



National Tracking Poll #2304062  
April 12-15, 2023

*Crosstabulation Results*

*Methodology:*

This poll was conducted between April 12-April 15, 2023 among a sample of 2201 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:** *To the best of your recollection, have you seen a movie in the past 3 months that contained depictions of firearms and firearms being used?*

Demographic	Yes		No		Don't know		Total N
Adults	63%	(1391)	28%	(616)	9%	(194)	2201
Gender: Male	71%	(762)	22%	(236)	6%	(68)	1067
Gender: Female	56%	(627)	33%	(376)	11%	(126)	1128
Age: 18-34	73%	(464)	20%	(124)	7%	(44)	631
Age: 35-44	63%	(233)	26%	(98)	11%	(40)	372
Age: 45-64	61%	(432)	32%	(226)	8%	(54)	711
Age: 65+	54%	(262)	34%	(168)	12%	(57)	487
GenZers: 1997-2012	74%	(198)	18%	(49)	8%	(21)	268
Millennials: 1981-1996	70%	(469)	22%	(150)	7%	(49)	668
GenXers: 1965-1980	62%	(318)	29%	(148)	9%	(45)	512
Baby Boomers: 1946-1964	54%	(379)	36%	(249)	10%	(73)	701
PID: Dem (no lean)	65%	(585)	28%	(249)	8%	(68)	902
PID: Ind (no lean)	62%	(413)	27%	(179)	11%	(71)	664
PID: Rep (no lean)	62%	(393)	30%	(188)	9%	(55)	636
PID/Gender: Dem Men	69%	(317)	25%	(114)	6%	(25)	457
PID/Gender: Dem Women	61%	(266)	30%	(131)	10%	(42)	440
PID/Gender: Ind Men	72%	(214)	19%	(56)	10%	(29)	300
PID/Gender: Ind Women	55%	(198)	34%	(123)	12%	(42)	363
PID/Gender: Rep Men	74%	(230)	21%	(65)	5%	(14)	310
PID/Gender: Rep Women	50%	(162)	38%	(122)	13%	(41)	326
Ideo: Liberal (1-3)	68%	(433)	26%	(170)	6%	(38)	641
Ideo: Moderate (4)	62%	(398)	29%	(185)	9%	(54)	637
Ideo: Conservative (5-7)	61%	(441)	31%	(227)	8%	(57)	725
Educ: < College	62%	(885)	28%	(407)	10%	(147)	1438
Educ: Bachelors degree	66%	(320)	28%	(134)	6%	(31)	484
Educ: Post-grad	67%	(187)	27%	(75)	6%	(16)	278
Income: Under 50k	58%	(644)	32%	(350)	10%	(111)	1105
Income: 50k-100k	68%	(482)	24%	(168)	8%	(60)	710
Income: 100k+	69%	(265)	25%	(97)	6%	(23)	386

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**Table MCEN1:** *To the best of your recollection, have you seen a movie in the past 3 months that contained depictions of firearms and firearms being used?*

Demographic	Yes	No	Don't know	Total N
Adults	63% (1391)	28% (616)	9% (194)	2201
Ethnicity: White	64% (1082)	28% (472)	9% (145)	1698
Ethnicity: Hispanic	71% (269)	20% (77)	9% (33)	379
Ethnicity: Black	65% (184)	29% (81)	6% (18)	283
Ethnicity: Other	57% (126)	28% (62)	14% (31)	220
All Christian	61% (629)	31% (321)	7% (77)	1027
All Non-Christian	63% (110)	32% (56)	5% (8)	174
Atheist	66% (66)	27% (27)	7% (7)	100
Agnostic/Nothing in particular	64% (353)	23% (126)	13% (74)	553
Something Else	67% (233)	25% (86)	8% (29)	348
Religious Non-Protestant/Catholic	62% (116)	32% (59)	6% (12)	187
Evangelical	64% (324)	30% (152)	7% (34)	510
Non-Evangelical	62% (529)	30% (251)	8% (67)	847
Community: Urban	64% (446)	28% (198)	8% (56)	699
Community: Suburban	63% (625)	27% (267)	10% (95)	987
Community: Rural	62% (321)	29% (151)	8% (43)	514
Employ: Private Sector	70% (537)	24% (187)	5% (42)	766
Employ: Government	65% (85)	26% (33)	9% (12)	131
Employ: Self-Employed	71% (135)	22% (41)	7% (14)	191
Employ: Homemaker	50% (74)	37% (55)	13% (20)	149
Employ: Student	73% (51)	16% (11)	11% (8)	70
Employ: Retired	56% (309)	33% (179)	11% (60)	548
Employ: Unemployed	55% (131)	34% (82)	11% (27)	239
Employ: Other	65% (70)	24% (26)	11% (12)	107
Military HH: Yes	66% (182)	30% (83)	3% (9)	274
Military HH: No	63% (1209)	28% (532)	10% (185)	1927
2022 House Vote: Democrat	66% (607)	26% (243)	8% (76)	926
2022 House Vote: Republican	65% (422)	27% (173)	8% (49)	645
2022 House Vote: Someone else	57% (35)	33% (20)	11% (7)	61
2022 House Vote: Didnt Vote	58% (327)	32% (180)	11% (62)	569

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**Table MCEN1:** *To the best of your recollection, have you seen a movie in the past 3 months that contained depictions of firearms and firearms being used?*

Demographic	Yes		No		Don't know		Total N
Adults	63%	(1391)	28%	(616)	9%	(194)	2201
2020 Vote: Joe Biden	66%	(627)	27%	(254)	8%	(76)	957
2020 Vote: Donald Trump	64%	(462)	28%	(199)	8%	(60)	721
2020 Vote: Other	60%	(41)	31%	(21)	9%	(6)	67
2020 Vote: Didn't Vote	57%	(262)	31%	(142)	11%	(52)	456
2018 House Vote: Democrat	67%	(547)	25%	(202)	8%	(63)	813
2018 House Vote: Republican	63%	(398)	31%	(197)	6%	(39)	634
2018 House Vote: Someone else	61%	(33)	32%	(17)	7%	(4)	53
2018 House Vote: Didnt Vote	59%	(413)	28%	(200)	13%	(89)	701
4-Region: Northeast	60%	(230)	28%	(109)	12%	(47)	386
4-Region: Midwest	61%	(277)	29%	(131)	10%	(47)	455
4-Region: South	62%	(524)	29%	(244)	8%	(71)	839
4-Region: West	69%	(360)	25%	(132)	6%	(29)	521
Gun Owner	78%	(472)	17%	(103)	5%	(32)	607
Film Fan	67%	(1286)	26%	(494)	8%	(150)	1929
TV Fan	64%	(1314)	27%	(560)	9%	(179)	2053

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: Generally speaking, how interested are you in watching TV and films that contain depictions of firearms and firearms being used?

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	21%	(468)	36%	(785)	19%	(422)	9%	(207)	14%	(319)	2201
Gender: Male	31%	(335)	39%	(411)	16%	(168)	5%	(50)	10%	(103)	1067
Gender: Female	12%	(133)	33%	(373)	23%	(254)	14%	(157)	19%	(211)	1128
Age: 18-34	32%	(200)	37%	(235)	14%	(91)	2%	(11)	15%	(95)	631
Age: 35-44	29%	(110)	36%	(132)	14%	(51)	9%	(34)	12%	(45)	372
Age: 45-64	17%	(120)	36%	(256)	19%	(135)	11%	(77)	17%	(124)	711
Age: 65+	8%	(39)	33%	(162)	30%	(146)	17%	(84)	11%	(55)	487
GenZers: 1997-2012	23%	(62)	45%	(121)	14%	(38)	2%	(6)	15%	(41)	268
Millennials: 1981-1996	36%	(238)	34%	(227)	13%	(89)	5%	(31)	12%	(83)	668
GenXers: 1965-1980	19%	(99)	36%	(184)	17%	(85)	10%	(51)	18%	(93)	512
Baby Boomers: 1946-1964	9%	(62)	34%	(237)	28%	(197)	15%	(108)	14%	(98)	701
PID: Dem (no lean)	24%	(213)	34%	(310)	20%	(177)	9%	(82)	13%	(119)	902
PID: Ind (no lean)	17%	(115)	34%	(226)	23%	(151)	9%	(61)	17%	(112)	664
PID: Rep (no lean)	22%	(140)	39%	(249)	15%	(95)	10%	(63)	14%	(88)	636
PID/Gender: Dem Men	34%	(156)	38%	(174)	14%	(63)	5%	(23)	9%	(42)	457
PID/Gender: Dem Women	13%	(57)	31%	(136)	26%	(114)	14%	(59)	17%	(73)	440
PID/Gender: Ind Men	24%	(71)	34%	(102)	23%	(70)	6%	(17)	13%	(40)	300
PID/Gender: Ind Women	12%	(44)	34%	(123)	22%	(80)	12%	(45)	20%	(72)	363
PID/Gender: Rep Men	35%	(108)	44%	(135)	11%	(35)	3%	(10)	7%	(21)	310
PID/Gender: Rep Women	10%	(32)	35%	(114)	19%	(60)	16%	(53)	20%	(67)	326
Ideo: Liberal (1-3)	24%	(154)	31%	(197)	21%	(131)	9%	(58)	16%	(100)	641
Ideo: Moderate (4)	20%	(130)	39%	(250)	19%	(124)	9%	(60)	11%	(73)	637
Ideo: Conservative (5-7)	22%	(160)	38%	(278)	15%	(112)	10%	(74)	14%	(100)	725
Educ: < College	21%	(300)	36%	(520)	19%	(269)	9%	(132)	15%	(218)	1438
Educ: Bachelors degree	18%	(88)	38%	(184)	20%	(95)	9%	(45)	15%	(73)	484
Educ: Post-grad	29%	(80)	29%	(82)	21%	(59)	11%	(29)	10%	(28)	278
Income: Under 50k	19%	(209)	36%	(395)	21%	(227)	11%	(124)	14%	(150)	1105
Income: 50k-100k	22%	(157)	36%	(254)	18%	(127)	7%	(53)	17%	(118)	710
Income: 100k+	26%	(102)	35%	(136)	18%	(68)	8%	(30)	13%	(50)	386
Ethnicity: White	21%	(349)	34%	(580)	20%	(342)	9%	(159)	16%	(269)	1698
Ethnicity: Hispanic	23%	(86)	38%	(144)	15%	(58)	7%	(28)	17%	(63)	379
Ethnicity: Black	28%	(80)	42%	(120)	13%	(38)	8%	(22)	8%	(23)	283

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**Table MCEN2: Generally speaking, how interested are you in watching TV and films that contain depictions of firearms and firearms being used?**

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	21%	(468)	36%	(785)	19%	(422)	9%	(207)	14%	(319)	2201
Ethnicity: Other	18%	(39)	39%	(86)	19%	(43)	12%	(25)	12%	(27)	220
All Christian	19%	(198)	37%	(378)	21%	(213)	10%	(101)	13%	(138)	1027
All Non-Christian	40%	(69)	24%	(42)	16%	(28)	13%	(22)	7%	(13)	174
Atheist	17%	(16)	28%	(28)	20%	(20)	12%	(11)	25%	(25)	100
Agnostic/Nothing in particular	19%	(102)	38%	(212)	17%	(97)	7%	(41)	18%	(101)	553
Something Else	24%	(83)	36%	(125)	19%	(66)	9%	(31)	12%	(43)	348
Religious Non-Protestant/Catholic	37%	(70)	25%	(48)	17%	(31)	12%	(23)	8%	(15)	187
Evangelical	26%	(132)	34%	(173)	17%	(88)	10%	(52)	13%	(65)	510
Non-Evangelical	17%	(142)	38%	(325)	22%	(189)	9%	(78)	13%	(114)	847
Community: Urban	32%	(226)	33%	(229)	16%	(115)	9%	(60)	10%	(69)	699
Community: Suburban	15%	(147)	36%	(353)	22%	(220)	9%	(94)	18%	(173)	987
Community: Rural	19%	(95)	39%	(203)	17%	(87)	10%	(53)	15%	(76)	514
Employ: Private Sector	28%	(214)	38%	(292)	18%	(136)	4%	(29)	12%	(95)	766
Employ: Government	34%	(45)	31%	(41)	14%	(19)	3%	(3)	17%	(23)	131
Employ: Self-Employed	29%	(55)	37%	(71)	16%	(30)	10%	(20)	8%	(15)	191
Employ: Homemaker	9%	(13)	32%	(48)	17%	(25)	14%	(20)	29%	(43)	149
Employ: Student	24%	(17)	32%	(22)	19%	(13)	4%	(3)	20%	(14)	70
Employ: Retired	11%	(61)	33%	(182)	27%	(149)	17%	(96)	11%	(61)	548
Employ: Unemployed	18%	(43)	35%	(83)	17%	(40)	10%	(23)	21%	(50)	239
Employ: Other	18%	(19)	43%	(46)	10%	(11)	12%	(13)	17%	(18)	107
Military HH: Yes	23%	(64)	40%	(109)	20%	(55)	7%	(18)	10%	(28)	274
Military HH: No	21%	(404)	35%	(676)	19%	(367)	10%	(189)	15%	(290)	1927
2022 House Vote: Democrat	21%	(197)	35%	(323)	20%	(188)	10%	(88)	14%	(130)	926
2022 House Vote: Republican	24%	(152)	41%	(264)	15%	(98)	7%	(48)	13%	(82)	645
2022 House Vote: Someone else	22%	(13)	36%	(22)	19%	(12)	8%	(5)	16%	(10)	61
2022 House Vote: Didn't Vote	19%	(106)	31%	(176)	22%	(125)	11%	(65)	17%	(97)	569
2020 Vote: Joe Biden	21%	(203)	35%	(334)	20%	(187)	10%	(98)	14%	(135)	957
2020 Vote: Donald Trump	22%	(161)	40%	(291)	15%	(106)	9%	(62)	14%	(100)	721
2020 Vote: Other	19%	(13)	29%	(19)	32%	(21)	8%	(5)	12%	(8)	67
2020 Vote: Didn't Vote	20%	(91)	31%	(141)	24%	(107)	9%	(42)	17%	(76)	456

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**Table MCEN2: Generally speaking, how interested are you in watching TV and films that contain depictions of firearms and firearms being used?**

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	21%	(468)	36%	(785)	19%	(422)	9%	(207)	14%	(319)	2201
2018 House Vote: Democrat	21%	(173)	36%	(294)	19%	(153)	10%	(83)	13%	(109)	813
2018 House Vote: Republican	23%	(144)	38%	(238)	18%	(113)	8%	(52)	14%	(86)	634
2018 House Vote: Someone else	22%	(12)	37%	(20)	16%	(8)	7%	(4)	18%	(10)	53
2018 House Vote: Didnt Vote	20%	(139)	33%	(234)	21%	(148)	10%	(68)	16%	(114)	701
4-Region: Northeast	21%	(83)	34%	(133)	19%	(74)	10%	(39)	15%	(57)	386
4-Region: Midwest	21%	(96)	33%	(148)	20%	(90)	10%	(47)	16%	(73)	455
4-Region: South	22%	(181)	38%	(317)	19%	(158)	9%	(78)	12%	(105)	839
4-Region: West	21%	(108)	36%	(188)	19%	(99)	8%	(42)	16%	(84)	521
Gun Owner	34%	(206)	39%	(239)	13%	(77)	3%	(21)	11%	(65)	607
Film Fan	23%	(438)	37%	(715)	19%	(367)	7%	(139)	14%	(270)	1929
TV Fan	22%	(443)	36%	(748)	19%	(394)	8%	(173)	14%	(295)	2053

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

**Table MCEN3\_1: Do you have a favorable or unfavorable impression of the following?**  
**Movies that dramatize real life events**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	28% (611)	43% (948)	12% (270)	6% (123)	11% (248)	2201
Gender: Male	32% (342)	42% (444)	11% (117)	6% (60)	10% (104)	1067
Gender: Female	24% (269)	45% (503)	14% (154)	6% (63)	12% (140)	1128
Age: 18-34	32% (200)	39% (245)	12% (76)	5% (32)	12% (77)	631
Age: 35-44	30% (112)	43% (159)	9% (34)	5% (20)	12% (46)	372
Age: 45-64	25% (175)	45% (318)	13% (95)	6% (42)	11% (80)	711
Age: 65+	26% (124)	46% (225)	13% (64)	6% (29)	9% (45)	487
GenZers: 1997-2012	27% (72)	38% (101)	16% (42)	7% (20)	13% (34)	268
Millennials: 1981-1996	33% (222)	41% (276)	9% (63)	4% (29)	12% (78)	668
GenXers: 1965-1980	27% (138)	44% (226)	11% (57)	6% (29)	12% (61)	512
Baby Boomers: 1946-1964	24% (167)	46% (323)	14% (101)	6% (40)	10% (71)	701
PID: Dem (no lean)	30% (268)	43% (386)	12% (104)	7% (62)	9% (82)	902
PID: Ind (no lean)	29% (191)	40% (266)	14% (95)	5% (32)	12% (81)	664
PID: Rep (no lean)	24% (152)	47% (296)	11% (71)	5% (29)	14% (86)	636
PID/Gender: Dem Men	34% (154)	38% (176)	10% (46)	8% (36)	10% (46)	457
PID/Gender: Dem Women	26% (114)	48% (209)	13% (58)	6% (26)	7% (32)	440
PID/Gender: Ind Men	34% (101)	41% (123)	11% (32)	5% (14)	10% (29)	300
PID/Gender: Ind Women	25% (90)	39% (142)	17% (63)	5% (17)	14% (52)	363
PID/Gender: Rep Men	28% (87)	47% (145)	12% (39)	3% (9)	10% (30)	310
PID/Gender: Rep Women	20% (65)	46% (151)	10% (33)	6% (20)	17% (56)	326
Ideo: Liberal (1-3)	31% (197)	40% (257)	13% (85)	8% (54)	7% (47)	641
Ideo: Moderate (4)	28% (176)	49% (310)	11% (69)	4% (28)	8% (54)	637
Ideo: Conservative (5-7)	26% (192)	42% (303)	12% (90)	5% (36)	14% (105)	725
Educ: < College	28% (400)	42% (600)	12% (169)	6% (89)	12% (180)	1438
Educ: Bachelors degree	25% (123)	48% (231)	14% (67)	3% (13)	10% (49)	484
Educ: Post-grad	32% (88)	42% (116)	12% (34)	7% (20)	7% (20)	278
Income: Under 50k	28% (313)	43% (476)	11% (126)	7% (73)	11% (118)	1105
Income: 50k-100k	28% (198)	41% (291)	14% (102)	5% (32)	12% (87)	710
Income: 100k+	26% (101)	47% (181)	11% (43)	5% (18)	11% (43)	386
Ethnicity: White	26% (434)	44% (749)	13% (222)	6% (95)	12% (198)	1698
Ethnicity: Hispanic	30% (113)	36% (137)	13% (49)	6% (21)	15% (58)	379

Continued on next page

**Table MCEN3\_1: Do you have a favorable or unfavorable impression of the following?**  
*Movies that dramatize real life events*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	28% (611)	43% (948)	12% (270)	6% (123)	11% (248)	2201
Ethnicity: Black	44% (125)	38% (107)	6% (18)	5% (15)	6% (18)	283
Ethnicity: Other	24% (52)	42% (92)	14% (31)	6% (13)	15% (32)	220
All Christian	26% (265)	47% (480)	11% (114)	5% (55)	11% (113)	1027
All Non-Christian	35% (60)	38% (66)	14% (24)	4% (7)	10% (17)	174
Atheist	27% (27)	39% (38)	25% (25)	4% (4)	6% (6)	100
Agnostic/Nothing in particular	26% (144)	40% (220)	11% (62)	8% (43)	15% (83)	553
Something Else	33% (116)	41% (144)	13% (45)	4% (14)	8% (29)	348
Religious Non-Protestant/Catholic	34% (63)	39% (72)	14% (26)	4% (7)	10% (19)	187
Evangelical	31% (159)	45% (228)	11% (54)	5% (24)	9% (46)	510
Non-Evangelical	25% (213)	46% (392)	12% (105)	5% (43)	11% (96)	847
Community: Urban	33% (234)	42% (293)	9% (66)	6% (39)	10% (67)	699
Community: Suburban	25% (250)	44% (431)	14% (143)	5% (52)	11% (111)	987
Community: Rural	25% (128)	43% (223)	12% (62)	6% (31)	14% (70)	514
Employ: Private Sector	29% (218)	48% (369)	12% (90)	4% (32)	7% (56)	766
Employ: Government	25% (33)	50% (65)	10% (13)	5% (6)	11% (14)	131
Employ: Self-Employed	28% (53)	50% (95)	10% (19)	4% (8)	8% (16)	191
Employ: Homemaker	23% (35)	40% (60)	15% (23)	8% (12)	14% (20)	149
Employ: Student	23% (16)	33% (23)	22% (15)	6% (4)	16% (11)	70
Employ: Retired	26% (143)	43% (238)	13% (70)	8% (42)	10% (55)	548
Employ: Unemployed	30% (71)	28% (66)	12% (29)	7% (16)	24% (56)	239
Employ: Other	39% (42)	29% (31)	11% (12)	3% (3)	18% (19)	107
Military HH: Yes	28% (77)	37% (101)	12% (32)	12% (33)	12% (32)	274
Military HH: No	28% (535)	44% (847)	12% (239)	5% (90)	11% (217)	1927
2022 House Vote: Democrat	30% (278)	43% (400)	13% (118)	6% (56)	8% (75)	926
2022 House Vote: Republican	26% (169)	43% (277)	13% (83)	5% (34)	12% (80)	645
2022 House Vote: Someone else	27% (16)	43% (26)	8% (5)	7% (4)	15% (9)	61
2022 House Vote: Didnt Vote	26% (148)	43% (244)	11% (64)	5% (28)	15% (84)	569

Continued on next page

**Table MCEN3\_1: Do you have a favorable or unfavorable impression of the following?  
Movies that dramatize real life events**

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	28%	(611)	43%	(948)	12%	(270)	6%	(123)	11%	(248)	2201
2020 Vote: Joe Biden	32%	(303)	42%	(406)	12%	(113)	6%	(59)	8%	(77)	957
2020 Vote: Donald Trump	26%	(189)	44%	(317)	12%	(83)	5%	(35)	13%	(96)	721
2020 Vote: Other	13%	(9)	51%	(34)	22%	(15)	1%	(0)	13%	(9)	67
2020 Vote: Didn't Vote	24%	(110)	42%	(191)	13%	(59)	6%	(28)	15%	(67)	456
2018 House Vote: Democrat	30%	(247)	44%	(355)	12%	(95)	7%	(59)	7%	(56)	813
2018 House Vote: Republican	26%	(164)	43%	(275)	14%	(88)	5%	(32)	12%	(75)	634
2018 House Vote: Someone else	26%	(14)	35%	(19)	9%	(5)	10%	(5)	20%	(11)	53
2018 House Vote: Didnt Vote	27%	(187)	43%	(299)	12%	(83)	4%	(26)	15%	(107)	701
4-Region: Northeast	28%	(107)	44%	(168)	11%	(44)	5%	(19)	12%	(48)	386
4-Region: Midwest	23%	(106)	48%	(220)	10%	(47)	6%	(28)	12%	(53)	455
4-Region: South	33%	(273)	39%	(330)	13%	(105)	6%	(47)	10%	(84)	839
4-Region: West	24%	(125)	44%	(229)	14%	(74)	6%	(29)	12%	(63)	521
Gun Owner	30%	(184)	44%	(269)	11%	(66)	6%	(36)	9%	(52)	607
Film Fan	29%	(563)	43%	(828)	12%	(241)	5%	(97)	10%	(201)	1929
TV Fan	29%	(587)	43%	(883)	12%	(247)	6%	(113)	11%	(222)	2053

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

**Table MCEN3\_2: Do you have a favorable or unfavorable impression of the following?**  
*Movies that depict gun violence in a comedic way*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	14%	(318)	26%	(579)	21%	(461)	21%	(460)	17%	(383)	2201
Gender: Male	21%	(221)	33%	(349)	18%	(189)	15%	(161)	14%	(148)	1067
Gender: Female	9%	(97)	20%	(230)	24%	(272)	27%	(299)	20%	(230)	1128
Age: 18-34	23%	(147)	33%	(210)	18%	(111)	11%	(69)	15%	(95)	631
Age: 35-44	22%	(81)	26%	(97)	18%	(66)	14%	(54)	20%	(74)	372
Age: 45-64	9%	(66)	25%	(176)	23%	(164)	23%	(161)	20%	(144)	711
Age: 65+	5%	(25)	20%	(96)	25%	(120)	36%	(176)	14%	(70)	487
GenZers: 1997-2012	20%	(53)	41%	(110)	16%	(42)	11%	(30)	12%	(33)	268
Millennials: 1981-1996	25%	(168)	27%	(180)	18%	(123)	13%	(84)	17%	(114)	668
GenXers: 1965-1980	12%	(62)	26%	(135)	21%	(108)	19%	(97)	21%	(110)	512
Baby Boomers: 1946-1964	5%	(32)	21%	(150)	25%	(177)	32%	(227)	16%	(115)	701
PID: Dem (no lean)	19%	(172)	24%	(218)	21%	(189)	21%	(191)	15%	(132)	902
PID: Ind (no lean)	9%	(63)	29%	(192)	24%	(158)	21%	(137)	17%	(114)	664
PID: Rep (no lean)	13%	(83)	27%	(169)	18%	(115)	21%	(132)	22%	(137)	636
PID/Gender: Dem Men	27%	(122)	28%	(130)	15%	(70)	18%	(82)	12%	(53)	457
PID/Gender: Dem Women	11%	(50)	20%	(87)	27%	(119)	25%	(109)	17%	(74)	440
PID/Gender: Ind Men	11%	(33)	37%	(111)	25%	(74)	13%	(38)	15%	(44)	300
PID/Gender: Ind Women	8%	(30)	22%	(81)	23%	(83)	27%	(99)	19%	(69)	363
PID/Gender: Rep Men	21%	(66)	35%	(108)	15%	(46)	13%	(41)	16%	(50)	310
PID/Gender: Rep Women	5%	(17)	19%	(61)	21%	(70)	28%	(91)	27%	(87)	326
Ideo: Liberal (1-3)	19%	(124)	23%	(148)	19%	(122)	24%	(157)	14%	(89)	641
Ideo: Moderate (4)	13%	(84)	34%	(217)	19%	(122)	20%	(124)	14%	(91)	637
Ideo: Conservative (5-7)	12%	(86)	24%	(177)	21%	(152)	22%	(157)	21%	(153)	725
Educ: < College	15%	(214)	28%	(404)	21%	(300)	18%	(254)	18%	(266)	1438
Educ: Bachelors degree	10%	(48)	24%	(116)	22%	(106)	28%	(135)	16%	(80)	484
Educ: Post-grad	20%	(56)	21%	(59)	20%	(56)	25%	(71)	13%	(37)	278
Income: Under 50k	14%	(154)	29%	(318)	21%	(231)	20%	(217)	17%	(185)	1105
Income: 50k-100k	14%	(98)	26%	(186)	21%	(150)	22%	(157)	17%	(120)	710
Income: 100k+	17%	(66)	19%	(74)	21%	(80)	22%	(86)	20%	(79)	386
Ethnicity: White	13%	(224)	25%	(429)	21%	(358)	22%	(381)	18%	(308)	1698
Ethnicity: Hispanic	19%	(70)	30%	(113)	23%	(86)	12%	(47)	17%	(63)	379

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**Table MCEN3\_2: Do you have a favorable or unfavorable impression of the following?  
 Movies that depict gun violence in a comedic way**

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	14%	(318)	26%	(579)	21%	(461)	21%	(460)	17%	(383)	2201
Ethnicity: Black	23%	(64)	33%	(93)	19%	(53)	14%	(41)	11%	(31)	283
Ethnicity: Other	14%	(30)	26%	(57)	23%	(51)	17%	(38)	20%	(44)	220
All Christian	11%	(116)	28%	(286)	19%	(193)	26%	(263)	16%	(169)	1027
All Non-Christian	27%	(46)	24%	(41)	22%	(38)	17%	(29)	11%	(19)	174
Atheist	19%	(19)	31%	(31)	19%	(18)	23%	(23)	9%	(9)	100
Agnostic/Nothing in particular	13%	(74)	27%	(149)	21%	(116)	13%	(74)	25%	(140)	553
Something Else	18%	(63)	21%	(72)	27%	(96)	20%	(71)	13%	(46)	348
Religious Non-Protestant/Catholic	25%	(46)	24%	(44)	22%	(42)	18%	(33)	12%	(22)	187
Evangelical	16%	(84)	22%	(110)	23%	(117)	24%	(124)	15%	(75)	510
Non-Evangelical	10%	(89)	29%	(249)	20%	(166)	24%	(207)	16%	(136)	847
Community: Urban	23%	(163)	27%	(186)	19%	(136)	17%	(121)	13%	(94)	699
Community: Suburban	9%	(92)	25%	(251)	24%	(234)	24%	(234)	18%	(176)	987
Community: Rural	12%	(63)	28%	(142)	18%	(92)	20%	(104)	22%	(113)	514
Employ: Private Sector	18%	(135)	29%	(221)	21%	(161)	18%	(137)	15%	(112)	766
Employ: Government	21%	(27)	28%	(36)	26%	(35)	12%	(15)	13%	(18)	131
Employ: Self-Employed	23%	(43)	27%	(52)	19%	(36)	17%	(33)	14%	(26)	191
Employ: Homemaker	7%	(10)	22%	(33)	28%	(41)	21%	(32)	22%	(33)	149
Employ: Student	20%	(14)	26%	(18)	22%	(16)	12%	(8)	19%	(13)	70
Employ: Retired	5%	(28)	23%	(124)	23%	(128)	33%	(182)	16%	(86)	548
Employ: Unemployed	16%	(39)	28%	(66)	13%	(32)	14%	(34)	29%	(69)	239
Employ: Other	20%	(21)	26%	(28)	12%	(13)	17%	(18)	25%	(27)	107
Military HH: Yes	15%	(40)	30%	(83)	17%	(48)	23%	(62)	15%	(42)	274
Military HH: No	14%	(278)	26%	(496)	21%	(414)	21%	(398)	18%	(342)	1927
2022 House Vote: Democrat	17%	(158)	24%	(219)	22%	(201)	23%	(213)	15%	(135)	926
2022 House Vote: Republican	11%	(73)	29%	(186)	19%	(121)	20%	(132)	21%	(133)	645
2022 House Vote: Someone else	12%	(7)	19%	(12)	23%	(14)	29%	(18)	16%	(10)	61
2022 House Vote: Didnt Vote	14%	(80)	28%	(162)	22%	(126)	17%	(97)	18%	(105)	569

Continued on next page

**Table MCEN3\_2: Do you have a favorable or unfavorable impression of the following?  
Movies that depict gun violence in a comedic way**

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	14%	(318)	26%	(579)	21%	(461)	21%	(460)	17%	(383)	2201
2020 Vote: Joe Biden	18%	(169)	23%	(218)	22%	(214)	23%	(217)	15%	(140)	957
2020 Vote: Donald Trump	12%	(88)	28%	(202)	19%	(141)	20%	(146)	20%	(144)	721
2020 Vote: Other	12%	(8)	15%	(10)	28%	(19)	22%	(15)	22%	(15)	67
2020 Vote: Didn't Vote	12%	(52)	33%	(149)	19%	(88)	18%	(83)	18%	(84)	456
2018 House Vote: Democrat	18%	(143)	23%	(191)	21%	(171)	23%	(187)	15%	(121)	813
2018 House Vote: Republican	12%	(75)	27%	(172)	20%	(126)	22%	(139)	19%	(122)	634
2018 House Vote: Someone else	11%	(6)	13%	(7)	19%	(10)	34%	(18)	23%	(12)	53
2018 House Vote: Didnt Vote	13%	(94)	30%	(210)	22%	(153)	17%	(116)	18%	(128)	701
4-Region: Northeast	14%	(55)	24%	(92)	26%	(99)	19%	(74)	17%	(64)	386
4-Region: Midwest	14%	(63)	26%	(121)	22%	(99)	20%	(92)	18%	(80)	455
4-Region: South	14%	(121)	26%	(219)	18%	(150)	23%	(196)	18%	(154)	839
4-Region: West	15%	(78)	28%	(147)	22%	(114)	19%	(97)	16%	(85)	521
Gun Owner	21%	(125)	28%	(168)	16%	(98)	18%	(108)	18%	(108)	607
Film Fan	15%	(292)	28%	(533)	21%	(396)	20%	(392)	16%	(317)	1929
TV Fan	15%	(303)	27%	(547)	21%	(437)	20%	(418)	17%	(349)	2053

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



**Table MCEN3\_3: Do you have a favorable or unfavorable impression of the following?**  
*Movies that depict gun violence in a realistic way*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	20%	(433)	35%	(761)	16%	(362)	14%	(314)	15%	(332)	2201
Gender: Male	27%	(293)	39%	(412)	13%	(142)	9%	(99)	11%	(121)	1067
Gender: Female	12%	(140)	31%	(348)	19%	(219)	19%	(214)	18%	(207)	1128
Age: 18-34	27%	(169)	36%	(227)	16%	(102)	4%	(25)	17%	(107)	631
Age: 35-44	24%	(88)	38%	(140)	11%	(41)	10%	(36)	18%	(67)	372
Age: 45-64	18%	(131)	34%	(242)	15%	(106)	19%	(132)	14%	(100)	711
Age: 65+	9%	(45)	31%	(152)	23%	(113)	25%	(121)	12%	(56)	487
GenZers: 1997-2012	21%	(56)	40%	(107)	19%	(50)	4%	(11)	16%	(44)	268
Millennials: 1981-1996	29%	(193)	36%	(240)	13%	(88)	6%	(39)	16%	(108)	668
GenXers: 1965-1980	20%	(102)	37%	(188)	11%	(58)	16%	(83)	15%	(79)	512
Baby Boomers: 1946-1964	11%	(74)	31%	(214)	22%	(151)	24%	(167)	13%	(94)	701
PID: Dem (no lean)	23%	(209)	34%	(307)	15%	(139)	15%	(137)	12%	(110)	902
PID: Ind (no lean)	15%	(102)	36%	(238)	19%	(123)	12%	(78)	18%	(123)	664
PID: Rep (no lean)	19%	(122)	34%	(216)	16%	(100)	16%	(99)	15%	(99)	636
PID/Gender: Dem Men	32%	(146)	34%	(155)	12%	(54)	13%	(58)	10%	(44)	457
PID/Gender: Dem Women	14%	(63)	34%	(152)	19%	(85)	18%	(78)	14%	(62)	440
PID/Gender: Ind Men	19%	(56)	43%	(128)	17%	(52)	5%	(16)	16%	(47)	300
PID/Gender: Ind Women	13%	(46)	30%	(109)	20%	(71)	17%	(62)	21%	(76)	363
PID/Gender: Rep Men	29%	(91)	42%	(129)	12%	(36)	8%	(25)	10%	(30)	310
PID/Gender: Rep Women	10%	(31)	27%	(87)	20%	(64)	23%	(74)	21%	(69)	326
Ideo: Liberal (1-3)	23%	(149)	33%	(210)	17%	(108)	15%	(96)	12%	(78)	641
Ideo: Moderate (4)	18%	(112)	38%	(245)	18%	(112)	14%	(86)	13%	(82)	637
Ideo: Conservative (5-7)	20%	(143)	34%	(247)	14%	(103)	16%	(116)	16%	(116)	725
Educ: < College	20%	(291)	33%	(475)	17%	(238)	14%	(204)	16%	(230)	1438
Educ: Bachelors degree	16%	(79)	39%	(188)	17%	(80)	14%	(67)	15%	(70)	484
Educ: Post-grad	22%	(62)	35%	(98)	16%	(44)	15%	(43)	11%	(31)	278
Income: Under 50k	19%	(205)	34%	(371)	17%	(192)	16%	(174)	15%	(163)	1105
Income: 50k-100k	21%	(146)	34%	(242)	16%	(116)	13%	(94)	16%	(112)	710
Income: 100k+	21%	(82)	38%	(148)	14%	(54)	12%	(46)	15%	(56)	386
Ethnicity: White	18%	(309)	34%	(583)	17%	(286)	16%	(265)	15%	(256)	1698
Ethnicity: Hispanic	22%	(84)	32%	(120)	22%	(83)	15%	(56)	9%	(36)	379

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**Table MCEN3\_3: Do you have a favorable or unfavorable impression of the following?  
Movies that depict gun violence in a realistic way**

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	20%	(433)	35%	(761)	16%	(362)	14%	(314)	15%	(332)	2201
Ethnicity: Black	29%	(83)	34%	(97)	16%	(47)	10%	(29)	10%	(28)	283
Ethnicity: Other	19%	(41)	37%	(81)	13%	(29)	9%	(20)	22%	(48)	220
All Christian	15%	(158)	38%	(395)	15%	(155)	18%	(182)	13%	(137)	1027
All Non-Christian	32%	(56)	30%	(52)	16%	(28)	10%	(17)	12%	(20)	174
Atheist	17%	(17)	41%	(41)	16%	(16)	15%	(15)	10%	(10)	100
Agnostic/Nothing in particular	22%	(123)	30%	(166)	17%	(92)	9%	(51)	22%	(121)	553
Something Else	23%	(79)	31%	(107)	20%	(70)	14%	(49)	12%	(43)	348
Religious Non-Protestant/Catholic	30%	(56)	30%	(57)	16%	(31)	12%	(23)	11%	(21)	187
Evangelical	20%	(104)	33%	(169)	17%	(87)	17%	(86)	12%	(63)	510
Non-Evangelical	15%	(128)	39%	(332)	16%	(133)	16%	(139)	14%	(116)	847
Community: Urban	29%	(200)	33%	(229)	14%	(101)	12%	(85)	12%	(84)	699
Community: Suburban	16%	(155)	33%	(328)	19%	(186)	16%	(163)	16%	(155)	987
Community: Rural	15%	(78)	39%	(203)	15%	(75)	13%	(66)	18%	(93)	514
Employ: Private Sector	22%	(170)	39%	(297)	17%	(130)	9%	(65)	14%	(103)	766
Employ: Government	22%	(29)	40%	(53)	20%	(26)	7%	(10)	11%	(14)	131
Employ: Self-Employed	25%	(48)	37%	(70)	17%	(32)	12%	(23)	9%	(17)	191
Employ: Homemaker	12%	(18)	31%	(46)	12%	(18)	21%	(31)	24%	(36)	149
Employ: Student	24%	(17)	22%	(15)	17%	(12)	10%	(7)	28%	(19)	70
Employ: Retired	12%	(64)	34%	(189)	17%	(95)	26%	(141)	11%	(61)	548
Employ: Unemployed	23%	(56)	26%	(61)	17%	(40)	11%	(27)	23%	(55)	239
Employ: Other	30%	(32)	27%	(29)	9%	(9)	10%	(11)	24%	(25)	107
Military HH: Yes	21%	(58)	35%	(97)	13%	(36)	15%	(42)	15%	(41)	274
Military HH: No	19%	(375)	34%	(664)	17%	(326)	14%	(272)	15%	(290)	1927
2022 House Vote: Democrat	21%	(191)	34%	(312)	18%	(166)	16%	(144)	12%	(114)	926
2022 House Vote: Republican	19%	(122)	38%	(248)	14%	(93)	12%	(80)	16%	(102)	645
2022 House Vote: Someone else	14%	(9)	32%	(20)	16%	(10)	13%	(8)	24%	(15)	61
2022 House Vote: Didnt Vote	20%	(112)	32%	(182)	16%	(93)	14%	(82)	18%	(101)	569

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**Table MCEN3\_3: Do you have a favorable or unfavorable impression of the following?**  
**Movies that depict gun violence in a realistic way**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	20% (433)	35% (761)	16% (362)	14% (314)	15% (332)	2201
2020 Vote: Joe Biden	21% (203)	34% (321)	17% (165)	15% (146)	13% (122)	957
2020 Vote: Donald Trump	20% (143)	37% (266)	14% (104)	13% (94)	16% (114)	721
2020 Vote: Other	18% (12)	28% (19)	19% (13)	14% (9)	21% (14)	67
2020 Vote: Didn't Vote	16% (75)	34% (155)	17% (79)	14% (65)	18% (82)	456
2018 House Vote: Democrat	21% (168)	32% (260)	19% (153)	16% (130)	12% (100)	813
2018 House Vote: Republican	20% (125)	36% (227)	15% (96)	15% (96)	14% (90)	634
2018 House Vote: Someone else	16% (8)	28% (15)	19% (10)	10% (5)	27% (14)	53
2018 House Vote: Didnt Vote	19% (131)	37% (259)	15% (102)	12% (81)	18% (127)	701
4-Region: Northeast	20% (75)	35% (137)	16% (63)	12% (46)	17% (64)	386
4-Region: Midwest	20% (93)	35% (160)	17% (76)	14% (65)	13% (60)	455
4-Region: South	21% (179)	34% (285)	14% (116)	16% (132)	15% (128)	839
4-Region: West	17% (86)	34% (179)	21% (107)	13% (70)	15% (79)	521
Gun Owner	27% (164)	38% (232)	12% (74)	9% (57)	13% (79)	607
Film Fan	21% (407)	36% (696)	16% (318)	13% (243)	14% (265)	1929
TV Fan	20% (414)	35% (714)	16% (336)	14% (288)	15% (301)	2053

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

**Table MCEN3\_4: Do you have a favorable or unfavorable impression of the following?**  
*TV shows that dramatize real life events*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	28%	(611)	41%	(904)	14%	(313)	6%	(123)	11%	(250)	2201
Gender: Male	31%	(327)	41%	(437)	14%	(147)	4%	(41)	11%	(114)	1067
Gender: Female	25%	(282)	41%	(467)	15%	(165)	7%	(82)	12%	(132)	1128
Age: 18-34	32%	(204)	33%	(209)	16%	(101)	5%	(33)	13%	(84)	631
Age: 35-44	29%	(108)	41%	(154)	9%	(35)	6%	(23)	14%	(52)	372
Age: 45-64	26%	(183)	43%	(304)	15%	(110)	5%	(36)	11%	(78)	711
Age: 65+	24%	(115)	49%	(237)	14%	(67)	6%	(31)	8%	(37)	487
GenZers: 1997-2012	23%	(62)	33%	(87)	25%	(66)	5%	(15)	14%	(38)	268
Millennials: 1981-1996	35%	(233)	38%	(251)	9%	(61)	6%	(40)	12%	(83)	668
GenXers: 1965-1980	28%	(145)	42%	(213)	14%	(71)	4%	(21)	12%	(62)	512
Baby Boomers: 1946-1964	22%	(157)	47%	(330)	15%	(104)	7%	(47)	9%	(62)	701
PID: Dem (no lean)	31%	(279)	39%	(351)	14%	(125)	6%	(55)	10%	(90)	902
PID: Ind (no lean)	25%	(168)	42%	(279)	16%	(105)	6%	(38)	11%	(74)	664
PID: Rep (no lean)	26%	(164)	43%	(273)	13%	(83)	5%	(30)	14%	(86)	636
PID/Gender: Dem Men	34%	(154)	36%	(164)	14%	(65)	5%	(25)	11%	(50)	457
PID/Gender: Dem Women	28%	(125)	43%	(188)	14%	(60)	7%	(31)	8%	(36)	440
PID/Gender: Ind Men	25%	(76)	48%	(143)	14%	(41)	2%	(6)	11%	(34)	300
PID/Gender: Ind Women	25%	(91)	38%	(137)	17%	(63)	9%	(32)	11%	(41)	363
PID/Gender: Rep Men	31%	(97)	42%	(131)	13%	(41)	3%	(11)	10%	(30)	310
PID/Gender: Rep Women	20%	(66)	44%	(142)	13%	(42)	6%	(20)	17%	(56)	326
Ideo: Liberal (1-3)	28%	(182)	38%	(244)	17%	(107)	7%	(47)	9%	(60)	641
Ideo: Moderate (4)	30%	(188)	45%	(289)	13%	(83)	5%	(30)	7%	(47)	637
Ideo: Conservative (5-7)	26%	(190)	43%	(310)	13%	(92)	4%	(32)	14%	(101)	725
Educ: < College	29%	(412)	38%	(547)	14%	(203)	6%	(89)	13%	(188)	1438
Educ: Bachelors degree	24%	(115)	51%	(245)	14%	(67)	3%	(16)	8%	(41)	484
Educ: Post-grad	30%	(84)	40%	(112)	15%	(42)	7%	(18)	8%	(22)	278
Income: Under 50k	30%	(330)	39%	(432)	15%	(160)	6%	(62)	11%	(120)	1105
Income: 50k-100k	25%	(178)	43%	(303)	14%	(102)	6%	(43)	12%	(84)	710
Income: 100k+	26%	(102)	44%	(169)	13%	(50)	5%	(19)	12%	(46)	386
Ethnicity: White	26%	(445)	42%	(714)	15%	(255)	5%	(93)	11%	(191)	1698
Ethnicity: Hispanic	28%	(107)	34%	(129)	17%	(64)	4%	(16)	17%	(63)	379

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**Table MCEN3\_4: Do you have a favorable or unfavorable impression of the following?  
 TV shows that dramatize real life events**

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	28%	(611)	41%	(904)	14%	(313)	6%	(123)	11%	(250)	2201
Ethnicity: Black	40%	(112)	39%	(110)	10%	(28)	3%	(9)	9%	(24)	283
Ethnicity: Other	24%	(54)	36%	(80)	13%	(29)	10%	(22)	16%	(35)	220
All Christian	26%	(269)	46%	(472)	13%	(133)	5%	(52)	10%	(101)	1027
All Non-Christian	37%	(63)	32%	(55)	15%	(26)	6%	(11)	10%	(18)	174
Atheist	20%	(20)	40%	(39)	25%	(25)	10%	(10)	5%	(5)	100
Agnostic/Nothing in particular	26%	(145)	36%	(198)	15%	(83)	6%	(35)	17%	(93)	553
Something Else	33%	(113)	40%	(139)	13%	(46)	5%	(16)	10%	(34)	348
Religious Non-Protestant/Catholic	36%	(67)	33%	(62)	14%	(27)	7%	(13)	10%	(18)	187
Evangelical	30%	(155)	42%	(216)	12%	(64)	5%	(28)	10%	(49)	510
Non-Evangelical	26%	(218)	46%	(390)	14%	(116)	4%	(37)	10%	(86)	847
Community: Urban	34%	(235)	38%	(268)	12%	(82)	6%	(40)	11%	(74)	699
Community: Suburban	25%	(242)	43%	(425)	17%	(167)	5%	(46)	11%	(107)	987
Community: Rural	26%	(134)	41%	(211)	13%	(65)	7%	(37)	13%	(69)	514
Employ: Private Sector	28%	(215)	47%	(358)	12%	(92)	5%	(36)	8%	(64)	766
Employ: Government	30%	(40)	39%	(51)	17%	(22)	4%	(5)	10%	(13)	131
Employ: Self-Employed	28%	(54)	43%	(83)	13%	(25)	7%	(13)	8%	(16)	191
Employ: Homemaker	24%	(36)	36%	(53)	16%	(23)	12%	(17)	13%	(19)	149
Employ: Student	22%	(15)	27%	(19)	29%	(20)	6%	(4)	17%	(12)	70
Employ: Retired	26%	(143)	43%	(238)	15%	(84)	6%	(35)	9%	(48)	548
Employ: Unemployed	29%	(69)	29%	(69)	15%	(37)	3%	(8)	24%	(57)	239
Employ: Other	36%	(39)	31%	(33)	8%	(9)	5%	(5)	20%	(21)	107
Military HH: Yes	28%	(76)	36%	(98)	17%	(46)	8%	(22)	12%	(33)	274
Military HH: No	28%	(535)	42%	(806)	14%	(266)	5%	(102)	11%	(218)	1927
2022 House Vote: Democrat	30%	(278)	39%	(360)	15%	(143)	7%	(62)	9%	(83)	926
2022 House Vote: Republican	25%	(163)	46%	(297)	13%	(81)	5%	(30)	11%	(73)	645
2022 House Vote: Someone else	31%	(19)	40%	(24)	11%	(6)	3%	(2)	15%	(9)	61
2022 House Vote: Didnt Vote	27%	(151)	39%	(223)	14%	(82)	5%	(29)	15%	(85)	569

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**Table MCEN3\_4: Do you have a favorable or unfavorable impression of the following?  
TV shows that dramatize real life events**

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	28%	(611)	41%	(904)	14%	(313)	6%	(123)	11%	(250)	2201
2020 Vote: Joe Biden	31%	(297)	40%	(383)	15%	(146)	5%	(49)	9%	(81)	957
2020 Vote: Donald Trump	27%	(196)	43%	(311)	12%	(89)	5%	(34)	13%	(92)	721
2020 Vote: Other	17%	(11)	49%	(33)	18%	(12)	4%	(3)	12%	(8)	67
2020 Vote: Didn't Vote	23%	(106)	39%	(177)	14%	(66)	8%	(38)	15%	(69)	456
2018 House Vote: Democrat	31%	(249)	40%	(325)	15%	(124)	6%	(49)	8%	(65)	813
2018 House Vote: Republican	26%	(163)	44%	(278)	14%	(90)	6%	(36)	11%	(67)	634
2018 House Vote: Someone else	26%	(14)	39%	(21)	12%	(6)	9%	(5)	15%	(8)	53
2018 House Vote: Didnt Vote	26%	(184)	40%	(280)	13%	(92)	5%	(34)	16%	(110)	701
4-Region: Northeast	25%	(98)	45%	(175)	12%	(47)	5%	(20)	12%	(46)	386
4-Region: Midwest	26%	(118)	42%	(189)	14%	(65)	7%	(34)	11%	(49)	455
4-Region: South	31%	(263)	41%	(343)	13%	(106)	4%	(36)	11%	(92)	839
4-Region: West	25%	(132)	38%	(197)	18%	(95)	6%	(33)	12%	(64)	521
Gun Owner	33%	(199)	39%	(238)	13%	(76)	6%	(36)	10%	(58)	607
Film Fan	29%	(564)	41%	(796)	14%	(271)	5%	(98)	10%	(200)	1929
TV Fan	28%	(580)	42%	(858)	14%	(284)	6%	(114)	11%	(216)	2053

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

**Table MCEN3\_5: Do you have a favorable or unfavorable impression of the following?**  
 TV shows that depict gun violence in a comedic way

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	13%	(293)	26%	(581)	21%	(470)	21%	(460)	18%	(396)	2201
Gender: Male	19%	(205)	32%	(337)	20%	(215)	13%	(141)	16%	(170)	1067
Gender: Female	8%	(88)	22%	(245)	22%	(254)	28%	(320)	20%	(221)	1128
Age: 18-34	20%	(126)	34%	(217)	20%	(128)	10%	(63)	16%	(98)	631
Age: 35-44	20%	(73)	28%	(103)	18%	(65)	15%	(55)	20%	(76)	372
Age: 45-64	10%	(71)	24%	(168)	21%	(152)	24%	(172)	21%	(147)	711
Age: 65+	5%	(24)	19%	(93)	26%	(125)	35%	(170)	15%	(75)	487
GenZers: 1997-2012	14%	(38)	43%	(115)	21%	(55)	9%	(25)	13%	(34)	268
Millennials: 1981-1996	23%	(155)	29%	(191)	19%	(124)	12%	(82)	17%	(117)	668
GenXers: 1965-1980	13%	(65)	24%	(124)	18%	(93)	21%	(105)	24%	(124)	512
Baby Boomers: 1946-1964	5%	(33)	21%	(147)	26%	(186)	32%	(226)	16%	(109)	701
PID: Dem (no lean)	17%	(155)	24%	(219)	21%	(193)	21%	(188)	16%	(146)	902
PID: Ind (no lean)	10%	(66)	28%	(188)	24%	(160)	20%	(131)	18%	(119)	664
PID: Rep (no lean)	11%	(72)	27%	(174)	18%	(117)	22%	(142)	21%	(130)	636
PID/Gender: Dem Men	25%	(114)	28%	(126)	17%	(77)	15%	(68)	16%	(71)	457
PID/Gender: Dem Women	9%	(41)	21%	(93)	26%	(115)	27%	(120)	16%	(72)	440
PID/Gender: Ind Men	12%	(37)	34%	(101)	27%	(81)	11%	(34)	16%	(47)	300
PID/Gender: Ind Women	8%	(29)	24%	(88)	22%	(78)	27%	(97)	20%	(71)	363
PID/Gender: Rep Men	17%	(53)	35%	(110)	18%	(56)	12%	(39)	17%	(52)	310
PID/Gender: Rep Women	6%	(18)	20%	(64)	19%	(61)	32%	(103)	24%	(79)	326
Ideo: Liberal (1-3)	18%	(114)	25%	(157)	19%	(124)	23%	(147)	15%	(98)	641
Ideo: Moderate (4)	11%	(70)	34%	(215)	20%	(130)	20%	(129)	15%	(93)	637
Ideo: Conservative (5-7)	12%	(87)	23%	(166)	21%	(152)	23%	(169)	21%	(151)	725
Educ: < College	13%	(193)	28%	(404)	20%	(294)	19%	(278)	19%	(271)	1438
Educ: Bachelors degree	10%	(47)	23%	(113)	23%	(114)	25%	(121)	18%	(89)	484
Educ: Post-grad	19%	(54)	23%	(64)	22%	(63)	22%	(61)	13%	(36)	278
Income: Under 50k	13%	(139)	29%	(320)	19%	(213)	21%	(228)	19%	(205)	1105
Income: 50k-100k	14%	(101)	23%	(165)	23%	(163)	23%	(161)	17%	(120)	710
Income: 100k+	14%	(54)	25%	(96)	24%	(94)	18%	(71)	18%	(70)	386
Ethnicity: White	13%	(215)	26%	(434)	22%	(367)	22%	(371)	18%	(310)	1698
Ethnicity: Hispanic	14%	(54)	33%	(126)	24%	(90)	14%	(52)	15%	(57)	379

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**Table MCEN3\_5: Do you have a favorable or unfavorable impression of the following?**  
*TV shows that depict gun violence in a comedic way*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	13%	(293)	26%	(581)	21%	(470)	21%	(460)	18%	(396)	2201
Ethnicity: Black	19%	(54)	31%	(87)	15%	(43)	21%	(59)	14%	(39)	283
Ethnicity: Other	11%	(24)	27%	(60)	27%	(60)	14%	(30)	21%	(46)	220
All Christian	11%	(114)	28%	(285)	20%	(204)	25%	(259)	16%	(166)	1027
All Non-Christian	28%	(49)	27%	(47)	21%	(37)	12%	(21)	11%	(20)	174
Atheist	9%	(9)	37%	(36)	17%	(17)	25%	(25)	13%	(13)	100
Agnostic/Nothing in particular	14%	(77)	23%	(126)	23%	(128)	13%	(74)	27%	(148)	553
Something Else	13%	(46)	25%	(87)	24%	(84)	23%	(81)	14%	(50)	348
Religious Non-Protestant/Catholic	26%	(49)	25%	(47)	23%	(43)	15%	(27)	11%	(21)	187
Evangelical	17%	(86)	24%	(121)	20%	(103)	26%	(131)	14%	(70)	510
Non-Evangelical	8%	(68)	30%	(255)	21%	(178)	24%	(203)	17%	(143)	847
Community: Urban	22%	(151)	27%	(185)	19%	(134)	19%	(130)	14%	(99)	699
Community: Suburban	9%	(87)	25%	(243)	25%	(247)	23%	(225)	19%	(185)	987
Community: Rural	11%	(56)	30%	(153)	17%	(89)	20%	(105)	22%	(111)	514
Employ: Private Sector	15%	(116)	31%	(238)	22%	(166)	16%	(125)	16%	(121)	766
Employ: Government	20%	(27)	25%	(32)	29%	(38)	11%	(15)	15%	(19)	131
Employ: Self-Employed	23%	(44)	28%	(53)	19%	(35)	17%	(32)	14%	(26)	191
Employ: Homemaker	4%	(6)	22%	(33)	23%	(34)	29%	(43)	22%	(33)	149
Employ: Student	17%	(12)	31%	(22)	28%	(20)	7%	(5)	17%	(12)	70
Employ: Retired	6%	(31)	20%	(112)	24%	(130)	32%	(175)	18%	(100)	548
Employ: Unemployed	15%	(37)	26%	(61)	15%	(35)	19%	(46)	25%	(60)	239
Employ: Other	19%	(21)	29%	(31)	11%	(11)	18%	(20)	23%	(25)	107
Military HH: Yes	14%	(37)	27%	(74)	20%	(56)	21%	(57)	18%	(50)	274
Military HH: No	13%	(256)	26%	(507)	22%	(415)	21%	(403)	18%	(345)	1927
2022 House Vote: Democrat	15%	(139)	24%	(226)	23%	(210)	23%	(214)	15%	(137)	926
2022 House Vote: Republican	11%	(73)	27%	(176)	21%	(132)	19%	(125)	21%	(139)	645
2022 House Vote: Someone else	12%	(7)	20%	(12)	21%	(13)	26%	(16)	21%	(13)	61
2022 House Vote: Didnt Vote	13%	(74)	29%	(167)	20%	(116)	18%	(105)	19%	(107)	569

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**Table MCEN3\_5: Do you have a favorable or unfavorable impression of the following?**  
 TV shows that depict gun violence in a comedic way

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	13%	(293)	26%	(581)	21%	(470)	21%	(460)	18%	(396)	2201
2020 Vote: Joe Biden	16%	(151)	24%	(233)	22%	(213)	22%	(215)	15%	(145)	957
2020 Vote: Donald Trump	12%	(87)	28%	(198)	20%	(141)	20%	(144)	21%	(150)	721
2020 Vote: Other	11%	(8)	15%	(10)	33%	(22)	18%	(12)	22%	(15)	67
2020 Vote: Didn't Vote	10%	(48)	31%	(140)	21%	(94)	19%	(89)	19%	(85)	456
2018 House Vote: Democrat	16%	(130)	23%	(188)	22%	(183)	23%	(190)	15%	(122)	813
2018 House Vote: Republican	12%	(79)	26%	(163)	21%	(132)	23%	(143)	19%	(117)	634
2018 House Vote: Someone else	13%	(7)	20%	(11)	18%	(10)	25%	(13)	24%	(13)	53
2018 House Vote: Didnt Vote	11%	(78)	31%	(220)	21%	(146)	16%	(114)	20%	(143)	701
4-Region: Northeast	14%	(52)	27%	(104)	24%	(93)	19%	(75)	16%	(61)	386
4-Region: Midwest	12%	(55)	25%	(116)	23%	(104)	21%	(95)	19%	(85)	455
4-Region: South	13%	(109)	26%	(218)	19%	(157)	22%	(185)	20%	(171)	839
4-Region: West	15%	(77)	28%	(144)	22%	(116)	20%	(105)	15%	(79)	521
Gun Owner	19%	(114)	30%	(180)	17%	(102)	16%	(100)	18%	(110)	607
Film Fan	14%	(272)	28%	(538)	21%	(408)	20%	(377)	17%	(333)	1929
TV Fan	14%	(278)	27%	(550)	22%	(447)	20%	(417)	18%	(362)	2053

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

**Table MCEN3\_6: Do you have a favorable or unfavorable impression of the following?**  
*TV shows that depict gun violence in a realistic way*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	21%	(455)	34%	(745)	17%	(371)	13%	(289)	16%	(341)	2201
Gender: Male	27%	(288)	40%	(429)	13%	(139)	9%	(91)	11%	(120)	1067
Gender: Female	15%	(166)	28%	(315)	21%	(232)	18%	(198)	19%	(218)	1128
Age: 18-34	30%	(191)	34%	(214)	14%	(90)	6%	(38)	16%	(98)	631
Age: 35-44	24%	(89)	35%	(131)	13%	(49)	9%	(34)	18%	(69)	372
Age: 45-64	18%	(130)	36%	(256)	16%	(111)	14%	(100)	16%	(113)	711
Age: 65+	9%	(44)	30%	(144)	25%	(121)	24%	(117)	13%	(61)	487
GenZers: 1997-2012	27%	(73)	37%	(100)	18%	(47)	5%	(12)	13%	(36)	268
Millennials: 1981-1996	30%	(199)	33%	(221)	12%	(83)	8%	(54)	17%	(111)	668
GenXers: 1965-1980	21%	(108)	38%	(194)	13%	(67)	11%	(57)	17%	(86)	512
Baby Boomers: 1946-1964	10%	(68)	31%	(219)	23%	(161)	21%	(150)	15%	(102)	701
PID: Dem (no lean)	25%	(226)	34%	(302)	16%	(147)	13%	(116)	12%	(111)	902
PID: Ind (no lean)	16%	(109)	34%	(226)	20%	(132)	12%	(83)	17%	(115)	664
PID: Rep (no lean)	19%	(120)	34%	(217)	15%	(92)	14%	(90)	18%	(116)	636
PID/Gender: Dem Men	32%	(147)	37%	(169)	12%	(54)	10%	(44)	9%	(43)	457
PID/Gender: Dem Women	18%	(78)	30%	(133)	21%	(92)	16%	(72)	15%	(64)	440
PID/Gender: Ind Men	18%	(55)	42%	(127)	19%	(56)	7%	(20)	14%	(42)	300
PID/Gender: Ind Women	15%	(54)	27%	(99)	21%	(75)	17%	(63)	20%	(73)	363
PID/Gender: Rep Men	28%	(86)	43%	(134)	9%	(28)	9%	(28)	11%	(35)	310
PID/Gender: Rep Women	11%	(35)	26%	(83)	20%	(64)	19%	(63)	25%	(81)	326
Ideo: Liberal (1-3)	25%	(161)	31%	(199)	17%	(108)	15%	(95)	12%	(77)	641
Ideo: Moderate (4)	20%	(126)	38%	(244)	16%	(103)	13%	(86)	12%	(77)	637
Ideo: Conservative (5-7)	19%	(136)	34%	(247)	17%	(122)	13%	(91)	18%	(129)	725
Educ: < College	22%	(311)	33%	(468)	17%	(244)	12%	(176)	17%	(240)	1438
Educ: Bachelors degree	17%	(80)	38%	(186)	16%	(78)	15%	(73)	14%	(67)	484
Educ: Post-grad	23%	(64)	33%	(92)	18%	(49)	14%	(40)	12%	(34)	278
Income: Under 50k	20%	(226)	34%	(371)	16%	(182)	14%	(157)	15%	(169)	1105
Income: 50k-100k	21%	(147)	33%	(232)	18%	(126)	12%	(83)	17%	(123)	710
Income: 100k+	21%	(81)	37%	(143)	16%	(63)	13%	(49)	13%	(49)	386
Ethnicity: White	19%	(328)	34%	(572)	17%	(292)	14%	(237)	16%	(269)	1698
Ethnicity: Hispanic	28%	(105)	31%	(117)	19%	(71)	9%	(36)	13%	(51)	379

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**Table MCEN3\_6: Do you have a favorable or unfavorable impression of the following?**  
 TV shows that depict gun violence in a realistic way

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	21% (455)	34% (745)	17% (371)	13% (289)	16% (341)	2201
Ethnicity: Black	31% (88)	35% (98)	17% (48)	8% (23)	9% (26)	283
Ethnicity: Other	18% (39)	34% (75)	14% (30)	13% (29)	21% (47)	220
All Christian	18% (182)	36% (373)	16% (168)	15% (155)	14% (148)	1027
All Non-Christian	28% (49)	34% (59)	14% (24)	13% (23)	10% (18)	174
Atheist	17% (17)	45% (45)	16% (16)	13% (13)	9% (9)	100
Agnostic/Nothing in particular	21% (114)	33% (181)	16% (87)	10% (55)	21% (116)	553
Something Else	27% (92)	25% (87)	21% (75)	12% (43)	14% (50)	348
Religious Non-Protestant/Catholic	26% (49)	34% (64)	15% (28)	14% (26)	11% (20)	187
Evangelical	23% (115)	31% (158)	20% (100)	15% (78)	11% (58)	510
Non-Evangelical	18% (154)	36% (302)	16% (136)	14% (116)	16% (139)	847
Community: Urban	28% (195)	32% (224)	17% (117)	11% (76)	12% (87)	699
Community: Suburban	16% (160)	34% (338)	17% (171)	15% (152)	17% (165)	987
Community: Rural	19% (99)	36% (183)	16% (83)	12% (60)	17% (89)	514
Employ: Private Sector	21% (157)	41% (311)	16% (122)	9% (69)	14% (108)	766
Employ: Government	24% (31)	37% (48)	18% (23)	7% (9)	15% (20)	131
Employ: Self-Employed	25% (47)	32% (60)	23% (43)	11% (20)	10% (20)	191
Employ: Homemaker	22% (32)	24% (36)	17% (26)	17% (25)	20% (30)	149
Employ: Student	27% (19)	34% (24)	7% (5)	10% (7)	23% (16)	70
Employ: Retired	14% (76)	33% (180)	18% (97)	23% (129)	12% (66)	548
Employ: Unemployed	26% (61)	24% (57)	16% (38)	10% (25)	24% (58)	239
Employ: Other	29% (31)	28% (30)	16% (17)	6% (6)	22% (24)	107
Military HH: Yes	22% (59)	34% (93)	20% (55)	11% (30)	13% (37)	274
Military HH: No	21% (396)	34% (652)	16% (316)	13% (259)	16% (305)	1927
2022 House Vote: Democrat	23% (209)	34% (312)	19% (171)	14% (126)	12% (108)	926
2022 House Vote: Republican	19% (120)	37% (239)	16% (102)	12% (79)	16% (105)	645
2022 House Vote: Someone else	15% (9)	32% (20)	16% (10)	14% (9)	22% (14)	61
2022 House Vote: Didnt Vote	21% (117)	31% (174)	15% (88)	13% (75)	20% (115)	569

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**Table MCEN3\_6: Do you have a favorable or unfavorable impression of the following?**  
TV shows that depict gun violence in a realistic way

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	21% (455)	34% (745)	17% (371)	13% (289)	16% (341)	2201
2020 Vote: Joe Biden	23% (217)	34% (328)	17% (166)	14% (134)	12% (113)	957
2020 Vote: Donald Trump	20% (144)	36% (257)	14% (102)	13% (92)	17% (125)	721
2020 Vote: Other	15% (10)	25% (17)	33% (22)	7% (5)	21% (14)	67
2020 Vote: Didn't Vote	18% (84)	32% (144)	18% (80)	13% (58)	20% (90)	456
2018 House Vote: Democrat	23% (187)	33% (266)	19% (155)	13% (110)	12% (95)	813
2018 House Vote: Republican	19% (120)	35% (222)	15% (95)	14% (89)	17% (106)	634
2018 House Vote: Someone else	13% (7)	31% (17)	16% (9)	16% (9)	23% (12)	53
2018 House Vote: Didnt Vote	20% (141)	34% (241)	16% (111)	12% (81)	18% (127)	701
4-Region: Northeast	19% (75)	33% (126)	19% (72)	12% (46)	17% (67)	386
4-Region: Midwest	18% (82)	35% (158)	18% (80)	13% (61)	16% (73)	455
4-Region: South	24% (203)	34% (285)	15% (122)	13% (113)	14% (116)	839
4-Region: West	18% (95)	34% (176)	19% (97)	13% (69)	16% (84)	521
Gun Owner	25% (151)	40% (245)	11% (69)	11% (65)	13% (76)	607
Film Fan	22% (426)	35% (684)	16% (309)	13% (242)	14% (268)	1929
TV Fan	21% (432)	35% (711)	17% (343)	13% (258)	15% (309)	2053

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

**Table MCEN4:** Generally speaking, do you think there is too much, too little, or the right amount of depiction of firearms in Hollywood-produced TV and films currently?

Demographic	Too much		The right amount		Too little		Don't know / No opinion		Total N
Adults	41%	(895)	36%	(788)	4%	(91)	19%	(426)	2201
Gender: Male	37%	(390)	45%	(475)	6%	(60)	13%	(143)	1067
Gender: Female	45%	(505)	28%	(313)	3%	(32)	25%	(278)	1128
Age: 18-34	29%	(186)	48%	(300)	5%	(34)	18%	(111)	631
Age: 35-44	30%	(113)	46%	(169)	4%	(16)	20%	(74)	372
Age: 45-64	46%	(324)	29%	(207)	5%	(33)	21%	(147)	711
Age: 65+	56%	(272)	23%	(112)	2%	(9)	19%	(94)	487
GenZers: 1997-2012	25%	(67)	53%	(142)	4%	(11)	18%	(48)	268
Millennials: 1981-1996	32%	(213)	45%	(298)	6%	(39)	18%	(117)	668
GenXers: 1965-1980	37%	(189)	34%	(173)	5%	(23)	25%	(126)	512
Baby Boomers: 1946-1964	56%	(390)	23%	(165)	3%	(19)	18%	(128)	701
PID: Dem (no lean)	45%	(406)	35%	(316)	6%	(59)	13%	(121)	902
PID: Ind (no lean)	39%	(260)	34%	(224)	2%	(15)	25%	(165)	664
PID: Rep (no lean)	36%	(230)	39%	(248)	3%	(18)	22%	(141)	636
PID/Gender: Dem Men	41%	(186)	43%	(196)	9%	(39)	8%	(36)	457
PID/Gender: Dem Women	50%	(220)	27%	(121)	4%	(19)	18%	(80)	440
PID/Gender: Ind Men	36%	(109)	41%	(124)	3%	(9)	19%	(58)	300
PID/Gender: Ind Women	41%	(150)	28%	(101)	2%	(6)	29%	(106)	363
PID/Gender: Rep Men	31%	(95)	50%	(156)	4%	(12)	16%	(48)	310
PID/Gender: Rep Women	41%	(135)	28%	(92)	2%	(6)	28%	(92)	326
Ideo: Liberal (1-3)	48%	(307)	34%	(218)	5%	(33)	13%	(83)	641
Ideo: Moderate (4)	39%	(251)	40%	(256)	5%	(34)	15%	(96)	637
Ideo: Conservative (5-7)	38%	(274)	38%	(274)	3%	(20)	22%	(156)	725
Educ: < College	37%	(526)	38%	(541)	5%	(67)	21%	(304)	1438
Educ: Bachelors degree	46%	(224)	33%	(162)	2%	(11)	18%	(87)	484
Educ: Post-grad	52%	(145)	31%	(86)	5%	(13)	12%	(35)	278
Income: Under 50k	38%	(421)	35%	(391)	4%	(49)	22%	(245)	1105
Income: 50k-100k	41%	(294)	37%	(261)	4%	(31)	17%	(124)	710
Income: 100k+	47%	(180)	35%	(136)	3%	(12)	15%	(57)	386
Ethnicity: White	42%	(709)	34%	(584)	4%	(76)	19%	(329)	1698
Ethnicity: Hispanic	35%	(133)	38%	(144)	9%	(33)	18%	(69)	379

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**Table MCEN4:** Generally speaking, do you think there is too much, too little, or the right amount of depiction of firearms in Hollywood-produced TV and films currently?

Demographic	Too much		The right amount		Too little		Don't know / No opinion		Total N
Adults	41%	(895)	36%	(788)	4%	(91)	19%	(426)	2201
Ethnicity: Black	41%	(115)	41%	(116)	3%	(10)	15%	(42)	283
Ethnicity: Other	33%	(71)	40%	(88)	2%	(5)	25%	(55)	220
All Christian	44%	(449)	38%	(391)	4%	(45)	14%	(141)	1027
All Non-Christian	48%	(82)	30%	(53)	6%	(11)	16%	(27)	174
Atheist	47%	(47)	35%	(35)	1%	(1)	16%	(16)	100
Agnostic/Nothing in particular	32%	(179)	35%	(194)	4%	(22)	29%	(158)	553
Something Else	40%	(138)	33%	(115)	3%	(11)	24%	(84)	348
Religious Non-Protestant/Catholic	49%	(92)	28%	(53)	6%	(11)	17%	(31)	187
Evangelical	43%	(219)	36%	(185)	3%	(15)	18%	(91)	510
Non-Evangelical	42%	(355)	38%	(323)	5%	(41)	15%	(128)	847
Community: Urban	37%	(262)	42%	(294)	3%	(24)	17%	(120)	699
Community: Suburban	46%	(453)	31%	(305)	4%	(42)	19%	(187)	987
Community: Rural	35%	(180)	37%	(189)	5%	(25)	23%	(120)	514
Employ: Private Sector	37%	(283)	44%	(334)	4%	(33)	15%	(116)	766
Employ: Government	43%	(56)	27%	(36)	5%	(7)	25%	(33)	131
Employ: Self-Employed	34%	(65)	40%	(77)	6%	(12)	19%	(36)	191
Employ: Homemaker	40%	(60)	35%	(53)	3%	(5)	21%	(31)	149
Employ: Student	29%	(20)	40%	(28)	1%	(0)	31%	(22)	70
Employ: Retired	53%	(289)	24%	(133)	5%	(27)	18%	(99)	548
Employ: Unemployed	32%	(77)	39%	(92)	2%	(5)	27%	(66)	239
Employ: Other	42%	(45)	33%	(35)	2%	(2)	23%	(24)	107
Military HH: Yes	38%	(105)	39%	(108)	7%	(18)	16%	(43)	274
Military HH: No	41%	(790)	35%	(680)	4%	(73)	20%	(383)	1927
2022 House Vote: Democrat	49%	(457)	32%	(297)	5%	(49)	13%	(123)	926
2022 House Vote: Republican	36%	(230)	42%	(272)	3%	(19)	19%	(124)	645
2022 House Vote: Someone else	36%	(22)	30%	(18)	4%	(2)	30%	(18)	61
2022 House Vote: Didnt Vote	33%	(186)	35%	(201)	4%	(21)	28%	(160)	569

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**Table MCEN4:** Generally speaking, do you think there is too much, too little, or the right amount of depiction of firearms in Hollywood-produced TV and films currently?

Demographic	Too much		The right amount		Too little		Don't know / No opinion		Total N
Adults	41%	(895)	36%	(788)	4%	(91)	19%	(426)	2201
2020 Vote: Joe Biden	49%	(466)	34%	(322)	5%	(47)	13%	(122)	957
2020 Vote: Donald Trump	32%	(229)	42%	(300)	3%	(22)	23%	(169)	721
2020 Vote: Other	34%	(23)	25%	(17)	—	(0)	41%	(28)	67
2020 Vote: Didn't Vote	39%	(177)	33%	(149)	5%	(22)	24%	(108)	456
2018 House Vote: Democrat	50%	(402)	33%	(264)	5%	(45)	13%	(102)	813
2018 House Vote: Republican	38%	(243)	40%	(256)	3%	(20)	18%	(114)	634
2018 House Vote: Someone else	31%	(17)	32%	(17)	5%	(3)	32%	(17)	53
2018 House Vote: Didnt Vote	33%	(233)	36%	(251)	3%	(24)	28%	(194)	701
4-Region: Northeast	43%	(164)	34%	(129)	4%	(15)	20%	(77)	386
4-Region: Midwest	39%	(175)	38%	(174)	2%	(7)	22%	(99)	455
4-Region: South	38%	(321)	36%	(304)	4%	(37)	21%	(178)	839
4-Region: West	45%	(235)	35%	(181)	6%	(33)	14%	(72)	521
Gun Owner	38%	(228)	40%	(240)	5%	(30)	18%	(108)	607
Film Fan	41%	(797)	37%	(723)	4%	(75)	17%	(334)	1929
TV Fan	41%	(833)	36%	(748)	4%	(83)	19%	(388)	2053

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: Do you support or oppose the use of content warnings, that warn of depictions of certain scenarios some viewers may find offensive, of the following types of events before a film or TV show?**  
*Gun violence*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	39%	(865)	24%	(523)	9%	(209)	17%	(370)	11%	(235)	2201
Gender: Male	36%	(389)	28%	(298)	13%	(136)	14%	(154)	8%	(90)	1067
Gender: Female	42%	(475)	20%	(225)	6%	(72)	19%	(215)	12%	(141)	1128
Age: 18-34	37%	(233)	26%	(161)	13%	(81)	13%	(82)	12%	(74)	631
Age: 35-44	37%	(137)	28%	(103)	9%	(33)	14%	(52)	12%	(46)	372
Age: 45-64	40%	(288)	21%	(146)	8%	(55)	21%	(148)	10%	(74)	711
Age: 65+	43%	(207)	23%	(113)	8%	(39)	18%	(87)	8%	(41)	487
GenZers: 1997-2012	38%	(101)	26%	(70)	17%	(45)	11%	(29)	9%	(23)	268
Millennials: 1981-1996	37%	(244)	27%	(177)	10%	(65)	15%	(98)	13%	(84)	668
GenXers: 1965-1980	38%	(193)	23%	(117)	8%	(40)	19%	(97)	13%	(65)	512
Baby Boomers: 1946-1964	44%	(308)	21%	(147)	8%	(53)	19%	(135)	8%	(58)	701
PID: Dem (no lean)	43%	(391)	23%	(206)	9%	(84)	17%	(154)	7%	(66)	902
PID: Ind (no lean)	37%	(248)	25%	(163)	8%	(51)	17%	(116)	13%	(86)	664
PID: Rep (no lean)	36%	(226)	24%	(154)	12%	(74)	16%	(100)	13%	(82)	636
PID/Gender: Dem Men	41%	(189)	28%	(128)	10%	(48)	15%	(70)	5%	(22)	457
PID/Gender: Dem Women	46%	(202)	18%	(78)	8%	(36)	19%	(84)	9%	(40)	440
PID/Gender: Ind Men	31%	(93)	31%	(92)	12%	(36)	14%	(41)	13%	(38)	300
PID/Gender: Ind Women	42%	(154)	20%	(71)	4%	(15)	21%	(75)	13%	(48)	363
PID/Gender: Rep Men	35%	(107)	25%	(78)	17%	(52)	14%	(44)	9%	(29)	310
PID/Gender: Rep Women	36%	(119)	23%	(76)	7%	(22)	17%	(57)	16%	(53)	326
Ideo: Liberal (1-3)	50%	(323)	19%	(124)	8%	(53)	17%	(107)	5%	(33)	641
Ideo: Moderate (4)	34%	(218)	29%	(183)	11%	(73)	17%	(110)	8%	(53)	637
Ideo: Conservative (5-7)	37%	(270)	25%	(180)	9%	(66)	16%	(114)	13%	(94)	725
Educ: < College	37%	(534)	22%	(323)	9%	(136)	18%	(263)	13%	(183)	1438
Educ: Bachelors degree	43%	(208)	28%	(134)	8%	(39)	14%	(69)	7%	(34)	484
Educ: Post-grad	44%	(123)	24%	(67)	12%	(33)	14%	(38)	6%	(18)	278
Income: Under 50k	37%	(404)	22%	(241)	9%	(99)	19%	(212)	14%	(149)	1105
Income: 50k-100k	41%	(291)	26%	(187)	9%	(65)	14%	(102)	9%	(65)	710
Income: 100k+	44%	(170)	25%	(95)	12%	(45)	15%	(56)	5%	(20)	386
Ethnicity: White	40%	(673)	25%	(426)	10%	(170)	16%	(271)	9%	(158)	1698

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**Table MCEN5\_1:** Do you support or oppose the use of content warnings, that warn of depictions of certain scenarios some viewers may find offensive, of the following types of events before a film or TV show?*Gun violence*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	39%	(865)	24%	(523)	9%	(209)	17%	(370)	11%	(235)	2201
Ethnicity: Hispanic	34%	(130)	24%	(90)	12%	(47)	21%	(80)	8%	(32)	379
Ethnicity: Black	42%	(119)	16%	(46)	8%	(22)	19%	(54)	15%	(41)	283
Ethnicity: Other	33%	(73)	23%	(51)	8%	(17)	20%	(44)	16%	(35)	220
All Christian	38%	(394)	27%	(274)	11%	(115)	17%	(171)	7%	(73)	1027
All Non-Christian	37%	(64)	23%	(41)	9%	(16)	20%	(34)	11%	(19)	174
Atheist	42%	(42)	33%	(33)	5%	(5)	13%	(13)	6%	(6)	100
Agnostic/Nothing in particular	42%	(235)	20%	(112)	9%	(52)	13%	(70)	15%	(84)	553
Something Else	37%	(130)	18%	(62)	6%	(20)	24%	(82)	15%	(53)	348
Religious Non-Protestant/Catholic	38%	(72)	22%	(41)	9%	(16)	20%	(37)	11%	(21)	187
Evangelical	41%	(212)	20%	(101)	8%	(39)	19%	(98)	12%	(61)	510
Non-Evangelical	36%	(304)	28%	(236)	11%	(93)	18%	(152)	7%	(62)	847
Community: Urban	34%	(237)	26%	(182)	9%	(66)	18%	(129)	12%	(86)	699
Community: Suburban	45%	(440)	21%	(211)	10%	(102)	16%	(157)	8%	(78)	987
Community: Rural	37%	(189)	25%	(130)	8%	(41)	16%	(83)	14%	(71)	514
Employ: Private Sector	39%	(300)	27%	(207)	10%	(79)	16%	(124)	7%	(56)	766
Employ: Government	36%	(47)	23%	(29)	13%	(17)	12%	(16)	16%	(21)	131
Employ: Self-Employed	31%	(59)	30%	(57)	9%	(17)	18%	(34)	12%	(23)	191
Employ: Homemaker	41%	(61)	26%	(39)	8%	(12)	16%	(23)	9%	(14)	149
Employ: Student	38%	(26)	19%	(13)	13%	(9)	7%	(5)	23%	(16)	70
Employ: Retired	44%	(240)	21%	(117)	9%	(51)	18%	(99)	7%	(40)	548
Employ: Unemployed	37%	(88)	18%	(44)	8%	(18)	18%	(44)	19%	(46)	239
Employ: Other	40%	(43)	16%	(17)	4%	(5)	23%	(25)	17%	(18)	107
Military HH: Yes	41%	(113)	24%	(67)	10%	(27)	14%	(39)	10%	(29)	274
Military HH: No	39%	(752)	24%	(457)	9%	(182)	17%	(331)	11%	(206)	1927
2022 House Vote: Democrat	46%	(426)	22%	(204)	8%	(71)	18%	(166)	6%	(60)	926
2022 House Vote: Republican	37%	(238)	27%	(172)	12%	(77)	14%	(92)	10%	(66)	645
2022 House Vote: Someone else	23%	(14)	25%	(15)	11%	(7)	18%	(11)	23%	(14)	61
2022 House Vote: Didnt Vote	33%	(187)	23%	(132)	9%	(54)	18%	(101)	17%	(95)	569

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**Table MCEN5\_1:** Do you support or oppose the use of content warnings, that warn of depictions of certain scenarios some viewers may find offensive, of the following types of events before a film or TV show?  
Gun violence

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	39%	(865)	24%	(523)	9%	(209)	17%	(370)	11%	(235)	2201
2020 Vote: Joe Biden	46%	(439)	22%	(209)	9%	(90)	17%	(160)	6%	(58)	957
2020 Vote: Donald Trump	38%	(271)	26%	(186)	10%	(75)	14%	(100)	12%	(88)	721
2020 Vote: Other	31%	(21)	18%	(12)	12%	(8)	20%	(14)	18%	(12)	67
2020 Vote: Didn't Vote	29%	(133)	25%	(116)	8%	(35)	21%	(95)	17%	(76)	456
2018 House Vote: Democrat	45%	(367)	22%	(175)	9%	(72)	19%	(151)	6%	(47)	813
2018 House Vote: Republican	38%	(241)	27%	(168)	10%	(64)	16%	(99)	10%	(62)	634
2018 House Vote: Someone else	24%	(13)	22%	(12)	12%	(6)	18%	(9)	24%	(13)	53
2018 House Vote: Didnt Vote	35%	(244)	24%	(169)	9%	(66)	16%	(110)	16%	(112)	701
4-Region: Northeast	43%	(164)	23%	(89)	8%	(31)	16%	(61)	10%	(40)	386
4-Region: Midwest	38%	(172)	24%	(110)	13%	(59)	12%	(56)	12%	(57)	455
4-Region: South	42%	(357)	22%	(182)	7%	(60)	18%	(153)	10%	(88)	839
4-Region: West	33%	(172)	27%	(142)	11%	(58)	19%	(99)	9%	(49)	521
Gun Owner	41%	(246)	27%	(162)	11%	(69)	14%	(86)	7%	(44)	607
Film Fan	41%	(782)	25%	(489)	10%	(185)	16%	(313)	8%	(160)	1929
TV Fan	40%	(814)	24%	(496)	10%	(199)	16%	(336)	10%	(207)	2053

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: Do you support or oppose the use of content warnings, that warn of depictions of certain scenarios some viewers may find offensive, of the following types of events before a film or TV show?**  
 Sexual violence

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	43%	(950)	17%	(380)	9%	(193)	21%	(458)	10%	(221)	2201
Gender: Male	39%	(411)	22%	(233)	12%	(124)	19%	(206)	9%	(93)	1067
Gender: Female	48%	(538)	13%	(146)	6%	(69)	22%	(252)	11%	(124)	1128
Age: 18-34	39%	(247)	18%	(116)	11%	(72)	18%	(116)	13%	(81)	631
Age: 35-44	44%	(164)	17%	(64)	11%	(40)	17%	(63)	11%	(40)	372
Age: 45-64	43%	(307)	16%	(112)	7%	(50)	25%	(180)	9%	(62)	711
Age: 65+	48%	(232)	18%	(87)	6%	(31)	20%	(98)	8%	(39)	487
GenZers: 1997-2012	37%	(100)	15%	(40)	14%	(37)	21%	(57)	13%	(35)	268
Millennials: 1981-1996	42%	(284)	19%	(129)	10%	(66)	17%	(113)	12%	(77)	668
GenXers: 1965-1980	40%	(205)	17%	(88)	7%	(38)	24%	(122)	11%	(59)	512
Baby Boomers: 1946-1964	48%	(337)	17%	(117)	7%	(50)	22%	(152)	7%	(46)	701
PID: Dem (no lean)	46%	(414)	15%	(138)	10%	(93)	20%	(182)	8%	(74)	902
PID: Ind (no lean)	42%	(278)	19%	(126)	6%	(43)	21%	(138)	12%	(79)	664
PID: Rep (no lean)	40%	(257)	18%	(116)	9%	(58)	22%	(138)	11%	(67)	636
PID/Gender: Dem Men	40%	(185)	20%	(92)	13%	(61)	19%	(87)	7%	(32)	457
PID/Gender: Dem Women	52%	(229)	11%	(46)	7%	(32)	21%	(94)	9%	(38)	440
PID/Gender: Ind Men	37%	(111)	25%	(75)	8%	(23)	18%	(54)	12%	(37)	300
PID/Gender: Ind Women	46%	(167)	14%	(50)	5%	(20)	23%	(84)	12%	(43)	363
PID/Gender: Rep Men	37%	(115)	21%	(66)	13%	(40)	21%	(65)	8%	(24)	310
PID/Gender: Rep Women	44%	(142)	15%	(50)	5%	(17)	23%	(73)	13%	(43)	326
Ideo: Liberal (1-3)	51%	(327)	16%	(101)	9%	(60)	19%	(119)	5%	(35)	641
Ideo: Moderate (4)	38%	(241)	19%	(120)	11%	(72)	23%	(145)	9%	(60)	637
Ideo: Conservative (5-7)	43%	(314)	19%	(141)	7%	(52)	19%	(141)	11%	(77)	725
Educ: < College	40%	(582)	15%	(215)	9%	(125)	23%	(338)	12%	(178)	1438
Educ: Bachelors degree	49%	(237)	23%	(114)	7%	(36)	14%	(69)	6%	(29)	484
Educ: Post-grad	47%	(131)	19%	(52)	12%	(32)	18%	(50)	5%	(13)	278
Income: Under 50k	40%	(441)	14%	(156)	9%	(98)	24%	(265)	13%	(145)	1105
Income: 50k-100k	45%	(320)	21%	(152)	7%	(50)	19%	(132)	8%	(57)	710
Income: 100k+	49%	(188)	19%	(72)	12%	(45)	16%	(60)	5%	(19)	386
Ethnicity: White	44%	(752)	18%	(308)	9%	(150)	20%	(344)	9%	(145)	1698

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**Table MCEN5\_2: Do you support or oppose the use of content warnings, that warn of depictions of certain scenarios some viewers may find offensive, of the following types of events before a film or TV show?**  
*Sexual violence*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	43%	(950)	17%	(380)	9%	(193)	21%	(458)	10%	(221)	2201
Ethnicity: Hispanic	34%	(129)	13%	(47)	12%	(45)	31%	(116)	11%	(41)	379
Ethnicity: Black	44%	(123)	12%	(33)	7%	(19)	24%	(68)	14%	(40)	283
Ethnicity: Other	34%	(75)	18%	(39)	11%	(25)	21%	(45)	16%	(36)	220
All Christian	44%	(452)	20%	(200)	9%	(96)	21%	(211)	7%	(68)	1027
All Non-Christian	38%	(67)	20%	(35)	10%	(18)	22%	(38)	9%	(16)	174
Atheist	44%	(44)	24%	(24)	9%	(9)	15%	(15)	7%	(7)	100
Agnostic/Nothing in particular	46%	(253)	14%	(76)	9%	(49)	16%	(91)	15%	(83)	553
Something Else	38%	(133)	13%	(45)	6%	(21)	30%	(103)	13%	(46)	348
Religious Non-Protestant/Catholic	40%	(74)	19%	(36)	10%	(18)	22%	(41)	10%	(18)	187
Evangelical	45%	(228)	16%	(83)	7%	(34)	23%	(116)	10%	(49)	510
Non-Evangelical	41%	(351)	19%	(165)	9%	(79)	23%	(191)	7%	(62)	847
Community: Urban	35%	(246)	21%	(148)	10%	(68)	22%	(154)	12%	(83)	699
Community: Suburban	47%	(463)	17%	(164)	8%	(76)	21%	(207)	8%	(78)	987
Community: Rural	47%	(241)	13%	(68)	10%	(49)	19%	(96)	12%	(60)	514
Employ: Private Sector	44%	(337)	21%	(162)	11%	(81)	18%	(139)	6%	(46)	766
Employ: Government	43%	(56)	15%	(19)	8%	(10)	20%	(26)	14%	(19)	131
Employ: Self-Employed	31%	(60)	27%	(52)	9%	(17)	16%	(31)	16%	(31)	191
Employ: Homemaker	53%	(80)	13%	(19)	7%	(10)	20%	(30)	7%	(11)	149
Employ: Student	39%	(28)	13%	(9)	6%	(4)	29%	(20)	13%	(9)	70
Employ: Retired	46%	(251)	17%	(96)	8%	(42)	23%	(126)	6%	(33)	548
Employ: Unemployed	40%	(96)	5%	(12)	9%	(21)	23%	(55)	23%	(55)	239
Employ: Other	39%	(42)	10%	(11)	7%	(7)	29%	(31)	15%	(16)	107
Military HH: Yes	47%	(129)	13%	(37)	8%	(21)	23%	(62)	9%	(25)	274
Military HH: No	43%	(821)	18%	(343)	9%	(172)	21%	(395)	10%	(196)	1927
2022 House Vote: Democrat	48%	(448)	16%	(149)	10%	(90)	20%	(188)	5%	(51)	926
2022 House Vote: Republican	43%	(280)	21%	(135)	9%	(59)	18%	(116)	8%	(54)	645
2022 House Vote: Someone else	29%	(18)	27%	(16)	2%	(1)	23%	(14)	20%	(12)	61
2022 House Vote: Didn't Vote	36%	(203)	14%	(80)	8%	(43)	24%	(139)	18%	(103)	569

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**Table MCEN5\_2:** Do you support or oppose the use of content warnings, that warn of depictions of certain scenarios some viewers may find offensive, of the following types of events before a film or TV show?*Sexual violence*

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	43% (950)	17% (380)	9% (193)	21% (458)	10% (221)	2201
2020 Vote: Joe Biden	49% (466)	17% (161)	8% (76)	21% (197)	6% (57)	957
2020 Vote: Donald Trump	42% (305)	19% (140)	9% (68)	18% (127)	11% (79)	721
2020 Vote: Other	34% (23)	20% (14)	7% (4)	24% (16)	15% (10)	67
2020 Vote: Didn't Vote	34% (155)	14% (65)	10% (45)	26% (117)	16% (74)	456
2018 House Vote: Democrat	48% (387)	16% (133)	9% (74)	21% (169)	6% (50)	813
2018 House Vote: Republican	45% (283)	20% (128)	9% (58)	18% (116)	8% (49)	634
2018 House Vote: Someone else	25% (14)	29% (16)	3% (1)	23% (12)	19% (10)	53
2018 House Vote: Didnt Vote	38% (266)	15% (103)	9% (61)	23% (160)	16% (112)	701
4-Region: Northeast	46% (176)	20% (78)	7% (27)	19% (71)	9% (33)	386
4-Region: Midwest	45% (202)	16% (71)	8% (36)	18% (83)	14% (63)	455
4-Region: South	45% (378)	16% (134)	7% (60)	23% (195)	9% (73)	839
4-Region: West	37% (194)	19% (97)	14% (71)	21% (108)	10% (51)	521
Gun Owner	45% (275)	22% (134)	8% (50)	18% (111)	6% (37)	607
Film Fan	44% (858)	18% (356)	9% (177)	20% (385)	8% (153)	1929
TV Fan	43% (892)	17% (356)	9% (185)	20% (420)	10% (200)	2053

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: Do you support or oppose the use of content warnings, that warn of depictions of certain scenarios some viewers may find offensive, of the following types of events before a film or TV show?**  
*Consensual sexual content*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	40%	(884)	25%	(556)	9%	(209)	13%	(284)	12%	(268)	2201
Gender: Male	38%	(401)	29%	(310)	11%	(122)	12%	(124)	10%	(110)	1067
Gender: Female	43%	(483)	22%	(246)	8%	(86)	14%	(159)	14%	(154)	1128
Age: 18-34	39%	(246)	24%	(152)	11%	(69)	13%	(81)	13%	(83)	631
Age: 35-44	40%	(149)	28%	(103)	9%	(35)	11%	(40)	12%	(44)	372
Age: 45-64	40%	(283)	24%	(171)	9%	(67)	14%	(100)	13%	(90)	711
Age: 65+	42%	(206)	27%	(130)	8%	(38)	13%	(62)	11%	(51)	487
GenZers: 1997-2012	33%	(90)	28%	(75)	12%	(33)	17%	(46)	9%	(25)	268
Millennials: 1981-1996	42%	(281)	24%	(162)	10%	(65)	10%	(69)	14%	(92)	668
GenXers: 1965-1980	39%	(198)	25%	(126)	9%	(48)	13%	(64)	15%	(76)	512
Baby Boomers: 1946-1964	42%	(293)	26%	(182)	9%	(60)	14%	(95)	10%	(70)	701
PID: Dem (no lean)	44%	(398)	24%	(212)	10%	(86)	12%	(105)	11%	(101)	902
PID: Ind (no lean)	38%	(249)	27%	(179)	9%	(58)	14%	(90)	13%	(88)	664
PID: Rep (no lean)	37%	(238)	26%	(165)	10%	(65)	14%	(89)	13%	(80)	636
PID/Gender: Dem Men	39%	(180)	29%	(131)	10%	(47)	13%	(58)	9%	(40)	457
PID/Gender: Dem Women	49%	(217)	18%	(81)	9%	(38)	11%	(47)	13%	(57)	440
PID/Gender: Ind Men	36%	(107)	29%	(88)	11%	(32)	11%	(33)	13%	(40)	300
PID/Gender: Ind Women	39%	(142)	25%	(91)	7%	(26)	16%	(57)	13%	(47)	363
PID/Gender: Rep Men	37%	(114)	29%	(90)	14%	(42)	11%	(34)	10%	(30)	310
PID/Gender: Rep Women	38%	(124)	23%	(75)	7%	(22)	17%	(55)	15%	(50)	326
Ideo: Liberal (1-3)	46%	(298)	25%	(158)	10%	(61)	12%	(79)	7%	(45)	641
Ideo: Moderate (4)	35%	(223)	29%	(184)	11%	(73)	13%	(80)	12%	(76)	637
Ideo: Conservative (5-7)	41%	(299)	24%	(176)	8%	(59)	13%	(96)	13%	(95)	725
Educ: < College	40%	(571)	22%	(320)	8%	(122)	15%	(215)	15%	(210)	1438
Educ: Bachelors degree	42%	(202)	33%	(160)	10%	(48)	7%	(34)	8%	(41)	484
Educ: Post-grad	40%	(111)	27%	(76)	14%	(39)	12%	(34)	6%	(17)	278
Income: Under 50k	39%	(430)	21%	(233)	9%	(100)	15%	(169)	16%	(173)	1105
Income: 50k-100k	41%	(293)	31%	(217)	8%	(60)	10%	(72)	10%	(68)	710
Income: 100k+	42%	(162)	28%	(106)	13%	(48)	11%	(43)	7%	(27)	386
Ethnicity: White	41%	(693)	26%	(443)	10%	(163)	13%	(224)	10%	(175)	1698

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**Table MCEN5\_3: Do you support or oppose the use of content warnings, that warn of depictions of certain scenarios some viewers may find offensive, of the following types of events before a film or TV show?**  
*Consensual sexual content*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	40%	(884)	25%	(556)	9%	(209)	13%	(284)	12%	(268)	2201
Ethnicity: Hispanic	37%	(139)	20%	(77)	12%	(47)	20%	(76)	11%	(40)	379
Ethnicity: Black	46%	(130)	17%	(49)	6%	(16)	13%	(37)	18%	(51)	283
Ethnicity: Other	28%	(61)	29%	(64)	13%	(30)	10%	(23)	19%	(42)	220
All Christian	42%	(430)	28%	(289)	10%	(101)	11%	(109)	10%	(98)	1027
All Non-Christian	36%	(62)	24%	(42)	11%	(19)	17%	(29)	12%	(21)	174
Atheist	32%	(32)	40%	(40)	8%	(8)	13%	(13)	7%	(7)	100
Agnostic/Nothing in particular	41%	(227)	22%	(119)	9%	(50)	12%	(69)	16%	(89)	553
Something Else	38%	(134)	19%	(66)	9%	(31)	18%	(63)	15%	(54)	348
Religious Non-Protestant/Catholic	36%	(68)	23%	(44)	11%	(21)	17%	(31)	12%	(23)	187
Evangelical	44%	(223)	19%	(98)	8%	(43)	16%	(80)	13%	(67)	510
Non-Evangelical	39%	(330)	30%	(256)	10%	(86)	11%	(92)	10%	(83)	847
Community: Urban	36%	(252)	24%	(165)	9%	(65)	16%	(114)	15%	(104)	699
Community: Suburban	43%	(428)	27%	(262)	10%	(102)	11%	(106)	9%	(88)	987
Community: Rural	40%	(204)	25%	(130)	8%	(42)	12%	(63)	15%	(76)	514
Employ: Private Sector	39%	(299)	30%	(232)	13%	(97)	10%	(78)	8%	(60)	766
Employ: Government	41%	(54)	22%	(28)	6%	(8)	14%	(19)	17%	(22)	131
Employ: Self-Employed	34%	(65)	27%	(52)	8%	(15)	17%	(32)	14%	(27)	191
Employ: Homemaker	46%	(69)	26%	(38)	9%	(14)	6%	(9)	12%	(18)	149
Employ: Student	41%	(29)	32%	(23)	6%	(4)	7%	(5)	13%	(9)	70
Employ: Retired	43%	(233)	25%	(137)	8%	(43)	14%	(78)	10%	(57)	548
Employ: Unemployed	38%	(91)	14%	(33)	10%	(25)	16%	(39)	22%	(53)	239
Employ: Other	42%	(45)	13%	(14)	3%	(3)	23%	(25)	20%	(21)	107
Military HH: Yes	47%	(130)	22%	(61)	8%	(22)	12%	(33)	10%	(28)	274
Military HH: No	39%	(755)	26%	(495)	10%	(187)	13%	(250)	12%	(240)	1927
2022 House Vote: Democrat	44%	(406)	25%	(232)	10%	(95)	12%	(114)	9%	(80)	926
2022 House Vote: Republican	40%	(256)	26%	(169)	11%	(72)	12%	(80)	10%	(67)	645
2022 House Vote: Someone else	34%	(21)	31%	(19)	5%	(3)	11%	(7)	19%	(11)	61
2022 House Vote: Didnt Vote	35%	(202)	24%	(137)	7%	(38)	14%	(82)	19%	(110)	569

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**Table MCEN5\_3:** Do you support or oppose the use of content warnings, that warn of depictions of certain scenarios some viewers may find offensive, of the following types of events before a film or TV show?  
Consensual sexual content

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	40% (884)	25% (556)	9% (209)	13% (284)	12% (268)	2201
2020 Vote: Joe Biden	43% (412)	27% (261)	10% (92)	12% (113)	8% (79)	957
2020 Vote: Donald Trump	41% (292)	25% (182)	9% (65)	13% (92)	12% (90)	721
2020 Vote: Other	40% (27)	27% (18)	8% (6)	11% (7)	14% (10)	67
2020 Vote: Didn't Vote	34% (153)	21% (95)	10% (47)	16% (71)	20% (90)	456
2018 House Vote: Democrat	43% (350)	26% (209)	11% (86)	12% (100)	8% (68)	813
2018 House Vote: Republican	42% (268)	25% (158)	9% (60)	14% (87)	9% (60)	634
2018 House Vote: Someone else	32% (17)	34% (18)	8% (4)	7% (3)	20% (11)	53
2018 House Vote: Didnt Vote	35% (249)	24% (172)	8% (59)	13% (93)	18% (129)	701
4-Region: Northeast	39% (150)	30% (114)	9% (34)	10% (40)	12% (48)	386
4-Region: Midwest	38% (173)	29% (134)	10% (43)	10% (46)	13% (58)	455
4-Region: South	45% (380)	19% (162)	9% (77)	14% (120)	12% (99)	839
4-Region: West	35% (181)	28% (146)	11% (55)	15% (77)	12% (62)	521
Gun Owner	41% (249)	31% (189)	10% (61)	11% (69)	6% (39)	607
Film Fan	42% (808)	27% (517)	10% (191)	12% (233)	9% (180)	1929
TV Fan	41% (841)	25% (520)	10% (197)	13% (257)	12% (239)	2053

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:** Do you support or oppose the use of content warnings, that warn of depictions of certain scenarios some viewers may find offensive, of the following types of events before a film or TV show?

Drug usage

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	40%	(872)	22%	(487)	10%	(227)	17%	(384)	10%	(231)	2201
Gender: Male	36%	(386)	26%	(277)	12%	(133)	16%	(176)	9%	(95)	1067
Gender: Female	43%	(485)	19%	(209)	8%	(93)	18%	(209)	12%	(132)	1128
Age: 18-34	38%	(240)	24%	(150)	11%	(67)	15%	(97)	12%	(78)	631
Age: 35-44	40%	(147)	24%	(91)	12%	(43)	13%	(47)	12%	(44)	372
Age: 45-64	37%	(266)	21%	(149)	11%	(77)	21%	(147)	10%	(71)	711
Age: 65+	45%	(218)	20%	(96)	8%	(41)	19%	(93)	8%	(38)	487
GenZers: 1997-2012	34%	(91)	27%	(73)	11%	(31)	18%	(48)	9%	(25)	268
Millennials: 1981-1996	41%	(271)	23%	(153)	10%	(70)	13%	(88)	13%	(86)	668
GenXers: 1965-1980	34%	(176)	22%	(113)	11%	(57)	20%	(103)	12%	(63)	512
Baby Boomers: 1946-1964	44%	(312)	20%	(138)	9%	(66)	19%	(133)	8%	(53)	701
PID: Dem (no lean)	44%	(398)	21%	(193)	11%	(95)	17%	(150)	7%	(65)	902
PID: Ind (no lean)	36%	(241)	24%	(158)	9%	(61)	18%	(122)	12%	(82)	664
PID: Rep (no lean)	37%	(232)	21%	(135)	11%	(71)	18%	(113)	13%	(84)	636
PID/Gender: Dem Men	40%	(181)	26%	(118)	12%	(56)	17%	(77)	5%	(25)	457
PID/Gender: Dem Women	49%	(217)	17%	(75)	9%	(39)	17%	(73)	8%	(36)	440
PID/Gender: Ind Men	32%	(95)	29%	(86)	11%	(32)	15%	(45)	14%	(42)	300
PID/Gender: Ind Women	40%	(146)	20%	(72)	8%	(28)	21%	(77)	11%	(40)	363
PID/Gender: Rep Men	35%	(110)	23%	(73)	15%	(45)	17%	(54)	9%	(29)	310
PID/Gender: Rep Women	38%	(123)	19%	(63)	8%	(26)	18%	(59)	17%	(55)	326
Ideo: Liberal (1-3)	46%	(298)	20%	(128)	12%	(78)	16%	(100)	6%	(37)	641
Ideo: Moderate (4)	36%	(232)	26%	(163)	9%	(60)	19%	(123)	9%	(59)	637
Ideo: Conservative (5-7)	38%	(275)	23%	(168)	10%	(72)	17%	(124)	12%	(85)	725
Educ: < College	37%	(536)	21%	(306)	9%	(128)	20%	(292)	12%	(176)	1438
Educ: Bachelors degree	45%	(216)	24%	(114)	13%	(63)	11%	(53)	8%	(39)	484
Educ: Post-grad	43%	(119)	24%	(66)	13%	(37)	14%	(40)	6%	(16)	278
Income: Under 50k	37%	(412)	20%	(223)	8%	(90)	21%	(232)	13%	(147)	1105
Income: 50k-100k	41%	(293)	24%	(173)	12%	(82)	14%	(103)	8%	(60)	710
Income: 100k+	43%	(166)	24%	(91)	14%	(55)	13%	(49)	6%	(24)	386
Ethnicity: White	40%	(685)	23%	(396)	10%	(177)	17%	(283)	9%	(157)	1698

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**Table MCEN5\_4:** Do you support or oppose the use of content warnings, that warn of depictions of certain scenarios some viewers may find offensive, of the following types of events before a film or TV show?  
Drug usage

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	40%	(872)	22%	(487)	10%	(227)	17%	(384)	10%	(231)	2201
Ethnicity: Hispanic	35%	(132)	18%	(70)	14%	(51)	25%	(97)	8%	(30)	379
Ethnicity: Black	40%	(114)	19%	(55)	8%	(24)	21%	(58)	11%	(31)	283
Ethnicity: Other	33%	(72)	16%	(36)	12%	(26)	20%	(43)	19%	(42)	220
All Christian	41%	(419)	23%	(236)	11%	(112)	18%	(185)	7%	(74)	1027
All Non-Christian	37%	(64)	18%	(31)	14%	(24)	19%	(34)	12%	(20)	174
Atheist	39%	(39)	39%	(39)	6%	(6)	11%	(11)	4%	(4)	100
Agnostic/Nothing in particular	42%	(231)	19%	(106)	10%	(55)	13%	(71)	16%	(90)	553
Something Else	34%	(118)	21%	(74)	9%	(30)	24%	(82)	12%	(43)	348
Religious Non-Protestant/Catholic	38%	(71)	17%	(32)	14%	(26)	19%	(36)	12%	(22)	187
Evangelical	39%	(198)	23%	(117)	8%	(41)	21%	(106)	10%	(49)	510
Non-Evangelical	39%	(333)	23%	(193)	12%	(98)	19%	(159)	8%	(65)	847
Community: Urban	34%	(241)	23%	(159)	11%	(80)	19%	(133)	12%	(87)	699
Community: Suburban	43%	(420)	21%	(210)	11%	(108)	17%	(165)	9%	(85)	987
Community: Rural	41%	(211)	23%	(118)	8%	(39)	17%	(87)	11%	(59)	514
Employ: Private Sector	41%	(314)	23%	(177)	12%	(95)	16%	(123)	7%	(56)	766
Employ: Government	37%	(48)	24%	(31)	10%	(13)	16%	(21)	13%	(17)	131
Employ: Self-Employed	29%	(55)	29%	(55)	11%	(20)	16%	(30)	16%	(31)	191
Employ: Homemaker	51%	(77)	12%	(18)	13%	(19)	15%	(23)	9%	(13)	149
Employ: Student	36%	(25)	25%	(18)	3%	(2)	20%	(14)	15%	(11)	70
Employ: Retired	43%	(234)	22%	(121)	7%	(38)	21%	(115)	7%	(40)	548
Employ: Unemployed	33%	(80)	20%	(48)	15%	(35)	13%	(32)	18%	(44)	239
Employ: Other	36%	(39)	18%	(20)	4%	(4)	24%	(26)	17%	(19)	107
Military HH: Yes	42%	(115)	22%	(59)	9%	(26)	17%	(45)	11%	(29)	274
Military HH: No	39%	(756)	22%	(428)	10%	(202)	18%	(339)	10%	(202)	1927
2022 House Vote: Democrat	46%	(431)	20%	(187)	10%	(97)	17%	(157)	6%	(55)	926
2022 House Vote: Republican	39%	(254)	22%	(143)	11%	(74)	16%	(105)	11%	(68)	645
2022 House Vote: Someone else	23%	(14)	30%	(18)	2%	(1)	23%	(14)	22%	(13)	61
2022 House Vote: Didnt Vote	30%	(173)	24%	(138)	10%	(56)	19%	(108)	17%	(95)	569

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**Table MCEN5\_4:** Do you support or oppose the use of content warnings, that warn of depictions of certain scenarios some viewers may find offensive, of the following types of events before a film or TV show?  
 Drug usage

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	40%	(872)	22%	(487)	10%	(227)	17%	(384)	10%	(231)	2201
2020 Vote: Joe Biden	46%	(440)	20%	(193)	12%	(111)	16%	(155)	6%	(58)	957
2020 Vote: Donald Trump	39%	(281)	23%	(163)	11%	(78)	14%	(104)	13%	(95)	721
2020 Vote: Other	31%	(21)	27%	(18)	9%	(6)	21%	(14)	12%	(8)	67
2020 Vote: Didn't Vote	29%	(130)	25%	(112)	7%	(32)	24%	(111)	15%	(70)	456
2018 House Vote: Democrat	46%	(373)	20%	(163)	12%	(97)	17%	(135)	5%	(44)	813
2018 House Vote: Republican	40%	(255)	23%	(144)	12%	(73)	16%	(99)	10%	(62)	634
2018 House Vote: Someone else	24%	(13)	30%	(16)	7%	(4)	19%	(10)	21%	(11)	53
2018 House Vote: Didnt Vote	33%	(230)	23%	(164)	8%	(54)	20%	(140)	16%	(114)	701
4-Region: Northeast	40%	(156)	25%	(98)	10%	(40)	13%	(51)	10%	(40)	386
4-Region: Midwest	38%	(173)	24%	(111)	10%	(45)	14%	(65)	13%	(61)	455
4-Region: South	43%	(357)	19%	(163)	8%	(64)	21%	(173)	10%	(82)	839
4-Region: West	36%	(186)	22%	(115)	15%	(77)	18%	(95)	9%	(48)	521
Gun Owner	41%	(251)	26%	(158)	11%	(70)	14%	(87)	7%	(41)	607
Film Fan	41%	(795)	23%	(451)	11%	(208)	16%	(315)	8%	(160)	1929
TV Fan	40%	(826)	22%	(452)	11%	(218)	17%	(351)	10%	(206)	2053

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: Do you support or oppose the use of content warnings, that warn of depictions of certain scenarios some viewers may find offensive, of the following types of events before a film or TV show?**  
Mass shooting

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	42%	(934)	17%	(369)	8%	(181)	22%	(482)	11%	(236)	2201
Gender: Male	37%	(399)	21%	(229)	11%	(121)	21%	(220)	9%	(97)	1067
Gender: Female	47%	(534)	12%	(139)	5%	(59)	23%	(262)	12%	(135)	1128
Age: 18-34	40%	(250)	18%	(115)	11%	(70)	19%	(123)	12%	(73)	631
Age: 35-44	41%	(151)	19%	(70)	10%	(37)	18%	(66)	13%	(47)	372
Age: 45-64	42%	(297)	16%	(111)	6%	(46)	25%	(181)	11%	(77)	711
Age: 65+	48%	(235)	15%	(72)	6%	(29)	23%	(112)	8%	(38)	487
GenZers: 1997-2012	36%	(97)	22%	(59)	9%	(25)	25%	(67)	8%	(20)	268
Millennials: 1981-1996	41%	(275)	18%	(119)	11%	(74)	17%	(114)	13%	(87)	668
GenXers: 1965-1980	38%	(196)	16%	(80)	8%	(39)	24%	(125)	14%	(71)	512
Baby Boomers: 1946-1964	49%	(340)	15%	(107)	6%	(39)	23%	(162)	8%	(53)	701
PID: Dem (no lean)	47%	(426)	15%	(133)	8%	(68)	23%	(209)	7%	(66)	902
PID: Ind (no lean)	41%	(269)	18%	(119)	9%	(57)	20%	(136)	12%	(83)	664
PID: Rep (no lean)	38%	(238)	18%	(117)	9%	(56)	22%	(137)	14%	(87)	636
PID/Gender: Dem Men	42%	(190)	19%	(87)	10%	(46)	24%	(108)	6%	(26)	457
PID/Gender: Dem Women	54%	(236)	10%	(46)	5%	(21)	23%	(100)	8%	(37)	440
PID/Gender: Ind Men	35%	(104)	25%	(74)	12%	(35)	17%	(50)	12%	(37)	300
PID/Gender: Ind Women	45%	(164)	12%	(44)	6%	(22)	24%	(86)	13%	(46)	363
PID/Gender: Rep Men	34%	(104)	22%	(69)	13%	(40)	20%	(62)	11%	(35)	310
PID/Gender: Rep Women	41%	(134)	15%	(48)	5%	(16)	23%	(75)	16%	(52)	326
Ideo: Liberal (1-3)	52%	(333)	16%	(99)	7%	(43)	21%	(135)	5%	(31)	641
Ideo: Moderate (4)	38%	(242)	17%	(108)	11%	(72)	25%	(156)	9%	(58)	637
Ideo: Conservative (5-7)	41%	(298)	19%	(136)	8%	(56)	20%	(146)	12%	(90)	725
Educ: < College	39%	(564)	16%	(225)	8%	(108)	25%	(357)	13%	(185)	1438
Educ: Bachelors degree	48%	(234)	20%	(95)	9%	(43)	16%	(76)	8%	(37)	484
Educ: Post-grad	49%	(136)	18%	(49)	11%	(30)	18%	(50)	5%	(13)	278
Income: Under 50k	39%	(436)	14%	(153)	8%	(87)	25%	(273)	14%	(157)	1105
Income: 50k-100k	42%	(302)	21%	(148)	8%	(57)	21%	(148)	8%	(56)	710
Income: 100k+	51%	(196)	17%	(67)	10%	(38)	16%	(62)	6%	(23)	386
Ethnicity: White	44%	(746)	17%	(288)	8%	(132)	22%	(373)	9%	(159)	1698

Continued on next page

**Table MCEN5\_5:** Do you support or oppose the use of content warnings, that warn of depictions of certain scenarios some viewers may find offensive, of the following types of events before a film or TV show?

Mass shooting

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	42%	(934)	17%	(369)	8%	(181)	22%	(482)	11%	(236)	2201
Ethnicity: Hispanic	35%	(134)	12%	(47)	11%	(41)	33%	(124)	9%	(33)	379
Ethnicity: Black	41%	(117)	15%	(41)	8%	(23)	22%	(62)	14%	(39)	283
Ethnicity: Other	32%	(70)	18%	(40)	12%	(26)	21%	(47)	17%	(37)	220
All Christian	43%	(440)	17%	(175)	9%	(91)	23%	(234)	8%	(87)	1027
All Non-Christian	39%	(68)	17%	(30)	14%	(24)	20%	(34)	10%	(17)	174
Atheist	48%	(48)	27%	(27)	4%	(4)	16%	(15)	7%	(7)	100
Agnostic/Nothing in particular	45%	(248)	15%	(84)	8%	(46)	18%	(99)	14%	(77)	553
Something Else	37%	(130)	15%	(53)	5%	(17)	29%	(100)	14%	(48)	348
Religious Non-Protestant/Catholic	40%	(76)	17%	(31)	13%	(24)	20%	(38)	10%	(19)	187
Evangelical	43%	(219)	18%	(90)	5%	(26)	24%	(122)	10%	(53)	510
Non-Evangelical	41%	(343)	17%	(141)	9%	(80)	24%	(204)	9%	(79)	847
Community: Urban	37%	(258)	18%	(129)	11%	(75)	22%	(154)	12%	(82)	699
Community: Suburban	46%	(453)	16%	(157)	7%	(73)	22%	(220)	8%	(84)	987
Community: Rural	43%	(223)	16%	(82)	6%	(32)	21%	(108)	14%	(70)	514
Employ: Private Sector	42%	(325)	21%	(158)	11%	(82)	19%	(146)	7%	(56)	766
Employ: Government	43%	(56)	18%	(24)	6%	(8)	20%	(26)	13%	(17)	131
Employ: Self-Employed	30%	(58)	25%	(48)	10%	(20)	19%	(36)	15%	(29)	191
Employ: Homemaker	54%	(81)	14%	(21)	6%	(9)	18%	(27)	8%	(12)	149
Employ: Student	35%	(24)	15%	(11)	1%	(0)	30%	(21)	20%	(14)	70
Employ: Retired	47%	(258)	13%	(72)	7%	(38)	25%	(139)	8%	(42)	548
Employ: Unemployed	38%	(91)	9%	(21)	8%	(19)	25%	(60)	20%	(48)	239
Employ: Other	38%	(41)	13%	(14)	6%	(6)	26%	(28)	17%	(18)	107
Military HH: Yes	45%	(123)	15%	(42)	5%	(14)	25%	(69)	10%	(27)	274
Military HH: No	42%	(810)	17%	(327)	9%	(167)	21%	(413)	11%	(209)	1927
2022 House Vote: Democrat	49%	(458)	16%	(149)	7%	(64)	22%	(204)	6%	(52)	926
2022 House Vote: Republican	41%	(262)	20%	(129)	9%	(61)	19%	(123)	11%	(70)	645
2022 House Vote: Someone else	29%	(18)	20%	(12)	4%	(3)	21%	(13)	25%	(16)	61
2022 House Vote: Didnt Vote	34%	(195)	14%	(79)	9%	(54)	25%	(143)	17%	(98)	569

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**Table MCEN5\_5: Do you support or oppose the use of content warnings, that warn of depictions of certain scenarios some viewers may find offensive, of the following types of events before a film or TV show?**  
*Mass shooting*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	42%	(934)	17%	(369)	8%	(181)	22%	(482)	11%	(236)	2201
2020 Vote: Joe Biden	50%	(478)	15%	(141)	7%	(67)	22%	(215)	6%	(57)	957
2020 Vote: Donald Trump	39%	(282)	20%	(143)	9%	(63)	19%	(134)	14%	(98)	721
2020 Vote: Other	37%	(25)	16%	(11)	5%	(4)	25%	(17)	17%	(11)	67
2020 Vote: Didn't Vote	33%	(149)	16%	(74)	10%	(48)	25%	(116)	15%	(70)	456
2018 House Vote: Democrat	49%	(395)	16%	(130)	7%	(55)	23%	(189)	5%	(44)	813
2018 House Vote: Republican	42%	(263)	20%	(127)	9%	(57)	19%	(120)	10%	(66)	634
2018 House Vote: Someone else	24%	(13)	22%	(12)	5%	(3)	23%	(12)	26%	(14)	53
2018 House Vote: Didnt Vote	37%	(263)	14%	(100)	9%	(66)	23%	(160)	16%	(112)	701
4-Region: Northeast	44%	(171)	21%	(80)	7%	(27)	17%	(66)	11%	(42)	386
4-Region: Midwest	41%	(188)	16%	(75)	7%	(32)	22%	(99)	13%	(61)	455
4-Region: South	44%	(370)	16%	(132)	7%	(58)	23%	(196)	10%	(83)	839
4-Region: West	39%	(204)	16%	(83)	12%	(64)	23%	(121)	10%	(50)	521
Gun Owner	43%	(261)	21%	(129)	9%	(53)	19%	(116)	8%	(48)	607
Film Fan	44%	(849)	17%	(335)	9%	(166)	22%	(417)	8%	(163)	1929
TV Fan	43%	(879)	17%	(346)	8%	(168)	22%	(449)	10%	(211)	2053

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:** Do you think children under the age of 18 watching TV and films that feature firearms or shooting of firearms has a positive, negative, or no impact on their development?

Demographic	Very positive	Somewhat positive	Somewhat negative	Very negative	No Impact	Don't know / No opinion	Total N
Adults	7% (159)	6% (126)	31% (677)	29% (648)	14% (310)	13% (279)	2201
Gender: Male	13% (135)	7% (75)	29% (314)	23% (249)	16% (175)	11% (120)	1067
Gender: Female	2% (24)	5% (52)	32% (363)	35% (400)	12% (135)	14% (155)	1128
Age: 18-34	15% (92)	9% (55)	29% (182)	20% (129)	15% (95)	12% (78)	631
Age: 35-44	8% (31)	8% (31)	30% (112)	22% (81)	16% (58)	16% (59)	372
Age: 45-64	3% (22)	3% (22)	30% (215)	36% (253)	15% (106)	13% (92)	711
Age: 65+	3% (15)	4% (18)	34% (168)	38% (185)	11% (51)	10% (50)	487
GenZers: 1997-2012	9% (24)	6% (16)	36% (96)	22% (59)	15% (40)	12% (33)	268
Millennials: 1981-1996	14% (93)	10% (67)	26% (177)	21% (141)	15% (102)	13% (88)	668
GenXers: 1965-1980	4% (19)	4% (19)	30% (153)	30% (152)	18% (94)	15% (76)	512
Baby Boomers: 1946-1964	3% (21)	3% (22)	34% (238)	39% (272)	10% (70)	11% (79)	701
PID: Dem (no lean)	11% (99)	6% (52)	33% (294)	32% (285)	11% (96)	8% (76)	902
PID: Ind (no lean)	4% (28)	5% (31)	32% (213)	27% (182)	14% (91)	18% (119)	664
PID: Rep (no lean)	5% (32)	7% (44)	27% (170)	29% (182)	19% (123)	13% (84)	636
PID/Gender: Dem Men	20% (89)	8% (35)	30% (136)	27% (121)	10% (45)	7% (30)	457
PID/Gender: Dem Women	2% (10)	4% (17)	36% (157)	37% (163)	11% (50)	10% (42)	440
PID/Gender: Ind Men	6% (19)	8% (24)	30% (89)	19% (58)	19% (57)	18% (54)	300
PID/Gender: Ind Women	2% (9)	2% (7)	34% (123)	34% (124)	9% (34)	18% (66)	363
PID/Gender: Rep Men	9% (27)	5% (16)	29% (88)	22% (70)	23% (73)	12% (37)	310
PID/Gender: Rep Women	2% (5)	9% (28)	25% (82)	35% (112)	16% (51)	15% (47)	326
Ideo: Liberal (1-3)	10% (67)	6% (37)	35% (222)	29% (188)	12% (78)	8% (48)	641
Ideo: Moderate (4)	7% (44)	6% (39)	29% (188)	32% (201)	13% (83)	13% (82)	637
Ideo: Conservative (5-7)	6% (44)	6% (44)	27% (195)	28% (206)	20% (142)	13% (94)	725
Educ: < College	6% (81)	6% (80)	29% (412)	30% (437)	16% (224)	14% (204)	1438
Educ: Bachelors degree	5% (25)	5% (23)	37% (181)	28% (135)	14% (68)	11% (52)	484
Educ: Post-grad	19% (53)	8% (23)	30% (84)	28% (77)	7% (19)	8% (23)	278
Income: Under 50k	5% (55)	6% (69)	28% (313)	32% (349)	14% (153)	15% (167)	1105
Income: 50k-100k	8% (59)	5% (35)	34% (242)	29% (206)	12% (89)	11% (80)	710
Income: 100k+	12% (46)	6% (22)	32% (122)	24% (93)	18% (69)	9% (33)	386
Ethnicity: White	8% (130)	6% (96)	31% (528)	28% (483)	15% (255)	12% (207)	1698
Ethnicity: Hispanic	11% (41)	7% (28)	26% (98)	34% (127)	15% (56)	8% (29)	379

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**Table MCEN6:** Do you think children under the age of 18 watching TV and films that feature firearms or shooting of firearms has a positive, negative, or no impact on their development?

Demographic	Very positive	Somewhat positive	Somewhat negative	Very negative	No Impact	Don't know / No opinion	Total N
Adults	7% (159)	6% (126)	31% (677)	29% (648)	14% (310)	13% (279)	2201
Ethnicity: Black	9% (26)	4% (11)	26% (73)	38% (107)	12% (35)	11% (31)	283
Ethnicity: Other	2% (4)	9% (20)	35% (76)	26% (58)	9% (20)	19% (42)	220
All Christian	5% (54)	7% (69)	31% (322)	33% (340)	14% (140)	10% (102)	1027
All Non-Christian	32% (55)	10% (17)	25% (43)	17% (30)	5% (9)	11% (19)	174
Atheist	9% (9)	4% (4)	33% (32)	22% (22)	22% (22)	10% (10)	100
Agnostic/Nothing in particular	4% (21)	3% (15)	34% (186)	24% (134)	18% (102)	17% (94)	553
Something Else	5% (19)	6% (22)	27% (94)	35% (122)	11% (37)	15% (54)	348
Religious Non-Protestant/Catholic	29% (55)	10% (18)	24% (45)	20% (38)	5% (10)	12% (22)	187
Evangelical	9% (44)	6% (29)	26% (134)	35% (179)	12% (60)	12% (63)	510
Non-Evangelical	4% (32)	7% (57)	33% (282)	32% (274)	13% (114)	10% (88)	847
Community: Urban	16% (115)	9% (61)	26% (179)	28% (195)	12% (85)	9% (64)	699
Community: Suburban	2% (23)	3% (28)	36% (352)	32% (316)	14% (134)	13% (133)	987
Community: Rural	4% (21)	7% (37)	28% (146)	27% (137)	18% (91)	16% (83)	514
Employ: Private Sector	9% (68)	7% (57)	33% (254)	27% (205)	13% (101)	10% (80)	766
Employ: Government	20% (26)	7% (10)	26% (34)	19% (25)	16% (21)	11% (15)	131
Employ: Self-Employed	18% (35)	7% (12)	24% (45)	25% (48)	15% (28)	12% (22)	191
Employ: Homemaker	5% (7)	1% (1)	36% (53)	29% (43)	14% (21)	16% (24)	149
Employ: Student	8% (6)	4% (3)	29% (20)	25% (18)	16% (11)	17% (12)	70
Employ: Retired	2% (8)	5% (28)	31% (170)	39% (213)	13% (74)	10% (55)	548
Employ: Unemployed	3% (7)	6% (14)	30% (72)	22% (54)	18% (44)	20% (49)	239
Employ: Other	1% (1)	2% (2)	26% (27)	41% (44)	10% (10)	21% (22)	107
Military HH: Yes	6% (16)	9% (26)	28% (76)	27% (75)	18% (48)	12% (33)	274
Military HH: No	7% (143)	5% (100)	31% (602)	30% (573)	14% (262)	13% (246)	1927
2022 House Vote: Democrat	10% (93)	5% (42)	35% (322)	32% (299)	10% (94)	8% (76)	926
2022 House Vote: Republican	5% (34)	6% (39)	28% (177)	26% (169)	20% (132)	15% (94)	645
2022 House Vote: Someone else	4% (3)	2% (1)	38% (23)	21% (13)	12% (7)	22% (14)	61
2022 House Vote: Didnt Vote	5% (29)	8% (45)	27% (154)	29% (167)	14% (77)	17% (96)	569

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**Table MCEN6:** Do you think children under the age of 18 watching TV and films that feature firearms or shooting of firearms has a positive, negative, or no impact on their development?

Demographic	Very positive	Somewhat positive	Somewhat negative	Very negative	No Impact	Don't know / No opinion	Total N
Adults	7% (159)	6% (126)	31% (677)	29% (648)	14% (310)	13% (279)	2201
2020 Vote: Joe Biden	9% (87)	4% (41)	36% (345)	31% (295)	12% (110)	8% (79)	957
2020 Vote: Donald Trump	5% (34)	7% (49)	28% (200)	25% (182)	21% (150)	15% (106)	721
2020 Vote: Didn't Vote	10% (7)	— (0)	31% (21)	27% (19)	8% (5)	25% (17)	67
2018 House Vote: Democrat	7% (32)	8% (36)	25% (112)	34% (153)	10% (45)	17% (78)	456
2018 House Vote: Republican	9% (76)	4% (36)	34% (279)	33% (267)	11% (92)	8% (63)	813
2018 House Vote: Someone else	5% (34)	6% (36)	29% (183)	28% (179)	18% (117)	13% (84)	634
2018 House Vote: Didn't Vote	4% (2)	4% (2)	30% (16)	25% (13)	11% (6)	26% (14)	53
2018 House Vote: Didnt Vote	7% (47)	7% (53)	29% (200)	27% (188)	14% (95)	17% (118)	701
4-Region: Northeast	11% (42)	4% (17)	36% (138)	21% (82)	16% (62)	12% (45)	386
4-Region: Midwest	4% (19)	9% (39)	33% (149)	27% (121)	14% (64)	14% (63)	455
4-Region: South	5% (44)	3% (28)	29% (242)	33% (274)	16% (134)	14% (117)	839
4-Region: West	10% (54)	8% (43)	28% (148)	33% (171)	10% (50)	10% (54)	521
Gun Owner	14% (84)	7% (42)	29% (174)	23% (138)	17% (102)	11% (67)	607
Film Fan	8% (147)	6% (109)	32% (613)	29% (560)	14% (261)	12% (239)	1929
TV Fan	7% (143)	6% (123)	31% (635)	29% (603)	14% (294)	12% (256)	2053

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

**Table MCEN7\_1: How much do you think each of the following is to blame for mass shootings in the United States over the last few years?**  
Easy access to guns

Demographic	A great deal		A fair amount		Not much		Not at all		Don't know / No opinion		Total N
Adults	53%	(1167)	22%	(474)	10%	(231)	9%	(207)	6%	(121)	2201
Gender: Male	46%	(494)	25%	(270)	13%	(134)	11%	(117)	5%	(52)	1067
Gender: Female	60%	(672)	18%	(204)	9%	(97)	8%	(89)	6%	(66)	1128
Age: 18-34	53%	(334)	24%	(152)	9%	(55)	8%	(49)	7%	(42)	631
Age: 35-44	47%	(173)	25%	(92)	11%	(40)	9%	(35)	9%	(32)	372
Age: 45-64	54%	(382)	18%	(128)	13%	(93)	10%	(73)	5%	(35)	711
Age: 65+	57%	(279)	21%	(102)	9%	(42)	11%	(51)	3%	(13)	487
GenZers: 1997-2012	56%	(150)	26%	(69)	7%	(19)	6%	(15)	5%	(15)	268
Millennials: 1981-1996	49%	(331)	23%	(151)	11%	(72)	10%	(65)	7%	(49)	668
GenXers: 1965-1980	51%	(263)	20%	(103)	11%	(57)	11%	(57)	6%	(32)	512
Baby Boomers: 1946-1964	56%	(395)	20%	(141)	11%	(80)	9%	(61)	3%	(24)	701
PID: Dem (no lean)	69%	(621)	16%	(147)	6%	(55)	4%	(38)	5%	(41)	902
PID: Ind (no lean)	50%	(333)	25%	(164)	9%	(58)	9%	(58)	8%	(51)	664
PID: Rep (no lean)	34%	(214)	26%	(162)	19%	(118)	18%	(112)	5%	(29)	636
PID/Gender: Dem Men	60%	(274)	22%	(100)	9%	(42)	5%	(22)	4%	(19)	457
PID/Gender: Dem Women	79%	(346)	11%	(47)	3%	(13)	3%	(15)	4%	(18)	440
PID/Gender: Ind Men	46%	(138)	28%	(83)	10%	(31)	10%	(31)	6%	(17)	300
PID/Gender: Ind Women	53%	(194)	22%	(81)	8%	(28)	7%	(27)	9%	(34)	363
PID/Gender: Rep Men	26%	(82)	28%	(86)	20%	(61)	21%	(65)	5%	(16)	310
PID/Gender: Rep Women	41%	(132)	23%	(76)	17%	(57)	15%	(47)	4%	(13)	326
Ideo: Liberal (1-3)	74%	(475)	14%	(89)	4%	(29)	4%	(27)	3%	(22)	641
Ideo: Moderate (4)	53%	(335)	26%	(163)	10%	(64)	7%	(47)	4%	(27)	637
Ideo: Conservative (5-7)	34%	(244)	26%	(189)	18%	(131)	17%	(120)	6%	(42)	725
Educ: < College	53%	(758)	21%	(306)	10%	(142)	10%	(142)	6%	(91)	1438
Educ: Bachelors degree	53%	(258)	22%	(106)	13%	(64)	8%	(38)	4%	(19)	484
Educ: Post-grad	54%	(151)	23%	(63)	9%	(25)	10%	(28)	4%	(12)	278
Income: Under 50k	52%	(573)	21%	(236)	9%	(105)	9%	(105)	8%	(87)	1105
Income: 50k-100k	55%	(391)	22%	(156)	11%	(79)	9%	(61)	3%	(24)	710
Income: 100k+	53%	(203)	21%	(83)	12%	(47)	11%	(42)	3%	(10)	386
Ethnicity: White	52%	(879)	21%	(362)	12%	(200)	10%	(169)	5%	(89)	1698
Ethnicity: Hispanic	57%	(215)	19%	(70)	13%	(50)	9%	(33)	3%	(11)	379

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**Table MCEN7\_1: How much do you think each of the following is to blame for mass shootings in the United States over the last few years?**  
*Easy access to guns*

Demographic	A great deal		A fair amount		Not much		Not at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	53%	(1167)	22%	(474)	10%	(231)	9%	(207)	6%	(121)	2201
Ethnicity: Black	66%	(186)	18%	(50)	5%	(15)	5%	(15)	6%	(17)	283
Ethnicity: Other	47%	(102)	28%	(62)	7%	(16)	11%	(24)	7%	(15)	220
All Christian	50%	(514)	24%	(249)	13%	(136)	8%	(87)	4%	(40)	1027
All Non-Christian	49%	(86)	25%	(43)	11%	(18)	9%	(15)	6%	(11)	174
Atheist	78%	(77)	12%	(12)	1%	(1)	5%	(5)	4%	(4)	100
Agnostic/Nothing in particular	55%	(302)	19%	(107)	8%	(42)	10%	(54)	9%	(49)	553
Something Else	54%	(187)	18%	(63)	10%	(33)	13%	(47)	5%	(17)	348
Religious Non-Protestant/Catholic	49%	(92)	25%	(47)	11%	(21)	8%	(15)	7%	(13)	187
Evangelical	54%	(273)	19%	(97)	10%	(53)	12%	(62)	5%	(24)	510
Non-Evangelical	50%	(425)	24%	(206)	13%	(113)	9%	(72)	4%	(31)	847
Community: Urban	58%	(404)	19%	(134)	9%	(61)	8%	(53)	7%	(48)	699
Community: Suburban	55%	(544)	23%	(222)	11%	(108)	8%	(78)	3%	(34)	987
Community: Rural	43%	(219)	23%	(118)	12%	(62)	15%	(77)	8%	(39)	514
Employ: Private Sector	53%	(407)	25%	(192)	10%	(76)	8%	(61)	4%	(31)	766
Employ: Government	63%	(82)	15%	(19)	9%	(11)	8%	(11)	6%	(7)	131
Employ: Self-Employed	41%	(78)	22%	(41)	13%	(25)	18%	(35)	6%	(12)	191
Employ: Homemaker	57%	(86)	24%	(35)	9%	(14)	5%	(7)	5%	(7)	149
Employ: Student	67%	(47)	22%	(16)	2%	(2)	7%	(5)	1%	(0)	70
Employ: Retired	54%	(295)	20%	(108)	12%	(68)	11%	(60)	3%	(17)	548
Employ: Unemployed	43%	(103)	20%	(48)	14%	(33)	9%	(22)	14%	(33)	239
Employ: Other	64%	(69)	14%	(15)	4%	(4)	6%	(6)	12%	(13)	107
Military HH: Yes	43%	(117)	26%	(70)	15%	(40)	12%	(33)	5%	(13)	274
Military HH: No	54%	(1050)	21%	(404)	10%	(191)	9%	(174)	6%	(108)	1927
2022 House Vote: Democrat	70%	(650)	17%	(155)	5%	(46)	5%	(45)	3%	(30)	926
2022 House Vote: Republican	30%	(195)	28%	(183)	19%	(124)	17%	(108)	5%	(34)	645
2022 House Vote: Someone else	42%	(26)	13%	(8)	16%	(10)	15%	(9)	13%	(8)	61
2022 House Vote: Didnt Vote	52%	(296)	23%	(129)	9%	(50)	8%	(45)	9%	(49)	569

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**Table MCEN7\_1: How much do you think each of the following is to blame for mass shootings in the United States over the last few years?**  
Easy access to guns

Demographic	A great deal		A fair amount		Not much		Not at all		Don't know / No opinion		Total N
Adults	53%	(1167)	22%	(474)	10%	(231)	9%	(207)	6%	(121)	2201
2020 Vote: Joe Biden	71%	(682)	16%	(158)	5%	(51)	4%	(35)	3%	(32)	957
2020 Vote: Donald Trump	29%	(212)	29%	(207)	18%	(129)	19%	(135)	5%	(37)	721
2020 Vote: Other	45%	(30)	15%	(10)	14%	(10)	17%	(12)	9%	(6)	67
2020 Vote: Didn't Vote	53%	(243)	22%	(99)	9%	(41)	6%	(26)	10%	(46)	456
2018 House Vote: Democrat	70%	(570)	16%	(130)	6%	(49)	5%	(37)	3%	(26)	813
2018 House Vote: Republican	33%	(207)	28%	(179)	20%	(129)	14%	(91)	4%	(27)	634
2018 House Vote: Someone else	45%	(24)	15%	(8)	15%	(8)	14%	(8)	11%	(6)	53
2018 House Vote: Didnt Vote	52%	(366)	22%	(157)	7%	(46)	10%	(71)	9%	(62)	701
4-Region: Northeast	51%	(197)	24%	(93)	9%	(34)	10%	(40)	5%	(21)	386
4-Region: Midwest	55%	(248)	21%	(96)	9%	(42)	11%	(51)	4%	(17)	455
4-Region: South	54%	(451)	19%	(160)	12%	(97)	9%	(77)	7%	(55)	839
4-Region: West	52%	(271)	24%	(125)	11%	(57)	8%	(40)	5%	(29)	521
Gun Owner	43%	(258)	24%	(147)	13%	(82)	14%	(88)	5%	(32)	607
Film Fan	54%	(1036)	22%	(425)	11%	(212)	9%	(169)	5%	(88)	1929
TV Fan	53%	(1096)	22%	(456)	10%	(210)	9%	(189)	5%	(102)	2053

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

**Table MCEN7\_2: How much do you think each of the following is to blame for mass shootings in the United States over the last few years?**  
 Violence in movies

Demographic	A great deal		A fair amount		Not much		Not at all		Don't know / No opinion		Total N
Adults	23%	(512)	29%	(646)	25%	(551)	15%	(320)	8%	(172)	2201
Gender: Male	21%	(223)	30%	(321)	26%	(272)	17%	(176)	7%	(75)	1067
Gender: Female	26%	(289)	29%	(324)	25%	(279)	13%	(143)	8%	(93)	1128
Age: 18-34	21%	(135)	23%	(144)	28%	(175)	20%	(126)	8%	(51)	631
Age: 35-44	18%	(65)	29%	(108)	26%	(98)	16%	(59)	11%	(41)	372
Age: 45-64	24%	(171)	30%	(212)	26%	(186)	13%	(91)	7%	(51)	711
Age: 65+	29%	(141)	37%	(182)	19%	(92)	9%	(43)	6%	(29)	487
GenZers: 1997-2012	17%	(44)	20%	(54)	32%	(85)	25%	(67)	7%	(18)	268
Millennials: 1981-1996	22%	(147)	28%	(184)	24%	(163)	17%	(113)	9%	(61)	668
GenXers: 1965-1980	22%	(110)	24%	(124)	30%	(151)	16%	(82)	9%	(44)	512
Baby Boomers: 1946-1964	28%	(193)	38%	(265)	20%	(142)	8%	(56)	6%	(46)	701
PID: Dem (no lean)	26%	(230)	30%	(268)	26%	(231)	12%	(111)	7%	(62)	902
PID: Ind (no lean)	22%	(144)	27%	(180)	25%	(164)	14%	(95)	12%	(81)	664
PID: Rep (no lean)	22%	(138)	31%	(199)	25%	(156)	18%	(114)	5%	(29)	636
PID/Gender: Dem Men	25%	(115)	32%	(148)	22%	(99)	15%	(68)	6%	(27)	457
PID/Gender: Dem Women	26%	(115)	27%	(119)	30%	(132)	10%	(42)	7%	(31)	440
PID/Gender: Ind Men	18%	(54)	28%	(84)	29%	(87)	14%	(41)	11%	(34)	300
PID/Gender: Ind Women	25%	(90)	26%	(96)	21%	(77)	15%	(54)	13%	(47)	363
PID/Gender: Rep Men	17%	(54)	29%	(90)	28%	(87)	22%	(67)	4%	(13)	310
PID/Gender: Rep Women	26%	(85)	34%	(109)	21%	(69)	14%	(47)	5%	(16)	326
Ideo: Liberal (1-3)	22%	(139)	31%	(196)	28%	(176)	15%	(94)	5%	(34)	641
Ideo: Moderate (4)	23%	(144)	32%	(201)	24%	(154)	12%	(79)	9%	(58)	637
Ideo: Conservative (5-7)	26%	(188)	30%	(220)	22%	(163)	15%	(110)	6%	(45)	725
Educ: < College	23%	(336)	27%	(385)	25%	(363)	16%	(224)	9%	(130)	1438
Educ: Bachelors degree	22%	(106)	32%	(157)	26%	(128)	14%	(67)	5%	(26)	484
Educ: Post-grad	25%	(70)	37%	(104)	22%	(60)	11%	(30)	5%	(15)	278
Income: Under 50k	24%	(265)	27%	(295)	24%	(261)	15%	(167)	11%	(118)	1105
Income: 50k-100k	23%	(164)	32%	(225)	26%	(184)	15%	(104)	5%	(33)	710
Income: 100k+	22%	(84)	33%	(126)	27%	(106)	13%	(49)	5%	(21)	386
Ethnicity: White	21%	(361)	30%	(508)	27%	(462)	15%	(255)	7%	(113)	1698
Ethnicity: Hispanic	20%	(77)	24%	(91)	36%	(135)	17%	(65)	3%	(11)	379

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**Table MCEN7\_2: How much do you think each of the following is to blame for mass shootings in the United States over the last few years?**  
Violence in movies

Demographic	A great deal		A fair amount		Not much		Not at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	23%	(512)	29%	(646)	25%	(551)	15%	(320)	8%	(172)	2201
Ethnicity: Black	38%	(107)	25%	(71)	12%	(33)	14%	(39)	11%	(33)	283
Ethnicity: Other	20%	(44)	31%	(67)	26%	(56)	12%	(26)	12%	(26)	220
All Christian	25%	(254)	34%	(351)	23%	(237)	12%	(123)	6%	(62)	1027
All Non-Christian	28%	(48)	33%	(57)	19%	(34)	12%	(21)	8%	(13)	174
Atheist	13%	(13)	26%	(26)	32%	(31)	24%	(23)	5%	(5)	100
Agnostic/Nothing in particular	15%	(83)	23%	(129)	31%	(171)	17%	(95)	14%	(75)	553
Something Else	33%	(114)	24%	(82)	22%	(77)	17%	(58)	5%	(16)	348
Religious Non-Protestant/Catholic	27%	(50)	33%	(62)	21%	(39)	12%	(22)	8%	(15)	187
Evangelical	36%	(184)	30%	(154)	16%	(81)	13%	(64)	5%	(27)	510
Non-Evangelical	21%	(177)	33%	(278)	27%	(230)	14%	(115)	6%	(47)	847
Community: Urban	30%	(209)	25%	(176)	20%	(142)	15%	(104)	10%	(67)	699
Community: Suburban	20%	(198)	32%	(312)	29%	(286)	13%	(126)	7%	(65)	987
Community: Rural	21%	(106)	31%	(158)	24%	(123)	17%	(89)	8%	(39)	514
Employ: Private Sector	21%	(161)	31%	(236)	28%	(212)	15%	(111)	6%	(45)	766
Employ: Government	30%	(40)	24%	(31)	22%	(28)	14%	(18)	10%	(13)	131
Employ: Self-Employed	22%	(41)	34%	(64)	16%	(30)	21%	(40)	8%	(15)	191
Employ: Homemaker	20%	(29)	22%	(33)	28%	(42)	22%	(33)	8%	(12)	149
Employ: Student	11%	(8)	18%	(12)	44%	(31)	25%	(17)	2%	(1)	70
Employ: Retired	27%	(147)	35%	(191)	24%	(130)	9%	(50)	6%	(31)	548
Employ: Unemployed	18%	(44)	24%	(57)	25%	(60)	18%	(42)	15%	(37)	239
Employ: Other	39%	(41)	20%	(22)	18%	(19)	8%	(8)	16%	(17)	107
Military HH: Yes	22%	(60)	31%	(86)	28%	(78)	13%	(36)	5%	(15)	274
Military HH: No	23%	(452)	29%	(561)	25%	(473)	15%	(284)	8%	(157)	1927
2022 House Vote: Democrat	25%	(236)	29%	(273)	26%	(245)	12%	(112)	7%	(61)	926
2022 House Vote: Republican	20%	(130)	33%	(211)	25%	(160)	16%	(105)	6%	(38)	645
2022 House Vote: Someone else	20%	(12)	28%	(17)	20%	(12)	14%	(8)	18%	(11)	61
2022 House Vote: Didnt Vote	24%	(135)	26%	(146)	23%	(133)	17%	(94)	11%	(62)	569

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**Table MCEN7\_2: How much do you think each of the following is to blame for mass shootings in the United States over the last few years?**  
 Violence in movies

Demographic	A great deal		A fair amount		Not much		Not at all		Don't know / No opinion		Total N
Adults	23%	(512)	29%	(646)	25%	(551)	15%	(320)	8%	(172)	2201
2020 Vote: Joe Biden	24%	(235)	31%	(297)	26%	(248)	12%	(113)	7%	(64)	957
2020 Vote: Donald Trump	21%	(153)	30%	(213)	25%	(183)	17%	(125)	6%	(47)	721
2020 Vote: Other	28%	(19)	26%	(18)	14%	(10)	19%	(13)	13%	(9)	67
2020 Vote: Didn't Vote	23%	(106)	26%	(118)	24%	(110)	15%	(69)	11%	(52)	456
2018 House Vote: Democrat	24%	(198)	30%	(248)	27%	(217)	12%	(96)	7%	(54)	813
2018 House Vote: Republican	23%	(143)	33%	(207)	24%	(155)	15%	(98)	5%	(30)	634
2018 House Vote: Someone else	19%	(10)	33%	(17)	21%	(11)	13%	(7)	14%	(7)	53
2018 House Vote: Didnt Vote	23%	(160)	25%	(174)	24%	(168)	17%	(119)	11%	(80)	701
4-Region: Northeast	19%	(72)	31%	(121)	26%	(99)	16%	(60)	9%	(34)	386
4-Region: Midwest	22%	(98)	25%	(114)	29%	(133)	16%	(75)	8%	(34)	455
4-Region: South	29%	(246)	27%	(227)	23%	(193)	13%	(106)	8%	(66)	839
4-Region: West	18%	(96)	35%	(184)	24%	(126)	15%	(79)	7%	(37)	521
Gun Owner	24%	(144)	28%	(173)	27%	(162)	17%	(102)	4%	(26)	607
Film Fan	23%	(441)	31%	(591)	26%	(497)	14%	(275)	6%	(125)	1929
TV Fan	24%	(484)	30%	(610)	25%	(516)	14%	(296)	7%	(148)	2053

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

**Table MCEN7\_3: How much do you think each of the following is to blame for mass shootings in the United States over the last few years?**  
*Violence in video games*

Demographic	A great deal		A fair amount		Not much		Not at all		Don't know / No opinion		Total N
Adults	32%	(704)	29%	(632)	17%	(377)	15%	(326)	7%	(162)	2201
Gender: Male	30%	(317)	28%	(294)	18%	(197)	18%	(190)	6%	(69)	1067
Gender: Female	34%	(387)	30%	(337)	16%	(180)	12%	(134)	8%	(90)	1128
Age: 18-34	22%	(138)	26%	(162)	20%	(126)	25%	(155)	8%	(50)	631
Age: 35-44	25%	(95)	28%	(105)	19%	(70)	17%	(63)	11%	(39)	372
Age: 45-64	34%	(243)	30%	(216)	18%	(125)	11%	(78)	7%	(49)	711
Age: 65+	47%	(228)	31%	(149)	11%	(56)	6%	(31)	5%	(24)	487
GenZers: 1997-2012	15%	(39)	18%	(47)	25%	(67)	35%	(94)	8%	(21)	268
Millennials: 1981-1996	27%	(179)	30%	(202)	18%	(117)	17%	(113)	8%	(57)	668
GenXers: 1965-1980	31%	(156)	27%	(136)	19%	(99)	15%	(79)	8%	(42)	512
Baby Boomers: 1946-1964	44%	(306)	33%	(229)	13%	(89)	5%	(37)	6%	(40)	701
PID: Dem (no lean)	33%	(298)	28%	(256)	18%	(164)	14%	(125)	6%	(58)	902
PID: Ind (no lean)	30%	(199)	28%	(183)	17%	(111)	15%	(98)	11%	(72)	664
PID: Rep (no lean)	32%	(207)	30%	(193)	16%	(102)	16%	(102)	5%	(32)	636
PID/Gender: Dem Men	32%	(148)	25%	(116)	19%	(85)	19%	(86)	5%	(22)	457
PID/Gender: Dem Women	34%	(150)	32%	(139)	18%	(79)	9%	(39)	7%	(32)	440
PID/Gender: Ind Men	25%	(76)	30%	(89)	18%	(54)	16%	(49)	11%	(32)	300
PID/Gender: Ind Women	34%	(124)	26%	(93)	16%	(57)	14%	(49)	11%	(40)	363
PID/Gender: Rep Men	30%	(93)	28%	(88)	19%	(59)	18%	(56)	5%	(14)	310
PID/Gender: Rep Women	35%	(114)	32%	(104)	13%	(44)	14%	(46)	5%	(18)	326
Ideo: Liberal (1-3)	27%	(176)	28%	(177)	23%	(146)	17%	(111)	5%	(30)	641
Ideo: Moderate (4)	30%	(193)	32%	(202)	17%	(107)	13%	(84)	8%	(51)	637
Ideo: Conservative (5-7)	39%	(280)	30%	(216)	12%	(91)	13%	(94)	6%	(45)	725
Educ: < College	32%	(458)	27%	(395)	16%	(232)	16%	(236)	8%	(119)	1438
Educ: Bachelors degree	32%	(154)	28%	(138)	20%	(98)	13%	(64)	6%	(31)	484
Educ: Post-grad	33%	(92)	36%	(99)	17%	(48)	9%	(26)	5%	(13)	278
Income: Under 50k	31%	(342)	28%	(304)	16%	(181)	16%	(173)	10%	(106)	1105
Income: 50k-100k	34%	(239)	30%	(211)	18%	(126)	14%	(99)	5%	(36)	710
Income: 100k+	32%	(123)	30%	(117)	18%	(71)	14%	(54)	5%	(20)	386
Ethnicity: White	31%	(532)	29%	(487)	19%	(317)	15%	(250)	7%	(112)	1698
Ethnicity: Hispanic	26%	(99)	25%	(96)	23%	(88)	21%	(81)	4%	(15)	379

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**Table MCEN7\_3: How much do you think each of the following is to blame for mass shootings in the United States over the last few years?**  
 Violence in video games

Demographic	A great deal		A fair amount		Not much		Not at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	32%	(704)	29%	(632)	17%	(377)	15%	(326)	7%	(162)	2201
Ethnicity: Black	39%	(111)	30%	(86)	9%	(27)	12%	(34)	9%	(26)	283
Ethnicity: Other	28%	(61)	27%	(59)	15%	(33)	19%	(42)	11%	(25)	220
All Christian	35%	(358)	33%	(337)	16%	(164)	10%	(107)	6%	(61)	1027
All Non-Christian	33%	(57)	34%	(58)	14%	(24)	13%	(22)	7%	(13)	174
Atheist	13%	(13)	18%	(18)	37%	(37)	28%	(28)	4%	(4)	100
Agnostic/Nothing in particular	22%	(123)	26%	(144)	19%	(107)	21%	(114)	12%	(66)	553
Something Else	44%	(153)	22%	(75)	13%	(46)	16%	(55)	5%	(18)	348
Religious Non-Protestant/Catholic	33%	(62)	33%	(62)	14%	(26)	12%	(23)	8%	(14)	187
Evangelical	46%	(237)	27%	(140)	11%	(55)	10%	(52)	5%	(26)	510
Non-Evangelical	31%	(265)	32%	(267)	19%	(161)	12%	(104)	6%	(51)	847
Community: Urban	36%	(255)	24%	(169)	16%	(113)	14%	(101)	9%	(62)	699
Community: Suburban	30%	(294)	31%	(304)	19%	(188)	14%	(142)	6%	(58)	987
Community: Rural	30%	(155)	31%	(159)	15%	(76)	16%	(83)	8%	(42)	514
Employ: Private Sector	27%	(206)	34%	(260)	18%	(135)	16%	(123)	5%	(41)	766
Employ: Government	42%	(55)	19%	(25)	16%	(21)	15%	(19)	8%	(10)	131
Employ: Self-Employed	33%	(63)	27%	(52)	13%	(25)	19%	(37)	7%	(14)	191
Employ: Homemaker	28%	(41)	23%	(35)	19%	(28)	22%	(33)	8%	(12)	149
Employ: Student	15%	(10)	10%	(7)	39%	(27)	34%	(24)	2%	(1)	70
Employ: Retired	43%	(237)	28%	(155)	16%	(88)	7%	(38)	6%	(30)	548
Employ: Unemployed	21%	(49)	28%	(66)	17%	(41)	19%	(45)	15%	(37)	239
Employ: Other	38%	(41)	29%	(31)	11%	(11)	7%	(7)	15%	(16)	107
Military HH: Yes	34%	(94)	29%	(79)	19%	(53)	12%	(32)	6%	(16)	274
Military HH: No	32%	(610)	29%	(553)	17%	(324)	15%	(293)	8%	(146)	1927
2022 House Vote: Democrat	34%	(311)	28%	(259)	18%	(168)	15%	(135)	6%	(54)	926
2022 House Vote: Republican	33%	(212)	33%	(210)	15%	(93)	15%	(96)	5%	(34)	645
2022 House Vote: Someone else	32%	(20)	25%	(16)	19%	(11)	10%	(6)	14%	(8)	61
2022 House Vote: Didnt Vote	28%	(161)	26%	(148)	18%	(105)	16%	(89)	12%	(67)	569

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**Table MCEN7\_3: How much do you think each of the following is to blame for mass shootings in the United States over the last few years?**  
Violence in video games

Demographic	A great deal		A fair amount		Not much		Not at all		Don't know / No opinion		Total N
Adults	32%	(704)	29%	(632)	17%	(377)	15%	(326)	7%	(162)	2201
2020 Vote: Joe Biden	32%	(308)	29%	(278)	19%	(183)	14%	(130)	6%	(58)	957
2020 Vote: Donald Trump	34%	(242)	31%	(220)	14%	(102)	16%	(112)	6%	(45)	721
2020 Vote: Other	36%	(24)	23%	(15)	12%	(8)	18%	(12)	11%	(7)	67
2020 Vote: Didn't Vote	29%	(130)	26%	(118)	18%	(84)	16%	(71)	12%	(53)	456
2018 House Vote: Democrat	33%	(270)	29%	(236)	18%	(144)	14%	(114)	6%	(48)	813
2018 House Vote: Republican	35%	(224)	31%	(196)	15%	(92)	14%	(90)	5%	(31)	634
2018 House Vote: Someone else	34%	(18)	23%	(12)	20%	(11)	6%	(3)	17%	(9)	53
2018 House Vote: Didnt Vote	27%	(191)	27%	(187)	19%	(130)	17%	(119)	11%	(74)	701
4-Region: Northeast	27%	(104)	32%	(123)	17%	(66)	16%	(61)	8%	(31)	386
4-Region: Midwest	31%	(139)	29%	(133)	16%	(73)	17%	(76)	7%	(33)	455
4-Region: South	37%	(312)	24%	(201)	19%	(156)	13%	(108)	7%	(61)	839
4-Region: West	28%	(148)	34%	(175)	16%	(82)	15%	(80)	7%	(37)	521
Gun Owner	34%	(204)	29%	(177)	15%	(92)	17%	(104)	5%	(30)	607
Film Fan	31%	(602)	29%	(567)	18%	(347)	15%	(287)	6%	(125)	1929
TV Fan	32%	(656)	30%	(613)	17%	(346)	15%	(298)	7%	(140)	2053

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

**Table MCEN7\_4:** How much do you think each of the following is to blame for mass shootings in the United States over the last few years?  
Violence in music lyrics

Demographic	A great deal		A fair amount		Not much		Not at all		Don't know / No opinion	Total N	
Adults	24%	(531)	27%	(590)	24%	(522)	18%	(387)	8%	(171)	2201
Gender: Male	23%	(243)	28%	(298)	23%	(248)	20%	(208)	7%	(70)	1067
Gender: Female	26%	(288)	26%	(291)	24%	(274)	16%	(178)	9%	(97)	1128
Age: 18-34	20%	(125)	23%	(146)	24%	(149)	26%	(166)	7%	(46)	631
Age: 35-44	21%	(78)	24%	(89)	24%	(91)	17%	(63)	13%	(50)	372
Age: 45-64	25%	(180)	27%	(191)	26%	(184)	16%	(112)	6%	(44)	711
Age: 65+	30%	(148)	34%	(165)	20%	(98)	9%	(46)	6%	(31)	487
GenZers: 1997-2012	14%	(39)	19%	(50)	21%	(55)	40%	(106)	7%	(18)	268
Millennials: 1981-1996	23%	(151)	26%	(172)	25%	(166)	17%	(113)	10%	(66)	668
GenXers: 1965-1980	22%	(111)	23%	(117)	29%	(147)	19%	(96)	8%	(41)	512
Baby Boomers: 1946-1964	31%	(219)	34%	(235)	20%	(139)	9%	(65)	6%	(43)	701
PID: Dem (no lean)	22%	(203)	26%	(238)	26%	(239)	18%	(164)	6%	(58)	902
PID: Ind (no lean)	22%	(149)	26%	(175)	21%	(142)	18%	(118)	12%	(80)	664
PID: Rep (no lean)	28%	(180)	28%	(178)	22%	(141)	16%	(105)	5%	(33)	636
PID/Gender: Dem Men	23%	(103)	27%	(124)	23%	(107)	21%	(96)	6%	(27)	457
PID/Gender: Dem Women	23%	(99)	26%	(113)	30%	(131)	15%	(68)	6%	(28)	440
PID/Gender: Ind Men	19%	(57)	30%	(91)	23%	(68)	18%	(55)	10%	(29)	300
PID/Gender: Ind Women	25%	(92)	23%	(83)	21%	(75)	17%	(63)	14%	(51)	363
PID/Gender: Rep Men	27%	(82)	27%	(83)	23%	(73)	19%	(58)	5%	(14)	310
PID/Gender: Rep Women	30%	(97)	29%	(95)	21%	(68)	14%	(47)	6%	(18)	326
Ideo: Liberal (1-3)	19%	(121)	26%	(164)	29%	(188)	21%	(133)	5%	(34)	641
Ideo: Moderate (4)	24%	(153)	28%	(177)	25%	(161)	14%	(90)	9%	(55)	637
Ideo: Conservative (5-7)	31%	(228)	29%	(214)	18%	(134)	15%	(111)	5%	(39)	725
Educ: < College	24%	(348)	26%	(370)	22%	(322)	19%	(280)	8%	(117)	1438
Educ: Bachelors degree	23%	(114)	26%	(127)	29%	(141)	15%	(70)	7%	(33)	484
Educ: Post-grad	25%	(70)	34%	(93)	21%	(60)	13%	(36)	7%	(20)	278
Income: Under 50k	25%	(279)	25%	(280)	21%	(233)	18%	(201)	10%	(112)	1105
Income: 50k-100k	25%	(174)	27%	(194)	25%	(177)	18%	(129)	5%	(36)	710
Income: 100k+	20%	(78)	30%	(117)	29%	(112)	15%	(56)	6%	(22)	386
Ethnicity: White	23%	(393)	27%	(457)	26%	(443)	17%	(287)	7%	(120)	1698
Ethnicity: Hispanic	18%	(70)	26%	(98)	29%	(109)	23%	(87)	4%	(16)	379

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**Table MCEN7\_4: How much do you think each of the following is to blame for mass shootings in the United States over the last few years?**  
Violence in music lyrics

Demographic	A great deal		A fair amount		Not much		Not at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	24%	(531)	27%	(590)	24%	(522)	18%	(387)	8%	(171)	2201
Ethnicity: Black	35%	(99)	27%	(76)	15%	(42)	13%	(38)	10%	(28)	283
Ethnicity: Other	18%	(39)	26%	(58)	17%	(38)	28%	(62)	10%	(23)	220
All Christian	28%	(285)	29%	(296)	25%	(258)	13%	(128)	6%	(59)	1027
All Non-Christian	31%	(55)	31%	(53)	13%	(22)	17%	(29)	9%	(15)	174
Atheist	11%	(11)	20%	(20)	27%	(27)	39%	(38)	3%	(3)	100
Agnostic/Nothing in particular	14%	(77)	23%	(129)	26%	(146)	24%	(133)	12%	(68)	553
Something Else	30%	(104)	26%	(91)	20%	(70)	17%	(58)	7%	(25)	348
Religious Non-Protestant/Catholic	30%	(57)	31%	(58)	14%	(27)	16%	(29)	9%	(17)	187
Evangelical	39%	(199)	27%	(138)	17%	(85)	12%	(59)	6%	(29)	510
Non-Evangelical	22%	(183)	29%	(249)	28%	(239)	15%	(125)	6%	(52)	847
Community: Urban	28%	(193)	24%	(171)	21%	(149)	17%	(120)	10%	(67)	699
Community: Suburban	23%	(223)	28%	(277)	25%	(251)	18%	(174)	6%	(61)	987
Community: Rural	22%	(115)	28%	(142)	24%	(122)	18%	(93)	8%	(42)	514
Employ: Private Sector	24%	(187)	24%	(184)	28%	(213)	18%	(139)	6%	(43)	766
Employ: Government	36%	(47)	22%	(29)	19%	(25)	16%	(21)	7%	(9)	131
Employ: Self-Employed	18%	(34)	37%	(70)	17%	(32)	20%	(39)	8%	(15)	191
Employ: Homemaker	21%	(31)	21%	(31)	26%	(38)	25%	(37)	8%	(12)	149
Employ: Student	13%	(9)	11%	(7)	32%	(23)	41%	(28)	3%	(2)	70
Employ: Retired	27%	(147)	33%	(183)	23%	(128)	11%	(58)	6%	(32)	548
Employ: Unemployed	16%	(38)	27%	(66)	17%	(41)	24%	(57)	16%	(37)	239
Employ: Other	36%	(39)	19%	(20)	21%	(22)	7%	(7)	18%	(19)	107
Military HH: Yes	23%	(62)	32%	(87)	25%	(70)	14%	(37)	7%	(18)	274
Military HH: No	24%	(469)	26%	(503)	23%	(452)	18%	(349)	8%	(152)	1927
2022 House Vote: Democrat	22%	(203)	27%	(251)	27%	(253)	17%	(162)	6%	(57)	926
2022 House Vote: Republican	30%	(191)	29%	(185)	21%	(134)	15%	(98)	6%	(37)	645
2022 House Vote: Someone else	27%	(17)	20%	(12)	19%	(12)	13%	(8)	21%	(13)	61
2022 House Vote: Didnt Vote	21%	(120)	25%	(143)	22%	(124)	21%	(119)	11%	(64)	569

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**Table MCEN7\_4:** How much do you think each of the following is to blame for mass shootings in the United States over the last few years?  
 Violence in music lyrics

Demographic	A great deal		A fair amount		Not much		Not at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	24%	(531)	27%	(590)	24%	(522)	18%	(387)	8%	(171)	2201
2020 Vote: Joe Biden	21%	(205)	28%	(268)	28%	(264)	17%	(164)	6%	(56)	957
2020 Vote: Donald Trump	29%	(209)	28%	(203)	21%	(152)	16%	(112)	6%	(44)	721
2020 Vote: Other	27%	(18)	19%	(13)	17%	(12)	20%	(13)	17%	(12)	67
2020 Vote: Didn't Vote	22%	(99)	23%	(106)	21%	(94)	22%	(98)	13%	(59)	456
2018 House Vote: Democrat	21%	(172)	27%	(219)	28%	(231)	17%	(141)	6%	(51)	813
2018 House Vote: Republican	29%	(181)	30%	(193)	21%	(135)	14%	(90)	5%	(34)	634
2018 House Vote: Someone else	31%	(17)	21%	(11)	16%	(9)	11%	(6)	20%	(10)	53
2018 House Vote: Didnt Vote	23%	(162)	24%	(167)	21%	(148)	21%	(150)	11%	(75)	701
4-Region: Northeast	23%	(90)	27%	(106)	23%	(87)	19%	(73)	8%	(30)	386
4-Region: Midwest	23%	(103)	28%	(126)	24%	(109)	19%	(87)	7%	(30)	455
4-Region: South	29%	(244)	25%	(213)	22%	(188)	14%	(121)	9%	(74)	839
4-Region: West	18%	(94)	28%	(146)	27%	(138)	20%	(106)	7%	(37)	521
Gun Owner	29%	(179)	27%	(162)	22%	(136)	17%	(103)	4%	(27)	607
Film Fan	24%	(459)	28%	(533)	25%	(477)	17%	(327)	7%	(133)	1929
TV Fan	24%	(502)	27%	(558)	24%	(488)	17%	(354)	7%	(151)	2053

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

**Table MCEN7\_5: How much do you think each of the following is to blame for mass shootings in the United States over the last few years?**

*Mental health*

Demographic	A great deal		A fair amount		Not much		Not at all		Don't know / No opinion		Total N
Adults	60%	(1331)	25%	(541)	6%	(140)	3%	(65)	6%	(124)	2201
Gender: Male	57%	(606)	26%	(281)	7%	(78)	4%	(44)	5%	(58)	1067
Gender: Female	64%	(724)	23%	(260)	5%	(62)	2%	(21)	5%	(62)	1128
Age: 18-34	56%	(356)	28%	(179)	5%	(34)	3%	(17)	7%	(45)	631
Age: 35-44	54%	(200)	25%	(92)	7%	(27)	6%	(22)	8%	(30)	372
Age: 45-64	63%	(449)	21%	(149)	8%	(55)	3%	(20)	5%	(39)	711
Age: 65+	67%	(326)	25%	(122)	5%	(24)	1%	(6)	2%	(10)	487
GenZers: 1997-2012	59%	(159)	30%	(79)	4%	(10)	3%	(8)	4%	(12)	268
Millennials: 1981-1996	55%	(367)	26%	(172)	7%	(46)	5%	(31)	8%	(53)	668
GenXers: 1965-1980	62%	(319)	20%	(102)	7%	(38)	3%	(15)	7%	(38)	512
Baby Boomers: 1946-1964	64%	(452)	25%	(178)	6%	(42)	1%	(10)	3%	(20)	701
PID: Dem (no lean)	57%	(512)	27%	(243)	8%	(71)	4%	(33)	5%	(43)	902
PID: Ind (no lean)	60%	(395)	26%	(172)	5%	(34)	2%	(13)	8%	(50)	664
PID: Rep (no lean)	67%	(424)	20%	(126)	6%	(35)	3%	(19)	5%	(31)	636
PID/Gender: Dem Men	53%	(241)	29%	(132)	9%	(39)	5%	(22)	5%	(23)	457
PID/Gender: Dem Women	61%	(270)	25%	(110)	7%	(32)	2%	(11)	4%	(16)	440
PID/Gender: Ind Men	58%	(172)	25%	(75)	7%	(22)	3%	(10)	7%	(20)	300
PID/Gender: Ind Women	61%	(222)	27%	(96)	3%	(12)	1%	(3)	8%	(31)	363
PID/Gender: Rep Men	62%	(192)	24%	(74)	6%	(17)	4%	(11)	5%	(16)	310
PID/Gender: Rep Women	71%	(232)	16%	(53)	5%	(18)	2%	(8)	5%	(15)	326
Ideo: Liberal (1-3)	58%	(375)	27%	(175)	7%	(45)	3%	(22)	4%	(23)	641
Ideo: Moderate (4)	56%	(360)	27%	(171)	8%	(53)	3%	(18)	5%	(35)	637
Ideo: Conservative (5-7)	67%	(487)	20%	(142)	5%	(35)	3%	(22)	5%	(38)	725
Educ: < College	61%	(871)	23%	(335)	7%	(94)	3%	(44)	6%	(93)	1438
Educ: Bachelors degree	63%	(305)	25%	(121)	6%	(28)	2%	(12)	4%	(19)	484
Educ: Post-grad	56%	(155)	30%	(84)	6%	(17)	4%	(10)	4%	(11)	278
Income: Under 50k	56%	(621)	25%	(277)	7%	(78)	4%	(42)	8%	(88)	1105
Income: 50k-100k	65%	(460)	24%	(168)	6%	(44)	2%	(13)	4%	(26)	710
Income: 100k+	65%	(251)	25%	(96)	5%	(18)	3%	(10)	3%	(11)	386
Ethnicity: White	62%	(1050)	25%	(422)	6%	(107)	2%	(38)	5%	(82)	1698
Ethnicity: Hispanic	57%	(217)	26%	(97)	9%	(33)	3%	(10)	6%	(22)	379

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**Table MCEN7\_5: How much do you think each of the following is to blame for mass shootings in the United States over the last few years?**  
 Mental health

Demographic	A great deal		A fair amount		Not much		Not at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	60%	(1331)	25%	(541)	6%	(140)	3%	(65)	6%	(124)	2201
Ethnicity: Black	57%	(160)	22%	(64)	7%	(20)	6%	(16)	8%	(22)	283
Ethnicity: Other	55%	(121)	25%	(56)	6%	(12)	5%	(11)	9%	(19)	220
All Christian	62%	(635)	26%	(271)	7%	(67)	2%	(19)	3%	(34)	1027
All Non-Christian	51%	(89)	25%	(43)	10%	(17)	5%	(10)	9%	(16)	174
Atheist	47%	(47)	43%	(43)	5%	(5)	1%	(1)	4%	(4)	100
Agnostic/Nothing in particular	61%	(336)	22%	(124)	6%	(34)	2%	(12)	9%	(48)	553
Something Else	64%	(224)	17%	(61)	5%	(18)	7%	(23)	6%	(22)	348
Religious Non-Protestant/Catholic	53%	(99)	23%	(44)	10%	(18)	5%	(10)	9%	(17)	187
Evangelical	66%	(336)	21%	(109)	5%	(26)	3%	(15)	5%	(25)	510
Non-Evangelical	60%	(506)	27%	(225)	7%	(59)	3%	(28)	4%	(30)	847
Community: Urban	55%	(387)	26%	(181)	6%	(45)	4%	(28)	8%	(59)	699
Community: Suburban	64%	(632)	24%	(236)	7%	(69)	2%	(21)	3%	(29)	987
Community: Rural	61%	(312)	24%	(124)	5%	(25)	3%	(17)	7%	(37)	514
Employ: Private Sector	59%	(451)	27%	(210)	8%	(58)	3%	(21)	3%	(25)	766
Employ: Government	66%	(86)	19%	(25)	6%	(8)	3%	(4)	6%	(8)	131
Employ: Self-Employed	54%	(103)	21%	(40)	6%	(11)	9%	(16)	10%	(20)	191
Employ: Homemaker	68%	(102)	21%	(32)	4%	(5)	1%	(2)	6%	(9)	149
Employ: Student	53%	(37)	39%	(27)	3%	(2)	1%	(0)	4%	(3)	70
Employ: Retired	66%	(359)	25%	(135)	6%	(33)	1%	(6)	3%	(15)	548
Employ: Unemployed	54%	(128)	23%	(56)	6%	(13)	5%	(12)	13%	(30)	239
Employ: Other	59%	(63)	16%	(17)	8%	(8)	4%	(5)	13%	(14)	107
Military HH: Yes	55%	(150)	32%	(87)	8%	(21)	1%	(2)	5%	(14)	274
Military HH: No	61%	(1181)	24%	(454)	6%	(119)	3%	(63)	6%	(109)	1927
2022 House Vote: Democrat	58%	(539)	27%	(249)	8%	(70)	3%	(31)	4%	(37)	926
2022 House Vote: Republican	68%	(436)	20%	(132)	6%	(37)	2%	(15)	4%	(25)	645
2022 House Vote: Someone else	55%	(34)	22%	(13)	5%	(3)	3%	(2)	15%	(9)	61
2022 House Vote: Didnt Vote	57%	(322)	26%	(146)	5%	(30)	3%	(18)	9%	(53)	569

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**Table MCEN7\_5: How much do you think each of the following is to blame for mass shootings in the United States over the last few years?**  
*Mental health*

Demographic	A great deal		A fair amount		Not much		Not at all		Don't know / No opinion	Total N	
Adults	60%	(1331)	25%	(541)	6%	(140)	3%	(65)	6%	(124)	2201
2020 Vote: Joe Biden	60%	(572)	25%	(242)	7%	(71)	3%	(29)	4%	(42)	957
2020 Vote: Donald Trump	67%	(481)	20%	(144)	6%	(40)	3%	(20)	5%	(35)	721
2020 Vote: Other	71%	(48)	20%	(13)	2%	(1)	1%	(0)	7%	(5)	67
2020 Vote: Didn't Vote	50%	(229)	31%	(141)	6%	(27)	3%	(16)	9%	(42)	456
2018 House Vote: Democrat	59%	(479)	26%	(213)	7%	(60)	3%	(27)	4%	(34)	813
2018 House Vote: Republican	68%	(432)	22%	(138)	5%	(30)	2%	(12)	3%	(21)	634
2018 House Vote: Someone else	55%	(29)	25%	(13)	4%	(2)	4%	(2)	11%	(6)	53
2018 House Vote: Didnt Vote	56%	(390)	25%	(177)	7%	(48)	3%	(24)	9%	(63)	701
4-Region: Northeast	58%	(224)	27%	(104)	5%	(21)	4%	(14)	6%	(23)	386
4-Region: Midwest	62%	(281)	26%	(116)	4%	(20)	3%	(15)	5%	(22)	455
4-Region: South	62%	(524)	22%	(181)	6%	(54)	3%	(28)	6%	(52)	839
4-Region: West	58%	(301)	27%	(140)	9%	(45)	1%	(8)	5%	(27)	521
Gun Owner	65%	(392)	23%	(140)	5%	(29)	3%	(17)	5%	(29)	607
Film Fan	61%	(1183)	26%	(494)	6%	(120)	3%	(49)	4%	(84)	1929
TV Fan	61%	(1248)	25%	(510)	7%	(134)	3%	(55)	5%	(106)	2053

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: Do you support or oppose each of the following proposals to reduce gun violence?**  
*Reducing access to violent movies and video games*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	27%	(600)	26%	(572)	17%	(383)	16%	(357)	13%	(288)	2201
Gender: Male	22%	(236)	26%	(277)	20%	(215)	21%	(219)	11%	(119)	1067
Gender: Female	32%	(364)	26%	(295)	15%	(167)	12%	(138)	15%	(165)	1128
Age: 18-34	19%	(119)	21%	(130)	20%	(128)	28%	(179)	12%	(76)	631
Age: 35-44	24%	(90)	30%	(110)	16%	(61)	15%	(54)	15%	(56)	372
Age: 45-64	29%	(208)	26%	(187)	17%	(120)	13%	(91)	15%	(106)	711
Age: 65+	38%	(183)	30%	(146)	15%	(75)	7%	(33)	10%	(51)	487
GenZers: 1997-2012	15%	(39)	16%	(42)	21%	(55)	41%	(109)	8%	(23)	268
Millennials: 1981-1996	23%	(156)	27%	(181)	19%	(124)	17%	(111)	14%	(97)	668
GenXers: 1965-1980	25%	(128)	24%	(124)	17%	(88)	16%	(83)	17%	(89)	512
Baby Boomers: 1946-1964	37%	(261)	30%	(211)	15%	(104)	7%	(48)	11%	(77)	701
PID: Dem (no lean)	29%	(261)	27%	(248)	18%	(165)	14%	(124)	11%	(104)	902
PID: Ind (no lean)	23%	(150)	27%	(182)	17%	(115)	17%	(115)	15%	(102)	664
PID: Rep (no lean)	30%	(189)	22%	(143)	16%	(103)	19%	(118)	13%	(82)	636
PID/Gender: Dem Men	26%	(118)	27%	(123)	20%	(92)	16%	(74)	11%	(50)	457
PID/Gender: Dem Women	33%	(143)	28%	(125)	16%	(72)	11%	(50)	11%	(50)	440
PID/Gender: Ind Men	18%	(54)	29%	(86)	23%	(69)	18%	(53)	13%	(39)	300
PID/Gender: Ind Women	26%	(96)	26%	(96)	13%	(46)	17%	(62)	17%	(63)	363
PID/Gender: Rep Men	21%	(64)	22%	(69)	18%	(55)	30%	(92)	10%	(30)	310
PID/Gender: Rep Women	38%	(125)	23%	(74)	15%	(49)	8%	(26)	16%	(52)	326
Ideo: Liberal (1-3)	24%	(153)	27%	(175)	19%	(121)	19%	(119)	11%	(72)	641
Ideo: Moderate (4)	26%	(169)	30%	(192)	18%	(115)	13%	(85)	12%	(76)	637
Ideo: Conservative (5-7)	34%	(244)	23%	(167)	14%	(105)	15%	(111)	13%	(98)	725
Educ: < College	26%	(380)	22%	(320)	18%	(255)	18%	(261)	15%	(222)	1438
Educ: Bachelors degree	25%	(123)	34%	(166)	18%	(86)	13%	(64)	9%	(45)	484
Educ: Post-grad	35%	(96)	31%	(86)	15%	(43)	12%	(32)	8%	(21)	278
Income: Under 50k	26%	(282)	24%	(270)	17%	(184)	17%	(186)	17%	(184)	1105
Income: 50k-100k	28%	(199)	26%	(182)	19%	(135)	18%	(125)	10%	(69)	710
Income: 100k+	31%	(119)	31%	(121)	17%	(64)	12%	(46)	9%	(35)	386
Ethnicity: White	27%	(466)	26%	(436)	18%	(307)	17%	(280)	12%	(209)	1698
Ethnicity: Hispanic	23%	(86)	21%	(80)	22%	(82)	19%	(70)	16%	(61)	379

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**Table MCEN8\_1: Do you support or oppose each of the following proposals to reduce gun violence?**  
*Reducing access to violent movies and video games*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	27%	(600)	26%	(572)	17%	(383)	16%	(357)	13%	(288)	2201
Ethnicity: Black	34%	(95)	27%	(76)	11%	(31)	13%	(37)	16%	(44)	283
Ethnicity: Other	18%	(39)	27%	(60)	20%	(45)	18%	(40)	16%	(35)	220
All Christian	31%	(321)	30%	(307)	17%	(171)	12%	(121)	10%	(107)	1027
All Non-Christian	30%	(52)	31%	(54)	14%	(24)	17%	(29)	9%	(15)	174
Atheist	16%	(16)	16%	(16)	23%	(22)	34%	(34)	12%	(12)	100
Agnostic/Nothing in particular	17%	(93)	22%	(119)	23%	(126)	20%	(109)	19%	(106)	553
Something Else	34%	(118)	22%	(77)	11%	(39)	19%	(65)	14%	(48)	348
Religious Non-Protestant/Catholic	30%	(56)	30%	(56)	14%	(26)	16%	(31)	10%	(18)	187
Evangelical	39%	(198)	26%	(133)	11%	(55)	12%	(62)	12%	(62)	510
Non-Evangelical	28%	(236)	29%	(242)	19%	(160)	14%	(122)	10%	(87)	847
Community: Urban	28%	(196)	26%	(184)	17%	(122)	14%	(95)	15%	(103)	699
Community: Suburban	26%	(259)	27%	(271)	19%	(185)	17%	(163)	11%	(109)	987
Community: Rural	28%	(146)	23%	(117)	15%	(76)	19%	(99)	15%	(77)	514
Employ: Private Sector	23%	(179)	30%	(228)	21%	(163)	17%	(127)	9%	(69)	766
Employ: Government	31%	(41)	26%	(33)	13%	(17)	13%	(17)	18%	(23)	131
Employ: Self-Employed	24%	(45)	24%	(47)	22%	(42)	17%	(32)	13%	(24)	191
Employ: Homemaker	26%	(38)	25%	(37)	17%	(25)	22%	(33)	11%	(16)	149
Employ: Student	10%	(7)	13%	(9)	25%	(17)	43%	(30)	9%	(6)	70
Employ: Retired	36%	(196)	28%	(152)	15%	(84)	7%	(39)	14%	(77)	548
Employ: Unemployed	25%	(60)	16%	(37)	10%	(24)	24%	(58)	25%	(60)	239
Employ: Other	32%	(34)	28%	(30)	10%	(11)	19%	(20)	12%	(13)	107
Military HH: Yes	31%	(84)	28%	(76)	12%	(34)	13%	(35)	17%	(45)	274
Military HH: No	27%	(516)	26%	(496)	18%	(350)	17%	(322)	13%	(243)	1927
2022 House Vote: Democrat	28%	(264)	28%	(259)	17%	(154)	16%	(144)	11%	(105)	926
2022 House Vote: Republican	29%	(184)	25%	(158)	19%	(120)	17%	(109)	11%	(74)	645
2022 House Vote: Someone else	20%	(12)	24%	(15)	16%	(10)	19%	(11)	22%	(13)	61
2022 House Vote: Didnt Vote	25%	(140)	25%	(140)	18%	(100)	16%	(93)	17%	(95)	569

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**Table MCEN8\_1: Do you support or oppose each of the following proposals to reduce gun violence?***Reducing access to violent movies and video games*

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	27% (600)	26% (572)	17% (383)	16% (357)	13% (288)	2201
2020 Vote: Joe Biden	28% (268)	29% (278)	17% (164)	14% (138)	11% (109)	957
2020 Vote: Donald Trump	27% (194)	24% (172)	18% (127)	18% (128)	14% (100)	721
2020 Vote: Other	27% (18)	27% (18)	8% (5)	24% (16)	14% (9)	67
2020 Vote: Didn't Vote	26% (120)	23% (105)	19% (87)	16% (75)	15% (69)	456
2018 House Vote: Democrat	27% (220)	29% (234)	17% (139)	15% (120)	12% (99)	813
2018 House Vote: Republican	33% (210)	25% (161)	15% (98)	17% (105)	9% (60)	634
2018 House Vote: Someone else	23% (12)	19% (10)	26% (14)	15% (8)	17% (9)	53
2018 House Vote: Didnt Vote	23% (158)	24% (167)	19% (132)	18% (124)	17% (120)	701
4-Region: Northeast	25% (97)	27% (103)	21% (83)	16% (60)	11% (42)	386
4-Region: Midwest	26% (119)	24% (107)	18% (81)	17% (75)	16% (73)	455
4-Region: South	32% (271)	24% (203)	14% (116)	15% (124)	15% (125)	839
4-Region: West	22% (114)	30% (159)	20% (103)	19% (97)	9% (48)	521
Gun Owner	27% (162)	27% (166)	18% (106)	19% (118)	9% (54)	607
Film Fan	27% (519)	27% (518)	18% (343)	17% (328)	12% (222)	1929
TV Fan	27% (560)	27% (547)	18% (360)	16% (326)	13% (259)	2053

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

**Table MCEN8\_2: Do you support or oppose each of the following proposals to reduce gun violence?  
Providing services for mentally ill people who show violent tendencies**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	71%	(1557)	15%	(340)	4%	(79)	2%	(52)	8%	(173)	2201
Gender: Male	65%	(695)	20%	(212)	4%	(46)	3%	(33)	8%	(82)	1067
Gender: Female	76%	(861)	11%	(128)	3%	(33)	2%	(20)	8%	(87)	1128
Age: 18-34	65%	(413)	14%	(90)	7%	(45)	4%	(23)	10%	(60)	631
Age: 35-44	67%	(248)	17%	(61)	5%	(17)	3%	(12)	9%	(34)	372
Age: 45-64	72%	(513)	16%	(112)	2%	(15)	2%	(13)	8%	(59)	711
Age: 65+	79%	(383)	16%	(77)	—	(2)	1%	(5)	4%	(20)	487
GenZers: 1997-2012	68%	(181)	16%	(43)	8%	(22)	2%	(5)	6%	(16)	268
Millennials: 1981-1996	65%	(435)	16%	(104)	6%	(39)	4%	(26)	10%	(65)	668
GenXers: 1965-1980	71%	(366)	13%	(68)	2%	(11)	2%	(13)	11%	(55)	512
Baby Boomers: 1946-1964	77%	(538)	17%	(117)	1%	(7)	1%	(8)	4%	(30)	701
PID: Dem (no lean)	73%	(659)	15%	(133)	4%	(40)	3%	(23)	5%	(47)	902
PID: Ind (no lean)	70%	(462)	16%	(104)	2%	(15)	2%	(16)	10%	(66)	664
PID: Rep (no lean)	69%	(435)	16%	(104)	4%	(23)	2%	(13)	9%	(60)	636
PID/Gender: Dem Men	67%	(308)	18%	(83)	5%	(21)	4%	(17)	6%	(28)	457
PID/Gender: Dem Women	80%	(350)	11%	(49)	4%	(19)	1%	(6)	4%	(16)	440
PID/Gender: Ind Men	65%	(194)	20%	(59)	2%	(5)	3%	(9)	11%	(33)	300
PID/Gender: Ind Women	74%	(268)	12%	(44)	3%	(11)	2%	(8)	9%	(33)	363
PID/Gender: Rep Men	62%	(193)	22%	(70)	6%	(20)	2%	(7)	7%	(21)	310
PID/Gender: Rep Women	75%	(243)	11%	(34)	1%	(4)	2%	(6)	12%	(39)	326
Ideo: Liberal (1-3)	77%	(495)	12%	(76)	4%	(25)	3%	(18)	4%	(26)	641
Ideo: Moderate (4)	68%	(435)	19%	(121)	4%	(26)	1%	(9)	7%	(46)	637
Ideo: Conservative (5-7)	68%	(493)	17%	(125)	3%	(20)	2%	(15)	10%	(71)	725
Educ: < College	71%	(1020)	14%	(199)	4%	(52)	3%	(38)	9%	(129)	1438
Educ: Bachelors degree	72%	(347)	18%	(87)	3%	(12)	1%	(7)	6%	(31)	484
Educ: Post-grad	68%	(190)	19%	(54)	5%	(14)	3%	(7)	5%	(13)	278
Income: Under 50k	68%	(753)	14%	(153)	4%	(40)	3%	(29)	12%	(130)	1105
Income: 50k-100k	75%	(531)	16%	(111)	3%	(24)	2%	(16)	4%	(28)	710
Income: 100k+	71%	(273)	20%	(76)	4%	(15)	2%	(7)	4%	(15)	386
Ethnicity: White	72%	(1231)	15%	(262)	3%	(49)	2%	(38)	7%	(119)	1698
Ethnicity: Hispanic	69%	(263)	14%	(53)	3%	(11)	1%	(5)	12%	(47)	379

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**Table MCEN8\_2: Do you support or oppose each of the following proposals to reduce gun violence?**  
*Providing services for mentally ill people who show violent tendencies*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	71%	(1557)	15%	(340)	4%	(79)	2%	(52)	8%	(173)	2201
Ethnicity: Black	66%	(187)	17%	(49)	4%	(12)	3%	(8)	10%	(27)	283
Ethnicity: Other	63%	(139)	14%	(30)	8%	(18)	3%	(6)	12%	(27)	220
All Christian	73%	(745)	16%	(164)	3%	(32)	2%	(19)	6%	(66)	1027
All Non-Christian	56%	(97)	20%	(34)	8%	(14)	8%	(14)	9%	(15)	174
Atheist	71%	(71)	19%	(19)	4%	(4)	1%	(1)	5%	(5)	100
Agnostic/Nothing in particular	72%	(398)	14%	(79)	3%	(16)	2%	(11)	9%	(49)	553
Something Else	71%	(245)	13%	(45)	4%	(13)	2%	(7)	11%	(38)	348
Religious Non-Protestant/Catholic	56%	(105)	20%	(36)	8%	(15)	7%	(14)	9%	(17)	187
Evangelical	69%	(350)	15%	(78)	3%	(16)	3%	(15)	10%	(51)	510
Non-Evangelical	74%	(626)	16%	(132)	3%	(27)	1%	(12)	6%	(50)	847
Community: Urban	63%	(438)	17%	(121)	5%	(33)	3%	(21)	12%	(86)	699
Community: Suburban	76%	(754)	15%	(143)	3%	(28)	1%	(14)	5%	(48)	987
Community: Rural	71%	(364)	15%	(75)	4%	(18)	3%	(17)	8%	(39)	514
Employ: Private Sector	68%	(522)	19%	(146)	5%	(35)	2%	(18)	6%	(45)	766
Employ: Government	69%	(90)	13%	(17)	3%	(4)	3%	(5)	12%	(15)	131
Employ: Self-Employed	59%	(113)	19%	(36)	6%	(11)	5%	(9)	12%	(22)	191
Employ: Homemaker	77%	(114)	10%	(15)	6%	(8)	2%	(2)	6%	(9)	149
Employ: Student	71%	(50)	16%	(11)	9%	(6)	3%	(2)	1%	(0)	70
Employ: Retired	77%	(424)	15%	(83)	—	(3)	1%	(6)	6%	(32)	548
Employ: Unemployed	72%	(171)	8%	(18)	4%	(9)	2%	(4)	16%	(37)	239
Employ: Other	68%	(73)	12%	(13)	3%	(3)	6%	(6)	11%	(12)	107
Military HH: Yes	69%	(188)	18%	(48)	2%	(6)	2%	(6)	10%	(26)	274
Military HH: No	71%	(1368)	15%	(292)	4%	(73)	2%	(47)	8%	(147)	1927
2022 House Vote: Democrat	74%	(682)	15%	(138)	4%	(37)	3%	(24)	5%	(45)	926
2022 House Vote: Republican	70%	(450)	18%	(113)	4%	(23)	2%	(10)	7%	(48)	645
2022 House Vote: Someone else	56%	(34)	23%	(14)	4%	(3)	1%	(1)	15%	(9)	61
2022 House Vote: Didnt Vote	69%	(390)	13%	(75)	3%	(16)	3%	(17)	12%	(70)	569

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**Table MCEN8\_2: Do you support or oppose each of the following proposals to reduce gun violence?**  
*Providing services for mentally ill people who show violent tendencies*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	71%	(1557)	15%	(340)	4%	(79)	2%	(52)	8%	(173)	2201
2020 Vote: Joe Biden	75%	(719)	14%	(136)	4%	(38)	2%	(23)	4%	(42)	957
2020 Vote: Donald Trump	68%	(493)	17%	(122)	3%	(25)	3%	(18)	9%	(63)	721
2020 Vote: Other	68%	(46)	14%	(10)	4%	(3)	2%	(2)	12%	(8)	67
2020 Vote: Didn't Vote	66%	(299)	16%	(73)	3%	(13)	2%	(9)	13%	(61)	456
2018 House Vote: Democrat	74%	(603)	15%	(121)	4%	(31)	3%	(23)	4%	(36)	813
2018 House Vote: Republican	73%	(465)	17%	(106)	3%	(17)	2%	(11)	5%	(35)	634
2018 House Vote: Someone else	51%	(27)	26%	(14)	6%	(3)	4%	(2)	13%	(7)	53
2018 House Vote: Didnt Vote	66%	(462)	14%	(99)	4%	(28)	2%	(17)	14%	(96)	701
4-Region: Northeast	69%	(266)	16%	(62)	5%	(18)	4%	(15)	7%	(25)	386
4-Region: Midwest	67%	(307)	19%	(85)	4%	(17)	1%	(5)	9%	(41)	455
4-Region: South	72%	(607)	13%	(113)	4%	(32)	2%	(20)	8%	(68)	839
4-Region: West	72%	(378)	15%	(79)	2%	(12)	2%	(13)	7%	(39)	521
Gun Owner	70%	(426)	18%	(109)	5%	(29)	3%	(16)	4%	(26)	607
Film Fan	73%	(1407)	15%	(295)	4%	(70)	2%	(40)	6%	(117)	1929
TV Fan	71%	(1467)	15%	(317)	4%	(73)	2%	(45)	7%	(152)	2053

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: Do you support or oppose each of the following proposals to reduce gun violence?***Improving enforcement of existing gun laws*

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	58% (1267)	19% (425)	7% (162)	7% (145)	9% (203)	2201
Gender: Male	53% (570)	22% (239)	9% (95)	9% (92)	7% (72)	1067
Gender: Female	62% (697)	16% (185)	6% (67)	5% (52)	11% (127)	1128
Age: 18-34	53% (332)	21% (129)	8% (54)	10% (63)	8% (54)	631
Age: 35-44	49% (181)	22% (82)	10% (38)	6% (22)	13% (49)	372
Age: 45-64	58% (414)	20% (143)	6% (42)	6% (41)	10% (71)	711
Age: 65+	70% (340)	15% (71)	6% (28)	4% (19)	6% (30)	487
GenZers: 1997-2012	53% (143)	22% (59)	9% (25)	8% (21)	7% (20)	268
Millennials: 1981-1996	50% (333)	22% (144)	9% (60)	9% (61)	10% (70)	668
GenXers: 1965-1980	56% (289)	18% (92)	6% (31)	7% (36)	13% (65)	512
Baby Boomers: 1946-1964	67% (467)	17% (121)	6% (43)	4% (26)	6% (45)	701
PID: Dem (no lean)	70% (635)	16% (146)	4% (38)	3% (28)	6% (55)	902
PID: Ind (no lean)	56% (370)	18% (120)	8% (54)	6% (43)	12% (77)	664
PID: Rep (no lean)	41% (262)	25% (159)	11% (70)	12% (74)	11% (71)	636
PID/Gender: Dem Men	64% (292)	21% (95)	6% (28)	3% (13)	6% (29)	457
PID/Gender: Dem Women	78% (343)	11% (50)	2% (10)	3% (15)	5% (22)	440
PID/Gender: Ind Men	53% (158)	21% (62)	10% (29)	9% (26)	8% (24)	300
PID/Gender: Ind Women	58% (211)	16% (58)	7% (24)	5% (17)	15% (53)	363
PID/Gender: Rep Men	38% (119)	26% (82)	12% (38)	17% (53)	6% (19)	310
PID/Gender: Rep Women	44% (143)	24% (77)	10% (32)	6% (21)	16% (52)	326
Ideo: Liberal (1-3)	72% (464)	16% (100)	4% (28)	3% (18)	5% (30)	641
Ideo: Moderate (4)	60% (380)	21% (133)	7% (43)	5% (32)	8% (49)	637
Ideo: Conservative (5-7)	45% (328)	21% (156)	11% (80)	11% (80)	11% (82)	725
Educ: < College	55% (792)	19% (268)	7% (106)	8% (111)	11% (162)	1438
Educ: Bachelors degree	63% (303)	20% (95)	8% (38)	4% (19)	6% (30)	484
Educ: Post-grad	62% (172)	22% (62)	6% (18)	5% (15)	4% (11)	278
Income: Under 50k	55% (604)	19% (214)	6% (68)	7% (72)	13% (148)	1105
Income: 50k-100k	60% (424)	20% (139)	9% (67)	6% (43)	5% (38)	710
Income: 100k+	62% (239)	19% (73)	7% (27)	8% (30)	5% (18)	386
Ethnicity: White	59% (997)	18% (309)	8% (129)	7% (119)	8% (144)	1698
Ethnicity: Hispanic	57% (217)	15% (57)	6% (24)	9% (35)	12% (46)	379

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**Table MCEN8\_3: Do you support or oppose each of the following proposals to reduce gun violence?**  
*Improving enforcement of existing gun laws*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	58%	(1267)	19%	(425)	7%	(162)	7%	(145)	9%	(203)	2201
Ethnicity: Black	58%	(165)	22%	(62)	7%	(20)	3%	(8)	10%	(28)	283
Ethnicity: Other	48%	(105)	24%	(53)	6%	(13)	8%	(17)	14%	(31)	220
All Christian	59%	(604)	20%	(210)	7%	(75)	6%	(61)	7%	(76)	1027
All Non-Christian	59%	(103)	18%	(31)	8%	(14)	7%	(13)	7%	(12)	174
Atheist	70%	(70)	18%	(18)	3%	(3)	2%	(2)	7%	(7)	100
Agnostic/Nothing in particular	53%	(296)	20%	(110)	8%	(42)	7%	(39)	12%	(67)	553
Something Else	56%	(194)	16%	(56)	8%	(27)	9%	(30)	12%	(41)	348
Religious Non-Protestant/Catholic	59%	(110)	18%	(34)	9%	(17)	7%	(13)	8%	(14)	187
Evangelical	55%	(282)	20%	(104)	7%	(36)	7%	(35)	10%	(53)	510
Non-Evangelical	59%	(503)	19%	(161)	8%	(65)	7%	(56)	7%	(62)	847
Community: Urban	55%	(382)	22%	(151)	7%	(49)	5%	(35)	12%	(82)	699
Community: Suburban	63%	(623)	19%	(183)	6%	(64)	5%	(54)	6%	(63)	987
Community: Rural	51%	(262)	18%	(91)	9%	(48)	11%	(56)	11%	(57)	514
Employ: Private Sector	55%	(422)	22%	(169)	10%	(75)	6%	(46)	7%	(54)	766
Employ: Government	64%	(84)	12%	(15)	7%	(10)	5%	(7)	12%	(15)	131
Employ: Self-Employed	45%	(86)	27%	(52)	8%	(15)	7%	(13)	13%	(24)	191
Employ: Homemaker	62%	(93)	13%	(20)	8%	(12)	3%	(5)	13%	(19)	149
Employ: Student	52%	(36)	34%	(24)	—	(0)	9%	(7)	4%	(3)	70
Employ: Retired	64%	(348)	18%	(98)	6%	(35)	6%	(31)	7%	(36)	548
Employ: Unemployed	56%	(133)	13%	(30)	4%	(10)	11%	(26)	17%	(40)	239
Employ: Other	60%	(65)	16%	(17)	5%	(5)	9%	(10)	10%	(11)	107
Military HH: Yes	54%	(149)	19%	(52)	6%	(18)	8%	(21)	13%	(35)	274
Military HH: No	58%	(1117)	19%	(373)	7%	(144)	6%	(124)	9%	(168)	1927
2022 House Vote: Democrat	72%	(666)	15%	(137)	4%	(40)	3%	(30)	6%	(54)	926
2022 House Vote: Republican	42%	(270)	24%	(152)	13%	(83)	12%	(79)	9%	(60)	645
2022 House Vote: Someone else	49%	(30)	21%	(13)	9%	(5)	10%	(6)	12%	(7)	61
2022 House Vote: Didnt Vote	53%	(301)	22%	(123)	6%	(33)	5%	(29)	14%	(82)	569

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**Table MCEN8\_3: Do you support or oppose each of the following proposals to reduce gun violence?****Improving enforcement of existing gun laws**

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	58% (1267)	19% (425)	7% (162)	7% (145)	9% (203)	2201
2020 Vote: Joe Biden	74% (705)	15% (143)	3% (31)	3% (27)	5% (51)	957
2020 Vote: Donald Trump	40% (290)	23% (166)	13% (93)	12% (85)	12% (87)	721
2020 Vote: Other	49% (33)	23% (16)	11% (7)	4% (3)	13% (8)	67
2020 Vote: Didn't Vote	52% (239)	22% (100)	7% (30)	7% (30)	12% (57)	456
2018 House Vote: Democrat	73% (596)	14% (115)	4% (32)	3% (26)	5% (44)	813
2018 House Vote: Republican	47% (296)	24% (154)	12% (76)	9% (59)	8% (48)	634
2018 House Vote: Someone else	51% (27)	22% (12)	14% (7)	4% (2)	9% (5)	53
2018 House Vote: Didnt Vote	50% (348)	21% (145)	7% (46)	8% (57)	15% (106)	701
4-Region: Northeast	55% (212)	20% (79)	9% (33)	7% (27)	9% (34)	386
4-Region: Midwest	58% (262)	17% (78)	10% (44)	5% (23)	10% (48)	455
4-Region: South	59% (496)	17% (143)	7% (61)	6% (53)	10% (86)	839
4-Region: West	57% (297)	24% (125)	4% (23)	8% (41)	7% (35)	521
Gun Owner	48% (291)	22% (136)	11% (68)	11% (66)	7% (45)	607
Film Fan	60% (1151)	19% (368)	7% (137)	7% (130)	7% (143)	1929
TV Fan	58% (1201)	19% (389)	7% (151)	6% (131)	9% (181)	2053

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

**Table MCEN8\_4: Do you support or oppose each of the following proposals to reduce gun violence?  
Requiring mental health checks on all gun buyers**

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	63% (1393)	18% (387)	6% (127)	5% (112)	8% (182)	2201
Gender: Male	57% (608)	21% (224)	7% (80)	7% (72)	8% (84)	1067
Gender: Female	70% (784)	14% (163)	4% (48)	3% (39)	8% (94)	1128
Age: 18-34	62% (389)	17% (110)	7% (41)	6% (37)	8% (54)	631
Age: 35-44	62% (230)	17% (62)	6% (22)	7% (27)	8% (30)	372
Age: 45-64	63% (447)	18% (127)	5% (36)	4% (29)	10% (72)	711
Age: 65+	67% (326)	18% (87)	6% (29)	4% (18)	5% (27)	487
GenZers: 1997-2012	64% (172)	21% (55)	5% (13)	4% (12)	6% (15)	268
Millennials: 1981-1996	61% (407)	16% (107)	7% (46)	8% (50)	9% (58)	668
GenXers: 1965-1980	62% (315)	15% (78)	6% (29)	4% (23)	13% (67)	512
Baby Boomers: 1946-1964	67% (468)	19% (135)	5% (37)	4% (27)	5% (35)	701
PID: Dem (no lean)	70% (628)	16% (147)	4% (35)	5% (41)	6% (51)	902
PID: Ind (no lean)	63% (416)	18% (117)	7% (43)	5% (30)	9% (58)	664
PID: Rep (no lean)	55% (349)	19% (123)	8% (50)	6% (40)	12% (74)	636
PID/Gender: Dem Men	63% (290)	20% (91)	6% (26)	5% (22)	6% (28)	457
PID/Gender: Dem Women	77% (338)	13% (55)	2% (9)	4% (19)	4% (19)	440
PID/Gender: Ind Men	59% (178)	21% (62)	6% (19)	6% (19)	7% (22)	300
PID/Gender: Ind Women	65% (237)	15% (55)	7% (24)	3% (11)	10% (36)	363
PID/Gender: Rep Men	45% (140)	23% (71)	11% (35)	10% (32)	11% (34)	310
PID/Gender: Rep Women	64% (209)	16% (53)	5% (15)	3% (9)	12% (40)	326
Ideo: Liberal (1-3)	72% (460)	15% (93)	4% (27)	5% (33)	4% (27)	641
Ideo: Moderate (4)	65% (412)	19% (119)	6% (37)	4% (28)	6% (41)	637
Ideo: Conservative (5-7)	53% (384)	22% (156)	8% (55)	6% (43)	12% (86)	725
Educ: < College	63% (909)	16% (230)	5% (75)	6% (82)	10% (143)	1438
Educ: Bachelors degree	65% (314)	20% (99)	6% (31)	3% (14)	6% (27)	484
Educ: Post-grad	61% (170)	21% (58)	8% (22)	6% (16)	4% (12)	278
Income: Under 50k	60% (668)	18% (196)	5% (58)	5% (57)	11% (126)	1105
Income: 50k-100k	66% (468)	17% (121)	7% (48)	5% (38)	5% (34)	710
Income: 100k+	66% (256)	18% (69)	6% (22)	4% (16)	6% (22)	386
Ethnicity: White	63% (1062)	19% (318)	6% (104)	5% (82)	8% (133)	1698
Ethnicity: Hispanic	64% (243)	13% (51)	4% (16)	5% (18)	14% (52)	379

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**Table MCEN8\_4: Do you support or oppose each of the following proposals to reduce gun violence?**  
 Requiring mental health checks on all gun buyers

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	63% (1393)	18% (387)	6% (127)	5% (112)	8% (182)	2201
Ethnicity: Black	72% (203)	10% (27)	4% (12)	5% (14)	9% (26)	283
Ethnicity: Other	58% (128)	19% (42)	5% (11)	7% (16)	11% (23)	220
All Christian	64% (654)	20% (201)	6% (63)	4% (43)	6% (66)	1027
All Non-Christian	54% (94)	22% (38)	9% (15)	8% (14)	7% (12)	174
Atheist	73% (73)	17% (17)	3% (2)	3% (3)	5% (5)	100
Agnostic/Nothing in particular	62% (345)	15% (85)	6% (33)	5% (26)	11% (64)	553
Something Else	65% (227)	13% (45)	4% (14)	7% (26)	10% (35)	348
Religious Non-Protestant/Catholic	55% (103)	21% (40)	8% (15)	8% (16)	8% (14)	187
Evangelical	63% (322)	19% (98)	4% (22)	4% (23)	9% (46)	510
Non-Evangelical	64% (543)	18% (151)	7% (55)	5% (45)	6% (53)	847
Community: Urban	59% (413)	21% (144)	5% (36)	4% (30)	11% (76)	699
Community: Suburban	69% (685)	15% (149)	5% (50)	4% (43)	6% (60)	987
Community: Rural	57% (295)	18% (93)	8% (41)	8% (39)	9% (47)	514
Employ: Private Sector	65% (501)	20% (154)	6% (48)	4% (28)	5% (35)	766
Employ: Government	69% (90)	12% (16)	5% (6)	4% (6)	10% (13)	131
Employ: Self-Employed	50% (96)	20% (38)	6% (11)	11% (21)	12% (24)	191
Employ: Homemaker	71% (106)	12% (18)	5% (8)	4% (6)	7% (11)	149
Employ: Student	65% (45)	15% (11)	8% (5)	8% (5)	4% (3)	70
Employ: Retired	60% (331)	21% (115)	6% (35)	4% (21)	9% (47)	548
Employ: Unemployed	63% (152)	11% (26)	3% (8)	6% (14)	17% (40)	239
Employ: Other	67% (72)	9% (10)	5% (5)	10% (11)	9% (10)	107
Military HH: Yes	55% (150)	22% (59)	8% (21)	5% (12)	12% (32)	274
Military HH: No	65% (1243)	17% (328)	6% (107)	5% (99)	8% (150)	1927
2022 House Vote: Democrat	72% (669)	15% (137)	4% (35)	4% (42)	5% (44)	926
2022 House Vote: Republican	53% (343)	22% (140)	10% (61)	6% (41)	9% (59)	645
2022 House Vote: Someone else	58% (36)	23% (14)	2% (1)	4% (2)	13% (8)	61
2022 House Vote: Didnt Vote	61% (346)	17% (95)	5% (30)	5% (26)	13% (72)	569

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**Table MCEN8\_4: Do you support or oppose each of the following proposals to reduce gun violence?  
Requiring mental health checks on all gun buyers**

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	63% (1393)	18% (387)	6% (127)	5% (112)	8% (182)	2201
2020 Vote: Joe Biden	74% (705)	14% (132)	3% (33)	4% (43)	5% (45)	957
2020 Vote: Donald Trump	52% (376)	22% (159)	9% (63)	6% (45)	11% (78)	721
2020 Vote: Other	61% (41)	19% (13)	— (0)	10% (7)	10% (7)	67
2020 Vote: Didn't Vote	59% (271)	18% (84)	7% (31)	4% (18)	12% (53)	456
2018 House Vote: Democrat	72% (583)	16% (127)	3% (28)	4% (34)	5% (41)	813
2018 House Vote: Republican	56% (357)	21% (135)	9% (60)	7% (42)	6% (40)	634
2018 House Vote: Someone else	61% (32)	23% (12)	2% (1)	3% (1)	11% (6)	53
2018 House Vote: Didnt Vote	60% (421)	16% (113)	5% (38)	5% (34)	14% (95)	701
4-Region: Northeast	63% (243)	19% (73)	6% (24)	6% (22)	6% (23)	386
4-Region: Midwest	60% (272)	22% (99)	5% (25)	3% (15)	10% (44)	455
4-Region: South	65% (545)	14% (119)	6% (49)	6% (47)	9% (79)	839
4-Region: West	64% (333)	18% (96)	6% (29)	5% (27)	7% (36)	521
Gun Owner	58% (351)	21% (126)	7% (45)	8% (49)	6% (35)	607
Film Fan	65% (1251)	18% (349)	6% (108)	5% (94)	7% (127)	1929
TV Fan	64% (1316)	18% (361)	6% (115)	5% (99)	8% (161)	2053

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: Currently, do you own one or more firearms?**

Demographic	Yes		No		Total N
Adults	28%	(607)	72%	(1594)	2201
Gender: Male	35%	(369)	65%	(698)	1067
Gender: Female	21%	(236)	79%	(892)	1128
Age: 18-34	30%	(189)	70%	(442)	631
Age: 35-44	30%	(110)	70%	(262)	372
Age: 45-64	27%	(192)	73%	(519)	711
Age: 65+	24%	(116)	76%	(371)	487
GenZers: 1997-2012	24%	(64)	76%	(204)	268
Millennials: 1981-1996	33%	(220)	67%	(449)	668
GenXers: 1965-1980	28%	(142)	72%	(370)	512
Baby Boomers: 1946-1964	24%	(167)	76%	(535)	701
PID: Dem (no lean)	21%	(194)	79%	(708)	902
PID: Ind (no lean)	23%	(150)	77%	(513)	664
PID: Rep (no lean)	41%	(263)	59%	(373)	636
PID/Gender: Dem Men	29%	(131)	71%	(326)	457
PID/Gender: Dem Women	14%	(62)	86%	(377)	440
PID/Gender: Ind Men	27%	(81)	73%	(219)	300
PID/Gender: Ind Women	19%	(69)	81%	(294)	363
PID/Gender: Rep Men	51%	(157)	49%	(153)	310
PID/Gender: Rep Women	32%	(105)	68%	(220)	326
Ideo: Liberal (1-3)	23%	(145)	77%	(496)	641
Ideo: Moderate (4)	24%	(155)	76%	(482)	637
Ideo: Conservative (5-7)	36%	(258)	64%	(467)	725
Educ: < College	27%	(385)	73%	(1053)	1438
Educ: Bachelors degree	27%	(132)	73%	(353)	484
Educ: Post-grad	32%	(90)	68%	(188)	278
Income: Under 50k	21%	(238)	79%	(868)	1105
Income: 50k-100k	31%	(222)	69%	(488)	710
Income: 100k+	38%	(147)	62%	(238)	386
Ethnicity: White	29%	(487)	71%	(1211)	1698
Ethnicity: Hispanic	23%	(88)	77%	(291)	379
Ethnicity: Black	29%	(82)	71%	(201)	283
Ethnicity: Other	17%	(37)	83%	(183)	220

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**Table MCENdem1: Currently, do you own one or more firearms?**

Demographic	Yes	No	Total N
Adults	28% (607)	72% (1594)	2201
All Christian	28% (286)	72% (740)	1027
All Non-Christian	31% (54)	69% (120)	174
Atheist	21% (21)	79% (79)	100
Agnostic/Nothing in particular	25% (140)	75% (413)	553
Something Else	30% (105)	70% (242)	348
Religious Non-Protestant/Catholic	32% (60)	68% (127)	187
Evangelical	30% (152)	70% (358)	510
Non-Evangelical	27% (230)	73% (617)	847
Community: Urban	25% (171)	75% (528)	699
Community: Suburban	26% (258)	74% (729)	987
Community: Rural	34% (177)	66% (338)	514
Employ: Private Sector	31% (239)	69% (527)	766
Employ: Government	35% (45)	65% (85)	131
Employ: Self-Employed	34% (65)	66% (126)	191
Employ: Homemaker	24% (36)	76% (114)	149
Employ: Student	27% (19)	73% (51)	70
Employ: Retired	28% (155)	72% (393)	548
Employ: Unemployed	14% (34)	86% (205)	239
Employ: Other	13% (13)	87% (94)	107
Military HH: Yes	35% (97)	65% (177)	274
Military HH: No	26% (509)	74% (1417)	1927
2022 House Vote: Democrat	24% (222)	76% (705)	926
2022 House Vote: Republican	40% (260)	60% (384)	645
2022 House Vote: Someone else	22% (13)	78% (48)	61
2022 House Vote: Didnt Vote	20% (111)	80% (457)	569
2020 Vote: Joe Biden	22% (215)	78% (742)	957
2020 Vote: Donald Trump	40% (286)	60% (434)	721
2020 Vote: Other	30% (20)	70% (47)	67
2020 Vote: Didn't Vote	19% (86)	81% (370)	456

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**Table MCENdem1: Currently, do you own one or more firearms?**

Demographic	Yes		No		Total N
Adults	28%	(607)	72%	(1594)	2201
2018 House Vote: Democrat	23%	(184)	77%	(629)	813
2018 House Vote: Republican	41%	(257)	59%	(377)	634
2018 House Vote: Someone else	23%	(12)	77%	(41)	53
2018 House Vote: Didnt Vote	22%	(153)	78%	(548)	701
4-Region: Northeast	25%	(97)	75%	(288)	386
4-Region: Midwest	30%	(138)	70%	(317)	455
4-Region: South	31%	(260)	69%	(579)	839
4-Region: West	21%	(111)	79%	(410)	521
Gun Owner	100%	(607)	—	(0)	607
Film Fan	28%	(548)	72%	(1381)	1929
TV Fan	27%	(564)	73%	(1488)	2053

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

Table MCENdem2\_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	31%	(674)	57%	(1255)	12%	(272)	2201
Gender: Male	37%	(397)	54%	(579)	8%	(90)	1067
Gender: Female	24%	(271)	60%	(676)	16%	(182)	1128
Age: 18-34	42%	(262)	50%	(319)	8%	(50)	631
Age: 35-44	33%	(124)	55%	(203)	12%	(45)	372
Age: 45-64	27%	(190)	58%	(416)	15%	(105)	711
Age: 65+	20%	(97)	65%	(318)	15%	(72)	487
GenZers: 1997-2012	37%	(98)	53%	(143)	10%	(27)	268
Millennials: 1981-1996	40%	(267)	52%	(350)	8%	(51)	668
GenXers: 1965-1980	31%	(158)	54%	(278)	15%	(76)	512
Baby Boomers: 1946-1964	20%	(140)	64%	(450)	16%	(111)	701
PID: Dem (no lean)	42%	(374)	50%	(450)	9%	(77)	902
PID: Ind (no lean)	25%	(167)	62%	(409)	13%	(88)	664
PID: Rep (no lean)	21%	(133)	62%	(396)	17%	(107)	636
PID/Gender: Dem Men	49%	(223)	47%	(215)	4%	(19)	457
PID/Gender: Dem Women	34%	(148)	53%	(235)	13%	(57)	440
PID/Gender: Ind Men	29%	(87)	58%	(174)	13%	(38)	300
PID/Gender: Ind Women	22%	(79)	65%	(235)	14%	(50)	363
PID/Gender: Rep Men	28%	(88)	61%	(190)	10%	(33)	310
PID/Gender: Rep Women	14%	(45)	63%	(206)	23%	(75)	326
Ideo: Liberal (1-3)	42%	(271)	51%	(329)	6%	(40)	641
Ideo: Moderate (4)	33%	(213)	56%	(358)	10%	(66)	637
Ideo: Conservative (5-7)	20%	(146)	62%	(450)	18%	(130)	725
Educ: < College	29%	(420)	56%	(812)	14%	(206)	1438
Educ: Bachelors degree	31%	(152)	60%	(289)	9%	(43)	484
Educ: Post-grad	36%	(101)	55%	(154)	8%	(23)	278
Income: Under 50k	30%	(331)	55%	(608)	15%	(166)	1105
Income: 50k-100k	28%	(199)	61%	(432)	11%	(80)	710
Income: 100k+	37%	(144)	56%	(216)	7%	(26)	386
Ethnicity: White	30%	(518)	58%	(977)	12%	(204)	1698
Ethnicity: Hispanic	36%	(137)	54%	(203)	10%	(39)	379
Ethnicity: Black	32%	(91)	51%	(145)	17%	(47)	283

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**Table MCENdem2\_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	31%	(674)	57%	(1255)	12%	(272)	2201
Ethnicity: Other	29%	(64)	61%	(134)	10%	(21)	220
All Christian	31%	(315)	58%	(598)	11%	(114)	1027
All Non-Christian	42%	(73)	49%	(85)	9%	(15)	174
Atheist	37%	(36)	53%	(53)	10%	(10)	100
Agnostic/Nothing in particular	29%	(160)	57%	(316)	14%	(77)	553
Something Else	26%	(90)	58%	(203)	16%	(56)	348
Religious Non-Protestant/Catholic	40%	(75)	50%	(94)	10%	(18)	187
Evangelical	28%	(142)	55%	(280)	17%	(88)	510
Non-Evangelical	31%	(262)	60%	(508)	9%	(77)	847
Community: Urban	39%	(272)	47%	(328)	14%	(100)	699
Community: Suburban	26%	(261)	63%	(626)	10%	(100)	987
Community: Rural	28%	(142)	59%	(302)	14%	(71)	514
Employ: Private Sector	39%	(302)	52%	(398)	9%	(65)	766
Employ: Government	32%	(41)	52%	(69)	16%	(21)	131
Employ: Self-Employed	35%	(67)	48%	(91)	17%	(33)	191
Employ: Homemaker	30%	(45)	51%	(76)	19%	(28)	149
Employ: Student	24%	(17)	68%	(47)	8%	(6)	70
Employ: Retired	20%	(110)	66%	(362)	14%	(76)	548
Employ: Unemployed	28%	(66)	60%	(144)	12%	(30)	239
Employ: Other	24%	(26)	63%	(68)	12%	(13)	107
Military HH: Yes	26%	(71)	62%	(171)	12%	(33)	274
Military HH: No	31%	(603)	56%	(1085)	12%	(239)	1927
2022 House Vote: Democrat	40%	(371)	52%	(484)	8%	(71)	926
2022 House Vote: Republican	22%	(144)	65%	(418)	13%	(83)	645
2022 House Vote: Someone else	24%	(15)	64%	(39)	13%	(8)	61
2022 House Vote: Didnt Vote	25%	(145)	55%	(314)	19%	(110)	569
2020 Vote: Joe Biden	38%	(361)	55%	(524)	8%	(72)	957
2020 Vote: Donald Trump	22%	(161)	61%	(440)	17%	(120)	721
2020 Vote: Other	30%	(20)	67%	(45)	3%	(2)	67
2020 Vote: Didn't Vote	29%	(131)	54%	(246)	17%	(78)	456

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**Table MCENdem2\_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	31%	(674)	57%	(1255)	12%	(272)	2201
2018 House Vote: Democrat	39%	(314)	54%	(437)	8%	(62)	813
2018 House Vote: Republican	23%	(145)	64%	(406)	13%	(83)	634
2018 House Vote: Someone else	30%	(16)	64%	(34)	6%	(3)	53
2018 House Vote: Didnt Vote	28%	(198)	54%	(379)	18%	(124)	701
4-Region: Northeast	28%	(108)	59%	(228)	13%	(49)	386
4-Region: Midwest	33%	(148)	54%	(244)	14%	(63)	455
4-Region: South	29%	(240)	59%	(496)	12%	(103)	839
4-Region: West	34%	(178)	55%	(288)	11%	(56)	521
Gun Owner	32%	(194)	58%	(355)	10%	(58)	607
Film Fan	35%	(674)	65%	(1255)	—	(0)	1929
TV Fan	32%	(652)	58%	(1196)	10%	(205)	2053

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

**Table MCENdem2\_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	46%	(1017)	47%	(1036)	7%	(148)	2201
Gender: Male	50%	(534)	43%	(464)	6%	(69)	1067
Gender: Female	43%	(482)	50%	(567)	7%	(79)	1128
Age: 18-34	40%	(254)	51%	(324)	8%	(53)	631
Age: 35-44	45%	(168)	45%	(168)	10%	(36)	372
Age: 45-64	48%	(341)	46%	(330)	6%	(40)	711
Age: 65+	52%	(254)	44%	(214)	4%	(19)	487
GenZers: 1997-2012	33%	(89)	54%	(145)	13%	(34)	268
Millennials: 1981-1996	46%	(306)	48%	(318)	7%	(44)	668
GenXers: 1965-1980	48%	(247)	44%	(226)	8%	(38)	512
Baby Boomers: 1946-1964	49%	(344)	46%	(326)	4%	(31)	701
PID: Dem (no lean)	53%	(480)	42%	(378)	5%	(44)	902
PID: Ind (no lean)	41%	(274)	50%	(332)	9%	(58)	664
PID: Rep (no lean)	41%	(263)	51%	(326)	7%	(46)	636
PID/Gender: Dem Men	56%	(257)	39%	(179)	5%	(22)	457
PID/Gender: Dem Women	51%	(223)	44%	(195)	5%	(22)	440
PID/Gender: Ind Men	45%	(135)	46%	(139)	9%	(26)	300
PID/Gender: Ind Women	38%	(139)	53%	(192)	9%	(33)	363
PID/Gender: Rep Men	46%	(143)	47%	(146)	7%	(22)	310
PID/Gender: Rep Women	37%	(121)	55%	(180)	7%	(24)	326
Ideo: Liberal (1-3)	52%	(335)	42%	(269)	6%	(36)	641
Ideo: Moderate (4)	50%	(321)	45%	(284)	5%	(32)	637
Ideo: Conservative (5-7)	40%	(293)	52%	(374)	8%	(58)	725
Educ: < College	47%	(681)	46%	(662)	7%	(96)	1438
Educ: Bachelors degree	44%	(211)	50%	(241)	7%	(32)	484
Educ: Post-grad	45%	(125)	48%	(133)	7%	(20)	278
Income: Under 50k	50%	(556)	43%	(474)	7%	(76)	1105
Income: 50k-100k	41%	(290)	53%	(376)	6%	(44)	710
Income: 100k+	44%	(171)	48%	(186)	8%	(29)	386
Ethnicity: White	46%	(788)	47%	(798)	7%	(112)	1698
Ethnicity: Hispanic	40%	(150)	53%	(200)	8%	(28)	379
Ethnicity: Black	53%	(149)	42%	(119)	5%	(15)	283

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**Table MCENdem2\_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	46%	(1017)	47%	(1036)	7%	(148)	2201
Ethnicity: Other	36%	(80)	54%	(119)	9%	(21)	220
All Christian	50%	(518)	45%	(465)	4%	(44)	1027
All Non-Christian	47%	(81)	43%	(74)	11%	(18)	174
Atheist	43%	(43)	44%	(44)	13%	(13)	100
Agnostic/Nothing in particular	39%	(218)	52%	(288)	9%	(47)	553
Something Else	45%	(157)	47%	(165)	8%	(26)	348
Religious Non-Protestant/Catholic	46%	(86)	44%	(82)	10%	(19)	187
Evangelical	49%	(251)	45%	(228)	6%	(31)	510
Non-Evangelical	49%	(413)	46%	(388)	5%	(47)	847
Community: Urban	49%	(344)	43%	(301)	8%	(55)	699
Community: Suburban	45%	(440)	49%	(487)	6%	(60)	987
Community: Rural	45%	(233)	48%	(247)	7%	(34)	514
Employ: Private Sector	51%	(389)	44%	(333)	6%	(44)	766
Employ: Government	39%	(51)	54%	(71)	7%	(9)	131
Employ: Self-Employed	38%	(73)	48%	(92)	13%	(25)	191
Employ: Homemaker	40%	(60)	52%	(77)	8%	(12)	149
Employ: Student	19%	(13)	71%	(49)	10%	(7)	70
Employ: Retired	52%	(287)	43%	(237)	4%	(24)	548
Employ: Unemployed	42%	(100)	51%	(121)	8%	(19)	239
Employ: Other	41%	(44)	51%	(55)	7%	(8)	107
Military HH: Yes	43%	(119)	50%	(136)	7%	(19)	274
Military HH: No	47%	(898)	47%	(900)	7%	(129)	1927
2022 House Vote: Democrat	53%	(491)	43%	(395)	4%	(40)	926
2022 House Vote: Republican	45%	(290)	47%	(305)	8%	(50)	645
2022 House Vote: Someone else	25%	(15)	65%	(40)	10%	(6)	61
2022 House Vote: Didnt Vote	39%	(221)	52%	(297)	9%	(51)	569
2020 Vote: Joe Biden	53%	(505)	43%	(409)	4%	(43)	957
2020 Vote: Donald Trump	43%	(310)	49%	(356)	8%	(55)	721
2020 Vote: Other	29%	(19)	64%	(43)	7%	(5)	67
2020 Vote: Didn't Vote	40%	(182)	50%	(228)	10%	(46)	456

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**Table MCENdem2\_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	46%	(1017)	47%	(1036)	7%	(148)	2201
2018 House Vote: Democrat	55%	(450)	41%	(334)	4%	(29)	813
2018 House Vote: Republican	43%	(274)	49%	(308)	8%	(52)	634
2018 House Vote: Someone else	36%	(19)	55%	(29)	9%	(5)	53
2018 House Vote: Didnt Vote	39%	(275)	52%	(364)	9%	(63)	701
4-Region: Northeast	46%	(179)	44%	(171)	9%	(36)	386
4-Region: Midwest	48%	(219)	46%	(210)	6%	(25)	455
4-Region: South	47%	(394)	48%	(401)	5%	(45)	839
4-Region: West	43%	(225)	49%	(254)	8%	(42)	521
Gun Owner	50%	(305)	43%	(260)	7%	(42)	607
Film Fan	49%	(946)	47%	(901)	4%	(82)	1929
TV Fan	50%	(1017)	50%	(1036)	—	(0)	2053

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

Table MCENdem2\_3: In general, what kind of fan do you consider yourself of the following?

Action Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	32%	(708)	51%	(1114)	17%	(379)	2201
Gender: Male	42%	(452)	47%	(503)	10%	(112)	1067
Gender: Female	23%	(256)	54%	(605)	24%	(267)	1128
Age: 18-34	38%	(241)	48%	(305)	14%	(86)	631
Age: 35-44	35%	(129)	50%	(187)	15%	(55)	372
Age: 45-64	33%	(234)	50%	(358)	17%	(119)	711
Age: 65+	21%	(103)	54%	(264)	25%	(120)	487
GenZers: 1997-2012	33%	(89)	50%	(134)	17%	(45)	268
Millennials: 1981-1996	40%	(267)	49%	(325)	11%	(77)	668
GenXers: 1965-1980	34%	(174)	49%	(251)	17%	(87)	512
Baby Boomers: 1946-1964	24%	(169)	54%	(376)	22%	(156)	701
PID: Dem (no lean)	40%	(357)	46%	(418)	14%	(126)	902
PID: Ind (no lean)	28%	(188)	54%	(360)	18%	(116)	664
PID: Rep (no lean)	26%	(163)	53%	(336)	22%	(137)	636
PID/Gender: Dem Men	52%	(238)	39%	(176)	9%	(42)	457
PID/Gender: Dem Women	27%	(119)	54%	(238)	19%	(84)	440
PID/Gender: Ind Men	35%	(106)	53%	(160)	11%	(34)	300
PID/Gender: Ind Women	22%	(81)	55%	(200)	23%	(82)	363
PID/Gender: Rep Men	35%	(107)	54%	(167)	11%	(35)	310
PID/Gender: Rep Women	17%	(56)	52%	(168)	31%	(101)	326
Ideo: Liberal (1-3)	37%	(234)	46%	(296)	17%	(110)	641
Ideo: Moderate (4)	37%	(235)	51%	(326)	12%	(76)	637
Ideo: Conservative (5-7)	27%	(194)	50%	(364)	23%	(166)	725
Educ: < College	33%	(471)	50%	(718)	17%	(249)	1438
Educ: Bachelors degree	28%	(135)	54%	(263)	18%	(86)	484
Educ: Post-grad	36%	(101)	48%	(133)	16%	(44)	278
Income: Under 50k	35%	(385)	48%	(528)	17%	(192)	1105
Income: 50k-100k	28%	(196)	56%	(395)	17%	(119)	710
Income: 100k+	33%	(126)	50%	(191)	18%	(68)	386
Ethnicity: White	29%	(497)	52%	(890)	18%	(311)	1698
Ethnicity: Hispanic	33%	(127)	47%	(177)	20%	(76)	379
Ethnicity: Black	52%	(146)	34%	(96)	14%	(41)	283

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**Table MCENdem2\_3: In general, what kind of fan do you consider yourself of the following?**  
 Action Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	32%	(708)	51%	(1114)	17%	(379)	2201
Ethnicity: Other	29%	(64)	59%	(129)	12%	(27)	220
All Christian	30%	(307)	53%	(541)	17%	(179)	1027
All Non-Christian	41%	(70)	43%	(74)	17%	(29)	174
Atheist	37%	(37)	42%	(42)	21%	(21)	100
Agnostic/Nothing in particular	31%	(171)	52%	(286)	18%	(97)	553
Something Else	35%	(123)	49%	(171)	15%	(54)	348
Religious Non-Protestant/Catholic	40%	(74)	43%	(81)	17%	(32)	187
Evangelical	34%	(173)	45%	(231)	21%	(105)	510
Non-Evangelical	30%	(256)	55%	(468)	15%	(123)	847
Community: Urban	41%	(285)	43%	(301)	16%	(113)	699
Community: Suburban	27%	(264)	56%	(554)	17%	(168)	987
Community: Rural	31%	(158)	50%	(259)	19%	(97)	514
Employ: Private Sector	39%	(296)	51%	(389)	11%	(81)	766
Employ: Government	34%	(45)	43%	(56)	23%	(30)	131
Employ: Self-Employed	36%	(69)	43%	(82)	21%	(40)	191
Employ: Homemaker	24%	(36)	54%	(81)	22%	(32)	149
Employ: Student	29%	(20)	51%	(36)	20%	(14)	70
Employ: Retired	24%	(134)	53%	(288)	23%	(127)	548
Employ: Unemployed	29%	(70)	53%	(126)	18%	(44)	239
Employ: Other	36%	(39)	54%	(57)	10%	(11)	107
Military HH: Yes	32%	(89)	55%	(150)	13%	(36)	274
Military HH: No	32%	(619)	50%	(964)	18%	(343)	1927
2022 House Vote: Democrat	38%	(349)	49%	(454)	13%	(124)	926
2022 House Vote: Republican	28%	(182)	54%	(350)	18%	(113)	645
2022 House Vote: Someone else	24%	(15)	55%	(34)	20%	(12)	61
2022 House Vote: Didnt Vote	29%	(162)	49%	(277)	23%	(130)	569
2020 Vote: Joe Biden	36%	(348)	49%	(468)	15%	(141)	957
2020 Vote: Donald Trump	27%	(195)	53%	(383)	20%	(143)	721
2020 Vote: Other	28%	(19)	55%	(37)	17%	(12)	67
2020 Vote: Didn't Vote	32%	(146)	50%	(226)	18%	(84)	456

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**Table MCENdem2\_3: In general, what kind of fan do you consider yourself of the following?**

*Action Film*

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	32% (708)	51% (1114)	17% (379)	2201
2018 House Vote: Democrat	38% (308)	48% (391)	14% (114)	813
2018 House Vote: Republican	27% (170)	54% (343)	19% (121)	634
2018 House Vote: Someone else	26% (14)	58% (31)	16% (9)	53
2018 House Vote: Didnt Vote	31% (217)	50% (348)	19% (136)	701
4-Region: Northeast	29% (110)	53% (203)	19% (72)	386
4-Region: Midwest	33% (149)	49% (224)	18% (81)	455
4-Region: South	35% (294)	48% (400)	17% (145)	839
4-Region: West	29% (154)	55% (287)	15% (81)	521
Gun Owner	40% (245)	48% (288)	12% (74)	607
Film Fan	35% (671)	53% (1026)	12% (232)	1929
TV Fan	33% (682)	52% (1058)	15% (313)	2053

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



**Table MCENdem3\_1: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?**  
**Fantasy**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	24% (530)	34% (747)	22% (479)	20% (446)	2201
Gender: Male	29% (305)	36% (388)	19% (207)	16% (167)	1067
Gender: Female	19% (220)	32% (359)	24% (272)	25% (279)	1128
Age: 18-34	38% (239)	37% (236)	15% (96)	10% (61)	631
Age: 35-44	25% (95)	38% (139)	21% (76)	17% (61)	372
Age: 45-64	20% (141)	32% (231)	23% (160)	25% (179)	711
Age: 65+	11% (55)	29% (140)	30% (147)	30% (145)	487
GenZers: 1997-2012	35% (94)	39% (103)	16% (44)	10% (27)	268
Millennials: 1981-1996	34% (226)	38% (253)	17% (117)	11% (73)	668
GenXers: 1965-1980	24% (125)	33% (166)	18% (90)	25% (130)	512
Baby Boomers: 1946-1964	12% (82)	30% (212)	30% (208)	28% (199)	701
PID: Dem (no lean)	31% (281)	36% (323)	18% (161)	15% (136)	902
PID: Ind (no lean)	23% (153)	36% (236)	22% (143)	20% (132)	664
PID: Rep (no lean)	15% (96)	29% (188)	28% (175)	28% (177)	636
PID/Gender: Dem Men	39% (178)	37% (169)	12% (54)	12% (56)	457
PID/Gender: Dem Women	23% (99)	35% (154)	24% (106)	18% (81)	440
PID/Gender: Ind Men	25% (75)	38% (113)	19% (58)	18% (55)	300
PID/Gender: Ind Women	21% (77)	34% (123)	24% (86)	21% (77)	363
PID/Gender: Rep Men	17% (52)	34% (106)	31% (95)	18% (57)	310
PID/Gender: Rep Women	13% (43)	25% (81)	25% (80)	37% (121)	326
Ideo: Liberal (1-3)	32% (204)	37% (236)	19% (119)	13% (82)	641
Ideo: Moderate (4)	24% (151)	36% (230)	24% (152)	16% (104)	637
Ideo: Conservative (5-7)	17% (124)	29% (209)	25% (179)	29% (212)	725
Educ: < College	25% (356)	33% (473)	21% (302)	21% (307)	1438
Educ: Bachelors degree	20% (97)	38% (183)	24% (117)	18% (87)	484
Educ: Post-grad	28% (77)	33% (91)	21% (59)	18% (51)	278
Income: Under 50k	25% (272)	34% (378)	19% (214)	22% (241)	1105
Income: 50k-100k	22% (157)	34% (245)	26% (181)	18% (128)	710
Income: 100k+	26% (101)	32% (124)	22% (84)	20% (77)	386
Ethnicity: White	24% (405)	32% (546)	23% (397)	21% (351)	1698
Ethnicity: Hispanic	37% (142)	26% (100)	17% (63)	20% (74)	379

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**Table MCENdem3\_1: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?**  
*Fantasy*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	24%	(530)	34%	(747)	22%	(479)	20%	(446)	2201
Ethnicity: Black	25%	(70)	39%	(111)	17%	(48)	19%	(54)	283
Ethnicity: Other	25%	(54)	41%	(90)	16%	(34)	19%	(41)	220
All Christian	21%	(218)	34%	(345)	24%	(250)	21%	(214)	1027
All Non-Christian	35%	(61)	33%	(58)	20%	(35)	11%	(20)	174
Atheist	19%	(19)	44%	(44)	16%	(16)	20%	(20)	100
Agnostic/Nothing in particular	28%	(155)	33%	(185)	18%	(101)	20%	(113)	553
Something Else	22%	(77)	33%	(115)	22%	(77)	23%	(79)	348
Religious Non-Protestant/Catholic	35%	(65)	34%	(64)	21%	(39)	11%	(20)	187
Evangelical	22%	(113)	33%	(169)	20%	(101)	25%	(127)	510
Non-Evangelical	21%	(174)	34%	(285)	26%	(222)	20%	(166)	847
Community: Urban	32%	(224)	36%	(253)	14%	(97)	18%	(125)	699
Community: Suburban	22%	(216)	31%	(310)	26%	(255)	21%	(207)	987
Community: Rural	17%	(90)	36%	(184)	25%	(127)	22%	(114)	514
Employ: Private Sector	26%	(199)	37%	(282)	23%	(179)	14%	(105)	766
Employ: Government	29%	(38)	34%	(45)	18%	(23)	19%	(25)	131
Employ: Self-Employed	32%	(61)	35%	(66)	16%	(30)	18%	(34)	191
Employ: Homemaker	25%	(37)	29%	(44)	23%	(34)	23%	(35)	149
Employ: Student	38%	(27)	36%	(25)	10%	(7)	16%	(11)	70
Employ: Retired	14%	(77)	29%	(160)	26%	(144)	31%	(167)	548
Employ: Unemployed	27%	(64)	38%	(91)	13%	(32)	22%	(53)	239
Employ: Other	27%	(28)	31%	(33)	28%	(30)	15%	(16)	107
Military HH: Yes	25%	(68)	31%	(86)	27%	(75)	17%	(46)	274
Military HH: No	24%	(462)	34%	(660)	21%	(404)	21%	(400)	1927
2022 House Vote: Democrat	30%	(281)	36%	(332)	20%	(181)	14%	(133)	926
2022 House Vote: Republican	16%	(106)	31%	(202)	27%	(174)	25%	(164)	645
2022 House Vote: Someone else	25%	(15)	40%	(24)	20%	(12)	15%	(9)	61
2022 House Vote: Didnt Vote	23%	(128)	33%	(189)	20%	(112)	25%	(139)	569

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**Table MCENdem3\_1: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?**  
**Fantasy**

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	24%	(530)	34%	(747)	22%	(479)	20%	(446)	2201
2020 Vote: Joe Biden	28%	(273)	37%	(350)	21%	(203)	14%	(131)	957
2020 Vote: Donald Trump	16%	(116)	31%	(223)	26%	(191)	26%	(191)	721
2020 Vote: Other	20%	(14)	38%	(25)	19%	(13)	23%	(16)	67
2020 Vote: Didn't Vote	28%	(128)	32%	(148)	16%	(72)	24%	(108)	456
2018 House Vote: Democrat	30%	(242)	35%	(281)	21%	(169)	15%	(121)	813
2018 House Vote: Republican	16%	(104)	32%	(202)	27%	(169)	25%	(159)	634
2018 House Vote: Someone else	26%	(14)	27%	(15)	28%	(15)	18%	(10)	53
2018 House Vote: Didnt Vote	24%	(170)	35%	(249)	18%	(126)	22%	(156)	701
4-Region: Northeast	25%	(96)	29%	(114)	27%	(103)	19%	(72)	386
4-Region: Midwest	22%	(102)	31%	(141)	23%	(105)	23%	(107)	455
4-Region: South	23%	(190)	34%	(282)	21%	(179)	22%	(188)	839
4-Region: West	27%	(142)	40%	(209)	17%	(91)	15%	(78)	521
Gun Owner	26%	(161)	35%	(211)	21%	(127)	18%	(108)	607
Film Fan	26%	(502)	36%	(702)	22%	(416)	16%	(309)	1929
TV Fan	24%	(502)	34%	(704)	22%	(455)	19%	(392)	2053

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

**Table MCENdem3\_2: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?**  
*Superhero*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	24% (529)	31% (682)	22% (479)	23% (511)	2201
Gender: Male	31% (334)	33% (348)	19% (205)	17% (181)	1067
Gender: Female	17% (192)	30% (334)	24% (273)	29% (330)	1128
Age: 18-34	36% (225)	35% (224)	17% (109)	12% (73)	631
Age: 35-44	32% (119)	36% (134)	16% (60)	16% (59)	372
Age: 45-64	20% (141)	30% (216)	24% (168)	26% (187)	711
Age: 65+	9% (44)	22% (109)	29% (143)	39% (192)	487
GenZers: 1997-2012	33% (90)	36% (96)	21% (57)	10% (26)	268
Millennials: 1981-1996	36% (238)	36% (243)	15% (100)	13% (87)	668
GenXers: 1965-1980	25% (128)	33% (168)	17% (88)	25% (128)	512
Baby Boomers: 1946-1964	10% (70)	24% (171)	31% (214)	35% (246)	701
PID: Dem (no lean)	31% (283)	32% (289)	20% (176)	17% (153)	902
PID: Ind (no lean)	18% (121)	35% (230)	22% (148)	25% (165)	664
PID: Rep (no lean)	20% (126)	26% (163)	24% (154)	30% (192)	636
PID/Gender: Dem Men	39% (176)	33% (152)	16% (75)	12% (53)	457
PID/Gender: Dem Women	23% (103)	31% (137)	23% (101)	23% (100)	440
PID/Gender: Ind Men	24% (72)	34% (101)	23% (68)	20% (58)	300
PID/Gender: Ind Women	13% (49)	35% (128)	22% (80)	29% (107)	363
PID/Gender: Rep Men	28% (86)	30% (94)	20% (62)	22% (69)	310
PID/Gender: Rep Women	12% (40)	21% (69)	28% (92)	38% (123)	326
Ideo: Liberal (1-3)	27% (172)	35% (222)	19% (125)	19% (121)	641
Ideo: Moderate (4)	26% (168)	32% (207)	23% (148)	18% (114)	637
Ideo: Conservative (5-7)	20% (143)	26% (190)	23% (169)	31% (223)	725
Educ: < College	25% (357)	30% (431)	21% (303)	24% (348)	1438
Educ: Bachelors degree	20% (96)	33% (160)	25% (121)	22% (107)	484
Educ: Post-grad	28% (77)	33% (92)	19% (54)	20% (56)	278
Income: Under 50k	25% (280)	30% (333)	20% (224)	24% (268)	1105
Income: 50k-100k	22% (156)	32% (228)	24% (171)	22% (155)	710
Income: 100k+	24% (94)	31% (121)	22% (83)	23% (87)	386
Ethnicity: White	22% (365)	30% (510)	24% (412)	24% (411)	1698
Ethnicity: Hispanic	33% (127)	30% (112)	17% (64)	20% (76)	379

Continued on next page

**Table MCENdem3\_2: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?  
Superhero**

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	24%	(529)	31%	(682)	22%	(479)	23%	(511)	2201
Ethnicity: Black	33%	(93)	34%	(96)	15%	(41)	19%	(53)	283
Ethnicity: Other	33%	(71)	35%	(76)	12%	(26)	21%	(46)	220
All Christian	23%	(241)	29%	(298)	23%	(240)	24%	(248)	1027
All Non-Christian	33%	(57)	33%	(57)	16%	(28)	18%	(31)	174
Atheist	15%	(15)	35%	(35)	21%	(21)	30%	(30)	100
Agnostic/Nothing in particular	24%	(131)	31%	(173)	24%	(134)	21%	(115)	553
Something Else	24%	(85)	34%	(120)	16%	(57)	25%	(86)	348
Religious Non-Protestant/Catholic	33%	(61)	32%	(60)	18%	(33)	17%	(32)	187
Evangelical	25%	(126)	29%	(150)	19%	(96)	27%	(138)	510
Non-Evangelical	22%	(189)	32%	(270)	23%	(195)	23%	(194)	847
Community: Urban	32%	(223)	32%	(221)	17%	(118)	20%	(138)	699
Community: Suburban	21%	(206)	31%	(309)	24%	(236)	24%	(236)	987
Community: Rural	20%	(101)	30%	(152)	24%	(124)	27%	(137)	514
Employ: Private Sector	29%	(223)	34%	(263)	20%	(150)	17%	(129)	766
Employ: Government	28%	(36)	34%	(44)	23%	(30)	16%	(21)	131
Employ: Self-Employed	25%	(47)	31%	(59)	20%	(39)	24%	(46)	191
Employ: Homemaker	9%	(14)	43%	(65)	23%	(34)	25%	(37)	149
Employ: Student	33%	(23)	36%	(25)	15%	(10)	16%	(11)	70
Employ: Retired	13%	(71)	22%	(118)	27%	(150)	38%	(209)	548
Employ: Unemployed	33%	(79)	29%	(69)	19%	(44)	19%	(47)	239
Employ: Other	33%	(36)	37%	(39)	20%	(22)	10%	(11)	107
Military HH: Yes	22%	(59)	32%	(88)	21%	(59)	25%	(69)	274
Military HH: No	24%	(470)	31%	(595)	22%	(420)	23%	(442)	1927
2022 House Vote: Democrat	29%	(266)	32%	(297)	21%	(190)	19%	(172)	926
2022 House Vote: Republican	18%	(117)	28%	(183)	24%	(155)	29%	(190)	645
2022 House Vote: Someone else	24%	(15)	29%	(18)	20%	(12)	26%	(16)	61
2022 House Vote: Didnt Vote	23%	(131)	33%	(185)	21%	(121)	23%	(132)	569

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**Table MCENdem3\_2: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?**  
**Superhero**

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	24%	(529)	31%	(682)	22%	(479)	23%	(511)	2201
2020 Vote: Joe Biden	27%	(260)	32%	(311)	21%	(202)	19%	(184)	957
2020 Vote: Donald Trump	20%	(146)	28%	(202)	23%	(163)	29%	(209)	721
2020 Vote: Other	25%	(17)	31%	(21)	18%	(12)	26%	(18)	67
2020 Vote: Didn't Vote	23%	(107)	33%	(149)	22%	(101)	22%	(99)	456
2018 House Vote: Democrat	29%	(240)	31%	(252)	20%	(163)	19%	(158)	813
2018 House Vote: Republican	18%	(116)	28%	(180)	25%	(160)	28%	(178)	634
2018 House Vote: Someone else	25%	(13)	22%	(12)	29%	(16)	24%	(13)	53
2018 House Vote: Didnt Vote	23%	(160)	34%	(239)	20%	(140)	23%	(162)	701
4-Region: Northeast	20%	(78)	30%	(114)	25%	(95)	26%	(99)	386
4-Region: Midwest	26%	(118)	30%	(138)	21%	(95)	23%	(105)	455
4-Region: South	24%	(201)	31%	(263)	20%	(168)	25%	(207)	839
4-Region: West	25%	(133)	32%	(168)	23%	(121)	19%	(100)	521
Gun Owner	31%	(189)	30%	(182)	19%	(116)	20%	(120)	607
Film Fan	27%	(516)	32%	(626)	22%	(425)	19%	(361)	1929
TV Fan	25%	(515)	31%	(638)	22%	(455)	22%	(446)	2053

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

**Table MCENdem3\_3: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?**  
**Science Fiction**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	29% (635)	31% (683)	18% (404)	22% (480)	2201
Gender: Male	38% (406)	35% (372)	13% (143)	14% (146)	1067
Gender: Female	20% (224)	27% (309)	23% (261)	30% (334)	1128
Age: 18-34	42% (265)	31% (194)	16% (99)	12% (73)	631
Age: 35-44	27% (101)	38% (140)	16% (61)	19% (69)	372
Age: 45-64	26% (182)	29% (205)	21% (148)	25% (176)	711
Age: 65+	18% (86)	29% (143)	20% (96)	33% (162)	487
GenZers: 1997-2012	34% (91)	39% (104)	13% (36)	14% (36)	268
Millennials: 1981-1996	39% (262)	32% (211)	17% (112)	12% (83)	668
GenXers: 1965-1980	27% (139)	29% (147)	19% (97)	25% (129)	512
Baby Boomers: 1946-1964	19% (136)	30% (208)	21% (147)	30% (210)	701
PID: Dem (no lean)	36% (323)	30% (273)	17% (153)	17% (152)	902
PID: Ind (no lean)	28% (185)	33% (220)	16% (109)	22% (149)	664
PID: Rep (no lean)	20% (127)	30% (189)	22% (141)	28% (178)	636
PID/Gender: Dem Men	47% (216)	33% (150)	11% (49)	9% (43)	457
PID/Gender: Dem Women	23% (103)	28% (122)	24% (105)	25% (109)	440
PID/Gender: Ind Men	33% (100)	38% (113)	11% (34)	18% (53)	300
PID/Gender: Ind Women	23% (85)	30% (107)	21% (75)	26% (96)	363
PID/Gender: Rep Men	29% (90)	35% (110)	20% (61)	16% (49)	310
PID/Gender: Rep Women	11% (37)	24% (80)	25% (80)	40% (129)	326
Ideo: Liberal (1-3)	41% (260)	26% (164)	18% (113)	16% (104)	641
Ideo: Moderate (4)	28% (180)	34% (219)	18% (117)	19% (121)	637
Ideo: Conservative (5-7)	21% (151)	32% (229)	19% (135)	29% (210)	725
Educ: < College	29% (417)	29% (421)	17% (245)	25% (355)	1438
Educ: Bachelors degree	26% (126)	35% (167)	24% (116)	16% (75)	484
Educ: Post-grad	33% (91)	34% (95)	16% (43)	18% (49)	278
Income: Under 50k	30% (327)	29% (322)	16% (182)	25% (275)	1105
Income: 50k-100k	27% (190)	33% (238)	21% (147)	19% (135)	710
Income: 100k+	31% (118)	32% (123)	19% (75)	18% (69)	386
Ethnicity: White	28% (479)	31% (523)	18% (312)	23% (385)	1698
Ethnicity: Hispanic	43% (161)	24% (90)	9% (35)	24% (93)	379

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**Table MCENdem3\_3: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?**  
Science Fiction

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	29%	(635)	31%	(683)	18%	(404)	22%	(480)	2201
Ethnicity: Black	34%	(95)	29%	(83)	16%	(45)	21%	(61)	283
Ethnicity: Other	28%	(61)	35%	(77)	21%	(47)	16%	(34)	220
All Christian	24%	(244)	32%	(334)	20%	(201)	24%	(249)	1027
All Non-Christian	40%	(70)	30%	(52)	15%	(27)	14%	(24)	174
Atheist	37%	(36)	31%	(31)	14%	(14)	19%	(19)	100
Agnostic/Nothing in particular	36%	(198)	29%	(162)	17%	(95)	18%	(98)	553
Something Else	25%	(86)	30%	(104)	19%	(68)	26%	(90)	348
Religious Non-Protestant/Catholic	40%	(75)	30%	(57)	16%	(29)	14%	(26)	187
Evangelical	22%	(111)	32%	(164)	18%	(92)	28%	(142)	510
Non-Evangelical	25%	(208)	32%	(270)	20%	(174)	23%	(195)	847
Community: Urban	33%	(228)	33%	(229)	14%	(97)	21%	(146)	699
Community: Suburban	28%	(277)	30%	(294)	22%	(216)	20%	(201)	987
Community: Rural	25%	(130)	31%	(160)	18%	(91)	26%	(133)	514
Employ: Private Sector	34%	(260)	33%	(253)	20%	(149)	14%	(104)	766
Employ: Government	30%	(39)	32%	(42)	20%	(26)	17%	(23)	131
Employ: Self-Employed	27%	(52)	33%	(63)	18%	(34)	22%	(41)	191
Employ: Homemaker	19%	(29)	30%	(45)	18%	(27)	32%	(48)	149
Employ: Student	37%	(26)	35%	(25)	22%	(15)	6%	(4)	70
Employ: Retired	21%	(117)	28%	(152)	18%	(100)	33%	(180)	548
Employ: Unemployed	35%	(84)	27%	(65)	13%	(31)	25%	(59)	239
Employ: Other	25%	(27)	36%	(38)	20%	(21)	19%	(21)	107
Military HH: Yes	27%	(75)	31%	(85)	15%	(41)	27%	(74)	274
Military HH: No	29%	(560)	31%	(598)	19%	(362)	21%	(406)	1927
2022 House Vote: Democrat	36%	(331)	30%	(277)	18%	(168)	16%	(150)	926
2022 House Vote: Republican	22%	(142)	32%	(207)	21%	(134)	25%	(161)	645
2022 House Vote: Someone else	22%	(13)	44%	(27)	13%	(8)	21%	(13)	61
2022 House Vote: Didnt Vote	26%	(148)	30%	(172)	16%	(94)	27%	(156)	569

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**Table MCENdem3\_3: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?**  
**Science Fiction**

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	29%	(635)	31%	(683)	18%	(404)	22%	(480)	2201
2020 Vote: Joe Biden	35%	(339)	29%	(281)	19%	(179)	16%	(158)	957
2020 Vote: Donald Trump	21%	(154)	33%	(238)	19%	(140)	26%	(190)	721
2020 Vote: Other	31%	(21)	39%	(27)	12%	(8)	17%	(11)	67
2020 Vote: Didn't Vote	26%	(121)	30%	(137)	17%	(77)	27%	(121)	456
2018 House Vote: Democrat	35%	(284)	29%	(234)	18%	(150)	18%	(145)	813
2018 House Vote: Republican	22%	(140)	33%	(206)	22%	(140)	23%	(148)	634
2018 House Vote: Someone else	26%	(14)	30%	(16)	22%	(12)	22%	(12)	53
2018 House Vote: Didnt Vote	28%	(197)	32%	(227)	15%	(103)	25%	(175)	701
4-Region: Northeast	26%	(98)	28%	(107)	26%	(102)	20%	(78)	386
4-Region: Midwest	25%	(113)	35%	(160)	18%	(83)	22%	(98)	455
4-Region: South	30%	(251)	29%	(244)	17%	(146)	24%	(199)	839
4-Region: West	33%	(172)	33%	(171)	14%	(73)	20%	(105)	521
Gun Owner	34%	(208)	30%	(183)	17%	(100)	19%	(115)	607
Film Fan	31%	(607)	32%	(619)	18%	(357)	18%	(347)	1929
TV Fan	30%	(613)	31%	(628)	18%	(375)	21%	(436)	2053

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

**Table MCENdem3\_4: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?**  
*Horror*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	29% (634)	20% (443)	18% (386)	34% (737)	2201
Gender: Male	34% (362)	24% (255)	19% (205)	23% (245)	1067
Gender: Female	24% (267)	17% (188)	16% (181)	44% (492)	1128
Age: 18-34	43% (273)	25% (161)	15% (94)	16% (104)	631
Age: 35-44	40% (148)	22% (81)	17% (65)	21% (78)	372
Age: 45-64	23% (163)	19% (134)	18% (125)	41% (290)	711
Age: 65+	10% (51)	14% (68)	21% (102)	55% (266)	487
GenZers: 1997-2012	39% (104)	28% (74)	16% (42)	18% (48)	268
Millennials: 1981-1996	44% (297)	23% (156)	16% (104)	17% (111)	668
GenXers: 1965-1980	25% (130)	20% (103)	19% (96)	36% (184)	512
Baby Boomers: 1946-1964	14% (100)	15% (108)	19% (131)	52% (362)	701
PID: Dem (no lean)	38% (339)	21% (186)	14% (123)	28% (254)	902
PID: Ind (no lean)	26% (173)	20% (134)	21% (139)	33% (218)	664
PID: Rep (no lean)	19% (122)	19% (124)	20% (125)	42% (265)	636
PID/Gender: Dem Men	47% (215)	23% (105)	14% (64)	16% (73)	457
PID/Gender: Dem Women	27% (120)	18% (81)	13% (58)	41% (181)	440
PID/Gender: Ind Men	24% (73)	25% (74)	23% (70)	28% (83)	300
PID/Gender: Ind Women	27% (99)	16% (60)	19% (69)	37% (136)	363
PID/Gender: Rep Men	24% (74)	25% (76)	23% (70)	29% (90)	310
PID/Gender: Rep Women	15% (49)	14% (47)	17% (54)	54% (176)	326
Ideo: Liberal (1-3)	36% (232)	22% (140)	14% (90)	28% (179)	641
Ideo: Moderate (4)	32% (201)	20% (126)	19% (121)	30% (189)	637
Ideo: Conservative (5-7)	18% (134)	19% (138)	19% (138)	44% (316)	725
Educ: < College	32% (466)	19% (280)	17% (243)	31% (450)	1438
Educ: Bachelors degree	21% (100)	21% (101)	20% (96)	39% (187)	484
Educ: Post-grad	25% (69)	22% (62)	17% (47)	36% (100)	278
Income: Under 50k	32% (354)	22% (243)	15% (162)	31% (347)	1105
Income: 50k-100k	26% (187)	19% (134)	19% (132)	36% (257)	710
Income: 100k+	24% (94)	17% (67)	24% (92)	35% (134)	386
Ethnicity: White	28% (482)	19% (327)	18% (302)	35% (588)	1698
Ethnicity: Hispanic	43% (164)	17% (63)	11% (41)	29% (111)	379

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**Table MCENdem3\_4: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?  
Horror**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	29% (634)	20% (443)	18% (386)	34% (737)	2201
Ethnicity: Black	38% (107)	22% (61)	12% (34)	29% (81)	283
Ethnicity: Other	20% (45)	25% (56)	23% (50)	31% (69)	220
All Christian	24% (245)	20% (202)	18% (187)	38% (393)	1027
All Non-Christian	37% (65)	23% (41)	16% (28)	23% (40)	174
Atheist	34% (34)	14% (13)	20% (20)	33% (32)	100
Agnostic/Nothing in particular	34% (191)	21% (114)	18% (102)	27% (147)	553
Something Else	29% (100)	21% (73)	14% (50)	36% (125)	348
Religious Non-Protestant/Catholic	36% (68)	22% (42)	18% (33)	24% (45)	187
Evangelical	24% (122)	17% (86)	15% (76)	44% (226)	510
Non-Evangelical	26% (223)	22% (185)	18% (156)	33% (284)	847
Community: Urban	39% (275)	20% (139)	14% (96)	27% (190)	699
Community: Suburban	22% (216)	20% (194)	21% (203)	38% (373)	987
Community: Rural	28% (143)	21% (110)	17% (87)	34% (174)	514
Employ: Private Sector	35% (266)	22% (169)	18% (141)	25% (190)	766
Employ: Government	27% (36)	25% (32)	18% (23)	30% (40)	131
Employ: Self-Employed	31% (58)	23% (44)	20% (38)	26% (50)	191
Employ: Homemaker	26% (39)	22% (33)	22% (33)	30% (45)	149
Employ: Student	33% (23)	21% (15)	24% (17)	22% (15)	70
Employ: Retired	15% (84)	16% (89)	17% (92)	52% (284)	548
Employ: Unemployed	38% (90)	19% (46)	11% (27)	32% (76)	239
Employ: Other	35% (38)	15% (16)	15% (16)	35% (37)	107
Military HH: Yes	20% (54)	21% (58)	19% (51)	40% (111)	274
Military HH: No	30% (580)	20% (386)	17% (335)	33% (626)	1927
2022 House Vote: Democrat	32% (300)	20% (187)	16% (148)	31% (290)	926
2022 House Vote: Republican	21% (133)	20% (128)	21% (136)	38% (248)	645
2022 House Vote: Someone else	26% (16)	30% (19)	16% (10)	28% (17)	61
2022 House Vote: Didnt Vote	33% (185)	19% (109)	16% (92)	32% (182)	569

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**Table MCENdem3\_4:** Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?

Horror

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	29%	(634)	20%	(443)	18%	(386)	34%	(737)	2201
2020 Vote: Joe Biden	32%	(305)	20%	(192)	17%	(158)	32%	(302)	957
2020 Vote: Donald Trump	21%	(150)	21%	(148)	19%	(137)	40%	(286)	721
2020 Vote: Other	17%	(11)	35%	(23)	15%	(10)	33%	(22)	67
2020 Vote: Didn't Vote	37%	(168)	18%	(80)	18%	(80)	28%	(127)	456
2018 House Vote: Democrat	34%	(279)	20%	(159)	14%	(111)	32%	(264)	813
2018 House Vote: Republican	19%	(120)	19%	(123)	22%	(139)	40%	(251)	634
2018 House Vote: Someone else	30%	(16)	24%	(13)	15%	(8)	32%	(17)	53
2018 House Vote: Didnt Vote	31%	(219)	21%	(149)	18%	(127)	29%	(206)	701
4-Region: Northeast	27%	(105)	21%	(81)	21%	(83)	30%	(117)	386
4-Region: Midwest	29%	(132)	21%	(98)	15%	(68)	34%	(157)	455
4-Region: South	29%	(239)	18%	(153)	18%	(151)	35%	(297)	839
4-Region: West	30%	(158)	22%	(112)	16%	(85)	32%	(166)	521
Gun Owner	30%	(183)	21%	(127)	20%	(118)	29%	(179)	607
Film Fan	30%	(586)	21%	(411)	18%	(353)	30%	(579)	1929
TV Fan	29%	(599)	21%	(424)	18%	(363)	33%	(668)	2053

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

**Table MCENdem3\_5: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?**  
**Suspense/Thriller**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	37% (824)	39% (852)	12% (271)	12% (254)	2201
Gender: Male	39% (413)	42% (448)	11% (120)	8% (86)	1067
Gender: Female	36% (406)	36% (403)	13% (151)	15% (169)	1128
Age: 18-34	42% (267)	38% (242)	11% (70)	8% (52)	631
Age: 35-44	44% (164)	36% (134)	11% (42)	8% (31)	372
Age: 45-64	35% (251)	39% (276)	12% (87)	14% (98)	711
Age: 65+	29% (142)	41% (200)	15% (71)	15% (74)	487
GenZers: 1997-2012	33% (89)	45% (120)	11% (29)	11% (30)	268
Millennials: 1981-1996	48% (320)	35% (236)	11% (72)	6% (41)	668
GenXers: 1965-1980	37% (188)	37% (189)	15% (78)	11% (57)	512
Baby Boomers: 1946-1964	30% (214)	41% (286)	12% (85)	17% (117)	701
PID: Dem (no lean)	44% (400)	37% (333)	10% (92)	9% (77)	902
PID: Ind (no lean)	37% (243)	38% (253)	11% (75)	14% (92)	664
PID: Rep (no lean)	28% (180)	42% (265)	16% (104)	13% (86)	636
PID/Gender: Dem Men	47% (213)	38% (176)	10% (44)	5% (25)	457
PID/Gender: Dem Women	42% (183)	36% (157)	11% (48)	12% (52)	440
PID/Gender: Ind Men	33% (100)	42% (127)	11% (33)	13% (40)	300
PID/Gender: Ind Women	39% (143)	35% (127)	12% (42)	14% (52)	363
PID/Gender: Rep Men	32% (100)	47% (146)	14% (43)	7% (21)	310
PID/Gender: Rep Women	25% (80)	37% (119)	19% (61)	20% (65)	326
Ideo: Liberal (1-3)	44% (284)	34% (221)	12% (80)	9% (57)	641
Ideo: Moderate (4)	39% (246)	41% (264)	11% (68)	9% (60)	637
Ideo: Conservative (5-7)	30% (219)	40% (288)	14% (104)	16% (113)	725
Educ: < College	37% (536)	39% (561)	12% (166)	12% (176)	1438
Educ: Bachelors degree	36% (177)	38% (183)	15% (71)	11% (55)	484
Educ: Post-grad	40% (111)	39% (108)	13% (35)	9% (24)	278
Income: Under 50k	38% (423)	37% (413)	11% (123)	13% (147)	1105
Income: 50k-100k	36% (259)	42% (298)	12% (82)	10% (71)	710
Income: 100k+	37% (142)	37% (141)	17% (66)	9% (36)	386
Ethnicity: White	36% (618)	40% (674)	12% (212)	11% (195)	1698
Ethnicity: Hispanic	41% (155)	35% (133)	11% (41)	13% (50)	379

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**Table MCENdem3\_5: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?  
Suspense/Thriller**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	37% (824)	39% (852)	12% (271)	12% (254)	2201
Ethnicity: Black	49% (138)	32% (90)	10% (28)	10% (27)	283
Ethnicity: Other	31% (68)	40% (88)	14% (31)	15% (32)	220
All Christian	36% (366)	40% (411)	13% (132)	12% (118)	1027
All Non-Christian	43% (75)	37% (63)	10% (17)	11% (18)	174
Atheist	40% (40)	31% (31)	8% (8)	21% (21)	100
Agnostic/Nothing in particular	37% (207)	41% (226)	13% (74)	8% (46)	553
Something Else	39% (136)	35% (121)	12% (41)	15% (51)	348
Religious Non-Protestant/Catholic	43% (80)	37% (70)	10% (19)	10% (18)	187
Evangelical	36% (181)	33% (169)	14% (74)	17% (86)	510
Non-Evangelical	38% (319)	41% (349)	11% (97)	10% (83)	847
Community: Urban	45% (312)	33% (231)	11% (76)	11% (80)	699
Community: Suburban	32% (317)	43% (426)	13% (132)	11% (112)	987
Community: Rural	38% (194)	38% (195)	12% (63)	12% (62)	514
Employ: Private Sector	42% (320)	39% (296)	11% (88)	8% (62)	766
Employ: Government	41% (53)	35% (46)	18% (23)	6% (8)	131
Employ: Self-Employed	35% (67)	38% (72)	12% (23)	15% (29)	191
Employ: Homemaker	38% (57)	36% (53)	19% (29)	7% (10)	149
Employ: Student	30% (21)	50% (35)	9% (6)	11% (8)	70
Employ: Retired	30% (167)	41% (223)	14% (76)	15% (82)	548
Employ: Unemployed	38% (92)	36% (87)	8% (18)	18% (42)	239
Employ: Other	43% (46)	37% (40)	8% (8)	12% (13)	107
Military HH: Yes	37% (102)	40% (111)	13% (36)	9% (25)	274
Military HH: No	37% (721)	38% (741)	12% (235)	12% (230)	1927
2022 House Vote: Democrat	44% (409)	36% (335)	12% (107)	8% (75)	926
2022 House Vote: Republican	32% (207)	41% (263)	16% (100)	11% (74)	645
2022 House Vote: Someone else	27% (17)	47% (29)	9% (6)	16% (10)	61
2022 House Vote: Didnt Vote	34% (191)	39% (224)	10% (59)	17% (95)	569

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**Table MCENdem3\_5: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?  
 Suspense/Thriller**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	37% (824)	39% (852)	12% (271)	12% (254)	2201
2020 Vote: Joe Biden	42% (401)	38% (360)	12% (112)	9% (84)	957
2020 Vote: Donald Trump	31% (222)	42% (304)	14% (104)	13% (91)	721
2020 Vote: Other	30% (20)	48% (32)	12% (8)	10% (6)	67
2020 Vote: Didn't Vote	40% (180)	34% (155)	10% (48)	16% (73)	456
2018 House Vote: Democrat	43% (352)	39% (313)	10% (80)	8% (67)	813
2018 House Vote: Republican	32% (204)	41% (262)	14% (91)	12% (77)	634
2018 House Vote: Someone else	40% (21)	29% (15)	17% (9)	14% (7)	53
2018 House Vote: Didnt Vote	35% (246)	37% (261)	13% (91)	15% (103)	701
4-Region: Northeast	34% (130)	43% (167)	13% (52)	9% (37)	386
4-Region: Midwest	35% (161)	39% (178)	14% (63)	12% (52)	455
4-Region: South	40% (338)	38% (317)	11% (89)	11% (95)	839
4-Region: West	37% (194)	37% (190)	13% (66)	14% (70)	521
Gun Owner	36% (218)	44% (264)	13% (78)	8% (47)	607
Film Fan	40% (769)	40% (767)	12% (238)	8% (155)	1929
TV Fan	38% (777)	39% (806)	13% (257)	10% (213)	2053

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

**Table MCENdem3\_6: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?**  
*Mystery/Crime*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	39% (868)	41% (904)	12% (263)	8% (166)	2201
Gender: Male	35% (377)	44% (467)	14% (153)	7% (71)	1067
Gender: Female	43% (487)	39% (436)	10% (110)	8% (95)	1128
Age: 18-34	43% (272)	39% (246)	14% (91)	4% (23)	631
Age: 35-44	44% (162)	36% (134)	11% (42)	9% (34)	372
Age: 45-64	35% (251)	42% (298)	11% (81)	11% (81)	711
Age: 65+	38% (183)	46% (226)	10% (50)	6% (28)	487
GenZers: 1997-2012	34% (91)	48% (128)	15% (39)	4% (10)	268
Millennials: 1981-1996	47% (313)	34% (229)	13% (89)	5% (37)	668
GenXers: 1965-1980	36% (187)	42% (217)	8% (43)	13% (65)	512
Baby Boomers: 1946-1964	37% (260)	44% (306)	12% (86)	7% (49)	701
PID: Dem (no lean)	44% (393)	41% (372)	9% (83)	6% (53)	902
PID: Ind (no lean)	38% (255)	43% (283)	13% (87)	6% (40)	664
PID: Rep (no lean)	35% (220)	39% (249)	15% (93)	12% (73)	636
PID/Gender: Dem Men	38% (175)	45% (204)	10% (44)	7% (34)	457
PID/Gender: Dem Women	49% (214)	38% (168)	9% (39)	4% (19)	440
PID/Gender: Ind Men	33% (99)	46% (139)	15% (45)	5% (16)	300
PID/Gender: Ind Women	43% (155)	39% (143)	11% (41)	7% (24)	363
PID/Gender: Rep Men	33% (103)	40% (124)	20% (63)	7% (21)	310
PID/Gender: Rep Women	36% (118)	39% (125)	9% (30)	16% (53)	326
Ideo: Liberal (1-3)	42% (272)	39% (251)	12% (77)	6% (40)	641
Ideo: Moderate (4)	38% (242)	48% (303)	10% (61)	5% (32)	637
Ideo: Conservative (5-7)	37% (271)	38% (276)	14% (98)	11% (80)	725
Educ: < College	39% (561)	41% (587)	12% (175)	8% (116)	1438
Educ: Bachelors degree	38% (185)	42% (203)	14% (68)	6% (29)	484
Educ: Post-grad	44% (122)	41% (114)	7% (21)	8% (21)	278
Income: Under 50k	39% (430)	41% (453)	12% (127)	9% (95)	1105
Income: 50k-100k	41% (288)	42% (296)	11% (81)	6% (45)	710
Income: 100k+	39% (151)	40% (155)	14% (54)	7% (25)	386
Ethnicity: White	41% (691)	41% (689)	11% (194)	7% (124)	1698
Ethnicity: Hispanic	37% (140)	42% (159)	11% (43)	10% (37)	379

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**Table MCENdem3\_6: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?  
 Mystery/Crime**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	39% (868)	41% (904)	12% (263)	8% (166)	2201
Ethnicity: Black	42% (118)	41% (117)	10% (28)	7% (21)	283
Ethnicity: Other	27% (60)	45% (98)	19% (41)	9% (21)	220
All Christian	38% (389)	45% (459)	11% (114)	6% (65)	1027
All Non-Christian	41% (71)	37% (64)	13% (22)	10% (17)	174
Atheist	44% (44)	39% (39)	9% (9)	7% (7)	100
Agnostic/Nothing in particular	38% (212)	40% (220)	16% (87)	6% (34)	553
Something Else	44% (153)	35% (122)	9% (30)	12% (42)	348
Religious Non-Protestant/Catholic	41% (76)	39% (72)	12% (22)	9% (17)	187
Evangelical	40% (203)	39% (197)	9% (48)	12% (62)	510
Non-Evangelical	39% (329)	44% (376)	11% (96)	6% (47)	847
Community: Urban	43% (303)	40% (282)	9% (64)	7% (51)	699
Community: Suburban	38% (380)	41% (409)	13% (130)	7% (68)	987
Community: Rural	36% (186)	41% (213)	13% (69)	9% (46)	514
Employ: Private Sector	41% (313)	41% (317)	12% (95)	5% (42)	766
Employ: Government	41% (54)	38% (49)	13% (17)	8% (11)	131
Employ: Self-Employed	27% (51)	44% (84)	14% (27)	15% (29)	191
Employ: Homemaker	42% (63)	41% (61)	10% (15)	7% (11)	149
Employ: Student	31% (22)	37% (26)	25% (17)	7% (5)	70
Employ: Retired	37% (203)	45% (245)	12% (63)	7% (37)	548
Employ: Unemployed	45% (107)	36% (85)	9% (22)	11% (26)	239
Employ: Other	53% (57)	35% (37)	7% (7)	6% (6)	107
Military HH: Yes	41% (112)	43% (117)	9% (23)	8% (22)	274
Military HH: No	39% (756)	41% (787)	12% (239)	7% (144)	1927
2022 House Vote: Democrat	44% (407)	40% (373)	10% (96)	5% (50)	926
2022 House Vote: Republican	37% (237)	43% (276)	13% (86)	7% (45)	645
2022 House Vote: Someone else	30% (18)	44% (27)	15% (9)	11% (7)	61
2022 House Vote: Didnt Vote	36% (206)	40% (229)	12% (71)	11% (64)	569

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**Table MCENdem3\_6:** Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?  
Mystery/Crime

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	39% (868)	41% (904)	12% (263)	8% (166)	2201
2020 Vote: Joe Biden	43% (413)	41% (390)	11% (102)	5% (52)	957
2020 Vote: Donald Trump	36% (262)	41% (297)	13% (97)	9% (66)	721
2020 Vote: Other	27% (19)	36% (24)	22% (15)	14% (10)	67
2020 Vote: Didn't Vote	38% (175)	43% (194)	11% (49)	8% (38)	456
2018 House Vote: Democrat	44% (359)	41% (336)	10% (78)	5% (39)	813
2018 House Vote: Republican	39% (245)	41% (258)	12% (79)	8% (52)	634
2018 House Vote: Someone else	43% (23)	36% (19)	11% (6)	10% (5)	53
2018 House Vote: Didnt Vote	34% (241)	41% (290)	14% (100)	10% (70)	701
4-Region: Northeast	40% (155)	42% (161)	12% (48)	6% (22)	386
4-Region: Midwest	38% (172)	39% (179)	12% (55)	11% (48)	455
4-Region: South	42% (350)	39% (330)	12% (100)	7% (59)	839
4-Region: West	37% (191)	45% (234)	12% (60)	7% (37)	521
Gun Owner	39% (236)	43% (259)	11% (68)	7% (43)	607
Film Fan	42% (807)	41% (791)	12% (233)	5% (98)	1929
TV Fan	41% (837)	41% (850)	12% (241)	6% (125)	2053

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

**Table MCENdem3\_7: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?**  
**Historical fiction**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	24% (527)	39% (858)	21% (465)	16% (351)	2201
Gender: Male	27% (290)	43% (454)	18% (197)	12% (126)	1067
Gender: Female	21% (236)	36% (401)	24% (267)	20% (225)	1128
Age: 18-34	27% (171)	40% (253)	20% (126)	13% (80)	631
Age: 35-44	25% (91)	39% (147)	21% (77)	15% (57)	372
Age: 45-64	20% (144)	36% (256)	24% (172)	20% (139)	711
Age: 65+	25% (120)	42% (203)	18% (89)	15% (75)	487
GenZers: 1997-2012	22% (58)	39% (104)	22% (59)	18% (47)	268
Millennials: 1981-1996	29% (191)	40% (268)	20% (134)	11% (76)	668
GenXers: 1965-1980	21% (106)	38% (194)	24% (122)	17% (89)	512
Baby Boomers: 1946-1964	23% (162)	38% (270)	19% (135)	19% (134)	701
PID: Dem (no lean)	25% (222)	42% (377)	19% (169)	15% (134)	902
PID: Ind (no lean)	26% (174)	36% (238)	21% (141)	17% (110)	664
PID: Rep (no lean)	21% (131)	38% (243)	24% (155)	17% (107)	636
PID/Gender: Dem Men	28% (130)	44% (199)	15% (68)	13% (60)	457
PID/Gender: Dem Women	21% (91)	40% (174)	23% (100)	17% (74)	440
PID/Gender: Ind Men	28% (85)	39% (118)	19% (57)	13% (40)	300
PID/Gender: Ind Women	24% (89)	33% (120)	23% (84)	19% (71)	363
PID/Gender: Rep Men	24% (75)	44% (137)	23% (72)	9% (27)	310
PID/Gender: Rep Women	17% (56)	33% (106)	25% (83)	25% (80)	326
Ideo: Liberal (1-3)	26% (165)	40% (259)	21% (132)	13% (85)	641
Ideo: Moderate (4)	24% (153)	42% (265)	20% (128)	14% (91)	637
Ideo: Conservative (5-7)	24% (173)	38% (277)	19% (140)	19% (136)	725
Educ: < College	22% (316)	39% (558)	21% (308)	18% (256)	1438
Educ: Bachelors degree	24% (118)	40% (195)	22% (107)	13% (64)	484
Educ: Post-grad	33% (92)	38% (105)	18% (50)	11% (31)	278
Income: Under 50k	23% (251)	37% (405)	22% (240)	19% (210)	1105
Income: 50k-100k	24% (168)	41% (292)	21% (152)	14% (98)	710
Income: 100k+	28% (108)	42% (161)	19% (74)	11% (43)	386
Ethnicity: White	25% (417)	39% (670)	22% (367)	14% (245)	1698
Ethnicity: Hispanic	29% (111)	37% (141)	18% (70)	15% (57)	379

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**Table MCENdem3\_7: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?**  
*Historical fiction*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	24% (527)	39% (858)	21% (465)	16% (351)	2201
Ethnicity: Black	19% (53)	42% (120)	19% (53)	20% (58)	283
Ethnicity: Other	26% (57)	31% (68)	21% (46)	22% (49)	220
All Christian	25% (260)	39% (403)	21% (218)	14% (145)	1027
All Non-Christian	33% (57)	38% (65)	15% (26)	14% (25)	174
Atheist	19% (19)	45% (45)	15% (14)	21% (21)	100
Agnostic/Nothing in particular	23% (129)	40% (219)	21% (115)	16% (90)	553
Something Else	17% (61)	36% (125)	26% (91)	20% (70)	348
Religious Non-Protestant/Catholic	32% (61)	39% (72)	16% (29)	13% (25)	187
Evangelical	23% (117)	41% (208)	21% (106)	16% (79)	510
Non-Evangelical	23% (199)	37% (316)	23% (198)	16% (135)	847
Community: Urban	27% (189)	35% (248)	22% (153)	16% (109)	699
Community: Suburban	22% (216)	43% (424)	21% (207)	14% (141)	987
Community: Rural	24% (122)	36% (186)	20% (104)	20% (102)	514
Employ: Private Sector	27% (205)	39% (301)	22% (171)	12% (88)	766
Employ: Government	23% (30)	39% (51)	26% (34)	12% (15)	131
Employ: Self-Employed	27% (52)	34% (66)	23% (44)	16% (30)	191
Employ: Homemaker	22% (33)	39% (59)	23% (34)	16% (23)	149
Employ: Student	13% (9)	36% (25)	25% (17)	26% (18)	70
Employ: Retired	23% (124)	41% (223)	19% (106)	17% (95)	548
Employ: Unemployed	19% (45)	41% (98)	14% (34)	26% (62)	239
Employ: Other	27% (28)	32% (35)	23% (25)	18% (19)	107
Military HH: Yes	27% (74)	40% (110)	19% (52)	14% (39)	274
Military HH: No	24% (453)	39% (748)	21% (413)	16% (312)	1927
2022 House Vote: Democrat	25% (233)	43% (397)	20% (184)	12% (112)	926
2022 House Vote: Republican	24% (154)	40% (257)	22% (143)	14% (91)	645
2022 House Vote: Someone else	18% (11)	38% (23)	23% (14)	21% (13)	61
2022 House Vote: Didnt Vote	23% (129)	32% (182)	22% (123)	24% (135)	569

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**Table MCENdem3\_7: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?**  
 Historical fiction

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	24%	(527)	39%	(858)	21%	(465)	16%	(351)	2201
2020 Vote: Joe Biden	25%	(240)	42%	(402)	20%	(190)	13%	(125)	957
2020 Vote: Donald Trump	23%	(164)	38%	(276)	23%	(168)	16%	(113)	721
2020 Vote: Other	24%	(16)	45%	(31)	20%	(14)	10%	(7)	67
2020 Vote: Didn't Vote	24%	(107)	33%	(150)	20%	(93)	23%	(106)	456
2018 House Vote: Democrat	24%	(194)	43%	(348)	21%	(174)	12%	(96)	813
2018 House Vote: Republican	24%	(155)	38%	(238)	23%	(143)	15%	(98)	634
2018 House Vote: Someone else	18%	(10)	33%	(18)	29%	(16)	19%	(10)	53
2018 House Vote: Didnt Vote	24%	(168)	36%	(254)	19%	(132)	21%	(147)	701
4-Region: Northeast	25%	(96)	37%	(144)	22%	(84)	16%	(61)	386
4-Region: Midwest	20%	(93)	35%	(161)	28%	(126)	17%	(76)	455
4-Region: South	23%	(193)	40%	(334)	20%	(164)	18%	(148)	839
4-Region: West	28%	(145)	42%	(218)	17%	(91)	13%	(67)	521
Gun Owner	26%	(160)	43%	(259)	19%	(114)	12%	(74)	607
Film Fan	26%	(499)	40%	(781)	21%	(415)	12%	(235)	1929
TV Fan	24%	(498)	39%	(806)	21%	(441)	15%	(307)	2053

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

**Table MCENdem3\_8: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?**

Romance

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	24%	(524)	34%	(745)	24%	(531)	18%	(401)	2201
Gender: Male	18%	(190)	29%	(314)	30%	(318)	23%	(246)	1067
Gender: Female	30%	(335)	38%	(430)	19%	(212)	13%	(152)	1128
Age: 18-34	31%	(197)	31%	(198)	25%	(155)	13%	(81)	631
Age: 35-44	30%	(113)	32%	(120)	20%	(76)	17%	(63)	372
Age: 45-64	18%	(127)	35%	(248)	24%	(169)	23%	(167)	711
Age: 65+	18%	(87)	37%	(179)	27%	(130)	19%	(91)	487
GenZers: 1997-2012	34%	(91)	29%	(77)	25%	(67)	12%	(33)	268
Millennials: 1981-1996	30%	(203)	33%	(222)	22%	(150)	14%	(93)	668
GenXers: 1965-1980	20%	(101)	34%	(174)	22%	(113)	24%	(124)	512
Baby Boomers: 1946-1964	17%	(121)	36%	(252)	27%	(186)	20%	(142)	701
PID: Dem (no lean)	28%	(250)	34%	(309)	22%	(199)	16%	(144)	902
PID: Ind (no lean)	21%	(137)	33%	(218)	27%	(181)	19%	(128)	664
PID: Rep (no lean)	22%	(137)	34%	(218)	24%	(150)	20%	(130)	636
PID/Gender: Dem Men	24%	(109)	30%	(136)	26%	(118)	20%	(93)	457
PID/Gender: Dem Women	32%	(141)	39%	(172)	18%	(80)	11%	(46)	440
PID/Gender: Ind Men	12%	(37)	30%	(91)	34%	(101)	24%	(71)	300
PID/Gender: Ind Women	28%	(100)	35%	(127)	22%	(80)	16%	(57)	363
PID/Gender: Rep Men	14%	(44)	28%	(87)	32%	(98)	26%	(82)	310
PID/Gender: Rep Women	29%	(94)	40%	(131)	16%	(52)	15%	(48)	326
Ideo: Liberal (1-3)	22%	(142)	37%	(234)	27%	(171)	15%	(93)	641
Ideo: Moderate (4)	29%	(185)	31%	(201)	24%	(153)	16%	(99)	637
Ideo: Conservative (5-7)	21%	(150)	33%	(239)	23%	(165)	24%	(171)	725
Educ: < College	25%	(360)	32%	(454)	23%	(335)	20%	(290)	1438
Educ: Bachelors degree	18%	(87)	37%	(181)	29%	(139)	16%	(77)	484
Educ: Post-grad	28%	(77)	39%	(110)	20%	(57)	12%	(34)	278
Income: Under 50k	22%	(243)	33%	(367)	24%	(261)	21%	(234)	1105
Income: 50k-100k	26%	(183)	33%	(236)	26%	(185)	15%	(107)	710
Income: 100k+	26%	(98)	37%	(142)	22%	(85)	16%	(61)	386
Ethnicity: White	22%	(380)	33%	(564)	26%	(440)	18%	(314)	1698
Ethnicity: Hispanic	23%	(87)	33%	(126)	24%	(90)	20%	(76)	379

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**Table MCENdem3\_8:** Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?*Romance*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	24%	(524)	34%	(745)	24%	(531)	18%	(401)	2201
Ethnicity: Black	32%	(91)	32%	(91)	18%	(52)	17%	(49)	283
Ethnicity: Other	24%	(53)	41%	(90)	18%	(39)	18%	(39)	220
All Christian	26%	(262)	35%	(363)	25%	(258)	14%	(144)	1027
All Non-Christian	35%	(60)	39%	(68)	15%	(25)	12%	(20)	174
Atheist	16%	(16)	15%	(15)	44%	(44)	25%	(25)	100
Agnostic/Nothing in particular	17%	(92)	33%	(183)	26%	(142)	25%	(136)	553
Something Else	27%	(94)	33%	(116)	18%	(62)	22%	(76)	348
Religious Non-Protestant/Catholic	34%	(63)	42%	(78)	14%	(25)	11%	(21)	187
Evangelical	29%	(146)	31%	(159)	20%	(103)	20%	(102)	510
Non-Evangelical	24%	(202)	36%	(304)	26%	(223)	14%	(118)	847
Community: Urban	27%	(190)	31%	(218)	24%	(165)	18%	(127)	699
Community: Suburban	22%	(220)	35%	(348)	24%	(241)	18%	(178)	987
Community: Rural	22%	(114)	35%	(180)	24%	(124)	19%	(96)	514
Employ: Private Sector	26%	(198)	35%	(269)	25%	(191)	14%	(108)	766
Employ: Government	28%	(37)	26%	(34)	32%	(42)	14%	(18)	131
Employ: Self-Employed	21%	(39)	29%	(55)	27%	(52)	23%	(44)	191
Employ: Homemaker	33%	(49)	34%	(51)	17%	(26)	16%	(24)	149
Employ: Student	35%	(24)	27%	(19)	21%	(15)	17%	(12)	70
Employ: Retired	17%	(94)	35%	(193)	25%	(136)	23%	(125)	548
Employ: Unemployed	23%	(55)	36%	(85)	20%	(48)	21%	(51)	239
Employ: Other	26%	(28)	36%	(39)	19%	(20)	19%	(20)	107
Military HH: Yes	22%	(59)	33%	(91)	27%	(73)	19%	(51)	274
Military HH: No	24%	(465)	34%	(654)	24%	(458)	18%	(350)	1927
2022 House Vote: Democrat	26%	(237)	34%	(313)	26%	(237)	15%	(139)	926
2022 House Vote: Republican	21%	(134)	33%	(211)	27%	(176)	19%	(123)	645
2022 House Vote: Someone else	24%	(15)	39%	(24)	22%	(13)	16%	(10)	61
2022 House Vote: Didnt Vote	24%	(138)	35%	(197)	18%	(104)	23%	(129)	569

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**Table MCENdem3\_8:** Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?

Romance

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	24%	(524)	34%	(745)	24%	(531)	18%	(401)	2201
2020 Vote: Joe Biden	25%	(243)	36%	(341)	24%	(234)	15%	(139)	957
2020 Vote: Donald Trump	21%	(152)	34%	(243)	23%	(168)	22%	(158)	721
2020 Vote: Other	14%	(10)	39%	(26)	28%	(19)	18%	(12)	67
2020 Vote: Didn't Vote	26%	(120)	30%	(135)	24%	(109)	20%	(92)	456
2018 House Vote: Democrat	25%	(200)	35%	(288)	25%	(206)	15%	(118)	813
2018 House Vote: Republican	22%	(139)	34%	(213)	27%	(172)	17%	(109)	634
2018 House Vote: Someone else	22%	(12)	42%	(22)	20%	(10)	16%	(9)	53
2018 House Vote: Didnt Vote	25%	(172)	32%	(222)	20%	(142)	24%	(165)	701
4-Region: Northeast	28%	(106)	32%	(124)	24%	(92)	17%	(64)	386
4-Region: Midwest	27%	(121)	26%	(120)	24%	(108)	23%	(106)	455
4-Region: South	25%	(210)	36%	(300)	21%	(174)	18%	(155)	839
4-Region: West	17%	(87)	39%	(201)	30%	(156)	15%	(77)	521
Gun Owner	25%	(154)	31%	(185)	25%	(154)	19%	(113)	607
Film Fan	25%	(475)	36%	(693)	24%	(470)	15%	(292)	1929
TV Fan	24%	(497)	34%	(702)	24%	(491)	18%	(363)	2053

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



**Table MCENdem3\_9: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?**  
 Action

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	39% (867)	41% (894)	11% (249)	9% (191)	2201
Gender: Male	49% (523)	39% (414)	8% (85)	4% (46)	1067
Gender: Female	31% (345)	42% (476)	14% (163)	13% (145)	1128
Age: 18-34	48% (302)	38% (241)	10% (65)	4% (24)	631
Age: 35-44	42% (155)	40% (150)	10% (35)	8% (31)	372
Age: 45-64	39% (281)	40% (283)	10% (69)	11% (78)	711
Age: 65+	27% (130)	45% (221)	16% (80)	12% (57)	487
GenZers: 1997-2012	45% (122)	39% (105)	13% (36)	2% (5)	268
Millennials: 1981-1996	47% (315)	38% (256)	8% (55)	6% (42)	668
GenXers: 1965-1980	40% (204)	40% (207)	10% (49)	10% (52)	512
Baby Boomers: 1946-1964	30% (213)	43% (303)	14% (101)	12% (85)	701
PID: Dem (no lean)	46% (419)	37% (333)	10% (92)	6% (58)	902
PID: Ind (no lean)	36% (236)	43% (284)	13% (87)	9% (57)	664
PID: Rep (no lean)	33% (212)	44% (277)	11% (70)	12% (76)	636
PID/Gender: Dem Men	55% (252)	35% (159)	6% (26)	4% (20)	457
PID/Gender: Dem Women	38% (167)	39% (170)	15% (65)	9% (38)	440
PID/Gender: Ind Men	44% (132)	40% (120)	11% (34)	4% (13)	300
PID/Gender: Ind Women	29% (104)	45% (163)	14% (52)	12% (44)	363
PID/Gender: Rep Men	45% (138)	43% (134)	8% (24)	4% (13)	310
PID/Gender: Rep Women	23% (74)	44% (143)	14% (46)	19% (63)	326
Ideo: Liberal (1-3)	39% (252)	40% (256)	13% (82)	8% (51)	641
Ideo: Moderate (4)	43% (275)	41% (261)	10% (61)	6% (41)	637
Ideo: Conservative (5-7)	36% (261)	41% (299)	10% (76)	12% (89)	725
Educ: < College	41% (595)	40% (572)	10% (142)	9% (129)	1438
Educ: Bachelors degree	32% (157)	45% (218)	15% (73)	8% (37)	484
Educ: Post-grad	41% (115)	38% (104)	12% (33)	9% (26)	278
Income: Under 50k	40% (441)	41% (451)	9% (104)	10% (110)	1105
Income: 50k-100k	39% (278)	41% (295)	12% (84)	8% (54)	710
Income: 100k+	38% (148)	39% (149)	16% (62)	7% (27)	386
Ethnicity: White	36% (604)	43% (725)	13% (215)	9% (154)	1698
Ethnicity: Hispanic	44% (168)	36% (137)	11% (42)	9% (33)	379

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**Table MCENdem3\_9: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?**

**Action**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	39% (867)	41% (894)	11% (249)	9% (191)	2201
Ethnicity: Black	59% (167)	28% (79)	6% (17)	7% (19)	283
Ethnicity: Other	44% (96)	41% (90)	8% (17)	8% (17)	220
All Christian	38% (385)	43% (441)	10% (107)	9% (94)	1027
All Non-Christian	44% (76)	36% (63)	9% (16)	11% (19)	174
Atheist	27% (27)	44% (44)	16% (16)	13% (13)	100
Agnostic/Nothing in particular	41% (225)	40% (223)	13% (75)	6% (31)	553
Something Else	44% (154)	36% (124)	10% (36)	10% (34)	348
Religious Non-Protestant/Catholic	44% (83)	35% (66)	10% (18)	11% (21)	187
Evangelical	41% (209)	38% (194)	8% (41)	13% (66)	510
Non-Evangelical	38% (318)	43% (367)	12% (101)	7% (61)	847
Community: Urban	48% (337)	36% (251)	9% (61)	7% (50)	699
Community: Suburban	36% (351)	43% (426)	11% (113)	10% (98)	987
Community: Rural	35% (179)	42% (218)	14% (74)	8% (43)	514
Employ: Private Sector	43% (329)	42% (325)	9% (68)	6% (43)	766
Employ: Government	40% (52)	44% (57)	13% (16)	4% (5)	131
Employ: Self-Employed	38% (73)	38% (73)	8% (15)	16% (30)	191
Employ: Homemaker	34% (51)	44% (65)	14% (20)	8% (12)	149
Employ: Student	48% (34)	28% (20)	21% (14)	3% (2)	70
Employ: Retired	29% (158)	43% (233)	16% (90)	12% (66)	548
Employ: Unemployed	47% (112)	36% (87)	6% (14)	11% (26)	239
Employ: Other	54% (58)	31% (33)	10% (10)	6% (6)	107
Military HH: Yes	39% (108)	45% (124)	9% (25)	6% (17)	274
Military HH: No	39% (759)	40% (770)	12% (224)	9% (174)	1927
2022 House Vote: Democrat	43% (401)	38% (354)	12% (107)	7% (64)	926
2022 House Vote: Republican	37% (241)	42% (270)	11% (72)	10% (61)	645
2022 House Vote: Someone else	29% (18)	46% (28)	14% (9)	10% (6)	61
2022 House Vote: Didnt Vote	36% (207)	43% (242)	11% (61)	10% (59)	569

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**Table MCENdem3\_9:** Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?**Action**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	39% (867)	41% (894)	11% (249)	9% (191)	2201
2020 Vote: Joe Biden	43% (411)	38% (367)	11% (109)	7% (70)	957
2020 Vote: Donald Trump	37% (265)	42% (301)	10% (75)	11% (80)	721
2020 Vote: Other	39% (26)	44% (30)	8% (6)	9% (6)	67
2020 Vote: Didn't Vote	36% (166)	43% (196)	13% (59)	8% (35)	456
2018 House Vote: Democrat	44% (354)	39% (319)	10% (84)	7% (56)	813
2018 House Vote: Republican	35% (224)	42% (268)	11% (70)	11% (72)	634
2018 House Vote: Someone else	36% (19)	40% (21)	16% (9)	7% (4)	53
2018 House Vote: Didnt Vote	39% (270)	41% (285)	12% (87)	8% (59)	701
4-Region: Northeast	37% (141)	41% (159)	14% (54)	8% (31)	386
4-Region: Midwest	39% (177)	40% (183)	10% (47)	11% (48)	455
4-Region: South	42% (356)	38% (317)	11% (95)	8% (71)	839
4-Region: West	37% (192)	45% (235)	10% (54)	8% (40)	521
Gun Owner	47% (288)	37% (226)	8% (50)	7% (42)	607
Film Fan	42% (807)	41% (796)	11% (213)	6% (113)	1929
TV Fan	40% (824)	41% (847)	11% (230)	7% (153)	2053

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

**Table MCENdem3\_10: Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?**  
*Comedy*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	47% (1045)	38% (837)	9% (202)	5% (117)	2201
Gender: Male	50% (538)	37% (390)	8% (88)	5% (50)	1067
Gender: Female	45% (502)	40% (447)	10% (113)	6% (66)	1128
Age: 18-34	54% (343)	35% (224)	7% (42)	4% (22)	631
Age: 35-44	52% (192)	38% (141)	6% (22)	4% (17)	372
Age: 45-64	46% (329)	38% (271)	11% (75)	5% (35)	711
Age: 65+	37% (180)	41% (202)	13% (63)	9% (42)	487
GenZers: 1997-2012	51% (136)	38% (102)	9% (23)	3% (7)	268
Millennials: 1981-1996	54% (361)	36% (242)	6% (40)	4% (26)	668
GenXers: 1965-1980	50% (256)	38% (197)	7% (37)	4% (22)	512
Baby Boomers: 1946-1964	38% (268)	40% (282)	13% (93)	8% (58)	701
PID: Dem (no lean)	51% (458)	38% (340)	9% (80)	3% (23)	902
PID: Ind (no lean)	47% (311)	37% (249)	9% (62)	6% (41)	664
PID: Rep (no lean)	43% (275)	39% (249)	9% (60)	8% (52)	636
PID/Gender: Dem Men	54% (246)	37% (168)	6% (28)	3% (15)	457
PID/Gender: Dem Women	47% (209)	39% (171)	12% (51)	2% (9)	440
PID/Gender: Ind Men	47% (142)	38% (113)	8% (24)	7% (21)	300
PID/Gender: Ind Women	46% (169)	37% (136)	10% (38)	6% (21)	363
PID/Gender: Rep Men	49% (150)	35% (109)	12% (36)	5% (15)	310
PID/Gender: Rep Women	38% (125)	43% (140)	7% (24)	11% (37)	326
Ideo: Liberal (1-3)	53% (337)	35% (227)	10% (61)	2% (16)	641
Ideo: Moderate (4)	49% (311)	38% (239)	9% (57)	5% (30)	637
Ideo: Conservative (5-7)	42% (305)	39% (284)	10% (71)	9% (65)	725
Educ: < College	49% (701)	37% (533)	9% (132)	5% (72)	1438
Educ: Bachelors degree	43% (209)	41% (198)	9% (46)	6% (31)	484
Educ: Post-grad	48% (135)	38% (106)	9% (24)	5% (13)	278
Income: Under 50k	46% (507)	39% (434)	9% (99)	6% (66)	1105
Income: 50k-100k	49% (348)	35% (250)	11% (76)	5% (36)	710
Income: 100k+	49% (190)	40% (153)	7% (27)	4% (15)	386
Ethnicity: White	47% (805)	38% (645)	10% (166)	5% (83)	1698
Ethnicity: Hispanic	51% (192)	38% (145)	5% (18)	6% (24)	379

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**Table MCENdem3\_10:** Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?  
 Comedy

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	47% (1045)	38% (837)	9% (202)	5% (117)	2201
Ethnicity: Black	52% (147)	36% (101)	8% (22)	5% (13)	283
Ethnicity: Other	42% (93)	42% (92)	7% (15)	9% (20)	220
All Christian	46% (468)	38% (393)	10% (98)	7% (68)	1027
All Non-Christian	52% (91)	33% (57)	7% (13)	8% (13)	174
Atheist	56% (56)	35% (35)	7% (7)	2% (2)	100
Agnostic/Nothing in particular	46% (256)	40% (221)	11% (59)	3% (17)	553
Something Else	50% (174)	38% (132)	7% (26)	5% (16)	348
Religious Non-Protestant/Catholic	53% (98)	33% (62)	7% (14)	7% (13)	187
Evangelical	46% (235)	39% (197)	9% (45)	6% (33)	510
Non-Evangelical	47% (400)	37% (317)	9% (78)	6% (52)	847
Community: Urban	50% (350)	37% (260)	7% (51)	6% (39)	699
Community: Suburban	45% (447)	38% (379)	10% (100)	6% (61)	987
Community: Rural	48% (248)	39% (199)	10% (51)	3% (17)	514
Employ: Private Sector	52% (395)	36% (274)	8% (63)	4% (34)	766
Employ: Government	45% (59)	44% (57)	9% (11)	3% (4)	131
Employ: Self-Employed	49% (93)	37% (71)	9% (18)	4% (9)	191
Employ: Homemaker	51% (76)	35% (53)	12% (17)	2% (3)	149
Employ: Student	39% (27)	49% (34)	10% (7)	2% (2)	70
Employ: Retired	39% (212)	42% (233)	11% (61)	8% (42)	548
Employ: Unemployed	51% (123)	34% (81)	8% (19)	7% (16)	239
Employ: Other	55% (59)	32% (34)	6% (6)	7% (7)	107
Military HH: Yes	45% (125)	37% (102)	12% (34)	5% (14)	274
Military HH: No	48% (920)	38% (735)	9% (169)	5% (103)	1927
2022 House Vote: Democrat	51% (473)	36% (334)	10% (95)	3% (24)	926
2022 House Vote: Republican	44% (283)	39% (250)	9% (57)	8% (55)	645
2022 House Vote: Someone else	39% (24)	39% (24)	15% (9)	7% (4)	61
2022 House Vote: Didnt Vote	47% (265)	40% (229)	7% (41)	6% (34)	569

Continued on next page

**Table MCENdem3\_10:** Generally speaking, how interested are you in the following genres, whether it be books, television, film, or video games?  
Comedy

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	47%	(1045)	38%	(837)	9%	(202)	5%	(117)	2201
2020 Vote: Joe Biden	51%	(484)	37%	(355)	10%	(93)	3%	(25)	957
2020 Vote: Donald Trump	44%	(317)	39%	(279)	10%	(73)	7%	(52)	721
2020 Vote: Other	44%	(30)	47%	(31)	8%	(5)	1%	(1)	67
2020 Vote: Didn't Vote	47%	(214)	38%	(172)	7%	(31)	8%	(39)	456
2018 House Vote: Democrat	55%	(444)	34%	(274)	10%	(78)	2%	(17)	813
2018 House Vote: Republican	44%	(276)	39%	(249)	10%	(64)	7%	(45)	634
2018 House Vote: Someone else	40%	(21)	36%	(19)	15%	(8)	8%	(5)	53
2018 House Vote: Didnt Vote	43%	(303)	42%	(296)	7%	(52)	7%	(51)	701
4-Region: Northeast	45%	(172)	38%	(147)	11%	(44)	6%	(23)	386
4-Region: Midwest	48%	(217)	41%	(188)	7%	(33)	4%	(17)	455
4-Region: South	47%	(399)	38%	(319)	10%	(82)	5%	(40)	839
4-Region: West	49%	(257)	35%	(184)	8%	(44)	7%	(37)	521
Gun Owner	50%	(304)	37%	(223)	10%	(58)	4%	(22)	607
Film Fan	50%	(966)	38%	(726)	8%	(157)	4%	(81)	1929
TV Fan	48%	(990)	38%	(784)	9%	(187)	4%	(92)	2053

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	2201	100%
xdemGender	Gender: Male	1067	48%
	Gender: Female	1128	51%
	N	2195	
age	Age: 18-34	631	29%
	Age: 35-44	372	17%
	Age: 45-64	711	32%
	Age: 65+	487	22%
	N	2201	
demAgeGeneration	GenZers: 1997-2012	268	12%
	Millennials: 1981-1996	668	30%
	GenXers: 1965-1980	512	23%
	Baby Boomers: 1946-1964	701	32%
	N	2149	
xpid3	PID: Dem (no lean)	902	41%
	PID: Ind (no lean)	664	30%
	PID: Rep (no lean)	636	29%
	N	2201	
xpidGender	PID/Gender: Dem Men	457	21%
	PID/Gender: Dem Women	440	20%
	PID/Gender: Ind Men	300	14%
	PID/Gender: Ind Women	363	17%
	PID/Gender: Rep Men	310	14%
	PID/Gender: Rep Women	326	15%
	N	2195	
xdemIdeo3	Ideo: Liberal (1-3)	641	29%
	Ideo: Moderate (4)	637	29%
	Ideo: Conservative (5-7)	725	33%
	N	2002	
xeduc3	Educ: < College	1438	65%
	Educ: Bachelors degree	484	22%
	Educ: Post-grad	278	13%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1105	50%
	Income: 50k-100k	710	32%
	Income: 100k+	386	18%
	N	2201	
xdemWhite	Ethnicity: White	1698	77%
xdemHispBin	Ethnicity: Hispanic	379	17%
demBlackBin	Ethnicity: Black	283	13%
demRaceOther	Ethnicity: Other	220	10%
xdemReligion	All Christian	1027	47%
	All Non-Christian	174	8%
	Atheist	100	5%
	Agnostic/Nothing in particular	553	25%
	Something Else	348	16%
	N	2201	
xdemReligOther	Religious Non-Protestant/Catholic	187	8%
xdemEvang	Evangelical	510	23%
	Non-Evangelical	847	38%
	N	1357	
xdemUsr	Community: Urban	699	32%
	Community: Suburban	987	45%
	Community: Rural	514	23%
	N	2201	
xdemEmploy	Employ: Private Sector	766	35%
	Employ: Government	131	6%
	Employ: Self-Employed	191	9%
	Employ: Homemaker	149	7%
	Employ: Student	70	3%
	Employ: Retired	548	25%
	Employ: Unemployed	239	11%
	Employ: Other	107	5%
	N	2201	
xdemMilHH1	Military HH: Yes	274	12%
	Military HH: No	1927	88%
	N	2201	

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### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote22O	2022 House Vote: Democrat	926	42%
	2022 House Vote: Republican	645	29%
	2022 House Vote: Someone else	61	3%
	2022 House Vote: Didnt Vote	569	26%
	N	2201	
xsubVote20O	2020 Vote: Joe Biden	957	43%
	2020 Vote: Donald Trump	721	33%
	2020 Vote: Other	67	3%
	2020 Vote: Didn't Vote	456	21%
	N	2201	
xsubVote18O	2018 House Vote: Democrat	813	37%
	2018 House Vote: Republican	634	29%
	2018 House Vote: Someone else	53	2%
	2018 House Vote: Didnt Vote	701	32%
	N	2201	
xreg4	4-Region: Northeast	386	18%
	4-Region: Midwest	455	21%
	4-Region: South	839	38%
	4-Region: West	521	24%
	N	2201	
MCENxdem1	Gun Owner	607	28%
MCENxdem2	Film Fan	1929	88%
MCENxdem3	TV Fan	2053	93%

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

