



National Tracking Poll #2212087  
December 10-14, 2022

*Crosstabulation Results*

*Methodology:*

This poll was conducted between December 10-December 14, 2022 among a sample of 2212 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, age, race, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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## Crosstabulation Results by Respondent Demographics

**Table MCEN1:** *Of the following options, who do you most prefer to go to see a film in theaters with?*

Demographic	Friends		Family		Spouse/significant other		Myself		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	17%	(366)	23%	(507)	43%	(950)	18%	(389)	2212
Gender: Male	16%	(168)	15%	(165)	45%	(481)	24%	(255)	1069
Gender: Female	17%	(198)	30%	(342)	41%	(469)	12%	(135)	1143
Age: 18-34	24%	(155)	22%	(140)	38%	(246)	16%	(102)	643
Age: 35-44	13%	(48)	28%	(102)	35%	(127)	24%	(89)	366
Age: 45-64	13%	(96)	24%	(174)	45%	(324)	17%	(120)	714
Age: 65+	14%	(67)	19%	(92)	52%	(253)	16%	(77)	489
GenZers: 1997-2012	34%	(74)	18%	(40)	30%	(66)	17%	(37)	217
Millennials: 1981-1996	16%	(109)	26%	(174)	40%	(268)	19%	(128)	680
GenXers: 1965-1980	15%	(81)	24%	(128)	43%	(230)	19%	(100)	539
Baby Boomers: 1946-1964	13%	(88)	22%	(151)	50%	(344)	16%	(111)	695
PID: Dem (no lean)	17%	(143)	24%	(203)	40%	(335)	19%	(156)	837
PID: Ind (no lean)	19%	(126)	19%	(128)	42%	(277)	19%	(129)	660
PID: Rep (no lean)	13%	(96)	25%	(176)	47%	(338)	15%	(105)	715
PID/Gender: Dem Men	16%	(65)	18%	(71)	41%	(164)	26%	(104)	404
PID/Gender: Dem Women	18%	(79)	30%	(132)	39%	(171)	12%	(52)	433
PID/Gender: Ind Men	20%	(60)	12%	(37)	44%	(132)	24%	(73)	302
PID/Gender: Ind Women	18%	(66)	26%	(92)	41%	(145)	16%	(55)	358
PID/Gender: Rep Men	12%	(43)	16%	(57)	51%	(185)	22%	(78)	363
PID/Gender: Rep Women	15%	(54)	34%	(119)	43%	(153)	8%	(27)	352
Ideo: Liberal (1-3)	19%	(125)	21%	(137)	40%	(264)	20%	(131)	657
Ideo: Moderate (4)	17%	(106)	23%	(143)	40%	(248)	21%	(129)	626
Ideo: Conservative (5-7)	15%	(105)	23%	(162)	49%	(346)	14%	(99)	712
Educ: < College	16%	(226)	24%	(345)	41%	(595)	19%	(273)	1438
Educ: Bachelors degree	18%	(89)	22%	(106)	46%	(228)	14%	(68)	491
Educ: Post-grad	18%	(50)	20%	(56)	45%	(127)	17%	(49)	282
Income: Under 50k	18%	(217)	25%	(302)	36%	(427)	21%	(250)	1197
Income: 50k-100k	16%	(111)	20%	(139)	49%	(339)	15%	(100)	690
Income: 100k+	11%	(37)	20%	(66)	56%	(184)	12%	(38)	326

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**Table MCEN1:** *Of the following options, who do you most prefer to go to see a film in theaters with?*

Demographic	Friends		Family		Spouse/significant other		Myself		Total N
Adults	17%	(366)	23%	(507)	43%	(950)	18%	(389)	2212
Ethnicity: White	16%	(270)	22%	(385)	46%	(790)	16%	(268)	1712
Ethnicity: Hispanic	17%	(65)	26%	(97)	37%	(138)	20%	(74)	374
Ethnicity: Black	15%	(43)	28%	(80)	30%	(86)	26%	(73)	283
Ethnicity: Other	24%	(53)	19%	(42)	34%	(74)	22%	(48)	217
All Christian	16%	(150)	23%	(217)	47%	(452)	14%	(133)	953
All Non-Christian	18%	(24)	21%	(29)	40%	(55)	20%	(27)	136
Atheist	22%	(24)	10%	(11)	37%	(40)	31%	(33)	108
Agnostic/Nothing in particular	15%	(92)	20%	(126)	42%	(260)	23%	(145)	623
Something Else	19%	(75)	32%	(124)	36%	(143)	13%	(50)	392
Religious Non-Protestant/Catholic	20%	(32)	23%	(36)	38%	(60)	19%	(31)	159
Evangelical	15%	(83)	27%	(150)	42%	(235)	16%	(91)	559
Non-Evangelical	18%	(132)	25%	(182)	45%	(335)	12%	(88)	738
Community: Urban	20%	(125)	20%	(122)	37%	(227)	23%	(138)	611
Community: Suburban	16%	(176)	23%	(249)	44%	(473)	16%	(175)	1074
Community: Rural	12%	(64)	26%	(136)	47%	(250)	15%	(77)	527
Employ: Private Sector	18%	(128)	22%	(156)	44%	(314)	16%	(117)	714
Employ: Government	17%	(23)	29%	(39)	38%	(52)	16%	(21)	135
Employ: Self-Employed	16%	(37)	20%	(46)	43%	(98)	21%	(49)	230
Employ: Homemaker	11%	(13)	33%	(37)	42%	(48)	13%	(15)	113
Employ: Student	43%	(31)	16%	(12)	21%	(16)	20%	(15)	73
Employ: Retired	13%	(71)	18%	(97)	53%	(284)	16%	(88)	541
Employ: Unemployed	17%	(43)	26%	(68)	36%	(94)	21%	(54)	258
Employ: Other	13%	(20)	36%	(52)	30%	(45)	20%	(30)	147
Military HH: Yes	9%	(27)	17%	(49)	59%	(172)	16%	(46)	293
Military HH: No	18%	(339)	24%	(458)	41%	(778)	18%	(344)	1919
RD/WT: Right Direction	16%	(114)	21%	(150)	41%	(293)	22%	(161)	718
RD/WT: Wrong Track	17%	(252)	24%	(357)	44%	(657)	15%	(228)	1494
Biden Job Approve	17%	(164)	21%	(203)	40%	(387)	22%	(207)	961
Biden Job Disapprove	16%	(178)	24%	(273)	46%	(524)	14%	(161)	1135

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**Table MCEN1:** *Of the following options, who do you most prefer to go to see a film in theaters with?*

Demographic	Friends		Family		Spouse/significant other		Myself		Total N
Adults	17%	(366)	23%	(507)	43%	(950)	18%	(389)	2212
Biden Job Strongly Approve	11%	(44)	22%	(91)	42%	(174)	25%	(102)	411
Biden Job Somewhat Approve	22%	(120)	20%	(112)	39%	(214)	19%	(105)	550
Biden Job Somewhat Disapprove	21%	(71)	22%	(72)	44%	(145)	13%	(41)	329
Biden Job Strongly Disapprove	13%	(107)	25%	(201)	47%	(378)	15%	(120)	806
Favorable of Biden	17%	(166)	22%	(213)	41%	(393)	20%	(198)	970
Unfavorable of Biden	15%	(170)	24%	(271)	46%	(521)	15%	(168)	1131
Very Favorable of Biden	12%	(56)	23%	(103)	42%	(190)	23%	(106)	455
Somewhat Favorable of Biden	21%	(110)	21%	(110)	39%	(203)	18%	(92)	514
Somewhat Unfavorable of Biden	19%	(53)	23%	(64)	45%	(126)	13%	(37)	281
Very Unfavorable of Biden	14%	(117)	24%	(207)	47%	(396)	15%	(131)	850
#1 Issue: Economy	18%	(153)	24%	(205)	44%	(373)	14%	(119)	850
#1 Issue: Security	8%	(23)	22%	(61)	50%	(139)	20%	(57)	280
#1 Issue: Health Care	18%	(30)	26%	(43)	36%	(60)	19%	(32)	164
#1 Issue: Medicare / Social Security	18%	(46)	19%	(48)	43%	(111)	21%	(53)	258
#1 Issue: Women's Issues	22%	(64)	26%	(77)	39%	(113)	13%	(38)	292
#1 Issue: Education	16%	(15)	18%	(17)	39%	(37)	27%	(25)	93
#1 Issue: Energy	16%	(21)	18%	(23)	39%	(51)	27%	(36)	130
#1 Issue: Other	11%	(16)	23%	(33)	46%	(66)	20%	(30)	145
2022 House Vote: Democrat	17%	(157)	22%	(195)	40%	(358)	21%	(192)	902
2022 House Vote: Republican	14%	(105)	22%	(162)	50%	(364)	14%	(100)	731
2022 House Vote: Didnt Vote	18%	(96)	26%	(141)	39%	(210)	16%	(86)	533
2020 Vote: Joe Biden	19%	(181)	21%	(204)	40%	(393)	20%	(194)	971
2020 Vote: Donald Trump	14%	(102)	23%	(168)	50%	(373)	14%	(103)	747
2020 Vote: Other	5%	(3)	32%	(19)	52%	(30)	11%	(6)	57
2020 Vote: Didn't Vote	18%	(79)	27%	(116)	35%	(155)	20%	(85)	436
2018 House Vote: Democrat	17%	(134)	21%	(162)	42%	(333)	20%	(155)	784
2018 House Vote: Republican	13%	(84)	22%	(145)	50%	(325)	15%	(97)	651
2018 House Vote: Didnt Vote	19%	(138)	26%	(192)	38%	(279)	16%	(119)	729

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**Table MCEN1:** *Of the following options, who do you most prefer to go to see a film in theaters with?*

Demographic	Friends		Family		Spouse/significant other		Myself		Total N
Adults	17%	(366)	23%	(507)	43%	(950)	18%	(389)	2212
4-Region: Northeast	15%	(56)	24%	(92)	45%	(171)	17%	(63)	383
4-Region: Midwest	17%	(76)	22%	(100)	50%	(230)	11%	(52)	457
4-Region: South	17%	(146)	26%	(218)	39%	(329)	18%	(153)	845
4-Region: West	17%	(88)	18%	(97)	42%	(220)	23%	(121)	527
Did not See a Film in Theaters 2022	15%	(129)	20%	(173)	45%	(390)	20%	(168)	861
Saw at Least One Film in Theaters 2022	18%	(229)	24%	(312)	42%	(541)	16%	(212)	1294
Saw at Least Two Films in Theaters 2022	19%	(188)	24%	(229)	40%	(383)	17%	(165)	965
Saw Four or more Films in Theaters 2022	20%	(130)	24%	(154)	39%	(257)	17%	(114)	656
Plans to See at Least One Film in Theaters 2023	18%	(240)	23%	(305)	43%	(563)	16%	(207)	1315
Plans to See at Least Two Films in Theaters 2023	18%	(201)	23%	(264)	43%	(489)	17%	(190)	1144
Plans to See at Least Four Films in Theaters 2023	18%	(159)	23%	(199)	42%	(373)	17%	(152)	882

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

**Table MCEN2: To the best of your knowledge, about how often did you see a film in theaters in the past 12 months?**

Demographic	Several times a week	Once a week	Several times a month	Once a month	Once every other month	Once every three months	Once every six months	Once	Not at all	Don't know / No opinion	Total N
Adults	1% (18)	1% (32)	4% (88)	6% (138)	6% (132)	11% (248)	14% (309)	15% (329)	39% (861)	3% (57)	2212
Gender: Male	1% (16)	2% (23)	5% (53)	8% (91)	7% (69)	13% (136)	15% (158)	15% (156)	33% (355)	1% (12)	1069
Gender: Female	— (2)	1% (10)	3% (34)	4% (47)	5% (62)	10% (111)	13% (152)	15% (173)	44% (506)	4% (45)	1143
Age: 18-34	2% (11)	2% (12)	6% (37)	7% (48)	9% (55)	15% (95)	20% (129)	15% (97)	21% (135)	4% (24)	643
Age: 35-44	1% (3)	2% (9)	6% (22)	8% (30)	6% (22)	13% (48)	15% (54)	11% (40)	35% (128)	3% (10)	366
Age: 45-64	— (3)	1% (10)	4% (27)	6% (43)	5% (33)	9% (66)	12% (83)	16% (117)	44% (316)	2% (18)	714
Age: 65+	— (1)	— (2)	— (1)	4% (17)	5% (22)	8% (38)	9% (44)	15% (75)	58% (282)	1% (6)	489
GenZers: 1997-2012	2% (4)	4% (9)	8% (17)	12% (26)	9% (21)	20% (43)	15% (32)	12% (26)	14% (31)	4% (9)	217
Millennials: 1981-1996	2% (10)	2% (11)	6% (38)	7% (45)	7% (49)	12% (84)	20% (136)	14% (97)	28% (189)	3% (21)	680
GenXers: 1965-1980	1% (3)	2% (11)	5% (24)	6% (31)	6% (31)	11% (60)	14% (73)	14% (73)	41% (223)	2% (9)	539
Baby Boomers: 1946-1964	— (1)	— (1)	1% (9)	5% (33)	4% (27)	8% (56)	9% (62)	18% (122)	53% (367)	2% (16)	695
PID: Dem (no lean)	1% (9)	2% (19)	5% (45)	8% (68)	7% (60)	12% (100)	14% (113)	15% (122)	34% (284)	2% (17)	837
PID: Ind (no lean)	1% (7)	1% (5)	4% (27)	4% (24)	6% (39)	11% (75)	14% (90)	13% (89)	41% (272)	5% (31)	660
PID: Rep (no lean)	— (2)	1% (9)	2% (17)	6% (45)	5% (33)	10% (72)	15% (106)	17% (119)	42% (304)	1% (9)	715
PID/Gender: Dem Men	2% (7)	3% (12)	7% (28)	11% (46)	7% (29)	13% (51)	15% (60)	13% (53)	28% (114)	1% (3)	404
PID/Gender: Dem Women	— (2)	2% (7)	4% (17)	5% (22)	7% (30)	11% (49)	12% (53)	16% (68)	39% (171)	3% (14)	433
PID/Gender: Ind Men	2% (7)	1% (2)	5% (14)	5% (14)	6% (19)	15% (46)	15% (46)	15% (45)	35% (104)	2% (5)	302
PID/Gender: Ind Women	— (0)	1% (3)	4% (13)	3% (10)	6% (21)	8% (30)	12% (44)	12% (43)	47% (168)	7% (26)	358
PID/Gender: Rep Men	— (2)	2% (9)	3% (12)	8% (30)	6% (21)	11% (40)	14% (52)	16% (57)	38% (137)	1% (4)	363
PID/Gender: Rep Women	— (1)	— (0)	1% (5)	4% (15)	3% (11)	9% (33)	15% (54)	18% (62)	47% (167)	1% (5)	352
Ideo: Liberal (1-3)	1% (7)	2% (15)	4% (29)	7% (47)	6% (42)	15% (97)	17% (115)	13% (85)	32% (209)	2% (11)	657
Ideo: Moderate (4)	1% (7)	2% (13)	6% (35)	6% (39)	8% (51)	11% (71)	11% (71)	16% (99)	37% (229)	2% (10)	626
Ideo: Conservative (5-7)	1% (4)	1% (4)	3% (22)	5% (39)	5% (32)	9% (67)	14% (98)	17% (124)	44% (311)	2% (11)	712
Educ: < College	1% (10)	1% (19)	3% (49)	6% (90)	6% (81)	10% (149)	12% (176)	15% (216)	41% (596)	4% (52)	1438
Educ: Bachelors degree	1% (3)	1% (6)	5% (24)	6% (28)	6% (30)	14% (68)	19% (95)	14% (69)	34% (166)	1% (3)	491
Educ: Post-grad	2% (5)	3% (8)	5% (14)	7% (20)	8% (22)	11% (31)	14% (39)	15% (44)	35% (99)	1% (2)	282
Income: Under 50k	1% (7)	2% (19)	4% (48)	6% (68)	5% (65)	8% (99)	11% (132)	13% (154)	46% (556)	4% (48)	1197
Income: 50k-100k	1% (4)	1% (9)	3% (21)	7% (48)	7% (45)	14% (97)	18% (126)	17% (120)	31% (214)	1% (6)	690
Income: 100k+	2% (7)	1% (4)	6% (19)	7% (22)	7% (22)	16% (51)	16% (51)	17% (54)	28% (91)	1% (4)	326
Ethnicity: White	1% (12)	1% (25)	3% (53)	5% (92)	6% (100)	12% (198)	14% (246)	15% (248)	41% (696)	2% (42)	1712
Ethnicity: Hispanic	2% (7)	1% (3)	8% (30)	8% (32)	8% (29)	15% (56)	15% (56)	16% (61)	25% (92)	2% (8)	374
Ethnicity: Black	2% (5)	1% (4)	9% (24)	10% (29)	6% (17)	10% (28)	10% (28)	16% (44)	32% (91)	4% (13)	283
Ethnicity: Other	1% (1)	2% (3)	5% (11)	7% (16)	7% (15)	10% (22)	16% (36)	17% (37)	34% (73)	1% (2)	217
All Christian	1% (6)	1% (12)	4% (36)	7% (63)	5% (50)	11% (107)	13% (125)	17% (166)	39% (373)	2% (15)	953
All Non-Christian	— (1)	5% (6)	5% (7)	4% (5)	12% (16)	12% (16)	16% (22)	13% (17)	29% (40)	4% (6)	136
Atheist	1% (1)	— (0)	6% (6)	8% (8)	4% (4)	14% (15)	19% (21)	10% (11)	37% (40)	1% (2)	108
Agnostic/Nothing in particular	1% (5)	2% (10)	4% (24)	6% (37)	6% (40)	13% (79)	13% (84)	12% (77)	39% (246)	3% (21)	623
Something Else	1% (5)	1% (4)	4% (14)	6% (24)	5% (22)	8% (31)	15% (58)	15% (57)	41% (162)	4% (14)	392
Religious Non-Protestant/Catholic	— (1)	4% (6)	7% (12)	4% (6)	11% (18)	13% (20)	14% (23)	14% (22)	29% (46)	4% (6)	159
Evangelical	2% (9)	1% (8)	4% (24)	6% (36)	6% (31)	10% (57)	13% (73)	16% (89)	39% (219)	3% (15)	559
Non-Evangelical	— (2)	1% (8)	3% (22)	6% (47)	5% (38)	10% (75)	14% (104)	17% (123)	41% (304)	2% (15)	738
Community: Urban	1% (9)	2% (14)	6% (37)	6% (39)	5% (34)	12% (74)	15% (94)	14% (86)	32% (196)	5% (28)	611
Community: Suburban	— (3)	1% (14)	4% (38)	6% (66)	7% (72)	12% (133)	14% (145)	16% (168)	39% (417)	2% (18)	1074
Community: Rural	1% (6)	1% (4)	2% (13)	6% (32)	5% (27)	8% (41)	13% (71)	14% (75)	47% (247)	2% (12)	527

Continued on next page

**Table MCEN2: To the best of your knowledge, about how often did you see a film in theaters in the past 12 months?**

Demographic	Several times a week	Once a week	Several times a month	Once a month	Once every other month	Once every three months	Once every six months	Once	Not at all	Don't know / No opinion	Total N
Adults	1% (18)	1% (32)	4% (88)	6% (138)	6% (132)	11% (248)	14% (309)	15% (329)	39% (861)	3% (57)	2212
Employ: Private Sector	1% (6)	2% (16)	5% (38)	8% (58)	7% (50)	13% (95)	19% (136)	14% (103)	28% (204)	1% (9)	714
Employ: Government	1% (1)	2% (3)	3% (4)	7% (9)	7% (9)	14% (19)	21% (28)	18% (25)	24% (32)	3% (4)	135
Employ: Self-Employed	2% (5)	1% (2)	7% (15)	8% (19)	5% (12)	14% (31)	14% (32)	15% (34)	33% (77)	1% (2)	230
Employ: Homemaker	— (1)	2% (2)	3% (3)	4% (5)	3% (3)	11% (12)	16% (18)	14% (16)	44% (50)	3% (3)	113
Employ: Student	— (0)	4% (3)	5% (4)	18% (13)	8% (6)	21% (15)	11% (8)	12% (9)	15% (11)	6% (4)	73
Employ: Retired	— (2)	— (1)	2% (8)	4% (19)	4% (22)	7% (39)	9% (50)	17% (89)	56% (302)	1% (8)	541
Employ: Unemployed	1% (3)	1% (4)	2% (6)	3% (8)	9% (23)	8% (21)	8% (21)	13% (34)	46% (119)	7% (19)	258
Employ: Other	— (0)	1% (2)	6% (9)	4% (6)	4% (7)	10% (15)	10% (15)	13% (19)	45% (67)	6% (9)	147
Military HH: Yes	1% (2)	— (1)	5% (15)	6% (17)	5% (13)	10% (31)	14% (40)	17% (50)	41% (121)	1% (2)	293
Military HH: No	1% (16)	2% (31)	4% (73)	6% (121)	6% (119)	11% (217)	14% (269)	15% (279)	39% (740)	3% (55)	1919
RD/WT: Right Direction	2% (16)	3% (19)	6% (40)	8% (59)	7% (52)	13% (90)	12% (87)	13% (93)	34% (242)	3% (20)	718
RD/WT: Wrong Track	— (2)	1% (14)	3% (48)	5% (79)	5% (80)	11% (157)	15% (222)	16% (236)	41% (618)	2% (37)	1494
Biden Job Approve	2% (16)	2% (22)	5% (47)	8% (75)	6% (61)	13% (126)	14% (137)	15% (141)	33% (320)	2% (15)	961
Biden Job Disapprove	— (2)	1% (9)	3% (34)	5% (61)	6% (64)	10% (117)	14% (163)	16% (180)	43% (485)	2% (20)	1135
Biden Job Strongly Approve	3% (13)	3% (10)	9% (35)	9% (36)	6% (26)	10% (41)	10% (40)	14% (58)	36% (146)	2% (7)	411
Biden Job Somewhat Approve	1% (3)	2% (12)	2% (12)	7% (39)	7% (36)	15% (85)	18% (97)	15% (83)	32% (174)	2% (9)	550
Biden Job Somewhat Disapprove	— (1)	1% (3)	3% (9)	5% (16)	10% (31)	11% (38)	21% (68)	13% (43)	34% (113)	2% (6)	329
Biden Job Strongly Disapprove	— (2)	1% (6)	3% (25)	6% (45)	4% (33)	10% (79)	12% (95)	17% (137)	46% (371)	2% (13)	806
Favorable of Biden	1% (13)	2% (23)	5% (51)	7% (67)	6% (56)	12% (120)	15% (141)	15% (144)	35% (339)	2% (16)	970
Unfavorable of Biden	— (5)	1% (6)	3% (32)	6% (63)	6% (66)	11% (122)	14% (162)	16% (177)	42% (476)	2% (22)	1131
Very Favorable of Biden	2% (11)	2% (11)	7% (31)	9% (40)	6% (26)	10% (47)	10% (46)	16% (72)	36% (165)	2% (8)	455
Somewhat Favorable of Biden	— (2)	2% (12)	4% (20)	5% (27)	6% (30)	14% (73)	18% (95)	14% (72)	34% (175)	2% (8)	514
Somewhat Unfavorable of Biden	1% (2)	— (1)	2% (6)	5% (14)	9% (24)	11% (30)	20% (55)	16% (44)	36% (101)	1% (4)	281
Very Unfavorable of Biden	— (3)	1% (6)	3% (26)	6% (49)	5% (42)	11% (92)	13% (107)	16% (133)	44% (375)	2% (18)	850
#1 Issue: Economy	1% (6)	2% (15)	5% (42)	7% (55)	5% (45)	14% (116)	15% (129)	16% (134)	35% (296)	1% (11)	850
#1 Issue: Security	1% (2)	2% (4)	3% (10)	8% (22)	4% (11)	10% (29)	12% (32)	15% (41)	45% (125)	2% (5)	280
#1 Issue: Health Care	1% (1)	— (0)	7% (11)	7% (11)	10% (17)	7% (11)	13% (21)	13% (21)	39% (64)	4% (7)	164
#1 Issue: Medicare / Social Security	1% (4)	1% (4)	3% (8)	6% (16)	5% (14)	4% (12)	8% (20)	14% (36)	53% (136)	4% (9)	258
#1 Issue: Women's Issues	1% (4)	2% (6)	3% (9)	5% (14)	7% (19)	14% (40)	18% (52)	16% (46)	32% (93)	3% (10)	292
#1 Issue: Education	— (0)	2% (2)	2% (2)	11% (10)	15% (14)	16% (14)	23% (21)	8% (7)	22% (20)	2% (2)	93
#1 Issue: Energy	2% (2)	— (0)	3% (4)	5% (7)	7% (9)	12% (15)	15% (20)	21% (27)	32% (42)	3% (4)	130
#1 Issue: Other	— (0)	1% (2)	1% (2)	2% (3)	2% (3)	7% (10)	10% (15)	11% (17)	59% (85)	6% (9)	145
2022 House Vote: Democrat	2% (14)	2% (17)	6% (50)	8% (70)	7% (61)	12% (109)	15% (132)	15% (135)	33% (299)	2% (16)	902
2022 House Vote: Republican	— (2)	1% (8)	3% (21)	6% (46)	7% (48)	11% (82)	15% (107)	16% (121)	40% (291)	1% (6)	731
2022 House Vote: Didnt Vote	— (2)	1% (6)	2% (13)	4% (19)	4% (24)	10% (52)	12% (63)	12% (62)	48% (255)	7% (36)	533
2020 Vote: Joe Biden	1% (11)	2% (21)	5% (53)	7% (69)	5% (52)	13% (127)	16% (155)	15% (145)	33% (319)	2% (19)	971
2020 Vote: Donald Trump	1% (4)	1% (7)	3% (19)	6% (42)	6% (43)	10% (75)	14% (107)	17% (125)	43% (318)	1% (8)	747
2020 Vote: Other	— (0)	— (0)	6% (3)	4% (2)	6% (3)	14% (8)	12% (7)	12% (7)	38% (22)	9% (5)	57
2020 Vote: Didn't Vote	1% (3)	1% (5)	3% (12)	6% (25)	8% (33)	9% (38)	9% (41)	12% (52)	46% (202)	6% (25)	436
2018 House Vote: Democrat	2% (13)	2% (16)	6% (47)	8% (60)	5% (42)	12% (97)	15% (116)	14% (108)	34% (269)	2% (16)	784
2018 House Vote: Republican	— (2)	1% (8)	2% (14)	6% (40)	5% (34)	10% (68)	15% (98)	17% (112)	42% (272)	1% (4)	651
2018 House Vote: Didnt Vote	— (3)	1% (8)	3% (25)	5% (36)	8% (55)	11% (77)	12% (89)	13% (94)	42% (304)	5% (37)	729
4-Region: Northeast	1% (5)	2% (6)	4% (15)	7% (25)	5% (18)	10% (39)	16% (60)	16% (60)	39% (148)	2% (6)	383
4-Region: Midwest	— (2)	— (1)	3% (14)	7% (30)	6% (29)	10% (46)	15% (67)	17% (80)	39% (178)	2% (10)	457
4-Region: South	1% (9)	2% (20)	3% (24)	7% (57)	6% (52)	12% (99)	14% (116)	13% (110)	39% (328)	4% (31)	845
4-Region: West	— (2)	1% (6)	7% (34)	5% (26)	6% (32)	12% (64)	13% (67)	15% (79)	39% (207)	2% (10)	527

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**Table MCEN2: To the best of your knowledge, about how often did you see a film in theaters in the past 12 months?**

Demographic	Several times a week	Once a week	Several times a month	Once a month	Once every other month	Once every three months	Once every six months	Once	Not at all	Don't know / No opinion	Total N
Adults	1% (18)	1% (32)	4% (88)	6% (138)	6% (132)	11% (248)	14% (309)	15% (329)	39% (861)	3% (57)	2212
Did not See a Film in Theaters 2022	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (861)	— (0)	861
Saw at Least One Film in Theaters 2022	1% (18)	3% (32)	7% (88)	11% (138)	10% (132)	19% (248)	24% (309)	25% (329)	— (0)	— (0)	1294
Saw at Least Two Films in Theaters 2022	2% (18)	3% (32)	9% (88)	14% (138)	14% (132)	26% (248)	32% (309)	— (0)	— (0)	— (0)	965
Saw Four or more Films in Theaters 2022	3% (18)	5% (32)	13% (88)	21% (138)	20% (132)	38% (248)	— (0)	— (0)	— (0)	— (0)	656
Plans to See at Least One Film in Theaters 2023	1% (18)	2% (32)	7% (86)	10% (131)	9% (123)	17% (230)	21% (273)	16% (214)	15% (202)	1% (7)	1315
Plans to See at Least Two Films in Theaters 2023	2% (18)	3% (32)	7% (82)	11% (130)	11% (122)	20% (226)	23% (259)	12% (136)	12% (138)	— (3)	1144
Plans to See at Least Four Films in Theaters 2023	2% (18)	4% (32)	9% (82)	14% (126)	13% (119)	24% (209)	15% (134)	9% (81)	9% (78)	— (3)	882

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

**Table MCEN3:** *Generally speaking, would you say you see films in movie theaters more, less, or about the same now compared to before the COVID-19 pandemic?*

Demographic	More		About the same		Less		Total N
Adults	5%	(120)	50%	(1097)	45%	(995)	2212
Gender: Male	7%	(71)	51%	(544)	42%	(453)	1069
Gender: Female	4%	(49)	48%	(552)	47%	(542)	1143
Age: 18-34	8%	(52)	49%	(317)	43%	(274)	643
Age: 35-44	6%	(23)	51%	(188)	42%	(154)	366
Age: 45-64	4%	(31)	48%	(339)	48%	(344)	714
Age: 65+	3%	(14)	52%	(252)	46%	(223)	489
GenZers: 1997-2012	9%	(21)	53%	(114)	38%	(82)	217
Millennials: 1981-1996	7%	(49)	49%	(331)	44%	(300)	680
GenXers: 1965-1980	5%	(30)	51%	(274)	44%	(235)	539
Baby Boomers: 1946-1964	3%	(21)	47%	(324)	50%	(350)	695
PID: Dem (no lean)	6%	(54)	46%	(383)	48%	(400)	837
PID: Ind (no lean)	4%	(28)	48%	(317)	48%	(314)	660
PID: Rep (no lean)	5%	(38)	55%	(397)	39%	(281)	715
PID/Gender: Dem Men	8%	(32)	47%	(191)	45%	(181)	404
PID/Gender: Dem Women	5%	(23)	44%	(192)	50%	(219)	433
PID/Gender: Ind Men	5%	(15)	50%	(150)	45%	(136)	302
PID/Gender: Ind Women	4%	(13)	47%	(167)	50%	(178)	358
PID/Gender: Rep Men	7%	(24)	56%	(203)	37%	(136)	363
PID/Gender: Rep Women	4%	(13)	55%	(194)	41%	(146)	352
Ideo: Liberal (1-3)	8%	(51)	45%	(295)	47%	(311)	657
Ideo: Moderate (4)	5%	(30)	51%	(319)	44%	(276)	626
Ideo: Conservative (5-7)	5%	(32)	53%	(379)	42%	(301)	712
Educ: < College	4%	(60)	52%	(755)	43%	(624)	1438
Educ: Bachelors degree	7%	(32)	47%	(231)	46%	(228)	491
Educ: Post-grad	10%	(28)	39%	(111)	51%	(143)	282
Income: Under 50k	4%	(52)	53%	(637)	42%	(508)	1197
Income: 50k-100k	6%	(40)	48%	(330)	46%	(320)	690
Income: 100k+	9%	(29)	40%	(129)	51%	(167)	326
Ethnicity: White	6%	(100)	50%	(857)	44%	(755)	1712
Ethnicity: Hispanic	9%	(34)	44%	(165)	47%	(175)	374
Ethnicity: Black	4%	(12)	52%	(148)	43%	(123)	283

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**Table MCEN3:** *Generally speaking, would you say you see films in movie theaters more, less, or about the same now compared to before the COVID-19 pandemic?*

Demographic	More		About the same		Less		Total N
Adults	5%	(120)	50%	(1097)	45%	(995)	2212
Ethnicity: Other	4%	(8)	42%	(91)	54%	(118)	217
All Christian	6%	(60)	49%	(469)	44%	(423)	953
All Non-Christian	6%	(8)	49%	(67)	45%	(61)	136
Atheist	5%	(5)	51%	(55)	45%	(48)	108
Agnostic/Nothing in particular	6%	(35)	50%	(313)	44%	(275)	623
Something Else	3%	(12)	49%	(193)	48%	(187)	392
Religious Non-Protestant/Catholic	7%	(11)	50%	(79)	43%	(68)	159
Evangelical	5%	(29)	53%	(299)	41%	(231)	559
Non-Evangelical	4%	(32)	47%	(345)	49%	(361)	738
Community: Urban	8%	(47)	46%	(278)	47%	(286)	611
Community: Suburban	5%	(53)	49%	(526)	46%	(494)	1074
Community: Rural	4%	(20)	55%	(292)	41%	(215)	527
Employ: Private Sector	7%	(53)	49%	(353)	43%	(309)	714
Employ: Government	4%	(6)	47%	(63)	49%	(66)	135
Employ: Self-Employed	11%	(25)	43%	(98)	47%	(107)	230
Employ: Homemaker	2%	(2)	42%	(47)	56%	(64)	113
Employ: Student	5%	(4)	54%	(39)	41%	(30)	73
Employ: Retired	3%	(15)	49%	(264)	48%	(262)	541
Employ: Unemployed	4%	(11)	54%	(140)	42%	(107)	258
Employ: Other	3%	(5)	62%	(91)	35%	(51)	147
Military HH: Yes	5%	(13)	52%	(154)	43%	(126)	293
Military HH: No	6%	(107)	49%	(943)	45%	(869)	1919
RD/WT: Right Direction	9%	(62)	50%	(358)	42%	(298)	718
RD/WT: Wrong Track	4%	(58)	49%	(739)	47%	(697)	1494
Biden Job Approve	7%	(65)	48%	(457)	46%	(439)	961
Biden Job Disapprove	5%	(53)	51%	(582)	44%	(500)	1135
Biden Job Strongly Approve	11%	(43)	47%	(192)	43%	(176)	411
Biden Job Somewhat Approve	4%	(22)	48%	(265)	48%	(263)	550
Biden Job Somewhat Disapprove	7%	(23)	44%	(143)	50%	(163)	329
Biden Job Strongly Disapprove	4%	(31)	54%	(439)	42%	(337)	806

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**Table MCEN3:** *Generally speaking, would you say you see films in movie theaters more, less, or about the same now compared to before the COVID-19 pandemic?*

Demographic	More		About the same		Less		Total N
Adults	5%	(120)	50%	(1097)	45%	(995)	2212
Favorable of Biden	6%	(60)	46%	(446)	48%	(463)	970
Unfavorable of Biden	5%	(54)	52%	(593)	43%	(484)	1131
Very Favorable of Biden	8%	(35)	47%	(215)	45%	(205)	455
Somewhat Favorable of Biden	5%	(25)	45%	(231)	50%	(258)	514
Somewhat Unfavorable of Biden	7%	(19)	46%	(130)	47%	(132)	281
Very Unfavorable of Biden	4%	(35)	55%	(463)	41%	(351)	850
#1 Issue: Economy	5%	(42)	48%	(408)	47%	(399)	850
#1 Issue: Security	7%	(20)	57%	(161)	36%	(99)	280
#1 Issue: Health Care	5%	(7)	58%	(96)	37%	(61)	164
#1 Issue: Medicare / Social Security	6%	(16)	48%	(124)	46%	(119)	258
#1 Issue: Women's Issues	6%	(18)	43%	(125)	51%	(149)	292
#1 Issue: Education	8%	(7)	55%	(51)	37%	(34)	93
#1 Issue: Energy	5%	(6)	45%	(58)	51%	(66)	130
#1 Issue: Other	3%	(4)	50%	(73)	47%	(68)	145
2022 House Vote: Democrat	7%	(65)	44%	(396)	49%	(442)	902
2022 House Vote: Republican	6%	(41)	55%	(405)	39%	(285)	731
2022 House Vote: Didnt Vote	3%	(14)	51%	(272)	46%	(246)	533
2020 Vote: Joe Biden	6%	(56)	45%	(437)	49%	(478)	971
2020 Vote: Donald Trump	5%	(40)	54%	(407)	40%	(300)	747
2020 Vote: Other	5%	(3)	54%	(31)	40%	(23)	57
2020 Vote: Didn't Vote	5%	(21)	51%	(221)	45%	(194)	436
2018 House Vote: Democrat	7%	(55)	43%	(338)	50%	(391)	784
2018 House Vote: Republican	5%	(35)	55%	(359)	39%	(257)	651
2018 House Vote: Didnt Vote	4%	(31)	52%	(378)	44%	(320)	729
4-Region: Northeast	6%	(23)	52%	(197)	42%	(162)	383
4-Region: Midwest	4%	(20)	50%	(228)	46%	(209)	457
4-Region: South	5%	(43)	49%	(417)	46%	(386)	845
4-Region: West	6%	(33)	48%	(255)	45%	(238)	527
Did not See a Film in Theaters 2022	1%	(11)	49%	(421)	50%	(429)	861
Saw at Least One Film in Theaters 2022	8%	(109)	50%	(649)	41%	(535)	1294
Saw at Least Two Films in Theaters 2022	10%	(101)	51%	(496)	38%	(368)	965

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**Table MCEN3:** *Generally speaking, would you say you see films in movie theaters more, less, or about the same now compared to before the COVID-19 pandemic?*

Demographic	More	About the same	Less	Total N
Adults	5% (120)	50% (1097)	45% (995)	2212
Saw Four or more Films in Theaters 2022	12% (82)	52% (343)	35% (231)	656
Plans to See at Least One Film in Theaters 2023	8% (110)	50% (652)	42% (553)	1315
Plans to See at Least Two Films in Theaters 2023	9% (108)	48% (551)	42% (485)	1144
Plans to See at Least Four Films in Theaters 2023	12% (103)	47% (418)	41% (361)	882

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



**Table MCEN4: How often do you plan to see movies in theaters in 2023?**

Demographic	Several times a week	Once a week	Several times a month	Once a month	Once every other month	Once every three months	Once every six months	Once	Not at all	Don't know / No opinion	Total N
Adults	1% (29)	1% (32)	6% (136)	9% (190)	8% (185)	14% (311)	12% (262)	8% (170)	23% (516)	17% (381)	2212
Gender: Male	2% (22)	2% (23)	9% (98)	10% (108)	9% (100)	16% (172)	12% (126)	6% (64)	22% (230)	12% (125)	1069
Gender: Female	1% (7)	1% (9)	3% (37)	7% (82)	7% (85)	12% (139)	12% (136)	9% (106)	25% (286)	22% (257)	1143
Age: 18-34	3% (17)	2% (11)	8% (52)	11% (69)	12% (76)	17% (108)	13% (82)	8% (54)	12% (77)	15% (97)	643
Age: 35-44	1% (5)	3% (10)	9% (34)	8% (29)	7% (26)	18% (66)	13% (49)	7% (26)	19% (69)	14% (52)	366
Age: 45-64	1% (4)	1% (9)	6% (40)	9% (64)	8% (54)	12% (83)	11% (77)	8% (57)	28% (197)	18% (129)	714
Age: 65+	— (2)	1% (3)	2% (9)	6% (27)	6% (28)	11% (54)	11% (54)	7% (34)	36% (174)	21% (104)	489
GenZers: 1997-2012	4% (8)	3% (6)	8% (18)	16% (36)	13% (27)	16% (36)	11% (25)	8% (18)	6% (12)	15% (32)	217
Millennials: 1981-1996	2% (15)	2% (14)	9% (59)	7% (50)	9% (63)	18% (122)	13% (91)	8% (58)	16% (109)	15% (100)	680
GenXers: 1965-1980	1% (4)	2% (10)	7% (39)	10% (55)	9% (50)	13% (69)	10% (56)	5% (28)	26% (140)	16% (87)	539
Baby Boomers: 1946-1964	— (1)	— (2)	3% (18)	6% (44)	6% (42)	11% (76)	12% (83)	9% (62)	32% (225)	20% (142)	695
PID: Dem (no lean)	2% (15)	2% (18)	7% (61)	11% (91)	11% (91)	14% (118)	13% (106)	8% (66)	20% (167)	13% (105)	837
PID: Ind (no lean)	1% (8)	1% (6)	6% (37)	6% (41)	7% (49)	14% (95)	9% (57)	6% (41)	26% (173)	23% (153)	660
PID: Rep (no lean)	1% (5)	1% (8)	5% (38)	8% (58)	6% (46)	14% (98)	14% (99)	9% (64)	25% (176)	17% (123)	715
PID/Gender: Dem Men	2% (9)	4% (14)	11% (44)	14% (56)	11% (44)	15% (61)	12% (49)	5% (18)	17% (69)	10% (40)	404
PID/Gender: Dem Women	2% (7)	1% (3)	4% (17)	8% (36)	11% (47)	13% (57)	13% (57)	11% (47)	23% (98)	15% (64)	433
PID/Gender: Ind Men	3% (8)	1% (3)	8% (24)	5% (14)	9% (27)	19% (58)	10% (30)	5% (14)	26% (78)	15% (46)	302
PID/Gender: Ind Women	— (0)	1% (3)	4% (13)	8% (27)	6% (21)	10% (37)	8% (27)	7% (27)	27% (95)	30% (107)	358
PID/Gender: Rep Men	1% (5)	2% (6)	8% (30)	11% (38)	8% (29)	15% (54)	13% (47)	9% (31)	23% (84)	11% (39)	363
PID/Gender: Rep Women	— (0)	1% (2)	2% (8)	6% (20)	5% (17)	13% (44)	15% (52)	9% (32)	26% (92)	24% (85)	352
Ideo: Liberal (1-3)	2% (11)	2% (11)	8% (53)	10% (64)	11% (75)	17% (110)	13% (83)	8% (52)	19% (128)	11% (71)	657
Ideo: Moderate (4)	2% (9)	2% (10)	8% (50)	10% (64)	8% (52)	13% (82)	11% (69)	5% (34)	22% (136)	19% (119)	626
Ideo: Conservative (5-7)	1% (9)	1% (7)	3% (22)	7% (51)	7% (46)	14% (100)	14% (98)	9% (63)	26% (189)	18% (128)	712
Educ: < College	1% (17)	1% (17)	5% (77)	8% (113)	8% (114)	13% (194)	10% (141)	8% (109)	25% (363)	20% (294)	1438
Educ: Bachelors degree	1% (6)	2% (8)	8% (38)	11% (53)	10% (47)	16% (79)	15% (76)	9% (42)	19% (93)	10% (50)	491
Educ: Post-grad	2% (5)	3% (8)	7% (21)	9% (24)	9% (24)	14% (38)	16% (46)	7% (20)	21% (59)	13% (37)	282
Income: Under 50k	1% (13)	1% (16)	6% (70)	8% (94)	7% (89)	10% (120)	10% (122)	7% (86)	27% (328)	22% (259)	1197
Income: 50k-100k	1% (7)	1% (9)	7% (45)	9% (64)	10% (70)	19% (131)	13% (92)	8% (55)	19% (129)	13% (88)	690
Income: 100k+	3% (9)	2% (7)	6% (20)	10% (32)	8% (26)	18% (60)	15% (48)	9% (30)	18% (60)	11% (34)	326
Ethnicity: White	1% (19)	1% (20)	5% (90)	8% (140)	8% (137)	15% (251)	13% (215)	8% (129)	25% (421)	17% (290)	1712
Ethnicity: Hispanic	3% (11)	1% (5)	9% (35)	11% (41)	12% (44)	14% (52)	8% (31)	11% (40)	15% (58)	16% (58)	374
Ethnicity: Black	2% (7)	2% (6)	11% (30)	12% (35)	9% (25)	12% (34)	9% (25)	6% (17)	20% (56)	17% (48)	283
Ethnicity: Other	1% (3)	3% (6)	7% (16)	7% (16)	11% (23)	12% (26)	10% (22)	11% (24)	18% (39)	20% (43)	217
All Christian	1% (13)	1% (12)	6% (60)	9% (87)	7% (63)	14% (136)	13% (122)	9% (83)	23% (218)	17% (158)	953
All Non-Christian	1% (1)	5% (6)	8% (11)	10% (13)	15% (20)	12% (16)	12% (16)	8% (11)	17% (23)	14% (18)	136
Atheist	1% (1)	2% (2)	7% (7)	11% (12)	8% (8)	17% (18)	11% (12)	5% (5)	27% (29)	12% (13)	108
Agnostic/Nothing in particular	1% (9)	1% (3)	6% (39)	8% (48)	10% (64)	15% (94)	10% (64)	6% (38)	24% (149)	18% (114)	623
Something Else	1% (5)	2% (9)	5% (18)	8% (30)	7% (29)	12% (46)	12% (48)	8% (33)	25% (97)	20% (78)	392
Religious Non-Protestant/Catholic	— (1)	4% (7)	9% (15)	10% (16)	14% (22)	12% (19)	10% (17)	9% (14)	19% (30)	13% (20)	159
Evangelical	2% (11)	2% (12)	6% (31)	8% (46)	8% (43)	13% (70)	13% (74)	6% (36)	25% (140)	17% (95)	559
Non-Evangelical	1% (6)	1% (8)	5% (34)	9% (64)	6% (44)	14% (106)	13% (93)	10% (75)	23% (167)	19% (140)	738
Community: Urban	3% (17)	2% (13)	9% (54)	10% (61)	7% (46)	16% (98)	10% (61)	7% (41)	17% (106)	19% (113)	611
Community: Suburban	1% (9)	1% (16)	5% (58)	8% (83)	10% (103)	15% (165)	12% (133)	8% (81)	24% (258)	16% (167)	1074
Community: Rural	1% (3)	1% (4)	4% (23)	9% (45)	7% (36)	9% (47)	13% (67)	9% (48)	29% (152)	19% (101)	527

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**Table MCEN4: How often do you plan to see movies in theaters in 2023?**

Demographic	Several times a week	Once a week	Several times a month	Once a month	Once every other month	Once every three months	Once every six months	Once	Not at all	Don't know / No opinion	Total N
Adults	1% (29)	1% (32)	6% (136)	9% (190)	8% (185)	14% (311)	12% (262)	8% (170)	23% (516)	17% (381)	2212
Employ: Private Sector	2% (11)	2% (18)	8% (56)	11% (75)	8% (56)	19% (139)	14% (103)	7% (49)	19% (136)	10% (72)	714
Employ: Government	3% (4)	1% (1)	5% (6)	14% (19)	14% (19)	14% (19)	18% (24)	7% (9)	11% (15)	14% (19)	135
Employ: Self-Employed	2% (6)	2% (5)	8% (19)	11% (26)	10% (22)	11% (26)	9% (20)	8% (18)	23% (53)	15% (33)	230
Employ: Homemaker	— (1)	1% (1)	5% (5)	4% (5)	7% (8)	15% (17)	13% (14)	13% (15)	22% (25)	21% (24)	113
Employ: Student	— (0)	5% (3)	10% (8)	15% (11)	10% (7)	20% (14)	11% (8)	7% (5)	8% (6)	14% (10)	73
Employ: Retired	— (2)	— (1)	2% (11)	6% (32)	6% (31)	11% (60)	11% (59)	8% (41)	33% (180)	23% (124)	541
Employ: Unemployed	2% (5)	1% (3)	6% (15)	4% (11)	12% (30)	8% (21)	8% (21)	9% (23)	26% (67)	24% (62)	258
Employ: Other	— (0)	1% (1)	10% (15)	7% (10)	8% (12)	10% (15)	8% (12)	7% (10)	24% (35)	25% (37)	147
Military HH: Yes	1% (4)	2% (5)	8% (23)	8% (24)	7% (21)	12% (36)	8% (25)	9% (26)	26% (78)	18% (52)	293
Military HH: No	1% (25)	1% (27)	6% (112)	9% (166)	9% (164)	14% (275)	12% (237)	8% (144)	23% (439)	17% (329)	1919
RD/WT: Right Direction	3% (19)	2% (16)	10% (73)	11% (79)	11% (82)	13% (94)	10% (75)	6% (45)	18% (133)	14% (102)	718
RD/WT: Wrong Track	1% (9)	1% (16)	4% (63)	7% (111)	7% (103)	15% (217)	13% (187)	8% (125)	26% (384)	19% (279)	1494
Biden Job Approve	2% (24)	2% (22)	8% (76)	11% (105)	11% (105)	14% (133)	12% (113)	7% (68)	20% (192)	13% (124)	961
Biden Job Disapprove	— (5)	1% (10)	4% (51)	7% (81)	7% (75)	15% (171)	13% (142)	8% (92)	26% (294)	19% (216)	1135
Biden Job Strongly Approve	5% (19)	2% (10)	12% (48)	11% (44)	12% (51)	9% (38)	8% (34)	5% (20)	22% (91)	13% (55)	411
Biden Job Somewhat Approve	1% (5)	2% (11)	5% (28)	11% (61)	10% (54)	17% (95)	14% (79)	9% (47)	18% (101)	12% (68)	550
Biden Job Somewhat Disapprove	1% (3)	— (1)	5% (17)	9% (30)	9% (30)	21% (68)	15% (48)	5% (18)	18% (59)	17% (55)	329
Biden Job Strongly Disapprove	— (2)	1% (8)	4% (34)	6% (50)	6% (45)	13% (103)	12% (94)	9% (74)	29% (235)	20% (160)	806
Favorable of Biden	2% (22)	2% (19)	8% (76)	11% (106)	11% (105)	14% (133)	11% (109)	8% (75)	20% (191)	14% (132)	970
Unfavorable of Biden	1% (7)	1% (13)	4% (48)	7% (75)	6% (73)	15% (171)	13% (147)	8% (87)	26% (295)	19% (214)	1131
Very Favorable of Biden	4% (16)	3% (12)	12% (53)	11% (49)	12% (55)	10% (46)	10% (48)	7% (32)	20% (91)	12% (55)	455
Somewhat Favorable of Biden	1% (6)	1% (7)	5% (24)	11% (57)	10% (51)	17% (87)	12% (62)	8% (43)	20% (100)	15% (77)	514
Somewhat Unfavorable of Biden	1% (3)	1% (3)	4% (13)	7% (20)	10% (28)	17% (47)	19% (53)	3% (9)	21% (58)	17% (47)	281
Very Unfavorable of Biden	— (4)	1% (10)	4% (35)	6% (55)	5% (45)	15% (124)	11% (94)	9% (77)	28% (237)	20% (167)	850
#1 Issue: Economy	1% (10)	1% (10)	7% (59)	10% (83)	7% (58)	17% (147)	14% (116)	7% (61)	19% (162)	17% (142)	850
#1 Issue: Security	1% (3)	3% (7)	5% (15)	7% (20)	9% (27)	10% (27)	11% (31)	9% (25)	31% (86)	14% (39)	280
#1 Issue: Health Care	1% (2)	2% (4)	8% (12)	8% (13)	10% (16)	8% (12)	13% (22)	9% (15)	25% (41)	16% (26)	164
#1 Issue: Medicare / Social Security	1% (3)	— (1)	8% (20)	7% (19)	5% (14)	10% (25)	8% (20)	6% (17)	34% (88)	20% (53)	258
#1 Issue: Women's Issues	3% (8)	1% (4)	4% (13)	8% (23)	13% (38)	15% (44)	13% (37)	9% (26)	17% (49)	18% (52)	292
#1 Issue: Education	— (0)	3% (3)	6% (5)	17% (16)	16% (15)	22% (20)	13% (12)	5% (4)	11% (11)	7% (7)	93
#1 Issue: Energy	2% (2)	2% (3)	5% (7)	8% (11)	7% (10)	16% (20)	13% (17)	7% (9)	17% (22)	23% (29)	130
#1 Issue: Other	— (1)	— (1)	3% (4)	4% (6)	5% (8)	10% (14)	5% (7)	9% (13)	40% (58)	23% (33)	145
2022 House Vote: Democrat	2% (19)	2% (18)	8% (73)	11% (99)	10% (93)	14% (126)	12% (112)	7% (61)	19% (171)	14% (130)	902
2022 House Vote: Republican	1% (5)	1% (7)	5% (40)	7% (54)	7% (51)	16% (116)	13% (99)	9% (69)	24% (176)	16% (115)	731
2022 House Vote: Didnt Vote	1% (4)	1% (5)	3% (18)	6% (34)	7% (39)	12% (64)	9% (48)	7% (38)	29% (155)	24% (128)	533
2020 Vote: Joe Biden	2% (21)	2% (20)	7% (70)	10% (97)	10% (100)	14% (137)	13% (126)	7% (67)	20% (192)	14% (141)	971
2020 Vote: Donald Trump	1% (5)	1% (7)	5% (35)	8% (57)	6% (48)	15% (109)	13% (97)	9% (71)	27% (199)	16% (120)	747
2020 Vote: Other	— (0)	1% (0)	6% (3)	1% (1)	10% (6)	17% (10)	7% (4)	7% (4)	29% (17)	22% (13)	57
2020 Vote: Didn't Vote	— (2)	1% (5)	6% (27)	8% (36)	7% (31)	13% (55)	8% (34)	6% (28)	25% (109)	25% (108)	436
2018 House Vote: Democrat	2% (16)	2% (14)	8% (61)	11% (88)	11% (84)	14% (111)	13% (100)	7% (52)	18% (143)	15% (114)	784
2018 House Vote: Republican	1% (6)	1% (5)	4% (27)	7% (45)	6% (41)	16% (101)	13% (87)	9% (60)	27% (177)	15% (101)	651
2018 House Vote: Didnt Vote	1% (6)	2% (12)	6% (44)	7% (54)	8% (59)	13% (94)	9% (67)	8% (56)	25% (186)	21% (150)	729
4-Region: Northeast	1% (3)	1% (5)	7% (26)	9% (34)	9% (34)	13% (51)	15% (56)	8% (30)	26% (99)	12% (46)	383
4-Region: Midwest	— (2)	1% (6)	5% (21)	9% (40)	6% (30)	15% (70)	13% (57)	8% (38)	24% (109)	18% (83)	457
4-Region: South	2% (13)	2% (14)	6% (47)	9% (72)	9% (79)	13% (106)	12% (103)	6% (53)	24% (206)	18% (150)	845
4-Region: West	2% (11)	1% (7)	8% (41)	8% (44)	8% (42)	16% (83)	9% (46)	9% (49)	19% (103)	19% (102)	527

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**Table MCEN4: How often do you plan to see movies in theaters in 2023?**

Demographic	Several times a week	Once a week	Several times a month	Once a month	Once every other month	Once every three months	Once every six months	Once	Not at all	Don't know / No opinion	Total N
Adults	1% (29)	1% (32)	6% (136)	9% (190)	8% (185)	14% (311)	12% (262)	8% (170)	23% (516)	17% (381)	2212
Did not See a Film in Theaters 2022	— (0)	— (3)	1% (8)	3% (26)	1% (9)	4% (32)	7% (60)	7% (64)	53% (457)	23% (202)	861
Saw at Least One Film in Theaters 2022	2% (29)	2% (29)	10% (127)	13% (163)	14% (176)	21% (278)	16% (202)	8% (102)	4% (48)	11% (140)	1294
Saw at Least Two Films in Theaters 2022	3% (26)	3% (28)	12% (119)	15% (146)	17% (161)	25% (241)	15% (147)	3% (25)	1% (11)	6% (62)	965
Saw Four or more Films in Theaters 2022	4% (24)	4% (27)	17% (112)	21% (136)	21% (138)	23% (149)	3% (23)	2% (10)	1% (5)	5% (32)	656
Plans to See at Least One Film in Theaters 2023	2% (29)	2% (32)	10% (136)	14% (190)	14% (185)	24% (311)	20% (262)	13% (170)	— (0)	— (0)	1315
Plans to See at Least Two Films in Theaters 2023	3% (29)	3% (32)	12% (136)	17% (190)	16% (185)	27% (311)	23% (262)	— (0)	— (0)	— (0)	1144
Plans to See at Least Four Films in Theaters 2023	3% (29)	4% (32)	15% (136)	22% (190)	21% (185)	35% (311)	— (0)	— (0)	— (0)	— (0)	882

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

**Table MCEN5\_1:** Thinking about times you have decided to not see a film in theaters, how much were each of the following a reason you decided not to go?

There were no films in theaters that I want to see

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	43%	(945)	29%	(637)	29%	(631)	2212
Gender: Male	43%	(456)	28%	(304)	29%	(308)	1069
Gender: Female	43%	(488)	29%	(333)	28%	(323)	1143
Age: 18-34	43%	(277)	31%	(198)	26%	(167)	643
Age: 35-44	39%	(142)	30%	(111)	31%	(113)	366
Age: 45-64	42%	(301)	26%	(187)	32%	(226)	714
Age: 65+	46%	(225)	29%	(140)	25%	(124)	489
GenZers: 1997-2012	49%	(106)	28%	(61)	23%	(50)	217
Millennials: 1981-1996	41%	(279)	31%	(211)	28%	(189)	680
GenXers: 1965-1980	38%	(203)	28%	(149)	35%	(186)	539
Baby Boomers: 1946-1964	47%	(325)	27%	(190)	26%	(180)	695
PID: Dem (no lean)	39%	(328)	29%	(247)	31%	(262)	837
PID: Ind (no lean)	45%	(295)	27%	(178)	28%	(186)	660
PID: Rep (no lean)	45%	(322)	30%	(212)	25%	(182)	715
PID/Gender: Dem Men	40%	(160)	28%	(115)	32%	(129)	404
PID/Gender: Dem Women	39%	(168)	30%	(132)	31%	(133)	433
PID/Gender: Ind Men	47%	(142)	25%	(74)	28%	(86)	302
PID/Gender: Ind Women	43%	(153)	29%	(104)	28%	(101)	358
PID/Gender: Rep Men	43%	(155)	32%	(115)	26%	(93)	363
PID/Gender: Rep Women	47%	(167)	27%	(97)	25%	(88)	352
Ideo: Liberal (1-3)	42%	(278)	30%	(198)	28%	(181)	657
Ideo: Moderate (4)	42%	(264)	30%	(189)	28%	(172)	626
Ideo: Conservative (5-7)	47%	(335)	27%	(191)	26%	(187)	712
Educ: < College	39%	(567)	28%	(403)	33%	(468)	1438
Educ: Bachelors degree	50%	(243)	31%	(151)	20%	(96)	491
Educ: Post-grad	47%	(134)	29%	(82)	24%	(67)	282
Income: Under 50k	38%	(452)	29%	(349)	33%	(396)	1197
Income: 50k-100k	48%	(328)	28%	(192)	25%	(169)	690
Income: 100k+	51%	(165)	29%	(95)	20%	(65)	326
Ethnicity: White	44%	(750)	29%	(504)	27%	(458)	1712
Ethnicity: Hispanic	49%	(182)	22%	(84)	29%	(108)	374

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**Table MCEN5\_1:** Thinking about times you have decided to not see a film in theaters, how much were each of the following a reason you decided not to go?

There were no films in theaters that I want to see

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	43%	(945)	29%	(637)	29%	(631)	2212
Ethnicity: Black	31%	(86)	28%	(78)	42%	(118)	283
Ethnicity: Other	50%	(108)	25%	(54)	25%	(55)	217
All Christian	45%	(432)	29%	(274)	26%	(246)	953
All Non-Christian	34%	(46)	36%	(49)	30%	(41)	136
Atheist	48%	(52)	30%	(32)	21%	(23)	108
Agnostic/Nothing in particular	43%	(271)	27%	(170)	29%	(182)	623
Something Else	36%	(143)	28%	(111)	35%	(138)	392
Religious Non-Protestant/Catholic	35%	(56)	35%	(55)	30%	(47)	159
Evangelical	40%	(226)	28%	(156)	32%	(177)	559
Non-Evangelical	45%	(334)	28%	(205)	27%	(198)	738
Community: Urban	41%	(248)	27%	(166)	32%	(197)	611
Community: Suburban	45%	(488)	30%	(320)	25%	(266)	1074
Community: Rural	40%	(209)	28%	(150)	32%	(168)	527
Employ: Private Sector	42%	(300)	32%	(230)	26%	(184)	714
Employ: Government	46%	(62)	25%	(34)	29%	(39)	135
Employ: Self-Employed	47%	(107)	25%	(58)	28%	(65)	230
Employ: Homemaker	46%	(52)	27%	(30)	27%	(31)	113
Employ: Student	47%	(34)	28%	(20)	25%	(18)	73
Employ: Retired	46%	(246)	28%	(151)	27%	(144)	541
Employ: Unemployed	33%	(86)	29%	(76)	37%	(96)	258
Employ: Other	38%	(56)	25%	(37)	37%	(54)	147
Military HH: Yes	47%	(138)	24%	(70)	29%	(85)	293
Military HH: No	42%	(806)	30%	(566)	28%	(546)	1919
RD/WT: Right Direction	38%	(276)	30%	(214)	32%	(229)	718
RD/WT: Wrong Track	45%	(669)	28%	(423)	27%	(402)	1494
Biden Job Approve	42%	(401)	30%	(285)	29%	(276)	961
Biden Job Disapprove	45%	(512)	29%	(332)	26%	(292)	1135

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**Table MCEN5\_1:** Thinking about times you have decided to not see a film in theaters, how much were each of the following a reason you decided not to go?

There were no films in theaters that I want to see

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	43%	(945)	29%	(637)	29%	(631)	2212
Biden Job Strongly Approve	42%	(171)	29%	(118)	30%	(122)	411
Biden Job Somewhat Approve	42%	(230)	30%	(167)	28%	(154)	550
Biden Job Somewhat Disapprove	44%	(144)	27%	(90)	29%	(95)	329
Biden Job Strongly Disapprove	46%	(368)	30%	(241)	24%	(197)	806
Favorable of Biden	42%	(405)	29%	(281)	29%	(284)	970
Unfavorable of Biden	44%	(501)	29%	(330)	26%	(299)	1131
Very Favorable of Biden	39%	(178)	28%	(126)	33%	(152)	455
Somewhat Favorable of Biden	44%	(227)	30%	(155)	26%	(132)	514
Somewhat Unfavorable of Biden	44%	(123)	29%	(82)	27%	(76)	281
Very Unfavorable of Biden	45%	(379)	29%	(248)	26%	(223)	850
#1 Issue: Economy	42%	(359)	31%	(262)	27%	(228)	850
#1 Issue: Security	47%	(131)	27%	(76)	26%	(73)	280
#1 Issue: Health Care	39%	(64)	29%	(47)	32%	(53)	164
#1 Issue: Medicare / Social Security	38%	(99)	28%	(74)	33%	(86)	258
#1 Issue: Women's Issues	41%	(119)	28%	(81)	32%	(92)	292
#1 Issue: Education	40%	(37)	29%	(27)	31%	(29)	93
#1 Issue: Energy	47%	(61)	27%	(35)	26%	(34)	130
#1 Issue: Other	50%	(73)	24%	(35)	25%	(37)	145
2022 House Vote: Democrat	40%	(361)	29%	(258)	31%	(284)	902
2022 House Vote: Republican	49%	(356)	31%	(223)	21%	(152)	731
2022 House Vote: Didnt Vote	39%	(208)	27%	(143)	34%	(182)	533
2020 Vote: Joe Biden	42%	(408)	28%	(275)	30%	(289)	971
2020 Vote: Donald Trump	47%	(348)	32%	(239)	21%	(161)	747
2020 Vote: Other	42%	(24)	15%	(9)	43%	(25)	57
2020 Vote: Didn't Vote	38%	(164)	26%	(114)	36%	(157)	436
2018 House Vote: Democrat	41%	(320)	29%	(231)	30%	(233)	784
2018 House Vote: Republican	48%	(314)	29%	(189)	23%	(147)	651
2018 House Vote: Didnt Vote	39%	(284)	28%	(207)	33%	(237)	729

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**Table MCEN5\_1:** Thinking about times you have decided to not see a film in theaters, how much were each of the following a reason you decided not to go?

*There were no films in theaters that I want to see*

Demographic	Major reason	Minor reason	Not a reason at all	Total N
Adults	43% (945)	29% (637)	29% (631)	2212
4-Region: Northeast	45% (174)	30% (115)	25% (95)	383
4-Region: Midwest	45% (205)	31% (141)	24% (111)	457
4-Region: South	39% (327)	28% (235)	33% (283)	845
4-Region: West	45% (239)	28% (146)	27% (142)	527
Did not See a Film in Theaters 2022	35% (305)	25% (216)	39% (340)	861
Saw at Least One Film in Theaters 2022	49% (631)	31% (405)	20% (258)	1294
Saw at Least Two Films in Theaters 2022	50% (480)	31% (299)	19% (186)	965
Saw Four or more Films in Theaters 2022	50% (330)	30% (194)	20% (132)	656
Plans to See at Least One Film in Theaters 2023	46% (603)	33% (428)	22% (284)	1315
Plans to See at Least Two Films in Theaters 2023	47% (536)	32% (365)	21% (243)	1144
Plans to See at Least Four Films in Theaters 2023	48% (421)	32% (282)	20% (179)	882

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

**Table MCEN5\_2:** Thinking about times you have decided to not see a film in theaters, how much were each of the following a reason you decided not to go?

*I was satisfied with the movies I could watch on video streaming services instead*

Demographic	Major reason	Minor reason	Not a reason at all	Total N
Adults	45% (1004)	28% (617)	27% (591)	2212
Gender: Male	44% (474)	30% (322)	26% (273)	1069
Gender: Female	46% (531)	26% (295)	28% (318)	1143
Age: 18-34	48% (310)	29% (185)	23% (147)	643
Age: 35-44	44% (162)	33% (120)	23% (83)	366
Age: 45-64	45% (319)	27% (190)	29% (205)	714
Age: 65+	43% (212)	25% (121)	32% (156)	489
GenZers: 1997-2012	47% (102)	29% (63)	24% (52)	217
Millennials: 1981-1996	48% (326)	30% (204)	22% (149)	680
GenXers: 1965-1980	44% (236)	29% (154)	28% (149)	539
Baby Boomers: 1946-1964	44% (305)	26% (179)	30% (210)	695
PID: Dem (no lean)	51% (424)	28% (232)	22% (180)	837
PID: Ind (no lean)	40% (267)	27% (180)	32% (213)	660
PID: Rep (no lean)	44% (313)	29% (205)	28% (198)	715
PID/Gender: Dem Men	47% (188)	32% (129)	21% (87)	404
PID/Gender: Dem Women	54% (236)	24% (103)	22% (94)	433
PID/Gender: Ind Men	41% (125)	31% (94)	28% (83)	302
PID/Gender: Ind Women	40% (141)	24% (87)	36% (130)	358
PID/Gender: Rep Men	44% (160)	28% (100)	28% (103)	363
PID/Gender: Rep Women	43% (153)	30% (105)	27% (95)	352
Ideo: Liberal (1-3)	53% (349)	27% (176)	20% (133)	657
Ideo: Moderate (4)	44% (273)	31% (192)	26% (160)	626
Ideo: Conservative (5-7)	42% (297)	28% (201)	30% (215)	712
Educ: < College	42% (606)	29% (410)	29% (422)	1438
Educ: Bachelors degree	52% (257)	25% (124)	22% (110)	491
Educ: Post-grad	50% (141)	29% (83)	21% (59)	282
Income: Under 50k	41% (495)	27% (327)	31% (375)	1197
Income: 50k-100k	47% (326)	30% (206)	23% (158)	690
Income: 100k+	56% (184)	26% (84)	18% (58)	326
Ethnicity: White	45% (778)	27% (469)	27% (465)	1712
Ethnicity: Hispanic	51% (190)	28% (104)	21% (80)	374

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**Table MCEN5\_2:** Thinking about times you have decided to not see a film in theaters, how much were each of the following a reason you decided not to go?*I was satisfied with the movies I could watch on video streaming services instead*

Demographic	Major reason	Minor reason	Not a reason at all	Total N
Adults	45% (1004)	28% (617)	27% (591)	2212
Ethnicity: Black	43% (123)	28% (79)	28% (80)	283
Ethnicity: Other	48% (103)	32% (69)	21% (45)	217
All Christian	47% (446)	27% (257)	26% (250)	953
All Non-Christian	41% (56)	31% (42)	28% (38)	136
Atheist	52% (56)	31% (34)	17% (18)	108
Agnostic/Nothing in particular	43% (267)	30% (187)	27% (169)	623
Something Else	46% (179)	25% (97)	30% (116)	392
Religious Non-Protestant/Catholic	40% (64)	31% (49)	29% (46)	159
Evangelical	46% (260)	25% (142)	28% (157)	559
Non-Evangelical	46% (338)	28% (203)	27% (197)	738
Community: Urban	41% (253)	32% (197)	26% (162)	611
Community: Suburban	49% (529)	26% (282)	24% (263)	1074
Community: Rural	42% (222)	26% (138)	32% (167)	527
Employ: Private Sector	51% (361)	29% (208)	20% (146)	714
Employ: Government	38% (51)	32% (43)	31% (42)	135
Employ: Self-Employed	47% (107)	30% (68)	24% (55)	230
Employ: Homemaker	45% (52)	32% (36)	23% (25)	113
Employ: Student	45% (33)	37% (27)	18% (13)	73
Employ: Retired	45% (243)	22% (120)	33% (178)	541
Employ: Unemployed	39% (102)	31% (79)	30% (77)	258
Employ: Other	39% (57)	24% (35)	37% (54)	147
Military HH: Yes	47% (138)	27% (78)	27% (78)	293
Military HH: No	45% (866)	28% (539)	27% (513)	1919
RD/WT: Right Direction	46% (333)	26% (190)	27% (196)	718
RD/WT: Wrong Track	45% (671)	29% (427)	26% (395)	1494
Biden Job Approve	49% (471)	27% (262)	24% (228)	961
Biden Job Disapprove	43% (492)	29% (331)	27% (312)	1135

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**Table MCEN5\_2:** Thinking about times you have decided to not see a film in theaters, how much were each of the following a reason you decided not to go?

*I was satisfied with the movies I could watch on video streaming services instead*

Demographic	Major reason	Minor reason	Not a reason at all	Total N
Adults	45% (1004)	28% (617)	27% (591)	2212
Biden Job Strongly Approve	47% (195)	23% (95)	29% (121)	411
Biden Job Somewhat Approve	50% (276)	30% (167)	19% (107)	550
Biden Job Somewhat Disapprove	50% (163)	29% (97)	21% (70)	329
Biden Job Strongly Disapprove	41% (329)	29% (235)	30% (242)	806
Favorable of Biden	49% (474)	27% (266)	24% (230)	970
Unfavorable of Biden	43% (492)	29% (325)	28% (313)	1131
Very Favorable of Biden	48% (219)	24% (111)	27% (125)	455
Somewhat Favorable of Biden	49% (254)	30% (155)	20% (105)	514
Somewhat Unfavorable of Biden	47% (133)	31% (87)	21% (60)	281
Very Unfavorable of Biden	42% (358)	28% (238)	30% (253)	850
#1 Issue: Economy	45% (384)	31% (263)	24% (203)	850
#1 Issue: Security	48% (136)	26% (72)	26% (73)	280
#1 Issue: Health Care	49% (81)	23% (37)	28% (46)	164
#1 Issue: Medicare / Social Security	42% (108)	23% (59)	35% (92)	258
#1 Issue: Women's Issues	52% (153)	24% (70)	24% (69)	292
#1 Issue: Education	47% (44)	33% (31)	19% (18)	93
#1 Issue: Energy	36% (47)	35% (45)	29% (38)	130
#1 Issue: Other	36% (52)	28% (40)	36% (53)	145
2022 House Vote: Democrat	48% (433)	29% (264)	23% (206)	902
2022 House Vote: Republican	43% (312)	29% (213)	28% (207)	731
2022 House Vote: Didnt Vote	45% (239)	25% (133)	30% (161)	533
2020 Vote: Joe Biden	48% (467)	29% (286)	23% (219)	971
2020 Vote: Donald Trump	44% (326)	29% (217)	27% (205)	747
2020 Vote: Other	49% (28)	18% (10)	33% (19)	57
2020 Vote: Didn't Vote	42% (184)	24% (104)	34% (149)	436
2018 House Vote: Democrat	48% (376)	31% (246)	21% (163)	784
2018 House Vote: Republican	42% (275)	30% (193)	28% (183)	651
2018 House Vote: Didnt Vote	45% (326)	24% (173)	31% (229)	729

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**Table MCEN5\_2:** Thinking about times you have decided to not see a film in theaters, how much were each of the following a reason you decided not to go?

*I was satisfied with the movies I could watch on video streaming services instead*

Demographic	Major reason	Minor reason	Not a reason at all	Total N
Adults	45% (1004)	28% (617)	27% (591)	2212
4-Region: Northeast	45% (174)	29% (113)	25% (96)	383
4-Region: Midwest	49% (222)	26% (121)	25% (114)	457
4-Region: South	47% (393)	26% (219)	28% (233)	845
4-Region: West	41% (216)	31% (164)	28% (148)	527
Did not See a Film in Theaters 2022	46% (399)	22% (191)	31% (270)	861
Saw at Least One Film in Theaters 2022	46% (595)	31% (407)	23% (292)	1294
Saw at Least Two Films in Theaters 2022	45% (435)	33% (321)	22% (209)	965
Saw Four or more Films in Theaters 2022	40% (265)	34% (224)	25% (167)	656
Plans to See at Least One Film in Theaters 2023	46% (599)	32% (419)	23% (297)	1315
Plans to See at Least Two Films in Theaters 2023	45% (512)	33% (375)	23% (258)	1144
Plans to See at Least Four Films in Theaters 2023	43% (377)	33% (293)	24% (212)	882

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

**Table MCEN5\_3:** Thinking about times you have decided to not see a film in theaters, how much were each of the following a reason you decided not to go?

Movie theater tickets were too expensive

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	38%	(849)	31%	(686)	31%	(677)	2212
Gender: Male	34%	(362)	34%	(360)	32%	(347)	1069
Gender: Female	43%	(487)	29%	(326)	29%	(330)	1143
Age: 18-34	33%	(214)	37%	(235)	30%	(194)	643
Age: 35-44	41%	(150)	28%	(101)	31%	(115)	366
Age: 45-64	42%	(300)	27%	(196)	31%	(218)	714
Age: 65+	38%	(186)	31%	(154)	31%	(150)	489
GenZers: 1997-2012	32%	(69)	39%	(84)	30%	(64)	217
Millennials: 1981-1996	37%	(249)	33%	(227)	30%	(204)	680
GenXers: 1965-1980	40%	(217)	30%	(160)	30%	(162)	539
Baby Boomers: 1946-1964	41%	(286)	27%	(185)	32%	(224)	695
PID: Dem (no lean)	38%	(320)	31%	(258)	31%	(258)	837
PID: Ind (no lean)	38%	(253)	30%	(199)	31%	(207)	660
PID: Rep (no lean)	39%	(276)	32%	(228)	30%	(211)	715
PID/Gender: Dem Men	34%	(136)	33%	(134)	33%	(134)	404
PID/Gender: Dem Women	43%	(185)	29%	(124)	29%	(124)	433
PID/Gender: Ind Men	34%	(102)	32%	(97)	34%	(103)	302
PID/Gender: Ind Women	42%	(151)	28%	(102)	29%	(105)	358
PID/Gender: Rep Men	34%	(125)	35%	(128)	30%	(110)	363
PID/Gender: Rep Women	43%	(151)	28%	(100)	29%	(101)	352
Ideo: Liberal (1-3)	37%	(240)	36%	(234)	28%	(183)	657
Ideo: Moderate (4)	39%	(242)	30%	(185)	32%	(199)	626
Ideo: Conservative (5-7)	39%	(274)	31%	(221)	30%	(216)	712
Educ: < College	38%	(553)	30%	(431)	32%	(454)	1438
Educ: Bachelors degree	38%	(187)	34%	(168)	28%	(137)	491
Educ: Post-grad	39%	(109)	31%	(87)	31%	(86)	282
Income: Under 50k	41%	(489)	29%	(344)	30%	(364)	1197
Income: 50k-100k	37%	(252)	34%	(236)	29%	(202)	690
Income: 100k+	33%	(109)	33%	(106)	34%	(111)	326
Ethnicity: White	39%	(670)	31%	(536)	30%	(506)	1712
Ethnicity: Hispanic	44%	(163)	24%	(89)	33%	(122)	374

Continued on next page

**Table MCEN5\_3:** Thinking about times you have decided to not see a film in theaters, how much were each of the following a reason you decided not to go?

Movie theater tickets were too expensive

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	38%	(849)	31%	(686)	31%	(677)	2212
Ethnicity: Black	26%	(73)	32%	(91)	42%	(118)	283
Ethnicity: Other	49%	(106)	27%	(59)	24%	(53)	217
All Christian	40%	(383)	30%	(286)	30%	(284)	953
All Non-Christian	28%	(39)	34%	(47)	37%	(51)	136
Atheist	44%	(48)	27%	(29)	29%	(31)	108
Agnostic/Nothing in particular	37%	(230)	34%	(209)	30%	(184)	623
Something Else	38%	(151)	29%	(115)	32%	(127)	392
Religious Non-Protestant/Catholic	31%	(49)	32%	(50)	37%	(59)	159
Evangelical	38%	(212)	29%	(164)	33%	(183)	559
Non-Evangelical	40%	(298)	30%	(222)	29%	(218)	738
Community: Urban	34%	(208)	31%	(188)	35%	(215)	611
Community: Suburban	40%	(432)	31%	(336)	28%	(306)	1074
Community: Rural	40%	(210)	31%	(161)	30%	(156)	527
Employ: Private Sector	36%	(260)	33%	(233)	31%	(221)	714
Employ: Government	38%	(52)	26%	(35)	36%	(49)	135
Employ: Self-Employed	37%	(84)	35%	(80)	29%	(66)	230
Employ: Homemaker	50%	(57)	30%	(34)	20%	(22)	113
Employ: Student	32%	(24)	46%	(34)	21%	(16)	73
Employ: Retired	40%	(215)	28%	(153)	32%	(173)	541
Employ: Unemployed	40%	(104)	32%	(82)	28%	(72)	258
Employ: Other	37%	(54)	23%	(34)	40%	(58)	147
Military HH: Yes	41%	(120)	28%	(81)	31%	(92)	293
Military HH: No	38%	(729)	32%	(605)	30%	(585)	1919
RD/WT: Right Direction	35%	(251)	30%	(218)	35%	(249)	718
RD/WT: Wrong Track	40%	(598)	31%	(468)	29%	(428)	1494
Biden Job Approve	38%	(369)	31%	(296)	31%	(297)	961
Biden Job Disapprove	39%	(447)	32%	(363)	29%	(325)	1135

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**Table MCEN5\_3:** Thinking about times you have decided to not see a film in theaters, how much were each of the following a reason you decided not to go?

Movie theater tickets were too expensive

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	38%	(849)	31%	(686)	31%	(677)	2212
Biden Job Strongly Approve	37%	(151)	27%	(111)	36%	(148)	411
Biden Job Somewhat Approve	39%	(217)	34%	(185)	27%	(148)	550
Biden Job Somewhat Disapprove	37%	(121)	35%	(115)	28%	(93)	329
Biden Job Strongly Disapprove	40%	(326)	31%	(248)	29%	(232)	806
Favorable of Biden	39%	(374)	32%	(307)	30%	(289)	970
Unfavorable of Biden	39%	(442)	31%	(351)	30%	(337)	1131
Very Favorable of Biden	36%	(166)	31%	(140)	33%	(150)	455
Somewhat Favorable of Biden	41%	(209)	32%	(167)	27%	(139)	514
Somewhat Unfavorable of Biden	39%	(110)	34%	(95)	27%	(76)	281
Very Unfavorable of Biden	39%	(332)	30%	(257)	31%	(261)	850
#1 Issue: Economy	38%	(324)	34%	(287)	28%	(239)	850
#1 Issue: Security	38%	(107)	31%	(87)	31%	(87)	280
#1 Issue: Health Care	35%	(58)	31%	(51)	34%	(55)	164
#1 Issue: Medicare / Social Security	43%	(112)	25%	(64)	32%	(83)	258
#1 Issue: Women's Issues	38%	(112)	31%	(89)	31%	(90)	292
#1 Issue: Education	42%	(38)	28%	(25)	31%	(29)	93
#1 Issue: Energy	29%	(38)	40%	(52)	30%	(40)	130
#1 Issue: Other	42%	(61)	20%	(29)	38%	(55)	145
2022 House Vote: Democrat	38%	(347)	31%	(279)	31%	(276)	902
2022 House Vote: Republican	38%	(276)	34%	(246)	29%	(209)	731
2022 House Vote: Didnt Vote	39%	(209)	28%	(149)	33%	(175)	533
2020 Vote: Joe Biden	38%	(366)	31%	(300)	31%	(306)	971
2020 Vote: Donald Trump	39%	(294)	34%	(252)	27%	(201)	747
2020 Vote: Other	44%	(25)	14%	(8)	42%	(24)	57
2020 Vote: Didn't Vote	38%	(164)	29%	(125)	34%	(146)	436
2018 House Vote: Democrat	38%	(299)	31%	(240)	31%	(245)	784
2018 House Vote: Republican	40%	(261)	33%	(216)	27%	(174)	651
2018 House Vote: Didnt Vote	37%	(268)	30%	(222)	33%	(239)	729

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**Table MCEN5\_3:** Thinking about times you have decided to not see a film in theaters, how much were each of the following a reason you decided not to go?*Movie theater tickets were too expensive*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	38%	(849)	31%	(686)	31%	(677)	2212
4-Region: Northeast	34%	(129)	38%	(147)	28%	(106)	383
4-Region: Midwest	41%	(187)	33%	(151)	26%	(119)	457
4-Region: South	39%	(332)	28%	(235)	33%	(279)	845
4-Region: West	38%	(202)	29%	(153)	33%	(173)	527
Did not See a Film in Theaters 2022	44%	(383)	25%	(216)	30%	(262)	861
Saw at Least One Film in Theaters 2022	35%	(456)	35%	(457)	29%	(381)	1294
Saw at Least Two Films in Theaters 2022	34%	(326)	37%	(357)	29%	(282)	965
Saw Four or more Films in Theaters 2022	32%	(208)	35%	(232)	33%	(216)	656
Plans to See at Least One Film in Theaters 2023	36%	(471)	36%	(471)	28%	(373)	1315
Plans to See at Least Two Films in Theaters 2023	35%	(395)	36%	(414)	29%	(335)	1144
Plans to See at Least Four Films in Theaters 2023	32%	(285)	37%	(325)	31%	(273)	882

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

**Table MCEN5\_4:** Thinking about times you have decided to not see a film in theaters, how much were each of the following a reason you decided not to go?  
I did not have anyone else to go with

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	11%	(240)	24%	(521)	66%	(1451)	2212
Gender: Male	13%	(142)	24%	(254)	63%	(673)	1069
Gender: Female	9%	(99)	23%	(266)	68%	(778)	1143
Age: 18-34	17%	(107)	29%	(185)	54%	(350)	643
Age: 35-44	9%	(34)	28%	(101)	63%	(231)	366
Age: 45-64	8%	(55)	21%	(151)	71%	(508)	714
Age: 65+	9%	(44)	17%	(83)	74%	(362)	489
GenZers: 1997-2012	18%	(39)	34%	(74)	48%	(104)	217
Millennials: 1981-1996	14%	(93)	27%	(185)	59%	(401)	680
GenXers: 1965-1980	8%	(45)	24%	(127)	68%	(366)	539
Baby Boomers: 1946-1964	8%	(58)	17%	(116)	75%	(521)	695
PID: Dem (no lean)	10%	(81)	26%	(214)	65%	(542)	837
PID: Ind (no lean)	11%	(70)	25%	(163)	65%	(427)	660
PID: Rep (no lean)	13%	(90)	20%	(144)	67%	(482)	715
PID/Gender: Dem Men	12%	(48)	26%	(106)	62%	(250)	404
PID/Gender: Dem Women	7%	(32)	25%	(108)	68%	(293)	433
PID/Gender: Ind Men	12%	(35)	25%	(75)	63%	(191)	302
PID/Gender: Ind Women	10%	(34)	25%	(88)	66%	(236)	358
PID/Gender: Rep Men	16%	(58)	20%	(73)	64%	(232)	363
PID/Gender: Rep Women	9%	(32)	20%	(70)	71%	(250)	352
Ideo: Liberal (1-3)	12%	(76)	28%	(183)	61%	(399)	657
Ideo: Moderate (4)	11%	(71)	25%	(155)	64%	(400)	626
Ideo: Conservative (5-7)	9%	(63)	19%	(133)	72%	(516)	712
Educ: < College	11%	(158)	24%	(340)	65%	(941)	1438
Educ: Bachelors degree	12%	(59)	23%	(113)	65%	(319)	491
Educ: Post-grad	8%	(24)	24%	(67)	68%	(192)	282
Income: Under 50k	12%	(147)	26%	(314)	61%	(735)	1197
Income: 50k-100k	11%	(73)	23%	(157)	67%	(459)	690
Income: 100k+	6%	(20)	15%	(49)	79%	(257)	326
Ethnicity: White	10%	(168)	23%	(385)	68%	(1159)	1712
Ethnicity: Hispanic	13%	(50)	26%	(96)	61%	(228)	374

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**Table MCEN5\_4:** Thinking about times you have decided to not see a film in theaters, how much were each of the following a reason you decided not to go?  
 I did not have anyone else to go with

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	11%	(240)	24%	(521)	66%	(1451)	2212
Ethnicity: Black	12%	(33)	25%	(71)	63%	(179)	283
Ethnicity: Other	18%	(39)	30%	(64)	52%	(114)	217
All Christian	11%	(106)	23%	(218)	66%	(628)	953
All Non-Christian	10%	(14)	27%	(37)	63%	(85)	136
Atheist	13%	(14)	18%	(19)	69%	(75)	108
Agnostic/Nothing in particular	11%	(67)	25%	(155)	65%	(402)	623
Something Else	10%	(39)	24%	(92)	67%	(261)	392
Religious Non-Protestant/Catholic	11%	(18)	26%	(41)	63%	(100)	159
Evangelical	12%	(67)	22%	(124)	66%	(368)	559
Non-Evangelical	9%	(63)	24%	(175)	68%	(499)	738
Community: Urban	14%	(85)	25%	(156)	61%	(370)	611
Community: Suburban	10%	(111)	23%	(244)	67%	(719)	1074
Community: Rural	8%	(44)	23%	(121)	69%	(362)	527
Employ: Private Sector	11%	(76)	26%	(186)	63%	(452)	714
Employ: Government	9%	(12)	22%	(30)	69%	(93)	135
Employ: Self-Employed	14%	(32)	26%	(61)	60%	(137)	230
Employ: Homemaker	6%	(7)	23%	(26)	71%	(80)	113
Employ: Student	21%	(16)	32%	(24)	46%	(34)	73
Employ: Retired	8%	(45)	16%	(89)	75%	(406)	541
Employ: Unemployed	14%	(36)	27%	(70)	59%	(152)	258
Employ: Other	11%	(16)	23%	(34)	66%	(97)	147
Military HH: Yes	9%	(25)	19%	(57)	72%	(211)	293
Military HH: No	11%	(215)	24%	(463)	65%	(1240)	1919
RD/WT: Right Direction	12%	(89)	26%	(188)	61%	(441)	718
RD/WT: Wrong Track	10%	(151)	22%	(333)	68%	(1010)	1494
Biden Job Approve	12%	(118)	25%	(243)	62%	(599)	961
Biden Job Disapprove	9%	(104)	23%	(257)	68%	(774)	1135

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**Table MCEN5\_4:** Thinking about times you have decided to not see a film in theaters, how much were each of the following a reason you decided not to go?  
I did not have anyone else to go with

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	11%	(240)	24%	(521)	66%	(1451)	2212
Biden Job Strongly Approve	13%	(55)	25%	(104)	61%	(252)	411
Biden Job Somewhat Approve	12%	(64)	25%	(139)	63%	(347)	550
Biden Job Somewhat Disapprove	10%	(32)	29%	(94)	62%	(203)	329
Biden Job Strongly Disapprove	9%	(71)	20%	(163)	71%	(572)	806
Favorable of Biden	12%	(116)	25%	(243)	63%	(610)	970
Unfavorable of Biden	9%	(100)	22%	(253)	69%	(777)	1131
Very Favorable of Biden	14%	(66)	25%	(112)	61%	(278)	455
Somewhat Favorable of Biden	10%	(51)	26%	(131)	65%	(332)	514
Somewhat Unfavorable of Biden	12%	(35)	26%	(72)	62%	(174)	281
Very Unfavorable of Biden	8%	(66)	21%	(181)	71%	(604)	850
#1 Issue: Economy	11%	(95)	23%	(194)	66%	(561)	850
#1 Issue: Security	13%	(35)	20%	(57)	67%	(188)	280
#1 Issue: Health Care	15%	(24)	31%	(50)	55%	(90)	164
#1 Issue: Medicare / Social Security	12%	(31)	20%	(52)	68%	(176)	258
#1 Issue: Women's Issues	8%	(25)	29%	(84)	63%	(183)	292
#1 Issue: Education	12%	(11)	33%	(31)	55%	(51)	93
#1 Issue: Energy	8%	(10)	27%	(35)	66%	(86)	130
#1 Issue: Other	6%	(9)	13%	(19)	81%	(117)	145
2022 House Vote: Democrat	10%	(92)	24%	(220)	65%	(590)	902
2022 House Vote: Republican	11%	(82)	23%	(165)	66%	(484)	731
2022 House Vote: Didnt Vote	12%	(63)	23%	(122)	65%	(347)	533
2020 Vote: Joe Biden	10%	(98)	24%	(235)	66%	(638)	971
2020 Vote: Donald Trump	10%	(75)	22%	(163)	68%	(509)	747
2020 Vote: Other	7%	(4)	20%	(12)	73%	(42)	57
2020 Vote: Didn't Vote	14%	(63)	25%	(111)	60%	(262)	436
2018 House Vote: Democrat	10%	(78)	25%	(195)	65%	(511)	784
2018 House Vote: Republican	9%	(57)	20%	(131)	71%	(463)	651
2018 House Vote: Didnt Vote	14%	(102)	25%	(185)	61%	(442)	729

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**Table MCEN5\_4:** Thinking about times you have decided to not see a film in theaters, how much were each of the following a reason you decided not to go?

I did not have anyone else to go with

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	11%	(240)	24%	(521)	66%	(1451)	2212
4-Region: Northeast	9%	(34)	28%	(106)	64%	(244)	383
4-Region: Midwest	9%	(40)	22%	(99)	70%	(318)	457
4-Region: South	12%	(98)	22%	(189)	66%	(559)	845
4-Region: West	13%	(69)	24%	(127)	63%	(331)	527
Did not See a Film in Theaters 2022	10%	(86)	18%	(151)	72%	(623)	861
Saw at Least One Film in Theaters 2022	12%	(151)	27%	(353)	61%	(790)	1294
Saw at Least Two Films in Theaters 2022	13%	(127)	29%	(284)	57%	(555)	965
Saw Four or more Films in Theaters 2022	14%	(92)	29%	(188)	57%	(376)	656
Plans to See at Least One Film in Theaters 2023	12%	(161)	29%	(375)	59%	(779)	1315
Plans to See at Least Two Films in Theaters 2023	13%	(148)	29%	(327)	58%	(669)	1144
Plans to See at Least Four Films in Theaters 2023	14%	(121)	29%	(259)	57%	(502)	882

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

**Table MCEN5\_5:** Thinking about times you have decided to not see a film in theaters, how much were each of the following a reason you decided not to go?  
I was too busy

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	21%	(464)	27%	(603)	52%	(1145)	2212
Gender: Male	23%	(247)	27%	(289)	50%	(532)	1069
Gender: Female	19%	(216)	27%	(314)	54%	(613)	1143
Age: 18-34	33%	(211)	34%	(218)	33%	(213)	643
Age: 35-44	28%	(101)	30%	(110)	42%	(154)	366
Age: 45-64	16%	(112)	25%	(176)	60%	(427)	714
Age: 65+	8%	(40)	20%	(98)	72%	(351)	489
GenZers: 1997-2012	32%	(71)	40%	(87)	27%	(59)	217
Millennials: 1981-1996	31%	(211)	31%	(212)	38%	(256)	680
GenXers: 1965-1980	20%	(110)	27%	(145)	53%	(284)	539
Baby Boomers: 1946-1964	10%	(67)	20%	(142)	70%	(486)	695
PID: Dem (no lean)	20%	(164)	28%	(238)	52%	(435)	837
PID: Ind (no lean)	23%	(153)	25%	(164)	52%	(343)	660
PID: Rep (no lean)	21%	(148)	28%	(201)	51%	(367)	715
PID/Gender: Dem Men	23%	(91)	28%	(112)	50%	(200)	404
PID/Gender: Dem Women	17%	(72)	29%	(126)	54%	(235)	433
PID/Gender: Ind Men	23%	(68)	25%	(75)	52%	(158)	302
PID/Gender: Ind Women	24%	(84)	25%	(89)	52%	(185)	358
PID/Gender: Rep Men	24%	(88)	28%	(102)	48%	(174)	363
PID/Gender: Rep Women	17%	(60)	28%	(99)	55%	(193)	352
Ideo: Liberal (1-3)	24%	(158)	31%	(201)	45%	(299)	657
Ideo: Moderate (4)	20%	(128)	28%	(173)	52%	(325)	626
Ideo: Conservative (5-7)	19%	(133)	25%	(181)	56%	(398)	712
Educ: < College	20%	(282)	27%	(390)	53%	(766)	1438
Educ: Bachelors degree	27%	(130)	26%	(130)	47%	(231)	491
Educ: Post-grad	18%	(51)	29%	(82)	53%	(149)	282
Income: Under 50k	18%	(216)	27%	(323)	55%	(658)	1197
Income: 50k-100k	25%	(172)	28%	(192)	47%	(326)	690
Income: 100k+	23%	(76)	27%	(88)	50%	(162)	326
Ethnicity: White	20%	(337)	27%	(461)	53%	(915)	1712
Ethnicity: Hispanic	34%	(127)	23%	(86)	43%	(161)	374

Continued on next page

**Table MCEN5\_5:** Thinking about times you have decided to not see a film in theaters, how much were each of the following a reason you decided not to go?  
 I was too busy

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	21%	(464)	27%	(603)	52%	(1145)	2212
Ethnicity: Black	22%	(63)	26%	(74)	52%	(146)	283
Ethnicity: Other	29%	(64)	31%	(68)	39%	(85)	217
All Christian	20%	(192)	26%	(245)	54%	(515)	953
All Non-Christian	14%	(19)	30%	(41)	56%	(76)	136
Atheist	22%	(23)	33%	(35)	46%	(49)	108
Agnostic/Nothing in particular	24%	(149)	28%	(173)	48%	(301)	623
Something Else	20%	(80)	28%	(108)	52%	(204)	392
Religious Non-Protestant/Catholic	15%	(24)	29%	(46)	56%	(89)	159
Evangelical	22%	(121)	27%	(153)	51%	(285)	559
Non-Evangelical	19%	(137)	25%	(184)	56%	(417)	738
Community: Urban	26%	(157)	28%	(168)	47%	(286)	611
Community: Suburban	20%	(215)	28%	(297)	52%	(562)	1074
Community: Rural	17%	(92)	26%	(138)	56%	(297)	527
Employ: Private Sector	30%	(211)	34%	(241)	37%	(263)	714
Employ: Government	22%	(30)	32%	(43)	46%	(63)	135
Employ: Self-Employed	28%	(65)	25%	(57)	47%	(108)	230
Employ: Homemaker	21%	(24)	26%	(29)	53%	(60)	113
Employ: Student	32%	(23)	29%	(21)	39%	(29)	73
Employ: Retired	6%	(35)	17%	(92)	77%	(414)	541
Employ: Unemployed	16%	(40)	35%	(89)	50%	(129)	258
Employ: Other	25%	(36)	21%	(30)	55%	(80)	147
Military HH: Yes	17%	(50)	24%	(71)	59%	(173)	293
Military HH: No	22%	(414)	28%	(532)	51%	(973)	1919
RD/WT: Right Direction	20%	(146)	28%	(201)	52%	(372)	718
RD/WT: Wrong Track	21%	(318)	27%	(402)	52%	(774)	1494
Biden Job Approve	21%	(204)	29%	(275)	50%	(481)	961
Biden Job Disapprove	21%	(239)	27%	(305)	52%	(591)	1135

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**Table MCEN5\_5:** Thinking about times you have decided to not see a film in theaters, how much were each of the following a reason you decided not to go?  
I was too busy

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	21%	(464)	27%	(603)	52%	(1145)	2212
Biden Job Strongly Approve	21%	(87)	25%	(102)	54%	(222)	411
Biden Job Somewhat Approve	21%	(117)	31%	(173)	47%	(260)	550
Biden Job Somewhat Disapprove	25%	(82)	35%	(114)	40%	(132)	329
Biden Job Strongly Disapprove	19%	(156)	24%	(191)	57%	(459)	806
Favorable of Biden	21%	(201)	28%	(276)	51%	(493)	970
Unfavorable of Biden	21%	(241)	26%	(298)	52%	(592)	1131
Very Favorable of Biden	21%	(95)	26%	(116)	53%	(244)	455
Somewhat Favorable of Biden	21%	(106)	31%	(159)	48%	(249)	514
Somewhat Unfavorable of Biden	26%	(73)	33%	(93)	41%	(115)	281
Very Unfavorable of Biden	20%	(167)	24%	(205)	56%	(477)	850
#1 Issue: Economy	24%	(202)	29%	(248)	47%	(399)	850
#1 Issue: Security	20%	(56)	31%	(88)	49%	(137)	280
#1 Issue: Health Care	23%	(38)	30%	(50)	46%	(76)	164
#1 Issue: Medicare / Social Security	11%	(28)	16%	(42)	73%	(189)	258
#1 Issue: Women's Issues	23%	(67)	29%	(85)	48%	(139)	292
#1 Issue: Education	29%	(27)	31%	(29)	40%	(37)	93
#1 Issue: Energy	20%	(26)	30%	(39)	50%	(65)	130
#1 Issue: Other	13%	(19)	15%	(21)	72%	(104)	145
2022 House Vote: Democrat	21%	(187)	27%	(241)	53%	(475)	902
2022 House Vote: Republican	20%	(149)	27%	(194)	53%	(388)	731
2022 House Vote: Didnt Vote	22%	(119)	30%	(157)	48%	(257)	533
2020 Vote: Joe Biden	21%	(206)	28%	(267)	51%	(498)	971
2020 Vote: Donald Trump	20%	(150)	26%	(194)	54%	(403)	747
2020 Vote: Other	20%	(11)	26%	(15)	54%	(31)	57
2020 Vote: Didn't Vote	22%	(96)	29%	(127)	49%	(213)	436
2018 House Vote: Democrat	21%	(167)	27%	(210)	52%	(407)	784
2018 House Vote: Republican	17%	(108)	26%	(172)	57%	(371)	651
2018 House Vote: Didnt Vote	24%	(178)	29%	(211)	47%	(340)	729

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**Table MCEN5\_5:** Thinking about times you have decided to not see a film in theaters, how much were each of the following a reason you decided not to go?*I was too busy*

Demographic	Major reason	Minor reason	Not a reason at all	Total N
Adults	21% (464)	27% (603)	52% (1145)	2212
4-Region: Northeast	18% (69)	31% (118)	51% (196)	383
4-Region: Midwest	18% (81)	27% (124)	55% (251)	457
4-Region: South	21% (179)	27% (230)	52% (436)	845
4-Region: West	26% (135)	25% (130)	50% (262)	527
Did not See a Film in Theaters 2022	14% (123)	20% (172)	66% (565)	861
Saw at Least One Film in Theaters 2022	26% (333)	32% (416)	42% (544)	1294
Saw at Least Two Films in Theaters 2022	28% (269)	33% (323)	39% (373)	965
Saw Four or more Films in Theaters 2022	27% (180)	33% (219)	39% (257)	656
Plans to See at Least One Film in Theaters 2023	24% (319)	33% (437)	42% (558)	1315
Plans to See at Least Two Films in Theaters 2023	26% (297)	34% (387)	40% (460)	1144
Plans to See at Least Four Films in Theaters 2023	27% (238)	34% (296)	39% (348)	882

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

**Table MCEN5\_6:** Thinking about times you have decided to not see a film in theaters, how much were each of the following a reason you decided not to go?  
I did not have a theater I enjoy going to

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	11%	(235)	20%	(436)	70%	(1541)	2212
Gender: Male	12%	(123)	21%	(228)	67%	(718)	1069
Gender: Female	10%	(112)	18%	(208)	72%	(823)	1143
Age: 18-34	13%	(81)	21%	(136)	66%	(426)	643
Age: 35-44	11%	(41)	24%	(87)	65%	(237)	366
Age: 45-64	11%	(76)	17%	(125)	72%	(513)	714
Age: 65+	8%	(37)	18%	(88)	75%	(365)	489
GenZers: 1997-2012	12%	(25)	22%	(48)	66%	(143)	217
Millennials: 1981-1996	13%	(86)	22%	(148)	66%	(446)	680
GenXers: 1965-1980	11%	(57)	19%	(105)	70%	(377)	539
Baby Boomers: 1946-1964	9%	(61)	17%	(118)	74%	(516)	695
PID: Dem (no lean)	12%	(99)	21%	(176)	67%	(563)	837
PID: Ind (no lean)	9%	(59)	19%	(123)	72%	(478)	660
PID: Rep (no lean)	11%	(78)	19%	(137)	70%	(500)	715
PID/Gender: Dem Men	14%	(56)	22%	(88)	64%	(260)	404
PID/Gender: Dem Women	10%	(42)	20%	(88)	70%	(303)	433
PID/Gender: Ind Men	9%	(27)	19%	(57)	72%	(218)	302
PID/Gender: Ind Women	9%	(32)	18%	(66)	73%	(260)	358
PID/Gender: Rep Men	11%	(40)	23%	(83)	66%	(240)	363
PID/Gender: Rep Women	11%	(38)	15%	(54)	74%	(260)	352
Ideo: Liberal (1-3)	14%	(92)	23%	(149)	63%	(417)	657
Ideo: Moderate (4)	11%	(71)	20%	(125)	69%	(430)	626
Ideo: Conservative (5-7)	8%	(57)	18%	(126)	74%	(529)	712
Educ: < College	11%	(152)	20%	(288)	69%	(998)	1438
Educ: Bachelors degree	12%	(57)	18%	(89)	70%	(345)	491
Educ: Post-grad	9%	(26)	21%	(59)	70%	(197)	282
Income: Under 50k	11%	(130)	21%	(248)	68%	(818)	1197
Income: 50k-100k	10%	(72)	20%	(138)	70%	(480)	690
Income: 100k+	10%	(33)	15%	(49)	75%	(243)	326
Ethnicity: White	10%	(170)	20%	(337)	70%	(1206)	1712
Ethnicity: Hispanic	13%	(50)	21%	(80)	65%	(245)	374

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**Table MCEN5\_6:** Thinking about times you have decided to not see a film in theaters, how much were each of the following a reason you decided not to go?  
 I did not have a theater I enjoy going to

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	11%	(235)	20%	(436)	70%	(1541)	2212
Ethnicity: Black	12%	(33)	19%	(53)	70%	(197)	283
Ethnicity: Other	15%	(33)	21%	(46)	64%	(139)	217
All Christian	11%	(100)	22%	(208)	68%	(644)	953
All Non-Christian	8%	(11)	20%	(28)	71%	(97)	136
Atheist	11%	(12)	15%	(16)	74%	(80)	108
Agnostic/Nothing in particular	10%	(63)	19%	(117)	71%	(443)	623
Something Else	12%	(49)	17%	(67)	70%	(276)	392
Religious Non-Protestant/Catholic	7%	(12)	20%	(32)	72%	(115)	159
Evangelical	14%	(77)	16%	(87)	71%	(395)	559
Non-Evangelical	8%	(62)	24%	(174)	68%	(502)	738
Community: Urban	14%	(84)	20%	(123)	66%	(404)	611
Community: Suburban	9%	(92)	19%	(206)	72%	(776)	1074
Community: Rural	11%	(59)	20%	(107)	68%	(361)	527
Employ: Private Sector	12%	(84)	22%	(154)	67%	(477)	714
Employ: Government	6%	(8)	21%	(29)	73%	(98)	135
Employ: Self-Employed	13%	(31)	18%	(41)	69%	(158)	230
Employ: Homemaker	9%	(10)	26%	(29)	65%	(74)	113
Employ: Student	9%	(7)	29%	(21)	62%	(45)	73
Employ: Retired	8%	(43)	17%	(93)	75%	(405)	541
Employ: Unemployed	14%	(37)	18%	(46)	68%	(175)	258
Employ: Other	11%	(17)	15%	(22)	73%	(108)	147
Military HH: Yes	10%	(28)	18%	(54)	72%	(212)	293
Military HH: No	11%	(207)	20%	(382)	69%	(1329)	1919
RD/WT: Right Direction	12%	(89)	22%	(159)	65%	(470)	718
RD/WT: Wrong Track	10%	(147)	18%	(276)	72%	(1071)	1494
Biden Job Approve	13%	(123)	21%	(200)	66%	(638)	961
Biden Job Disapprove	9%	(98)	19%	(216)	72%	(821)	1135

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**Table MCEN5\_6:** Thinking about times you have decided to not see a film in theaters, how much were each of the following a reason you decided not to go?  
I did not have a theater I enjoy going to

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	11%	(235)	20%	(436)	70%	(1541)	2212
Biden Job Strongly Approve	18%	(74)	19%	(79)	63%	(258)	411
Biden Job Somewhat Approve	9%	(48)	22%	(122)	69%	(380)	550
Biden Job Somewhat Disapprove	7%	(22)	22%	(73)	71%	(234)	329
Biden Job Strongly Disapprove	9%	(76)	18%	(143)	73%	(587)	806
Favorable of Biden	13%	(128)	20%	(191)	67%	(650)	970
Unfavorable of Biden	8%	(93)	19%	(217)	73%	(820)	1131
Very Favorable of Biden	17%	(78)	20%	(90)	63%	(287)	455
Somewhat Favorable of Biden	10%	(50)	20%	(102)	71%	(363)	514
Somewhat Unfavorable of Biden	5%	(15)	24%	(68)	70%	(197)	281
Very Unfavorable of Biden	9%	(78)	18%	(149)	73%	(623)	850
#1 Issue: Economy	10%	(84)	20%	(171)	70%	(595)	850
#1 Issue: Security	15%	(41)	19%	(54)	66%	(185)	280
#1 Issue: Health Care	9%	(15)	25%	(41)	66%	(108)	164
#1 Issue: Medicare / Social Security	13%	(34)	15%	(39)	72%	(186)	258
#1 Issue: Women's Issues	7%	(22)	15%	(44)	78%	(227)	292
#1 Issue: Education	11%	(10)	24%	(22)	65%	(60)	93
#1 Issue: Energy	4%	(6)	29%	(38)	67%	(87)	130
#1 Issue: Other	16%	(23)	19%	(28)	65%	(94)	145
2022 House Vote: Democrat	12%	(105)	21%	(186)	68%	(612)	902
2022 House Vote: Republican	11%	(78)	19%	(137)	71%	(516)	731
2022 House Vote: Didnt Vote	9%	(49)	19%	(101)	72%	(382)	533
2020 Vote: Joe Biden	12%	(112)	21%	(203)	68%	(657)	971
2020 Vote: Donald Trump	10%	(76)	17%	(128)	73%	(543)	747
2020 Vote: Other	16%	(9)	16%	(9)	67%	(39)	57
2020 Vote: Didn't Vote	9%	(39)	22%	(95)	69%	(303)	436
2018 House Vote: Democrat	11%	(89)	21%	(164)	68%	(532)	784
2018 House Vote: Republican	10%	(65)	17%	(111)	73%	(475)	651
2018 House Vote: Didnt Vote	11%	(77)	21%	(156)	68%	(496)	729

Continued on next page

**Table MCEN5\_6:** Thinking about times you have decided to not see a film in theaters, how much were each of the following a reason you decided not to go?  
 I did not have a theater I enjoy going to

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	11%	(235)	20%	(436)	70%	(1541)	2212
4-Region: Northeast	12%	(46)	22%	(84)	66%	(253)	383
4-Region: Midwest	9%	(42)	20%	(93)	70%	(322)	457
4-Region: South	11%	(94)	19%	(158)	70%	(593)	845
4-Region: West	10%	(53)	19%	(101)	71%	(373)	527
Did not See a Film in Theaters 2022	10%	(87)	18%	(158)	72%	(616)	861
Saw at Least One Film in Theaters 2022	11%	(139)	21%	(267)	69%	(888)	1294
Saw at Least Two Films in Theaters 2022	11%	(106)	22%	(209)	67%	(650)	965
Saw Four or more Films in Theaters 2022	12%	(79)	21%	(138)	67%	(439)	656
Plans to See at Least One Film in Theaters 2023	11%	(139)	22%	(287)	68%	(889)	1315
Plans to See at Least Two Films in Theaters 2023	10%	(119)	21%	(246)	68%	(780)	1144
Plans to See at Least Four Films in Theaters 2023	12%	(103)	21%	(182)	68%	(597)	882

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

**Table MCEN6\_1: How interested are you in seeing the following films that release in 2023?**

M3GAN

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	9%	(134)	11%	(161)	13%	(188)	30%	(444)	36%	(532)	1459
Gender: Male	10%	(72)	14%	(96)	16%	(113)	27%	(191)	32%	(223)	696
Gender: Female	8%	(62)	8%	(65)	10%	(74)	33%	(253)	41%	(309)	763
Age: 18-34	15%	(63)	15%	(64)	15%	(61)	24%	(98)	31%	(130)	416
Age: 35-44	12%	(28)	18%	(42)	14%	(34)	23%	(54)	33%	(79)	237
Age: 45-64	8%	(37)	8%	(39)	13%	(64)	33%	(164)	38%	(186)	491
Age: 65+	2%	(5)	5%	(16)	9%	(28)	41%	(128)	44%	(138)	315
GenZers: 1997-2012	17%	(25)	14%	(20)	18%	(27)	24%	(35)	28%	(42)	148
Millennials: 1981-1996	14%	(60)	16%	(67)	14%	(60)	24%	(103)	33%	(140)	431
GenXers: 1965-1980	10%	(37)	13%	(47)	13%	(49)	27%	(99)	37%	(137)	369
Baby Boomers: 1946-1964	3%	(12)	5%	(24)	10%	(47)	40%	(184)	42%	(190)	458
PID: Dem (no lean)	12%	(69)	12%	(68)	12%	(68)	29%	(160)	34%	(191)	558
PID: Ind (no lean)	7%	(32)	9%	(42)	16%	(69)	30%	(132)	38%	(169)	445
PID: Rep (no lean)	7%	(32)	11%	(50)	11%	(50)	33%	(152)	38%	(172)	456
PID/Gender: Dem Men	12%	(32)	16%	(43)	19%	(49)	22%	(58)	31%	(83)	265
PID/Gender: Dem Women	13%	(38)	9%	(25)	7%	(19)	35%	(102)	37%	(109)	293
PID/Gender: Ind Men	8%	(18)	11%	(22)	17%	(35)	32%	(67)	32%	(67)	210
PID/Gender: Ind Women	6%	(15)	8%	(20)	14%	(34)	27%	(65)	43%	(102)	236
PID/Gender: Rep Men	10%	(23)	14%	(30)	13%	(29)	30%	(66)	33%	(74)	221
PID/Gender: Rep Women	4%	(9)	9%	(20)	9%	(21)	37%	(86)	42%	(98)	235
Ideo: Liberal (1-3)	13%	(54)	13%	(57)	13%	(56)	27%	(113)	34%	(141)	421
Ideo: Moderate (4)	10%	(42)	12%	(50)	13%	(57)	28%	(122)	37%	(161)	432
Ideo: Conservative (5-7)	6%	(29)	9%	(43)	11%	(51)	34%	(156)	40%	(182)	461
Educ: < College	10%	(97)	12%	(113)	13%	(125)	31%	(304)	34%	(336)	975
Educ: Bachelors degree	7%	(22)	10%	(31)	12%	(38)	29%	(89)	42%	(128)	308
Educ: Post-grad	9%	(16)	10%	(17)	14%	(24)	29%	(51)	39%	(69)	177
Income: Under 50k	9%	(69)	11%	(89)	13%	(106)	31%	(243)	36%	(284)	790
Income: 50k-100k	10%	(45)	13%	(58)	12%	(55)	29%	(133)	37%	(170)	461
Income: 100k+	10%	(20)	7%	(14)	13%	(27)	33%	(69)	38%	(79)	208
Ethnicity: White	8%	(86)	10%	(113)	14%	(151)	32%	(351)	37%	(412)	1113
Ethnicity: Hispanic	15%	(38)	16%	(40)	9%	(21)	28%	(69)	33%	(82)	251

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**Table MCEN6\_1:** How interested are you in seeing the following films that release in 2023?

M3GAN

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	9%	(134)	11%	(161)	13%	(188)	30%	(444)	36%	(532)	1459
Ethnicity: Black	20%	(40)	12%	(25)	10%	(20)	25%	(51)	33%	(68)	203
Ethnicity: Other	5%	(8)	16%	(23)	12%	(17)	29%	(42)	37%	(53)	143
All Christian	8%	(50)	11%	(70)	12%	(71)	33%	(206)	35%	(218)	616
All Non-Christian	9%	(8)	13%	(11)	13%	(11)	23%	(20)	41%	(36)	87
Atheist	9%	(7)	10%	(8)	13%	(10)	36%	(28)	33%	(26)	78
Agnostic/Nothing in particular	10%	(42)	11%	(49)	13%	(55)	31%	(131)	35%	(151)	429
Something Else	11%	(27)	9%	(22)	16%	(40)	24%	(59)	41%	(102)	251
Religious Non-Protestant/Catholic	8%	(8)	16%	(16)	12%	(12)	24%	(25)	40%	(40)	101
Evangelical	10%	(36)	8%	(27)	15%	(52)	26%	(92)	41%	(144)	351
Non-Evangelical	7%	(36)	11%	(55)	12%	(57)	34%	(167)	35%	(170)	485
Community: Urban	13%	(50)	13%	(53)	15%	(58)	27%	(106)	32%	(126)	393
Community: Suburban	8%	(55)	10%	(72)	14%	(97)	31%	(225)	37%	(265)	714
Community: Rural	8%	(29)	10%	(36)	9%	(33)	32%	(113)	40%	(141)	352
Employ: Private Sector	12%	(59)	12%	(56)	15%	(70)	26%	(127)	35%	(171)	484
Employ: Government	7%	(6)	21%	(17)	15%	(12)	23%	(19)	35%	(30)	85
Employ: Self-Employed	14%	(23)	17%	(28)	13%	(21)	32%	(52)	24%	(39)	163
Employ: Homemaker	5%	(4)	20%	(14)	11%	(8)	22%	(15)	41%	(29)	69
Employ: Retired	2%	(8)	3%	(9)	9%	(31)	42%	(147)	44%	(152)	347
Employ: Unemployed	14%	(23)	14%	(23)	15%	(26)	19%	(32)	39%	(65)	167
Employ: Other	9%	(9)	9%	(9)	13%	(13)	36%	(37)	34%	(34)	102
Military HH: Yes	7%	(14)	10%	(20)	8%	(15)	33%	(63)	41%	(79)	191
Military HH: No	9%	(120)	11%	(141)	14%	(172)	30%	(381)	36%	(454)	1268
RD/WT: Right Direction	14%	(67)	13%	(62)	12%	(57)	28%	(132)	33%	(160)	477
RD/WT: Wrong Track	7%	(67)	10%	(99)	13%	(130)	32%	(313)	38%	(373)	982
Biden Job Approve	12%	(77)	11%	(72)	13%	(83)	29%	(182)	35%	(223)	636
Biden Job Disapprove	7%	(51)	10%	(78)	13%	(94)	32%	(239)	38%	(283)	744
Biden Job Strongly Approve	17%	(46)	9%	(24)	10%	(28)	30%	(79)	34%	(90)	266
Biden Job Somewhat Approve	8%	(31)	13%	(48)	15%	(56)	28%	(102)	36%	(133)	370
Biden Job Somewhat Disapprove	9%	(20)	16%	(35)	16%	(36)	28%	(62)	32%	(71)	224
Biden Job Strongly Disapprove	6%	(31)	8%	(43)	11%	(58)	34%	(177)	41%	(211)	520

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**Table MCEN6\_1:** How interested are you in seeing the following films that release in 2023?

M3GAN

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	9%	(134)	11%	(161)	13%	(188)	30%	(444)	36%	(532)	1459
Favorable of Biden	12%	(78)	11%	(71)	13%	(80)	29%	(186)	35%	(219)	633
Unfavorable of Biden	7%	(50)	10%	(77)	13%	(95)	32%	(237)	38%	(284)	743
Very Favorable of Biden	18%	(52)	11%	(32)	9%	(27)	30%	(88)	32%	(95)	295
Somewhat Favorable of Biden	8%	(26)	11%	(38)	16%	(53)	29%	(98)	37%	(124)	338
Somewhat Unfavorable of Biden	7%	(13)	17%	(32)	15%	(29)	26%	(49)	36%	(68)	191
Very Unfavorable of Biden	7%	(37)	8%	(45)	12%	(66)	34%	(187)	39%	(216)	552
#1 Issue: Economy	9%	(50)	12%	(71)	17%	(97)	28%	(163)	34%	(194)	575
#1 Issue: Security	9%	(16)	13%	(22)	6%	(11)	36%	(62)	36%	(63)	174
#1 Issue: Health Care	13%	(15)	8%	(9)	19%	(20)	32%	(35)	27%	(30)	108
#1 Issue: Medicare / Social Security	4%	(6)	8%	(13)	10%	(17)	31%	(53)	48%	(80)	168
#1 Issue: Women's Issues	17%	(33)	11%	(22)	10%	(20)	26%	(51)	35%	(69)	195
#1 Issue: Education	10%	(7)	15%	(10)	15%	(10)	37%	(25)	22%	(15)	66
#1 Issue: Energy	7%	(6)	7%	(7)	12%	(11)	32%	(29)	41%	(37)	89
#1 Issue: Other	1%	(1)	9%	(7)	3%	(2)	32%	(26)	55%	(45)	83
2022 House Vote: Democrat	13%	(77)	9%	(57)	14%	(83)	29%	(175)	35%	(212)	603
2022 House Vote: Republican	6%	(29)	14%	(65)	11%	(51)	33%	(157)	37%	(177)	479
2022 House Vote: Didnt Vote	7%	(26)	11%	(37)	14%	(50)	30%	(103)	38%	(134)	350
2020 Vote: Joe Biden	12%	(80)	10%	(66)	12%	(77)	29%	(188)	36%	(233)	644
2020 Vote: Donald Trump	6%	(31)	10%	(51)	11%	(55)	34%	(168)	38%	(184)	489
2020 Vote: Didn't Vote	7%	(21)	15%	(44)	16%	(48)	27%	(80)	35%	(104)	297
2018 House Vote: Democrat	11%	(58)	11%	(59)	14%	(73)	29%	(153)	34%	(180)	524
2018 House Vote: Republican	8%	(32)	11%	(47)	11%	(48)	32%	(135)	38%	(159)	422
2018 House Vote: Didnt Vote	9%	(42)	11%	(52)	14%	(65)	29%	(141)	38%	(180)	480
4-Region: Northeast	10%	(26)	13%	(33)	14%	(36)	33%	(85)	30%	(76)	257
4-Region: Midwest	9%	(27)	10%	(29)	13%	(39)	33%	(98)	36%	(107)	300
4-Region: South	10%	(53)	9%	(52)	12%	(68)	29%	(160)	39%	(217)	551
4-Region: West	8%	(28)	13%	(46)	13%	(44)	29%	(101)	37%	(132)	351
Did not See a Film in Theaters 2022	3%	(18)	5%	(27)	8%	(46)	42%	(232)	41%	(228)	551
Saw at Least One Film in Theaters 2022	13%	(115)	15%	(130)	16%	(136)	24%	(204)	33%	(283)	868
Saw at Least Two Films in Theaters 2022	15%	(98)	17%	(110)	17%	(108)	19%	(124)	31%	(202)	642

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**Table MCEN6\_1:** How interested are you in seeing the following films that release in 2023?

M3GAN

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	9%	(134)	11%	(161)	13%	(188)	30%	(444)	36%	(532)	1459
Saw Four or more Films in Theaters 2022	18%	(81)	18%	(83)	17%	(75)	17%	(76)	30%	(134)	449
Plans to See at Least One Film in Theaters 2023	13%	(111)	16%	(137)	16%	(137)	23%	(205)	33%	(291)	882
Plans to See at Least Two Films in Theaters 2023	13%	(103)	16%	(126)	16%	(121)	22%	(170)	33%	(250)	770
Plans to See at Least Four Films in Theaters 2023	15%	(93)	18%	(112)	17%	(101)	18%	(108)	32%	(198)	612

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

**Table MCEN6\_2: How interested are you in seeing the following films that release in 2023?**

*House Party*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	9% (131)	14% (204)	16% (224)	35% (495)	25% (358)	1410
Gender: Male	11% (74)	15% (102)	18% (122)	34% (227)	21% (141)	665
Gender: Female	8% (57)	14% (102)	14% (102)	36% (268)	29% (216)	745
Age: 18-34	15% (59)	18% (70)	19% (76)	21% (85)	27% (110)	400
Age: 35-44	14% (30)	21% (46)	16% (35)	24% (51)	26% (56)	218
Age: 45-64	8% (35)	14% (65)	16% (72)	42% (193)	21% (95)	461
Age: 65+	2% (7)	7% (22)	12% (41)	50% (165)	29% (97)	332
GenZers: 1997-2012	11% (15)	22% (30)	21% (29)	20% (27)	26% (35)	136
Millennials: 1981-1996	15% (64)	18% (75)	17% (72)	22% (94)	28% (118)	423
GenXers: 1965-1980	12% (38)	17% (57)	15% (50)	36% (117)	20% (65)	327
Baby Boomers: 1946-1964	3% (13)	9% (40)	15% (69)	48% (227)	26% (120)	470
PID: Dem (no lean)	12% (63)	15% (79)	16% (85)	35% (186)	22% (116)	528
PID: Ind (no lean)	9% (40)	12% (50)	15% (65)	34% (142)	29% (124)	421
PID: Rep (no lean)	6% (28)	16% (74)	16% (74)	36% (167)	26% (118)	461
PID/Gender: Dem Men	14% (35)	17% (42)	18% (44)	31% (77)	21% (53)	250
PID/Gender: Dem Women	10% (28)	13% (37)	15% (41)	39% (109)	23% (63)	278
PID/Gender: Ind Men	13% (25)	9% (17)	17% (32)	38% (70)	23% (42)	185
PID/Gender: Ind Women	6% (15)	14% (34)	14% (33)	31% (72)	35% (82)	236
PID/Gender: Rep Men	6% (14)	19% (43)	20% (46)	35% (80)	20% (47)	230
PID/Gender: Rep Women	6% (13)	13% (31)	12% (28)	38% (87)	31% (71)	231
Ideo: Liberal (1-3)	12% (49)	15% (61)	14% (58)	35% (145)	23% (96)	409
Ideo: Moderate (4)	12% (50)	16% (66)	19% (76)	31% (126)	22% (89)	406
Ideo: Conservative (5-7)	5% (21)	12% (56)	16% (73)	40% (184)	27% (125)	459
Educ: < College	11% (100)	16% (144)	15% (135)	34% (311)	24% (217)	907
Educ: Bachelors degree	7% (21)	13% (41)	18% (57)	38% (120)	24% (77)	316
Educ: Post-grad	5% (10)	10% (20)	17% (32)	34% (64)	33% (63)	188
Income: Under 50k	10% (76)	16% (122)	17% (133)	33% (250)	24% (179)	760
Income: 50k-100k	8% (34)	14% (62)	14% (61)	37% (158)	27% (115)	430
Income: 100k+	9% (20)	9% (20)	13% (30)	40% (87)	29% (63)	220
Ethnicity: White	6% (69)	12% (137)	16% (183)	37% (414)	28% (308)	1112
Ethnicity: Hispanic	12% (27)	19% (45)	18% (43)	25% (59)	27% (63)	237

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**Table MCEN6\_2:** How interested are you in seeing the following films that release in 2023?

House Party

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	9%	(131)	14%	(204)	16%	(224)	35%	(495)	25%	(358)	1410
Ethnicity: Black	31%	(54)	29%	(50)	10%	(17)	23%	(40)	7%	(13)	175
Ethnicity: Other	6%	(7)	13%	(16)	19%	(23)	33%	(40)	29%	(36)	123
All Christian	10%	(61)	13%	(80)	17%	(106)	35%	(222)	25%	(158)	628
All Non-Christian	7%	(5)	12%	(10)	15%	(12)	34%	(28)	32%	(27)	83
Atheist	2%	(1)	11%	(7)	16%	(10)	40%	(26)	31%	(20)	65
Agnostic/Nothing in particular	9%	(35)	13%	(50)	16%	(63)	36%	(139)	26%	(99)	386
Something Else	11%	(28)	23%	(57)	13%	(32)	32%	(79)	21%	(53)	249
Religious Non-Protestant/Catholic	6%	(5)	11%	(10)	15%	(14)	38%	(35)	31%	(29)	94
Evangelical	13%	(49)	14%	(52)	16%	(60)	33%	(119)	23%	(85)	366
Non-Evangelical	8%	(37)	16%	(78)	16%	(75)	36%	(173)	25%	(122)	485
Community: Urban	17%	(63)	17%	(63)	17%	(64)	28%	(105)	22%	(81)	376
Community: Suburban	6%	(45)	14%	(96)	16%	(110)	38%	(267)	26%	(180)	698
Community: Rural	7%	(22)	13%	(44)	15%	(50)	36%	(122)	29%	(97)	336
Employ: Private Sector	10%	(46)	17%	(76)	19%	(88)	34%	(155)	20%	(93)	458
Employ: Government	6%	(5)	16%	(14)	17%	(14)	31%	(26)	30%	(26)	85
Employ: Self-Employed	18%	(26)	16%	(23)	12%	(18)	30%	(45)	24%	(36)	147
Employ: Homemaker	14%	(10)	12%	(9)	13%	(10)	31%	(22)	30%	(22)	72
Employ: Student	17%	(8)	20%	(10)	26%	(13)	23%	(12)	14%	(7)	50
Employ: Retired	2%	(6)	9%	(31)	12%	(41)	49%	(172)	29%	(103)	354
Employ: Unemployed	13%	(20)	19%	(29)	18%	(27)	21%	(32)	29%	(45)	154
Employ: Other	11%	(10)	14%	(13)	14%	(12)	34%	(31)	28%	(26)	91
Military HH: Yes	6%	(10)	8%	(15)	10%	(17)	47%	(84)	30%	(54)	180
Military HH: No	10%	(121)	15%	(189)	17%	(206)	33%	(411)	25%	(303)	1231
RD/WT: Right Direction	15%	(68)	12%	(54)	15%	(64)	32%	(143)	25%	(110)	440
RD/WT: Wrong Track	6%	(63)	15%	(150)	16%	(159)	36%	(352)	25%	(247)	971
Biden Job Approve	13%	(81)	13%	(81)	14%	(84)	34%	(208)	26%	(157)	611
Biden Job Disapprove	6%	(42)	15%	(107)	18%	(131)	37%	(271)	25%	(180)	731

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**Table MCEN6\_2: How interested are you in seeing the following films that release in 2023?**

House Party

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	9%	(131)	14%	(204)	16%	(224)	35%	(495)	25%	(358)	1410
Biden Job Strongly Approve	17%	(42)	14%	(36)	8%	(19)	36%	(89)	25%	(62)	249
Biden Job Somewhat Approve	11%	(39)	13%	(46)	18%	(65)	33%	(118)	26%	(94)	362
Biden Job Somewhat Disapprove	10%	(20)	16%	(32)	30%	(62)	25%	(52)	19%	(40)	206
Biden Job Strongly Disapprove	4%	(22)	14%	(74)	13%	(70)	42%	(218)	27%	(140)	524
Favorable of Biden	13%	(78)	14%	(84)	14%	(84)	34%	(211)	26%	(157)	614
Unfavorable of Biden	6%	(46)	14%	(103)	18%	(131)	37%	(273)	25%	(182)	735
Very Favorable of Biden	18%	(48)	15%	(40)	9%	(24)	37%	(100)	22%	(60)	272
Somewhat Favorable of Biden	9%	(30)	13%	(44)	18%	(60)	32%	(111)	28%	(97)	342
Somewhat Unfavorable of Biden	6%	(10)	17%	(30)	25%	(46)	30%	(54)	22%	(40)	181
Very Unfavorable of Biden	6%	(35)	13%	(73)	15%	(85)	40%	(219)	26%	(142)	554
#1 Issue: Economy	11%	(58)	18%	(93)	15%	(77)	31%	(163)	25%	(132)	523
#1 Issue: Security	10%	(19)	14%	(25)	10%	(18)	42%	(78)	24%	(45)	185
#1 Issue: Health Care	12%	(13)	18%	(19)	20%	(22)	30%	(32)	20%	(21)	108
#1 Issue: Medicare / Social Security	3%	(5)	13%	(21)	17%	(26)	42%	(66)	25%	(39)	157
#1 Issue: Women's Issues	10%	(18)	11%	(21)	16%	(30)	37%	(69)	26%	(47)	185
#1 Issue: Education	7%	(5)	11%	(7)	47%	(31)	23%	(16)	12%	(8)	67
#1 Issue: Energy	5%	(5)	14%	(13)	11%	(10)	35%	(32)	35%	(32)	92
#1 Issue: Other	8%	(8)	5%	(4)	10%	(9)	42%	(39)	35%	(33)	94
2022 House Vote: Democrat	12%	(70)	13%	(75)	14%	(79)	37%	(211)	23%	(131)	567
2022 House Vote: Republican	6%	(30)	14%	(65)	16%	(77)	40%	(189)	24%	(111)	473
2022 House Vote: Didnt Vote	8%	(27)	17%	(60)	18%	(64)	25%	(88)	32%	(110)	349
2020 Vote: Joe Biden	12%	(73)	14%	(86)	13%	(83)	36%	(226)	25%	(155)	623
2020 Vote: Donald Trump	5%	(24)	15%	(72)	16%	(79)	39%	(188)	26%	(125)	488
2020 Vote: Didn't Vote	11%	(28)	17%	(44)	21%	(57)	25%	(67)	26%	(70)	267
2018 House Vote: Democrat	11%	(58)	14%	(69)	13%	(68)	39%	(197)	23%	(115)	507
2018 House Vote: Republican	6%	(27)	12%	(54)	16%	(70)	39%	(175)	27%	(118)	444
2018 House Vote: Didnt Vote	10%	(43)	18%	(78)	19%	(84)	26%	(115)	27%	(117)	436

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**Table MCEN6\_2:** How interested are you in seeing the following films that release in 2023?*House Party*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	9%	(131)	14%	(204)	16%	(224)	35%	(495)	25%	(358)	1410
4-Region: Northeast	9%	(22)	20%	(49)	14%	(35)	38%	(93)	19%	(47)	246
4-Region: Midwest	8%	(24)	13%	(36)	17%	(50)	36%	(104)	26%	(74)	289
4-Region: South	10%	(57)	15%	(83)	14%	(76)	35%	(194)	25%	(139)	549
4-Region: West	8%	(27)	11%	(35)	19%	(63)	32%	(104)	30%	(97)	326
Did not See a Film in Theaters 2022	5%	(28)	10%	(52)	11%	(58)	46%	(248)	29%	(158)	545
Saw at Least One Film in Theaters 2022	12%	(98)	18%	(148)	19%	(156)	28%	(235)	23%	(187)	824
Saw at Least Two Films in Theaters 2022	13%	(80)	20%	(122)	21%	(129)	24%	(148)	22%	(135)	614
Saw Four or more Films in Theaters 2022	16%	(65)	21%	(82)	21%	(85)	21%	(83)	20%	(79)	394
Plans to See at Least One Film in Theaters 2023	12%	(102)	17%	(144)	20%	(168)	28%	(230)	22%	(186)	829
Plans to See at Least Two Films in Theaters 2023	13%	(93)	18%	(129)	21%	(151)	27%	(197)	21%	(148)	717
Plans to See at Least Four Films in Theaters 2023	14%	(78)	20%	(110)	21%	(112)	25%	(135)	20%	(106)	542

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

**Table MCEN6\_3: How interested are you in seeing the following films that release in 2023?**  
*Teen Wolf: The Movie*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	8%	(117)	13%	(182)	17%	(235)	41%	(567)	21%	(291)	1392
Gender: Male	9%	(65)	16%	(114)	20%	(140)	37%	(255)	18%	(125)	699
Gender: Female	7%	(52)	10%	(68)	14%	(96)	45%	(312)	24%	(166)	693
Age: 18-34	13%	(53)	13%	(57)	17%	(73)	34%	(145)	22%	(94)	422
Age: 35-44	10%	(22)	20%	(44)	21%	(46)	28%	(61)	20%	(42)	216
Age: 45-64	9%	(37)	15%	(64)	18%	(77)	43%	(185)	16%	(68)	431
Age: 65+	1%	(5)	5%	(17)	12%	(39)	55%	(176)	27%	(87)	323
GenZers: 1997-2012	15%	(21)	9%	(12)	15%	(20)	41%	(56)	20%	(28)	137
Millennials: 1981-1996	11%	(50)	18%	(77)	20%	(88)	29%	(129)	21%	(94)	437
GenXers: 1965-1980	10%	(32)	19%	(60)	19%	(62)	34%	(110)	18%	(57)	321
Baby Boomers: 1946-1964	3%	(14)	7%	(32)	14%	(62)	54%	(243)	22%	(97)	448
PID: Dem (no lean)	10%	(51)	13%	(65)	19%	(98)	37%	(187)	21%	(105)	506
PID: Ind (no lean)	8%	(33)	12%	(51)	17%	(71)	38%	(162)	25%	(105)	422
PID: Rep (no lean)	7%	(33)	14%	(65)	14%	(66)	47%	(218)	18%	(81)	463
PID/Gender: Dem Men	14%	(36)	16%	(41)	24%	(61)	28%	(73)	18%	(45)	256
PID/Gender: Dem Women	6%	(16)	10%	(24)	15%	(37)	45%	(114)	24%	(60)	251
PID/Gender: Ind Men	8%	(15)	15%	(29)	19%	(37)	37%	(75)	22%	(45)	201
PID/Gender: Ind Women	8%	(18)	10%	(22)	15%	(33)	40%	(88)	27%	(60)	221
PID/Gender: Rep Men	6%	(14)	18%	(43)	17%	(41)	44%	(108)	15%	(36)	242
PID/Gender: Rep Women	8%	(18)	10%	(21)	11%	(25)	50%	(110)	21%	(46)	221
Ideo: Liberal (1-3)	11%	(45)	14%	(59)	18%	(75)	41%	(174)	16%	(68)	420
Ideo: Moderate (4)	10%	(40)	16%	(63)	17%	(65)	35%	(136)	22%	(85)	388
Ideo: Conservative (5-7)	4%	(19)	9%	(41)	17%	(76)	48%	(217)	22%	(99)	453
Educ: < College	9%	(84)	13%	(123)	18%	(166)	39%	(354)	21%	(188)	915
Educ: Bachelors degree	6%	(17)	12%	(37)	16%	(47)	45%	(135)	21%	(64)	300
Educ: Post-grad	9%	(16)	12%	(21)	13%	(22)	44%	(78)	22%	(39)	177
Income: Under 50k	9%	(67)	14%	(103)	18%	(136)	38%	(286)	21%	(162)	753
Income: 50k-100k	8%	(34)	14%	(58)	15%	(63)	43%	(185)	20%	(86)	426
Income: 100k+	8%	(17)	10%	(21)	17%	(36)	45%	(96)	20%	(42)	212
Ethnicity: White	6%	(69)	13%	(135)	17%	(178)	44%	(474)	20%	(220)	1075
Ethnicity: Hispanic	16%	(38)	15%	(37)	14%	(33)	33%	(79)	22%	(53)	241

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**Table MCEN6\_3:** How interested are you in seeing the following films that release in 2023?*Teen Wolf: The Movie*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	8%	(117)	13%	(182)	17%	(235)	41%	(567)	21%	(291)	1392
Ethnicity: Black	17%	(32)	16%	(30)	19%	(36)	28%	(53)	19%	(35)	185
Ethnicity: Other	12%	(16)	12%	(16)	17%	(22)	31%	(41)	27%	(36)	131
All Christian	8%	(49)	14%	(83)	13%	(80)	47%	(286)	19%	(114)	612
All Non-Christian	8%	(7)	5%	(4)	24%	(19)	34%	(27)	29%	(23)	80
Atheist	1%	(1)	7%	(5)	14%	(9)	55%	(37)	23%	(16)	67
Agnostic/Nothing in particular	7%	(26)	13%	(51)	22%	(87)	34%	(134)	23%	(92)	390
Something Else	15%	(36)	16%	(39)	16%	(39)	34%	(83)	19%	(46)	242
Religious Non-Protestant/Catholic	8%	(8)	8%	(8)	23%	(23)	35%	(34)	26%	(26)	98
Evangelical	15%	(51)	11%	(39)	14%	(50)	37%	(129)	23%	(80)	349
Non-Evangelical	6%	(28)	14%	(67)	14%	(66)	49%	(231)	17%	(78)	470
Community: Urban	14%	(54)	16%	(66)	16%	(63)	35%	(139)	20%	(79)	401
Community: Suburban	6%	(41)	9%	(64)	17%	(117)	45%	(306)	22%	(145)	673
Community: Rural	7%	(22)	16%	(52)	17%	(55)	38%	(122)	21%	(66)	318
Employ: Private Sector	10%	(48)	20%	(90)	18%	(83)	34%	(155)	18%	(83)	459
Employ: Government	5%	(4)	14%	(11)	20%	(15)	38%	(28)	22%	(16)	74
Employ: Self-Employed	12%	(16)	13%	(19)	18%	(26)	37%	(53)	20%	(28)	141
Employ: Homemaker	7%	(5)	8%	(6)	27%	(19)	37%	(26)	21%	(15)	70
Employ: Student	10%	(5)	10%	(5)	14%	(8)	39%	(21)	28%	(15)	53
Employ: Retired	2%	(6)	6%	(21)	12%	(41)	56%	(193)	24%	(82)	344
Employ: Unemployed	14%	(21)	11%	(17)	19%	(28)	34%	(51)	22%	(34)	151
Employ: Other	12%	(12)	14%	(13)	15%	(15)	41%	(41)	18%	(18)	99
Military HH: Yes	6%	(11)	12%	(21)	15%	(26)	49%	(89)	18%	(33)	181
Military HH: No	9%	(106)	13%	(161)	17%	(209)	39%	(478)	21%	(257)	1211
RD/WT: Right Direction	11%	(51)	17%	(77)	17%	(76)	32%	(145)	22%	(100)	449
RD/WT: Wrong Track	7%	(67)	11%	(105)	17%	(159)	45%	(422)	20%	(190)	943
Biden Job Approve	10%	(59)	15%	(89)	18%	(108)	37%	(223)	21%	(126)	605
Biden Job Disapprove	6%	(45)	11%	(81)	17%	(118)	46%	(327)	20%	(139)	711

Continued on next page

**Table MCEN6\_3: How interested are you in seeing the following films that release in 2023?**

*Teen Wolf: The Movie*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	8%	(117)	13%	(182)	17%	(235)	41%	(567)	21%	(291)	1392
Biden Job Strongly Approve	13%	(34)	18%	(45)	15%	(38)	31%	(80)	24%	(61)	258
Biden Job Somewhat Approve	7%	(25)	13%	(44)	20%	(70)	41%	(143)	19%	(65)	347
Biden Job Somewhat Disapprove	7%	(13)	14%	(29)	22%	(44)	42%	(85)	15%	(31)	203
Biden Job Strongly Disapprove	6%	(32)	10%	(52)	15%	(74)	48%	(242)	21%	(108)	508
Favorable of Biden	10%	(61)	15%	(92)	18%	(110)	37%	(226)	20%	(123)	612
Unfavorable of Biden	7%	(47)	11%	(79)	16%	(115)	46%	(325)	20%	(142)	709
Very Favorable of Biden	13%	(37)	16%	(45)	15%	(41)	35%	(97)	20%	(55)	275
Somewhat Favorable of Biden	7%	(24)	14%	(47)	20%	(69)	38%	(129)	20%	(68)	337
Somewhat Unfavorable of Biden	4%	(7)	13%	(23)	19%	(34)	49%	(88)	14%	(26)	177
Very Unfavorable of Biden	8%	(41)	10%	(55)	15%	(81)	45%	(238)	22%	(117)	532
#1 Issue: Economy	8%	(41)	14%	(75)	22%	(118)	39%	(209)	18%	(94)	538
#1 Issue: Security	13%	(25)	15%	(27)	12%	(22)	43%	(79)	18%	(33)	186
#1 Issue: Health Care	18%	(19)	14%	(15)	9%	(10)	38%	(41)	22%	(23)	108
#1 Issue: Medicare / Social Security	3%	(5)	12%	(18)	17%	(26)	43%	(68)	25%	(39)	156
#1 Issue: Women's Issues	9%	(16)	9%	(16)	15%	(27)	43%	(76)	23%	(41)	176
#1 Issue: Education	12%	(7)	19%	(10)	19%	(10)	44%	(24)	6%	(3)	54
#1 Issue: Energy	6%	(5)	8%	(7)	12%	(11)	40%	(35)	34%	(29)	87
#1 Issue: Other	—	(0)	14%	(12)	14%	(12)	41%	(36)	31%	(27)	88
2022 House Vote: Democrat	9%	(53)	13%	(75)	18%	(102)	40%	(227)	20%	(114)	570
2022 House Vote: Republican	7%	(32)	13%	(61)	16%	(75)	45%	(211)	19%	(88)	468
2022 House Vote: Didnt Vote	8%	(27)	14%	(44)	15%	(49)	37%	(120)	25%	(81)	321
2020 Vote: Joe Biden	9%	(56)	12%	(76)	18%	(108)	41%	(252)	20%	(126)	619
2020 Vote: Donald Trump	6%	(29)	13%	(64)	16%	(75)	46%	(217)	19%	(92)	476
2020 Vote: Didn't Vote	11%	(29)	15%	(38)	18%	(45)	32%	(83)	24%	(62)	256
2018 House Vote: Democrat	9%	(44)	15%	(74)	18%	(93)	40%	(202)	18%	(91)	504
2018 House Vote: Republican	6%	(23)	11%	(45)	16%	(64)	46%	(185)	21%	(83)	400
2018 House Vote: Didnt Vote	10%	(47)	14%	(61)	16%	(72)	37%	(167)	22%	(99)	446

Continued on next page

**Table MCEN6\_3:** How interested are you in seeing the following films that release in 2023?*Teen Wolf: The Movie*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	8%	(117)	13%	(182)	17%	(235)	41%	(567)	21%	(291)	1392
4-Region: Northeast	9%	(23)	17%	(42)	19%	(45)	39%	(93)	16%	(39)	241
4-Region: Midwest	7%	(20)	11%	(31)	15%	(43)	46%	(132)	20%	(58)	283
4-Region: South	9%	(49)	13%	(72)	17%	(93)	40%	(218)	21%	(113)	546
4-Region: West	8%	(26)	11%	(36)	17%	(54)	39%	(124)	25%	(81)	321
Did not See a Film in Theaters 2022	3%	(18)	7%	(38)	13%	(67)	49%	(263)	27%	(145)	532
Saw at Least One Film in Theaters 2022	12%	(95)	17%	(137)	20%	(164)	36%	(297)	16%	(128)	821
Saw at Least Two Films in Theaters 2022	14%	(84)	17%	(106)	21%	(128)	33%	(200)	15%	(89)	607
Saw Four or more Films in Theaters 2022	15%	(62)	18%	(73)	23%	(94)	29%	(118)	15%	(62)	409
Plans to See at Least One Film in Theaters 2023	11%	(92)	17%	(142)	21%	(175)	35%	(299)	16%	(136)	844
Plans to See at Least Two Films in Theaters 2023	12%	(87)	17%	(125)	21%	(155)	34%	(248)	15%	(106)	721
Plans to See at Least Four Films in Theaters 2023	15%	(80)	19%	(104)	23%	(129)	30%	(163)	14%	(76)	551

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

**Table MCEN6\_4:** How interested are you in seeing the following films that release in 2023?

*Knock at the Cabin*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	8%	(115)	15%	(216)	13%	(185)	29%	(417)	36%	(529)	1463
Gender: Male	10%	(73)	18%	(131)	15%	(104)	26%	(187)	30%	(216)	712
Gender: Female	6%	(43)	11%	(85)	11%	(81)	31%	(230)	42%	(312)	751
Age: 18-34	12%	(51)	18%	(75)	16%	(65)	23%	(96)	30%	(123)	410
Age: 35-44	10%	(24)	20%	(47)	11%	(27)	24%	(58)	35%	(85)	242
Age: 45-64	7%	(33)	12%	(60)	13%	(64)	30%	(148)	38%	(184)	488
Age: 65+	2%	(7)	11%	(34)	9%	(29)	36%	(115)	42%	(137)	323
GenZers: 1997-2012	14%	(20)	22%	(30)	13%	(18)	17%	(24)	33%	(46)	138
Millennials: 1981-1996	11%	(49)	18%	(81)	14%	(64)	26%	(115)	31%	(138)	446
GenXers: 1965-1980	8%	(28)	16%	(57)	13%	(45)	27%	(97)	37%	(130)	356
Baby Boomers: 1946-1964	4%	(18)	10%	(45)	11%	(52)	34%	(157)	41%	(190)	463
PID: Dem (no lean)	7%	(39)	16%	(91)	16%	(89)	26%	(148)	36%	(206)	573
PID: Ind (no lean)	7%	(31)	13%	(55)	11%	(47)	28%	(120)	41%	(178)	431
PID: Rep (no lean)	10%	(45)	15%	(70)	11%	(49)	33%	(149)	32%	(145)	459
PID/Gender: Dem Men	10%	(27)	21%	(58)	18%	(50)	21%	(58)	31%	(86)	279
PID/Gender: Dem Women	4%	(12)	11%	(33)	13%	(39)	31%	(90)	41%	(120)	294
PID/Gender: Ind Men	8%	(16)	15%	(31)	14%	(27)	29%	(59)	33%	(67)	200
PID/Gender: Ind Women	6%	(15)	11%	(25)	8%	(20)	27%	(62)	48%	(111)	232
PID/Gender: Rep Men	12%	(29)	18%	(43)	12%	(27)	30%	(71)	28%	(64)	233
PID/Gender: Rep Women	7%	(16)	12%	(27)	10%	(22)	35%	(79)	36%	(81)	226
Ideo: Liberal (1-3)	11%	(51)	15%	(70)	13%	(60)	25%	(115)	36%	(168)	465
Ideo: Moderate (4)	9%	(36)	17%	(67)	15%	(59)	25%	(102)	34%	(137)	402
Ideo: Conservative (5-7)	4%	(20)	13%	(62)	12%	(55)	33%	(151)	37%	(171)	459
Educ: < College	9%	(82)	15%	(143)	13%	(119)	28%	(264)	35%	(329)	936
Educ: Bachelors degree	5%	(18)	15%	(48)	14%	(46)	28%	(92)	38%	(125)	328
Educ: Post-grad	8%	(16)	13%	(26)	10%	(20)	31%	(61)	38%	(75)	198
Income: Under 50k	8%	(60)	15%	(113)	12%	(96)	29%	(224)	37%	(285)	778
Income: 50k-100k	9%	(41)	14%	(66)	14%	(63)	28%	(130)	35%	(163)	463
Income: 100k+	6%	(14)	17%	(38)	12%	(26)	29%	(64)	36%	(80)	222
Ethnicity: White	7%	(82)	14%	(160)	12%	(138)	30%	(340)	36%	(413)	1133
Ethnicity: Hispanic	11%	(29)	13%	(34)	14%	(36)	28%	(73)	35%	(91)	262

Continued on next page



**Table MCEN6\_4:** How interested are you in seeing the following films that release in 2023?  
 Knock at the Cabin

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	8%	(115)	15%	(216)	13%	(185)	29%	(417)	36%	(529)	1463
Ethnicity: Black	13%	(25)	21%	(39)	15%	(29)	21%	(39)	30%	(58)	190
Ethnicity: Other	6%	(8)	13%	(18)	13%	(18)	28%	(39)	41%	(57)	140
All Christian	8%	(52)	14%	(90)	12%	(74)	30%	(187)	35%	(220)	624
All Non-Christian	7%	(7)	14%	(13)	12%	(12)	27%	(25)	40%	(38)	95
Atheist	8%	(6)	12%	(9)	14%	(10)	31%	(22)	34%	(25)	72
Agnostic/Nothing in particular	7%	(30)	16%	(66)	12%	(51)	28%	(114)	36%	(149)	410
Something Else	8%	(21)	15%	(38)	14%	(37)	26%	(68)	37%	(97)	262
Religious Non-Protestant/Catholic	7%	(8)	15%	(16)	13%	(14)	27%	(29)	37%	(40)	107
Evangelical	12%	(45)	17%	(63)	12%	(44)	24%	(89)	35%	(128)	369
Non-Evangelical	4%	(22)	11%	(54)	13%	(64)	33%	(160)	38%	(185)	485
Community: Urban	12%	(49)	17%	(72)	14%	(56)	26%	(108)	31%	(127)	412
Community: Suburban	7%	(48)	14%	(98)	12%	(85)	29%	(204)	39%	(274)	709
Community: Rural	5%	(18)	14%	(46)	13%	(44)	31%	(105)	37%	(127)	341
Employ: Private Sector	12%	(55)	17%	(77)	15%	(67)	29%	(134)	28%	(127)	460
Employ: Government	6%	(5)	13%	(11)	19%	(17)	20%	(18)	42%	(37)	88
Employ: Self-Employed	12%	(17)	19%	(28)	14%	(21)	33%	(49)	22%	(33)	147
Employ: Homemaker	6%	(5)	14%	(11)	9%	(7)	23%	(18)	47%	(36)	77
Employ: Retired	3%	(11)	11%	(42)	9%	(34)	32%	(121)	45%	(173)	380
Employ: Unemployed	9%	(15)	14%	(24)	11%	(18)	20%	(34)	45%	(76)	167
Employ: Other	6%	(6)	12%	(12)	10%	(10)	40%	(38)	31%	(30)	96
Military HH: Yes	6%	(14)	12%	(25)	9%	(19)	34%	(72)	38%	(80)	210
Military HH: No	8%	(102)	15%	(191)	13%	(166)	28%	(346)	36%	(449)	1253
RD/WT: Right Direction	10%	(49)	17%	(81)	13%	(66)	25%	(124)	34%	(167)	487
RD/WT: Wrong Track	7%	(66)	14%	(135)	12%	(119)	30%	(293)	37%	(362)	976
Biden Job Approve	9%	(60)	16%	(99)	13%	(81)	25%	(162)	37%	(236)	638
Biden Job Disapprove	7%	(52)	14%	(106)	13%	(99)	31%	(233)	35%	(265)	755
Biden Job Strongly Approve	14%	(40)	18%	(52)	11%	(32)	24%	(67)	32%	(90)	280
Biden Job Somewhat Approve	6%	(20)	13%	(47)	14%	(49)	27%	(96)	41%	(146)	358
Biden Job Somewhat Disapprove	5%	(12)	17%	(38)	20%	(44)	23%	(49)	34%	(73)	215
Biden Job Strongly Disapprove	7%	(40)	13%	(69)	10%	(55)	34%	(184)	35%	(191)	540

Continued on next page

**Table MCEN6\_4:** How interested are you in seeing the following films that release in 2023?

*Knock at the Cabin*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	8% (115)	15% (216)	13% (185)	29% (417)	36% (529)	1463
Favorable of Biden	9% (58)	16% (104)	13% (83)	25% (160)	37% (239)	645
Unfavorable of Biden	7% (50)	14% (104)	13% (95)	31% (235)	36% (267)	750
Very Favorable of Biden	14% (42)	16% (50)	11% (35)	26% (82)	33% (102)	311
Somewhat Favorable of Biden	5% (16)	16% (54)	15% (48)	24% (78)	41% (136)	333
Somewhat Unfavorable of Biden	3% (6)	17% (32)	16% (30)	27% (52)	36% (68)	188
Very Unfavorable of Biden	8% (44)	13% (72)	12% (65)	33% (183)	35% (198)	561
#1 Issue: Economy	9% (49)	17% (96)	15% (84)	27% (148)	32% (178)	555
#1 Issue: Security	16% (28)	14% (25)	9% (15)	33% (58)	29% (51)	178
#1 Issue: Health Care	11% (11)	15% (15)	12% (12)	31% (31)	31% (31)	100
#1 Issue: Medicare / Social Security	2% (4)	17% (33)	11% (21)	30% (56)	40% (76)	190
#1 Issue: Women's Issues	8% (16)	10% (18)	11% (21)	28% (53)	43% (82)	191
#1 Issue: Education	5% (3)	21% (15)	27% (19)	30% (21)	17% (12)	69
#1 Issue: Energy	4% (3)	8% (7)	6% (5)	23% (19)	59% (47)	80
#1 Issue: Other	2% (2)	7% (7)	9% (9)	31% (31)	51% (51)	100
2022 House Vote: Democrat	8% (47)	14% (87)	14% (86)	27% (164)	36% (218)	604
2022 House Vote: Republican	10% (48)	15% (76)	12% (57)	31% (153)	32% (159)	492
2022 House Vote: Didnt Vote	5% (17)	14% (47)	12% (42)	26% (89)	42% (143)	337
2020 Vote: Joe Biden	8% (52)	15% (99)	13% (84)	27% (176)	37% (240)	651
2020 Vote: Donald Trump	8% (40)	15% (74)	12% (59)	31% (151)	33% (163)	487
2020 Vote: Didn't Vote	7% (20)	13% (36)	14% (41)	27% (77)	39% (109)	284
2018 House Vote: Democrat	8% (43)	14% (76)	14% (72)	29% (155)	35% (184)	530
2018 House Vote: Republican	8% (33)	14% (60)	12% (50)	31% (130)	36% (151)	425
2018 House Vote: Didnt Vote	8% (37)	15% (74)	13% (63)	26% (124)	38% (184)	482
4-Region: Northeast	9% (24)	16% (41)	13% (33)	33% (87)	29% (76)	260
4-Region: Midwest	6% (18)	14% (40)	11% (31)	30% (87)	39% (111)	287
4-Region: South	8% (46)	17% (94)	12% (67)	26% (146)	37% (204)	557
4-Region: West	8% (27)	11% (41)	15% (54)	27% (98)	39% (138)	359
Did not See a Film in Theaters 2022	3% (16)	8% (47)	9% (52)	39% (219)	41% (230)	564
Saw at Least One Film in Theaters 2022	11% (99)	19% (165)	15% (130)	22% (190)	32% (276)	860
Saw at Least Two Films in Theaters 2022	13% (84)	20% (131)	17% (108)	19% (123)	30% (195)	641

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**Table MCEN6\_4:** *How interested are you in seeing the following films that release in 2023?*  
*Knock at the Cabin*

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not too interested</b>		<b>Not interested at all</b>		<b>Never heard of</b>		<b>Total N</b>
Adults	8%	(115)	15%	(216)	13%	(185)	29%	(417)	36%	(529)	1463
Saw Four or more Films in Theaters 2022	16%	(69)	21%	(91)	15%	(68)	17%	(74)	31%	(138)	441
Plans to See at Least One Film in Theaters 2023	11%	(98)	19%	(164)	16%	(145)	21%	(186)	33%	(288)	882
Plans to See at Least Two Films in Theaters 2023	12%	(89)	20%	(154)	17%	(134)	20%	(151)	31%	(241)	769
Plans to See at Least Four Films in Theaters 2023	13%	(75)	23%	(136)	18%	(106)	17%	(99)	30%	(180)	595

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

**Table MCEN6\_5: How interested are you in seeing the following films that release in 2023?**  
*Magic Mike's Last Dance*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	11%	(153)	16%	(225)	15%	(223)	38%	(546)	21%	(300)	1447
Gender: Male	8%	(56)	12%	(83)	16%	(112)	44%	(307)	20%	(136)	694
Gender: Female	13%	(97)	19%	(142)	15%	(111)	32%	(239)	22%	(164)	753
Age: 18-34	12%	(53)	16%	(71)	16%	(70)	35%	(150)	21%	(89)	433
Age: 35-44	16%	(37)	22%	(51)	14%	(32)	31%	(71)	16%	(38)	229
Age: 45-64	10%	(47)	17%	(79)	17%	(79)	38%	(180)	19%	(89)	473
Age: 65+	5%	(16)	8%	(24)	14%	(42)	46%	(145)	27%	(85)	313
GenZers: 1997-2012	9%	(12)	10%	(15)	15%	(22)	38%	(54)	28%	(39)	142
Millennials: 1981-1996	15%	(68)	21%	(94)	15%	(69)	32%	(143)	17%	(75)	449
GenXers: 1965-1980	13%	(45)	19%	(69)	17%	(63)	33%	(119)	18%	(66)	363
Baby Boomers: 1946-1964	6%	(26)	10%	(45)	15%	(65)	48%	(212)	22%	(96)	443
PID: Dem (no lean)	13%	(70)	19%	(106)	17%	(93)	33%	(182)	18%	(98)	549
PID: Ind (no lean)	8%	(34)	13%	(56)	15%	(65)	39%	(171)	25%	(106)	432
PID: Rep (no lean)	10%	(49)	13%	(63)	14%	(65)	42%	(194)	21%	(96)	466
PID/Gender: Dem Men	11%	(28)	17%	(43)	17%	(44)	38%	(98)	18%	(48)	261
PID/Gender: Dem Women	15%	(42)	22%	(63)	17%	(49)	29%	(83)	17%	(50)	287
PID/Gender: Ind Men	5%	(11)	9%	(17)	16%	(31)	51%	(99)	19%	(37)	195
PID/Gender: Ind Women	10%	(24)	16%	(39)	15%	(34)	30%	(71)	29%	(69)	237
PID/Gender: Rep Men	7%	(18)	10%	(23)	16%	(38)	46%	(109)	22%	(51)	238
PID/Gender: Rep Women	14%	(31)	18%	(40)	12%	(27)	37%	(85)	20%	(45)	228
Ideo: Liberal (1-3)	14%	(63)	17%	(73)	17%	(72)	36%	(155)	16%	(71)	433
Ideo: Moderate (4)	11%	(46)	16%	(67)	13%	(51)	36%	(146)	24%	(97)	407
Ideo: Conservative (5-7)	6%	(29)	11%	(49)	16%	(74)	44%	(207)	23%	(106)	465
Educ: < College	11%	(101)	16%	(153)	15%	(141)	38%	(357)	21%	(196)	949
Educ: Bachelors degree	10%	(32)	15%	(46)	18%	(58)	37%	(117)	19%	(61)	315
Educ: Post-grad	11%	(20)	14%	(25)	13%	(24)	39%	(72)	23%	(43)	183
Income: Under 50k	10%	(80)	18%	(140)	15%	(121)	33%	(261)	23%	(184)	786
Income: 50k-100k	11%	(51)	12%	(55)	17%	(75)	42%	(191)	18%	(83)	455
Income: 100k+	11%	(22)	14%	(30)	13%	(27)	46%	(94)	16%	(33)	205
Ethnicity: White	10%	(107)	16%	(176)	15%	(166)	40%	(437)	19%	(213)	1099
Ethnicity: Hispanic	14%	(37)	22%	(57)	12%	(32)	32%	(84)	20%	(52)	262

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**Table MCEN6\_5: How interested are you in seeing the following films that release in 2023?**  
*Magic Mike's Last Dance*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	11%	(153)	16%	(225)	15%	(223)	38%	(546)	21%	(300)	1447
Ethnicity: Black	17%	(33)	11%	(21)	21%	(41)	31%	(61)	21%	(42)	199
Ethnicity: Other	9%	(13)	19%	(28)	11%	(16)	32%	(48)	30%	(45)	149
All Christian	10%	(63)	17%	(106)	15%	(90)	37%	(225)	22%	(133)	615
All Non-Christian	11%	(9)	11%	(9)	19%	(16)	30%	(25)	29%	(25)	85
Atheist	7%	(4)	12%	(7)	14%	(9)	54%	(34)	13%	(9)	63
Agnostic/Nothing in particular	11%	(46)	15%	(65)	14%	(59)	40%	(168)	20%	(82)	419
Something Else	11%	(30)	14%	(38)	19%	(50)	36%	(94)	20%	(52)	264
Religious Non-Protestant/Catholic	9%	(9)	10%	(10)	21%	(21)	33%	(33)	27%	(27)	100
Evangelical	11%	(39)	11%	(39)	19%	(68)	36%	(131)	23%	(85)	361
Non-Evangelical	10%	(48)	20%	(96)	14%	(66)	37%	(179)	20%	(96)	486
Community: Urban	13%	(49)	15%	(57)	20%	(75)	30%	(115)	23%	(89)	385
Community: Suburban	10%	(72)	15%	(107)	14%	(100)	41%	(293)	19%	(135)	706
Community: Rural	9%	(31)	17%	(61)	14%	(48)	39%	(139)	22%	(77)	356
Employ: Private Sector	15%	(68)	18%	(84)	15%	(69)	35%	(163)	17%	(78)	461
Employ: Government	13%	(11)	17%	(15)	17%	(15)	30%	(26)	23%	(20)	89
Employ: Self-Employed	10%	(15)	16%	(24)	15%	(23)	42%	(63)	17%	(25)	150
Employ: Homemaker	8%	(7)	20%	(17)	16%	(14)	29%	(25)	27%	(23)	86
Employ: Student	7%	(4)	17%	(8)	12%	(6)	36%	(18)	28%	(14)	51
Employ: Retired	5%	(17)	11%	(37)	14%	(46)	46%	(155)	24%	(79)	334
Employ: Unemployed	10%	(18)	16%	(29)	19%	(35)	33%	(59)	22%	(41)	182
Employ: Other	14%	(13)	11%	(10)	16%	(15)	39%	(37)	21%	(20)	94
Military HH: Yes	7%	(14)	17%	(32)	13%	(25)	43%	(80)	20%	(37)	188
Military HH: No	11%	(139)	15%	(193)	16%	(198)	37%	(466)	21%	(263)	1259
RD/WT: Right Direction	13%	(62)	19%	(90)	14%	(67)	29%	(136)	24%	(109)	464
RD/WT: Wrong Track	9%	(91)	14%	(135)	16%	(156)	42%	(410)	19%	(191)	983
Biden Job Approve	13%	(79)	20%	(123)	15%	(93)	33%	(210)	20%	(123)	628
Biden Job Disapprove	9%	(64)	12%	(90)	16%	(118)	43%	(316)	21%	(153)	741

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**Table MCEN6\_5: How interested are you in seeing the following films that release in 2023?**  
*Magic Mike's Last Dance*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	11%	(153)	16%	(225)	15%	(223)	38%	(546)	21%	(300)	1447
Biden Job Strongly Approve	16%	(45)	18%	(52)	14%	(39)	30%	(85)	22%	(62)	281
Biden Job Somewhat Approve	10%	(34)	20%	(71)	16%	(55)	36%	(125)	18%	(62)	347
Biden Job Somewhat Disapprove	13%	(28)	14%	(30)	22%	(48)	33%	(70)	18%	(38)	214
Biden Job Strongly Disapprove	7%	(36)	11%	(60)	13%	(70)	47%	(246)	22%	(115)	527
Favorable of Biden	13%	(80)	20%	(125)	16%	(101)	33%	(212)	19%	(120)	637
Unfavorable of Biden	9%	(66)	12%	(90)	15%	(108)	43%	(314)	21%	(152)	730
Very Favorable of Biden	17%	(52)	19%	(57)	15%	(47)	28%	(85)	21%	(64)	305
Somewhat Favorable of Biden	8%	(27)	20%	(67)	16%	(55)	38%	(127)	17%	(56)	332
Somewhat Unfavorable of Biden	8%	(15)	16%	(30)	19%	(34)	36%	(66)	21%	(39)	184
Very Unfavorable of Biden	9%	(51)	11%	(60)	14%	(74)	45%	(249)	21%	(114)	547
#1 Issue: Economy	10%	(53)	17%	(93)	17%	(95)	38%	(208)	19%	(106)	555
#1 Issue: Security	10%	(19)	19%	(36)	12%	(22)	41%	(77)	19%	(35)	189
#1 Issue: Health Care	10%	(9)	14%	(14)	20%	(19)	39%	(38)	18%	(18)	98
#1 Issue: Medicare / Social Security	6%	(9)	12%	(18)	15%	(23)	44%	(67)	23%	(35)	153
#1 Issue: Women's Issues	21%	(45)	14%	(31)	16%	(34)	31%	(66)	17%	(36)	211
#1 Issue: Education	13%	(7)	9%	(5)	21%	(11)	26%	(13)	31%	(16)	52
#1 Issue: Energy	6%	(5)	16%	(16)	19%	(18)	33%	(32)	25%	(24)	95
#1 Issue: Other	5%	(4)	14%	(13)	1%	(1)	47%	(45)	33%	(31)	94
2022 House Vote: Democrat	11%	(65)	18%	(104)	17%	(99)	36%	(213)	18%	(108)	589
2022 House Vote: Republican	9%	(42)	12%	(57)	15%	(72)	44%	(211)	19%	(93)	475
2022 House Vote: Didnt Vote	11%	(40)	17%	(59)	14%	(49)	31%	(109)	27%	(96)	353
2020 Vote: Joe Biden	12%	(75)	16%	(107)	16%	(106)	37%	(243)	18%	(117)	647
2020 Vote: Donald Trump	9%	(41)	14%	(65)	15%	(70)	43%	(207)	20%	(96)	479
2020 Vote: Didn't Vote	12%	(34)	17%	(48)	15%	(43)	27%	(78)	29%	(82)	286
2018 House Vote: Democrat	12%	(62)	18%	(90)	17%	(85)	37%	(186)	17%	(85)	507
2018 House Vote: Republican	8%	(35)	13%	(54)	15%	(63)	44%	(188)	21%	(88)	428
2018 House Vote: Didnt Vote	11%	(52)	16%	(78)	15%	(72)	33%	(156)	25%	(121)	480

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**Table MCEN6\_5: How interested are you in seeing the following films that release in 2023?**  
*Magic Mike's Last Dance*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	11%	(153)	16%	(225)	15%	(223)	38%	(546)	21%	(300)	1447
4-Region: Northeast	14%	(34)	15%	(37)	14%	(35)	38%	(94)	19%	(46)	246
4-Region: Midwest	10%	(29)	16%	(48)	11%	(34)	42%	(123)	21%	(61)	295
4-Region: South	9%	(53)	16%	(91)	15%	(84)	37%	(209)	22%	(125)	562
4-Region: West	11%	(36)	14%	(49)	21%	(70)	35%	(119)	20%	(69)	343
Did not See a Film in Theaters 2022	6%	(32)	12%	(63)	13%	(71)	44%	(243)	26%	(141)	550
Saw at Least One Film in Theaters 2022	14%	(119)	18%	(157)	17%	(143)	34%	(294)	17%	(144)	857
Saw at Least Two Films in Theaters 2022	15%	(97)	19%	(121)	16%	(102)	34%	(218)	16%	(106)	644
Saw Four or more Films in Theaters 2022	17%	(74)	20%	(89)	16%	(69)	30%	(133)	18%	(79)	443
Plans to See at Least One Film in Theaters 2023	14%	(121)	18%	(155)	19%	(161)	33%	(289)	16%	(142)	867
Plans to See at Least Two Films in Theaters 2023	15%	(113)	18%	(140)	18%	(137)	33%	(256)	16%	(122)	768
Plans to See at Least Four Films in Theaters 2023	17%	(101)	21%	(122)	17%	(98)	30%	(177)	16%	(94)	593

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

**Table MCEN6\_6:** How interested are you in seeing the following films that release in 2023?  
*AntMan and The Wasp: Quantumania*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	18% (248)	18% (254)	15% (206)	33% (461)	17% (245)	1415
Gender: Male	24% (165)	20% (137)	15% (105)	28% (193)	13% (88)	687
Gender: Female	11% (84)	16% (118)	14% (102)	37% (268)	22% (157)	728
Age: 18-34	29% (119)	22% (90)	14% (60)	23% (94)	13% (52)	415
Age: 35-44	26% (61)	22% (52)	16% (39)	22% (53)	14% (34)	239
Age: 45-64	12% (56)	18% (84)	15% (69)	37% (168)	18% (84)	460
Age: 65+	4% (13)	10% (30)	13% (38)	48% (146)	25% (76)	302
GenZers: 1997-2012	40% (55)	18% (25)	14% (20)	13% (17)	15% (20)	137
Millennials: 1981-1996	24% (107)	23% (104)	15% (66)	26% (113)	12% (52)	442
GenXers: 1965-1980	16% (54)	21% (74)	19% (66)	29% (102)	15% (52)	349
Baby Boomers: 1946-1964	7% (31)	11% (50)	11% (50)	45% (199)	24% (107)	437
PID: Dem (no lean)	22% (119)	20% (104)	14% (76)	29% (158)	15% (78)	535
PID: Ind (no lean)	13% (55)	19% (80)	16% (70)	35% (152)	17% (72)	429
PID: Rep (no lean)	16% (74)	16% (70)	13% (61)	33% (151)	21% (95)	451
PID/Gender: Dem Men	31% (77)	20% (49)	16% (39)	20% (50)	13% (33)	247
PID/Gender: Dem Women	15% (42)	19% (56)	13% (38)	37% (108)	16% (45)	288
PID/Gender: Ind Men	17% (33)	20% (39)	16% (31)	35% (69)	12% (23)	196
PID/Gender: Ind Women	10% (23)	17% (40)	16% (38)	36% (84)	21% (49)	234
PID/Gender: Rep Men	22% (55)	20% (49)	14% (35)	30% (74)	13% (32)	245
PID/Gender: Rep Women	9% (19)	10% (22)	13% (26)	37% (76)	31% (63)	206
Ideo: Liberal (1-3)	22% (93)	19% (81)	15% (66)	28% (123)	16% (69)	432
Ideo: Moderate (4)	19% (76)	19% (74)	13% (51)	31% (123)	17% (67)	391
Ideo: Conservative (5-7)	13% (58)	15% (68)	15% (68)	38% (168)	19% (84)	446
Educ: < College	18% (164)	17% (153)	15% (133)	33% (296)	18% (161)	907
Educ: Bachelors degree	17% (56)	21% (68)	14% (45)	32% (103)	16% (53)	325
Educ: Post-grad	16% (28)	18% (33)	15% (28)	34% (62)	17% (31)	183
Income: Under 50k	17% (132)	17% (130)	15% (112)	31% (239)	20% (152)	765
Income: 50k-100k	17% (75)	21% (92)	16% (69)	33% (149)	14% (60)	445
Income: 100k+	20% (41)	16% (33)	12% (25)	36% (74)	16% (33)	205
Ethnicity: White	15% (163)	17% (190)	15% (165)	35% (388)	18% (196)	1102
Ethnicity: Hispanic	32% (78)	17% (41)	13% (32)	21% (52)	17% (42)	245

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**Table MCEN6\_6:** *How interested are you in seeing the following films that release in 2023?*  
*AntMan and The Wasp: Quantumania*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	18% (248)	18% (254)	15% (206)	33% (461)	17% (245)	1415
Ethnicity: Black	25% (43)	22% (39)	15% (26)	22% (39)	16% (28)	174
Ethnicity: Other	30% (42)	18% (26)	11% (16)	24% (34)	16% (22)	139
All Christian	16% (101)	17% (104)	14% (87)	34% (215)	19% (118)	624
All Non-Christian	15% (13)	19% (15)	15% (12)	31% (25)	20% (16)	82
Atheist	19% (14)	13% (10)	17% (13)	43% (32)	8% (6)	75
Agnostic/Nothing in particular	18% (70)	20% (77)	16% (62)	28% (108)	17% (67)	384
Something Else	20% (50)	20% (49)	13% (32)	32% (80)	16% (39)	250
Religious Non-Protestant/Catholic	15% (14)	22% (22)	15% (14)	29% (28)	19% (18)	97
Evangelical	20% (70)	16% (56)	14% (48)	29% (101)	21% (75)	350
Non-Evangelical	15% (75)	17% (83)	14% (68)	38% (190)	16% (79)	495
Community: Urban	23% (86)	19% (73)	14% (52)	27% (101)	18% (68)	381
Community: Suburban	17% (122)	18% (124)	15% (106)	34% (241)	16% (111)	703
Community: Rural	12% (40)	17% (57)	15% (49)	36% (119)	20% (67)	332
Employ: Private Sector	22% (98)	22% (96)	16% (68)	25% (111)	15% (65)	438
Employ: Government	17% (15)	23% (21)	23% (20)	25% (21)	11% (10)	87
Employ: Self-Employed	16% (27)	19% (31)	13% (21)	39% (66)	13% (22)	168
Employ: Homemaker	13% (10)	21% (15)	21% (15)	26% (19)	20% (15)	74
Employ: Student	46% (24)	13% (7)	19% (10)	8% (4)	14% (7)	53
Employ: Retired	5% (18)	11% (36)	12% (41)	48% (162)	23% (79)	336
Employ: Unemployed	23% (35)	22% (34)	12% (19)	24% (38)	19% (29)	156
Employ: Other	20% (20)	13% (13)	11% (11)	39% (39)	18% (18)	102
Military HH: Yes	12% (23)	17% (33)	11% (22)	35% (68)	25% (48)	193
Military HH: No	18% (226)	18% (221)	15% (185)	32% (393)	16% (197)	1222
RD/WT: Right Direction	21% (100)	20% (93)	15% (71)	29% (136)	15% (70)	470
RD/WT: Wrong Track	16% (149)	17% (162)	14% (136)	34% (325)	19% (175)	945
Biden Job Approve	19% (115)	20% (125)	15% (92)	31% (189)	15% (95)	617
Biden Job Disapprove	17% (124)	15% (110)	15% (104)	34% (248)	18% (132)	719

Continued on next page

**Table MCEN6\_6:** How interested are you in seeing the following films that release in 2023?  
*AntMan and The Wasp: Quantumania*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	18% (248)	18% (254)	15% (206)	33% (461)	17% (245)	1415
Biden Job Strongly Approve	21% (55)	20% (52)	16% (42)	28% (75)	15% (39)	263
Biden Job Somewhat Approve	17% (61)	21% (72)	14% (50)	32% (114)	16% (56)	353
Biden Job Somewhat Disapprove	23% (47)	14% (27)	23% (46)	28% (55)	12% (25)	200
Biden Job Strongly Disapprove	15% (77)	16% (83)	11% (59)	37% (192)	21% (108)	518
Favorable of Biden	19% (116)	20% (123)	15% (95)	31% (195)	15% (94)	623
Unfavorable of Biden	17% (119)	15% (111)	15% (105)	35% (248)	19% (133)	716
Very Favorable of Biden	21% (63)	18% (54)	17% (50)	27% (80)	17% (50)	297
Somewhat Favorable of Biden	16% (52)	21% (69)	14% (45)	36% (116)	14% (45)	326
Somewhat Unfavorable of Biden	23% (42)	16% (30)	17% (32)	29% (54)	14% (25)	182
Very Unfavorable of Biden	15% (78)	15% (81)	14% (74)	36% (194)	20% (108)	535
#1 Issue: Economy	20% (111)	19% (108)	16% (87)	30% (167)	15% (86)	559
#1 Issue: Security	17% (27)	16% (26)	13% (21)	37% (60)	16% (26)	159
#1 Issue: Health Care	22% (24)	19% (21)	18% (20)	28% (31)	14% (16)	112
#1 Issue: Medicare / Social Security	6% (10)	13% (21)	16% (25)	41% (67)	24% (38)	162
#1 Issue: Women's Issues	16% (26)	19% (32)	18% (29)	33% (56)	15% (24)	168
#1 Issue: Education	36% (26)	7% (5)	18% (13)	25% (18)	13% (9)	70
#1 Issue: Energy	18% (16)	21% (18)	5% (4)	33% (29)	24% (21)	88
#1 Issue: Other	8% (8)	25% (25)	7% (7)	34% (33)	25% (24)	97
2022 House Vote: Democrat	20% (113)	18% (102)	16% (92)	32% (184)	14% (83)	573
2022 House Vote: Republican	14% (65)	16% (73)	15% (67)	36% (164)	18% (82)	452
2022 House Vote: Didnt Vote	18% (67)	20% (72)	13% (47)	28% (100)	21% (74)	360
2020 Vote: Joe Biden	19% (117)	18% (113)	15% (95)	34% (212)	14% (85)	622
2020 Vote: Donald Trump	13% (61)	17% (77)	14% (65)	36% (168)	21% (98)	469
2020 Vote: Didn't Vote	22% (63)	20% (57)	15% (42)	25% (73)	19% (55)	291
2018 House Vote: Democrat	21% (101)	18% (90)	14% (70)	33% (161)	14% (68)	491
2018 House Vote: Republican	12% (49)	16% (65)	13% (52)	39% (158)	21% (85)	409
2018 House Vote: Didnt Vote	19% (92)	19% (92)	17% (85)	27% (130)	18% (86)	485

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**Table MCEN6\_6:** How interested are you in seeing the following films that release in 2023?  
*AntMan and The Wasp: Quantumania*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	18% (248)	18% (254)	15% (206)	33% (461)	17% (245)	1415
4-Region: Northeast	16% (37)	20% (47)	15% (35)	34% (80)	16% (39)	238
4-Region: Midwest	13% (38)	17% (51)	15% (47)	37% (111)	18% (56)	304
4-Region: South	19% (101)	18% (98)	15% (80)	29% (154)	19% (101)	534
4-Region: West	21% (72)	17% (58)	13% (45)	34% (116)	15% (50)	340
Did not See a Film in Theaters 2022	8% (43)	12% (70)	10% (56)	46% (260)	24% (132)	561
Saw at Least One Film in Theaters 2022	25% (204)	21% (175)	17% (143)	24% (198)	12% (100)	820
Saw at Least Two Films in Theaters 2022	28% (174)	23% (144)	19% (118)	21% (134)	10% (61)	630
Saw Four or more Films in Theaters 2022	32% (140)	23% (100)	17% (74)	18% (78)	9% (40)	431
Plans to See at Least One Film in Theaters 2023	25% (210)	19% (165)	18% (153)	25% (217)	13% (109)	855
Plans to See at Least Two Films in Theaters 2023	27% (202)	20% (151)	17% (128)	23% (170)	12% (85)	737
Plans to See at Least Four Films in Theaters 2023	31% (175)	22% (127)	16% (90)	21% (120)	10% (60)	572

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

**Table MCEN6\_7: How interested are you in seeing the following films that release in 2023?**

*Creed III*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	14% (209)	16% (237)	15% (212)	35% (513)	20% (284)	1454
Gender: Male	19% (136)	20% (140)	15% (107)	29% (203)	16% (111)	696
Gender: Female	10% (73)	13% (97)	14% (105)	41% (309)	23% (174)	758
Age: 18-34	19% (76)	20% (80)	17% (68)	27% (107)	18% (73)	405
Age: 35-44	19% (45)	17% (41)	17% (40)	29% (68)	18% (43)	237
Age: 45-64	14% (68)	18% (88)	13% (65)	38% (182)	17% (80)	483
Age: 65+	6% (19)	9% (28)	12% (39)	47% (155)	27% (88)	329
GenZers: 1997-2012	21% (28)	21% (28)	15% (20)	25% (34)	19% (26)	137
Millennials: 1981-1996	19% (82)	18% (79)	17% (75)	28% (121)	18% (78)	434
GenXers: 1965-1980	16% (57)	20% (71)	16% (54)	35% (121)	13% (45)	348
Baby Boomers: 1946-1964	8% (40)	12% (56)	12% (55)	43% (206)	25% (119)	477
PID: Dem (no lean)	16% (90)	17% (91)	16% (86)	35% (192)	17% (91)	550
PID: Ind (no lean)	14% (57)	15% (62)	15% (64)	35% (146)	21% (86)	415
PID: Rep (no lean)	13% (61)	17% (84)	13% (62)	36% (174)	22% (108)	489
PID/Gender: Dem Men	23% (62)	20% (53)	17% (45)	27% (72)	14% (38)	270
PID/Gender: Dem Women	10% (29)	14% (38)	14% (40)	43% (120)	19% (53)	280
PID/Gender: Ind Men	16% (30)	20% (36)	14% (26)	33% (61)	17% (32)	185
PID/Gender: Ind Women	12% (27)	11% (26)	16% (38)	37% (85)	23% (54)	230
PID/Gender: Rep Men	18% (44)	21% (51)	15% (35)	29% (70)	17% (41)	241
PID/Gender: Rep Women	7% (17)	13% (33)	11% (27)	42% (104)	27% (67)	248
Ideo: Liberal (1-3)	18% (73)	13% (55)	15% (60)	38% (156)	16% (64)	407
Ideo: Moderate (4)	18% (76)	19% (81)	16% (69)	31% (133)	18% (77)	435
Ideo: Conservative (5-7)	10% (46)	18% (86)	13% (63)	37% (176)	23% (108)	478
Educ: < College	15% (134)	17% (156)	14% (133)	35% (321)	20% (180)	925
Educ: Bachelors degree	15% (49)	16% (53)	15% (52)	34% (115)	19% (65)	333
Educ: Post-grad	13% (25)	14% (28)	14% (27)	39% (77)	20% (39)	196
Income: Under 50k	14% (110)	14% (111)	16% (122)	34% (260)	22% (170)	773
Income: 50k-100k	14% (66)	19% (86)	14% (65)	35% (164)	17% (81)	462
Income: 100k+	15% (32)	18% (40)	11% (24)	40% (88)	16% (34)	219
Ethnicity: White	11% (120)	14% (152)	15% (169)	39% (442)	21% (240)	1124
Ethnicity: Hispanic	21% (52)	21% (53)	10% (24)	30% (75)	18% (45)	248

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**Table MCEN6\_7: How interested are you in seeing the following films that release in 2023?**  
*Creed III*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	14% (209)	16% (237)	15% (212)	35% (513)	20% (284)	1454
Ethnicity: Black	34% (66)	26% (50)	15% (28)	15% (29)	9% (18)	192
Ethnicity: Other	16% (23)	25% (35)	10% (15)	30% (41)	19% (26)	139
All Christian	16% (104)	16% (106)	11% (72)	37% (247)	20% (135)	664
All Non-Christian	12% (11)	15% (14)	13% (12)	37% (34)	24% (22)	92
Atheist	12% (8)	10% (7)	15% (10)	45% (30)	18% (12)	67
Agnostic/Nothing in particular	10% (40)	17% (67)	19% (73)	36% (142)	18% (72)	393
Something Else	19% (46)	18% (43)	19% (45)	25% (60)	18% (43)	237
Religious Non-Protestant/Catholic	12% (13)	14% (16)	14% (15)	37% (41)	23% (26)	111
Evangelical	22% (83)	14% (53)	16% (60)	28% (106)	19% (71)	372
Non-Evangelical	12% (60)	18% (89)	10% (51)	39% (190)	21% (103)	493
Community: Urban	23% (89)	16% (63)	13% (51)	29% (109)	18% (70)	383
Community: Suburban	10% (75)	16% (119)	16% (117)	39% (285)	18% (132)	728
Community: Rural	13% (45)	16% (56)	13% (43)	34% (118)	24% (82)	343
Employ: Private Sector	17% (77)	22% (100)	14% (63)	33% (148)	14% (63)	451
Employ: Government	13% (12)	14% (13)	16% (15)	34% (32)	23% (22)	93
Employ: Self-Employed	21% (32)	18% (27)	19% (28)	27% (40)	16% (24)	152
Employ: Homemaker	7% (5)	11% (7)	19% (13)	38% (26)	25% (18)	69
Employ: Retired	6% (23)	9% (31)	13% (47)	47% (171)	26% (94)	366
Employ: Unemployed	20% (36)	12% (22)	17% (30)	29% (53)	22% (40)	181
Employ: Other	9% (8)	23% (21)	10% (10)	39% (36)	19% (18)	93
Military HH: Yes	9% (20)	17% (36)	10% (22)	42% (88)	21% (45)	212
Military HH: No	15% (189)	16% (201)	15% (189)	34% (424)	19% (239)	1242
RD/WT: Right Direction	20% (97)	17% (81)	13% (61)	31% (148)	19% (88)	475
RD/WT: Wrong Track	11% (112)	16% (157)	15% (151)	37% (364)	20% (196)	979
Biden Job Approve	18% (116)	15% (97)	13% (83)	36% (225)	17% (110)	630
Biden Job Disapprove	11% (82)	17% (132)	15% (114)	36% (275)	21% (158)	761
Biden Job Strongly Approve	16% (45)	16% (43)	12% (33)	35% (97)	21% (57)	275
Biden Job Somewhat Approve	20% (70)	15% (54)	14% (49)	36% (128)	15% (53)	355
Biden Job Somewhat Disapprove	13% (28)	26% (55)	18% (39)	25% (52)	18% (38)	213
Biden Job Strongly Disapprove	10% (54)	14% (76)	14% (75)	41% (223)	22% (120)	548

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**Table MCEN6\_7: How interested are you in seeing the following films that release in 2023?**

*Creed III*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	14% (209)	16% (237)	15% (212)	35% (513)	20% (284)	1454
Favorable of Biden	19% (115)	16% (97)	12% (77)	35% (218)	18% (114)	622
Unfavorable of Biden	11% (80)	17% (125)	15% (117)	37% (280)	21% (156)	759
Very Favorable of Biden	20% (58)	17% (51)	12% (34)	33% (99)	19% (56)	298
Somewhat Favorable of Biden	18% (57)	14% (46)	13% (43)	37% (119)	18% (59)	325
Somewhat Unfavorable of Biden	10% (19)	25% (49)	20% (38)	27% (52)	18% (35)	193
Very Unfavorable of Biden	11% (61)	14% (77)	14% (80)	40% (228)	21% (120)	566
#1 Issue: Economy	15% (83)	20% (111)	16% (89)	29% (159)	18% (99)	542
#1 Issue: Security	16% (31)	16% (30)	13% (25)	36% (68)	20% (37)	190
#1 Issue: Health Care	19% (21)	20% (21)	14% (14)	35% (37)	12% (13)	107
#1 Issue: Medicare / Social Security	11% (19)	9% (15)	12% (22)	40% (72)	28% (50)	178
#1 Issue: Women's Issues	11% (20)	13% (24)	16% (29)	42% (79)	18% (33)	186
#1 Issue: Education	22% (15)	19% (13)	19% (13)	30% (21)	10% (7)	69
#1 Issue: Energy	10% (9)	15% (14)	16% (15)	40% (38)	19% (17)	93
#1 Issue: Other	11% (10)	10% (9)	5% (4)	44% (40)	30% (27)	90
2022 House Vote: Democrat	16% (95)	17% (103)	13% (79)	37% (223)	16% (98)	598
2022 House Vote: Republican	11% (56)	17% (84)	13% (63)	37% (185)	22% (106)	493
2022 House Vote: Didnt Vote	15% (50)	14% (48)	20% (65)	29% (95)	22% (74)	331
2020 Vote: Joe Biden	17% (107)	16% (101)	14% (90)	37% (236)	16% (102)	636
2020 Vote: Donald Trump	10% (50)	16% (81)	13% (63)	38% (186)	23% (115)	495
2020 Vote: Didn't Vote	15% (43)	18% (49)	17% (48)	29% (80)	21% (60)	281
2018 House Vote: Democrat	16% (85)	16% (82)	16% (82)	37% (192)	14% (72)	513
2018 House Vote: Republican	9% (41)	16% (71)	11% (47)	39% (173)	25% (108)	440
2018 House Vote: Didnt Vote	16% (75)	18% (82)	17% (79)	28% (128)	21% (97)	460
4-Region: Northeast	16% (42)	17% (46)	15% (39)	36% (96)	17% (45)	269
4-Region: Midwest	10% (32)	16% (49)	13% (39)	40% (123)	20% (60)	303
4-Region: South	15% (84)	18% (100)	15% (81)	32% (178)	19% (106)	550
4-Region: West	15% (50)	13% (42)	16% (52)	35% (115)	22% (73)	333
Did not See a Film in Theaters 2022	7% (40)	12% (67)	11% (60)	42% (237)	28% (154)	558
Saw at Least One Film in Theaters 2022	19% (164)	20% (167)	17% (144)	31% (262)	14% (120)	858
Saw at Least Two Films in Theaters 2022	22% (140)	20% (125)	16% (104)	29% (180)	13% (81)	631

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**Table MCEN6\_7: How interested are you in seeing the following films that release in 2023?**  
*Creed III*

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not too interested</b>		<b>Not interested at all</b>		<b>Never heard of</b>		<b>Total N</b>
Adults	14%	(209)	16%	(237)	15%	(212)	35%	(513)	20%	(284)	1454
Saw Four or more Films in Theaters 2022	24%	(104)	22%	(94)	16%	(69)	25%	(105)	13%	(56)	428
Plans to See at Least One Film in Theaters 2023	19%	(167)	20%	(170)	16%	(134)	30%	(257)	15%	(130)	858
Plans to See at Least Two Films in Theaters 2023	21%	(159)	21%	(157)	16%	(119)	29%	(217)	14%	(105)	757
Plans to See at Least Four Films in Theaters 2023	24%	(135)	22%	(125)	16%	(91)	26%	(151)	12%	(71)	572

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

**Table MCEN6\_8:** How interested are you in seeing the following films that release in 2023?

Scream 6

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	12% (171)	17% (248)	14% (207)	42% (602)	14% (204)	1432
Gender: Male	15% (100)	20% (137)	15% (102)	37% (247)	13% (89)	675
Gender: Female	9% (71)	15% (111)	14% (105)	47% (355)	15% (115)	757
Age: 18-34	20% (84)	22% (93)	17% (72)	29% (125)	13% (54)	428
Age: 35-44	17% (39)	22% (49)	15% (34)	32% (73)	14% (31)	225
Age: 45-64	9% (41)	16% (76)	18% (83)	47% (221)	10% (49)	469
Age: 65+	2% (7)	10% (31)	6% (18)	59% (183)	23% (70)	309
GenZers: 1997-2012	23% (34)	21% (30)	16% (23)	29% (43)	11% (16)	146
Millennials: 1981-1996	18% (77)	22% (94)	16% (72)	31% (137)	13% (57)	438
GenXers: 1965-1980	13% (44)	22% (76)	18% (61)	39% (136)	8% (27)	344
Baby Boomers: 1946-1964	4% (16)	10% (47)	11% (49)	56% (251)	20% (89)	452
PID: Dem (no lean)	13% (72)	19% (102)	19% (100)	38% (206)	11% (59)	539
PID: Ind (no lean)	12% (48)	16% (68)	13% (56)	42% (177)	17% (69)	419
PID: Rep (no lean)	11% (50)	16% (78)	11% (51)	46% (219)	16% (76)	474
PID/Gender: Dem Men	19% (50)	20% (51)	18% (47)	31% (80)	12% (30)	257
PID/Gender: Dem Women	8% (22)	18% (51)	19% (53)	45% (126)	10% (29)	282
PID/Gender: Ind Men	12% (23)	19% (37)	13% (26)	43% (83)	13% (25)	195
PID/Gender: Ind Women	11% (25)	14% (31)	13% (30)	42% (94)	20% (44)	224
PID/Gender: Rep Men	12% (27)	22% (49)	13% (30)	38% (84)	15% (34)	223
PID/Gender: Rep Women	9% (24)	12% (29)	8% (21)	54% (135)	17% (42)	251
Ideo: Liberal (1-3)	15% (64)	21% (86)	15% (61)	39% (165)	10% (41)	417
Ideo: Moderate (4)	13% (51)	18% (73)	15% (61)	36% (145)	18% (72)	402
Ideo: Conservative (5-7)	8% (36)	14% (66)	13% (62)	50% (234)	15% (71)	469
Educ: < College	13% (122)	19% (174)	15% (141)	39% (367)	14% (134)	938
Educ: Bachelors degree	10% (32)	15% (50)	14% (45)	48% (155)	13% (44)	325
Educ: Post-grad	10% (17)	14% (24)	13% (21)	47% (80)	16% (27)	169
Income: Under 50k	12% (102)	18% (145)	15% (119)	40% (326)	15% (126)	817
Income: 50k-100k	10% (45)	19% (82)	15% (62)	42% (182)	13% (57)	429
Income: 100k+	13% (25)	11% (21)	14% (26)	50% (94)	11% (21)	186
Ethnicity: White	10% (112)	16% (179)	13% (144)	46% (503)	15% (164)	1102
Ethnicity: Hispanic	15% (35)	23% (53)	20% (47)	29% (68)	12% (29)	232

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**Table MCEN6\_8:** How interested are you in seeing the following films that release in 2023?  
 Scream 6

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	12%	(171)	17%	(248)	14%	(207)	42%	(602)	14%	(204)	1432
Ethnicity: Black	26%	(49)	21%	(38)	19%	(36)	24%	(45)	10%	(19)	187
Ethnicity: Other	7%	(10)	21%	(30)	19%	(26)	38%	(54)	15%	(21)	142
All Christian	11%	(63)	15%	(89)	12%	(73)	48%	(288)	14%	(84)	597
All Non-Christian	11%	(11)	13%	(12)	12%	(11)	45%	(41)	19%	(17)	92
Atheist	12%	(9)	22%	(15)	14%	(10)	43%	(30)	10%	(7)	71
Agnostic/Nothing in particular	14%	(56)	22%	(91)	15%	(63)	33%	(136)	15%	(63)	410
Something Else	12%	(33)	16%	(41)	19%	(49)	41%	(106)	12%	(32)	261
Religious Non-Protestant/Catholic	10%	(11)	13%	(14)	15%	(16)	43%	(48)	19%	(21)	110
Evangelical	15%	(53)	14%	(51)	17%	(62)	40%	(146)	14%	(51)	362
Non-Evangelical	9%	(40)	15%	(68)	12%	(54)	52%	(239)	13%	(59)	459
Community: Urban	16%	(64)	22%	(87)	14%	(54)	33%	(131)	16%	(63)	400
Community: Suburban	10%	(70)	16%	(110)	13%	(94)	47%	(329)	14%	(100)	704
Community: Rural	11%	(37)	15%	(50)	18%	(58)	43%	(142)	12%	(41)	328
Employ: Private Sector	14%	(63)	21%	(94)	16%	(73)	41%	(186)	8%	(37)	453
Employ: Government	8%	(7)	24%	(21)	22%	(20)	32%	(28)	15%	(13)	89
Employ: Self-Employed	14%	(20)	15%	(21)	16%	(22)	42%	(58)	12%	(17)	138
Employ: Homemaker	7%	(5)	22%	(15)	19%	(13)	32%	(21)	20%	(13)	66
Employ: Retired	3%	(9)	11%	(38)	8%	(29)	56%	(194)	22%	(76)	346
Employ: Unemployed	23%	(42)	16%	(29)	13%	(24)	33%	(60)	15%	(28)	184
Employ: Other	13%	(14)	18%	(19)	18%	(19)	35%	(37)	16%	(17)	107
Military HH: Yes	7%	(14)	12%	(23)	15%	(29)	48%	(92)	18%	(34)	192
Military HH: No	13%	(157)	18%	(225)	14%	(178)	41%	(510)	14%	(170)	1239
RD/WT: Right Direction	16%	(75)	20%	(96)	15%	(73)	36%	(170)	13%	(64)	478
RD/WT: Wrong Track	10%	(96)	16%	(152)	14%	(134)	45%	(432)	15%	(139)	953
Biden Job Approve	14%	(89)	18%	(113)	16%	(103)	40%	(252)	12%	(74)	631
Biden Job Disapprove	10%	(73)	16%	(117)	13%	(97)	45%	(322)	15%	(111)	721
Biden Job Strongly Approve	17%	(46)	19%	(52)	16%	(44)	34%	(93)	14%	(39)	274
Biden Job Somewhat Approve	12%	(43)	17%	(62)	17%	(59)	45%	(159)	10%	(35)	358
Biden Job Somewhat Disapprove	10%	(20)	23%	(47)	20%	(41)	40%	(82)	8%	(17)	208
Biden Job Strongly Disapprove	10%	(53)	14%	(70)	11%	(56)	47%	(240)	18%	(95)	514

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**Table MCEN6\_8:** How interested are you in seeing the following films that release in 2023?

Scream 6

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	12% (171)	17% (248)	14% (207)	42% (602)	14% (204)	1432
Favorable of Biden	13% (86)	18% (113)	17% (109)	41% (259)	11% (71)	639
Unfavorable of Biden	10% (74)	16% (116)	12% (88)	45% (320)	16% (114)	713
Very Favorable of Biden	17% (49)	18% (53)	18% (54)	34% (102)	13% (40)	298
Somewhat Favorable of Biden	11% (37)	18% (60)	16% (56)	46% (157)	9% (32)	341
Somewhat Unfavorable of Biden	6% (10)	24% (43)	17% (29)	45% (79)	9% (15)	177
Very Unfavorable of Biden	12% (64)	14% (74)	11% (59)	45% (241)	18% (99)	536
#1 Issue: Economy	13% (70)	17% (91)	17% (93)	41% (222)	11% (59)	535
#1 Issue: Security	14% (26)	15% (27)	8% (14)	48% (87)	15% (28)	183
#1 Issue: Health Care	10% (11)	26% (29)	13% (14)	43% (48)	8% (9)	112
#1 Issue: Medicare / Social Security	5% (8)	15% (27)	13% (23)	46% (84)	21% (39)	181
#1 Issue: Women's Issues	17% (32)	18% (33)	15% (29)	38% (72)	12% (23)	189
#1 Issue: Education	16% (11)	15% (10)	29% (19)	37% (25)	3% (2)	66
#1 Issue: Energy	9% (7)	25% (18)	10% (7)	32% (23)	25% (18)	73
#1 Issue: Other	7% (6)	13% (12)	7% (7)	45% (42)	28% (26)	94
2022 House Vote: Democrat	13% (77)	18% (104)	17% (99)	41% (240)	10% (60)	580
2022 House Vote: Republican	9% (42)	16% (77)	11% (54)	48% (227)	16% (77)	478
2022 House Vote: Didnt Vote	14% (47)	18% (63)	15% (51)	35% (121)	18% (63)	346
2020 Vote: Joe Biden	12% (75)	18% (114)	16% (100)	42% (260)	11% (70)	618
2020 Vote: Donald Trump	9% (42)	16% (77)	11% (55)	48% (235)	17% (82)	491
2020 Vote: Didn't Vote	16% (47)	19% (54)	16% (47)	32% (92)	17% (48)	288
2018 House Vote: Democrat	12% (60)	18% (91)	17% (87)	42% (210)	11% (55)	503
2018 House Vote: Republican	10% (43)	13% (54)	10% (44)	52% (221)	15% (64)	426
2018 House Vote: Didnt Vote	14% (65)	21% (99)	16% (74)	34% (163)	16% (77)	479
4-Region: Northeast	12% (28)	20% (48)	13% (31)	44% (103)	12% (28)	237
4-Region: Midwest	9% (29)	15% (47)	13% (41)	50% (158)	12% (38)	313
4-Region: South	15% (81)	18% (98)	15% (83)	37% (203)	15% (81)	546
4-Region: West	10% (33)	16% (55)	16% (53)	41% (138)	17% (56)	335
Did not See a Film in Theaters 2022	6% (31)	13% (76)	10% (59)	49% (281)	21% (120)	569
Saw at Least One Film in Theaters 2022	17% (136)	20% (162)	17% (141)	38% (309)	9% (75)	822
Saw at Least Two Films in Theaters 2022	19% (120)	21% (133)	17% (108)	34% (211)	8% (51)	623

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**Table MCEN6\_8:** How interested are you in seeing the following films that release in 2023?

Scream 6

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	12%	(171)	17%	(248)	14%	(207)	42%	(602)	14%	(204)	1432
Saw Four or more Films in Theaters 2022	23%	(98)	20%	(86)	18%	(74)	30%	(127)	9%	(37)	423
Plans to See at Least One Film in Theaters 2023	16%	(137)	21%	(179)	17%	(147)	37%	(313)	9%	(75)	852
Plans to See at Least Two Films in Theaters 2023	17%	(127)	22%	(166)	17%	(129)	37%	(274)	7%	(53)	749
Plans to See at Least Four Films in Theaters 2023	20%	(114)	22%	(124)	19%	(109)	33%	(187)	7%	(38)	572

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

**Table MCEN6\_9: How interested are you in seeing the following films that release in 2023?**  
*Shazam! Fury of the Gods*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	13% (191)	17% (244)	14% (202)	35% (509)	22% (318)	1464
Gender: Male	18% (129)	22% (153)	16% (110)	28% (197)	16% (112)	701
Gender: Female	8% (62)	12% (91)	12% (93)	41% (312)	27% (205)	764
Age: 18-34	20% (86)	19% (82)	15% (64)	26% (112)	20% (85)	429
Age: 35-44	19% (46)	25% (63)	14% (35)	24% (60)	18% (45)	249
Age: 45-64	10% (45)	18% (83)	15% (69)	37% (175)	20% (95)	467
Age: 65+	4% (13)	5% (17)	11% (34)	51% (162)	29% (93)	320
GenZers: 1997-2012	26% (37)	18% (26)	13% (19)	21% (29)	21% (30)	141
Millennials: 1981-1996	18% (84)	23% (107)	14% (63)	27% (123)	18% (81)	458
GenXers: 1965-1980	12% (45)	19% (71)	17% (62)	30% (108)	21% (77)	362
Baby Boomers: 1946-1964	5% (23)	9% (39)	12% (53)	49% (219)	25% (114)	448
PID: Dem (no lean)	15% (83)	16% (93)	14% (78)	37% (212)	18% (101)	568
PID: Ind (no lean)	12% (53)	19% (82)	15% (64)	30% (134)	24% (107)	440
PID: Rep (no lean)	12% (55)	15% (69)	13% (60)	36% (163)	24% (110)	457
PID/Gender: Dem Men	24% (67)	21% (58)	15% (41)	27% (76)	14% (38)	280
PID/Gender: Dem Women	6% (16)	12% (36)	13% (37)	47% (136)	22% (63)	288
PID/Gender: Ind Men	16% (31)	24% (47)	16% (30)	27% (52)	18% (35)	195
PID/Gender: Ind Women	9% (22)	14% (35)	14% (33)	33% (82)	29% (72)	245
PID/Gender: Rep Men	14% (31)	21% (48)	17% (38)	30% (68)	18% (40)	226
PID/Gender: Rep Women	10% (24)	9% (21)	9% (22)	41% (94)	30% (70)	231
Ideo: Liberal (1-3)	16% (68)	17% (73)	14% (58)	34% (146)	20% (86)	431
Ideo: Moderate (4)	15% (65)	20% (86)	14% (60)	30% (130)	20% (87)	428
Ideo: Conservative (5-7)	9% (43)	13% (62)	14% (63)	39% (183)	24% (113)	465
Educ: < College	13% (133)	17% (168)	13% (123)	35% (343)	22% (219)	985
Educ: Bachelors degree	12% (36)	16% (48)	17% (51)	36% (109)	20% (62)	305
Educ: Post-grad	13% (22)	17% (29)	16% (28)	33% (57)	22% (37)	174
Income: Under 50k	13% (107)	17% (137)	14% (112)	33% (277)	24% (195)	828
Income: 50k-100k	14% (59)	17% (72)	13% (54)	36% (150)	19% (81)	416
Income: 100k+	11% (25)	16% (35)	16% (36)	37% (83)	19% (42)	221
Ethnicity: White	12% (130)	16% (180)	13% (151)	37% (412)	22% (248)	1122
Ethnicity: Hispanic	24% (60)	19% (48)	8% (20)	27% (68)	21% (53)	248

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**Table MCEN6\_9:** How interested are you in seeing the following films that release in 2023?  
*Shazam! Fury of the Gods*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	13%	(191)	17%	(244)	14%	(202)	35%	(509)	22%	(318)	1464
Ethnicity: Black	23%	(45)	17%	(34)	15%	(30)	25%	(49)	20%	(38)	197
Ethnicity: Other	11%	(16)	20%	(30)	14%	(21)	33%	(48)	21%	(31)	146
All Christian	14%	(87)	14%	(89)	12%	(73)	38%	(235)	23%	(141)	625
All Non-Christian	9%	(8)	20%	(18)	13%	(12)	33%	(30)	24%	(22)	91
Atheist	12%	(8)	21%	(15)	23%	(16)	29%	(20)	16%	(11)	70
Agnostic/Nothing in particular	11%	(44)	20%	(79)	16%	(63)	33%	(133)	20%	(81)	400
Something Else	15%	(43)	15%	(43)	14%	(38)	33%	(90)	23%	(63)	277
Religious Non-Protestant/Catholic	8%	(8)	21%	(21)	13%	(13)	35%	(35)	23%	(23)	101
Evangelical	16%	(60)	13%	(49)	15%	(56)	33%	(126)	24%	(91)	382
Non-Evangelical	13%	(64)	15%	(75)	11%	(53)	39%	(193)	23%	(112)	496
Community: Urban	20%	(81)	20%	(80)	13%	(54)	29%	(116)	18%	(72)	402
Community: Suburban	11%	(74)	17%	(118)	15%	(102)	37%	(261)	20%	(142)	696
Community: Rural	10%	(37)	13%	(47)	13%	(47)	36%	(133)	28%	(103)	366
Employ: Private Sector	17%	(79)	22%	(101)	17%	(82)	27%	(128)	17%	(78)	468
Employ: Government	15%	(13)	22%	(19)	19%	(16)	29%	(25)	15%	(13)	85
Employ: Self-Employed	11%	(18)	19%	(31)	15%	(24)	36%	(57)	19%	(30)	161
Employ: Homemaker	14%	(12)	20%	(17)	13%	(11)	28%	(23)	25%	(21)	83
Employ: Student	47%	(24)	11%	(6)	13%	(7)	11%	(6)	18%	(9)	51
Employ: Retired	4%	(14)	8%	(30)	9%	(32)	51%	(184)	27%	(98)	359
Employ: Unemployed	15%	(25)	14%	(23)	15%	(26)	27%	(44)	29%	(49)	167
Employ: Other	7%	(6)	19%	(17)	6%	(6)	47%	(42)	21%	(20)	91
Military HH: Yes	12%	(24)	10%	(19)	15%	(30)	37%	(72)	25%	(47)	192
Military HH: No	13%	(167)	18%	(225)	14%	(173)	34%	(438)	21%	(271)	1273
RD/WT: Right Direction	20%	(94)	18%	(85)	12%	(56)	31%	(142)	18%	(84)	461
RD/WT: Wrong Track	10%	(97)	16%	(159)	15%	(146)	37%	(367)	23%	(233)	1003
Biden Job Approve	16%	(102)	19%	(127)	13%	(86)	34%	(220)	18%	(117)	652
Biden Job Disapprove	11%	(83)	14%	(101)	15%	(110)	37%	(271)	24%	(176)	740

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**Table MCEN6\_9:** How interested are you in seeing the following films that release in 2023?  
*Shazam! Fury of the Gods*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	13%	(191)	17%	(244)	14%	(202)	35%	(509)	22%	(318)	1464
Biden Job Strongly Approve	18%	(49)	20%	(55)	12%	(34)	30%	(83)	19%	(52)	273
Biden Job Somewhat Approve	14%	(52)	19%	(72)	14%	(52)	36%	(137)	17%	(66)	379
Biden Job Somewhat Disapprove	15%	(31)	13%	(27)	18%	(37)	33%	(69)	21%	(44)	208
Biden Job Strongly Disapprove	10%	(52)	14%	(73)	14%	(73)	38%	(202)	25%	(132)	532
Favorable of Biden	15%	(100)	19%	(123)	14%	(93)	34%	(218)	18%	(117)	651
Unfavorable of Biden	10%	(75)	14%	(106)	14%	(101)	37%	(276)	25%	(182)	740
Very Favorable of Biden	17%	(54)	18%	(58)	13%	(40)	34%	(108)	18%	(55)	315
Somewhat Favorable of Biden	14%	(46)	19%	(64)	16%	(53)	33%	(111)	18%	(62)	335
Somewhat Unfavorable of Biden	14%	(28)	15%	(28)	15%	(28)	35%	(66)	21%	(40)	190
Very Unfavorable of Biden	9%	(48)	14%	(77)	13%	(73)	38%	(210)	26%	(142)	550
#1 Issue: Economy	14%	(76)	19%	(107)	16%	(90)	32%	(184)	19%	(108)	566
#1 Issue: Security	14%	(27)	16%	(30)	8%	(16)	39%	(74)	23%	(45)	192
#1 Issue: Health Care	17%	(16)	20%	(19)	17%	(16)	33%	(32)	13%	(13)	96
#1 Issue: Medicare / Social Security	5%	(9)	14%	(25)	11%	(20)	44%	(77)	26%	(45)	176
#1 Issue: Women's Issues	15%	(29)	21%	(39)	11%	(21)	34%	(64)	19%	(36)	189
#1 Issue: Education	28%	(18)	11%	(7)	26%	(16)	22%	(14)	12%	(8)	63
#1 Issue: Energy	9%	(7)	12%	(10)	12%	(10)	33%	(28)	34%	(29)	85
#1 Issue: Other	8%	(8)	7%	(7)	13%	(13)	38%	(37)	34%	(33)	98
2022 House Vote: Democrat	15%	(94)	17%	(102)	15%	(89)	35%	(214)	18%	(109)	609
2022 House Vote: Republican	12%	(56)	14%	(63)	14%	(67)	39%	(183)	21%	(96)	465
2022 House Vote: Didnt Vote	10%	(36)	21%	(74)	11%	(41)	28%	(102)	29%	(105)	358
2020 Vote: Joe Biden	14%	(96)	17%	(112)	14%	(94)	35%	(236)	19%	(129)	667
2020 Vote: Donald Trump	10%	(46)	14%	(65)	15%	(69)	39%	(187)	23%	(108)	475
2020 Vote: Didn't Vote	15%	(42)	22%	(62)	13%	(38)	24%	(67)	26%	(72)	280
2018 House Vote: Democrat	16%	(84)	16%	(88)	14%	(76)	36%	(194)	17%	(92)	535
2018 House Vote: Republican	11%	(48)	12%	(53)	14%	(58)	37%	(160)	25%	(107)	426
2018 House Vote: Didnt Vote	11%	(54)	20%	(93)	14%	(66)	30%	(143)	24%	(113)	469

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**Table MCEN6\_9:** How interested are you in seeing the following films that release in 2023?  
 Shazam! Fury of the Gods

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	13%	(191)	17%	(244)	14%	(202)	35%	(509)	22%	(318)	1464
4-Region: Northeast	11%	(27)	18%	(45)	12%	(30)	41%	(102)	19%	(47)	251
4-Region: Midwest	9%	(28)	15%	(45)	15%	(44)	39%	(117)	22%	(65)	298
4-Region: South	14%	(84)	16%	(91)	14%	(84)	31%	(178)	25%	(145)	582
4-Region: West	16%	(52)	19%	(64)	13%	(44)	34%	(112)	18%	(61)	334
Did not See a Film in Theaters 2022	6%	(36)	10%	(60)	11%	(61)	44%	(252)	29%	(168)	578
Saw at Least One Film in Theaters 2022	18%	(154)	21%	(176)	16%	(139)	29%	(250)	16%	(134)	853
Saw at Least Two Films in Theaters 2022	22%	(135)	23%	(142)	17%	(104)	26%	(161)	14%	(86)	629
Saw Four or more Films in Theaters 2022	25%	(107)	26%	(113)	14%	(60)	23%	(102)	12%	(54)	436
Plans to See at Least One Film in Theaters 2023	19%	(163)	20%	(174)	16%	(142)	29%	(255)	16%	(135)	870
Plans to See at Least Two Films in Theaters 2023	21%	(158)	22%	(163)	17%	(125)	26%	(199)	14%	(108)	754
Plans to See at Least Four Films in Theaters 2023	25%	(143)	24%	(139)	15%	(90)	24%	(139)	12%	(69)	580

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

**Table MCEN6\_10:** How interested are you in seeing the following films that release in 2023?

John Wick: Chapter 4

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	24% (340)	22% (308)	12% (171)	28% (400)	14% (195)	1413
Gender: Male	33% (219)	25% (165)	13% (87)	21% (145)	9% (58)	673
Gender: Female	16% (121)	19% (142)	11% (84)	35% (255)	19% (137)	739
Age: 18-34	25% (96)	28% (110)	12% (48)	23% (90)	11% (42)	386
Age: 35-44	31% (79)	25% (64)	13% (32)	19% (49)	12% (31)	255
Age: 45-64	26% (121)	18% (84)	13% (61)	31% (144)	12% (57)	467
Age: 65+	15% (44)	16% (49)	10% (30)	38% (117)	21% (64)	305
GenZers: 1997-2012	25% (32)	23% (30)	13% (17)	28% (36)	10% (13)	128
Millennials: 1981-1996	28% (124)	27% (122)	13% (57)	20% (89)	12% (54)	446
GenXers: 1965-1980	31% (106)	21% (74)	13% (45)	26% (89)	9% (32)	345
Baby Boomers: 1946-1964	15% (67)	17% (74)	11% (48)	37% (163)	19% (85)	437
PID: Dem (no lean)	25% (133)	22% (116)	15% (77)	26% (138)	13% (68)	533
PID: Ind (no lean)	27% (114)	19% (83)	11% (46)	30% (128)	13% (56)	426
PID: Rep (no lean)	20% (93)	24% (109)	10% (47)	30% (134)	16% (71)	454
PID/Gender: Dem Men	33% (84)	26% (65)	16% (40)	18% (46)	7% (18)	254
PID/Gender: Dem Women	18% (49)	18% (50)	13% (37)	33% (92)	18% (50)	279
PID/Gender: Ind Men	38% (70)	21% (39)	9% (17)	25% (46)	7% (13)	185
PID/Gender: Ind Women	18% (44)	18% (43)	12% (30)	34% (82)	18% (43)	242
PID/Gender: Rep Men	28% (65)	26% (60)	13% (30)	22% (53)	12% (27)	235
PID/Gender: Rep Women	12% (27)	22% (49)	8% (17)	37% (81)	20% (44)	218
Ideo: Liberal (1-3)	25% (109)	23% (97)	13% (55)	29% (126)	10% (41)	429
Ideo: Moderate (4)	28% (116)	20% (83)	15% (61)	24% (97)	12% (51)	408
Ideo: Conservative (5-7)	21% (93)	22% (97)	10% (43)	31% (137)	17% (74)	444
Educ: < College	26% (233)	21% (184)	11% (99)	28% (252)	14% (127)	894
Educ: Bachelors degree	19% (64)	27% (88)	13% (44)	28% (93)	13% (42)	331
Educ: Post-grad	23% (43)	19% (36)	15% (28)	29% (55)	14% (26)	187
Income: Under 50k	24% (182)	20% (152)	11% (87)	28% (216)	16% (121)	758
Income: 50k-100k	25% (114)	25% (111)	13% (58)	28% (124)	9% (40)	448
Income: 100k+	21% (44)	22% (45)	12% (25)	29% (60)	16% (33)	207
Ethnicity: White	22% (241)	20% (220)	13% (140)	30% (332)	15% (159)	1093
Ethnicity: Hispanic	34% (77)	21% (47)	11% (25)	22% (50)	12% (28)	226

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**Table MCEN6\_10:** How interested are you in seeing the following films that release in 2023?  
 John Wick: Chapter 4

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	24% (340)	22% (308)	12% (171)	28% (400)	14% (195)	1413
Ethnicity: Black	33% (63)	29% (55)	9% (17)	19% (38)	11% (20)	193
Ethnicity: Other	28% (36)	25% (32)	11% (14)	24% (30)	12% (15)	126
All Christian	26% (160)	19% (119)	10% (64)	30% (184)	14% (88)	615
All Non-Christian	19% (18)	17% (15)	19% (18)	28% (26)	17% (16)	92
Atheist	29% (17)	17% (10)	11% (7)	33% (20)	9% (6)	59
Agnostic/Nothing in particular	23% (97)	25% (102)	13% (54)	26% (106)	14% (56)	414
Something Else	21% (49)	26% (61)	13% (29)	27% (64)	13% (30)	233
Religious Non-Protestant/Catholic	19% (20)	17% (18)	19% (20)	28% (30)	17% (18)	106
Evangelical	28% (94)	20% (69)	11% (38)	26% (89)	15% (51)	340
Non-Evangelical	23% (107)	21% (98)	11% (52)	32% (153)	13% (64)	474
Community: Urban	31% (116)	22% (84)	13% (50)	23% (87)	11% (41)	378
Community: Suburban	20% (139)	21% (147)	12% (80)	31% (211)	16% (111)	688
Community: Rural	25% (85)	22% (76)	12% (40)	29% (102)	12% (43)	346
Employ: Private Sector	28% (137)	25% (123)	13% (66)	22% (108)	11% (56)	490
Employ: Government	30% (24)	27% (22)	10% (8)	21% (17)	11% (9)	82
Employ: Self-Employed	22% (33)	24% (37)	13% (19)	30% (46)	10% (16)	151
Employ: Homemaker	24% (16)	21% (13)	11% (7)	32% (21)	11% (7)	64
Employ: Retired	15% (50)	18% (61)	9% (30)	40% (134)	18% (61)	336
Employ: Unemployed	29% (46)	16% (25)	15% (23)	23% (36)	18% (28)	159
Employ: Other	27% (24)	17% (15)	11% (9)	34% (30)	12% (10)	88
Military HH: Yes	27% (54)	18% (36)	14% (27)	29% (57)	12% (24)	198
Military HH: No	24% (286)	22% (272)	12% (144)	28% (342)	14% (170)	1215
RD/WT: Right Direction	28% (128)	24% (109)	12% (57)	23% (106)	13% (61)	460
RD/WT: Wrong Track	22% (213)	21% (199)	12% (113)	31% (294)	14% (134)	953
Biden Job Approve	28% (178)	21% (134)	12% (75)	26% (164)	12% (77)	627
Biden Job Disapprove	21% (149)	22% (154)	13% (90)	31% (221)	14% (96)	710
Biden Job Strongly Approve	34% (91)	22% (60)	10% (26)	23% (61)	12% (32)	270
Biden Job Somewhat Approve	24% (87)	21% (74)	14% (49)	29% (102)	13% (45)	358
Biden Job Somewhat Disapprove	22% (45)	22% (44)	18% (37)	27% (54)	11% (22)	202
Biden Job Strongly Disapprove	20% (104)	22% (110)	10% (53)	33% (166)	15% (74)	507

Continued on next page

**Table MCEN6\_10:** How interested are you in seeing the following films that release in 2023?

John Wick: Chapter 4

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	24% (340)	22% (308)	12% (171)	28% (400)	14% (195)	1413
Favorable of Biden	28% (178)	23% (149)	11% (71)	26% (163)	12% (74)	635
Unfavorable of Biden	21% (151)	20% (141)	13% (95)	31% (222)	14% (100)	709
Very Favorable of Biden	31% (94)	22% (68)	9% (26)	26% (78)	12% (38)	304
Somewhat Favorable of Biden	25% (84)	24% (81)	14% (45)	26% (85)	11% (37)	332
Somewhat Unfavorable of Biden	21% (36)	18% (32)	20% (35)	26% (46)	15% (26)	175
Very Unfavorable of Biden	21% (115)	20% (109)	11% (60)	33% (176)	14% (74)	534
#1 Issue: Economy	27% (154)	22% (125)	14% (77)	26% (143)	11% (60)	559
#1 Issue: Security	25% (44)	19% (34)	11% (20)	34% (59)	11% (19)	177
#1 Issue: Health Care	24% (23)	20% (19)	14% (13)	21% (20)	21% (20)	96
#1 Issue: Medicare / Social Security	21% (34)	24% (38)	8% (13)	31% (50)	17% (27)	162
#1 Issue: Women's Issues	20% (39)	20% (39)	13% (25)	34% (65)	14% (26)	194
#1 Issue: Education	26% (14)	31% (17)	23% (12)	15% (8)	6% (3)	54
#1 Issue: Energy	24% (21)	29% (25)	6% (5)	24% (21)	17% (15)	86
#1 Issue: Other	13% (11)	12% (10)	8% (7)	40% (33)	28% (23)	84
2022 House Vote: Democrat	25% (148)	22% (132)	13% (77)	27% (159)	12% (70)	586
2022 House Vote: Republican	20% (95)	21% (98)	11% (53)	34% (159)	14% (65)	470
2022 House Vote: Didnt Vote	27% (88)	23% (74)	11% (37)	23% (74)	17% (55)	327
2020 Vote: Joe Biden	26% (167)	22% (137)	13% (83)	27% (170)	12% (77)	633
2020 Vote: Donald Trump	21% (102)	22% (103)	11% (51)	33% (155)	14% (65)	476
2020 Vote: Didn't Vote	23% (60)	23% (61)	12% (31)	25% (66)	17% (46)	264
2018 House Vote: Democrat	27% (139)	21% (108)	14% (74)	26% (133)	12% (64)	517
2018 House Vote: Republican	18% (76)	20% (84)	12% (50)	34% (143)	16% (66)	419
2018 House Vote: Didnt Vote	25% (111)	25% (112)	10% (44)	26% (113)	14% (62)	442
4-Region: Northeast	20% (49)	23% (58)	12% (31)	32% (81)	12% (31)	249
4-Region: Midwest	23% (64)	20% (56)	13% (36)	31% (87)	14% (39)	282
4-Region: South	25% (134)	22% (116)	13% (69)	25% (135)	15% (83)	538
4-Region: West	27% (92)	23% (78)	10% (35)	28% (97)	12% (41)	344
Did not See a Film in Theaters 2022	16% (87)	17% (92)	10% (56)	38% (206)	18% (99)	541
Saw at Least One Film in Theaters 2022	30% (246)	25% (210)	13% (112)	22% (185)	10% (80)	833
Saw at Least Two Films in Theaters 2022	32% (201)	26% (165)	15% (92)	19% (123)	8% (51)	632

Continued on next page

**Table MCEN6\_10:** How interested are you in seeing the following films that release in 2023?  
 John Wick: Chapter 4

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	24% (340)	22% (308)	12% (171)	28% (400)	14% (195)	1413
Saw Four or more Films in Theaters 2022	35% (153)	24% (103)	15% (64)	19% (84)	7% (30)	435
Plans to See at Least One Film in Theaters 2023	30% (254)	24% (208)	13% (115)	22% (192)	10% (85)	853
Plans to See at Least Two Films in Theaters 2023	32% (243)	24% (182)	14% (107)	21% (161)	8% (63)	757
Plans to See at Least Four Films in Theaters 2023	35% (201)	25% (146)	13% (76)	21% (120)	7% (40)	582

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

**Table MCEN6\_11: How interested are you in seeing the following films that release in 2023?**  
*Dungeons & Dragons: Honor Among Thieves*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	9%	(131)	13%	(192)	14%	(205)	42%	(610)	21%	(307)	1445
Gender: Male	14%	(93)	15%	(103)	17%	(113)	38%	(257)	17%	(117)	683
Gender: Female	5%	(37)	12%	(88)	12%	(92)	46%	(353)	25%	(191)	761
Age: 18-34	13%	(55)	18%	(73)	17%	(69)	27%	(111)	26%	(106)	414
Age: 35-44	10%	(24)	24%	(57)	14%	(33)	31%	(74)	21%	(50)	238
Age: 45-64	9%	(40)	10%	(48)	15%	(70)	49%	(224)	17%	(79)	461
Age: 65+	4%	(12)	4%	(15)	10%	(33)	60%	(200)	22%	(72)	331
GenZers: 1997-2012	14%	(19)	14%	(20)	22%	(30)	22%	(31)	29%	(41)	141
Millennials: 1981-1996	12%	(54)	20%	(87)	14%	(62)	30%	(135)	24%	(104)	443
GenXers: 1965-1980	11%	(37)	17%	(57)	17%	(59)	40%	(140)	15%	(53)	346
Baby Boomers: 1946-1964	5%	(21)	6%	(25)	10%	(47)	59%	(271)	20%	(93)	457
PID: Dem (no lean)	10%	(58)	14%	(79)	15%	(86)	40%	(229)	20%	(116)	568
PID: Ind (no lean)	9%	(38)	14%	(59)	16%	(67)	38%	(159)	22%	(94)	418
PID: Rep (no lean)	8%	(34)	12%	(54)	11%	(52)	48%	(221)	21%	(98)	459
PID/Gender: Dem Men	15%	(42)	15%	(43)	18%	(52)	33%	(92)	19%	(53)	283
PID/Gender: Dem Women	5%	(16)	12%	(36)	12%	(34)	48%	(137)	22%	(63)	284
PID/Gender: Ind Men	14%	(25)	17%	(30)	16%	(28)	38%	(69)	16%	(28)	179
PID/Gender: Ind Women	6%	(13)	12%	(29)	17%	(39)	38%	(90)	28%	(66)	238
PID/Gender: Rep Men	12%	(27)	14%	(30)	15%	(33)	43%	(96)	16%	(36)	221
PID/Gender: Rep Women	3%	(8)	10%	(24)	8%	(19)	53%	(126)	26%	(62)	239
Ideo: Liberal (1-3)	10%	(44)	16%	(72)	16%	(71)	40%	(176)	18%	(80)	442
Ideo: Moderate (4)	12%	(49)	15%	(61)	15%	(60)	36%	(143)	22%	(88)	401
Ideo: Conservative (5-7)	6%	(29)	10%	(45)	13%	(58)	51%	(233)	21%	(96)	461
Educ: < College	10%	(90)	13%	(116)	14%	(132)	42%	(386)	22%	(205)	928
Educ: Bachelors degree	8%	(24)	15%	(49)	14%	(47)	42%	(134)	21%	(68)	322
Educ: Post-grad	9%	(17)	14%	(27)	14%	(26)	46%	(90)	18%	(34)	194
Income: Under 50k	9%	(70)	13%	(99)	14%	(107)	42%	(328)	23%	(181)	786
Income: 50k-100k	8%	(36)	16%	(73)	16%	(71)	41%	(185)	19%	(88)	452
Income: 100k+	12%	(25)	9%	(19)	13%	(26)	47%	(98)	19%	(38)	206
Ethnicity: White	8%	(96)	12%	(136)	13%	(150)	45%	(511)	21%	(235)	1128
Ethnicity: Hispanic	16%	(39)	17%	(42)	16%	(40)	28%	(70)	23%	(58)	249

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**Table MCEN6\_11: How interested are you in seeing the following films that release in 2023?**  
*Dungeons & Dragons: Honor Among Thieves*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	9%	(131)	13%	(192)	14%	(205)	42%	(610)	21%	(307)	1445
Ethnicity: Black	12%	(21)	18%	(31)	18%	(31)	28%	(49)	24%	(41)	172
Ethnicity: Other	10%	(14)	17%	(25)	16%	(23)	35%	(50)	22%	(32)	144
All Christian	10%	(63)	13%	(83)	12%	(75)	47%	(293)	18%	(115)	629
All Non-Christian	10%	(9)	16%	(15)	14%	(13)	37%	(34)	23%	(21)	92
Atheist	14%	(10)	17%	(11)	7%	(5)	39%	(27)	23%	(16)	68
Agnostic/Nothing in particular	7%	(30)	13%	(54)	17%	(69)	38%	(151)	24%	(98)	402
Something Else	7%	(19)	11%	(29)	17%	(43)	41%	(105)	23%	(58)	253
Religious Non-Protestant/Catholic	9%	(9)	19%	(21)	12%	(14)	38%	(41)	21%	(23)	108
Evangelical	11%	(40)	10%	(39)	16%	(60)	42%	(156)	21%	(77)	372
Non-Evangelical	8%	(40)	12%	(58)	12%	(57)	48%	(230)	19%	(92)	477
Community: Urban	15%	(63)	15%	(65)	14%	(59)	34%	(144)	22%	(91)	423
Community: Suburban	6%	(41)	14%	(93)	14%	(97)	45%	(308)	21%	(143)	682
Community: Rural	8%	(26)	10%	(34)	14%	(49)	46%	(158)	22%	(73)	340
Employ: Private Sector	12%	(54)	20%	(94)	16%	(75)	36%	(165)	16%	(75)	463
Employ: Government	11%	(11)	13%	(13)	13%	(13)	38%	(37)	24%	(23)	98
Employ: Self-Employed	14%	(20)	17%	(25)	19%	(29)	31%	(46)	20%	(30)	150
Employ: Homemaker	7%	(5)	10%	(7)	12%	(8)	52%	(38)	19%	(13)	72
Employ: Student	7%	(4)	4%	(2)	31%	(16)	29%	(15)	28%	(14)	50
Employ: Retired	3%	(12)	5%	(19)	10%	(35)	60%	(219)	21%	(78)	363
Employ: Unemployed	8%	(12)	16%	(25)	15%	(23)	30%	(48)	32%	(50)	159
Employ: Other	13%	(11)	6%	(5)	7%	(6)	47%	(42)	27%	(24)	89
Military HH: Yes	12%	(21)	13%	(23)	9%	(17)	50%	(89)	16%	(29)	179
Military HH: No	9%	(110)	13%	(169)	15%	(188)	41%	(521)	22%	(278)	1265
RD/WT: Right Direction	13%	(67)	16%	(83)	14%	(71)	38%	(193)	20%	(101)	514
RD/WT: Wrong Track	7%	(64)	12%	(109)	14%	(134)	45%	(417)	22%	(207)	931
Biden Job Approve	11%	(74)	16%	(105)	14%	(88)	38%	(246)	21%	(134)	647
Biden Job Disapprove	7%	(51)	11%	(80)	15%	(105)	47%	(343)	20%	(146)	725

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**Table MCEN6\_11: How interested are you in seeing the following films that release in 2023?**  
*Dungeons & Dragons: Honor Among Thieves*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	9%	(131)	13%	(192)	14%	(205)	42%	(610)	21%	(307)	1445
Biden Job Strongly Approve	17%	(50)	17%	(49)	10%	(28)	35%	(102)	22%	(65)	295
Biden Job Somewhat Approve	7%	(23)	16%	(56)	17%	(60)	41%	(144)	19%	(68)	352
Biden Job Somewhat Disapprove	10%	(22)	13%	(27)	23%	(48)	38%	(80)	15%	(32)	209
Biden Job Strongly Disapprove	6%	(29)	10%	(52)	11%	(57)	51%	(263)	22%	(114)	516
Favorable of Biden	11%	(71)	16%	(106)	13%	(89)	38%	(254)	21%	(140)	661
Unfavorable of Biden	7%	(53)	11%	(80)	14%	(104)	47%	(340)	20%	(143)	719
Very Favorable of Biden	16%	(52)	16%	(51)	10%	(34)	38%	(124)	21%	(69)	331
Somewhat Favorable of Biden	6%	(19)	17%	(55)	17%	(56)	39%	(129)	21%	(71)	330
Somewhat Unfavorable of Biden	11%	(20)	14%	(25)	18%	(33)	40%	(73)	17%	(31)	182
Very Unfavorable of Biden	6%	(32)	10%	(54)	13%	(71)	50%	(267)	21%	(112)	537
#1 Issue: Economy	9%	(52)	16%	(86)	13%	(72)	42%	(230)	20%	(111)	550
#1 Issue: Security	14%	(24)	16%	(29)	11%	(20)	43%	(77)	16%	(29)	179
#1 Issue: Health Care	13%	(15)	13%	(15)	21%	(25)	35%	(40)	18%	(21)	116
#1 Issue: Medicare / Social Security	5%	(9)	11%	(20)	11%	(20)	51%	(95)	23%	(42)	186
#1 Issue: Women's Issues	7%	(13)	14%	(26)	16%	(31)	40%	(75)	24%	(45)	189
#1 Issue: Education	15%	(8)	11%	(6)	32%	(17)	35%	(19)	7%	(4)	54
#1 Issue: Energy	8%	(6)	6%	(4)	15%	(11)	38%	(28)	32%	(24)	74
#1 Issue: Other	4%	(4)	6%	(6)	9%	(8)	47%	(46)	34%	(33)	96
2022 House Vote: Democrat	10%	(63)	15%	(90)	14%	(86)	41%	(250)	19%	(115)	605
2022 House Vote: Republican	8%	(39)	13%	(58)	12%	(56)	50%	(232)	18%	(83)	467
2022 House Vote: Didnt Vote	7%	(25)	11%	(39)	17%	(57)	34%	(118)	31%	(105)	343
2020 Vote: Joe Biden	11%	(70)	15%	(97)	14%	(89)	41%	(269)	19%	(125)	650
2020 Vote: Donald Trump	7%	(33)	12%	(56)	12%	(55)	50%	(237)	20%	(93)	474
2020 Vote: Didn't Vote	9%	(26)	12%	(35)	19%	(54)	31%	(87)	29%	(82)	283
2018 House Vote: Democrat	11%	(57)	16%	(82)	14%	(74)	43%	(228)	16%	(85)	526
2018 House Vote: Republican	9%	(36)	10%	(42)	11%	(46)	51%	(212)	19%	(78)	414
2018 House Vote: Didnt Vote	7%	(33)	13%	(63)	17%	(81)	34%	(160)	29%	(139)	475

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**Table MCEN6\_11:** How interested are you in seeing the following films that release in 2023?*Dungeons & Dragons: Honor Among Thieves*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	9%	(131)	13%	(192)	14%	(205)	42%	(610)	21%	(307)	1445
4-Region: Northeast	11%	(26)	14%	(34)	16%	(39)	45%	(110)	15%	(37)	246
4-Region: Midwest	8%	(24)	12%	(36)	14%	(41)	43%	(129)	23%	(69)	299
4-Region: South	8%	(44)	14%	(79)	14%	(80)	42%	(232)	21%	(118)	553
4-Region: West	11%	(37)	12%	(43)	13%	(46)	40%	(139)	24%	(83)	347
Did not See a Film in Theaters 2022	4%	(25)	7%	(42)	10%	(60)	49%	(281)	28%	(161)	569
Saw at Least One Film in Theaters 2022	12%	(105)	18%	(148)	17%	(142)	37%	(315)	16%	(133)	843
Saw at Least Two Films in Theaters 2022	15%	(90)	20%	(121)	18%	(113)	33%	(202)	14%	(87)	614
Saw Four or more Films in Theaters 2022	17%	(73)	22%	(94)	19%	(79)	29%	(123)	13%	(54)	423
Plans to See at Least One Film in Theaters 2023	12%	(104)	18%	(152)	17%	(148)	37%	(316)	16%	(141)	861
Plans to See at Least Two Films in Theaters 2023	14%	(100)	19%	(139)	17%	(129)	35%	(261)	15%	(108)	736
Plans to See at Least Four Films in Theaters 2023	16%	(90)	21%	(117)	18%	(104)	32%	(179)	13%	(75)	564

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

**Table MCEN6\_12: How interested are you in seeing the following films that release in 2023?**

*The Super Mario Bros. Movie*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	15% (212)	18% (253)	17% (239)	39% (545)	10% (142)	1391
Gender: Male	18% (118)	22% (143)	17% (111)	34% (224)	8% (52)	649
Gender: Female	13% (94)	15% (110)	17% (127)	43% (322)	12% (90)	742
Age: 18-34	30% (121)	28% (113)	16% (66)	21% (83)	6% (22)	405
Age: 35-44	19% (43)	29% (66)	16% (36)	23% (52)	13% (31)	228
Age: 45-64	9% (44)	12% (58)	19% (88)	49% (230)	10% (47)	467
Age: 65+	1% (4)	6% (17)	17% (49)	62% (180)	14% (41)	291
GenZers: 1997-2012	36% (49)	27% (37)	18% (25)	14% (19)	6% (8)	138
Millennials: 1981-1996	24% (103)	29% (124)	16% (66)	23% (97)	8% (34)	424
GenXers: 1965-1980	12% (43)	17% (60)	18% (64)	42% (147)	11% (37)	350
Baby Boomers: 1946-1964	4% (16)	7% (32)	19% (82)	57% (252)	13% (57)	439
PID: Dem (no lean)	18% (93)	17% (91)	17% (89)	40% (206)	8% (42)	521
PID: Ind (no lean)	14% (57)	22% (91)	17% (68)	35% (140)	12% (47)	402
PID: Rep (no lean)	13% (62)	15% (72)	17% (81)	43% (199)	11% (53)	468
PID/Gender: Dem Men	22% (56)	22% (56)	16% (42)	34% (88)	7% (17)	259
PID/Gender: Dem Women	14% (36)	13% (35)	18% (47)	45% (119)	10% (25)	262
PID/Gender: Ind Men	12% (21)	26% (44)	17% (28)	36% (62)	9% (15)	171
PID/Gender: Ind Women	15% (36)	20% (46)	17% (40)	34% (78)	14% (32)	231
PID/Gender: Rep Men	19% (41)	20% (43)	19% (41)	34% (74)	9% (20)	219
PID/Gender: Rep Women	9% (21)	12% (29)	16% (40)	50% (125)	13% (33)	249
Ideo: Liberal (1-3)	16% (67)	20% (80)	16% (65)	40% (163)	8% (32)	406
Ideo: Moderate (4)	18% (69)	21% (81)	17% (67)	34% (131)	11% (42)	391
Ideo: Conservative (5-7)	12% (56)	14% (67)	18% (83)	45% (209)	11% (49)	464
Educ: < College	17% (155)	19% (172)	17% (154)	37% (333)	10% (95)	909
Educ: Bachelors degree	14% (43)	18% (56)	17% (52)	41% (123)	10% (29)	303
Educ: Post-grad	8% (14)	14% (26)	18% (32)	50% (89)	10% (18)	180
Income: Under 50k	16% (122)	19% (147)	18% (136)	36% (274)	11% (86)	765
Income: 50k-100k	15% (64)	19% (78)	17% (69)	41% (170)	8% (34)	415
Income: 100k+	12% (26)	14% (29)	16% (33)	48% (102)	10% (22)	211
Ethnicity: White	12% (131)	16% (174)	18% (187)	43% (456)	11% (116)	1064
Ethnicity: Hispanic	31% (73)	22% (52)	13% (30)	24% (57)	9% (22)	234

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**Table MCEN6\_12:** How interested are you in seeing the following films that release in 2023?  
*The Super Mario Bros. Movie*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	15% (212)	18% (253)	17% (239)	39% (545)	10% (142)	1391
Ethnicity: Black	25% (46)	25% (47)	15% (28)	27% (51)	8% (14)	186
Ethnicity: Other	25% (35)	23% (32)	16% (23)	28% (39)	9% (12)	141
All Christian	13% (73)	15% (85)	14% (84)	48% (280)	10% (58)	579
All Non-Christian	17% (13)	13% (10)	26% (20)	37% (29)	7% (5)	78
Atheist	16% (11)	26% (17)	12% (8)	36% (24)	10% (7)	67
Agnostic/Nothing in particular	18% (68)	21% (81)	17% (66)	33% (129)	12% (45)	390
Something Else	17% (47)	21% (60)	22% (60)	30% (83)	10% (27)	277
Religious Non-Protestant/Catholic	15% (14)	13% (13)	25% (24)	38% (37)	8% (8)	96
Evangelical	18% (66)	17% (62)	17% (61)	37% (135)	10% (35)	360
Non-Evangelical	10% (47)	16% (75)	17% (78)	47% (219)	10% (45)	465
Community: Urban	23% (92)	20% (79)	18% (72)	31% (121)	8% (33)	397
Community: Suburban	13% (82)	16% (107)	18% (118)	44% (287)	9% (59)	652
Community: Rural	11% (38)	20% (68)	14% (49)	40% (138)	15% (50)	342
Employ: Private Sector	20% (91)	24% (113)	17% (81)	31% (145)	7% (32)	462
Employ: Government	12% (9)	22% (18)	26% (21)	32% (26)	8% (7)	80
Employ: Self-Employed	17% (24)	18% (25)	17% (23)	39% (55)	10% (15)	142
Employ: Homemaker	16% (12)	18% (14)	17% (13)	38% (30)	11% (9)	78
Employ: Retired	2% (6)	6% (20)	18% (58)	61% (196)	13% (43)	324
Employ: Unemployed	23% (36)	19% (29)	17% (27)	29% (46)	12% (19)	158
Employ: Other	21% (20)	18% (17)	11% (10)	39% (38)	12% (12)	98
Military HH: Yes	9% (15)	13% (22)	15% (26)	50% (88)	14% (24)	174
Military HH: No	16% (197)	19% (232)	18% (213)	38% (458)	10% (118)	1217
RD/WT: Right Direction	19% (88)	22% (101)	13% (59)	37% (167)	8% (38)	453
RD/WT: Wrong Track	13% (124)	16% (152)	19% (179)	40% (378)	11% (104)	938
Biden Job Approve	19% (115)	21% (124)	14% (87)	37% (222)	9% (53)	601
Biden Job Disapprove	12% (88)	16% (118)	18% (130)	42% (305)	11% (77)	719
Biden Job Strongly Approve	22% (59)	16% (42)	14% (36)	38% (101)	10% (26)	263
Biden Job Somewhat Approve	17% (56)	24% (82)	15% (51)	36% (122)	8% (27)	338
Biden Job Somewhat Disapprove	15% (30)	21% (42)	20% (40)	36% (73)	9% (17)	201
Biden Job Strongly Disapprove	11% (59)	15% (76)	17% (90)	45% (232)	12% (60)	517

Continued on next page

**Table MCEN6\_12:** How interested are you in seeing the following films that release in 2023?

*The Super Mario Bros. Movie*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	15% (212)	18% (253)	17% (239)	39% (545)	10% (142)	1391
Favorable of Biden	18% (110)	20% (121)	15% (93)	39% (237)	8% (51)	612
Unfavorable of Biden	12% (86)	16% (116)	18% (130)	42% (295)	11% (79)	705
Very Favorable of Biden	20% (58)	15% (43)	15% (42)	40% (114)	10% (30)	287
Somewhat Favorable of Biden	16% (52)	24% (78)	16% (50)	38% (123)	7% (21)	325
Somewhat Unfavorable of Biden	15% (23)	20% (32)	18% (29)	39% (62)	9% (15)	161
Very Unfavorable of Biden	11% (62)	15% (84)	19% (101)	43% (232)	12% (64)	545
#1 Issue: Economy	17% (89)	18% (96)	19% (100)	35% (181)	11% (58)	524
#1 Issue: Security	16% (30)	19% (35)	11% (21)	46% (82)	7% (13)	181
#1 Issue: Health Care	18% (20)	25% (27)	14% (15)	33% (35)	10% (11)	108
#1 Issue: Medicare / Social Security	4% (6)	13% (20)	21% (32)	51% (76)	10% (15)	149
#1 Issue: Women's Issues	17% (30)	18% (33)	17% (31)	40% (74)	8% (15)	183
#1 Issue: Education	23% (14)	29% (18)	16% (10)	27% (17)	5% (3)	61
#1 Issue: Energy	15% (12)	16% (13)	20% (16)	36% (30)	13% (11)	83
#1 Issue: Other	11% (11)	11% (11)	14% (14)	48% (49)	16% (16)	102
2022 House Vote: Democrat	17% (92)	19% (102)	15% (81)	43% (238)	7% (40)	553
2022 House Vote: Republican	13% (65)	16% (77)	18% (88)	42% (203)	11% (51)	484
2022 House Vote: Didnt Vote	16% (51)	22% (71)	20% (65)	28% (92)	15% (49)	327
2020 Vote: Joe Biden	16% (99)	19% (118)	16% (94)	41% (251)	7% (44)	606
2020 Vote: Donald Trump	13% (61)	15% (71)	18% (89)	43% (212)	11% (54)	487
2020 Vote: Didn't Vote	18% (49)	23% (60)	18% (47)	27% (72)	14% (38)	264
2018 House Vote: Democrat	16% (78)	19% (89)	14% (65)	45% (214)	7% (31)	477
2018 House Vote: Republican	11% (48)	13% (59)	16% (70)	48% (208)	11% (50)	435
2018 House Vote: Didnt Vote	18% (80)	22% (99)	22% (98)	25% (113)	13% (57)	448
4-Region: Northeast	17% (42)	16% (38)	19% (45)	38% (91)	11% (26)	242
4-Region: Midwest	13% (35)	16% (46)	14% (40)	46% (131)	11% (32)	284
4-Region: South	14% (72)	20% (107)	19% (101)	38% (201)	9% (50)	530
4-Region: West	19% (63)	19% (63)	16% (53)	36% (122)	10% (35)	335
Did not See a Film in Theaters 2022	8% (43)	9% (47)	16% (86)	54% (289)	13% (72)	536
Saw at Least One Film in Theaters 2022	21% (169)	24% (196)	18% (145)	31% (254)	7% (57)	821
Saw at Least Two Films in Theaters 2022	23% (141)	26% (157)	19% (117)	27% (167)	5% (32)	613

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**Table MCEN6\_12:** How interested are you in seeing the following films that release in 2023?  
*The Super Mario Bros. Movie*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	15%	(212)	18%	(253)	17%	(239)	39%	(545)	10%	(142)	1391
Saw Four or more Films in Theaters 2022	26%	(109)	26%	(107)	19%	(78)	24%	(100)	5%	(21)	414
Plans to See at Least One Film in Theaters 2023	20%	(167)	25%	(206)	18%	(151)	31%	(257)	6%	(50)	831
Plans to See at Least Two Films in Theaters 2023	21%	(153)	26%	(183)	19%	(136)	30%	(215)	4%	(29)	716
Plans to See at Least Four Films in Theaters 2023	24%	(133)	26%	(142)	19%	(103)	28%	(153)	4%	(23)	553

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

**Table MCEN6\_13: How interested are you in seeing the following films that release in 2023?**  
*Guardians of the Galaxy Vol. 3*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	25% (346)	20% (275)	11% (158)	31% (427)	13% (185)	1391
Gender: Male	30% (202)	24% (161)	11% (72)	26% (176)	10% (70)	680
Gender: Female	20% (144)	16% (114)	12% (87)	35% (251)	16% (115)	711
Age: 18-34	31% (123)	21% (82)	15% (60)	23% (89)	10% (39)	393
Age: 35-44	33% (75)	23% (52)	12% (28)	20% (45)	12% (28)	227
Age: 45-64	25% (113)	22% (101)	9% (43)	32% (145)	12% (53)	455
Age: 65+	11% (35)	13% (40)	9% (27)	47% (148)	21% (66)	316
GenZers: 1997-2012	26% (35)	19% (26)	14% (18)	26% (35)	15% (20)	135
Millennials: 1981-1996	34% (140)	22% (90)	15% (61)	21% (86)	8% (35)	411
GenXers: 1965-1980	28% (101)	24% (87)	10% (36)	25% (89)	12% (43)	356
Baby Boomers: 1946-1964	16% (69)	14% (60)	9% (39)	44% (189)	18% (76)	433
PID: Dem (no lean)	26% (131)	19% (97)	14% (71)	29% (147)	12% (61)	507
PID: Ind (no lean)	24% (103)	21% (88)	12% (50)	29% (122)	14% (61)	423
PID: Rep (no lean)	24% (111)	20% (90)	8% (38)	34% (158)	14% (64)	462
PID/Gender: Dem Men	32% (76)	22% (52)	16% (38)	20% (48)	9% (21)	234
PID/Gender: Dem Women	20% (56)	16% (45)	12% (32)	36% (99)	15% (40)	272
PID/Gender: Ind Men	28% (55)	27% (53)	8% (16)	29% (56)	9% (17)	197
PID/Gender: Ind Women	21% (48)	16% (35)	15% (34)	29% (65)	19% (44)	226
PID/Gender: Rep Men	28% (71)	23% (56)	7% (18)	29% (72)	13% (33)	249
PID/Gender: Rep Women	19% (41)	16% (34)	10% (20)	41% (86)	15% (31)	212
Ideo: Liberal (1-3)	28% (112)	22% (89)	11% (46)	28% (114)	11% (43)	404
Ideo: Moderate (4)	25% (96)	21% (79)	13% (51)	27% (103)	14% (54)	384
Ideo: Conservative (5-7)	24% (110)	18% (83)	9% (40)	35% (159)	15% (66)	458
Educ: < College	24% (220)	18% (162)	11% (98)	32% (288)	15% (134)	901
Educ: Bachelors degree	27% (82)	25% (75)	12% (36)	27% (81)	10% (30)	305
Educ: Post-grad	23% (44)	21% (39)	13% (25)	31% (58)	11% (21)	186
Income: Under 50k	23% (169)	18% (137)	12% (88)	32% (238)	16% (118)	748
Income: 50k-100k	28% (123)	24% (104)	10% (45)	28% (124)	10% (43)	440
Income: 100k+	27% (54)	17% (34)	12% (25)	32% (65)	12% (25)	203
Ethnicity: White	24% (259)	19% (212)	10% (112)	33% (359)	13% (146)	1088
Ethnicity: Hispanic	41% (89)	16% (34)	8% (17)	22% (47)	13% (28)	215

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**Table MCEN6\_13: How interested are you in seeing the following films that release in 2023?**  
*Guardians of the Galaxy Vol. 3*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	25% (346)	20% (275)	11% (158)	31% (427)	13% (185)	1391
Ethnicity: Black	24% (40)	21% (35)	20% (34)	21% (36)	13% (22)	166
Ethnicity: Other	34% (47)	21% (28)	9% (12)	24% (33)	13% (18)	138
All Christian	25% (146)	21% (124)	8% (50)	33% (192)	13% (78)	590
All Non-Christian	20% (16)	20% (16)	11% (8)	34% (27)	15% (12)	79
Atheist	28% (19)	18% (12)	13% (8)	31% (21)	10% (6)	66
Agnostic/Nothing in particular	26% (111)	20% (83)	15% (61)	27% (112)	13% (55)	421
Something Else	23% (54)	17% (41)	13% (31)	32% (75)	15% (35)	236
Religious Non-Protestant/Catholic	27% (24)	18% (17)	10% (9)	29% (27)	16% (15)	92
Evangelical	26% (91)	17% (60)	11% (38)	31% (109)	15% (51)	350
Non-Evangelical	22% (96)	21% (93)	9% (40)	35% (157)	13% (56)	442
Community: Urban	28% (104)	25% (95)	12% (44)	23% (88)	12% (46)	377
Community: Suburban	26% (175)	19% (129)	11% (73)	32% (212)	13% (85)	673
Community: Rural	20% (67)	15% (51)	12% (42)	37% (127)	16% (55)	342
Employ: Private Sector	30% (131)	24% (103)	12% (54)	23% (98)	11% (48)	434
Employ: Government	30% (24)	30% (24)	11% (8)	26% (20)	3% (3)	79
Employ: Self-Employed	22% (32)	21% (31)	15% (23)	32% (48)	10% (14)	149
Employ: Homemaker	32% (24)	12% (9)	14% (11)	24% (18)	18% (14)	76
Employ: Retired	11% (38)	16% (57)	9% (32)	47% (165)	17% (58)	350
Employ: Unemployed	33% (56)	16% (26)	12% (20)	22% (37)	18% (30)	169
Employ: Other	29% (27)	14% (13)	7% (7)	35% (32)	15% (14)	92
Military HH: Yes	28% (53)	24% (46)	6% (12)	32% (61)	10% (19)	190
Military HH: No	24% (293)	19% (229)	12% (146)	30% (366)	14% (167)	1201
RD/WT: Right Direction	27% (117)	24% (103)	11% (47)	26% (115)	12% (54)	437
RD/WT: Wrong Track	24% (228)	18% (172)	12% (111)	33% (312)	14% (131)	955
Biden Job Approve	27% (156)	21% (121)	12% (69)	28% (162)	12% (67)	576
Biden Job Disapprove	24% (176)	20% (146)	10% (76)	33% (245)	13% (99)	741
Biden Job Strongly Approve	28% (64)	19% (43)	10% (22)	29% (67)	14% (31)	226
Biden Job Somewhat Approve	26% (91)	22% (78)	14% (48)	27% (96)	10% (36)	350
Biden Job Somewhat Disapprove	29% (60)	22% (46)	14% (29)	26% (53)	9% (19)	207
Biden Job Strongly Disapprove	22% (116)	19% (100)	9% (47)	36% (192)	15% (79)	534

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**Table MCEN6\_13:** How interested are you in seeing the following films that release in 2023?  
*Guardians of the Galaxy Vol. 3*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	25% (346)	20% (275)	11% (158)	31% (427)	13% (185)	1391
Favorable of Biden	27% (158)	21% (123)	12% (73)	28% (164)	12% (69)	587
Unfavorable of Biden	24% (174)	19% (141)	10% (75)	33% (245)	13% (99)	735
Very Favorable of Biden	27% (71)	20% (53)	10% (26)	28% (72)	14% (37)	258
Somewhat Favorable of Biden	27% (87)	21% (70)	14% (47)	28% (92)	10% (32)	328
Somewhat Unfavorable of Biden	28% (49)	23% (40)	13% (23)	27% (49)	10% (17)	179
Very Unfavorable of Biden	22% (125)	18% (101)	9% (52)	35% (196)	15% (82)	556
#1 Issue: Economy	30% (162)	21% (115)	12% (64)	26% (139)	10% (56)	536
#1 Issue: Security	23% (45)	20% (38)	6% (12)	36% (69)	14% (27)	191
#1 Issue: Health Care	22% (25)	17% (19)	14% (16)	34% (38)	13% (15)	113
#1 Issue: Medicare / Social Security	14% (23)	16% (26)	10% (15)	38% (62)	22% (35)	161
#1 Issue: Women's Issues	20% (34)	23% (38)	15% (25)	30% (50)	12% (20)	168
#1 Issue: Education	38% (20)	16% (9)	17% (9)	26% (14)	3% (2)	53
#1 Issue: Energy	22% (17)	27% (21)	14% (11)	23% (18)	15% (12)	80
#1 Issue: Other	21% (19)	10% (9)	7% (6)	41% (37)	21% (19)	91
2022 House Vote: Democrat	25% (138)	21% (116)	13% (73)	29% (163)	12% (64)	554
2022 House Vote: Republican	24% (111)	20% (95)	8% (39)	35% (165)	13% (60)	470
2022 House Vote: Didnt Vote	26% (88)	17% (58)	12% (40)	28% (92)	17% (57)	335
2020 Vote: Joe Biden	26% (150)	20% (120)	13% (76)	29% (173)	12% (68)	585
2020 Vote: Donald Trump	23% (111)	21% (101)	9% (46)	33% (158)	14% (67)	484
2020 Vote: Didn't Vote	27% (74)	17% (47)	11% (30)	30% (83)	17% (46)	280
2018 House Vote: Democrat	26% (126)	21% (100)	14% (66)	29% (139)	10% (47)	478
2018 House Vote: Republican	22% (92)	21% (86)	8% (33)	35% (147)	15% (61)	420
2018 House Vote: Didnt Vote	25% (118)	18% (84)	12% (56)	29% (133)	16% (73)	465
4-Region: Northeast	23% (52)	21% (47)	13% (30)	34% (77)	9% (20)	227
4-Region: Midwest	20% (60)	19% (58)	10% (31)	38% (114)	12% (35)	298
4-Region: South	24% (129)	21% (115)	12% (64)	28% (151)	15% (82)	541
4-Region: West	32% (103)	17% (55)	10% (34)	26% (85)	15% (48)	326
Did not See a Film in Theaters 2022	15% (84)	15% (88)	9% (53)	43% (242)	18% (103)	568
Saw at Least One Film in Theaters 2022	33% (259)	23% (186)	12% (98)	22% (177)	9% (72)	791
Saw at Least Two Films in Theaters 2022	36% (216)	24% (146)	12% (74)	19% (117)	8% (49)	603

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**Table MCEN6\_13:** How interested are you in seeing the following films that release in 2023?  
 Guardians of the Galaxy Vol. 3

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	25% (346)	20% (275)	11% (158)	31% (427)	13% (185)	1391
Saw Four or more Films in Theaters 2022	38% (152)	23% (93)	11% (42)	20% (79)	8% (33)	400
Plans to See at Least One Film in Theaters 2023	33% (264)	24% (195)	12% (97)	22% (178)	9% (69)	803
Plans to See at Least Two Films in Theaters 2023	35% (248)	26% (180)	11% (79)	20% (141)	7% (52)	699
Plans to See at Least Four Films in Theaters 2023	39% (211)	26% (144)	11% (57)	18% (97)	7% (37)	547

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

**Table MCEN6\_14:** How interested are you in seeing the following films that release in 2023?

Fast X

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	10% (143)	12% (178)	13% (179)	34% (485)	31% (439)	1424
Gender: Male	14% (101)	15% (105)	15% (105)	30% (211)	25% (178)	701
Gender: Female	6% (42)	10% (73)	10% (74)	38% (274)	36% (261)	724
Age: 18-34	13% (55)	15% (61)	14% (58)	29% (119)	29% (121)	415
Age: 35-44	15% (37)	18% (44)	15% (36)	25% (62)	26% (64)	243
Age: 45-64	10% (43)	12% (55)	13% (57)	35% (154)	30% (132)	441
Age: 65+	3% (8)	5% (18)	9% (28)	46% (150)	37% (122)	326
GenZers: 1997-2012	12% (18)	13% (19)	16% (23)	23% (33)	37% (54)	146
Millennials: 1981-1996	14% (61)	18% (77)	14% (61)	29% (124)	26% (113)	436
GenXers: 1965-1980	15% (49)	14% (46)	13% (43)	32% (107)	27% (90)	337
Baby Boomers: 1946-1964	3% (14)	8% (35)	10% (46)	44% (197)	35% (160)	453
PID: Dem (no lean)	10% (53)	15% (80)	12% (66)	35% (190)	29% (159)	547
PID: Ind (no lean)	10% (43)	11% (46)	13% (54)	32% (130)	33% (136)	410
PID: Rep (no lean)	10% (48)	11% (52)	13% (59)	35% (166)	31% (143)	467
PID/Gender: Dem Men	15% (38)	19% (49)	15% (39)	27% (70)	23% (59)	256
PID/Gender: Dem Women	5% (14)	11% (31)	9% (26)	41% (120)	34% (100)	291
PID/Gender: Ind Men	14% (29)	16% (33)	14% (29)	29% (59)	27% (54)	204
PID/Gender: Ind Women	7% (14)	7% (14)	13% (26)	34% (71)	40% (82)	206
PID/Gender: Rep Men	14% (34)	10% (24)	15% (37)	34% (82)	27% (65)	241
PID/Gender: Rep Women	6% (14)	12% (28)	10% (22)	37% (84)	35% (78)	226
Ideo: Liberal (1-3)	11% (48)	13% (55)	12% (52)	38% (166)	27% (116)	438
Ideo: Moderate (4)	11% (44)	15% (59)	13% (49)	30% (117)	32% (125)	395
Ideo: Conservative (5-7)	7% (34)	12% (53)	13% (59)	36% (162)	32% (147)	455
Educ: < College	11% (106)	12% (115)	12% (108)	32% (302)	33% (304)	935
Educ: Bachelors degree	8% (26)	13% (40)	16% (49)	36% (110)	27% (85)	310
Educ: Post-grad	6% (12)	13% (23)	12% (22)	41% (73)	28% (50)	179
Income: Under 50k	10% (80)	13% (99)	11% (84)	33% (254)	34% (262)	779
Income: 50k-100k	9% (43)	13% (61)	15% (68)	35% (159)	27% (124)	455
Income: 100k+	11% (20)	10% (18)	14% (27)	38% (72)	28% (53)	191
Ethnicity: White	8% (87)	11% (119)	13% (137)	38% (413)	31% (338)	1095
Ethnicity: Hispanic	14% (32)	14% (32)	11% (24)	30% (68)	31% (70)	227

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**Table MCEN6\_14:** How interested are you in seeing the following films that release in 2023?

Fast X

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	10% (143)	12% (178)	13% (179)	34% (485)	31% (439)	1424
Ethnicity: Black	21% (40)	17% (33)	13% (24)	19% (36)	30% (57)	191
Ethnicity: Other	12% (16)	18% (25)	13% (18)	26% (36)	31% (43)	138
All Christian	11% (68)	12% (76)	11% (71)	36% (221)	30% (184)	620
All Non-Christian	9% (8)	12% (11)	14% (13)	34% (31)	31% (28)	91
Atheist	3% (2)	13% (8)	16% (10)	37% (23)	31% (20)	62
Agnostic/Nothing in particular	9% (35)	13% (52)	12% (47)	35% (136)	32% (124)	393
Something Else	12% (31)	12% (31)	15% (39)	29% (74)	32% (83)	258
Religious Non-Protestant/Catholic	8% (8)	13% (13)	13% (13)	35% (35)	31% (31)	101
Evangelical	16% (60)	12% (47)	13% (48)	30% (113)	30% (114)	382
Non-Evangelical	8% (35)	11% (54)	13% (60)	37% (176)	31% (146)	472
Community: Urban	15% (60)	15% (60)	14% (58)	30% (120)	26% (103)	401
Community: Suburban	8% (55)	11% (76)	12% (80)	38% (251)	31% (206)	668
Community: Rural	8% (28)	12% (42)	12% (42)	32% (114)	37% (130)	356
Employ: Private Sector	13% (56)	16% (69)	16% (68)	31% (136)	25% (109)	438
Employ: Government	6% (6)	18% (16)	17% (15)	30% (26)	29% (25)	88
Employ: Self-Employed	13% (21)	14% (23)	16% (25)	27% (43)	29% (47)	158
Employ: Homemaker	11% (9)	7% (6)	13% (11)	33% (27)	36% (30)	83
Employ: Retired	3% (10)	7% (23)	8% (28)	47% (161)	35% (117)	340
Employ: Unemployed	13% (23)	14% (24)	11% (20)	25% (44)	36% (63)	174
Employ: Other	11% (11)	10% (9)	6% (6)	38% (37)	35% (34)	97
Military HH: Yes	6% (12)	11% (20)	12% (23)	43% (80)	28% (52)	186
Military HH: No	11% (132)	13% (158)	13% (156)	33% (406)	31% (387)	1238
RD/WT: Right Direction	14% (64)	15% (70)	10% (47)	34% (157)	27% (124)	461
RD/WT: Wrong Track	8% (79)	11% (108)	14% (133)	34% (328)	33% (315)	963
Biden Job Approve	12% (75)	13% (82)	12% (75)	34% (212)	29% (178)	622
Biden Job Disapprove	7% (55)	12% (90)	14% (101)	35% (258)	31% (230)	734
Biden Job Strongly Approve	17% (46)	13% (34)	9% (24)	35% (94)	26% (69)	268
Biden Job Somewhat Approve	8% (29)	13% (48)	14% (51)	33% (118)	31% (109)	354
Biden Job Somewhat Disapprove	8% (18)	18% (40)	20% (46)	28% (63)	26% (60)	227
Biden Job Strongly Disapprove	7% (36)	10% (50)	11% (55)	38% (195)	34% (171)	507

Continued on next page

**Table MCEN6\_14:** How interested are you in seeing the following films that release in 2023?

Fast X

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	10% (143)	12% (178)	13% (179)	34% (485)	31% (439)	1424
Favorable of Biden	12% (74)	13% (79)	12% (76)	35% (218)	28% (177)	624
Unfavorable of Biden	8% (56)	12% (89)	13% (97)	35% (256)	31% (228)	725
Very Favorable of Biden	17% (53)	13% (41)	8% (23)	35% (108)	26% (80)	304
Somewhat Favorable of Biden	7% (21)	12% (39)	17% (53)	34% (110)	30% (97)	320
Somewhat Unfavorable of Biden	9% (17)	18% (34)	17% (31)	32% (60)	23% (43)	185
Very Unfavorable of Biden	7% (39)	10% (56)	12% (66)	36% (196)	34% (184)	541
#1 Issue: Economy	13% (70)	13% (73)	14% (73)	30% (161)	30% (163)	540
#1 Issue: Security	9% (17)	10% (17)	13% (23)	38% (68)	31% (56)	182
#1 Issue: Health Care	17% (18)	14% (15)	12% (13)	37% (39)	20% (22)	107
#1 Issue: Medicare / Social Security	3% (5)	15% (24)	10% (16)	35% (56)	36% (56)	157
#1 Issue: Women's Issues	8% (15)	8% (16)	13% (25)	42% (82)	29% (56)	194
#1 Issue: Education	15% (8)	21% (12)	25% (14)	30% (17)	10% (6)	58
#1 Issue: Energy	7% (6)	15% (13)	7% (6)	28% (25)	43% (38)	90
#1 Issue: Other	4% (4)	8% (8)	8% (8)	38% (37)	42% (41)	98
2022 House Vote: Democrat	10% (61)	14% (81)	13% (75)	36% (212)	27% (159)	589
2022 House Vote: Republican	8% (37)	12% (57)	13% (59)	36% (166)	31% (141)	461
2022 House Vote: Didnt Vote	12% (40)	10% (36)	11% (39)	28% (97)	38% (131)	343
2020 Vote: Joe Biden	11% (67)	13% (82)	13% (84)	36% (227)	27% (172)	632
2020 Vote: Donald Trump	8% (37)	12% (55)	13% (60)	35% (167)	33% (155)	474
2020 Vote: Didn't Vote	12% (35)	13% (36)	11% (30)	28% (77)	36% (101)	280
2018 House Vote: Democrat	10% (53)	13% (67)	13% (64)	39% (195)	25% (129)	508
2018 House Vote: Republican	8% (32)	11% (45)	11% (47)	35% (146)	35% (144)	416
2018 House Vote: Didnt Vote	12% (56)	13% (63)	14% (66)	29% (134)	32% (149)	467
4-Region: Northeast	8% (18)	17% (39)	17% (39)	32% (74)	27% (63)	233
4-Region: Midwest	10% (32)	10% (31)	10% (31)	39% (122)	31% (98)	315
4-Region: South	12% (65)	13% (73)	13% (71)	31% (168)	32% (173)	550
4-Region: West	9% (29)	11% (34)	11% (37)	37% (122)	32% (105)	327
Did not See a Film in Theaters 2022	6% (33)	8% (44)	8% (45)	43% (243)	36% (205)	570
Saw at Least One Film in Theaters 2022	13% (108)	16% (132)	16% (130)	29% (238)	26% (216)	824
Saw at Least Two Films in Theaters 2022	15% (94)	18% (113)	17% (106)	26% (160)	23% (143)	616

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**Table MCEN6\_14:** *How interested are you in seeing the following films that release in 2023?*  
*Fast X*

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not too interested</b>		<b>Not interested at all</b>		<b>Never heard of</b>		<b>Total N</b>
Adults	10%	(143)	12%	(178)	13%	(179)	34%	(485)	31%	(439)	1424
Saw Four or more Films in Theaters 2022	18%	(75)	22%	(90)	15%	(62)	22%	(91)	24%	(100)	418
Plans to See at Least One Film in Theaters 2023	13%	(109)	16%	(135)	16%	(131)	28%	(237)	27%	(228)	841
Plans to See at Least Two Films in Theaters 2023	15%	(107)	18%	(128)	16%	(119)	26%	(191)	25%	(184)	729
Plans to See at Least Four Films in Theaters 2023	17%	(97)	20%	(112)	17%	(93)	22%	(124)	24%	(136)	561

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

**Table MCEN6\_15: How interested are you in seeing the following films that release in 2023?**

*The Little Mermaid*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	15% (220)	20% (292)	18% (255)	39% (570)	8% (110)	1447
Gender: Male	11% (75)	17% (119)	19% (135)	44% (308)	9% (60)	697
Gender: Female	19% (146)	23% (173)	16% (121)	35% (262)	7% (50)	750
Age: 18-34	26% (113)	24% (103)	21% (93)	21% (93)	8% (35)	437
Age: 35-44	21% (50)	29% (71)	20% (48)	21% (51)	9% (21)	241
Age: 45-64	9% (43)	18% (85)	17% (81)	49% (234)	6% (30)	473
Age: 65+	5% (14)	11% (34)	11% (33)	65% (192)	8% (23)	295
GenZers: 1997-2012	29% (44)	23% (34)	21% (32)	21% (32)	6% (9)	151
Millennials: 1981-1996	24% (108)	26% (117)	20% (91)	21% (94)	9% (40)	451
GenXers: 1965-1980	12% (43)	23% (82)	20% (74)	39% (142)	6% (22)	364
Baby Boomers: 1946-1964	6% (24)	12% (52)	13% (56)	61% (263)	8% (37)	432
PID: Dem (no lean)	20% (113)	21% (115)	18% (102)	33% (184)	8% (43)	556
PID: Ind (no lean)	14% (62)	23% (99)	18% (77)	37% (160)	8% (35)	433
PID: Rep (no lean)	10% (46)	17% (78)	17% (76)	49% (226)	7% (32)	458
PID/Gender: Dem Men	17% (44)	17% (43)	20% (53)	35% (91)	11% (30)	261
PID/Gender: Dem Women	24% (69)	24% (72)	16% (48)	31% (93)	4% (13)	296
PID/Gender: Ind Men	7% (13)	20% (41)	20% (40)	44% (86)	9% (18)	198
PID/Gender: Ind Women	21% (49)	25% (58)	16% (37)	31% (73)	7% (17)	235
PID/Gender: Rep Men	8% (18)	15% (35)	17% (41)	55% (131)	5% (12)	238
PID/Gender: Rep Women	13% (28)	19% (43)	16% (35)	43% (95)	9% (20)	220
Ideo: Liberal (1-3)	20% (87)	25% (110)	18% (77)	31% (133)	6% (27)	434
Ideo: Moderate (4)	15% (64)	22% (91)	19% (80)	36% (151)	7% (31)	416
Ideo: Conservative (5-7)	9% (40)	13% (60)	17% (79)	53% (241)	8% (38)	458
Educ: < College	16% (151)	19% (180)	19% (176)	39% (371)	7% (65)	944
Educ: Bachelors degree	15% (48)	22% (70)	14% (44)	41% (131)	9% (29)	322
Educ: Post-grad	12% (22)	24% (43)	19% (34)	37% (68)	8% (15)	181
Income: Under 50k	16% (125)	21% (164)	17% (130)	38% (296)	8% (60)	774
Income: 50k-100k	15% (68)	20% (93)	21% (95)	37% (171)	7% (33)	459
Income: 100k+	13% (27)	17% (35)	14% (31)	48% (103)	8% (17)	213
Ethnicity: White	13% (143)	20% (218)	18% (199)	42% (470)	7% (82)	1112
Ethnicity: Hispanic	27% (69)	21% (53)	18% (46)	24% (60)	10% (26)	254

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**Table MCEN6\_15: How interested are you in seeing the following films that release in 2023?**  
*The Little Mermaid*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	15% (220)	20% (292)	18% (255)	39% (570)	8% (110)	1447
Ethnicity: Black	25% (46)	20% (38)	21% (39)	28% (52)	5% (10)	185
Ethnicity: Other	21% (31)	24% (36)	11% (17)	32% (48)	12% (17)	150
All Christian	12% (69)	19% (115)	16% (95)	46% (271)	7% (42)	593
All Non-Christian	16% (14)	18% (16)	16% (14)	38% (33)	11% (10)	86
Atheist	10% (8)	23% (18)	17% (14)	39% (31)	11% (8)	79
Agnostic/Nothing in particular	19% (80)	19% (84)	19% (83)	35% (152)	8% (33)	432
Something Else	19% (49)	23% (60)	19% (49)	32% (83)	6% (16)	257
Religious Non-Protestant/Catholic	15% (15)	21% (21)	16% (15)	38% (37)	10% (10)	97
Evangelical	17% (59)	15% (53)	16% (56)	43% (153)	9% (33)	354
Non-Evangelical	11% (53)	24% (111)	18% (84)	42% (197)	5% (26)	471
Community: Urban	19% (76)	21% (85)	20% (78)	30% (120)	10% (38)	397
Community: Suburban	14% (102)	21% (148)	15% (107)	43% (304)	7% (51)	711
Community: Rural	12% (42)	18% (59)	21% (71)	43% (146)	6% (21)	338
Employ: Private Sector	16% (74)	22% (106)	20% (92)	35% (164)	8% (36)	471
Employ: Government	14% (13)	28% (26)	25% (23)	24% (22)	10% (9)	93
Employ: Self-Employed	16% (22)	16% (23)	27% (39)	34% (49)	8% (11)	144
Employ: Homemaker	19% (15)	26% (21)	20% (16)	28% (23)	7% (5)	81
Employ: Student	30% (15)	27% (13)	13% (7)	25% (13)	6% (3)	51
Employ: Retired	5% (17)	12% (41)	12% (41)	63% (214)	8% (26)	338
Employ: Unemployed	25% (43)	26% (45)	14% (24)	28% (49)	8% (14)	174
Employ: Other	22% (21)	19% (18)	14% (13)	39% (37)	7% (7)	95
Military HH: Yes	6% (11)	13% (25)	19% (36)	51% (98)	11% (20)	190
Military HH: No	17% (209)	21% (268)	17% (219)	38% (472)	7% (89)	1257
RD/WT: Right Direction	19% (93)	24% (115)	16% (78)	32% (153)	9% (43)	483
RD/WT: Wrong Track	13% (127)	18% (177)	18% (177)	43% (416)	7% (67)	964
Biden Job Approve	18% (116)	22% (143)	19% (121)	33% (214)	8% (52)	646
Biden Job Disapprove	12% (84)	19% (136)	17% (121)	47% (339)	7% (48)	728

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**Table MCEN6\_15: How interested are you in seeing the following films that release in 2023?**

*The Little Mermaid*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	15% (220)	20% (292)	18% (255)	39% (570)	8% (110)	1447
Biden Job Strongly Approve	20% (57)	19% (55)	17% (49)	33% (93)	10% (28)	281
Biden Job Somewhat Approve	16% (60)	24% (89)	20% (72)	33% (121)	7% (24)	365
Biden Job Somewhat Disapprove	17% (37)	27% (59)	17% (37)	34% (74)	6% (12)	220
Biden Job Strongly Disapprove	9% (47)	15% (77)	16% (83)	52% (265)	7% (35)	508
Favorable of Biden	18% (121)	23% (148)	19% (123)	33% (218)	7% (45)	655
Unfavorable of Biden	11% (78)	18% (128)	17% (123)	47% (338)	8% (56)	724
Very Favorable of Biden	22% (66)	19% (57)	20% (60)	31% (95)	9% (29)	307
Somewhat Favorable of Biden	16% (55)	26% (91)	18% (63)	35% (123)	5% (16)	348
Somewhat Unfavorable of Biden	15% (27)	27% (51)	16% (29)	36% (67)	6% (11)	185
Very Unfavorable of Biden	9% (51)	14% (78)	17% (94)	50% (271)	8% (45)	539
#1 Issue: Economy	15% (80)	21% (112)	20% (108)	39% (210)	6% (35)	545
#1 Issue: Security	13% (22)	14% (25)	19% (34)	49% (86)	5% (9)	176
#1 Issue: Health Care	17% (18)	26% (27)	17% (17)	34% (35)	6% (6)	104
#1 Issue: Medicare / Social Security	8% (14)	17% (30)	13% (22)	54% (96)	8% (15)	176
#1 Issue: Women's Issues	27% (53)	25% (49)	17% (34)	24% (47)	7% (14)	198
#1 Issue: Education	16% (11)	31% (22)	24% (17)	19% (14)	9% (6)	70
#1 Issue: Energy	17% (13)	16% (13)	18% (14)	37% (30)	12% (10)	80
#1 Issue: Other	8% (8)	14% (13)	9% (9)	53% (52)	16% (16)	98
2022 House Vote: Democrat	17% (102)	21% (129)	20% (119)	35% (209)	8% (45)	604
2022 House Vote: Republican	10% (45)	16% (74)	15% (70)	52% (238)	6% (28)	455
2022 House Vote: Didnt Vote	19% (69)	24% (84)	17% (60)	31% (110)	9% (33)	356
2020 Vote: Joe Biden	17% (112)	21% (135)	19% (120)	36% (235)	7% (43)	646
2020 Vote: Donald Trump	10% (48)	15% (72)	15% (71)	53% (249)	7% (33)	473
2020 Vote: Didn't Vote	18% (55)	26% (79)	20% (60)	26% (78)	9% (26)	297
2018 House Vote: Democrat	18% (91)	21% (108)	19% (98)	36% (186)	7% (34)	516
2018 House Vote: Republican	9% (37)	17% (72)	15% (63)	51% (213)	7% (30)	415
2018 House Vote: Didnt Vote	18% (88)	23% (110)	18% (88)	32% (157)	9% (41)	484

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**Table MCEN6\_15: How interested are you in seeing the following films that release in 2023?**  
*The Little Mermaid*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	15% (220)	20% (292)	18% (255)	39% (570)	8% (110)	1447
4-Region: Northeast	20% (49)	18% (44)	17% (41)	40% (97)	6% (14)	245
4-Region: Midwest	10% (28)	19% (52)	17% (49)	46% (129)	7% (20)	279
4-Region: South	15% (82)	19% (104)	20% (110)	39% (218)	8% (46)	561
4-Region: West	17% (61)	25% (92)	15% (55)	34% (125)	8% (30)	363
Did not See a Film in Theaters 2022	9% (52)	16% (90)	14% (77)	52% (294)	9% (50)	563
Saw at Least One Film in Theaters 2022	19% (161)	23% (197)	20% (169)	31% (266)	6% (52)	846
Saw at Least Two Films in Theaters 2022	21% (131)	24% (151)	21% (129)	28% (177)	6% (37)	625
Saw Four or more Films in Theaters 2022	24% (103)	25% (106)	19% (79)	27% (115)	6% (25)	428
Plans to See at Least One Film in Theaters 2023	19% (162)	24% (208)	21% (184)	30% (257)	5% (46)	858
Plans to See at Least Two Films in Theaters 2023	20% (147)	25% (184)	21% (156)	29% (219)	5% (39)	744
Plans to See at Least Four Films in Theaters 2023	23% (134)	25% (144)	20% (115)	27% (157)	5% (32)	582

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

**Table MCEN6\_16:** How interested are you in seeing the following films that release in 2023?

*SpiderMan: Across the SpiderVerse*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	23% (334)	23% (333)	14% (199)	30% (434)	11% (159)	1460
Gender: Male	29% (209)	25% (177)	15% (110)	23% (166)	8% (57)	718
Gender: Female	17% (125)	21% (156)	12% (89)	36% (269)	14% (102)	741
Age: 18-34	38% (161)	23% (98)	15% (62)	15% (64)	9% (40)	425
Age: 35-44	29% (69)	30% (71)	15% (35)	19% (45)	8% (20)	240
Age: 45-64	18% (83)	24% (113)	13% (58)	34% (159)	11% (49)	462
Age: 65+	6% (21)	16% (52)	13% (43)	50% (166)	15% (51)	332
GenZers: 1997-2012	48% (73)	15% (23)	16% (24)	13% (19)	8% (12)	151
Millennials: 1981-1996	32% (138)	27% (120)	14% (61)	18% (80)	9% (40)	439
GenXers: 1965-1980	21% (75)	28% (98)	15% (51)	26% (92)	9% (33)	348
Baby Boomers: 1946-1964	10% (48)	18% (84)	13% (59)	46% (214)	14% (65)	471
PID: Dem (no lean)	28% (159)	20% (111)	14% (79)	29% (163)	8% (46)	559
PID: Ind (no lean)	19% (88)	26% (116)	15% (67)	28% (126)	12% (55)	450
PID: Rep (no lean)	19% (88)	24% (106)	12% (53)	32% (146)	13% (58)	451
PID/Gender: Dem Men	34% (93)	23% (62)	16% (44)	22% (61)	5% (15)	274
PID/Gender: Dem Women	23% (66)	17% (50)	12% (35)	36% (103)	11% (31)	284
PID/Gender: Ind Men	26% (55)	27% (57)	15% (33)	23% (48)	8% (18)	211
PID/Gender: Ind Women	13% (32)	24% (58)	14% (34)	32% (77)	15% (37)	239
PID/Gender: Rep Men	26% (61)	25% (58)	14% (33)	24% (57)	10% (24)	233
PID/Gender: Rep Women	12% (27)	22% (48)	9% (20)	41% (89)	16% (34)	218
Ideo: Liberal (1-3)	30% (132)	21% (93)	13% (58)	29% (128)	6% (27)	438
Ideo: Moderate (4)	24% (100)	24% (99)	12% (51)	26% (108)	12% (51)	408
Ideo: Conservative (5-7)	17% (78)	23% (105)	15% (69)	34% (157)	12% (57)	465
Educ: < College	23% (217)	22% (210)	13% (122)	30% (281)	13% (119)	950
Educ: Bachelors degree	24% (78)	23% (76)	16% (52)	28% (92)	8% (25)	323
Educ: Post-grad	21% (39)	25% (47)	13% (25)	33% (62)	8% (14)	187
Income: Under 50k	21% (161)	23% (177)	13% (101)	30% (237)	13% (101)	777
Income: 50k-100k	27% (126)	24% (113)	15% (69)	26% (124)	8% (36)	468
Income: 100k+	22% (47)	20% (43)	13% (29)	34% (74)	11% (23)	215
Ethnicity: White	19% (215)	22% (244)	14% (159)	34% (378)	11% (129)	1127
Ethnicity: Hispanic	39% (103)	26% (68)	8% (22)	15% (39)	12% (31)	263

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**Table MCEN6\_16:** How interested are you in seeing the following films that release in 2023?  
*SpiderMan: Across the SpiderVerse*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	23% (334)	23% (333)	14% (199)	30% (434)	11% (159)	1460
Ethnicity: Black	39% (71)	25% (46)	13% (23)	14% (26)	9% (17)	183
Ethnicity: Other	32% (48)	28% (43)	11% (17)	20% (30)	9% (13)	150
All Christian	21% (133)	19% (120)	13% (79)	34% (211)	13% (79)	622
All Non-Christian	20% (17)	25% (22)	18% (16)	31% (27)	6% (6)	87
Atheist	36% (30)	23% (19)	7% (6)	28% (23)	6% (5)	84
Agnostic/Nothing in particular	22% (92)	25% (106)	16% (69)	25% (103)	11% (48)	417
Something Else	25% (62)	27% (67)	12% (29)	28% (71)	9% (21)	250
Religious Non-Protestant/Catholic	21% (22)	25% (26)	17% (17)	30% (30)	7% (7)	101
Evangelical	23% (83)	23% (84)	12% (42)	30% (109)	12% (44)	363
Non-Evangelical	21% (99)	19% (90)	14% (64)	35% (167)	12% (55)	474
Community: Urban	30% (123)	23% (95)	15% (62)	22% (88)	10% (41)	409
Community: Suburban	22% (152)	24% (168)	14% (95)	31% (217)	9% (61)	693
Community: Rural	16% (59)	20% (70)	12% (42)	36% (129)	16% (57)	358
Employ: Private Sector	28% (127)	26% (116)	15% (68)	22% (99)	9% (39)	449
Employ: Government	30% (28)	27% (26)	17% (17)	22% (21)	5% (4)	96
Employ: Self-Employed	20% (30)	28% (41)	14% (20)	30% (45)	8% (11)	148
Employ: Homemaker	14% (9)	30% (20)	16% (11)	27% (18)	13% (8)	66
Employ: Student	55% (31)	18% (10)	9% (5)	9% (5)	9% (5)	55
Employ: Retired	8% (31)	17% (61)	13% (48)	50% (182)	12% (46)	368
Employ: Unemployed	28% (51)	23% (42)	11% (20)	19% (34)	19% (34)	181
Employ: Other	28% (27)	19% (18)	10% (10)	32% (31)	11% (11)	97
Military HH: Yes	19% (39)	19% (38)	14% (30)	35% (72)	13% (27)	205
Military HH: No	24% (296)	24% (295)	13% (169)	29% (363)	11% (132)	1255
RD/WT: Right Direction	28% (138)	20% (98)	15% (73)	27% (133)	9% (42)	484
RD/WT: Wrong Track	20% (197)	24% (235)	13% (125)	31% (302)	12% (117)	976
Biden Job Approve	28% (175)	22% (140)	14% (90)	28% (180)	8% (51)	635
Biden Job Disapprove	20% (151)	24% (175)	13% (97)	31% (232)	12% (87)	742

Continued on next page

**Table MCEN6\_16:** How interested are you in seeing the following films that release in 2023?  
*SpiderMan: Across the SpiderVerse*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	23% (334)	23% (333)	14% (199)	30% (434)	11% (159)	1460
Biden Job Strongly Approve	31% (84)	22% (60)	12% (33)	27% (72)	8% (20)	269
Biden Job Somewhat Approve	25% (91)	22% (80)	16% (57)	29% (107)	8% (31)	366
Biden Job Somewhat Disapprove	27% (57)	26% (57)	18% (39)	21% (45)	8% (18)	216
Biden Job Strongly Disapprove	18% (94)	22% (118)	11% (57)	36% (187)	13% (70)	527
Favorable of Biden	27% (174)	23% (147)	13% (86)	29% (186)	8% (51)	643
Unfavorable of Biden	19% (143)	23% (173)	14% (102)	31% (231)	12% (89)	738
Very Favorable of Biden	29% (87)	19% (58)	13% (39)	29% (87)	9% (28)	299
Somewhat Favorable of Biden	25% (87)	26% (88)	14% (47)	29% (99)	7% (23)	344
Somewhat Unfavorable of Biden	23% (41)	27% (49)	18% (33)	25% (45)	7% (12)	181
Very Unfavorable of Biden	18% (102)	22% (124)	12% (69)	33% (186)	14% (77)	557
#1 Issue: Economy	26% (145)	26% (146)	12% (70)	27% (150)	9% (50)	561
#1 Issue: Security	22% (39)	22% (39)	13% (23)	33% (58)	11% (20)	178
#1 Issue: Health Care	26% (28)	17% (18)	14% (15)	35% (38)	9% (9)	109
#1 Issue: Medicare / Social Security	7% (13)	23% (40)	15% (27)	41% (72)	14% (24)	175
#1 Issue: Women's Issues	32% (61)	20% (39)	14% (27)	26% (50)	7% (13)	190
#1 Issue: Education	41% (24)	22% (13)	15% (9)	19% (11)	3% (2)	58
#1 Issue: Energy	18% (17)	27% (25)	15% (13)	23% (21)	17% (16)	92
#1 Issue: Other	8% (7)	16% (15)	16% (15)	35% (34)	26% (25)	96
2022 House Vote: Democrat	27% (160)	21% (124)	15% (88)	29% (173)	9% (53)	598
2022 House Vote: Republican	19% (90)	23% (110)	13% (61)	33% (160)	12% (58)	478
2022 House Vote: Didnt Vote	23% (79)	26% (91)	13% (44)	26% (91)	13% (45)	350
2020 Vote: Joe Biden	26% (169)	22% (138)	14% (93)	29% (186)	8% (53)	639
2020 Vote: Donald Trump	17% (82)	22% (108)	14% (67)	34% (163)	13% (65)	485
2020 Vote: Didn't Vote	24% (73)	25% (75)	12% (35)	26% (78)	12% (36)	297
2018 House Vote: Democrat	28% (143)	19% (96)	16% (81)	31% (161)	7% (38)	519
2018 House Vote: Republican	15% (64)	22% (93)	14% (57)	35% (144)	14% (58)	415
2018 House Vote: Didnt Vote	25% (122)	27% (132)	12% (56)	24% (119)	12% (58)	487

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**Table MCEN6\_16:** How interested are you in seeing the following films that release in 2023?*SpiderMan: Across the SpiderVerse*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	23% (334)	23% (333)	14% (199)	30% (434)	11% (159)	1460
4-Region: Northeast	24% (63)	19% (49)	18% (46)	30% (78)	8% (21)	257
4-Region: Midwest	17% (49)	20% (60)	11% (33)	40% (116)	12% (35)	293
4-Region: South	24% (133)	25% (138)	14% (76)	27% (149)	11% (63)	559
4-Region: West	26% (90)	25% (87)	12% (43)	26% (91)	11% (40)	351
Did not See a Film in Theaters 2022	9% (51)	21% (115)	12% (67)	43% (241)	15% (81)	557
Saw at Least One Film in Theaters 2022	32% (279)	25% (211)	14% (123)	21% (184)	7% (62)	858
Saw at Least Two Films in Theaters 2022	37% (238)	26% (166)	14% (90)	16% (104)	7% (44)	642
Saw Four or more Films in Theaters 2022	42% (184)	25% (111)	12% (53)	14% (59)	7% (29)	437
Plans to See at Least One Film in Theaters 2023	33% (281)	25% (219)	14% (122)	21% (179)	7% (63)	863
Plans to See at Least Two Films in Theaters 2023	36% (273)	27% (205)	13% (98)	18% (136)	6% (45)	758
Plans to See at Least Four Films in Theaters 2023	42% (246)	26% (155)	12% (67)	14% (83)	6% (34)	585

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

**Table MCEN6\_17: How interested are you in seeing the following films that release in 2023?**

*Transformers: Rise of the Beasts*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	17% (240)	21% (290)	12% (162)	37% (509)	14% (188)	1388
Gender: Male	23% (159)	24% (162)	12% (84)	30% (202)	10% (71)	678
Gender: Female	11% (81)	18% (128)	11% (78)	43% (306)	17% (117)	711
Age: 18-34	23% (90)	26% (102)	13% (51)	25% (101)	13% (53)	398
Age: 35-44	25% (59)	28% (67)	13% (30)	21% (50)	13% (30)	237
Age: 45-64	17% (75)	22% (95)	13% (55)	39% (174)	9% (42)	441
Age: 65+	5% (15)	8% (25)	8% (25)	59% (183)	21% (64)	312
GenZers: 1997-2012	26% (33)	18% (23)	14% (17)	28% (35)	14% (17)	125
Millennials: 1981-1996	22% (95)	29% (126)	13% (59)	24% (104)	12% (55)	438
GenXers: 1965-1980	22% (78)	24% (84)	13% (44)	32% (111)	9% (32)	348
Baby Boomers: 1946-1964	8% (34)	13% (55)	9% (37)	54% (227)	17% (72)	425
PID: Dem (no lean)	18% (95)	21% (111)	14% (76)	35% (189)	12% (65)	535
PID: Ind (no lean)	16% (66)	20% (82)	12% (51)	35% (143)	17% (72)	414
PID: Rep (no lean)	18% (79)	22% (96)	8% (36)	40% (176)	12% (52)	439
PID/Gender: Dem Men	23% (62)	24% (65)	16% (43)	26% (69)	10% (28)	268
PID/Gender: Dem Women	12% (33)	17% (46)	12% (32)	45% (120)	14% (37)	268
PID/Gender: Ind Men	21% (40)	23% (44)	12% (22)	33% (63)	11% (22)	191
PID/Gender: Ind Women	12% (26)	17% (39)	13% (28)	36% (80)	22% (50)	223
PID/Gender: Rep Men	26% (57)	24% (53)	8% (18)	32% (70)	10% (21)	218
PID/Gender: Rep Women	10% (23)	20% (43)	8% (18)	48% (106)	14% (30)	220
Ideo: Liberal (1-3)	18% (75)	19% (79)	15% (63)	36% (155)	13% (55)	427
Ideo: Moderate (4)	19% (77)	20% (77)	11% (43)	36% (143)	14% (55)	394
Ideo: Conservative (5-7)	14% (58)	23% (100)	8% (36)	41% (175)	14% (59)	429
Educ: < College	20% (176)	21% (184)	11% (96)	35% (307)	14% (120)	883
Educ: Bachelors degree	13% (41)	22% (70)	14% (44)	38% (123)	13% (41)	319
Educ: Post-grad	12% (22)	19% (36)	12% (22)	42% (78)	15% (27)	186
Income: Under 50k	18% (133)	20% (150)	12% (90)	35% (261)	16% (121)	755
Income: 50k-100k	18% (78)	23% (102)	11% (49)	38% (165)	10% (43)	438
Income: 100k+	15% (29)	19% (37)	12% (23)	42% (82)	13% (25)	195
Ethnicity: White	14% (152)	19% (206)	12% (132)	41% (441)	14% (146)	1076
Ethnicity: Hispanic	27% (60)	20% (45)	13% (28)	24% (53)	15% (33)	219

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**Table MCEN6\_17: How interested are you in seeing the following films that release in 2023?**  
*Transformers: Rise of the Beasts*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	17% (240)	21% (290)	12% (162)	37% (509)	14% (188)	1388
Ethnicity: Black	34% (60)	29% (52)	9% (16)	18% (31)	9% (17)	175
Ethnicity: Other	20% (28)	23% (32)	10% (14)	27% (37)	19% (26)	137
All Christian	19% (115)	18% (109)	11% (65)	40% (244)	13% (78)	611
All Non-Christian	9% (8)	25% (21)	11% (10)	39% (33)	15% (13)	84
Atheist	13% (9)	13% (9)	17% (13)	39% (28)	18% (13)	72
Agnostic/Nothing in particular	14% (52)	21% (75)	14% (53)	35% (128)	16% (57)	363
Something Else	22% (56)	29% (76)	9% (22)	29% (76)	11% (28)	259
Religious Non-Protestant/Catholic	10% (10)	23% (23)	11% (11)	36% (35)	19% (18)	96
Evangelical	23% (84)	23% (84)	9% (33)	32% (118)	14% (51)	371
Non-Evangelical	17% (78)	20% (94)	11% (53)	42% (198)	10% (50)	473
Community: Urban	27% (106)	22% (89)	9% (37)	29% (114)	13% (51)	397
Community: Suburban	11% (77)	21% (143)	14% (91)	40% (271)	13% (89)	672
Community: Rural	18% (56)	18% (58)	11% (34)	39% (124)	15% (48)	320
Employ: Private Sector	20% (93)	27% (120)	13% (59)	30% (136)	10% (45)	453
Employ: Government	14% (14)	21% (20)	17% (16)	35% (34)	13% (12)	97
Employ: Self-Employed	20% (30)	23% (35)	14% (21)	31% (47)	11% (17)	149
Employ: Homemaker	11% (7)	21% (14)	16% (11)	30% (20)	21% (14)	65
Employ: Retired	6% (19)	12% (40)	8% (27)	58% (195)	16% (54)	334
Employ: Unemployed	25% (40)	24% (39)	11% (18)	22% (35)	19% (30)	162
Employ: Other	22% (18)	19% (15)	5% (4)	41% (34)	14% (11)	82
Military HH: Yes	12% (24)	22% (41)	12% (23)	40% (76)	13% (25)	189
Military HH: No	18% (216)	21% (248)	12% (139)	36% (433)	14% (164)	1200
RD/WT: Right Direction	21% (97)	21% (99)	12% (58)	32% (148)	14% (65)	467
RD/WT: Wrong Track	16% (143)	21% (191)	11% (104)	39% (361)	13% (123)	922
Biden Job Approve	20% (128)	21% (132)	13% (79)	33% (205)	13% (80)	623
Biden Job Disapprove	14% (97)	21% (141)	10% (66)	42% (291)	14% (93)	687
Biden Job Strongly Approve	25% (66)	17% (45)	11% (29)	33% (89)	14% (38)	268
Biden Job Somewhat Approve	17% (61)	24% (86)	14% (49)	33% (116)	12% (42)	355
Biden Job Somewhat Disapprove	10% (20)	25% (49)	15% (30)	40% (79)	10% (21)	199
Biden Job Strongly Disapprove	16% (77)	19% (92)	7% (35)	43% (211)	15% (72)	488

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**Table MCEN6\_17: How interested are you in seeing the following films that release in 2023?**

*Transformers: Rise of the Beasts*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	17% (240)	21% (290)	12% (162)	37% (509)	14% (188)	1388
Favorable of Biden	20% (125)	21% (131)	13% (81)	33% (210)	13% (82)	629
Unfavorable of Biden	14% (98)	21% (143)	10% (69)	42% (288)	13% (91)	688
Very Favorable of Biden	23% (67)	18% (54)	11% (33)	34% (101)	15% (44)	299
Somewhat Favorable of Biden	17% (57)	23% (77)	15% (48)	33% (109)	12% (38)	330
Somewhat Unfavorable of Biden	10% (16)	26% (43)	12% (21)	41% (69)	11% (18)	167
Very Unfavorable of Biden	16% (82)	19% (100)	9% (48)	42% (219)	14% (73)	521
#1 Issue: Economy	19% (105)	28% (149)	11% (60)	31% (169)	10% (56)	540
#1 Issue: Security	24% (44)	18% (32)	6% (12)	40% (74)	12% (21)	184
#1 Issue: Health Care	18% (19)	22% (23)	11% (12)	35% (38)	14% (15)	107
#1 Issue: Medicare / Social Security	10% (15)	12% (18)	9% (14)	49% (72)	20% (29)	149
#1 Issue: Women's Issues	12% (22)	14% (25)	17% (31)	43% (79)	13% (24)	181
#1 Issue: Education	27% (15)	25% (14)	26% (14)	16% (9)	7% (4)	56
#1 Issue: Energy	15% (13)	15% (13)	12% (10)	38% (32)	21% (18)	86
#1 Issue: Other	7% (6)	17% (14)	11% (9)	41% (35)	25% (21)	85
2022 House Vote: Democrat	16% (92)	20% (121)	14% (85)	37% (218)	12% (73)	589
2022 House Vote: Republican	17% (73)	21% (90)	8% (35)	43% (183)	11% (49)	430
2022 House Vote: Didnt Vote	20% (67)	21% (72)	11% (36)	29% (97)	19% (64)	337
2020 Vote: Joe Biden	17% (107)	19% (123)	14% (91)	37% (237)	12% (78)	637
2020 Vote: Donald Trump	16% (73)	21% (97)	9% (39)	41% (185)	14% (63)	456
2020 Vote: Didn't Vote	20% (52)	24% (61)	11% (29)	28% (71)	17% (43)	257
2018 House Vote: Democrat	17% (88)	19% (97)	14% (71)	40% (211)	10% (55)	521
2018 House Vote: Republican	17% (65)	19% (76)	9% (37)	42% (165)	13% (50)	393
2018 House Vote: Didnt Vote	18% (80)	25% (111)	11% (49)	28% (127)	18% (78)	446
4-Region: Northeast	17% (43)	18% (46)	16% (41)	37% (93)	11% (28)	250
4-Region: Midwest	15% (43)	20% (58)	10% (28)	41% (117)	15% (42)	288
4-Region: South	20% (103)	23% (121)	11% (57)	34% (176)	13% (68)	526
4-Region: West	16% (51)	20% (65)	11% (37)	38% (122)	15% (50)	325
Did not See a Film in Theaters 2022	9% (47)	16% (84)	8% (46)	49% (264)	19% (101)	541
Saw at Least One Film in Theaters 2022	23% (187)	25% (202)	13% (108)	29% (236)	9% (77)	809
Saw at Least Two Films in Theaters 2022	25% (156)	26% (161)	14% (86)	26% (162)	9% (56)	621

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**Table MCEN6\_17:** How interested are you in seeing the following films that release in 2023?  
*Transformers: Rise of the Beasts*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	17% (240)	21% (290)	12% (162)	37% (509)	14% (188)	1388
Saw Four or more Films in Theaters 2022	31% (131)	24% (105)	13% (58)	24% (101)	8% (34)	428
Plans to See at Least One Film in Theaters 2023	23% (191)	25% (204)	14% (113)	28% (226)	10% (80)	814
Plans to See at Least Two Films in Theaters 2023	25% (182)	26% (188)	14% (100)	26% (188)	8% (59)	717
Plans to See at Least Four Films in Theaters 2023	31% (168)	26% (143)	14% (76)	22% (124)	7% (39)	551

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

**Table MCEN6\_18:** How interested are you in seeing the following films that release in 2023?

Asteroid City

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	6%	(84)	10%	(150)	16%	(228)	31%	(448)	38%	(550)	1460
Gender: Male	8%	(60)	15%	(105)	18%	(124)	27%	(188)	32%	(229)	705
Gender: Female	3%	(25)	6%	(45)	14%	(104)	34%	(260)	43%	(321)	754
Age: 18-34	11%	(44)	12%	(51)	18%	(75)	23%	(94)	36%	(152)	416
Age: 35-44	7%	(16)	11%	(27)	19%	(45)	23%	(55)	41%	(100)	244
Age: 45-64	3%	(16)	10%	(48)	16%	(73)	34%	(158)	37%	(173)	468
Age: 65+	2%	(8)	7%	(23)	10%	(34)	42%	(141)	38%	(126)	331
GenZers: 1997-2012	8%	(10)	11%	(14)	15%	(20)	24%	(32)	42%	(55)	131
Millennials: 1981-1996	10%	(43)	13%	(58)	19%	(87)	22%	(101)	36%	(165)	455
GenXers: 1965-1980	5%	(19)	12%	(43)	17%	(61)	29%	(103)	37%	(131)	358
Baby Boomers: 1946-1964	3%	(11)	7%	(30)	11%	(51)	41%	(187)	39%	(176)	457
PID: Dem (no lean)	6%	(34)	11%	(63)	17%	(94)	28%	(160)	38%	(211)	563
PID: Ind (no lean)	6%	(24)	10%	(42)	14%	(57)	30%	(125)	40%	(167)	414
PID: Rep (no lean)	6%	(27)	9%	(45)	16%	(77)	34%	(163)	36%	(172)	483
PID/Gender: Dem Men	9%	(23)	16%	(43)	20%	(52)	24%	(63)	32%	(85)	266
PID/Gender: Dem Women	4%	(11)	7%	(20)	14%	(42)	33%	(97)	42%	(126)	297
PID/Gender: Ind Men	7%	(13)	15%	(27)	13%	(23)	27%	(49)	37%	(66)	178
PID/Gender: Ind Women	5%	(11)	6%	(15)	14%	(33)	32%	(76)	43%	(101)	235
PID/Gender: Rep Men	9%	(24)	13%	(35)	19%	(48)	29%	(76)	30%	(78)	261
PID/Gender: Rep Women	1%	(3)	5%	(10)	13%	(29)	39%	(86)	42%	(94)	222
Ideo: Liberal (1-3)	9%	(39)	12%	(53)	13%	(59)	28%	(125)	38%	(167)	444
Ideo: Moderate (4)	5%	(22)	11%	(43)	17%	(67)	29%	(116)	38%	(151)	398
Ideo: Conservative (5-7)	3%	(14)	8%	(38)	15%	(70)	36%	(166)	38%	(178)	466
Educ: < College	6%	(61)	9%	(87)	16%	(156)	31%	(296)	37%	(358)	958
Educ: Bachelors degree	4%	(13)	14%	(47)	16%	(52)	28%	(94)	37%	(123)	329
Educ: Post-grad	6%	(10)	9%	(15)	12%	(20)	33%	(58)	40%	(69)	173
Income: Under 50k	5%	(43)	10%	(79)	14%	(112)	30%	(239)	40%	(316)	789
Income: 50k-100k	6%	(29)	10%	(46)	19%	(84)	31%	(138)	34%	(151)	447
Income: 100k+	6%	(12)	11%	(25)	15%	(33)	32%	(71)	37%	(83)	223
Ethnicity: White	4%	(49)	10%	(108)	15%	(175)	34%	(381)	37%	(419)	1132
Ethnicity: Hispanic	11%	(28)	12%	(30)	19%	(48)	20%	(51)	38%	(97)	254

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**Table MCEN6\_18:** How interested are you in seeing the following films that release in 2023?  
 Asteroid City

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	6%	(84)	10%	(150)	16%	(228)	31%	(448)	38%	(550)	1460
Ethnicity: Black	13%	(26)	15%	(28)	16%	(30)	19%	(37)	37%	(71)	192
Ethnicity: Other	7%	(10)	10%	(13)	17%	(23)	22%	(30)	44%	(60)	136
All Christian	6%	(38)	12%	(73)	14%	(87)	33%	(203)	35%	(217)	618
All Non-Christian	5%	(5)	8%	(8)	21%	(20)	29%	(28)	38%	(37)	98
Atheist	6%	(5)	10%	(7)	10%	(8)	31%	(23)	43%	(32)	74
Agnostic/Nothing in particular	5%	(19)	9%	(39)	18%	(76)	28%	(118)	39%	(164)	416
Something Else	7%	(18)	9%	(23)	15%	(38)	30%	(76)	40%	(101)	255
Religious Non-Protestant/Catholic	4%	(5)	8%	(9)	21%	(23)	28%	(31)	39%	(43)	111
Evangelical	8%	(28)	8%	(28)	14%	(50)	32%	(111)	38%	(132)	349
Non-Evangelical	5%	(24)	12%	(57)	14%	(69)	33%	(162)	37%	(180)	492
Community: Urban	12%	(47)	14%	(54)	17%	(70)	23%	(91)	34%	(137)	398
Community: Suburban	4%	(27)	9%	(65)	16%	(110)	33%	(235)	38%	(265)	702
Community: Rural	3%	(11)	8%	(30)	13%	(48)	34%	(122)	41%	(149)	360
Employ: Private Sector	5%	(25)	16%	(73)	18%	(83)	30%	(140)	32%	(149)	470
Employ: Government	10%	(10)	8%	(7)	20%	(20)	20%	(20)	42%	(41)	98
Employ: Self-Employed	7%	(9)	11%	(16)	21%	(29)	28%	(38)	33%	(46)	138
Employ: Homemaker	3%	(2)	5%	(4)	12%	(9)	30%	(23)	50%	(38)	75
Employ: Retired	2%	(7)	7%	(25)	11%	(38)	40%	(143)	41%	(145)	358
Employ: Unemployed	8%	(13)	7%	(12)	15%	(25)	24%	(40)	47%	(79)	170
Employ: Other	10%	(11)	10%	(10)	16%	(16)	30%	(32)	33%	(35)	104
Military HH: Yes	4%	(8)	11%	(21)	15%	(30)	34%	(66)	36%	(69)	194
Military HH: No	6%	(76)	10%	(129)	16%	(198)	30%	(382)	38%	(481)	1266
RD/WT: Right Direction	9%	(41)	14%	(66)	17%	(81)	24%	(113)	37%	(173)	475
RD/WT: Wrong Track	4%	(43)	9%	(84)	15%	(147)	34%	(334)	38%	(377)	985
Biden Job Approve	8%	(48)	13%	(82)	16%	(101)	26%	(167)	37%	(235)	633
Biden Job Disapprove	4%	(32)	8%	(58)	15%	(114)	35%	(261)	38%	(282)	748
Biden Job Strongly Approve	13%	(36)	16%	(45)	16%	(43)	20%	(56)	34%	(94)	273
Biden Job Somewhat Approve	3%	(12)	10%	(37)	16%	(58)	31%	(111)	39%	(141)	360
Biden Job Somewhat Disapprove	6%	(12)	11%	(24)	20%	(42)	27%	(56)	37%	(77)	212
Biden Job Strongly Disapprove	4%	(20)	6%	(35)	13%	(72)	38%	(205)	38%	(205)	536

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**Table MCEN6\_18:** How interested are you in seeing the following films that release in 2023?

Asteroid City

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	6%	(84)	10%	(150)	16%	(228)	31%	(448)	38%	(550)	1460
Favorable of Biden	8%	(51)	12%	(79)	17%	(109)	26%	(169)	37%	(239)	646
Unfavorable of Biden	4%	(29)	8%	(61)	15%	(114)	36%	(265)	37%	(272)	742
Very Favorable of Biden	10%	(32)	15%	(46)	19%	(58)	22%	(70)	34%	(105)	310
Somewhat Favorable of Biden	5%	(18)	10%	(33)	15%	(51)	29%	(99)	40%	(134)	336
Somewhat Unfavorable of Biden	5%	(9)	9%	(17)	19%	(36)	29%	(54)	37%	(68)	185
Very Unfavorable of Biden	4%	(20)	8%	(44)	14%	(78)	38%	(211)	37%	(204)	557
#1 Issue: Economy	6%	(33)	10%	(57)	21%	(118)	28%	(157)	34%	(191)	557
#1 Issue: Security	11%	(19)	13%	(24)	8%	(14)	36%	(65)	33%	(59)	180
#1 Issue: Health Care	6%	(7)	16%	(17)	8%	(8)	35%	(38)	35%	(38)	108
#1 Issue: Medicare / Social Security	5%	(8)	8%	(14)	14%	(23)	30%	(50)	42%	(71)	166
#1 Issue: Women's Issues	3%	(6)	9%	(18)	16%	(32)	30%	(58)	41%	(81)	196
#1 Issue: Education	8%	(4)	14%	(8)	27%	(16)	33%	(19)	18%	(10)	57
#1 Issue: Energy	5%	(5)	7%	(6)	14%	(13)	23%	(21)	51%	(46)	90
#1 Issue: Other	1%	(1)	5%	(5)	4%	(4)	37%	(39)	53%	(56)	105
2022 House Vote: Democrat	6%	(37)	12%	(70)	16%	(95)	29%	(169)	37%	(220)	592
2022 House Vote: Republican	4%	(20)	10%	(47)	15%	(72)	36%	(170)	34%	(162)	472
2022 House Vote: Didnt Vote	6%	(23)	8%	(29)	15%	(55)	27%	(99)	44%	(159)	366
2020 Vote: Joe Biden	6%	(40)	12%	(76)	15%	(95)	29%	(186)	37%	(237)	635
2020 Vote: Donald Trump	5%	(23)	10%	(50)	15%	(76)	34%	(169)	35%	(175)	492
2020 Vote: Didn't Vote	7%	(21)	7%	(22)	16%	(49)	27%	(81)	43%	(129)	302
2018 House Vote: Democrat	7%	(36)	11%	(59)	16%	(86)	29%	(153)	36%	(189)	522
2018 House Vote: Republican	5%	(20)	10%	(41)	15%	(62)	36%	(153)	35%	(151)	426
2018 House Vote: Didnt Vote	6%	(27)	10%	(46)	16%	(78)	27%	(132)	41%	(200)	483
4-Region: Northeast	6%	(15)	16%	(41)	14%	(34)	34%	(87)	30%	(76)	254
4-Region: Midwest	3%	(10)	8%	(26)	15%	(45)	36%	(114)	38%	(117)	311
4-Region: South	6%	(34)	8%	(43)	16%	(89)	30%	(163)	40%	(219)	549
4-Region: West	7%	(25)	12%	(40)	17%	(59)	24%	(83)	40%	(138)	345
Did not See a Film in Theaters 2022	3%	(17)	6%	(36)	10%	(62)	39%	(235)	42%	(248)	598
Saw at Least One Film in Theaters 2022	8%	(66)	14%	(111)	19%	(157)	25%	(205)	34%	(284)	824
Saw at Least Two Films in Theaters 2022	9%	(54)	14%	(86)	21%	(124)	20%	(124)	36%	(216)	605

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**Table MCEN6\_18:** How interested are you in seeing the following films that release in 2023?  
*Asteroid City*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	6%	(84)	10%	(150)	16%	(228)	31%	(448)	38%	(550)	1460
Saw Four or more Films in Theaters 2022	10%	(39)	16%	(64)	20%	(80)	19%	(78)	36%	(147)	409
Plans to See at Least One Film in Theaters 2023	8%	(67)	13%	(116)	20%	(173)	25%	(211)	34%	(292)	859
Plans to See at Least Two Films in Theaters 2023	9%	(63)	14%	(106)	20%	(149)	23%	(170)	34%	(252)	741
Plans to See at Least Four Films in Theaters 2023	10%	(56)	16%	(94)	20%	(119)	20%	(120)	33%	(196)	586

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

**Table MCEN6\_19: How interested are you in seeing the following films that release in 2023?**

*The Flash*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	14% (193)	19% (275)	17% (248)	35% (500)	15% (208)	1424
Gender: Male	20% (142)	22% (159)	16% (113)	31% (223)	10% (73)	709
Gender: Female	7% (51)	16% (116)	19% (135)	39% (277)	19% (135)	715
Age: 18-34	20% (84)	23% (96)	20% (84)	24% (99)	13% (56)	419
Age: 35-44	19% (47)	24% (60)	16% (39)	28% (70)	13% (32)	247
Age: 45-64	11% (48)	20% (91)	18% (82)	39% (174)	12% (53)	448
Age: 65+	5% (15)	9% (28)	14% (43)	51% (157)	22% (68)	310
GenZers: 1997-2012	22% (32)	30% (44)	14% (20)	23% (34)	11% (16)	145
Millennials: 1981-1996	19% (84)	20% (91)	21% (92)	26% (116)	14% (62)	445
GenXers: 1965-1980	13% (45)	23% (77)	19% (64)	33% (108)	11% (38)	332
Baby Boomers: 1946-1964	7% (31)	14% (62)	14% (65)	48% (222)	17% (79)	459
PID: Dem (no lean)	16% (85)	20% (108)	18% (100)	34% (187)	13% (69)	549
PID: Ind (no lean)	13% (53)	21% (87)	17% (71)	33% (138)	16% (64)	413
PID: Rep (no lean)	12% (55)	17% (80)	17% (77)	38% (175)	16% (75)	462
PID/Gender: Dem Men	22% (63)	25% (70)	15% (42)	28% (78)	11% (30)	284
PID/Gender: Dem Women	8% (22)	14% (37)	22% (58)	41% (109)	15% (39)	265
PID/Gender: Ind Men	19% (37)	20% (38)	17% (33)	36% (69)	8% (16)	193
PID/Gender: Ind Women	7% (16)	22% (49)	17% (38)	31% (69)	22% (48)	220
PID/Gender: Rep Men	18% (42)	22% (50)	16% (38)	33% (76)	11% (26)	232
PID/Gender: Rep Women	6% (13)	13% (30)	17% (40)	43% (99)	21% (49)	230
Ideo: Liberal (1-3)	17% (73)	21% (91)	16% (72)	36% (157)	11% (47)	441
Ideo: Moderate (4)	13% (52)	21% (82)	20% (78)	29% (116)	17% (68)	395
Ideo: Conservative (5-7)	10% (46)	16% (74)	17% (75)	41% (187)	16% (72)	454
Educ: < College	14% (129)	19% (176)	16% (152)	36% (337)	15% (141)	934
Educ: Bachelors degree	14% (44)	20% (64)	20% (62)	32% (100)	14% (42)	312
Educ: Post-grad	12% (21)	19% (35)	19% (34)	35% (63)	14% (25)	178
Income: Under 50k	13% (101)	19% (146)	15% (114)	37% (281)	16% (125)	767
Income: 50k-100k	14% (64)	20% (90)	20% (90)	33% (146)	12% (53)	444
Income: 100k+	13% (29)	18% (38)	21% (44)	34% (72)	14% (29)	213
Ethnicity: White	11% (126)	18% (196)	18% (196)	37% (409)	16% (173)	1101
Ethnicity: Hispanic	26% (65)	16% (39)	17% (43)	28% (70)	14% (34)	251

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**Table MCEN6\_19: How interested are you in seeing the following films that release in 2023?**  
*The Flash*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	14% (193)	19% (275)	17% (248)	35% (500)	15% (208)	1424
Ethnicity: Black	23% (42)	27% (48)	11% (19)	30% (53)	9% (15)	177
Ethnicity: Other	17% (25)	21% (30)	23% (33)	26% (38)	14% (20)	146
All Christian	14% (84)	20% (120)	15% (91)	36% (218)	16% (100)	613
All Non-Christian	15% (15)	18% (18)	23% (22)	30% (29)	13% (13)	96
Atheist	15% (9)	10% (6)	18% (11)	42% (26)	14% (9)	61
Agnostic/Nothing in particular	13% (51)	19% (75)	19% (77)	37% (147)	13% (53)	401
Something Else	14% (35)	22% (56)	19% (47)	32% (80)	13% (34)	252
Religious Non-Protestant/Catholic	17% (19)	20% (23)	21% (24)	29% (33)	14% (16)	114
Evangelical	13% (49)	21% (77)	14% (53)	34% (123)	18% (64)	365
Non-Evangelical	13% (61)	18% (86)	18% (82)	37% (171)	14% (65)	465
Community: Urban	20% (81)	23% (93)	15% (62)	26% (104)	15% (61)	400
Community: Suburban	12% (79)	17% (118)	19% (129)	38% (260)	14% (99)	686
Community: Rural	10% (33)	19% (63)	17% (57)	40% (136)	14% (49)	338
Employ: Private Sector	18% (81)	24% (106)	17% (73)	29% (130)	12% (51)	442
Employ: Government	13% (12)	18% (17)	23% (22)	34% (32)	13% (13)	96
Employ: Self-Employed	13% (21)	23% (35)	20% (31)	32% (50)	11% (18)	154
Employ: Homemaker	8% (5)	23% (15)	17% (11)	35% (23)	16% (11)	66
Employ: Student	30% (15)	27% (13)	15% (8)	11% (5)	17% (9)	50
Employ: Retired	4% (14)	13% (44)	15% (51)	50% (173)	18% (62)	344
Employ: Unemployed	14% (24)	20% (34)	21% (37)	26% (45)	18% (32)	173
Employ: Other	21% (21)	10% (10)	15% (15)	41% (40)	14% (13)	99
Military HH: Yes	12% (23)	15% (28)	15% (29)	42% (79)	16% (30)	189
Military HH: No	14% (170)	20% (246)	18% (219)	34% (420)	14% (178)	1235
RD/WT: Right Direction	20% (92)	18% (83)	15% (70)	31% (143)	15% (67)	456
RD/WT: Wrong Track	10% (101)	20% (191)	18% (178)	37% (356)	15% (141)	968
Biden Job Approve	18% (109)	19% (116)	18% (108)	33% (198)	12% (76)	607
Biden Job Disapprove	10% (77)	19% (140)	17% (129)	39% (288)	15% (112)	746

Continued on next page

**Table MCEN6\_19:** How interested are you in seeing the following films that release in 2023?

*The Flash*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	14%	(193)	19%	(275)	17%	(248)	35%	(500)	15%	(208)	1424
Biden Job Strongly Approve	22%	(61)	19%	(52)	17%	(47)	30%	(82)	12%	(32)	273
Biden Job Somewhat Approve	15%	(48)	19%	(64)	18%	(60)	35%	(116)	13%	(44)	333
Biden Job Somewhat Disapprove	14%	(31)	24%	(53)	20%	(44)	29%	(65)	14%	(31)	225
Biden Job Strongly Disapprove	9%	(46)	17%	(87)	16%	(85)	43%	(223)	16%	(81)	521
Favorable of Biden	16%	(97)	20%	(120)	19%	(114)	33%	(202)	13%	(78)	611
Unfavorable of Biden	11%	(83)	19%	(139)	17%	(123)	39%	(287)	15%	(111)	743
Very Favorable of Biden	20%	(58)	19%	(57)	17%	(49)	31%	(91)	14%	(40)	295
Somewhat Favorable of Biden	12%	(39)	20%	(63)	20%	(64)	35%	(111)	12%	(38)	316
Somewhat Unfavorable of Biden	14%	(26)	30%	(57)	14%	(26)	31%	(59)	11%	(21)	189
Very Unfavorable of Biden	10%	(57)	15%	(83)	17%	(96)	41%	(229)	16%	(89)	554
#1 Issue: Economy	17%	(87)	22%	(116)	18%	(94)	32%	(167)	12%	(63)	527
#1 Issue: Security	14%	(28)	18%	(36)	12%	(24)	44%	(86)	12%	(24)	198
#1 Issue: Health Care	13%	(12)	22%	(21)	10%	(9)	42%	(39)	12%	(11)	93
#1 Issue: Medicare / Social Security	9%	(14)	15%	(23)	18%	(27)	40%	(61)	18%	(28)	154
#1 Issue: Women's Issues	11%	(22)	18%	(35)	23%	(44)	32%	(62)	16%	(32)	194
#1 Issue: Education	26%	(17)	27%	(18)	22%	(15)	19%	(12)	6%	(4)	67
#1 Issue: Energy	12%	(10)	14%	(12)	22%	(19)	34%	(29)	19%	(16)	85
#1 Issue: Other	2%	(2)	14%	(15)	16%	(16)	39%	(41)	29%	(30)	105
2022 House Vote: Democrat	16%	(93)	19%	(111)	17%	(101)	36%	(214)	11%	(67)	587
2022 House Vote: Republican	11%	(53)	17%	(80)	17%	(80)	39%	(181)	16%	(72)	466
2022 House Vote: Didnt Vote	12%	(42)	23%	(77)	19%	(64)	27%	(92)	19%	(65)	340
2020 Vote: Joe Biden	15%	(91)	18%	(113)	18%	(111)	37%	(229)	12%	(76)	620
2020 Vote: Donald Trump	10%	(50)	16%	(78)	18%	(84)	39%	(190)	16%	(79)	481
2020 Vote: Didn't Vote	16%	(47)	27%	(78)	16%	(46)	25%	(71)	16%	(47)	289
2018 House Vote: Democrat	18%	(89)	20%	(98)	17%	(84)	35%	(177)	11%	(54)	501
2018 House Vote: Republican	10%	(42)	17%	(70)	15%	(63)	42%	(174)	16%	(69)	418
2018 House Vote: Didnt Vote	13%	(61)	21%	(100)	20%	(93)	29%	(139)	17%	(78)	472

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**Table MCEN6\_19: How interested are you in seeing the following films that release in 2023?**  
*The Flash*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	14%	(193)	19%	(275)	17%	(248)	35%	(500)	15%	(208)	1424
4-Region: Northeast	14%	(38)	18%	(46)	15%	(39)	41%	(108)	12%	(31)	262
4-Region: Midwest	10%	(29)	18%	(51)	16%	(45)	41%	(116)	15%	(42)	283
4-Region: South	15%	(82)	23%	(125)	14%	(75)	31%	(164)	16%	(87)	532
4-Region: West	13%	(45)	15%	(53)	26%	(89)	32%	(112)	14%	(48)	346
Did not See a Film in Theaters 2022	6%	(35)	13%	(75)	16%	(89)	45%	(248)	20%	(109)	555
Saw at Least One Film in Theaters 2022	19%	(156)	23%	(192)	19%	(157)	29%	(241)	11%	(88)	834
Saw at Least Two Films in Theaters 2022	21%	(132)	25%	(157)	19%	(120)	24%	(150)	10%	(61)	619
Saw Four or more Films in Theaters 2022	25%	(107)	26%	(111)	18%	(76)	21%	(90)	10%	(44)	427
Plans to See at Least One Film in Theaters 2023	19%	(164)	24%	(202)	21%	(174)	26%	(216)	11%	(90)	847
Plans to See at Least Two Films in Theaters 2023	22%	(161)	26%	(192)	19%	(144)	24%	(177)	9%	(70)	744
Plans to See at Least Four Films in Theaters 2023	26%	(149)	26%	(152)	19%	(108)	21%	(121)	8%	(45)	575

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

**Table MCEN6\_20: How interested are you in seeing the following films that release in 2023?**  
*Indiana Jones and the Dial of Destiny*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	21% (300)	26% (378)	15% (210)	26% (365)	12% (179)	1431
Gender: Male	25% (173)	31% (220)	15% (103)	20% (139)	10% (71)	705
Gender: Female	17% (127)	22% (158)	15% (107)	31% (226)	15% (108)	726
Age: 18-34	17% (70)	24% (100)	16% (67)	26% (108)	17% (71)	416
Age: 35-44	23% (52)	30% (67)	16% (36)	19% (42)	13% (31)	228
Age: 45-64	24% (115)	27% (127)	17% (80)	24% (115)	8% (37)	474
Age: 65+	20% (62)	27% (83)	9% (27)	32% (100)	13% (40)	313
GenZers: 1997-2012	15% (21)	24% (33)	18% (25)	26% (36)	19% (26)	141
Millennials: 1981-1996	19% (82)	26% (110)	16% (68)	24% (105)	16% (67)	431
GenXers: 1965-1980	25% (88)	29% (100)	18% (61)	20% (70)	8% (27)	345
Baby Boomers: 1946-1964	22% (100)	26% (120)	11% (48)	30% (135)	11% (52)	456
PID: Dem (no lean)	20% (106)	26% (140)	16% (86)	25% (135)	12% (64)	530
PID: Ind (no lean)	20% (85)	28% (119)	14% (58)	23% (98)	16% (68)	428
PID: Rep (no lean)	23% (109)	25% (119)	14% (65)	28% (133)	10% (46)	473
PID/Gender: Dem Men	24% (60)	31% (76)	16% (41)	17% (42)	11% (28)	247
PID/Gender: Dem Women	16% (46)	22% (63)	16% (46)	33% (92)	13% (36)	284
PID/Gender: Ind Men	25% (52)	29% (61)	13% (26)	22% (44)	11% (23)	206
PID/Gender: Ind Women	15% (33)	26% (58)	14% (32)	24% (53)	21% (46)	222
PID/Gender: Rep Men	24% (61)	33% (83)	14% (36)	21% (53)	8% (21)	253
PID/Gender: Rep Women	22% (48)	17% (37)	13% (30)	37% (80)	12% (26)	220
Ideo: Liberal (1-3)	21% (89)	29% (124)	15% (64)	25% (105)	11% (46)	427
Ideo: Moderate (4)	24% (97)	25% (101)	16% (65)	23% (94)	11% (43)	400
Ideo: Conservative (5-7)	20% (95)	26% (121)	12% (58)	29% (134)	12% (58)	467
Educ: < College	21% (199)	24% (222)	14% (136)	27% (253)	14% (130)	941
Educ: Bachelors degree	22% (63)	31% (92)	14% (42)	22% (63)	11% (33)	294
Educ: Post-grad	19% (37)	32% (63)	16% (31)	25% (49)	8% (15)	196
Income: Under 50k	20% (148)	24% (183)	14% (106)	27% (205)	15% (111)	752
Income: 50k-100k	23% (108)	27% (129)	17% (81)	22% (106)	10% (48)	471
Income: 100k+	21% (44)	32% (66)	11% (23)	26% (55)	10% (20)	208
Ethnicity: White	21% (231)	27% (296)	15% (168)	26% (295)	11% (127)	1117
Ethnicity: Hispanic	27% (60)	20% (45)	15% (33)	24% (53)	14% (30)	222

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**Table MCEN6\_20:** How interested are you in seeing the following films that release in 2023?  
*Indiana Jones and the Dial of Destiny*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	21% (300)	26% (378)	15% (210)	26% (365)	12% (179)	1431
Ethnicity: Black	23% (41)	26% (48)	11% (20)	24% (44)	15% (27)	180
Ethnicity: Other	21% (28)	26% (34)	16% (22)	20% (27)	18% (24)	134
All Christian	24% (156)	27% (175)	12% (77)	25% (160)	11% (72)	640
All Non-Christian	20% (16)	29% (24)	20% (17)	13% (11)	17% (14)	81
Atheist	20% (14)	26% (18)	15% (10)	26% (18)	13% (9)	70
Agnostic/Nothing in particular	16% (68)	26% (108)	17% (72)	26% (107)	14% (58)	413
Something Else	20% (45)	23% (53)	15% (33)	30% (69)	12% (26)	226
Religious Non-Protestant/Catholic	22% (21)	30% (29)	19% (19)	12% (12)	17% (16)	97
Evangelical	23% (83)	26% (93)	14% (50)	24% (88)	13% (47)	362
Non-Evangelical	23% (106)	25% (120)	12% (57)	30% (139)	10% (48)	470
Community: Urban	23% (94)	25% (100)	13% (54)	24% (97)	14% (55)	398
Community: Suburban	20% (142)	29% (202)	16% (113)	24% (170)	10% (69)	697
Community: Rural	19% (64)	23% (76)	13% (43)	29% (98)	16% (55)	336
Employ: Private Sector	23% (110)	31% (148)	14% (67)	22% (103)	9% (43)	472
Employ: Government	20% (15)	24% (18)	19% (14)	23% (17)	14% (11)	75
Employ: Self-Employed	23% (35)	24% (38)	15% (23)	28% (44)	10% (15)	156
Employ: Homemaker	21% (15)	17% (12)	20% (14)	29% (20)	12% (9)	69
Employ: Retired	19% (66)	26% (91)	11% (38)	33% (115)	11% (39)	349
Employ: Unemployed	26% (43)	24% (40)	14% (24)	16% (26)	20% (34)	167
Employ: Other	11% (10)	19% (18)	20% (19)	32% (31)	18% (17)	96
Military HH: Yes	23% (43)	28% (52)	13% (25)	20% (38)	16% (29)	187
Military HH: No	21% (256)	26% (326)	15% (185)	26% (327)	12% (149)	1244
RD/WT: Right Direction	24% (113)	28% (130)	15% (70)	20% (93)	14% (66)	472
RD/WT: Wrong Track	19% (187)	26% (248)	15% (140)	28% (272)	12% (112)	959
Biden Job Approve	21% (133)	28% (177)	16% (98)	23% (145)	12% (73)	625
Biden Job Disapprove	21% (157)	26% (191)	14% (101)	28% (204)	12% (86)	740
Biden Job Strongly Approve	25% (68)	29% (77)	12% (32)	21% (55)	13% (35)	267
Biden Job Somewhat Approve	18% (65)	28% (100)	18% (66)	25% (90)	11% (38)	359
Biden Job Somewhat Disapprove	24% (52)	30% (66)	12% (27)	23% (51)	11% (23)	219
Biden Job Strongly Disapprove	20% (106)	24% (125)	14% (75)	29% (153)	12% (63)	521

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**Table MCEN6\_20: How interested are you in seeing the following films that release in 2023?**  
*Indiana Jones and the Dial of Destiny*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	21% (300)	26% (378)	15% (210)	26% (365)	12% (179)	1431
Favorable of Biden	22% (135)	29% (180)	14% (88)	24% (151)	11% (69)	624
Unfavorable of Biden	21% (154)	25% (183)	15% (109)	27% (201)	12% (89)	736
Very Favorable of Biden	27% (77)	28% (79)	11% (31)	21% (61)	14% (39)	288
Somewhat Favorable of Biden	17% (58)	30% (101)	17% (57)	27% (90)	9% (30)	336
Somewhat Unfavorable of Biden	24% (45)	25% (46)	13% (25)	25% (46)	13% (23)	185
Very Unfavorable of Biden	20% (109)	25% (137)	15% (85)	28% (155)	12% (65)	551
#1 Issue: Economy	24% (132)	28% (156)	14% (79)	23% (129)	11% (61)	557
#1 Issue: Security	24% (45)	27% (51)	13% (26)	27% (51)	10% (19)	192
#1 Issue: Health Care	20% (23)	29% (32)	17% (19)	21% (23)	14% (16)	113
#1 Issue: Medicare / Social Security	26% (38)	32% (48)	8% (12)	28% (41)	6% (9)	147
#1 Issue: Women's Issues	14% (25)	23% (42)	19% (33)	32% (57)	13% (22)	180
#1 Issue: Education	18% (11)	28% (17)	29% (18)	19% (12)	5% (3)	60
#1 Issue: Energy	19% (15)	24% (19)	14% (11)	21% (17)	23% (18)	81
#1 Issue: Other	11% (11)	12% (13)	11% (11)	36% (36)	30% (31)	101
2022 House Vote: Democrat	21% (122)	28% (159)	17% (97)	24% (136)	11% (62)	576
2022 House Vote: Republican	24% (113)	28% (132)	13% (63)	26% (123)	10% (47)	477
2022 House Vote: Didnt Vote	17% (61)	23% (79)	12% (44)	29% (100)	19% (67)	351
2020 Vote: Joe Biden	21% (133)	27% (171)	15% (95)	25% (157)	11% (66)	621
2020 Vote: Donald Trump	23% (111)	26% (127)	13% (63)	27% (133)	11% (53)	487
2020 Vote: Didn't Vote	18% (52)	25% (72)	15% (42)	23% (65)	19% (54)	286
2018 House Vote: Democrat	23% (114)	29% (145)	15% (78)	22% (114)	11% (56)	507
2018 House Vote: Republican	23% (98)	25% (107)	14% (57)	28% (117)	11% (45)	425
2018 House Vote: Didnt Vote	17% (82)	25% (118)	15% (70)	27% (130)	16% (75)	474
4-Region: Northeast	23% (59)	28% (72)	14% (36)	26% (67)	10% (25)	258
4-Region: Midwest	20% (57)	25% (72)	15% (44)	29% (83)	12% (34)	290
4-Region: South	19% (104)	25% (141)	16% (91)	27% (148)	13% (71)	555
4-Region: West	25% (80)	28% (93)	12% (39)	20% (67)	15% (49)	328
Did not See a Film in Theaters 2022	14% (74)	24% (127)	11% (60)	34% (185)	17% (91)	537
Saw at Least One Film in Theaters 2022	25% (216)	29% (247)	17% (143)	20% (174)	9% (74)	854
Saw at Least Two Films in Theaters 2022	28% (175)	30% (191)	17% (107)	17% (108)	8% (50)	631

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**Table MCEN6\_20:** How interested are you in seeing the following films that release in 2023?  
*Indiana Jones and the Dial of Destiny*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	21%	(300)	26%	(378)	15%	(210)	26%	(365)	12%	(179)	1431
Saw Four or more Films in Theaters 2022	31%	(132)	28%	(120)	17%	(72)	16%	(67)	8%	(34)	424
Plans to See at Least One Film in Theaters 2023	25%	(216)	30%	(262)	17%	(144)	18%	(157)	9%	(82)	862
Plans to See at Least Two Films in Theaters 2023	27%	(205)	31%	(237)	16%	(126)	17%	(132)	9%	(66)	765
Plans to See at Least Four Films in Theaters 2023	30%	(177)	30%	(177)	15%	(85)	16%	(94)	9%	(51)	584

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

**Table MCEN6\_21: How interested are you in seeing the following films that release in 2023?**

*Mission: Impossible Dead Reckoning Part One*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	16% (239)	21% (306)	15% (214)	33% (482)	15% (215)	1457
Gender: Male	24% (171)	25% (173)	14% (100)	26% (181)	11% (75)	699
Gender: Female	9% (68)	18% (133)	15% (114)	40% (301)	19% (141)	757
Age: 18-34	16% (72)	23% (101)	14% (60)	30% (131)	17% (76)	439
Age: 35-44	18% (45)	22% (56)	18% (44)	29% (74)	14% (35)	253
Age: 45-64	18% (84)	19% (88)	17% (80)	34% (160)	12% (57)	469
Age: 65+	13% (39)	21% (62)	10% (30)	40% (118)	16% (47)	296
GenZers: 1997-2012	17% (24)	22% (31)	19% (27)	22% (32)	20% (28)	144
Millennials: 1981-1996	18% (83)	22% (103)	13% (63)	32% (152)	14% (68)	470
GenXers: 1965-1980	19% (68)	21% (74)	19% (68)	31% (111)	11% (39)	361
Baby Boomers: 1946-1964	14% (59)	20% (85)	12% (51)	39% (169)	16% (70)	434
PID: Dem (no lean)	17% (89)	19% (103)	16% (84)	34% (179)	14% (73)	528
PID: Ind (no lean)	15% (68)	20% (93)	19% (85)	29% (133)	16% (74)	453
PID: Rep (no lean)	17% (82)	23% (110)	9% (45)	36% (170)	14% (68)	475
PID/Gender: Dem Men	23% (59)	26% (66)	16% (40)	23% (57)	12% (29)	251
PID/Gender: Dem Women	11% (30)	13% (37)	16% (44)	44% (122)	16% (44)	278
PID/Gender: Ind Men	23% (47)	22% (46)	18% (37)	28% (58)	9% (19)	208
PID/Gender: Ind Women	8% (21)	19% (46)	19% (47)	30% (75)	23% (55)	245
PID/Gender: Rep Men	27% (65)	26% (61)	9% (22)	27% (66)	11% (26)	240
PID/Gender: Rep Women	7% (17)	21% (49)	10% (23)	44% (104)	18% (41)	235
Ideo: Liberal (1-3)	19% (77)	18% (70)	15% (62)	37% (147)	11% (45)	402
Ideo: Moderate (4)	19% (80)	23% (95)	15% (64)	27% (113)	15% (65)	417
Ideo: Conservative (5-7)	15% (70)	23% (110)	12% (57)	36% (175)	15% (70)	483
Educ: < College	16% (159)	19% (188)	16% (153)	33% (322)	16% (153)	974
Educ: Bachelors degree	14% (44)	25% (76)	14% (43)	33% (101)	14% (42)	306
Educ: Post-grad	21% (36)	24% (42)	11% (19)	34% (59)	11% (20)	176
Income: Under 50k	15% (119)	21% (165)	15% (120)	33% (263)	17% (134)	802
Income: 50k-100k	19% (84)	19% (86)	15% (68)	36% (159)	11% (50)	448
Income: 100k+	17% (36)	26% (54)	13% (27)	29% (60)	15% (31)	207
Ethnicity: White	16% (175)	20% (220)	15% (167)	36% (405)	14% (161)	1129
Ethnicity: Hispanic	19% (51)	19% (50)	14% (37)	31% (81)	17% (46)	266

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**Table MCEN6\_21: How interested are you in seeing the following films that release in 2023?**  
 Mission: Impossible Dead Reckoning Part One

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	16% (239)	21% (306)	15% (214)	33% (482)	15% (215)	1457
Ethnicity: Black	21% (40)	26% (50)	14% (27)	23% (44)	16% (31)	191
Ethnicity: Other	18% (24)	26% (36)	15% (20)	24% (33)	17% (23)	137
All Christian	19% (122)	21% (130)	10% (66)	34% (212)	16% (102)	633
All Non-Christian	16% (13)	29% (23)	17% (14)	24% (19)	14% (11)	80
Atheist	17% (11)	10% (7)	14% (9)	43% (28)	16% (10)	65
Agnostic/Nothing in particular	13% (54)	17% (71)	19% (75)	37% (149)	14% (58)	406
Something Else	14% (39)	28% (75)	18% (50)	27% (74)	12% (34)	273
Religious Non-Protestant/Catholic	16% (15)	30% (28)	15% (14)	22% (21)	18% (17)	94
Evangelical	22% (81)	23% (86)	12% (46)	26% (100)	17% (64)	377
Non-Evangelical	14% (70)	22% (107)	14% (70)	37% (184)	13% (65)	495
Community: Urban	23% (98)	25% (107)	10% (43)	27% (117)	15% (63)	428
Community: Suburban	15% (103)	19% (132)	18% (125)	35% (243)	14% (94)	697
Community: Rural	11% (38)	20% (67)	14% (47)	37% (122)	17% (58)	332
Employ: Private Sector	19% (92)	22% (105)	15% (74)	31% (147)	13% (61)	480
Employ: Government	10% (9)	27% (23)	19% (16)	29% (25)	15% (13)	87
Employ: Self-Employed	20% (30)	21% (31)	12% (18)	35% (52)	12% (18)	149
Employ: Homemaker	19% (14)	16% (12)	17% (12)	35% (25)	13% (10)	73
Employ: Retired	10% (36)	18% (64)	12% (41)	43% (149)	16% (57)	347
Employ: Unemployed	14% (26)	22% (40)	19% (35)	26% (47)	19% (34)	183
Employ: Other	18% (16)	21% (19)	17% (15)	31% (28)	13% (12)	90
Military HH: Yes	17% (33)	24% (46)	15% (28)	30% (57)	15% (28)	192
Military HH: No	16% (206)	21% (260)	15% (186)	34% (425)	15% (187)	1264
RD/WT: Right Direction	25% (114)	22% (100)	12% (54)	28% (131)	13% (61)	458
RD/WT: Wrong Track	13% (125)	21% (206)	16% (160)	35% (352)	15% (155)	998
Biden Job Approve	20% (123)	20% (125)	14% (83)	33% (201)	14% (84)	616
Biden Job Disapprove	14% (110)	22% (169)	15% (115)	34% (258)	15% (115)	767
Biden Job Strongly Approve	29% (73)	23% (56)	8% (21)	27% (66)	13% (33)	250
Biden Job Somewhat Approve	14% (50)	19% (68)	17% (62)	37% (135)	14% (51)	367
Biden Job Somewhat Disapprove	17% (36)	25% (54)	22% (47)	25% (55)	11% (23)	214
Biden Job Strongly Disapprove	13% (74)	21% (115)	12% (68)	37% (204)	17% (92)	552

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**Table MCEN6\_21: How interested are you in seeing the following films that release in 2023?**

*Mission: Impossible Dead Reckoning Part One*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	16% (239)	21% (306)	15% (214)	33% (482)	15% (215)	1457
Favorable of Biden	19% (118)	21% (129)	14% (90)	33% (205)	13% (82)	624
Unfavorable of Biden	15% (115)	21% (163)	14% (110)	34% (255)	15% (116)	760
Very Favorable of Biden	27% (76)	19% (56)	11% (33)	28% (81)	14% (41)	288
Somewhat Favorable of Biden	12% (42)	22% (73)	17% (58)	37% (123)	12% (40)	336
Somewhat Unfavorable of Biden	16% (27)	22% (38)	21% (38)	30% (52)	11% (20)	175
Very Unfavorable of Biden	15% (88)	21% (125)	12% (72)	35% (203)	17% (97)	585
#1 Issue: Economy	18% (103)	23% (131)	16% (88)	31% (172)	12% (64)	558
#1 Issue: Security	22% (40)	23% (42)	10% (19)	32% (58)	13% (25)	184
#1 Issue: Health Care	19% (23)	22% (26)	14% (17)	29% (34)	16% (19)	118
#1 Issue: Medicare / Social Security	17% (29)	20% (35)	10% (17)	36% (62)	16% (28)	171
#1 Issue: Women's Issues	10% (18)	19% (36)	17% (32)	39% (73)	16% (30)	189
#1 Issue: Education	12% (8)	22% (15)	31% (21)	24% (16)	11% (8)	67
#1 Issue: Energy	15% (10)	19% (13)	19% (13)	39% (27)	9% (6)	70
#1 Issue: Other	8% (8)	8% (8)	8% (8)	40% (39)	36% (36)	98
2022 House Vote: Democrat	17% (98)	19% (109)	15% (87)	34% (195)	14% (77)	566
2022 House Vote: Republican	17% (86)	23% (117)	11% (56)	36% (180)	13% (64)	504
2022 House Vote: Didnt Vote	14% (51)	20% (71)	18% (64)	28% (102)	20% (72)	361
2020 Vote: Joe Biden	17% (106)	20% (120)	16% (98)	34% (211)	13% (78)	615
2020 Vote: Donald Trump	17% (86)	22% (116)	12% (60)	35% (178)	15% (76)	516
2020 Vote: Didn't Vote	14% (42)	21% (63)	18% (52)	27% (80)	19% (56)	293
2018 House Vote: Democrat	19% (95)	18% (89)	17% (81)	36% (173)	10% (48)	485
2018 House Vote: Republican	17% (74)	22% (99)	12% (52)	33% (148)	16% (72)	445
2018 House Vote: Didnt Vote	14% (70)	22% (110)	16% (79)	30% (151)	19% (94)	504
4-Region: Northeast	19% (47)	18% (44)	15% (37)	37% (92)	11% (27)	247
4-Region: Midwest	14% (41)	15% (42)	18% (51)	37% (109)	17% (48)	291
4-Region: South	15% (85)	23% (130)	16% (88)	31% (174)	16% (90)	568
4-Region: West	19% (66)	26% (90)	11% (38)	31% (107)	14% (50)	351
Did not See a Film in Theaters 2022	6% (36)	16% (89)	12% (66)	48% (267)	18% (103)	561
Saw at Least One Film in Theaters 2022	23% (196)	25% (211)	16% (140)	24% (206)	12% (99)	851
Saw at Least Two Films in Theaters 2022	26% (168)	26% (166)	16% (99)	21% (132)	11% (69)	634

Continued on next page

**Table MCEN6\_21:** How interested are you in seeing the following films that release in 2023?  
 Mission: Impossible Dead Reckoning Part One

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	16% (239)	21% (306)	15% (214)	33% (482)	15% (215)	1457
Saw Four or more Films in Theaters 2022	30% (132)	26% (114)	15% (64)	18% (78)	11% (50)	437
Plans to See at Least One Film in Theaters 2023	22% (194)	25% (212)	17% (144)	25% (218)	11% (95)	863
Plans to See at Least Two Films in Theaters 2023	26% (189)	25% (188)	17% (123)	22% (165)	10% (76)	740
Plans to See at Least Four Films in Theaters 2023	29% (169)	25% (146)	16% (95)	19% (109)	11% (62)	582

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

**Table MCEN6\_22: How interested are you in seeing the following films that release in 2023?**

*Oppenheimer*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	7%	(97)	12%	(176)	14%	(207)	29%	(415)	38%	(545)	1440
Gender: Male	9%	(66)	17%	(123)	15%	(107)	28%	(200)	30%	(214)	710
Gender: Female	4%	(32)	7%	(53)	14%	(99)	29%	(215)	45%	(331)	730
Age: 18-34	7%	(30)	13%	(55)	17%	(73)	25%	(109)	38%	(165)	432
Age: 35-44	8%	(18)	12%	(28)	15%	(35)	28%	(66)	38%	(88)	235
Age: 45-64	7%	(29)	14%	(60)	13%	(59)	29%	(126)	38%	(167)	440
Age: 65+	6%	(20)	10%	(34)	12%	(40)	34%	(114)	38%	(125)	332
GenZers: 1997-2012	9%	(14)	11%	(18)	15%	(25)	25%	(40)	40%	(63)	160
Millennials: 1981-1996	7%	(32)	14%	(59)	17%	(74)	26%	(112)	36%	(157)	435
GenXers: 1965-1980	7%	(23)	14%	(46)	13%	(44)	26%	(87)	40%	(132)	333
Baby Boomers: 1946-1964	6%	(26)	10%	(47)	13%	(60)	34%	(153)	37%	(170)	456
PID: Dem (no lean)	9%	(46)	12%	(64)	16%	(84)	27%	(145)	37%	(200)	540
PID: Ind (no lean)	5%	(21)	12%	(51)	15%	(64)	27%	(114)	41%	(176)	426
PID: Rep (no lean)	6%	(30)	13%	(61)	12%	(58)	33%	(156)	36%	(169)	474
PID/Gender: Dem Men	12%	(33)	16%	(43)	17%	(45)	25%	(66)	30%	(81)	268
PID/Gender: Dem Women	5%	(13)	8%	(21)	15%	(40)	29%	(80)	43%	(118)	272
PID/Gender: Ind Men	5%	(10)	18%	(35)	17%	(34)	25%	(49)	36%	(71)	200
PID/Gender: Ind Women	5%	(11)	7%	(16)	13%	(30)	29%	(65)	46%	(105)	226
PID/Gender: Rep Men	9%	(22)	19%	(46)	12%	(28)	35%	(85)	25%	(61)	242
PID/Gender: Rep Women	3%	(7)	7%	(16)	13%	(30)	30%	(71)	47%	(108)	232
Ideo: Liberal (1-3)	12%	(50)	17%	(70)	15%	(64)	20%	(86)	36%	(152)	422
Ideo: Moderate (4)	7%	(29)	10%	(41)	16%	(64)	30%	(121)	37%	(152)	406
Ideo: Conservative (5-7)	3%	(15)	12%	(55)	13%	(59)	35%	(167)	37%	(173)	470
Educ: < College	5%	(48)	10%	(95)	15%	(142)	30%	(286)	39%	(371)	943
Educ: Bachelors degree	9%	(27)	16%	(48)	14%	(41)	26%	(79)	35%	(107)	303
Educ: Post-grad	11%	(21)	17%	(33)	12%	(24)	25%	(49)	34%	(67)	194
Income: Under 50k	6%	(48)	9%	(71)	15%	(113)	30%	(231)	40%	(313)	776
Income: 50k-100k	8%	(37)	15%	(67)	13%	(59)	29%	(131)	35%	(159)	453
Income: 100k+	6%	(13)	18%	(38)	16%	(34)	25%	(53)	34%	(72)	210
Ethnicity: White	6%	(69)	13%	(144)	14%	(158)	31%	(349)	36%	(404)	1123
Ethnicity: Hispanic	10%	(23)	11%	(25)	15%	(36)	27%	(64)	38%	(90)	239

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**Table MCEN6\_22: How interested are you in seeing the following films that release in 2023?**  
**Oppenheimer**

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	7%	(97)	12%	(176)	14%	(207)	29%	(415)	38%	(545)	1440
Ethnicity: Black	11%	(20)	13%	(23)	16%	(29)	23%	(40)	36%	(62)	174
Ethnicity: Other	6%	(9)	7%	(9)	14%	(20)	18%	(26)	55%	(79)	143
All Christian	6%	(40)	14%	(86)	12%	(75)	31%	(192)	37%	(228)	622
All Non-Christian	10%	(9)	17%	(15)	16%	(14)	22%	(19)	35%	(30)	87
Atheist	7%	(5)	20%	(15)	9%	(7)	27%	(20)	37%	(28)	74
Agnostic/Nothing in particular	6%	(26)	9%	(36)	16%	(64)	28%	(111)	40%	(156)	393
Something Else	7%	(17)	9%	(24)	18%	(46)	27%	(72)	39%	(103)	263
Religious Non-Protestant/Catholic	10%	(10)	17%	(16)	15%	(15)	23%	(22)	35%	(35)	98
Evangelical	8%	(32)	10%	(37)	16%	(58)	27%	(101)	39%	(147)	376
Non-Evangelical	4%	(20)	14%	(66)	13%	(61)	33%	(160)	36%	(177)	484
Community: Urban	12%	(45)	13%	(49)	13%	(52)	27%	(106)	36%	(139)	392
Community: Suburban	5%	(37)	15%	(103)	15%	(106)	29%	(202)	36%	(254)	702
Community: Rural	4%	(15)	7%	(24)	14%	(49)	31%	(106)	44%	(152)	346
Employ: Private Sector	8%	(41)	17%	(83)	16%	(77)	27%	(131)	31%	(150)	481
Employ: Government	6%	(6)	13%	(12)	19%	(17)	23%	(21)	39%	(35)	91
Employ: Self-Employed	8%	(10)	12%	(16)	14%	(18)	27%	(35)	39%	(50)	130
Employ: Homemaker	—	(0)	7%	(5)	17%	(12)	31%	(22)	46%	(33)	73
Employ: Student	10%	(5)	9%	(5)	11%	(5)	17%	(8)	54%	(27)	51
Employ: Retired	5%	(20)	10%	(36)	12%	(42)	35%	(126)	38%	(137)	360
Employ: Unemployed	9%	(15)	8%	(14)	15%	(25)	25%	(43)	44%	(74)	170
Employ: Other	2%	(1)	8%	(6)	11%	(10)	34%	(28)	45%	(38)	84
Military HH: Yes	6%	(11)	11%	(20)	12%	(23)	33%	(63)	38%	(72)	189
Military HH: No	7%	(86)	12%	(156)	15%	(184)	28%	(352)	38%	(473)	1251
RD/WT: Right Direction	13%	(62)	16%	(78)	15%	(71)	19%	(92)	37%	(180)	482
RD/WT: Wrong Track	4%	(36)	10%	(98)	14%	(136)	34%	(323)	38%	(365)	958
Biden Job Approve	9%	(54)	15%	(89)	15%	(92)	25%	(149)	37%	(224)	609
Biden Job Disapprove	5%	(38)	11%	(79)	13%	(98)	34%	(250)	37%	(278)	744

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**Table MCEN6\_22: How interested are you in seeing the following films that release in 2023?**  
*Oppenheimer*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	7%	(97)	12%	(176)	14%	(207)	29%	(415)	38%	(545)	1440
Biden Job Strongly Approve	14%	(34)	17%	(43)	14%	(35)	18%	(46)	37%	(93)	252
Biden Job Somewhat Approve	6%	(20)	13%	(46)	16%	(57)	29%	(103)	37%	(131)	357
Biden Job Somewhat Disapprove	4%	(8)	14%	(30)	18%	(39)	29%	(63)	35%	(75)	215
Biden Job Strongly Disapprove	6%	(31)	9%	(49)	11%	(60)	35%	(187)	38%	(202)	529
Favorable of Biden	9%	(57)	14%	(86)	15%	(91)	24%	(145)	37%	(223)	601
Unfavorable of Biden	5%	(35)	11%	(82)	13%	(99)	34%	(256)	38%	(287)	759
Very Favorable of Biden	13%	(36)	15%	(43)	15%	(43)	20%	(57)	37%	(105)	284
Somewhat Favorable of Biden	7%	(21)	14%	(43)	15%	(47)	28%	(89)	37%	(118)	318
Somewhat Unfavorable of Biden	4%	(7)	12%	(24)	15%	(31)	31%	(63)	39%	(78)	202
Very Unfavorable of Biden	5%	(28)	11%	(59)	12%	(68)	35%	(193)	38%	(209)	557
#1 Issue: Economy	6%	(33)	14%	(76)	15%	(80)	29%	(156)	37%	(201)	546
#1 Issue: Security	12%	(21)	11%	(19)	8%	(15)	37%	(64)	32%	(57)	176
#1 Issue: Health Care	6%	(8)	13%	(15)	24%	(28)	27%	(32)	30%	(36)	118
#1 Issue: Medicare / Social Security	7%	(11)	13%	(20)	12%	(18)	28%	(43)	40%	(62)	154
#1 Issue: Women's Issues	7%	(13)	10%	(20)	16%	(30)	27%	(53)	40%	(78)	194
#1 Issue: Education	5%	(3)	12%	(8)	26%	(16)	32%	(19)	25%	(15)	61
#1 Issue: Energy	7%	(6)	12%	(10)	9%	(8)	24%	(20)	48%	(39)	83
#1 Issue: Other	2%	(2)	8%	(9)	11%	(12)	26%	(28)	53%	(57)	108
2022 House Vote: Democrat	9%	(50)	14%	(79)	16%	(92)	26%	(150)	35%	(198)	569
2022 House Vote: Republican	7%	(33)	14%	(66)	13%	(65)	31%	(152)	35%	(169)	485
2022 House Vote: Didnt Vote	3%	(10)	8%	(28)	13%	(46)	29%	(105)	47%	(167)	355
2020 Vote: Joe Biden	9%	(54)	13%	(81)	15%	(91)	26%	(163)	37%	(231)	620
2020 Vote: Donald Trump	6%	(29)	14%	(68)	13%	(67)	31%	(155)	36%	(176)	494
2020 Vote: Didn't Vote	4%	(13)	8%	(24)	15%	(44)	29%	(83)	42%	(121)	286
2018 House Vote: Democrat	8%	(42)	15%	(74)	17%	(85)	26%	(131)	33%	(165)	497
2018 House Vote: Republican	6%	(26)	13%	(55)	13%	(55)	31%	(132)	37%	(160)	429
2018 House Vote: Didnt Vote	5%	(27)	9%	(44)	13%	(63)	30%	(146)	43%	(208)	488

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**Table MCEN6\_22:** How interested are you in seeing the following films that release in 2023?  
 Oppenheimer

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	7%	(97)	12%	(176)	14%	(207)	29%	(415)	38%	(545)	1440
4-Region: Northeast	8%	(20)	18%	(43)	14%	(35)	30%	(72)	30%	(72)	242
4-Region: Midwest	6%	(18)	11%	(33)	10%	(28)	29%	(83)	44%	(128)	290
4-Region: South	6%	(33)	10%	(53)	17%	(91)	29%	(157)	38%	(202)	536
4-Region: West	7%	(26)	13%	(47)	14%	(53)	28%	(102)	39%	(143)	371
Did not See a Film in Theaters 2022	2%	(10)	6%	(34)	9%	(50)	40%	(216)	43%	(237)	547
Saw at Least One Film in Theaters 2022	10%	(88)	16%	(139)	17%	(148)	23%	(193)	34%	(290)	857
Saw at Least Two Films in Theaters 2022	13%	(79)	18%	(111)	18%	(112)	21%	(130)	31%	(197)	630
Saw Four or more Films in Theaters 2022	15%	(66)	19%	(80)	17%	(74)	17%	(72)	31%	(134)	425
Plans to See at Least One Film in Theaters 2023	10%	(88)	16%	(141)	17%	(147)	23%	(196)	33%	(283)	855
Plans to See at Least Two Films in Theaters 2023	11%	(81)	17%	(128)	17%	(127)	23%	(170)	32%	(237)	743
Plans to See at Least Four Films in Theaters 2023	13%	(70)	19%	(105)	18%	(100)	20%	(113)	31%	(173)	560

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

**Table MCEN6\_23: How interested are you in seeing the following films that release in 2023?**

*The Marvels*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	19% (274)	24% (358)	13% (196)	32% (475)	11% (167)	1470
Gender: Male	23% (162)	27% (192)	14% (98)	26% (180)	10% (70)	702
Gender: Female	15% (112)	22% (166)	13% (99)	38% (295)	13% (97)	768
Age: 18-34	23% (100)	32% (135)	14% (61)	21% (91)	9% (39)	425
Age: 35-44	26% (64)	30% (73)	13% (31)	21% (51)	11% (27)	246
Age: 45-64	19% (90)	23% (109)	13% (63)	35% (165)	10% (47)	475
Age: 65+	6% (20)	13% (40)	13% (42)	52% (167)	17% (54)	324
GenZers: 1997-2012	22% (28)	34% (43)	12% (15)	26% (33)	7% (9)	129
Millennials: 1981-1996	25% (118)	31% (145)	14% (67)	20% (93)	9% (42)	465
GenXers: 1965-1980	21% (76)	27% (96)	15% (54)	26% (92)	10% (37)	356
Baby Boomers: 1946-1964	10% (48)	15% (71)	12% (57)	49% (229)	14% (66)	471
PID: Dem (no lean)	20% (106)	27% (145)	14% (75)	31% (164)	8% (45)	535
PID: Ind (no lean)	18% (82)	23% (101)	16% (70)	29% (130)	14% (61)	443
PID: Rep (no lean)	18% (87)	23% (113)	10% (51)	37% (181)	12% (61)	492
PID/Gender: Dem Men	25% (63)	31% (78)	13% (33)	25% (63)	7% (18)	254
PID/Gender: Dem Women	15% (43)	24% (67)	15% (43)	36% (102)	10% (28)	281
PID/Gender: Ind Men	22% (46)	26% (55)	16% (34)	22% (47)	13% (27)	209
PID/Gender: Ind Women	15% (36)	20% (46)	15% (35)	35% (83)	15% (34)	234
PID/Gender: Rep Men	22% (53)	25% (59)	13% (31)	30% (71)	11% (25)	239
PID/Gender: Rep Women	13% (34)	21% (53)	8% (21)	43% (110)	14% (35)	253
Ideo: Liberal (1-3)	24% (103)	24% (105)	14% (60)	29% (127)	9% (39)	435
Ideo: Moderate (4)	19% (79)	27% (113)	13% (54)	31% (128)	10% (39)	412
Ideo: Conservative (5-7)	15% (71)	21% (99)	13% (63)	38% (179)	13% (61)	473
Educ: < College	18% (176)	23% (224)	13% (125)	33% (319)	12% (111)	955
Educ: Bachelors degree	20% (68)	27% (90)	14% (47)	28% (93)	12% (39)	337
Educ: Post-grad	17% (31)	25% (44)	14% (24)	35% (63)	9% (17)	178
Income: Under 50k	17% (133)	24% (187)	12% (96)	34% (272)	13% (104)	792
Income: 50k-100k	21% (96)	27% (121)	15% (68)	29% (132)	8% (36)	453
Income: 100k+	20% (45)	22% (49)	14% (32)	31% (70)	12% (27)	224
Ethnicity: White	16% (183)	24% (273)	13% (154)	34% (396)	12% (143)	1148
Ethnicity: Hispanic	30% (79)	26% (68)	10% (25)	24% (64)	10% (26)	261

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**Table MCEN6\_23: How interested are you in seeing the following films that release in 2023?**  
*The Marvels*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	19% (274)	24% (358)	13% (196)	32% (475)	11% (167)	1470
Ethnicity: Black	29% (50)	30% (51)	13% (23)	22% (38)	5% (8)	170
Ethnicity: Other	27% (41)	22% (34)	13% (19)	27% (41)	10% (16)	152
All Christian	17% (106)	23% (142)	12% (74)	38% (237)	11% (69)	628
All Non-Christian	17% (16)	29% (27)	17% (17)	25% (24)	13% (12)	96
Atheist	21% (14)	19% (13)	11% (7)	34% (23)	16% (11)	68
Agnostic/Nothing in particular	20% (82)	26% (104)	14% (56)	27% (108)	13% (52)	402
Something Else	20% (56)	26% (72)	15% (42)	30% (82)	8% (23)	275
Religious Non-Protestant/Catholic	20% (22)	30% (35)	15% (17)	24% (27)	11% (12)	114
Evangelical	20% (76)	25% (94)	13% (48)	32% (119)	10% (38)	374
Non-Evangelical	15% (75)	21% (102)	13% (66)	40% (195)	11% (54)	492
Community: Urban	25% (101)	24% (98)	13% (51)	29% (118)	10% (40)	407
Community: Suburban	16% (117)	25% (182)	13% (96)	33% (239)	11% (79)	713
Community: Rural	16% (56)	22% (78)	14% (49)	34% (118)	14% (48)	350
Employ: Private Sector	22% (111)	32% (157)	12% (62)	25% (123)	9% (43)	496
Employ: Government	17% (15)	28% (24)	20% (17)	28% (24)	7% (6)	85
Employ: Self-Employed	21% (32)	25% (38)	13% (20)	32% (48)	9% (14)	152
Employ: Homemaker	20% (15)	14% (10)	21% (16)	27% (20)	18% (14)	76
Employ: Retired	7% (25)	13% (48)	13% (47)	52% (185)	15% (52)	358
Employ: Unemployed	23% (36)	29% (46)	14% (22)	22% (35)	12% (20)	159
Employ: Other	28% (27)	15% (14)	9% (8)	33% (32)	15% (14)	96
Military HH: Yes	18% (33)	23% (44)	13% (24)	35% (67)	11% (21)	188
Military HH: No	19% (241)	25% (314)	13% (172)	32% (408)	11% (146)	1281
RD/WT: Right Direction	21% (95)	27% (124)	14% (64)	29% (131)	10% (46)	460
RD/WT: Wrong Track	18% (179)	23% (234)	13% (132)	34% (343)	12% (121)	1009
Biden Job Approve	21% (128)	27% (169)	14% (90)	29% (178)	9% (58)	622
Biden Job Disapprove	18% (136)	21% (165)	13% (98)	36% (277)	13% (97)	773
Biden Job Strongly Approve	24% (60)	24% (62)	13% (32)	28% (71)	11% (29)	252
Biden Job Somewhat Approve	18% (68)	29% (107)	16% (58)	29% (107)	8% (29)	370
Biden Job Somewhat Disapprove	24% (53)	26% (59)	16% (35)	25% (56)	10% (22)	226
Biden Job Strongly Disapprove	15% (83)	19% (107)	12% (63)	40% (220)	14% (75)	548

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**Table MCEN6\_23:** How interested are you in seeing the following films that release in 2023?

*The Marvels*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	19% (274)	24% (358)	13% (196)	32% (475)	11% (167)	1470
Favorable of Biden	20% (128)	27% (172)	15% (92)	29% (180)	9% (56)	628
Unfavorable of Biden	18% (138)	21% (161)	13% (96)	36% (274)	13% (99)	768
Very Favorable of Biden	22% (66)	24% (71)	15% (45)	28% (82)	11% (31)	294
Somewhat Favorable of Biden	19% (62)	30% (102)	14% (46)	30% (99)	7% (25)	334
Somewhat Unfavorable of Biden	16% (31)	28% (52)	16% (29)	29% (54)	11% (21)	188
Very Unfavorable of Biden	18% (107)	19% (109)	12% (67)	38% (220)	13% (78)	580
#1 Issue: Economy	22% (125)	26% (146)	14% (79)	29% (163)	10% (54)	568
#1 Issue: Security	19% (34)	24% (43)	7% (12)	38% (68)	13% (23)	180
#1 Issue: Health Care	21% (21)	21% (21)	12% (12)	39% (39)	7% (8)	101
#1 Issue: Medicare / Social Security	8% (15)	26% (47)	13% (23)	40% (73)	14% (26)	184
#1 Issue: Women's Issues	19% (39)	28% (56)	15% (30)	30% (61)	7% (15)	200
#1 Issue: Education	26% (13)	25% (13)	21% (10)	23% (12)	6% (3)	51
#1 Issue: Energy	16% (13)	21% (18)	17% (14)	29% (25)	17% (14)	84
#1 Issue: Other	14% (14)	15% (15)	14% (14)	34% (34)	24% (24)	100
2022 House Vote: Democrat	21% (127)	25% (150)	15% (87)	31% (182)	8% (50)	595
2022 House Vote: Republican	17% (84)	23% (117)	11% (57)	38% (190)	11% (58)	506
2022 House Vote: Didnt Vote	16% (55)	25% (84)	14% (47)	27% (90)	17% (58)	335
2020 Vote: Joe Biden	19% (123)	26% (161)	15% (95)	31% (195)	9% (57)	632
2020 Vote: Donald Trump	16% (82)	22% (112)	12% (61)	37% (188)	12% (61)	504
2020 Vote: Didn't Vote	20% (59)	27% (78)	13% (37)	27% (79)	14% (40)	292
2018 House Vote: Democrat	20% (108)	25% (131)	15% (78)	31% (164)	9% (48)	528
2018 House Vote: Republican	16% (70)	20% (87)	13% (55)	38% (168)	13% (56)	436
2018 House Vote: Didnt Vote	19% (88)	28% (133)	12% (58)	29% (136)	12% (59)	474
4-Region: Northeast	20% (50)	25% (62)	12% (31)	34% (86)	10% (24)	253
4-Region: Midwest	12% (38)	22% (65)	14% (44)	37% (113)	14% (42)	302
4-Region: South	18% (102)	27% (152)	14% (78)	30% (169)	10% (55)	555
4-Region: West	23% (84)	22% (78)	12% (44)	30% (107)	13% (46)	359
Did not See a Film in Theaters 2022	12% (69)	16% (89)	10% (58)	44% (252)	18% (101)	569
Saw at Least One Film in Theaters 2022	23% (200)	30% (257)	16% (135)	25% (215)	6% (55)	861
Saw at Least Two Films in Theaters 2022	26% (167)	31% (202)	17% (109)	20% (129)	6% (36)	644

Continued on next page

**Table MCEN6\_23:** How interested are you in seeing the following films that release in 2023?  
 The Marvels

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	19% (274)	24% (358)	13% (196)	32% (475)	11% (167)	1470
Saw Four or more Films in Theaters 2022	30% (132)	33% (144)	14% (59)	18% (76)	6% (24)	435
Plans to See at Least One Film in Theaters 2023	24% (211)	29% (259)	16% (139)	24% (211)	7% (60)	881
Plans to See at Least Two Films in Theaters 2023	26% (198)	32% (238)	16% (120)	20% (151)	6% (44)	751
Plans to See at Least Four Films in Theaters 2023	31% (182)	32% (189)	15% (88)	18% (104)	5% (30)	592

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

**Table MCEN6\_24:** How interested are you in seeing the following films that release in 2023?

Barbie

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	8%	(115)	11%	(157)	12%	(163)	55%	(767)	14%	(192)	1394
Gender: Male	9%	(57)	10%	(64)	12%	(78)	57%	(386)	13%	(88)	674
Gender: Female	8%	(57)	13%	(93)	12%	(85)	53%	(381)	14%	(103)	720
Age: 18-34	17%	(69)	16%	(66)	11%	(45)	43%	(176)	13%	(52)	408
Age: 35-44	12%	(27)	15%	(34)	17%	(39)	41%	(94)	16%	(37)	230
Age: 45-64	3%	(14)	9%	(41)	13%	(56)	65%	(289)	10%	(45)	446
Age: 65+	1%	(4)	5%	(16)	7%	(23)	67%	(208)	19%	(58)	309
GenZers: 1997-2012	22%	(27)	13%	(17)	6%	(8)	47%	(59)	12%	(16)	127
Millennials: 1981-1996	14%	(64)	17%	(74)	16%	(71)	40%	(176)	13%	(58)	442
GenXers: 1965-1980	5%	(16)	12%	(40)	14%	(46)	57%	(192)	13%	(43)	337
Baby Boomers: 1946-1964	2%	(7)	5%	(24)	9%	(38)	70%	(308)	15%	(66)	442
PID: Dem (no lean)	11%	(61)	12%	(64)	14%	(76)	49%	(260)	14%	(74)	535
PID: Ind (no lean)	7%	(29)	11%	(46)	12%	(51)	56%	(237)	15%	(63)	425
PID: Rep (no lean)	6%	(25)	11%	(47)	8%	(36)	62%	(271)	13%	(55)	434
PID/Gender: Dem Men	11%	(28)	12%	(31)	15%	(41)	48%	(126)	14%	(38)	264
PID/Gender: Dem Women	12%	(32)	12%	(33)	13%	(36)	49%	(134)	13%	(36)	271
PID/Gender: Ind Men	7%	(13)	7%	(13)	12%	(23)	62%	(121)	13%	(26)	196
PID/Gender: Ind Women	7%	(16)	14%	(33)	12%	(28)	50%	(115)	16%	(37)	229
PID/Gender: Rep Men	8%	(16)	10%	(21)	7%	(15)	65%	(139)	11%	(24)	214
PID/Gender: Rep Women	4%	(9)	12%	(26)	10%	(22)	60%	(132)	14%	(31)	220
Ideo: Liberal (1-3)	13%	(54)	13%	(56)	11%	(49)	51%	(219)	11%	(49)	426
Ideo: Moderate (4)	9%	(35)	12%	(44)	14%	(53)	51%	(192)	14%	(51)	375
Ideo: Conservative (5-7)	3%	(15)	8%	(36)	9%	(43)	63%	(287)	16%	(72)	453
Educ: < College	9%	(80)	10%	(89)	12%	(105)	56%	(497)	14%	(123)	894
Educ: Bachelors degree	7%	(21)	15%	(49)	11%	(34)	54%	(171)	13%	(42)	316
Educ: Post-grad	7%	(14)	11%	(20)	14%	(25)	54%	(99)	14%	(27)	183
Income: Under 50k	8%	(60)	11%	(82)	12%	(92)	54%	(404)	14%	(107)	744
Income: 50k-100k	8%	(35)	13%	(57)	11%	(50)	55%	(244)	13%	(57)	442
Income: 100k+	10%	(20)	9%	(18)	11%	(22)	57%	(119)	14%	(28)	207
Ethnicity: White	6%	(69)	10%	(106)	12%	(123)	59%	(628)	13%	(144)	1070
Ethnicity: Hispanic	18%	(43)	18%	(45)	12%	(29)	38%	(93)	13%	(33)	243

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**Table MCEN6\_24:** How interested are you in seeing the following films that release in 2023?  
 Barbie

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	8%	(115)	11%	(157)	12%	(163)	55%	(767)	14%	(192)	1394
Ethnicity: Black	15%	(27)	18%	(32)	11%	(20)	43%	(77)	12%	(22)	177
Ethnicity: Other	13%	(18)	13%	(19)	14%	(21)	43%	(62)	17%	(25)	146
All Christian	8%	(48)	9%	(55)	9%	(57)	59%	(358)	14%	(85)	602
All Non-Christian	8%	(6)	14%	(12)	19%	(16)	44%	(36)	15%	(12)	82
Atheist	6%	(5)	10%	(7)	9%	(7)	53%	(40)	22%	(16)	75
Agnostic/Nothing in particular	9%	(34)	14%	(55)	14%	(56)	49%	(190)	13%	(51)	385
Something Else	9%	(22)	11%	(29)	12%	(29)	57%	(143)	11%	(28)	250
Religious Non-Protestant/Catholic	6%	(6)	16%	(16)	17%	(17)	45%	(45)	16%	(16)	100
Evangelical	9%	(32)	8%	(29)	11%	(40)	58%	(204)	14%	(49)	355
Non-Evangelical	7%	(33)	10%	(45)	9%	(42)	61%	(286)	13%	(59)	464
Community: Urban	13%	(50)	15%	(60)	11%	(45)	48%	(187)	13%	(51)	392
Community: Suburban	6%	(42)	9%	(64)	13%	(86)	58%	(399)	14%	(94)	686
Community: Rural	7%	(22)	11%	(33)	10%	(32)	57%	(181)	15%	(47)	316
Employ: Private Sector	11%	(46)	15%	(68)	12%	(54)	51%	(224)	11%	(49)	441
Employ: Government	11%	(9)	10%	(8)	15%	(12)	48%	(39)	16%	(13)	81
Employ: Self-Employed	10%	(15)	13%	(20)	13%	(20)	50%	(76)	15%	(22)	154
Employ: Homemaker	10%	(7)	6%	(4)	19%	(13)	55%	(37)	11%	(7)	68
Employ: Retired	2%	(5)	4%	(13)	8%	(29)	71%	(253)	15%	(54)	355
Employ: Unemployed	10%	(17)	14%	(23)	12%	(19)	49%	(80)	16%	(26)	164
Employ: Other	9%	(8)	15%	(14)	13%	(12)	49%	(44)	13%	(12)	91
Military HH: Yes	2%	(3)	10%	(18)	11%	(20)	62%	(112)	15%	(27)	181
Military HH: No	9%	(111)	11%	(139)	12%	(143)	54%	(655)	14%	(164)	1213
RD/WT: Right Direction	13%	(61)	16%	(73)	12%	(55)	45%	(206)	14%	(63)	459
RD/WT: Wrong Track	6%	(54)	9%	(84)	12%	(108)	60%	(561)	14%	(129)	935
Biden Job Approve	11%	(67)	14%	(82)	13%	(81)	48%	(292)	14%	(85)	608
Biden Job Disapprove	6%	(42)	9%	(65)	9%	(66)	63%	(448)	12%	(87)	709
Biden Job Strongly Approve	17%	(45)	14%	(37)	12%	(31)	43%	(116)	15%	(41)	271
Biden Job Somewhat Approve	7%	(22)	13%	(45)	15%	(50)	52%	(176)	13%	(44)	338
Biden Job Somewhat Disapprove	11%	(25)	13%	(28)	14%	(31)	52%	(117)	10%	(22)	224
Biden Job Strongly Disapprove	3%	(17)	8%	(37)	7%	(35)	68%	(331)	13%	(65)	485

Continued on next page

**Table MCEN6\_24:** How interested are you in seeing the following films that release in 2023?

Barbie

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	8%	(115)	11%	(157)	12%	(163)	55%	(767)	14%	(192)	1394
Favorable of Biden	11%	(69)	14%	(83)	14%	(87)	47%	(287)	14%	(84)	610
Unfavorable of Biden	6%	(39)	9%	(66)	9%	(63)	64%	(455)	13%	(91)	714
Very Favorable of Biden	16%	(44)	14%	(38)	13%	(35)	44%	(122)	14%	(40)	278
Somewhat Favorable of Biden	8%	(25)	14%	(45)	16%	(52)	50%	(166)	13%	(44)	332
Somewhat Unfavorable of Biden	7%	(14)	11%	(21)	12%	(22)	58%	(106)	12%	(21)	184
Very Unfavorable of Biden	5%	(26)	8%	(45)	8%	(41)	66%	(349)	13%	(70)	530
#1 Issue: Economy	7%	(37)	11%	(56)	12%	(64)	59%	(302)	11%	(55)	513
#1 Issue: Security	9%	(16)	11%	(21)	7%	(13)	60%	(111)	14%	(25)	185
#1 Issue: Health Care	8%	(8)	13%	(14)	17%	(18)	51%	(53)	10%	(11)	104
#1 Issue: Medicare / Social Security	5%	(8)	11%	(18)	12%	(19)	54%	(87)	19%	(31)	162
#1 Issue: Women's Issues	17%	(31)	13%	(25)	12%	(22)	44%	(82)	13%	(25)	185
#1 Issue: Education	5%	(3)	16%	(9)	25%	(14)	46%	(26)	8%	(4)	57
#1 Issue: Energy	6%	(5)	11%	(10)	8%	(7)	47%	(43)	29%	(26)	91
#1 Issue: Other	6%	(6)	6%	(6)	7%	(7)	65%	(62)	16%	(15)	95
2022 House Vote: Democrat	10%	(57)	13%	(76)	14%	(78)	50%	(288)	13%	(75)	575
2022 House Vote: Republican	7%	(29)	10%	(44)	8%	(37)	63%	(284)	13%	(57)	452
2022 House Vote: Didnt Vote	8%	(28)	10%	(34)	14%	(46)	52%	(174)	16%	(54)	336
2020 Vote: Joe Biden	10%	(63)	13%	(79)	13%	(80)	50%	(309)	14%	(88)	618
2020 Vote: Donald Trump	5%	(25)	10%	(49)	8%	(37)	64%	(297)	12%	(58)	465
2020 Vote: Didn't Vote	10%	(27)	9%	(24)	16%	(43)	51%	(138)	14%	(38)	270
2018 House Vote: Democrat	10%	(53)	13%	(66)	12%	(62)	52%	(264)	12%	(61)	506
2018 House Vote: Republican	6%	(23)	9%	(36)	8%	(32)	63%	(247)	14%	(54)	392
2018 House Vote: Didnt Vote	9%	(39)	12%	(54)	14%	(67)	51%	(237)	14%	(65)	463
4-Region: Northeast	11%	(26)	14%	(35)	13%	(32)	52%	(127)	10%	(25)	245
4-Region: Midwest	4%	(13)	10%	(29)	11%	(32)	62%	(183)	13%	(38)	294
4-Region: South	9%	(44)	11%	(58)	12%	(63)	54%	(282)	14%	(72)	519
4-Region: West	9%	(31)	11%	(36)	11%	(36)	52%	(176)	17%	(56)	335
Did not See a Film in Theaters 2022	3%	(19)	8%	(43)	9%	(47)	63%	(347)	17%	(91)	547
Saw at Least One Film in Theaters 2022	12%	(93)	13%	(106)	14%	(110)	51%	(410)	11%	(90)	808
Saw at Least Two Films in Theaters 2022	14%	(83)	15%	(90)	15%	(90)	46%	(271)	10%	(57)	590

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**Table MCEN6\_24:** How interested are you in seeing the following films that release in 2023?  
 Barbie

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	8%	(115)	11%	(157)	12%	(163)	55%	(767)	14%	(192)	1394
Saw Four or more Films in Theaters 2022	15%	(58)	18%	(71)	17%	(66)	41%	(162)	9%	(37)	394
Plans to See at Least One Film in Theaters 2023	12%	(96)	14%	(115)	14%	(116)	49%	(402)	10%	(83)	811
Plans to See at Least Two Films in Theaters 2023	13%	(92)	15%	(109)	14%	(98)	48%	(340)	10%	(71)	710
Plans to See at Least Four Films in Theaters 2023	15%	(77)	17%	(91)	15%	(78)	44%	(233)	10%	(51)	530

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

**Table MCEN6\_25: How interested are you in seeing the following films that release in 2023?**

*The Expendables 4*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	13% (188)	20% (279)	13% (186)	34% (475)	20% (276)	1403
Gender: Male	17% (115)	24% (159)	14% (97)	30% (198)	15% (100)	668
Gender: Female	10% (73)	16% (120)	12% (89)	38% (277)	24% (176)	735
Age: 18-34	12% (50)	19% (82)	13% (54)	33% (142)	23% (98)	426
Age: 35-44	16% (36)	28% (65)	13% (31)	26% (61)	17% (39)	233
Age: 45-64	16% (70)	22% (99)	14% (62)	32% (140)	16% (71)	442
Age: 65+	10% (32)	10% (31)	13% (39)	43% (131)	23% (68)	302
GenZers: 1997-2012	12% (17)	14% (20)	12% (17)	29% (42)	34% (49)	144
Millennials: 1981-1996	14% (60)	23% (101)	14% (60)	32% (142)	17% (77)	440
GenXers: 1965-1980	17% (59)	28% (96)	13% (42)	27% (90)	15% (50)	337
Baby Boomers: 1946-1964	12% (50)	13% (57)	13% (57)	42% (177)	20% (86)	426
PID: Dem (no lean)	15% (78)	19% (98)	15% (75)	35% (180)	16% (84)	515
PID: Ind (no lean)	11% (46)	20% (82)	13% (56)	32% (133)	24% (101)	418
PID: Rep (no lean)	14% (64)	21% (98)	12% (55)	34% (161)	19% (92)	470
PID/Gender: Dem Men	21% (52)	23% (57)	18% (44)	24% (59)	14% (35)	247
PID/Gender: Dem Women	10% (26)	15% (41)	11% (31)	45% (121)	18% (49)	268
PID/Gender: Ind Men	9% (17)	26% (49)	13% (24)	36% (67)	16% (30)	187
PID/Gender: Ind Women	13% (29)	14% (33)	14% (32)	29% (66)	31% (70)	231
PID/Gender: Rep Men	20% (47)	22% (52)	12% (29)	31% (72)	15% (35)	235
PID/Gender: Rep Women	7% (17)	20% (46)	11% (26)	38% (89)	24% (57)	236
Ideo: Liberal (1-3)	15% (61)	17% (69)	14% (59)	35% (143)	19% (76)	408
Ideo: Moderate (4)	15% (60)	22% (88)	13% (54)	30% (122)	20% (80)	404
Ideo: Conservative (5-7)	12% (56)	20% (94)	13% (60)	36% (166)	19% (88)	463
Educ: < College	14% (131)	21% (188)	12% (107)	32% (291)	21% (190)	907
Educ: Bachelors degree	12% (37)	20% (63)	16% (50)	37% (117)	16% (52)	319
Educ: Post-grad	11% (19)	16% (28)	17% (29)	38% (67)	19% (33)	177
Income: Under 50k	13% (99)	20% (152)	12% (93)	32% (245)	22% (163)	753
Income: 50k-100k	15% (64)	21% (92)	14% (59)	35% (152)	16% (71)	439
Income: 100k+	12% (25)	16% (34)	16% (33)	37% (78)	20% (41)	212
Ethnicity: White	12% (129)	19% (201)	14% (146)	36% (387)	20% (211)	1073
Ethnicity: Hispanic	16% (39)	22% (53)	6% (15)	31% (73)	25% (59)	239

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**Table MCEN6\_25: How interested are you in seeing the following films that release in 2023?**  
*The Expendables 4*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	13% (188)	20% (279)	13% (186)	34% (475)	20% (276)	1403
Ethnicity: Black	23% (44)	27% (50)	10% (18)	24% (45)	16% (29)	186
Ethnicity: Other	11% (16)	19% (27)	15% (22)	30% (43)	25% (36)	144
All Christian	14% (82)	20% (116)	12% (74)	35% (210)	19% (111)	592
All Non-Christian	12% (11)	15% (13)	16% (14)	33% (29)	24% (22)	89
Atheist	9% (7)	16% (12)	10% (7)	54% (39)	11% (8)	73
Agnostic/Nothing in particular	11% (43)	21% (79)	14% (52)	34% (128)	20% (77)	378
Something Else	17% (45)	22% (60)	14% (38)	25% (69)	22% (59)	270
Religious Non-Protestant/Catholic	11% (11)	17% (18)	14% (14)	33% (34)	26% (27)	104
Evangelical	19% (67)	21% (72)	12% (42)	27% (94)	21% (75)	350
Non-Evangelical	11% (52)	19% (92)	14% (67)	37% (178)	19% (89)	478
Community: Urban	19% (79)	21% (87)	11% (46)	31% (125)	18% (74)	411
Community: Suburban	9% (61)	19% (122)	16% (102)	37% (243)	19% (125)	654
Community: Rural	14% (47)	21% (70)	11% (38)	31% (106)	23% (77)	339
Employ: Private Sector	16% (76)	22% (103)	15% (70)	28% (129)	18% (83)	461
Employ: Government	9% (9)	21% (21)	13% (13)	36% (36)	22% (22)	101
Employ: Self-Employed	14% (19)	24% (34)	13% (18)	34% (47)	16% (22)	140
Employ: Homemaker	12% (10)	21% (16)	13% (10)	27% (21)	26% (20)	78
Employ: Retired	9% (29)	13% (44)	13% (44)	45% (151)	20% (67)	336
Employ: Unemployed	14% (22)	23% (35)	12% (18)	32% (48)	19% (28)	151
Employ: Other	14% (13)	21% (20)	9% (8)	33% (31)	23% (21)	93
Military HH: Yes	13% (24)	23% (41)	12% (22)	34% (62)	18% (33)	183
Military HH: No	13% (164)	19% (237)	13% (164)	34% (413)	20% (243)	1221
RD/WT: Right Direction	15% (72)	21% (97)	15% (68)	29% (135)	20% (93)	464
RD/WT: Wrong Track	12% (116)	19% (182)	13% (118)	36% (340)	20% (183)	939
Biden Job Approve	14% (88)	20% (123)	14% (88)	34% (209)	18% (109)	617
Biden Job Disapprove	13% (91)	20% (145)	13% (91)	34% (247)	20% (142)	716
Biden Job Strongly Approve	16% (41)	20% (50)	12% (31)	31% (78)	21% (54)	254
Biden Job Somewhat Approve	13% (47)	20% (73)	16% (57)	36% (131)	15% (55)	363
Biden Job Somewhat Disapprove	15% (29)	26% (50)	14% (28)	28% (54)	17% (32)	193
Biden Job Strongly Disapprove	12% (62)	18% (95)	12% (63)	37% (192)	21% (110)	523

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**Table MCEN6\_25: How interested are you in seeing the following films that release in 2023?**

*The Expendables 4*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	13% (188)	20% (279)	13% (186)	34% (475)	20% (276)	1403
Favorable of Biden	15% (90)	19% (116)	14% (87)	35% (214)	18% (111)	618
Unfavorable of Biden	13% (92)	21% (150)	13% (94)	34% (243)	20% (140)	719
Very Favorable of Biden	16% (45)	20% (57)	12% (35)	32% (89)	20% (55)	280
Somewhat Favorable of Biden	13% (45)	18% (59)	15% (52)	37% (125)	17% (56)	338
Somewhat Unfavorable of Biden	13% (23)	27% (46)	14% (24)	31% (53)	15% (26)	172
Very Unfavorable of Biden	13% (69)	19% (104)	13% (70)	35% (190)	21% (115)	547
#1 Issue: Economy	15% (81)	24% (131)	15% (83)	30% (166)	17% (96)	557
#1 Issue: Security	19% (34)	18% (33)	11% (20)	36% (66)	16% (29)	182
#1 Issue: Health Care	13% (13)	12% (11)	18% (18)	36% (36)	21% (21)	99
#1 Issue: Medicare / Social Security	13% (22)	16% (28)	11% (19)	33% (57)	28% (48)	175
#1 Issue: Women's Issues	9% (17)	18% (33)	11% (19)	40% (71)	21% (38)	178
#1 Issue: Education	14% (9)	36% (23)	18% (11)	20% (13)	12% (7)	63
#1 Issue: Energy	5% (3)	13% (9)	17% (12)	44% (30)	22% (15)	70
#1 Issue: Other	11% (8)	12% (9)	5% (4)	45% (36)	28% (22)	79
2022 House Vote: Democrat	13% (76)	20% (113)	15% (82)	36% (204)	16% (90)	565
2022 House Vote: Republican	13% (62)	20% (96)	12% (57)	35% (165)	19% (92)	472
2022 House Vote: Didnt Vote	14% (46)	19% (63)	13% (43)	29% (99)	26% (89)	340
2020 Vote: Joe Biden	13% (79)	19% (114)	14% (87)	37% (227)	17% (102)	609
2020 Vote: Donald Trump	14% (67)	22% (106)	12% (58)	34% (166)	19% (93)	489
2020 Vote: Didn't Vote	14% (39)	20% (53)	14% (37)	25% (67)	27% (73)	269
2018 House Vote: Democrat	14% (64)	19% (91)	15% (69)	39% (183)	13% (63)	471
2018 House Vote: Republican	12% (52)	22% (93)	12% (50)	35% (150)	19% (82)	427
2018 House Vote: Didnt Vote	14% (69)	19% (92)	13% (63)	27% (129)	26% (125)	478
4-Region: Northeast	14% (35)	16% (41)	12% (31)	38% (95)	19% (48)	251
4-Region: Midwest	14% (36)	15% (40)	15% (39)	38% (101)	19% (52)	268
4-Region: South	14% (78)	21% (119)	14% (80)	30% (167)	20% (113)	557
4-Region: West	12% (38)	24% (78)	11% (36)	34% (112)	19% (63)	327
Did not See a Film in Theaters 2022	9% (48)	14% (78)	9% (49)	45% (243)	22% (122)	541
Saw at Least One Film in Theaters 2022	16% (137)	24% (199)	16% (132)	27% (223)	17% (140)	831
Saw at Least Two Films in Theaters 2022	18% (111)	26% (156)	16% (96)	24% (146)	17% (104)	612

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**Table MCEN6\_25: How interested are you in seeing the following films that release in 2023?**  
*The Expendables 4*

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not too interested</b>		<b>Not interested at all</b>		<b>Never heard of</b>		<b>Total N</b>
Adults	13%	(188)	20%	(279)	13%	(186)	34%	(475)	20%	(276)	1403
Saw Four or more Films in Theaters 2022	22%	(87)	24%	(96)	15%	(59)	20%	(80)	19%	(75)	398
Plans to See at Least One Film in Theaters 2023	16%	(135)	24%	(201)	16%	(134)	27%	(221)	17%	(141)	831
Plans to See at Least Two Films in Theaters 2023	18%	(129)	26%	(185)	16%	(111)	25%	(178)	16%	(114)	717
Plans to See at Least Four Films in Theaters 2023	21%	(114)	27%	(149)	15%	(79)	20%	(111)	17%	(91)	544

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

**Table MCEN6\_26:** How interested are you in seeing the following films that release in 2023?

*Kraven the Hunter*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	7%	(90)	12%	(160)	15%	(205)	30%	(415)	36%	(497)	1368
Gender: Male	11%	(73)	17%	(114)	16%	(110)	27%	(181)	30%	(201)	679
Gender: Female	3%	(18)	7%	(46)	14%	(96)	34%	(234)	43%	(296)	689
Age: 18-34	10%	(39)	14%	(53)	17%	(68)	22%	(85)	37%	(145)	390
Age: 35-44	9%	(21)	21%	(49)	13%	(29)	22%	(52)	35%	(81)	233
Age: 45-64	6%	(25)	10%	(44)	19%	(84)	32%	(141)	33%	(145)	438
Age: 65+	2%	(6)	5%	(14)	8%	(24)	45%	(137)	41%	(126)	307
GenZers: 1997-2012	9%	(13)	9%	(13)	25%	(35)	22%	(31)	35%	(50)	142
Millennials: 1981-1996	10%	(42)	19%	(80)	13%	(52)	21%	(88)	37%	(153)	415
GenXers: 1965-1980	8%	(25)	13%	(43)	17%	(58)	28%	(96)	34%	(115)	337
Baby Boomers: 1946-1964	2%	(10)	5%	(22)	14%	(59)	42%	(179)	36%	(155)	426
PID: Dem (no lean)	8%	(42)	12%	(60)	14%	(70)	29%	(145)	37%	(185)	503
PID: Ind (no lean)	6%	(25)	12%	(49)	16%	(66)	25%	(107)	41%	(174)	421
PID: Rep (no lean)	5%	(22)	12%	(51)	16%	(70)	37%	(162)	31%	(138)	444
PID/Gender: Dem Men	14%	(35)	17%	(41)	16%	(38)	26%	(64)	26%	(64)	241
PID/Gender: Dem Women	3%	(8)	7%	(19)	12%	(32)	31%	(82)	46%	(121)	262
PID/Gender: Ind Men	10%	(21)	17%	(36)	17%	(36)	21%	(44)	35%	(74)	211
PID/Gender: Ind Women	2%	(4)	6%	(13)	14%	(30)	30%	(64)	47%	(100)	210
PID/Gender: Rep Men	7%	(17)	17%	(38)	16%	(36)	33%	(74)	28%	(63)	227
PID/Gender: Rep Women	3%	(6)	6%	(14)	16%	(34)	41%	(88)	35%	(75)	217
Ideo: Liberal (1-3)	8%	(31)	13%	(53)	14%	(55)	28%	(112)	37%	(146)	397
Ideo: Moderate (4)	6%	(24)	12%	(48)	16%	(61)	28%	(109)	38%	(149)	390
Ideo: Conservative (5-7)	5%	(21)	11%	(47)	15%	(63)	36%	(159)	33%	(146)	436
Educ: < College	6%	(55)	12%	(107)	15%	(129)	30%	(257)	36%	(311)	859
Educ: Bachelors degree	7%	(25)	11%	(37)	15%	(50)	30%	(99)	36%	(117)	328
Educ: Post-grad	6%	(10)	9%	(16)	15%	(26)	33%	(59)	38%	(69)	181
Income: Under 50k	7%	(50)	12%	(92)	14%	(108)	28%	(209)	38%	(285)	743
Income: 50k-100k	7%	(29)	12%	(48)	16%	(66)	33%	(137)	33%	(138)	417
Income: 100k+	6%	(12)	10%	(20)	15%	(32)	33%	(69)	36%	(75)	207
Ethnicity: White	6%	(68)	11%	(117)	15%	(163)	33%	(352)	35%	(373)	1073
Ethnicity: Hispanic	10%	(20)	20%	(41)	17%	(34)	16%	(33)	37%	(74)	202

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**Table MCEN6\_26:** How interested are you in seeing the following films that release in 2023?  
*Kraven the Hunter*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	7%	(90)	12%	(160)	15%	(205)	30%	(415)	36%	(497)	1368
Ethnicity: Black	8%	(13)	16%	(25)	12%	(20)	26%	(43)	37%	(60)	161
Ethnicity: Other	7%	(9)	14%	(18)	17%	(22)	15%	(20)	48%	(64)	134
All Christian	7%	(38)	13%	(73)	14%	(80)	35%	(200)	32%	(187)	578
All Non-Christian	6%	(5)	11%	(9)	13%	(12)	32%	(28)	38%	(34)	89
Atheist	8%	(6)	7%	(4)	19%	(13)	20%	(13)	47%	(32)	68
Agnostic/Nothing in particular	8%	(31)	12%	(51)	18%	(72)	25%	(103)	37%	(152)	409
Something Else	5%	(10)	10%	(23)	13%	(30)	31%	(70)	41%	(92)	225
Religious Non-Protestant/Catholic	5%	(5)	11%	(12)	14%	(15)	31%	(32)	38%	(39)	103
Evangelical	6%	(21)	8%	(27)	16%	(54)	30%	(100)	39%	(131)	333
Non-Evangelical	5%	(21)	13%	(57)	12%	(52)	38%	(166)	32%	(142)	437
Community: Urban	9%	(30)	16%	(58)	13%	(45)	25%	(88)	37%	(131)	352
Community: Suburban	5%	(32)	11%	(78)	16%	(110)	32%	(217)	36%	(245)	683
Community: Rural	8%	(28)	8%	(25)	15%	(50)	33%	(110)	36%	(121)	333
Employ: Private Sector	8%	(36)	19%	(84)	18%	(81)	28%	(124)	26%	(117)	443
Employ: Government	3%	(2)	11%	(9)	21%	(17)	24%	(20)	42%	(34)	83
Employ: Self-Employed	6%	(8)	15%	(20)	13%	(17)	29%	(38)	37%	(49)	131
Employ: Homemaker	6%	(4)	4%	(3)	16%	(10)	26%	(17)	48%	(32)	66
Employ: Retired	2%	(6)	5%	(18)	10%	(36)	43%	(147)	39%	(134)	340
Employ: Unemployed	11%	(17)	9%	(15)	16%	(26)	23%	(38)	41%	(68)	164
Employ: Other	12%	(11)	10%	(10)	10%	(10)	23%	(21)	45%	(43)	95
Military HH: Yes	7%	(12)	9%	(16)	18%	(32)	33%	(58)	34%	(59)	176
Military HH: No	7%	(78)	12%	(145)	15%	(174)	30%	(357)	37%	(438)	1191
RD/WT: Right Direction	10%	(42)	15%	(65)	14%	(59)	26%	(116)	36%	(156)	439
RD/WT: Wrong Track	5%	(48)	10%	(95)	16%	(146)	32%	(299)	37%	(341)	929
Biden Job Approve	9%	(53)	14%	(86)	13%	(78)	28%	(165)	36%	(213)	595
Biden Job Disapprove	5%	(32)	10%	(72)	17%	(116)	34%	(235)	35%	(247)	703
Biden Job Strongly Approve	12%	(30)	15%	(38)	12%	(30)	30%	(76)	32%	(82)	257
Biden Job Somewhat Approve	7%	(23)	14%	(47)	14%	(48)	26%	(89)	39%	(131)	338
Biden Job Somewhat Disapprove	6%	(13)	11%	(23)	20%	(43)	28%	(60)	35%	(75)	214
Biden Job Strongly Disapprove	4%	(19)	10%	(49)	15%	(74)	36%	(175)	35%	(172)	489

Continued on next page

**Table MCEN6\_26:** How interested are you in seeing the following films that release in 2023?

*Kraven the Hunter*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	7%	(90)	12%	(160)	15%	(205)	30%	(415)	36%	(497)	1368
Favorable of Biden	8%	(49)	13%	(77)	14%	(82)	28%	(167)	37%	(217)	592
Unfavorable of Biden	5%	(33)	11%	(78)	16%	(114)	33%	(233)	35%	(245)	703
Very Favorable of Biden	11%	(31)	15%	(43)	12%	(34)	29%	(84)	33%	(92)	284
Somewhat Favorable of Biden	6%	(18)	11%	(34)	15%	(47)	27%	(84)	40%	(125)	308
Somewhat Unfavorable of Biden	4%	(7)	14%	(26)	16%	(28)	29%	(52)	36%	(64)	177
Very Unfavorable of Biden	5%	(26)	10%	(53)	16%	(86)	34%	(181)	34%	(180)	526
#1 Issue: Economy	7%	(38)	14%	(74)	18%	(96)	28%	(152)	33%	(174)	533
#1 Issue: Security	8%	(13)	13%	(22)	12%	(21)	38%	(63)	29%	(48)	167
#1 Issue: Health Care	5%	(5)	16%	(16)	12%	(12)	28%	(27)	39%	(38)	98
#1 Issue: Medicare / Social Security	6%	(9)	8%	(13)	11%	(18)	35%	(55)	40%	(63)	158
#1 Issue: Women's Issues	4%	(7)	11%	(20)	14%	(25)	28%	(50)	42%	(74)	176
#1 Issue: Education	8%	(5)	14%	(8)	33%	(19)	26%	(15)	19%	(11)	58
#1 Issue: Energy	11%	(10)	7%	(7)	7%	(7)	24%	(23)	51%	(48)	95
#1 Issue: Other	4%	(3)	1%	(0)	10%	(9)	36%	(29)	50%	(41)	82
2022 House Vote: Democrat	8%	(44)	13%	(71)	14%	(78)	29%	(158)	36%	(200)	550
2022 House Vote: Republican	6%	(26)	13%	(61)	16%	(73)	36%	(166)	29%	(136)	462
2022 House Vote: Didnt Vote	6%	(19)	8%	(25)	15%	(50)	25%	(84)	46%	(153)	331
2020 Vote: Joe Biden	8%	(46)	13%	(76)	14%	(85)	30%	(177)	36%	(212)	596
2020 Vote: Donald Trump	5%	(23)	12%	(55)	16%	(75)	34%	(158)	33%	(150)	461
2020 Vote: Didn't Vote	7%	(18)	10%	(27)	15%	(40)	24%	(66)	44%	(121)	272
2018 House Vote: Democrat	8%	(40)	14%	(64)	13%	(62)	30%	(142)	35%	(165)	475
2018 House Vote: Republican	5%	(20)	10%	(42)	17%	(67)	36%	(146)	32%	(129)	403
2018 House Vote: Didnt Vote	6%	(29)	12%	(54)	16%	(71)	25%	(114)	41%	(189)	457
4-Region: Northeast	6%	(14)	16%	(39)	12%	(29)	34%	(82)	32%	(77)	241
4-Region: Midwest	5%	(16)	13%	(37)	14%	(40)	36%	(105)	33%	(98)	296
4-Region: South	8%	(40)	10%	(52)	16%	(81)	31%	(161)	35%	(178)	512
4-Region: West	6%	(20)	10%	(32)	17%	(55)	21%	(67)	45%	(145)	319
Did not See a Film in Theaters 2022	1%	(7)	6%	(30)	9%	(45)	40%	(204)	44%	(227)	513
Saw at Least One Film in Theaters 2022	10%	(81)	16%	(127)	19%	(154)	24%	(198)	31%	(255)	814
Saw at Least Two Films in Theaters 2022	12%	(74)	18%	(109)	20%	(121)	22%	(134)	29%	(180)	617

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**Table MCEN6\_26:** How interested are you in seeing the following films that release in 2023?  
*Kraven the Hunter*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	7%	(90)	12%	(160)	15%	(205)	30%	(415)	36%	(497)	1368
Saw Four or more Films in Theaters 2022	13%	(53)	21%	(83)	18%	(71)	20%	(82)	28%	(114)	403
Plans to See at Least One Film in Theaters 2023	9%	(75)	16%	(128)	18%	(151)	25%	(205)	32%	(260)	819
Plans to See at Least Two Films in Theaters 2023	10%	(72)	17%	(123)	18%	(130)	24%	(175)	31%	(222)	722
Plans to See at Least Four Films in Theaters 2023	12%	(67)	18%	(97)	18%	(97)	22%	(118)	30%	(166)	545

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

**Table MCEN6\_27: How interested are you in seeing the following films that release in 2023?**  
*The Hunger Games: The Ballad of Songbirds & Snakes*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	18% (253)	21% (296)	14% (194)	33% (459)	15% (205)	1406
Gender: Male	18% (123)	22% (150)	15% (105)	31% (211)	13% (90)	679
Gender: Female	18% (129)	20% (146)	12% (89)	34% (248)	16% (116)	728
Age: 18-34	26% (105)	25% (103)	15% (59)	22% (90)	11% (46)	403
Age: 35-44	21% (50)	26% (62)	13% (30)	22% (52)	17% (41)	235
Age: 45-64	16% (71)	22% (100)	15% (70)	34% (156)	12% (57)	454
Age: 65+	8% (26)	10% (31)	11% (35)	51% (160)	20% (62)	314
GenZers: 1997-2012	31% (43)	26% (37)	17% (24)	16% (23)	10% (14)	142
Millennials: 1981-1996	23% (98)	27% (113)	13% (55)	24% (101)	13% (57)	423
GenXers: 1965-1980	22% (75)	23% (81)	15% (51)	28% (97)	13% (44)	348
Baby Boomers: 1946-1964	8% (34)	14% (62)	13% (59)	48% (210)	17% (76)	441
PID: Dem (no lean)	20% (109)	21% (117)	16% (88)	32% (175)	12% (65)	554
PID: Ind (no lean)	19% (78)	20% (83)	15% (65)	31% (130)	15% (63)	419
PID: Rep (no lean)	15% (65)	22% (95)	10% (42)	36% (154)	18% (78)	434
PID/Gender: Dem Men	21% (55)	23% (60)	21% (56)	26% (69)	10% (25)	265
PID/Gender: Dem Women	19% (54)	20% (57)	11% (32)	37% (106)	14% (40)	289
PID/Gender: Ind Men	17% (31)	20% (38)	14% (27)	35% (65)	14% (26)	187
PID/Gender: Ind Women	20% (47)	20% (45)	16% (38)	28% (65)	16% (36)	232
PID/Gender: Rep Men	16% (37)	23% (52)	10% (22)	34% (77)	17% (38)	227
PID/Gender: Rep Women	13% (28)	21% (43)	9% (19)	37% (77)	19% (40)	207
Ideo: Liberal (1-3)	21% (91)	24% (100)	15% (63)	29% (124)	11% (44)	422
Ideo: Moderate (4)	18% (69)	20% (78)	15% (57)	34% (135)	13% (53)	391
Ideo: Conservative (5-7)	13% (57)	21% (95)	12% (53)	36% (160)	18% (79)	444
Educ: < College	18% (167)	20% (185)	14% (126)	33% (298)	15% (139)	915
Educ: Bachelors degree	18% (57)	24% (75)	12% (37)	33% (103)	14% (44)	315
Educ: Post-grad	16% (29)	21% (36)	17% (30)	33% (58)	13% (22)	176
Income: Under 50k	17% (132)	20% (150)	13% (97)	35% (263)	15% (117)	759
Income: 50k-100k	16% (72)	26% (117)	15% (66)	30% (133)	12% (55)	444
Income: 100k+	23% (48)	14% (29)	15% (31)	31% (64)	16% (33)	204
Ethnicity: White	17% (186)	21% (225)	13% (145)	35% (375)	14% (154)	1086
Ethnicity: Hispanic	24% (58)	25% (61)	14% (33)	20% (50)	17% (40)	242

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**Table MCEN6\_27: How interested are you in seeing the following films that release in 2023?**  
*The Hunger Games: The Ballad of Songbirds & Snakes*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	18% (253)	21% (296)	14% (194)	33% (459)	15% (205)	1406
Ethnicity: Black	24% (42)	20% (35)	13% (23)	28% (48)	14% (25)	173
Ethnicity: Other	17% (24)	25% (36)	17% (26)	24% (35)	18% (26)	148
All Christian	16% (94)	20% (122)	13% (79)	34% (209)	17% (102)	606
All Non-Christian	13% (13)	20% (20)	17% (17)	36% (35)	13% (12)	97
Atheist	14% (10)	18% (14)	9% (7)	39% (29)	20% (15)	74
Agnostic/Nothing in particular	21% (81)	23% (88)	14% (55)	29% (110)	13% (49)	382
Something Else	22% (55)	21% (52)	15% (37)	31% (77)	11% (27)	248
Religious Non-Protestant/Catholic	12% (13)	25% (27)	16% (17)	35% (38)	13% (14)	109
Evangelical	22% (78)	20% (72)	12% (41)	31% (109)	15% (54)	354
Non-Evangelical	15% (69)	19% (89)	15% (73)	36% (170)	15% (72)	473
Community: Urban	21% (79)	25% (94)	13% (48)	30% (116)	12% (46)	382
Community: Suburban	16% (113)	20% (140)	15% (106)	34% (238)	14% (100)	696
Community: Rural	19% (62)	19% (62)	12% (40)	32% (106)	18% (59)	329
Employ: Private Sector	19% (87)	29% (132)	14% (64)	28% (128)	10% (47)	458
Employ: Government	19% (15)	17% (14)	20% (16)	27% (22)	18% (15)	83
Employ: Self-Employed	19% (27)	20% (28)	15% (21)	34% (49)	13% (18)	143
Employ: Homemaker	24% (18)	24% (17)	10% (7)	26% (19)	17% (12)	73
Employ: Retired	7% (24)	14% (47)	12% (42)	50% (172)	17% (58)	342
Employ: Unemployed	24% (42)	22% (38)	16% (28)	22% (38)	16% (27)	174
Employ: Other	24% (21)	10% (9)	10% (9)	32% (28)	25% (22)	90
Military HH: Yes	13% (23)	21% (38)	17% (30)	38% (67)	12% (21)	179
Military HH: No	19% (230)	21% (258)	13% (164)	32% (392)	15% (184)	1227
RD/WT: Right Direction	18% (78)	23% (102)	16% (70)	30% (135)	13% (58)	443
RD/WT: Wrong Track	18% (174)	20% (194)	13% (124)	34% (324)	15% (147)	964
Biden Job Approve	18% (115)	22% (138)	16% (101)	31% (195)	12% (74)	623
Biden Job Disapprove	17% (120)	21% (147)	12% (82)	35% (243)	16% (110)	702
Biden Job Strongly Approve	18% (47)	20% (53)	16% (41)	33% (86)	14% (36)	263
Biden Job Somewhat Approve	19% (68)	24% (85)	17% (60)	30% (108)	11% (38)	360
Biden Job Somewhat Disapprove	26% (52)	21% (43)	13% (26)	27% (55)	12% (24)	201
Biden Job Strongly Disapprove	14% (68)	21% (104)	11% (55)	37% (188)	17% (85)	501

Continued on next page

**Table MCEN6\_27: How interested are you in seeing the following films that release in 2023?**  
*The Hunger Games: The Ballad of Songbirds & Snakes*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	18% (253)	21% (296)	14% (194)	33% (459)	15% (205)	1406
Favorable of Biden	18% (116)	22% (140)	16% (102)	31% (198)	12% (75)	631
Unfavorable of Biden	17% (117)	20% (141)	12% (83)	35% (242)	16% (114)	696
Very Favorable of Biden	18% (56)	19% (59)	16% (49)	33% (99)	13% (40)	303
Somewhat Favorable of Biden	18% (60)	25% (81)	16% (54)	30% (99)	11% (35)	329
Somewhat Unfavorable of Biden	20% (33)	20% (32)	14% (23)	35% (58)	12% (19)	166
Very Unfavorable of Biden	16% (84)	21% (109)	11% (59)	35% (183)	18% (94)	530
#1 Issue: Economy	18% (99)	24% (134)	16% (89)	30% (167)	12% (66)	555
#1 Issue: Security	18% (32)	20% (36)	9% (16)	36% (65)	17% (32)	180
#1 Issue: Health Care	16% (16)	24% (24)	12% (12)	35% (35)	13% (13)	99
#1 Issue: Medicare / Social Security	10% (16)	17% (27)	15% (24)	43% (71)	16% (26)	165
#1 Issue: Women's Issues	20% (40)	18% (36)	17% (33)	30% (60)	14% (28)	197
#1 Issue: Education	38% (22)	18% (10)	18% (10)	24% (14)	1% (1)	56
#1 Issue: Energy	18% (15)	23% (19)	7% (6)	28% (23)	24% (19)	82
#1 Issue: Other	17% (12)	14% (10)	6% (5)	35% (25)	28% (20)	73
2022 House Vote: Democrat	16% (95)	21% (119)	17% (96)	34% (195)	12% (72)	578
2022 House Vote: Republican	14% (63)	22% (97)	11% (51)	37% (169)	16% (72)	451
2022 House Vote: Didnt Vote	25% (89)	22% (77)	12% (43)	24% (85)	16% (56)	350
2020 Vote: Joe Biden	17% (104)	22% (137)	15% (93)	35% (218)	11% (71)	623
2020 Vote: Donald Trump	15% (73)	22% (105)	11% (54)	34% (161)	17% (80)	474
2020 Vote: Didn't Vote	26% (71)	18% (48)	15% (41)	24% (65)	16% (44)	270
2018 House Vote: Democrat	17% (88)	21% (107)	16% (80)	37% (189)	9% (47)	511
2018 House Vote: Republican	15% (59)	21% (85)	11% (44)	37% (149)	17% (69)	405
2018 House Vote: Didnt Vote	22% (101)	22% (99)	15% (68)	24% (109)	17% (78)	456
4-Region: Northeast	17% (39)	24% (56)	10% (24)	37% (86)	11% (26)	230
4-Region: Midwest	18% (53)	19% (56)	18% (51)	32% (94)	13% (37)	292
4-Region: South	19% (103)	20% (111)	13% (69)	33% (180)	15% (79)	542
4-Region: West	17% (57)	21% (73)	14% (49)	29% (99)	18% (63)	342
Did not See a Film in Theaters 2022	9% (51)	15% (87)	12% (71)	43% (247)	20% (117)	573
Saw at Least One Film in Theaters 2022	24% (196)	26% (208)	15% (116)	26% (205)	9% (75)	800
Saw at Least Two Films in Theaters 2022	29% (181)	27% (169)	13% (81)	22% (134)	8% (52)	616

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**Table MCEN6\_27:** How interested are you in seeing the following films that release in 2023?  
*The Hunger Games: The Ballad of Songbirds & Snakes*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	18% (253)	21% (296)	14% (194)	33% (459)	15% (205)	1406
Saw Four or more Films in Theaters 2022	32% (134)	28% (119)	13% (56)	19% (80)	8% (34)	424
Plans to See at Least One Film in Theaters 2023	25% (203)	25% (203)	15% (125)	25% (211)	10% (85)	826
Plans to See at Least Two Films in Theaters 2023	27% (194)	25% (178)	14% (99)	25% (179)	8% (59)	709
Plans to See at Least Four Films in Theaters 2023	30% (164)	27% (146)	13% (73)	21% (117)	9% (47)	546

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

**Table MCEN6\_28:** How interested are you in seeing the following films that release in 2023?

Saw X

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	11% (162)	14% (199)	13% (186)	41% (590)	21% (300)	1437
Gender: Male	15% (102)	16% (110)	15% (104)	38% (262)	17% (121)	698
Gender: Female	8% (60)	12% (89)	11% (82)	44% (328)	24% (179)	739
Age: 18-34	17% (66)	19% (74)	16% (64)	30% (118)	18% (72)	394
Age: 35-44	18% (41)	20% (48)	13% (30)	34% (80)	15% (35)	234
Age: 45-64	10% (47)	13% (64)	13% (62)	46% (224)	18% (89)	485
Age: 65+	2% (7)	4% (14)	9% (31)	52% (168)	32% (104)	323
GenZers: 1997-2012	16% (22)	18% (25)	19% (26)	28% (40)	20% (28)	141
Millennials: 1981-1996	18% (75)	20% (81)	15% (61)	32% (132)	15% (64)	413
GenXers: 1965-1980	12% (44)	18% (67)	13% (46)	39% (143)	17% (63)	363
Baby Boomers: 1946-1964	4% (20)	6% (26)	11% (50)	53% (246)	27% (124)	465
PID: Dem (no lean)	13% (70)	14% (76)	13% (71)	41% (223)	19% (101)	540
PID: Ind (no lean)	12% (52)	12% (53)	14% (59)	36% (156)	26% (112)	433
PID: Rep (no lean)	8% (39)	15% (70)	12% (56)	46% (211)	19% (87)	464
PID/Gender: Dem Men	19% (49)	17% (43)	15% (39)	33% (85)	16% (42)	258
PID/Gender: Dem Women	8% (21)	11% (32)	11% (32)	49% (137)	21% (59)	282
PID/Gender: Ind Men	15% (30)	12% (25)	16% (32)	38% (77)	20% (40)	203
PID/Gender: Ind Women	10% (22)	12% (28)	12% (27)	35% (80)	31% (72)	230
PID/Gender: Rep Men	10% (23)	17% (41)	14% (34)	42% (100)	17% (39)	238
PID/Gender: Rep Women	7% (16)	13% (29)	10% (23)	49% (111)	21% (47)	226
Ideo: Liberal (1-3)	14% (60)	15% (64)	13% (55)	40% (166)	17% (73)	417
Ideo: Moderate (4)	15% (62)	14% (59)	13% (51)	36% (146)	22% (92)	409
Ideo: Conservative (5-7)	6% (28)	12% (56)	12% (59)	47% (225)	22% (105)	473
Educ: < College	12% (118)	14% (135)	14% (130)	40% (374)	20% (185)	942
Educ: Bachelors degree	9% (29)	14% (44)	11% (37)	43% (138)	22% (71)	319
Educ: Post-grad	8% (15)	11% (20)	11% (20)	45% (78)	25% (43)	175
Income: Under 50k	11% (87)	12% (96)	14% (111)	40% (312)	22% (166)	772
Income: 50k-100k	12% (55)	16% (73)	13% (57)	39% (173)	19% (84)	441
Income: 100k+	9% (20)	14% (30)	8% (18)	47% (106)	22% (49)	223
Ethnicity: White	9% (101)	14% (153)	13% (148)	43% (481)	21% (234)	1116
Ethnicity: Hispanic	18% (46)	16% (39)	15% (37)	32% (80)	19% (46)	247

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**Table MCEN6\_28:** How interested are you in seeing the following films that release in 2023?

Saw X

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	11%	(162)	14%	(199)	13%	(186)	41%	(590)	21%	(300)	1437
Ethnicity: Black	22%	(40)	18%	(32)	13%	(24)	30%	(54)	18%	(33)	183
Ethnicity: Other	15%	(21)	10%	(14)	11%	(15)	40%	(55)	24%	(33)	138
All Christian	11%	(68)	12%	(74)	12%	(73)	45%	(278)	21%	(131)	624
All Non-Christian	14%	(11)	9%	(7)	11%	(9)	39%	(32)	27%	(22)	81
Atheist	6%	(4)	13%	(8)	12%	(8)	48%	(31)	20%	(13)	65
Agnostic/Nothing in particular	11%	(47)	17%	(68)	15%	(60)	37%	(153)	20%	(84)	411
Something Else	13%	(32)	16%	(41)	14%	(37)	38%	(96)	19%	(49)	255
Religious Non-Protestant/Catholic	11%	(11)	10%	(9)	10%	(10)	40%	(39)	30%	(30)	100
Evangelical	14%	(52)	12%	(44)	13%	(50)	42%	(157)	20%	(76)	379
Non-Evangelical	9%	(43)	14%	(64)	12%	(58)	44%	(205)	21%	(96)	467
Community: Urban	18%	(71)	14%	(57)	14%	(56)	34%	(137)	20%	(80)	401
Community: Suburban	8%	(56)	15%	(107)	12%	(83)	44%	(309)	21%	(147)	702
Community: Rural	10%	(35)	11%	(36)	14%	(48)	43%	(143)	22%	(72)	334
Employ: Private Sector	15%	(70)	19%	(87)	13%	(58)	37%	(167)	16%	(72)	455
Employ: Government	8%	(6)	18%	(14)	17%	(13)	39%	(31)	18%	(14)	79
Employ: Self-Employed	15%	(22)	13%	(20)	15%	(23)	37%	(56)	20%	(30)	152
Employ: Homemaker	5%	(3)	10%	(8)	13%	(10)	43%	(32)	29%	(21)	74
Employ: Student	12%	(7)	23%	(13)	24%	(13)	23%	(13)	18%	(10)	55
Employ: Retired	4%	(15)	6%	(22)	8%	(29)	54%	(195)	27%	(97)	358
Employ: Unemployed	18%	(31)	12%	(22)	12%	(21)	39%	(67)	19%	(32)	173
Employ: Other	8%	(7)	16%	(15)	20%	(18)	33%	(30)	24%	(22)	92
Military HH: Yes	10%	(20)	11%	(22)	10%	(19)	50%	(96)	19%	(36)	192
Military HH: No	11%	(142)	14%	(177)	13%	(167)	40%	(494)	21%	(264)	1245
RD/WT: Right Direction	15%	(70)	15%	(72)	10%	(49)	38%	(179)	21%	(97)	467
RD/WT: Wrong Track	9%	(91)	13%	(127)	14%	(138)	42%	(411)	21%	(203)	970
Biden Job Approve	14%	(88)	13%	(80)	14%	(85)	39%	(242)	21%	(128)	622
Biden Job Disapprove	9%	(65)	15%	(107)	12%	(89)	44%	(321)	21%	(153)	735

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**Table MCEN6\_28:** How interested are you in seeing the following films that release in 2023?

Saw X

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	11%	(162)	14%	(199)	13%	(186)	41%	(590)	21%	(300)	1437
Biden Job Strongly Approve	20%	(54)	11%	(32)	9%	(25)	34%	(93)	26%	(73)	277
Biden Job Somewhat Approve	10%	(34)	14%	(48)	17%	(60)	43%	(148)	16%	(55)	345
Biden Job Somewhat Disapprove	8%	(16)	20%	(41)	19%	(40)	39%	(82)	15%	(30)	210
Biden Job Strongly Disapprove	9%	(49)	13%	(66)	9%	(49)	45%	(239)	23%	(123)	526
Favorable of Biden	14%	(85)	13%	(79)	13%	(82)	40%	(252)	21%	(133)	631
Unfavorable of Biden	9%	(67)	15%	(110)	13%	(93)	43%	(313)	20%	(149)	733
Very Favorable of Biden	18%	(56)	11%	(34)	10%	(30)	37%	(112)	24%	(72)	304
Somewhat Favorable of Biden	9%	(30)	14%	(44)	16%	(51)	43%	(139)	19%	(61)	326
Somewhat Unfavorable of Biden	6%	(9)	15%	(26)	21%	(35)	44%	(75)	14%	(23)	168
Very Unfavorable of Biden	10%	(58)	15%	(84)	10%	(58)	42%	(238)	22%	(127)	565
#1 Issue: Economy	12%	(68)	15%	(82)	17%	(93)	38%	(211)	18%	(97)	550
#1 Issue: Security	14%	(26)	15%	(28)	7%	(13)	47%	(85)	17%	(30)	182
#1 Issue: Health Care	9%	(10)	19%	(21)	13%	(15)	42%	(47)	17%	(19)	113
#1 Issue: Medicare / Social Security	7%	(13)	8%	(14)	12%	(21)	44%	(79)	30%	(53)	180
#1 Issue: Women's Issues	14%	(26)	14%	(25)	12%	(23)	41%	(76)	19%	(36)	187
#1 Issue: Education	11%	(6)	17%	(9)	19%	(9)	40%	(20)	13%	(6)	50
#1 Issue: Energy	14%	(10)	12%	(9)	9%	(7)	32%	(24)	34%	(25)	74
#1 Issue: Other	3%	(3)	12%	(12)	6%	(6)	48%	(48)	32%	(32)	101
2022 House Vote: Democrat	13%	(74)	13%	(74)	14%	(80)	41%	(243)	20%	(118)	590
2022 House Vote: Republican	9%	(44)	15%	(71)	11%	(54)	44%	(210)	21%	(98)	477
2022 House Vote: Didnt Vote	11%	(37)	14%	(49)	15%	(51)	36%	(124)	23%	(80)	341
2020 Vote: Joe Biden	12%	(74)	12%	(78)	14%	(86)	42%	(264)	20%	(129)	631
2020 Vote: Donald Trump	9%	(41)	14%	(66)	12%	(59)	44%	(212)	21%	(100)	478
2020 Vote: Didn't Vote	14%	(41)	17%	(50)	14%	(41)	34%	(99)	22%	(65)	295
2018 House Vote: Democrat	13%	(64)	10%	(53)	14%	(71)	44%	(222)	19%	(96)	505
2018 House Vote: Republican	7%	(28)	13%	(55)	11%	(45)	46%	(192)	23%	(97)	419
2018 House Vote: Didnt Vote	13%	(62)	18%	(89)	14%	(69)	34%	(165)	21%	(99)	484

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**Table MCEN6\_28:** How interested are you in seeing the following films that release in 2023?

Saw X

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	11%	(162)	14%	(199)	13%	(186)	41%	(590)	21%	(300)	1437
4-Region: Northeast	13%	(32)	14%	(35)	14%	(34)	36%	(88)	23%	(56)	245
4-Region: Midwest	8%	(24)	13%	(39)	10%	(30)	50%	(154)	19%	(59)	307
4-Region: South	12%	(65)	16%	(90)	12%	(65)	38%	(209)	22%	(120)	548
4-Region: West	12%	(40)	10%	(35)	17%	(58)	41%	(139)	19%	(65)	337
Did not See a Film in Theaters 2022	6%	(33)	9%	(53)	10%	(56)	48%	(273)	27%	(153)	569
Saw at Least One Film in Theaters 2022	15%	(128)	17%	(139)	15%	(121)	37%	(309)	16%	(132)	829
Saw at Least Two Films in Theaters 2022	17%	(105)	18%	(109)	15%	(96)	35%	(217)	15%	(93)	619
Saw Four or more Films in Theaters 2022	21%	(94)	19%	(84)	13%	(58)	32%	(140)	15%	(67)	444
Plans to See at Least One Film in Theaters 2023	15%	(126)	16%	(138)	16%	(135)	37%	(318)	16%	(135)	852
Plans to See at Least Two Films in Theaters 2023	15%	(110)	17%	(126)	15%	(112)	37%	(274)	15%	(114)	737
Plans to See at Least Four Films in Theaters 2023	17%	(98)	19%	(107)	15%	(88)	34%	(193)	16%	(90)	576

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

**Table MCEN6\_29:** How interested are you in seeing the following films that release in 2023?

Dune: Part Two

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	11% (160)	17% (237)	15% (216)	33% (465)	23% (323)	1400
Gender: Male	17% (112)	21% (144)	16% (110)	27% (184)	18% (123)	673
Gender: Female	7% (48)	13% (92)	15% (106)	39% (281)	28% (200)	727
Age: 18-34	12% (50)	20% (83)	19% (77)	26% (107)	23% (93)	410
Age: 35-44	18% (38)	20% (44)	15% (33)	26% (56)	21% (45)	216
Age: 45-64	11% (53)	17% (80)	15% (71)	37% (172)	20% (91)	468
Age: 65+	6% (18)	9% (28)	11% (35)	43% (131)	31% (93)	306
GenZers: 1997-2012	13% (17)	18% (24)	23% (31)	22% (30)	24% (33)	135
Millennials: 1981-1996	15% (66)	20% (85)	17% (71)	27% (117)	21% (91)	429
GenXers: 1965-1980	12% (41)	20% (69)	17% (59)	32% (111)	19% (68)	349
Baby Boomers: 1946-1964	7% (31)	13% (54)	11% (48)	43% (187)	26% (113)	433
PID: Dem (no lean)	12% (63)	19% (100)	17% (91)	30% (160)	23% (123)	538
PID: Ind (no lean)	12% (49)	18% (72)	14% (58)	32% (130)	23% (94)	403
PID: Rep (no lean)	11% (49)	14% (65)	14% (67)	38% (174)	23% (106)	460
PID/Gender: Dem Men	18% (44)	23% (57)	19% (47)	18% (45)	22% (54)	246
PID/Gender: Dem Women	6% (19)	15% (43)	15% (44)	40% (116)	24% (70)	291
PID/Gender: Ind Men	16% (30)	25% (45)	14% (25)	29% (54)	15% (28)	183
PID/Gender: Ind Women	9% (19)	12% (26)	15% (33)	35% (76)	30% (66)	220
PID/Gender: Rep Men	16% (38)	17% (42)	16% (38)	35% (85)	17% (41)	244
PID/Gender: Rep Women	5% (11)	10% (23)	13% (29)	41% (89)	30% (65)	216
Ideo: Liberal (1-3)	16% (69)	22% (92)	15% (63)	30% (126)	18% (77)	426
Ideo: Moderate (4)	10% (39)	19% (74)	17% (67)	31% (117)	22% (86)	384
Ideo: Conservative (5-7)	10% (46)	13% (60)	13% (61)	40% (183)	23% (106)	455
Educ: < College	10% (93)	16% (142)	15% (132)	34% (308)	26% (235)	911
Educ: Bachelors degree	12% (37)	19% (57)	17% (53)	32% (96)	20% (61)	305
Educ: Post-grad	16% (30)	20% (37)	16% (30)	33% (61)	14% (27)	185
Income: Under 50k	10% (74)	16% (121)	15% (111)	31% (234)	28% (206)	746
Income: 50k-100k	11% (50)	19% (86)	16% (73)	36% (160)	18% (79)	448
Income: 100k+	18% (36)	14% (30)	15% (32)	34% (71)	18% (38)	206
Ethnicity: White	10% (113)	15% (165)	15% (157)	36% (391)	24% (255)	1082
Ethnicity: Hispanic	15% (35)	23% (51)	16% (36)	20% (45)	25% (56)	224

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**Table MCEN6\_29: How interested are you in seeing the following films that release in 2023?**  
 Dune: Part Two

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	11% (160)	17% (237)	15% (216)	33% (465)	23% (323)	1400
Ethnicity: Black	16% (28)	18% (31)	21% (36)	22% (38)	23% (39)	172
Ethnicity: Other	13% (19)	28% (40)	15% (22)	25% (36)	19% (28)	145
All Christian	10% (58)	18% (106)	13% (75)	38% (224)	22% (133)	596
All Non-Christian	16% (13)	17% (14)	20% (16)	26% (21)	21% (17)	81
Atheist	16% (12)	23% (17)	15% (10)	32% (23)	13% (10)	71
Agnostic/Nothing in particular	15% (60)	16% (64)	17% (69)	27% (111)	26% (105)	409
Something Else	7% (17)	15% (36)	19% (46)	36% (86)	24% (58)	243
Religious Non-Protestant/Catholic	15% (14)	20% (19)	18% (17)	27% (25)	20% (19)	93
Evangelical	10% (35)	15% (54)	12% (43)	38% (136)	25% (91)	359
Non-Evangelical	8% (34)	17% (78)	17% (76)	37% (169)	21% (96)	453
Community: Urban	16% (59)	22% (83)	16% (59)	23% (87)	22% (83)	371
Community: Suburban	11% (73)	17% (113)	15% (105)	36% (244)	22% (150)	686
Community: Rural	8% (29)	12% (40)	15% (52)	39% (134)	26% (89)	344
Employ: Private Sector	15% (67)	21% (98)	17% (78)	31% (144)	15% (71)	459
Employ: Government	11% (9)	14% (12)	17% (15)	31% (27)	26% (23)	87
Employ: Self-Employed	19% (26)	22% (32)	21% (29)	29% (41)	10% (14)	142
Employ: Homemaker	8% (6)	16% (12)	19% (14)	27% (20)	29% (21)	73
Employ: Retired	7% (23)	12% (40)	10% (37)	43% (149)	29% (100)	348
Employ: Unemployed	10% (14)	13% (18)	18% (25)	30% (42)	30% (42)	141
Employ: Other	8% (8)	18% (19)	9% (10)	30% (31)	35% (36)	103
Military HH: Yes	10% (17)	12% (21)	14% (26)	38% (68)	26% (46)	178
Military HH: No	12% (143)	18% (215)	16% (190)	32% (396)	23% (277)	1222
RD/WT: Right Direction	16% (71)	20% (87)	15% (63)	29% (124)	20% (86)	432
RD/WT: Wrong Track	9% (90)	15% (149)	16% (153)	35% (341)	24% (236)	969
Biden Job Approve	14% (79)	21% (123)	15% (86)	29% (168)	21% (122)	578
Biden Job Disapprove	10% (74)	14% (108)	16% (116)	37% (277)	23% (175)	750
Biden Job Strongly Approve	20% (50)	21% (54)	12% (30)	25% (62)	22% (55)	251
Biden Job Somewhat Approve	9% (29)	21% (69)	17% (56)	32% (105)	20% (67)	326
Biden Job Somewhat Disapprove	12% (27)	18% (40)	22% (49)	26% (56)	21% (47)	219
Biden Job Strongly Disapprove	9% (47)	13% (68)	13% (67)	42% (221)	24% (128)	531

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**Table MCEN6\_29:** How interested are you in seeing the following films that release in 2023?

Dune: Part Two

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	11% (160)	17% (237)	15% (216)	33% (465)	23% (323)	1400
Favorable of Biden	14% (83)	21% (127)	15% (92)	30% (178)	20% (123)	604
Unfavorable of Biden	9% (69)	14% (100)	16% (116)	36% (266)	25% (181)	733
Very Favorable of Biden	19% (54)	20% (57)	13% (37)	27% (75)	20% (57)	280
Somewhat Favorable of Biden	9% (29)	22% (70)	17% (55)	32% (103)	20% (66)	323
Somewhat Unfavorable of Biden	12% (21)	15% (27)	21% (37)	28% (49)	23% (41)	175
Very Unfavorable of Biden	9% (48)	13% (73)	14% (79)	39% (217)	25% (140)	558
#1 Issue: Economy	13% (69)	19% (101)	18% (94)	31% (169)	19% (104)	539
#1 Issue: Security	10% (16)	14% (23)	11% (18)	43% (71)	23% (38)	166
#1 Issue: Health Care	10% (10)	18% (18)	12% (12)	36% (36)	25% (25)	101
#1 Issue: Medicare / Social Security	6% (9)	20% (33)	14% (23)	33% (53)	27% (44)	163
#1 Issue: Women's Issues	13% (25)	14% (27)	18% (35)	29% (56)	27% (53)	196
#1 Issue: Education	15% (9)	12% (7)	32% (19)	19% (12)	22% (13)	60
#1 Issue: Energy	16% (14)	20% (17)	12% (11)	30% (26)	22% (19)	88
#1 Issue: Other	8% (7)	11% (9)	5% (4)	46% (41)	30% (26)	88
2022 House Vote: Democrat	13% (75)	20% (116)	15% (88)	31% (176)	20% (115)	570
2022 House Vote: Republican	10% (47)	17% (79)	14% (66)	40% (188)	20% (94)	473
2022 House Vote: Didnt Vote	11% (36)	11% (38)	17% (57)	28% (93)	32% (107)	331
2020 Vote: Joe Biden	14% (82)	20% (117)	15% (89)	32% (190)	20% (118)	597
2020 Vote: Donald Trump	10% (45)	17% (79)	13% (61)	38% (180)	23% (108)	473
2020 Vote: Didn't Vote	11% (31)	11% (32)	20% (57)	29% (82)	30% (87)	288
2018 House Vote: Democrat	12% (62)	20% (99)	16% (80)	32% (161)	20% (101)	502
2018 House Vote: Republican	11% (45)	15% (61)	15% (60)	36% (149)	23% (95)	409
2018 House Vote: Didnt Vote	11% (51)	15% (66)	16% (72)	31% (143)	27% (122)	454
4-Region: Northeast	13% (31)	18% (41)	18% (42)	32% (74)	19% (45)	234
4-Region: Midwest	10% (29)	15% (43)	13% (39)	37% (111)	25% (74)	295
4-Region: South	10% (56)	16% (87)	16% (84)	32% (170)	26% (141)	538
4-Region: West	13% (45)	19% (65)	15% (51)	33% (110)	19% (63)	333
Did not See a Film in Theaters 2022	7% (39)	11% (59)	10% (54)	42% (235)	30% (166)	553
Saw at Least One Film in Theaters 2022	15% (121)	21% (176)	19% (154)	28% (225)	17% (142)	817
Saw at Least Two Films in Theaters 2022	17% (105)	22% (133)	21% (130)	24% (147)	15% (92)	608

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**Table MCEN6\_29:** *How interested are you in seeing the following films that release in 2023?*  
*Dune: Part Two*

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not too interested</b>		<b>Not interested at all</b>		<b>Never heard of</b>		<b>Total N</b>
Adults	11%	(160)	17%	(237)	15%	(216)	33%	(465)	23%	(323)	1400
Saw Four or more Films in Theaters 2022	19%	(80)	22%	(93)	21%	(86)	22%	(92)	16%	(65)	415
Plans to See at Least One Film in Theaters 2023	15%	(127)	21%	(175)	19%	(160)	27%	(221)	18%	(148)	831
Plans to See at Least Two Films in Theaters 2023	16%	(118)	21%	(156)	21%	(151)	25%	(183)	17%	(123)	731
Plans to See at Least Four Films in Theaters 2023	18%	(101)	22%	(125)	21%	(121)	23%	(132)	16%	(89)	568

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

**Table MCEN6\_30:** How interested are you in seeing the following films that release in 2023?

Wonka

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	13% (190)	23% (335)	18% (253)	30% (428)	16% (232)	1437
Gender: Male	12% (81)	24% (161)	19% (125)	30% (203)	15% (100)	670
Gender: Female	14% (109)	23% (174)	17% (128)	29% (225)	17% (132)	767
Age: 18-34	23% (99)	28% (118)	15% (65)	20% (85)	13% (57)	424
Age: 35-44	13% (34)	28% (72)	21% (54)	19% (49)	18% (46)	254
Age: 45-64	12% (51)	27% (120)	18% (78)	32% (139)	11% (48)	436
Age: 65+	2% (6)	8% (25)	17% (56)	48% (156)	25% (81)	323
GenZers: 1997-2012	23% (33)	31% (44)	12% (17)	24% (34)	10% (15)	144
Millennials: 1981-1996	20% (91)	28% (127)	19% (88)	18% (82)	15% (66)	453
GenXers: 1965-1980	14% (47)	29% (98)	20% (67)	26% (89)	12% (42)	343
Baby Boomers: 1946-1964	4% (18)	15% (63)	17% (73)	43% (188)	21% (93)	436
PID: Dem (no lean)	13% (72)	24% (131)	18% (100)	31% (169)	14% (77)	549
PID: Ind (no lean)	16% (69)	20% (90)	18% (82)	25% (110)	21% (91)	442
PID: Rep (no lean)	11% (48)	26% (114)	16% (70)	33% (149)	14% (64)	446
PID/Gender: Dem Men	12% (33)	27% (72)	20% (54)	26% (69)	14% (38)	267
PID/Gender: Dem Women	14% (39)	21% (58)	17% (47)	35% (100)	14% (39)	282
PID/Gender: Ind Men	13% (25)	16% (32)	20% (40)	32% (62)	18% (35)	194
PID/Gender: Ind Women	18% (44)	24% (59)	17% (42)	19% (48)	22% (56)	248
PID/Gender: Rep Men	11% (23)	27% (57)	15% (31)	34% (72)	12% (26)	209
PID/Gender: Rep Women	11% (26)	24% (57)	16% (39)	32% (77)	16% (38)	236
Ideo: Liberal (1-3)	16% (65)	28% (116)	16% (66)	27% (113)	13% (52)	412
Ideo: Moderate (4)	14% (60)	19% (82)	20% (86)	28% (121)	19% (84)	433
Ideo: Conservative (5-7)	9% (39)	22% (101)	18% (80)	36% (161)	15% (70)	451
Educ: < College	15% (140)	23% (216)	17% (159)	30% (283)	15% (138)	936
Educ: Bachelors degree	11% (34)	24% (77)	20% (64)	26% (83)	20% (63)	322
Educ: Post-grad	9% (15)	24% (42)	16% (29)	35% (62)	17% (31)	179
Income: Under 50k	14% (108)	23% (183)	18% (142)	29% (229)	16% (127)	788
Income: 50k-100k	13% (59)	25% (109)	18% (80)	27% (118)	16% (70)	436
Income: 100k+	11% (23)	20% (42)	14% (30)	38% (81)	17% (35)	213
Ethnicity: White	12% (130)	22% (251)	18% (204)	32% (358)	16% (176)	1120
Ethnicity: Hispanic	18% (42)	26% (61)	22% (51)	19% (45)	15% (34)	233

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**Table MCEN6\_30:** How interested are you in seeing the following films that release in 2023?

Wonka

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	13% (190)	23% (335)	18% (253)	30% (428)	16% (232)	1437
Ethnicity: Black	22% (39)	24% (43)	19% (34)	24% (43)	12% (22)	180
Ethnicity: Other	15% (21)	30% (41)	10% (14)	19% (27)	25% (34)	137
All Christian	10% (64)	22% (138)	14% (88)	38% (234)	15% (92)	616
All Non-Christian	9% (9)	21% (19)	23% (21)	25% (24)	22% (21)	93
Atheist	15% (9)	17% (11)	15% (9)	29% (18)	24% (15)	64
Agnostic/Nothing in particular	16% (68)	21% (90)	21% (89)	24% (102)	17% (73)	422
Something Else	17% (40)	31% (76)	19% (45)	21% (50)	13% (31)	242
Religious Non-Protestant/Catholic	8% (9)	23% (26)	21% (24)	25% (29)	22% (26)	114
Evangelical	16% (54)	25% (86)	16% (57)	29% (100)	15% (51)	348
Non-Evangelical	9% (45)	24% (114)	15% (72)	37% (177)	14% (66)	474
Community: Urban	18% (72)	25% (101)	16% (65)	24% (95)	16% (63)	396
Community: Suburban	11% (76)	21% (150)	18% (129)	33% (232)	16% (114)	700
Community: Rural	12% (41)	25% (85)	17% (58)	30% (101)	16% (56)	341
Employ: Private Sector	12% (54)	32% (145)	21% (95)	23% (105)	13% (60)	460
Employ: Government	23% (20)	25% (22)	21% (19)	15% (13)	17% (15)	89
Employ: Self-Employed	14% (21)	28% (41)	21% (31)	23% (33)	15% (22)	148
Employ: Homemaker	20% (16)	12% (9)	14% (11)	30% (23)	25% (20)	79
Employ: Retired	4% (15)	11% (39)	17% (59)	48% (168)	20% (71)	352
Employ: Unemployed	17% (29)	31% (53)	13% (23)	24% (42)	14% (24)	171
Employ: Other	21% (20)	22% (21)	12% (12)	33% (32)	12% (12)	97
Military HH: Yes	10% (19)	24% (45)	16% (31)	33% (64)	17% (32)	191
Military HH: No	14% (170)	23% (290)	18% (222)	29% (364)	16% (200)	1246
RD/WT: Right Direction	16% (73)	23% (105)	17% (78)	24% (111)	19% (87)	454
RD/WT: Wrong Track	12% (117)	23% (230)	18% (175)	32% (317)	15% (144)	983
Biden Job Approve	15% (96)	24% (154)	17% (110)	27% (172)	16% (105)	637
Biden Job Disapprove	12% (85)	23% (165)	18% (130)	33% (237)	15% (110)	728
Biden Job Strongly Approve	17% (46)	21% (57)	15% (41)	29% (79)	18% (48)	271
Biden Job Somewhat Approve	14% (50)	26% (96)	19% (69)	26% (94)	15% (57)	366
Biden Job Somewhat Disapprove	19% (42)	20% (43)	26% (55)	25% (55)	10% (21)	217
Biden Job Strongly Disapprove	8% (43)	24% (122)	15% (75)	36% (182)	17% (89)	511

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**Table MCEN6\_30: How interested are you in seeing the following films that release in 2023?**

Wonka

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	13% (190)	23% (335)	18% (253)	30% (428)	16% (232)	1437
Favorable of Biden	14% (92)	24% (155)	18% (116)	27% (174)	16% (105)	641
Unfavorable of Biden	12% (86)	22% (163)	17% (124)	33% (241)	16% (114)	727
Very Favorable of Biden	16% (47)	21% (62)	16% (47)	30% (89)	17% (49)	294
Somewhat Favorable of Biden	13% (45)	27% (93)	20% (68)	24% (85)	16% (56)	348
Somewhat Unfavorable of Biden	18% (32)	20% (36)	23% (41)	28% (50)	12% (21)	180
Very Unfavorable of Biden	10% (54)	23% (127)	15% (83)	35% (190)	17% (92)	546
#1 Issue: Economy	14% (77)	29% (163)	20% (111)	27% (151)	11% (61)	564
#1 Issue: Security	12% (21)	26% (45)	13% (23)	37% (64)	12% (21)	174
#1 Issue: Health Care	17% (19)	23% (25)	19% (20)	25% (27)	17% (18)	110
#1 Issue: Medicare / Social Security	6% (11)	13% (24)	20% (37)	38% (70)	23% (41)	183
#1 Issue: Women's Issues	18% (36)	20% (40)	15% (31)	29% (59)	17% (33)	199
#1 Issue: Energy	9% (7)	19% (14)	19% (15)	30% (23)	23% (18)	77
#1 Issue: Other	11% (9)	12% (10)	7% (6)	32% (27)	37% (31)	83
2022 House Vote: Democrat	12% (73)	21% (126)	20% (120)	31% (184)	15% (92)	596
2022 House Vote: Republican	9% (44)	25% (118)	16% (76)	35% (162)	15% (69)	470
2022 House Vote: Didnt Vote	18% (62)	25% (85)	16% (53)	21% (72)	20% (69)	341
2020 Vote: Joe Biden	13% (85)	21% (134)	20% (127)	31% (203)	15% (99)	648
2020 Vote: Donald Trump	9% (42)	25% (119)	17% (79)	34% (160)	15% (70)	471
2020 Vote: Didn't Vote	21% (57)	26% (72)	15% (41)	20% (56)	19% (54)	280
2018 House Vote: Democrat	12% (60)	22% (111)	21% (107)	30% (155)	15% (74)	507
2018 House Vote: Republican	9% (38)	24% (102)	16% (65)	35% (146)	16% (67)	418
2018 House Vote: Didnt Vote	18% (83)	24% (115)	16% (75)	25% (118)	17% (82)	473
4-Region: Northeast	12% (29)	22% (56)	18% (44)	34% (86)	14% (36)	251
4-Region: Midwest	11% (33)	25% (75)	15% (45)	33% (101)	16% (50)	303
4-Region: South	13% (70)	21% (108)	21% (111)	29% (151)	16% (86)	526
4-Region: West	16% (58)	27% (96)	15% (53)	25% (90)	17% (61)	357
Did not See a Film in Theaters 2022	5% (27)	19% (103)	15% (84)	40% (223)	21% (116)	552
Saw at Least One Film in Theaters 2022	18% (157)	27% (226)	20% (167)	23% (194)	13% (107)	851
Saw at Least Two Films in Theaters 2022	20% (129)	28% (174)	19% (121)	21% (130)	12% (74)	629
Saw Four or more Films in Theaters 2022	20% (85)	29% (123)	18% (77)	21% (87)	11% (47)	418

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**Table MCEN6\_30:** How interested are you in seeing the following films that release in 2023?

*Wonka*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Never heard of		Total N
Adults	13%	(190)	23%	(335)	18%	(253)	30%	(428)	16%	(232)	1437
Plans to See at Least One Film in Theaters 2023	18%	(153)	27%	(232)	21%	(175)	23%	(196)	11%	(95)	852
Plans to See at Least Two Films in Theaters 2023	20%	(147)	28%	(205)	21%	(153)	21%	(157)	11%	(82)	743
Plans to See at Least Four Films in Theaters 2023	22%	(124)	29%	(163)	20%	(113)	20%	(112)	10%	(59)	571

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

**Table MCEN6\_31: How interested are you in seeing the following films that release in 2023?**  
*Aquaman and the Lost Kingdom*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	16% (232)	21% (292)	16% (227)	31% (436)	16% (231)	1418
Gender: Male	19% (131)	24% (169)	17% (120)	27% (187)	13% (91)	697
Gender: Female	14% (101)	17% (123)	15% (107)	35% (249)	19% (141)	722
Age: 18-34	18% (76)	24% (101)	18% (75)	25% (105)	15% (62)	419
Age: 35-44	21% (46)	25% (55)	20% (45)	20% (45)	14% (31)	221
Age: 45-64	20% (92)	21% (95)	16% (74)	31% (139)	12% (56)	456
Age: 65+	6% (19)	13% (41)	11% (34)	46% (146)	25% (82)	322
GenZers: 1997-2012	20% (27)	24% (34)	19% (26)	27% (38)	11% (15)	140
Millennials: 1981-1996	18% (76)	24% (105)	19% (80)	24% (102)	16% (67)	430
GenXers: 1965-1980	22% (76)	24% (83)	18% (61)	23% (79)	12% (40)	340
Baby Boomers: 1946-1964	12% (52)	14% (62)	12% (55)	41% (185)	21% (92)	447
PID: Dem (no lean)	21% (109)	22% (116)	14% (75)	28% (148)	15% (81)	529
PID: Ind (no lean)	12% (53)	21% (90)	19% (79)	30% (130)	17% (74)	425
PID: Rep (no lean)	15% (71)	19% (86)	16% (72)	34% (158)	16% (76)	464
PID/Gender: Dem Men	24% (63)	26% (70)	16% (44)	22% (58)	12% (33)	267
PID/Gender: Dem Women	17% (46)	17% (45)	12% (32)	35% (91)	19% (49)	262
PID/Gender: Ind Men	14% (26)	24% (44)	17% (32)	29% (53)	16% (30)	185
PID/Gender: Ind Women	11% (27)	19% (46)	20% (47)	32% (76)	18% (44)	240
PID/Gender: Rep Men	17% (42)	22% (55)	18% (44)	31% (76)	12% (28)	245
PID/Gender: Rep Women	13% (29)	15% (32)	13% (28)	38% (83)	22% (48)	219
Ideo: Liberal (1-3)	19% (80)	22% (92)	16% (68)	30% (123)	13% (52)	415
Ideo: Moderate (4)	17% (72)	24% (99)	16% (64)	27% (112)	16% (65)	411
Ideo: Conservative (5-7)	12% (55)	17% (78)	16% (74)	37% (173)	18% (85)	465
Educ: < College	18% (164)	20% (182)	16% (143)	29% (266)	18% (160)	915
Educ: Bachelors degree	14% (45)	23% (75)	15% (51)	33% (109)	15% (48)	327
Educ: Post-grad	13% (23)	20% (35)	19% (33)	35% (61)	13% (23)	176
Income: Under 50k	17% (129)	22% (166)	14% (110)	29% (218)	18% (138)	761
Income: 50k-100k	16% (73)	20% (91)	18% (81)	31% (139)	14% (62)	445
Income: 100k+	14% (30)	16% (35)	17% (36)	38% (80)	15% (32)	213
Ethnicity: White	14% (157)	19% (217)	16% (177)	35% (385)	16% (176)	1112
Ethnicity: Hispanic	24% (60)	23% (57)	15% (36)	20% (50)	17% (42)	244

Continued on next page

**Table MCEN6\_31: How interested are you in seeing the following films that release in 2023?**  
*Aquaman and the Lost Kingdom*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	16% (232)	21% (292)	16% (227)	31% (436)	16% (231)	1418
Ethnicity: Black	30% (55)	22% (40)	17% (31)	15% (26)	16% (28)	180
Ethnicity: Other	16% (20)	28% (35)	15% (19)	20% (25)	21% (27)	126
All Christian	17% (104)	18% (114)	14% (85)	35% (220)	16% (103)	626
All Non-Christian	10% (9)	22% (20)	19% (17)	32% (29)	18% (16)	92
Atheist	11% (8)	23% (16)	16% (12)	31% (22)	19% (14)	71
Agnostic/Nothing in particular	17% (63)	21% (78)	18% (70)	26% (100)	18% (66)	377
Something Else	19% (47)	25% (64)	17% (44)	26% (65)	13% (32)	252
Religious Non-Protestant/Catholic	12% (12)	21% (22)	17% (18)	31% (33)	19% (20)	107
Evangelical	17% (58)	19% (65)	16% (56)	30% (103)	17% (59)	342
Non-Evangelical	17% (88)	20% (99)	14% (71)	35% (176)	14% (71)	506
Community: Urban	22% (86)	20% (76)	19% (71)	24% (91)	16% (61)	384
Community: Suburban	14% (100)	20% (138)	17% (121)	34% (236)	15% (103)	699
Community: Rural	14% (46)	23% (78)	10% (35)	33% (109)	20% (67)	335
Employ: Private Sector	20% (93)	25% (119)	18% (87)	26% (122)	11% (55)	477
Employ: Government	19% (16)	16% (13)	16% (13)	35% (28)	14% (11)	80
Employ: Self-Employed	12% (19)	21% (32)	21% (31)	28% (42)	17% (26)	151
Employ: Homemaker	9% (6)	21% (15)	21% (15)	31% (22)	18% (13)	70
Employ: Retired	8% (27)	16% (56)	10% (35)	45% (159)	21% (74)	351
Employ: Unemployed	23% (37)	22% (36)	13% (20)	21% (33)	22% (35)	161
Employ: Other	23% (21)	14% (13)	23% (21)	25% (22)	15% (14)	91
Military HH: Yes	14% (27)	18% (35)	15% (30)	38% (74)	15% (30)	197
Military HH: No	17% (205)	21% (256)	16% (197)	30% (362)	16% (201)	1221
RD/WT: Right Direction	18% (80)	25% (111)	15% (68)	28% (124)	14% (63)	447
RD/WT: Wrong Track	16% (152)	19% (180)	16% (159)	32% (313)	17% (168)	972
Biden Job Approve	20% (119)	23% (141)	15% (89)	29% (175)	13% (82)	606
Biden Job Disapprove	14% (102)	19% (139)	17% (127)	33% (247)	17% (124)	739
Biden Job Strongly Approve	19% (49)	25% (63)	15% (38)	27% (69)	13% (33)	252
Biden Job Somewhat Approve	20% (71)	22% (78)	14% (51)	30% (107)	14% (49)	354
Biden Job Somewhat Disapprove	17% (37)	24% (53)	22% (48)	25% (57)	12% (28)	223
Biden Job Strongly Disapprove	13% (65)	17% (86)	15% (79)	37% (190)	19% (97)	517

Continued on next page

**Table MCEN6\_31: How interested are you in seeing the following films that release in 2023?**  
*Aquaman and the Lost Kingdom*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	16% (232)	21% (292)	16% (227)	31% (436)	16% (231)	1418
Favorable of Biden	18% (109)	24% (147)	15% (90)	30% (181)	13% (81)	608
Unfavorable of Biden	15% (111)	17% (128)	17% (128)	33% (245)	17% (127)	740
Very Favorable of Biden	20% (54)	22% (60)	13% (34)	29% (80)	16% (43)	271
Somewhat Favorable of Biden	16% (54)	26% (87)	17% (56)	30% (101)	11% (38)	336
Somewhat Unfavorable of Biden	17% (33)	23% (45)	17% (33)	29% (57)	13% (26)	194
Very Unfavorable of Biden	14% (78)	15% (83)	17% (95)	35% (189)	19% (102)	546
#1 Issue: Economy	19% (107)	19% (108)	20% (113)	28% (156)	15% (82)	567
#1 Issue: Security	16% (27)	20% (35)	9% (16)	43% (74)	12% (20)	173
#1 Issue: Health Care	20% (21)	15% (16)	16% (16)	29% (30)	20% (21)	103
#1 Issue: Medicare / Social Security	10% (16)	25% (42)	10% (17)	34% (57)	22% (38)	170
#1 Issue: Women's Issues	12% (22)	23% (42)	19% (35)	30% (55)	16% (28)	183
#1 Issue: Education	28% (15)	23% (13)	20% (11)	26% (14)	4% (2)	55
#1 Issue: Energy	20% (16)	19% (15)	10% (8)	26% (21)	25% (20)	81
#1 Issue: Other	8% (7)	23% (20)	13% (11)	33% (28)	23% (20)	87
2022 House Vote: Democrat	18% (104)	24% (139)	14% (81)	29% (166)	14% (81)	571
2022 House Vote: Republican	13% (60)	18% (85)	17% (81)	36% (171)	15% (73)	469
2022 House Vote: Didnt Vote	19% (65)	18% (63)	17% (58)	25% (87)	22% (75)	349
2020 Vote: Joe Biden	18% (110)	23% (139)	14% (86)	31% (189)	14% (85)	609
2020 Vote: Donald Trump	13% (67)	17% (84)	18% (89)	35% (173)	17% (87)	499
2020 Vote: Didn't Vote	19% (52)	21% (59)	17% (46)	23% (64)	20% (56)	277
2018 House Vote: Democrat	19% (93)	22% (105)	16% (80)	30% (145)	13% (63)	485
2018 House Vote: Republican	14% (59)	17% (72)	15% (65)	36% (155)	18% (75)	425
2018 House Vote: Didnt Vote	16% (78)	22% (106)	16% (77)	27% (130)	19% (90)	480
4-Region: Northeast	15% (39)	21% (53)	17% (43)	34% (84)	13% (32)	251
4-Region: Midwest	15% (46)	15% (45)	15% (45)	40% (122)	15% (46)	305
4-Region: South	17% (89)	24% (129)	13% (71)	27% (146)	18% (95)	530
4-Region: West	17% (57)	19% (64)	20% (68)	25% (84)	18% (58)	332
Did not See a Film in Theaters 2022	8% (45)	14% (74)	13% (73)	40% (219)	25% (135)	547
Saw at Least One Film in Theaters 2022	21% (180)	25% (209)	18% (147)	26% (215)	11% (89)	840
Saw at Least Two Films in Theaters 2022	23% (144)	28% (173)	18% (114)	21% (131)	10% (62)	624

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**Table MCEN6\_31:** How interested are you in seeing the following films that release in 2023?  
*Aquaman and the Lost Kingdom*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Never heard of	Total N
Adults	16% (232)	21% (292)	16% (227)	31% (436)	16% (231)	1418
Saw Four or more Films in Theaters 2022	26% (111)	27% (117)	17% (73)	20% (88)	9% (40)	429
Plans to See at Least One Film in Theaters 2023	22% (182)	24% (204)	17% (146)	26% (221)	10% (88)	841
Plans to See at Least Two Films in Theaters 2023	24% (174)	26% (189)	18% (135)	24% (174)	9% (67)	739
Plans to See at Least Four Films in Theaters 2023	27% (155)	28% (160)	17% (97)	20% (112)	9% (49)	573

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

**Table MCEN8\_1:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?  
Comedies*

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	23%	(515)	61%	(1352)	16%	(346)	2212
Gender: Male	24%	(258)	60%	(646)	15%	(164)	1069
Gender: Female	22%	(256)	62%	(706)	16%	(181)	1143
Age: 18-34	28%	(179)	61%	(391)	11%	(73)	643
Age: 35-44	27%	(98)	60%	(219)	13%	(49)	366
Age: 45-64	21%	(147)	63%	(449)	17%	(118)	714
Age: 65+	19%	(91)	60%	(293)	21%	(105)	489
GenZers: 1997-2012	28%	(61)	62%	(134)	10%	(22)	217
Millennials: 1981-1996	28%	(190)	60%	(405)	12%	(84)	680
GenXers: 1965-1980	23%	(126)	62%	(336)	14%	(77)	539
Baby Boomers: 1946-1964	18%	(123)	62%	(433)	20%	(138)	695
PID: Dem (no lean)	24%	(202)	63%	(527)	13%	(109)	837
PID: Ind (no lean)	22%	(144)	60%	(397)	18%	(118)	660
PID: Rep (no lean)	24%	(169)	60%	(428)	17%	(119)	715
PID/Gender: Dem Men	27%	(107)	58%	(236)	15%	(61)	404
PID/Gender: Dem Women	22%	(94)	67%	(291)	11%	(48)	433
PID/Gender: Ind Men	20%	(61)	63%	(191)	16%	(50)	302
PID/Gender: Ind Women	23%	(83)	58%	(206)	19%	(69)	358
PID/Gender: Rep Men	25%	(90)	60%	(219)	15%	(54)	363
PID/Gender: Rep Women	22%	(79)	59%	(209)	18%	(65)	352
Ideo: Liberal (1-3)	26%	(171)	64%	(422)	10%	(64)	657
Ideo: Moderate (4)	24%	(153)	61%	(381)	15%	(91)	626
Ideo: Conservative (5-7)	21%	(151)	60%	(431)	18%	(130)	712
Educ: < College	22%	(318)	61%	(878)	17%	(242)	1438
Educ: Bachelors degree	25%	(125)	60%	(297)	14%	(69)	491
Educ: Post-grad	25%	(71)	63%	(177)	12%	(35)	282
Income: Under 50k	23%	(275)	60%	(712)	18%	(210)	1197
Income: 50k-100k	25%	(173)	61%	(421)	14%	(96)	690
Income: 100k+	21%	(67)	67%	(218)	12%	(40)	326
Ethnicity: White	22%	(384)	61%	(1048)	16%	(280)	1712
Ethnicity: Hispanic	28%	(105)	60%	(223)	12%	(46)	374

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**Table MCEN8\_1:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?  
Comedies*

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	23%	(515)	61%	(1352)	16%	(346)	2212
Ethnicity: Black	29%	(82)	57%	(161)	14%	(40)	283
Ethnicity: Other	23%	(49)	65%	(142)	12%	(26)	217
All Christian	24%	(227)	60%	(575)	16%	(150)	953
All Non-Christian	21%	(29)	60%	(82)	18%	(25)	136
Atheist	14%	(15)	81%	(87)	5%	(6)	108
Agnostic/Nothing in particular	23%	(143)	58%	(363)	19%	(117)	623
Something Else	26%	(100)	62%	(245)	12%	(48)	392
Religious Non-Protestant/Catholic	24%	(37)	58%	(92)	19%	(30)	159
Evangelical	22%	(122)	62%	(344)	17%	(92)	559
Non-Evangelical	26%	(190)	61%	(447)	14%	(100)	738
Community: Urban	29%	(178)	55%	(338)	16%	(95)	611
Community: Suburban	22%	(240)	64%	(691)	13%	(142)	1074
Community: Rural	18%	(97)	61%	(322)	21%	(108)	527
Employ: Private Sector	28%	(201)	61%	(439)	10%	(74)	714
Employ: Government	21%	(28)	66%	(90)	13%	(18)	135
Employ: Self-Employed	25%	(57)	58%	(134)	17%	(39)	230
Employ: Homemaker	15%	(17)	68%	(77)	17%	(19)	113
Employ: Student	31%	(22)	52%	(38)	17%	(13)	73
Employ: Retired	18%	(97)	61%	(328)	21%	(116)	541
Employ: Unemployed	21%	(54)	62%	(161)	17%	(44)	258
Employ: Other	26%	(38)	58%	(85)	16%	(24)	147
Military HH: Yes	18%	(52)	60%	(175)	23%	(67)	293
Military HH: No	24%	(463)	61%	(1177)	15%	(279)	1919
RD/WT: Right Direction	27%	(191)	58%	(417)	15%	(111)	718
RD/WT: Wrong Track	22%	(324)	63%	(935)	16%	(235)	1494
Biden Job Approve	26%	(253)	61%	(588)	12%	(120)	961
Biden Job Disapprove	22%	(247)	62%	(705)	16%	(183)	1135

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**Table MCEN8\_1:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?  
Comedies*

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	23%	(515)	61%	(1352)	16%	(346)	2212
Biden Job Strongly Approve	24%	(99)	62%	(254)	14%	(58)	411
Biden Job Somewhat Approve	28%	(154)	61%	(334)	11%	(62)	550
Biden Job Somewhat Disapprove	26%	(87)	62%	(206)	11%	(37)	329
Biden Job Strongly Disapprove	20%	(160)	62%	(499)	18%	(147)	806
Favorable of Biden	25%	(246)	62%	(605)	12%	(118)	970
Unfavorable of Biden	22%	(248)	61%	(694)	17%	(189)	1131
Very Favorable of Biden	23%	(104)	63%	(285)	15%	(67)	455
Somewhat Favorable of Biden	28%	(142)	62%	(320)	10%	(51)	514
Somewhat Unfavorable of Biden	25%	(70)	61%	(172)	14%	(39)	281
Very Unfavorable of Biden	21%	(178)	61%	(522)	18%	(150)	850
#1 Issue: Economy	26%	(221)	62%	(529)	12%	(99)	850
#1 Issue: Security	20%	(57)	58%	(164)	21%	(60)	280
#1 Issue: Health Care	26%	(43)	61%	(101)	13%	(21)	164
#1 Issue: Medicare / Social Security	18%	(47)	59%	(153)	23%	(59)	258
#1 Issue: Women's Issues	26%	(76)	61%	(179)	13%	(37)	292
#1 Issue: Education	24%	(22)	62%	(58)	14%	(13)	93
#1 Issue: Energy	24%	(32)	67%	(87)	9%	(12)	130
#1 Issue: Other	12%	(18)	57%	(82)	31%	(45)	145
2022 House Vote: Democrat	25%	(228)	61%	(551)	14%	(124)	902
2022 House Vote: Republican	23%	(170)	60%	(438)	17%	(123)	731
2022 House Vote: Didnt Vote	21%	(110)	63%	(338)	16%	(85)	533
2020 Vote: Joe Biden	25%	(243)	62%	(599)	13%	(130)	971
2020 Vote: Donald Trump	22%	(164)	61%	(453)	17%	(129)	747
2020 Vote: Other	18%	(10)	65%	(37)	17%	(10)	57
2020 Vote: Didn't Vote	22%	(97)	60%	(262)	18%	(77)	436
2018 House Vote: Democrat	24%	(192)	63%	(491)	13%	(101)	784
2018 House Vote: Republican	23%	(152)	60%	(387)	17%	(112)	651
2018 House Vote: Didnt Vote	22%	(163)	61%	(443)	17%	(122)	729

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**Table MCEN8\_1:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?  
 Comedies*

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	23%	(515)	61%	(1352)	16%	(346)	2212
4-Region: Northeast	24%	(90)	61%	(234)	15%	(59)	383
4-Region: Midwest	19%	(85)	67%	(306)	14%	(65)	457
4-Region: South	23%	(197)	61%	(514)	16%	(135)	845
4-Region: West	27%	(143)	56%	(297)	16%	(87)	527
Did not See a Film in Theaters 2022	13%	(111)	68%	(581)	20%	(169)	861
Saw at Least One Film in Theaters 2022	31%	(398)	58%	(748)	11%	(148)	1294
Saw at Least Two Films in Theaters 2022	35%	(335)	56%	(539)	10%	(92)	965
Saw Four or more Films in Theaters 2022	37%	(242)	53%	(349)	10%	(65)	656
Plans to See at Least One Film in Theaters 2023	31%	(402)	58%	(768)	11%	(145)	1315
Plans to See at Least Two Films in Theaters 2023	33%	(383)	57%	(655)	9%	(106)	1144
Plans to See at Least Four Films in Theaters 2023	37%	(325)	54%	(477)	9%	(81)	882

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

**Table MCEN8\_2:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
Documentaries

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	7%	(164)	70%	(1552)	22%	(496)	2212
Gender: Male	9%	(100)	69%	(738)	22%	(230)	1069
Gender: Female	6%	(64)	71%	(815)	23%	(265)	1143
Age: 18-34	8%	(53)	70%	(452)	21%	(138)	643
Age: 35-44	9%	(35)	70%	(257)	20%	(74)	366
Age: 45-64	6%	(41)	74%	(528)	20%	(146)	714
Age: 65+	7%	(36)	65%	(316)	28%	(138)	489
GenZers: 1997-2012	9%	(20)	63%	(137)	28%	(60)	217
Millennials: 1981-1996	9%	(60)	72%	(492)	19%	(128)	680
GenXers: 1965-1980	7%	(38)	74%	(397)	19%	(103)	539
Baby Boomers: 1946-1964	5%	(36)	68%	(470)	27%	(189)	695
PID: Dem (no lean)	9%	(78)	72%	(601)	19%	(158)	837
PID: Ind (no lean)	5%	(31)	70%	(463)	25%	(166)	660
PID: Rep (no lean)	8%	(55)	68%	(488)	24%	(172)	715
PID/Gender: Dem Men	12%	(49)	69%	(278)	19%	(77)	404
PID/Gender: Dem Women	7%	(30)	75%	(323)	19%	(80)	433
PID/Gender: Ind Men	5%	(15)	71%	(214)	24%	(72)	302
PID/Gender: Ind Women	4%	(15)	70%	(249)	26%	(94)	358
PID/Gender: Rep Men	10%	(36)	68%	(246)	22%	(81)	363
PID/Gender: Rep Women	5%	(19)	69%	(242)	26%	(91)	352
Ideo: Liberal (1-3)	11%	(70)	76%	(500)	13%	(87)	657
Ideo: Moderate (4)	7%	(43)	68%	(426)	25%	(157)	626
Ideo: Conservative (5-7)	6%	(41)	70%	(501)	24%	(170)	712
Educ: < College	6%	(88)	69%	(987)	25%	(363)	1438
Educ: Bachelors degree	8%	(40)	74%	(363)	18%	(89)	491
Educ: Post-grad	13%	(36)	72%	(203)	16%	(44)	282
Income: Under 50k	7%	(89)	67%	(799)	26%	(309)	1197
Income: 50k-100k	8%	(52)	72%	(500)	20%	(137)	690
Income: 100k+	7%	(22)	78%	(254)	15%	(50)	326
Ethnicity: White	7%	(120)	70%	(1194)	23%	(398)	1712
Ethnicity: Hispanic	9%	(32)	69%	(260)	22%	(83)	374

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**Table MCEN8\_2:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
 Documentaries

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	7%	(164)	70%	(1552)	22%	(496)	2212
Ethnicity: Black	9%	(24)	68%	(193)	23%	(65)	283
Ethnicity: Other	9%	(20)	76%	(165)	15%	(33)	217
All Christian	9%	(82)	68%	(650)	23%	(221)	953
All Non-Christian	14%	(19)	65%	(89)	21%	(29)	136
Atheist	6%	(7)	81%	(88)	12%	(13)	108
Agnostic/Nothing in particular	5%	(31)	71%	(441)	24%	(151)	623
Something Else	7%	(26)	73%	(285)	21%	(82)	392
Religious Non-Protestant/Catholic	13%	(21)	66%	(105)	21%	(33)	159
Evangelical	9%	(50)	68%	(379)	23%	(129)	559
Non-Evangelical	7%	(53)	70%	(519)	22%	(166)	738
Community: Urban	10%	(61)	68%	(417)	22%	(133)	611
Community: Suburban	7%	(76)	72%	(777)	21%	(220)	1074
Community: Rural	5%	(27)	68%	(358)	27%	(142)	527
Employ: Private Sector	8%	(61)	74%	(527)	18%	(127)	714
Employ: Government	6%	(8)	67%	(91)	27%	(36)	135
Employ: Self-Employed	8%	(18)	75%	(172)	17%	(39)	230
Employ: Homemaker	5%	(6)	72%	(81)	23%	(26)	113
Employ: Student	12%	(9)	64%	(47)	24%	(17)	73
Employ: Retired	7%	(37)	68%	(365)	26%	(139)	541
Employ: Unemployed	5%	(14)	69%	(177)	26%	(67)	258
Employ: Other	8%	(11)	62%	(90)	31%	(45)	147
Military HH: Yes	6%	(19)	67%	(196)	27%	(79)	293
Military HH: No	8%	(145)	71%	(1356)	22%	(417)	1919
RD/WT: Right Direction	12%	(85)	67%	(484)	21%	(149)	718
RD/WT: Wrong Track	5%	(79)	71%	(1068)	23%	(347)	1494
Biden Job Approve	9%	(90)	71%	(684)	19%	(187)	961
Biden Job Disapprove	6%	(67)	71%	(804)	23%	(265)	1135

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**Table MCEN8\_2:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
Documentaries

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	7%	(164)	70%	(1552)	22%	(496)	2212
Biden Job Strongly Approve	12%	(50)	67%	(275)	21%	(85)	411
Biden Job Somewhat Approve	7%	(39)	74%	(409)	19%	(102)	550
Biden Job Somewhat Disapprove	6%	(19)	74%	(243)	20%	(67)	329
Biden Job Strongly Disapprove	6%	(48)	70%	(561)	25%	(198)	806
Favorable of Biden	8%	(82)	73%	(705)	19%	(182)	970
Unfavorable of Biden	6%	(71)	70%	(789)	24%	(270)	1131
Very Favorable of Biden	11%	(50)	70%	(318)	19%	(88)	455
Somewhat Favorable of Biden	6%	(32)	75%	(388)	18%	(94)	514
Somewhat Unfavorable of Biden	6%	(15)	72%	(202)	23%	(64)	281
Very Unfavorable of Biden	7%	(55)	69%	(588)	24%	(207)	850
#1 Issue: Economy	7%	(57)	75%	(634)	19%	(159)	850
#1 Issue: Security	8%	(22)	68%	(191)	24%	(68)	280
#1 Issue: Health Care	10%	(17)	67%	(111)	22%	(37)	164
#1 Issue: Medicare / Social Security	5%	(14)	64%	(165)	31%	(79)	258
#1 Issue: Women's Issues	8%	(23)	73%	(212)	19%	(57)	292
#1 Issue: Education	14%	(13)	66%	(61)	20%	(18)	93
#1 Issue: Energy	8%	(11)	73%	(95)	19%	(24)	130
#1 Issue: Other	5%	(7)	58%	(84)	37%	(54)	145
2022 House Vote: Democrat	9%	(85)	72%	(647)	19%	(171)	902
2022 House Vote: Republican	8%	(60)	68%	(501)	23%	(170)	731
2022 House Vote: Didnt Vote	3%	(18)	70%	(375)	26%	(140)	533
2020 Vote: Joe Biden	9%	(91)	72%	(698)	19%	(183)	971
2020 Vote: Donald Trump	7%	(50)	70%	(525)	23%	(173)	747
2020 Vote: Other	3%	(2)	70%	(40)	27%	(15)	57
2020 Vote: Didn't Vote	5%	(22)	66%	(289)	29%	(125)	436
2018 House Vote: Democrat	9%	(67)	74%	(577)	18%	(140)	784
2018 House Vote: Republican	7%	(47)	70%	(457)	23%	(147)	651
2018 House Vote: Didnt Vote	6%	(47)	67%	(485)	27%	(197)	729

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**Table MCEN8\_2:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
 Documentaries

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	7% (164)	70% (1552)	22% (496)	2212
4-Region: Northeast	8% (32)	70% (267)	22% (85)	383
4-Region: Midwest	7% (33)	68% (312)	25% (113)	457
4-Region: South	7% (61)	70% (594)	23% (191)	845
4-Region: West	7% (39)	72% (380)	20% (107)	527
Did not See a Film in Theaters 2022	3% (27)	69% (597)	28% (237)	861
Saw at Least One Film in Theaters 2022	10% (136)	72% (927)	18% (232)	1294
Saw at Least Two Films in Theaters 2022	12% (119)	72% (691)	16% (155)	965
Saw Four or more Films in Theaters 2022	15% (98)	70% (458)	15% (100)	656
Plans to See at Least One Film in Theaters 2023	10% (138)	72% (952)	17% (225)	1315
Plans to See at Least Two Films in Theaters 2023	11% (129)	72% (823)	17% (193)	1144
Plans to See at Least Four Films in Theaters 2023	13% (110)	71% (628)	16% (144)	882

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

**Table MCEN8\_3:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
Thrillers

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	31% (692)	47% (1033)	22% (487)	2212
Gender: Male	37% (394)	46% (487)	18% (188)	1069
Gender: Female	26% (298)	48% (546)	26% (299)	1143
Age: 18-34	38% (247)	45% (289)	17% (107)	643
Age: 35-44	34% (125)	47% (172)	19% (69)	366
Age: 45-64	31% (221)	49% (347)	20% (146)	714
Age: 65+	20% (99)	46% (226)	34% (165)	489
GenZers: 1997-2012	43% (94)	39% (84)	18% (40)	217
Millennials: 1981-1996	35% (236)	48% (329)	17% (114)	680
GenXers: 1965-1980	37% (198)	47% (253)	16% (88)	539
Baby Boomers: 1946-1964	21% (146)	48% (330)	31% (218)	695
PID: Dem (no lean)	32% (270)	47% (396)	20% (171)	837
PID: Ind (no lean)	30% (196)	48% (320)	22% (144)	660
PID: Rep (no lean)	32% (226)	44% (318)	24% (171)	715
PID/Gender: Dem Men	38% (154)	45% (182)	17% (68)	404
PID/Gender: Dem Women	27% (116)	49% (214)	24% (103)	433
PID/Gender: Ind Men	32% (95)	50% (152)	18% (55)	302
PID/Gender: Ind Women	28% (100)	47% (168)	25% (89)	358
PID/Gender: Rep Men	40% (145)	42% (153)	18% (65)	363
PID/Gender: Rep Women	23% (82)	47% (165)	30% (106)	352
Ideo: Liberal (1-3)	38% (252)	46% (305)	15% (100)	657
Ideo: Moderate (4)	31% (191)	48% (301)	21% (134)	626
Ideo: Conservative (5-7)	27% (192)	47% (332)	27% (189)	712
Educ: < College	29% (420)	48% (686)	23% (332)	1438
Educ: Bachelors degree	36% (178)	45% (223)	18% (90)	491
Educ: Post-grad	33% (94)	44% (124)	23% (64)	282
Income: Under 50k	28% (338)	47% (560)	25% (299)	1197
Income: 50k-100k	36% (246)	45% (311)	19% (132)	690
Income: 100k+	33% (107)	50% (162)	17% (56)	326
Ethnicity: White	30% (509)	47% (806)	23% (398)	1712
Ethnicity: Hispanic	37% (139)	47% (176)	16% (59)	374

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**Table MCEN8\_3:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
Thrillers

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	31% (692)	47% (1033)	22% (487)	2212
Ethnicity: Black	38% (107)	44% (124)	18% (51)	283
Ethnicity: Other	35% (76)	48% (103)	18% (38)	217
All Christian	31% (293)	46% (440)	23% (219)	953
All Non-Christian	33% (44)	42% (57)	25% (35)	136
Atheist	33% (35)	53% (57)	14% (15)	108
Agnostic/Nothing in particular	33% (205)	48% (297)	20% (122)	623
Something Else	29% (115)	46% (182)	24% (96)	392
Religious Non-Protestant/Catholic	34% (54)	42% (66)	24% (38)	159
Evangelical	28% (156)	46% (256)	26% (146)	559
Non-Evangelical	31% (227)	47% (347)	22% (164)	738
Community: Urban	38% (229)	44% (271)	18% (111)	611
Community: Suburban	31% (332)	48% (515)	21% (227)	1074
Community: Rural	25% (131)	47% (248)	28% (149)	527
Employ: Private Sector	39% (281)	44% (313)	17% (120)	714
Employ: Government	35% (47)	46% (63)	19% (26)	135
Employ: Self-Employed	32% (74)	49% (113)	19% (43)	230
Employ: Homemaker	33% (38)	44% (50)	23% (26)	113
Employ: Student	41% (30)	36% (27)	22% (16)	73
Employ: Retired	19% (102)	48% (261)	33% (177)	541
Employ: Unemployed	29% (74)	51% (132)	20% (52)	258
Employ: Other	31% (45)	51% (75)	19% (27)	147
Military HH: Yes	25% (74)	50% (148)	25% (72)	293
Military HH: No	32% (618)	46% (886)	22% (415)	1919
RD/WT: Right Direction	35% (254)	43% (309)	22% (155)	718
RD/WT: Wrong Track	29% (438)	48% (724)	22% (332)	1494
Biden Job Approve	35% (334)	45% (436)	20% (191)	961
Biden Job Disapprove	29% (332)	48% (543)	23% (260)	1135

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**Table MCEN8\_3:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
Thrillers

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	31% (692)	47% (1033)	22% (487)	2212
Biden Job Strongly Approve	37% (153)	44% (183)	18% (76)	411
Biden Job Somewhat Approve	33% (181)	46% (254)	21% (115)	550
Biden Job Somewhat Disapprove	35% (115)	49% (161)	16% (53)	329
Biden Job Strongly Disapprove	27% (217)	47% (383)	26% (207)	806
Favorable of Biden	34% (333)	46% (447)	20% (190)	970
Unfavorable of Biden	29% (324)	48% (544)	23% (263)	1131
Very Favorable of Biden	36% (165)	46% (209)	18% (81)	455
Somewhat Favorable of Biden	33% (168)	46% (237)	21% (109)	514
Somewhat Unfavorable of Biden	32% (89)	48% (136)	20% (56)	281
Very Unfavorable of Biden	28% (235)	48% (408)	24% (207)	850
#1 Issue: Economy	33% (280)	49% (420)	18% (150)	850
#1 Issue: Security	28% (79)	43% (121)	28% (80)	280
#1 Issue: Health Care	32% (53)	50% (83)	18% (29)	164
#1 Issue: Medicare / Social Security	25% (64)	46% (118)	30% (76)	258
#1 Issue: Women's Issues	37% (107)	44% (129)	19% (56)	292
#1 Issue: Education	34% (31)	42% (39)	24% (22)	93
#1 Issue: Energy	36% (47)	46% (59)	18% (24)	130
#1 Issue: Other	21% (30)	45% (65)	34% (50)	145
2022 House Vote: Democrat	34% (305)	46% (415)	20% (183)	902
2022 House Vote: Republican	31% (224)	45% (329)	24% (178)	731
2022 House Vote: Didnt Vote	29% (155)	50% (265)	21% (113)	533
2020 Vote: Joe Biden	33% (320)	48% (462)	19% (189)	971
2020 Vote: Donald Trump	29% (216)	46% (342)	25% (189)	747
2020 Vote: Other	28% (16)	49% (28)	23% (13)	57
2020 Vote: Didn't Vote	32% (139)	46% (201)	22% (96)	436
2018 House Vote: Democrat	32% (252)	46% (364)	21% (169)	784
2018 House Vote: Republican	29% (188)	47% (304)	24% (159)	651
2018 House Vote: Didnt Vote	33% (242)	47% (340)	20% (147)	729

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**Table MCEN8\_3:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
*Thrillers*

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	31% (692)	47% (1033)	22% (487)	2212
4-Region: Northeast	31% (118)	48% (184)	21% (81)	383
4-Region: Midwest	30% (135)	47% (217)	23% (105)	457
4-Region: South	31% (262)	47% (398)	22% (185)	845
4-Region: West	34% (177)	45% (235)	22% (115)	527
Did not See a Film in Theaters 2022	16% (138)	55% (476)	29% (247)	861
Saw at Least One Film in Theaters 2022	42% (547)	41% (533)	17% (214)	1294
Saw at Least Two Films in Theaters 2022	50% (482)	37% (361)	13% (123)	965
Saw Four or more Films in Theaters 2022	55% (359)	33% (219)	12% (78)	656
Plans to See at Least One Film in Theaters 2023	44% (575)	40% (529)	16% (210)	1315
Plans to See at Least Two Films in Theaters 2023	47% (543)	39% (445)	14% (156)	1144
Plans to See at Least Four Films in Theaters 2023	52% (457)	36% (317)	12% (108)	882

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

**Table MCEN8\_4:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
*Action*

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	44%	(973)	40%	(880)	16%	(358)	2212
Gender: Male	49%	(523)	38%	(405)	13%	(141)	1069
Gender: Female	39%	(451)	42%	(475)	19%	(217)	1143
Age: 18-34	48%	(309)	38%	(243)	14%	(91)	643
Age: 35-44	50%	(182)	37%	(135)	13%	(49)	366
Age: 45-64	43%	(309)	41%	(296)	15%	(110)	714
Age: 65+	36%	(174)	42%	(207)	22%	(109)	489
GenZers: 1997-2012	54%	(117)	33%	(72)	13%	(29)	217
Millennials: 1981-1996	47%	(320)	39%	(264)	14%	(95)	680
GenXers: 1965-1980	48%	(257)	39%	(210)	13%	(72)	539
Baby Boomers: 1946-1964	37%	(255)	43%	(297)	20%	(142)	695
PID: Dem (no lean)	48%	(399)	36%	(305)	16%	(133)	837
PID: Ind (no lean)	43%	(285)	40%	(263)	17%	(111)	660
PID: Rep (no lean)	40%	(290)	44%	(312)	16%	(114)	715
PID/Gender: Dem Men	54%	(219)	31%	(124)	15%	(61)	404
PID/Gender: Dem Women	42%	(180)	42%	(181)	17%	(72)	433
PID/Gender: Ind Men	47%	(142)	39%	(119)	14%	(41)	302
PID/Gender: Ind Women	40%	(143)	40%	(144)	20%	(70)	358
PID/Gender: Rep Men	45%	(162)	44%	(161)	11%	(39)	363
PID/Gender: Rep Women	36%	(127)	43%	(150)	21%	(75)	352
Ideo: Liberal (1-3)	51%	(336)	38%	(250)	11%	(72)	657
Ideo: Moderate (4)	45%	(282)	39%	(243)	16%	(100)	626
Ideo: Conservative (5-7)	40%	(283)	42%	(303)	18%	(127)	712
Educ: < College	41%	(591)	42%	(606)	17%	(242)	1438
Educ: Bachelors degree	48%	(237)	36%	(179)	15%	(75)	491
Educ: Post-grad	52%	(146)	34%	(95)	15%	(41)	282
Income: Under 50k	41%	(496)	40%	(482)	18%	(220)	1197
Income: 50k-100k	46%	(317)	39%	(266)	15%	(107)	690
Income: 100k+	49%	(160)	41%	(133)	10%	(32)	326
Ethnicity: White	43%	(734)	40%	(678)	18%	(300)	1712
Ethnicity: Hispanic	51%	(192)	37%	(139)	11%	(43)	374

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**Table MCEN8\_4:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
 Action

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	44% (973)	40% (880)	16% (358)	2212
Ethnicity: Black	46% (130)	42% (118)	12% (34)	283
Ethnicity: Other	50% (109)	39% (85)	11% (24)	217
All Christian	42% (403)	42% (396)	16% (154)	953
All Non-Christian	44% (60)	31% (43)	24% (33)	136
Atheist	42% (45)	52% (56)	6% (7)	108
Agnostic/Nothing in particular	45% (282)	37% (230)	18% (111)	623
Something Else	47% (183)	40% (156)	14% (54)	392
Religious Non-Protestant/Catholic	43% (69)	33% (52)	24% (38)	159
Evangelical	42% (236)	43% (239)	15% (84)	559
Non-Evangelical	45% (329)	39% (290)	16% (119)	738
Community: Urban	50% (303)	35% (213)	16% (95)	611
Community: Suburban	44% (478)	41% (436)	15% (160)	1074
Community: Rural	37% (193)	44% (232)	20% (103)	527
Employ: Private Sector	50% (358)	38% (275)	11% (82)	714
Employ: Government	47% (63)	32% (43)	21% (29)	135
Employ: Self-Employed	48% (110)	38% (88)	14% (32)	230
Employ: Homemaker	42% (48)	41% (46)	17% (20)	113
Employ: Student	59% (43)	26% (19)	15% (11)	73
Employ: Retired	36% (192)	41% (224)	23% (125)	541
Employ: Unemployed	38% (98)	47% (123)	15% (38)	258
Employ: Other	41% (61)	43% (63)	16% (23)	147
Military HH: Yes	41% (120)	42% (123)	17% (51)	293
Military HH: No	44% (853)	39% (758)	16% (308)	1919
RD/WT: Right Direction	48% (344)	34% (246)	18% (128)	718
RD/WT: Wrong Track	42% (629)	42% (634)	15% (230)	1494
Biden Job Approve	48% (464)	37% (357)	15% (140)	961
Biden Job Disapprove	42% (474)	43% (485)	16% (177)	1135

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**Table MCEN8\_4:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
*Action*

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	44%	(973)	40%	(880)	16%	(358)	2212
Biden Job Strongly Approve	47%	(193)	37%	(152)	16%	(66)	411
Biden Job Somewhat Approve	49%	(271)	37%	(205)	13%	(74)	550
Biden Job Somewhat Disapprove	51%	(169)	37%	(123)	11%	(37)	329
Biden Job Strongly Disapprove	38%	(305)	45%	(362)	17%	(139)	806
Favorable of Biden	48%	(470)	38%	(368)	14%	(132)	970
Unfavorable of Biden	41%	(469)	42%	(478)	16%	(184)	1131
Very Favorable of Biden	45%	(204)	40%	(182)	15%	(70)	455
Somewhat Favorable of Biden	52%	(266)	36%	(186)	12%	(62)	514
Somewhat Unfavorable of Biden	53%	(150)	33%	(93)	13%	(38)	281
Very Unfavorable of Biden	38%	(319)	45%	(385)	17%	(146)	850
#1 Issue: Economy	48%	(405)	40%	(343)	12%	(101)	850
#1 Issue: Security	42%	(118)	40%	(111)	18%	(51)	280
#1 Issue: Health Care	35%	(57)	49%	(81)	16%	(26)	164
#1 Issue: Medicare / Social Security	36%	(93)	43%	(110)	21%	(56)	258
#1 Issue: Women's Issues	47%	(136)	36%	(105)	17%	(51)	292
#1 Issue: Education	55%	(51)	25%	(23)	19%	(18)	93
#1 Issue: Energy	53%	(69)	35%	(46)	11%	(15)	130
#1 Issue: Other	30%	(43)	42%	(60)	28%	(41)	145
2022 House Vote: Democrat	49%	(438)	36%	(325)	15%	(139)	902
2022 House Vote: Republican	41%	(299)	43%	(312)	16%	(120)	731
2022 House Vote: Didnt Vote	42%	(223)	42%	(221)	17%	(88)	533
2020 Vote: Joe Biden	48%	(464)	38%	(366)	15%	(142)	971
2020 Vote: Donald Trump	40%	(298)	43%	(322)	17%	(127)	747
2020 Vote: Other	50%	(29)	35%	(20)	15%	(9)	57
2020 Vote: Didn't Vote	42%	(183)	40%	(173)	18%	(81)	436
2018 House Vote: Democrat	50%	(393)	35%	(275)	15%	(117)	784
2018 House Vote: Republican	40%	(260)	44%	(285)	16%	(107)	651
2018 House Vote: Didnt Vote	42%	(306)	41%	(297)	17%	(126)	729

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**Table MCEN8\_4:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
**Action**

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	44%	(973)	40%	(880)	16%	(358)	2212
4-Region: Northeast	43%	(164)	40%	(155)	17%	(63)	383
4-Region: Midwest	42%	(190)	44%	(202)	14%	(64)	457
4-Region: South	42%	(356)	40%	(341)	18%	(148)	845
4-Region: West	50%	(263)	35%	(182)	16%	(83)	527
Did not See a Film in Theaters 2022	26%	(220)	52%	(451)	22%	(190)	861
Saw at Least One Film in Theaters 2022	58%	(746)	32%	(410)	11%	(139)	1294
Saw at Least Two Films in Theaters 2022	63%	(611)	28%	(267)	9%	(87)	965
Saw Four or more Films in Theaters 2022	67%	(443)	23%	(150)	10%	(63)	656
Plans to See at Least One Film in Theaters 2023	59%	(778)	31%	(406)	10%	(131)	1315
Plans to See at Least Two Films in Theaters 2023	62%	(715)	29%	(328)	9%	(102)	1144
Plans to See at Least Four Films in Theaters 2023	66%	(580)	26%	(225)	9%	(77)	882

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

**Table MCEN8\_5:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
Sports

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	9%	(201)	49%	(1094)	41%	(917)	2212
Gender: Male	13%	(142)	58%	(615)	29%	(311)	1069
Gender: Female	5%	(59)	42%	(478)	53%	(606)	1143
Age: 18-34	13%	(82)	47%	(302)	40%	(259)	643
Age: 35-44	11%	(39)	54%	(197)	36%	(130)	366
Age: 45-64	6%	(46)	54%	(384)	40%	(284)	714
Age: 65+	7%	(34)	43%	(212)	50%	(244)	489
GenZers: 1997-2012	14%	(31)	40%	(87)	46%	(99)	217
Millennials: 1981-1996	12%	(82)	51%	(349)	37%	(249)	680
GenXers: 1965-1980	6%	(32)	56%	(301)	38%	(206)	539
Baby Boomers: 1946-1964	7%	(51)	46%	(321)	46%	(322)	695
PID: Dem (no lean)	11%	(88)	50%	(420)	39%	(328)	837
PID: Ind (no lean)	5%	(36)	49%	(322)	46%	(302)	660
PID: Rep (no lean)	11%	(76)	49%	(352)	40%	(287)	715
PID/Gender: Dem Men	15%	(60)	57%	(230)	28%	(113)	404
PID/Gender: Dem Women	7%	(28)	44%	(190)	50%	(215)	433
PID/Gender: Ind Men	7%	(23)	59%	(177)	34%	(102)	302
PID/Gender: Ind Women	4%	(14)	40%	(145)	56%	(199)	358
PID/Gender: Rep Men	16%	(59)	57%	(209)	26%	(96)	363
PID/Gender: Rep Women	5%	(17)	41%	(143)	54%	(192)	352
Ideo: Liberal (1-3)	13%	(83)	52%	(339)	36%	(236)	657
Ideo: Moderate (4)	7%	(45)	53%	(330)	40%	(250)	626
Ideo: Conservative (5-7)	9%	(63)	49%	(349)	42%	(300)	712
Educ: < College	7%	(96)	47%	(681)	46%	(662)	1438
Educ: Bachelors degree	14%	(67)	54%	(266)	32%	(158)	491
Educ: Post-grad	13%	(37)	52%	(147)	35%	(98)	282
Income: Under 50k	8%	(90)	45%	(537)	48%	(570)	1197
Income: 50k-100k	11%	(74)	54%	(372)	35%	(244)	690
Income: 100k+	11%	(37)	57%	(185)	32%	(104)	326
Ethnicity: White	9%	(157)	48%	(823)	43%	(732)	1712
Ethnicity: Hispanic	8%	(31)	49%	(183)	43%	(160)	374

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**Table MCEN8\_5:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
 Sports

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	9%	(201)	49%	(1094)	41%	(917)	2212
Ethnicity: Black	11%	(31)	57%	(162)	32%	(90)	283
Ethnicity: Other	6%	(12)	50%	(109)	44%	(96)	217
All Christian	12%	(111)	51%	(485)	37%	(357)	953
All Non-Christian	11%	(15)	47%	(63)	42%	(57)	136
Atheist	6%	(7)	47%	(51)	47%	(50)	108
Agnostic/Nothing in particular	7%	(45)	47%	(292)	46%	(286)	623
Something Else	6%	(23)	52%	(203)	43%	(167)	392
Religious Non-Protestant/Catholic	12%	(19)	47%	(75)	41%	(65)	159
Evangelical	9%	(51)	52%	(290)	39%	(217)	559
Non-Evangelical	10%	(71)	51%	(373)	40%	(293)	738
Community: Urban	13%	(78)	50%	(303)	38%	(230)	611
Community: Suburban	9%	(92)	51%	(547)	41%	(435)	1074
Community: Rural	6%	(31)	46%	(244)	48%	(252)	527
Employ: Private Sector	12%	(85)	57%	(410)	31%	(219)	714
Employ: Government	9%	(12)	47%	(64)	44%	(59)	135
Employ: Self-Employed	12%	(28)	51%	(117)	37%	(85)	230
Employ: Homemaker	7%	(8)	43%	(49)	50%	(57)	113
Employ: Student	13%	(10)	55%	(40)	32%	(23)	73
Employ: Retired	6%	(34)	44%	(237)	50%	(270)	541
Employ: Unemployed	5%	(13)	41%	(107)	54%	(138)	258
Employ: Other	7%	(11)	48%	(70)	45%	(66)	147
Military HH: Yes	8%	(23)	51%	(151)	41%	(120)	293
Military HH: No	9%	(178)	49%	(943)	42%	(798)	1919
RD/WT: Right Direction	11%	(78)	50%	(362)	39%	(278)	718
RD/WT: Wrong Track	8%	(122)	49%	(732)	43%	(639)	1494
Biden Job Approve	10%	(94)	52%	(499)	38%	(368)	961
Biden Job Disapprove	9%	(98)	49%	(559)	42%	(479)	1135

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**Table MCEN8\_5:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
Sports

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	9%	(201)	49%	(1094)	41%	(917)	2212
Biden Job Strongly Approve	10%	(41)	53%	(217)	37%	(153)	411
Biden Job Somewhat Approve	10%	(53)	51%	(282)	39%	(215)	550
Biden Job Somewhat Disapprove	9%	(31)	51%	(168)	40%	(130)	329
Biden Job Strongly Disapprove	8%	(67)	49%	(391)	43%	(348)	806
Favorable of Biden	9%	(85)	52%	(503)	39%	(381)	970
Unfavorable of Biden	9%	(105)	49%	(553)	42%	(473)	1131
Very Favorable of Biden	10%	(45)	54%	(247)	36%	(164)	455
Somewhat Favorable of Biden	8%	(40)	50%	(256)	42%	(218)	514
Somewhat Unfavorable of Biden	9%	(26)	47%	(132)	43%	(122)	281
Very Unfavorable of Biden	9%	(79)	49%	(420)	41%	(351)	850
#1 Issue: Economy	11%	(96)	54%	(461)	34%	(293)	850
#1 Issue: Security	10%	(28)	47%	(131)	43%	(121)	280
#1 Issue: Health Care	7%	(11)	55%	(91)	38%	(62)	164
#1 Issue: Medicare / Social Security	7%	(17)	52%	(135)	41%	(107)	258
#1 Issue: Women's Issues	5%	(14)	45%	(132)	50%	(146)	292
#1 Issue: Education	12%	(11)	51%	(47)	37%	(34)	93
#1 Issue: Energy	13%	(17)	42%	(55)	45%	(58)	130
#1 Issue: Other	5%	(7)	29%	(42)	67%	(96)	145
2022 House Vote: Democrat	10%	(94)	51%	(458)	39%	(350)	902
2022 House Vote: Republican	10%	(74)	49%	(358)	41%	(299)	731
2022 House Vote: Didnt Vote	6%	(31)	49%	(258)	46%	(243)	533
2020 Vote: Joe Biden	10%	(99)	52%	(505)	38%	(367)	971
2020 Vote: Donald Trump	10%	(75)	49%	(363)	41%	(308)	747
2020 Vote: Other	5%	(3)	45%	(26)	50%	(29)	57
2020 Vote: Didn't Vote	5%	(23)	46%	(200)	49%	(213)	436
2018 House Vote: Democrat	11%	(86)	52%	(404)	38%	(294)	784
2018 House Vote: Republican	10%	(63)	49%	(322)	41%	(266)	651
2018 House Vote: Didnt Vote	7%	(51)	48%	(348)	45%	(330)	729

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**Table MCEN8\_5:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
 Sports

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	9% (201)	49% (1094)	41% (917)	2212
4-Region: Northeast	14% (55)	51% (194)	35% (134)	383
4-Region: Midwest	8% (36)	49% (223)	43% (198)	457
4-Region: South	8% (65)	50% (427)	42% (354)	845
4-Region: West	9% (45)	48% (251)	44% (231)	527
Did not See a Film in Theaters 2022	4% (34)	48% (413)	48% (414)	861
Saw at Least One Film in Theaters 2022	13% (163)	52% (668)	36% (463)	1294
Saw at Least Two Films in Theaters 2022	14% (139)	52% (500)	34% (326)	965
Saw Four or more Films in Theaters 2022	16% (106)	50% (330)	33% (219)	656
Plans to See at Least One Film in Theaters 2023	13% (173)	52% (688)	35% (454)	1315
Plans to See at Least Two Films in Theaters 2023	14% (158)	53% (601)	34% (386)	1144
Plans to See at Least Four Films in Theaters 2023	15% (134)	51% (453)	33% (295)	882

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

**Table MCEN8\_6:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
Horror

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	26% (565)	38% (852)	36% (795)	2212
Gender: Male	31% (334)	38% (405)	31% (330)	1069
Gender: Female	20% (232)	39% (447)	41% (465)	1143
Age: 18-34	38% (245)	38% (241)	24% (156)	643
Age: 35-44	29% (107)	42% (153)	29% (106)	366
Age: 45-64	20% (141)	43% (309)	37% (264)	714
Age: 65+	15% (72)	30% (148)	55% (269)	489
GenZers: 1997-2012	45% (98)	32% (69)	23% (50)	217
Millennials: 1981-1996	32% (221)	41% (277)	27% (182)	680
GenXers: 1965-1980	27% (146)	44% (238)	29% (155)	539
Baby Boomers: 1946-1964	13% (93)	35% (244)	52% (358)	695
PID: Dem (no lean)	29% (244)	40% (337)	31% (256)	837
PID: Ind (no lean)	24% (158)	38% (251)	38% (250)	660
PID: Rep (no lean)	23% (163)	37% (263)	40% (289)	715
PID/Gender: Dem Men	35% (143)	38% (153)	27% (108)	404
PID/Gender: Dem Women	23% (101)	42% (183)	34% (149)	433
PID/Gender: Ind Men	28% (84)	38% (114)	34% (104)	302
PID/Gender: Ind Women	21% (74)	39% (138)	41% (146)	358
PID/Gender: Rep Men	29% (107)	38% (137)	33% (119)	363
PID/Gender: Rep Women	16% (56)	36% (126)	48% (170)	352
Ideo: Liberal (1-3)	33% (217)	41% (270)	26% (171)	657
Ideo: Moderate (4)	25% (158)	39% (241)	36% (227)	626
Ideo: Conservative (5-7)	19% (137)	38% (270)	43% (306)	712
Educ: < College	26% (373)	39% (567)	35% (498)	1438
Educ: Bachelors degree	26% (127)	39% (192)	35% (172)	491
Educ: Post-grad	23% (65)	33% (93)	44% (124)	282
Income: Under 50k	25% (296)	39% (465)	36% (436)	1197
Income: 50k-100k	28% (193)	38% (261)	34% (236)	690
Income: 100k+	23% (76)	39% (126)	38% (123)	326
Ethnicity: White	23% (398)	38% (657)	38% (657)	1712
Ethnicity: Hispanic	37% (138)	34% (127)	29% (109)	374

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**Table MCEN8\_6:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
 Horror

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	26%	(565)	38%	(852)	36%	(795)	2212
Ethnicity: Black	33%	(93)	40%	(113)	27%	(76)	283
Ethnicity: Other	34%	(74)	37%	(81)	29%	(62)	217
All Christian	22%	(211)	37%	(349)	41%	(394)	953
All Non-Christian	31%	(42)	30%	(41)	40%	(54)	136
Atheist	22%	(24)	53%	(58)	25%	(27)	108
Agnostic/Nothing in particular	32%	(199)	40%	(251)	28%	(173)	623
Something Else	23%	(91)	39%	(154)	38%	(148)	392
Religious Non-Protestant/Catholic	28%	(45)	30%	(47)	42%	(66)	159
Evangelical	23%	(126)	35%	(198)	42%	(234)	559
Non-Evangelical	22%	(164)	39%	(286)	39%	(288)	738
Community: Urban	34%	(208)	37%	(226)	29%	(177)	611
Community: Suburban	23%	(243)	39%	(420)	38%	(411)	1074
Community: Rural	22%	(115)	39%	(205)	39%	(207)	527
Employ: Private Sector	29%	(211)	40%	(284)	31%	(220)	714
Employ: Government	32%	(44)	39%	(52)	29%	(39)	135
Employ: Self-Employed	30%	(69)	37%	(84)	33%	(76)	230
Employ: Homemaker	23%	(26)	39%	(45)	38%	(43)	113
Employ: Student	48%	(35)	25%	(18)	27%	(20)	73
Employ: Retired	13%	(71)	35%	(187)	52%	(283)	541
Employ: Unemployed	28%	(73)	46%	(118)	26%	(67)	258
Employ: Other	25%	(36)	43%	(63)	32%	(47)	147
Military HH: Yes	21%	(63)	38%	(111)	41%	(120)	293
Military HH: No	26%	(503)	39%	(741)	35%	(675)	1919
RD/WT: Right Direction	30%	(218)	36%	(259)	34%	(241)	718
RD/WT: Wrong Track	23%	(347)	40%	(592)	37%	(554)	1494
Biden Job Approve	28%	(273)	39%	(379)	32%	(309)	961
Biden Job Disapprove	24%	(268)	38%	(435)	38%	(432)	1135

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**Table MCEN8\_6:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
Horror

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	26%	(565)	38%	(852)	36%	(795)	2212
Biden Job Strongly Approve	30%	(124)	39%	(159)	31%	(128)	411
Biden Job Somewhat Approve	27%	(150)	40%	(220)	33%	(181)	550
Biden Job Somewhat Disapprove	31%	(102)	40%	(130)	29%	(96)	329
Biden Job Strongly Disapprove	21%	(166)	38%	(305)	42%	(336)	806
Favorable of Biden	28%	(275)	40%	(386)	32%	(308)	970
Unfavorable of Biden	23%	(265)	38%	(431)	38%	(435)	1131
Very Favorable of Biden	30%	(135)	39%	(180)	31%	(141)	455
Somewhat Favorable of Biden	27%	(141)	40%	(206)	32%	(167)	514
Somewhat Unfavorable of Biden	29%	(82)	39%	(109)	32%	(91)	281
Very Unfavorable of Biden	22%	(183)	38%	(322)	41%	(344)	850
#1 Issue: Economy	25%	(215)	41%	(351)	33%	(283)	850
#1 Issue: Security	26%	(72)	32%	(89)	42%	(119)	280
#1 Issue: Health Care	30%	(49)	41%	(68)	29%	(48)	164
#1 Issue: Medicare / Social Security	17%	(43)	35%	(91)	48%	(124)	258
#1 Issue: Women's Issues	32%	(94)	39%	(114)	29%	(84)	292
#1 Issue: Education	34%	(31)	33%	(31)	33%	(31)	93
#1 Issue: Energy	27%	(35)	44%	(57)	29%	(38)	130
#1 Issue: Other	17%	(25)	36%	(52)	47%	(68)	145
2022 House Vote: Democrat	27%	(244)	40%	(357)	33%	(301)	902
2022 House Vote: Republican	22%	(164)	36%	(265)	41%	(302)	731
2022 House Vote: Didnt Vote	27%	(146)	40%	(211)	33%	(176)	533
2020 Vote: Joe Biden	28%	(271)	40%	(386)	32%	(315)	971
2020 Vote: Donald Trump	21%	(160)	37%	(275)	42%	(312)	747
2020 Vote: Other	29%	(16)	42%	(24)	30%	(17)	57
2020 Vote: Didn't Vote	27%	(118)	38%	(167)	35%	(151)	436
2018 House Vote: Democrat	27%	(212)	39%	(303)	34%	(269)	784
2018 House Vote: Republican	21%	(135)	36%	(236)	43%	(280)	651
2018 House Vote: Didnt Vote	28%	(206)	40%	(293)	32%	(230)	729

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**Table MCEN8\_6:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
 Horror

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	26% (565)	38% (852)	36% (795)	2212
4-Region: Northeast	29% (111)	37% (143)	34% (129)	383
4-Region: Midwest	21% (96)	41% (188)	38% (173)	457
4-Region: South	27% (232)	38% (317)	35% (296)	845
4-Region: West	24% (126)	39% (204)	37% (197)	527
Did not See a Film in Theaters 2022	13% (108)	46% (392)	42% (360)	861
Saw at Least One Film in Theaters 2022	34% (446)	34% (444)	31% (404)	1294
Saw at Least Two Films in Theaters 2022	40% (385)	32% (313)	28% (267)	965
Saw Four or more Films in Theaters 2022	43% (284)	31% (202)	26% (169)	656
Plans to See at Least One Film in Theaters 2023	36% (468)	34% (446)	31% (401)	1315
Plans to See at Least Two Films in Theaters 2023	39% (442)	34% (386)	28% (316)	1144
Plans to See at Least Four Films in Theaters 2023	41% (365)	33% (291)	26% (226)	882

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

**Table MCEN8\_7:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
Dramas

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	21% (454)	62% (1363)	18% (394)	2212
Gender: Male	21% (229)	59% (633)	19% (206)	1069
Gender: Female	20% (225)	64% (730)	16% (188)	1143
Age: 18-34	21% (135)	62% (396)	17% (112)	643
Age: 35-44	22% (80)	59% (218)	19% (68)	366
Age: 45-64	20% (142)	63% (451)	17% (122)	714
Age: 65+	20% (98)	61% (300)	19% (92)	489
GenZers: 1997-2012	23% (51)	58% (126)	19% (41)	217
Millennials: 1981-1996	21% (145)	61% (414)	18% (121)	680
GenXers: 1965-1980	20% (110)	64% (345)	16% (84)	539
Baby Boomers: 1946-1964	18% (128)	63% (435)	19% (132)	695
PID: Dem (no lean)	24% (199)	63% (525)	13% (113)	837
PID: Ind (no lean)	15% (101)	62% (409)	23% (149)	660
PID: Rep (no lean)	22% (154)	60% (429)	18% (132)	715
PID/Gender: Dem Men	26% (104)	58% (235)	16% (64)	404
PID/Gender: Dem Women	22% (94)	67% (290)	11% (49)	433
PID/Gender: Ind Men	15% (45)	62% (187)	23% (70)	302
PID/Gender: Ind Women	16% (56)	62% (222)	22% (79)	358
PID/Gender: Rep Men	22% (79)	58% (211)	20% (72)	363
PID/Gender: Rep Women	21% (75)	62% (217)	17% (60)	352
Ideo: Liberal (1-3)	24% (157)	64% (418)	13% (83)	657
Ideo: Moderate (4)	21% (134)	60% (375)	19% (118)	626
Ideo: Conservative (5-7)	19% (138)	62% (442)	18% (131)	712
Educ: < College	18% (260)	63% (900)	19% (279)	1438
Educ: Bachelors degree	23% (113)	62% (306)	15% (72)	491
Educ: Post-grad	29% (82)	56% (157)	15% (44)	282
Income: Under 50k	18% (213)	61% (733)	21% (251)	1197
Income: 50k-100k	23% (156)	63% (433)	15% (100)	690
Income: 100k+	26% (85)	61% (197)	13% (43)	326
Ethnicity: White	21% (358)	60% (1028)	19% (327)	1712
Ethnicity: Hispanic	20% (75)	62% (232)	18% (67)	374

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**Table MCEN8\_7:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
 Dramas

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	21%	(454)	62%	(1363)	18%	(394)	2212
Ethnicity: Black	24%	(69)	64%	(180)	12%	(34)	283
Ethnicity: Other	13%	(28)	72%	(156)	15%	(33)	217
All Christian	23%	(221)	60%	(567)	17%	(165)	953
All Non-Christian	28%	(39)	54%	(74)	17%	(24)	136
Atheist	14%	(15)	70%	(76)	16%	(17)	108
Agnostic/Nothing in particular	17%	(107)	64%	(396)	19%	(120)	623
Something Else	19%	(73)	64%	(251)	17%	(69)	392
Religious Non-Protestant/Catholic	29%	(47)	53%	(84)	17%	(28)	159
Evangelical	22%	(122)	60%	(337)	18%	(100)	559
Non-Evangelical	21%	(157)	61%	(452)	17%	(129)	738
Community: Urban	25%	(152)	58%	(357)	17%	(102)	611
Community: Suburban	19%	(206)	64%	(689)	17%	(179)	1074
Community: Rural	18%	(97)	60%	(317)	21%	(113)	527
Employ: Private Sector	26%	(183)	59%	(424)	15%	(107)	714
Employ: Government	22%	(30)	63%	(86)	14%	(19)	135
Employ: Self-Employed	23%	(52)	57%	(132)	20%	(46)	230
Employ: Homemaker	13%	(15)	68%	(77)	19%	(22)	113
Employ: Student	32%	(23)	53%	(39)	15%	(11)	73
Employ: Retired	19%	(104)	62%	(334)	19%	(103)	541
Employ: Unemployed	13%	(33)	67%	(173)	20%	(52)	258
Employ: Other	9%	(14)	67%	(99)	23%	(34)	147
Military HH: Yes	19%	(54)	63%	(185)	19%	(54)	293
Military HH: No	21%	(400)	61%	(1179)	18%	(340)	1919
RD/WT: Right Direction	25%	(179)	58%	(419)	17%	(121)	718
RD/WT: Wrong Track	18%	(276)	63%	(944)	18%	(274)	1494
Biden Job Approve	24%	(234)	61%	(583)	15%	(144)	961
Biden Job Disapprove	18%	(208)	63%	(718)	18%	(209)	1135

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**Table MCEN8\_7: Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?**  
Dramas

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	21%	(454)	62%	(1363)	18%	(394)	2212
Biden Job Strongly Approve	26%	(108)	57%	(235)	16%	(68)	411
Biden Job Somewhat Approve	23%	(126)	63%	(348)	14%	(77)	550
Biden Job Somewhat Disapprove	22%	(71)	63%	(208)	15%	(50)	329
Biden Job Strongly Disapprove	17%	(137)	63%	(511)	20%	(159)	806
Favorable of Biden	24%	(235)	62%	(602)	14%	(132)	970
Unfavorable of Biden	18%	(201)	62%	(702)	20%	(227)	1131
Very Favorable of Biden	26%	(119)	58%	(266)	15%	(71)	455
Somewhat Favorable of Biden	23%	(116)	65%	(337)	12%	(62)	514
Somewhat Unfavorable of Biden	21%	(59)	59%	(164)	20%	(57)	281
Very Unfavorable of Biden	17%	(142)	63%	(538)	20%	(170)	850
#1 Issue: Economy	21%	(178)	64%	(541)	15%	(131)	850
#1 Issue: Security	21%	(58)	59%	(165)	21%	(58)	280
#1 Issue: Health Care	20%	(33)	64%	(105)	16%	(27)	164
#1 Issue: Medicare / Social Security	15%	(40)	62%	(159)	23%	(59)	258
#1 Issue: Women's Issues	22%	(65)	65%	(189)	13%	(38)	292
#1 Issue: Education	28%	(26)	55%	(51)	17%	(16)	93
#1 Issue: Energy	26%	(34)	58%	(76)	15%	(20)	130
#1 Issue: Other	15%	(22)	54%	(77)	32%	(46)	145
2022 House Vote: Democrat	25%	(225)	60%	(538)	16%	(140)	902
2022 House Vote: Republican	20%	(148)	62%	(456)	17%	(127)	731
2022 House Vote: Didnt Vote	14%	(77)	64%	(341)	22%	(115)	533
2020 Vote: Joe Biden	24%	(234)	61%	(591)	15%	(147)	971
2020 Vote: Donald Trump	20%	(148)	62%	(463)	18%	(136)	747
2020 Vote: Other	15%	(9)	59%	(34)	26%	(15)	57
2020 Vote: Didn't Vote	15%	(64)	63%	(276)	22%	(96)	436
2018 House Vote: Democrat	24%	(188)	61%	(475)	15%	(121)	784
2018 House Vote: Republican	22%	(144)	60%	(391)	18%	(116)	651
2018 House Vote: Didnt Vote	16%	(118)	64%	(464)	20%	(147)	729

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**Table MCEN8\_7:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
 Dramas

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	21% (454)	62% (1363)	18% (394)	2212
4-Region: Northeast	23% (87)	62% (236)	16% (60)	383
4-Region: Midwest	21% (94)	63% (288)	16% (74)	457
4-Region: South	19% (159)	62% (522)	19% (164)	845
4-Region: West	22% (114)	60% (317)	18% (96)	527
Did not See a Film in Theaters 2022	9% (82)	69% (591)	22% (188)	861
Saw at Least One Film in Theaters 2022	29% (370)	58% (746)	14% (178)	1294
Saw at Least Two Films in Theaters 2022	34% (328)	54% (518)	12% (120)	965
Saw Four or more Films in Theaters 2022	38% (251)	51% (332)	11% (73)	656
Plans to See at Least One Film in Theaters 2023	30% (390)	58% (767)	12% (157)	1315
Plans to See at Least Two Films in Theaters 2023	32% (364)	57% (647)	12% (133)	1144
Plans to See at Least Four Films in Theaters 2023	35% (307)	54% (481)	11% (95)	882

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

**Table MCEN8\_8:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
Science fiction

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	29% (652)	43% (941)	28% (620)	2212
Gender: Male	37% (393)	42% (451)	21% (225)	1069
Gender: Female	23% (259)	43% (490)	35% (395)	1143
Age: 18-34	33% (212)	46% (298)	21% (133)	643
Age: 35-44	33% (120)	43% (158)	24% (88)	366
Age: 45-64	29% (207)	42% (300)	29% (207)	714
Age: 65+	23% (113)	38% (184)	39% (192)	489
GenZers: 1997-2012	37% (81)	42% (91)	21% (46)	217
Millennials: 1981-1996	31% (214)	47% (321)	21% (145)	680
GenXers: 1965-1980	33% (177)	42% (224)	26% (138)	539
Baby Boomers: 1946-1964	24% (167)	39% (271)	37% (257)	695
PID: Dem (no lean)	32% (265)	45% (375)	24% (197)	837
PID: Ind (no lean)	30% (197)	42% (279)	28% (184)	660
PID: Rep (no lean)	26% (189)	40% (287)	33% (239)	715
PID/Gender: Dem Men	38% (153)	45% (182)	17% (68)	404
PID/Gender: Dem Women	26% (112)	44% (192)	30% (129)	433
PID/Gender: Ind Men	36% (108)	43% (129)	21% (65)	302
PID/Gender: Ind Women	25% (90)	42% (149)	33% (119)	358
PID/Gender: Rep Men	36% (132)	38% (139)	25% (92)	363
PID/Gender: Rep Women	16% (58)	42% (148)	42% (147)	352
Ideo: Liberal (1-3)	39% (254)	42% (277)	19% (127)	657
Ideo: Moderate (4)	28% (173)	45% (282)	27% (171)	626
Ideo: Conservative (5-7)	26% (182)	42% (300)	32% (229)	712
Educ: < College	25% (354)	45% (646)	30% (438)	1438
Educ: Bachelors degree	37% (181)	39% (194)	24% (116)	491
Educ: Post-grad	41% (116)	36% (101)	23% (66)	282
Income: Under 50k	25% (301)	44% (521)	31% (375)	1197
Income: 50k-100k	33% (224)	41% (280)	27% (185)	690
Income: 100k+	39% (126)	43% (140)	18% (60)	326
Ethnicity: White	29% (499)	42% (711)	29% (503)	1712
Ethnicity: Hispanic	36% (135)	46% (172)	18% (67)	374

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**Table MCEN8\_8:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
Science fiction

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	29% (652)	43% (941)	28% (620)	2212
Ethnicity: Black	27% (76)	45% (128)	28% (79)	283
Ethnicity: Other	36% (77)	47% (102)	17% (38)	217
All Christian	28% (268)	41% (389)	31% (296)	953
All Non-Christian	33% (45)	43% (59)	23% (32)	136
Atheist	40% (43)	51% (56)	9% (10)	108
Agnostic/Nothing in particular	33% (203)	40% (250)	27% (169)	623
Something Else	23% (92)	48% (187)	29% (113)	392
Religious Non-Protestant/Catholic	35% (55)	42% (66)	24% (38)	159
Evangelical	24% (136)	44% (244)	32% (179)	559
Non-Evangelical	27% (202)	43% (314)	30% (222)	738
Community: Urban	34% (206)	43% (262)	23% (143)	611
Community: Suburban	32% (344)	41% (440)	27% (290)	1074
Community: Rural	19% (102)	45% (239)	35% (187)	527
Employ: Private Sector	36% (254)	41% (296)	23% (165)	714
Employ: Government	28% (38)	45% (61)	27% (36)	135
Employ: Self-Employed	32% (72)	45% (103)	24% (54)	230
Employ: Homemaker	30% (34)	42% (48)	28% (31)	113
Employ: Student	40% (29)	34% (25)	26% (19)	73
Employ: Retired	22% (121)	39% (209)	39% (211)	541
Employ: Unemployed	26% (66)	47% (123)	27% (69)	258
Employ: Other	25% (36)	52% (76)	23% (34)	147
Military HH: Yes	25% (74)	46% (134)	29% (85)	293
Military HH: No	30% (577)	42% (806)	28% (535)	1919
RD/WT: Right Direction	35% (254)	38% (273)	27% (191)	718
RD/WT: Wrong Track	27% (398)	45% (667)	29% (429)	1494
Biden Job Approve	33% (321)	43% (410)	24% (230)	961
Biden Job Disapprove	28% (313)	43% (487)	30% (336)	1135

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**Table MCEN8\_8:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
Science fiction

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	29% (652)	43% (941)	28% (620)	2212
Biden Job Strongly Approve	34% (141)	41% (168)	25% (102)	411
Biden Job Somewhat Approve	33% (180)	44% (242)	23% (128)	550
Biden Job Somewhat Disapprove	36% (119)	44% (144)	20% (65)	329
Biden Job Strongly Disapprove	24% (194)	42% (342)	34% (270)	806
Favorable of Biden	33% (319)	43% (415)	24% (235)	970
Unfavorable of Biden	27% (308)	43% (487)	30% (336)	1131
Very Favorable of Biden	32% (147)	44% (200)	24% (109)	455
Somewhat Favorable of Biden	34% (173)	42% (215)	25% (126)	514
Somewhat Unfavorable of Biden	34% (94)	46% (130)	20% (57)	281
Very Unfavorable of Biden	25% (214)	42% (357)	33% (279)	850
#1 Issue: Economy	31% (259)	43% (366)	26% (225)	850
#1 Issue: Security	25% (70)	41% (115)	34% (95)	280
#1 Issue: Health Care	30% (49)	46% (76)	24% (40)	164
#1 Issue: Medicare / Social Security	23% (60)	41% (106)	36% (93)	258
#1 Issue: Women's Issues	34% (100)	44% (129)	22% (63)	292
#1 Issue: Education	34% (32)	46% (42)	20% (19)	93
#1 Issue: Energy	37% (48)	42% (55)	21% (27)	130
#1 Issue: Other	24% (34)	36% (52)	40% (58)	145
2022 House Vote: Democrat	35% (313)	42% (379)	23% (211)	902
2022 House Vote: Republican	28% (203)	40% (295)	32% (234)	731
2022 House Vote: Didnt Vote	23% (125)	47% (249)	30% (159)	533
2020 Vote: Joe Biden	35% (340)	42% (404)	23% (227)	971
2020 Vote: Donald Trump	25% (189)	43% (318)	32% (241)	747
2020 Vote: Other	41% (23)	30% (17)	29% (17)	57
2020 Vote: Didn't Vote	23% (99)	46% (201)	31% (136)	436
2018 House Vote: Democrat	36% (279)	41% (318)	24% (187)	784
2018 House Vote: Republican	27% (175)	41% (265)	32% (211)	651
2018 House Vote: Didnt Vote	25% (184)	46% (338)	28% (206)	729

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**Table MCEN8\_8:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
 Science fiction

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	29% (652)	43% (941)	28% (620)	2212
4-Region: Northeast	31% (121)	43% (163)	26% (99)	383
4-Region: Midwest	26% (117)	42% (193)	32% (148)	457
4-Region: South	27% (224)	44% (369)	30% (252)	845
4-Region: West	36% (190)	41% (216)	23% (121)	527
Did not See a Film in Theaters 2022	17% (148)	48% (413)	35% (300)	861
Saw at Least One Film in Theaters 2022	38% (496)	39% (508)	22% (289)	1294
Saw at Least Two Films in Theaters 2022	44% (426)	38% (364)	18% (175)	965
Saw Four or more Films in Theaters 2022	47% (306)	34% (226)	19% (124)	656
Plans to See at Least One Film in Theaters 2023	40% (527)	38% (506)	21% (282)	1315
Plans to See at Least Two Films in Theaters 2023	43% (497)	37% (424)	20% (224)	1144
Plans to See at Least Four Films in Theaters 2023	47% (414)	35% (308)	18% (160)	882

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

**Table MCEN8\_9:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
Romance

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	14%	(318)	58%	(1272)	28%	(622)	2212
Gender: Male	13%	(134)	54%	(581)	33%	(353)	1069
Gender: Female	16%	(184)	60%	(691)	23%	(269)	1143
Age: 18-34	18%	(113)	59%	(382)	23%	(148)	643
Age: 35-44	15%	(56)	58%	(212)	27%	(97)	366
Age: 45-64	12%	(83)	61%	(434)	28%	(198)	714
Age: 65+	14%	(66)	50%	(244)	37%	(179)	489
GenZers: 1997-2012	18%	(39)	56%	(121)	26%	(57)	217
Millennials: 1981-1996	17%	(118)	60%	(406)	23%	(156)	680
GenXers: 1965-1980	12%	(66)	61%	(328)	27%	(145)	539
Baby Boomers: 1946-1964	12%	(84)	54%	(374)	34%	(237)	695
PID: Dem (no lean)	17%	(144)	59%	(494)	24%	(199)	837
PID: Ind (no lean)	11%	(70)	58%	(381)	32%	(209)	660
PID: Rep (no lean)	15%	(104)	56%	(397)	30%	(214)	715
PID/Gender: Dem Men	16%	(63)	56%	(224)	29%	(117)	404
PID/Gender: Dem Women	19%	(81)	62%	(269)	19%	(82)	433
PID/Gender: Ind Men	7%	(21)	56%	(170)	37%	(111)	302
PID/Gender: Ind Women	14%	(49)	59%	(211)	27%	(98)	358
PID/Gender: Rep Men	14%	(50)	51%	(187)	35%	(126)	363
PID/Gender: Rep Women	15%	(54)	60%	(211)	25%	(88)	352
Ideo: Liberal (1-3)	18%	(117)	62%	(405)	21%	(136)	657
Ideo: Moderate (4)	12%	(73)	58%	(361)	31%	(191)	626
Ideo: Conservative (5-7)	14%	(101)	55%	(390)	31%	(221)	712
Educ: < College	13%	(182)	57%	(822)	30%	(434)	1438
Educ: Bachelors degree	18%	(89)	57%	(278)	25%	(124)	491
Educ: Post-grad	17%	(47)	61%	(172)	23%	(64)	282
Income: Under 50k	13%	(153)	57%	(678)	31%	(366)	1197
Income: 50k-100k	17%	(118)	57%	(390)	26%	(182)	690
Income: 100k+	14%	(47)	63%	(205)	23%	(74)	326
Ethnicity: White	15%	(253)	56%	(964)	29%	(495)	1712
Ethnicity: Hispanic	16%	(60)	60%	(224)	24%	(90)	374

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**Table MCEN8\_9:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
 Romance

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	14%	(318)	58%	(1272)	28%	(622)	2212
Ethnicity: Black	15%	(41)	59%	(166)	27%	(75)	283
Ethnicity: Other	11%	(23)	65%	(142)	24%	(52)	217
All Christian	17%	(161)	58%	(549)	25%	(243)	953
All Non-Christian	18%	(25)	55%	(74)	27%	(37)	136
Atheist	10%	(11)	56%	(60)	34%	(37)	108
Agnostic/Nothing in particular	11%	(67)	56%	(348)	33%	(209)	623
Something Else	14%	(54)	61%	(241)	25%	(97)	392
Religious Non-Protestant/Catholic	18%	(29)	56%	(88)	26%	(42)	159
Evangelical	18%	(99)	56%	(315)	26%	(145)	559
Non-Evangelical	14%	(105)	60%	(443)	26%	(189)	738
Community: Urban	17%	(103)	56%	(345)	27%	(163)	611
Community: Suburban	14%	(145)	60%	(639)	27%	(289)	1074
Community: Rural	13%	(70)	55%	(288)	32%	(169)	527
Employ: Private Sector	15%	(111)	61%	(438)	23%	(166)	714
Employ: Government	16%	(21)	55%	(75)	29%	(40)	135
Employ: Self-Employed	14%	(32)	58%	(132)	28%	(65)	230
Employ: Homemaker	15%	(17)	66%	(74)	20%	(22)	113
Employ: Student	23%	(17)	60%	(44)	17%	(12)	73
Employ: Retired	12%	(66)	51%	(278)	37%	(197)	541
Employ: Unemployed	16%	(42)	57%	(147)	27%	(69)	258
Employ: Other	8%	(12)	57%	(84)	34%	(51)	147
Military HH: Yes	13%	(38)	52%	(152)	35%	(103)	293
Military HH: No	15%	(279)	58%	(1121)	27%	(519)	1919
RD/WT: Right Direction	20%	(142)	55%	(393)	26%	(184)	718
RD/WT: Wrong Track	12%	(176)	59%	(879)	29%	(438)	1494
Biden Job Approve	17%	(167)	59%	(563)	24%	(231)	961
Biden Job Disapprove	12%	(138)	58%	(654)	30%	(343)	1135

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**Table MCEN8\_9:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
Romance

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	14%	(318)	58%	(1272)	28%	(622)	2212
Biden Job Strongly Approve	17%	(69)	59%	(243)	24%	(100)	411
Biden Job Somewhat Approve	18%	(98)	58%	(321)	24%	(131)	550
Biden Job Somewhat Disapprove	15%	(49)	59%	(195)	26%	(85)	329
Biden Job Strongly Disapprove	11%	(89)	57%	(459)	32%	(258)	806
Favorable of Biden	16%	(156)	60%	(584)	24%	(230)	970
Unfavorable of Biden	13%	(145)	56%	(637)	31%	(349)	1131
Very Favorable of Biden	16%	(72)	60%	(274)	24%	(109)	455
Somewhat Favorable of Biden	16%	(84)	60%	(310)	23%	(121)	514
Somewhat Unfavorable of Biden	17%	(47)	56%	(159)	27%	(76)	281
Very Unfavorable of Biden	12%	(98)	56%	(479)	32%	(273)	850
#1 Issue: Economy	16%	(132)	59%	(504)	25%	(214)	850
#1 Issue: Security	14%	(39)	53%	(148)	33%	(93)	280
#1 Issue: Health Care	18%	(30)	59%	(96)	23%	(38)	164
#1 Issue: Medicare / Social Security	8%	(21)	56%	(144)	36%	(94)	258
#1 Issue: Women's Issues	16%	(46)	63%	(184)	21%	(62)	292
#1 Issue: Education	20%	(19)	59%	(55)	21%	(19)	93
#1 Issue: Energy	17%	(22)	56%	(73)	27%	(35)	130
#1 Issue: Other	6%	(9)	47%	(68)	47%	(67)	145
2022 House Vote: Democrat	16%	(148)	58%	(527)	25%	(228)	902
2022 House Vote: Republican	13%	(98)	55%	(402)	32%	(232)	731
2022 House Vote: Didnt Vote	13%	(69)	60%	(319)	27%	(145)	533
2020 Vote: Joe Biden	16%	(154)	59%	(572)	25%	(245)	971
2020 Vote: Donald Trump	14%	(104)	56%	(415)	31%	(228)	747
2020 Vote: Other	8%	(5)	60%	(34)	32%	(18)	57
2020 Vote: Didn't Vote	13%	(55)	57%	(250)	30%	(131)	436
2018 House Vote: Democrat	15%	(121)	59%	(463)	25%	(200)	784
2018 House Vote: Republican	14%	(94)	56%	(362)	30%	(195)	651
2018 House Vote: Didnt Vote	14%	(101)	58%	(421)	28%	(207)	729

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**Table MCEN8\_9:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
 Romance

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	14%	(318)	58%	(1272)	28%	(622)	2212
4-Region: Northeast	13%	(51)	59%	(228)	27%	(104)	383
4-Region: Midwest	16%	(74)	57%	(259)	27%	(124)	457
4-Region: South	13%	(111)	59%	(499)	28%	(235)	845
4-Region: West	16%	(82)	54%	(287)	30%	(158)	527
Did not See a Film in Theaters 2022	7%	(61)	59%	(506)	34%	(293)	861
Saw at Least One Film in Theaters 2022	19%	(251)	57%	(742)	23%	(300)	1294
Saw at Least Two Films in Theaters 2022	22%	(214)	58%	(558)	20%	(193)	965
Saw Four or more Films in Theaters 2022	25%	(163)	56%	(369)	19%	(124)	656
Plans to See at Least One Film in Theaters 2023	20%	(259)	59%	(770)	22%	(286)	1315
Plans to See at Least Two Films in Theaters 2023	21%	(246)	58%	(663)	21%	(235)	1144
Plans to See at Least Four Films in Theaters 2023	24%	(215)	55%	(488)	20%	(179)	882

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

**Table MCEN8\_10:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
*Musical*

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	18%	(401)	45%	(1005)	36%	(806)	2212
Gender: Male	17%	(185)	44%	(474)	38%	(410)	1069
Gender: Female	19%	(216)	46%	(531)	35%	(396)	1143
Age: 18-34	20%	(130)	49%	(312)	31%	(200)	643
Age: 35-44	12%	(45)	48%	(176)	40%	(145)	366
Age: 45-64	16%	(112)	47%	(334)	38%	(268)	714
Age: 65+	23%	(113)	38%	(184)	39%	(193)	489
GenZers: 1997-2012	23%	(49)	47%	(101)	31%	(67)	217
Millennials: 1981-1996	17%	(116)	49%	(334)	34%	(230)	680
GenXers: 1965-1980	13%	(70)	51%	(273)	36%	(196)	539
Baby Boomers: 1946-1964	20%	(139)	39%	(269)	41%	(286)	695
PID: Dem (no lean)	21%	(174)	47%	(393)	32%	(270)	837
PID: Ind (no lean)	16%	(106)	46%	(306)	38%	(248)	660
PID: Rep (no lean)	17%	(121)	43%	(307)	40%	(288)	715
PID/Gender: Dem Men	21%	(83)	43%	(174)	36%	(147)	404
PID/Gender: Dem Women	21%	(91)	51%	(219)	28%	(123)	433
PID/Gender: Ind Men	14%	(43)	48%	(144)	38%	(115)	302
PID/Gender: Ind Women	17%	(62)	45%	(162)	37%	(133)	358
PID/Gender: Rep Men	16%	(58)	43%	(157)	41%	(148)	363
PID/Gender: Rep Women	18%	(63)	43%	(150)	40%	(139)	352
Ideo: Liberal (1-3)	23%	(152)	50%	(331)	27%	(174)	657
Ideo: Moderate (4)	18%	(111)	47%	(292)	36%	(223)	626
Ideo: Conservative (5-7)	16%	(113)	43%	(306)	41%	(293)	712
Educ: < College	15%	(213)	45%	(653)	40%	(572)	1438
Educ: Bachelors degree	22%	(109)	45%	(219)	33%	(163)	491
Educ: Post-grad	28%	(79)	47%	(133)	25%	(71)	282
Income: Under 50k	16%	(195)	45%	(533)	39%	(469)	1197
Income: 50k-100k	19%	(129)	47%	(323)	34%	(237)	690
Income: 100k+	23%	(76)	46%	(149)	31%	(100)	326
Ethnicity: White	19%	(319)	44%	(756)	37%	(637)	1712

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**Table MCEN8\_10:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
*Musical*

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	18%	(401)	45%	(1005)	36%	(806)	2212
Ethnicity: Hispanic	18%	(69)	51%	(192)	30%	(114)	374
Ethnicity: Black	13%	(38)	48%	(136)	38%	(109)	283
Ethnicity: Other	20%	(44)	52%	(114)	28%	(60)	217
All Christian	20%	(193)	46%	(439)	34%	(321)	953
All Non-Christian	28%	(38)	45%	(61)	27%	(37)	136
Atheist	10%	(11)	62%	(67)	27%	(30)	108
Agnostic/Nothing in particular	17%	(103)	41%	(254)	43%	(266)	623
Something Else	14%	(55)	47%	(184)	39%	(154)	392
Religious Non-Protestant/Catholic	28%	(44)	45%	(72)	27%	(43)	159
Evangelical	15%	(84)	48%	(266)	37%	(210)	559
Non-Evangelical	21%	(152)	45%	(333)	34%	(252)	738
Community: Urban	20%	(121)	48%	(291)	33%	(200)	611
Community: Suburban	19%	(207)	47%	(506)	34%	(361)	1074
Community: Rural	14%	(72)	40%	(209)	47%	(246)	527
Employ: Private Sector	18%	(129)	50%	(358)	32%	(228)	714
Employ: Government	23%	(31)	44%	(60)	33%	(45)	135
Employ: Self-Employed	20%	(47)	49%	(113)	31%	(70)	230
Employ: Homemaker	16%	(18)	45%	(51)	39%	(45)	113
Employ: Student	16%	(12)	50%	(37)	34%	(25)	73
Employ: Retired	19%	(103)	37%	(202)	44%	(235)	541
Employ: Unemployed	18%	(48)	42%	(109)	39%	(102)	258
Employ: Other	9%	(14)	52%	(77)	38%	(56)	147
Military HH: Yes	18%	(51)	40%	(117)	43%	(125)	293
Military HH: No	18%	(349)	46%	(889)	35%	(681)	1919
RD/WT: Right Direction	21%	(153)	46%	(327)	33%	(238)	718
RD/WT: Wrong Track	17%	(248)	45%	(678)	38%	(568)	1494
Biden Job Approve	21%	(203)	48%	(466)	30%	(292)	961
Biden Job Disapprove	17%	(189)	44%	(495)	40%	(451)	1135

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**Table MCEN8\_10:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
*Musical*

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	18%	(401)	45%	(1005)	36%	(806)	2212
Biden Job Strongly Approve	22%	(90)	49%	(203)	29%	(118)	411
Biden Job Somewhat Approve	21%	(113)	48%	(263)	32%	(174)	550
Biden Job Somewhat Disapprove	18%	(60)	45%	(149)	36%	(119)	329
Biden Job Strongly Disapprove	16%	(129)	43%	(346)	41%	(331)	806
Favorable of Biden	21%	(199)	49%	(472)	31%	(298)	970
Unfavorable of Biden	17%	(193)	43%	(488)	40%	(450)	1131
Very Favorable of Biden	20%	(93)	50%	(227)	30%	(136)	455
Somewhat Favorable of Biden	21%	(106)	48%	(245)	32%	(163)	514
Somewhat Unfavorable of Biden	20%	(56)	45%	(125)	35%	(99)	281
Very Unfavorable of Biden	16%	(137)	43%	(362)	41%	(351)	850
#1 Issue: Economy	19%	(159)	46%	(390)	35%	(301)	850
#1 Issue: Security	13%	(37)	47%	(131)	40%	(112)	280
#1 Issue: Health Care	16%	(26)	50%	(83)	34%	(56)	164
#1 Issue: Medicare / Social Security	20%	(53)	39%	(102)	40%	(104)	258
#1 Issue: Women's Issues	23%	(67)	48%	(140)	29%	(85)	292
#1 Issue: Education	20%	(19)	44%	(41)	35%	(33)	93
#1 Issue: Energy	16%	(21)	52%	(67)	32%	(42)	130
#1 Issue: Other	13%	(19)	35%	(51)	51%	(74)	145
2022 House Vote: Democrat	21%	(187)	47%	(427)	32%	(289)	902
2022 House Vote: Republican	20%	(145)	42%	(309)	38%	(277)	731
2022 House Vote: Didnt Vote	11%	(61)	47%	(251)	42%	(221)	533
2020 Vote: Joe Biden	21%	(203)	48%	(467)	31%	(302)	971
2020 Vote: Donald Trump	17%	(124)	42%	(316)	41%	(307)	747
2020 Vote: Other	18%	(11)	39%	(22)	43%	(25)	57
2020 Vote: Didn't Vote	15%	(64)	46%	(201)	39%	(172)	436
2018 House Vote: Democrat	20%	(160)	47%	(365)	33%	(259)	784
2018 House Vote: Republican	20%	(129)	42%	(275)	38%	(247)	651
2018 House Vote: Didnt Vote	14%	(105)	47%	(340)	39%	(283)	729

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**Table MCEN8\_10:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
*Musical*

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	18% (401)	45% (1005)	36% (806)	2212
4-Region: Northeast	19% (74)	49% (186)	32% (123)	383
4-Region: Midwest	19% (85)	42% (192)	39% (180)	457
4-Region: South	15% (129)	47% (394)	38% (322)	845
4-Region: West	21% (112)	44% (233)	35% (182)	527
Did not See a Film in Theaters 2022	12% (101)	45% (384)	44% (376)	861
Saw at Least One Film in Theaters 2022	23% (297)	46% (601)	31% (396)	1294
Saw at Least Two Films in Theaters 2022	25% (239)	46% (446)	29% (280)	965
Saw Four or more Films in Theaters 2022	26% (169)	47% (311)	27% (176)	656
Plans to See at Least One Film in Theaters 2023	24% (313)	46% (602)	30% (399)	1315
Plans to See at Least Two Films in Theaters 2023	25% (287)	45% (521)	29% (337)	1144
Plans to See at Least Four Films in Theaters 2023	27% (239)	44% (392)	29% (252)	882

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

**Table MCEN8\_11:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*

*Romantic comedies*

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	16% (364)	59% (1304)	25% (545)	2212
Gender: Male	15% (157)	57% (611)	28% (300)	1069
Gender: Female	18% (206)	61% (692)	21% (245)	1143
Age: 18-34	21% (135)	58% (373)	21% (135)	643
Age: 35-44	18% (67)	59% (216)	23% (83)	366
Age: 45-64	13% (94)	62% (444)	25% (177)	714
Age: 65+	14% (68)	55% (271)	31% (151)	489
GenZers: 1997-2012	17% (38)	55% (120)	28% (60)	217
Millennials: 1981-1996	22% (148)	59% (401)	19% (131)	680
GenXers: 1965-1980	14% (77)	62% (336)	23% (125)	539
Baby Boomers: 1946-1964	12% (86)	58% (403)	30% (205)	695
PID: Dem (no lean)	18% (149)	61% (513)	21% (175)	837
PID: Ind (no lean)	14% (91)	59% (386)	28% (182)	660
PID: Rep (no lean)	17% (123)	56% (404)	26% (188)	715
PID/Gender: Dem Men	17% (70)	59% (238)	24% (96)	404
PID/Gender: Dem Women	18% (79)	64% (276)	18% (78)	433
PID/Gender: Ind Men	10% (30)	60% (182)	30% (89)	302
PID/Gender: Ind Women	17% (61)	57% (204)	26% (93)	358
PID/Gender: Rep Men	16% (57)	53% (191)	32% (115)	363
PID/Gender: Rep Women	19% (66)	60% (213)	21% (74)	352
Ideo: Liberal (1-3)	19% (127)	61% (404)	19% (126)	657
Ideo: Moderate (4)	14% (87)	61% (385)	25% (154)	626
Ideo: Conservative (5-7)	16% (117)	56% (400)	27% (195)	712
Educ: < College	15% (213)	58% (839)	27% (386)	1438
Educ: Bachelors degree	20% (97)	60% (295)	20% (99)	491
Educ: Post-grad	19% (53)	60% (170)	21% (59)	282
Income: Under 50k	15% (177)	58% (694)	27% (326)	1197
Income: 50k-100k	19% (129)	58% (398)	24% (163)	690
Income: 100k+	18% (58)	65% (211)	17% (56)	326
Ethnicity: White	16% (277)	59% (1017)	24% (418)	1712

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**Table MCEN8\_11:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*

*Romantic comedies*

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	16%	(364)	59%	(1304)	25%	(545)	2212
Ethnicity: Hispanic	15%	(56)	62%	(232)	23%	(86)	374
Ethnicity: Black	19%	(53)	54%	(152)	27%	(77)	283
Ethnicity: Other	15%	(33)	62%	(134)	23%	(50)	217
All Christian	19%	(180)	59%	(561)	22%	(213)	953
All Non-Christian	19%	(25)	60%	(82)	21%	(29)	136
Atheist	8%	(9)	68%	(73)	24%	(26)	108
Agnostic/Nothing in particular	14%	(88)	57%	(356)	29%	(179)	623
Something Else	16%	(61)	59%	(232)	25%	(99)	392
Religious Non-Protestant/Catholic	19%	(31)	59%	(93)	22%	(35)	159
Evangelical	20%	(109)	56%	(312)	25%	(138)	559
Non-Evangelical	16%	(119)	62%	(454)	22%	(164)	738
Community: Urban	19%	(116)	57%	(351)	24%	(144)	611
Community: Suburban	16%	(169)	61%	(659)	23%	(246)	1074
Community: Rural	15%	(78)	56%	(294)	29%	(155)	527
Employ: Private Sector	19%	(132)	60%	(429)	21%	(153)	714
Employ: Government	19%	(26)	59%	(80)	22%	(29)	135
Employ: Self-Employed	19%	(44)	56%	(128)	25%	(58)	230
Employ: Homemaker	12%	(14)	65%	(74)	23%	(26)	113
Employ: Student	24%	(17)	53%	(39)	23%	(17)	73
Employ: Retired	15%	(79)	55%	(298)	30%	(164)	541
Employ: Unemployed	13%	(35)	64%	(164)	23%	(59)	258
Employ: Other	11%	(17)	62%	(91)	26%	(39)	147
Military HH: Yes	15%	(44)	52%	(151)	33%	(98)	293
Military HH: No	17%	(320)	60%	(1152)	23%	(447)	1919
RD/WT: Right Direction	20%	(146)	58%	(414)	22%	(159)	718
RD/WT: Wrong Track	15%	(218)	60%	(890)	26%	(386)	1494
Biden Job Approve	19%	(180)	61%	(583)	21%	(197)	961
Biden Job Disapprove	15%	(169)	58%	(662)	27%	(304)	1135

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**Table MCEN8\_11:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*

Romantic comedies

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	16%	(364)	59%	(1304)	25%	(545)	2212
Biden Job Strongly Approve	20%	(81)	59%	(244)	21%	(86)	411
Biden Job Somewhat Approve	18%	(99)	62%	(339)	20%	(112)	550
Biden Job Somewhat Disapprove	16%	(53)	59%	(193)	25%	(84)	329
Biden Job Strongly Disapprove	14%	(116)	58%	(469)	27%	(220)	806
Favorable of Biden	18%	(176)	61%	(596)	20%	(197)	970
Unfavorable of Biden	15%	(168)	58%	(657)	27%	(305)	1131
Very Favorable of Biden	18%	(83)	62%	(281)	20%	(91)	455
Somewhat Favorable of Biden	18%	(93)	61%	(315)	21%	(106)	514
Somewhat Unfavorable of Biden	17%	(46)	60%	(169)	23%	(66)	281
Very Unfavorable of Biden	14%	(122)	58%	(489)	28%	(239)	850
#1 Issue: Economy	18%	(152)	60%	(507)	23%	(191)	850
#1 Issue: Security	15%	(41)	56%	(158)	29%	(81)	280
#1 Issue: Health Care	15%	(25)	64%	(106)	21%	(34)	164
#1 Issue: Medicare / Social Security	14%	(35)	55%	(143)	31%	(81)	258
#1 Issue: Women's Issues	17%	(49)	62%	(181)	21%	(62)	292
#1 Issue: Education	25%	(23)	58%	(54)	17%	(16)	93
#1 Issue: Energy	17%	(22)	66%	(85)	17%	(22)	130
#1 Issue: Other	12%	(17)	48%	(70)	40%	(58)	145
2022 House Vote: Democrat	18%	(158)	60%	(544)	22%	(200)	902
2022 House Vote: Republican	17%	(122)	57%	(416)	26%	(193)	731
2022 House Vote: Didnt Vote	15%	(78)	60%	(319)	25%	(135)	533
2020 Vote: Joe Biden	18%	(173)	61%	(589)	22%	(210)	971
2020 Vote: Donald Trump	15%	(114)	58%	(433)	27%	(200)	747
2020 Vote: Other	13%	(7)	66%	(38)	21%	(12)	57
2020 Vote: Didn't Vote	16%	(70)	56%	(244)	28%	(122)	436
2018 House Vote: Democrat	16%	(127)	62%	(486)	22%	(171)	784
2018 House Vote: Republican	17%	(113)	58%	(377)	25%	(161)	651
2018 House Vote: Didnt Vote	17%	(121)	57%	(416)	26%	(192)	729

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**Table MCEN8\_11:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
*Romantic comedies*

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	16%	(364)	59%	(1304)	25%	(545)	2212
4-Region: Northeast	18%	(70)	58%	(222)	24%	(91)	383
4-Region: Midwest	17%	(76)	60%	(273)	23%	(107)	457
4-Region: South	16%	(136)	58%	(493)	26%	(217)	845
4-Region: West	16%	(82)	60%	(315)	25%	(130)	527
Did not See a Film in Theaters 2022	8%	(68)	63%	(544)	29%	(249)	861
Saw at Least One Film in Theaters 2022	22%	(290)	57%	(738)	21%	(266)	1294
Saw at Least Two Films in Theaters 2022	26%	(249)	56%	(539)	18%	(177)	965
Saw Four or more Films in Theaters 2022	27%	(178)	56%	(367)	17%	(110)	656
Plans to See at Least One Film in Theaters 2023	22%	(291)	59%	(773)	19%	(251)	1315
Plans to See at Least Two Films in Theaters 2023	24%	(276)	58%	(665)	18%	(204)	1144
Plans to See at Least Four Films in Theaters 2023	27%	(236)	56%	(490)	18%	(157)	882

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

**Table MCEN8\_12:** *Even if neither is exactly correct, which of the following comes closest to your opinion?I would rather see the following type of movie?*  
Classics

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	12% (272)	67% (1489)	20% (452)	2212
Gender: Male	14% (151)	66% (708)	20% (210)	1069
Gender: Female	11% (120)	68% (781)	21% (242)	1143
Age: 18-34	14% (93)	64% (412)	21% (138)	643
Age: 35-44	11% (42)	65% (238)	23% (86)	366
Age: 45-64	9% (65)	72% (512)	19% (137)	714
Age: 65+	15% (71)	67% (327)	19% (91)	489
GenZers: 1997-2012	18% (39)	59% (129)	23% (49)	217
Millennials: 1981-1996	13% (87)	66% (448)	21% (145)	680
GenXers: 1965-1980	9% (50)	71% (385)	19% (104)	539
Baby Boomers: 1946-1964	12% (83)	69% (479)	19% (133)	695
PID: Dem (no lean)	14% (118)	67% (561)	19% (158)	837
PID: Ind (no lean)	10% (63)	69% (454)	22% (142)	660
PID: Rep (no lean)	13% (90)	66% (474)	21% (151)	715
PID/Gender: Dem Men	15% (61)	63% (252)	22% (90)	404
PID/Gender: Dem Women	13% (57)	71% (308)	16% (68)	433
PID/Gender: Ind Men	10% (30)	71% (214)	19% (58)	302
PID/Gender: Ind Women	9% (33)	67% (240)	24% (85)	358
PID/Gender: Rep Men	16% (60)	66% (241)	17% (62)	363
PID/Gender: Rep Women	9% (30)	66% (233)	25% (89)	352
Ideo: Liberal (1-3)	16% (103)	68% (447)	16% (107)	657
Ideo: Moderate (4)	12% (73)	69% (429)	20% (124)	626
Ideo: Conservative (5-7)	11% (80)	69% (490)	20% (142)	712
Educ: < College	11% (152)	67% (964)	22% (322)	1438
Educ: Bachelors degree	15% (72)	69% (337)	17% (82)	491
Educ: Post-grad	17% (48)	66% (187)	17% (48)	282
Income: Under 50k	11% (135)	65% (780)	24% (282)	1197
Income: 50k-100k	14% (94)	69% (477)	17% (119)	690
Income: 100k+	13% (43)	71% (232)	15% (50)	326
Ethnicity: White	12% (207)	67% (1140)	21% (365)	1712

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**Table MCEN8\_12:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
 Classics

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	12%	(272)	67%	(1489)	20%	(452)	2212
Ethnicity: Hispanic	10%	(39)	71%	(267)	18%	(68)	374
Ethnicity: Black	13%	(38)	66%	(187)	20%	(58)	283
Ethnicity: Other	12%	(26)	74%	(162)	13%	(29)	217
All Christian	14%	(135)	68%	(650)	18%	(167)	953
All Non-Christian	14%	(19)	59%	(80)	27%	(37)	136
Atheist	7%	(8)	74%	(80)	19%	(21)	108
Agnostic/Nothing in particular	12%	(72)	65%	(405)	23%	(146)	623
Something Else	10%	(37)	70%	(274)	21%	(81)	392
Religious Non-Protestant/Catholic	15%	(24)	59%	(94)	25%	(40)	159
Evangelical	11%	(63)	68%	(378)	21%	(118)	559
Non-Evangelical	14%	(100)	70%	(513)	17%	(125)	738
Community: Urban	13%	(80)	66%	(401)	21%	(131)	611
Community: Suburban	13%	(137)	69%	(740)	18%	(197)	1074
Community: Rural	10%	(55)	66%	(348)	24%	(124)	527
Employ: Private Sector	14%	(102)	67%	(475)	19%	(137)	714
Employ: Government	15%	(21)	64%	(87)	20%	(28)	135
Employ: Self-Employed	15%	(35)	66%	(151)	19%	(44)	230
Employ: Homemaker	7%	(8)	73%	(83)	20%	(23)	113
Employ: Student	23%	(17)	61%	(44)	17%	(12)	73
Employ: Retired	12%	(63)	69%	(376)	19%	(102)	541
Employ: Unemployed	6%	(15)	67%	(174)	27%	(70)	258
Employ: Other	8%	(11)	68%	(99)	25%	(37)	147
Military HH: Yes	11%	(31)	68%	(200)	21%	(62)	293
Military HH: No	13%	(241)	67%	(1288)	20%	(390)	1919
RD/WT: Right Direction	16%	(118)	64%	(462)	19%	(138)	718
RD/WT: Wrong Track	10%	(153)	69%	(1027)	21%	(313)	1494
Biden Job Approve	15%	(141)	68%	(651)	18%	(169)	961
Biden Job Disapprove	11%	(121)	68%	(777)	21%	(238)	1135

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**Table MCEN8\_12:** *Even if neither is exactly correct, which of the following comes closest to your opinion?I would rather see the following type of movie?*  
Classics

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	12%	(272)	67%	(1489)	20%	(452)	2212
Biden Job Strongly Approve	16%	(64)	67%	(275)	17%	(72)	411
Biden Job Somewhat Approve	14%	(76)	68%	(376)	18%	(97)	550
Biden Job Somewhat Disapprove	11%	(37)	71%	(233)	18%	(59)	329
Biden Job Strongly Disapprove	10%	(84)	67%	(543)	22%	(179)	806
Favorable of Biden	15%	(142)	69%	(666)	17%	(162)	970
Unfavorable of Biden	10%	(115)	68%	(768)	22%	(247)	1131
Very Favorable of Biden	15%	(69)	68%	(309)	17%	(78)	455
Somewhat Favorable of Biden	14%	(73)	69%	(357)	16%	(84)	514
Somewhat Unfavorable of Biden	8%	(22)	74%	(209)	18%	(50)	281
Very Unfavorable of Biden	11%	(93)	66%	(559)	23%	(197)	850
#1 Issue: Economy	11%	(93)	71%	(606)	18%	(151)	850
#1 Issue: Security	11%	(31)	66%	(184)	23%	(65)	280
#1 Issue: Health Care	10%	(17)	66%	(108)	24%	(40)	164
#1 Issue: Medicare / Social Security	17%	(44)	66%	(170)	17%	(45)	258
#1 Issue: Women's Issues	15%	(43)	65%	(191)	20%	(58)	292
#1 Issue: Education	13%	(12)	60%	(56)	27%	(25)	93
#1 Issue: Energy	13%	(17)	74%	(96)	13%	(17)	130
#1 Issue: Other	10%	(14)	54%	(78)	36%	(52)	145
2022 House Vote: Democrat	15%	(139)	66%	(599)	18%	(165)	902
2022 House Vote: Republican	13%	(95)	67%	(493)	20%	(143)	731
2022 House Vote: Didnt Vote	7%	(36)	69%	(368)	24%	(129)	533
2020 Vote: Joe Biden	15%	(145)	68%	(657)	17%	(170)	971
2020 Vote: Donald Trump	11%	(84)	68%	(508)	21%	(155)	747
2020 Vote: Other	5%	(3)	61%	(35)	34%	(20)	57
2020 Vote: Didn't Vote	9%	(40)	66%	(289)	25%	(107)	436
2018 House Vote: Democrat	15%	(116)	67%	(525)	18%	(143)	784
2018 House Vote: Republican	13%	(85)	69%	(451)	18%	(115)	651
2018 House Vote: Didnt Vote	9%	(68)	65%	(477)	25%	(184)	729

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**Table MCEN8\_12:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
 Classics

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	12%	(272)	67%	(1489)	20%	(452)	2212
4-Region: Northeast	13%	(51)	64%	(247)	22%	(85)	383
4-Region: Midwest	12%	(54)	70%	(319)	18%	(83)	457
4-Region: South	13%	(110)	65%	(548)	22%	(187)	845
4-Region: West	11%	(56)	71%	(375)	18%	(96)	527
Did not See a Film in Theaters 2022	6%	(55)	70%	(603)	24%	(202)	861
Saw at Least One Film in Theaters 2022	16%	(213)	67%	(864)	17%	(217)	1294
Saw at Least Two Films in Theaters 2022	19%	(185)	64%	(623)	16%	(158)	965
Saw Four or more Films in Theaters 2022	22%	(142)	63%	(412)	15%	(101)	656
Plans to See at Least One Film in Theaters 2023	17%	(223)	67%	(879)	16%	(212)	1315
Plans to See at Least Two Films in Theaters 2023	19%	(212)	66%	(758)	15%	(174)	1144
Plans to See at Least Four Films in Theaters 2023	20%	(179)	64%	(566)	16%	(138)	882

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

**Table MCEN8\_13:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
*Independent*

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	12%	(261)	53%	(1167)	35%	(784)	2212
Gender: Male	15%	(162)	53%	(571)	31%	(336)	1069
Gender: Female	9%	(99)	52%	(596)	39%	(449)	1143
Age: 18-34	14%	(88)	54%	(349)	32%	(205)	643
Age: 35-44	14%	(53)	56%	(206)	29%	(107)	366
Age: 45-64	10%	(70)	54%	(384)	36%	(261)	714
Age: 65+	10%	(50)	47%	(228)	43%	(212)	489
GenZers: 1997-2012	15%	(34)	45%	(97)	40%	(87)	217
Millennials: 1981-1996	14%	(92)	58%	(394)	28%	(193)	680
GenXers: 1965-1980	11%	(61)	56%	(299)	33%	(178)	539
Baby Boomers: 1946-1964	10%	(66)	48%	(335)	42%	(293)	695
PID: Dem (no lean)	16%	(135)	55%	(457)	29%	(244)	837
PID: Ind (no lean)	8%	(53)	54%	(354)	38%	(253)	660
PID: Rep (no lean)	10%	(72)	50%	(356)	40%	(287)	715
PID/Gender: Dem Men	20%	(79)	54%	(218)	26%	(106)	404
PID/Gender: Dem Women	13%	(56)	55%	(239)	32%	(138)	433
PID/Gender: Ind Men	11%	(32)	55%	(167)	34%	(103)	302
PID/Gender: Ind Women	6%	(21)	52%	(187)	42%	(150)	358
PID/Gender: Rep Men	14%	(51)	51%	(186)	35%	(126)	363
PID/Gender: Rep Women	6%	(21)	48%	(170)	46%	(161)	352
Ideo: Liberal (1-3)	19%	(124)	57%	(374)	24%	(159)	657
Ideo: Moderate (4)	10%	(63)	56%	(353)	33%	(209)	626
Ideo: Conservative (5-7)	9%	(62)	48%	(340)	44%	(310)	712
Educ: < College	9%	(135)	52%	(754)	38%	(549)	1438
Educ: Bachelors degree	15%	(71)	54%	(266)	31%	(154)	491
Educ: Post-grad	19%	(54)	52%	(147)	29%	(81)	282
Income: Under 50k	10%	(125)	51%	(610)	39%	(462)	1197
Income: 50k-100k	13%	(88)	54%	(376)	33%	(225)	690
Income: 100k+	14%	(47)	56%	(181)	30%	(97)	326
Ethnicity: White	10%	(180)	51%	(877)	38%	(656)	1712

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**Table MCEN8\_13:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
*Independent*

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	12%	(261)	53%	(1167)	35%	(784)	2212
Ethnicity: Hispanic	15%	(54)	60%	(223)	26%	(97)	374
Ethnicity: Black	14%	(41)	56%	(159)	29%	(82)	283
Ethnicity: Other	19%	(40)	60%	(130)	22%	(47)	217
All Christian	12%	(112)	51%	(488)	37%	(352)	953
All Non-Christian	20%	(28)	45%	(61)	35%	(48)	136
Atheist	12%	(13)	60%	(65)	27%	(30)	108
Agnostic/Nothing in particular	11%	(70)	53%	(332)	35%	(221)	623
Something Else	10%	(37)	56%	(221)	34%	(134)	392
Religious Non-Protestant/Catholic	20%	(31)	44%	(70)	36%	(57)	159
Evangelical	12%	(67)	51%	(284)	37%	(208)	559
Non-Evangelical	10%	(71)	54%	(398)	36%	(269)	738
Community: Urban	18%	(109)	52%	(318)	30%	(184)	611
Community: Suburban	10%	(111)	55%	(594)	34%	(369)	1074
Community: Rural	8%	(41)	48%	(255)	44%	(231)	527
Employ: Private Sector	14%	(97)	58%	(416)	28%	(201)	714
Employ: Government	9%	(12)	55%	(74)	36%	(49)	135
Employ: Self-Employed	17%	(39)	52%	(119)	31%	(72)	230
Employ: Homemaker	5%	(5)	55%	(62)	41%	(46)	113
Employ: Student	17%	(12)	45%	(33)	39%	(28)	73
Employ: Retired	9%	(51)	46%	(251)	44%	(239)	541
Employ: Unemployed	9%	(23)	56%	(146)	35%	(89)	258
Employ: Other	14%	(21)	45%	(66)	41%	(60)	147
Military HH: Yes	9%	(26)	48%	(141)	43%	(126)	293
Military HH: No	12%	(234)	53%	(1026)	34%	(658)	1919
RD/WT: Right Direction	18%	(132)	50%	(362)	31%	(224)	718
RD/WT: Wrong Track	9%	(129)	54%	(805)	37%	(560)	1494
Biden Job Approve	16%	(158)	54%	(520)	29%	(283)	961
Biden Job Disapprove	8%	(93)	52%	(595)	39%	(448)	1135

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**Table MCEN8\_13:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
*Independent*

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	12%	(261)	53%	(1167)	35%	(784)	2212
Biden Job Strongly Approve	19%	(77)	52%	(215)	29%	(119)	411
Biden Job Somewhat Approve	15%	(81)	55%	(305)	30%	(164)	550
Biden Job Somewhat Disapprove	9%	(29)	57%	(186)	35%	(114)	329
Biden Job Strongly Disapprove	8%	(64)	51%	(408)	41%	(334)	806
Favorable of Biden	16%	(152)	55%	(531)	29%	(286)	970
Unfavorable of Biden	9%	(97)	52%	(590)	39%	(444)	1131
Very Favorable of Biden	17%	(79)	53%	(243)	29%	(134)	455
Somewhat Favorable of Biden	14%	(74)	56%	(288)	30%	(152)	514
Somewhat Unfavorable of Biden	8%	(22)	54%	(152)	38%	(107)	281
Very Unfavorable of Biden	9%	(75)	52%	(438)	40%	(337)	850
#1 Issue: Economy	12%	(103)	54%	(458)	34%	(289)	850
#1 Issue: Security	12%	(33)	50%	(141)	38%	(106)	280
#1 Issue: Health Care	12%	(20)	59%	(96)	29%	(48)	164
#1 Issue: Medicare / Social Security	9%	(22)	46%	(120)	45%	(117)	258
#1 Issue: Women's Issues	13%	(39)	55%	(162)	31%	(91)	292
#1 Issue: Education	11%	(10)	54%	(50)	35%	(32)	93
#1 Issue: Energy	13%	(17)	60%	(78)	27%	(35)	130
#1 Issue: Other	11%	(16)	43%	(62)	46%	(67)	145
2022 House Vote: Democrat	16%	(143)	55%	(492)	30%	(267)	902
2022 House Vote: Republican	11%	(79)	49%	(361)	40%	(291)	731
2022 House Vote: Didnt Vote	6%	(34)	55%	(292)	39%	(207)	533
2020 Vote: Joe Biden	16%	(154)	54%	(525)	30%	(292)	971
2020 Vote: Donald Trump	10%	(74)	50%	(375)	40%	(298)	747
2020 Vote: Other	13%	(8)	58%	(33)	29%	(17)	57
2020 Vote: Didn't Vote	6%	(25)	53%	(233)	41%	(178)	436
2018 House Vote: Democrat	17%	(130)	54%	(425)	29%	(229)	784
2018 House Vote: Republican	10%	(63)	50%	(327)	40%	(261)	651
2018 House Vote: Didnt Vote	9%	(63)	53%	(388)	38%	(278)	729

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**Table MCEN8\_13:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?**Independent*

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	12%	(261)	53%	(1167)	35%	(784)	2212
4-Region: Northeast	12%	(45)	57%	(220)	31%	(117)	383
4-Region: Midwest	10%	(47)	50%	(227)	40%	(183)	457
4-Region: South	11%	(92)	51%	(433)	38%	(320)	845
4-Region: West	14%	(76)	54%	(287)	31%	(164)	527
Did not See a Film in Theaters 2022	5%	(45)	55%	(470)	40%	(346)	861
Saw at Least One Film in Theaters 2022	17%	(215)	52%	(675)	31%	(404)	1294
Saw at Least Two Films in Theaters 2022	19%	(186)	53%	(508)	28%	(272)	965
Saw Four or more Films in Theaters 2022	21%	(138)	51%	(333)	28%	(185)	656
Plans to See at Least One Film in Theaters 2023	17%	(221)	54%	(708)	29%	(386)	1315
Plans to See at Least Two Films in Theaters 2023	18%	(205)	54%	(614)	28%	(325)	1144
Plans to See at Least Four Films in Theaters 2023	20%	(179)	52%	(460)	27%	(242)	882

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

**Table MCEN8\_14:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*

*Animation*

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	18%	(408)	51%	(1139)	30%	(665)	2212
Gender: Male	20%	(218)	50%	(533)	30%	(318)	1069
Gender: Female	17%	(189)	53%	(606)	30%	(347)	1143
Age: 18-34	23%	(150)	59%	(376)	18%	(116)	643
Age: 35-44	20%	(73)	57%	(208)	23%	(85)	366
Age: 45-64	15%	(110)	51%	(368)	33%	(237)	714
Age: 65+	15%	(74)	38%	(187)	47%	(228)	489
GenZers: 1997-2012	30%	(64)	54%	(118)	16%	(35)	217
Millennials: 1981-1996	21%	(140)	59%	(404)	20%	(136)	680
GenXers: 1965-1980	16%	(88)	56%	(302)	28%	(149)	539
Baby Boomers: 1946-1964	16%	(108)	41%	(285)	43%	(302)	695
PID: Dem (no lean)	20%	(171)	54%	(455)	25%	(211)	837
PID: Ind (no lean)	18%	(118)	53%	(350)	29%	(192)	660
PID: Rep (no lean)	17%	(119)	47%	(334)	37%	(262)	715
PID/Gender: Dem Men	23%	(92)	53%	(213)	24%	(98)	404
PID/Gender: Dem Women	18%	(78)	56%	(242)	26%	(113)	433
PID/Gender: Ind Men	18%	(54)	53%	(159)	29%	(89)	302
PID/Gender: Ind Women	18%	(64)	53%	(191)	29%	(103)	358
PID/Gender: Rep Men	20%	(72)	44%	(161)	36%	(131)	363
PID/Gender: Rep Women	14%	(48)	49%	(173)	37%	(131)	352
Ideo: Liberal (1-3)	22%	(147)	57%	(378)	20%	(132)	657
Ideo: Moderate (4)	19%	(119)	51%	(318)	30%	(188)	626
Ideo: Conservative (5-7)	14%	(99)	48%	(338)	39%	(275)	712
Educ: < College	18%	(253)	51%	(735)	31%	(450)	1438
Educ: Bachelors degree	20%	(98)	54%	(263)	26%	(129)	491
Educ: Post-grad	20%	(57)	50%	(140)	30%	(85)	282
Income: Under 50k	19%	(227)	49%	(588)	32%	(381)	1197
Income: 50k-100k	18%	(122)	54%	(370)	29%	(197)	690
Income: 100k+	18%	(59)	55%	(180)	27%	(87)	326
Ethnicity: White	18%	(301)	49%	(846)	33%	(565)	1712

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**Table MCEN8\_14:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*

*Animation*

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	18%	(408)	51%	(1139)	30%	(665)	2212
Ethnicity: Hispanic	26%	(97)	57%	(214)	17%	(64)	374
Ethnicity: Black	23%	(65)	57%	(161)	20%	(57)	283
Ethnicity: Other	19%	(42)	61%	(132)	20%	(43)	217
All Christian	20%	(186)	47%	(451)	33%	(316)	953
All Non-Christian	19%	(26)	49%	(67)	31%	(43)	136
Atheist	10%	(11)	74%	(80)	16%	(17)	108
Agnostic/Nothing in particular	16%	(100)	54%	(334)	30%	(188)	623
Something Else	22%	(85)	53%	(207)	26%	(101)	392
Religious Non-Protestant/Catholic	22%	(35)	48%	(77)	30%	(47)	159
Evangelical	18%	(98)	51%	(288)	31%	(173)	559
Non-Evangelical	21%	(155)	47%	(350)	32%	(232)	738
Community: Urban	23%	(139)	52%	(316)	26%	(156)	611
Community: Suburban	18%	(191)	53%	(568)	29%	(315)	1074
Community: Rural	15%	(78)	48%	(255)	37%	(194)	527
Employ: Private Sector	18%	(126)	59%	(420)	24%	(168)	714
Employ: Government	19%	(26)	49%	(67)	31%	(42)	135
Employ: Self-Employed	22%	(50)	53%	(121)	26%	(59)	230
Employ: Homemaker	16%	(18)	57%	(65)	27%	(31)	113
Employ: Student	40%	(29)	39%	(29)	21%	(16)	73
Employ: Retired	15%	(79)	40%	(217)	45%	(245)	541
Employ: Unemployed	21%	(55)	55%	(143)	23%	(60)	258
Employ: Other	17%	(24)	53%	(78)	30%	(44)	147
Military HH: Yes	17%	(51)	47%	(138)	36%	(104)	293
Military HH: No	19%	(357)	52%	(1001)	29%	(561)	1919
RD/WT: Right Direction	22%	(157)	51%	(366)	27%	(195)	718
RD/WT: Wrong Track	17%	(251)	52%	(773)	31%	(470)	1494
Biden Job Approve	21%	(198)	54%	(514)	26%	(249)	961
Biden Job Disapprove	17%	(189)	50%	(572)	33%	(374)	1135

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**Table MCEN8\_14:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*

Animation

Demographic	In a movie theater	At home on a streaming service	Don't know / No opinion	Total N
Adults	18% (408)	51% (1139)	30% (665)	2212
Biden Job Strongly Approve	19% (80)	51% (212)	29% (120)	411
Biden Job Somewhat Approve	21% (118)	55% (303)	24% (129)	550
Biden Job Somewhat Disapprove	17% (55)	60% (197)	23% (77)	329
Biden Job Strongly Disapprove	17% (134)	47% (375)	37% (297)	806
Favorable of Biden	20% (197)	54% (524)	26% (249)	970
Unfavorable of Biden	16% (185)	50% (563)	34% (382)	1131
Very Favorable of Biden	18% (80)	52% (239)	30% (136)	455
Somewhat Favorable of Biden	23% (117)	55% (285)	22% (112)	514
Somewhat Unfavorable of Biden	16% (44)	60% (169)	24% (68)	281
Very Unfavorable of Biden	17% (141)	46% (395)	37% (314)	850
#1 Issue: Economy	18% (154)	55% (467)	27% (228)	850
#1 Issue: Security	19% (54)	44% (122)	37% (104)	280
#1 Issue: Health Care	24% (39)	49% (81)	27% (45)	164
#1 Issue: Medicare / Social Security	16% (41)	42% (108)	43% (110)	258
#1 Issue: Women's Issues	21% (61)	57% (165)	22% (66)	292
#1 Issue: Education	22% (20)	58% (54)	20% (19)	93
#1 Issue: Energy	17% (22)	63% (82)	20% (26)	130
#1 Issue: Other	12% (17)	42% (60)	47% (68)	145
2022 House Vote: Democrat	19% (170)	55% (494)	26% (238)	902
2022 House Vote: Republican	17% (128)	45% (330)	37% (274)	731
2022 House Vote: Didn't Vote	19% (103)	55% (292)	26% (137)	533
2020 Vote: Joe Biden	20% (189)	53% (516)	27% (266)	971
2020 Vote: Donald Trump	16% (120)	47% (348)	37% (279)	747
2020 Vote: Other	21% (12)	55% (32)	24% (14)	57
2020 Vote: Didn't Vote	20% (86)	56% (243)	24% (107)	436
2018 House Vote: Democrat	19% (150)	55% (434)	26% (200)	784
2018 House Vote: Republican	17% (111)	45% (296)	38% (245)	651
2018 House Vote: Didn't Vote	19% (136)	53% (386)	28% (206)	729

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**Table MCEN8\_14:** *Even if neither is exactly correct, which of the following comes closest to your opinion? I would rather see the following type of movie?*  
 Animation

Demographic	In a movie theater		At home on a streaming service		Don't know / No opinion		Total N
Adults	18%	(408)	51%	(1139)	30%	(665)	2212
4-Region: Northeast	18%	(70)	51%	(196)	30%	(117)	383
4-Region: Midwest	18%	(84)	50%	(229)	31%	(144)	457
4-Region: South	18%	(150)	52%	(441)	30%	(254)	845
4-Region: West	20%	(104)	52%	(273)	29%	(150)	527
Did not See a Film in Theaters 2022	10%	(87)	52%	(451)	37%	(323)	861
Saw at Least One Film in Theaters 2022	25%	(318)	51%	(664)	24%	(311)	1294
Saw at Least Two Films in Theaters 2022	28%	(269)	50%	(484)	22%	(213)	965
Saw Four or more Films in Theaters 2022	29%	(189)	50%	(326)	22%	(141)	656
Plans to See at Least One Film in Theaters 2023	26%	(338)	51%	(675)	23%	(302)	1315
Plans to See at Least Two Films in Theaters 2023	27%	(310)	51%	(583)	22%	(252)	1144
Plans to See at Least Four Films in Theaters 2023	29%	(259)	49%	(433)	22%	(190)	882

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

**Table MCEN9:** Do you plan to watch the 2023 Academy Awards, also known as the Oscars, on March 12th, 2023?

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	11%	(240)	22%	(476)	24%	(535)	34%	(762)	9%	(199)	2212
Gender: Male	12%	(131)	22%	(235)	24%	(251)	36%	(383)	6%	(69)	1069
Gender: Female	10%	(109)	21%	(242)	25%	(284)	33%	(379)	11%	(131)	1143
Age: 18-34	11%	(73)	24%	(151)	26%	(170)	29%	(186)	10%	(62)	643
Age: 35-44	13%	(49)	23%	(82)	24%	(87)	29%	(106)	11%	(42)	366
Age: 45-64	10%	(74)	20%	(141)	23%	(167)	36%	(255)	11%	(77)	714
Age: 65+	9%	(43)	21%	(102)	23%	(112)	44%	(214)	4%	(19)	489
GenZers: 1997-2012	9%	(19)	22%	(47)	27%	(59)	31%	(68)	11%	(24)	217
Millennials: 1981-1996	13%	(91)	23%	(159)	25%	(173)	28%	(193)	10%	(65)	680
GenXers: 1965-1980	12%	(66)	21%	(111)	22%	(119)	33%	(177)	12%	(65)	539
Baby Boomers: 1946-1964	8%	(54)	20%	(141)	25%	(171)	41%	(287)	6%	(42)	695
PID: Dem (no lean)	16%	(135)	29%	(241)	21%	(177)	24%	(198)	10%	(86)	837
PID: Ind (no lean)	7%	(49)	18%	(115)	27%	(180)	35%	(231)	13%	(85)	660
PID: Rep (no lean)	8%	(56)	17%	(120)	25%	(178)	47%	(333)	4%	(29)	715
PID/Gender: Dem Men	18%	(74)	27%	(110)	19%	(77)	24%	(96)	12%	(47)	404
PID/Gender: Dem Women	14%	(61)	30%	(131)	23%	(100)	24%	(102)	9%	(39)	433
PID/Gender: Ind Men	9%	(26)	17%	(52)	31%	(92)	38%	(115)	5%	(16)	302
PID/Gender: Ind Women	6%	(23)	18%	(64)	25%	(88)	32%	(115)	19%	(68)	358
PID/Gender: Rep Men	8%	(31)	20%	(73)	23%	(82)	47%	(172)	1%	(5)	363
PID/Gender: Rep Women	7%	(25)	13%	(47)	27%	(96)	46%	(161)	7%	(24)	352
Ideo: Liberal (1-3)	18%	(117)	28%	(184)	23%	(154)	25%	(163)	6%	(40)	657
Ideo: Moderate (4)	10%	(64)	26%	(164)	25%	(159)	29%	(180)	9%	(58)	626
Ideo: Conservative (5-7)	6%	(44)	14%	(99)	23%	(162)	51%	(361)	6%	(46)	712
Educ: < College	9%	(136)	20%	(288)	24%	(352)	35%	(510)	11%	(151)	1438
Educ: Bachelors degree	13%	(62)	24%	(119)	21%	(104)	35%	(173)	7%	(32)	491
Educ: Post-grad	15%	(42)	24%	(68)	28%	(78)	28%	(78)	6%	(16)	282
Income: Under 50k	9%	(111)	21%	(251)	24%	(288)	34%	(402)	12%	(146)	1197
Income: 50k-100k	11%	(77)	24%	(167)	25%	(171)	35%	(240)	5%	(35)	690
Income: 100k+	16%	(52)	18%	(58)	23%	(76)	37%	(120)	6%	(18)	326
Ethnicity: White	10%	(171)	20%	(341)	24%	(412)	38%	(646)	8%	(141)	1712
Ethnicity: Hispanic	17%	(65)	21%	(78)	21%	(80)	29%	(110)	11%	(41)	374
Ethnicity: Black	14%	(39)	32%	(91)	21%	(60)	18%	(51)	15%	(42)	283

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**Table MCEN9:** Do you plan to watch the 2023 Academy Awards, also known as the Oscars, on March 12th, 2023?

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	11%	(240)	22%	(476)	24%	(535)	34%	(762)	9%	(199)	2212
Ethnicity: Other	14%	(29)	20%	(44)	29%	(63)	30%	(65)	7%	(16)	217
All Christian	11%	(105)	22%	(212)	24%	(227)	37%	(355)	6%	(54)	953
All Non-Christian	16%	(21)	29%	(39)	22%	(29)	20%	(27)	14%	(19)	136
Atheist	6%	(7)	20%	(22)	22%	(24)	50%	(54)	1%	(1)	108
Agnostic/Nothing in particular	10%	(64)	18%	(115)	26%	(161)	33%	(206)	12%	(77)	623
Something Else	11%	(43)	22%	(88)	24%	(94)	30%	(120)	12%	(48)	392
Religious Non-Protestant/Catholic	15%	(23)	29%	(46)	20%	(32)	23%	(36)	13%	(21)	159
Evangelical	13%	(75)	19%	(104)	24%	(136)	35%	(197)	8%	(47)	559
Non-Evangelical	9%	(64)	24%	(175)	25%	(181)	36%	(266)	7%	(51)	738
Community: Urban	16%	(99)	25%	(156)	23%	(143)	25%	(154)	10%	(60)	611
Community: Suburban	10%	(105)	23%	(245)	23%	(248)	36%	(386)	8%	(89)	1074
Community: Rural	7%	(35)	14%	(76)	27%	(144)	42%	(222)	10%	(50)	527
Employ: Private Sector	14%	(98)	24%	(174)	26%	(183)	30%	(214)	6%	(45)	714
Employ: Government	9%	(13)	26%	(35)	22%	(30)	31%	(42)	12%	(16)	135
Employ: Self-Employed	16%	(36)	23%	(53)	23%	(52)	33%	(77)	5%	(12)	230
Employ: Homemaker	5%	(5)	19%	(22)	23%	(26)	43%	(49)	10%	(11)	113
Employ: Student	10%	(8)	22%	(16)	25%	(18)	27%	(20)	16%	(11)	73
Employ: Retired	8%	(44)	19%	(102)	24%	(128)	44%	(240)	5%	(26)	541
Employ: Unemployed	8%	(20)	22%	(56)	21%	(55)	29%	(75)	20%	(52)	258
Employ: Other	10%	(15)	12%	(18)	29%	(43)	31%	(45)	17%	(25)	147
Military HH: Yes	11%	(31)	20%	(58)	21%	(60)	44%	(128)	5%	(16)	293
Military HH: No	11%	(208)	22%	(418)	25%	(475)	33%	(634)	10%	(184)	1919
RD/WT: Right Direction	20%	(142)	31%	(226)	19%	(136)	19%	(136)	11%	(79)	718
RD/WT: Wrong Track	7%	(97)	17%	(250)	27%	(399)	42%	(626)	8%	(120)	1494
Biden Job Approve	17%	(162)	30%	(286)	23%	(218)	22%	(210)	9%	(85)	961
Biden Job Disapprove	6%	(72)	15%	(170)	26%	(293)	47%	(533)	6%	(69)	1135
Biden Job Strongly Approve	28%	(113)	27%	(111)	15%	(60)	21%	(86)	10%	(41)	411
Biden Job Somewhat Approve	9%	(49)	32%	(175)	29%	(158)	23%	(124)	8%	(45)	550
Biden Job Somewhat Disapprove	7%	(23)	20%	(66)	37%	(123)	25%	(82)	10%	(34)	329
Biden Job Strongly Disapprove	6%	(48)	13%	(103)	21%	(170)	56%	(451)	4%	(34)	806

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**Table MCEN9:** Do you plan to watch the 2023 Academy Awards, also known as the Oscars, on March 12th, 2023?

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know		Total N
Adults	11%	(240)	22%	(476)	24%	(535)	34%	(762)	9%	(199)	2212
Favorable of Biden	16%	(155)	30%	(292)	23%	(222)	21%	(206)	10%	(96)	970
Unfavorable of Biden	7%	(80)	14%	(161)	26%	(291)	47%	(533)	6%	(65)	1131
Very Favorable of Biden	24%	(111)	29%	(133)	17%	(77)	19%	(88)	10%	(45)	455
Somewhat Favorable of Biden	9%	(44)	31%	(158)	28%	(144)	23%	(118)	10%	(50)	514
Somewhat Unfavorable of Biden	7%	(20)	19%	(53)	36%	(101)	29%	(82)	9%	(24)	281
Very Unfavorable of Biden	7%	(59)	13%	(108)	22%	(190)	53%	(451)	5%	(41)	850
#1 Issue: Economy	10%	(87)	22%	(183)	28%	(237)	34%	(285)	7%	(58)	850
#1 Issue: Security	10%	(27)	19%	(54)	19%	(53)	46%	(129)	6%	(15)	280
#1 Issue: Health Care	10%	(17)	31%	(50)	18%	(30)	31%	(50)	10%	(17)	164
#1 Issue: Medicare / Social Security	11%	(29)	22%	(56)	26%	(68)	34%	(88)	7%	(18)	258
#1 Issue: Women's Issues	16%	(45)	20%	(59)	24%	(70)	25%	(73)	15%	(44)	292
#1 Issue: Education	14%	(13)	18%	(16)	35%	(32)	27%	(25)	7%	(6)	93
#1 Issue: Energy	8%	(11)	30%	(39)	19%	(24)	30%	(39)	13%	(17)	130
#1 Issue: Other	7%	(10)	13%	(19)	14%	(20)	49%	(72)	17%	(24)	145
2022 House Vote: Democrat	17%	(154)	27%	(246)	23%	(209)	23%	(212)	9%	(82)	902
2022 House Vote: Republican	7%	(53)	16%	(120)	24%	(176)	49%	(358)	3%	(24)	731
2022 House Vote: Didn't Vote	5%	(27)	19%	(104)	26%	(141)	33%	(178)	16%	(83)	533
2020 Vote: Joe Biden	16%	(154)	27%	(261)	24%	(228)	24%	(237)	9%	(91)	971
2020 Vote: Donald Trump	7%	(53)	16%	(121)	23%	(171)	50%	(375)	4%	(27)	747
2020 Vote: Other	4%	(3)	24%	(14)	20%	(11)	36%	(21)	15%	(9)	57
2020 Vote: Didn't Vote	7%	(31)	18%	(80)	29%	(124)	29%	(128)	17%	(73)	436
2018 House Vote: Democrat	18%	(137)	28%	(219)	23%	(184)	23%	(182)	8%	(62)	784
2018 House Vote: Republican	6%	(42)	15%	(98)	25%	(162)	49%	(322)	4%	(27)	651
2018 House Vote: Didn't Vote	8%	(55)	21%	(154)	25%	(180)	32%	(235)	14%	(104)	729
4-Region: Northeast	15%	(56)	23%	(89)	21%	(82)	31%	(119)	10%	(37)	383
4-Region: Midwest	6%	(29)	24%	(110)	22%	(102)	39%	(179)	8%	(37)	457
4-Region: South	10%	(85)	20%	(170)	26%	(216)	33%	(283)	11%	(92)	845
4-Region: West	13%	(71)	20%	(107)	25%	(134)	34%	(181)	6%	(33)	527
Did not See a Film in Theaters 2022	5%	(41)	16%	(139)	25%	(219)	46%	(392)	8%	(69)	861
Saw at Least One Film in Theaters 2022	15%	(196)	25%	(328)	24%	(308)	28%	(359)	8%	(103)	1294
Saw at Least Two Films in Theaters 2022	17%	(164)	27%	(262)	24%	(231)	25%	(237)	7%	(71)	965

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**Table MCEN9:** Do you plan to watch the 2023 Academy Awards, also known as the Oscars, on March 12th, 2023?

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know	Total N	
Adults	11%	(240)	22%	(476)	24%	(535)	34%	(762)	9%	(199)	2212
Saw Four or more Films in Theaters 2022	20%	(133)	27%	(178)	23%	(152)	22%	(145)	7%	(49)	656
Plans to See at Least One Film in Theaters 2023	15%	(198)	28%	(368)	25%	(327)	26%	(337)	6%	(85)	1315
Plans to See at Least Two Films in Theaters 2023	17%	(193)	29%	(329)	24%	(277)	24%	(270)	7%	(75)	1144
Plans to See at Least Four Films in Theaters 2023	20%	(177)	29%	(258)	23%	(204)	21%	(183)	7%	(60)	882

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

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

Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	32%	(713)	54%	(1187)	14%	(312)	2212
Gender: Male	37%	(399)	50%	(538)	12%	(132)	1069
Gender: Female	27%	(314)	57%	(649)	16%	(180)	1143
Age: 18-34	37%	(240)	51%	(326)	12%	(77)	643
Age: 35-44	38%	(138)	50%	(185)	12%	(43)	366
Age: 45-64	32%	(232)	54%	(386)	14%	(97)	714
Age: 65+	21%	(103)	59%	(291)	20%	(96)	489
GenZers: 1997-2012	39%	(84)	48%	(105)	13%	(28)	217
Millennials: 1981-1996	36%	(247)	53%	(359)	11%	(74)	680
GenXers: 1965-1980	35%	(190)	51%	(274)	14%	(74)	539
Baby Boomers: 1946-1964	25%	(177)	57%	(398)	17%	(120)	695
PID: Dem (no lean)	38%	(316)	52%	(434)	10%	(87)	837
PID: Ind (no lean)	30%	(196)	56%	(370)	14%	(93)	660
PID: Rep (no lean)	28%	(201)	54%	(383)	18%	(132)	715
PID/Gender: Dem Men	43%	(173)	49%	(196)	9%	(35)	404
PID/Gender: Dem Women	33%	(143)	55%	(238)	12%	(52)	433
PID/Gender: Ind Men	34%	(102)	54%	(164)	12%	(35)	302
PID/Gender: Ind Women	26%	(94)	58%	(206)	16%	(58)	358
PID/Gender: Rep Men	34%	(124)	49%	(178)	17%	(62)	363
PID/Gender: Rep Women	22%	(77)	58%	(205)	20%	(70)	352
Ideo: Liberal (1-3)	40%	(261)	49%	(325)	11%	(71)	657
Ideo: Moderate (4)	35%	(221)	56%	(350)	9%	(55)	626
Ideo: Conservative (5-7)	25%	(176)	56%	(401)	19%	(135)	712
Educ: < College	32%	(463)	53%	(760)	15%	(215)	1438
Educ: Bachelors degree	33%	(162)	55%	(271)	12%	(57)	491
Educ: Post-grad	31%	(87)	55%	(155)	14%	(40)	282
Income: Under 50k	32%	(385)	53%	(631)	15%	(181)	1197
Income: 50k-100k	31%	(214)	55%	(380)	14%	(96)	690
Income: 100k+	35%	(114)	54%	(177)	11%	(35)	326
Ethnicity: White	30%	(506)	56%	(952)	15%	(255)	1712
Ethnicity: Hispanic	46%	(172)	44%	(163)	10%	(39)	374
Ethnicity: Black	44%	(124)	44%	(124)	12%	(35)	283

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	32%	(713)	54%	(1187)	14%	(312)	2212
Ethnicity: Other	38%	(83)	51%	(111)	10%	(23)	217
All Christian	31%	(292)	55%	(520)	15%	(140)	953
All Non-Christian	28%	(38)	62%	(85)	10%	(13)	136
Atheist	38%	(41)	49%	(53)	13%	(14)	108
Agnostic/Nothing in particular	34%	(213)	52%	(323)	14%	(88)	623
Something Else	33%	(129)	53%	(206)	15%	(57)	392
Religious Non-Protestant/Catholic	29%	(46)	61%	(97)	10%	(16)	159
Evangelical	31%	(172)	53%	(298)	16%	(88)	559
Non-Evangelical	31%	(225)	55%	(408)	14%	(105)	738
Community: Urban	38%	(232)	51%	(310)	11%	(69)	611
Community: Suburban	32%	(339)	56%	(600)	12%	(134)	1074
Community: Rural	27%	(141)	52%	(277)	21%	(110)	527
Employ: Private Sector	36%	(258)	54%	(386)	10%	(70)	714
Employ: Government	31%	(41)	55%	(75)	14%	(19)	135
Employ: Self-Employed	40%	(91)	43%	(99)	17%	(40)	230
Employ: Homemaker	31%	(35)	53%	(61)	16%	(18)	113
Employ: Student	38%	(28)	53%	(39)	9%	(7)	73
Employ: Retired	21%	(116)	60%	(324)	19%	(102)	541
Employ: Unemployed	35%	(91)	50%	(130)	15%	(38)	258
Employ: Other	36%	(53)	50%	(74)	13%	(20)	147
Military HH: Yes	28%	(82)	59%	(173)	13%	(38)	293
Military HH: No	33%	(631)	53%	(1014)	14%	(274)	1919
RD/WT: Right Direction	39%	(281)	53%	(378)	8%	(60)	718
RD/WT: Wrong Track	29%	(432)	54%	(809)	17%	(252)	1494
Biden Job Approve	39%	(371)	53%	(509)	8%	(81)	961
Biden Job Disapprove	28%	(315)	55%	(623)	17%	(198)	1135
Biden Job Strongly Approve	42%	(173)	49%	(202)	9%	(37)	411
Biden Job Somewhat Approve	36%	(199)	56%	(307)	8%	(45)	550
Biden Job Somewhat Disapprove	30%	(97)	55%	(180)	16%	(52)	329
Biden Job Strongly Disapprove	27%	(217)	55%	(443)	18%	(146)	806

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

*Film*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	32%	(713)	54%	(1187)	14%	(312)	2212
Favorable of Biden	39%	(375)	53%	(510)	9%	(84)	970
Unfavorable of Biden	27%	(308)	55%	(621)	18%	(202)	1131
Very Favorable of Biden	43%	(195)	49%	(224)	8%	(37)	455
Somewhat Favorable of Biden	35%	(181)	56%	(286)	9%	(47)	514
Somewhat Unfavorable of Biden	29%	(80)	56%	(157)	15%	(43)	281
Very Unfavorable of Biden	27%	(228)	55%	(464)	19%	(158)	850
#1 Issue: Economy	31%	(267)	55%	(467)	14%	(116)	850
#1 Issue: Security	34%	(96)	51%	(142)	15%	(42)	280
#1 Issue: Health Care	33%	(54)	50%	(83)	17%	(28)	164
#1 Issue: Medicare / Social Security	30%	(76)	57%	(147)	14%	(36)	258
#1 Issue: Women's Issues	33%	(95)	57%	(167)	10%	(30)	292
#1 Issue: Education	36%	(33)	52%	(48)	13%	(12)	93
#1 Issue: Energy	42%	(55)	48%	(62)	10%	(13)	130
#1 Issue: Other	25%	(37)	50%	(72)	25%	(36)	145
2022 House Vote: Democrat	40%	(357)	51%	(459)	10%	(87)	902
2022 House Vote: Republican	27%	(195)	56%	(412)	17%	(124)	731
2022 House Vote: Didnt Vote	27%	(143)	55%	(293)	18%	(97)	533
2020 Vote: Joe Biden	38%	(368)	52%	(508)	10%	(96)	971
2020 Vote: Donald Trump	27%	(198)	56%	(422)	17%	(127)	747
2020 Vote: Other	38%	(22)	41%	(23)	22%	(13)	57
2020 Vote: Didn't Vote	29%	(125)	54%	(233)	18%	(77)	436
2018 House Vote: Democrat	40%	(317)	50%	(390)	10%	(78)	784
2018 House Vote: Republican	25%	(164)	57%	(374)	17%	(113)	651
2018 House Vote: Didnt Vote	29%	(213)	55%	(403)	15%	(113)	729
4-Region: Northeast	33%	(126)	53%	(203)	14%	(54)	383
4-Region: Midwest	31%	(142)	55%	(251)	14%	(64)	457
4-Region: South	30%	(257)	55%	(461)	15%	(127)	845
4-Region: West	36%	(188)	52%	(272)	13%	(67)	527
Did not See a Film in Theaters 2022	21%	(180)	59%	(507)	20%	(173)	861
Saw at Least One Film in Theaters 2022	40%	(513)	51%	(662)	9%	(119)	1294
Saw at Least Two Films in Theaters 2022	45%	(432)	48%	(464)	7%	(69)	965

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

<b>Demographic</b>	<b>An avid fan</b>		<b>A casual fan</b>		<b>Not a fan</b>		<b>Total N</b>
Adults	32%	(713)	54%	(1187)	14%	(312)	2212
Saw Four or more Films in Theaters 2022	51%	(336)	44%	(289)	5%	(31)	656
Plans to See at Least One Film in Theaters 2023	39%	(514)	51%	(672)	10%	(130)	1315
Plans to See at Least Two Films in Theaters 2023	42%	(483)	50%	(574)	8%	(88)	1144
Plans to See at Least Four Films in Theaters 2023	47%	(415)	47%	(412)	6%	(55)	882

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

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

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	45%	(1003)	46%	(1016)	9%	(194)	2212
Gender: Male	44%	(475)	47%	(498)	9%	(96)	1069
Gender: Female	46%	(528)	45%	(518)	9%	(98)	1143
Age: 18-34	38%	(244)	51%	(329)	11%	(69)	643
Age: 35-44	45%	(166)	44%	(162)	10%	(38)	366
Age: 45-64	48%	(342)	44%	(313)	8%	(59)	714
Age: 65+	51%	(250)	43%	(211)	6%	(28)	489
GenZers: 1997-2012	32%	(68)	56%	(121)	13%	(28)	217
Millennials: 1981-1996	42%	(287)	48%	(328)	9%	(64)	680
GenXers: 1965-1980	47%	(256)	44%	(234)	9%	(48)	539
Baby Boomers: 1946-1964	50%	(350)	43%	(299)	7%	(46)	695
PID: Dem (no lean)	51%	(428)	41%	(343)	8%	(66)	837
PID: Ind (no lean)	39%	(259)	51%	(337)	10%	(64)	660
PID: Rep (no lean)	44%	(316)	47%	(335)	9%	(64)	715
PID/Gender: Dem Men	48%	(193)	42%	(171)	10%	(39)	404
PID/Gender: Dem Women	54%	(234)	40%	(172)	6%	(27)	433
PID/Gender: Ind Men	40%	(122)	51%	(153)	9%	(27)	302
PID/Gender: Ind Women	38%	(137)	51%	(184)	10%	(37)	358
PID/Gender: Rep Men	44%	(160)	48%	(174)	8%	(29)	363
PID/Gender: Rep Women	44%	(156)	46%	(162)	10%	(34)	352
Ideo: Liberal (1-3)	50%	(330)	42%	(277)	8%	(50)	657
Ideo: Moderate (4)	49%	(308)	46%	(285)	5%	(32)	626
Ideo: Conservative (5-7)	42%	(298)	47%	(338)	11%	(76)	712
Educ: < College	48%	(693)	44%	(630)	8%	(115)	1438
Educ: Bachelors degree	42%	(205)	48%	(236)	10%	(50)	491
Educ: Post-grad	37%	(105)	53%	(150)	10%	(28)	282
Income: Under 50k	47%	(564)	44%	(524)	9%	(109)	1197
Income: 50k-100k	44%	(305)	47%	(326)	8%	(58)	690
Income: 100k+	41%	(134)	51%	(165)	8%	(27)	326
Ethnicity: White	45%	(771)	46%	(794)	9%	(147)	1712
Ethnicity: Hispanic	49%	(181)	40%	(149)	12%	(44)	374
Ethnicity: Black	54%	(152)	38%	(108)	8%	(23)	283

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

<b>Demographic</b>	<b>An avid fan</b>		<b>A casual fan</b>		<b>Not a fan</b>		<b>Total N</b>
Adults	45%	(1003)	46%	(1016)	9%	(194)	2212
Ethnicity: Other	37%	(80)	52%	(113)	11%	(24)	217
All Christian	47%	(446)	46%	(437)	7%	(70)	953
All Non-Christian	42%	(57)	41%	(56)	17%	(23)	136
Atheist	47%	(51)	41%	(45)	12%	(13)	108
Agnostic/Nothing in particular	43%	(269)	48%	(302)	8%	(53)	623
Something Else	46%	(180)	45%	(177)	9%	(36)	392
Religious Non-Protestant/Catholic	40%	(64)	44%	(69)	16%	(26)	159
Evangelical	48%	(270)	44%	(243)	8%	(45)	559
Non-Evangelical	46%	(337)	47%	(344)	8%	(56)	738
Community: Urban	44%	(272)	44%	(270)	11%	(69)	611
Community: Suburban	48%	(517)	45%	(484)	7%	(73)	1074
Community: Rural	41%	(214)	50%	(262)	10%	(51)	527
Employ: Private Sector	44%	(314)	49%	(352)	7%	(49)	714
Employ: Government	35%	(47)	49%	(66)	16%	(21)	135
Employ: Self-Employed	42%	(96)	45%	(104)	13%	(30)	230
Employ: Homemaker	50%	(57)	42%	(48)	8%	(9)	113
Employ: Student	34%	(25)	55%	(40)	11%	(8)	73
Employ: Retired	49%	(265)	44%	(240)	7%	(36)	541
Employ: Unemployed	47%	(121)	42%	(107)	11%	(30)	258
Employ: Other	53%	(78)	39%	(58)	8%	(11)	147
Military HH: Yes	44%	(130)	48%	(141)	8%	(22)	293
Military HH: No	45%	(873)	46%	(875)	9%	(171)	1919
RD/WT: Right Direction	50%	(359)	41%	(293)	9%	(66)	718
RD/WT: Wrong Track	43%	(644)	48%	(722)	9%	(127)	1494
Biden Job Approve	51%	(489)	43%	(416)	6%	(56)	961
Biden Job Disapprove	42%	(474)	48%	(545)	10%	(116)	1135
Biden Job Strongly Approve	55%	(226)	36%	(147)	9%	(38)	411
Biden Job Somewhat Approve	48%	(263)	49%	(270)	3%	(17)	550
Biden Job Somewhat Disapprove	40%	(133)	50%	(165)	9%	(31)	329
Biden Job Strongly Disapprove	42%	(341)	47%	(380)	10%	(84)	806

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

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	45%	(1003)	46%	(1016)	9%	(194)	2212
Favorable of Biden	51%	(498)	43%	(414)	6%	(57)	970
Unfavorable of Biden	42%	(470)	48%	(547)	10%	(113)	1131
Very Favorable of Biden	56%	(254)	36%	(164)	8%	(37)	455
Somewhat Favorable of Biden	47%	(244)	49%	(249)	4%	(21)	514
Somewhat Unfavorable of Biden	41%	(115)	49%	(139)	10%	(27)	281
Very Unfavorable of Biden	42%	(355)	48%	(408)	10%	(86)	850
#1 Issue: Economy	43%	(362)	50%	(423)	8%	(64)	850
#1 Issue: Security	44%	(123)	47%	(133)	9%	(25)	280
#1 Issue: Health Care	57%	(94)	37%	(61)	6%	(10)	164
#1 Issue: Medicare / Social Security	56%	(145)	38%	(99)	6%	(15)	258
#1 Issue: Women's Issues	48%	(141)	41%	(121)	10%	(31)	292
#1 Issue: Education	43%	(40)	43%	(40)	14%	(13)	93
#1 Issue: Energy	39%	(51)	52%	(68)	9%	(11)	130
#1 Issue: Other	33%	(48)	49%	(71)	18%	(25)	145
2022 House Vote: Democrat	50%	(454)	43%	(391)	6%	(57)	902
2022 House Vote: Republican	44%	(322)	48%	(351)	8%	(58)	731
2022 House Vote: Didnt Vote	39%	(209)	47%	(248)	14%	(75)	533
2020 Vote: Joe Biden	49%	(474)	45%	(435)	6%	(62)	971
2020 Vote: Donald Trump	45%	(333)	47%	(350)	9%	(64)	747
2020 Vote: Other	29%	(17)	60%	(35)	10%	(6)	57
2020 Vote: Didn't Vote	41%	(179)	45%	(196)	14%	(61)	436
2018 House Vote: Democrat	51%	(398)	44%	(346)	5%	(41)	784
2018 House Vote: Republican	43%	(282)	47%	(309)	9%	(61)	651
2018 House Vote: Didnt Vote	42%	(305)	46%	(334)	12%	(90)	729
4-Region: Northeast	48%	(183)	44%	(169)	8%	(30)	383
4-Region: Midwest	46%	(209)	46%	(211)	8%	(37)	457
4-Region: South	45%	(381)	46%	(390)	9%	(74)	845
4-Region: West	44%	(229)	47%	(246)	10%	(52)	527
Did not See a Film in Theaters 2022	41%	(351)	49%	(420)	10%	(90)	861
Saw at Least One Film in Theaters 2022	49%	(628)	45%	(579)	7%	(87)	1294
Saw at Least Two Films in Theaters 2022	49%	(472)	45%	(436)	6%	(57)	965

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

<b>Demographic</b>	<b>An avid fan</b>	<b>A casual fan</b>	<b>Not a fan</b>	<b>Total N</b>
Adults	45% (1003)	46% (1016)	9% (194)	2212
Saw Four or more Films in Theaters 2022	54% (356)	40% (260)	6% (40)	656
Plans to See at Least One Film in Theaters 2023	48% (633)	45% (591)	7% (90)	1315
Plans to See at Least Two Films in Theaters 2023	50% (577)	44% (501)	6% (66)	1144
Plans to See at Least Four Films in Theaters 2023	52% (462)	41% (365)	6% (55)	882

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

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

Music

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	51%	(1120)	44%	(963)	6%	(129)	2212
Gender: Male	49%	(521)	46%	(488)	6%	(60)	1069
Gender: Female	52%	(599)	42%	(475)	6%	(69)	1143
Age: 18-34	59%	(381)	35%	(226)	5%	(35)	643
Age: 35-44	55%	(200)	39%	(144)	6%	(22)	366
Age: 45-64	51%	(361)	44%	(315)	5%	(38)	714
Age: 65+	36%	(177)	57%	(278)	7%	(34)	489
GenZers: 1997-2012	63%	(137)	31%	(68)	6%	(12)	217
Millennials: 1981-1996	56%	(381)	39%	(262)	5%	(37)	680
GenXers: 1965-1980	54%	(293)	40%	(218)	5%	(28)	539
Baby Boomers: 1946-1964	41%	(286)	52%	(360)	7%	(49)	695
PID: Dem (no lean)	54%	(454)	42%	(349)	4%	(34)	837
PID: Ind (no lean)	49%	(322)	43%	(286)	8%	(51)	660
PID: Rep (no lean)	48%	(344)	46%	(328)	6%	(43)	715
PID/Gender: Dem Men	53%	(215)	42%	(169)	5%	(20)	404
PID/Gender: Dem Women	55%	(239)	41%	(180)	3%	(15)	433
PID/Gender: Ind Men	48%	(146)	46%	(138)	6%	(19)	302
PID/Gender: Ind Women	49%	(176)	42%	(149)	9%	(33)	358
PID/Gender: Rep Men	44%	(161)	50%	(181)	6%	(21)	363
PID/Gender: Rep Women	52%	(184)	42%	(147)	6%	(22)	352
Ideo: Liberal (1-3)	56%	(369)	40%	(265)	4%	(23)	657
Ideo: Moderate (4)	52%	(325)	43%	(269)	5%	(32)	626
Ideo: Conservative (5-7)	46%	(327)	47%	(336)	7%	(49)	712
Educ: < College	54%	(781)	40%	(573)	6%	(85)	1438
Educ: Bachelors degree	46%	(224)	48%	(238)	6%	(29)	491
Educ: Post-grad	41%	(115)	54%	(152)	5%	(15)	282
Income: Under 50k	51%	(610)	43%	(517)	6%	(70)	1197
Income: 50k-100k	50%	(345)	43%	(299)	7%	(46)	690
Income: 100k+	51%	(165)	45%	(147)	4%	(13)	326
Ethnicity: White	47%	(808)	47%	(799)	6%	(106)	1712
Ethnicity: Hispanic	64%	(239)	29%	(110)	7%	(25)	374
Ethnicity: Black	69%	(194)	28%	(80)	3%	(8)	283

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	51%	(1120)	44%	(963)	6%	(129)	2212
Ethnicity: Other	54%	(118)	39%	(85)	7%	(15)	217
All Christian	46%	(440)	49%	(463)	5%	(50)	953
All Non-Christian	42%	(57)	50%	(68)	9%	(12)	136
Atheist	55%	(59)	38%	(41)	7%	(8)	108
Agnostic/Nothing in particular	53%	(331)	42%	(260)	5%	(32)	623
Something Else	59%	(233)	33%	(131)	7%	(28)	392
Religious Non-Protestant/Catholic	41%	(65)	52%	(82)	7%	(12)	159
Evangelical	54%	(299)	39%	(216)	8%	(44)	559
Non-Evangelical	48%	(353)	48%	(351)	5%	(34)	738
Community: Urban	54%	(332)	37%	(228)	8%	(51)	611
Community: Suburban	49%	(527)	47%	(507)	4%	(39)	1074
Community: Rural	49%	(261)	43%	(228)	7%	(39)	527
Employ: Private Sector	54%	(387)	42%	(300)	4%	(27)	714
Employ: Government	53%	(71)	39%	(52)	9%	(12)	135
Employ: Self-Employed	55%	(127)	36%	(83)	8%	(19)	230
Employ: Homemaker	47%	(53)	49%	(56)	4%	(4)	113
Employ: Student	69%	(50)	30%	(22)	1%	(1)	73
Employ: Retired	38%	(206)	54%	(291)	8%	(45)	541
Employ: Unemployed	56%	(144)	39%	(102)	5%	(13)	258
Employ: Other	55%	(81)	39%	(57)	6%	(9)	147
Military HH: Yes	44%	(130)	49%	(144)	6%	(19)	293
Military HH: No	52%	(989)	43%	(819)	6%	(110)	1919
RD/WT: Right Direction	50%	(360)	44%	(315)	6%	(43)	718
RD/WT: Wrong Track	51%	(760)	43%	(648)	6%	(86)	1494
Biden Job Approve	54%	(516)	42%	(407)	4%	(38)	961
Biden Job Disapprove	49%	(558)	45%	(506)	6%	(72)	1135
Biden Job Strongly Approve	53%	(218)	42%	(174)	5%	(19)	411
Biden Job Somewhat Approve	54%	(298)	42%	(233)	3%	(19)	550
Biden Job Somewhat Disapprove	54%	(177)	42%	(138)	4%	(14)	329
Biden Job Strongly Disapprove	47%	(381)	46%	(367)	7%	(57)	806

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

Music

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	51%	(1120)	44%	(963)	6%	(129)	2212
Favorable of Biden	55%	(536)	41%	(393)	4%	(41)	970
Unfavorable of Biden	48%	(539)	46%	(521)	6%	(71)	1131
Very Favorable of Biden	54%	(248)	41%	(184)	5%	(23)	455
Somewhat Favorable of Biden	56%	(288)	41%	(209)	3%	(18)	514
Somewhat Unfavorable of Biden	50%	(139)	46%	(130)	4%	(12)	281
Very Unfavorable of Biden	47%	(400)	46%	(391)	7%	(59)	850
#1 Issue: Economy	51%	(432)	45%	(381)	4%	(36)	850
#1 Issue: Security	46%	(128)	43%	(122)	11%	(30)	280
#1 Issue: Health Care	53%	(87)	38%	(63)	9%	(14)	164
#1 Issue: Medicare / Social Security	45%	(116)	50%	(128)	5%	(14)	258
#1 Issue: Women's Issues	54%	(159)	41%	(120)	4%	(13)	292
#1 Issue: Education	58%	(54)	39%	(36)	3%	(3)	93
#1 Issue: Energy	57%	(74)	42%	(55)	1%	(2)	130
#1 Issue: Other	48%	(69)	40%	(58)	12%	(17)	145
2022 House Vote: Democrat	55%	(493)	42%	(376)	4%	(34)	902
2022 House Vote: Republican	44%	(322)	50%	(363)	6%	(46)	731
2022 House Vote: Didnt Vote	53%	(280)	39%	(205)	9%	(47)	533
2020 Vote: Joe Biden	54%	(520)	43%	(415)	4%	(36)	971
2020 Vote: Donald Trump	45%	(338)	48%	(361)	6%	(48)	747
2020 Vote: Other	44%	(25)	47%	(27)	9%	(5)	57
2020 Vote: Didn't Vote	54%	(235)	37%	(161)	9%	(40)	436
2018 House Vote: Democrat	56%	(436)	41%	(322)	3%	(26)	784
2018 House Vote: Republican	44%	(288)	50%	(323)	6%	(40)	651
2018 House Vote: Didnt Vote	50%	(367)	41%	(300)	8%	(61)	729
4-Region: Northeast	49%	(186)	46%	(177)	5%	(20)	383
4-Region: Midwest	51%	(234)	44%	(202)	5%	(21)	457
4-Region: South	52%	(440)	41%	(345)	7%	(60)	845
4-Region: West	49%	(260)	45%	(239)	5%	(27)	527
Did not See a Film in Theaters 2022	44%	(378)	48%	(415)	8%	(67)	861
Saw at Least One Film in Theaters 2022	56%	(722)	40%	(524)	4%	(48)	1294
Saw at Least Two Films in Theaters 2022	57%	(554)	39%	(380)	3%	(31)	965

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

<b>Demographic</b>	<b>An avid fan</b>	<b>A casual fan</b>	<b>Not a fan</b>	<b>Total N</b>
Adults	51% (1120)	44% (963)	6% (129)	2212
Saw Four or more Films in Theaters 2022	61% (400)	36% (233)	3% (23)	656
Plans to See at Least One Film in Theaters 2023	55% (729)	41% (534)	4% (52)	1315
Plans to See at Least Two Films in Theaters 2023	57% (656)	40% (452)	3% (36)	1144
Plans to See at Least Four Films in Theaters 2023	61% (536)	36% (320)	3% (26)	882

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

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

*Fashion*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	17%	(371)	42%	(930)	41%	(911)	2212
Gender: Male	14%	(147)	35%	(372)	51%	(550)	1069
Gender: Female	20%	(224)	49%	(558)	32%	(361)	1143
Age: 18-34	25%	(159)	48%	(307)	28%	(177)	643
Age: 35-44	21%	(75)	46%	(169)	33%	(121)	366
Age: 45-64	15%	(105)	42%	(302)	43%	(308)	714
Age: 65+	7%	(32)	31%	(152)	62%	(305)	489
GenZers: 1997-2012	32%	(70)	47%	(102)	21%	(45)	217
Millennials: 1981-1996	21%	(140)	48%	(327)	31%	(213)	680
GenXers: 1965-1980	18%	(97)	43%	(231)	39%	(210)	539
Baby Boomers: 1946-1964	8%	(58)	35%	(245)	56%	(392)	695
PID: Dem (no lean)	22%	(180)	46%	(387)	32%	(269)	837
PID: Ind (no lean)	16%	(108)	40%	(265)	43%	(287)	660
PID: Rep (no lean)	12%	(83)	39%	(277)	50%	(355)	715
PID/Gender: Dem Men	17%	(70)	41%	(164)	42%	(169)	404
PID/Gender: Dem Women	25%	(110)	52%	(223)	23%	(100)	433
PID/Gender: Ind Men	14%	(41)	33%	(99)	53%	(161)	302
PID/Gender: Ind Women	19%	(66)	46%	(166)	35%	(126)	358
PID/Gender: Rep Men	10%	(35)	30%	(108)	61%	(220)	363
PID/Gender: Rep Women	13%	(47)	48%	(169)	39%	(136)	352
Ideo: Liberal (1-3)	21%	(140)	45%	(297)	33%	(220)	657
Ideo: Moderate (4)	18%	(115)	47%	(294)	35%	(217)	626
Ideo: Conservative (5-7)	12%	(84)	32%	(231)	56%	(397)	712
Educ: < College	17%	(240)	44%	(629)	40%	(569)	1438
Educ: Bachelors degree	16%	(81)	38%	(187)	46%	(224)	491
Educ: Post-grad	18%	(50)	40%	(114)	42%	(118)	282
Income: Under 50k	15%	(179)	44%	(527)	41%	(490)	1197
Income: 50k-100k	18%	(124)	41%	(282)	41%	(283)	690
Income: 100k+	21%	(67)	37%	(121)	42%	(138)	326
Ethnicity: White	13%	(223)	41%	(699)	46%	(791)	1712
Ethnicity: Hispanic	29%	(108)	43%	(159)	29%	(107)	374
Ethnicity: Black	36%	(101)	46%	(129)	18%	(52)	283

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	17%	(371)	42%	(930)	41%	(911)	2212
Ethnicity: Other	22%	(47)	47%	(102)	31%	(68)	217
All Christian	14%	(135)	41%	(392)	45%	(427)	953
All Non-Christian	20%	(27)	39%	(53)	41%	(56)	136
Atheist	14%	(15)	36%	(39)	49%	(53)	108
Agnostic/Nothing in particular	17%	(108)	42%	(263)	40%	(252)	623
Something Else	22%	(86)	47%	(183)	31%	(123)	392
Religious Non-Protestant/Catholic	18%	(28)	39%	(62)	43%	(69)	159
Evangelical	18%	(103)	41%	(231)	40%	(224)	559
Non-Evangelical	15%	(108)	44%	(321)	42%	(309)	738
Community: Urban	24%	(149)	42%	(254)	34%	(208)	611
Community: Suburban	15%	(160)	43%	(463)	42%	(450)	1074
Community: Rural	12%	(61)	40%	(213)	48%	(253)	527
Employ: Private Sector	22%	(154)	46%	(328)	33%	(233)	714
Employ: Government	18%	(24)	42%	(56)	41%	(55)	135
Employ: Self-Employed	23%	(54)	38%	(87)	39%	(89)	230
Employ: Homemaker	12%	(14)	52%	(59)	35%	(40)	113
Employ: Student	31%	(22)	50%	(36)	20%	(14)	73
Employ: Retired	7%	(36)	33%	(181)	60%	(324)	541
Employ: Unemployed	19%	(48)	44%	(115)	37%	(95)	258
Employ: Other	12%	(18)	46%	(68)	42%	(62)	147
Military HH: Yes	10%	(28)	39%	(114)	52%	(151)	293
Military HH: No	18%	(342)	43%	(816)	40%	(760)	1919
RD/WT: Right Direction	23%	(162)	44%	(318)	33%	(238)	718
RD/WT: Wrong Track	14%	(209)	41%	(612)	45%	(673)	1494
Biden Job Approve	20%	(196)	46%	(440)	34%	(324)	961
Biden Job Disapprove	14%	(154)	38%	(437)	48%	(544)	1135
Biden Job Strongly Approve	25%	(102)	42%	(174)	33%	(135)	411
Biden Job Somewhat Approve	17%	(94)	48%	(266)	35%	(190)	550
Biden Job Somewhat Disapprove	15%	(49)	49%	(160)	36%	(120)	329
Biden Job Strongly Disapprove	13%	(105)	34%	(277)	53%	(424)	806

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

*Fashion*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	17%	(371)	42%	(930)	41%	(911)	2212
Favorable of Biden	21%	(204)	45%	(440)	34%	(325)	970
Unfavorable of Biden	13%	(143)	39%	(440)	48%	(547)	1131
Very Favorable of Biden	26%	(117)	43%	(194)	32%	(144)	455
Somewhat Favorable of Biden	17%	(87)	48%	(246)	35%	(181)	514
Somewhat Unfavorable of Biden	14%	(39)	50%	(141)	36%	(101)	281
Very Unfavorable of Biden	12%	(104)	35%	(300)	52%	(446)	850
#1 Issue: Economy	14%	(122)	44%	(378)	41%	(350)	850
#1 Issue: Security	19%	(52)	35%	(99)	46%	(130)	280
#1 Issue: Health Care	24%	(39)	40%	(66)	36%	(60)	164
#1 Issue: Medicare / Social Security	11%	(29)	37%	(97)	51%	(133)	258
#1 Issue: Women's Issues	20%	(60)	52%	(152)	27%	(80)	292
#1 Issue: Education	25%	(24)	50%	(46)	24%	(23)	93
#1 Issue: Energy	17%	(22)	38%	(50)	44%	(58)	130
#1 Issue: Other	16%	(24)	29%	(43)	54%	(79)	145
2022 House Vote: Democrat	21%	(191)	44%	(399)	35%	(313)	902
2022 House Vote: Republican	12%	(85)	38%	(276)	51%	(371)	731
2022 House Vote: Didnt Vote	16%	(86)	45%	(239)	39%	(207)	533
2020 Vote: Joe Biden	21%	(201)	45%	(437)	34%	(333)	971
2020 Vote: Donald Trump	11%	(80)	38%	(283)	51%	(385)	747
2020 Vote: Other	15%	(8)	38%	(22)	47%	(27)	57
2020 Vote: Didn't Vote	19%	(81)	43%	(189)	38%	(166)	436
2018 House Vote: Democrat	22%	(175)	44%	(345)	34%	(263)	784
2018 House Vote: Republican	10%	(64)	37%	(240)	53%	(347)	651
2018 House Vote: Didnt Vote	17%	(124)	45%	(325)	38%	(280)	729
4-Region: Northeast	17%	(67)	45%	(173)	37%	(143)	383
4-Region: Midwest	16%	(71)	38%	(175)	46%	(210)	457
4-Region: South	19%	(157)	43%	(359)	39%	(329)	845
4-Region: West	14%	(76)	42%	(222)	43%	(228)	527
Did not See a Film in Theaters 2022	11%	(96)	37%	(315)	52%	(449)	861
Saw at Least One Film in Theaters 2022	21%	(266)	46%	(591)	34%	(437)	1294
Saw at Least Two Films in Theaters 2022	24%	(227)	46%	(445)	30%	(293)	965

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	17%	(371)	42%	(930)	41%	(911)	2212
Saw Four or more Films in Theaters 2022	28%	(185)	44%	(287)	28%	(184)	656
Plans to See at Least One Film in Theaters 2023	21%	(278)	46%	(600)	33%	(437)	1315
Plans to See at Least Two Films in Theaters 2023	22%	(247)	47%	(537)	32%	(361)	1144
Plans to See at Least Four Films in Theaters 2023	24%	(213)	47%	(413)	29%	(257)	882

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

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

*Pop culture*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	15%	(330)	48%	(1063)	37%	(819)	2212
Gender: Male	15%	(161)	48%	(513)	37%	(394)	1069
Gender: Female	15%	(169)	48%	(549)	37%	(425)	1143
Age: 18-34	25%	(162)	54%	(346)	21%	(135)	643
Age: 35-44	18%	(66)	55%	(202)	27%	(97)	366
Age: 45-64	12%	(82)	49%	(350)	40%	(282)	714
Age: 65+	4%	(19)	34%	(165)	62%	(305)	489
GenZers: 1997-2012	23%	(50)	55%	(119)	22%	(48)	217
Millennials: 1981-1996	24%	(160)	53%	(362)	23%	(157)	680
GenXers: 1965-1980	15%	(81)	53%	(284)	32%	(174)	539
Baby Boomers: 1946-1964	5%	(38)	40%	(277)	55%	(380)	695
PID: Dem (no lean)	19%	(158)	55%	(458)	26%	(221)	837
PID: Ind (no lean)	12%	(82)	48%	(319)	39%	(259)	660
PID: Rep (no lean)	13%	(90)	40%	(286)	47%	(339)	715
PID/Gender: Dem Men	18%	(73)	54%	(217)	28%	(114)	404
PID/Gender: Dem Women	20%	(85)	56%	(241)	25%	(107)	433
PID/Gender: Ind Men	12%	(36)	49%	(148)	39%	(118)	302
PID/Gender: Ind Women	13%	(46)	48%	(171)	39%	(141)	358
PID/Gender: Rep Men	14%	(52)	41%	(149)	45%	(162)	363
PID/Gender: Rep Women	11%	(38)	39%	(137)	50%	(177)	352
Ideo: Liberal (1-3)	22%	(146)	55%	(362)	23%	(149)	657
Ideo: Moderate (4)	14%	(88)	54%	(335)	32%	(202)	626
Ideo: Conservative (5-7)	10%	(71)	38%	(270)	52%	(370)	712
Educ: < College	14%	(208)	47%	(680)	38%	(551)	1438
Educ: Bachelors degree	17%	(82)	49%	(242)	34%	(167)	491
Educ: Post-grad	14%	(40)	50%	(141)	36%	(102)	282
Income: Under 50k	14%	(163)	48%	(570)	39%	(464)	1197
Income: 50k-100k	15%	(106)	49%	(341)	35%	(243)	690
Income: 100k+	19%	(61)	47%	(152)	35%	(113)	326
Ethnicity: White	13%	(223)	47%	(803)	40%	(686)	1712
Ethnicity: Hispanic	27%	(103)	51%	(192)	21%	(80)	374
Ethnicity: Black	21%	(61)	51%	(145)	27%	(77)	283

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**Table MCENdem1\_5: In general, what kind of fan do you consider yourself of the following?***Pop culture*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	15%	(330)	48%	(1063)	37%	(819)	2212
Ethnicity: Other	21%	(46)	53%	(115)	26%	(57)	217
All Christian	14%	(136)	43%	(410)	43%	(406)	953
All Non-Christian	17%	(23)	55%	(75)	28%	(38)	136
Atheist	12%	(13)	55%	(60)	32%	(35)	108
Agnostic/Nothing in particular	16%	(98)	53%	(330)	31%	(195)	623
Something Else	15%	(59)	48%	(188)	37%	(146)	392
Religious Non-Protestant/Catholic	15%	(24)	55%	(88)	30%	(47)	159
Evangelical	17%	(92)	39%	(216)	45%	(251)	559
Non-Evangelical	12%	(92)	48%	(358)	39%	(288)	738
Community: Urban	21%	(127)	50%	(306)	29%	(178)	611
Community: Suburban	15%	(160)	48%	(520)	37%	(394)	1074
Community: Rural	8%	(42)	45%	(238)	47%	(248)	527
Employ: Private Sector	21%	(151)	53%	(376)	26%	(188)	714
Employ: Government	16%	(21)	48%	(65)	37%	(49)	135
Employ: Self-Employed	14%	(33)	52%	(120)	33%	(77)	230
Employ: Homemaker	15%	(17)	50%	(57)	35%	(40)	113
Employ: Student	24%	(18)	59%	(43)	17%	(12)	73
Employ: Retired	5%	(25)	35%	(191)	60%	(325)	541
Employ: Unemployed	16%	(40)	49%	(128)	35%	(90)	258
Employ: Other	17%	(25)	57%	(84)	26%	(38)	147
Military HH: Yes	11%	(31)	42%	(123)	48%	(140)	293
Military HH: No	16%	(299)	49%	(940)	35%	(680)	1919
RD/WT: Right Direction	20%	(142)	53%	(381)	27%	(196)	718
RD/WT: Wrong Track	13%	(188)	46%	(682)	42%	(624)	1494
Biden Job Approve	19%	(183)	55%	(525)	26%	(254)	961
Biden Job Disapprove	12%	(135)	43%	(490)	45%	(510)	1135
Biden Job Strongly Approve	21%	(87)	51%	(210)	28%	(115)	411
Biden Job Somewhat Approve	17%	(96)	57%	(315)	25%	(139)	550
Biden Job Somewhat Disapprove	13%	(41)	58%	(190)	30%	(97)	329
Biden Job Strongly Disapprove	12%	(94)	37%	(300)	51%	(413)	806

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

*Pop culture*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	15%	(330)	48%	(1063)	37%	(819)	2212
Favorable of Biden	19%	(181)	55%	(533)	26%	(255)	970
Unfavorable of Biden	12%	(131)	43%	(489)	45%	(511)	1131
Very Favorable of Biden	22%	(98)	52%	(236)	27%	(121)	455
Somewhat Favorable of Biden	16%	(83)	58%	(297)	26%	(134)	514
Somewhat Unfavorable of Biden	12%	(33)	59%	(165)	29%	(83)	281
Very Unfavorable of Biden	11%	(97)	38%	(324)	50%	(428)	850
#1 Issue: Economy	15%	(123)	52%	(440)	34%	(286)	850
#1 Issue: Security	17%	(49)	36%	(101)	47%	(131)	280
#1 Issue: Health Care	22%	(35)	52%	(85)	27%	(44)	164
#1 Issue: Medicare / Social Security	6%	(16)	40%	(105)	54%	(138)	258
#1 Issue: Women's Issues	23%	(67)	54%	(158)	23%	(66)	292
#1 Issue: Education	15%	(14)	66%	(61)	19%	(17)	93
#1 Issue: Energy	13%	(18)	50%	(64)	37%	(48)	130
#1 Issue: Other	5%	(8)	34%	(49)	61%	(88)	145
2022 House Vote: Democrat	18%	(161)	55%	(493)	27%	(248)	902
2022 House Vote: Republican	11%	(84)	40%	(292)	49%	(356)	731
2022 House Vote: Didn't Vote	14%	(75)	49%	(260)	37%	(197)	533
2020 Vote: Joe Biden	17%	(169)	54%	(527)	28%	(275)	971
2020 Vote: Donald Trump	10%	(78)	41%	(308)	48%	(362)	747
2020 Vote: Other	11%	(7)	48%	(28)	40%	(23)	57
2020 Vote: Didn't Vote	17%	(76)	46%	(200)	37%	(160)	436
2018 House Vote: Democrat	18%	(142)	54%	(427)	27%	(215)	784
2018 House Vote: Republican	8%	(53)	41%	(266)	51%	(332)	651
2018 House Vote: Didn't Vote	17%	(126)	48%	(352)	34%	(251)	729
4-Region: Northeast	15%	(58)	53%	(202)	32%	(124)	383
4-Region: Midwest	14%	(63)	45%	(206)	41%	(187)	457
4-Region: South	15%	(124)	48%	(408)	37%	(313)	845
4-Region: West	16%	(85)	47%	(247)	37%	(196)	527
Did not See a Film in Theaters 2022	7%	(64)	45%	(383)	48%	(413)	861
Saw at Least One Film in Theaters 2022	20%	(262)	50%	(653)	29%	(379)	1294
Saw at Least Two Films in Theaters 2022	23%	(221)	52%	(503)	25%	(242)	965

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**Table MCENdem1\_5: In general, what kind of fan do you consider yourself of the following?***Pop culture*

<b>Demographic</b>	<b>An avid fan</b>	<b>A casual fan</b>	<b>Not a fan</b>	<b>Total N</b>
Adults	15% (330)	48% (1063)	37% (819)	2212
Saw Four or more Films in Theaters 2022	27% (175)	51% (337)	22% (144)	656
Plans to See at Least One Film in Theaters 2023	20% (259)	52% (687)	28% (369)	1315
Plans to See at Least Two Films in Theaters 2023	21% (239)	53% (611)	26% (294)	1144
Plans to See at Least Four Films in Theaters 2023	24% (211)	53% (470)	23% (202)	882

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2212	100%
xdemGender	Gender: Male	1069	48%
	Gender: Female	1143	52%
	N	2212	
age	Age: 18-34	643	29%
	Age: 35-44	366	17%
	Age: 45-64	714	32%
	Age: 65+	489	22%
	N	2212	
demAgeGeneration	GenZers: 1997-2012	217	10%
	Millennials: 1981-1996	680	31%
	GenXers: 1965-1980	539	24%
	Baby Boomers: 1946-1964	695	31%
	N	2130	
xpid3	PID: Dem (no lean)	837	38%
	PID: Ind (no lean)	660	30%
	PID: Rep (no lean)	715	32%
	N	2212	
xpidGender	PID/Gender: Dem Men	404	18%
	PID/Gender: Dem Women	433	20%
	PID/Gender: Ind Men	302	14%
	PID/Gender: Ind Women	358	16%
	PID/Gender: Rep Men	363	16%
	PID/Gender: Rep Women	352	16%
	N	2212	
xdemIdeo3	Ideo: Liberal (1-3)	657	30%
	Ideo: Moderate (4)	626	28%
	Ideo: Conservative (5-7)	712	32%
	N	1995	
xeduc3	Educ: < College	1438	65%
	Educ: Bachelors degree	491	22%
	Educ: Post-grad	282	13%
	N	2212	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1197	54%
	Income: 50k-100k	690	31%
	Income: 100k+	326	15%
	N	2212	
xdemWhite	Ethnicity: White	1712	77%
xdemHispBin	Ethnicity: Hispanic	374	17%
demBlackBin	Ethnicity: Black	283	13%
demRaceOther	Ethnicity: Other	217	10%
xdemReligion	All Christian	953	43%
	All Non-Christian	136	6%
	Atheist	108	5%
	Agnostic/Nothing in particular	623	28%
	Something Else	392	18%
	N	2212	
xdemReligOther	Religious Non-Protestant/Catholic	159	7%
xdemEvang	Evangelical	559	25%
	Non-Evangelical	738	33%
	N	1296	
xdemUsr	Community: Urban	611	28%
	Community: Suburban	1074	49%
	Community: Rural	527	24%
	N	2212	
xdemEmploy	Employ: Private Sector	714	32%
	Employ: Government	135	6%
	Employ: Self-Employed	230	10%
	Employ: Homemaker	113	5%
	Employ: Student	73	3%
	Employ: Retired	541	24%
	Employ: Unemployed	258	12%
	Employ: Other	147	7%
	N	2212	
xdemMilHH1	Military HH: Yes	293	13%
	Military HH: No	1919	87%
	N	2212	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	718	32%
	RD/WT: Wrong Track	1494	68%
	N	2212	
xdemBidenApprove	Biden Job Approve	961	43%
	Biden Job Disapprove	1135	51%
	N	2097	
xdemBidenApprove2	Biden Job Strongly Approve	411	19%
	Biden Job Somewhat Approve	550	25%
	Biden Job Somewhat Disapprove	329	15%
	Biden Job Strongly Disapprove	806	36%
	N	2097	
xdemBidenFav	Favorable of Biden	970	44%
	Unfavorable of Biden	1131	51%
	N	2100	
xdemBidenFavFull	Very Favorable of Biden	455	21%
	Somewhat Favorable of Biden	514	23%
	Somewhat Unfavorable of Biden	281	13%
	Very Unfavorable of Biden	850	38%
	N	2100	
xnr3	#1 Issue: Economy	850	38%
	#1 Issue: Security	280	13%
	#1 Issue: Health Care	164	7%
	#1 Issue: Medicare / Social Security	258	12%
	#1 Issue: Women's Issues	292	13%
	#1 Issue: Education	93	4%
	#1 Issue: Energy	130	6%
	#1 Issue: Other	145	7%
	N	2212	
xsubVote22O	2022 House Vote: Democrat	902	41%
	2022 House Vote: Republican	731	33%
	2022 House Vote: Someone else	46	2%
	2022 House Vote: Didnt Vote	533	24%
	N	2212	
xsubVote20O	2020 Vote: Joe Biden	971	44%
	2020 Vote: Donald Trump	747	34%
	2020 Vote: Other	57	3%
	2020 Vote: Didn't Vote	436	20%
	N	2212	

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**Summary Statistics of Survey Respondent Demographics**

<b>Demographic</b>	<b>Group</b>	<b>Frequency</b>	<b>Percentage</b>
xsubVote18O	2018 House Vote: Democrat	784	35%
	2018 House Vote: Republican	651	29%
	2018 House Vote: Someone else	48	2%
	2018 House Vote: Didnt Vote	729	33%
	N	2212	
xreg4	4-Region: Northeast	383	17%
	4-Region: Midwest	457	21%
	4-Region: South	845	38%
	4-Region: West	527	24%
	N	2212	
MCENxdem1	Did not See a Film in Theaters 2022	861	39%
	Saw at Least One Film in Theaters 2022	1294	58%
	N	2155	
MCENxdem2	Saw at Least Two Films in Theaters 2022	965	44%
MCENxdem3	Saw Four or more Films in Theaters 2022	656	30%
MCENxdem4	Plans to See at Least One Film in Theaters 2023	1315	59%
MCENxdem5	Plans to See at Least Two Films in Theaters 2023	1144	52%
MCENxdem6	Plans to See at Least Four Films in Theaters 2023	882	40%

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

