	32%	(236)	15%	(111)	728
Ideo: Moderate (4)	17%	(107)	21%	(130)	12%	(73)	31%	(189)	19%	(117)	615
Ideo: Conservative (5-7)	15%	(100)	23%	(154)	11%	(75)	40%	(275)	12%	(81)	684
Educ: < College	16%	(233)	19%	(277)	11%	(153)	35%	(507)	19%	(268)	1439
Educ: Bachelors degree	18%	(86)	24%	(117)	11%	(56)	32%	(153)	15%	(72)	485
Educ: Post-grad	23%	(65)	24%	(68)	11%	(31)	28%	(79)	13%	(35)	278
Income: Under 50k	15%	(168)	19%	(213)	12%	(140)	34%	(387)	20%	(223)	1132
Income: 50k-100k	19%	(129)	20%	(132)	10%	(64)	37%	(248)	15%	(102)	675
Income: 100k+	22%	(88)	30%	(117)	9%	(36)	26%	(104)	13%	(51)	395
Ethnicity: White	17%	(290)	22%	(366)	10%	(175)	37%	(620)	15%	(248)	1699
Ethnicity: Hispanic	35%	(131)	19%	(71)	11%	(42)	21%	(78)	15%	(57)	379

Continued on next page

Table MCEN4_6: *How interested would you be in watching movies about the following brands and products?*
Masters of the Universe

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	17%	(385)	21%	(463)	11%	(240)	34%	(739)	17%	(376)	2202
Ethnicity: Black	21%	(59)	18%	(52)	10%	(30)	24%	(69)	26%	(74)	283
Ethnicity: Other	16%	(35)	20%	(45)	16%	(35)	23%	(50)	25%	(55)	220
All Christian	17%	(166)	21%	(208)	12%	(118)	36%	(367)	15%	(149)	1008
All Non-Christian	40%	(68)	24%	(40)	10%	(17)	18%	(30)	9%	(16)	171
Atheist	7%	(6)	27%	(26)	17%	(16)	32%	(31)	17%	(16)	96
Agnostic/Nothing in particular	13%	(78)	18%	(106)	11%	(63)	36%	(210)	22%	(128)	586
Something Else	19%	(66)	24%	(82)	8%	(27)	29%	(100)	19%	(67)	342
Religious Non-Protestant/Catholic	37%	(69)	25%	(46)	9%	(17)	20%	(36)	9%	(17)	185
Evangelical	23%	(137)	24%	(142)	8%	(49)	28%	(166)	17%	(99)	594
Non-Evangelical	12%	(90)	18%	(135)	13%	(96)	41%	(302)	15%	(113)	735
Community: Urban	26%	(190)	24%	(176)	9%	(67)	24%	(177)	16%	(118)	729
Community: Suburban	12%	(113)	21%	(204)	13%	(123)	38%	(371)	17%	(167)	978
Community: Rural	16%	(81)	17%	(83)	10%	(49)	39%	(191)	18%	(90)	495
Employ: Private Sector	25%	(182)	25%	(183)	12%	(89)	26%	(191)	13%	(96)	741
Employ: Government	26%	(32)	24%	(29)	11%	(13)	16%	(20)	23%	(29)	123
Employ: Self-Employed	29%	(67)	20%	(46)	6%	(14)	27%	(63)	19%	(43)	234
Employ: Homemaker	7%	(10)	16%	(24)	6%	(10)	48%	(72)	22%	(33)	150
Employ: Retired	5%	(29)	18%	(97)	11%	(60)	53%	(292)	14%	(75)	552
Employ: Unemployed	17%	(36)	18%	(39)	16%	(35)	25%	(54)	23%	(50)	214
Employ: Other	17%	(24)	25%	(35)	9%	(13)	28%	(39)	21%	(29)	140
Military HH: Yes	13%	(43)	23%	(75)	14%	(45)	35%	(115)	14%	(46)	324
Military HH: No	18%	(341)	21%	(387)	10%	(195)	33%	(624)	18%	(330)	1878
2022 House Vote: Democrat	21%	(219)	22%	(227)	11%	(111)	31%	(312)	15%	(154)	1023
2022 House Vote: Republican	13%	(72)	22%	(127)	10%	(59)	41%	(232)	13%	(76)	567
2022 House Vote: Someone else	21%	(11)	15%	(8)	20%	(11)	28%	(15)	15%	(8)	53
2022 House Vote: Didnt Vote	15%	(82)	18%	(101)	11%	(59)	32%	(180)	25%	(138)	559
2020 Vote: Joe Biden	20%	(212)	22%	(230)	11%	(111)	33%	(342)	15%	(154)	1049
2020 Vote: Donald Trump	13%	(80)	22%	(132)	12%	(72)	40%	(241)	14%	(82)	607
2020 Vote: Other	7%	(4)	24%	(13)	7%	(4)	40%	(22)	22%	(12)	55
2020 Vote: Didn't Vote	18%	(89)	18%	(88)	11%	(52)	27%	(134)	26%	(128)	490

Table MCEN4_6: *How interested would you be in watching movies about the following brands and products?*
Masters of the Universe

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	17%	(385)	21%	(463)	11%	(240)	34%	(739)	17%	(376)	2202
2018 House Vote: Democrat	22%	(199)	22%	(202)	11%	(96)	31%	(284)	14%	(131)	911
2018 House Vote: Republican	15%	(83)	21%	(116)	11%	(61)	41%	(229)	13%	(72)	560
2018 House Vote: Didnt Vote	14%	(97)	19%	(132)	11%	(76)	31%	(212)	25%	(170)	686
4-Region: Northeast	16%	(62)	16%	(62)	12%	(45)	42%	(162)	14%	(55)	386
4-Region: Midwest	11%	(51)	18%	(81)	10%	(44)	41%	(185)	20%	(93)	455
4-Region: South	17%	(146)	23%	(192)	11%	(93)	31%	(263)	17%	(146)	840
4-Region: West	24%	(126)	24%	(127)	11%	(58)	25%	(128)	16%	(82)	521
Film Fans	19%	(367)	23%	(439)	11%	(207)	32%	(615)	16%	(308)	1936
TV Fans	18%	(381)	21%	(446)	11%	(225)	33%	(684)	17%	(343)	2079

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

Table MCEN4_7: *How interested would you be in watching movies about the following brands and products?*
Polly Pocket

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	11%	(248)	14%	(302)	14%	(303)	44%	(960)	18%	(389)	2202
Gender: Male	14%	(149)	12%	(131)	14%	(144)	44%	(469)	16%	(171)	1065
Gender: Female	9%	(99)	14%	(161)	14%	(158)	43%	(488)	19%	(217)	1121
Age: 18-34	26%	(164)	22%	(141)	12%	(77)	22%	(141)	17%	(109)	631
Age: 35-44	12%	(46)	20%	(74)	17%	(62)	36%	(135)	15%	(54)	372
Age: 45-64	4%	(31)	10%	(71)	16%	(114)	52%	(370)	18%	(126)	711
Age: 65+	1%	(7)	3%	(16)	10%	(49)	65%	(315)	21%	(100)	487
GenZers: 1997-2012	19%	(42)	24%	(52)	11%	(23)	27%	(58)	20%	(43)	219
Millennials: 1981-1996	23%	(164)	22%	(155)	15%	(107)	26%	(185)	15%	(109)	719
GenXers: 1965-1980	6%	(31)	13%	(67)	15%	(78)	51%	(271)	16%	(87)	535
Baby Boomers: 1946-1964	2%	(10)	4%	(27)	14%	(91)	61%	(411)	19%	(130)	669
PID: Dem (no lean)	16%	(161)	16%	(159)	12%	(117)	40%	(407)	16%	(162)	1007
PID: Ind (no lean)	7%	(40)	11%	(69)	14%	(86)	45%	(270)	23%	(139)	605
PID: Rep (no lean)	8%	(47)	12%	(74)	17%	(100)	48%	(283)	15%	(87)	590
PID/Gender: Dem Men	20%	(101)	15%	(80)	11%	(57)	39%	(203)	15%	(77)	519
PID/Gender: Dem Women	12%	(60)	15%	(74)	12%	(59)	42%	(204)	18%	(85)	481
PID/Gender: Ind Men	6%	(14)	7%	(18)	13%	(33)	54%	(135)	20%	(50)	250
PID/Gender: Ind Women	8%	(26)	13%	(46)	15%	(53)	38%	(132)	26%	(89)	346
PID/Gender: Rep Men	11%	(34)	11%	(33)	18%	(54)	44%	(131)	15%	(44)	296
PID/Gender: Rep Women	4%	(13)	14%	(41)	16%	(46)	52%	(152)	14%	(43)	294
Ideo: Liberal (1-3)	15%	(109)	14%	(105)	12%	(86)	42%	(305)	17%	(123)	728
Ideo: Moderate (4)	9%	(56)	15%	(91)	15%	(94)	44%	(269)	17%	(104)	615
Ideo: Conservative (5-7)	10%	(72)	12%	(85)	14%	(99)	49%	(336)	14%	(93)	684
Educ: < College	10%	(137)	11%	(163)	14%	(199)	46%	(662)	19%	(277)	1439
Educ: Bachelors degree	11%	(55)	17%	(83)	15%	(73)	42%	(202)	15%	(72)	485
Educ: Post-grad	20%	(56)	20%	(56)	11%	(31)	34%	(96)	14%	(39)	278
Income: Under 50k	9%	(98)	12%	(137)	15%	(167)	45%	(506)	20%	(223)	1132
Income: 50k-100k	11%	(76)	14%	(94)	13%	(89)	46%	(310)	16%	(107)	675
Income: 100k+	19%	(74)	18%	(71)	12%	(47)	37%	(144)	15%	(58)	395
Ethnicity: White	12%	(198)	15%	(247)	12%	(211)	46%	(775)	16%	(268)	1699
Ethnicity: Hispanic	21%	(80)	16%	(62)	13%	(48)	33%	(125)	17%	(65)	379

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Table MCEN4_7: *How interested would you be in watching movies about the following brands and products?*
Polly Pocket

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	11%	(248)	14%	(302)	14%	(303)	44%	(960)	18%	(389)	2202
Ethnicity: Black	10%	(29)	10%	(29)	17%	(47)	39%	(112)	24%	(67)	283
Ethnicity: Other	9%	(20)	12%	(26)	21%	(45)	33%	(73)	25%	(54)	220
All Christian	11%	(109)	13%	(127)	15%	(149)	47%	(471)	15%	(152)	1008
All Non-Christian	27%	(46)	25%	(42)	12%	(20)	26%	(44)	11%	(18)	171
Atheist	6%	(6)	14%	(13)	12%	(11)	51%	(49)	17%	(17)	96
Agnostic/Nothing in particular	9%	(55)	12%	(73)	12%	(68)	44%	(259)	22%	(132)	586
Something Else	10%	(33)	14%	(46)	16%	(55)	40%	(137)	20%	(70)	342
Religious Non-Protestant/Catholic	25%	(46)	24%	(44)	13%	(24)	28%	(51)	10%	(19)	185
Evangelical	15%	(87)	15%	(90)	13%	(80)	41%	(245)	16%	(93)	594
Non-Evangelical	7%	(49)	10%	(74)	16%	(118)	50%	(367)	17%	(128)	735
Community: Urban	20%	(149)	17%	(127)	13%	(93)	33%	(240)	17%	(121)	729
Community: Suburban	8%	(73)	13%	(124)	15%	(142)	48%	(466)	18%	(172)	978
Community: Rural	5%	(26)	10%	(50)	14%	(68)	51%	(254)	19%	(96)	495
Employ: Private Sector	17%	(123)	20%	(146)	13%	(98)	37%	(276)	13%	(97)	741
Employ: Government	25%	(31)	16%	(20)	12%	(15)	26%	(32)	20%	(25)	123
Employ: Self-Employed	16%	(36)	13%	(31)	14%	(33)	39%	(91)	18%	(42)	234
Employ: Homemaker	12%	(18)	11%	(16)	13%	(19)	47%	(71)	17%	(25)	150
Employ: Retired	2%	(13)	5%	(25)	14%	(77)	61%	(338)	18%	(99)	552
Employ: Unemployed	3%	(7)	16%	(35)	18%	(38)	42%	(90)	20%	(43)	214
Employ: Other	7%	(10)	12%	(17)	12%	(17)	38%	(54)	31%	(43)	140
Military HH: Yes	9%	(30)	8%	(25)	13%	(41)	52%	(168)	19%	(61)	324
Military HH: No	12%	(218)	15%	(277)	14%	(263)	42%	(793)	17%	(327)	1878
2022 House Vote: Democrat	15%	(150)	15%	(152)	12%	(125)	42%	(429)	16%	(167)	1023
2022 House Vote: Republican	7%	(43)	13%	(76)	14%	(80)	51%	(289)	14%	(80)	567
2022 House Vote: Someone else	14%	(8)	5%	(3)	13%	(7)	46%	(24)	22%	(12)	53
2022 House Vote: Didnt Vote	9%	(48)	13%	(71)	16%	(91)	39%	(219)	23%	(131)	559
2020 Vote: Joe Biden	14%	(149)	14%	(143)	13%	(134)	44%	(461)	15%	(162)	1049
2020 Vote: Donald Trump	6%	(39)	13%	(81)	13%	(80)	51%	(312)	16%	(95)	607
2020 Vote: Other	6%	(3)	10%	(6)	15%	(8)	39%	(22)	30%	(17)	55
2020 Vote: Didn't Vote	12%	(56)	15%	(72)	16%	(81)	34%	(166)	23%	(115)	490

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Table MCEN4_7: *How interested would you be in watching movies about the following brands and products?*
Polly Pocket

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	11%	(248)	14%	(302)	14%	(303)	44%	(960)	18%	(389)	2202
2018 House Vote: Democrat	15%	(133)	14%	(125)	12%	(110)	43%	(389)	17%	(154)	911
2018 House Vote: Republican	9%	(48)	11%	(63)	14%	(78)	52%	(292)	14%	(80)	560
2018 House Vote: Didnt Vote	10%	(67)	16%	(110)	16%	(107)	37%	(256)	21%	(147)	686
4-Region: Northeast	12%	(45)	13%	(51)	11%	(44)	48%	(185)	16%	(61)	386
4-Region: Midwest	6%	(26)	14%	(61)	16%	(71)	46%	(209)	19%	(88)	455
4-Region: South	10%	(82)	13%	(108)	14%	(115)	44%	(372)	19%	(164)	840
4-Region: West	18%	(96)	16%	(81)	14%	(73)	37%	(195)	15%	(76)	521
Film Fans	13%	(242)	15%	(284)	14%	(275)	43%	(827)	16%	(308)	1936
TV Fans	12%	(244)	14%	(284)	14%	(295)	43%	(904)	17%	(351)	2079

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

Table MCEN4_8: *How interested would you be in watching movies about the following brands and products?*
Rock 'Em Sock 'Em Robots

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	14%	(303)	18%	(386)	14%	(303)	39%	(850)	16%	(361)	2202
Gender: Male	20%	(212)	23%	(241)	13%	(143)	32%	(339)	12%	(130)	1065
Gender: Female	8%	(90)	12%	(140)	14%	(159)	45%	(506)	20%	(226)	1121
Age: 18-34	25%	(160)	20%	(128)	14%	(89)	22%	(142)	18%	(113)	631
Age: 35-44	18%	(65)	28%	(104)	12%	(46)	26%	(97)	16%	(59)	372
Age: 45-64	10%	(69)	17%	(118)	16%	(113)	42%	(297)	16%	(114)	711
Age: 65+	2%	(8)	7%	(36)	11%	(55)	64%	(314)	15%	(74)	487
GenZers: 1997-2012	17%	(37)	20%	(44)	13%	(28)	27%	(59)	23%	(51)	219
Millennials: 1981-1996	25%	(180)	24%	(176)	14%	(100)	21%	(155)	15%	(109)	719
GenXers: 1965-1980	12%	(62)	18%	(96)	15%	(80)	38%	(204)	17%	(93)	535
Baby Boomers: 1946-1964	3%	(23)	10%	(70)	13%	(90)	59%	(393)	14%	(94)	669
PID: Dem (no lean)	17%	(168)	19%	(193)	12%	(125)	37%	(377)	14%	(144)	1007
PID: Ind (no lean)	10%	(58)	15%	(92)	13%	(81)	39%	(233)	23%	(140)	605
PID: Rep (no lean)	13%	(77)	17%	(101)	16%	(97)	41%	(239)	13%	(76)	590
PID/Gender: Dem Men	23%	(120)	25%	(128)	11%	(59)	30%	(156)	11%	(55)	519
PID/Gender: Dem Women	10%	(47)	13%	(61)	14%	(66)	46%	(222)	18%	(85)	481
PID/Gender: Ind Men	12%	(30)	21%	(52)	13%	(32)	37%	(92)	18%	(44)	250
PID/Gender: Ind Women	8%	(28)	11%	(39)	14%	(47)	39%	(136)	28%	(95)	346
PID/Gender: Rep Men	21%	(62)	21%	(61)	17%	(51)	31%	(91)	10%	(31)	296
PID/Gender: Rep Women	5%	(15)	14%	(40)	15%	(46)	50%	(148)	16%	(46)	294
Ideo: Liberal (1-3)	16%	(118)	18%	(132)	13%	(97)	39%	(281)	14%	(100)	728
Ideo: Moderate (4)	13%	(81)	17%	(107)	16%	(97)	35%	(216)	19%	(115)	615
Ideo: Conservative (5-7)	12%	(84)	17%	(118)	14%	(96)	44%	(301)	12%	(85)	684
Educ: < College	13%	(191)	15%	(213)	14%	(199)	40%	(580)	18%	(256)	1439
Educ: Bachelors degree	12%	(60)	21%	(104)	15%	(73)	37%	(179)	14%	(70)	485
Educ: Post-grad	19%	(52)	25%	(69)	11%	(32)	32%	(90)	13%	(36)	278
Income: Under 50k	11%	(125)	15%	(168)	13%	(152)	41%	(468)	19%	(218)	1132
Income: 50k-100k	15%	(103)	17%	(114)	14%	(97)	39%	(263)	14%	(97)	675
Income: 100k+	19%	(74)	26%	(104)	13%	(53)	30%	(118)	12%	(46)	395
Ethnicity: White	14%	(234)	17%	(288)	13%	(224)	42%	(713)	14%	(240)	1699
Ethnicity: Hispanic	28%	(106)	18%	(68)	16%	(61)	27%	(101)	11%	(42)	379

Table MCEN4_8: *How interested would you be in watching movies about the following brands and products?*
Rock 'Em Sock 'Em Robots

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	14%	(303)	18%	(386)	14%	(303)	39%	(850)	16%	(361)	2202
Ethnicity: Black	15%	(44)	18%	(50)	14%	(40)	31%	(87)	22%	(64)	283
Ethnicity: Other	11%	(25)	22%	(48)	18%	(39)	23%	(50)	26%	(57)	220
All Christian	13%	(135)	18%	(184)	14%	(138)	42%	(420)	13%	(132)	1008
All Non-Christian	30%	(51)	25%	(42)	14%	(24)	21%	(36)	11%	(18)	171
Atheist	8%	(8)	15%	(14)	11%	(10)	55%	(53)	11%	(11)	96
Agnostic/Nothing in particular	12%	(67)	16%	(92)	12%	(73)	38%	(225)	22%	(129)	586
Something Else	12%	(42)	16%	(55)	17%	(59)	34%	(115)	21%	(71)	342
Religious Non-Protestant/Catholic	29%	(53)	25%	(46)	13%	(25)	23%	(43)	10%	(19)	185
Evangelical	16%	(94)	20%	(118)	13%	(80)	33%	(199)	17%	(104)	594
Non-Evangelical	10%	(76)	14%	(106)	16%	(120)	46%	(336)	13%	(97)	735
Community: Urban	21%	(155)	22%	(157)	12%	(85)	30%	(218)	16%	(115)	729
Community: Suburban	10%	(95)	16%	(159)	15%	(144)	44%	(428)	16%	(152)	978
Community: Rural	11%	(53)	14%	(70)	15%	(75)	41%	(203)	19%	(94)	495
Employ: Private Sector	20%	(148)	23%	(173)	14%	(102)	29%	(217)	14%	(101)	741
Employ: Government	24%	(29)	23%	(29)	15%	(19)	22%	(27)	16%	(20)	123
Employ: Self-Employed	21%	(49)	19%	(45)	13%	(31)	30%	(70)	17%	(39)	234
Employ: Homemaker	10%	(15)	12%	(17)	7%	(10)	51%	(76)	21%	(31)	150
Employ: Retired	4%	(20)	10%	(53)	15%	(83)	57%	(316)	15%	(81)	552
Employ: Unemployed	8%	(17)	18%	(39)	16%	(34)	36%	(76)	22%	(47)	214
Employ: Other	14%	(20)	15%	(21)	12%	(16)	40%	(56)	19%	(27)	140
Military HH: Yes	12%	(38)	13%	(43)	16%	(53)	45%	(147)	13%	(43)	324
Military HH: No	14%	(264)	18%	(343)	13%	(250)	37%	(703)	17%	(318)	1878
2022 House Vote: Democrat	15%	(152)	19%	(194)	14%	(140)	38%	(392)	14%	(144)	1023
2022 House Vote: Republican	11%	(60)	19%	(108)	15%	(86)	42%	(239)	13%	(74)	567
2022 House Vote: Someone else	24%	(13)	33%	(17)	3%	(2)	26%	(14)	14%	(7)	53
2022 House Vote: Didnt Vote	14%	(78)	12%	(67)	13%	(74)	37%	(205)	24%	(135)	559
2020 Vote: Joe Biden	15%	(156)	18%	(186)	13%	(140)	40%	(415)	14%	(152)	1049
2020 Vote: Donald Trump	10%	(58)	20%	(120)	15%	(92)	42%	(258)	13%	(78)	607
2020 Vote: Other	12%	(7)	19%	(10)	11%	(6)	40%	(22)	19%	(10)	55
2020 Vote: Didn't Vote	17%	(81)	14%	(69)	13%	(65)	32%	(155)	25%	(121)	490

Table MCEN4_8: *How interested would you be in watching movies about the following brands and products?*
Rock 'Em Sock 'Em Robots

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	14%	(303)	18%	(386)	14%	(303)	39%	(850)	16%	(361)	2202
2018 House Vote: Democrat	16%	(144)	19%	(173)	13%	(122)	38%	(344)	14%	(128)	911
2018 House Vote: Republican	13%	(73)	18%	(101)	14%	(80)	43%	(241)	12%	(66)	560
2018 House Vote: Didnt Vote	12%	(81)	15%	(103)	14%	(97)	35%	(243)	24%	(162)	686
4-Region: Northeast	15%	(60)	17%	(66)	9%	(34)	44%	(172)	14%	(55)	386
4-Region: Midwest	10%	(44)	17%	(75)	15%	(68)	41%	(188)	17%	(79)	455
4-Region: South	11%	(90)	17%	(146)	15%	(128)	39%	(325)	18%	(150)	840
4-Region: West	21%	(110)	19%	(99)	14%	(72)	32%	(164)	15%	(76)	521
Film Fans	15%	(291)	19%	(371)	13%	(256)	38%	(728)	15%	(291)	1936
TV Fans	14%	(295)	18%	(370)	14%	(292)	38%	(798)	16%	(325)	2079

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

Table MCEN4_9: *How interested would you be in watching movies about the following brands and products?*
Thomas & Friends

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	12%	(266)	15%	(336)	15%	(332)	41%	(908)	16%	(360)	2202
Gender: Male	17%	(182)	17%	(186)	15%	(163)	36%	(380)	14%	(154)	1065
Gender: Female	7%	(84)	13%	(143)	15%	(168)	46%	(521)	18%	(206)	1121
Age: 18-34	24%	(150)	20%	(128)	17%	(105)	24%	(152)	15%	(96)	631
Age: 35-44	14%	(54)	21%	(77)	19%	(71)	31%	(116)	15%	(54)	372
Age: 45-64	7%	(49)	13%	(95)	15%	(107)	48%	(339)	17%	(121)	711
Age: 65+	3%	(12)	7%	(36)	10%	(49)	62%	(302)	18%	(88)	487
GenZers: 1997-2012	20%	(44)	17%	(37)	19%	(42)	26%	(57)	18%	(39)	219
Millennials: 1981-1996	21%	(153)	23%	(164)	17%	(121)	25%	(178)	14%	(103)	719
GenXers: 1965-1980	9%	(47)	14%	(75)	15%	(81)	46%	(247)	16%	(85)	535
Baby Boomers: 1946-1964	3%	(22)	8%	(55)	12%	(81)	58%	(391)	18%	(121)	669
PID: Dem (no lean)	16%	(164)	17%	(170)	12%	(123)	39%	(393)	16%	(158)	1007
PID: Ind (no lean)	9%	(54)	11%	(67)	17%	(101)	43%	(259)	21%	(125)	605
PID: Rep (no lean)	8%	(48)	17%	(100)	18%	(108)	44%	(257)	13%	(77)	590
PID/Gender: Dem Men	23%	(122)	18%	(95)	12%	(65)	31%	(163)	14%	(75)	519
PID/Gender: Dem Women	9%	(42)	14%	(69)	12%	(58)	48%	(228)	17%	(83)	481
PID/Gender: Ind Men	10%	(25)	11%	(28)	20%	(51)	42%	(105)	17%	(42)	250
PID/Gender: Ind Women	8%	(29)	11%	(38)	14%	(50)	43%	(147)	24%	(83)	346
PID/Gender: Rep Men	12%	(35)	22%	(64)	16%	(48)	38%	(112)	12%	(37)	296
PID/Gender: Rep Women	4%	(13)	12%	(36)	20%	(60)	49%	(145)	14%	(40)	294
Ideo: Liberal (1-3)	15%	(111)	14%	(104)	14%	(99)	40%	(293)	17%	(121)	728
Ideo: Moderate (4)	10%	(62)	18%	(109)	16%	(96)	40%	(249)	16%	(99)	615
Ideo: Conservative (5-7)	11%	(75)	15%	(102)	15%	(104)	46%	(317)	13%	(87)	684
Educ: < College	10%	(141)	13%	(188)	16%	(229)	43%	(618)	18%	(263)	1439
Educ: Bachelors degree	13%	(61)	18%	(89)	14%	(69)	41%	(201)	13%	(65)	485
Educ: Post-grad	23%	(64)	21%	(58)	12%	(34)	32%	(90)	12%	(32)	278
Income: Under 50k	10%	(114)	13%	(147)	16%	(176)	43%	(483)	19%	(212)	1132
Income: 50k-100k	10%	(64)	16%	(107)	15%	(104)	44%	(297)	15%	(102)	675
Income: 100k+	22%	(87)	21%	(81)	13%	(53)	32%	(128)	12%	(46)	395
Ethnicity: White	12%	(208)	14%	(242)	15%	(255)	44%	(754)	14%	(241)	1699
Ethnicity: Hispanic	21%	(80)	18%	(69)	17%	(65)	28%	(106)	16%	(59)	379

Table MCEN4_9: *How interested would you be in watching movies about the following brands and products?*
Thomas & Friends

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	12%	(266)	15%	(336)	15%	(332)	41%	(908)	16%	(360)	2202
Ethnicity: Black	13%	(37)	15%	(43)	14%	(40)	32%	(91)	26%	(72)	283
Ethnicity: Other	9%	(20)	23%	(51)	17%	(37)	29%	(64)	21%	(47)	220
All Christian	11%	(109)	17%	(168)	16%	(164)	43%	(436)	13%	(132)	1008
All Non-Christian	34%	(59)	26%	(45)	7%	(13)	22%	(38)	10%	(16)	171
Atheist	5%	(5)	10%	(9)	19%	(18)	52%	(50)	15%	(15)	96
Agnostic/Nothing in particular	9%	(51)	10%	(61)	12%	(72)	46%	(268)	23%	(133)	586
Something Else	12%	(42)	16%	(53)	19%	(65)	34%	(118)	19%	(64)	342
Religious Non-Protestant/Catholic	32%	(59)	26%	(48)	9%	(17)	24%	(44)	9%	(16)	185
Evangelical	17%	(98)	19%	(112)	16%	(98)	34%	(200)	14%	(86)	594
Non-Evangelical	6%	(43)	14%	(100)	17%	(127)	48%	(354)	15%	(111)	735
Community: Urban	23%	(166)	20%	(149)	11%	(80)	32%	(231)	14%	(104)	729
Community: Suburban	7%	(68)	12%	(118)	19%	(181)	46%	(449)	17%	(162)	978
Community: Rural	6%	(32)	14%	(69)	14%	(71)	46%	(229)	19%	(94)	495
Employ: Private Sector	18%	(137)	20%	(151)	16%	(118)	34%	(250)	12%	(86)	741
Employ: Government	17%	(21)	21%	(26)	16%	(20)	27%	(33)	19%	(23)	123
Employ: Self-Employed	12%	(28)	14%	(33)	18%	(42)	39%	(90)	17%	(40)	234
Employ: Homemaker	8%	(12)	10%	(15)	16%	(23)	47%	(71)	19%	(28)	150
Employ: Retired	4%	(23)	9%	(48)	12%	(67)	58%	(319)	17%	(96)	552
Employ: Unemployed	8%	(17)	18%	(39)	17%	(37)	34%	(72)	22%	(48)	214
Employ: Other	15%	(22)	10%	(14)	13%	(18)	43%	(61)	18%	(25)	140
Military HH: Yes	10%	(33)	10%	(31)	16%	(53)	44%	(143)	19%	(63)	324
Military HH: No	12%	(232)	16%	(305)	15%	(279)	41%	(765)	16%	(297)	1878
2022 House Vote: Democrat	16%	(162)	16%	(161)	13%	(131)	40%	(408)	16%	(161)	1023
2022 House Vote: Republican	9%	(49)	16%	(90)	16%	(92)	46%	(263)	13%	(73)	567
2022 House Vote: Someone else	16%	(8)	15%	(8)	19%	(10)	30%	(16)	20%	(11)	53
2022 House Vote: Didnt Vote	8%	(46)	14%	(77)	18%	(100)	40%	(222)	21%	(115)	559
2020 Vote: Joe Biden	15%	(155)	16%	(169)	13%	(139)	41%	(434)	15%	(153)	1049
2020 Vote: Donald Trump	8%	(47)	14%	(86)	17%	(102)	47%	(283)	15%	(88)	607
2020 Vote: Other	5%	(3)	10%	(5)	16%	(9)	43%	(24)	26%	(15)	55
2020 Vote: Didn't Vote	12%	(61)	16%	(76)	17%	(82)	34%	(168)	21%	(104)	490

Continued on next page

Table MCEN4_9: *How interested would you be in watching movies about the following brands and products?*
Thomas & Friends

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	12%	(266)	15%	(336)	15%	(332)	41%	(908)	16%	(360)	2202
2018 House Vote: Democrat	15%	(136)	16%	(149)	13%	(119)	40%	(365)	16%	(142)	911
2018 House Vote: Republican	8%	(47)	17%	(96)	15%	(86)	46%	(260)	13%	(71)	560
2018 House Vote: Didnt Vote	12%	(81)	12%	(86)	17%	(119)	38%	(261)	20%	(140)	686
4-Region: Northeast	15%	(57)	15%	(58)	12%	(46)	46%	(179)	12%	(46)	386
4-Region: Midwest	7%	(31)	11%	(52)	17%	(77)	46%	(211)	18%	(84)	455
4-Region: South	9%	(79)	16%	(132)	15%	(130)	40%	(337)	19%	(163)	840
4-Region: West	19%	(98)	18%	(93)	15%	(80)	35%	(182)	13%	(68)	521
Film Fans	13%	(246)	16%	(316)	15%	(296)	41%	(786)	15%	(292)	1936
TV Fans	12%	(256)	16%	(324)	15%	(318)	41%	(854)	16%	(327)	2079

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

Table MCEN4_10: *How interested would you be in watching movies about the following brands and products?*
Uno

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	17%	(369)	20%	(434)	12%	(255)	36%	(798)	16%	(345)	2202
Gender: Male	20%	(210)	21%	(227)	12%	(123)	33%	(355)	14%	(150)	1065
Gender: Female	14%	(160)	18%	(198)	12%	(131)	39%	(439)	17%	(194)	1121
Age: 18-34	30%	(191)	26%	(166)	12%	(77)	18%	(115)	13%	(82)	631
Age: 35-44	22%	(81)	27%	(101)	11%	(40)	23%	(86)	17%	(63)	372
Age: 45-64	11%	(80)	18%	(128)	12%	(85)	42%	(301)	16%	(117)	711
Age: 65+	4%	(17)	8%	(38)	11%	(53)	61%	(295)	17%	(83)	487
GenZers: 1997-2012	26%	(58)	32%	(69)	12%	(27)	15%	(33)	15%	(32)	219
Millennials: 1981-1996	28%	(203)	26%	(185)	11%	(80)	20%	(146)	15%	(105)	719
GenXers: 1965-1980	14%	(74)	21%	(113)	13%	(69)	37%	(200)	15%	(80)	535
Baby Boomers: 1946-1964	5%	(34)	10%	(65)	11%	(75)	57%	(382)	17%	(114)	669
PID: Dem (no lean)	21%	(210)	21%	(212)	11%	(112)	33%	(330)	14%	(143)	1007
PID: Ind (no lean)	13%	(76)	18%	(106)	13%	(78)	38%	(227)	19%	(118)	605
PID: Rep (no lean)	14%	(83)	20%	(116)	11%	(66)	41%	(240)	14%	(85)	590
PID/Gender: Dem Men	24%	(126)	23%	(118)	12%	(62)	28%	(147)	13%	(66)	519
PID/Gender: Dem Women	18%	(85)	18%	(89)	10%	(50)	38%	(181)	16%	(76)	481
PID/Gender: Ind Men	14%	(36)	16%	(39)	12%	(29)	42%	(106)	16%	(40)	250
PID/Gender: Ind Women	12%	(40)	18%	(64)	14%	(47)	35%	(120)	22%	(75)	346
PID/Gender: Rep Men	16%	(48)	24%	(70)	11%	(33)	34%	(102)	15%	(43)	296
PID/Gender: Rep Women	12%	(35)	16%	(46)	11%	(33)	47%	(138)	14%	(42)	294
Ideo: Liberal (1-3)	17%	(126)	21%	(153)	12%	(89)	36%	(260)	14%	(101)	728
Ideo: Moderate (4)	17%	(108)	20%	(124)	12%	(76)	33%	(202)	17%	(106)	615
Ideo: Conservative (5-7)	16%	(110)	18%	(124)	11%	(74)	43%	(292)	12%	(85)	684
Educ: < College	15%	(219)	18%	(264)	11%	(157)	38%	(548)	17%	(251)	1439
Educ: Bachelors degree	17%	(80)	20%	(99)	14%	(70)	35%	(171)	13%	(65)	485
Educ: Post-grad	25%	(70)	26%	(72)	10%	(29)	28%	(79)	10%	(29)	278
Income: Under 50k	15%	(168)	18%	(207)	12%	(135)	38%	(428)	17%	(194)	1132
Income: 50k-100k	16%	(107)	20%	(132)	11%	(74)	38%	(260)	15%	(103)	675
Income: 100k+	24%	(94)	24%	(96)	12%	(47)	28%	(110)	12%	(49)	395
Ethnicity: White	16%	(273)	19%	(318)	11%	(195)	40%	(673)	14%	(240)	1699
Ethnicity: Hispanic	26%	(100)	20%	(78)	10%	(39)	27%	(101)	16%	(62)	379

Table MCEN4_10: *How interested would you be in watching movies about the following brands and products?*
Uno

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	17%	(369)	20%	(434)	12%	(255)	36%	(798)	16%	(345)	2202
Ethnicity: Black	23%	(66)	19%	(54)	12%	(35)	27%	(76)	19%	(53)	283
Ethnicity: Other	14%	(30)	28%	(63)	12%	(26)	22%	(49)	24%	(53)	220
All Christian	16%	(164)	20%	(197)	12%	(117)	39%	(388)	14%	(141)	1008
All Non-Christian	32%	(55)	31%	(53)	9%	(16)	21%	(35)	7%	(12)	171
Atheist	11%	(10)	16%	(16)	10%	(10)	48%	(46)	15%	(14)	96
Agnostic/Nothing in particular	13%	(74)	18%	(107)	11%	(63)	40%	(232)	19%	(109)	586
Something Else	19%	(66)	18%	(62)	14%	(49)	28%	(96)	20%	(68)	342
Religious Non-Protestant/Catholic	31%	(57)	30%	(55)	10%	(18)	23%	(42)	7%	(13)	185
Evangelical	21%	(127)	20%	(118)	12%	(71)	31%	(184)	16%	(95)	594
Non-Evangelical	13%	(96)	18%	(132)	13%	(96)	41%	(299)	15%	(111)	735
Community: Urban	25%	(185)	24%	(175)	11%	(77)	27%	(197)	13%	(95)	729
Community: Suburban	12%	(121)	19%	(182)	12%	(113)	42%	(412)	15%	(151)	978
Community: Rural	13%	(64)	16%	(77)	13%	(65)	38%	(189)	20%	(99)	495
Employ: Private Sector	21%	(156)	28%	(205)	12%	(90)	26%	(194)	13%	(96)	741
Employ: Government	31%	(38)	20%	(25)	6%	(8)	22%	(27)	20%	(25)	123
Employ: Self-Employed	22%	(51)	14%	(32)	12%	(29)	37%	(86)	15%	(36)	234
Employ: Homemaker	11%	(16)	16%	(24)	8%	(12)	43%	(65)	22%	(33)	150
Employ: Retired	7%	(36)	10%	(56)	13%	(70)	55%	(306)	15%	(85)	552
Employ: Unemployed	15%	(32)	26%	(56)	13%	(27)	30%	(63)	16%	(35)	214
Employ: Other	18%	(26)	15%	(21)	12%	(17)	34%	(47)	21%	(29)	140
Military HH: Yes	14%	(45)	13%	(42)	12%	(40)	46%	(149)	15%	(48)	324
Military HH: No	17%	(325)	21%	(392)	11%	(215)	35%	(649)	16%	(297)	1878
2022 House Vote: Democrat	20%	(207)	21%	(211)	12%	(120)	33%	(334)	15%	(150)	1023
2022 House Vote: Republican	13%	(72)	19%	(107)	11%	(62)	44%	(251)	13%	(75)	567
2022 House Vote: Someone else	10%	(5)	19%	(10)	9%	(5)	43%	(22)	19%	(10)	53
2022 House Vote: Didnt Vote	15%	(85)	19%	(107)	12%	(68)	34%	(190)	20%	(110)	559
2020 Vote: Joe Biden	18%	(192)	21%	(216)	12%	(128)	35%	(364)	14%	(150)	1049
2020 Vote: Donald Trump	13%	(79)	19%	(118)	10%	(64)	43%	(260)	14%	(86)	607
2020 Vote: Other	19%	(10)	17%	(9)	8%	(4)	38%	(21)	19%	(10)	55
2020 Vote: Didn't Vote	18%	(88)	19%	(92)	12%	(60)	31%	(153)	20%	(98)	490

Table MCEN4_10: *How interested would you be in watching movies about the following brands and products?*
Uno

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	17%	(369)	20%	(434)	12%	(255)	36%	(798)	16%	(345)	2202
2018 House Vote: Democrat	20%	(179)	20%	(185)	12%	(109)	34%	(306)	15%	(133)	911
2018 House Vote: Republican	13%	(73)	16%	(92)	10%	(57)	46%	(256)	15%	(83)	560
2018 House Vote: Didnt Vote	16%	(109)	22%	(154)	12%	(79)	32%	(221)	18%	(123)	686
4-Region: Northeast	15%	(56)	22%	(86)	12%	(45)	38%	(148)	13%	(51)	386
4-Region: Midwest	14%	(62)	18%	(83)	13%	(59)	39%	(177)	16%	(74)	455
4-Region: South	17%	(143)	18%	(150)	10%	(86)	37%	(310)	18%	(150)	840
4-Region: West	21%	(109)	22%	(114)	12%	(65)	31%	(163)	14%	(70)	521
Film Fans	18%	(343)	21%	(399)	12%	(228)	35%	(675)	15%	(290)	1936
TV Fans	17%	(357)	20%	(419)	12%	(244)	36%	(741)	15%	(318)	2079

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

Table MCEN4_11: *How interested would you be in watching movies about the following brands and products?*
View Master

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	11%	(246)	17%	(384)	12%	(269)	39%	(849)	21%	(454)	2202
Gender: Male	15%	(164)	21%	(224)	12%	(133)	35%	(370)	16%	(175)	1065
Gender: Female	7%	(82)	14%	(156)	12%	(132)	42%	(475)	25%	(276)	1121
Age: 18-34	18%	(111)	19%	(118)	15%	(93)	24%	(153)	25%	(156)	631
Age: 35-44	15%	(56)	26%	(97)	13%	(48)	26%	(98)	19%	(72)	372
Age: 45-64	9%	(65)	16%	(117)	12%	(85)	42%	(301)	20%	(144)	711
Age: 65+	3%	(13)	11%	(52)	9%	(42)	61%	(298)	17%	(82)	487
GenZers: 1997-2012	11%	(25)	17%	(37)	15%	(32)	27%	(58)	30%	(67)	219
Millennials: 1981-1996	19%	(137)	23%	(164)	14%	(100)	24%	(170)	21%	(149)	719
GenXers: 1965-1980	11%	(57)	18%	(98)	14%	(74)	38%	(203)	19%	(103)	535
Baby Boomers: 1946-1964	4%	(25)	12%	(82)	9%	(57)	57%	(384)	18%	(122)	669
PID: Dem (no lean)	16%	(164)	19%	(186)	10%	(105)	36%	(358)	19%	(193)	1007
PID: Ind (no lean)	5%	(30)	14%	(83)	13%	(76)	40%	(243)	29%	(172)	605
PID: Rep (no lean)	9%	(51)	19%	(115)	15%	(87)	42%	(248)	15%	(89)	590
PID/Gender: Dem Men	22%	(113)	23%	(121)	10%	(54)	30%	(157)	14%	(73)	519
PID/Gender: Dem Women	11%	(51)	13%	(63)	10%	(49)	42%	(201)	24%	(116)	481
PID/Gender: Ind Men	5%	(14)	15%	(37)	11%	(28)	44%	(110)	25%	(62)	250
PID/Gender: Ind Women	5%	(17)	13%	(44)	13%	(46)	37%	(128)	32%	(110)	346
PID/Gender: Rep Men	12%	(37)	23%	(67)	17%	(50)	35%	(103)	13%	(40)	296
PID/Gender: Rep Women	5%	(14)	16%	(48)	13%	(37)	49%	(146)	17%	(49)	294
Ideo: Liberal (1-3)	12%	(89)	18%	(133)	12%	(90)	39%	(283)	18%	(133)	728
Ideo: Moderate (4)	11%	(70)	20%	(123)	12%	(75)	34%	(207)	23%	(141)	615
Ideo: Conservative (5-7)	11%	(73)	16%	(113)	11%	(78)	46%	(314)	15%	(106)	684
Educ: < College	8%	(121)	15%	(221)	12%	(177)	40%	(580)	24%	(340)	1439
Educ: Bachelors degree	13%	(64)	21%	(102)	11%	(55)	38%	(184)	16%	(80)	485
Educ: Post-grad	22%	(61)	22%	(61)	13%	(36)	31%	(86)	13%	(35)	278
Income: Under 50k	8%	(86)	15%	(174)	13%	(143)	39%	(442)	25%	(287)	1132
Income: 50k-100k	12%	(82)	17%	(112)	13%	(87)	41%	(277)	18%	(118)	675
Income: 100k+	20%	(78)	25%	(98)	10%	(39)	33%	(130)	13%	(49)	395
Ethnicity: White	11%	(187)	18%	(312)	11%	(192)	41%	(696)	18%	(313)	1699
Ethnicity: Hispanic	17%	(63)	22%	(82)	12%	(45)	30%	(114)	20%	(75)	379

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Table MCEN4_11: *How interested would you be in watching movies about the following brands and products?*
View Master

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	11%	(246)	17%	(384)	12%	(269)	39%	(849)	21%	(454)	2202
Ethnicity: Black	14%	(40)	13%	(38)	14%	(39)	32%	(91)	27%	(75)	283
Ethnicity: Other	9%	(19)	16%	(34)	17%	(38)	28%	(62)	30%	(66)	220
All Christian	12%	(119)	19%	(194)	12%	(124)	40%	(407)	16%	(163)	1008
All Non-Christian	32%	(55)	25%	(43)	13%	(21)	18%	(31)	12%	(20)	171
Atheist	5%	(5)	13%	(12)	14%	(14)	49%	(47)	20%	(19)	96
Agnostic/Nothing in particular	6%	(34)	14%	(81)	10%	(60)	44%	(256)	26%	(154)	586
Something Else	10%	(33)	16%	(54)	14%	(49)	31%	(107)	29%	(99)	342
Religious Non-Protestant/Catholic	32%	(58)	25%	(46)	12%	(21)	21%	(38)	11%	(21)	185
Evangelical	14%	(85)	24%	(140)	13%	(75)	31%	(186)	18%	(107)	594
Non-Evangelical	7%	(54)	14%	(101)	13%	(97)	45%	(329)	21%	(153)	735
Community: Urban	21%	(156)	21%	(151)	10%	(69)	30%	(219)	18%	(134)	729
Community: Suburban	6%	(60)	15%	(149)	14%	(135)	43%	(425)	21%	(209)	978
Community: Rural	6%	(29)	17%	(85)	13%	(64)	42%	(206)	22%	(111)	495
Employ: Private Sector	17%	(128)	23%	(171)	13%	(97)	32%	(236)	15%	(108)	741
Employ: Government	22%	(27)	19%	(24)	13%	(16)	29%	(36)	18%	(22)	123
Employ: Self-Employed	15%	(36)	14%	(33)	13%	(30)	35%	(82)	22%	(52)	234
Employ: Homemaker	2%	(3)	13%	(20)	8%	(13)	41%	(62)	34%	(52)	150
Employ: Retired	4%	(23)	13%	(71)	10%	(56)	55%	(301)	18%	(100)	552
Employ: Unemployed	6%	(14)	21%	(45)	14%	(31)	32%	(69)	26%	(55)	214
Employ: Other	7%	(10)	12%	(17)	15%	(21)	35%	(50)	30%	(43)	140
Military HH: Yes	10%	(32)	13%	(42)	14%	(46)	44%	(142)	19%	(62)	324
Military HH: No	11%	(213)	18%	(342)	12%	(223)	38%	(707)	21%	(392)	1878
2022 House Vote: Democrat	15%	(153)	19%	(192)	12%	(121)	35%	(362)	19%	(195)	1023
2022 House Vote: Republican	9%	(51)	18%	(99)	13%	(73)	45%	(258)	15%	(86)	567
2022 House Vote: Someone else	4%	(2)	18%	(9)	7%	(4)	42%	(22)	29%	(15)	53
2022 House Vote: Didnt Vote	7%	(40)	15%	(83)	13%	(70)	37%	(207)	28%	(159)	559
2020 Vote: Joe Biden	14%	(150)	19%	(201)	11%	(113)	38%	(398)	18%	(188)	1049
2020 Vote: Donald Trump	9%	(53)	17%	(103)	13%	(79)	44%	(270)	17%	(102)	607
2020 Vote: Other	7%	(4)	13%	(7)	5%	(3)	43%	(24)	31%	(17)	55
2020 Vote: Didn't Vote	8%	(39)	15%	(73)	15%	(74)	32%	(158)	30%	(147)	490

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Table MCEN4_11: *How interested would you be in watching movies about the following brands and products?*
View Master

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	11%	(246)	17%	(384)	12%	(269)	39%	(849)	21%	(454)	2202
2018 House Vote: Democrat	15%	(138)	20%	(178)	11%	(98)	36%	(329)	18%	(168)	911
2018 House Vote: Republican	9%	(49)	18%	(102)	13%	(74)	46%	(255)	14%	(80)	560
2018 House Vote: Didnt Vote	8%	(55)	15%	(101)	13%	(91)	35%	(243)	29%	(196)	686
4-Region: Northeast	13%	(52)	16%	(62)	11%	(42)	43%	(166)	17%	(64)	386
4-Region: Midwest	7%	(33)	14%	(65)	15%	(70)	42%	(192)	21%	(95)	455
4-Region: South	8%	(71)	18%	(154)	12%	(97)	39%	(327)	23%	(191)	840
4-Region: West	17%	(89)	20%	(103)	11%	(60)	32%	(164)	20%	(104)	521
Film Fans	12%	(237)	19%	(367)	12%	(236)	37%	(724)	19%	(373)	1936
TV Fans	12%	(242)	18%	(370)	12%	(254)	38%	(795)	20%	(419)	2079

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

Table MCEN4_12: *How interested would you be in watching movies about the following brands and products?*
Wishbone

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	12%	(267)	15%	(341)	14%	(302)	38%	(830)	21%	(462)	2202
Gender: Male	15%	(164)	18%	(190)	16%	(168)	34%	(363)	17%	(180)	1065
Gender: Female	9%	(98)	13%	(150)	12%	(134)	41%	(458)	25%	(281)	1121
Age: 18-34	23%	(142)	23%	(142)	13%	(84)	21%	(134)	20%	(128)	631
Age: 35-44	16%	(60)	21%	(79)	22%	(82)	25%	(92)	16%	(59)	372
Age: 45-64	7%	(53)	13%	(90)	13%	(95)	42%	(302)	24%	(172)	711
Age: 65+	2%	(12)	6%	(29)	9%	(42)	62%	(302)	21%	(103)	487
GenZers: 1997-2012	17%	(37)	16%	(35)	16%	(36)	26%	(58)	25%	(54)	219
Millennials: 1981-1996	22%	(159)	25%	(177)	17%	(121)	20%	(143)	17%	(120)	719
GenXers: 1965-1980	9%	(50)	13%	(72)	14%	(75)	39%	(210)	24%	(129)	535
Baby Boomers: 1946-1964	3%	(21)	8%	(56)	10%	(64)	58%	(386)	21%	(143)	669
PID: Dem (no lean)	16%	(163)	15%	(154)	14%	(144)	35%	(353)	19%	(193)	1007
PID: Ind (no lean)	8%	(46)	14%	(87)	14%	(87)	37%	(226)	26%	(160)	605
PID: Rep (no lean)	10%	(58)	17%	(101)	12%	(71)	43%	(251)	19%	(110)	590
PID/Gender: Dem Men	20%	(104)	18%	(95)	17%	(88)	31%	(159)	14%	(74)	519
PID/Gender: Dem Women	12%	(58)	12%	(59)	12%	(56)	39%	(189)	25%	(119)	481
PID/Gender: Ind Men	9%	(21)	13%	(34)	15%	(38)	40%	(99)	23%	(58)	250
PID/Gender: Ind Women	6%	(21)	15%	(52)	14%	(49)	36%	(123)	29%	(100)	346
PID/Gender: Rep Men	13%	(39)	21%	(61)	14%	(42)	36%	(106)	16%	(48)	296
PID/Gender: Rep Women	6%	(19)	13%	(40)	10%	(29)	49%	(146)	21%	(61)	294
Ideo: Liberal (1-3)	16%	(117)	15%	(109)	13%	(95)	38%	(274)	18%	(133)	728
Ideo: Moderate (4)	8%	(52)	16%	(98)	17%	(105)	35%	(216)	23%	(144)	615
Ideo: Conservative (5-7)	11%	(78)	16%	(113)	12%	(81)	43%	(295)	17%	(118)	684
Educ: < College	10%	(146)	14%	(196)	15%	(214)	39%	(560)	22%	(324)	1439
Educ: Bachelors degree	11%	(54)	19%	(90)	13%	(61)	38%	(184)	19%	(94)	485
Educ: Post-grad	24%	(67)	20%	(55)	10%	(27)	31%	(86)	16%	(44)	278
Income: Under 50k	10%	(114)	14%	(159)	15%	(166)	38%	(430)	23%	(262)	1132
Income: 50k-100k	11%	(77)	15%	(101)	14%	(98)	40%	(268)	20%	(132)	675
Income: 100k+	19%	(75)	20%	(81)	10%	(39)	33%	(132)	17%	(68)	395
Ethnicity: White	12%	(201)	16%	(276)	13%	(218)	40%	(683)	19%	(321)	1699
Ethnicity: Hispanic	21%	(79)	21%	(79)	19%	(72)	23%	(89)	16%	(60)	379

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Table MCEN4_12: *How interested would you be in watching movies about the following brands and products?*
Wishbone

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	12%	(267)	15%	(341)	14%	(302)	38%	(830)	21%	(462)	2202
Ethnicity: Black	15%	(41)	11%	(32)	13%	(36)	32%	(91)	29%	(82)	283
Ethnicity: Other	11%	(24)	15%	(32)	22%	(48)	25%	(56)	27%	(59)	220
All Christian	11%	(110)	15%	(154)	14%	(138)	40%	(408)	20%	(198)	1008
All Non-Christian	32%	(54)	24%	(41)	9%	(16)	21%	(36)	14%	(24)	171
Atheist	7%	(7)	6%	(6)	17%	(16)	45%	(43)	25%	(24)	96
Agnostic/Nothing in particular	7%	(44)	14%	(83)	15%	(85)	40%	(234)	24%	(140)	586
Something Else	15%	(51)	17%	(57)	14%	(48)	32%	(109)	22%	(76)	342
Religious Non-Protestant/Catholic	31%	(56)	24%	(45)	9%	(16)	23%	(42)	14%	(26)	185
Evangelical	16%	(93)	20%	(118)	13%	(75)	32%	(192)	20%	(117)	594
Non-Evangelical	8%	(58)	12%	(85)	15%	(112)	44%	(327)	21%	(154)	735
Community: Urban	22%	(159)	18%	(133)	12%	(91)	29%	(210)	19%	(138)	729
Community: Suburban	7%	(71)	12%	(120)	15%	(151)	44%	(433)	21%	(204)	978
Community: Rural	8%	(37)	18%	(89)	12%	(61)	38%	(188)	24%	(120)	495
Employ: Private Sector	18%	(130)	20%	(147)	14%	(107)	32%	(236)	16%	(121)	741
Employ: Government	23%	(28)	16%	(20)	15%	(18)	18%	(22)	29%	(36)	123
Employ: Self-Employed	11%	(26)	22%	(51)	16%	(36)	34%	(79)	17%	(41)	234
Employ: Homemaker	9%	(13)	11%	(17)	11%	(16)	40%	(60)	29%	(44)	150
Employ: Retired	4%	(22)	9%	(47)	11%	(63)	55%	(304)	21%	(117)	552
Employ: Unemployed	9%	(18)	17%	(36)	21%	(45)	28%	(60)	26%	(55)	214
Employ: Other	16%	(22)	13%	(18)	9%	(12)	39%	(54)	24%	(34)	140
Military HH: Yes	9%	(29)	10%	(33)	15%	(48)	46%	(148)	21%	(67)	324
Military HH: No	13%	(238)	16%	(307)	14%	(255)	36%	(682)	21%	(396)	1878
2022 House Vote: Democrat	16%	(164)	15%	(155)	15%	(155)	34%	(352)	19%	(197)	1023
2022 House Vote: Republican	8%	(43)	16%	(93)	13%	(74)	46%	(259)	17%	(97)	567
2022 House Vote: Someone else	3%	(1)	28%	(15)	4%	(2)	37%	(20)	27%	(14)	53
2022 House Vote: Didnt Vote	10%	(57)	14%	(78)	13%	(70)	36%	(199)	28%	(154)	559
2020 Vote: Joe Biden	15%	(157)	16%	(164)	14%	(149)	37%	(385)	19%	(194)	1049
2020 Vote: Donald Trump	7%	(40)	15%	(94)	15%	(88)	46%	(277)	18%	(107)	607
2020 Vote: Other	7%	(4)	16%	(9)	10%	(5)	37%	(21)	30%	(17)	55
2020 Vote: Didn't Vote	13%	(65)	15%	(74)	12%	(60)	30%	(147)	29%	(144)	490

Table MCEN4_12: *How interested would you be in watching movies about the following brands and products?*
Wishbone

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	12%	(267)	15%	(341)	14%	(302)	38%	(830)	21%	(462)	2202
2018 House Vote: Democrat	15%	(134)	16%	(142)	15%	(140)	35%	(321)	19%	(175)	911
2018 House Vote: Republican	7%	(39)	17%	(96)	15%	(82)	45%	(252)	16%	(92)	560
2018 House Vote: Didnt Vote	13%	(90)	14%	(97)	12%	(79)	35%	(238)	26%	(182)	686
4-Region: Northeast	12%	(46)	15%	(58)	10%	(40)	45%	(174)	17%	(67)	386
4-Region: Midwest	8%	(38)	13%	(57)	14%	(62)	40%	(183)	25%	(116)	455
4-Region: South	11%	(89)	16%	(133)	14%	(121)	37%	(312)	22%	(185)	840
4-Region: West	18%	(94)	18%	(92)	15%	(81)	31%	(161)	18%	(94)	521
Film Fans	13%	(252)	17%	(323)	14%	(270)	36%	(705)	20%	(386)	1936
TV Fans	12%	(257)	16%	(326)	14%	(295)	37%	(777)	20%	(424)	2079

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

Table MCEN5_1: *How interested would you be in watching films based on the following?*
Recognizable brands of children's toys, such as Play-doh and Cabbage Patch Kids

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	16%	(359)	22%	(485)	18%	(403)	34%	(739)	10%	(216)	2202
Gender: Male	20%	(218)	19%	(203)	20%	(213)	34%	(366)	6%	(65)	1065
Gender: Female	12%	(139)	25%	(281)	16%	(181)	33%	(369)	13%	(151)	1121
Age: 18-34	30%	(189)	24%	(155)	17%	(110)	17%	(109)	11%	(68)	631
Age: 35-44	24%	(88)	32%	(119)	18%	(66)	19%	(70)	8%	(28)	372
Age: 45-64	10%	(71)	22%	(154)	19%	(133)	39%	(276)	11%	(77)	711
Age: 65+	2%	(10)	12%	(58)	19%	(93)	58%	(283)	9%	(42)	487
GenZers: 1997-2012	22%	(47)	24%	(53)	22%	(48)	19%	(42)	13%	(29)	219
Millennials: 1981-1996	30%	(215)	28%	(199)	16%	(118)	17%	(122)	9%	(66)	719
GenXers: 1965-1980	13%	(70)	25%	(136)	18%	(96)	33%	(177)	11%	(56)	535
Baby Boomers: 1946-1964	4%	(25)	14%	(94)	19%	(128)	55%	(368)	8%	(54)	669
PID: Dem (no lean)	20%	(203)	24%	(238)	19%	(195)	29%	(289)	8%	(83)	1007
PID: Ind (no lean)	12%	(75)	19%	(118)	18%	(106)	37%	(223)	14%	(83)	605
PID: Rep (no lean)	14%	(81)	22%	(129)	17%	(102)	38%	(227)	8%	(50)	590
PID/Gender: Dem Men	26%	(135)	22%	(113)	20%	(105)	26%	(135)	6%	(31)	519
PID/Gender: Dem Women	14%	(66)	26%	(125)	18%	(85)	32%	(153)	11%	(52)	481
PID/Gender: Ind Men	13%	(33)	14%	(35)	18%	(45)	47%	(117)	8%	(21)	250
PID/Gender: Ind Women	12%	(42)	24%	(82)	16%	(57)	30%	(103)	18%	(62)	346
PID/Gender: Rep Men	17%	(50)	19%	(56)	21%	(63)	39%	(114)	4%	(13)	296
PID/Gender: Rep Women	11%	(31)	25%	(74)	13%	(39)	38%	(113)	12%	(37)	294
Ideo: Liberal (1-3)	18%	(132)	22%	(158)	19%	(142)	34%	(249)	7%	(48)	728
Ideo: Moderate (4)	17%	(104)	22%	(138)	22%	(135)	30%	(182)	9%	(55)	615
Ideo: Conservative (5-7)	14%	(98)	22%	(148)	16%	(109)	40%	(275)	8%	(53)	684
Educ: < College	15%	(221)	20%	(294)	18%	(254)	35%	(508)	11%	(162)	1439
Educ: Bachelors degree	15%	(73)	25%	(121)	22%	(106)	31%	(150)	7%	(35)	485
Educ: Post-grad	23%	(65)	25%	(71)	15%	(42)	29%	(81)	7%	(18)	278
Income: Under 50k	14%	(164)	22%	(247)	16%	(185)	35%	(399)	12%	(137)	1132
Income: 50k-100k	16%	(105)	21%	(139)	22%	(147)	34%	(232)	8%	(52)	675
Income: 100k+	23%	(90)	25%	(98)	18%	(72)	27%	(108)	7%	(27)	395
Ethnicity: White	16%	(274)	21%	(356)	18%	(306)	36%	(610)	9%	(153)	1699
Ethnicity: Hispanic	30%	(115)	17%	(65)	20%	(78)	24%	(91)	8%	(31)	379

Table MCEN5_1: *How interested would you be in watching films based on the following?*
Recognizable brands of children's toys, such as Play-doh and Cabbage Patch Kids

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	16%	(359)	22%	(485)	18%	(403)	34%	(739)	10%	(216)	2202
Ethnicity: Black	21%	(60)	26%	(73)	13%	(37)	25%	(72)	15%	(41)	283
Ethnicity: Other	12%	(26)	26%	(56)	27%	(60)	26%	(57)	10%	(22)	220
All Christian	17%	(167)	22%	(225)	18%	(182)	36%	(366)	7%	(69)	1008
All Non-Christian	30%	(51)	31%	(52)	15%	(26)	19%	(32)	5%	(8)	171
Atheist	12%	(11)	16%	(15)	22%	(21)	42%	(40)	9%	(9)	96
Agnostic/Nothing in particular	11%	(63)	21%	(121)	19%	(110)	36%	(209)	14%	(83)	586
Something Else	19%	(66)	21%	(72)	19%	(65)	27%	(91)	14%	(48)	342
Religious Non-Protestant/Catholic	29%	(54)	31%	(57)	15%	(29)	20%	(38)	4%	(8)	185
Evangelical	23%	(135)	23%	(135)	15%	(91)	29%	(170)	11%	(63)	594
Non-Evangelical	12%	(87)	21%	(156)	21%	(151)	39%	(287)	7%	(54)	735
Community: Urban	25%	(180)	26%	(186)	18%	(130)	23%	(167)	9%	(66)	729
Community: Suburban	12%	(122)	20%	(191)	19%	(189)	39%	(380)	10%	(96)	978
Community: Rural	12%	(57)	22%	(108)	17%	(84)	39%	(191)	11%	(54)	495
Employ: Private Sector	20%	(151)	27%	(201)	22%	(161)	24%	(174)	7%	(53)	741
Employ: Government	32%	(40)	23%	(28)	24%	(30)	12%	(15)	8%	(10)	123
Employ: Self-Employed	22%	(52)	21%	(49)	14%	(33)	32%	(76)	10%	(24)	234
Employ: Homemaker	14%	(20)	25%	(38)	11%	(16)	37%	(55)	14%	(20)	150
Employ: Retired	4%	(20)	15%	(82)	17%	(96)	55%	(304)	9%	(51)	552
Employ: Unemployed	19%	(41)	23%	(49)	16%	(35)	29%	(62)	12%	(26)	214
Employ: Other	17%	(24)	21%	(30)	13%	(18)	32%	(44)	17%	(24)	140
Military HH: Yes	10%	(33)	15%	(48)	19%	(63)	44%	(143)	12%	(38)	324
Military HH: No	17%	(326)	23%	(437)	18%	(341)	32%	(596)	9%	(178)	1878
2022 House Vote: Democrat	19%	(193)	23%	(236)	21%	(211)	30%	(303)	8%	(80)	1023
2022 House Vote: Republican	14%	(78)	21%	(121)	17%	(97)	42%	(238)	6%	(32)	567
2022 House Vote: Someone else	13%	(7)	20%	(11)	10%	(6)	46%	(24)	10%	(5)	53
2022 House Vote: Didnt Vote	14%	(80)	21%	(117)	16%	(90)	31%	(173)	18%	(99)	559
2020 Vote: Joe Biden	19%	(195)	23%	(241)	21%	(218)	31%	(321)	7%	(74)	1049
2020 Vote: Donald Trump	13%	(76)	22%	(135)	17%	(104)	42%	(254)	6%	(37)	607
2020 Vote: Other	18%	(10)	16%	(9)	11%	(6)	43%	(24)	13%	(7)	55
2020 Vote: Didn't Vote	16%	(78)	20%	(100)	15%	(75)	28%	(139)	20%	(98)	490

Table MCEN5_1: *How interested would you be in watching films based on the following?*
Recognizable brands of children's toys, such as Play-doh and Cabbage Patch Kids

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	16%	(359)	22%	(485)	18%	(403)	34%	(739)	10%	(216)	2202
2018 House Vote: Democrat	19%	(173)	23%	(214)	20%	(180)	30%	(276)	8%	(69)	911
2018 House Vote: Republican	13%	(75)	19%	(109)	17%	(93)	45%	(252)	6%	(32)	560
2018 House Vote: Didnt Vote	15%	(103)	23%	(158)	18%	(124)	28%	(189)	16%	(112)	686
4-Region: Northeast	15%	(57)	22%	(84)	18%	(71)	37%	(144)	8%	(29)	386
4-Region: Midwest	10%	(46)	21%	(96)	19%	(88)	39%	(176)	11%	(49)	455
4-Region: South	16%	(131)	22%	(181)	16%	(131)	34%	(286)	13%	(110)	840
4-Region: West	24%	(125)	24%	(124)	22%	(114)	25%	(132)	5%	(27)	521
Film Fans	17%	(334)	24%	(460)	19%	(361)	32%	(618)	8%	(162)	1936
TV Fans	17%	(344)	23%	(477)	18%	(384)	33%	(684)	9%	(191)	2079

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

Table MCEN5_2: *How interested would you be in watching films based on the following?*

Video games, such as Super Mario Bros. and Minecraft

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	24%	(535)	24%	(519)	14%	(308)	30%	(659)	8%	(181)	2202
Gender: Male	31%	(326)	24%	(259)	13%	(142)	27%	(285)	5%	(52)	1065
Gender: Female	18%	(204)	22%	(252)	15%	(164)	33%	(373)	12%	(129)	1121
Age: 18-34	47%	(300)	27%	(168)	9%	(56)	8%	(50)	9%	(58)	631
Age: 35-44	30%	(113)	31%	(116)	15%	(55)	16%	(61)	7%	(27)	372
Age: 45-64	14%	(103)	24%	(167)	15%	(110)	38%	(269)	9%	(63)	711
Age: 65+	4%	(20)	14%	(68)	18%	(88)	57%	(279)	7%	(34)	487
GenZers: 1997-2012	50%	(108)	23%	(51)	9%	(20)	8%	(17)	10%	(23)	219
Millennials: 1981-1996	40%	(291)	29%	(209)	11%	(79)	11%	(82)	8%	(58)	719
GenXers: 1965-1980	18%	(97)	27%	(142)	15%	(79)	32%	(170)	9%	(47)	535
Baby Boomers: 1946-1964	6%	(38)	16%	(110)	18%	(120)	53%	(358)	7%	(45)	669
PID: Dem (no lean)	30%	(298)	23%	(231)	13%	(133)	27%	(276)	7%	(70)	1007
PID: Ind (no lean)	21%	(127)	23%	(137)	16%	(95)	30%	(182)	11%	(64)	605
PID: Rep (no lean)	19%	(110)	25%	(150)	14%	(81)	34%	(201)	8%	(48)	590
PID/Gender: Dem Men	38%	(195)	23%	(119)	13%	(68)	22%	(116)	4%	(21)	519
PID/Gender: Dem Women	21%	(101)	23%	(109)	13%	(63)	33%	(160)	10%	(49)	481
PID/Gender: Ind Men	24%	(60)	21%	(53)	14%	(35)	35%	(88)	6%	(14)	250
PID/Gender: Ind Women	19%	(64)	23%	(81)	17%	(60)	27%	(92)	14%	(50)	346
PID/Gender: Rep Men	24%	(71)	30%	(88)	13%	(39)	27%	(81)	6%	(17)	296
PID/Gender: Rep Women	13%	(39)	21%	(63)	14%	(41)	41%	(121)	11%	(31)	294
Ideo: Liberal (1-3)	29%	(210)	23%	(167)	13%	(94)	30%	(220)	5%	(37)	728
Ideo: Moderate (4)	25%	(152)	23%	(144)	17%	(103)	28%	(174)	7%	(43)	615
Ideo: Conservative (5-7)	19%	(129)	25%	(172)	14%	(96)	35%	(239)	7%	(48)	684
Educ: < College	24%	(349)	23%	(328)	13%	(181)	31%	(440)	10%	(141)	1439
Educ: Bachelors degree	23%	(111)	23%	(114)	20%	(97)	28%	(134)	6%	(29)	485
Educ: Post-grad	27%	(75)	28%	(77)	11%	(30)	30%	(85)	4%	(12)	278
Income: Under 50k	24%	(272)	22%	(249)	14%	(153)	30%	(335)	11%	(123)	1132
Income: 50k-100k	24%	(160)	24%	(164)	15%	(99)	32%	(214)	6%	(40)	675
Income: 100k+	26%	(103)	27%	(106)	14%	(57)	28%	(110)	5%	(19)	395
Ethnicity: White	23%	(394)	23%	(388)	14%	(229)	33%	(568)	7%	(121)	1699
Ethnicity: Hispanic	42%	(160)	23%	(87)	7%	(25)	20%	(77)	8%	(30)	379

Table MCEN5_2: *How interested would you be in watching films based on the following?*
Video games, such as Super Mario Bros. and Minecraft

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	24%	(535)	24%	(519)	14%	(308)	30%	(659)	8%	(181)	2202
Ethnicity: Black	29%	(81)	21%	(59)	13%	(37)	22%	(62)	15%	(43)	283
Ethnicity: Other	28%	(60)	33%	(72)	19%	(41)	13%	(29)	8%	(18)	220
All Christian	22%	(226)	23%	(231)	14%	(144)	35%	(351)	6%	(57)	1008
All Non-Christian	42%	(71)	29%	(49)	8%	(14)	17%	(29)	4%	(7)	171
Atheist	27%	(26)	20%	(19)	17%	(16)	33%	(31)	4%	(4)	96
Agnostic/Nothing in particular	22%	(131)	22%	(126)	15%	(85)	30%	(175)	12%	(68)	586
Something Else	24%	(81)	27%	(93)	14%	(49)	21%	(73)	13%	(45)	342
Religious Non-Protestant/Catholic	42%	(77)	28%	(51)	9%	(16)	18%	(33)	4%	(7)	185
Evangelical	26%	(153)	25%	(146)	13%	(79)	27%	(158)	10%	(57)	594
Non-Evangelical	19%	(142)	23%	(170)	15%	(112)	36%	(266)	6%	(46)	735
Community: Urban	33%	(243)	28%	(205)	11%	(78)	20%	(147)	8%	(57)	729
Community: Suburban	21%	(210)	20%	(200)	15%	(148)	35%	(338)	8%	(81)	978
Community: Rural	17%	(82)	23%	(114)	16%	(81)	35%	(174)	9%	(43)	495
Employ: Private Sector	32%	(241)	28%	(204)	12%	(92)	22%	(165)	5%	(40)	741
Employ: Government	33%	(41)	28%	(34)	17%	(21)	16%	(20)	6%	(7)	123
Employ: Self-Employed	33%	(76)	23%	(53)	11%	(26)	27%	(62)	7%	(16)	234
Employ: Homemaker	18%	(26)	21%	(31)	13%	(19)	33%	(49)	16%	(23)	150
Employ: Retired	7%	(39)	16%	(90)	18%	(100)	51%	(280)	8%	(42)	552
Employ: Unemployed	28%	(61)	25%	(54)	15%	(31)	22%	(46)	10%	(22)	214
Employ: Other	22%	(31)	26%	(36)	12%	(16)	23%	(33)	17%	(24)	140
Military HH: Yes	14%	(45)	17%	(56)	17%	(56)	42%	(135)	10%	(33)	324
Military HH: No	26%	(490)	25%	(463)	13%	(252)	28%	(523)	8%	(149)	1878
2022 House Vote: Democrat	28%	(292)	22%	(230)	15%	(152)	28%	(291)	6%	(59)	1023
2022 House Vote: Republican	17%	(97)	24%	(138)	15%	(88)	37%	(208)	6%	(36)	567
2022 House Vote: Someone else	28%	(15)	21%	(11)	10%	(5)	29%	(15)	12%	(6)	53
2022 House Vote: Didnt Vote	24%	(132)	25%	(139)	11%	(63)	26%	(144)	14%	(80)	559
2020 Vote: Joe Biden	28%	(291)	23%	(246)	14%	(144)	30%	(313)	5%	(54)	1049
2020 Vote: Donald Trump	16%	(96)	24%	(146)	17%	(102)	36%	(219)	7%	(44)	607
2020 Vote: Other	25%	(14)	10%	(6)	15%	(8)	38%	(21)	12%	(7)	55
2020 Vote: Didn't Vote	27%	(133)	25%	(121)	11%	(54)	21%	(105)	16%	(77)	490

Table MCEN5_2: *How interested would you be in watching films based on the following?*
Video games, such as Super Mario Bros. and Minecraft

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	24%	(535)	24%	(519)	14%	(308)	30%	(659)	8%	(181)	2202
2018 House Vote: Democrat	28%	(255)	24%	(214)	14%	(128)	29%	(262)	6%	(52)	911
2018 House Vote: Republican	16%	(89)	22%	(126)	16%	(88)	40%	(222)	6%	(35)	560
2018 House Vote: Didnt Vote	27%	(185)	24%	(167)	13%	(86)	23%	(157)	13%	(92)	686
4-Region: Northeast	24%	(92)	24%	(93)	13%	(51)	33%	(128)	6%	(22)	386
4-Region: Midwest	18%	(83)	22%	(101)	15%	(69)	35%	(160)	9%	(42)	455
4-Region: South	22%	(188)	22%	(185)	13%	(113)	31%	(264)	11%	(89)	840
4-Region: West	33%	(172)	27%	(139)	14%	(75)	21%	(107)	5%	(28)	521
Film Fans	26%	(506)	25%	(479)	15%	(283)	28%	(537)	7%	(131)	1936
TV Fans	25%	(519)	24%	(502)	14%	(294)	29%	(612)	7%	(152)	2079

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

Table MCEN5_3: *How interested would you be in watching films based on the following?*
Board games, such as Settlers of Catan and Monopoly

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	18%	(389)	26%	(577)	16%	(358)	31%	(677)	9%	(200)	2202
Gender: Male	22%	(234)	26%	(274)	19%	(200)	28%	(300)	5%	(56)	1065
Gender: Female	14%	(153)	27%	(298)	14%	(155)	33%	(372)	13%	(143)	1121
Age: 18-34	32%	(203)	30%	(189)	15%	(92)	14%	(91)	9%	(56)	631
Age: 35-44	20%	(76)	36%	(132)	15%	(57)	21%	(79)	7%	(28)	372
Age: 45-64	12%	(82)	25%	(175)	18%	(126)	36%	(254)	10%	(74)	711
Age: 65+	6%	(28)	16%	(80)	17%	(83)	52%	(253)	9%	(43)	487
GenZers: 1997-2012	29%	(63)	31%	(68)	18%	(39)	12%	(26)	11%	(24)	219
Millennials: 1981-1996	29%	(206)	33%	(234)	14%	(97)	17%	(124)	8%	(57)	719
GenXers: 1965-1980	14%	(77)	28%	(150)	17%	(90)	31%	(163)	10%	(54)	535
Baby Boomers: 1946-1964	6%	(40)	17%	(117)	18%	(123)	50%	(335)	8%	(55)	669
PID: Dem (no lean)	23%	(227)	27%	(274)	15%	(152)	27%	(269)	8%	(85)	1007
PID: Ind (no lean)	13%	(76)	24%	(145)	17%	(101)	35%	(211)	12%	(71)	605
PID: Rep (no lean)	15%	(86)	27%	(158)	18%	(105)	33%	(197)	8%	(44)	590
PID/Gender: Dem Men	29%	(151)	26%	(137)	17%	(88)	23%	(118)	5%	(25)	519
PID/Gender: Dem Women	15%	(74)	28%	(134)	13%	(62)	31%	(151)	12%	(60)	481
PID/Gender: Ind Men	12%	(29)	24%	(59)	18%	(45)	39%	(98)	8%	(19)	250
PID/Gender: Ind Women	14%	(47)	25%	(85)	16%	(54)	31%	(108)	15%	(51)	346
PID/Gender: Rep Men	18%	(54)	27%	(79)	23%	(67)	28%	(83)	4%	(12)	296
PID/Gender: Rep Women	11%	(32)	27%	(79)	13%	(38)	39%	(113)	11%	(32)	294
Ideo: Liberal (1-3)	20%	(144)	28%	(201)	14%	(104)	32%	(235)	6%	(45)	728
Ideo: Moderate (4)	17%	(104)	27%	(168)	21%	(127)	26%	(157)	10%	(59)	615
Ideo: Conservative (5-7)	16%	(111)	24%	(168)	16%	(107)	37%	(251)	7%	(48)	684
Educ: < College	16%	(237)	25%	(361)	15%	(213)	33%	(475)	11%	(153)	1439
Educ: Bachelors degree	16%	(80)	29%	(140)	21%	(103)	27%	(130)	7%	(32)	485
Educ: Post-grad	26%	(73)	27%	(76)	15%	(43)	26%	(72)	5%	(15)	278
Income: Under 50k	16%	(181)	24%	(274)	15%	(174)	32%	(366)	12%	(137)	1132
Income: 50k-100k	18%	(122)	29%	(197)	17%	(116)	30%	(201)	6%	(39)	675
Income: 100k+	22%	(86)	27%	(106)	17%	(69)	28%	(111)	6%	(24)	395
Ethnicity: White	18%	(304)	25%	(423)	15%	(255)	34%	(580)	8%	(137)	1699
Ethnicity: Hispanic	32%	(119)	25%	(93)	12%	(47)	26%	(98)	6%	(22)	379

Table MCEN5_3: *How interested would you be in watching films based on the following?*
Board games, such as Settlers of Catan and Monopoly

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	18%	(389)	26%	(577)	16%	(358)	31%	(677)	9%	(200)	2202
Ethnicity: Black	21%	(58)	25%	(70)	20%	(56)	20%	(58)	14%	(41)	283
Ethnicity: Other	12%	(27)	38%	(84)	21%	(47)	18%	(40)	10%	(22)	220
All Christian	17%	(169)	27%	(276)	16%	(161)	33%	(333)	7%	(70)	1008
All Non-Christian	33%	(57)	35%	(59)	12%	(21)	16%	(27)	3%	(6)	171
Atheist	14%	(13)	23%	(22)	18%	(17)	38%	(37)	7%	(7)	96
Agnostic/Nothing in particular	15%	(86)	21%	(125)	17%	(102)	35%	(207)	11%	(64)	586
Something Else	19%	(64)	28%	(95)	16%	(56)	21%	(73)	16%	(53)	342
Religious Non-Protestant/Catholic	31%	(58)	36%	(67)	12%	(22)	17%	(32)	3%	(6)	185
Evangelical	21%	(125)	29%	(173)	15%	(89)	24%	(144)	11%	(63)	594
Non-Evangelical	13%	(98)	26%	(189)	17%	(124)	36%	(265)	8%	(60)	735
Community: Urban	25%	(184)	29%	(211)	15%	(106)	22%	(162)	9%	(66)	729
Community: Suburban	14%	(138)	25%	(245)	19%	(182)	34%	(331)	8%	(82)	978
Community: Rural	14%	(67)	24%	(120)	14%	(70)	37%	(184)	11%	(53)	495
Employ: Private Sector	24%	(174)	31%	(227)	18%	(137)	22%	(163)	5%	(40)	741
Employ: Government	34%	(41)	29%	(36)	12%	(14)	14%	(18)	11%	(14)	123
Employ: Self-Employed	22%	(52)	25%	(58)	17%	(40)	29%	(67)	7%	(16)	234
Employ: Homemaker	12%	(19)	23%	(34)	10%	(15)	39%	(59)	16%	(23)	150
Employ: Retired	7%	(37)	19%	(106)	17%	(93)	48%	(266)	9%	(50)	552
Employ: Unemployed	16%	(34)	27%	(57)	16%	(34)	28%	(60)	13%	(28)	214
Employ: Other	16%	(23)	25%	(35)	16%	(23)	27%	(38)	16%	(22)	140
Military HH: Yes	14%	(47)	21%	(69)	15%	(49)	39%	(126)	10%	(32)	324
Military HH: No	18%	(342)	27%	(507)	16%	(309)	29%	(551)	9%	(168)	1878
2022 House Vote: Democrat	21%	(217)	26%	(270)	17%	(175)	28%	(284)	7%	(77)	1023
2022 House Vote: Republican	14%	(81)	24%	(139)	16%	(88)	40%	(224)	6%	(35)	567
2022 House Vote: Someone else	5%	(3)	24%	(13)	25%	(13)	36%	(19)	10%	(5)	53
2022 House Vote: Didnt Vote	16%	(88)	28%	(156)	15%	(81)	27%	(149)	15%	(84)	559
2020 Vote: Joe Biden	21%	(219)	26%	(273)	18%	(184)	29%	(302)	7%	(71)	1049
2020 Vote: Donald Trump	13%	(80)	24%	(144)	18%	(107)	38%	(230)	7%	(45)	607
2020 Vote: Other	12%	(7)	30%	(17)	12%	(7)	33%	(18)	13%	(7)	55
2020 Vote: Didn't Vote	17%	(84)	29%	(143)	12%	(61)	26%	(126)	16%	(76)	490

Table MCEN5_3: *How interested would you be in watching films based on the following?*
Board games, such as Settlers of Catan and Monopoly

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	18%	(389)	26%	(577)	16%	(358)	31%	(677)	9%	(200)	2202
2018 House Vote: Democrat	22%	(200)	26%	(239)	17%	(157)	28%	(252)	7%	(63)	911
2018 House Vote: Republican	13%	(70)	25%	(138)	16%	(90)	40%	(225)	7%	(37)	560
2018 House Vote: Didnt Vote	16%	(112)	28%	(192)	15%	(100)	27%	(184)	14%	(98)	686
4-Region: Northeast	19%	(72)	26%	(98)	21%	(80)	29%	(111)	6%	(25)	386
4-Region: Midwest	12%	(56)	26%	(120)	15%	(68)	35%	(158)	12%	(53)	455
4-Region: South	17%	(142)	26%	(218)	14%	(115)	32%	(272)	11%	(93)	840
4-Region: West	23%	(120)	27%	(140)	18%	(96)	26%	(136)	6%	(30)	521
Film Fans	19%	(363)	28%	(535)	17%	(328)	29%	(563)	8%	(147)	1936
TV Fans	18%	(376)	27%	(560)	16%	(342)	30%	(624)	9%	(177)	2079

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

Table MCEN5_4: *How interested would you be in watching films based on the following?*
Recognizable brands of foods, such as Doritos and Twinkies

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	19%	(412)	24%	(528)	17%	(379)	32%	(694)	9%	(190)	2202
Gender: Male	23%	(244)	24%	(258)	19%	(200)	29%	(312)	5%	(51)	1065
Gender: Female	14%	(162)	24%	(269)	16%	(175)	34%	(378)	12%	(137)	1121
Age: 18-34	33%	(211)	25%	(157)	14%	(87)	18%	(112)	10%	(64)	631
Age: 35-44	22%	(81)	35%	(131)	18%	(67)	18%	(66)	7%	(26)	372
Age: 45-64	14%	(102)	22%	(159)	17%	(122)	38%	(269)	8%	(60)	711
Age: 65+	4%	(18)	16%	(80)	21%	(103)	51%	(246)	8%	(40)	487
GenZers: 1997-2012	32%	(70)	23%	(50)	17%	(37)	18%	(39)	11%	(23)	219
Millennials: 1981-1996	29%	(212)	31%	(220)	14%	(100)	17%	(122)	9%	(64)	719
GenXers: 1965-1980	16%	(87)	26%	(138)	17%	(94)	32%	(169)	9%	(47)	535
Baby Boomers: 1946-1964	6%	(41)	17%	(112)	20%	(134)	50%	(335)	7%	(48)	669
PID: Dem (no lean)	23%	(233)	24%	(246)	16%	(164)	29%	(291)	7%	(74)	1007
PID: Ind (no lean)	14%	(83)	22%	(134)	18%	(109)	34%	(206)	12%	(72)	605
PID: Rep (no lean)	16%	(96)	25%	(148)	18%	(106)	33%	(197)	7%	(43)	590
PID/Gender: Dem Men	27%	(142)	25%	(129)	17%	(89)	26%	(137)	4%	(22)	519
PID/Gender: Dem Women	18%	(85)	24%	(117)	15%	(73)	32%	(153)	11%	(53)	481
PID/Gender: Ind Men	14%	(35)	20%	(49)	20%	(49)	39%	(99)	7%	(18)	250
PID/Gender: Ind Women	14%	(48)	24%	(84)	17%	(57)	30%	(104)	15%	(53)	346
PID/Gender: Rep Men	22%	(66)	27%	(80)	21%	(62)	26%	(77)	4%	(11)	296
PID/Gender: Rep Women	10%	(30)	23%	(68)	15%	(44)	41%	(121)	11%	(32)	294
Ideo: Liberal (1-3)	21%	(153)	22%	(158)	17%	(122)	34%	(246)	7%	(48)	728
Ideo: Moderate (4)	17%	(107)	26%	(157)	21%	(128)	28%	(171)	8%	(52)	615
Ideo: Conservative (5-7)	18%	(121)	25%	(168)	16%	(110)	36%	(246)	6%	(39)	684
Educ: < College	17%	(240)	24%	(340)	17%	(243)	33%	(472)	10%	(144)	1439
Educ: Bachelors degree	19%	(92)	26%	(126)	19%	(92)	30%	(145)	6%	(30)	485
Educ: Post-grad	29%	(80)	23%	(63)	16%	(44)	28%	(77)	5%	(15)	278
Income: Under 50k	17%	(188)	23%	(256)	17%	(189)	33%	(372)	11%	(126)	1132
Income: 50k-100k	17%	(117)	24%	(165)	19%	(128)	33%	(223)	7%	(44)	675
Income: 100k+	27%	(108)	27%	(107)	16%	(62)	25%	(99)	5%	(19)	395
Ethnicity: White	17%	(295)	23%	(390)	18%	(303)	34%	(581)	8%	(130)	1699
Ethnicity: Hispanic	28%	(105)	26%	(98)	18%	(66)	22%	(84)	7%	(26)	379

Table MCEN5_4: *How interested would you be in watching films based on the following?*
Recognizable brands of foods, such as Doritos and Twinkies

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	19%	(412)	24%	(528)	17%	(379)	32%	(694)	9%	(190)	2202
Ethnicity: Black	27%	(76)	25%	(71)	12%	(33)	23%	(65)	14%	(38)	283
Ethnicity: Other	18%	(40)	30%	(66)	20%	(43)	22%	(48)	10%	(22)	220
All Christian	19%	(189)	24%	(241)	19%	(190)	33%	(328)	6%	(61)	1008
All Non-Christian	37%	(62)	29%	(50)	10%	(17)	20%	(34)	4%	(7)	171
Atheist	9%	(9)	11%	(10)	24%	(23)	46%	(44)	10%	(10)	96
Agnostic/Nothing in particular	14%	(81)	22%	(126)	19%	(109)	34%	(199)	12%	(70)	586
Something Else	21%	(71)	29%	(100)	12%	(40)	26%	(89)	12%	(42)	342
Religious Non-Protestant/Catholic	34%	(64)	32%	(59)	10%	(18)	20%	(37)	4%	(7)	185
Evangelical	26%	(156)	27%	(158)	15%	(88)	24%	(144)	8%	(48)	594
Non-Evangelical	13%	(96)	23%	(168)	19%	(143)	37%	(273)	7%	(55)	735
Community: Urban	28%	(206)	25%	(179)	17%	(121)	21%	(155)	9%	(68)	729
Community: Suburban	14%	(138)	22%	(214)	19%	(182)	37%	(366)	8%	(79)	978
Community: Rural	14%	(69)	27%	(135)	15%	(75)	35%	(173)	9%	(43)	495
Employ: Private Sector	26%	(191)	26%	(191)	19%	(143)	23%	(169)	6%	(47)	741
Employ: Government	34%	(42)	34%	(42)	14%	(18)	13%	(16)	5%	(7)	123
Employ: Self-Employed	22%	(50)	26%	(61)	10%	(24)	34%	(80)	8%	(18)	234
Employ: Homemaker	13%	(20)	24%	(35)	13%	(19)	39%	(58)	12%	(18)	150
Employ: Retired	6%	(32)	17%	(95)	21%	(118)	48%	(264)	8%	(44)	552
Employ: Unemployed	15%	(33)	31%	(65)	16%	(33)	27%	(57)	12%	(25)	214
Employ: Other	24%	(34)	20%	(28)	13%	(18)	26%	(37)	16%	(23)	140
Military HH: Yes	14%	(44)	20%	(65)	16%	(53)	41%	(134)	8%	(27)	324
Military HH: No	20%	(368)	25%	(462)	17%	(325)	30%	(559)	9%	(163)	1878
2022 House Vote: Democrat	23%	(232)	25%	(252)	18%	(182)	29%	(294)	6%	(63)	1023
2022 House Vote: Republican	15%	(87)	24%	(136)	18%	(99)	38%	(214)	6%	(31)	567
2022 House Vote: Someone else	5%	(3)	30%	(16)	19%	(10)	37%	(20)	8%	(4)	53
2022 House Vote: Didnt Vote	16%	(90)	22%	(124)	16%	(88)	30%	(166)	16%	(91)	559
2020 Vote: Joe Biden	22%	(228)	25%	(258)	18%	(184)	30%	(312)	7%	(68)	1049
2020 Vote: Donald Trump	15%	(91)	22%	(136)	18%	(107)	38%	(233)	6%	(39)	607
2020 Vote: Other	12%	(7)	19%	(11)	16%	(9)	42%	(23)	12%	(6)	55
2020 Vote: Didn't Vote	18%	(86)	25%	(123)	16%	(79)	26%	(126)	16%	(76)	490

Table MCEN5_4: *How interested would you be in watching films based on the following?*
Recognizable brands of foods, such as Doritos and Twinkies

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	19%	(412)	24%	(528)	17%	(379)	32%	(694)	9%	(190)	2202
2018 House Vote: Democrat	22%	(198)	25%	(229)	18%	(165)	29%	(260)	7%	(60)	911
2018 House Vote: Republican	13%	(75)	24%	(133)	19%	(107)	38%	(214)	6%	(31)	560
2018 House Vote: Didnt Vote	19%	(134)	22%	(153)	15%	(101)	30%	(203)	14%	(96)	686
4-Region: Northeast	18%	(71)	23%	(87)	20%	(79)	33%	(127)	6%	(22)	386
4-Region: Midwest	15%	(68)	22%	(102)	19%	(87)	34%	(155)	9%	(43)	455
4-Region: South	17%	(139)	25%	(206)	15%	(126)	33%	(275)	11%	(95)	840
4-Region: West	26%	(134)	26%	(133)	17%	(88)	26%	(137)	6%	(30)	521
Film Fans	20%	(382)	25%	(492)	17%	(336)	30%	(583)	7%	(143)	1936
TV Fans	19%	(396)	25%	(520)	18%	(364)	30%	(634)	8%	(166)	2079

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

Table MCEN5_5: *How interested would you be in watching films based on the following?*
Life stories of famous public figures, such as actors, politicians, or musicians

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	27%	(589)	34%	(749)	14%	(314)	16%	(359)	9%	(192)	2202
Gender: Male	31%	(328)	36%	(380)	12%	(130)	16%	(171)	5%	(57)	1065
Gender: Female	23%	(261)	33%	(365)	16%	(175)	17%	(186)	12%	(135)	1121
Age: 18-34	39%	(244)	26%	(163)	15%	(95)	11%	(72)	9%	(57)	631
Age: 35-44	27%	(100)	41%	(151)	10%	(36)	14%	(52)	9%	(32)	372
Age: 45-64	22%	(159)	35%	(249)	15%	(107)	19%	(132)	9%	(66)	711
Age: 65+	18%	(86)	38%	(186)	15%	(75)	21%	(103)	7%	(36)	487
GenZers: 1997-2012	36%	(80)	22%	(49)	20%	(43)	9%	(20)	12%	(27)	219
Millennials: 1981-1996	34%	(247)	33%	(237)	11%	(82)	13%	(94)	8%	(59)	719
GenXers: 1965-1980	24%	(126)	38%	(203)	14%	(73)	16%	(87)	9%	(46)	535
Baby Boomers: 1946-1964	19%	(126)	36%	(243)	16%	(106)	22%	(145)	7%	(49)	669
PID: Dem (no lean)	32%	(321)	33%	(335)	14%	(145)	13%	(133)	7%	(73)	1007
PID: Ind (no lean)	19%	(117)	36%	(215)	13%	(81)	19%	(116)	12%	(75)	605
PID: Rep (no lean)	26%	(151)	34%	(198)	15%	(88)	19%	(110)	7%	(44)	590
PID/Gender: Dem Men	33%	(171)	36%	(189)	12%	(62)	13%	(69)	5%	(28)	519
PID/Gender: Dem Women	31%	(150)	30%	(144)	16%	(78)	13%	(64)	9%	(45)	481
PID/Gender: Ind Men	25%	(63)	37%	(93)	12%	(31)	19%	(48)	7%	(17)	250
PID/Gender: Ind Women	16%	(54)	35%	(120)	13%	(46)	19%	(67)	17%	(58)	346
PID/Gender: Rep Men	32%	(94)	33%	(97)	13%	(37)	18%	(55)	4%	(13)	296
PID/Gender: Rep Women	19%	(57)	34%	(101)	17%	(51)	19%	(55)	11%	(31)	294
Ideo: Liberal (1-3)	32%	(235)	35%	(253)	13%	(94)	15%	(108)	5%	(38)	728
Ideo: Moderate (4)	25%	(153)	36%	(220)	15%	(95)	14%	(87)	10%	(61)	615
Ideo: Conservative (5-7)	25%	(172)	34%	(229)	15%	(104)	19%	(133)	7%	(45)	684
Educ: < College	25%	(358)	30%	(438)	15%	(210)	20%	(281)	11%	(152)	1439
Educ: Bachelors degree	28%	(134)	41%	(197)	15%	(74)	10%	(50)	6%	(29)	485
Educ: Post-grad	35%	(97)	41%	(113)	11%	(30)	10%	(28)	4%	(11)	278
Income: Under 50k	24%	(269)	31%	(353)	15%	(168)	19%	(211)	12%	(131)	1132
Income: 50k-100k	30%	(202)	36%	(242)	13%	(91)	14%	(97)	6%	(44)	675
Income: 100k+	30%	(118)	39%	(153)	14%	(55)	13%	(51)	4%	(17)	395
Ethnicity: White	27%	(458)	34%	(580)	14%	(237)	18%	(298)	7%	(126)	1699
Ethnicity: Hispanic	43%	(164)	22%	(82)	13%	(49)	15%	(55)	8%	(29)	379

Table MCEN5_5: *How interested would you be in watching films based on the following?*
Life stories of famous public figures, such as actors, politicians, or musicians

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	27%	(589)	34%	(749)	14%	(314)	16%	(359)	9%	(192)	2202
Ethnicity: Black	30%	(84)	28%	(79)	14%	(40)	12%	(33)	17%	(47)	283
Ethnicity: Other	22%	(48)	41%	(89)	17%	(37)	13%	(28)	8%	(18)	220
All Christian	29%	(293)	36%	(359)	13%	(132)	16%	(159)	6%	(64)	1008
All Non-Christian	41%	(71)	42%	(72)	8%	(13)	5%	(9)	4%	(6)	171
Atheist	22%	(21)	40%	(38)	17%	(17)	18%	(17)	3%	(3)	96
Agnostic/Nothing in particular	18%	(104)	32%	(190)	16%	(95)	21%	(126)	12%	(70)	586
Something Else	29%	(100)	26%	(89)	17%	(57)	14%	(48)	14%	(48)	342
Religious Non-Protestant/Catholic	40%	(74)	42%	(77)	8%	(15)	7%	(13)	3%	(6)	185
Evangelical	34%	(202)	31%	(182)	14%	(82)	12%	(72)	10%	(57)	594
Non-Evangelical	24%	(180)	36%	(262)	14%	(105)	18%	(135)	7%	(53)	735
Community: Urban	33%	(242)	33%	(241)	13%	(94)	12%	(90)	9%	(62)	729
Community: Suburban	25%	(242)	34%	(329)	16%	(152)	17%	(171)	9%	(84)	978
Community: Rural	21%	(105)	36%	(178)	14%	(67)	20%	(98)	9%	(46)	495
Employ: Private Sector	33%	(248)	36%	(268)	13%	(99)	12%	(87)	5%	(39)	741
Employ: Government	43%	(54)	24%	(30)	14%	(17)	12%	(15)	7%	(8)	123
Employ: Self-Employed	24%	(57)	34%	(78)	10%	(23)	21%	(49)	11%	(26)	234
Employ: Homemaker	17%	(25)	36%	(54)	14%	(21)	17%	(26)	15%	(23)	150
Employ: Retired	18%	(102)	38%	(210)	15%	(85)	20%	(110)	8%	(45)	552
Employ: Unemployed	23%	(49)	32%	(68)	13%	(29)	21%	(45)	11%	(23)	214
Employ: Other	28%	(40)	19%	(26)	19%	(27)	18%	(26)	16%	(22)	140
Military HH: Yes	18%	(60)	37%	(119)	14%	(47)	22%	(72)	8%	(27)	324
Military HH: No	28%	(529)	34%	(629)	14%	(267)	15%	(287)	9%	(164)	1878
2022 House Vote: Democrat	32%	(323)	35%	(362)	13%	(138)	13%	(134)	6%	(66)	1023
2022 House Vote: Republican	25%	(139)	34%	(191)	15%	(86)	21%	(119)	6%	(32)	567
2022 House Vote: Someone else	17%	(9)	47%	(25)	7%	(4)	21%	(11)	8%	(4)	53
2022 House Vote: Didnt Vote	21%	(118)	30%	(170)	15%	(86)	17%	(95)	16%	(90)	559
2020 Vote: Joe Biden	31%	(322)	37%	(387)	14%	(143)	13%	(135)	6%	(64)	1049
2020 Vote: Donald Trump	25%	(149)	33%	(198)	16%	(99)	20%	(122)	6%	(38)	607
2020 Vote: Other	22%	(12)	36%	(20)	8%	(4)	21%	(11)	14%	(7)	55
2020 Vote: Didn't Vote	22%	(106)	29%	(144)	14%	(68)	18%	(91)	17%	(82)	490

Table MCEN5_5: *How interested would you be in watching films based on the following?*
Life stories of famous public figures, such as actors, politicians, or musicians

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	27%	(589)	34%	(749)	14%	(314)	16%	(359)	9%	(192)	2202
2018 House Vote: Democrat	32%	(291)	37%	(333)	13%	(122)	12%	(111)	6%	(54)	911
2018 House Vote: Republican	22%	(125)	34%	(192)	16%	(89)	22%	(122)	6%	(32)	560
2018 House Vote: Didnt Vote	23%	(159)	30%	(206)	14%	(97)	18%	(121)	15%	(104)	686
4-Region: Northeast	28%	(107)	37%	(142)	15%	(58)	15%	(58)	5%	(20)	386
4-Region: Midwest	23%	(106)	32%	(146)	14%	(63)	21%	(97)	10%	(44)	455
4-Region: South	25%	(210)	32%	(265)	14%	(117)	18%	(151)	11%	(97)	840
4-Region: West	32%	(166)	38%	(196)	15%	(76)	10%	(53)	6%	(31)	521
Film Fans	29%	(560)	36%	(696)	14%	(263)	14%	(277)	7%	(140)	1936
TV Fans	28%	(577)	35%	(719)	14%	(295)	15%	(320)	8%	(168)	2079

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

Table MCEN5_6: *How interested would you be in watching films based on the following?*

Recognizable brands of consumer electronics, such as iPhone or Sony Walkman

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	18%	(394)	25%	(548)	16%	(361)	31%	(684)	10%	(215)	2202
Gender: Male	25%	(264)	28%	(294)	15%	(164)	28%	(293)	5%	(50)	1065
Gender: Female	11%	(129)	22%	(252)	17%	(191)	34%	(386)	15%	(163)	1121
Age: 18-34	31%	(196)	26%	(161)	16%	(100)	18%	(115)	9%	(59)	631
Age: 35-44	22%	(83)	32%	(118)	16%	(59)	20%	(76)	10%	(36)	372
Age: 45-64	14%	(97)	25%	(176)	14%	(103)	37%	(261)	10%	(75)	711
Age: 65+	4%	(19)	19%	(92)	20%	(99)	48%	(232)	9%	(44)	487
GenZers: 1997-2012	32%	(70)	23%	(49)	17%	(37)	18%	(40)	11%	(23)	219
Millennials: 1981-1996	28%	(200)	29%	(206)	16%	(113)	19%	(134)	9%	(65)	719
GenXers: 1965-1980	15%	(82)	29%	(153)	15%	(78)	30%	(160)	12%	(62)	535
Baby Boomers: 1946-1964	6%	(42)	19%	(126)	17%	(117)	49%	(328)	8%	(56)	669
PID: Dem (no lean)	24%	(244)	26%	(261)	15%	(151)	27%	(272)	8%	(79)	1007
PID: Ind (no lean)	10%	(62)	22%	(132)	19%	(114)	34%	(205)	15%	(91)	605
PID: Rep (no lean)	15%	(88)	26%	(155)	16%	(96)	35%	(207)	8%	(45)	590
PID/Gender: Dem Men	32%	(165)	30%	(154)	12%	(61)	22%	(116)	4%	(22)	519
PID/Gender: Dem Women	16%	(77)	22%	(107)	18%	(85)	32%	(155)	12%	(57)	481
PID/Gender: Ind Men	15%	(37)	22%	(54)	22%	(56)	35%	(87)	7%	(17)	250
PID/Gender: Ind Women	7%	(25)	22%	(76)	17%	(57)	33%	(115)	21%	(73)	346
PID/Gender: Rep Men	21%	(61)	29%	(86)	16%	(47)	31%	(90)	4%	(11)	296
PID/Gender: Rep Women	9%	(27)	23%	(69)	17%	(49)	39%	(116)	11%	(33)	294
Ideo: Liberal (1-3)	20%	(145)	25%	(179)	17%	(123)	32%	(231)	7%	(50)	728
Ideo: Moderate (4)	18%	(110)	25%	(153)	19%	(118)	28%	(173)	10%	(61)	615
Ideo: Conservative (5-7)	16%	(110)	26%	(179)	15%	(104)	36%	(245)	7%	(46)	684
Educ: < College	16%	(227)	22%	(323)	16%	(236)	34%	(483)	12%	(170)	1439
Educ: Bachelors degree	19%	(91)	29%	(142)	18%	(89)	28%	(134)	6%	(29)	485
Educ: Post-grad	28%	(77)	30%	(83)	13%	(36)	24%	(67)	6%	(16)	278
Income: Under 50k	16%	(176)	23%	(255)	15%	(173)	33%	(377)	13%	(151)	1132
Income: 50k-100k	17%	(116)	26%	(175)	20%	(132)	31%	(210)	6%	(43)	675
Income: 100k+	26%	(102)	30%	(118)	14%	(56)	25%	(98)	5%	(21)	395
Ethnicity: White	16%	(276)	24%	(412)	16%	(278)	34%	(586)	9%	(148)	1699
Ethnicity: Hispanic	30%	(113)	22%	(85)	14%	(55)	27%	(104)	6%	(23)	379

Table MCEN5_6: *How interested would you be in watching films based on the following?*
Recognizable brands of consumer electronics, such as iPhone or Sony Walkman

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	18%	(394)	25%	(548)	16%	(361)	31%	(684)	10%	(215)	2202
Ethnicity: Black	27%	(75)	26%	(74)	11%	(32)	20%	(58)	15%	(44)	283
Ethnicity: Other	20%	(43)	28%	(62)	23%	(51)	18%	(40)	11%	(23)	220
All Christian	19%	(188)	26%	(263)	17%	(169)	31%	(317)	7%	(71)	1008
All Non-Christian	34%	(57)	40%	(68)	11%	(19)	12%	(20)	4%	(7)	171
Atheist	11%	(10)	15%	(15)	28%	(27)	39%	(37)	7%	(7)	96
Agnostic/Nothing in particular	13%	(74)	23%	(134)	16%	(92)	36%	(209)	13%	(78)	586
Something Else	19%	(65)	20%	(69)	16%	(55)	29%	(101)	15%	(52)	342
Religious Non-Protestant/Catholic	32%	(59)	40%	(73)	11%	(20)	12%	(23)	5%	(9)	185
Evangelical	26%	(154)	23%	(135)	15%	(90)	25%	(150)	11%	(65)	594
Non-Evangelical	12%	(89)	25%	(187)	18%	(131)	37%	(269)	8%	(58)	735
Community: Urban	29%	(212)	28%	(202)	14%	(99)	22%	(157)	8%	(60)	729
Community: Suburban	13%	(123)	25%	(246)	17%	(166)	36%	(350)	10%	(93)	978
Community: Rural	12%	(60)	20%	(100)	19%	(96)	36%	(177)	12%	(62)	495
Employ: Private Sector	24%	(178)	32%	(240)	16%	(119)	22%	(165)	5%	(40)	741
Employ: Government	33%	(40)	30%	(37)	16%	(20)	16%	(20)	6%	(7)	123
Employ: Self-Employed	21%	(49)	22%	(51)	17%	(39)	31%	(72)	10%	(24)	234
Employ: Homemaker	8%	(12)	19%	(29)	12%	(18)	42%	(63)	18%	(27)	150
Employ: Retired	8%	(41)	18%	(102)	17%	(95)	47%	(261)	10%	(53)	552
Employ: Unemployed	18%	(38)	25%	(53)	17%	(36)	28%	(59)	13%	(27)	214
Employ: Other	18%	(26)	20%	(28)	16%	(22)	25%	(35)	21%	(30)	140
Military HH: Yes	13%	(43)	21%	(68)	18%	(59)	39%	(127)	9%	(28)	324
Military HH: No	19%	(351)	26%	(480)	16%	(302)	30%	(558)	10%	(186)	1878
2022 House Vote: Democrat	23%	(234)	27%	(271)	17%	(173)	26%	(270)	7%	(74)	1023
2022 House Vote: Republican	14%	(77)	25%	(142)	17%	(95)	38%	(214)	7%	(39)	567
2022 House Vote: Someone else	13%	(7)	24%	(12)	16%	(8)	36%	(19)	11%	(6)	53
2022 House Vote: Didnt Vote	14%	(76)	22%	(122)	15%	(84)	32%	(181)	17%	(96)	559
2020 Vote: Joe Biden	21%	(225)	27%	(280)	16%	(168)	28%	(296)	8%	(79)	1049
2020 Vote: Donald Trump	14%	(86)	24%	(148)	17%	(102)	37%	(226)	7%	(45)	607
2020 Vote: Other	17%	(10)	20%	(11)	13%	(7)	35%	(19)	14%	(8)	55
2020 Vote: Didn't Vote	15%	(73)	22%	(109)	17%	(83)	29%	(142)	17%	(83)	490

Table MCEN5_6: *How interested would you be in watching films based on the following?*
Recognizable brands of consumer electronics, such as iPhone or Sony Walkman

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	18%	(394)	25%	(548)	16%	(361)	31%	(684)	10%	(215)	2202
2018 House Vote: Democrat	22%	(200)	27%	(245)	16%	(149)	27%	(248)	8%	(70)	911
2018 House Vote: Republican	13%	(73)	24%	(133)	17%	(96)	39%	(220)	7%	(38)	560
2018 House Vote: Didnt Vote	17%	(116)	23%	(155)	16%	(109)	29%	(201)	15%	(105)	686
4-Region: Northeast	22%	(87)	24%	(93)	15%	(59)	31%	(119)	7%	(27)	386
4-Region: Midwest	11%	(48)	21%	(97)	21%	(95)	35%	(161)	12%	(54)	455
4-Region: South	15%	(130)	25%	(209)	15%	(124)	33%	(275)	12%	(102)	840
4-Region: West	25%	(130)	28%	(148)	16%	(83)	25%	(129)	6%	(32)	521
Film Fans	19%	(370)	26%	(511)	17%	(324)	29%	(569)	8%	(161)	1936
TV Fans	18%	(383)	26%	(531)	16%	(341)	30%	(633)	9%	(191)	2079

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

Table MCEN5_7: *How interested would you be in watching films based on the following?*
Recognizable books and stories from the literary canon, such as the Great Gatsby and Little Women

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	27%	(588)	33%	(720)	14%	(299)	17%	(383)	10%	(212)	2202
Gender: Male	28%	(297)	32%	(336)	16%	(174)	17%	(180)	7%	(78)	1065
Gender: Female	26%	(286)	34%	(377)	11%	(122)	18%	(203)	12%	(134)	1121
Age: 18-34	40%	(255)	29%	(183)	11%	(68)	11%	(69)	9%	(56)	631
Age: 35-44	28%	(104)	31%	(116)	14%	(53)	14%	(53)	12%	(46)	372
Age: 45-64	21%	(147)	33%	(236)	17%	(118)	19%	(135)	11%	(76)	711
Age: 65+	17%	(82)	38%	(186)	12%	(60)	26%	(126)	7%	(34)	487
GenZers: 1997-2012	41%	(90)	28%	(61)	12%	(25)	8%	(18)	12%	(26)	219
Millennials: 1981-1996	36%	(256)	30%	(217)	11%	(83)	13%	(92)	10%	(71)	719
GenXers: 1965-1980	21%	(115)	33%	(179)	17%	(90)	18%	(96)	10%	(55)	535
Baby Boomers: 1946-1964	17%	(114)	36%	(241)	14%	(96)	25%	(165)	8%	(53)	669
PID: Dem (no lean)	33%	(337)	30%	(299)	14%	(142)	15%	(152)	8%	(78)	1007
PID: Ind (no lean)	21%	(126)	35%	(209)	12%	(72)	19%	(113)	14%	(85)	605
PID: Rep (no lean)	21%	(126)	36%	(212)	14%	(85)	20%	(118)	8%	(49)	590
PID/Gender: Dem Men	34%	(177)	29%	(148)	17%	(91)	14%	(71)	6%	(31)	519
PID/Gender: Dem Women	33%	(158)	30%	(146)	10%	(50)	17%	(81)	10%	(47)	481
PID/Gender: Ind Men	21%	(52)	37%	(92)	14%	(35)	19%	(47)	10%	(25)	250
PID/Gender: Ind Women	21%	(71)	33%	(114)	10%	(36)	19%	(66)	17%	(60)	346
PID/Gender: Rep Men	23%	(68)	32%	(95)	16%	(48)	21%	(62)	7%	(22)	296
PID/Gender: Rep Women	20%	(58)	40%	(117)	12%	(36)	19%	(56)	9%	(27)	294
Ideo: Liberal (1-3)	36%	(260)	30%	(220)	12%	(87)	17%	(123)	5%	(39)	728
Ideo: Moderate (4)	23%	(140)	35%	(214)	15%	(95)	15%	(93)	12%	(74)	615
Ideo: Conservative (5-7)	24%	(164)	35%	(237)	15%	(103)	20%	(135)	7%	(45)	684
Educ: < College	24%	(340)	30%	(435)	14%	(204)	20%	(294)	11%	(165)	1439
Educ: Bachelors degree	30%	(147)	38%	(185)	13%	(63)	12%	(59)	6%	(31)	485
Educ: Post-grad	36%	(101)	36%	(99)	12%	(32)	11%	(30)	6%	(16)	278
Income: Under 50k	24%	(268)	30%	(342)	13%	(146)	20%	(231)	13%	(144)	1132
Income: 50k-100k	28%	(190)	36%	(243)	15%	(103)	13%	(91)	7%	(49)	675
Income: 100k+	33%	(130)	34%	(135)	13%	(50)	16%	(62)	5%	(20)	395
Ethnicity: White	27%	(462)	33%	(567)	13%	(212)	19%	(318)	8%	(140)	1699
Ethnicity: Hispanic	40%	(152)	26%	(99)	7%	(27)	16%	(62)	10%	(38)	379

Table MCEN5_7: *How interested would you be in watching films based on the following?*
Recognizable books and stories from the literary canon, such as the Great Gatsby and Little Women

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	27%	(588)	33%	(720)	14%	(299)	17%	(383)	10%	(212)	2202
Ethnicity: Black	25%	(70)	25%	(71)	17%	(48)	15%	(43)	18%	(51)	283
Ethnicity: Other	25%	(56)	37%	(82)	18%	(39)	10%	(23)	9%	(21)	220
All Christian	27%	(271)	36%	(361)	14%	(138)	17%	(167)	7%	(72)	1008
All Non-Christian	42%	(72)	34%	(58)	11%	(19)	8%	(14)	4%	(8)	171
Atheist	37%	(36)	28%	(27)	10%	(10)	18%	(18)	6%	(6)	96
Agnostic/Nothing in particular	20%	(117)	31%	(181)	13%	(73)	23%	(137)	13%	(77)	586
Something Else	27%	(93)	27%	(93)	17%	(59)	14%	(47)	15%	(50)	342
Religious Non-Protestant/Catholic	40%	(74)	35%	(65)	11%	(19)	10%	(18)	4%	(8)	185
Evangelical	29%	(171)	31%	(186)	16%	(93)	13%	(74)	12%	(70)	594
Non-Evangelical	25%	(185)	35%	(258)	14%	(101)	19%	(140)	7%	(52)	735
Community: Urban	33%	(238)	30%	(222)	12%	(87)	15%	(109)	10%	(73)	729
Community: Suburban	25%	(249)	33%	(323)	15%	(148)	18%	(180)	8%	(79)	978
Community: Rural	20%	(101)	35%	(175)	13%	(64)	19%	(94)	12%	(60)	495
Employ: Private Sector	29%	(214)	37%	(275)	14%	(106)	13%	(93)	7%	(54)	741
Employ: Government	44%	(54)	31%	(38)	9%	(11)	11%	(14)	6%	(7)	123
Employ: Self-Employed	28%	(65)	31%	(74)	12%	(28)	17%	(39)	12%	(29)	234
Employ: Homemaker	32%	(48)	27%	(40)	11%	(16)	16%	(25)	13%	(20)	150
Employ: Retired	16%	(89)	37%	(204)	14%	(78)	24%	(134)	8%	(47)	552
Employ: Unemployed	25%	(53)	22%	(48)	17%	(36)	23%	(49)	14%	(29)	214
Employ: Other	27%	(39)	22%	(31)	14%	(20)	21%	(30)	15%	(21)	140
Military HH: Yes	24%	(77)	33%	(108)	12%	(39)	23%	(75)	8%	(26)	324
Military HH: No	27%	(511)	33%	(612)	14%	(260)	16%	(309)	10%	(186)	1878
2022 House Vote: Democrat	32%	(332)	31%	(322)	14%	(141)	15%	(157)	7%	(70)	1023
2022 House Vote: Republican	21%	(117)	38%	(218)	14%	(82)	20%	(116)	6%	(35)	567
2022 House Vote: Someone else	24%	(13)	37%	(20)	7%	(4)	24%	(12)	9%	(5)	53
2022 House Vote: Didnt Vote	23%	(126)	29%	(161)	13%	(72)	18%	(98)	18%	(102)	559
2020 Vote: Joe Biden	32%	(339)	32%	(339)	14%	(143)	15%	(156)	7%	(73)	1049
2020 Vote: Donald Trump	20%	(122)	38%	(229)	15%	(92)	21%	(125)	6%	(39)	607
2020 Vote: Other	26%	(15)	42%	(24)	2%	(1)	14%	(8)	15%	(8)	55
2020 Vote: Didn't Vote	23%	(112)	26%	(128)	13%	(63)	19%	(94)	19%	(92)	490

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Table MCEN5_7: *How interested would you be in watching films based on the following?*
Recognizable books and stories from the literary canon, such as the Great Gatsby and Little Women

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't know / No opinion		Total N
Adults	27%	(588)	33%	(720)	14%	(299)	17%	(383)	10%	(212)	2202
2018 House Vote: Democrat	33%	(304)	32%	(292)	13%	(121)	14%	(131)	7%	(64)	911
2018 House Vote: Republican	21%	(117)	36%	(202)	15%	(84)	21%	(117)	7%	(41)	560
2018 House Vote: Didnt Vote	23%	(158)	31%	(211)	13%	(86)	18%	(127)	15%	(104)	686
4-Region: Northeast	27%	(103)	33%	(127)	16%	(62)	17%	(66)	7%	(29)	386
4-Region: Midwest	21%	(95)	31%	(140)	15%	(69)	22%	(98)	12%	(53)	455
4-Region: South	24%	(206)	33%	(276)	12%	(104)	18%	(154)	12%	(100)	840
4-Region: West	35%	(185)	34%	(177)	12%	(64)	13%	(66)	6%	(30)	521
Film Fans	29%	(565)	35%	(672)	13%	(257)	15%	(283)	8%	(159)	1936
TV Fans	27%	(566)	33%	(688)	13%	(280)	17%	(356)	9%	(190)	2079

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

Table MCEN6_1: *And how interested are you in watching the following kinds of films?*
Superhero films

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	29%	(649)	27%	(585)	14%	(310)	22%	(485)	8%	(173)	2202
Gender: Male	40%	(424)	28%	(301)	12%	(127)	16%	(174)	4%	(40)	1065
Gender: Female	20%	(223)	25%	(278)	16%	(180)	27%	(305)	12%	(134)	1121
Age: 18-34	46%	(292)	26%	(165)	10%	(65)	9%	(54)	9%	(55)	631
Age: 35-44	36%	(135)	28%	(104)	13%	(48)	15%	(54)	8%	(30)	372
Age: 45-64	24%	(171)	30%	(212)	13%	(92)	26%	(184)	7%	(52)	711
Age: 65+	11%	(51)	21%	(103)	21%	(104)	40%	(193)	7%	(35)	487
GenZers: 1997-2012	43%	(95)	25%	(54)	13%	(28)	9%	(19)	11%	(24)	219
Millennials: 1981-1996	43%	(309)	28%	(200)	10%	(74)	11%	(79)	8%	(55)	719
GenXers: 1965-1980	25%	(133)	30%	(163)	15%	(79)	21%	(114)	9%	(46)	535
Baby Boomers: 1946-1964	17%	(111)	23%	(153)	17%	(114)	38%	(251)	6%	(40)	669
PID: Dem (no lean)	33%	(330)	27%	(274)	14%	(137)	20%	(202)	6%	(63)	1007
PID: Ind (no lean)	27%	(161)	27%	(165)	14%	(85)	19%	(114)	13%	(80)	605
PID: Rep (no lean)	27%	(158)	25%	(146)	15%	(87)	29%	(169)	5%	(30)	590
PID/Gender: Dem Men	43%	(222)	29%	(153)	10%	(53)	14%	(74)	3%	(17)	519
PID/Gender: Dem Women	22%	(108)	25%	(119)	17%	(83)	26%	(125)	10%	(46)	481
PID/Gender: Ind Men	34%	(84)	29%	(73)	15%	(37)	17%	(42)	6%	(14)	250
PID/Gender: Ind Women	22%	(75)	25%	(88)	14%	(47)	20%	(70)	19%	(66)	346
PID/Gender: Rep Men	40%	(118)	25%	(75)	13%	(38)	19%	(57)	3%	(8)	296
PID/Gender: Rep Women	14%	(40)	24%	(71)	17%	(50)	38%	(111)	8%	(22)	294
Ideo: Liberal (1-3)	32%	(234)	27%	(199)	15%	(107)	21%	(150)	5%	(38)	728
Ideo: Moderate (4)	32%	(194)	27%	(166)	15%	(93)	18%	(110)	9%	(53)	615
Ideo: Conservative (5-7)	26%	(178)	26%	(178)	14%	(99)	29%	(197)	5%	(32)	684
Educ: < College	29%	(420)	24%	(343)	14%	(201)	24%	(339)	9%	(136)	1439
Educ: Bachelors degree	30%	(145)	32%	(157)	14%	(68)	19%	(90)	5%	(25)	485
Educ: Post-grad	30%	(83)	31%	(85)	15%	(41)	20%	(57)	4%	(12)	278
Income: Under 50k	25%	(288)	25%	(281)	15%	(170)	24%	(273)	11%	(120)	1132
Income: 50k-100k	33%	(221)	27%	(183)	13%	(88)	22%	(148)	5%	(35)	675
Income: 100k+	35%	(140)	31%	(121)	13%	(52)	16%	(64)	5%	(18)	395
Ethnicity: White	27%	(467)	26%	(439)	15%	(257)	25%	(422)	7%	(115)	1699
Ethnicity: Hispanic	50%	(189)	19%	(73)	10%	(37)	13%	(50)	8%	(30)	379

Table MCEN6_1: *And how interested are you in watching the following kinds of films?*
Superhero films

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	29%	(649)	27%	(585)	14%	(310)	22%	(485)	8%	(173)	2202
Ethnicity: Black	37%	(105)	26%	(73)	11%	(33)	13%	(37)	13%	(36)	283
Ethnicity: Other	35%	(78)	33%	(73)	9%	(21)	12%	(26)	10%	(22)	220
All Christian	29%	(294)	26%	(260)	15%	(148)	25%	(250)	6%	(57)	1008
All Non-Christian	45%	(77)	28%	(48)	12%	(20)	12%	(21)	3%	(5)	171
Atheist	24%	(23)	35%	(33)	12%	(12)	25%	(24)	3%	(3)	96
Agnostic/Nothing in particular	25%	(144)	26%	(154)	15%	(88)	23%	(132)	12%	(68)	586
Something Else	33%	(112)	26%	(89)	12%	(41)	17%	(58)	12%	(41)	342
Religious Non-Protestant/Catholic	44%	(81)	29%	(53)	12%	(21)	13%	(25)	3%	(5)	185
Evangelical	36%	(216)	25%	(146)	14%	(85)	16%	(98)	8%	(50)	594
Non-Evangelical	25%	(182)	26%	(193)	14%	(103)	29%	(210)	7%	(48)	735
Community: Urban	40%	(292)	29%	(211)	10%	(70)	13%	(98)	8%	(58)	729
Community: Suburban	25%	(241)	26%	(256)	15%	(150)	27%	(262)	7%	(70)	978
Community: Rural	24%	(117)	24%	(118)	18%	(90)	25%	(126)	9%	(45)	495
Employ: Private Sector	38%	(280)	31%	(229)	11%	(85)	16%	(116)	4%	(33)	741
Employ: Government	38%	(47)	31%	(38)	16%	(20)	10%	(12)	5%	(7)	123
Employ: Self-Employed	35%	(82)	23%	(53)	13%	(31)	20%	(46)	9%	(21)	234
Employ: Homemaker	23%	(34)	23%	(35)	14%	(21)	25%	(38)	15%	(22)	150
Employ: Retired	14%	(77)	21%	(118)	19%	(104)	38%	(211)	8%	(41)	552
Employ: Unemployed	31%	(66)	30%	(65)	9%	(20)	17%	(36)	12%	(26)	214
Employ: Other	33%	(46)	24%	(34)	16%	(23)	14%	(19)	13%	(18)	140
Military HH: Yes	23%	(74)	29%	(95)	16%	(52)	25%	(82)	7%	(21)	324
Military HH: No	31%	(575)	26%	(489)	14%	(258)	21%	(404)	8%	(152)	1878
2022 House Vote: Democrat	33%	(342)	28%	(290)	14%	(146)	19%	(192)	5%	(53)	1023
2022 House Vote: Republican	24%	(139)	26%	(148)	16%	(90)	30%	(173)	3%	(18)	567
2022 House Vote: Someone else	42%	(22)	20%	(11)	14%	(7)	13%	(7)	10%	(5)	53
2022 House Vote: Didnt Vote	26%	(146)	24%	(137)	12%	(66)	20%	(113)	17%	(97)	559
2020 Vote: Joe Biden	33%	(348)	28%	(296)	14%	(144)	20%	(205)	5%	(56)	1049
2020 Vote: Donald Trump	24%	(146)	25%	(153)	16%	(96)	31%	(187)	4%	(25)	607
2020 Vote: Other	13%	(7)	31%	(17)	19%	(11)	22%	(12)	15%	(8)	55
2020 Vote: Didn't Vote	30%	(148)	24%	(118)	12%	(60)	17%	(81)	17%	(84)	490

Table MCEN6_1: *And how interested are you in watching the following kinds of films?*
Superhero films

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	29%	(649)	27%	(585)	14%	(310)	22%	(485)	8%	(173)	2202
2018 House Vote: Democrat	33%	(298)	29%	(264)	13%	(119)	20%	(180)	6%	(51)	911
2018 House Vote: Republican	25%	(142)	26%	(146)	15%	(86)	30%	(168)	3%	(18)	560
2018 House Vote: Didnt Vote	28%	(195)	23%	(161)	14%	(96)	19%	(133)	15%	(101)	686
4-Region: Northeast	30%	(114)	26%	(101)	13%	(51)	24%	(92)	7%	(27)	386
4-Region: Midwest	21%	(97)	25%	(114)	18%	(82)	28%	(126)	8%	(36)	455
4-Region: South	29%	(242)	26%	(222)	13%	(110)	22%	(183)	10%	(84)	840
4-Region: West	38%	(197)	28%	(148)	13%	(67)	16%	(84)	5%	(27)	521
Film Fans	32%	(617)	28%	(545)	14%	(273)	19%	(373)	7%	(128)	1936
TV Fans	31%	(637)	27%	(566)	14%	(283)	21%	(442)	7%	(152)	2079

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

Table MCEN6_2: *And how interested are you in watching the following kinds of films?*
Film franchises

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	20%	(447)	30%	(669)	18%	(392)	20%	(433)	12%	(260)	2202
Gender: Male	29%	(311)	31%	(333)	17%	(183)	16%	(168)	7%	(70)	1065
Gender: Female	12%	(129)	30%	(332)	18%	(207)	24%	(264)	17%	(189)	1121
Age: 18-34	36%	(224)	30%	(192)	12%	(78)	9%	(55)	13%	(81)	631
Age: 35-44	23%	(86)	38%	(139)	15%	(57)	13%	(47)	11%	(42)	372
Age: 45-64	15%	(109)	34%	(241)	17%	(120)	23%	(165)	11%	(77)	711
Age: 65+	6%	(27)	20%	(97)	28%	(137)	34%	(166)	12%	(60)	487
GenZers: 1997-2012	31%	(67)	30%	(66)	16%	(35)	8%	(17)	15%	(34)	219
Millennials: 1981-1996	32%	(233)	33%	(237)	13%	(93)	10%	(75)	11%	(82)	719
GenXers: 1965-1980	16%	(87)	38%	(202)	14%	(76)	21%	(110)	11%	(60)	535
Baby Boomers: 1946-1964	8%	(57)	23%	(155)	26%	(175)	31%	(210)	11%	(73)	669
PID: Dem (no lean)	26%	(259)	32%	(318)	18%	(177)	16%	(160)	9%	(92)	1007
PID: Ind (no lean)	15%	(93)	31%	(187)	16%	(96)	19%	(115)	19%	(114)	605
PID: Rep (no lean)	16%	(95)	28%	(164)	20%	(119)	27%	(158)	9%	(54)	590
PID/Gender: Dem Men	35%	(181)	29%	(153)	17%	(87)	13%	(69)	6%	(30)	519
PID/Gender: Dem Women	16%	(75)	34%	(163)	19%	(89)	19%	(92)	13%	(62)	481
PID/Gender: Ind Men	21%	(52)	34%	(85)	21%	(53)	15%	(37)	10%	(24)	250
PID/Gender: Ind Women	11%	(37)	29%	(101)	12%	(42)	22%	(77)	26%	(89)	346
PID/Gender: Rep Men	26%	(78)	32%	(95)	15%	(44)	21%	(63)	5%	(16)	296
PID/Gender: Rep Women	6%	(17)	23%	(69)	26%	(75)	32%	(95)	13%	(38)	294
Ideo: Liberal (1-3)	27%	(195)	32%	(230)	17%	(124)	17%	(123)	8%	(57)	728
Ideo: Moderate (4)	21%	(131)	33%	(201)	17%	(107)	16%	(99)	12%	(77)	615
Ideo: Conservative (5-7)	14%	(99)	28%	(195)	21%	(145)	26%	(178)	10%	(68)	684
Educ: < College	19%	(273)	28%	(400)	18%	(254)	22%	(318)	13%	(194)	1439
Educ: Bachelors degree	20%	(96)	37%	(178)	19%	(90)	15%	(73)	10%	(47)	485
Educ: Post-grad	28%	(77)	33%	(91)	17%	(48)	15%	(43)	7%	(20)	278
Income: Under 50k	18%	(200)	27%	(308)	16%	(182)	23%	(259)	16%	(182)	1132
Income: 50k-100k	21%	(141)	33%	(224)	22%	(147)	17%	(117)	7%	(47)	675
Income: 100k+	27%	(106)	35%	(137)	16%	(63)	15%	(57)	8%	(32)	395
Ethnicity: White	19%	(325)	30%	(506)	19%	(317)	22%	(368)	11%	(184)	1699
Ethnicity: Hispanic	40%	(152)	26%	(98)	13%	(48)	11%	(41)	11%	(41)	379

Table MCEN6_2: *And how interested are you in watching the following kinds of films?*
Film franchises

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	20%	(447)	30%	(669)	18%	(392)	20%	(433)	12%	(260)	2202
Ethnicity: Black	25%	(69)	30%	(85)	14%	(40)	13%	(38)	18%	(50)	283
Ethnicity: Other	24%	(53)	36%	(78)	16%	(35)	13%	(28)	12%	(26)	220
All Christian	22%	(221)	30%	(302)	18%	(183)	22%	(218)	8%	(84)	1008
All Non-Christian	41%	(69)	33%	(56)	11%	(19)	7%	(13)	8%	(14)	171
Atheist	14%	(14)	34%	(33)	26%	(25)	19%	(18)	7%	(7)	96
Agnostic/Nothing in particular	15%	(88)	31%	(184)	16%	(92)	22%	(130)	16%	(92)	586
Something Else	16%	(55)	28%	(95)	22%	(74)	16%	(55)	18%	(63)	342
Religious Non-Protestant/Catholic	38%	(70)	33%	(62)	12%	(22)	9%	(16)	8%	(14)	185
Evangelical	23%	(135)	28%	(166)	19%	(111)	18%	(105)	13%	(77)	594
Non-Evangelical	18%	(131)	30%	(220)	20%	(147)	23%	(170)	9%	(68)	735
Community: Urban	34%	(247)	30%	(219)	13%	(96)	13%	(92)	10%	(75)	729
Community: Suburban	15%	(147)	31%	(304)	20%	(194)	22%	(215)	12%	(118)	978
Community: Rural	11%	(53)	30%	(147)	21%	(102)	26%	(127)	13%	(66)	495
Employ: Private Sector	31%	(231)	34%	(253)	14%	(101)	14%	(106)	7%	(49)	741
Employ: Government	27%	(33)	31%	(39)	25%	(31)	9%	(11)	8%	(10)	123
Employ: Self-Employed	16%	(38)	34%	(79)	15%	(36)	22%	(51)	13%	(30)	234
Employ: Homemaker	11%	(16)	30%	(46)	16%	(24)	20%	(30)	23%	(34)	150
Employ: Retired	8%	(45)	22%	(124)	26%	(144)	31%	(172)	12%	(68)	552
Employ: Unemployed	21%	(45)	38%	(81)	12%	(25)	14%	(31)	15%	(32)	214
Employ: Other	15%	(22)	25%	(35)	17%	(23)	22%	(31)	21%	(29)	140
Military HH: Yes	15%	(50)	25%	(82)	22%	(71)	25%	(82)	12%	(39)	324
Military HH: No	21%	(397)	31%	(587)	17%	(321)	19%	(351)	12%	(221)	1878
2022 House Vote: Democrat	25%	(255)	33%	(342)	18%	(181)	15%	(158)	8%	(86)	1023
2022 House Vote: Republican	15%	(87)	28%	(157)	21%	(119)	28%	(157)	8%	(48)	567
2022 House Vote: Someone else	41%	(22)	11%	(6)	16%	(8)	15%	(8)	18%	(9)	53
2022 House Vote: Didnt Vote	15%	(83)	29%	(165)	15%	(84)	20%	(111)	21%	(117)	559
2020 Vote: Joe Biden	25%	(261)	34%	(358)	17%	(179)	16%	(167)	8%	(86)	1049
2020 Vote: Donald Trump	15%	(90)	26%	(155)	23%	(139)	28%	(170)	9%	(52)	607
2020 Vote: Other	16%	(9)	27%	(15)	11%	(6)	20%	(11)	27%	(15)	55
2020 Vote: Didn't Vote	18%	(87)	29%	(142)	14%	(69)	17%	(85)	22%	(107)	490

Table MCEN6_2: *And how interested are you in watching the following kinds of films?*
Film franchises

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	20%	(447)	30%	(669)	18%	(392)	20%	(433)	12%	(260)	2202
2018 House Vote: Democrat	25%	(230)	34%	(307)	18%	(160)	15%	(137)	8%	(77)	911
2018 House Vote: Republican	16%	(87)	27%	(149)	23%	(129)	27%	(152)	8%	(43)	560
2018 House Vote: Didnt Vote	17%	(118)	30%	(203)	14%	(98)	20%	(135)	19%	(133)	686
4-Region: Northeast	27%	(102)	30%	(117)	15%	(58)	17%	(66)	11%	(42)	386
4-Region: Midwest	13%	(61)	25%	(115)	23%	(103)	25%	(116)	13%	(60)	455
4-Region: South	17%	(141)	28%	(236)	19%	(161)	22%	(181)	14%	(121)	840
4-Region: West	27%	(143)	39%	(201)	13%	(70)	13%	(70)	7%	(37)	521
Film Fans	22%	(429)	33%	(644)	18%	(346)	16%	(314)	10%	(203)	1936
TV Fans	21%	(436)	31%	(649)	18%	(373)	19%	(392)	11%	(230)	2079

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

Table MCEN6_3: *And how interested are you in watching the following kinds of films?*

Films made by streaming services

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	23%	(517)	37%	(821)	12%	(270)	15%	(335)	12%	(259)	2202
Gender: Male	28%	(295)	38%	(403)	14%	(152)	14%	(152)	6%	(63)	1065
Gender: Female	20%	(220)	37%	(411)	10%	(113)	16%	(182)	17%	(194)	1121
Age: 18-34	35%	(220)	37%	(234)	10%	(65)	8%	(49)	10%	(64)	631
Age: 35-44	25%	(94)	44%	(163)	11%	(40)	10%	(37)	10%	(38)	372
Age: 45-64	21%	(152)	39%	(276)	12%	(86)	16%	(113)	12%	(84)	711
Age: 65+	10%	(50)	30%	(148)	16%	(79)	28%	(136)	15%	(74)	487
GenZers: 1997-2012	30%	(65)	33%	(73)	19%	(43)	6%	(12)	12%	(26)	219
Millennials: 1981-1996	32%	(231)	41%	(297)	8%	(59)	9%	(64)	9%	(68)	719
GenXers: 1965-1980	23%	(125)	38%	(204)	12%	(62)	15%	(79)	12%	(65)	535
Baby Boomers: 1946-1964	13%	(89)	35%	(237)	15%	(98)	24%	(159)	13%	(87)	669
PID: Dem (no lean)	27%	(273)	37%	(374)	13%	(135)	12%	(121)	10%	(104)	1007
PID: Ind (no lean)	20%	(121)	38%	(227)	12%	(73)	14%	(84)	16%	(99)	605
PID: Rep (no lean)	21%	(122)	37%	(220)	11%	(62)	22%	(130)	10%	(56)	590
PID/Gender: Dem Men	31%	(163)	36%	(188)	15%	(76)	13%	(68)	4%	(23)	519
PID/Gender: Dem Women	23%	(110)	38%	(184)	11%	(55)	11%	(53)	16%	(79)	481
PID/Gender: Ind Men	21%	(53)	38%	(94)	18%	(46)	14%	(34)	9%	(24)	250
PID/Gender: Ind Women	20%	(68)	37%	(127)	8%	(26)	14%	(50)	22%	(75)	346
PID/Gender: Rep Men	27%	(79)	41%	(120)	10%	(30)	17%	(51)	5%	(16)	296
PID/Gender: Rep Women	14%	(43)	34%	(100)	11%	(32)	27%	(79)	14%	(40)	294
Ideo: Liberal (1-3)	29%	(212)	38%	(274)	14%	(99)	11%	(80)	9%	(63)	728
Ideo: Moderate (4)	23%	(141)	39%	(241)	13%	(80)	12%	(72)	13%	(82)	615
Ideo: Conservative (5-7)	20%	(140)	38%	(258)	11%	(75)	22%	(151)	9%	(61)	684
Educ: < College	22%	(316)	34%	(496)	13%	(187)	17%	(243)	14%	(197)	1439
Educ: Bachelors degree	24%	(116)	44%	(214)	11%	(51)	12%	(60)	9%	(44)	485
Educ: Post-grad	30%	(85)	40%	(111)	12%	(32)	12%	(33)	6%	(18)	278
Income: Under 50k	19%	(210)	35%	(401)	14%	(155)	18%	(199)	15%	(166)	1132
Income: 50k-100k	28%	(186)	37%	(253)	13%	(87)	14%	(96)	8%	(54)	675
Income: 100k+	30%	(120)	42%	(167)	7%	(29)	10%	(41)	10%	(39)	395
Ethnicity: White	23%	(396)	37%	(634)	12%	(199)	17%	(281)	11%	(190)	1699
Ethnicity: Hispanic	36%	(135)	35%	(132)	12%	(44)	7%	(26)	11%	(42)	379

Continued on next page

Table MCEN6_3: *And how interested are you in watching the following kinds of films?*
Films made by streaming services

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	23%	(517)	37%	(821)	12%	(270)	15%	(335)	12%	(259)	2202
Ethnicity: Black	30%	(84)	32%	(92)	12%	(33)	12%	(33)	15%	(42)	283
Ethnicity: Other	17%	(37)	43%	(95)	18%	(39)	10%	(21)	13%	(27)	220
All Christian	24%	(239)	36%	(363)	13%	(127)	18%	(180)	10%	(99)	1008
All Non-Christian	39%	(66)	40%	(68)	9%	(15)	8%	(14)	5%	(8)	171
Atheist	19%	(19)	47%	(45)	10%	(10)	11%	(10)	12%	(12)	96
Agnostic/Nothing in particular	20%	(115)	36%	(213)	13%	(78)	16%	(95)	15%	(85)	586
Something Else	23%	(78)	38%	(131)	12%	(40)	11%	(37)	16%	(55)	342
Religious Non-Protestant/Catholic	36%	(67)	40%	(74)	9%	(16)	11%	(20)	4%	(8)	185
Evangelical	26%	(156)	36%	(214)	13%	(75)	13%	(79)	12%	(70)	594
Non-Evangelical	21%	(155)	37%	(270)	13%	(92)	19%	(136)	11%	(82)	735
Community: Urban	32%	(233)	37%	(270)	11%	(80)	10%	(72)	10%	(74)	729
Community: Suburban	20%	(195)	39%	(380)	13%	(126)	17%	(167)	11%	(111)	978
Community: Rural	18%	(88)	35%	(171)	13%	(64)	20%	(97)	15%	(74)	495
Employ: Private Sector	30%	(221)	43%	(317)	12%	(87)	9%	(67)	7%	(50)	741
Employ: Government	39%	(48)	35%	(44)	9%	(11)	6%	(7)	11%	(13)	123
Employ: Self-Employed	30%	(70)	30%	(71)	14%	(33)	13%	(30)	13%	(29)	234
Employ: Homemaker	16%	(24)	39%	(59)	9%	(13)	16%	(24)	20%	(29)	150
Employ: Retired	13%	(72)	33%	(182)	15%	(81)	26%	(144)	13%	(73)	552
Employ: Unemployed	21%	(45)	41%	(87)	7%	(15)	16%	(35)	14%	(30)	214
Employ: Other	18%	(25)	33%	(46)	13%	(18)	19%	(26)	18%	(25)	140
Military HH: Yes	17%	(55)	36%	(115)	13%	(41)	23%	(73)	12%	(40)	324
Military HH: No	25%	(461)	38%	(706)	12%	(229)	14%	(262)	12%	(219)	1878
2022 House Vote: Democrat	28%	(283)	39%	(399)	12%	(123)	12%	(120)	10%	(98)	1023
2022 House Vote: Republican	19%	(109)	36%	(202)	13%	(74)	23%	(129)	9%	(53)	567
2022 House Vote: Someone else	30%	(16)	40%	(21)	11%	(6)	7%	(4)	12%	(6)	53
2022 House Vote: Didnt Vote	19%	(109)	36%	(199)	12%	(67)	15%	(82)	18%	(102)	559
2020 Vote: Joe Biden	27%	(281)	40%	(419)	13%	(134)	11%	(118)	9%	(97)	1049
2020 Vote: Donald Trump	19%	(117)	36%	(216)	14%	(84)	22%	(135)	9%	(56)	607
2020 Vote: Other	12%	(7)	43%	(24)	9%	(5)	16%	(9)	20%	(11)	55
2020 Vote: Didn't Vote	23%	(113)	33%	(161)	10%	(48)	15%	(74)	19%	(95)	490

Table MCEN6_3: *And how interested are you in watching the following kinds of films?*
Films made by streaming services

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	23%	(517)	37%	(821)	12%	(270)	15%	(335)	12%	(259)	2202
2018 House Vote: Democrat	27%	(250)	40%	(363)	12%	(109)	11%	(102)	10%	(87)	911
2018 House Vote: Republican	21%	(119)	35%	(198)	12%	(69)	22%	(123)	9%	(51)	560
2018 House Vote: Didnt Vote	21%	(143)	34%	(233)	13%	(89)	15%	(105)	17%	(117)	686
4-Region: Northeast	24%	(93)	35%	(136)	16%	(62)	13%	(51)	11%	(43)	386
4-Region: Midwest	20%	(90)	35%	(159)	10%	(45)	21%	(94)	15%	(68)	455
4-Region: South	19%	(159)	40%	(332)	13%	(106)	17%	(142)	12%	(101)	840
4-Region: West	33%	(174)	37%	(194)	11%	(58)	9%	(48)	9%	(47)	521
Film Fans	25%	(491)	40%	(772)	12%	(240)	12%	(230)	10%	(202)	1936
TV Fans	24%	(495)	38%	(791)	12%	(253)	15%	(302)	11%	(237)	2079

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

Table MCEN6_4: *And how interested are you in watching the following kinds of films?*

3-D Films

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	20%	(442)	27%	(603)	17%	(372)	26%	(570)	10%	(216)	2202
Gender: Male	28%	(293)	29%	(308)	16%	(166)	22%	(237)	6%	(60)	1065
Gender: Female	13%	(144)	26%	(291)	18%	(205)	29%	(329)	14%	(153)	1121
Age: 18-34	30%	(191)	31%	(193)	12%	(75)	16%	(101)	11%	(71)	631
Age: 35-44	29%	(106)	26%	(96)	17%	(63)	19%	(71)	10%	(36)	372
Age: 45-64	15%	(106)	30%	(212)	18%	(130)	28%	(203)	9%	(62)	711
Age: 65+	8%	(40)	21%	(102)	22%	(105)	40%	(194)	9%	(46)	487
GenZers: 1997-2012	29%	(63)	27%	(59)	11%	(23)	18%	(40)	15%	(34)	219
Millennials: 1981-1996	30%	(219)	29%	(212)	15%	(105)	16%	(115)	9%	(68)	719
GenXers: 1965-1980	16%	(87)	31%	(164)	18%	(94)	25%	(136)	10%	(54)	535
Baby Boomers: 1946-1964	10%	(68)	23%	(153)	21%	(138)	39%	(259)	8%	(51)	669
PID: Dem (no lean)	24%	(242)	27%	(271)	16%	(163)	24%	(245)	9%	(86)	1007
PID: Ind (no lean)	16%	(99)	27%	(163)	18%	(110)	24%	(143)	15%	(91)	605
PID: Rep (no lean)	17%	(101)	29%	(169)	17%	(100)	31%	(181)	7%	(39)	590
PID/Gender: Dem Men	33%	(172)	28%	(145)	13%	(70)	19%	(101)	6%	(32)	519
PID/Gender: Dem Women	14%	(66)	26%	(127)	19%	(92)	29%	(142)	11%	(54)	481
PID/Gender: Ind Men	21%	(52)	28%	(70)	20%	(50)	24%	(60)	8%	(19)	250
PID/Gender: Ind Women	13%	(46)	26%	(89)	17%	(59)	24%	(82)	20%	(70)	346
PID/Gender: Rep Men	23%	(69)	32%	(94)	16%	(47)	26%	(76)	3%	(10)	296
PID/Gender: Rep Women	11%	(32)	25%	(75)	18%	(53)	36%	(105)	10%	(29)	294
Ideo: Liberal (1-3)	23%	(166)	26%	(186)	17%	(121)	27%	(199)	8%	(56)	728
Ideo: Moderate (4)	22%	(136)	28%	(172)	18%	(110)	22%	(138)	10%	(60)	615
Ideo: Conservative (5-7)	16%	(111)	30%	(202)	17%	(118)	30%	(206)	7%	(47)	684
Educ: < College	19%	(272)	26%	(380)	16%	(230)	27%	(392)	11%	(165)	1439
Educ: Bachelors degree	22%	(105)	27%	(133)	18%	(88)	26%	(126)	7%	(33)	485
Educ: Post-grad	23%	(65)	32%	(90)	19%	(54)	19%	(52)	6%	(17)	278
Income: Under 50k	17%	(194)	27%	(304)	17%	(192)	26%	(295)	13%	(147)	1132
Income: 50k-100k	22%	(149)	27%	(180)	18%	(121)	27%	(180)	7%	(45)	675
Income: 100k+	25%	(99)	30%	(119)	15%	(59)	24%	(95)	6%	(24)	395
Ethnicity: White	19%	(319)	27%	(457)	17%	(291)	28%	(480)	9%	(152)	1699
Ethnicity: Hispanic	33%	(123)	21%	(81)	12%	(45)	22%	(82)	12%	(47)	379

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Table MCEN6_4: *And how interested are you in watching the following kinds of films?*
3-D Films

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	20%	(442)	27%	(603)	17%	(372)	26%	(570)	10%	(216)	2202
Ethnicity: Black	26%	(73)	28%	(78)	10%	(29)	21%	(58)	16%	(45)	283
Ethnicity: Other	23%	(50)	31%	(68)	24%	(52)	14%	(31)	8%	(18)	220
All Christian	19%	(195)	29%	(288)	16%	(163)	29%	(290)	7%	(73)	1008
All Non-Christian	40%	(68)	31%	(54)	9%	(15)	14%	(24)	6%	(10)	171
Atheist	12%	(11)	29%	(28)	23%	(22)	28%	(27)	8%	(8)	96
Agnostic/Nothing in particular	16%	(95)	23%	(135)	18%	(104)	28%	(166)	15%	(86)	586
Something Else	21%	(73)	29%	(99)	20%	(68)	19%	(63)	12%	(39)	342
Religious Non-Protestant/Catholic	39%	(71)	31%	(57)	9%	(16)	16%	(29)	6%	(11)	185
Evangelical	25%	(146)	29%	(175)	17%	(101)	19%	(114)	10%	(59)	594
Non-Evangelical	15%	(112)	28%	(202)	18%	(133)	32%	(237)	7%	(52)	735
Community: Urban	29%	(212)	30%	(219)	14%	(99)	17%	(127)	10%	(72)	729
Community: Suburban	15%	(145)	26%	(257)	18%	(176)	32%	(310)	9%	(90)	978
Community: Rural	17%	(85)	26%	(126)	20%	(97)	27%	(132)	11%	(54)	495
Employ: Private Sector	27%	(200)	30%	(224)	15%	(110)	20%	(147)	8%	(60)	741
Employ: Government	25%	(30)	29%	(35)	11%	(14)	27%	(33)	8%	(10)	123
Employ: Self-Employed	22%	(51)	28%	(66)	18%	(41)	23%	(55)	9%	(22)	234
Employ: Homemaker	13%	(20)	22%	(33)	20%	(30)	32%	(48)	13%	(19)	150
Employ: Retired	10%	(54)	23%	(128)	21%	(118)	36%	(200)	9%	(51)	552
Employ: Unemployed	18%	(39)	30%	(65)	17%	(36)	22%	(48)	12%	(27)	214
Employ: Other	25%	(35)	26%	(37)	13%	(18)	22%	(31)	14%	(20)	140
Military HH: Yes	16%	(53)	23%	(76)	18%	(57)	32%	(104)	10%	(34)	324
Military HH: No	21%	(389)	28%	(527)	17%	(315)	25%	(465)	10%	(182)	1878
2022 House Vote: Democrat	25%	(251)	27%	(275)	16%	(161)	25%	(256)	8%	(80)	1023
2022 House Vote: Republican	16%	(89)	27%	(153)	20%	(116)	32%	(179)	5%	(31)	567
2022 House Vote: Someone else	21%	(11)	39%	(20)	15%	(8)	14%	(7)	12%	(6)	53
2022 House Vote: Didnt Vote	16%	(91)	28%	(154)	16%	(88)	23%	(127)	18%	(98)	559
2020 Vote: Joe Biden	23%	(242)	27%	(287)	17%	(178)	25%	(263)	8%	(80)	1049
2020 Vote: Donald Trump	16%	(97)	25%	(153)	21%	(126)	32%	(192)	6%	(39)	607
2020 Vote: Other	9%	(5)	30%	(16)	15%	(8)	30%	(16)	17%	(10)	55
2020 Vote: Didn't Vote	20%	(98)	30%	(146)	12%	(61)	20%	(98)	18%	(87)	490

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Table MCEN6_4: *And how interested are you in watching the following kinds of films?*
3-D Films

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	20%	(442)	27%	(603)	17%	(372)	26%	(570)	10%	(216)	2202
2018 House Vote: Democrat	24%	(218)	28%	(254)	15%	(140)	25%	(231)	7%	(67)	911
2018 House Vote: Republican	17%	(95)	25%	(140)	20%	(112)	32%	(179)	6%	(34)	560
2018 House Vote: Didnt Vote	18%	(122)	28%	(192)	16%	(110)	22%	(152)	16%	(111)	686
4-Region: Northeast	17%	(66)	32%	(123)	17%	(67)	24%	(94)	9%	(36)	386
4-Region: Midwest	17%	(78)	25%	(112)	18%	(83)	30%	(137)	10%	(44)	455
4-Region: South	19%	(160)	25%	(208)	17%	(139)	28%	(237)	11%	(95)	840
4-Region: West	26%	(138)	31%	(160)	16%	(83)	19%	(101)	8%	(40)	521
Film Fans	22%	(419)	30%	(574)	17%	(329)	23%	(451)	8%	(162)	1936
TV Fans	21%	(432)	28%	(578)	17%	(350)	25%	(526)	9%	(193)	2079

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

Table MCEN6_5: *And how interested are you in watching the following kinds of films?*
Found footage films

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	20%	(438)	30%	(670)	17%	(377)	20%	(435)	13%	(282)	2202
Gender: Male	27%	(288)	31%	(333)	16%	(169)	19%	(198)	7%	(76)	1065
Gender: Female	13%	(145)	30%	(333)	18%	(204)	21%	(234)	18%	(205)	1121
Age: 18-34	34%	(218)	29%	(184)	12%	(78)	13%	(85)	11%	(66)	631
Age: 35-44	22%	(82)	39%	(143)	12%	(46)	16%	(58)	12%	(43)	372
Age: 45-64	14%	(101)	30%	(214)	20%	(146)	22%	(158)	13%	(92)	711
Age: 65+	8%	(37)	26%	(128)	22%	(107)	28%	(134)	17%	(80)	487
GenZers: 1997-2012	32%	(70)	29%	(64)	12%	(27)	13%	(28)	14%	(30)	219
Millennials: 1981-1996	30%	(215)	33%	(240)	12%	(88)	15%	(105)	10%	(71)	719
GenXers: 1965-1980	18%	(94)	33%	(177)	18%	(99)	18%	(99)	12%	(66)	535
Baby Boomers: 1946-1964	8%	(55)	25%	(170)	23%	(151)	28%	(190)	15%	(103)	669
PID: Dem (no lean)	23%	(230)	31%	(308)	16%	(164)	18%	(186)	12%	(120)	1007
PID: Ind (no lean)	17%	(103)	31%	(186)	17%	(105)	17%	(100)	18%	(110)	605
PID: Rep (no lean)	18%	(105)	30%	(176)	18%	(108)	25%	(149)	9%	(52)	590
PID/Gender: Dem Men	29%	(152)	32%	(165)	15%	(77)	17%	(89)	7%	(35)	519
PID/Gender: Dem Women	15%	(73)	30%	(143)	17%	(83)	20%	(96)	18%	(85)	481
PID/Gender: Ind Men	23%	(57)	30%	(76)	18%	(45)	18%	(45)	11%	(28)	250
PID/Gender: Ind Women	13%	(45)	31%	(106)	17%	(60)	15%	(53)	24%	(82)	346
PID/Gender: Rep Men	27%	(79)	31%	(92)	16%	(47)	22%	(64)	4%	(13)	296
PID/Gender: Rep Women	9%	(26)	29%	(84)	21%	(61)	29%	(84)	13%	(39)	294
Ideo: Liberal (1-3)	25%	(180)	30%	(222)	15%	(111)	18%	(132)	11%	(82)	728
Ideo: Moderate (4)	18%	(110)	34%	(208)	19%	(119)	16%	(96)	13%	(82)	615
Ideo: Conservative (5-7)	17%	(120)	29%	(198)	19%	(132)	24%	(166)	10%	(68)	684
Educ: < College	19%	(276)	28%	(404)	17%	(249)	22%	(309)	14%	(200)	1439
Educ: Bachelors degree	19%	(93)	35%	(171)	17%	(83)	17%	(83)	11%	(54)	485
Educ: Post-grad	25%	(69)	34%	(94)	16%	(45)	15%	(43)	10%	(28)	278
Income: Under 50k	18%	(199)	29%	(324)	16%	(186)	21%	(243)	16%	(179)	1132
Income: 50k-100k	20%	(137)	32%	(214)	19%	(129)	19%	(131)	10%	(65)	675
Income: 100k+	26%	(102)	33%	(132)	16%	(62)	16%	(61)	10%	(38)	395
Ethnicity: White	19%	(323)	32%	(543)	17%	(289)	20%	(339)	12%	(205)	1699
Ethnicity: Hispanic	34%	(127)	29%	(110)	16%	(61)	14%	(52)	8%	(29)	379

Table MCEN6_5: *And how interested are you in watching the following kinds of films?*
Found footage films

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	20%	(438)	30%	(670)	17%	(377)	20%	(435)	13%	(282)	2202
Ethnicity: Black	26%	(72)	22%	(62)	16%	(44)	21%	(59)	16%	(46)	283
Ethnicity: Other	19%	(42)	30%	(65)	20%	(43)	17%	(38)	14%	(31)	220
All Christian	18%	(186)	32%	(325)	18%	(178)	22%	(218)	10%	(102)	1008
All Non-Christian	38%	(64)	36%	(61)	9%	(15)	8%	(14)	10%	(16)	171
Atheist	16%	(15)	28%	(27)	19%	(18)	25%	(24)	12%	(12)	96
Agnostic/Nothing in particular	18%	(108)	29%	(170)	16%	(91)	21%	(125)	16%	(92)	586
Something Else	19%	(65)	25%	(87)	22%	(75)	16%	(54)	18%	(60)	342
Religious Non-Protestant/Catholic	36%	(67)	36%	(67)	10%	(18)	9%	(16)	9%	(17)	185
Evangelical	23%	(137)	29%	(172)	19%	(115)	16%	(97)	12%	(73)	594
Non-Evangelical	14%	(106)	31%	(226)	19%	(140)	24%	(176)	12%	(88)	735
Community: Urban	29%	(209)	31%	(227)	12%	(90)	16%	(113)	12%	(90)	729
Community: Suburban	16%	(156)	29%	(287)	20%	(194)	23%	(221)	12%	(120)	978
Community: Rural	15%	(73)	32%	(156)	19%	(94)	20%	(100)	14%	(71)	495
Employ: Private Sector	24%	(179)	35%	(263)	15%	(110)	17%	(128)	8%	(61)	741
Employ: Government	34%	(42)	29%	(36)	20%	(25)	10%	(13)	6%	(7)	123
Employ: Self-Employed	25%	(59)	28%	(66)	15%	(35)	17%	(39)	15%	(34)	234
Employ: Homemaker	13%	(19)	26%	(40)	20%	(30)	21%	(32)	20%	(29)	150
Employ: Retired	9%	(50)	27%	(151)	21%	(116)	27%	(151)	15%	(84)	552
Employ: Unemployed	22%	(46)	28%	(60)	14%	(30)	21%	(45)	15%	(32)	214
Employ: Other	22%	(31)	28%	(40)	18%	(26)	14%	(19)	18%	(25)	140
Military HH: Yes	18%	(57)	29%	(94)	19%	(61)	22%	(72)	13%	(41)	324
Military HH: No	20%	(381)	31%	(576)	17%	(316)	19%	(364)	13%	(241)	1878
2022 House Vote: Democrat	22%	(225)	33%	(333)	16%	(167)	17%	(178)	12%	(120)	1023
2022 House Vote: Republican	17%	(98)	30%	(171)	18%	(103)	25%	(143)	9%	(51)	567
2022 House Vote: Someone else	25%	(13)	31%	(16)	14%	(7)	19%	(10)	12%	(6)	53
2022 House Vote: Didnt Vote	18%	(102)	27%	(150)	18%	(99)	19%	(104)	19%	(104)	559
2020 Vote: Joe Biden	21%	(224)	33%	(349)	17%	(178)	17%	(183)	11%	(115)	1049
2020 Vote: Donald Trump	17%	(103)	30%	(182)	18%	(110)	25%	(154)	10%	(59)	607
2020 Vote: Other	15%	(8)	31%	(17)	13%	(7)	17%	(10)	24%	(13)	55
2020 Vote: Didn't Vote	21%	(102)	25%	(122)	17%	(82)	18%	(89)	19%	(95)	490

Table MCEN6_5: *And how interested are you in watching the following kinds of films?*
Found footage films

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	20%	(438)	30%	(670)	17%	(377)	20%	(435)	13%	(282)	2202
2018 House Vote: Democrat	22%	(198)	33%	(304)	16%	(147)	18%	(160)	11%	(102)	911
2018 House Vote: Republican	17%	(96)	30%	(171)	18%	(104)	25%	(140)	9%	(51)	560
2018 House Vote: Didnt Vote	20%	(137)	26%	(178)	17%	(120)	19%	(127)	18%	(124)	686
4-Region: Northeast	21%	(82)	29%	(111)	13%	(49)	23%	(87)	15%	(58)	386
4-Region: Midwest	15%	(68)	29%	(132)	20%	(90)	23%	(103)	14%	(62)	455
4-Region: South	16%	(130)	31%	(257)	18%	(150)	22%	(187)	14%	(116)	840
4-Region: West	30%	(158)	33%	(170)	17%	(89)	11%	(58)	9%	(46)	521
Film Fans	21%	(413)	33%	(639)	18%	(342)	16%	(313)	12%	(229)	1936
TV Fans	20%	(425)	31%	(645)	17%	(359)	19%	(398)	12%	(252)	2079

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

Table MCEN6_6: *And how interested are you in watching the following kinds of films?*
Biographical films

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	25%	(554)	38%	(839)	13%	(287)	15%	(323)	9%	(199)	2202
Gender: Male	31%	(327)	38%	(409)	12%	(127)	13%	(141)	6%	(62)	1065
Gender: Female	20%	(226)	38%	(421)	14%	(159)	16%	(177)	12%	(138)	1121
Age: 18-34	36%	(225)	28%	(180)	13%	(80)	14%	(87)	9%	(59)	631
Age: 35-44	24%	(88)	42%	(156)	13%	(48)	11%	(39)	11%	(41)	372
Age: 45-64	19%	(137)	40%	(283)	13%	(96)	18%	(129)	9%	(66)	711
Age: 65+	21%	(103)	45%	(220)	13%	(63)	14%	(67)	7%	(33)	487
GenZers: 1997-2012	28%	(61)	27%	(59)	18%	(40)	16%	(34)	11%	(24)	219
Millennials: 1981-1996	33%	(237)	34%	(244)	11%	(79)	12%	(90)	10%	(69)	719
GenXers: 1965-1980	20%	(108)	43%	(232)	13%	(68)	14%	(76)	9%	(51)	535
Baby Boomers: 1946-1964	20%	(133)	42%	(281)	14%	(92)	17%	(112)	8%	(51)	669
PID: Dem (no lean)	30%	(300)	36%	(360)	12%	(124)	14%	(144)	8%	(79)	1007
PID: Ind (no lean)	20%	(123)	40%	(243)	12%	(70)	14%	(85)	14%	(84)	605
PID: Rep (no lean)	22%	(131)	40%	(236)	16%	(92)	16%	(94)	6%	(36)	590
PID/Gender: Dem Men	35%	(181)	37%	(191)	10%	(52)	12%	(64)	6%	(31)	519
PID/Gender: Dem Women	25%	(119)	35%	(166)	15%	(72)	16%	(76)	10%	(48)	481
PID/Gender: Ind Men	25%	(63)	44%	(111)	12%	(30)	11%	(27)	8%	(19)	250
PID/Gender: Ind Women	17%	(60)	36%	(126)	11%	(39)	16%	(56)	19%	(65)	346
PID/Gender: Rep Men	28%	(84)	36%	(107)	15%	(45)	17%	(49)	4%	(11)	296
PID/Gender: Rep Women	16%	(47)	44%	(129)	16%	(47)	15%	(45)	9%	(25)	294
Ideo: Liberal (1-3)	31%	(223)	39%	(282)	9%	(67)	16%	(117)	5%	(39)	728
Ideo: Moderate (4)	22%	(134)	42%	(256)	15%	(94)	11%	(65)	11%	(66)	615
Ideo: Conservative (5-7)	24%	(165)	39%	(264)	16%	(107)	15%	(102)	7%	(45)	684
Educ: < College	22%	(312)	36%	(516)	14%	(205)	17%	(251)	11%	(155)	1439
Educ: Bachelors degree	31%	(149)	41%	(199)	12%	(58)	10%	(48)	6%	(30)	485
Educ: Post-grad	33%	(92)	45%	(124)	9%	(24)	8%	(24)	5%	(15)	278
Income: Under 50k	23%	(255)	34%	(382)	13%	(150)	18%	(207)	12%	(138)	1132
Income: 50k-100k	26%	(178)	42%	(286)	14%	(96)	11%	(77)	6%	(38)	675
Income: 100k+	30%	(120)	43%	(172)	10%	(41)	10%	(40)	6%	(23)	395
Ethnicity: White	25%	(424)	39%	(669)	13%	(224)	15%	(254)	8%	(128)	1699
Ethnicity: Hispanic	39%	(148)	31%	(116)	9%	(35)	14%	(53)	7%	(27)	379

Table MCEN6_6: *And how interested are you in watching the following kinds of films?*
Biographical films

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	25%	(554)	38%	(839)	13%	(287)	15%	(323)	9%	(199)	2202
Ethnicity: Black	32%	(90)	26%	(73)	12%	(34)	13%	(36)	18%	(51)	283
Ethnicity: Other	18%	(40)	44%	(98)	13%	(29)	15%	(33)	9%	(20)	220
All Christian	25%	(251)	43%	(433)	13%	(129)	13%	(136)	6%	(59)	1008
All Non-Christian	48%	(83)	33%	(56)	7%	(12)	6%	(9)	6%	(10)	171
Atheist	24%	(23)	37%	(36)	13%	(13)	20%	(20)	5%	(5)	96
Agnostic/Nothing in particular	19%	(109)	36%	(210)	13%	(77)	20%	(115)	13%	(74)	586
Something Else	26%	(89)	30%	(104)	16%	(56)	12%	(43)	15%	(51)	342
Religious Non-Protestant/Catholic	46%	(85)	35%	(64)	7%	(14)	7%	(12)	6%	(10)	185
Evangelical	29%	(170)	37%	(217)	12%	(72)	12%	(74)	10%	(61)	594
Non-Evangelical	21%	(158)	42%	(312)	16%	(114)	14%	(105)	6%	(48)	735
Community: Urban	33%	(242)	35%	(254)	12%	(84)	11%	(81)	9%	(68)	729
Community: Suburban	22%	(220)	41%	(397)	13%	(127)	15%	(151)	9%	(83)	978
Community: Rural	19%	(92)	38%	(188)	15%	(75)	18%	(91)	10%	(48)	495
Employ: Private Sector	28%	(209)	42%	(310)	14%	(104)	10%	(71)	6%	(47)	741
Employ: Government	35%	(43)	42%	(51)	8%	(10)	11%	(14)	4%	(5)	123
Employ: Self-Employed	27%	(64)	36%	(83)	12%	(27)	14%	(33)	11%	(26)	234
Employ: Homemaker	13%	(19)	35%	(53)	12%	(17)	25%	(37)	15%	(23)	150
Employ: Retired	20%	(110)	42%	(233)	14%	(77)	16%	(90)	8%	(43)	552
Employ: Unemployed	25%	(53)	31%	(67)	11%	(24)	20%	(43)	12%	(27)	214
Employ: Other	29%	(41)	25%	(35)	14%	(20)	15%	(22)	16%	(23)	140
Military HH: Yes	23%	(74)	42%	(135)	13%	(43)	15%	(49)	8%	(24)	324
Military HH: No	26%	(480)	38%	(705)	13%	(244)	15%	(274)	9%	(175)	1878
2022 House Vote: Democrat	30%	(310)	39%	(401)	12%	(120)	12%	(124)	7%	(67)	1023
2022 House Vote: Republican	21%	(119)	42%	(238)	17%	(96)	16%	(90)	4%	(25)	567
2022 House Vote: Someone else	29%	(16)	30%	(16)	13%	(7)	11%	(6)	16%	(8)	53
2022 House Vote: Didnt Vote	20%	(110)	33%	(184)	11%	(64)	18%	(103)	18%	(98)	559
2020 Vote: Joe Biden	29%	(306)	40%	(422)	12%	(122)	12%	(129)	7%	(70)	1049
2020 Vote: Donald Trump	20%	(124)	40%	(245)	17%	(100)	17%	(103)	6%	(34)	607
2020 Vote: Other	25%	(14)	43%	(24)	4%	(2)	5%	(3)	22%	(12)	55
2020 Vote: Didn't Vote	22%	(109)	30%	(148)	13%	(62)	18%	(88)	17%	(83)	490

Continued on next page

Table MCEN6_6: *And how interested are you in watching the following kinds of films?*
Biographical films

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	25%	(554)	38%	(839)	13%	(287)	15%	(323)	9%	(199)	2202
2018 House Vote: Democrat	31%	(279)	41%	(372)	10%	(94)	12%	(108)	6%	(58)	911
2018 House Vote: Republican	21%	(120)	44%	(246)	15%	(83)	15%	(86)	4%	(25)	560
2018 House Vote: Didnt Vote	21%	(142)	30%	(208)	15%	(100)	18%	(125)	16%	(112)	686
4-Region: Northeast	28%	(107)	36%	(138)	13%	(50)	15%	(58)	9%	(33)	386
4-Region: Midwest	18%	(80)	41%	(186)	15%	(66)	16%	(73)	11%	(50)	455
4-Region: South	23%	(197)	35%	(294)	14%	(118)	17%	(144)	10%	(87)	840
4-Region: West	33%	(170)	42%	(221)	10%	(53)	9%	(48)	6%	(30)	521
Film Fans	27%	(521)	41%	(793)	13%	(245)	12%	(230)	8%	(147)	1936
TV Fans	26%	(541)	38%	(798)	13%	(270)	14%	(292)	9%	(179)	2079

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

Table MCEN6_7: *And how interested are you in watching the following kinds of films?*
Films about the origin story of a specific brand, such as a toy or packaged foods

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	18%	(390)	28%	(623)	19%	(422)	25%	(555)	10%	(213)	2202
Gender: Male	25%	(263)	29%	(307)	18%	(189)	23%	(245)	6%	(61)	1065
Gender: Female	11%	(125)	28%	(313)	20%	(227)	27%	(305)	14%	(152)	1121
Age: 18-34	32%	(204)	28%	(176)	18%	(111)	12%	(78)	10%	(63)	631
Age: 35-44	20%	(74)	37%	(137)	12%	(46)	19%	(70)	12%	(45)	372
Age: 45-64	13%	(89)	29%	(204)	20%	(139)	30%	(212)	9%	(67)	711
Age: 65+	5%	(22)	22%	(107)	26%	(125)	40%	(195)	8%	(38)	487
GenZers: 1997-2012	31%	(67)	23%	(50)	23%	(50)	12%	(26)	11%	(25)	219
Millennials: 1981-1996	29%	(206)	33%	(234)	13%	(96)	15%	(110)	10%	(72)	719
GenXers: 1965-1980	13%	(71)	33%	(174)	19%	(101)	24%	(131)	11%	(58)	535
Baby Boomers: 1946-1964	7%	(44)	23%	(154)	23%	(151)	40%	(271)	7%	(50)	669
PID: Dem (no lean)	22%	(226)	30%	(304)	17%	(173)	23%	(229)	7%	(76)	1007
PID: Ind (no lean)	12%	(72)	26%	(160)	20%	(124)	26%	(157)	15%	(92)	605
PID: Rep (no lean)	15%	(91)	27%	(160)	21%	(125)	29%	(169)	8%	(45)	590
PID/Gender: Dem Men	29%	(150)	31%	(162)	13%	(70)	21%	(111)	5%	(26)	519
PID/Gender: Dem Women	15%	(75)	29%	(140)	21%	(99)	25%	(118)	10%	(49)	481
PID/Gender: Ind Men	18%	(45)	25%	(63)	24%	(60)	25%	(63)	8%	(19)	250
PID/Gender: Ind Women	8%	(27)	28%	(96)	18%	(61)	26%	(90)	21%	(73)	346
PID/Gender: Rep Men	23%	(67)	28%	(82)	20%	(59)	24%	(72)	5%	(15)	296
PID/Gender: Rep Women	8%	(24)	26%	(77)	23%	(67)	33%	(96)	10%	(30)	294
Ideo: Liberal (1-3)	21%	(154)	28%	(204)	18%	(134)	26%	(187)	7%	(48)	728
Ideo: Moderate (4)	18%	(108)	30%	(187)	20%	(124)	22%	(137)	10%	(59)	615
Ideo: Conservative (5-7)	16%	(107)	28%	(190)	21%	(143)	28%	(189)	8%	(56)	684
Educ: < College	16%	(229)	26%	(368)	19%	(277)	28%	(403)	11%	(161)	1439
Educ: Bachelors degree	19%	(92)	32%	(157)	21%	(101)	20%	(99)	7%	(36)	485
Educ: Post-grad	25%	(69)	35%	(98)	16%	(43)	19%	(53)	6%	(15)	278
Income: Under 50k	15%	(167)	26%	(294)	19%	(218)	27%	(305)	13%	(147)	1132
Income: 50k-100k	18%	(120)	29%	(198)	21%	(141)	26%	(176)	6%	(41)	675
Income: 100k+	26%	(103)	33%	(131)	16%	(63)	19%	(73)	6%	(25)	395
Ethnicity: White	17%	(284)	29%	(489)	20%	(334)	27%	(452)	8%	(141)	1699
Ethnicity: Hispanic	31%	(118)	25%	(96)	17%	(65)	18%	(68)	9%	(33)	379

Continued on next page

Table MCEN6_7: *And how interested are you in watching the following kinds of films?*
Films about the origin story of a specific brand, such as a toy or packaged foods

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	18%	(390)	28%	(623)	19%	(422)	25%	(555)	10%	(213)	2202
Ethnicity: Black	21%	(59)	25%	(70)	16%	(45)	22%	(63)	16%	(46)	283
Ethnicity: Other	22%	(47)	29%	(65)	19%	(43)	18%	(40)	11%	(25)	220
All Christian	19%	(196)	28%	(285)	20%	(203)	26%	(258)	7%	(67)	1008
All Non-Christian	38%	(64)	41%	(70)	6%	(10)	10%	(18)	5%	(9)	171
Atheist	11%	(10)	27%	(26)	29%	(28)	29%	(28)	5%	(5)	96
Agnostic/Nothing in particular	11%	(67)	27%	(159)	20%	(116)	29%	(167)	13%	(77)	586
Something Else	16%	(53)	24%	(83)	19%	(66)	25%	(84)	16%	(56)	342
Religious Non-Protestant/Catholic	36%	(66)	40%	(75)	7%	(13)	12%	(22)	5%	(9)	185
Evangelical	21%	(127)	29%	(169)	18%	(106)	21%	(126)	11%	(66)	594
Non-Evangelical	15%	(113)	26%	(191)	22%	(160)	29%	(216)	7%	(55)	735
Community: Urban	28%	(202)	29%	(214)	16%	(113)	18%	(129)	10%	(71)	729
Community: Suburban	14%	(133)	28%	(277)	21%	(203)	28%	(274)	9%	(90)	978
Community: Rural	11%	(55)	27%	(132)	21%	(105)	31%	(151)	10%	(52)	495
Employ: Private Sector	25%	(187)	33%	(243)	17%	(126)	19%	(140)	6%	(46)	741
Employ: Government	30%	(37)	33%	(41)	23%	(28)	7%	(9)	7%	(9)	123
Employ: Self-Employed	18%	(43)	29%	(69)	17%	(39)	25%	(58)	11%	(25)	234
Employ: Homemaker	8%	(13)	27%	(40)	18%	(26)	29%	(44)	18%	(27)	150
Employ: Retired	7%	(40)	24%	(130)	22%	(124)	38%	(212)	8%	(46)	552
Employ: Unemployed	17%	(36)	30%	(64)	16%	(34)	24%	(52)	13%	(27)	214
Employ: Other	15%	(21)	21%	(29)	23%	(32)	22%	(31)	20%	(28)	140
Military HH: Yes	15%	(50)	23%	(74)	24%	(77)	30%	(96)	9%	(28)	324
Military HH: No	18%	(340)	29%	(549)	18%	(345)	24%	(459)	10%	(185)	1878
2022 House Vote: Democrat	23%	(231)	29%	(301)	19%	(197)	22%	(225)	7%	(69)	1023
2022 House Vote: Republican	14%	(79)	29%	(164)	22%	(127)	29%	(164)	6%	(34)	567
2022 House Vote: Someone else	22%	(12)	31%	(16)	8%	(4)	24%	(13)	15%	(8)	53
2022 House Vote: Didnt Vote	12%	(69)	25%	(142)	17%	(94)	27%	(153)	18%	(102)	559
2020 Vote: Joe Biden	21%	(224)	30%	(311)	19%	(204)	23%	(245)	6%	(65)	1049
2020 Vote: Donald Trump	14%	(82)	28%	(173)	22%	(134)	28%	(172)	8%	(46)	607
2020 Vote: Other	17%	(9)	16%	(9)	17%	(9)	36%	(20)	14%	(8)	55
2020 Vote: Didn't Vote	15%	(74)	27%	(131)	15%	(75)	24%	(117)	19%	(94)	490

Table MCEN6_7: *And how interested are you in watching the following kinds of films?*
Films about the origin story of a specific brand, such as a toy or packaged foods

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	18%	(390)	28%	(623)	19%	(422)	25%	(555)	10%	(213)	2202
2018 House Vote: Democrat	21%	(190)	31%	(283)	18%	(163)	24%	(217)	6%	(58)	911
2018 House Vote: Republican	15%	(84)	26%	(148)	22%	(123)	30%	(171)	6%	(36)	560
2018 House Vote: Didnt Vote	16%	(112)	26%	(176)	18%	(126)	23%	(156)	17%	(116)	686
4-Region: Northeast	17%	(67)	31%	(118)	16%	(61)	27%	(105)	9%	(35)	386
4-Region: Midwest	12%	(54)	28%	(128)	22%	(101)	28%	(129)	10%	(44)	455
4-Region: South	14%	(116)	26%	(222)	20%	(165)	28%	(235)	12%	(102)	840
4-Region: West	29%	(153)	30%	(155)	18%	(95)	17%	(86)	6%	(33)	521
Film Fans	19%	(369)	31%	(594)	19%	(373)	22%	(434)	9%	(167)	1936
TV Fans	18%	(381)	29%	(606)	19%	(396)	24%	(509)	9%	(188)	2079

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

Table MCEN6_8: *And how interested are you in watching the following kinds of films?*
Films about the origin story of a politician or political event

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	17%	(377)	31%	(683)	18%	(405)	24%	(533)	9%	(204)	2202
Gender: Male	23%	(243)	35%	(372)	18%	(193)	19%	(206)	5%	(51)	1065
Gender: Female	12%	(134)	27%	(305)	19%	(211)	28%	(319)	14%	(153)	1121
Age: 18-34	26%	(163)	29%	(183)	16%	(104)	19%	(122)	9%	(60)	631
Age: 35-44	17%	(62)	30%	(112)	21%	(80)	22%	(80)	10%	(37)	372
Age: 45-64	14%	(100)	30%	(212)	17%	(124)	29%	(209)	9%	(67)	711
Age: 65+	11%	(51)	36%	(176)	20%	(97)	25%	(123)	8%	(40)	487
GenZers: 1997-2012	21%	(46)	30%	(66)	19%	(41)	19%	(42)	11%	(24)	219
Millennials: 1981-1996	23%	(168)	30%	(215)	17%	(125)	20%	(145)	9%	(66)	719
GenXers: 1965-1980	16%	(88)	30%	(160)	17%	(93)	27%	(143)	10%	(52)	535
Baby Boomers: 1946-1964	10%	(67)	34%	(225)	20%	(136)	28%	(186)	8%	(55)	669
PID: Dem (no lean)	22%	(219)	32%	(323)	17%	(168)	22%	(221)	8%	(76)	1007
PID: Ind (no lean)	11%	(67)	29%	(173)	20%	(120)	27%	(161)	14%	(84)	605
PID: Rep (no lean)	16%	(92)	32%	(187)	20%	(117)	26%	(151)	7%	(43)	590
PID/Gender: Dem Men	26%	(137)	35%	(184)	16%	(84)	18%	(93)	4%	(21)	519
PID/Gender: Dem Women	17%	(82)	28%	(135)	18%	(85)	26%	(125)	11%	(55)	481
PID/Gender: Ind Men	14%	(35)	35%	(87)	24%	(60)	20%	(50)	7%	(18)	250
PID/Gender: Ind Women	9%	(31)	24%	(84)	17%	(59)	31%	(106)	19%	(66)	346
PID/Gender: Rep Men	24%	(71)	34%	(101)	17%	(49)	21%	(63)	4%	(11)	296
PID/Gender: Rep Women	7%	(21)	29%	(86)	23%	(67)	30%	(88)	11%	(32)	294
Ideo: Liberal (1-3)	21%	(153)	36%	(260)	15%	(111)	22%	(158)	6%	(46)	728
Ideo: Moderate (4)	15%	(92)	30%	(186)	20%	(125)	25%	(154)	9%	(58)	615
Ideo: Conservative (5-7)	16%	(110)	31%	(214)	21%	(144)	25%	(168)	7%	(48)	684
Educ: < College	15%	(220)	25%	(357)	19%	(279)	29%	(420)	11%	(164)	1439
Educ: Bachelors degree	17%	(83)	44%	(211)	18%	(88)	16%	(77)	5%	(26)	485
Educ: Post-grad	27%	(75)	41%	(115)	14%	(38)	13%	(36)	5%	(14)	278
Income: Under 50k	14%	(163)	27%	(300)	17%	(198)	30%	(336)	12%	(135)	1132
Income: 50k-100k	19%	(130)	34%	(232)	21%	(139)	19%	(129)	7%	(46)	675
Income: 100k+	21%	(84)	38%	(151)	17%	(69)	17%	(68)	6%	(23)	395
Ethnicity: White	17%	(281)	31%	(531)	19%	(316)	25%	(431)	8%	(140)	1699
Ethnicity: Hispanic	27%	(104)	24%	(91)	16%	(62)	25%	(94)	7%	(27)	379

Table MCEN6_8: *And how interested are you in watching the following kinds of films?*
Films about the origin story of a politician or political event

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	17%	(377)	31%	(683)	18%	(405)	24%	(533)	9%	(204)	2202
Ethnicity: Black	25%	(70)	23%	(65)	16%	(45)	22%	(61)	15%	(42)	283
Ethnicity: Other	12%	(26)	40%	(87)	20%	(44)	19%	(41)	10%	(21)	220
All Christian	18%	(186)	33%	(331)	20%	(199)	22%	(227)	6%	(65)	1008
All Non-Christian	31%	(54)	43%	(74)	10%	(17)	11%	(19)	4%	(6)	171
Atheist	12%	(12)	38%	(36)	16%	(15)	30%	(29)	4%	(4)	96
Agnostic/Nothing in particular	11%	(65)	29%	(167)	18%	(105)	29%	(167)	14%	(81)	586
Something Else	18%	(61)	22%	(74)	20%	(69)	27%	(91)	14%	(47)	342
Religious Non-Protestant/Catholic	30%	(55)	44%	(81)	11%	(20)	12%	(22)	4%	(7)	185
Evangelical	22%	(131)	26%	(157)	20%	(119)	21%	(125)	11%	(62)	594
Non-Evangelical	15%	(114)	32%	(233)	20%	(145)	27%	(195)	7%	(49)	735
Community: Urban	26%	(190)	33%	(238)	15%	(110)	17%	(127)	9%	(63)	729
Community: Suburban	12%	(118)	34%	(328)	21%	(201)	25%	(247)	9%	(85)	978
Community: Rural	14%	(69)	24%	(117)	19%	(94)	32%	(159)	11%	(56)	495
Employ: Private Sector	23%	(168)	36%	(268)	19%	(137)	17%	(129)	5%	(38)	741
Employ: Government	28%	(35)	26%	(32)	30%	(36)	12%	(14)	4%	(5)	123
Employ: Self-Employed	16%	(39)	28%	(66)	14%	(33)	32%	(75)	9%	(21)	234
Employ: Homemaker	9%	(13)	20%	(30)	16%	(24)	36%	(53)	20%	(30)	150
Employ: Retired	11%	(61)	36%	(198)	19%	(107)	26%	(141)	8%	(46)	552
Employ: Unemployed	14%	(30)	26%	(55)	14%	(30)	33%	(70)	13%	(28)	214
Employ: Other	18%	(25)	15%	(21)	19%	(26)	28%	(39)	20%	(29)	140
Military HH: Yes	14%	(44)	30%	(99)	21%	(70)	26%	(86)	8%	(26)	324
Military HH: No	18%	(333)	31%	(584)	18%	(335)	24%	(447)	9%	(178)	1878
2022 House Vote: Democrat	22%	(229)	34%	(349)	17%	(178)	19%	(196)	7%	(71)	1023
2022 House Vote: Republican	12%	(70)	33%	(188)	21%	(120)	27%	(152)	6%	(36)	567
2022 House Vote: Someone else	4%	(2)	39%	(21)	31%	(16)	19%	(10)	7%	(4)	53
2022 House Vote: Didnt Vote	13%	(75)	22%	(125)	16%	(91)	31%	(175)	17%	(93)	559
2020 Vote: Joe Biden	21%	(218)	35%	(369)	17%	(182)	20%	(214)	6%	(66)	1049
2020 Vote: Donald Trump	13%	(80)	31%	(189)	22%	(136)	26%	(158)	7%	(44)	607
2020 Vote: Other	12%	(7)	30%	(17)	16%	(9)	26%	(14)	16%	(9)	55
2020 Vote: Didn't Vote	15%	(73)	22%	(108)	16%	(78)	30%	(147)	17%	(84)	490

Table MCEN6_8: *And how interested are you in watching the following kinds of films?*
Films about the origin story of a politician or political event

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	17%	(377)	31%	(683)	18%	(405)	24%	(533)	9%	(204)	2202
2018 House Vote: Democrat	22%	(205)	36%	(324)	17%	(157)	18%	(165)	7%	(61)	911
2018 House Vote: Republican	14%	(79)	30%	(171)	23%	(127)	27%	(153)	6%	(31)	560
2018 House Vote: Didnt Vote	13%	(91)	24%	(167)	17%	(115)	30%	(204)	16%	(109)	686
4-Region: Northeast	20%	(78)	36%	(138)	17%	(66)	19%	(73)	8%	(31)	386
4-Region: Midwest	12%	(55)	27%	(125)	21%	(96)	30%	(136)	9%	(43)	455
4-Region: South	14%	(120)	28%	(238)	19%	(156)	27%	(226)	12%	(99)	840
4-Region: West	24%	(124)	35%	(182)	17%	(86)	19%	(98)	6%	(30)	521
Film Fans	19%	(361)	33%	(636)	19%	(359)	22%	(428)	8%	(152)	1936
TV Fans	18%	(367)	32%	(656)	18%	(379)	24%	(495)	9%	(182)	2079

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

Table MCEN6_9: *And how interested are you in watching the following kinds of films?*
Biopics of a historical figure

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	25%	(557)	37%	(816)	14%	(309)	14%	(303)	10%	(216)	2202
Gender: Male	32%	(339)	39%	(415)	13%	(137)	11%	(117)	5%	(57)	1065
Gender: Female	19%	(217)	35%	(392)	15%	(168)	17%	(185)	14%	(159)	1121
Age: 18-34	33%	(207)	34%	(217)	13%	(83)	9%	(54)	11%	(71)	631
Age: 35-44	25%	(94)	39%	(146)	11%	(43)	14%	(50)	11%	(39)	372
Age: 45-64	22%	(155)	38%	(268)	14%	(101)	17%	(124)	9%	(64)	711
Age: 65+	21%	(101)	38%	(185)	17%	(83)	15%	(75)	9%	(43)	487
GenZers: 1997-2012	26%	(57)	33%	(73)	18%	(40)	10%	(21)	13%	(28)	219
Millennials: 1981-1996	32%	(229)	37%	(264)	10%	(74)	11%	(77)	11%	(76)	719
GenXers: 1965-1980	22%	(116)	40%	(213)	13%	(70)	16%	(86)	9%	(50)	535
Baby Boomers: 1946-1964	22%	(145)	36%	(244)	18%	(118)	16%	(106)	9%	(57)	669
PID: Dem (no lean)	30%	(300)	34%	(346)	15%	(147)	14%	(143)	7%	(72)	1007
PID: Ind (no lean)	22%	(130)	38%	(231)	12%	(75)	12%	(70)	16%	(99)	605
PID: Rep (no lean)	21%	(127)	41%	(239)	15%	(87)	15%	(90)	8%	(46)	590
PID/Gender: Dem Men	36%	(186)	34%	(177)	14%	(72)	12%	(62)	4%	(22)	519
PID/Gender: Dem Women	24%	(113)	34%	(165)	15%	(71)	17%	(82)	10%	(49)	481
PID/Gender: Ind Men	28%	(70)	44%	(111)	13%	(32)	6%	(16)	9%	(22)	250
PID/Gender: Ind Women	17%	(60)	33%	(114)	12%	(42)	15%	(52)	22%	(77)	346
PID/Gender: Rep Men	28%	(83)	43%	(127)	11%	(32)	13%	(39)	5%	(14)	296
PID/Gender: Rep Women	15%	(44)	38%	(112)	19%	(55)	17%	(51)	11%	(32)	294
Ideo: Liberal (1-3)	31%	(225)	38%	(275)	12%	(88)	14%	(99)	6%	(43)	728
Ideo: Moderate (4)	22%	(138)	38%	(235)	17%	(102)	12%	(74)	11%	(66)	615
Ideo: Conservative (5-7)	24%	(165)	39%	(267)	14%	(98)	14%	(97)	8%	(57)	684
Educ: < College	23%	(329)	33%	(479)	15%	(217)	17%	(244)	12%	(170)	1439
Educ: Bachelors degree	27%	(130)	46%	(221)	13%	(62)	8%	(37)	7%	(34)	485
Educ: Post-grad	35%	(98)	42%	(116)	11%	(30)	8%	(22)	4%	(12)	278
Income: Under 50k	23%	(257)	33%	(371)	14%	(158)	17%	(195)	13%	(151)	1132
Income: 50k-100k	26%	(174)	42%	(285)	15%	(103)	11%	(73)	6%	(41)	675
Income: 100k+	32%	(126)	41%	(161)	12%	(48)	9%	(35)	6%	(25)	395
Ethnicity: White	26%	(441)	37%	(629)	14%	(243)	14%	(237)	9%	(150)	1699
Ethnicity: Hispanic	37%	(141)	31%	(119)	13%	(50)	8%	(31)	10%	(39)	379

Continued on next page

Table MCEN6_9: *And how interested are you in watching the following kinds of films?*
Biopics of a historical figure

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	25%	(557)	37%	(816)	14%	(309)	14%	(303)	10%	(216)	2202
Ethnicity: Black	27%	(76)	30%	(86)	13%	(36)	15%	(43)	15%	(42)	283
Ethnicity: Other	18%	(40)	46%	(101)	14%	(30)	11%	(24)	11%	(25)	220
All Christian	25%	(256)	41%	(410)	14%	(145)	13%	(129)	7%	(69)	1008
All Non-Christian	47%	(80)	34%	(58)	10%	(16)	4%	(7)	5%	(9)	171
Atheist	22%	(21)	44%	(42)	16%	(15)	14%	(13)	5%	(5)	96
Agnostic/Nothing in particular	19%	(111)	34%	(200)	14%	(85)	18%	(108)	14%	(82)	586
Something Else	26%	(88)	31%	(106)	14%	(48)	14%	(47)	15%	(52)	342
Religious Non-Protestant/Catholic	45%	(84)	35%	(65)	10%	(19)	4%	(8)	5%	(9)	185
Evangelical	26%	(155)	40%	(236)	12%	(70)	11%	(65)	11%	(67)	594
Non-Evangelical	25%	(181)	36%	(265)	17%	(122)	15%	(114)	7%	(53)	735
Community: Urban	32%	(231)	37%	(267)	14%	(101)	10%	(69)	8%	(61)	729
Community: Suburban	23%	(229)	38%	(371)	14%	(133)	15%	(147)	10%	(98)	978
Community: Rural	20%	(97)	36%	(178)	15%	(75)	18%	(87)	12%	(58)	495
Employ: Private Sector	30%	(219)	41%	(300)	13%	(97)	11%	(82)	6%	(43)	741
Employ: Government	31%	(39)	39%	(48)	15%	(18)	10%	(12)	5%	(6)	123
Employ: Self-Employed	31%	(71)	35%	(81)	10%	(23)	14%	(33)	11%	(25)	234
Employ: Homemaker	12%	(18)	40%	(60)	11%	(16)	17%	(26)	20%	(30)	150
Employ: Retired	19%	(105)	38%	(208)	17%	(96)	17%	(94)	9%	(48)	552
Employ: Unemployed	25%	(53)	33%	(71)	12%	(26)	14%	(30)	16%	(34)	214
Employ: Other	29%	(41)	25%	(35)	14%	(19)	17%	(24)	15%	(21)	140
Military HH: Yes	23%	(74)	40%	(129)	13%	(44)	16%	(53)	8%	(25)	324
Military HH: No	26%	(483)	37%	(687)	14%	(266)	13%	(250)	10%	(191)	1878
2022 House Vote: Democrat	29%	(296)	37%	(377)	15%	(153)	13%	(132)	6%	(65)	1023
2022 House Vote: Republican	23%	(128)	40%	(228)	14%	(81)	16%	(89)	7%	(42)	567
2022 House Vote: Someone else	25%	(13)	42%	(22)	15%	(8)	2%	(1)	16%	(8)	53
2022 House Vote: Didnt Vote	21%	(119)	34%	(189)	12%	(68)	15%	(82)	18%	(101)	559
2020 Vote: Joe Biden	29%	(309)	38%	(395)	15%	(159)	12%	(122)	6%	(64)	1049
2020 Vote: Donald Trump	22%	(134)	38%	(231)	16%	(95)	16%	(100)	8%	(47)	607
2020 Vote: Other	14%	(8)	47%	(26)	7%	(4)	8%	(4)	25%	(14)	55
2020 Vote: Didn't Vote	22%	(106)	34%	(165)	10%	(51)	16%	(77)	19%	(91)	490

Continued on next page

Table MCEN6_9: *And how interested are you in watching the following kinds of films?*
Biopics of a historical figure

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	25%	(557)	37%	(816)	14%	(309)	14%	(303)	10%	(216)	2202
2018 House Vote: Democrat	30%	(269)	38%	(350)	14%	(128)	12%	(109)	6%	(55)	911
2018 House Vote: Republican	23%	(127)	41%	(232)	14%	(81)	16%	(87)	6%	(34)	560
2018 House Vote: Didnt Vote	22%	(151)	32%	(217)	14%	(93)	15%	(102)	18%	(122)	686
4-Region: Northeast	28%	(107)	38%	(145)	14%	(54)	12%	(46)	9%	(33)	386
4-Region: Midwest	20%	(90)	32%	(145)	17%	(80)	20%	(90)	11%	(50)	455
4-Region: South	22%	(182)	39%	(327)	13%	(107)	15%	(125)	12%	(99)	840
4-Region: West	34%	(178)	38%	(199)	13%	(69)	8%	(41)	6%	(33)	521
Film Fans	27%	(525)	40%	(767)	14%	(267)	11%	(214)	8%	(163)	1936
TV Fans	26%	(538)	38%	(784)	14%	(294)	13%	(268)	9%	(195)	2079

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

Table MCEN6_10: *And how interested are you in watching the following kinds of films?*
Biopics of a musician or band

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	23%	(499)	34%	(754)	16%	(360)	17%	(383)	9%	(206)	2202
Gender: Male	29%	(311)	34%	(358)	14%	(153)	17%	(186)	5%	(56)	1065
Gender: Female	17%	(186)	35%	(392)	18%	(199)	17%	(196)	13%	(149)	1121
Age: 18-34	32%	(203)	31%	(196)	16%	(100)	11%	(68)	10%	(64)	631
Age: 35-44	26%	(98)	36%	(133)	15%	(57)	13%	(47)	10%	(37)	372
Age: 45-64	21%	(149)	33%	(231)	16%	(113)	21%	(153)	9%	(65)	711
Age: 65+	10%	(50)	40%	(194)	18%	(90)	23%	(114)	8%	(39)	487
GenZers: 1997-2012	23%	(50)	31%	(68)	19%	(41)	15%	(32)	13%	(28)	219
Millennials: 1981-1996	33%	(236)	33%	(236)	15%	(106)	10%	(75)	9%	(67)	719
GenXers: 1965-1980	22%	(120)	36%	(193)	14%	(73)	18%	(97)	10%	(52)	535
Baby Boomers: 1946-1964	13%	(88)	37%	(246)	19%	(128)	23%	(157)	8%	(50)	669
PID: Dem (no lean)	28%	(277)	36%	(362)	13%	(134)	15%	(151)	8%	(83)	1007
PID: Ind (no lean)	18%	(111)	32%	(196)	18%	(109)	18%	(106)	14%	(82)	605
PID: Rep (no lean)	19%	(111)	33%	(196)	20%	(116)	21%	(126)	7%	(40)	590
PID/Gender: Dem Men	33%	(172)	34%	(175)	13%	(66)	14%	(74)	6%	(32)	519
PID/Gender: Dem Women	22%	(105)	39%	(186)	13%	(62)	16%	(76)	11%	(51)	481
PID/Gender: Ind Men	23%	(59)	33%	(83)	18%	(45)	20%	(49)	6%	(15)	250
PID/Gender: Ind Women	14%	(50)	32%	(111)	18%	(62)	16%	(56)	19%	(67)	346
PID/Gender: Rep Men	27%	(81)	34%	(101)	14%	(42)	21%	(62)	3%	(10)	296
PID/Gender: Rep Women	10%	(31)	32%	(95)	25%	(74)	22%	(63)	10%	(31)	294
Ideo: Liberal (1-3)	28%	(202)	39%	(281)	13%	(95)	15%	(110)	6%	(40)	728
Ideo: Moderate (4)	22%	(134)	33%	(202)	18%	(110)	17%	(104)	11%	(66)	615
Ideo: Conservative (5-7)	21%	(146)	32%	(221)	20%	(137)	20%	(135)	6%	(44)	684
Educ: < College	20%	(289)	33%	(470)	17%	(245)	19%	(272)	11%	(163)	1439
Educ: Bachelors degree	27%	(129)	37%	(177)	17%	(80)	14%	(70)	6%	(28)	485
Educ: Post-grad	29%	(82)	39%	(108)	13%	(35)	14%	(40)	5%	(14)	278
Income: Under 50k	20%	(222)	32%	(363)	17%	(192)	19%	(211)	13%	(143)	1132
Income: 50k-100k	24%	(161)	35%	(236)	17%	(116)	18%	(121)	6%	(41)	675
Income: 100k+	29%	(116)	39%	(156)	13%	(51)	13%	(50)	6%	(22)	395
Ethnicity: White	23%	(383)	36%	(604)	16%	(271)	18%	(307)	8%	(134)	1699
Ethnicity: Hispanic	34%	(130)	30%	(114)	14%	(53)	13%	(49)	9%	(33)	379

Table MCEN6_10: *And how interested are you in watching the following kinds of films?*
Biopics of a musician or band

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	23%	(499)	34%	(754)	16%	(360)	17%	(383)	9%	(206)	2202
Ethnicity: Black	28%	(79)	30%	(86)	10%	(27)	15%	(43)	17%	(48)	283
Ethnicity: Other	17%	(38)	29%	(64)	28%	(62)	15%	(32)	11%	(24)	220
All Christian	23%	(231)	36%	(364)	16%	(165)	18%	(186)	6%	(63)	1008
All Non-Christian	40%	(68)	37%	(62)	10%	(17)	9%	(15)	5%	(9)	171
Atheist	15%	(14)	45%	(43)	20%	(19)	14%	(13)	6%	(6)	96
Agnostic/Nothing in particular	19%	(110)	30%	(178)	17%	(101)	20%	(115)	14%	(82)	586
Something Else	22%	(76)	31%	(107)	17%	(58)	16%	(54)	14%	(47)	342
Religious Non-Protestant/Catholic	38%	(69)	37%	(69)	11%	(21)	9%	(17)	5%	(9)	185
Evangelical	28%	(169)	31%	(184)	13%	(79)	17%	(101)	10%	(61)	594
Non-Evangelical	18%	(131)	38%	(281)	19%	(139)	19%	(138)	6%	(47)	735
Community: Urban	32%	(232)	33%	(240)	13%	(94)	14%	(99)	9%	(64)	729
Community: Suburban	18%	(178)	34%	(332)	20%	(191)	19%	(186)	9%	(91)	978
Community: Rural	18%	(89)	37%	(182)	15%	(75)	20%	(98)	10%	(51)	495
Employ: Private Sector	28%	(210)	36%	(266)	16%	(121)	14%	(101)	6%	(43)	741
Employ: Government	31%	(38)	44%	(54)	8%	(10)	13%	(16)	5%	(6)	123
Employ: Self-Employed	30%	(69)	28%	(65)	13%	(30)	19%	(44)	11%	(26)	234
Employ: Homemaker	16%	(24)	27%	(40)	22%	(33)	17%	(25)	18%	(27)	150
Employ: Retired	12%	(66)	35%	(196)	21%	(114)	23%	(129)	9%	(47)	552
Employ: Unemployed	23%	(48)	33%	(70)	13%	(28)	19%	(41)	12%	(26)	214
Employ: Other	25%	(35)	37%	(52)	7%	(10)	15%	(21)	17%	(23)	140
Military HH: Yes	20%	(63)	32%	(104)	17%	(54)	24%	(78)	8%	(24)	324
Military HH: No	23%	(436)	35%	(650)	16%	(306)	16%	(304)	10%	(181)	1878
2022 House Vote: Democrat	28%	(283)	37%	(377)	13%	(137)	15%	(156)	7%	(70)	1023
2022 House Vote: Republican	20%	(113)	32%	(182)	21%	(122)	22%	(125)	4%	(25)	567
2022 House Vote: Someone else	31%	(16)	31%	(17)	8%	(4)	19%	(10)	10%	(5)	53
2022 House Vote: Didnt Vote	16%	(87)	32%	(178)	17%	(97)	16%	(92)	19%	(105)	559
2020 Vote: Joe Biden	27%	(281)	37%	(391)	14%	(149)	15%	(158)	7%	(71)	1049
2020 Vote: Donald Trump	20%	(122)	33%	(200)	20%	(122)	21%	(130)	5%	(33)	607
2020 Vote: Other	20%	(11)	29%	(16)	9%	(5)	26%	(14)	16%	(9)	55
2020 Vote: Didn't Vote	17%	(86)	30%	(147)	17%	(84)	16%	(81)	19%	(93)	490

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Table MCEN6_10: *And how interested are you in watching the following kinds of films?*
Biopics of a musician or band

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	23%	(499)	34%	(754)	16%	(360)	17%	(383)	9%	(206)	2202
2018 House Vote: Democrat	28%	(259)	37%	(337)	13%	(120)	14%	(131)	7%	(64)	911
2018 House Vote: Republican	20%	(113)	31%	(176)	21%	(120)	23%	(128)	4%	(23)	560
2018 House Vote: Didnt Vote	17%	(117)	33%	(223)	16%	(113)	17%	(118)	17%	(115)	686
4-Region: Northeast	24%	(91)	33%	(128)	17%	(65)	18%	(71)	8%	(32)	386
4-Region: Midwest	19%	(86)	30%	(137)	19%	(87)	21%	(97)	10%	(47)	455
4-Region: South	21%	(174)	33%	(280)	17%	(140)	18%	(149)	12%	(97)	840
4-Region: West	28%	(149)	40%	(210)	13%	(68)	12%	(65)	6%	(30)	521
Film Fans	25%	(485)	36%	(697)	16%	(317)	14%	(276)	8%	(161)	1936
TV Fans	24%	(489)	35%	(728)	16%	(340)	16%	(335)	9%	(187)	2079

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

Table MCEN6_11: *And how interested are you in watching the following kinds of films?*
Biopics of a famous criminal

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	25%	(548)	35%	(763)	14%	(310)	17%	(377)	9%	(204)	2202
Gender: Male	29%	(309)	35%	(377)	15%	(157)	15%	(160)	6%	(62)	1065
Gender: Female	21%	(237)	34%	(378)	13%	(149)	19%	(215)	13%	(143)	1121
Age: 18-34	40%	(255)	29%	(186)	11%	(69)	9%	(57)	10%	(65)	631
Age: 35-44	30%	(111)	34%	(128)	12%	(44)	13%	(49)	10%	(39)	372
Age: 45-64	18%	(129)	38%	(272)	14%	(101)	21%	(149)	8%	(60)	711
Age: 65+	11%	(53)	36%	(176)	20%	(96)	25%	(122)	8%	(40)	487
GenZers: 1997-2012	37%	(81)	28%	(62)	11%	(23)	11%	(24)	13%	(28)	219
Millennials: 1981-1996	36%	(259)	33%	(234)	12%	(84)	10%	(71)	10%	(71)	719
GenXers: 1965-1980	21%	(111)	41%	(218)	14%	(74)	16%	(85)	9%	(46)	535
Baby Boomers: 1946-1964	14%	(92)	34%	(230)	18%	(122)	27%	(179)	7%	(47)	669
PID: Dem (no lean)	30%	(298)	32%	(324)	15%	(147)	16%	(164)	7%	(74)	1007
PID: Ind (no lean)	20%	(122)	35%	(210)	14%	(86)	16%	(99)	14%	(87)	605
PID: Rep (no lean)	22%	(127)	39%	(229)	13%	(77)	19%	(115)	7%	(43)	590
PID/Gender: Dem Men	33%	(171)	32%	(165)	15%	(79)	15%	(77)	5%	(27)	519
PID/Gender: Dem Women	26%	(127)	32%	(155)	14%	(67)	18%	(85)	10%	(47)	481
PID/Gender: Ind Men	23%	(57)	39%	(97)	16%	(40)	14%	(34)	9%	(23)	250
PID/Gender: Ind Women	18%	(63)	32%	(110)	13%	(44)	19%	(65)	19%	(64)	346
PID/Gender: Rep Men	27%	(80)	39%	(115)	13%	(38)	17%	(50)	4%	(12)	296
PID/Gender: Rep Women	16%	(47)	38%	(113)	13%	(39)	22%	(65)	10%	(31)	294
Ideo: Liberal (1-3)	29%	(213)	36%	(264)	13%	(96)	16%	(120)	5%	(35)	728
Ideo: Moderate (4)	24%	(148)	34%	(211)	17%	(106)	13%	(81)	11%	(69)	615
Ideo: Conservative (5-7)	23%	(157)	35%	(242)	14%	(96)	21%	(141)	7%	(47)	684
Educ: < College	25%	(357)	32%	(463)	13%	(186)	19%	(273)	11%	(160)	1439
Educ: Bachelors degree	22%	(109)	41%	(198)	17%	(83)	13%	(65)	6%	(30)	485
Educ: Post-grad	30%	(82)	36%	(101)	15%	(41)	14%	(39)	5%	(14)	278
Income: Under 50k	21%	(242)	33%	(373)	13%	(151)	20%	(226)	12%	(140)	1132
Income: 50k-100k	27%	(185)	35%	(238)	16%	(111)	15%	(101)	6%	(41)	675
Income: 100k+	31%	(121)	38%	(152)	12%	(48)	13%	(50)	6%	(24)	395
Ethnicity: White	25%	(420)	36%	(604)	14%	(235)	18%	(303)	8%	(138)	1699
Ethnicity: Hispanic	37%	(140)	33%	(126)	7%	(28)	14%	(52)	9%	(33)	379

Continued on next page

Table MCEN6_11: *And how interested are you in watching the following kinds of films?*
Biopics of a famous criminal

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	25%	(548)	35%	(763)	14%	(310)	17%	(377)	9%	(204)	2202
Ethnicity: Black	27%	(77)	27%	(77)	15%	(44)	14%	(41)	16%	(45)	283
Ethnicity: Other	23%	(51)	37%	(82)	14%	(31)	15%	(34)	10%	(21)	220
All Christian	24%	(245)	39%	(392)	13%	(130)	18%	(179)	6%	(62)	1008
All Non-Christian	38%	(64)	33%	(57)	13%	(22)	10%	(16)	6%	(11)	171
Atheist	20%	(19)	47%	(45)	12%	(12)	17%	(17)	4%	(3)	96
Agnostic/Nothing in particular	21%	(126)	30%	(177)	16%	(91)	20%	(114)	13%	(77)	586
Something Else	27%	(93)	27%	(92)	16%	(55)	15%	(51)	15%	(51)	342
Religious Non-Protestant/Catholic	37%	(68)	35%	(64)	12%	(23)	10%	(18)	6%	(12)	185
Evangelical	28%	(165)	33%	(197)	14%	(86)	15%	(92)	9%	(55)	594
Non-Evangelical	22%	(165)	38%	(278)	13%	(98)	19%	(138)	8%	(57)	735
Community: Urban	32%	(231)	34%	(249)	13%	(94)	12%	(90)	9%	(64)	729
Community: Suburban	22%	(215)	34%	(332)	16%	(161)	19%	(182)	9%	(89)	978
Community: Rural	21%	(102)	37%	(181)	11%	(55)	21%	(106)	10%	(51)	495
Employ: Private Sector	31%	(230)	39%	(286)	15%	(112)	11%	(79)	5%	(34)	741
Employ: Government	40%	(49)	32%	(40)	11%	(14)	11%	(14)	6%	(7)	123
Employ: Self-Employed	29%	(69)	30%	(71)	12%	(29)	15%	(35)	13%	(31)	234
Employ: Homemaker	19%	(29)	26%	(39)	13%	(19)	23%	(35)	19%	(28)	150
Employ: Retired	12%	(66)	37%	(205)	18%	(98)	25%	(137)	8%	(46)	552
Employ: Unemployed	24%	(50)	31%	(67)	8%	(18)	25%	(53)	12%	(26)	214
Employ: Other	29%	(40)	27%	(38)	13%	(18)	14%	(20)	17%	(25)	140
Military HH: Yes	22%	(72)	32%	(104)	17%	(55)	22%	(70)	7%	(23)	324
Military HH: No	25%	(476)	35%	(659)	14%	(255)	16%	(306)	10%	(181)	1878
2022 House Vote: Democrat	29%	(292)	34%	(348)	16%	(162)	16%	(163)	6%	(58)	1023
2022 House Vote: Republican	21%	(120)	39%	(220)	14%	(80)	20%	(113)	6%	(34)	567
2022 House Vote: Someone else	36%	(19)	18%	(10)	13%	(7)	16%	(8)	17%	(9)	53
2022 House Vote: Didnt Vote	21%	(117)	33%	(186)	11%	(61)	16%	(92)	19%	(104)	559
2020 Vote: Joe Biden	27%	(283)	37%	(384)	15%	(156)	16%	(163)	6%	(62)	1049
2020 Vote: Donald Trump	22%	(131)	37%	(224)	15%	(93)	20%	(119)	7%	(40)	607
2020 Vote: Other	15%	(8)	23%	(13)	16%	(9)	22%	(12)	25%	(14)	55
2020 Vote: Didn't Vote	26%	(126)	29%	(142)	10%	(51)	17%	(83)	18%	(89)	490

Table MCEN6_11: *And how interested are you in watching the following kinds of films?*
Biopics of a famous criminal

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	25%	(548)	35%	(763)	14%	(310)	17%	(377)	9%	(204)	2202
2018 House Vote: Democrat	28%	(257)	36%	(327)	14%	(124)	17%	(153)	5%	(50)	911
2018 House Vote: Republican	22%	(125)	36%	(204)	16%	(87)	20%	(113)	6%	(31)	560
2018 House Vote: Didnt Vote	23%	(160)	32%	(216)	13%	(87)	15%	(106)	17%	(117)	686
4-Region: Northeast	26%	(99)	34%	(132)	14%	(54)	18%	(69)	8%	(31)	386
4-Region: Midwest	22%	(100)	34%	(153)	14%	(64)	20%	(91)	10%	(47)	455
4-Region: South	20%	(168)	35%	(293)	14%	(117)	20%	(164)	12%	(97)	840
4-Region: West	35%	(180)	35%	(184)	14%	(74)	10%	(53)	6%	(29)	521
Film Fans	27%	(523)	36%	(703)	14%	(281)	14%	(274)	8%	(156)	1936
TV Fans	25%	(527)	35%	(730)	14%	(299)	16%	(340)	9%	(184)	2079

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

Table MCEN6_12: *And how interested are you in watching the following kinds of films?*

Films about the origin story of a country

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	22%	(487)	36%	(787)	16%	(347)	17%	(375)	9%	(206)	2202
Gender: Male	29%	(309)	38%	(401)	15%	(156)	14%	(154)	4%	(45)	1065
Gender: Female	16%	(177)	34%	(380)	17%	(186)	19%	(217)	14%	(161)	1121
Age: 18-34	32%	(199)	31%	(193)	16%	(103)	12%	(78)	9%	(57)	631
Age: 35-44	22%	(82)	35%	(130)	19%	(71)	14%	(51)	10%	(38)	372
Age: 45-64	17%	(118)	36%	(256)	15%	(107)	22%	(155)	11%	(75)	711
Age: 65+	18%	(88)	43%	(208)	14%	(66)	19%	(90)	7%	(35)	487
GenZers: 1997-2012	28%	(62)	25%	(56)	20%	(43)	14%	(31)	12%	(27)	219
Millennials: 1981-1996	30%	(213)	34%	(244)	16%	(117)	12%	(85)	8%	(61)	719
GenXers: 1965-1980	16%	(87)	36%	(194)	17%	(90)	19%	(101)	12%	(63)	535
Baby Boomers: 1946-1964	17%	(114)	40%	(265)	13%	(90)	22%	(150)	8%	(51)	669
PID: Dem (no lean)	26%	(264)	34%	(347)	15%	(153)	17%	(169)	7%	(74)	1007
PID: Ind (no lean)	18%	(110)	36%	(217)	16%	(97)	16%	(98)	14%	(83)	605
PID: Rep (no lean)	19%	(113)	38%	(223)	16%	(97)	18%	(108)	8%	(48)	590
PID/Gender: Dem Men	33%	(172)	34%	(174)	16%	(83)	15%	(76)	3%	(13)	519
PID/Gender: Dem Women	19%	(92)	35%	(171)	14%	(68)	19%	(89)	13%	(61)	481
PID/Gender: Ind Men	24%	(61)	42%	(104)	14%	(36)	13%	(34)	7%	(17)	250
PID/Gender: Ind Women	14%	(49)	32%	(109)	17%	(58)	18%	(63)	19%	(67)	346
PID/Gender: Rep Men	26%	(77)	42%	(123)	13%	(37)	15%	(44)	5%	(15)	296
PID/Gender: Rep Women	12%	(36)	34%	(101)	20%	(60)	22%	(64)	11%	(33)	294
Ideo: Liberal (1-3)	27%	(199)	36%	(262)	14%	(101)	16%	(118)	7%	(48)	728
Ideo: Moderate (4)	21%	(128)	36%	(222)	18%	(109)	16%	(97)	10%	(59)	615
Ideo: Conservative (5-7)	20%	(137)	38%	(263)	17%	(117)	17%	(115)	8%	(52)	684
Educ: < College	20%	(286)	32%	(459)	16%	(227)	21%	(296)	12%	(171)	1439
Educ: Bachelors degree	24%	(116)	43%	(208)	17%	(84)	11%	(53)	5%	(24)	485
Educ: Post-grad	31%	(85)	43%	(120)	13%	(36)	9%	(26)	4%	(11)	278
Income: Under 50k	19%	(219)	31%	(352)	16%	(182)	21%	(234)	13%	(144)	1132
Income: 50k-100k	24%	(161)	39%	(264)	17%	(115)	14%	(97)	6%	(39)	675
Income: 100k+	27%	(108)	43%	(172)	12%	(49)	11%	(44)	6%	(22)	395
Ethnicity: White	22%	(370)	37%	(625)	16%	(271)	17%	(285)	9%	(149)	1699
Ethnicity: Hispanic	34%	(128)	29%	(110)	14%	(53)	13%	(50)	10%	(39)	379

Table MCEN6_12: *And how interested are you in watching the following kinds of films?*
Films about the origin story of a country

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	22%	(487)	36%	(787)	16%	(347)	17%	(375)	9%	(206)	2202
Ethnicity: Black	26%	(72)	28%	(78)	13%	(37)	21%	(60)	13%	(36)	283
Ethnicity: Other	21%	(45)	38%	(84)	18%	(39)	14%	(30)	9%	(21)	220
All Christian	23%	(229)	39%	(395)	16%	(157)	15%	(155)	7%	(72)	1008
All Non-Christian	44%	(75)	37%	(62)	10%	(17)	7%	(12)	3%	(5)	171
Atheist	23%	(22)	37%	(35)	15%	(14)	19%	(18)	7%	(7)	96
Agnostic/Nothing in particular	15%	(90)	33%	(192)	17%	(98)	21%	(125)	14%	(80)	586
Something Else	21%	(71)	30%	(103)	18%	(61)	19%	(66)	12%	(41)	342
Religious Non-Protestant/Catholic	44%	(82)	36%	(66)	9%	(17)	8%	(15)	3%	(6)	185
Evangelical	26%	(157)	34%	(205)	16%	(92)	13%	(77)	11%	(63)	594
Non-Evangelical	17%	(125)	39%	(287)	18%	(129)	20%	(147)	7%	(48)	735
Community: Urban	31%	(225)	30%	(221)	15%	(111)	14%	(104)	9%	(68)	729
Community: Suburban	18%	(172)	40%	(387)	17%	(165)	18%	(177)	8%	(77)	978
Community: Rural	18%	(89)	36%	(179)	14%	(71)	19%	(95)	12%	(60)	495
Employ: Private Sector	28%	(208)	35%	(263)	18%	(132)	13%	(94)	6%	(44)	741
Employ: Government	31%	(38)	43%	(53)	13%	(16)	8%	(10)	5%	(6)	123
Employ: Self-Employed	27%	(62)	33%	(78)	12%	(27)	18%	(43)	10%	(24)	234
Employ: Homemaker	8%	(13)	29%	(44)	19%	(28)	21%	(32)	22%	(33)	150
Employ: Retired	17%	(93)	40%	(220)	15%	(84)	20%	(111)	8%	(45)	552
Employ: Unemployed	16%	(35)	36%	(77)	13%	(27)	22%	(48)	13%	(27)	214
Employ: Other	21%	(30)	29%	(41)	16%	(23)	19%	(26)	15%	(21)	140
Military HH: Yes	21%	(67)	37%	(121)	16%	(53)	17%	(55)	9%	(28)	324
Military HH: No	22%	(420)	35%	(666)	16%	(293)	17%	(320)	9%	(178)	1878
2022 House Vote: Democrat	27%	(273)	38%	(387)	15%	(155)	14%	(146)	6%	(63)	1023
2022 House Vote: Republican	18%	(102)	40%	(228)	17%	(99)	18%	(101)	7%	(38)	567
2022 House Vote: Someone else	24%	(12)	23%	(12)	20%	(10)	20%	(11)	14%	(7)	53
2022 House Vote: Didnt Vote	18%	(100)	29%	(161)	15%	(83)	21%	(118)	17%	(97)	559
2020 Vote: Joe Biden	26%	(272)	37%	(385)	16%	(169)	14%	(152)	7%	(72)	1049
2020 Vote: Donald Trump	18%	(107)	39%	(239)	17%	(100)	19%	(115)	8%	(46)	607
2020 Vote: Other	11%	(6)	43%	(24)	14%	(8)	16%	(9)	16%	(9)	55
2020 Vote: Didn't Vote	21%	(102)	28%	(140)	14%	(70)	20%	(100)	16%	(79)	490

Table MCEN6_12: *And how interested are you in watching the following kinds of films?*
Films about the origin story of a country

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	22%	(487)	36%	(787)	16%	(347)	17%	(375)	9%	(206)	2202
2018 House Vote: Democrat	27%	(246)	38%	(343)	14%	(131)	15%	(136)	6%	(56)	911
2018 House Vote: Republican	19%	(109)	39%	(221)	18%	(98)	17%	(95)	7%	(38)	560
2018 House Vote: Didnt Vote	18%	(125)	30%	(204)	16%	(107)	20%	(140)	16%	(109)	686
4-Region: Northeast	21%	(81)	34%	(132)	18%	(68)	19%	(75)	8%	(31)	386
4-Region: Midwest	16%	(72)	34%	(155)	17%	(76)	22%	(101)	11%	(50)	455
4-Region: South	20%	(168)	37%	(312)	15%	(126)	17%	(142)	11%	(91)	840
4-Region: West	32%	(166)	36%	(188)	15%	(76)	11%	(57)	6%	(34)	521
Film Fans	24%	(457)	39%	(746)	16%	(301)	14%	(274)	8%	(158)	1936
TV Fans	22%	(468)	36%	(752)	16%	(330)	17%	(343)	9%	(186)	2079

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

Table MCEN6_13: *And how interested are you in watching the following kinds of films?*
Films about the origin story of a war or event in military history

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	26%	(577)	33%	(724)	15%	(322)	18%	(403)	8%	(176)	2202
Gender: Male	37%	(392)	36%	(385)	11%	(117)	12%	(123)	5%	(49)	1065
Gender: Female	16%	(183)	30%	(335)	18%	(198)	25%	(279)	11%	(127)	1121
Age: 18-34	35%	(222)	30%	(190)	13%	(83)	13%	(84)	8%	(52)	631
Age: 35-44	24%	(88)	34%	(128)	17%	(61)	15%	(58)	10%	(37)	372
Age: 45-64	22%	(159)	33%	(231)	16%	(113)	22%	(154)	8%	(54)	711
Age: 65+	22%	(109)	36%	(174)	13%	(65)	22%	(107)	7%	(33)	487
GenZers: 1997-2012	29%	(64)	29%	(64)	15%	(32)	16%	(34)	11%	(24)	219
Millennials: 1981-1996	32%	(231)	32%	(234)	14%	(102)	13%	(93)	8%	(59)	719
GenXers: 1965-1980	22%	(117)	36%	(190)	14%	(76)	20%	(104)	9%	(47)	535
Baby Boomers: 1946-1964	23%	(151)	32%	(212)	16%	(108)	23%	(156)	6%	(42)	669
PID: Dem (no lean)	29%	(292)	29%	(296)	15%	(156)	20%	(203)	6%	(61)	1007
PID: Ind (no lean)	22%	(134)	33%	(199)	16%	(94)	18%	(107)	12%	(71)	605
PID: Rep (no lean)	26%	(152)	39%	(229)	12%	(73)	16%	(92)	7%	(44)	590
PID/Gender: Dem Men	39%	(200)	32%	(167)	13%	(67)	13%	(66)	4%	(19)	519
PID/Gender: Dem Women	19%	(92)	26%	(127)	17%	(82)	29%	(138)	9%	(42)	481
PID/Gender: Ind Men	34%	(85)	36%	(89)	11%	(28)	13%	(32)	6%	(16)	250
PID/Gender: Ind Women	13%	(45)	31%	(107)	19%	(65)	21%	(74)	16%	(55)	346
PID/Gender: Rep Men	36%	(106)	43%	(128)	7%	(22)	9%	(25)	5%	(14)	296
PID/Gender: Rep Women	15%	(45)	34%	(101)	17%	(51)	23%	(67)	10%	(30)	294
Ideo: Liberal (1-3)	27%	(197)	35%	(255)	12%	(88)	21%	(154)	5%	(35)	728
Ideo: Moderate (4)	25%	(153)	30%	(182)	19%	(119)	18%	(110)	8%	(52)	615
Ideo: Conservative (5-7)	29%	(201)	36%	(249)	14%	(95)	14%	(97)	6%	(42)	684
Educ: < College	23%	(338)	31%	(440)	15%	(218)	21%	(301)	10%	(143)	1439
Educ: Bachelors degree	29%	(141)	38%	(183)	14%	(69)	14%	(70)	5%	(23)	485
Educ: Post-grad	35%	(99)	36%	(101)	13%	(36)	12%	(32)	4%	(11)	278
Income: Under 50k	23%	(265)	29%	(332)	16%	(178)	21%	(234)	11%	(123)	1132
Income: 50k-100k	27%	(182)	36%	(246)	15%	(104)	16%	(107)	5%	(36)	675
Income: 100k+	33%	(130)	37%	(145)	10%	(41)	16%	(62)	4%	(17)	395
Ethnicity: White	28%	(468)	33%	(561)	14%	(236)	18%	(311)	7%	(123)	1699
Ethnicity: Hispanic	36%	(136)	29%	(111)	11%	(41)	18%	(68)	6%	(24)	379

Continued on next page

Table MCEN6_13: *And how interested are you in watching the following kinds of films?*
Films about the origin story of a war or event in military history

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	26%	(577)	33%	(724)	15%	(322)	18%	(403)	8%	(176)	2202
Ethnicity: Black	23%	(65)	26%	(73)	17%	(47)	21%	(60)	14%	(38)	283
Ethnicity: Other	20%	(44)	41%	(89)	18%	(40)	15%	(32)	7%	(15)	220
All Christian	31%	(311)	34%	(339)	14%	(137)	17%	(170)	5%	(51)	1008
All Non-Christian	45%	(77)	35%	(60)	9%	(16)	7%	(12)	3%	(5)	171
Atheist	17%	(17)	37%	(35)	18%	(17)	25%	(24)	3%	(3)	96
Agnostic/Nothing in particular	17%	(101)	32%	(185)	16%	(96)	22%	(129)	13%	(73)	586
Something Else	21%	(71)	30%	(104)	17%	(57)	20%	(67)	13%	(44)	342
Religious Non-Protestant/Catholic	43%	(79)	37%	(69)	10%	(19)	7%	(14)	3%	(5)	185
Evangelical	30%	(179)	34%	(201)	13%	(77)	14%	(85)	9%	(54)	594
Non-Evangelical	27%	(196)	31%	(226)	16%	(116)	21%	(157)	6%	(41)	735
Community: Urban	32%	(235)	30%	(221)	14%	(100)	15%	(109)	9%	(64)	729
Community: Suburban	23%	(228)	35%	(341)	16%	(160)	19%	(185)	6%	(63)	978
Community: Rural	23%	(114)	33%	(162)	13%	(63)	22%	(108)	10%	(49)	495
Employ: Private Sector	32%	(239)	37%	(272)	12%	(92)	14%	(105)	4%	(33)	741
Employ: Government	32%	(40)	28%	(35)	16%	(20)	19%	(24)	4%	(5)	123
Employ: Self-Employed	25%	(59)	34%	(79)	14%	(32)	18%	(42)	9%	(21)	234
Employ: Homemaker	13%	(20)	25%	(38)	18%	(26)	28%	(42)	16%	(24)	150
Employ: Retired	23%	(125)	35%	(192)	15%	(82)	20%	(110)	8%	(44)	552
Employ: Unemployed	21%	(45)	26%	(56)	17%	(35)	24%	(50)	12%	(26)	214
Employ: Other	24%	(34)	30%	(42)	17%	(24)	17%	(24)	12%	(17)	140
Military HH: Yes	32%	(103)	36%	(116)	10%	(33)	14%	(46)	8%	(26)	324
Military HH: No	25%	(474)	32%	(608)	15%	(289)	19%	(357)	8%	(150)	1878
2022 House Vote: Democrat	30%	(309)	30%	(307)	16%	(162)	19%	(192)	5%	(54)	1023
2022 House Vote: Republican	28%	(157)	40%	(224)	13%	(74)	14%	(81)	5%	(30)	567
2022 House Vote: Someone else	29%	(15)	21%	(11)	28%	(15)	11%	(6)	12%	(6)	53
2022 House Vote: Didnt Vote	17%	(96)	32%	(182)	13%	(73)	22%	(123)	15%	(86)	559
2020 Vote: Joe Biden	29%	(304)	31%	(325)	17%	(173)	18%	(194)	5%	(53)	1049
2020 Vote: Donald Trump	27%	(165)	37%	(226)	13%	(80)	16%	(98)	6%	(38)	607
2020 Vote: Other	27%	(15)	34%	(19)	8%	(4)	12%	(7)	19%	(11)	55
2020 Vote: Didn't Vote	19%	(93)	31%	(153)	13%	(65)	21%	(105)	15%	(74)	490

Table MCEN6_13: *And how interested are you in watching the following kinds of films?*

Films about the origin story of a war or event in military history

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	26%	(577)	33%	(724)	15%	(322)	18%	(403)	8%	(176)	2202
2018 House Vote: Democrat	30%	(272)	32%	(288)	15%	(135)	19%	(174)	5%	(43)	911
2018 House Vote: Republican	29%	(161)	38%	(211)	13%	(73)	15%	(83)	6%	(32)	560
2018 House Vote: Didnt Vote	19%	(131)	31%	(209)	15%	(105)	21%	(143)	14%	(98)	686
4-Region: Northeast	25%	(97)	34%	(131)	15%	(58)	18%	(71)	8%	(29)	386
4-Region: Midwest	23%	(106)	29%	(131)	16%	(74)	23%	(105)	8%	(39)	455
4-Region: South	24%	(203)	33%	(278)	14%	(117)	20%	(165)	9%	(76)	840
4-Region: West	33%	(170)	35%	(184)	14%	(73)	12%	(62)	6%	(32)	521
Film Fans	28%	(541)	35%	(671)	15%	(297)	15%	(294)	7%	(134)	1936
TV Fans	27%	(554)	33%	(695)	15%	(312)	18%	(364)	7%	(153)	2079

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

Table MCEN7: *Generally speaking, do you approve or disapprove of films and TV series being made about specific brands of products, such as Air Jordan sneakers or Barbie?*

Demographic	Strongly approve		Somewhat approve		Somewhat disapprove		Strongly disapprove		Don't know / No opinion		Total N
Adults	21%	(460)	31%	(689)	13%	(280)	8%	(168)	27%	(605)	2202
Gender: Male	27%	(289)	31%	(333)	14%	(146)	8%	(90)	20%	(208)	1065
Gender: Female	15%	(169)	31%	(349)	12%	(133)	7%	(77)	35%	(393)	1121
Age: 18-34	35%	(219)	33%	(209)	9%	(58)	3%	(19)	20%	(126)	631
Age: 35-44	27%	(102)	42%	(156)	10%	(37)	4%	(15)	17%	(62)	372
Age: 45-64	15%	(106)	31%	(222)	14%	(97)	9%	(67)	31%	(220)	711
Age: 65+	7%	(33)	21%	(102)	18%	(89)	14%	(67)	40%	(197)	487
GenZers: 1997-2012	24%	(54)	40%	(89)	10%	(23)	3%	(6)	22%	(47)	219
Millennials: 1981-1996	35%	(250)	35%	(249)	10%	(69)	4%	(26)	17%	(126)	719
GenXers: 1965-1980	18%	(97)	36%	(195)	11%	(59)	7%	(38)	27%	(146)	535
Baby Boomers: 1946-1964	9%	(58)	22%	(149)	18%	(120)	14%	(91)	38%	(252)	669
PID: Dem (no lean)	27%	(275)	36%	(359)	10%	(96)	6%	(62)	21%	(215)	1007
PID: Ind (no lean)	14%	(84)	27%	(161)	16%	(98)	7%	(39)	37%	(222)	605
PID: Rep (no lean)	17%	(102)	29%	(169)	15%	(86)	11%	(66)	28%	(167)	590
PID/Gender: Dem Men	37%	(191)	34%	(178)	10%	(50)	6%	(29)	14%	(70)	519
PID/Gender: Dem Women	17%	(84)	36%	(175)	10%	(46)	7%	(33)	30%	(143)	481
PID/Gender: Ind Men	11%	(28)	29%	(73)	21%	(54)	9%	(22)	30%	(74)	250
PID/Gender: Ind Women	15%	(53)	25%	(87)	13%	(44)	5%	(16)	42%	(146)	346
PID/Gender: Rep Men	23%	(69)	28%	(82)	14%	(42)	13%	(39)	21%	(63)	296
PID/Gender: Rep Women	11%	(33)	30%	(88)	15%	(43)	9%	(27)	35%	(104)	294
Ideo: Liberal (1-3)	26%	(186)	33%	(238)	12%	(86)	6%	(47)	23%	(170)	728
Ideo: Moderate (4)	19%	(118)	37%	(225)	11%	(68)	6%	(39)	27%	(165)	615
Ideo: Conservative (5-7)	19%	(133)	27%	(183)	14%	(99)	11%	(78)	28%	(191)	684
Educ: < College	19%	(277)	29%	(420)	13%	(187)	8%	(119)	30%	(437)	1439
Educ: Bachelors degree	20%	(95)	38%	(183)	13%	(62)	6%	(29)	24%	(116)	485
Educ: Post-grad	32%	(89)	31%	(86)	11%	(31)	7%	(20)	18%	(51)	278
Income: Under 50k	18%	(200)	29%	(324)	13%	(152)	8%	(96)	32%	(361)	1132
Income: 50k-100k	21%	(142)	34%	(227)	13%	(86)	7%	(47)	26%	(173)	675
Income: 100k+	30%	(119)	35%	(137)	11%	(42)	6%	(26)	18%	(71)	395
Ethnicity: White	20%	(344)	29%	(496)	14%	(238)	9%	(156)	27%	(466)	1699
Ethnicity: Hispanic	35%	(134)	33%	(124)	14%	(52)	6%	(22)	13%	(48)	379

Table MCEN7: *Generally speaking, do you approve or disapprove of films and TV series being made about specific brands of products, such as Air Jordan sneakers or Barbie?*

Demographic	Strongly approve		Somewhat approve		Somewhat disapprove		Strongly disapprove		Don't know / No opinion		Total N
Adults	21%	(460)	31%	(689)	13%	(280)	8%	(168)	27%	(605)	2202
Ethnicity: Black	28%	(80)	34%	(97)	7%	(21)	1%	(4)	29%	(81)	283
Ethnicity: Other	17%	(37)	44%	(97)	10%	(22)	4%	(8)	26%	(57)	220
All Christian	20%	(200)	32%	(320)	14%	(136)	10%	(103)	25%	(250)	1008
All Non-Christian	48%	(83)	26%	(44)	6%	(11)	3%	(6)	16%	(28)	171
Atheist	13%	(13)	30%	(29)	16%	(15)	10%	(10)	30%	(29)	96
Agnostic/Nothing in particular	16%	(94)	33%	(195)	13%	(74)	6%	(34)	32%	(189)	586
Something Else	21%	(71)	30%	(102)	13%	(44)	4%	(15)	32%	(109)	342
Religious Non-Protestant/Catholic	45%	(83)	27%	(50)	9%	(17)	3%	(6)	16%	(30)	185
Evangelical	26%	(152)	29%	(175)	11%	(63)	9%	(54)	25%	(150)	594
Non-Evangelical	15%	(114)	32%	(234)	15%	(114)	9%	(66)	28%	(208)	735
Community: Urban	32%	(237)	31%	(224)	11%	(83)	4%	(27)	22%	(158)	729
Community: Suburban	16%	(159)	34%	(332)	13%	(128)	8%	(81)	28%	(278)	978
Community: Rural	13%	(64)	27%	(133)	14%	(69)	12%	(60)	34%	(168)	495
Employ: Private Sector	27%	(204)	36%	(267)	11%	(78)	7%	(53)	19%	(139)	741
Employ: Government	36%	(44)	33%	(41)	13%	(16)	1%	(1)	17%	(21)	123
Employ: Self-Employed	26%	(60)	31%	(71)	15%	(35)	4%	(10)	24%	(56)	234
Employ: Homemaker	11%	(16)	35%	(53)	6%	(9)	7%	(11)	41%	(61)	150
Employ: Retired	7%	(41)	24%	(133)	19%	(105)	12%	(67)	37%	(206)	552
Employ: Unemployed	27%	(57)	31%	(66)	10%	(22)	5%	(12)	27%	(57)	214
Employ: Other	19%	(26)	29%	(40)	9%	(13)	9%	(13)	35%	(49)	140
Military HH: Yes	16%	(51)	25%	(82)	17%	(56)	11%	(36)	31%	(99)	324
Military HH: No	22%	(409)	32%	(607)	12%	(224)	7%	(132)	27%	(505)	1878
2022 House Vote: Democrat	27%	(277)	34%	(350)	11%	(108)	6%	(58)	22%	(229)	1023
2022 House Vote: Republican	15%	(87)	30%	(169)	16%	(93)	12%	(66)	27%	(151)	567
2022 House Vote: Someone else	19%	(10)	16%	(8)	22%	(11)	8%	(4)	35%	(19)	53
2022 House Vote: Didnt Vote	15%	(86)	29%	(161)	12%	(67)	7%	(39)	37%	(205)	559
2020 Vote: Joe Biden	26%	(269)	35%	(365)	12%	(124)	6%	(62)	22%	(229)	1049
2020 Vote: Donald Trump	15%	(91)	30%	(180)	14%	(85)	12%	(74)	29%	(177)	607
2020 Vote: Other	8%	(4)	18%	(10)	18%	(10)	9%	(5)	48%	(27)	55
2020 Vote: Didn't Vote	20%	(96)	27%	(134)	12%	(61)	6%	(27)	35%	(172)	490

Table MCEN7: *Generally speaking, do you approve or disapprove of films and TV series being made about specific brands of products, such as Air Jordan sneakers or Barbie?*

Demographic	Strongly approve		Somewhat approve		Somewhat disapprove		Strongly disapprove		Don't know / No opinion		Total N
Adults	21%	(460)	31%	(689)	13%	(280)	8%	(168)	27%	(605)	2202
2018 House Vote: Democrat	26%	(241)	35%	(319)	11%	(104)	5%	(49)	22%	(198)	911
2018 House Vote: Republican	15%	(85)	28%	(159)	16%	(88)	14%	(78)	27%	(150)	560
2018 House Vote: Didnt Vote	19%	(130)	29%	(200)	12%	(81)	5%	(36)	35%	(239)	686
4-Region: Northeast	22%	(84)	31%	(118)	12%	(46)	8%	(29)	28%	(109)	386
4-Region: Midwest	16%	(71)	31%	(141)	14%	(65)	10%	(43)	30%	(134)	455
4-Region: South	19%	(161)	28%	(233)	13%	(107)	8%	(66)	33%	(274)	840
4-Region: West	28%	(145)	38%	(196)	12%	(63)	6%	(30)	17%	(88)	521
Film Fans	22%	(428)	33%	(635)	14%	(262)	7%	(136)	25%	(476)	1936
TV Fans	22%	(448)	32%	(662)	13%	(261)	7%	(151)	27%	(558)	2079

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

Table MCEN8: *If you saw that a specific brand decided to release a film about the origin story of one of their most famous products, do you think you would have a more positive or negative opinion of that brand?*

Demographic	Much more positive		Somewhat more positive		Somewhat more negative		Much more negative		It would not change my opinion		Don't know / No opinion		Total N
Adults	18%	(405)	21%	(463)	6%	(133)	3%	(59)	37%	(820)	15%	(322)	2202
Gender: Male	27%	(289)	22%	(230)	7%	(79)	4%	(41)	30%	(321)	10%	(104)	1065
Gender: Female	10%	(112)	21%	(233)	5%	(53)	2%	(18)	44%	(488)	19%	(218)	1121
Age: 18-34	32%	(199)	24%	(150)	5%	(34)	2%	(11)	26%	(163)	12%	(75)	631
Age: 35-44	26%	(95)	22%	(81)	6%	(21)	2%	(8)	34%	(127)	10%	(38)	372
Age: 45-64	13%	(94)	20%	(142)	8%	(54)	3%	(22)	40%	(283)	16%	(117)	711
Age: 65+	3%	(17)	18%	(90)	5%	(24)	4%	(18)	51%	(247)	19%	(92)	487
GenZers: 1997-2012	27%	(59)	22%	(49)	6%	(14)	2%	(4)	32%	(70)	10%	(23)	219
Millennials: 1981-1996	31%	(225)	24%	(170)	5%	(38)	2%	(15)	26%	(188)	12%	(83)	719
GenXers: 1965-1980	15%	(83)	20%	(106)	7%	(40)	3%	(18)	38%	(204)	16%	(84)	535
Baby Boomers: 1946-1964	6%	(37)	19%	(129)	5%	(36)	3%	(21)	49%	(325)	18%	(122)	669
PID: Dem (no lean)	25%	(252)	24%	(239)	6%	(57)	2%	(18)	33%	(329)	11%	(113)	1007
PID: Ind (no lean)	8%	(48)	18%	(109)	7%	(40)	3%	(16)	43%	(260)	22%	(131)	605
PID: Rep (no lean)	18%	(105)	20%	(116)	6%	(36)	4%	(25)	39%	(231)	13%	(79)	590
PID/Gender: Dem Men	37%	(192)	22%	(116)	6%	(34)	2%	(11)	24%	(123)	8%	(43)	519
PID/Gender: Dem Women	12%	(56)	25%	(122)	5%	(23)	1%	(7)	42%	(202)	14%	(70)	481
PID/Gender: Ind Men	7%	(19)	22%	(54)	8%	(21)	5%	(11)	45%	(112)	13%	(33)	250
PID/Gender: Ind Women	9%	(30)	16%	(55)	5%	(18)	1%	(4)	41%	(141)	28%	(98)	346
PID/Gender: Rep Men	27%	(79)	20%	(60)	8%	(24)	6%	(19)	29%	(86)	10%	(28)	296
PID/Gender: Rep Women	9%	(26)	19%	(56)	4%	(11)	2%	(6)	49%	(145)	17%	(50)	294
Ideo: Liberal (1-3)	22%	(162)	21%	(151)	7%	(52)	2%	(14)	36%	(263)	12%	(86)	728
Ideo: Moderate (4)	17%	(107)	24%	(146)	4%	(24)	3%	(17)	40%	(246)	12%	(75)	615
Ideo: Conservative (5-7)	18%	(122)	20%	(140)	5%	(36)	3%	(22)	39%	(270)	14%	(94)	684
Educ: < College	16%	(228)	20%	(286)	6%	(83)	3%	(38)	40%	(574)	16%	(230)	1439
Educ: Bachelors degree	18%	(87)	23%	(112)	7%	(34)	3%	(13)	35%	(169)	14%	(70)	485
Educ: Post-grad	33%	(91)	24%	(66)	6%	(16)	3%	(7)	28%	(77)	8%	(22)	278
Income: Under 50k	14%	(163)	20%	(221)	7%	(76)	3%	(32)	38%	(426)	19%	(213)	1132
Income: 50k-100k	19%	(127)	24%	(159)	6%	(40)	2%	(15)	39%	(262)	10%	(71)	675
Income: 100k+	29%	(115)	21%	(84)	4%	(16)	3%	(12)	33%	(131)	10%	(38)	395
Ethnicity: White	18%	(310)	21%	(352)	6%	(103)	3%	(49)	38%	(650)	14%	(235)	1699

Continued on next page

Table MCEN8: *If you saw that a specific brand decided to release a film about the origin story of one of their most famous products, do you think you would have a more positive or negative opinion of that brand?*

Demographic	Much more positive		Somewhat more positive		Somewhat more negative		Much more negative		It would not change my opinion		Don't know / No opinion		Total N
Adults	18%	(405)	21%	(463)	6%	(133)	3%	(59)	37%	(820)	15%	(322)	2202
Ethnicity: Hispanic	36%	(137)	24%	(91)	6%	(23)	—	(1)	28%	(107)	5%	(20)	379
Ethnicity: Black	20%	(57)	23%	(66)	5%	(15)	3%	(9)	29%	(82)	19%	(53)	283
Ethnicity: Other	17%	(38)	21%	(45)	7%	(15)	—	(1)	40%	(88)	15%	(34)	220
All Christian	20%	(206)	21%	(213)	6%	(63)	3%	(28)	38%	(387)	11%	(112)	1008
All Non-Christian	48%	(82)	17%	(30)	3%	(5)	2%	(3)	21%	(36)	9%	(16)	171
Atheist	3%	(3)	15%	(15)	10%	(9)	4%	(4)	49%	(47)	18%	(17)	96
Agnostic/Nothing in particular	10%	(60)	22%	(128)	6%	(37)	2%	(13)	40%	(236)	19%	(111)	586
Something Else	16%	(54)	23%	(78)	5%	(18)	3%	(11)	33%	(114)	19%	(67)	342
Religious Non-Protestant/Catholic	45%	(83)	18%	(33)	5%	(10)	2%	(3)	21%	(39)	9%	(17)	185
Evangelical	25%	(151)	21%	(123)	4%	(26)	4%	(23)	32%	(188)	14%	(83)	594
Non-Evangelical	13%	(99)	22%	(163)	7%	(49)	3%	(19)	42%	(311)	13%	(95)	735
Community: Urban	30%	(222)	25%	(180)	6%	(41)	2%	(14)	26%	(191)	11%	(82)	729
Community: Suburban	13%	(126)	21%	(202)	7%	(65)	2%	(23)	43%	(417)	15%	(144)	978
Community: Rural	12%	(57)	16%	(82)	5%	(26)	5%	(23)	43%	(212)	19%	(96)	495
Employ: Private Sector	28%	(211)	24%	(177)	6%	(44)	2%	(14)	31%	(233)	8%	(63)	741
Employ: Government	25%	(31)	31%	(38)	3%	(4)	4%	(5)	26%	(32)	10%	(13)	123
Employ: Self-Employed	21%	(50)	20%	(46)	9%	(21)	2%	(5)	34%	(80)	14%	(33)	234
Employ: Homemaker	9%	(13)	18%	(27)	3%	(4)	—	(1)	46%	(69)	24%	(36)	150
Employ: Retired	5%	(25)	17%	(96)	8%	(45)	4%	(22)	49%	(270)	17%	(95)	552
Employ: Unemployed	20%	(42)	21%	(44)	4%	(8)	2%	(5)	35%	(74)	19%	(40)	214
Employ: Other	13%	(19)	21%	(29)	2%	(2)	5%	(7)	34%	(48)	25%	(35)	140
Military HH: Yes	13%	(42)	17%	(56)	10%	(32)	3%	(11)	42%	(137)	14%	(47)	324
Military HH: No	19%	(363)	22%	(407)	5%	(101)	3%	(48)	36%	(683)	15%	(275)	1878
2022 House Vote: Democrat	24%	(250)	22%	(221)	6%	(61)	2%	(17)	35%	(363)	11%	(111)	1023
2022 House Vote: Republican	14%	(79)	22%	(124)	6%	(31)	5%	(27)	41%	(231)	13%	(75)	567
2022 House Vote: Someone else	3%	(2)	30%	(16)	15%	(8)	2%	(1)	38%	(20)	12%	(6)	53
2022 House Vote: Didnt Vote	13%	(74)	18%	(102)	6%	(32)	3%	(14)	37%	(206)	23%	(130)	559

Table MCEN8: *If you saw that a specific brand decided to release a film about the origin story of one of their most famous products, do you think you would have a more positive or negative opinion of that brand?*

Demographic	Much more positive		Somewhat more positive		Somewhat more negative		Much more negative		It would not change my opinion		Don't know / No opinion		Total N
Adults	18%	(405)	21%	(463)	6%	(133)	3%	(59)	37%	(820)	15%	(322)	2202
2020 Vote: Joe Biden	24%	(249)	22%	(235)	6%	(62)	2%	(20)	35%	(368)	11%	(116)	1049
2020 Vote: Donald Trump	13%	(79)	21%	(129)	6%	(39)	4%	(22)	43%	(258)	13%	(80)	607
2020 Vote: Other	8%	(5)	17%	(9)	4%	(2)	8%	(4)	46%	(26)	17%	(10)	55
2020 Vote: Didn't Vote	15%	(72)	18%	(91)	6%	(29)	3%	(13)	34%	(169)	24%	(117)	490
2018 House Vote: Democrat	24%	(221)	23%	(211)	6%	(56)	2%	(18)	33%	(297)	12%	(108)	911
2018 House Vote: Republican	13%	(75)	21%	(118)	7%	(37)	5%	(28)	42%	(234)	12%	(68)	560
2018 House Vote: Didnt Vote	16%	(109)	18%	(121)	5%	(37)	2%	(12)	39%	(268)	20%	(139)	686
4-Region: Northeast	23%	(88)	20%	(77)	7%	(28)	2%	(9)	34%	(133)	13%	(51)	386
4-Region: Midwest	12%	(53)	22%	(99)	4%	(19)	3%	(15)	43%	(196)	16%	(73)	455
4-Region: South	15%	(124)	20%	(170)	6%	(52)	3%	(26)	39%	(331)	16%	(138)	840
4-Region: West	27%	(140)	22%	(117)	7%	(34)	2%	(9)	31%	(161)	12%	(61)	521
Film Fans	20%	(379)	22%	(430)	6%	(112)	2%	(46)	37%	(711)	13%	(259)	1936
TV Fans	19%	(397)	21%	(446)	6%	(118)	2%	(51)	37%	(773)	14%	(294)	2079

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

Table MCEN9: *Which of the following comes closest to your opinion, even if neither is correct?*

Demographic	Films and TV series based around a specific, established, and well-known brand of product can be just as much a piece of art as a film or TV series based on an unique idea or concept		Films and TV series based around a specific, established, and well-known brand of product are ultimately an extended advertisement for that product and have little or no artistic value		Total N
Adults	55%	(1222)	45%	(980)	2202
Gender: Male	55%	(582)	45%	(483)	1065
Gender: Female	56%	(629)	44%	(492)	1121
Age: 18-34	64%	(403)	36%	(229)	631
Age: 35-44	65%	(240)	35%	(132)	372
Age: 45-64	53%	(379)	47%	(333)	711
Age: 65+	41%	(200)	59%	(287)	487
GenZers: 1997-2012	63%	(139)	37%	(80)	219
Millennials: 1981-1996	63%	(456)	37%	(263)	719
GenXers: 1965-1980	57%	(304)	43%	(231)	535
Baby Boomers: 1946-1964	45%	(299)	55%	(370)	669
PID: Dem (no lean)	58%	(587)	42%	(420)	1007
PID: Ind (no lean)	55%	(332)	45%	(272)	605
PID: Rep (no lean)	51%	(302)	49%	(288)	590
PID/Gender: Dem Men	56%	(290)	44%	(229)	519
PID/Gender: Dem Women	60%	(290)	40%	(191)	481
PID/Gender: Ind Men	50%	(126)	50%	(124)	250
PID/Gender: Ind Women	58%	(202)	42%	(144)	346
PID/Gender: Rep Men	56%	(165)	44%	(131)	296
PID/Gender: Rep Women	47%	(137)	53%	(157)	294
Ideo: Liberal (1-3)	58%	(424)	42%	(304)	728
Ideo: Moderate (4)	58%	(359)	42%	(256)	615
Ideo: Conservative (5-7)	49%	(337)	51%	(347)	684
Educ: < College	55%	(792)	45%	(647)	1439
Educ: Bachelors degree	57%	(275)	43%	(210)	485
Educ: Post-grad	56%	(155)	44%	(124)	278

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Table MCEN9: *Which of the following comes closest to your opinion, even if neither is correct?*

Demographic	Films and TV series based around a specific, established, and well-known brand of product can be just as much a piece of art as a film or TV series based on an unique idea or concept		Films and TV series based around a specific, established, and well-known brand of product are ultimately an extended advertisement for that product and have little or no artistic value		Total N
Adults	55%	(1222)	45%	(980)	2202
Income: Under 50k	54%	(610)	46%	(522)	1132
Income: 50k-100k	56%	(376)	44%	(299)	675
Income: 100k+	60%	(235)	40%	(160)	395
Ethnicity: White	53%	(909)	47%	(790)	1699
Ethnicity: Hispanic	62%	(234)	38%	(146)	379
Ethnicity: Black	65%	(183)	35%	(100)	283
Ethnicity: Other	59%	(130)	41%	(90)	220
All Christian	54%	(546)	46%	(463)	1008
All Non-Christian	63%	(107)	37%	(64)	171
Atheist	42%	(40)	58%	(56)	96
Agnostic/Nothing in particular	54%	(318)	46%	(267)	586
Something Else	62%	(210)	38%	(131)	342
Religious Non-Protestant/Catholic	63%	(117)	37%	(68)	185
Evangelical	60%	(356)	40%	(238)	594
Non-Evangelical	53%	(391)	47%	(344)	735
Community: Urban	58%	(425)	42%	(304)	729
Community: Suburban	56%	(548)	44%	(430)	978
Community: Rural	50%	(249)	50%	(246)	495
Employ: Private Sector	58%	(428)	42%	(313)	741
Employ: Government	76%	(94)	24%	(29)	123
Employ: Self-Employed	57%	(133)	43%	(101)	234
Employ: Homemaker	50%	(75)	50%	(74)	150
Employ: Retired	42%	(230)	58%	(323)	552
Employ: Unemployed	65%	(139)	35%	(74)	214
Employ: Other	67%	(95)	33%	(46)	140
Military HH: Yes	44%	(143)	56%	(182)	324
Military HH: No	57%	(1079)	43%	(799)	1878

Continued on next page

Table MCEN9: *Which of the following comes closest to your opinion, even if neither is correct?*

Demographic	Films and TV series based around a specific, established, and well-known brand of product can be just as much a piece of art as a film or TV series based on an unique idea or concept		Films and TV series based around a specific, established, and well-known brand of product are ultimately an extended advertisement for that product and have little or no artistic value		Total N
Adults	55%	(1222)	45%	(980)	2202
2022 House Vote: Democrat	58%	(593)	42%	(430)	1023
2022 House Vote: Republican	48%	(274)	52%	(293)	567
2022 House Vote: Someone else	33%	(17)	67%	(35)	53
2022 House Vote: Didnt Vote	60%	(337)	40%	(222)	559
2020 Vote: Joe Biden	57%	(598)	43%	(451)	1049
2020 Vote: Donald Trump	47%	(287)	53%	(320)	607
2020 Vote: Other	42%	(23)	58%	(32)	55
2020 Vote: Didn't Vote	64%	(314)	36%	(177)	490
2018 House Vote: Democrat	58%	(526)	42%	(385)	911
2018 House Vote: Republican	48%	(270)	52%	(290)	560
2018 House Vote: Didnt Vote	59%	(406)	41%	(281)	686
4-Region: Northeast	53%	(206)	47%	(180)	386
4-Region: Midwest	55%	(250)	45%	(205)	455
4-Region: South	55%	(458)	45%	(382)	840
4-Region: West	59%	(308)	41%	(213)	521
Film Fans	58%	(1116)	42%	(820)	1936
TV Fans	57%	(1177)	43%	(902)	2079

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

Table MCENdem1_1: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Film

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	37%	(821)	51%	(1115)	12%	(266)	2202
Gender: Male	43%	(458)	46%	(489)	11%	(118)	1065
Gender: Female	32%	(360)	55%	(614)	13%	(148)	1121
Age: 18-34	43%	(270)	48%	(305)	9%	(57)	631
Age: 35-44	46%	(170)	47%	(174)	7%	(28)	372
Age: 45-64	36%	(258)	51%	(360)	13%	(94)	711
Age: 65+	25%	(124)	56%	(275)	18%	(88)	487
GenZers: 1997-2012	30%	(66)	58%	(126)	12%	(27)	219
Millennials: 1981-1996	49%	(352)	44%	(314)	7%	(53)	719
GenXers: 1965-1980	37%	(195)	52%	(280)	11%	(60)	535
Baby Boomers: 1946-1964	30%	(199)	54%	(360)	17%	(111)	669
PID: Dem (no lean)	45%	(454)	46%	(462)	9%	(91)	1007
PID: Ind (no lean)	31%	(187)	55%	(330)	14%	(87)	605
PID: Rep (no lean)	30%	(180)	55%	(322)	15%	(88)	590
PID/Gender: Dem Men	51%	(267)	39%	(200)	10%	(52)	519
PID/Gender: Dem Women	39%	(187)	53%	(255)	8%	(39)	481
PID/Gender: Ind Men	30%	(76)	56%	(141)	13%	(33)	250
PID/Gender: Ind Women	32%	(109)	53%	(184)	15%	(53)	346
PID/Gender: Rep Men	39%	(115)	50%	(148)	11%	(32)	296
PID/Gender: Rep Women	22%	(64)	59%	(174)	19%	(56)	294
Ideo: Liberal (1-3)	49%	(356)	43%	(315)	8%	(57)	728
Ideo: Moderate (4)	37%	(230)	51%	(314)	12%	(71)	615
Ideo: Conservative (5-7)	29%	(199)	58%	(399)	13%	(87)	684
Educ: < College	35%	(497)	51%	(727)	15%	(215)	1439
Educ: Bachelors degree	41%	(201)	53%	(255)	6%	(29)	485
Educ: Post-grad	44%	(124)	48%	(132)	8%	(23)	278
Income: Under 50k	34%	(382)	51%	(572)	16%	(178)	1132
Income: 50k-100k	41%	(274)	51%	(342)	9%	(60)	675
Income: 100k+	42%	(165)	51%	(201)	7%	(29)	395
Ethnicity: White	38%	(640)	50%	(853)	12%	(206)	1699
Ethnicity: Hispanic	49%	(186)	41%	(155)	10%	(38)	379
Ethnicity: Black	42%	(118)	45%	(128)	13%	(38)	283

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Table MCENdem1_1: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Film

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	37%	(821)	51%	(1115)	12%	(266)	2202
Ethnicity: Other	29%	(63)	61%	(134)	10%	(22)	220
All Christian	39%	(390)	50%	(504)	11%	(114)	1008
All Non-Christian	49%	(84)	43%	(74)	7%	(12)	171
Atheist	37%	(35)	52%	(50)	11%	(11)	96
Agnostic/Nothing in particular	34%	(201)	52%	(305)	14%	(79)	586
Something Else	32%	(111)	53%	(181)	14%	(49)	342
Religious Non-Protestant/Catholic	48%	(89)	44%	(82)	8%	(14)	185
Evangelical	35%	(208)	54%	(319)	11%	(68)	594
Non-Evangelical	38%	(282)	48%	(356)	13%	(97)	735
Community: Urban	46%	(338)	42%	(309)	11%	(82)	729
Community: Suburban	34%	(330)	55%	(533)	12%	(115)	978
Community: Rural	31%	(153)	55%	(272)	14%	(69)	495
Employ: Private Sector	44%	(330)	49%	(361)	7%	(51)	741
Employ: Government	50%	(61)	43%	(53)	7%	(9)	123
Employ: Self-Employed	42%	(99)	49%	(114)	9%	(21)	234
Employ: Homemaker	27%	(41)	63%	(94)	10%	(15)	150
Employ: Retired	28%	(153)	54%	(296)	19%	(103)	552
Employ: Unemployed	38%	(80)	48%	(102)	15%	(32)	214
Employ: Other	30%	(42)	47%	(65)	24%	(34)	140
Military HH: Yes	28%	(90)	58%	(188)	14%	(46)	324
Military HH: No	39%	(731)	49%	(927)	12%	(220)	1878
2022 House Vote: Democrat	47%	(483)	44%	(455)	8%	(85)	1023
2022 House Vote: Republican	29%	(165)	56%	(317)	15%	(84)	567
2022 House Vote: Someone else	34%	(18)	63%	(33)	3%	(1)	53
2022 House Vote: Didnt Vote	28%	(155)	55%	(309)	17%	(95)	559
2020 Vote: Joe Biden	45%	(469)	47%	(498)	8%	(82)	1049
2020 Vote: Donald Trump	30%	(183)	54%	(328)	16%	(97)	607
2020 Vote: Other	27%	(15)	60%	(33)	12%	(7)	55
2020 Vote: Didn't Vote	32%	(155)	52%	(255)	16%	(81)	490

Table MCENdem1_1: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Film

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	37%	(821)	51%	(1115)	12%	(266)	2202
2018 House Vote: Democrat	48%	(438)	44%	(398)	8%	(75)	911
2018 House Vote: Republican	30%	(168)	57%	(319)	13%	(74)	560
2018 House Vote: Didnt Vote	29%	(202)	54%	(370)	17%	(114)	686
4-Region: Northeast	41%	(158)	47%	(182)	12%	(46)	386
4-Region: Midwest	33%	(149)	55%	(252)	12%	(54)	455
4-Region: South	35%	(290)	51%	(426)	15%	(123)	840
4-Region: West	43%	(224)	49%	(255)	8%	(42)	521
Film Fans	42%	(821)	58%	(1115)	—	(0)	1936
TV Fans	39%	(812)	51%	(1056)	10%	(212)	2079

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

Table MCENdem1_2: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Television

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	53%	(1160)	42%	(919)	6%	(123)	2202
Gender: Male	55%	(586)	40%	(425)	5%	(53)	1065
Gender: Female	51%	(570)	43%	(486)	6%	(66)	1121
Age: 18-34	46%	(287)	48%	(302)	7%	(42)	631
Age: 35-44	55%	(203)	40%	(147)	6%	(21)	372
Age: 45-64	56%	(398)	38%	(274)	6%	(40)	711
Age: 65+	56%	(271)	40%	(197)	4%	(19)	487
GenZers: 1997-2012	38%	(82)	56%	(122)	6%	(14)	219
Millennials: 1981-1996	52%	(374)	42%	(302)	6%	(44)	719
GenXers: 1965-1980	53%	(281)	41%	(218)	7%	(36)	535
Baby Boomers: 1946-1964	59%	(393)	38%	(253)	4%	(24)	669
PID: Dem (no lean)	59%	(591)	38%	(378)	4%	(38)	1007
PID: Ind (no lean)	45%	(273)	46%	(277)	9%	(55)	605
PID: Rep (no lean)	50%	(297)	45%	(264)	5%	(30)	590
PID/Gender: Dem Men	60%	(313)	36%	(185)	4%	(20)	519
PID/Gender: Dem Women	58%	(277)	39%	(188)	3%	(16)	481
PID/Gender: Ind Men	48%	(121)	44%	(109)	8%	(20)	250
PID/Gender: Ind Women	43%	(148)	48%	(165)	9%	(33)	346
PID/Gender: Rep Men	51%	(152)	44%	(131)	4%	(13)	296
PID/Gender: Rep Women	49%	(145)	45%	(132)	6%	(17)	294
Ideo: Liberal (1-3)	60%	(434)	35%	(256)	5%	(38)	728
Ideo: Moderate (4)	55%	(340)	40%	(248)	4%	(27)	615
Ideo: Conservative (5-7)	46%	(316)	48%	(330)	6%	(38)	684
Educ: < College	53%	(761)	41%	(593)	6%	(85)	1439
Educ: Bachelors degree	54%	(260)	42%	(205)	4%	(20)	485
Educ: Post-grad	50%	(139)	44%	(122)	7%	(18)	278
Income: Under 50k	52%	(587)	42%	(473)	6%	(72)	1132
Income: 50k-100k	53%	(360)	42%	(282)	5%	(34)	675
Income: 100k+	54%	(213)	42%	(165)	4%	(17)	395
Ethnicity: White	53%	(901)	42%	(716)	5%	(83)	1699
Ethnicity: Hispanic	52%	(198)	45%	(171)	3%	(11)	379
Ethnicity: Black	62%	(176)	32%	(90)	6%	(17)	283

Table MCENdem1_2: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Television

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	53%	(1160)	42%	(919)	6%	(123)	2202
Ethnicity: Other	38%	(84)	52%	(113)	10%	(23)	220
All Christian	57%	(579)	39%	(395)	3%	(35)	1008
All Non-Christian	56%	(96)	38%	(65)	5%	(9)	171
Atheist	44%	(42)	45%	(43)	11%	(11)	96
Agnostic/Nothing in particular	46%	(267)	47%	(273)	8%	(45)	586
Something Else	51%	(176)	42%	(143)	7%	(23)	342
Religious Non-Protestant/Catholic	56%	(103)	39%	(73)	5%	(9)	185
Evangelical	54%	(323)	42%	(247)	4%	(25)	594
Non-Evangelical	58%	(428)	38%	(278)	4%	(29)	735
Community: Urban	58%	(421)	36%	(265)	6%	(43)	729
Community: Suburban	52%	(507)	44%	(428)	4%	(43)	978
Community: Rural	47%	(232)	46%	(226)	8%	(37)	495
Employ: Private Sector	53%	(391)	42%	(311)	5%	(40)	741
Employ: Government	65%	(80)	33%	(41)	2%	(2)	123
Employ: Self-Employed	46%	(108)	47%	(110)	7%	(16)	234
Employ: Homemaker	47%	(70)	49%	(73)	4%	(6)	150
Employ: Retired	58%	(319)	37%	(204)	5%	(29)	552
Employ: Unemployed	51%	(109)	40%	(86)	9%	(18)	214
Employ: Other	49%	(69)	46%	(65)	5%	(7)	140
Military HH: Yes	49%	(159)	45%	(147)	6%	(19)	324
Military HH: No	53%	(1001)	41%	(773)	6%	(104)	1878
2022 House Vote: Democrat	61%	(620)	36%	(370)	3%	(34)	1023
2022 House Vote: Republican	49%	(279)	45%	(253)	6%	(35)	567
2022 House Vote: Someone else	50%	(26)	37%	(20)	13%	(7)	53
2022 House Vote: Didnt Vote	42%	(235)	50%	(277)	8%	(47)	559
2020 Vote: Joe Biden	61%	(638)	36%	(374)	4%	(37)	1049
2020 Vote: Donald Trump	47%	(287)	47%	(284)	6%	(36)	607
2020 Vote: Other	42%	(23)	43%	(24)	15%	(8)	55
2020 Vote: Didn't Vote	43%	(212)	48%	(237)	8%	(42)	490

Table MCENdem1_2: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Television

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	53%	(1160)	42%	(919)	6%	(123)	2202
2018 House Vote: Democrat	62%	(566)	35%	(315)	3%	(30)	911
2018 House Vote: Republican	49%	(274)	46%	(255)	6%	(32)	560
2018 House Vote: Didnt Vote	44%	(304)	47%	(325)	8%	(57)	686
4-Region: Northeast	62%	(239)	33%	(128)	5%	(19)	386
4-Region: Midwest	54%	(246)	41%	(186)	5%	(23)	455
4-Region: South	49%	(416)	45%	(376)	6%	(49)	840
4-Region: West	50%	(260)	44%	(229)	6%	(32)	521
Film Fans	56%	(1076)	41%	(791)	4%	(68)	1936
TV Fans	56%	(1160)	44%	(919)	—	(0)	2079

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

Table MCENdem1_3: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Video games

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	30%	(654)	38%	(827)	33%	(721)	2202
Gender: Male	41%	(433)	33%	(348)	27%	(284)	1065
Gender: Female	19%	(210)	42%	(475)	39%	(436)	1121
Age: 18-34	53%	(332)	37%	(235)	10%	(64)	631
Age: 35-44	41%	(154)	40%	(147)	19%	(71)	372
Age: 45-64	19%	(136)	42%	(300)	39%	(276)	711
Age: 65+	7%	(33)	30%	(145)	63%	(309)	487
GenZers: 1997-2012	54%	(118)	37%	(81)	9%	(19)	219
Millennials: 1981-1996	49%	(354)	38%	(273)	13%	(92)	719
GenXers: 1965-1980	22%	(119)	45%	(239)	33%	(178)	535
Baby Boomers: 1946-1964	9%	(63)	33%	(222)	57%	(384)	669
PID: Dem (no lean)	36%	(361)	33%	(337)	31%	(309)	1007
PID: Ind (no lean)	26%	(155)	41%	(249)	33%	(201)	605
PID: Rep (no lean)	23%	(138)	41%	(241)	36%	(211)	590
PID/Gender: Dem Men	46%	(241)	28%	(147)	25%	(131)	519
PID/Gender: Dem Women	24%	(113)	39%	(189)	37%	(179)	481
PID/Gender: Ind Men	34%	(84)	37%	(92)	30%	(74)	250
PID/Gender: Ind Women	19%	(67)	44%	(153)	36%	(126)	346
PID/Gender: Rep Men	37%	(108)	37%	(109)	27%	(79)	296
PID/Gender: Rep Women	10%	(30)	45%	(133)	45%	(132)	294
Ideo: Liberal (1-3)	34%	(249)	34%	(246)	32%	(233)	728
Ideo: Moderate (4)	32%	(199)	39%	(238)	29%	(179)	615
Ideo: Conservative (5-7)	23%	(157)	39%	(269)	38%	(259)	684
Educ: < College	30%	(429)	39%	(565)	31%	(444)	1439
Educ: Bachelors degree	29%	(138)	36%	(173)	36%	(174)	485
Educ: Post-grad	31%	(87)	32%	(89)	37%	(103)	278
Income: Under 50k	28%	(320)	39%	(443)	33%	(369)	1132
Income: 50k-100k	32%	(218)	35%	(239)	32%	(219)	675
Income: 100k+	30%	(117)	37%	(145)	34%	(133)	395
Ethnicity: White	28%	(479)	36%	(619)	35%	(601)	1699
Ethnicity: Hispanic	49%	(185)	29%	(110)	22%	(84)	379
Ethnicity: Black	38%	(107)	38%	(108)	24%	(68)	283

Table MCENdem1_3: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Video games

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	30%	(654)	38%	(827)	33%	(721)	2202
Ethnicity: Other	31%	(68)	46%	(100)	23%	(51)	220
All Christian	26%	(264)	36%	(365)	38%	(379)	1008
All Non-Christian	48%	(82)	31%	(53)	21%	(35)	171
Atheist	32%	(31)	39%	(38)	28%	(27)	96
Agnostic/Nothing in particular	31%	(180)	39%	(227)	30%	(178)	586
Something Else	28%	(97)	42%	(143)	30%	(101)	342
Religious Non-Protestant/Catholic	47%	(87)	30%	(55)	23%	(43)	185
Evangelical	29%	(174)	43%	(256)	28%	(164)	594
Non-Evangelical	24%	(173)	34%	(249)	42%	(313)	735
Community: Urban	41%	(301)	34%	(245)	25%	(183)	729
Community: Suburban	24%	(234)	38%	(374)	38%	(370)	978
Community: Rural	24%	(120)	42%	(208)	34%	(167)	495
Employ: Private Sector	39%	(291)	37%	(275)	24%	(175)	741
Employ: Government	40%	(50)	36%	(44)	24%	(29)	123
Employ: Self-Employed	38%	(89)	39%	(91)	23%	(53)	234
Employ: Homemaker	19%	(28)	49%	(73)	33%	(49)	150
Employ: Retired	9%	(51)	32%	(175)	59%	(327)	552
Employ: Unemployed	35%	(74)	42%	(90)	23%	(49)	214
Employ: Other	34%	(47)	42%	(59)	25%	(34)	140
Military HH: Yes	22%	(71)	37%	(119)	42%	(135)	324
Military HH: No	31%	(584)	38%	(708)	31%	(585)	1878
2022 House Vote: Democrat	35%	(356)	33%	(340)	32%	(327)	1023
2022 House Vote: Republican	21%	(119)	41%	(231)	38%	(217)	567
2022 House Vote: Someone else	34%	(18)	37%	(19)	29%	(15)	53
2022 House Vote: Didnt Vote	29%	(161)	42%	(236)	29%	(162)	559
2020 Vote: Joe Biden	33%	(347)	34%	(354)	33%	(348)	1049
2020 Vote: Donald Trump	22%	(136)	41%	(246)	37%	(225)	607
2020 Vote: Other	23%	(13)	42%	(23)	35%	(19)	55
2020 Vote: Didn't Vote	32%	(159)	41%	(203)	26%	(128)	490

Table MCENdem1_3: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Video games

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	30%	(654)	38%	(827)	33%	(721)	2202
2018 House Vote: Democrat	33%	(303)	35%	(317)	32%	(291)	911
2018 House Vote: Republican	21%	(120)	38%	(211)	41%	(229)	560
2018 House Vote: Didnt Vote	32%	(221)	41%	(281)	27%	(185)	686
4-Region: Northeast	27%	(104)	35%	(136)	38%	(146)	386
4-Region: Midwest	26%	(120)	39%	(179)	34%	(155)	455
4-Region: South	27%	(225)	39%	(326)	34%	(289)	840
4-Region: West	39%	(206)	36%	(185)	25%	(130)	521
Film Fans	32%	(613)	39%	(764)	29%	(560)	1936
TV Fans	30%	(632)	38%	(796)	31%	(652)	2079

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

Table MCENdem1_4: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Board games

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	20%	(451)	58%	(1280)	21%	(471)	2202
Gender: Male	21%	(227)	56%	(592)	23%	(246)	1065
Gender: Female	20%	(223)	60%	(677)	20%	(221)	1121
Age: 18-34	28%	(178)	59%	(375)	12%	(78)	631
Age: 35-44	24%	(89)	59%	(218)	18%	(65)	372
Age: 45-64	19%	(133)	57%	(409)	24%	(170)	711
Age: 65+	10%	(51)	57%	(279)	32%	(157)	487
GenZers: 1997-2012	18%	(40)	69%	(151)	13%	(28)	219
Millennials: 1981-1996	30%	(217)	56%	(401)	14%	(101)	719
GenXers: 1965-1980	19%	(102)	60%	(319)	21%	(114)	535
Baby Boomers: 1946-1964	13%	(87)	56%	(377)	31%	(206)	669
PID: Dem (no lean)	22%	(218)	57%	(579)	21%	(211)	1007
PID: Ind (no lean)	20%	(123)	58%	(353)	21%	(128)	605
PID: Rep (no lean)	19%	(109)	59%	(349)	22%	(131)	590
PID/Gender: Dem Men	25%	(132)	55%	(283)	20%	(104)	519
PID/Gender: Dem Women	18%	(86)	60%	(290)	22%	(105)	481
PID/Gender: Ind Men	17%	(42)	56%	(140)	27%	(68)	250
PID/Gender: Ind Women	23%	(81)	60%	(206)	17%	(59)	346
PID/Gender: Rep Men	18%	(53)	57%	(168)	25%	(74)	296
PID/Gender: Rep Women	19%	(56)	61%	(181)	19%	(57)	294
Ideo: Liberal (1-3)	20%	(147)	59%	(427)	21%	(155)	728
Ideo: Moderate (4)	23%	(140)	57%	(349)	21%	(127)	615
Ideo: Conservative (5-7)	19%	(130)	60%	(409)	21%	(145)	684
Educ: < College	18%	(258)	59%	(849)	23%	(332)	1439
Educ: Bachelors degree	25%	(119)	58%	(279)	18%	(86)	485
Educ: Post-grad	26%	(73)	55%	(153)	19%	(52)	278
Income: Under 50k	18%	(204)	57%	(646)	25%	(282)	1132
Income: 50k-100k	21%	(143)	61%	(415)	17%	(117)	675
Income: 100k+	26%	(104)	56%	(220)	18%	(71)	395
Ethnicity: White	21%	(362)	58%	(985)	21%	(352)	1699
Ethnicity: Hispanic	27%	(101)	57%	(217)	16%	(62)	379
Ethnicity: Black	21%	(61)	54%	(154)	24%	(69)	283

Table MCENdem1_4: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Board games

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	20%	(451)	58%	(1280)	21%	(471)	2202
Ethnicity: Other	13%	(28)	65%	(142)	23%	(50)	220
All Christian	20%	(201)	59%	(591)	21%	(216)	1008
All Non-Christian	31%	(54)	49%	(84)	19%	(33)	171
Atheist	15%	(14)	62%	(60)	23%	(22)	96
Agnostic/Nothing in particular	17%	(101)	58%	(338)	25%	(147)	586
Something Else	24%	(81)	61%	(207)	16%	(53)	342
Religious Non-Protestant/Catholic	30%	(56)	51%	(95)	18%	(34)	185
Evangelical	25%	(150)	61%	(360)	14%	(85)	594
Non-Evangelical	17%	(123)	58%	(428)	25%	(184)	735
Community: Urban	27%	(197)	50%	(363)	23%	(169)	729
Community: Suburban	17%	(166)	63%	(615)	20%	(196)	978
Community: Rural	18%	(87)	61%	(302)	21%	(105)	495
Employ: Private Sector	26%	(190)	59%	(434)	16%	(117)	741
Employ: Government	26%	(32)	55%	(68)	19%	(23)	123
Employ: Self-Employed	25%	(58)	56%	(132)	19%	(44)	234
Employ: Homemaker	20%	(30)	59%	(89)	20%	(31)	150
Employ: Retired	13%	(70)	57%	(315)	30%	(167)	552
Employ: Unemployed	14%	(29)	64%	(136)	23%	(49)	214
Employ: Other	21%	(29)	55%	(78)	24%	(34)	140
Military HH: Yes	17%	(56)	60%	(196)	22%	(73)	324
Military HH: No	21%	(395)	58%	(1085)	21%	(398)	1878
2022 House Vote: Democrat	21%	(217)	58%	(593)	21%	(213)	1023
2022 House Vote: Republican	19%	(109)	59%	(337)	21%	(122)	567
2022 House Vote: Someone else	33%	(17)	45%	(24)	22%	(12)	53
2022 House Vote: Didnt Vote	19%	(107)	58%	(327)	22%	(125)	559
2020 Vote: Joe Biden	21%	(223)	58%	(609)	21%	(218)	1049
2020 Vote: Donald Trump	18%	(111)	58%	(354)	23%	(142)	607
2020 Vote: Other	20%	(11)	71%	(39)	9%	(5)	55
2020 Vote: Didn't Vote	22%	(106)	57%	(278)	22%	(106)	490

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Table MCENdem1_4: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Board games

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	20%	(451)	58%	(1280)	21%	(471)	2202
2018 House Vote: Democrat	22%	(197)	58%	(533)	20%	(181)	911
2018 House Vote: Republican	20%	(112)	57%	(322)	23%	(127)	560
2018 House Vote: Didnt Vote	19%	(131)	58%	(399)	23%	(156)	686
4-Region: Northeast	20%	(78)	56%	(215)	24%	(94)	386
4-Region: Midwest	19%	(86)	58%	(264)	23%	(105)	455
4-Region: South	19%	(162)	59%	(494)	22%	(184)	840
4-Region: West	24%	(125)	59%	(308)	17%	(88)	521
Film Fans	22%	(425)	60%	(1164)	18%	(347)	1936
TV Fans	21%	(435)	59%	(1233)	20%	(411)	2079

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

Table MCENdem1_5: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Nostalgic or retro toys, such as Tetris or View Master

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	19%	(416)	42%	(929)	39%	(856)	2202
Gender: Male	22%	(237)	42%	(444)	36%	(383)	1065
Gender: Female	16%	(175)	42%	(476)	42%	(471)	1121
Age: 18-34	26%	(163)	50%	(318)	24%	(151)	631
Age: 35-44	31%	(114)	49%	(183)	20%	(75)	372
Age: 45-64	17%	(120)	42%	(299)	41%	(293)	711
Age: 65+	4%	(19)	27%	(129)	69%	(338)	487
GenZers: 1997-2012	17%	(37)	50%	(109)	33%	(72)	219
Millennials: 1981-1996	32%	(231)	49%	(352)	19%	(136)	719
GenXers: 1965-1980	19%	(100)	46%	(246)	35%	(189)	535
Baby Boomers: 1946-1964	7%	(47)	31%	(210)	62%	(412)	669
PID: Dem (no lean)	24%	(242)	37%	(373)	39%	(393)	1007
PID: Ind (no lean)	15%	(90)	48%	(290)	37%	(224)	605
PID: Rep (no lean)	14%	(84)	45%	(266)	41%	(239)	590
PID/Gender: Dem Men	29%	(149)	37%	(193)	34%	(176)	519
PID/Gender: Dem Women	19%	(90)	37%	(176)	45%	(215)	481
PID/Gender: Ind Men	14%	(35)	45%	(113)	41%	(103)	250
PID/Gender: Ind Women	15%	(53)	50%	(172)	35%	(121)	346
PID/Gender: Rep Men	18%	(53)	47%	(138)	35%	(104)	296
PID/Gender: Rep Women	11%	(31)	43%	(128)	46%	(135)	294
Ideo: Liberal (1-3)	23%	(164)	40%	(293)	37%	(271)	728
Ideo: Moderate (4)	19%	(117)	45%	(276)	36%	(223)	615
Ideo: Conservative (5-7)	16%	(110)	42%	(288)	42%	(287)	684
Educ: < College	17%	(244)	43%	(622)	40%	(573)	1439
Educ: Bachelors degree	21%	(101)	41%	(200)	38%	(184)	485
Educ: Post-grad	26%	(71)	39%	(108)	36%	(99)	278
Income: Under 50k	17%	(196)	41%	(468)	41%	(468)	1132
Income: 50k-100k	19%	(129)	44%	(297)	37%	(250)	675
Income: 100k+	23%	(92)	42%	(165)	35%	(138)	395
Ethnicity: White	19%	(324)	43%	(727)	38%	(648)	1699
Ethnicity: Hispanic	30%	(113)	49%	(187)	21%	(80)	379
Ethnicity: Black	18%	(50)	35%	(98)	48%	(135)	283

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Table MCENdem1_5: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Nostalgic or retro toys, such as Tetris or View Master

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	19%	(416)	42%	(929)	39%	(856)	2202
Ethnicity: Other	19%	(42)	48%	(104)	33%	(73)	220
All Christian	17%	(174)	42%	(420)	41%	(414)	1008
All Non-Christian	36%	(61)	38%	(64)	26%	(45)	171
Atheist	14%	(14)	44%	(42)	42%	(40)	96
Agnostic/Nothing in particular	17%	(100)	43%	(254)	40%	(232)	586
Something Else	20%	(67)	43%	(148)	37%	(126)	342
Religious Non-Protestant/Catholic	35%	(65)	37%	(68)	28%	(51)	185
Evangelical	20%	(117)	46%	(273)	34%	(204)	594
Non-Evangelical	16%	(116)	39%	(286)	45%	(333)	735
Community: Urban	29%	(209)	37%	(268)	35%	(252)	729
Community: Suburban	14%	(140)	45%	(437)	41%	(401)	978
Community: Rural	14%	(67)	45%	(224)	41%	(203)	495
Employ: Private Sector	25%	(184)	49%	(362)	26%	(194)	741
Employ: Government	31%	(39)	38%	(46)	31%	(38)	123
Employ: Self-Employed	24%	(56)	50%	(117)	26%	(60)	234
Employ: Homemaker	19%	(29)	42%	(62)	39%	(59)	150
Employ: Retired	6%	(33)	31%	(171)	63%	(349)	552
Employ: Unemployed	21%	(44)	48%	(102)	31%	(67)	214
Employ: Other	16%	(23)	35%	(49)	49%	(69)	140
Military HH: Yes	15%	(48)	37%	(120)	48%	(156)	324
Military HH: No	20%	(368)	43%	(809)	37%	(700)	1878
2022 House Vote: Democrat	23%	(236)	37%	(375)	40%	(412)	1023
2022 House Vote: Republican	15%	(87)	41%	(233)	44%	(248)	567
2022 House Vote: Someone else	7%	(4)	75%	(40)	18%	(10)	53
2022 House Vote: Didnt Vote	16%	(90)	50%	(281)	34%	(188)	559
2020 Vote: Joe Biden	22%	(228)	39%	(412)	39%	(409)	1049
2020 Vote: Donald Trump	15%	(92)	43%	(261)	42%	(254)	607
2020 Vote: Other	18%	(10)	58%	(32)	23%	(13)	55
2020 Vote: Didn't Vote	18%	(86)	46%	(223)	37%	(181)	490

Table MCENdem1_5: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Nostalgic or retro toys, such as Tetris or View Master

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	19%	(416)	42%	(929)	39%	(856)	2202
2018 House Vote: Democrat	23%	(212)	39%	(352)	38%	(347)	911
2018 House Vote: Republican	15%	(84)	42%	(234)	43%	(242)	560
2018 House Vote: Didnt Vote	16%	(113)	47%	(320)	37%	(254)	686
4-Region: Northeast	17%	(66)	41%	(157)	42%	(163)	386
4-Region: Midwest	16%	(73)	41%	(187)	43%	(194)	455
4-Region: South	17%	(141)	44%	(367)	40%	(332)	840
4-Region: West	26%	(137)	42%	(218)	32%	(167)	521
Film Fans	21%	(405)	46%	(881)	34%	(650)	1936
TV Fans	20%	(407)	43%	(885)	38%	(787)	2079

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

Table MCENdem2: *How often, if at all, did you see a movie in-person at a movie theater in the past month?*

Demographic	1-2 times		3-4 times		5-9 times		10 or more times		I did not go to a movie theater in the past month		Total N
Adults	25%	(541)	10%	(209)	5%	(105)	2%	(53)	59%	(1293)	2202
Gender: Male	27%	(283)	13%	(137)	8%	(83)	4%	(42)	49%	(519)	1065
Gender: Female	23%	(253)	6%	(72)	2%	(22)	1%	(11)	68%	(763)	1121
Age: 18-34	33%	(208)	16%	(101)	9%	(57)	5%	(31)	37%	(233)	631
Age: 35-44	28%	(103)	13%	(47)	8%	(29)	3%	(12)	49%	(181)	372
Age: 45-64	23%	(161)	8%	(54)	2%	(16)	1%	(9)	66%	(472)	711
Age: 65+	14%	(70)	2%	(8)	1%	(3)	—	(0)	83%	(407)	487
GenZers: 1997-2012	43%	(93)	15%	(33)	5%	(11)	5%	(10)	33%	(72)	219
Millennials: 1981-1996	28%	(203)	15%	(108)	10%	(73)	4%	(32)	42%	(303)	719
GenXers: 1965-1980	25%	(132)	9%	(49)	3%	(18)	2%	(11)	61%	(326)	535
Baby Boomers: 1946-1964	16%	(109)	3%	(17)	1%	(4)	—	(0)	81%	(539)	669
PID: Dem (no lean)	26%	(262)	13%	(130)	7%	(68)	3%	(27)	52%	(520)	1007
PID: Ind (no lean)	22%	(136)	5%	(31)	2%	(11)	2%	(15)	68%	(412)	605
PID: Rep (no lean)	24%	(144)	8%	(48)	4%	(26)	2%	(11)	61%	(361)	590
PID/Gender: Dem Men	28%	(144)	18%	(94)	10%	(50)	5%	(26)	39%	(204)	519
PID/Gender: Dem Women	24%	(114)	7%	(36)	4%	(18)	—	(2)	65%	(312)	481
PID/Gender: Ind Men	23%	(59)	4%	(10)	3%	(7)	4%	(9)	66%	(166)	250
PID/Gender: Ind Women	22%	(76)	6%	(21)	1%	(4)	2%	(6)	69%	(239)	346
PID/Gender: Rep Men	27%	(80)	11%	(34)	9%	(26)	2%	(7)	50%	(149)	296
PID/Gender: Rep Women	22%	(64)	5%	(15)	—	(0)	1%	(4)	72%	(212)	294
Ideo: Liberal (1-3)	26%	(192)	12%	(84)	5%	(34)	3%	(19)	55%	(398)	728
Ideo: Moderate (4)	27%	(164)	9%	(55)	6%	(37)	2%	(10)	57%	(349)	615
Ideo: Conservative (5-7)	22%	(148)	9%	(59)	4%	(30)	3%	(18)	63%	(429)	684
Educ: < College	24%	(343)	7%	(107)	3%	(44)	2%	(30)	64%	(915)	1439
Educ: Bachelors degree	28%	(135)	11%	(54)	6%	(29)	2%	(9)	53%	(259)	485
Educ: Post-grad	23%	(64)	17%	(49)	12%	(33)	5%	(14)	43%	(119)	278
Income: Under 50k	21%	(239)	7%	(81)	2%	(22)	2%	(28)	67%	(762)	1132
Income: 50k-100k	29%	(196)	9%	(64)	7%	(50)	1%	(10)	53%	(356)	675
Income: 100k+	27%	(106)	16%	(65)	9%	(34)	4%	(15)	44%	(176)	395
Ethnicity: White	23%	(399)	9%	(160)	5%	(86)	2%	(41)	60%	(1014)	1699

Table MCENdem2: *How often, if at all, did you see a movie in-person at a movie theater in the past month?*

Demographic	1-2 times		3-4 times		5-9 times		10 or more times		I did not go to a movie theater in the past month		Total N
Adults	25%	(541)	10%	(209)	5%	(105)	2%	(53)	59%	(1293)	2202
Ethnicity: Hispanic	31%	(118)	15%	(55)	9%	(36)	5%	(20)	40%	(150)	379
Ethnicity: Black	25%	(72)	10%	(29)	5%	(14)	2%	(5)	58%	(163)	283
Ethnicity: Other	32%	(71)	9%	(20)	3%	(6)	3%	(7)	53%	(116)	220
All Christian	25%	(256)	10%	(104)	5%	(47)	2%	(25)	57%	(576)	1008
All Non-Christian	24%	(41)	24%	(40)	18%	(31)	2%	(4)	32%	(55)	171
Atheist	31%	(30)	4%	(4)	4%	(4)	2%	(2)	60%	(57)	96
Agnostic/Nothing in particular	21%	(123)	6%	(34)	3%	(17)	3%	(18)	67%	(394)	586
Something Else	27%	(92)	8%	(28)	2%	(7)	1%	(5)	62%	(211)	342
Religious Non-Protestant/Catholic	27%	(49)	22%	(41)	17%	(31)	2%	(4)	32%	(59)	185
Evangelical	25%	(151)	14%	(81)	5%	(32)	3%	(21)	52%	(308)	594
Non-Evangelical	26%	(188)	6%	(47)	2%	(16)	1%	(9)	65%	(476)	735
Community: Urban	23%	(171)	17%	(125)	9%	(69)	3%	(25)	47%	(340)	729
Community: Suburban	27%	(262)	7%	(66)	2%	(20)	2%	(22)	62%	(608)	978
Community: Rural	22%	(109)	4%	(19)	3%	(16)	1%	(6)	70%	(345)	495
Employ: Private Sector	32%	(235)	14%	(107)	8%	(62)	3%	(25)	42%	(312)	741
Employ: Government	31%	(38)	18%	(22)	12%	(15)	5%	(6)	34%	(42)	123
Employ: Self-Employed	22%	(52)	13%	(30)	4%	(10)	6%	(15)	54%	(127)	234
Employ: Homemaker	17%	(26)	4%	(7)	3%	(4)	1%	(2)	74%	(111)	150
Employ: Retired	14%	(78)	4%	(23)	1%	(5)	—	(0)	81%	(446)	552
Employ: Unemployed	28%	(61)	3%	(6)	2%	(4)	1%	(1)	67%	(142)	214
Employ: Other	22%	(31)	6%	(8)	2%	(2)	3%	(4)	68%	(96)	140
Military HH: Yes	20%	(65)	11%	(34)	5%	(17)	1%	(3)	63%	(205)	324
Military HH: No	25%	(476)	9%	(175)	5%	(88)	3%	(49)	58%	(1089)	1878
2022 House Vote: Democrat	27%	(273)	12%	(123)	6%	(60)	3%	(27)	53%	(540)	1023
2022 House Vote: Republican	24%	(137)	8%	(43)	3%	(16)	2%	(10)	64%	(360)	567
2022 House Vote: Someone else	24%	(13)	6%	(3)	5%	(3)	14%	(8)	50%	(27)	53
2022 House Vote: Didnt Vote	21%	(118)	7%	(40)	5%	(26)	1%	(8)	66%	(367)	559

Table MCENdem2: *How often, if at all, did you see a movie in-person at a movie theater in the past month?*

Demographic	1-2 times		3-4 times		5-9 times		10 or more times		I did not go to a movie theater in the past month		Total N
Adults	25%	(541)	10%	(209)	5%	(105)	2%	(53)	59%	(1293)	2202
2020 Vote: Joe Biden	27%	(281)	11%	(118)	6%	(62)	3%	(27)	54%	(562)	1049
2020 Vote: Donald Trump	21%	(129)	8%	(47)	2%	(14)	1%	(9)	67%	(408)	607
2020 Vote: Other	34%	(19)	3%	(2)	—	(0)	3%	(2)	60%	(33)	55
2020 Vote: Didn't Vote	23%	(112)	9%	(43)	6%	(29)	3%	(15)	59%	(291)	490
2018 House Vote: Democrat	27%	(247)	12%	(108)	6%	(55)	3%	(25)	52%	(477)	911
2018 House Vote: Republican	21%	(119)	9%	(48)	5%	(26)	2%	(11)	63%	(356)	560
2018 House Vote: Didnt Vote	23%	(159)	8%	(53)	4%	(24)	2%	(17)	63%	(433)	686
4-Region: Northeast	26%	(100)	9%	(33)	6%	(21)	2%	(7)	58%	(225)	386
4-Region: Midwest	25%	(113)	6%	(28)	3%	(14)	1%	(7)	64%	(293)	455
4-Region: South	20%	(172)	10%	(80)	4%	(36)	2%	(16)	64%	(535)	840
4-Region: West	30%	(157)	13%	(68)	6%	(34)	4%	(23)	46%	(239)	521
Film Fans	26%	(506)	10%	(198)	5%	(101)	3%	(49)	56%	(1082)	1936
TV Fans	25%	(522)	9%	(197)	5%	(104)	2%	(50)	58%	(1206)	2079

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

209

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2202	100%
xdemGender	Gender: Male	1065	48%
	Gender: Female	1121	51%
	N	2186	
age	Age: 18-34	631	29%
	Age: 35-44	372	17%
	Age: 45-64	711	32%
	Age: 65+	487	22%
	N	2202	
demAgeGeneration	GenZers: 1997-2012	219	10%
	Millennials: 1981-1996	719	33%
	GenXers: 1965-1980	535	24%
	Baby Boomers: 1946-1964	669	30%
	N	2142	
xpid3	PID: Dem (no lean)	1007	46%
	PID: Ind (no lean)	605	27%
	PID: Rep (no lean)	590	27%
	N	2202	
xpidGender	PID/Gender: Dem Men	519	24%
	PID/Gender: Dem Women	481	22%
	PID/Gender: Ind Men	250	11%
	PID/Gender: Ind Women	346	16%
	PID/Gender: Rep Men	296	13%
	PID/Gender: Rep Women	294	13%
	N	2186	
xdemIdeo3	Ideo: Liberal (1-3)	728	33%
	Ideo: Moderate (4)	615	28%
	Ideo: Conservative (5-7)	684	31%
	N	2028	
xeduc3	Educ: < College	1439	65%
	Educ: Bachelors degree	485	22%
	Educ: Post-grad	278	13%
	N	2202	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1132	51%
	Income: 50k-100k	675	31%
	Income: 100k+	395	18%
	N	2202	
xdemWhite	Ethnicity: White	1699	77%
xdemHispBin	Ethnicity: Hispanic	379	17%
demBlackBin	Ethnicity: Black	283	13%
demRaceOther	Ethnicity: Other	220	10%
xdemReligion	All Christian	1008	46%
	All Non-Christian	171	8%
	Atheist	96	4%
	Agnostic/Nothing in particular	586	27%
	Something Else	342	16%
	N	2202	
xdemReligOther	Religious Non-Protestant/Catholic	185	8%
xdemEvang	Evangelical	594	27%
	Non-Evangelical	735	33%
	N	1330	
xdemUsr	Community: Urban	729	33%
	Community: Suburban	978	44%
	Community: Rural	495	22%
	N	2202	
xdemEmploy	Employ: Private Sector	741	34%
	Employ: Government	123	6%
	Employ: Self-Employed	234	11%
	Employ: Homemaker	150	7%
	Employ: Student	48	2%
	Employ: Retired	552	25%
	Employ: Unemployed	214	10%
	Employ: Other	140	6%
	N	2202	
xdemMilHH1	Military HH: Yes	324	15%
	Military HH: No	1878	85%
	N	2202	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote22O	2022 House Vote: Democrat	1023	46%
	2022 House Vote: Republican	567	26%
	2022 House Vote: Someone else	53	2%
	2022 House Vote: Didnt Vote	559	25%
	N	2202	
xsubVote20O	2020 Vote: Joe Biden	1049	48%
	2020 Vote: Donald Trump	607	28%
	2020 Vote: Other	55	3%
	2020 Vote: Didn't Vote	490	22%
	N	2202	
xsubVote18O	2018 House Vote: Democrat	911	41%
	2018 House Vote: Republican	560	25%
	2018 House Vote: Someone else	44	2%
	2018 House Vote: Didnt Vote	686	31%
	N	2202	
xreg4	4-Region: Northeast	386	18%
	4-Region: Midwest	455	21%
	4-Region: South	840	38%
	4-Region: West	521	24%
	N	2202	
MCENxdem1	Film Fans	1936	88%
MCENxdem2	TV Fans	2079	94%

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

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