



National Tracking Poll #2303106
March 17-19, 2023

Crosstabulation Results

Methodology:

This poll was conducted between March 17-March 19, 2023 among a sample of 2203 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, race, educational attainment, region, gender by age, and race by educational attainment. 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: Generally speaking, when you see a movie in-person at a movie theater, where do you prefer to sit in the theater?

Demographic	The back third of the theater (the seats highest up and farthest from the screen)		The middle third of the theater (the seats generally at eye level with the screen)		The front third of the theater (the seats lowest down and closest to the screen)		No preference		I do not attend movie theaters		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	25%	(545)	48%	(1062)	8%	(180)	7%	(152)	12%	(263)	2203
Gender: Male	26%	(273)	46%	(487)	11%	(115)	8%	(85)	10%	(109)	1070
Gender: Female	24%	(268)	51%	(570)	6%	(65)	6%	(67)	14%	(154)	1123
Age: 18-34	29%	(186)	52%	(330)	9%	(58)	6%	(40)	3%	(18)	632
Age: 35-44	31%	(116)	44%	(163)	11%	(42)	7%	(26)	7%	(25)	372
Age: 45-64	20%	(145)	49%	(347)	8%	(55)	8%	(59)	15%	(105)	712
Age: 65+	20%	(98)	46%	(223)	5%	(25)	6%	(27)	24%	(115)	487
GenZers: 1997-2012	26%	(64)	58%	(145)	4%	(10)	10%	(26)	2%	(6)	251
Millennials: 1981-1996	33%	(225)	47%	(319)	13%	(86)	4%	(25)	5%	(31)	685
GenXers: 1965-1980	20%	(106)	48%	(249)	8%	(43)	10%	(50)	14%	(73)	521
Baby Boomers: 1946-1964	20%	(140)	47%	(323)	6%	(41)	7%	(49)	20%	(139)	692
PID: Dem (no lean)	23%	(234)	48%	(485)	10%	(96)	6%	(63)	13%	(132)	1010
PID: Ind (no lean)	26%	(158)	49%	(293)	7%	(41)	7%	(41)	11%	(68)	601
PID: Rep (no lean)	26%	(153)	48%	(284)	7%	(44)	8%	(48)	11%	(63)	592
PID/Gender: Dem Men	24%	(120)	46%	(234)	13%	(68)	7%	(36)	10%	(50)	508
PID/Gender: Dem Women	22%	(111)	50%	(249)	6%	(29)	5%	(26)	17%	(82)	498
PID/Gender: Ind Men	28%	(72)	48%	(124)	6%	(16)	7%	(19)	11%	(30)	260
PID/Gender: Ind Women	25%	(84)	49%	(166)	7%	(25)	7%	(22)	11%	(38)	335
PID/Gender: Rep Men	27%	(80)	43%	(129)	11%	(32)	10%	(30)	10%	(29)	301
PID/Gender: Rep Women	25%	(72)	53%	(155)	4%	(11)	6%	(18)	11%	(33)	291
Ideo: Liberal (1-3)	25%	(191)	51%	(397)	9%	(68)	5%	(39)	11%	(85)	780
Ideo: Moderate (4)	23%	(146)	52%	(326)	6%	(36)	8%	(49)	11%	(69)	626
Ideo: Conservative (5-7)	26%	(159)	45%	(275)	11%	(66)	7%	(45)	10%	(63)	607

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Table MCEN1: Generally speaking, when you see a movie in-person at a movie theater, where do you prefer to sit in the theater?

Demographic	The back third of the theater (the seats highest up and farthest from the screen)		The middle third of the theater (the seats generally at eye level with the screen)		The front third of the theater (the seats lowest down and closest to the screen)		No preference		I do not attend movie theaters		Total N
Adults	25%	(545)	48%	(1062)	8%	(180)	7%	(152)	12%	(263)	2203
Educ: < College	26%	(370)	45%	(654)	8%	(108)	8%	(113)	14%	(195)	1440
Educ: Bachelors degree	24%	(117)	53%	(257)	7%	(36)	6%	(28)	10%	(47)	485
Educ: Post-grad	21%	(58)	55%	(152)	13%	(36)	4%	(11)	8%	(21)	279
Income: Under 50k	23%	(247)	45%	(473)	8%	(88)	9%	(90)	15%	(161)	1058
Income: 50k-100k	28%	(208)	50%	(365)	7%	(49)	6%	(44)	9%	(67)	732
Income: 100k+	22%	(91)	54%	(225)	11%	(44)	4%	(18)	9%	(35)	413
Ethnicity: White	26%	(437)	49%	(825)	9%	(150)	6%	(95)	11%	(193)	1700
Ethnicity: Hispanic	29%	(110)	53%	(202)	9%	(36)	3%	(12)	5%	(19)	379
Ethnicity: Black	23%	(65)	41%	(118)	8%	(21)	12%	(33)	16%	(46)	283
Ethnicity: Other	20%	(44)	55%	(120)	4%	(9)	11%	(23)	11%	(24)	220
All Christian	23%	(208)	52%	(482)	7%	(65)	7%	(63)	11%	(102)	919
All Non-Christian	22%	(48)	42%	(91)	22%	(47)	5%	(11)	9%	(19)	216
Atheist	27%	(28)	45%	(47)	9%	(9)	6%	(7)	14%	(15)	105
Agnostic/Nothing in particular	27%	(145)	48%	(258)	5%	(25)	7%	(38)	14%	(73)	539
Something Else	28%	(117)	44%	(185)	8%	(35)	8%	(34)	13%	(54)	425
Religious Non-Protestant/Catholic	22%	(53)	45%	(106)	20%	(48)	5%	(11)	8%	(19)	238
Evangelical	24%	(132)	45%	(244)	10%	(52)	8%	(45)	13%	(68)	542
Non-Evangelical	24%	(188)	53%	(421)	6%	(47)	6%	(46)	11%	(91)	792
Community: Urban	26%	(181)	49%	(338)	10%	(72)	6%	(39)	9%	(64)	694
Community: Suburban	24%	(229)	51%	(492)	6%	(59)	8%	(72)	11%	(108)	961
Community: Rural	25%	(136)	42%	(232)	9%	(50)	7%	(41)	16%	(90)	548

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Table MCEN1: Generally speaking, when you see a movie in-person at a movie theater, where do you prefer to sit in the theater?

Demographic	The back third of the theater (the seats highest up and farthest from the screen)		The middle third of the theater (the seats generally at eye level with the screen)		The front third of the theater (the seats lowest down and closest to the screen)		No preference		I do not attend movie theaters		Total N
Adults	25%	(545)	48%	(1062)	8%	(180)	7%	(152)	12%	(263)	2203
Employ: Private Sector	26%	(190)	53%	(393)	10%	(72)	5%	(37)	7%	(50)	741
Employ: Government	33%	(59)	44%	(78)	17%	(30)	5%	(8)	2%	(3)	178
Employ: Self-Employed	22%	(39)	50%	(90)	10%	(18)	12%	(21)	5%	(10)	178
Employ: Homemaker	20%	(25)	42%	(54)	7%	(9)	9%	(12)	21%	(27)	128
Employ: Student	32%	(20)	57%	(35)	—	(0)	10%	(6)	1%	(1)	62
Employ: Retired	21%	(123)	46%	(267)	5%	(28)	7%	(40)	21%	(123)	582
Employ: Unemployed	26%	(59)	42%	(95)	7%	(16)	8%	(19)	17%	(39)	228
Employ: Other	28%	(30)	48%	(51)	7%	(7)	8%	(9)	10%	(10)	106
Military HH: Yes	23%	(84)	48%	(174)	9%	(31)	7%	(25)	13%	(46)	360
Military HH: No	25%	(462)	48%	(888)	8%	(150)	7%	(127)	12%	(217)	1843
2018 House Vote: Democrat	24%	(230)	48%	(467)	11%	(103)	6%	(55)	11%	(110)	965
2018 House Vote: Republican	25%	(134)	50%	(268)	8%	(42)	6%	(31)	11%	(56)	531
2018 House Vote: Didnt Vote	26%	(176)	45%	(305)	5%	(34)	9%	(61)	14%	(95)	670
4-Region: Northeast	26%	(101)	43%	(165)	12%	(46)	7%	(28)	12%	(46)	386
4-Region: Midwest	25%	(115)	49%	(225)	6%	(27)	7%	(33)	12%	(56)	455
4-Region: South	23%	(197)	50%	(420)	6%	(51)	7%	(60)	13%	(113)	840
4-Region: West	26%	(133)	49%	(253)	11%	(57)	6%	(31)	9%	(48)	522
Avid Film Fan	29%	(247)	48%	(412)	11%	(91)	6%	(52)	6%	(54)	857
Film Fan	26%	(510)	50%	(995)	8%	(162)	6%	(127)	10%	(190)	1984
Saw a Movie in Theaters 3+ Times in Past Month	30%	(96)	43%	(138)	21%	(67)	6%	(21)	1%	(3)	324
Saw a Movie in Theaters 5+ Times in Past Month	24%	(35)	41%	(60)	24%	(35)	10%	(14)	1%	(2)	146

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

Table MCEN2: *Generally speaking, how appropriate or inappropriate do you believe it is for movie theaters to have a variable pricing model for theater seats, similar to concert and sports stadium seating, where the most desirable seats cost the most and the least desirable cost the least?*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	14%	(311)	22%	(482)	19%	(428)	32%	(705)	13%	(277)	2203
Gender: Male	19%	(207)	24%	(262)	20%	(209)	26%	(280)	11%	(112)	1070
Gender: Female	9%	(104)	19%	(216)	19%	(219)	37%	(421)	15%	(164)	1123
Age: 18-34	23%	(148)	24%	(153)	20%	(129)	24%	(154)	8%	(48)	632
Age: 35-44	21%	(77)	26%	(98)	19%	(70)	23%	(85)	12%	(43)	372
Age: 45-64	10%	(71)	21%	(151)	17%	(120)	37%	(261)	15%	(109)	712
Age: 65+	3%	(15)	16%	(80)	23%	(110)	42%	(205)	16%	(77)	487
GenZers: 1997-2012	26%	(66)	27%	(69)	17%	(42)	21%	(54)	8%	(20)	251
Millennials: 1981-1996	22%	(154)	23%	(159)	21%	(141)	25%	(171)	9%	(60)	685
GenXers: 1965-1980	10%	(53)	22%	(116)	17%	(91)	34%	(175)	16%	(85)	521
Baby Boomers: 1946-1964	5%	(35)	17%	(120)	21%	(144)	42%	(292)	15%	(101)	692
PID: Dem (no lean)	17%	(168)	22%	(224)	17%	(173)	33%	(328)	12%	(117)	1010
PID: Ind (no lean)	9%	(52)	22%	(129)	25%	(150)	32%	(190)	13%	(80)	601
PID: Rep (no lean)	15%	(90)	22%	(129)	18%	(106)	31%	(186)	14%	(81)	592
PID/Gender: Dem Men	25%	(126)	25%	(127)	18%	(89)	24%	(121)	9%	(45)	508
PID/Gender: Dem Women	8%	(42)	20%	(97)	17%	(83)	41%	(204)	14%	(71)	498
PID/Gender: Ind Men	10%	(27)	22%	(59)	27%	(70)	29%	(75)	11%	(30)	260
PID/Gender: Ind Women	7%	(25)	20%	(67)	24%	(80)	34%	(115)	15%	(49)	335
PID/Gender: Rep Men	18%	(53)	25%	(77)	17%	(50)	28%	(84)	12%	(37)	301
PID/Gender: Rep Women	13%	(37)	18%	(52)	19%	(56)	35%	(102)	15%	(44)	291
Ideo: Liberal (1-3)	16%	(124)	23%	(181)	20%	(152)	33%	(254)	9%	(69)	780
Ideo: Moderate (4)	8%	(51)	24%	(147)	25%	(155)	30%	(189)	13%	(84)	626
Ideo: Conservative (5-7)	19%	(117)	19%	(117)	15%	(91)	35%	(216)	11%	(67)	607
Educ: < College	15%	(214)	21%	(306)	17%	(247)	33%	(473)	14%	(200)	1440
Educ: Bachelors degree	10%	(51)	22%	(106)	25%	(122)	31%	(150)	12%	(56)	485
Educ: Post-grad	16%	(45)	25%	(70)	21%	(60)	29%	(82)	8%	(22)	279
Income: Under 50k	12%	(122)	21%	(226)	18%	(193)	32%	(343)	16%	(174)	1058
Income: 50k-100k	16%	(120)	22%	(161)	21%	(154)	32%	(234)	9%	(63)	732
Income: 100k+	17%	(69)	23%	(94)	20%	(81)	31%	(127)	10%	(41)	413
Ethnicity: White	14%	(234)	21%	(356)	20%	(342)	34%	(583)	11%	(184)	1700
Ethnicity: Hispanic	23%	(86)	24%	(92)	20%	(77)	25%	(95)	8%	(30)	379

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Table MCEN2: Generally speaking, how appropriate or inappropriate do you believe it is for movie theaters to have a variable pricing model for theater seats, similar to concert and sports stadium seating, where the most desirable seats cost the most and the least desirable cost the least?

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	14%	(311)	22%	(482)	19%	(428)	32%	(705)	13%	(277)	2203
Ethnicity: Black	14%	(41)	21%	(60)	18%	(51)	27%	(76)	19%	(55)	283
Ethnicity: Other	16%	(36)	30%	(66)	16%	(35)	20%	(45)	17%	(38)	220
All Christian	11%	(105)	23%	(207)	20%	(181)	35%	(321)	11%	(105)	919
All Non-Christian	32%	(69)	21%	(45)	19%	(40)	21%	(46)	7%	(15)	216
Atheist	20%	(21)	14%	(14)	26%	(27)	29%	(30)	11%	(12)	105
Agnostic/Nothing in particular	10%	(55)	21%	(116)	20%	(107)	34%	(182)	15%	(79)	539
Something Else	14%	(61)	23%	(99)	17%	(73)	30%	(126)	16%	(67)	425
Religious Non-Protestant/Catholic	32%	(76)	22%	(52)	18%	(43)	22%	(51)	7%	(17)	238
Evangelical	18%	(96)	24%	(131)	13%	(73)	32%	(171)	13%	(71)	542
Non-Evangelical	9%	(74)	21%	(165)	23%	(182)	35%	(276)	12%	(96)	792
Community: Urban	19%	(135)	24%	(170)	18%	(122)	28%	(193)	11%	(74)	694
Community: Suburban	10%	(100)	22%	(216)	21%	(206)	33%	(320)	12%	(118)	961
Community: Rural	14%	(75)	18%	(96)	18%	(100)	35%	(191)	16%	(85)	548
Employ: Private Sector	18%	(135)	23%	(174)	22%	(159)	26%	(195)	11%	(78)	741
Employ: Government	30%	(53)	19%	(34)	22%	(40)	26%	(47)	3%	(5)	178
Employ: Self-Employed	22%	(39)	29%	(52)	19%	(33)	25%	(45)	5%	(8)	178
Employ: Homemaker	12%	(15)	17%	(22)	15%	(19)	32%	(41)	24%	(31)	128
Employ: Student	22%	(13)	28%	(17)	18%	(11)	27%	(17)	6%	(3)	62
Employ: Retired	5%	(27)	19%	(109)	18%	(102)	42%	(246)	17%	(98)	582
Employ: Unemployed	8%	(18)	24%	(56)	20%	(46)	30%	(69)	17%	(40)	228
Employ: Other	9%	(10)	17%	(18)	16%	(17)	43%	(46)	14%	(14)	106
Military HH: Yes	15%	(54)	20%	(71)	22%	(79)	31%	(111)	12%	(45)	360
Military HH: No	14%	(257)	22%	(410)	19%	(350)	32%	(593)	13%	(233)	1843
2018 House Vote: Democrat	17%	(164)	22%	(214)	17%	(166)	34%	(326)	10%	(96)	965
2018 House Vote: Republican	12%	(63)	22%	(118)	21%	(109)	35%	(185)	11%	(57)	531
2018 House Vote: Didnt Vote	11%	(74)	22%	(145)	22%	(148)	27%	(179)	18%	(124)	670
4-Region: Northeast	20%	(76)	19%	(73)	18%	(71)	32%	(123)	11%	(43)	386
4-Region: Midwest	12%	(52)	23%	(103)	19%	(88)	35%	(159)	12%	(53)	455
4-Region: South	13%	(106)	21%	(180)	20%	(168)	33%	(273)	13%	(113)	840
4-Region: West	15%	(76)	24%	(125)	20%	(102)	29%	(150)	13%	(69)	522

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Table MCEN2: Generally speaking, how appropriate or inappropriate do you believe it is for movie theaters to have a variable pricing model for theater seats, similar to concert and sports stadium seating, where the most desirable seats cost the most and the least desirable cost the least?

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	14% (311)	22% (482)	19% (428)	32% (705)	13% (277)	2203
Avid Film Fan	21% (176)	22% (191)	18% (156)	31% (264)	8% (69)	857
Film Fan	14% (276)	23% (447)	20% (393)	33% (652)	11% (217)	1984
Saw a Movie in Theaters 3+ Times in Past Month	40% (128)	24% (77)	13% (44)	18% (59)	5% (16)	324
Saw a Movie in Theaters 5+ Times in Past Month	43% (63)	19% (28)	12% (18)	21% (31)	4% (6)	146

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

Table MCEN3_1: How much have you seen, read, or heard about the following?*AMC Theaters testing 'sightline' pricing, which gives theater seating different costs depending on the location of the seat*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(250)	24%	(520)	20%	(443)	45%	(991)	2203
Gender: Male	18%	(196)	25%	(266)	21%	(227)	36%	(381)	1070
Gender: Female	5%	(53)	23%	(253)	19%	(212)	54%	(606)	1123
Age: 18-34	19%	(123)	22%	(142)	27%	(172)	31%	(195)	632
Age: 35-44	19%	(72)	30%	(112)	18%	(69)	32%	(120)	372
Age: 45-64	6%	(41)	24%	(171)	18%	(126)	52%	(373)	712
Age: 65+	3%	(14)	20%	(95)	16%	(76)	62%	(302)	487
GenZers: 1997-2012	12%	(31)	19%	(48)	35%	(88)	34%	(85)	251
Millennials: 1981-1996	23%	(158)	28%	(193)	20%	(136)	29%	(197)	685
GenXers: 1965-1980	7%	(38)	23%	(121)	20%	(102)	50%	(260)	521
Baby Boomers: 1946-1964	3%	(20)	21%	(147)	16%	(111)	60%	(414)	692
PID: Dem (no lean)	16%	(162)	25%	(256)	15%	(154)	43%	(438)	1010
PID: Ind (no lean)	5%	(28)	20%	(123)	25%	(148)	50%	(301)	601
PID: Rep (no lean)	10%	(59)	24%	(141)	24%	(141)	42%	(251)	592
PID/Gender: Dem Men	26%	(134)	25%	(128)	16%	(80)	33%	(166)	508
PID/Gender: Dem Women	6%	(28)	26%	(127)	15%	(73)	54%	(270)	498
PID/Gender: Ind Men	7%	(17)	19%	(49)	29%	(76)	46%	(119)	260
PID/Gender: Ind Women	3%	(11)	22%	(74)	20%	(69)	54%	(181)	335
PID/Gender: Rep Men	15%	(45)	30%	(89)	24%	(71)	32%	(96)	301
PID/Gender: Rep Women	5%	(14)	18%	(52)	24%	(70)	53%	(155)	291
Ideo: Liberal (1-3)	15%	(118)	24%	(190)	18%	(137)	43%	(335)	780
Ideo: Moderate (4)	5%	(29)	24%	(151)	29%	(180)	43%	(266)	626
Ideo: Conservative (5-7)	14%	(86)	25%	(150)	16%	(96)	45%	(276)	607
Educ: < College	10%	(142)	21%	(307)	21%	(296)	48%	(695)	1440
Educ: Bachelors degree	12%	(60)	27%	(130)	21%	(103)	40%	(193)	485
Educ: Post-grad	17%	(48)	30%	(83)	16%	(44)	37%	(103)	279
Income: Under 50k	6%	(61)	22%	(233)	22%	(233)	50%	(531)	1058
Income: 50k-100k	14%	(106)	25%	(184)	19%	(141)	41%	(301)	732
Income: 100k+	20%	(83)	25%	(103)	17%	(69)	38%	(159)	413
Ethnicity: White	12%	(202)	23%	(395)	19%	(326)	46%	(777)	1700
Ethnicity: Hispanic	23%	(86)	25%	(94)	21%	(79)	32%	(120)	379
Ethnicity: Black	10%	(29)	25%	(71)	22%	(61)	43%	(122)	283

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Table MCEN3_1: How much have you seen, read, or heard about the following?
AMC Theaters testing 'sightline' pricing, which gives theater seating different costs depending on the location of the seat

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(250)	24%	(520)	20%	(443)	45%	(991)	2203
Ethnicity: Other	8%	(18)	25%	(54)	25%	(56)	42%	(92)	220
All Christian	8%	(77)	25%	(226)	20%	(180)	47%	(435)	919
All Non-Christian	43%	(92)	23%	(50)	11%	(24)	23%	(50)	216
Atheist	13%	(14)	19%	(20)	17%	(18)	50%	(53)	105
Agnostic/Nothing in particular	7%	(37)	22%	(117)	25%	(132)	47%	(252)	539
Something Else	7%	(29)	25%	(106)	21%	(89)	47%	(201)	425
Religious Non-Protestant/Catholic	40%	(96)	23%	(54)	13%	(31)	24%	(57)	238
Evangelical	12%	(64)	25%	(137)	17%	(90)	46%	(251)	542
Non-Evangelical	5%	(38)	24%	(192)	23%	(183)	48%	(379)	792
Community: Urban	19%	(131)	23%	(162)	21%	(146)	37%	(255)	694
Community: Suburban	9%	(85)	26%	(251)	18%	(174)	47%	(450)	961
Community: Rural	6%	(33)	19%	(106)	23%	(123)	52%	(285)	548
Employ: Private Sector	15%	(114)	27%	(202)	22%	(165)	35%	(261)	741
Employ: Government	38%	(68)	22%	(39)	19%	(33)	21%	(38)	178
Employ: Self-Employed	14%	(25)	23%	(41)	28%	(50)	35%	(61)	178
Employ: Homemaker	5%	(6)	21%	(27)	16%	(20)	59%	(75)	128
Employ: Student	8%	(5)	30%	(19)	27%	(17)	34%	(21)	62
Employ: Retired	3%	(16)	23%	(131)	15%	(85)	60%	(349)	582
Employ: Unemployed	3%	(8)	19%	(44)	24%	(54)	54%	(123)	228
Employ: Other	8%	(8)	16%	(17)	18%	(19)	58%	(62)	106
Military HH: Yes	16%	(56)	23%	(84)	14%	(50)	47%	(170)	360
Military HH: No	10%	(193)	24%	(436)	21%	(394)	45%	(821)	1843
2018 House Vote: Democrat	16%	(158)	26%	(254)	15%	(149)	42%	(404)	965
2018 House Vote: Republican	8%	(43)	24%	(127)	20%	(109)	48%	(253)	531
2018 House Vote: Didnt Vote	7%	(47)	19%	(130)	26%	(171)	48%	(322)	670
4-Region: Northeast	20%	(79)	22%	(84)	18%	(69)	40%	(154)	386
4-Region: Midwest	8%	(37)	25%	(114)	16%	(73)	51%	(231)	455
4-Region: South	7%	(62)	24%	(203)	22%	(184)	47%	(391)	840
4-Region: West	14%	(71)	23%	(119)	22%	(117)	41%	(214)	522
Avid Film Fan	22%	(188)	22%	(192)	19%	(166)	36%	(312)	857
Film Fan	12%	(241)	24%	(482)	20%	(393)	44%	(869)	1984

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Table MCEN3_1: How much have you seen, read, or heard about the following?*AMC Theaters testing 'sightline' pricing, which gives theater seating different costs depending on the location of the seat*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(250)	24%	(520)	20%	(443)	45%	(991)	2203
Saw a Movie in Theaters 3+ Times in Past Month	44%	(144)	28%	(91)	17%	(54)	11%	(35)	324
Saw a Movie in Theaters 5+ Times in Past Month	59%	(86)	20%	(30)	8%	(12)	13%	(19)	146

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

Table MCEN3_2: How much have you seen, read, or heard about the following?
Some movie theaters charging extra on the opening weekends of certain movies expected to be well-selling blockbusters

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(300)	26%	(578)	20%	(449)	40%	(876)	2203
Gender: Male	20%	(210)	29%	(314)	20%	(213)	31%	(333)	1070
Gender: Female	8%	(89)	23%	(260)	21%	(235)	48%	(539)	1123
Age: 18-34	23%	(146)	31%	(197)	21%	(134)	24%	(154)	632
Age: 35-44	21%	(80)	31%	(114)	19%	(72)	29%	(107)	372
Age: 45-64	7%	(49)	23%	(162)	22%	(158)	48%	(343)	712
Age: 65+	5%	(25)	22%	(105)	17%	(85)	56%	(272)	487
GenZers: 1997-2012	19%	(48)	31%	(79)	25%	(62)	25%	(62)	251
Millennials: 1981-1996	25%	(171)	32%	(218)	18%	(124)	25%	(171)	685
GenXers: 1965-1980	10%	(50)	23%	(118)	24%	(125)	44%	(229)	521
Baby Boomers: 1946-1964	4%	(30)	23%	(158)	18%	(124)	55%	(379)	692
PID: Dem (no lean)	17%	(168)	26%	(268)	19%	(191)	38%	(383)	1010
PID: Ind (no lean)	7%	(44)	26%	(157)	22%	(131)	45%	(269)	601
PID: Rep (no lean)	15%	(88)	26%	(154)	21%	(126)	38%	(224)	592
PID/Gender: Dem Men	25%	(129)	30%	(152)	16%	(82)	29%	(145)	508
PID/Gender: Dem Women	8%	(38)	23%	(115)	22%	(109)	47%	(236)	498
PID/Gender: Ind Men	8%	(21)	29%	(75)	24%	(64)	39%	(101)	260
PID/Gender: Ind Women	7%	(23)	23%	(78)	20%	(68)	50%	(166)	335
PID/Gender: Rep Men	20%	(60)	29%	(87)	23%	(68)	29%	(87)	301
PID/Gender: Rep Women	10%	(28)	23%	(67)	20%	(59)	47%	(137)	291
Ideo: Liberal (1-3)	17%	(132)	26%	(206)	19%	(149)	38%	(294)	780
Ideo: Moderate (4)	7%	(45)	30%	(187)	23%	(146)	40%	(248)	626
Ideo: Conservative (5-7)	17%	(102)	27%	(165)	19%	(114)	37%	(226)	607
Educ: < College	13%	(184)	23%	(337)	20%	(292)	44%	(627)	1440
Educ: Bachelors degree	13%	(64)	32%	(153)	21%	(102)	34%	(166)	485
Educ: Post-grad	19%	(52)	32%	(88)	20%	(55)	30%	(83)	279
Income: Under 50k	9%	(100)	24%	(257)	22%	(234)	44%	(467)	1058
Income: 50k-100k	16%	(120)	27%	(196)	18%	(135)	38%	(281)	732
Income: 100k+	19%	(80)	30%	(125)	19%	(80)	31%	(128)	413
Ethnicity: White	14%	(237)	26%	(440)	19%	(329)	41%	(694)	1700
Ethnicity: Hispanic	27%	(101)	26%	(100)	17%	(64)	30%	(114)	379
Ethnicity: Black	15%	(43)	24%	(68)	22%	(61)	39%	(111)	283

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Table MCEN3_2: How much have you seen, read, or heard about the following?
Some movie theaters charging extra on the opening weekends of certain movies expected to be well-selling blockbusters

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(300)	26%	(578)	20%	(449)	40%	(876)	2203
Ethnicity: Other	9%	(20)	32%	(70)	27%	(59)	32%	(71)	220
All Christian	12%	(110)	26%	(241)	19%	(170)	43%	(398)	919
All Non-Christian	43%	(93)	24%	(52)	11%	(23)	22%	(48)	216
Atheist	10%	(10)	27%	(28)	23%	(24)	41%	(43)	105
Agnostic/Nothing in particular	8%	(45)	30%	(159)	24%	(127)	39%	(208)	539
Something Else	10%	(42)	23%	(99)	25%	(105)	42%	(180)	425
Religious Non-Protestant/Catholic	40%	(95)	24%	(58)	11%	(25)	25%	(60)	238
Evangelical	16%	(85)	23%	(124)	20%	(108)	41%	(225)	542
Non-Evangelical	8%	(61)	26%	(209)	21%	(170)	44%	(352)	792
Community: Urban	19%	(134)	26%	(182)	22%	(151)	33%	(227)	694
Community: Suburban	12%	(119)	27%	(262)	20%	(190)	41%	(390)	961
Community: Rural	9%	(47)	25%	(134)	20%	(108)	47%	(259)	548
Employ: Private Sector	16%	(120)	30%	(219)	23%	(172)	31%	(230)	741
Employ: Government	39%	(69)	25%	(44)	14%	(25)	22%	(40)	178
Employ: Self-Employed	21%	(37)	32%	(58)	22%	(39)	24%	(44)	178
Employ: Homemaker	6%	(8)	24%	(31)	20%	(25)	50%	(64)	128
Employ: Student	23%	(14)	29%	(18)	28%	(17)	20%	(12)	62
Employ: Retired	5%	(30)	23%	(133)	17%	(99)	55%	(321)	582
Employ: Unemployed	7%	(15)	21%	(48)	23%	(53)	49%	(112)	228
Employ: Other	6%	(6)	27%	(28)	18%	(19)	50%	(53)	106
Military HH: Yes	19%	(68)	21%	(77)	21%	(74)	39%	(141)	360
Military HH: No	13%	(232)	27%	(502)	20%	(375)	40%	(735)	1843
2018 House Vote: Democrat	18%	(174)	26%	(249)	18%	(171)	38%	(371)	965
2018 House Vote: Republican	11%	(56)	28%	(150)	21%	(114)	40%	(211)	531
2018 House Vote: Didnt Vote	10%	(66)	26%	(175)	22%	(147)	42%	(281)	670
4-Region: Northeast	21%	(81)	24%	(93)	18%	(70)	37%	(142)	386
4-Region: Midwest	11%	(52)	22%	(102)	21%	(97)	45%	(204)	455
4-Region: South	10%	(87)	28%	(232)	20%	(170)	42%	(351)	840
4-Region: West	15%	(81)	29%	(151)	21%	(111)	34%	(179)	522
Avid Film Fan	23%	(197)	28%	(237)	18%	(156)	31%	(266)	857
Film Fan	14%	(279)	28%	(546)	21%	(413)	38%	(746)	1984

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Table MCEN3_2: How much have you seen, read, or heard about the following?
Some movie theaters charging extra on the opening weekends of certain movies expected to be well-selling blockbusters

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(300)	26%	(578)	20%	(449)	40%	(876)	2203
Saw a Movie in Theaters 3+ Times in Past Month	46%	(148)	31%	(99)	11%	(36)	13%	(41)	324
Saw a Movie in Theaters 5+ Times in Past Month	59%	(86)	21%	(31)	7%	(10)	13%	(19)	146

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

Table MCEN4: *If it was an option at movie theaters, how willing would you be to pay an \$1-2 additional fee on top of the general ticket price to reserve the most desirable seats in a movie theater?*

Demographic	Very willing	Somewhat willing	Not too willing	Not at all willing	Don't know / No opinion	Total N
Adults	15% (329)	25% (543)	20% (432)	34% (750)	7% (149)	2203
Gender: Male	22% (231)	29% (305)	17% (177)	26% (278)	7% (79)	1070
Gender: Female	9% (99)	21% (238)	23% (254)	41% (463)	6% (69)	1123
Age: 18-34	21% (135)	34% (213)	22% (141)	18% (117)	4% (26)	632
Age: 35-44	24% (89)	27% (99)	16% (58)	27% (99)	7% (26)	372
Age: 45-64	10% (68)	23% (161)	19% (136)	40% (281)	9% (65)	712
Age: 65+	8% (37)	14% (70)	20% (96)	52% (253)	6% (31)	487
GenZers: 1997-2012	19% (47)	33% (82)	24% (60)	21% (52)	4% (9)	251
Millennials: 1981-1996	24% (168)	30% (207)	18% (125)	22% (149)	5% (36)	685
GenXers: 1965-1980	11% (58)	25% (129)	19% (101)	35% (183)	10% (50)	521
Baby Boomers: 1946-1964	8% (56)	17% (115)	19% (134)	49% (337)	7% (51)	692
PID: Dem (no lean)	18% (181)	24% (243)	19% (187)	33% (330)	7% (68)	1010
PID: Ind (no lean)	12% (69)	22% (133)	21% (124)	39% (236)	7% (40)	601
PID: Rep (no lean)	13% (78)	28% (167)	20% (121)	31% (184)	7% (41)	592
PID/Gender: Dem Men	29% (150)	29% (145)	13% (67)	21% (107)	8% (39)	508
PID/Gender: Dem Women	6% (32)	20% (98)	24% (120)	44% (220)	6% (29)	498
PID/Gender: Ind Men	13% (34)	24% (62)	20% (52)	36% (94)	7% (18)	260
PID/Gender: Ind Women	11% (35)	21% (70)	21% (72)	41% (138)	6% (20)	335
PID/Gender: Rep Men	16% (47)	32% (97)	19% (58)	26% (78)	7% (21)	301
PID/Gender: Rep Women	11% (32)	24% (70)	22% (63)	36% (106)	7% (20)	291
Ideo: Liberal (1-3)	17% (133)	25% (195)	21% (163)	34% (262)	3% (26)	780
Ideo: Moderate (4)	11% (67)	25% (158)	23% (143)	33% (209)	8% (49)	626
Ideo: Conservative (5-7)	19% (114)	23% (138)	18% (109)	35% (212)	6% (34)	607
Educ: < College	14% (195)	25% (354)	20% (281)	35% (498)	8% (111)	1440
Educ: Bachelors degree	15% (71)	26% (125)	21% (100)	33% (160)	6% (30)	485
Educ: Post-grad	23% (63)	23% (64)	18% (51)	33% (92)	3% (8)	279
Income: Under 50k	11% (121)	23% (247)	21% (225)	36% (382)	8% (84)	1058
Income: 50k-100k	18% (132)	27% (194)	17% (126)	32% (238)	6% (42)	732
Income: 100k+	18% (76)	25% (102)	20% (81)	32% (130)	6% (23)	413
Ethnicity: White	15% (255)	23% (392)	21% (352)	36% (608)	5% (93)	1700
Ethnicity: Hispanic	20% (76)	32% (121)	15% (58)	22% (83)	11% (42)	379

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Table MCEN4: *If it was an option at movie theaters, how willing would you be to pay an \$1-2 additional fee on top of the general ticket price to reserve the most desirable seats in a movie theater?*

Demographic	Very willing	Somewhat willing	Not too willing	Not at all willing	Don't know / No opinion	Total N
Adults	15% (329)	25% (543)	20% (432)	34% (750)	7% (149)	2203
Ethnicity: Black	16% (45)	31% (88)	16% (45)	26% (74)	11% (31)	283
Ethnicity: Other	13% (29)	29% (63)	16% (35)	31% (68)	11% (25)	220
All Christian	12% (115)	24% (222)	19% (171)	38% (352)	6% (59)	919
All Non-Christian	42% (90)	23% (49)	9% (19)	15% (33)	11% (23)	216
Atheist	16% (17)	26% (27)	14% (15)	39% (41)	4% (4)	105
Agnostic/Nothing in particular	7% (38)	26% (142)	24% (130)	35% (191)	7% (37)	539
Something Else	16% (69)	24% (102)	23% (96)	31% (132)	6% (25)	425
Religious Non-Protestant/Catholic	38% (91)	26% (63)	9% (22)	15% (37)	10% (24)	238
Evangelical	20% (110)	24% (129)	16% (85)	34% (185)	6% (32)	542
Non-Evangelical	9% (72)	23% (183)	23% (184)	38% (303)	6% (50)	792
Community: Urban	24% (170)	29% (198)	15% (102)	25% (174)	7% (51)	694
Community: Suburban	11% (105)	23% (221)	23% (218)	37% (356)	6% (61)	961
Community: Rural	10% (54)	23% (124)	21% (113)	40% (220)	7% (37)	548
Employ: Private Sector	17% (127)	27% (197)	20% (152)	29% (214)	7% (52)	741
Employ: Government	32% (58)	33% (59)	15% (27)	18% (32)	2% (3)	178
Employ: Self-Employed	20% (35)	34% (60)	21% (37)	23% (41)	3% (5)	178
Employ: Homemaker	11% (15)	17% (22)	17% (21)	42% (54)	13% (16)	128
Employ: Student	20% (12)	32% (19)	27% (16)	20% (12)	2% (1)	62
Employ: Retired	9% (54)	16% (94)	20% (117)	48% (279)	7% (38)	582
Employ: Unemployed	5% (12)	31% (71)	19% (44)	32% (73)	12% (28)	228
Employ: Other	16% (17)	20% (21)	17% (18)	43% (45)	5% (6)	106
Military HH: Yes	17% (60)	28% (100)	18% (64)	31% (111)	7% (24)	360
Military HH: No	15% (269)	24% (443)	20% (367)	35% (639)	7% (125)	1843
2018 House Vote: Democrat	19% (186)	22% (213)	17% (162)	36% (348)	6% (56)	965
2018 House Vote: Republican	12% (62)	26% (136)	21% (113)	36% (192)	5% (28)	531
2018 House Vote: Didnt Vote	11% (77)	28% (185)	22% (149)	29% (196)	9% (63)	670
4-Region: Northeast	20% (78)	19% (74)	17% (66)	36% (137)	8% (31)	386
4-Region: Midwest	9% (40)	24% (107)	23% (107)	40% (184)	4% (17)	455
4-Region: South	15% (129)	24% (201)	20% (170)	33% (277)	8% (63)	840
4-Region: West	16% (82)	31% (161)	17% (89)	29% (152)	7% (37)	522

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Table MCEN4: *If it was an option at movie theaters, how willing would you be to pay an \$1-2 additional fee on top of the general ticket price to reserve the most desirable seats in a movie theater?*

Demographic	Very willing	Somewhat willing	Not too willing	Not at all willing	Don't know / No opinion	Total N
Adults	15% (329)	25% (543)	20% (432)	34% (750)	7% (149)	2203
Avid Film Fan	23% (196)	28% (237)	16% (138)	28% (242)	5% (44)	857
Film Fan	15% (297)	25% (502)	20% (396)	34% (675)	6% (114)	1984
Saw a Movie in Theaters 3+ Times in Past Month	46% (149)	27% (87)	15% (48)	8% (25)	5% (15)	324
Saw a Movie in Theaters 5+ Times in Past Month	55% (81)	24% (35)	7% (11)	6% (9)	7% (10)	146

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

Table MCEN5: If it was an option at movie theaters, how willing would you be to take a \$1-2 discount of the general ticket price to reserve the least desirable seats in a movie theater?

Demographic	Very willing	Somewhat willing	Not too willing	Not at all willing	Don't know / No opinion	Total N
Adults	17% (366)	27% (604)	19% (411)	27% (602)	10% (220)	2203
Gender: Male	22% (236)	29% (312)	16% (167)	22% (240)	11% (114)	1070
Gender: Female	11% (129)	25% (285)	22% (244)	32% (361)	9% (105)	1123
Age: 18-34	26% (165)	34% (213)	21% (135)	15% (94)	4% (25)	632
Age: 35-44	24% (88)	36% (132)	15% (55)	17% (65)	9% (32)	372
Age: 45-64	13% (90)	25% (179)	17% (124)	30% (213)	15% (106)	712
Age: 65+	5% (23)	16% (80)	20% (97)	47% (231)	12% (57)	487
GenZers: 1997-2012	27% (67)	31% (79)	24% (61)	15% (38)	2% (6)	251
Millennials: 1981-1996	25% (173)	35% (237)	18% (122)	16% (109)	6% (43)	685
GenXers: 1965-1980	14% (75)	29% (149)	16% (83)	26% (135)	15% (79)	521
Baby Boomers: 1946-1964	7% (48)	19% (131)	19% (133)	42% (290)	13% (90)	692
PID: Dem (no lean)	19% (196)	27% (270)	17% (172)	27% (274)	10% (97)	1010
PID: Ind (no lean)	13% (79)	27% (162)	23% (136)	27% (160)	11% (64)	601
PID: Rep (no lean)	15% (91)	29% (172)	17% (102)	28% (168)	10% (59)	592
PID/Gender: Dem Men	27% (138)	29% (147)	12% (60)	23% (115)	10% (49)	508
PID/Gender: Dem Women	12% (58)	24% (120)	23% (113)	32% (159)	10% (49)	498
PID/Gender: Ind Men	16% (42)	28% (72)	21% (56)	21% (55)	14% (36)	260
PID/Gender: Ind Women	11% (37)	26% (86)	24% (81)	31% (104)	8% (27)	335
PID/Gender: Rep Men	19% (57)	31% (94)	17% (52)	23% (70)	10% (30)	301
PID/Gender: Rep Women	12% (34)	27% (78)	17% (51)	34% (98)	10% (30)	291
Ideo: Liberal (1-3)	18% (141)	27% (210)	19% (149)	30% (232)	6% (49)	780
Ideo: Moderate (4)	13% (84)	29% (184)	19% (121)	27% (166)	11% (70)	626
Ideo: Conservative (5-7)	20% (124)	28% (168)	18% (107)	26% (158)	8% (51)	607
Educ: < College	17% (250)	27% (384)	17% (252)	28% (399)	11% (155)	1440
Educ: Bachelors degree	12% (60)	29% (141)	21% (102)	28% (133)	10% (48)	485
Educ: Post-grad	20% (56)	28% (78)	21% (58)	25% (70)	6% (17)	279
Income: Under 50k	16% (167)	27% (282)	19% (202)	27% (287)	11% (118)	1058
Income: 50k-100k	17% (128)	28% (205)	17% (125)	28% (207)	9% (67)	732
Income: 100k+	17% (70)	28% (117)	20% (84)	26% (107)	8% (35)	413
Ethnicity: White	17% (282)	27% (462)	19% (319)	29% (489)	9% (149)	1700
Ethnicity: Hispanic	22% (85)	29% (111)	18% (70)	17% (66)	13% (48)	379

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Table MCEN5: *If it was an option at movie theaters, how willing would you be to take a \$1-2 discount of the general ticket price to reserve the least desirable seats in a movie theater?*

Demographic	Very willing	Somewhat willing	Not too willing	Not at all willing	Don't know / No opinion	Total N
Adults	17% (366)	27% (604)	19% (411)	27% (602)	10% (220)	2203
Ethnicity: Black	19% (53)	33% (93)	16% (47)	18% (50)	14% (40)	283
Ethnicity: Other	14% (30)	22% (49)	21% (46)	29% (63)	14% (31)	220
All Christian	14% (126)	27% (244)	17% (156)	32% (294)	11% (99)	919
All Non-Christian	36% (78)	29% (63)	10% (21)	15% (31)	10% (22)	216
Atheist	19% (20)	24% (25)	21% (22)	29% (31)	7% (8)	105
Agnostic/Nothing in particular	11% (59)	30% (160)	23% (125)	26% (138)	11% (57)	539
Something Else	19% (82)	26% (112)	20% (87)	26% (108)	8% (35)	425
Religious Non-Protestant/Catholic	33% (79)	32% (76)	10% (25)	15% (35)	10% (23)	238
Evangelical	21% (116)	26% (142)	17% (90)	25% (138)	10% (56)	542
Non-Evangelical	12% (93)	27% (213)	18% (146)	33% (265)	10% (76)	792
Community: Urban	24% (169)	31% (213)	14% (95)	20% (142)	11% (76)	694
Community: Suburban	13% (125)	26% (254)	21% (206)	30% (292)	9% (83)	961
Community: Rural	13% (72)	25% (137)	20% (110)	31% (168)	11% (61)	548
Employ: Private Sector	19% (138)	30% (223)	18% (134)	23% (167)	11% (79)	741
Employ: Government	34% (60)	34% (60)	14% (25)	16% (28)	2% (4)	178
Employ: Self-Employed	32% (57)	35% (63)	16% (29)	13% (24)	3% (6)	178
Employ: Homemaker	15% (20)	24% (30)	19% (25)	28% (36)	14% (17)	128
Employ: Student	12% (7)	43% (26)	18% (11)	24% (15)	3% (2)	62
Employ: Retired	7% (43)	19% (110)	19% (112)	42% (242)	13% (76)	582
Employ: Unemployed	14% (33)	27% (63)	21% (48)	25% (58)	12% (27)	228
Employ: Other	9% (9)	27% (29)	26% (27)	30% (32)	8% (9)	106
Military HH: Yes	12% (44)	29% (104)	17% (61)	31% (113)	10% (37)	360
Military HH: No	17% (322)	27% (500)	19% (350)	27% (489)	10% (183)	1843
2018 House Vote: Democrat	19% (185)	27% (260)	17% (168)	28% (273)	8% (79)	965
2018 House Vote: Republican	14% (76)	27% (146)	19% (100)	29% (152)	11% (58)	531
2018 House Vote: Didnt Vote	14% (93)	29% (194)	21% (138)	24% (163)	12% (82)	670
4-Region: Northeast	22% (85)	22% (83)	17% (66)	27% (105)	12% (46)	386
4-Region: Midwest	13% (61)	28% (129)	20% (93)	29% (132)	9% (41)	455
4-Region: South	16% (135)	27% (228)	19% (158)	27% (229)	11% (89)	840
4-Region: West	16% (84)	31% (164)	18% (93)	26% (136)	9% (45)	522

Continued on next page

Table MCEN5: *If it was an option at movie theaters, how willing would you be to take a \$1-2 discount of the general ticket price to reserve the least desirable seats in a movie theater?*

Demographic	Very willing	Somewhat willing	Not too willing	Not at all willing	Don't know / No opinion	Total N
Adults	17% (366)	27% (604)	19% (411)	27% (602)	10% (220)	2203
Avid Film Fan	22% (192)	28% (240)	16% (139)	26% (226)	7% (60)	857
Film Fan	17% (335)	28% (556)	19% (372)	28% (546)	9% (175)	1984
Saw a Movie in Theaters 3+ Times in Past Month	42% (135)	31% (101)	12% (39)	9% (31)	6% (19)	324
Saw a Movie in Theaters 5+ Times in Past Month	47% (69)	28% (40)	7% (10)	10% (15)	8% (11)	146

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

Table MCEN6: *If variable pricing for movie theater seats (where the most desirable seats cost the most and the least desirable cost the least) became widespread, how concerned would you be about being able to afford seeing a movie in theaters?*

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not at all concerned	Don't know / No opinion	Total N
Adults	24% (532)	32% (715)	20% (443)	13% (285)	10% (228)	2203
Gender: Male	26% (279)	31% (332)	19% (203)	14% (150)	10% (106)	1070
Gender: Female	22% (252)	33% (376)	21% (239)	12% (135)	11% (121)	1123
Age: 18-34	23% (148)	38% (239)	20% (125)	11% (70)	8% (51)	632
Age: 35-44	26% (96)	34% (126)	23% (87)	8% (31)	9% (32)	372
Age: 45-64	24% (173)	31% (222)	20% (141)	12% (84)	13% (92)	712
Age: 65+	24% (115)	26% (127)	19% (91)	21% (100)	11% (54)	487
GenZers: 1997-2012	17% (43)	42% (104)	21% (52)	13% (32)	7% (19)	251
Millennials: 1981-1996	28% (193)	35% (238)	20% (137)	9% (62)	8% (55)	685
GenXers: 1965-1980	21% (111)	34% (176)	21% (112)	10% (53)	13% (69)	521
Baby Boomers: 1946-1964	26% (177)	26% (181)	19% (133)	18% (123)	11% (78)	692
PID: Dem (no lean)	30% (299)	29% (288)	19% (189)	14% (137)	10% (97)	1010
PID: Ind (no lean)	19% (112)	35% (210)	21% (123)	13% (76)	13% (80)	601
PID: Rep (no lean)	20% (121)	37% (217)	22% (131)	12% (72)	9% (51)	592
PID/Gender: Dem Men	33% (168)	26% (133)	17% (86)	13% (69)	10% (52)	508
PID/Gender: Dem Women	26% (131)	31% (152)	20% (102)	14% (68)	9% (45)	498
PID/Gender: Ind Men	20% (52)	34% (87)	21% (54)	14% (37)	12% (31)	260
PID/Gender: Ind Women	18% (60)	36% (119)	21% (70)	12% (39)	14% (48)	335
PID/Gender: Rep Men	20% (59)	37% (112)	21% (63)	15% (45)	7% (23)	301
PID/Gender: Rep Women	21% (62)	36% (105)	23% (68)	10% (28)	10% (28)	291
Ideo: Liberal (1-3)	28% (216)	30% (232)	21% (161)	16% (122)	6% (49)	780
Ideo: Moderate (4)	19% (120)	35% (220)	23% (146)	11% (69)	11% (72)	626
Ideo: Conservative (5-7)	28% (169)	35% (211)	18% (112)	12% (72)	7% (44)	607
Educ: < College	25% (361)	32% (456)	17% (251)	14% (197)	12% (175)	1440
Educ: Bachelors degree	20% (95)	36% (174)	25% (121)	11% (55)	8% (40)	485
Educ: Post-grad	27% (76)	31% (86)	26% (72)	12% (32)	5% (13)	279
Income: Under 50k	24% (254)	33% (349)	18% (189)	11% (121)	14% (146)	1058
Income: 50k-100k	24% (177)	33% (243)	22% (159)	14% (104)	7% (49)	732
Income: 100k+	24% (101)	30% (124)	23% (95)	14% (60)	8% (33)	413
Ethnicity: White	25% (429)	32% (545)	20% (348)	13% (216)	10% (162)	1700
Ethnicity: Hispanic	30% (116)	38% (146)	8% (31)	11% (40)	12% (47)	379

Continued on next page

Table MCEN6: *If variable pricing for movie theater seats (where the most desirable seats cost the most and the least desirable cost the least) became widespread, how concerned would you be about being able to afford seeing a movie in theaters?*

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not at all concerned	Don't know / No opinion	Total N
Adults	24% (532)	32% (715)	20% (443)	13% (285)	10% (228)	2203
Ethnicity: Black	22% (63)	32% (92)	16% (45)	14% (39)	16% (45)	283
Ethnicity: Other	18% (40)	36% (79)	23% (51)	14% (30)	9% (21)	220
All Christian	25% (229)	32% (298)	22% (199)	13% (122)	8% (71)	919
All Non-Christian	44% (95)	27% (59)	12% (27)	4% (10)	12% (26)	216
Atheist	25% (26)	20% (21)	24% (25)	18% (18)	14% (15)	105
Agnostic/Nothing in particular	17% (93)	34% (184)	21% (111)	15% (79)	13% (71)	539
Something Else	21% (89)	36% (154)	19% (81)	13% (56)	11% (45)	425
Religious Non-Protestant/Catholic	41% (97)	31% (73)	13% (31)	5% (11)	11% (27)	238
Evangelical	31% (166)	33% (179)	17% (92)	11% (60)	8% (44)	542
Non-Evangelical	19% (149)	34% (270)	23% (181)	15% (121)	9% (71)	792
Community: Urban	27% (185)	35% (240)	18% (127)	9% (63)	12% (80)	694
Community: Suburban	23% (220)	31% (302)	21% (206)	15% (145)	9% (88)	961
Community: Rural	23% (128)	32% (174)	20% (111)	14% (77)	11% (60)	548
Employ: Private Sector	24% (175)	36% (263)	23% (171)	8% (63)	9% (70)	741
Employ: Government	37% (66)	29% (52)	18% (31)	12% (21)	4% (7)	178
Employ: Self-Employed	26% (46)	35% (63)	20% (35)	13% (22)	6% (11)	178
Employ: Homemaker	18% (24)	22% (29)	24% (30)	19% (24)	16% (21)	128
Employ: Student	21% (13)	34% (21)	24% (15)	17% (11)	3% (2)	62
Employ: Retired	25% (143)	27% (156)	19% (108)	18% (106)	12% (69)	582
Employ: Unemployed	14% (31)	47% (107)	15% (33)	11% (25)	14% (32)	228
Employ: Other	31% (33)	23% (25)	18% (19)	11% (12)	16% (17)	106
Military HH: Yes	24% (86)	30% (107)	18% (64)	18% (64)	11% (38)	360
Military HH: No	24% (446)	33% (608)	21% (379)	12% (221)	10% (190)	1843
2018 House Vote: Democrat	28% (274)	30% (294)	19% (181)	14% (136)	8% (80)	965
2018 House Vote: Republican	21% (111)	35% (187)	24% (127)	13% (69)	7% (38)	531
2018 House Vote: Didnt Vote	21% (138)	33% (219)	19% (130)	11% (75)	16% (108)	670
4-Region: Northeast	30% (116)	24% (92)	18% (70)	17% (65)	11% (44)	386
4-Region: Midwest	21% (97)	34% (155)	25% (113)	12% (53)	8% (38)	455
4-Region: South	23% (192)	32% (273)	18% (155)	14% (120)	12% (100)	840
4-Region: West	24% (127)	37% (195)	20% (105)	9% (47)	9% (46)	522

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Table MCEN6: *If variable pricing for movie theater seats (where the most desirable seats cost the most and the least desirable cost the least) became widespread, how concerned would you be about being able to afford seeing a movie in theaters?*

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not at all concerned	Don't know / No opinion	Total N
Adults	24% (532)	32% (715)	20% (443)	13% (285)	10% (228)	2203
Avid Film Fan	33% (279)	34% (287)	17% (150)	10% (83)	7% (57)	857
Film Fan	25% (496)	34% (666)	20% (404)	12% (243)	9% (175)	1984
Saw a Movie in Theaters 3+ Times in Past Month	45% (146)	34% (111)	12% (39)	3% (10)	5% (17)	324
Saw a Movie in Theaters 5+ Times in Past Month	54% (80)	24% (35)	10% (15)	4% (6)	8% (11)	146

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

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

Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	39%	(857)	51%	(1128)	10%	(219)	2203
Gender: Male	47%	(505)	44%	(476)	8%	(88)	1070
Gender: Female	31%	(346)	58%	(647)	12%	(130)	1123
Age: 18-34	46%	(292)	44%	(278)	10%	(62)	632
Age: 35-44	43%	(160)	49%	(183)	8%	(29)	372
Age: 45-64	38%	(272)	52%	(372)	10%	(68)	712
Age: 65+	27%	(133)	61%	(296)	12%	(59)	487
GenZers: 1997-2012	38%	(94)	46%	(116)	16%	(41)	251
Millennials: 1981-1996	50%	(341)	43%	(298)	7%	(46)	685
GenXers: 1965-1980	37%	(194)	53%	(274)	10%	(54)	521
Baby Boomers: 1946-1964	31%	(212)	59%	(409)	10%	(71)	692
PID: Dem (no lean)	42%	(427)	50%	(506)	8%	(78)	1010
PID: Ind (no lean)	34%	(206)	56%	(337)	10%	(59)	601
PID: Rep (no lean)	38%	(224)	48%	(285)	14%	(83)	592
PID/Gender: Dem Men	51%	(261)	41%	(209)	7%	(38)	508
PID/Gender: Dem Women	33%	(164)	59%	(294)	8%	(40)	498
PID/Gender: Ind Men	42%	(109)	53%	(138)	5%	(13)	260
PID/Gender: Ind Women	28%	(92)	59%	(197)	14%	(46)	335
PID/Gender: Rep Men	45%	(135)	43%	(128)	13%	(38)	301
PID/Gender: Rep Women	31%	(90)	54%	(156)	15%	(44)	291
Ideo: Liberal (1-3)	44%	(341)	49%	(385)	7%	(54)	780
Ideo: Moderate (4)	36%	(225)	56%	(351)	8%	(50)	626
Ideo: Conservative (5-7)	41%	(249)	49%	(297)	10%	(61)	607
Educ: < College	37%	(539)	51%	(741)	11%	(159)	1440
Educ: Bachelors degree	41%	(201)	50%	(243)	8%	(41)	485
Educ: Post-grad	42%	(116)	52%	(144)	7%	(19)	279
Income: Under 50k	36%	(379)	51%	(545)	13%	(135)	1058
Income: 50k-100k	43%	(312)	50%	(368)	7%	(51)	732
Income: 100k+	40%	(165)	52%	(215)	8%	(33)	413
Ethnicity: White	39%	(666)	52%	(876)	9%	(159)	1700
Ethnicity: Hispanic	48%	(184)	42%	(158)	10%	(38)	379
Ethnicity: Black	39%	(110)	46%	(130)	15%	(43)	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	39%	(857)	51%	(1128)	10%	(219)	2203
Ethnicity: Other	37%	(81)	56%	(122)	8%	(17)	220
All Christian	37%	(338)	55%	(505)	8%	(76)	919
All Non-Christian	56%	(120)	33%	(72)	11%	(24)	216
Atheist	46%	(48)	41%	(43)	13%	(14)	105
Agnostic/Nothing in particular	38%	(206)	52%	(282)	9%	(50)	539
Something Else	34%	(144)	53%	(226)	13%	(55)	425
Religious Non-Protestant/Catholic	52%	(124)	34%	(81)	14%	(33)	238
Evangelical	36%	(196)	53%	(284)	11%	(62)	542
Non-Evangelical	35%	(280)	56%	(445)	8%	(67)	792
Community: Urban	44%	(306)	47%	(328)	9%	(61)	694
Community: Suburban	40%	(384)	53%	(509)	7%	(67)	961
Community: Rural	30%	(166)	53%	(291)	17%	(91)	548
Employ: Private Sector	48%	(355)	45%	(337)	7%	(49)	741
Employ: Government	46%	(82)	44%	(78)	10%	(18)	178
Employ: Self-Employed	36%	(64)	55%	(98)	9%	(16)	178
Employ: Homemaker	36%	(46)	56%	(71)	8%	(11)	128
Employ: Student	34%	(21)	51%	(31)	16%	(10)	62
Employ: Retired	29%	(170)	58%	(337)	13%	(76)	582
Employ: Unemployed	39%	(90)	51%	(117)	9%	(22)	228
Employ: Other	28%	(30)	55%	(59)	17%	(18)	106
Military HH: Yes	42%	(151)	47%	(169)	11%	(40)	360
Military HH: No	38%	(705)	52%	(959)	10%	(179)	1843
2018 House Vote: Democrat	43%	(416)	50%	(483)	7%	(66)	965
2018 House Vote: Republican	34%	(183)	54%	(285)	12%	(64)	531
2018 House Vote: Didnt Vote	36%	(242)	51%	(339)	13%	(89)	670
4-Region: Northeast	44%	(171)	49%	(188)	7%	(28)	386
4-Region: Midwest	36%	(164)	56%	(254)	8%	(37)	455
4-Region: South	34%	(288)	51%	(430)	15%	(122)	840
4-Region: West	45%	(234)	49%	(255)	6%	(32)	522
Avid Film Fan	100%	(857)	—	(0)	—	(0)	857
Film Fan	43%	(857)	57%	(1128)	—	(0)	1984

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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	39% (857)	51% (1128)	10% (219)	2203
Saw a Movie in Theaters 3+ Times in Past Month	65% (211)	26% (86)	8% (27)	324
Saw a Movie in Theaters 5+ Times in Past Month	71% (104)	19% (28)	10% (14)	146

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

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	53%	(1158)	41%	(902)	6%	(143)	2203
Gender: Male	55%	(583)	38%	(411)	7%	(76)	1070
Gender: Female	51%	(573)	43%	(484)	6%	(67)	1123
Age: 18-34	44%	(277)	46%	(293)	10%	(62)	632
Age: 35-44	50%	(185)	43%	(161)	7%	(26)	372
Age: 45-64	59%	(420)	36%	(254)	5%	(38)	712
Age: 65+	57%	(277)	40%	(194)	3%	(16)	487
GenZers: 1997-2012	38%	(95)	52%	(131)	10%	(24)	251
Millennials: 1981-1996	49%	(339)	42%	(288)	9%	(58)	685
GenXers: 1965-1980	56%	(292)	37%	(194)	7%	(35)	521
Baby Boomers: 1946-1964	57%	(395)	39%	(272)	3%	(24)	692
PID: Dem (no lean)	59%	(592)	38%	(380)	4%	(39)	1010
PID: Ind (no lean)	41%	(247)	50%	(300)	9%	(54)	601
PID: Rep (no lean)	54%	(319)	38%	(223)	8%	(50)	592
PID/Gender: Dem Men	61%	(309)	35%	(175)	5%	(24)	508
PID/Gender: Dem Women	56%	(281)	40%	(202)	3%	(15)	498
PID/Gender: Ind Men	42%	(110)	50%	(131)	7%	(19)	260
PID/Gender: Ind Women	41%	(137)	49%	(163)	11%	(35)	335
PID/Gender: Rep Men	54%	(163)	34%	(104)	11%	(34)	301
PID/Gender: Rep Women	53%	(155)	41%	(119)	6%	(16)	291
Ideo: Liberal (1-3)	54%	(423)	41%	(319)	5%	(37)	780
Ideo: Moderate (4)	53%	(334)	39%	(244)	8%	(48)	626
Ideo: Conservative (5-7)	52%	(319)	43%	(258)	5%	(30)	607
Educ: < College	55%	(797)	38%	(552)	6%	(90)	1440
Educ: Bachelors degree	47%	(226)	47%	(227)	7%	(32)	485
Educ: Post-grad	48%	(135)	44%	(123)	7%	(21)	279
Income: Under 50k	52%	(553)	40%	(427)	7%	(78)	1058
Income: 50k-100k	54%	(397)	40%	(295)	5%	(40)	732
Income: 100k+	50%	(207)	44%	(181)	6%	(25)	413
Ethnicity: White	51%	(872)	43%	(730)	6%	(97)	1700
Ethnicity: Hispanic	49%	(186)	41%	(157)	10%	(36)	379
Ethnicity: Black	63%	(178)	29%	(83)	8%	(22)	283

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

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	53%	(1158)	41%	(902)	6%	(143)	2203
Ethnicity: Other	49%	(107)	41%	(89)	11%	(24)	220
All Christian	57%	(522)	39%	(355)	5%	(42)	919
All Non-Christian	56%	(122)	34%	(74)	10%	(21)	216
Atheist	52%	(54)	40%	(42)	8%	(9)	105
Agnostic/Nothing in particular	49%	(261)	43%	(230)	9%	(47)	539
Something Else	47%	(199)	47%	(201)	6%	(25)	425
Religious Non-Protestant/Catholic	53%	(127)	37%	(88)	10%	(23)	238
Evangelical	52%	(283)	44%	(237)	4%	(21)	542
Non-Evangelical	55%	(435)	40%	(318)	5%	(39)	792
Community: Urban	53%	(369)	38%	(267)	8%	(59)	694
Community: Suburban	54%	(517)	42%	(399)	5%	(45)	961
Community: Rural	50%	(272)	43%	(237)	7%	(39)	548
Employ: Private Sector	50%	(371)	43%	(318)	7%	(52)	741
Employ: Government	50%	(89)	45%	(80)	5%	(9)	178
Employ: Self-Employed	40%	(72)	47%	(83)	13%	(23)	178
Employ: Homemaker	58%	(74)	39%	(49)	4%	(5)	128
Employ: Student	44%	(27)	43%	(27)	12%	(8)	62
Employ: Retired	60%	(347)	36%	(209)	5%	(27)	582
Employ: Unemployed	58%	(133)	35%	(80)	6%	(15)	228
Employ: Other	43%	(46)	53%	(56)	4%	(4)	106
Military HH: Yes	52%	(186)	43%	(155)	5%	(18)	360
Military HH: No	53%	(972)	41%	(747)	7%	(125)	1843
2018 House Vote: Democrat	59%	(573)	36%	(352)	4%	(40)	965
2018 House Vote: Republican	51%	(270)	43%	(227)	7%	(35)	531
2018 House Vote: Didnt Vote	45%	(301)	45%	(303)	10%	(66)	670
4-Region: Northeast	55%	(211)	40%	(156)	5%	(19)	386
4-Region: Midwest	54%	(246)	41%	(185)	5%	(25)	455
4-Region: South	55%	(465)	39%	(324)	6%	(51)	840
4-Region: West	45%	(236)	46%	(238)	9%	(47)	522
Avid Film Fan	78%	(664)	20%	(171)	3%	(22)	857
Film Fan	55%	(1099)	40%	(800)	4%	(86)	1984

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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	53% (1158)	41% (902)	6% (143)	2203
Saw a Movie in Theaters 3+ Times in Past Month	61% (197)	32% (102)	8% (24)	324
Saw a Movie in Theaters 5+ Times in Past Month	72% (105)	21% (31)	7% (10)	146

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

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

Music

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	57% (1266)	38% (846)	4% (91)	2203
Gender: Male	59% (630)	35% (379)	6% (61)	1070
Gender: Female	56% (631)	41% (462)	3% (30)	1123
Age: 18-34	71% (452)	25% (158)	3% (22)	632
Age: 35-44	59% (221)	36% (133)	5% (18)	372
Age: 45-64	56% (401)	40% (284)	4% (27)	712
Age: 65+	40% (193)	55% (271)	5% (24)	487
GenZers: 1997-2012	75% (189)	20% (50)	5% (12)	251
Millennials: 1981-1996	66% (450)	31% (211)	3% (24)	685
GenXers: 1965-1980	57% (298)	38% (198)	5% (25)	521
Baby Boomers: 1946-1964	45% (314)	51% (355)	3% (23)	692
PID: Dem (no lean)	59% (592)	37% (377)	4% (42)	1010
PID: Ind (no lean)	58% (348)	39% (233)	3% (20)	601
PID: Rep (no lean)	55% (326)	40% (237)	5% (29)	592
PID/Gender: Dem Men	61% (310)	33% (168)	6% (30)	508
PID/Gender: Dem Women	57% (281)	41% (205)	2% (11)	498
PID/Gender: Ind Men	58% (151)	39% (101)	3% (8)	260
PID/Gender: Ind Women	58% (193)	39% (131)	3% (11)	335
PID/Gender: Rep Men	56% (169)	37% (110)	7% (22)	301
PID/Gender: Rep Women	54% (157)	43% (126)	3% (7)	291
Ideo: Liberal (1-3)	62% (482)	34% (262)	5% (36)	780
Ideo: Moderate (4)	54% (339)	43% (269)	3% (19)	626
Ideo: Conservative (5-7)	56% (341)	41% (247)	3% (19)	607
Educ: < College	61% (873)	36% (519)	3% (48)	1440
Educ: Bachelors degree	49% (239)	45% (216)	6% (30)	485
Educ: Post-grad	55% (154)	40% (111)	5% (13)	279
Income: Under 50k	58% (613)	39% (415)	3% (31)	1058
Income: 50k-100k	56% (408)	39% (288)	5% (36)	732
Income: 100k+	60% (246)	35% (143)	6% (24)	413
Ethnicity: White	57% (965)	39% (670)	4% (65)	1700
Ethnicity: Hispanic	70% (266)	23% (87)	7% (26)	379
Ethnicity: Black	64% (182)	31% (88)	5% (14)	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	57%	(1266)	38%	(846)	4%	(91)	2203
Ethnicity: Other	55%	(120)	40%	(88)	5%	(11)	220
All Christian	54%	(493)	43%	(392)	4%	(34)	919
All Non-Christian	56%	(120)	31%	(67)	13%	(29)	216
Atheist	62%	(65)	31%	(33)	6%	(6)	105
Agnostic/Nothing in particular	59%	(320)	38%	(207)	2%	(12)	539
Something Else	63%	(268)	35%	(148)	2%	(9)	425
Religious Non-Protestant/Catholic	57%	(135)	30%	(72)	13%	(31)	238
Evangelical	59%	(319)	38%	(207)	3%	(15)	542
Non-Evangelical	55%	(434)	42%	(333)	3%	(26)	792
Community: Urban	63%	(435)	32%	(221)	6%	(38)	694
Community: Suburban	58%	(558)	39%	(371)	3%	(32)	961
Community: Rural	50%	(273)	47%	(255)	4%	(20)	548
Employ: Private Sector	65%	(483)	30%	(223)	5%	(35)	741
Employ: Government	66%	(118)	28%	(50)	6%	(10)	178
Employ: Self-Employed	60%	(107)	37%	(65)	3%	(5)	178
Employ: Homemaker	57%	(73)	42%	(53)	1%	(1)	128
Employ: Student	72%	(44)	20%	(13)	8%	(5)	62
Employ: Retired	42%	(243)	54%	(315)	4%	(25)	582
Employ: Unemployed	58%	(132)	39%	(89)	3%	(7)	228
Employ: Other	62%	(66)	36%	(38)	2%	(2)	106
Military HH: Yes	55%	(199)	38%	(138)	6%	(23)	360
Military HH: No	58%	(1067)	38%	(708)	4%	(68)	1843
2018 House Vote: Democrat	62%	(594)	34%	(328)	4%	(43)	965
2018 House Vote: Republican	50%	(267)	47%	(247)	3%	(17)	531
2018 House Vote: Didnt Vote	56%	(378)	39%	(263)	4%	(29)	670
4-Region: Northeast	59%	(226)	38%	(145)	4%	(15)	386
4-Region: Midwest	56%	(254)	41%	(186)	3%	(15)	455
4-Region: South	56%	(472)	40%	(334)	4%	(34)	840
4-Region: West	60%	(314)	35%	(181)	5%	(27)	522
Avid Film Fan	78%	(669)	20%	(170)	2%	(18)	857
Film Fan	60%	(1193)	38%	(748)	2%	(43)	1984

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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	57% (1266)	38% (846)	4% (91)	2203
Saw a Movie in Theaters 3+ Times in Past Month	69% (224)	25% (81)	6% (19)	324
Saw a Movie in Theaters 5+ Times in Past Month	72% (105)	22% (32)	7% (10)	146

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

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	20%	(430)	50%	(1107)	30%	(666)	2203
Gender: Male	24%	(255)	45%	(484)	31%	(330)	1070
Gender: Female	15%	(171)	55%	(620)	30%	(333)	1123
Age: 18-34	31%	(199)	49%	(311)	19%	(122)	632
Age: 35-44	28%	(105)	51%	(190)	21%	(78)	372
Age: 45-64	14%	(102)	56%	(398)	30%	(212)	712
Age: 65+	5%	(25)	43%	(209)	52%	(254)	487
GenZers: 1997-2012	31%	(78)	49%	(123)	20%	(49)	251
Millennials: 1981-1996	31%	(212)	50%	(344)	19%	(129)	685
GenXers: 1965-1980	17%	(90)	53%	(278)	30%	(154)	521
Baby Boomers: 1946-1964	7%	(48)	49%	(342)	44%	(302)	692
PID: Dem (no lean)	24%	(242)	50%	(510)	26%	(259)	1010
PID: Ind (no lean)	12%	(75)	57%	(345)	30%	(182)	601
PID: Rep (no lean)	19%	(114)	43%	(252)	38%	(226)	592
PID/Gender: Dem Men	29%	(148)	47%	(237)	24%	(123)	508
PID/Gender: Dem Women	19%	(94)	54%	(270)	27%	(134)	498
PID/Gender: Ind Men	15%	(39)	50%	(131)	35%	(91)	260
PID/Gender: Ind Women	10%	(32)	64%	(214)	27%	(89)	335
PID/Gender: Rep Men	23%	(69)	39%	(116)	39%	(116)	301
PID/Gender: Rep Women	16%	(45)	47%	(135)	38%	(110)	291
Ideo: Liberal (1-3)	25%	(199)	53%	(416)	21%	(166)	780
Ideo: Moderate (4)	14%	(87)	55%	(342)	32%	(198)	626
Ideo: Conservative (5-7)	19%	(118)	43%	(258)	38%	(231)	607
Educ: < College	19%	(273)	50%	(718)	31%	(449)	1440
Educ: Bachelors degree	21%	(103)	52%	(251)	27%	(131)	485
Educ: Post-grad	20%	(55)	50%	(138)	31%	(86)	279
Income: Under 50k	16%	(172)	52%	(555)	31%	(331)	1058
Income: 50k-100k	22%	(162)	50%	(368)	28%	(202)	732
Income: 100k+	23%	(97)	45%	(184)	32%	(132)	413
Ethnicity: White	19%	(315)	50%	(857)	31%	(528)	1700
Ethnicity: Hispanic	31%	(117)	49%	(187)	20%	(75)	379
Ethnicity: Black	23%	(64)	46%	(129)	32%	(90)	283

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Table MCENdem1_4: 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	20%	(430)	50%	(1107)	30%	(666)	2203
Ethnicity: Other	23%	(51)	55%	(121)	22%	(48)	220
All Christian	19%	(178)	47%	(431)	34%	(310)	919
All Non-Christian	37%	(81)	41%	(89)	21%	(46)	216
Atheist	20%	(21)	53%	(55)	27%	(29)	105
Agnostic/Nothing in particular	17%	(94)	54%	(293)	28%	(152)	539
Something Else	13%	(56)	56%	(239)	30%	(129)	425
Religious Non-Protestant/Catholic	36%	(85)	39%	(92)	26%	(61)	238
Evangelical	18%	(95)	45%	(246)	37%	(200)	542
Non-Evangelical	16%	(127)	55%	(432)	29%	(233)	792
Community: Urban	25%	(171)	48%	(334)	27%	(189)	694
Community: Suburban	18%	(174)	52%	(503)	30%	(284)	961
Community: Rural	16%	(86)	49%	(269)	35%	(193)	548
Employ: Private Sector	26%	(192)	52%	(383)	22%	(166)	741
Employ: Government	36%	(65)	44%	(78)	20%	(35)	178
Employ: Self-Employed	20%	(36)	46%	(81)	34%	(60)	178
Employ: Homemaker	17%	(22)	64%	(82)	18%	(24)	128
Employ: Student	28%	(17)	51%	(31)	21%	(13)	62
Employ: Retired	6%	(37)	46%	(271)	47%	(274)	582
Employ: Unemployed	17%	(39)	54%	(122)	29%	(66)	228
Employ: Other	20%	(21)	55%	(59)	25%	(26)	106
Military HH: Yes	21%	(77)	45%	(163)	33%	(120)	360
Military HH: No	19%	(353)	51%	(944)	30%	(546)	1843
2018 House Vote: Democrat	24%	(234)	51%	(495)	25%	(237)	965
2018 House Vote: Republican	13%	(70)	45%	(237)	42%	(224)	531
2018 House Vote: Didnt Vote	18%	(122)	52%	(349)	30%	(199)	670
4-Region: Northeast	28%	(107)	45%	(175)	27%	(104)	386
4-Region: Midwest	15%	(66)	53%	(241)	32%	(148)	455
4-Region: South	16%	(133)	51%	(427)	33%	(281)	840
4-Region: West	24%	(124)	51%	(264)	26%	(133)	522
Avid Film Fan	38%	(327)	48%	(409)	14%	(120)	857
Film Fan	21%	(416)	53%	(1059)	26%	(510)	1984

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Table MCENdem1_4: *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	20% (430)	50% (1107)	30% (666)	2203
Saw a Movie in Theaters 3+ Times in Past Month	47% (151)	40% (128)	14% (45)	324
Saw a Movie in Theaters 5+ Times in Past Month	59% (87)	29% (42)	12% (18)	146

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

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

Demographic	1-2 times		3-4 times		5-9 times		10 or more times		I did not go to a movie theater in the past month		Total N
Adults	26%	(582)	8%	(178)	5%	(105)	2%	(41)	59%	(1297)	2203
Gender: Male	28%	(302)	12%	(126)	8%	(83)	3%	(30)	49%	(529)	1070
Gender: Female	25%	(279)	5%	(51)	2%	(22)	1%	(12)	68%	(759)	1123
Age: 18-34	34%	(216)	16%	(100)	8%	(51)	4%	(27)	38%	(237)	632
Age: 35-44	30%	(111)	13%	(47)	11%	(40)	2%	(9)	44%	(165)	372
Age: 45-64	24%	(174)	3%	(25)	2%	(13)	—	(3)	70%	(496)	712
Age: 65+	16%	(80)	1%	(6)	—	(1)	—	(1)	82%	(399)	487
GenZers: 1997-2012	44%	(109)	13%	(32)	4%	(11)	2%	(5)	37%	(94)	251
Millennials: 1981-1996	29%	(196)	15%	(105)	11%	(78)	4%	(30)	40%	(275)	685
GenXers: 1965-1980	27%	(143)	6%	(33)	2%	(13)	1%	(4)	63%	(329)	521
Baby Boomers: 1946-1964	18%	(125)	1%	(7)	1%	(4)	—	(2)	80%	(554)	692
PID: Dem (no lean)	25%	(255)	9%	(88)	7%	(67)	3%	(29)	57%	(572)	1010
PID: Ind (no lean)	29%	(172)	5%	(32)	2%	(10)	1%	(4)	64%	(383)	601
PID: Rep (no lean)	26%	(155)	10%	(57)	5%	(28)	1%	(9)	58%	(343)	592
PID/Gender: Dem Men	25%	(126)	12%	(63)	12%	(59)	4%	(23)	47%	(237)	508
PID/Gender: Dem Women	26%	(128)	5%	(26)	2%	(8)	1%	(6)	66%	(330)	498
PID/Gender: Ind Men	33%	(86)	7%	(19)	3%	(7)	—	(1)	57%	(148)	260
PID/Gender: Ind Women	26%	(86)	4%	(13)	1%	(3)	1%	(3)	69%	(230)	335
PID/Gender: Rep Men	30%	(90)	15%	(45)	6%	(17)	2%	(6)	48%	(144)	301
PID/Gender: Rep Women	22%	(65)	4%	(13)	4%	(12)	1%	(2)	68%	(199)	291
Ideo: Liberal (1-3)	27%	(208)	11%	(85)	6%	(50)	2%	(15)	54%	(423)	780
Ideo: Moderate (4)	29%	(178)	5%	(31)	2%	(12)	1%	(8)	63%	(397)	626
Ideo: Conservative (5-7)	27%	(164)	9%	(54)	7%	(42)	2%	(10)	55%	(337)	607
Educ: < College	27%	(382)	6%	(91)	4%	(52)	2%	(26)	62%	(889)	1440
Educ: Bachelors degree	26%	(128)	10%	(50)	6%	(31)	2%	(8)	55%	(268)	485
Educ: Post-grad	26%	(72)	13%	(37)	8%	(23)	3%	(7)	50%	(140)	279
Income: Under 50k	26%	(271)	6%	(65)	2%	(18)	1%	(11)	65%	(692)	1058
Income: 50k-100k	25%	(185)	12%	(89)	7%	(52)	2%	(14)	54%	(392)	732
Income: 100k+	30%	(126)	6%	(24)	8%	(35)	4%	(16)	52%	(213)	413
Ethnicity: White	27%	(453)	8%	(131)	5%	(92)	2%	(29)	59%	(995)	1700

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

Demographic	1-2 times	3-4 times	5-9 times	10 or more times	I did not go to a movie theater in the past month	Total N
Adults	26% (582)	8% (178)	5% (105)	2% (41)	59% (1297)	2203
Ethnicity: Hispanic	35% (132)	12% (46)	11% (41)	3% (11)	39% (149)	379
Ethnicity: Black	25% (71)	9% (25)	3% (8)	1% (4)	62% (175)	283
Ethnicity: Other	26% (57)	10% (22)	2% (5)	4% (8)	58% (128)	220
All Christian	26% (239)	6% (53)	4% (34)	2% (16)	63% (577)	919
All Non-Christian	17% (37)	23% (50)	24% (51)	5% (11)	31% (67)	216
Atheist	29% (31)	9% (10)	3% (3)	2% (2)	57% (60)	105
Agnostic/Nothing in particular	30% (159)	6% (34)	2% (9)	1% (7)	61% (331)	539
Something Else	27% (117)	7% (31)	2% (9)	1% (5)	62% (264)	425
Religious Non-Protestant/Catholic	17% (41)	22% (53)	22% (52)	5% (11)	34% (80)	238
Evangelical	26% (142)	7% (39)	6% (31)	1% (7)	60% (323)	542
Non-Evangelical	27% (213)	5% (42)	1% (9)	1% (11)	65% (518)	792
Community: Urban	31% (218)	14% (97)	6% (43)	3% (21)	45% (316)	694
Community: Suburban	26% (249)	5% (49)	4% (39)	1% (9)	64% (614)	961
Community: Rural	21% (115)	6% (32)	4% (22)	2% (11)	67% (368)	548
Employ: Private Sector	34% (255)	10% (73)	7% (52)	2% (17)	47% (345)	741
Employ: Government	20% (36)	21% (37)	17% (31)	7% (13)	34% (61)	178
Employ: Self-Employed	36% (64)	14% (24)	6% (10)	2% (4)	42% (75)	178
Employ: Homemaker	26% (34)	4% (5)	3% (4)	1% (2)	65% (84)	128
Employ: Student	50% (31)	12% (7)	5% (3)	— (0)	34% (21)	62
Employ: Retired	17% (100)	2% (9)	— (0)	— (1)	81% (472)	582
Employ: Unemployed	18% (40)	8% (17)	— (1)	— (1)	74% (169)	228
Employ: Other	21% (22)	4% (5)	5% (5)	3% (3)	67% (71)	106
Military HH: Yes	22% (80)	9% (32)	8% (30)	1% (4)	60% (214)	360
Military HH: No	27% (502)	8% (146)	4% (75)	2% (37)	59% (1083)	1843
2018 House Vote: Democrat	26% (253)	9% (91)	7% (64)	2% (21)	56% (536)	965
2018 House Vote: Republican	26% (137)	8% (44)	4% (19)	1% (4)	62% (327)	531
2018 House Vote: Didnt Vote	26% (176)	6% (42)	3% (21)	2% (14)	62% (416)	670

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

Demographic	1-2 times		3-4 times		5-9 times		10 or more times		I did not go to a movie theater in the past month	Total N	
Adults	26%	(582)	8%	(178)	5%	(105)	2%	(41)	59%	(1297)	2203
4-Region: Northeast	24%	(91)	8%	(30)	11%	(41)	3%	(10)	55%	(214)	386
4-Region: Midwest	30%	(138)	4%	(18)	4%	(18)	2%	(7)	60%	(274)	455
4-Region: South	23%	(197)	9%	(72)	3%	(23)	1%	(9)	64%	(540)	840
4-Region: West	30%	(156)	11%	(58)	4%	(23)	3%	(15)	52%	(270)	522
Avid Film Fan	31%	(263)	13%	(107)	9%	(75)	3%	(29)	45%	(382)	857
Film Fan	28%	(547)	8%	(165)	5%	(95)	2%	(37)	57%	(1141)	1984
Saw a Movie in Theaters 3+ Times in Past Month	—	(0)	55%	(178)	32%	(105)	13%	(41)	—	(0)	324
Saw a Movie in Theaters 5+ Times in Past Month	—	(0)	—	(0)	72%	(105)	28%	(41)	—	(0)	146

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2203	100%
xdemGender	Gender: Male	1070	49%
	Gender: Female	1123	51%
	N	2193	
age	Age: 18-34	632	29%
	Age: 35-44	372	17%
	Age: 45-64	712	32%
	Age: 65+	487	22%
	N	2203	
demAgeGeneration	GenZers: 1997-2012	251	11%
	Millennials: 1981-1996	685	31%
	GenXers: 1965-1980	521	24%
	Baby Boomers: 1946-1964	692	31%
	N	2149	
xpid3	PID: Dem (no lean)	1010	46%
	PID: Ind (no lean)	601	27%
	PID: Rep (no lean)	592	27%
	N	2203	
xpidGender	PID/Gender: Dem Men	508	23%
	PID/Gender: Dem Women	498	23%
	PID/Gender: Ind Men	260	12%
	PID/Gender: Ind Women	335	15%
	PID/Gender: Rep Men	301	14%
	PID/Gender: Rep Women	291	13%
	N	2193	
xdemIdeo3	Ideo: Liberal (1-3)	780	35%
	Ideo: Moderate (4)	626	28%
	Ideo: Conservative (5-7)	607	28%
	N	2013	
xeduc3	Educ: < College	1440	65%
	Educ: Bachelors degree	485	22%
	Educ: Post-grad	279	13%
	N	2203	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1058	48%
	Income: 50k-100k	732	33%
	Income: 100k+	413	19%
	N	2203	
xdemWhite	Ethnicity: White	1700	77%
xdemHispBin	Ethnicity: Hispanic	379	17%
demBlackBin	Ethnicity: Black	283	13%
demRaceOther	Ethnicity: Other	220	10%
xdemReligion	All Christian	919	42%
	All Non-Christian	216	10%
	Atheist	105	5%
	Agnostic/Nothing in particular	539	24%
	Something Else	425	19%
	N	2203	
xdemReligOther	Religious Non-Protestant/Catholic	238	11%
xdemEvang	Evangelical	542	25%
	Non-Evangelical	792	36%
	N	1334	
xdemUsr	Community: Urban	694	32%
	Community: Suburban	961	44%
	Community: Rural	548	25%
	N	2203	
xdemEmploy	Employ: Private Sector	741	34%
	Employ: Government	178	8%
	Employ: Self-Employed	178	8%
	Employ: Homemaker	128	6%
	Employ: Student	62	3%
	Employ: Retired	582	26%
	Employ: Unemployed	228	10%
	Employ: Other	106	5%
	N	2203	
xdemMilHH1	Military HH: Yes	360	16%
	Military HH: No	1843	84%
	N	2203	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote18O	2018 House Vote: Democrat	965	44%
	2018 House Vote: Republican	531	24%
	2018 House Vote: Someone else	36	2%
	2018 House Vote: Didnt Vote	670	30%
	N	2203	
xreg4	4-Region: Northeast	386	18%
	4-Region: Midwest	455	21%
	4-Region: South	840	38%
	4-Region: West	522	24%
	N	2203	
MCENxdem1	Avid Film Fan	857	39%
MCENxdem2	Film Fan	1984	90%
MCENxdem3	Saw a Movie in Theaters 3+ Times in Past Month	324	15%
MCENxdem4	Saw a Movie in Theaters 5+ Times in Past Month	146	7%

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

